

THE MAD MUSEUM

BIRTHDAY PARTIES

FOR GROUPS OF 10+
PEOPLE - PRE-
BOOKING REQUIRED

INFORMATION PACK FOR ORGANISERS | JANUARY 2026



CONTACT US

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

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IN THIS PACK



The MAD Museum

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

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Email: bookings@themadmuseum.co.uk

Website: www.themadmuseum.co.uk

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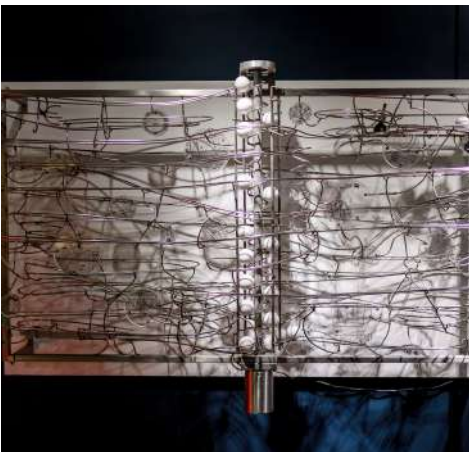
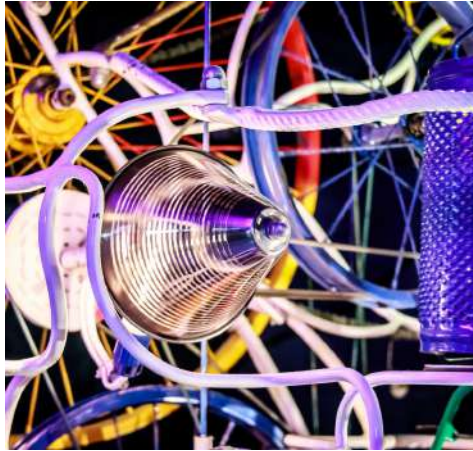
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THE MAD MUSEUM



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

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 principles.

LOCATION

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

CONTACT DETAILS

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

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

EMAIL - All enquiries: bookings@themadmuseum.co.uk

PRICES & TIMES



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THE MAD MUSEUM TICKET PRICES

ON THE DAY PRICES

Adult	£8.80
Concession/ Student	£7.50
Child (6-15yrs)	£6.50
Child (0-5yrs)	Free
Family (2+2*)	£25.00
Extra Child with Family	£4.00

(*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

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+ people

10% discount off every ticket

Adult	£7.92
Concession	£6.75
Child (6-15yrs)	£5.85

Children aged 0-5yrs are free & MAD's family ticket is already at a discounted rate so group rates don't apply. Visitors can only use one discount/ voucher per transaction. Tesco Cubcard vouchers cannot be used with group discounts.

OPENING TIMES

Last entry 45mins before closing time

April - September

Weekdays	10:00am - 5:00pm
Saturday/ Holidays*	10:00am - 5:30pm
Sunday	10:00am - 5:00pm

October - March

Weekdays	10:30am - 4:30pm
Saturday/ Holidays*	10:00am - 5:30pm
Sunday	10:00am - 5:00pm

(*Warwickshire School Holidays and National Bank Holidays)

Visitors usually spend 1 hour 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.

JOINT TICKET

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



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

Group of 15+ people

Adult	£20.07
Concession/ Student	£17.55
Child (6-15yrs)	£13.05
Child (0-5yrs)	£0.00

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 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.

Simple
Kit



Marble
Machine 1
hand-
cranked



Marble
Machine 2



Marble
Machine 1
motorised



DISCOUNTED MARBLE KITS

After your group visit, take automata kits away to make and keep. These are sold in our gift shop but as part of a group bookings, we can offer you a discount on these kits.

There are 4 different types to choose from, ranging in difficulty and time to construct.

KIT NAME

Simple Kit

Marble Machine 1
Hand-cranked

Marble Machine 1
Motorised

Marble Machine 2



GOODIE BAGS

The MAD Museum has a gift shop full of great toys and games. Prices start at 20p (for marbles). We are happy to discuss goodie bags with you, depending on your budget we can tailor what is included in each bag. Please get in touch to find out more.



HELPFUL INFORMATION



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FREQUENTLY ASKED QUESTIONS

How long do visits to the museum usually take?

Trips usually last 1 hour.

Can you take photos and is filming allowed?

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

Is there an area where we can cut a birthday cake and sing happy birthday?

We are sorry to say we don't have an area in which you can cut and eat cake or have a private celebration - the space we have is filled with exhibits. We advise that you do this at a local cafe or restaurant.

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-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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