



University of East Anglia

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08 August 2018

Dear [REDACTED]

Freedom of Information Act 2000 – Information request (ref: FOI_18-175)

We have now considered your request of 30 July 2018 for the following information:

'Hi, please provide the following information for each of the admissions entry cycles 2013, 2014, 2015, 2016, 2017, 2018

** Total number of offers made to 18 year old applicants from England, Northern Ireland and Wales each year*

** Total number of unconditional offers to 18 year old applicants from England, Northern Ireland and Wales each year*

For reference, this is in connection with the UCAS analysis <https://www.ucas.com/file/178626/download?token=RAF1To81>.'

Our response is on page 3 of this letter along with a copy of your request.

On this occasion, it is not possible to provide all the requested information. The Act contains a number of exemptions that allow public authorities to withhold certain information from release. We have applied the following exemption to part of your request.

Exemption	Reason
s.43(2), Prejudice to commercial interests	Disclosure of information would be likely to prejudice the commercial interests of a person as defined by the Act

Exemption explanation

We have applied this exemption to the data requested in connection with the academic year 2018/19 on the basis that it is our belief that release of this information would be likely to prejudice the commercial interests of the University.

To compete in the Higher Education market, with leading UK and international universities, the University must ensure that information that would be strategically useful to its competitors is not placed in the public domain. Release of such information would potentially compromise the University's ability to attract and recruit the number and quality of students it desires to have within its various undergraduate

programmes. The University's position would likely be compromised if it were to release information which would benefit its competitors.

The requested information directly affects our ability to recruit new students, and as such is an important and unique component of the University's key commercial activity; namely, the effective attraction and recruitment of new students in a volume and of a quality that the University desires.

The competitive nature of the HE sector was noted by the Information Commissioner within a 2012 decision notice involving Cranfield University¹. In this particular case, there is naturally a significant amount of competition between institutions seeking to attract the best students in the requested age group.

We acknowledge that not all admissions information can be considered commercially sensitive. Historical data of prior intakes is well-known and widely shared within the HE community.

However, information relating to activities concerning the current recruitment and admissions cycle is very commercially sensitive. It gives competitors an insight into not only how we are progressing in our recruitment efforts, but also allows them to get a sense of how we are recruiting which could allow them to adopt a different approach to the remainder of the recruitment cycle to UEA's disadvantage.

Additionally, release of the 2018/19 information, particularly that relating to offers made and their nature could potentially influence the behaviour of our current applicants, some of which have not yet made their decision regarding which institution to attend. Prospective applicants that see very few or many more applications than spaces may be influenced to go elsewhere, and in relation to offers and acceptances, again they might see a certain number of acceptances which could lead them to believe they won't get in and deter them from applying to UEA.

This information is not shared within the HE community nor does UEA nor any other institution publicise or release this information at this stage of the recruitment cycle.

We would also consider it quite likely for such prejudice to our interests to occur, given the sensitivity of the requested information, the consistent treatment of it as commercially sensitive by not only UEA but other Higher Education institutions, and the degree to which the number and value of applicants and subsequent registrants is now critical to any university's success.

We are aware of interest from other institutions in our recruitment strategy and performance and we certainly would have an interest in having access to similar information from our competitors. We feel confident that our competitors would use such information to 'close the gap', target their activities to counter those that we undertake, and as a consequence, reduce our ability to compete within this market.

As any information disclosed under FOI is published on our website disclosure log, it is certainly possible that a competitor institution could view this information and make use of them to the potential detriment of UEA.

Public Interest

There is undoubtedly a strong public interest in ensuring that the public has sufficient information regarding how universities attract and recruit students. However, we would counter that there is also a public interest in protecting the ability of institutions

¹ https://ico.org.uk/media/action-weve-taken/decision-notices/2012/717656/fs_50392143.pdf

to compete on a level playing field and to ensure that there is fair competition between universities for prospective students.

By protecting the University's admissions information for 2018/19 from public disclosure we are acting in line with established practices across the sector within the UK and internationally in maintaining this fair competition. Additionally, we would argue that this interest is adequately met by retrospective data regarding completed cycles available from UEA and from the Higher Education Statistics Authority (HESA).

We do not believe there is a strong public interest in publishing information which is so specific and unique in nature that their disclosure would be likely to adversely affect the University's ability to compete with other institutions offering the same degree.

On balance, we believe the public interest lies in withholding these specific documents.

We hope this response will meet your requirements, however if you are not satisfied you have the right of appeal. 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, or by telephone on 0303 123 1113.

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.

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

Yours sincerely

Dave Palmer
Information Compliance Manager
University of East Anglia

Response to Freedom of Information Act 2000 request (FOI_18-175)

Please provide the following information for each of the admissions entry cycles 2013, 2014, 2015, 2016, 2017, 2018

* Total number of offers made to 18 year old applicants from England, Northern Ireland and Wales each year

* Total number of unconditional offers to 18 year old applicants from England, Northern Ireland and Wales each year

Our response is within the table below:

Offer type	Country	Academic Year						
		2013/14	2014/15	2015/16	2016/17	2017/18	2018/19	
Conditional	England	6286	7106	8876	9089	8201	[Information exempted pursuant to s.43(2), FOIA]	
	N. Ireland	29	45	44	49	46		
	Wales	75	104	95	90	64		
	Total	6390	7255	9015	9228	8311		
Unconditional	England	15	8	10	8	3		
	N. Ireland	0	0	0	0	0		
	Wales	0	0	0	0	0		
	Total	15	8	10	8	3		
Grand Total		6405	7263	9025	6236	8314		