

**MOPAC**MAYOR OF LONDON
OFFICE FOR POLICING AND CRIME

External Sourcing of MPS Media Planning and Buying

MOPAC Investment Advisory & Monitoring meeting 9th March 2026**Report by Catherine Hunt on behalf of the Sharon Sawers****Part 1 – This section of the report will be published by MOPAC. It is classified as OFFICIAL – PUBLIC***EXECUTIVE SUMMARY*

The Met Police's ('MPS') current media planning and buying contracts expire in June 2026. Unless new contracts are awarded, neither the MPS nor NCTPHQ will be able to continue running paid-for media campaigns. This will seriously impact MPS's ability to hit 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 Media and Creative Framework, used by all central government departments and many other public sector organisations, maximising the effectiveness and efficiency of MPS marketing. The proposed contracts will last for two years, with an option to extend for a further two years, and will be set up to be flexible and adaptable to changing demands. An alternative proposal to award the contracts under the GLA framework will not be possible due to misalignment of contract dates.

Recommendations

The Deputy Mayor for Policing and Crime, via the Investment Advisory and Monitoring meeting (IAM), is asked to approve the following recommendations:

1. To outsource media planning and buying for all paid-for MPS and NCTPHQ media for a period of two years from 14th June 2026, with an option to extend this period by up to two years.
2. To award the outsourced media planning and buying contract(s) via the new CCS Media and Creative Framework (RM6364), used by all central government departments and arms-length bodies, maximising the effectiveness and efficiency of MPS campaigns.

3. To award the media buying element of the contract to Wavemaker under Lot 1 of this framework, with a total maximum spend of £24,000,000 over the lifetime of the contract and no minimum spend. This gives MPS flexibility to meet planned campaign costs, which are significantly lower than the proposed ceiling and set out in Part 2 of this paper, and to deal with unexpected contingencies.
4. To appoint the media planning element of the contract to either Wavemaker under Lot 1 of the framework (aggregated contract model) or to Omnigov under Lot 3 of the framework (disaggregated model), with the successful agency to be decided after a pitch process. The maximum spend under this element of the contract will be £1,600,000 over the lifetime of the contract.

Time sensitivity

5. A decision is required from the Deputy Mayor by 31st March 2026. This is because existing MPS contracts expire on 13th June 2026 with no option to extend beyond this date. Once approval is given, it will take approximately two months to run pitches for the media planning element of the contract and to put in place the necessary paperwork to award both elements. It has not been possible to bring this paper to MOPAC any earlier as the new CCS Framework was only awarded in December 2025 business case and is key to the MPS case.

Non-confidential facts and advice to the Deputy Mayor for Policing and Crime

Introduction and background

6. Paid-for media plays an essential part in ensuring the MPS hits its officer recruitment targets from year-to-year. It also plays a significant role in crime prevention.
7. Paid-for media also allows NCTPHQ to raise public awareness of security threats and encourage reporting.
8. MPS and NCTPHQ paid-for media is currently planned and bought by Omnigov, an external media agency, under a single aggregated contract awarded under the existing CCS framework in 2023. This contract expires on 13th June.
9. Unless a new contract is put in place, MPS will be unable to plan or buy media, meaning that all campaigns will have to stop, impacting both organisations' ability to recruit new officers, protect the public and build trust and confidence in the police.

Issues for consideration

10. MPS does not have the resource or tools to plan or buy media itself, meaning that future requirements will need to continue to be outsourced.
11. The vast majority of current contract spend is on the MPS recruitment campaign, which runs year-round. A sizeable proportion of other media spend is in

response to short-term emerging priorities. MPS cannot award ad hoc contracts to service these needs and instead needs a flexible on-call approach, enabling it to run ongoing activity cost-effectively and respond to other requests.

12. MPS can either award media planning and buying to a single agency ('aggregated procurement') or to two separate agencies ('disaggregated procurement'). There are arguments for each approach which will be considered before a decision is made.

Contribution to the New Met for London (NMfL) Plan and / or MOPAC Police & Crime Plan 2022-25¹

13. These contracts will enable MPS to plan and deliver marketing campaigns that reduce and prevent violence, protect vulnerable people and increase public trust and confidence in the police. They will also enable MPS to recruit the officers that are needed to meet community crime fighting commitments under NMFL2.
14. The work carried out under the contracts contributes towards the London Anchor Institutions' Charter² by recruiting more police officers to support our communities, keeping people safe and building their trust and confidence in the MPS, and offering career opportunities to those who wish to join the service.

Financial, Commercial and Procurement Comments

15. MPS has considered a range of sourcing options and recommends awarding the media planning and buying contracts under the Crown Commercial Service Media and Creative Framework (RM6364), which replaces the existing framework that our current contracts were awarded under from June 2026.
16. This framework is used by all central government departments and a large number of other public sector bodies, giving MPS very good volume discounts on media, the opportunity to access innovative new ways of reaching audiences and an opportunity to learn from other cross-government recruitment campaigns.
17. MPS would like to award its aggregated media buying contract to Wavemaker, the sole buying agency awarded under this framework.
18. MPS would like to award the aggregated media planning contract to either Wavemaker or Omnigov, the two agencies appointed under the CCS framework, with a decision being made following a competitive pitch, based on quality, cost and service levels.
19. Both contracts will run for an initial period of two years, which can then be extended for a further 1 + 1 years. Contracts will be managed by the central C&E team, and available for use by NCTPHQ and any other MPS department if required. A series of pre-defined KPIs and a clear service level agreement will ensure strong delivery standards and value for money.

¹ [Police and crime plan: a safer city for all Londoners | London City Hall](#)

² <https://www.london.gov.uk/coronavirus/londons-recovery-coronavirus-crisis/anchor-institutions-charter>

20. Before making this decision, MPS considered a range of other options including collaboration with the GLA. However, after close consultation with the GLA collaborative procurement team, both sides agreed that this would not be possible on this occasion, due to misalignment of contract dates. The current MPS contract has to end in June 2026 and GLA's new contract will not be in place until 2027. MPS cannot afford a gap in provision.
21. The only contractually committed spend element of this contract is the media retainer which has been estimated to cost £0.360m based on historic spend. The rest of the spend will be commissioned on a case by case basis dependent on requirements of the campaign and the availability of budget. The current annual budget for recruitment marketing is £4.961m in C&E MPS and £0.400m in CTPHQ which totals £5.361m. Business groups will need to ensure their expenditure stays within their respective budgetary envelopes.
22. The estimated budgeted spend over the next 5 years is £26.805m; the estimated budgeted spend over the expected contract period between 2026/27 and 2029/30 will be £21.444m. The difference between this and the expected value of the contract of £24.000m is £2.556m; this is the contract headroom, which is not budgeted for and will require additional approvals should expenditure exceed the budgeted amount of £21.444m.

Legal Comments

23. 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 the 1st January 2026 any contract for the supply of goods, services or works to a sub-central government authority above the value of £207,720 must be subject to the Act. Awarding a contract through a valid Framework Agreement will be compliant with the Act.
24. 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 for to tender all requirements with a value of £500,000 or above.

Equality Comments

25. As this is an extension of an existing service this work does not change any aspects relating to equality or diversity.

Privacy Comments

26. The MPS is subject to the requirements and conditions placed on it as a 'State' body to comply with the European Convention of Human Rights and the Data Protection Act (DPA) 2018. Both legislative requirements place an obligation on the MPS to process personal data fairly and lawfully in order to safeguard the rights and freedoms of individuals.

Under Article 35 of the General Data Protection Regulation (GDPR) and Section 57 of the DPA 2018, Data Protection Impact Assessments (DPIA) become mandatory for organisations with technologies and processes that are likely to result in a high risk to the rights of the data subjects.

The Information Assurance and Information Rights units within MPS will be consulted at all stages to ensure the programme meets its compliance requirements.

The screening questions have been completed and a DPIA is not required if we award the contracts using the Crown Commercial Service Media and Creative Framework. This is because all personal data will be held by the supplier(s) appointed who will be bound by Clause 17 and Joint Schedule 10 (Processing Data) of the CCS General Terms, which set out specific and detailed standards that the supplier is expected to comply with in line with all legislation and regulations. This approach has been approved by the Met's DDAT Data Protection Team and DataSafe RRD team.

Real Estate Implications

27. There will be no changes to the estate as a result of this programme.

Environmental Implications

28. This programme has no impact on the Mayor's London Environment Strategy³; state if there is no impact too.

Background/supporting papers

29. No other supporting papers.

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Part 2 – This section refers to the details of the Part 2 business case which is NOT SUITABLE for MOPAC Publication.

The Government Security Classification marking for Part 2 is:

OFFICIAL-SENSITIVE [COMMERCIAL]

Part 2 of External Sourcing of MPS Media Planning and Buying is exempt from publication for the following reasons:

- Exempt under Article 2(2)(a) of the Elected Local Policing Bodies (Specified Information) Order 2011 (Data Protection Section 43 – Commercial Interests).

The paper will cease to be exempt after 6 years in line with the MPS Records Management Policy.

³ <https://www.london.gov.uk/WHAT-WE-DO/environment/environment-publications/draft-london-environment-strategy>