



Sheffield Museums Trust

Visual Merchandising - brief for consultant support

Sheffield Museums is seeking a dynamic consultant with proven expertise in retail design and visual merchandising to deliver high-quality, impactful displays that elevate the visitor experience and boost visitor propensity to spend.

Visual Merchandising

The Retail team is responsible for the operation of 5 retail spaces across the Sheffield Museums estate. We anticipate that the consultant will support the Retail Manager to develop practical support in the design, display and product range of our retail spaces to improve visual merchandising across four sites (Millenium Gallery, Weston Park Museum, Kelham Island and Abbeydale Industrial Hamlet), creating displays that attract footfall, inspire customers to browse and to encourage them to make a purchase.

The consultant will identify areas for investment and recommend key actions to create an engaging retail experience that builds an emotional connection between the charity, the shopping experience and our customers.

The consultant will bring critical analysis and challenge, as well as fresh insights into consumer trends and perspectives to highlight strengths, pinpoint areas for improvement, and recommend actions to support the delivery of the retail offer for the retail team.

The consultant will be expected to review, present, and provide feedback on, as well as support the development of, a retail action plan that includes;

- Design – actions to improve understanding of our shop and gallery layouts, how visitors engage with these spaces, and how to design environments that are accessible, functional, and appealing to all our visitors and audiences.
- Display – actions to support the implementation and enhancement of product displays, with a focus on understanding our spaces and identifying the most effective ways to showcase products. This includes developing a range of display techniques and planograms to optimise visual impact. Innovative approaches to display are also welcomed.
- Product range - actions to strengthen our product offering, including evaluating current ranges and supporting the development of structured product range plans (from range architecture through to table presentation and selling). Consideration should also be given to integrating our local makers' Christmas range as part of a refreshed approach to our overall product range.

Experience required

The consultant should demonstrate proven experience in retail and buying within a corporate environment, complemented by exposure to the cultural sector. They should bring expertise

in cultural retail and a clear understanding of the role retail plays within heritage and cultural organisations. The consultant must also show insight into the design and functionality of shops and spaces to maximise sales in these environments, as well as a track record of delivering development initiatives within limited budgets.

The consultant should be able to travel between the four Sheffield Museums sites and attend meetings in person and online as applicable.

Quotation requirements

Your quote should include:

- An outline of your relevant experience and suitability for this work including 2 similar projects that you have delivered in the last 5 years (4-page limit).
- A plan for the work that demonstrates your approach to communication and effective working with the team, and includes an outline methodology for the work, and a programme timeline (500-word limit).
- Your proposed fee based on the above scope, with a breakdown of costs.
- Contact details for three reference organisations where you have undertaken similar work in the last three years.
- Evidence of your insurance as follows:
 - Public Liability – minimum indemnity sum in respect of each and every event - £10 million
 - Employers Liability - minimum indemnity sum in respect of each and every event - £10 million
 - Professional Indemnity - minimum indemnity sum in respect of each and every event - £2 million

We anticipate that this work will be in the region of 10-15 days and will be completed within 8 weeks of appointment, or by 31 January 2026. The fee includes expenses and excludes VAT.

The deadline for quotation submissions is midday on 24 October 2025.

Contact Us

Quotes and questions should be sent to:

Stephanie Marsh, Retail Manager, stephanie.marsh@sheffieldmuseums.org.uk

About Sheffield Museums

Sheffield Museums is the independent charity that operates six of the city's leading museums and heritage sites: Abbeydale Industrial Hamlet, Graves Gallery, Kelham Island Museum, Millennium Gallery, Shepherd Wheel Workshop and Weston Park Museum.

Established in 2021, the charity cares for the city's collections of art, archaeology, social and industrial history, and natural science, alongside the Guild of St George's John Ruskin collection and is home to the Ken Hawley Collection Trust's Hawley Tool Collection. We work with our communities to tell remarkable stories of Sheffield and its people, and celebrate its reputation for excellence in craft, making and innovation. Together with local, regional and national partners, we showcase home-grown creative talent and bring outstanding cultural experiences to the city. <https://www.sheffieldmuseums.org.uk/>

About Sheffield Museums Retail Team

Retail

The Retail Team report to the Director of Finance & Resources and should be included in this review,

- Retail Manager – cross sites (1 x FTE)
- Buying & Merchandising Co-Ordinator (Millennium Gallery/Graves Gallery) – (0.86 FTE)
- Buying & Merchandising Co-Ordinator (Weston Park/Kelham Island) – (0.54 FTE)
- Buying & Merchandising Co-Ordinator (Craft) – (0.54 FTE)
- Retail Assistants – cross sites 9 people (3.9 FTE)

Visitor numbers:

Site	24/25	25/26 (first 5 months)
Total	767,978	307,976
Graves Gallery	42,776	10,377
Abbeydale Industrial Hamlet	8,558	6,187
Kelham Island Museum	48,932	34,372
Millennium Gallery	478,249	169,678
Shepherd Wheel Workshop	16,181	5,259
Weston Park Museum	173,283	82,103