

Mr John Gilchrist
Freedom of Information Officer

5 September 2018

Ref: FOI/August 2018/ Clare Tanner

By email to uk.education.research@gmail.com

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Dear Ms Tanner

Your request for information received on 13 August 2018 has been dealt with under the provisions of the Freedom of Information Act 2000 (FOIA).

You asked:

I am requesting information under the Freedom of Information Act 2000 about the number of Full Time Equivalent (FTE) staff and expenditure budget that are allocated against each of the following areas, broken down into 'Home', 'EU', and 'non-EU' where applicable:

- Core Marketing campaigning (incl. advertising)
- Faculty Marketing campaigning (incl. advertising)
- External facing website management & development
- Data management (e.g. CRM)
- Outreach (Access)
- Feeder School/College Liaison (if separate from outreach)
- Student Recruitment
- Event management (prospect facing), including Open Days, applicant days, etc
- Event management (corporate), including Graduation, etc
- Social Media Operations
- Content writing for marketing publications
- Press & PR liaison
- Corporate communications
- Design for marketing publications
- Film production for marketing & corporate purposes
- Brand management
- Student Admissions
- Alumni Operations and Management
- Fundraising
- Internal Communications
- Market Research

University Response

The information requested is regarded as competitive data and is not available to our competitors.

Section 44 (1)(a) of the Freedom of Information Act 2000 permits the University to withhold information if its disclosure would be prohibited by law. Due to competition law, under the Competition Act 1998, the University must exercise caution in releasing any information of a strategic nature such that it may constitute an exchange that would infringe competition law by placing it in the public domain where it could potentially be access by other Higher Education Institutions.

Competition law is seen to be infringed if parties do not actually agree on an anticompetitive act but exchange information that would lead competitors to understand how and what benchmarks have been set.

This would include the release of strategic, or strategically useful, information. It is therefore necessary to withhold such information that is not already in the public domain and would include specific information about the University's staffing levels and expenditure in this area of business. Such information has therefore been withheld because the University believes that its release would breach the Competition Act 1998.

By disclosing the information it would be placed in the public domain where it would be readily accessible to other institutions in the Higher Education sector; thus it could adversely affect the free competition between institutions.

This is an absolute exemption and the University is not required to consider the public interest in the release of this data.

I trust this satisfies your request sufficiently. Under the Freedom of Information Act 2000, you have the right to complain about the University's response to your request for information. If you have such a complaint, you may contact Mrs Teresa Kelly, Clerk to the Board of Governors, Middlesex University, Hendon campus, London NW4 4BT, tel: 020 8411 6018, t.kelly@mdx.ac.uk within 40 days of the date of this letter for a review of the University's decision. If you remain unsatisfied with the outcome of that complaint, you may seek further recourse by lodging an appeal with the Information Commissioner.

Yours sincerely

John Gilchrist
Freedom of Information Officer