



University of East Anglia

Information Services Directorate

The Library  
University of East Anglia  
Norwich Research Park  
Norwich NR4 7TJ  
United Kingdom

Email: [foi@uea.ac.uk](mailto:foi@uea.ac.uk)  
Tel: +44 (0) 1603 593 523  
Fax: +44 (0) 1603 591 010  
Web: <http://www.uea.ac.uk>

[REDACTED]

29 February 2016

Dear [REDACTED]

**Freedom of Information Act 2000 – Information request (ref: FOI\_16-043)**

We have now considered your request of 01 February 2016 for information regarding the methods used, and cost of, initiatives at UEA from 2012/13 to 2014/15 to incentivise participation in the National Student Survey. Our response is on pages 2-4 of this letter, together with a copy of your request, and we hope this will meet your requirements.

Please note that any material over which UEA has copyright is released on the understanding that you will comply with all relevant copyright rules regarding reproduction and/or transmission of the information provided.

You have the right of appeal against this response. If you wish to appeal, please set out in writing your reasons for appealing and send to the above address. You must appeal within 60 calendar days of the date of this letter. Any appeal received after that date will not be considered nor acknowledged. This policy has been reviewed and approved by the Information Commissioner's Office.

You also have a subsequent right of appeal to the Information Commissioner's Office. Further information is available on their website: [https://ico.org.uk/Global/contact\\_us](https://ico.org.uk/Global/contact_us), or by telephone on 0303 123 1113.

Please quote our reference given at the head of this letter in all correspondence.

Yours sincerely

Dave Palmer  
Information Policy and Compliance Manager  
University of East Anglia

## Response to Freedom of Information Act 2000 request (FOI\_16-043)

*I would like to receive all methods used within the university to incentivise students to fill out the National Student Survey and the costs for those incentives. I would like to receive this information for the current academic year (2015/16), and if possible under the Act's limitations, the three academic years preceding it (2012/13, 2013/14, and 2014/15).*

*[Clarified on 10 February to provide separate and total figures for incentives and broader communications, to include only 'direct' costs rather than including staff costs, to include both faculty and institutional level data, and to pro-rate shared costs between NSS and other surveys where in conjunction]*

The response to your question above is presented within the below table. Please note that the methods listed do not apply universally within the University. Some are specific to only one or two Schools within any particular year. It should also be noted that we do not have complete records of all incentives over all the requested years, particularly those with no cost attached.

<b>Year</b>	<b>Method</b>	<b>Cost</b>
2012/13	Infographic encouraging completion	£465.00
	Promotion of NSS completion in staff & student bulletins, on UEA web portal, & on digital screens	£0.00
	Use of social media to encourage completion	£0.00
	Reference to NSS within lectures	£0.00
	Speech by Head of School encouraging completion	£0.00
	Email to PGT students encouraging completion	£0.00
	Email reminder to students encouraging completion	£0.00
	<b>TOTAL</b>	<b>£465.00</b>
2013/14	Promotion of NSS completion in staff & student bulletins, on UEA web portal, & on digital screens	£0.00
	FMH Grad Balls sponsorship	£680.00
	NSS Use of social media to encourage completion	£0.00
	Reference to NSS within lectures	£0.00
	Speech & letter by Head of School encouraging completion	£0.00
	Email to PGT students encouraging completion	£0.00
	Email reminder to students encouraging completion	£0.00
	Issue T-shirts to cohort & academic leads	£0.00
	Banner in School reception	£0.00
	Verbal encouragement of completion by placement staff	£0.00

<b>Year</b>	<b>Method</b>	<b>Cost</b>
	TOTAL	£680.00
2014/15	Postcards (25% pro rata figure)	£55.44
	NSS promotion by student ambassadors (25% pro rata)	£80.01
	Cash prizes (3 x £100) available to students who complete NSS	£300.00
	Promotion of NSS completion in staff & student bulletins, on UEA web portal, digital screens & in Union newspaper	£0.00
	Personalised emails encouraging completion	£0.00
	Use of social media to encourage completion	£0.00
	FMH Grad Balls sponsorship	£850.00
	Reference to NSS within lectures	£0.00
	Speech by Head of School encouraging completion	£0.00
	Email to PGT students encouraging completion	£0.00
	Email reminder to students encouraging completion	£0.00
	Tea and cakes	£288.73
	Candy distribution as part of student ambassador promotion of completion	£234.00
	Free NBS Ball ticket raffle available to students who complete NSS (2 x £37)	£74.00
	Raffle for Amazon vouchers for students who complete NSS (2 x £25)	£50.00
	Raffle for dinner vouchers for students who complete NSS (2 x £25)	£50.00
	Promotional material (Printing)	£15.00
	Promotion in lectures & social media	£0.00
	TOTAL	£1997.18
	2015/16	Postcards (33.3% pro rata figure)
NSS promotion by student ambassadors		£17.39
Cash prizes (3 x £100) available to students who complete NSS		£300.00
Promotion of NSS completion in staff & student bulletins, on UEA web portal, digital screens & in Union newspaper		£0.00
Use of social media to encourage completion		£0.00
Reference to NSS within lectures		£0.00
Speech & letter by Head of School encouraging completion		£0.00
Email to PGT students encouraging completion		£0.00



<b>Year</b>	<b>Method</b>	<b>Cost</b>
	Email reminder to students encouraging completion	£0.00
	Newsletter to students regarding NSS	£0.00
	Verbal encouragement of completion by placement staff	£0.00
	Candy distribution as part of student ambassador promotion of completion	£237.00
	Free NBS Ball ticket raffle available to students who complete NSS (2 x £37)	£74.00
	Raffle for Amazon vouchers for students who complete NSS (2 x £25)	£50.00
	Raffle for dinner vouchers for students who complete NSS (2 x £25)	£50.00
	Promotional material (Printing)	£15.00
	Promotion in lectures & social media	£0.00
	<b>TOTAL</b>	<b>£883.39</b>