

# THE MAD MUSEUM

# GROUP VISITS

FOR GROUPS OF 10+  
PEOPLE - PRE-  
BOOKING REQUIRED

INFORMATION PACK FOR GROUP ORGANISERS | 2019/20



## CONTACT US

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### **The MAD Museum**

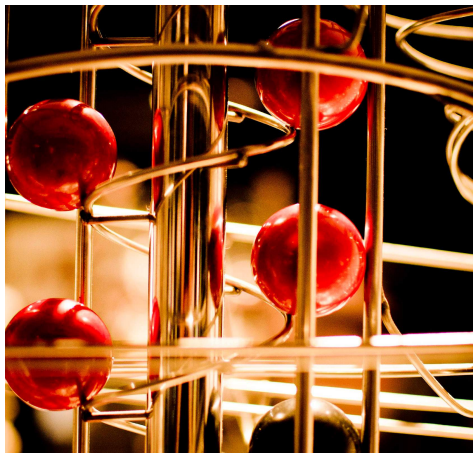
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# THE MAD MUSEUM



**ART . DESIGN . PHYSICS . ENGINEERING . MATHS**  
MARVEL, INTERACT & EXPLORE AT THE UK'S ONLY MECHANICAL ART VENUE

# WHAT IS THE MAD MUSEUM?

## BRIEF HISTORY

The MAD Museum was first launched on Sheep Street in March 2012 by local entrepreneur, Richard Simmons. Having always been passionate about this particular type of art, he wanted to make this lifelong dream a reality before he retired. The MAD Museum is now managed by Richard's son, Iain Simmons and his nephew, Mike Abbotts. There are 4 full-time and 9 part-time members of staff whom all work together to keep this museum running smoothly.

In October 2013 this family-run business made the decision to re-locate from Sheep Street to Henley Street. Not only did this mean a larger, more accessible premises, it gave the museum a more central location.

## DESCRIPTION

The Mechanical Art & Design Museum, or 'MAD Museum' for short, and is the UK's only permanent venue for mechanical art.

There are around 70 pieces of mechanical art on display, specifically called Kinetic Art and Automata. Think Heath Robinson mixed with Wallace and Gromit and Scrapheap Challenge. These hands-on exhibits all display creative inventiveness, clever design and physics principals.

## LOCATION

The MAD Museum, Henley Street, Stratford upon Avon, CV37 6PT

## CONTACT DETAILS

PHONE - The MAD Musuem's Front Desk: +44 (0) 1789 269356

PHONE - The MAD Musuem's Groups: +44 (0) 1926 865839

EMAIL - All enquirers: [bookings@themadmuseum.co.uk](mailto:bookings@themadmuseum.co.uk)

# WHY YOU SHOULD BRING YOUR GROUP



## THE ONLY ONE IN THE COUNTRY

Not only is Stratford upon Avon famous for William Shakespeare, it is also the home of the UK's only mechanical art venue.



## HANDS-ON LEARNING

Examine and interact with one-of-a-kind mechanical sculptures. Witness physics and engineering principals in action and smile at witty and clever design.



## INSPIRATIONAL CREATIVITY

The MAD Museum is packed full of creativeness and design ingenuity. We display artwork belonging to pioneering inventors from all around the globe.



## MAD RATINGS *(out of 5 stars)*

- 4.8★ Facebook
- 4.5★ Trip Advisor
- 4.7★ Google
- 4.7★ Tesco
- 5★ Day out with the kids
- 4.5★ Yelp
- 5★ Mumsnet
- 5★ Days out Guide
- 4.5★ Blue Peter

## VISITORS - SINCE MAD OPENED IN 2012



Over 300,000 **people** have visited our museum.



Welcomed in over 800 **groups** (tours & schools).



**30% year-on-year increase** in visitors on average.



Tour groups from **75 countries** have visited MAD.



## TRIP ADVISOR

Voted **The Best Museum** in Warwickshire, **2nd Best Thing to do** in Stratford upon Avon and **3rd Best Thing to do** in Warwickshire.

# VISITOR FEEDBACK

*"I spent the whole visit "ohh"ing and "ahh"ing. Loved it!" Sue Townsend, Award winning British novelist and playwright.*

*"MAD's ethos of entertaining while being educational is brilliant! The intricate workings and clever contraptions are fascinating!" Gavin Hewitt, BBC European Editor.*

*"Just had an amazing time at #themadmuseum in Stratford upon Avon. It's proper bonkers!" Joe Lycett, British comedian on Twitter.*

*"Creatively inspiring and provided plenty of entertainment." Tony D on Trip Advisor*

*"What a brilliantly unique Museum, took family ranging from 2 to 82 and each one of us loved it!" RaggyRoo on Trip Advisor.*

*"One of our favourite places in the world! Noah aged 8 and Hazel aged 4 love revisiting old favourites and exploring new installations each time we go. The staff are welcoming and eager to share their enthusiasm." Steph Underwood on Facebook.*

*"The best playground" I felt like a 12-year-old boy. I can play with machines. Machines like I saw in Tom and Jerry or Roadrunner (beep-beep) cartoons. And I am a serious, adult woman with a responsible job... OK, forget it. Just play!" Katalin O on Trip Advisor.*

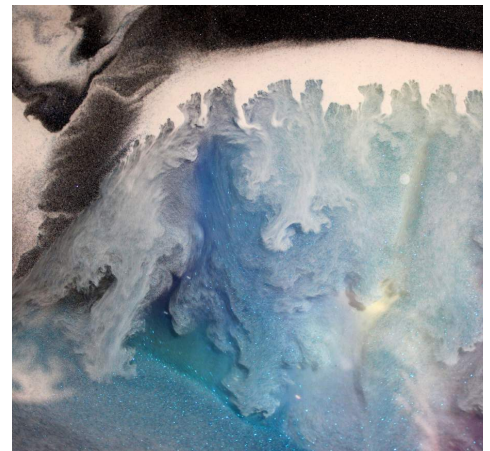
*"We really enjoyed our visit this weekend. It's a fun, interactive thing to do for a an hour. It's definitely fantastic for young minds (as well as us slightly older ones)." Kayleigh T on Trip Advisor*

*"Amusing, fascinating and some engineering genius. A delight to the eye and mind. Smiles guaranteed. Very pleased to have taken the time to stop by and recommend it to all." Robert Jabel on a feedback form.*

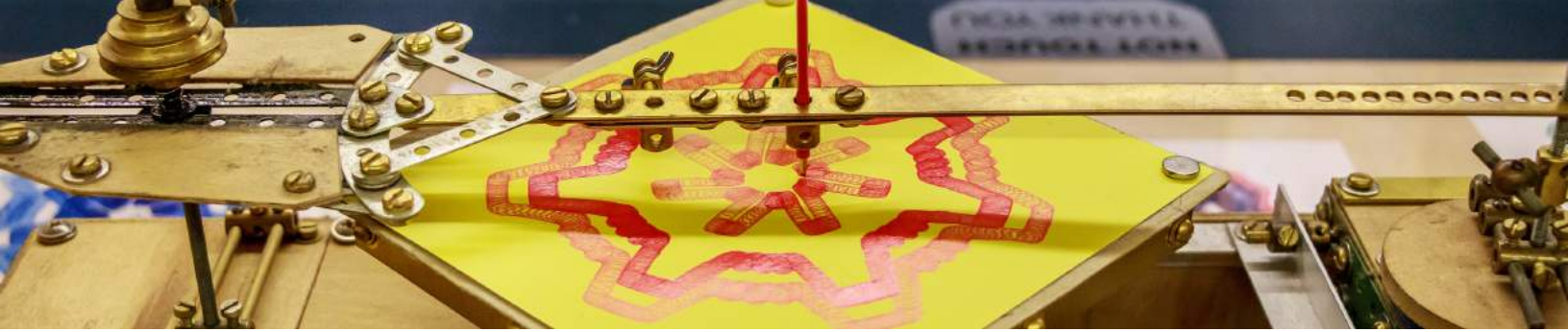
*"What a great little place to visit. This has some of the most amazing little contraptions I have ever seen. Loads to see and interact with great for all ages. We loved it." Bissitt on Netmums.*

*"Great place to visit for kids (big kids at heart included!). We loved the interactive opportunities with the marble runs and our 3 year old loved the whole experience, staff all lovely and great value for money." Becca Ward on Facebook.*

# PRICES & TIMES



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# THE MAD MUSEUM TICKET PRICES

## ON THE DAY PRICES

Adult	£7.80
Concession/ Student	£6.30
Child (6-15yrs)	£5.20
Child (0-5yrs)	Free
Family (2+2*)	£22.00
Extra Child with Family	£3.50

(\*2 adults + 2 children aged 6-15yrs)

Tickets give you:

- Entry into The MAD Museum
- A brief introduction to The MAD Museum
- Coat and bag storage
- Support from knowledgeable members of staff

# TIMES TO VISIT

## April - September

Weekday: 10:00am - 5:00pm

Weekends & Holiday: 10:00am - 5:30pm

## October - March

Weekday: 10:30am - 4:30pm

Weekend & Holiday: 10:00am - 5:30pm

**Visitors usually spend 1 hour & 30 minutes experiencing The MAD Museum.**

**Please note, if you turn up on the day, without warning, The MAD Museum might already be occupied by a group or be at capacity if you are visiting during a holiday or weekend period. We will, of course, facilitate if we can.**

# DISCOUNTED GROUP PRICES

If you book in advance, we can offer the following discounts. These rates are offered to groups of more than 10 people.

## Group of 10-14 people

10% discount off every ticket + 1 free ticket for the organiser

Adult	£7.02
Concession	£5.67
Child (6-15yrs)	£4.68

## Group of 15+ people

20% discount off every ticket + 1 free ticket for the organiser

Adult	£6.24
Concession	£5.04
Child (6-15yrs)	£4.16

*Children aged 0-5yrs are free & MAD's family ticket is already at a discounted rate so group rates don't apply.*

# FREE RECCE TRIPS FOR ORGANISERS

If you would like to come and visit our museum prior to bringing your group, please speak to a member of our sales team. We would be happy to post you 2 complimentary tickets for a 'planning visit'. Tel: +44 (0) 1926 865 839



# JOINT TICKET

## VISIT BOTH THE MAD MUSEUM AND... SHAKESPEARE'S SCHOOLROOM & GUILDHALL



**Entry into The MAD Museum and  
Shakespeare's Schoolroom & Guildhall -**

### **Group of 10+ people**

Discount off every ticket (no  
free ticket for organiser)

Adult	£12.65
Concession/ Student	£9.85
Child (6-15yrs)	£8.20
Child (0-5yrs)	£0.00
Family (2+2*)	£35.50

*Family - 2 adults + 2 children aged 6-15yrs*

**A trip to Shakespeare's Schoolroom &  
Guildhall includes:**

- Information provided by our informative guides
- Short Film by Michael Wood on the history of the Guildhall, which he calls "one of the most magical and important buildings in Britain"
- Lesson with a Tudor Schoolmaster
- Quill writing
- Dressing up in Tudor Master clothing
- Interpretation of medieval wall paintings, the Court of record & Stratford's Guildhall.

**LOCATION:** Church St, Stratford-upon-Avon, Warwickshire CV37 6HB

**OPENING TIMES:** 11:00am - 5:00pm

**DISTANCE BETWEEN BOTH VENUES:**

4-minute walk, 0.2 miles



# FREE ACTIVITIES TO DO DURING YOUR VISIT

## SKETCHING SESSIONS

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 is a great place to try out different ideas.

Please bring your own sketching utilities.  
No charcoal or paints.

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

## CAMERA SESSIONS

As the only mechanical museum in the United Kingdom you'll be sure to get some truly unique shots. Experiment with unusual compositions, lighting effects, contrasting colours and motion.

Bring your own camera, you are very welcome to bring additional accessories such as lighting and tripods.

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

# HELPFUL INFORMATION



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# FREQUENTLY ASKED QUESTIONS

## **How long do visits to the museum usually take?**

Trips usually last 1 hour and 30 minutes.

## **Can you take photos and is filming allowed?**

Yes, you can take as many photos and videos as you wish.

## **Do you have toilet facilities and baby changing facilities?**

The museum does have toilets. We also have baby changing facilities in the museum's disabled toilet.

## **Is there somewhere to leave coats and bags?**

When your group arrives, we will store away everyone's coats and bags. Teachers are welcome to put their belongings in our locked kitchen.

## **Do you have wheelchair access?**

We have wheelchair access throughout the museum. Find out more on page 20.

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

Our members of staff are experienced in caring for a broad spectrum of abilities. Find out more on page 19.

## **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.



# SPECIAL EDUCATIONAL NEEDS

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.

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, teamwork 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.



# 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.

## **Guide dogs and pets**

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

# PARKING FOR COACHES

## WINDSOR STREET COACH DROP-OFF CV37 6NL

This is the closest coach terminal to The MAD Museum. The terminal is provided to drop off visits and return later to pick them up.

<b>Price:</b>	Free
<b>Time Allowance:</b>	15 minutes parking
<b>Returns Policy:</b>	No returns within 45minutes
<b>Distance to MAD:</b>	2-minute walk
<b>Directions to MAD:</b>	From the Coach Terminal, cross the road onto Henley Street. Walk down this pedestrian road (pass Shakespeare's Birthplace on your left). Towards the end of the road, on the left, you will find The MAD Museum located between The Cornish Bakery and Toni & Guy.

## THE RIVERSIDE COACH & CAR PARK At the Leisure Centre. CV37 6YY

Stratford upon Avon's main coach park.

<b>Price:</b>	Approx from £1 for 1hour then increases £1 per hour.
<b>Time Allowance:</b>	No limit
<b>Max Height:</b>	No restrictions
<b>Distance to MAD:</b>	6-minute walk
<b>Directions to MAD:</b>	From the Riverside Coach Park, turn left and walk towards the river down Bridgeway. Slight right to Brigefoot then onto Bridge Street (this is the town's high street). Keep walking up Bridge Street, at the roundabout cross over onto the pedestrian street called Henley Street. The MAD Museum is a few doors down on the right, between The Cornish Bakery and Toni & Guy.

## DISABLED PARKING

There are a small number of disabled parking spaces outside The MAD Museum, but not enough room for coaches or minibuses. Blue Badge holders may park in these spaces for 30minutes between 8am -11am.



# LINKS TO OUR MOST UP-TO- DATE INFORMATION

Safety is of paramount importance to us. We re-access our risk assessment form every month.

To download the latest version, please click on the link below or alternatively, we can email or post the form to you.

[RISK ASSESSMENT FORM](#)



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