

# THE MAD MUSEUM HIGHER EDUCATION

STUDENTS AGED 16 YRS +

INFORMATION PACK FOR EDUCATORS | 2022/23



## CONTACT US

THE MAD MUSEUM  
HENLEY ST, STRATFORD UPON  
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# IN THIS PACK

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## **The MAD Museum**

Henley Street, Stratford upon Avon, Warwickshire.  
CV37 6PT

Tel: 01926 865839

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

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

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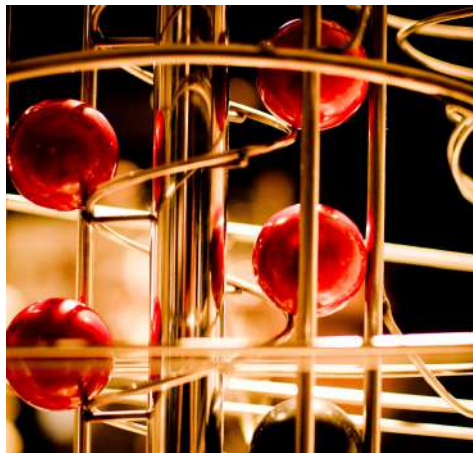
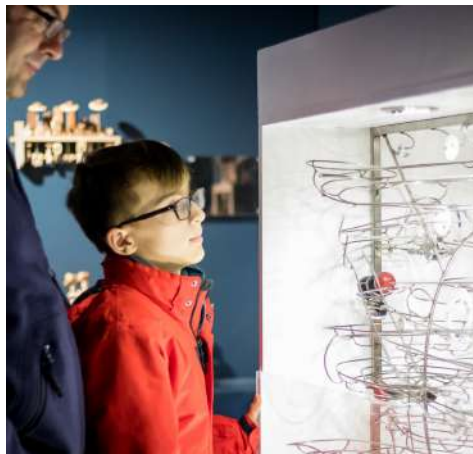
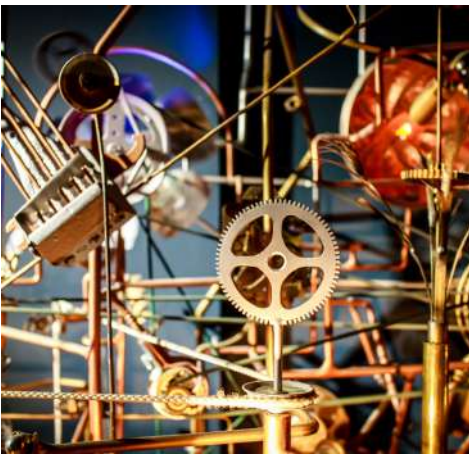
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# THE MAD MUSEUM



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



# GENERAL INFORMATION

## WHAT IS THE MAD MUSEUM?

The Mechanical Art & Design Museum, or 'MAD Museum' for short, first opened in 2012 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 principles.

## LOCATION

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

## OPENING TIMES

Last entry 45mins before closing time

### April - September

Weekdays 10:00am - 5:00pm

Weekends/ Holidays 10:00am - 5:30pm

### October - March

Weekdays 10:30am - 4:30pm

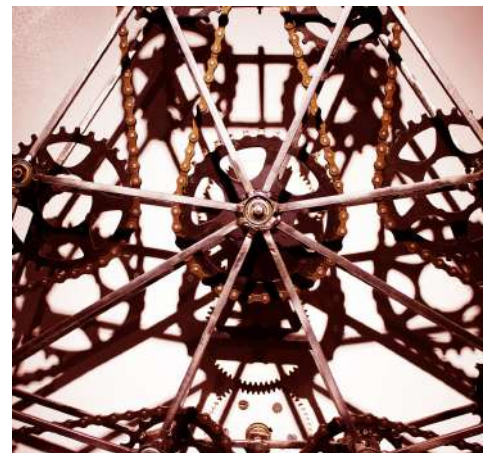
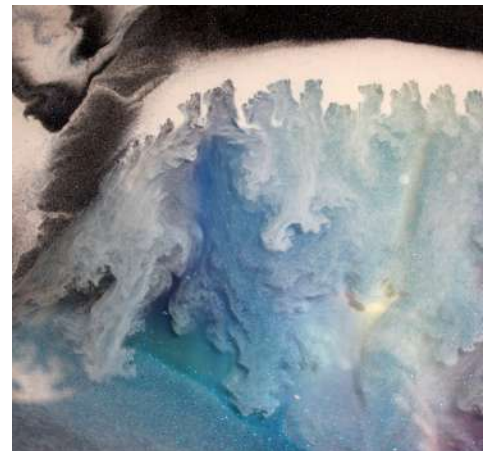
Weekends/ Holidays 10:00am - 5:30pm

## TICKET PRICES

Adult	£7.80
Concession	£6.30
Child aged 6-15yrs	£5.20
Child aged 0-5yrs	Free
Family (2 adults + 2 children)	£22.00
Extra Child with Family ticket	£3.50



# PRICES & TIMES



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## DISCOUNTED GROUP PRICES

Offered to groups in full or part-time education, of more than 10 learners.

**Learners aged 16yrs +**

**£6.00 per head**

**Accompanying Teachers**

**1 free per 10 learners**

**Extra Adult - £6.00 per head**

### **This price gives you:**

- Entry into The MAD Museum.
- Exclusive access (only one group at a time).
- A brief introduction to The MAD Museum.
- Support from knowledgeable staff members.
- Free recce visit for 2 teachers.
- National Curriculum areas covered.
- A pre-completed risk assessment form.
- Discounted marble kits.
- Free teacher resources.
- Drawing and camera sessions.

## FREE RECCE TRIPS

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.

## TIMES TO VISIT

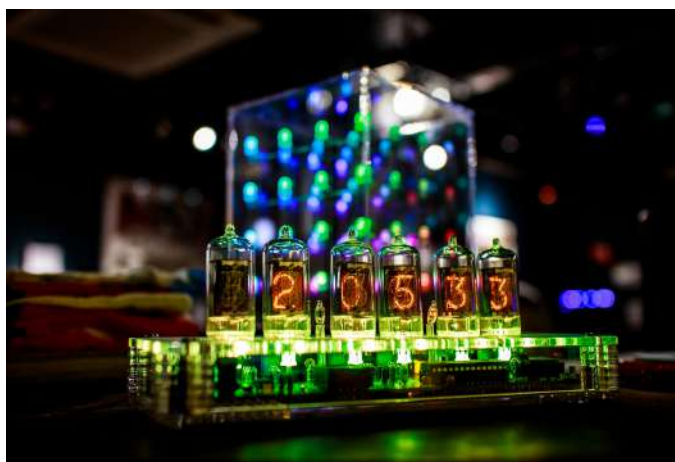
\*Warwickshire term time only.

**April - September**

**10:00am - 5:00pm**

**October - March**

**10:30am - 4:30pm**



**Groups usually take up to 1 hour to experience The MAD Museum.**

All group visits must be pre-arranged. We only accept educational groups during weekdays in \*Warwickshire term times and within museum opening hours.

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

\* sometimes we extend our holiday times, please talk to a member of staff or check the website for more details.



# JOINT TICKETS

VISIT BOTH THE MAD MUSEUM AND...



**SHAKESPEARE'S  
SCHOOLROOM &  
GUILDHALL**

**OR**

**STRATFORD UPON  
AVON'S BUTTERFLY  
FARM**







## SHAKESPEARE'S SCHOOLROOM & GUILDHALL

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

**Learners aged 16yrs +**  
£14.25 per learner

**Supervising adults**  
1 free per 10 learners  
£16.40 for additional adults

Offered to groups of 10 learners +

### 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



## STRATFORD UPON AVON'S BUTTERFLY FARM

Entry into The MAD Museum and Stratford  
upon Avon's Butterfly Farm -

**Learners aged 16yrs +**  
£12.30 per learner

**Supervising adults**  
1 free per 10 learners  
£12.30 for additional adults

### A trip to Stratford upon Avon's Butterfly Farm includes:

- An introduction to SBF in the Education Area
- Lockers for coats, bags and packed lunch storage
- Tour guide with expert knowledge
- Meet the Mini-Beast handling session
- Access to the wildflower garden

**LOCATION:** Swan's Nest Lane, Stratford upon Avon, Warwickshire CV37 7LS

**OPENING TIMES:** Apr-Sep 10:00am - 6:00pm, Nov- Feb 10:00am - 5:00pm, Mar - Oct 10:00 - 5:30pm

**DISTANCE BETWEEN BOTH VENUES:**  
8-minute walk, 0.4 miles



# ADDITIONAL SERVICES



**ART . DESIGN . PHYSICS . ENGINEERING . MATHS**

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Make the most of your time in The MAD Museum with these suggested FREE activities.

## DRAWING 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 permanent 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.





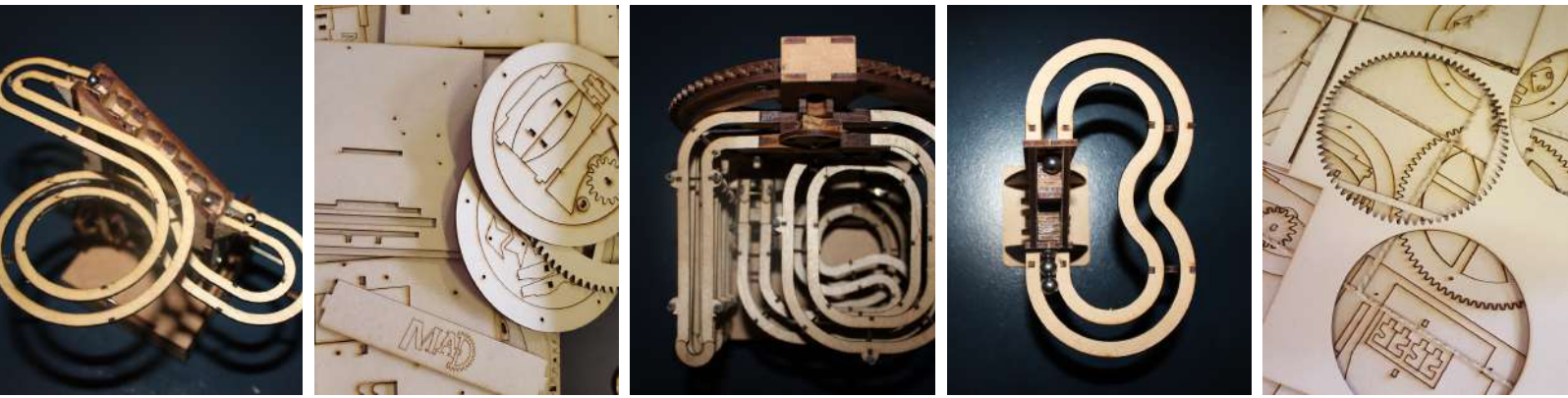
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**INSPIRED AT  
MAD THEN  
PROVIDED  
WITH AN  
ACTIVITY  
TO DO  
BACK  
IN THE  
CLASSROOM  
-PERFECT!**

”

Jonathan Knuckle, Portsmouth Academy





# TAKE AWAY AUTOMATA MARBLE KITS

## MADE BY THE MAD MUSEUM

After your group visit, take away automata kits to make and keep. These are sold in our gift shop but as part of a group booking, we can offer you a discount on these kits. There are 4 different types to choose from;

KIT NAME	YOUR DISCOUNTED RATE	REDUCED FROM
Simple Kit	£6.00 per	£7.99 per
Marble Machine 1 Hand Cranked	£12.00 per	£14.99 per
Marble Machine 1 Motorised	£15.00 per	£19.99 per
Marble Machine 2	£30.00 per	£40.00 per



Simple Kit

We will email you the instructions for the kits you purchase. These instructions are easy to follow for 11yrs +. Construction takes around 2hours, there is no minimum or maximum number of kits you can order but pre-booking is required. We recommend a museum visit to support this activity but it's not essential.



Marble Machine 1  
Hand Cranked



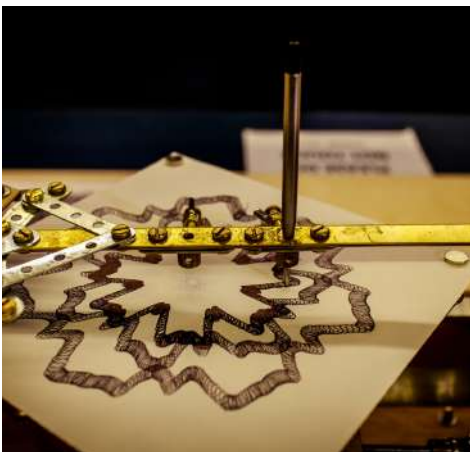
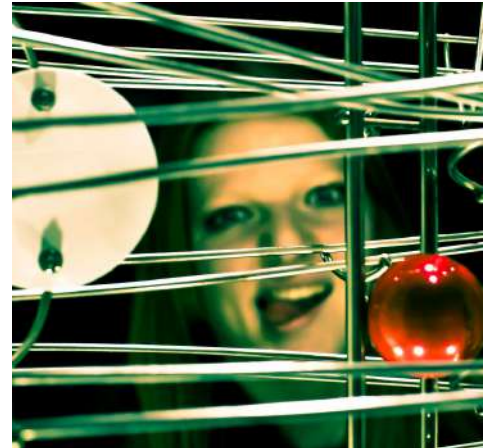
Marble Machine 1  
Motorised



Marble Machine 2



# BOOKING TRIPS



**ART . DESIGN . PHYSICS . ENGINEERING . MATHS**

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# BOOKING TRIPS

**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:**

- Name of School/ Academy
- Location
- Name of organiser
- Email
- Date and Time you would like to visit
- Number and Age of Learners
- Whether you would like one of our Joint Tickets, if so, clarify which
- Number of Supervising Adults
- Whether you would like any of the additional services we offer

## PRICING SUMMARY

### ADMISSION: LEARNERS

The MAD Museum

£6.00 per head

The MAD Museum + Shakespeare's Schoolroom & Guildhall

£14.25 per head

The MAD Museum + The Butterfly Farm

£12.30 per head

### ADMISSION: SUPERVISING ADULTS/ TEACHERS

In all three venues

1 free per 10 learners

Additional adults at The MAD Museum

£6.00 per head

Additional adults at The MAD Museum + Shakespeare's Schoolroom & Guildhall

£16.40 (1 free adult per 10 learners)

Additional adults at The MAD Museum + The Butterfly Farm

£12.30 (1 free adult per 10 learners)

### ADDITIONAL SERVICES

Drawing sessions

Free

Camera sessions

Free

Marble Machine Kits

Ranging between £6.00 - £30.00 per kit. Instructions are free.



# HELPFUL INFORMATION



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# FREQUENTLY ASKED QUESTIONS

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

Trips usually last up to 1 hour.

## **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.

**Distance to MAD:** 2-minute walk

**Directions to MAD:** 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**

**Distance to MAD:** 10-minute walk

**Directions to MAD:** From the Riverside Coach Park, turn left and walk towards the river down Bridgeway. Slight right to Bridgefoot 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**

Please contact The MAD Museum on 01789 269356 for disabled parking options.





# LINKS TO OUR MOST UP-TO- DATE INFORMATION

Safety is of paramount importance to us. We re-assess 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

View our current Group Booking T&Cs here...

## GROUP BOOKING TERMS & CONDITIONS

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