

THE MAD MUSEUM PRIMARY EDUCATION

FOR GROUPS OF 10+
CHILDREN AGED 5-11 YRS

INFORMATION PACK FOR EDUCATORS | JANUARY 2026



CONTACT US

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

01926 865839
BOOKINGS@THEMADMUSEUM
.CO.UK



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.

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)

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	2
---	---

TICKET PRICES AND TIMES

- Discounts, pre-visits & times	4
- Joint tickets with other attractions	5

ADDITIONAL SERVICES

Exclusively provided to groups.

- Teachers Resources	6
- Learners Activity Packs	6
- Drawing & Camera Sessions	7
- Cam Automata/Linkages Kits	8

HELPFUL INFORMATION

- FAQs	9
- SEN Learners	10
- Accessibility	11
- Parking	12
- Link to our Risk Assessment Form and Booking T&Cs	13
- Pricing summary	14

THE MAD MUSEUM



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

DISCOUNTED GROUP PRICES

The MAD Museum	Ticket price
Pupil 5-16yrs	£5.85
Pupil 17yrs+	£6.75
Teacher/Adult	£7.92

1 free supervising adult/teacher per 10 learners

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

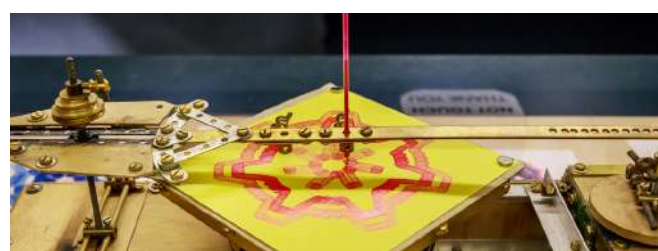
*Warwickshire term time only.

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 ATTRACTION TICKETS



**SHAKESPEARE'S
SCHOOLROOM &
GUILDHALL**



**STRATFORD
BUTTERFLY
FARM**

Joint attraction ticket prices	Pupil 5-16yrs	Teacher/ Adult	Pupil/Adult 17yrs+
The MAD Museum + Stratford Butterfly Farm	£13.80	£15.87	£16.70
The MAD Museum + Shakespeare's Schoolroom	£13.05	£20.07	£17.55
The MAD Museum + Stratford Butterfly Farm + Shakespeare's Schoolroom	£21.00	£28.00	£28.00

1 free supervising adult/teacher per 10 learners

A trip to Shakespeare's Schoolroom & Guildhall includes:

- Join in a Tudor school lesson
- Dress up Tudor-style for a "selfie"
- Play Tudor games and get messy with quill and ink
- Marvel at the medieval wall paintings
- Brush up on your Latin!

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

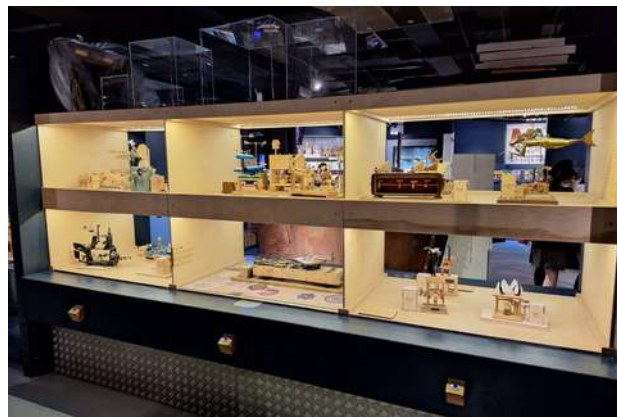
DISTANCE BETWEEN BOTH VENUES:
4-minute walk, 0.2 miles

A trip to Stratford 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

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



LEARNERS ACTIVITY PACK

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.



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.

Teachers Resources Free!

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



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.

EDUCATIONAL KITS



CAM KITS

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

£5.00

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



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](#)

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



Educational ticket prices January 2026



Attraction	Pupil 5-16yrs	Teacher	Pupil/Adult 17yrs+
The MAD Museum	£5.85	£7.92	£6.75
The MAD Museum + Stratford Butterfly Farm	£13.80	£15.87	£16.70
The MAD Museum + Shakespeare's Schoolroom	£13.05	£20.07	£17.55
The MAD Museum + Stratford Butterfly Farm + Shakespeare's Schoolroom	£21.00	£28.00	£28.00
1 free supervising adult/teacher per 10 learners			
Automata cams £5.00 per kit			
A self-guided tour will take approximately 1 to 1.5 hours, depending on the age of the learners.			
Electronic KS1/KS2/KS3 activity packs are provided free of charge			

When making a booking please provide the following information:

- Name of School/ Academy
- Location
- Name of organiser & email
- Date and Time you would like to visit
- Number and Age of Learners
- Number of Supervising Adults
- Whether you would like one of our Joint Tickets, with Stratford Butterfly Farm and/or Shakespeare's Schoolroom

The MAD Museum, Henley Street, Stratford upon Avon CV37 6PT
 Email: bookings@themadmuseum.co.uk
 Tel: +44 (0)1926 865 839