



Invitation to provide a proposal and quote: Social media support for Maryport South Pride in Place

We welcome a proposal and quotation from someone who can help us tell the story of Maryport South Pride in Place, celebrate our community and encourage more residents to get involved.

About Us

Maryport South Pride in Place is a community-led programme covering Flimby, Ellenborough and Broughton Moor. It brings residents, community organisations and local partners together to shape a ten-year plan for the area, building on its strengths and identifying improvements that matter most to local people. Community engagement is at the heart of this work.

What We're Looking For

We require support to build a welcoming and engaging social media presence that helps residents and stakeholders understand the programme, have their say and stay informed about progress.

The support should include:

- Developing a simple content plan aligned with our agreed communications and engagement plan.
- Creating and scheduling posts, branded graphics and short videos.
- Promoting consultations, surveys, community events and funding opportunities.
- Sharing local stories, celebrating community strengths and showcasing supported activities.
- Creating “You said, we listened” updates to show how residents’ views influence decisions.
- Helping us reach a wider range of residents, including younger people, families and those who have not yet engaged, through community pages and partner networks.
- Monitoring comments and direct messages, responding to agreed routine enquiries, and promptly escalating complaints, safeguarding concerns,



abusive content, media enquiries or politically sensitive issues in line with an agreed protocol.

- A brief monthly report covering content published, reach, engagement, audience growth, enquiries, link clicks and meaningful actions, such as completed surveys, event enquiries or expressions of interest. The report should also identify learning and recommended changes for the following month.

We also welcome your ideas on what would work best for our community.

Our Approach

We want content to feel friendly, inclusive and easy to understand, reflecting a strong sense of community pride and belonging. Posts should make it clear how people can get involved, using accessible graphics, captions on videos and appropriate consent for photographs and personal stories.

Content must follow the agreed Maryport South Pride in Place branding and any applicable UK Government Pride in Place brand requirements. We will provide approved logos, brand assets and guidance. Any new templates or design styles must be agreed with us before use.

All social media accounts will remain under the ownership and control of Maryport South Pride in Place. Appropriate access arrangements, account security and approval permissions will be agreed before work begins.

You will work closely with the Pride in Place Officer and board members, with a clear approval process agreed before publishing.

Set-up Deliverables

We would like the work to begin with a review of existing social media activity, a proposed content calendar, reusable branded templates and an agreed posting and enquiry-handling schedule.

Length of Support

Please quote for an initial 12 months of support, with the option to extend following a review. Include the monthly cost, total cost for the initial period and any minimum contract or notice requirements.

Your Proposal and Quotation

Please include:

- Your proposed approach, platforms covered and suggested frequency of posts.
- What you would deliver within the initial 12 months.
- A breakdown of costs, including VAT where applicable.



- Please separate your management charge from any proposed advertising budget.
- Your availability and proposed start date.
- Who would undertake the work, their relevant experience, and the arrangements for maintaining support during leave or other periods of absence.
- Any information or support you would need from us.

Please confirm that editable versions of all templates and original content files will be provided to us, and that we will have ongoing rights to use and adapt content created under the contract.

Please clearly explain what is included and any exclusions. If possible, provide options for different levels of support so we can consider affordability and value for money.

How proposals will be considered

Proposals will be considered on the quality and suitability of the proposed approach, relevant community-focused experience, understanding of the area, ability to deliver, and overall value for money.

We're keen to work with someone who can bring creativity and a community-focused approach, helping residents feel informed, connected and involved in shaping the future of Flimby, Ellenborough and Broughton Moor.

Please send your proposal and quotation to chair@maryportsouthprideinplace.org.uk by 10am Monday 16th November 2026.