

Date: 3rd September 2026
Our ref: FOI/26/017317/N

FREEDOM OF INFORMATION REQUEST REFERENCE NO: FOI/26/017317/N

I write in connection with your request for information dated 27/07/2026, received by Greater Manchester Police (GMP) for the following information:

Please provide the following information covering the period 1 January 2022 to present, in relation to the GMP YouTube channel (@gmpolice).

1) Please provide any document(s) that set out the original business case, rationale, or decision to establish the GMP YouTube channel, including any paper submitted for internal approval to create it, regardless of when it was created (i.e. not limited to the January 2022-present period above).

2) Single highest-cost item: Please confirm the single highest-cost video or content series produced for the GMP YouTube channel in this period. Please provide its title/description, total cost, a breakdown of that cost by category (production, contractor fees, editing, equipment, promotion, staff time), and whether an external contractor was used.

3) Budget breakdown: For the GMP YouTube channel, please provide, by financial year:

a) Total spend on content

b) Number of videos produced

c) Whether content was produced in-house, by external contractor, or a mix - and if contractors were used, please name them (including any contractor engaged for subscriber, view, or audience growth services), and the value of any associated contracts.

4) Please confirm whether GMP, or any contractor or agency acting on GMP's behalf, has at any point purchased, procured, or otherwise obtained subscribers, views, likes, or other engagement metrics from any third party for this channel.

Result of Searches

Following receipt of your request searches were conducted within Greater Manchester Police (GMP) to locate the requested information. I can confirm the information requested is held by GMP.

Question 1

No information held. There are no documents relating to the GMP YouTube channel.

Question 2

No information held. The only cost incurred by GMP are staff cost. Producing content for the GMP YouTube channel is only a small fraction of their function. There is no information held for the staff cost as this would need to be manually calculated.

Question 3

GMP YouTube channel operates with no budget. The term 'produced' is ambiguous, much of the content is CCTV, BWV and drone footage from crime and/or incident scenes and shot by officers. All other content is produced in-house. No contractors have been used and no contractors engaged for subscribers, views or audience growth services.

Question 4

No contractor or agency has ever purchased, produced or procured subscribers, views or likes or involved any third party.