



THE STAINED
GLASS MUSEUM

inspiring stories in glass, light and colour

RETAIL INFORMATION PACK

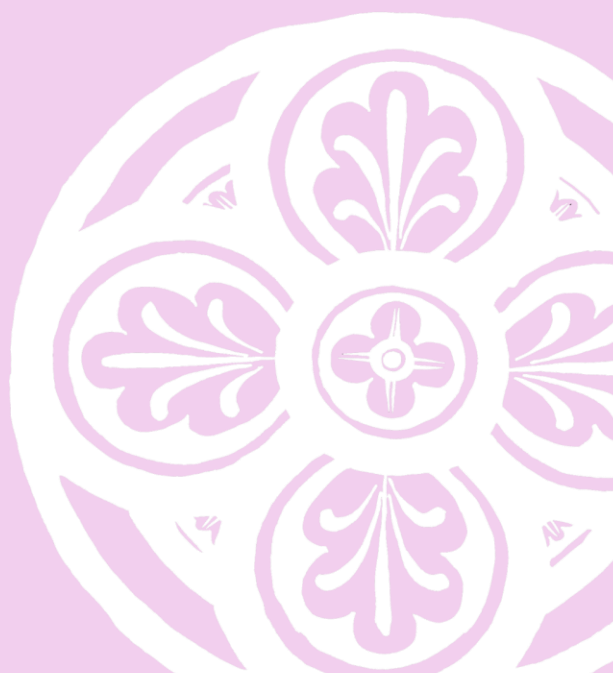
General shop enquiries:

shop@stainedglassmuseum.com

01353 660347

The Stained Glass Museum
Ely Cathedral
Ely
Cambs
CB7 4DL

Charity no. 1169842
Accredited Museum no. 574



RETAIL OPPORTUNITY

Reach new audiences.

Join a community of contemporary artists, makers and creative practitioners.

Forge a mutually beneficial retail partnership with an independent museum caring for a national collection of stained glass heritage.

Develop new income streams.



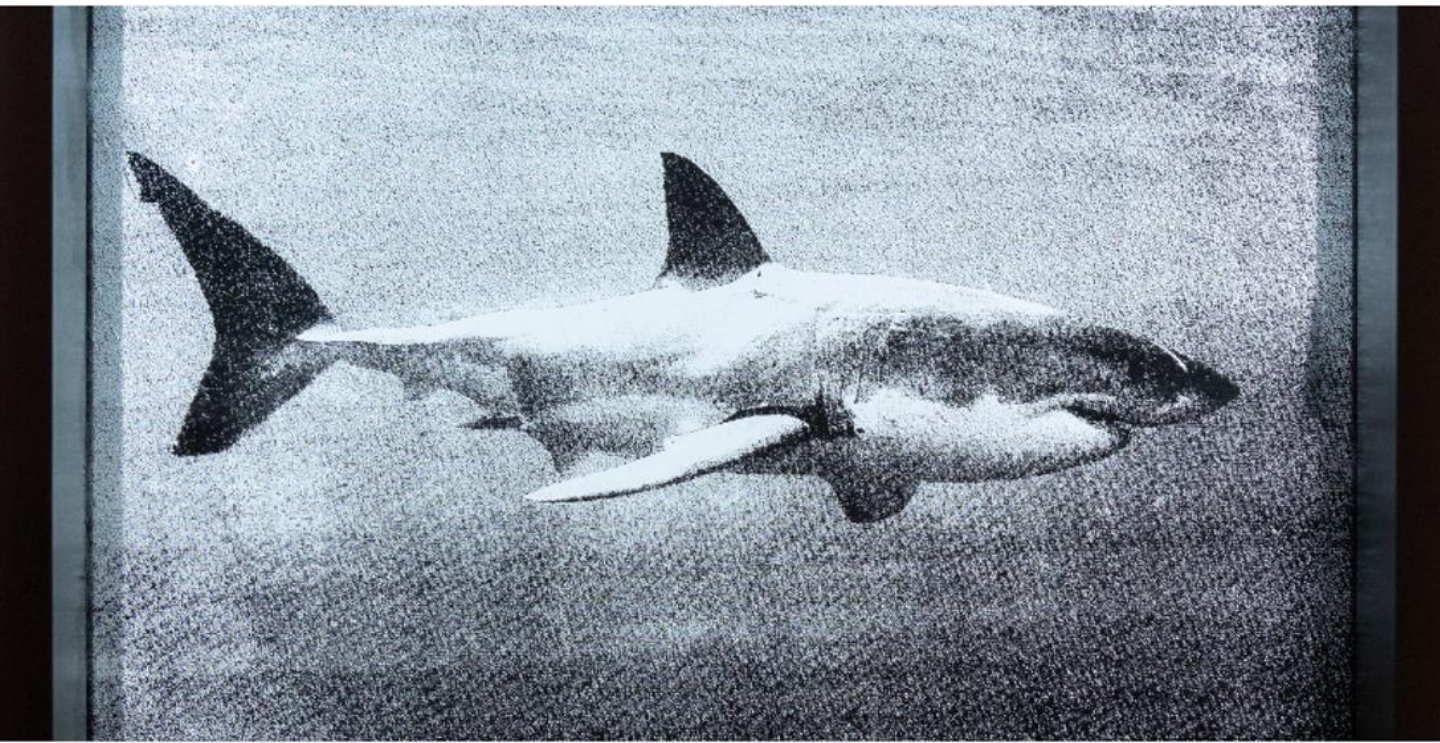
ABOUT THE STAINED GLASS MUSEUM

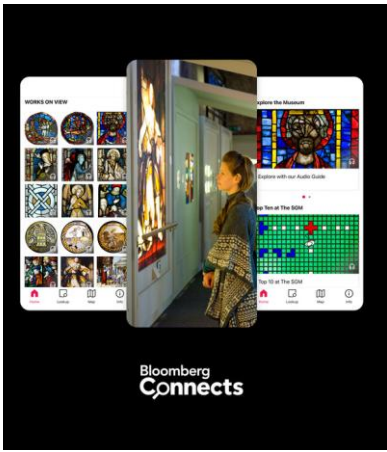
The Stained Glass Museum is the only museum dedicated to the art of stained glass in the UK. The museum boasts a nationally Designated Collection of stained glass, designs, materials and tools which reveal the development of this unique art from the 13th century to present day.



Our permanent gallery space in the triforium of Ely Cathedral displays religious and secular examples of stained glass at eye-level, so visitors can see this art form at close quarters. Many of the stained glass windows in the collection have been rescued from redundant buildings, including churches and chapels, but also synagogues, hospitals, houses and schools and are now examples of our national stained glass heritage.

The museum has an active events and engagement programme with practical glass workshops led by professional artists, talks, tours, a formal learning programme for schools, and family activities engage audiences of all ages.





OUR MUSEUM SHOP

Our museum shop is located in the museum's entrance area at triforium level and is open Monday-Saturday throughout the year. Entry to the shop is free and it is visited by more than 25,000 visitors a year. In addition, the museum shop has a stall at Ely Cathedral's annual Christmas Gift & Food Fair, attracting between 10,000 and 15,000 attendees in a single weekend.

An independent accredited museum and registered charity since its foundation in 1972, the museum does not receive any core national or local government funding and is principally funded through its paying visitors, events and retail, supported by grants and donations.

Our retail offer is therefore an important source of income generation, as well as helping to drive increased visitor numbers, boost dwell-time and enhance the overall customer experience

RETAIL VISION STATEMENT

Our shop exists to support the Stained Glass Museum in preserving and sharing our beautiful collection. All retail sales, made in person or online, further this aim.

We sell design-led products created by artists, craftspeople and small businesses. We are proud to support independent makers and artists who continue our shared, creative heritage.

*Stained glass is a medium that has been used for centuries to tell **stories in glass, light and colour**. Our shop reflects this legacy. The products we sell demonstrate aspects of what we love about stained glass. We hope our customers will find something special to take home and enjoy too.*



RETAIL OPPORTUNITIES FOR ARTISTS

WHAT WE ARE LOOKING FOR

Our museum shop stocks products and artworks whose creative practice and products align with our overarching themes of 'art and design', 'history', 'glass, light and colour'.

We are always looking for new hand-made products to develop our retail offer, both in our museum shop and online, and we prefer to stock the work of independent UK-based small businesses and contemporary artists where possible.

Our retail offer currently includes a carefully selected range of bespoke items inspired by our collection, gifts, books and a range of independent artists on a Sale or Return basis.

Our online shop highlights the artists we currently stock and can be viewed here: <https://the-stained-glass-museum.myshopify.com/>

Most of our products retail in the museum shop for a price range of £10 - £150 and we are happy to work in collaboration with artists to select pieces from their existing portfolio that suit our requirements, or even to design an exclusive range for The Stained Glass Museum.



WORKING WITH ARTISTS - A COLLABORATIVE RETAIL PARTNERSHIP

HOW IT WORKS

All annual sales from The Stained Glass Museum shop directly support the charity, helping us care for our collections and fulfil our mission to use our collection to engage with wider audiences.

We are seeking distinctive products that complement our collection and enhance the visitor experience.

As part of our retail development strategy, we would introduce your work on an initial six-month trial basis.



SALE OR RETURN

Artist's work is usually taken on a sale or return basis, although in some cases we may agree to buy stock wholesale.

COMMISSION

The museum operates on a standard 40% commission basis, with sales reports and payments issued monthly in arrears.

MARKETING

In addition to retail placement in our museum shop, we would actively promote your work through our online shop, our monthly newsletter (readership of around 1,500) and on our social media pages (around 25,000 followers, 100,000 monthly views).

We genuinely view our retail artists as collaborators and strive to create and maintain a mutually beneficial partnership. We look forward to stocking your work, and subject to successful performance during the trial period, seek to explore a longer-term retail relationship with you.

EXPRESSIONS OF INTEREST

We welcome submissions from both established and emerging artists and creative practitioners whose work aligns with our guiding themes of glass, light and colour.

If you are interested in stocking your work with The Stained Glass Museum, we would be delighted to hear from you.

WHAT WE NEED FROM YOU

In the first instance, please contact Steven Jugg, our Retail Manager, steven@stainedglassmuseum.com with the following information:

What we need from you

- Your name and contact details
- An artist statement (100-300 words) outlining your practice and inspiration
- Links to your website and/or social media pages
- 5–10 images of the product/s you would like us to consider
- The suggested retail price range for your work

Our team will carefully review all submissions and will be in touch if we feel your work would be a good match for our retail offering and for our museum.

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