

Title Media Planning and Buying

Executive Summary:

The Metropolitan Police Service's (MPS's) current media planning and buying contracts, awarded through the Crown Commercial Service (CCS) Media and Creative Framework, expire in June 2026. Unless new contracts are awarded, neither the MPS nor National Counter Terrorism Policing Headquarters (NCTPHQ) will be able to continue running paid-for media campaigns. This will seriously impact the MPS's ability to achieve police officer recruitment targets and to run campaigns that prevent crime and build public trust and confidence.

This paper recommends awarding new outsourced media planning and buying contracts via the new CCS framework used by all central government departments and many other public sector organisations to maximise the effectiveness and efficiency of MPS marketing.

The proposed contracts will run for two years, with an option to extend for a further two years and will be designed to remain flexible and adaptable to changing demands. Awarding the contracts under the Greater London Authority (GLA) framework is not possible due to different contract start dates.

Recommendation:

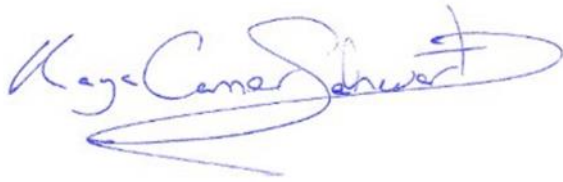
The Deputy Mayor for Policing and Crime is recommended to:

1. Approve outsourcing of media planning and buying for all paid-for MPS and NCTPHQ media for a two-year period from 14 June 2026, with an option to extend for up to a further two years.
2. Approve the award of the outsourced media planning and buying contract(s) via the new CCS Media and Creative Framework (RM6364), used by central government departments and arms-length bodies, to maximise campaign effectiveness and efficiency.
3. Approve the award of the media buying contract to Wavemaker under Lot 1 of the framework, with a maximum spend of £24.00m over the lifetime of the contract and no minimum spend, providing flexibility to meet planned campaign costs and respond to contingencies.
4. Approve the appointment of the media planning provider either Wavemaker under Lot 1 (aggregated model) or Omnigov under Lot 3 (disaggregated model) to be selected following a competitive tender. The maximum spend for this element will be £1.60m over the lifetime of the contract.

Deputy Mayor for Policing and Crime

I confirm I have considered whether I have any personal or prejudicial interest in this matter and take the proposed decision in compliance with the Code of Conduct. Any such interests are recorded below.

The above request has my approval.

A handwritten signature in blue ink, appearing to read "Kaye Cameron Stewart". The signature is stylized and written in a cursive-like font.

Signature

Date 16/04/2026

PART I - NON-CONFIDENTIAL FACTS AND ADVICE TO THE DMPC

Decision required – supporting report

1. Introduction and background

- 1.1. Paid-for media is vital to meeting annual MPS officer recruitment targets and supporting a range of crime-prevention activities. It is also essential for NCTPHQ, enabling public communication on security threats, and encouraging reporting.
- 1.2. Media planning and buying for both the MPS and NCTPHQ is currently provided by Omnigov under a single aggregated contract awarded through the CCS Media and Creative Framework in 2023. This contract expires on 13 June 2026. Without a new contract, the MPS and NCTPHQ will be unable to plan or buy media, meaning that MPS campaigns will have to stop, impacting MPS's ability to recruit new officers, protect the public, and build trust and confidence in the police.

2. Issues for consideration

- 2.1. The MPS does not have the resources or tools to plan or buy media, meaning future requirements will need to continue to be outsourced.
- 2.2. The vast majority of MPS media spend is on recruitment campaigns, which run year-round. A sizeable proportion of other media spend is in response to short-term emerging priorities. The MPS cannot award ad hoc contracts to service these needs and instead needs a flexible on call approach, enabling ongoing activity to be delivered cost effectively and enabling responses to other requests.
- 2.3. The MPS can either award media planning and buying to a single agency (aggregated procurement) or to two separate agencies (disaggregated procurement). Arguments exist for each approach, and the MPS has considered both during the procurement process.
- 2.4. These contracts will enable the MPS to plan and deliver marketing campaigns that reduce and prevent violence, protect vulnerable people, and increase public trust and confidence in the police. These contracts will also enable the MPS to recruit the officers required to meet MPS community crime fighting commitments under New Met for London 2 (NMfL2).
- 2.5. Work delivered under these contracts contributes to the London Anchor Institutions' Charter by recruiting more police officers to support communities, keeping people safe, building trust and confidence in the police, and offering career opportunities for those seeking to join the service.

3. Financial Comments

- 3.1. The expected budgeted spend for 2026/27 to 2029/30 is £21.44m, with £19.84m of funding from the MPS core budget and £1.60m from the Counter Terrorism grant. The contract value is £24.00m, leaving £2.56m of unbudgeted contract headroom that will require separate approval.

4. Commercial Comments

- 4.1. The MPS recommends awarding media planning and buying contracts through the CCS Media and Creative Framework (RM6364), which replaces the current framework from June 2026. This framework is widely used across central government and the public sector, providing strong volume discounts, innovative audience-reach methods and opportunities to learn from cross-government recruitment campaigns.
- 4.2. The MPS intends to award the aggregated media buying contract to Wavemaker, the sole buying agency on the framework, and award the aggregated media planning contract to either Wavemaker or Omnigov following a competitive tender based on quality, cost and service levels.
- 4.3. Both contracts will run for two years with optional 1 + 1 year extensions and will be managed by the central Communication and Engagement team, with availability for NCTPHQ and other MPS departments. Pre-defined Key Performance Indicators and a clear service level agreement will ensure delivery standards and value for money.
- 4.4. The MPS considered other options, including collaboration with the GLA, but this was not possible due to differing contract start dates, as the current contract ends in June 2026 and the GLA contract will not be in place until 2027.

5. Legal Comments

- 5.1. The Mayor's Office for Policing and Crime ("MOPAC") is a contracting authority as defined in the Public Contracts Regulations 2015 ("the Regulations") and the Procurement Act 2023 ("the Act"). From 1 January 2026, any contract for the supply of goods, services, or works to a sub-central government authority above the value of £0.21m must be subject to the Act. Awarding a contract through a valid Framework Agreement is compliant with the Act.
- 5.2. Paragraph 4.13 of the MOPAC Scheme of Delegation and Consent provides the Deputy Mayor for Policing and Crime with delegated authority to approve procurement strategies and requests to tender all requirements with a value of £0.50m or above.

6. Equality Comments

- 6.1. MOPAC is required to comply with the public sector equality duty set out in section 149(1) of the Equality Act 2010. This requires MOPAC to have due regard to the need to eliminate discrimination, advance equality of opportunity and foster good relations by reference to people with protected characteristics. The protected characteristics are age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.
- 6.2. As this is an extension of an existing service this work does not change any aspects relating to equality or diversity.

7. GDPR and Data Privacy

- 7.1. The MPS is subject to the requirements of the European Convention on Human Rights and the Data Protection Act (DPA) 2018. These frameworks require personal data to be processed fairly, lawfully and transparently to safeguard individuals' rights and freedoms.
- 7.2. Under Article 35 of the General Data Protection Regulation (GDPR) and Section 57 of the DPA 2018, a Data Protection Impact Assessment (DPIA) is mandatory where technologies or processes are likely to present a high risk to the rights and freedoms of data subjects.
- 7.3. The Information Assurance and Information Rights units within MPS will be consulted at all stages to ensure the programme meets its compliance requirements.
- 7.4. The screening questions have been completed and a DPIA is not required if the MPS awards the contracts using the Crown Commercial Service Media and Creative Framework. All personal data will be held by the appointed supplier(s), who are bound by Clause 17 and Joint Schedule 10 (Processing Data) of the CCS General Terms, which set out the standards the supplier must comply with in line with all relevant legislation and regulations. This approach has been approved by the MPS Digital Data and Technology (DDaT) Data Protection Team and the DataSafe Records Retention and Disposal (RRD) team.

8. Background/supporting papers

- 8.1. MPS Paper Media Planning and Buying.

Public access to information

Information in this form (Part 1) is subject to the Freedom of Information Act 2000 (FOIA) and will be made available on the MOPAC website following approval.

If immediate publication risks compromising the implementation of the decision, it can be deferred until a specific date. Deferral periods should be kept to the shortest length strictly necessary.

Part 1 Deferral:

Is the publication of Part 1 of this approval to be deferred? No.

If yes, for what reason:

Until what date:

Part 2 Confidentiality: Only the facts or advice considered as likely to be exempt from disclosure under the FOIA should be in the separate Part 2 form, together with the legal rationale for non-publication.


Is there a **Part 2** form – Yes

ORIGINATING OFFICER DECLARATION

	<i>Tick to confirm statement (ü)</i>
Head of Unit: The Chief Finance Officer and Director of Corporate services has reviewed the request and is satisfied it is correct and consistent with the MOPAC’s plans and priorities.	✓
Legal Advice: The MPS legal team has been consulted on the proposal.	✓
Equalities Advice: Equality and diversity issues are covered in the body of the report.	✓
Commercial Issues Commercial issues are covered in the body of the report.	✓
GDPR/Data Privacy GDPR compliance issues are covered in the body of the report.	✓
Drafting Officer Stephen Kalyango has drafted this report in accordance with MOPAC procedures.	✓
Director/Head of Service: The Chief Finance Officer and the Director of Corporate Services has reviewed the request and is satisfied it is correct and consistent with the MOPAC’s plans and priorities.	✓

Chief Executive Officer

I have been consulted about the proposal and confirm that financial, legal and equalities advice has been taken into account in the preparation of this report. I am satisfied that this is an appropriate request to be submitted to the Deputy Mayor for Policing and Crime.



Date 15/04/2026

Signature