



Ministry
of Defence

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13 November 2015

Dear [REDACTED],

Thank you for your email of 20 October 2015 requesting the following information.

"1. What is the total budget – in pounds sterling – for the 'With Heart, With Mind' Army recruitment campaign which is involving a tour of UK universities?"

2. How many universities will be visited, and which ones are they?"

I am treating your correspondence as a request for information under the Freedom of Information Act 2000.

A search for the information has now been completed within the Ministry of Defence, and I can confirm that information in scope of your request is held. The information you requested is shown below.

1. What is the total budget – in pounds sterling – for the 'With Heart, With Mind' Army recruitment campaign which is involving a tour of UK universities?

The budget for recruiting year 15/16 is £2.4m. This budget incorporates spending on all officer recruiting activity under the banner of "With Heart, With Mind", including not only advertising costs, but all assets, media and use of trucks on university campuses.

2. How many universities will be visited, and which ones are they?

| Ser | Campus / University |
|-----|------------------------|
| 1 | St Andrews University |
| 2 | Nottingham University |
| 3 | Dundee University |
| 4 | Sheffield University |
| 5 | Leicester University |
| 6 | Bristol University |
| 7 | Birmingham University |
| 8 | Southampton University |

| | |
|----|---------------------------|
| 9 | Cardiff University |
| 10 | Loughborough University |
| 11 | Queens University |
| 12 | Northumbria University |
| 13 | Canterbury University |
| 14 | Manchester Metropolitan |
| 15 | Leeds University |
| 16 | Durham University |
| 17 | Exeter University |
| 18 | Leeds Beckett |
| 19 | York University |
| 20 | University of East Anglia |

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If you are not satisfied with this response or you wish to complain about any aspect of the handling of your request, then you should contact me in the first instance. If informal resolution is not possible and you are still dissatisfied then you may apply for an independent internal review by contacting the Information Rights Compliance team, 1st Floor, MOD Main Building, Whitehall, SW1A 2HB (e-mail CIO-FOI-IR@mod.uk). Please note that any request for an internal review must be made within 40 working days of the date on which the attempt to reach informal resolution has come to an end.

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Yours sincerely,

Army Secretariat