



## **Sheffield Museums Trust**

### **Evidencing impact – brief for consultant support**

Sheffield Museums is seeking a consultant with expertise in collecting and using data to demonstrate the social and economic impact of investment in arts and culture. The consultant will work with colleagues across the organisation to develop and embed a holistic approach to evidencing impact that can be applied in a range of settings and used as a means of demonstrating social value and attracting and retaining philanthropic support.

#### **What we do**

Sheffield Museums manages six museum sites on behalf of Sheffield City Council. We deliver a vibrant creative programme inspired by the city's heritage and collections that connects people from all walks of life with their history, the world around them and each other. We collect a wide range of data across many different settings including visitor, participant, volunteer and schools' surveys, case studies and project evaluation, as well as in-house qualitative interviews to help us better understand key audiences and secure testimonials to support our work around advocacy and fundraising.

#### **What we need**

In January 2026, Sheffield Museums will embark on an 18-month programme of strategic planning that will realise a 5-year business plan and a masterplan for the next decade. As part of this work, we wish to develop a prototype impact framework that will ensure robust, high-quality data collection and methodologies and enable consistent, coherent impact reporting across programmes, venues and online activity to support strategic decision-making and organisational learning.

The framework will enable the organisation to provide robust evidence of our impact on wellbeing, participation and civic outcomes for Sheffield City Council, funders and philanthropists. Alignment with ONS wellbeing measures is a required component of the framework. We are therefore seeking a consultant with specialist expertise in impact and process evaluation to work with our established team to advise on this development.

The Director of Programmes will lead the review supported by the Head of Communications, with Audience Development, Volunteering, School Learning and Public Programme managers. The consultant will report to the Director of Programmes and the Head of Communications. Once completed, the impact framework will be owned by the Audience Development Manager and used by managers across a range of activities therefore liaison with this team is essential throughout this development.

The consultant will be expected to,

- Undertake a brief review of existing methodology and uses of data across all Sheffield Museums settings (see appendix)
- Identify key metrics that will enable Sheffield Museums to articulate impact across sectors using language and data that is widely relevant
- Include recommendations about which metrics best suit different settings (schools, galleries, events, digital, etc.) and how they align with ONS UK Measures of National Wellbeing
- Work with colleagues to identify the opportunities to make changes to improve the quality and consistency of impact data through the development of a prototype impact framework for the organisation
- Provide key recommendations for implementation over the next 12–24 months.
- Clarify how impact data will integrate with existing data systems and practices
- Ensure the framework dovetails with our work to collect robust visitor/participant/user feedback, which plays a fundamental role in helping us understand our audiences, our successes and areas for improvement, and also helps shape our future offer.

### **Experience required**

The consultant should demonstrate proven experience in,

- Advising charities on what impact data to collect and how
- Knowledge of which key performance indicators are used across sectors
- Working with charities to collaboratively design and implement impact frameworks that optimise resources
- Developing and implementing effective implementation plans
- Support teams in developing the effective use and compelling presentation of data for key stakeholders
- Experience working with established wellbeing or outcome frameworks (e.g. the Office of National Statistics' UK Measures of National Well-being) to demonstrate impact for fundraising and philanthropic purposes.

The consultant should be able to travel between all Sheffield Museums sites and attend meetings in person and online.

### **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 internal stakeholders, 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 two 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 take up to 10 days and will be completed within 8 weeks of appointment. Your fee should include expenses and exclude VAT.

**The deadline for quotation submissions is midnight on Sunday 4<sup>th</sup> January, and work should start no later than 2nd February 2026.**

### **Contact Us**

Questions should be directed to

Kirstie Hamilton, Director of Programmes, [kirstie.hamilton@sheffieldmuseums.org.uk](mailto:kirstie.hamilton@sheffieldmuseums.org.uk)

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## **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/>

# Appendix 1

## Appendix: Current Data Collection

Area of Activity	Type of data collection/research
Exhibitions	Comment cards Impact & Insight survey in temporary exhibitions (iPads) Number of attendees Qualitative 1-2-1 interviews around specific exhibition research e.g. Phlegm
General visitors	Comment cards Visitor surveys - iPads (paper back-up) - all sites using Impact & Insight platform but reported through Illuminate Visitor figures
Public Programme	Online event feedback survey send to consenting Eventbrite bookers Family activities paper feedback survey Qualitative 1-2-1 interviews with regular family visitors (for fundraising/advocacy purposes) Postcodes / demographics Number of attendees
Volunteering	Annual survey (online) Case studies / volunteer stories Better Impact CRM data
Schools	Evaluation form after every school workshop (paper) Evaluation form included in object handling boxes Evaluation form for work experience students Number of schools / pupils School postcodes Qualitative feedback from teachers/pupils (for fundraising/advocacy purposes, currently rolling out)
Comms	Advocacy spreadsheet - good news examples collated internally Website analytics (currently fairly limited due to capacity) Social media reach and engagement - monitored for general performance of different types of content to inform future content development but not tracked comprehensively YouTube - performance of digital programme monitored through annual review of different content strands
Projects	Consultation research (user/non-user) e.g. Embrace Abbeydale / Stephenson Blake Evaluation e.g. Many Voices, Embrace Abbeydale, Green Connections
Fundraising / Friends	Donation data Annual Friends feedback (online) Gift Aid forms