

THE MAD MUSEUM

PRIMARY EDUCATION

CHILDREN AGED 5-11 YRS

INFORMATION PACK FOR EDUCATORS | JUNE 2023



CONTACT US

THE MAD MUSEUM
HENLEY ST, STRATFORD UPON
AVON. CV37 6PT

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.CO.UK

IN THIS PACK

The MAD Museum

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

Tel: 01926 865839

Email: bookings@themadmuseum.co.uk

Website: www.themadmuseum.co.uk

THE MAD MUSEUM

Brief introduction and
general museum details **4**

PRICES AND TIMES

- Discounts, pre-visits & times **6**
- Joint tickets with other **7**
attractions

ADDITIONAL SERVICES

Exclusively provided to groups.

- Teachers Resources **10**
- Learners Activity Packs **11**
- Drawing & Camera Sessions **12**
- Cam Automata Kits **14**
- Linkages Kits **15**

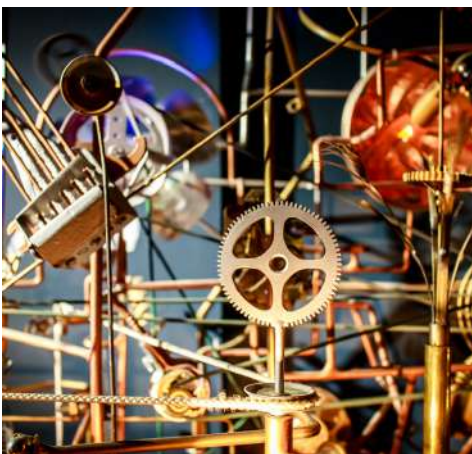
BOOKING TRIPS

Pricing summary and how to
book your group trip **17**

HELPFUL INFORMATION

- FAQs **19**
- SEN Learners **20**
- Accessibility **21**
- Parking **22**
- Link to our Risk Assessment **23**
Form and Booking T&Cs

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

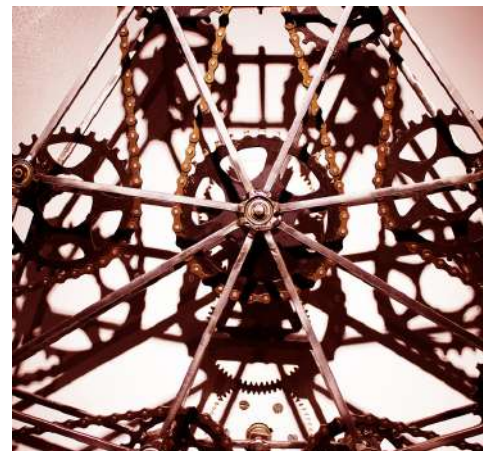
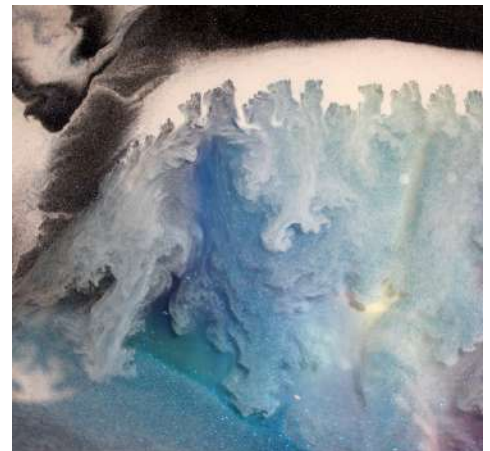
Weekends/ Holidays 10:00am - 5:30pm

October - March

Weekdays 10:30am - 4:30pm

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

PRICES & TIMES



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DISCOUNTED GROUP PRICES

Offered to groups of more than 10 learners.

Learners aged 5-11yrs (Year 1-6)
£5.50 per head

Supervising Adults/ Teachers
1 free per 10 learners
Extra Adult - £6.50 per head

This price gives you:

- Entry into The MAD Museum.
- A brief introduction to The MAD Museum.
- Support from knowledgeable staff members.
- Free recce visit for 2 teachers.
- KS1/ KS2 National Curriculum areas covered.
- A pre-completed risk assessment form.
- Electronic KS1 & KS2 activity packs.
- Discounted automata kits and 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

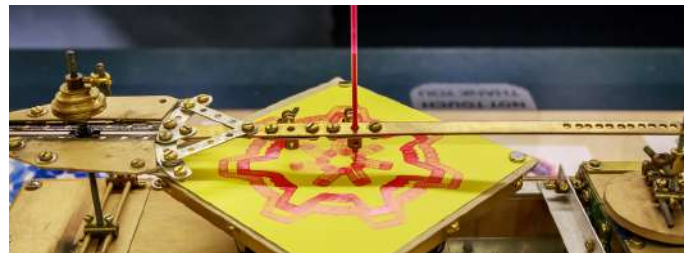
*Warwickshire term time only.

April - September

10:00am - 5:00pm

October - March

10:30am - 4:30pm



Groups usually take up to 1 hour & 30 minutes 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 7-11yrs

£12.50 per learner

Supervising adults

1 free per 10 learners

£17.00 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 7-11yrs

£11.85 per learner

Supervising adults

1 free per 10 learners

£12.80 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



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Before

MAD MUSEUM **ACTIVITY PACK** AGES 8 TO 11 **BEFORE YOUR VISIT**

3D SHAPE CHALLENGE

Which 3D shape reaches the bottom of a ramp first? Use your results to complete this bar chart.

Before you do this experiment, which 3D shape do you predict will be the fastest? Why? **WRITE IT HERE.** Check later to see if your prediction was correct.

TEACHERS! See our accompanying **Teacher's Resource Pack** for guidance on how to set this up and how to adapt it for a Fun Friction Challenge too.

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During

MAD MUSEUM **TEACHER'S RESOURCE PACK** AGES 8 TO 11

Use this pack alongside our **MAD Museum Activity Pack: Ages 8 to 11** to enhance your pupils' learning experience **during** and **after** your visit to **The MAD Museum**.

Together, both packs cover **maths, science, design and technology, and art and design** with ideas on how to bring these subjects to life in the classroom.

DURING YOUR VISIT

- Complete our **MAD Picture Quiz**, which encourages children to thoroughly investigate our exhibits and makes sure they're fully engaged with everything they see.
- As part of completing our **Feel the Force** sheet, ask your pupils to split into teams and build their own marble runs using our **giant marble run wall**. Encourage them to get hands on so they can answer the questions on the sheet.
- Complete our **Marble Run Fun** sheet, which combines learning about forces with angles. You could use the second set of questions on this sheet to inspire an experiment back in the classroom. **Using protractors to measure your angles, create simple marble run slopes from cardboard or card.** Which angle helps your marble to roll the furthest? Try a variety of obtuse angles from 91° to 179°. Try out different angles on the marble run wall at The MAD Museum first.
- Complete our **Get in Gear** worksheet – can you get your brain cogs whirring?
- Ask your pupils to draw their favourite machine at the museum. Later, they can write about why they liked it.

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TEACHERS RESOURCES

Resources which provide Key Stage 1 and Key Stage 2 teachers with additional engaging lesson ideas, tips, interesting facts and resources.

These packs will help you make the most of your visit to The MAD Museum and support the curriculum for Maths, Science, Design Technology, Art and Design.

There is a **Before your visit** section, **During your visit** section and an **After your visit** section.

The Teachers resources work alongside the Activity packs (information on the next page about these packs).

After

MAD MUSEUM **TEACHER'S RESOURCE PACK** AGES 8 TO 11

AFTER YOUR VISIT

- You've seen **gravity** and **air resistance** in action at The MAD Museum – now explore it further in the classroom. Test how quickly a series of different objects fall to the floor. Here are some items you could use:
 - A marble
 - A feather or a lightweight sheet of paper
 - A tennis ball
 - A sheet of paper scrunched up into a ball of the same size
 - A toy soldier with a parachute

Count in seconds how long they take to reach the floor and use our **3D Shape Challenge** bar chart sheet from our **Before** pack to record which object moves the fastest. Discuss **why** it moves the fastest.

- Test your pupils' understanding of moving toys and the cam mechanism using page 1 of our **Make a Moving Toy** sheet. In it, they can draw their favourite toy from The MAD Museum and also label a basic automaton (moving toy).
- Move on to making a moving toy. Children can use the designs on page 2 of our **Make a Moving Toy** sheet for inspiration or they can use them on their own toys.

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Teachers Resources Free!

Once your booking is finalised, we will email you an electronic version of the relevant Teachers resource packs.

“
The teachers packs really helped to support not only the trip and my class, but me as well!
Lesson planning made easier – thank you!
”
Jack Green from Park Hill Junior School

LEARNERS ACTIVITY PACK

Activity packs for learners to do while in the museum and after their visit.

THE MAD PICTURE QUIZ (1 OF 2)

Find the following items in the MAD museum and answer our questions.

- Find these turning shapes. What are they?
a. Cogs
b. Pulleys
c. Gears
d. Levers
- How many cams make the serpent move in *The Serpent and the Fish*?
WRITE IT HERE
- What do you call the handle on this *Camel* automaton?
a. Crank
b. Axle
c. Cam
d. Mechanism
- The shape of the cams in this skeleton automaton (moving toy) are round.
TRUE FALSE
- Which of these mechanisms isn't used in *The Truth* (the big wooden chest with the key in it)?
HINT: READ THE SIGN!
a. Cams
b. Pulley
c. Belt
d. Levers
- In the rolling ball machine *PathFinder* (in a gold frame on the wall), how many routes can the balls take to reach the bottom?
WRITE IT HERE

MAKE YOUR MOVING TOY (4 OF 4)

Well done! You've made your automaton. Now evaluate your work.

- How well do the moving parts work? Is your toy successful?
- What do you like best about your toy? Is there anything you don't like about it?
- What do you think about your design and decoration?
- Were your steps easy to follow? How could you improve them?
- What would you change if you made it again?

GIVE YOUR TOY A MARK OUT OF TEN.

WHY NOT MAKE YOUR TOY AGAIN USING CAMS WITH DIFFERENT SHAPES? HOW DOES THAT CHANGE HOW YOUR TOY MOVES?

During

After

WE PRINT
50p each

YOU PRINT
Free

Engaging KS1 and KS2 packs for learners to complete during and after their visit to The MAD Museum. These packs consist of find-and-answer exhibit questions, a quiz, design challenges and drawing activities.

Either we can print and supply the packs on the day of your visit for 50p per pack OR we email you the electronic version for you to print and bring on the day of your visit, this is a free service. For both, we will provide clipboard and pencils for each pupil.

“

The kids found it so engaging and the activity packs were just right. Thanks again.

”

Danielle Marcroft, Year 2 Teacher. Ettington School





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.



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

Jonathan Knuckle, Portsmouth Junior Academy

EDUCATIONAL KITS



CAM AUTOMATA KITS

FOR BACK IN THE CLASSROOM

Teach your class about cogs, cams and wheels with this classroom activity.

Our Cam automata kits help children to explore the science of movement and are appropriate for children aged 5yrs +.

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

Cam Automata Kits - Each pupil will be given the wooden parts to construct a moving automata model. Comprehensive instructions are included.

One Cam Automata Kit with Support Materials

£4.00

You can either collect the automata kits from The MAD Museum for free or we can post the kits via Royal Mail (approx. £10) to your doorstep. Prebooking is essential.



What you get

Wooden Kits (decorative 'toppers' not included)

Duration

1 hour, can be split over 2 lessons

Subject focus

Design Technology, Engineering and Art

Appropriate for

5yrs +

No. of kits available

No limit

Support material

Instructions and teachers lesson plan. A video for teachers detailing how to make the kits. Teachers and Pupils worksheet.

EDUCATIONAL KITS



LINKAGES KITS

FOR BACK IN THE CLASSROOM

Linkages can help your pupils to learn about push and pull movements. Each kit contains the components for children to design and build their own object to bring to life.

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

Linkages Kits - Each pupil will be given the wooden parts to build their own object to animate. Comprehensive instructions are included.

One Linkages Kit with Support Materials

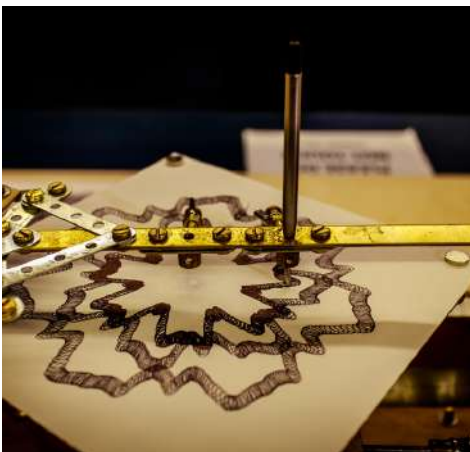
£4.00

You can either collect the linkages kits from The MAD Museum for free or we can post the kits via Royal Mail (approx. £10) to your doorstep. Prebooking is essential.



What you get	Wooden Kits (decorative 'toppers' not included)
Duration	1 hour, can be split over 2 lessons
Subject focus	Design Technology, Engineering and Art
Appropriate for	5yrs +
No. of kits available	No limit
Support material	Instructions and teachers lesson plan. A video for teachers detailing how to make the kits. Teachers and Pupils worksheet.

BOOKING TRIPS



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BOOKING TRIPS

Please get in touch to book your trip:

Email: 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 £5.50 per head

The MAD Museum + Shakespeare's Schoolroom & Guildhall £12.50 per head

The MAD Museum + The Butterfly Farm £11.85 per head

ADMISSION: SUPERVISING ADULTS/ TEACHERS

The MAD Museum 1 free per 10 learners

Additional adults at The MAD Museum £6.50 per head

Additional adults at THE MAD MUSEUM + Shakespeare's Schoolroom & Guildhall £17.00 (1 free adult per 10 learners)

Additional adults at The MAD Museum + The Butterfly Farm £12.80 (1 free per 10 learners)

ADDITIONAL SERVICES

Teachers resources - before, during & after packs Free - electronic

Activity packs £0.50p per pack or free

Drawing and Camera sessions Free

Automata kits and Linkages kits £4.00 per kit (free collection or standard Royal Mail postage)

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 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.

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](#)

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Henley Street, Stratford upon Avon,
Warwickshire. CV37 6PT
Tel: 01926 865839
Email: bookings@themadmuseum.co.uk
Website: www.themadmuseum.co.uk

The logo for the Mechanical Art & Design Museum (MAD) features the letters 'M', 'A', and 'D' in a stylized, mechanical font. The 'M' is red with two circular holes at the top. The 'A' is green with a textured, metallic appearance. The 'D' is a large, yellow gear with a central hole. Below the letters, the words 'MECHANICAL ART & DESIGN' are written in a bold, black, sans-serif font, and 'museum' is written in a larger, grey, lowercase sans-serif font.

MAD
MECHANICAL ART & DESIGN
museum

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