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Contract

Retail Management and Merchandising Services for the Peak District National Park Authority

Peak District National Park Authority

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-048195

Procurement identifier (OCID): ocds-h6vhtk-0506d7 ([view related notices](#))

Published 12 August 2025, 5:30pm

Scope

Description

The aim is to deliver a retail offer that aligns to the PDNPA objectives and deliver growth and value across the Visitor services. Focusing on generating value for the consumer and financial return and continued growth for the PDNPA.

The service provider will be responsible for the commercial retail and merchandising for the visitor services of PDNPA, this consists of the two main visitor centres in Castleton and Bakewell, along with smaller point of sale sites in the three bike hire locations; Upper Derwent, Parsley Hay and Ashbourne as well as a small offer at North Lees Camp site. Each area will have general and specific product and merchandising needs to be discussed. The scope below is standard across all operating locations.

2.1 Retail Management and Merchandising

1. Sustainability and Environmental Practices:

o Implement and manage the merchandise operation in line with best environmental management practices, including sourcing, packaging, and waste management.

2. Product Selection:

- o Identify and select products from manufacturers, wholesalers, and local suppliers that reflect the Peak District National Park's special qualities and ethos, with a preference for locally produced goods.

3. Online Shop Management:

- o Develop and manage the online shop using our current Shopify platform from product listing to order fulfilment, ensuring efficient processing and high customer satisfaction.

4. Customer Insights:

- o Undertake market research, conduct customer satisfaction surveys, and gain insights into the customer journey and experience.

5. Competitor and Community Awareness:

- o Monitor competitor performance, assess local community needs, and stay updated on local and national business trends.

6. Product Range Development:

- o Develop and manage the range of branded products, ensuring they align with customer preferences and the ethos of the Park.

7. Forecasting and Sales Planning:

- o Plan new product ranges, prepare sales and stock plans, and forecast annual profits and sales.

8. Sales Optimisation:

- o Optimise the sales volume and profitability of designated product areas, utilising effective retail strategies.

9. Staff training and support

- o Deliver [quarterly] sales, product training and support to the staff team

10. Marketing and Promotion:

- o Support the marketing and promotion of new lines and special offers via point-of-sale, retail signage, social media, and other channels inline with PDNPA brand guidelines and

marketing plan.

11. Window and Shelf Displays:

- o Design, implement, and maintain impactful merchandise displays for all seasons and prominent products, ensuring they align with special events and maintained inline with visual merchandising best practice.

12. Collaboration with Stakeholders:

- o Regularly liaise with the Business Change Manager, Operations Manager, Centre teams, and suppliers to align on objectives, address concerns and ensure seamless operations and customer journey.

2.2 Stock Management and Control

1. Stock rotation:

- o In line with seasonality, consumer preference and sales performance.

2. Central Stock System:

- o Manage an efficient, secure, and organised merchandise storage distribution location, and distribute stock to locations as required.

3. Stock Orders and Invoices:

- o Process stock orders, invoices, and ensure timely replenishment of stock.

4. Till System Management:

- o Input new stock onto the till system and ensure accurate pricing.

5. Labelling and Pricing:

- o Label and price stock before distribution to the centres, ensuring the correct cost and retail pricing.

6. Transport and Delivery:

- o Deliver stock to and between locations

7. Stock Record Maintenance:

- o Maintain accurate and current stock records.

8. Pricing and Profit Margins:

- o Maintain product pricing to ensure profitability while meeting market expectations and demands.

9. Communication:

- o Ensure timely and effective communication regarding stock issues or inquiries.

10. Utilise and promote existing stock:

- o Clearing existing stock and product lines along side new offer.

2.3 Key Performance Indicators (KPIs)

To ensure the successful management and operation of retail services, the service provider will be required to meet specific Key Performance Indicators (KPIs) and submit regular performance reports. The following KPIs will be used to assess the effectiveness of retail management, product sales, stock control, and customer engagement:

1. Sales Growth

- o Definition: Year-on-year increase in overall sales (both physical and online platforms).

- o Target: A minimum annual sales growth rate of 5%, measured at the end of each fiscal year.

2. Customer Satisfaction

- o Definition: Overall satisfaction of customers based on feedback surveys, in-store observations, and online reviews. This is relatable to the service providers remit only.

- o Target: Achieve a customer satisfaction rate of 90% or higher, as measured through surveys and customer feedback channels.

3. Stock Availability and Distribution Efficiency

- o Definition: Percentage of stock availability across hubs and the online store, with timely deliveries from central stores to retail hubs.

- o Target: Maintain a stock availability rate of 90% across all hubs and online shop.

4. Profit Margins

o Definition: Achievement of targeted profit margins for each product area, considering cost of goods sold (COGS) and retail pricing.

o Target: Maintain a minimum Gross profit margin of 55% across key product lines.

5. Order Fulfilment and Delivery Timeliness (for Online Sales)

o Definition: Timeliness and accuracy in fulfilling online orders, including processing, packaging, and delivery to customers.

o Target: Achieve a fulfilment accuracy rate of 98% and ensure delivery within specified range

6. Environmental Sustainability Compliance

o Definition: Adherence to sustainability practices across product sourcing, packaging, and waste management, as well as supplier engagement in sustainability efforts.

o Target: Ensure that a minimum of 50% of products are sourced sustainably, with packaging that meets environmental standards. Minimize waste and ensure recycling.

2.4 Reporting Requirements

The service provider will be expected to submit comprehensive reports at regular intervals. These reports should clearly demonstrate performance against the agreed-upon KPIs, along with any action plans to address areas for improvement. The following types of reports are required:

1. Monthly Performance Report

o Content: Sales performance, stock levels, profit margins, display quality, and actions taken on slow-moving products.

o Frequency: Monthly

o Metrics Included: Sales growth, customer satisfaction, stock availability, stock turnover, profit margins, and product display compliance.

2. Customer Satisfaction Report

o Content: Monitoring customer satisfaction through various means to direct product development and provide satisfaction levels. From customer surveys, feedback analysis,

and action taken based on customer insights. Utilisation of centre staff is possible for in centre surveying.

o Frequency: 6 monthly

o Metrics Included: Customer satisfaction score, customer feedback trends and actions taken.

3. Performance Review and Improvement Plan

o Content: An annual performance review outlining achievements against KPIs, challenges encountered, and recommended strategies for continuous improvement.

o Frequency: Annually.

o Metrics Included: Year-on-year growth, major challenges, corrective actions taken, and recommendations for the following year.

2.5 Reporting Format and Delivery

- Reports should be submitted in a clear, professional format, using data visualizations such as graphs, charts, and tables where appropriate.
- All reports must be submitted electronically (via email or file sharing platform) in PDF or Excel format unless otherwise agreed.
- Timely submission of these reports is essential, and any delays in report delivery will be considered in the performance evaluation.

The implementation of robust KPIs and regular reporting is essential to measure the success of retail management and merchandising services. The service provider will be expected to demonstrate continuous improvement in these areas, ensuring a high standard of service and profitability. These reports will be crucial for assessing the ongoing performance, customer satisfaction, and alignment with sustainability goals.

Contract 1

Supplier

- Wild Republic Ltd

Contract value

- £45,000 excluding VAT
- £54,000 including VAT

Below the relevant threshold

Date signed

15 July 2025

Contract dates

- 1 September 2025 to 31 August 2028
- 3 years

Main procurement category

Services

CPV classifications

- 79400000 - Business and management consultancy and related services

Contract locations

- UKD - North West (England)
 - UKE - Yorkshire and the Humber
 - UKF - East Midlands (England)
 - UKG - West Midlands (England)
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Procedure

Procedure type

Below threshold - open competition

Supplier

Wild Republic Ltd

Suffolk House, George Street

Croydon

CR0 0YN

United Kingdom

Email: JEnsor@wildrepublic.com

Region: UKI62 - Croydon

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

Contracting authority

Peak District National Park Authority

- Public Procurement Organisation Number: PRMG-9537-GCRD

Aldern House, Baslow Road

Bakewell

DE45 1AE

United Kingdom

Email: Legal.Instructions@peakdistrict.gov.uk

Region: UKF13 - South and West Derbyshire

Organisation type: Public authority - sub-central government