



# Educational Resources

## Reception/ Nursery and First Years

*Reference Tool for Teachers, Organisers and Group Leaders*



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### Contact Details:

**Email:** [bookings@themadmuseum.co.uk](mailto:bookings@themadmuseum.co.uk)      **Tel:** +44 (0)1926 865 839  
**The MAD Museum, 4/5 Henley Street, Stratford upon Avon, Warwickshire. CV37 6PT.**

# General Information



## Address

The MAD Museum, 4/5 Henley Street, Stratford upon Avon, Warwickshire. CV37 6PT.

- a few yards from Shakespeare's Birthplace.  
Above Lakeland and between Toni & Guy and The Cornish Bakery.



## Group Discount Rate

### Reception/ Nursery/ Year 1 and 2

Pupil aged (4-7yrs) £3.00 per head  
Teacher/ Supervising Adult 1 free for every 2 pupils

*(Our general admission rates state children aged 5yrs and under are free but with reception classes, we offer adults free entry which means you save money.)*

## Times to Visit

Warwickshire Term Time only	April – September	October – March
Monday - Friday	10:00am – 5:00pm	10:30am – 4:00pm

**Duration of visit:** Groups usually take around 1 – 2 hours to look around the museum.

**Last entry:** Last admission for groups is at least 1 hour before the stated closing time.



## Contact Details

### Tel:

Bookings Office: +44 (0)1926 865839

Museum's Front Desk: +44 (0)1789 269 356

**Email:** [bookings@themadmuseum.co.uk](mailto:bookings@themadmuseum.co.uk)

**Web:** [www.themadmuseum.co.uk](http://www.themadmuseum.co.uk)



"My class had a fantastic time - they all learnt so much at your museum and are now very excited to be making their own moving toy with cams."

Jenney Roberts at Salford Priors Primary School.

## Please Note

We **only** accept educational groups during Warwickshire term times and within museum opening hours.

The listed group discount rates, available times and additional services (e.g. KS activity packs) are not available during weekends, holiday periods, teacher training days or bank holidays.

**All group visits must be pre-arranged.**

# Assisted Visits



Since opening The MAD Museum we have found the best way for groups to experience the museum is independently with the support of a knowledgeable member of staff on-hand.

Depending on the size of your group, one or two members of staff will be readily available to give an introduction to the museum, answer questions, help pupils with their activity packs and walk around with the group.

This is a very popular service with educational groups because it means pupils can do their own exploring while accompanied by a clued-up member of staff.

It's offered to support the teachers present on the trip, to encourage the pupils and boost the overall experience.

**Cost: £20.00 per group.**



*"I must say the activity packs were well worth it. They calmed my rather excitable class down, and made them really look and work out the exhibits. Their MAD design creations also inspired follow-on activities to do back in the classroom. Thanks for making it easier for me!"*  
 Caroline Rodway Jones at St John's School.

# KS1 Activity Packs



Our packs are in relation with the National Curriculum and comprise of questions about the exhibits, design activities and word games.

If you would like to see an example of our KS1 pack, please get in touch.

**KS1 Activity packs                      30p per pack**  
**KS1 Answer packs                      Free**

OR make your KS1 packs FREE by opting in for our **Electronic versions**. We would email you the electronic versions of our KS1 activity and answer packs a couple of weeks before your visit. You then print the packs at your academy/school and bring them with you on the day, we'll provide clipboards and pencils.



*"The support was excellent, the students enjoyed it, please say a big thank you to Simon and Issy. They were fantastic and very helpful. We will be back"*  
 Mark Bradley at Cambian Southwick Park School.



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# Drawing Session

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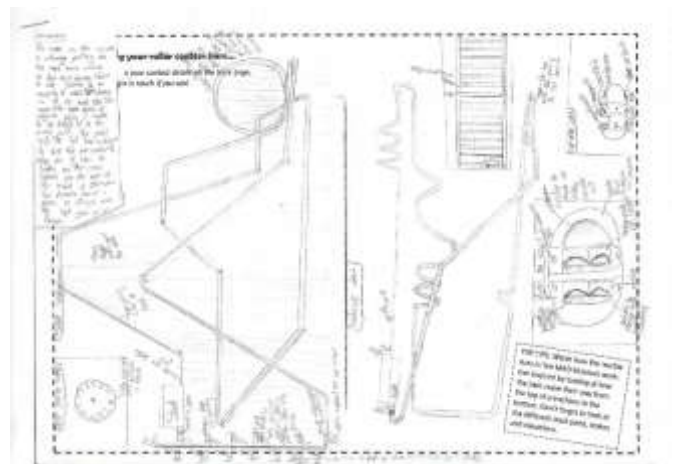
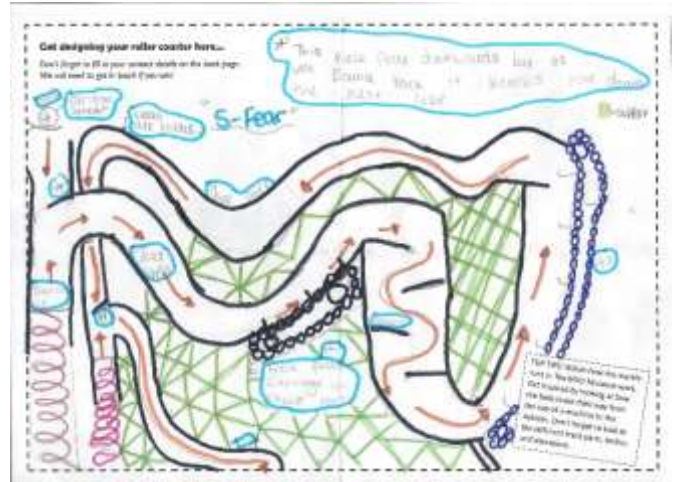
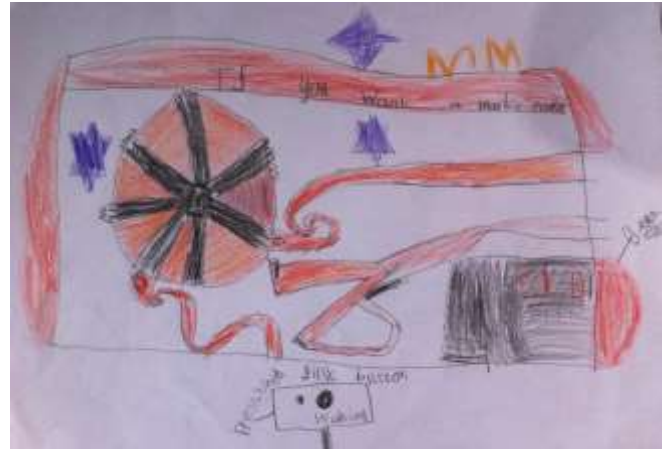
The MAD Museum is packed full of creativeness and design ingenuity. From a design perspective, the exhibits themselves consist of different textures, colours, materials and complex designs.

This museum displays an array of contrasting subject matters, from hard-nosed industrial machines to beautiful, hand-crafted moving figurines. This is a great place to try out different drawing approaches and build up your portfolio.

Please bring your own sketching utilities. We do have seating available at the museum but you are welcome to bring your own sketching stools and drawing boards if you wish. No charcoal or paints.

**Cost: free but please give us prior warning so we can make arrangements.**

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# Automata Activity for back in the Classroom

This is the activity we offer for this age group (appropriate for 5yrs +). Support a trip to The MAD Museum with an activity to do afterwards, back in the classroom.



Timbertech Cams. A complete box of Timberkits parts for individual design and experimentation.

Contains components for 10 models with a choice of 3 different cam and wheel mechanisms for children to design and build their own object to bring to life.

Here are a few samples of models made with the components in the Timbertech Cams kit (**wooden parts only**).



We recommend a museum visit to support this activity but it's not essential.

<b>What you get..</b>	Wooden Kits (decorative 'toppers' not included)
<b>Duration</b>	1 hour, can be split over 2 lessons
<b>Subject focus</b>	Design Technology, Engineering and Art
<b>Appropriate for</b>	5yrs +
<b>No. of kits available</b>	No limit
<b>Support material</b>	Instructions and teacher's lesson plan. A video for teachers detailing how to make the kits. Teacher's worksheet and Pupil's worksheet
<b>Pre-booking and payment required</b>	Yes
<b>Cost</b>	£3 per kit

## Take-away After A Trip:

1. At the end of your visit, a member of staff will give your group leader the required number of Timbertech Cam kits.
2. A representative from The MAD Museum's educational team will email the group leader with the support materials.

## Collection or Post:

1. You are welcome to collect your Timbertech Cam kits from The MAD Museum at a convenient time. Alternatively, we can post the kits to you, standard Royal Mail postage would apply.
2. A representative from The MAD Museum's educational team will email the group leader with the support materials.

*"Inspired at the museum then provided with a classroom activity - perfect!"*

Jonathan Knuckle, Portsmouth.

# Pricing Summary

		Quick Description	Cost
Museum Entry	Pupils	Aged 4-7yrs. Discounted group rate.	£3.00 per pupil
	Teachers/ Supervising Adults	Free admission for set number. Any additional are entitled to a 10% discount.	1 Free entry per 2 pupils
Support	Assisted Visit	Our version of a guided tour. Extra support on the day by MAD members of staff.	£20.00
KS Activity Packs (Supporting English, Art, DT and Physics)	Key Stage One Packs	Pack comprising of observation questions, word games and drawing exercises.	£0.30 activity pack
	Key Stage One Answer Pack	Free answer packs for all attending teachers/ supervising adults.	Free of charge
	Electronic Key Stage Activity & Answer packs	If you want to, we can email you electronic versions of our packs. You print and bring them on the day. We will provide clipboards and pencils.	Free of charge
Art	Drawing Session	You are welcome to bring utensils and equipment if you'd like. Please just give us pre-warning.	Free of charge
Design Technology	Classroom Automata Kits	Make automata back in the classroom. We provide the wooden parts only, a lesson plan and worksheets for teachers and pupils.	£3.00 per pupil





## Accessibility

### Location

The museum is located on the first floor, above Lakeland and between Toni & Guy and The Cornish Bakery on Henley Street. It is based on the opposite end of Henley Street from Shakespeare's Birthplace and Windsor Street Car Park and Coach Drop off.

### Wheelchair Access

Please refer to following accessibility sections for further information. To summarise, there is wheelchair access throughout this attraction. We have lift facilities at the museum's entrance, disabled toilets and extra reading material if required. There are no restrictions with regards to interacting with the exhibits. All assistance dogs are welcome.

### Accessibility at The Museum's Entrance

The MAD Museum's entrance is well lit and there are no steps in this area. Visitors can either use the staircase or utilize the lift to access the museum. The lift can be found at the far wall of the museum's entrance (white lift door with a silver, pull handle). The lift carries one wheelchair user/ push chair at a time. There is a clear audio announcement in the lift and the buttons are labelled with braille text. The lift will bring the user out into the museum's shop and reception area.



### Accessibility in the Museum

Visitors enter the museum on the left of the reception desk and exit through the gate on the right (facing the desk). The museum is situated entirely on one floor; no ramps or steps are present in the museum. Everyone can move through the museum at their own pace and spend as long as they wish in any particular area.

### Environment

There is a good contrast between the floor (light grey) and walls (navy blue) in the museum. Clear surfaces such as glass and plastic casing have contrasting markings on them. Clear signage (colour contrasted, large lettering and pictograms) are used throughout the attraction. No natural light is present, spot lights illuminate everything throughout the museum. There are several seats dotted around the museum at appropriate intervals and the museum's cinema room also has seating.

### Disabled Parking

A small number of disabled parking spaces are available outside the Museum. Blue Badge holders may park in these spaces for 30 minutes between 8am and 11am. These spaces are controlled by the council rather than the Museum. For more information please see Stratford upon Avon's council website.

Blue badge holders are permitted at both Windsor Street and Rother Street car parks. Parking is free in all District Council car parks for blue badge holders. For more information on disabled parking around Stratford upon Avon please click here.

### Extra Resources

We provide visually impaired description text on request at the museum. These information packs are in accordance with the Governmental visually impaired guidelines and consist of descriptions and images of every exhibit displayed at The MAD Museum.

### Guide dogs and pets

We welcome guide dogs but pets and other animals are not permitted in The MAD Museum.



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# Special Educational Needs & Additional Information

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## Special Educational Needs (SEN)

The MAD Museum is multi-sensory and hands-on. We encourage our visitors to press buttons and interact with tactile objects. Within this venue are a wide variety of sounds, lights, movements and colours on display. These all work together to provide an exciting, multi-sensory experience.

The museum also helps with the development of social communication, cognitive skills and visual memory.

Recently we installed MAD Marbles, which is essentially a giant wall on which we ask people to construct their own marble runs using inspiration from around the museum. This activity encourages the exploration of personal creativity, team work and understanding through what is principally a rather fun, tactile game.

This independent museum is relatively small meaning those with emotional and behavioural difficulties have the space to move around the museum freely while also never being out of sight.

Our members of staff are experienced in caring across a broad spectrum of abilities and learning needs. We want you to have the best possible experience so please let us know how we can help.

With regards to pre-planned group visits, we can tailor their experience at The MAD Museum to their particular needs. Planning visits, resources and risk assessment documentation is available on request.



## Epilepsy Warning

We have 1 or 2 pieces of art which feature flashing and/or moving lights on display at the museum currently. These pieces, depending on your condition might not agree with you. Therefore, upon arrival, please tell a member of staff about this matter and they will clearly tell you where the exhibits with flashing lights are and how they operate. Signage is also used to state this issue where necessary.

Please let us know of any other health issues you feel might be triggered or affected at our museum. We will help however we can.

## Emergency Evacuations

If an emergency evacuation does occur, please vacate the premises through the museum's entrance onto Henley Street or at the rear of the building. There are emergency exit signs throughout the museum. Audible and visual alarm systems are used in an emergency.



*"Once again may I express my sincere thanks to you and the team - excellent as usual!!"*

Maureen Collier  
Stretton Primary School.



*"We thought the welcome and friendliness of the staff was great. The exhibitions kept my group fascinated and occupied for almost 2 hours which was a great achievement. Our group visit exceeded expectations and I've already told my friends and colleagues about MAD!"*

Michele O'Shea, Warwick University Summer Scheme.





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## Frequently Asked Questions

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**How long do visits to the museum usually take?**  
Trips usually last between 1 -2 hours.

**Can you take photos and is filming allowed?**  
Yes, you can take as many photos and videos as you wish. Please only use tripods and monopods during quiet times at the museum. We also encourage people to bring their sketchbooks.

**Do you have toilet facilities and baby changing facilities?**  
The museum does have toilets. These are located in the far left hand-corner of the museum. Look for the white walls. The baby changing facilities are featured in the museum's disabled toilet.

**Is there somewhere to leave coats and bags?**  
The museum has limited storage space but we will do what we can.

**Do you have wheelchair access?**  
Yes, we have a lift at the entrance, wheelchair access throughout the museum and disabled toilets. The museum is 100% wheelchair friendly.

*"We had a great time! The exhibits were amazing and the children loved the fact there was so much interaction. We really appreciate the fact that you opened slightly earlier than normal. I think the staff had just as much fun as the students. We will definitely be recommending it to colleagues! Thanks again."*

Mr Dave Turner. Assistant  
Ratcliffe College.



### **Can I bring my dog in?**

We welcome guide dogs but pets and other animals are not permitted in The MAD Museum.

### **Does The MAD Museum cater for special needs?**

Our members of staff are experienced in caring for a broad spectrum of abilities. Please talk to us about your requirements, we will help however we can.

### **Is there somewhere to park the coach close by?**

There are lots of places to park in Stratford upon Avon. The closest ones to The MAD Museum are the Windsor Street multi-storey car park and drop off/pick up Coach Park, which is a 2-minute walk to the museum. Rother Street multi-storey car park and Bridgefoot multi-storey car park are also close by. Disabled parking for blue badge holders is permitted at these listed car parks.

### **Can we eat in the museum?**

I'm afraid no food or drink is permitted in the museum. We don't have any in-house facilities but the museum is based right in the heart of the town, so there are plenty of places to eat and drink close by. Weather permitting(!), it's a 5-minute walk from The MAD Museum to a nice picnic area next to the River Avon and the Royal Shakespeare Company.



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## Booking a Group Visit

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Please get in touch to book your trip:

**Email:** [bookings@themadmuseum.co.uk](mailto:bookings@themadmuseum.co.uk)

**Tel:** +44 (0)1926 865 839

**When making a booking please have the following information to hand:**

- The date and time you would like to visit
- Name of teacher/ group leader/ organiser
- Contact details (tel, email and address)
- Number of pupils
- Age group of pupils
- Number of teachers
- Whether you would like any of the additional services we offer
- Preferred method of payment

### Dates

Please note: We hold group visits throughout the year with the exception of (Warwickshire) school holiday periods, weekends and bank holidays. If possible, we can make special allowances on request.



## Free Planning Tickets

Once you have booked a group visit to The MAD Museum you are eligible for free tickets. Come and visit our museum prior to your group trip for a 'planning visit', please let us know and we will post you 2 complimentary tickets.

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## On the day of your Group Visit

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### How to get to The MAD Museum

**By Car, Mini Bus or Coach:** From the North and South via M40 - exit 15, A46 direction Stratford. From the South up the A3400 (Oxford) A3400 directly to Stratford-upon-Avon. From the North down the A3400 (Solihull/Birmingham) A3400 directly to Stratford-upon-Avon. From the West, North West & South West A46 from Evesham and A46 from Coventry.

**By Train:** There are regular direct rail services from London Marylebone station to Stratford upon Avon. Birmingham Moor Street and Snow Hill also provide quick transport links. It's an easy 10-minute walk from Stratford upon Avon train station to the museum.

### Parking

There are lots of places to park in Stratford upon Avon. The closest ones to The MAD Museum are the Windsor Street multi-storey car park and drop off/pick up Coach Park, which is a 2-minute walk to the museum. Rother Street multi-storey car park is also close by. Disabled parking for blue badge holders is permitted at both of these listed car parks.

### Changes to Arrival time

If you are running late on the day of your visit, please contact the museum directly - 01789 269356.

### When you arrive at The MAD Museum

Upon arrival please assemble in front of the museum's reception desk and await a member of staff.

### During your visit

Pupils must be accompanied at all times. This includes any assisted visits, in the gift shop and when entering and exiting the museum.

### Food, Drinks and Coats

For preservation reasons, it is very important not to eat or drink anywhere in the museum. Upon arrival please hand a member of staff your packed lunches and snacks. Belongings will be kept in a secure area.

### Shopping

There is a gift shop at the museum. It's full of quirky gadgets and games to help inspire the imagination, encourage practical creativity and make science fun!

# The MAD Museum Risk Assessment

**Mission Statement:** The Museum shall be run in a safe manner at all times. Every day a minimum of two people will be in attendance. Safety and an enjoyable experience will take precedence over commercial gain. The culture of safety will be one of “we want people to have a safe and enjoyable experience” not simply one of how do we avoid problems or litigation.


**EVERY visitor entering the building, whether Paid entry or Complimentary shall be given a ‘friendly safety warning’.** This should take the form of: “I would like to point out to you all today that some of the exhibits contain moving parts that could cause injury if touched. For your own safety please do not touch the exhibits unless it expressly states it is Ok to do so; may I give you this notice which confirms what I have just said to you”. (Any staff who do NOT give every visitor group the safety warning in an adequate and genuine manner will receive two warnings and then will be dismissed).

Parents of small children shall be told to keep them under close supervision at all times.

Any visitor or returning visitors who are thought not to be taking the safety warning seriously will be denied entry to the museum.

Organisation name: The MAD Museum

What are the hazards?	Who might be harmed and how?	What are you already doing?	Do you need to do anything else to manage this risk?	Action by whom?	When?
<i>Slips and trips</i>	<i>Staff and visitors may be injured if they trip over objects or slip on spillages.</i>	<i>We carry out general good housekeeping. All areas are well lit including stairs. There are no trailing leads or cables. Staff are asked to keep work areas clear, e.g. no boxes left in walkways, deliveries stored immediately, floors cleaned every day.</i>	<i>Better housekeeping is needed in staff kitchen, e.g. on spills. All visitors given health and safety warning when entering the museum</i>	<i>All staff, teachers, managers to monitor</i>	
Electric shock	Staff and visitors may suffer an electric shock from museum exhibits and other electrical equipment.	All electrical connections are insulated and electrical sockets are protected by RCD. Plug sockets are covered where possible to prevent visitors touching them. Staff are trained in treatment for electrical shock. Written instructions on site.	Regular checks of cables/sockets for signs of wear or damage.	<i>All staff, managers to monitor.</i>	
Fire	Staff and visitors may be harmed if	There are fire extinguishers for general and electrical fires by the museum entrance and rear fire exit. Fire escape	Regular checks of all areas to make sure all areas are kept clean. All	<i>All staff, managers to monitor</i>	

What are the hazards?	Who might be harmed and how?	What are you already doing?	Do you need to do anything else to manage this risk?	Action by whom?	When?
	a fire were to occur.	is signed and staff are instructed how to evacuate everyone quickly and safely. Smoke detectors are installed throughout the building. A fire blanket is also in the kitchen. Evacuation procedure notices are displayed throughout the building. Lift will not be used in the event of a fire.	flammable liquids are stored away from heat sources. All electrical equipment is well ventilated to prevent overheating.		
Young Persons	Visitors under 16 may be injured if unsupervised.	Children under the age of 16 will not be admitted unless with a responsible adult, parent or guardian. All visitors are given a health and safety warning telling them the dangers of exhibits with moving parts. It is the adult's, parent's or guardian's responsibility to ensure the safety of the child while visiting the museum. The staff has the right to warn or eject visitors who disregard these rules. School/groups must be supervised at all times.	Regular checks by staff to ensure the health and safety policy is observed.	<i>All staff, adults, teachers and managers to monitor.</i>	
First Aid	Visitors and staff due to an accident.	A first aid kit is kept at reception. Should an accident occur, staff will treat any injuries and call the emergency services if required. All accidents should be recorded in the accident book (kept on reception) and inform the manager.	All areas and exhibits/equipment should be regularly inspected for faults or damage that could cause injury. Such equipment areas should be repaired immediately or removed.	<i>All staff, manager to monitor</i>	
<b>Last Reviewed</b>	<b>Changes Necessary</b>	<b>Reviewed By</b>	<b>Signature</b>		
Sept 2017		Katie Wilson Education Officer The MAD Museum Ltd			

# Terms and Conditions

Please read this before visiting The MAD Museum.  
Thank you.

## Before your trip

We encourage all education visitors to look around The MAD Museum in small accompanied groups. Please bear this in mind when arranging a group visit and guarantee that the attending teachers and supervising adults all have the information they need.

If you have any questions, please contact our Education Team;

T: +44 (0)1926 865839

E: [bookings@themadmuseum.co.uk](mailto:bookings@themadmuseum.co.uk)

## Changing your Booking

Should you wish to bring any additional pupils and supervising adults or make any other booking changes, please inform us at least a week in advance of your visit. The booking is confirmed when the invoice is sent. Group discount rates are subject to availability. For late bookings, you may need to buy tickets priced at the general admission rate.

If you are running late on the day of your visit, please contact the museum directly - +44 (0)1789 269356.

## Cancellations

If a school wishes to cancel its booking it is important that advance notice is given, allowing the museum to fill booking slots with other groups.

Bookings must be cancelled over the phone (Mon – Fri Tel: 01926 865839).

Once payment has been received, bookings cannot be cancelled only rescheduled. No refunds will be given for any pre-paid visitors not present on the day.

## Payment Terms

We accept the following methods of payment:

In advance of visit via cheque or BACS payment. OR alternatively, on the day of visit via cheque, cash or card payment.

The method of payment must be stated before the scheduled visit.

Please note that entry to the museum can only be granted once the total balance has been received.

## Payment Fines

Debtors more than 30 days old will be subject to a £40.00 late payment fine (+ interest on the outstanding balance).

## Credit Notes

If you can no longer visit the museum and have paid for a group visit, we will issue the organisation in question with a credit note. This is also the case if more than 10 paid-for attendees are not present on the day.

A group organiser will need to arrange a rescheduled visit in advance. 1 rescheduled visit can be redeemed on a credit note; therefore, we advise the group organiser to bring the stated number of attendees on the rescheduled visit.

If the rescheduled group has more attendees than stated on the credit note, we will issue the group organiser with a combined credit note/invoice which will state the additional balance. Once the second group visit has occurred, the credit note is deemed to have expired.

## Safety On Site

It is imperative everyone visiting the museum understands and is aware of the safety information. If there is an accident during your visit, please inform a member of staff immediately. A first aider is available if required.

If an emergency evacuation does occur, a continuous siren will sound. Please follow the direction of a member of staff. Visitors will be asked to vacate the premises through the museum's entrance onto Henley Street or at the rear of the building. There are emergency exit signs throughout the museum.

Groups are given a safety briefing at the start of their visit to The MAD Museum. We request everyone listens to this and takes it on board. We reserve the right to ask any visitors who don't abide by our health and safety rules to leave the museum immediately.

## Supervision

It is essential that pupils are supervised at all times during their visit to The MAD Museum.

The minimum level of supervision that the museum requires is one supervising adult/ teacher for every 5 pupils aged 5-11yrs and one for every 10 pupils aged 12-18yrs.

If you do not follow this requirement we have the right to refuse admission to groups with insufficient supervision. Please make sure all teachers/ supervising adults attending your visit recognise that they are responsible for the behaviour, actions and care of their pupils.

## Location Change - October 2013

Please note: The MAD Museum used to be located on Sheep Street in Stratford upon Avon. In October 2013 it moved premises, 5 minutes down the road to Henley Street (CV37 6PT).