

# Secrets, stories and sightseeing

Group visits and travel trade  
at SHAKESPEARE'S FAMILY HOMES

APRIL 2020 - MARCH 2021



Shakespeare  
birthplace trust

WELCOME TO THE

# Shakespeare

## *Birthplace Trust*

We're the world's leading charity in promoting the works, life and times of William Shakespeare. As well as the five Shakespeare Family Homes and their beautiful gardens, we look after the world's largest Shakespeare-related library, museum and archives open to the public.

### *Beauty, drama and history* in the heart of England

A visit to Shakespeare's Family Homes in Stratford-upon-Avon is a truly unique experience. We welcome groups from across the world to enjoy an authentic taste of Shakespeare's life and times in this wonderful location.

From immersive living history to stunning garden tours, this guide gives you a flavour of what we have to offer to UK and international groups, tour parties, special interest groups, and students – p21 has all the details of group discounts and our great trade travel deals.

My team and I are delighted to help you develop your itinerary, or put together a bespoke package to suit your needs and timescales.

Please don't hesitate to pick up the phone if you have questions. We look forward to welcoming you in the coming season.

**Debbie Beardall**

Head of Sales and Business Development



UP TO 25%  
OFF FOR GROUPS  
(DETAILS ON P21)

Shakespeare's Birthplace



Shakespeare's New Place



Shakespeare's Birthplace



# HIS LIFE and *times*

Step back in time and get a sense of what life would have been like for Shakespeare and his family by exploring the very houses where they lived:

## *All about Shakespeare talk*

### SHAKESPEARE'S BIRTHPLACE

Everything you need to know about William Shakespeare in a 45-minute illustrated talk. The talk can be adapted to suit all ages and can also be delivered in other languages. Suitable for UK school groups.

## *Hidden History talk*

### SHAKESPEARE'S BIRTHPLACE

Learn more about Shakespeare's background, works and legacy, told through our fascinating library, archive and museum Collections. This is a unique opportunity to see items that aren't normally on public display, including some of the 'Shakespeare documents' and early printed books.

## *Looking for something special*

Birthplace Grand Tour p14  
Birthplace Sparkling Tour p15

## *Introductory audio-visual presentation*

### SHAKESPEARE CENTRE

Our specially-designed groups' presentation combines audio and visual to striking effect. An excellent overview and introduction to the Shakespeare Birthplace Trust and Shakespeare's story in Stratford-upon-Avon, available in Korean, French, Spanish, Italian, German, Japanese, Mandarin, Russian and English.

*“Every group comes out of the Birth Room feeling moved – it's a really powerful experience.”*

Birthplace Guide

## *Guidebook*

A detailed guidebook with photographs of all the houses is printed in a range of languages and available to groups for a reduced rate at the ticket desk.



*To book your talk*

call +44(0)1789 201 806

email [groups@shakespeare.org.uk](mailto:groups@shakespeare.org.uk)





*“Sit in the wonderful gardens and soak up the atmosphere.”*

Shakespeare Birthplace Trust Gardener

*To book your garden tour*

call +44(0)1789 201 806

email [groups@shakespeare.org.uk](mailto:groups@shakespeare.org.uk)



Hall's Croft



Shakespeare's Birthplace



Anne Hathaway's COTTAGE

# ENGLISH country gardens



“Join our award-winning Gardens Team for an engaging and informative tour. We are lucky to have five gardens for you to choose from. Each has

its own stories to tell, and we can create a tour or talk to suit your group's interests.

We are delighted to share fascinating facts about the history and evolution of the gardens, as well as our future planting plans. We love to see the joy our gardens bring to visitors – we work hard throughout the year to keep them looking and smelling their best.

I'd recommend completing your visit with a tour around the Shakespeare Family home on the site. We'll leave you in the capable hands of the house guides, ready and waiting to reveal the history within.”

**Glyn Jones,**  
Head of Gardens

Trained at the Royal Botanic Gardens, Edinburgh, Glyn has been managing heritage gardens around the world for almost 40 years, lecturing across the US, Europe and the UK.

## **Garden tours**

Every Shakespeare Family Home has a garden to discover, and Glyn and the team run group garden tours around Shakespeare's New Place, and Anne Hathaway's Cottage gardens.

LIVING

# history



Shakespeare's New Place

There are so many Shakespeare stories for your group to discover, and with so many ways to enjoy them you'll be wondering where to start.

### *An immersive journey*

Follow knowledgeable costumed guides on a journey to a different time. Listen to their stories as your group wanders through beautifully restored Tudor interiors. From the 16th-century house where he was born, to his mother's farmhouse, to the cottage where his wife grew up and his daughter's grand townhouse, explore buildings standing

proud today that would have been familiar to Shakespeare throughout his life.

### *Brand new connections*

The house at Shakespeare's New Place was demolished in the 18th century. Now, contemporary and ancient gardens invite visitors to make a different kind of connection. Let artworks inspired by his creativity carry your group's imagination somewhere new. In the house next door, discover what we found when we excavated the site and transformed it into the beautiful place you see today.

### *Hands-on adventures on the farm*

Treat your group to the sights, sounds and smells of a real working Tudor farm. Meet our costumed Tudors, help them out with daily tasks like goose-herding, and try your hand at falconry or archery. Discover country life in Shakespeare's day, and learn how people lived and worked according to the farming calendar.



Shakespeare's Birthplace

*"The whole thing was a wonderful experience but the staff were the icing on the cake."*



Mary Arden's TUDOR FARM



# LEARNING with *Shakespeare*

Our Learning Team of world-class lecturers and teachers run a huge range of programmes for UK and international groups of all ages and abilities.

### *For UK schools and colleges*

Developed and delivered by our outstanding Learning Team, our engaging sessions support and enhance the curriculum, building on work in the classroom. Formats range from hands-on and interactive to more discursive and exploratory

- Courses and workshops for key stages 1 to 5
- Free familiarisation visits for teachers
- Preferential admission prices with learning bookings
- Free access to our extensive range of downloadable resources.

*“Very well organised in a relaxed atmosphere, with huge enthusiasm and a vast array of knowledge from the presenter – the highest compliment I can pay”*

Gosford Hill School

### *International learners*

If you are looking to visit the UK and Stratford-upon-Avon with your school group, university, club or society, you can enrich the experience with formal or informal learning, delivered by our enthusiastic, knowledgeable experts, in unique historical surroundings.

- Fun interactive sessions for EFL learners of all abilities
- Residential courses for English-speaking international groups, ranging from one day to a week.

All schools and college groups must bring one staff member for every ten pupils or students – this ticket is free.

*“The talk was perfectly pitched, the enthusiasm infectious. This has enriched our students beyond expectations”*

Tokoha High School, Japan



16 - 22 March 2020

Join thousands of primary schools in our free annual celebration of Shakespeare. Register at [shakespeareweek.org.uk](http://shakespeareweek.org.uk)



*To book your exclusive learning experience*

call +44(0)1789 207131

email [learning@shakespeare.org.uk](mailto:learning@shakespeare.org.uk)



*Discover more*

Download our range of free teaching materials at [shakespeare.org.uk/resources](http://shakespeare.org.uk/resources)

## TIME TO tuck in

Reserve space in one of our picturesque cafes and treat your group to morning coffee with biscuits, a Tudor-inspired lunch or a traditional English afternoon tea.

Ask us about our Christmas menu, and our special two- and three-course group lunch menus.

We offer options to suit all tastes, budgets and dietary requirements.



Wherever possible, all of our cafes serve fresh organic produce, reared and grown on Mary Arden's Farm. We're proud to have been awarded The Soil Association Food For Life gold standard.

### Hall's Croft

Stratford-upon-Avon's best kept secret, a delightful cafe tucked away inside this beautiful Jacobean home.

### Anne Hathaway's Cottage

The Cottage Garden Cafe sits alongside Shottery Brook with beautiful views of the house and gardens.

### Mary Arden's Farm

A spacious, airy cafe complete with rustic Tudor-inspired menu. Plus a covered picnic area for self-catering groups. Please note seasonal opening times.

### Shakespeare's Birthplace

Book the Marble Hall for your group and enjoy your lunch or afternoon tea looking out over the garden.



## HOW TO find us

Shakespeare's Family Homes are located in the heart of the country, only two hours from London and 45 minutes from Birmingham.

### Coaches

There is a coach drop-off point near Shakespeare's Birthplace. Shakespeare's New Place and Hall's Croft are in the centre of town, a short walk from Shakespeare's Birthplace. Anne Hathaway's Cottage and Mary Arden's Farm both have free on-site coach parking.

### Opening times

Opening times vary by house, so please check our website [www.shakespeare.org.uk](http://www.shakespeare.org.uk) for details. Mary Arden's Farm is open from 14 March 2020 and closes for the winter on 1 November 2020, reopening in spring 2021.

### Accessibility

All our houses have facilities for visitors with disabilities. Guide dogs are welcome and carers are admitted free. Due to the historic nature of Shakespeare's Family Homes access varies by property. The grounds and exhibition at Shakespeare's New Place are now fully accessible to wheelchair users. We welcome dogs on leads at all houses, except Mary Arden's Farm, where we can allow access to most areas for assistance dogs only. For more information visit [shakespeare.org.uk/visit/plan-your-visit/access/](http://shakespeare.org.uk/visit/plan-your-visit/access/)



1. SHAKESPEARE'S BIRTHPLACE
2. SHAKESPEARE'S NEW PLACE
3. HALL'S CROFT
4. ANNE HATHAWAY'S COTTAGE
5. MARY ARDEN'S FARM



EXCLUSIVE

# VIP & evening tours



To book your exclusive  
VIP experience

call +44(0)1789 201 806

email [groups@shakespeare.org.uk](mailto:groups@shakespeare.org.uk)

We offer your group a truly exceptional opportunity to be entertained in style and in unforgettable surroundings. See p23 for prices.

Let us arrange an exclusive visit or bespoke guided tour for you or your guests. We can organise anything from a short private tour to a weekend of activity, all tailored to your exact requirements – available during the day and in the evening.

### ***Birthplace Grand Tour***

This exclusive after-hours tour of Shakespeare's childhood home is an ideal way to start your group's evening in Stratford-upon-Avon. Wine and a selection of canapés provide a stylish welcome followed by a private tour of Shakespeare's Birthplace with our knowledgeable guides.

As you explore the house, costumed actors perform excerpts from Shakespeare's works, and you have the opportunity to take in our Famous Beyond Words exhibition at your leisure. The evening culminates with a tasting of traditional mead.

### ***Birthplace Sparkling Tour***

In addition to all the elements of the Birthplace Grand Tour, this package begins with a glass of sparkling wine perfect for a celebration, and

ends with a copy of our official guidebook as a parting gift for every member of your group.

### ***Setting the Scene***

The perfect prelude to your group's trip to see performances by the world-renowned Royal Shakespeare Company. Hear a pre-performance talk from one of our Shakespearean experts on the literary and historical context of your chosen Shakespeare play – while enjoying a two-course meal and wine in the atmospheric restaurant at Hall's Croft, home of Susanna, Shakespeare's daughter. Then it's just a few minutes' walk to the theatre – let the show begin.





*Bespoke VIP talks, events and experiences*

See p14

WHERE THE STORY BEGAN

## Shakespeare's Birthplace

### Walk in Shakespeare's Footsteps.

Shakespeare's Birthplace is an inspiring start to your group's visit, on historic Henley Street in the centre of Stratford-upon-Avon. Your group journeys through the Famous Beyond Words exhibition and a specially designed audio visual presentation, available in eight different languages, which really sets the scene.

The tour explores the house where he was born and grew up. Your group moves through the different rooms, meeting

costumed guides who are pleased to answer questions and reveal the family's colourful history.

Shakespeare Aloud!, our resident acting troupe, perform scenes and sonnets on demand throughout the day.

*"This step back in history is truly mesmerising and unique"*

Shakespeare's Birthplace Guide

-  Book Shop
-  Gift Shop
-  Guide dogs welcome

THE SITE OF HIS FAMILY HOME

## Shakespeare's New Place

The Shakespeares' grand family home used to stand on the corner of Chapel Street and Chapel Lane. They lived here for 19 years. Shakespeare is believed to have written some of his most famous works here, including Hamlet and The Tempest.

Though the house is gone, demolished in 1759, groups can now walk in Shakespeare's footsteps through a new entrance on the site of the original gatehouse. Next, you'll hear stories about the lost building in a talk from one of our knowledgeable guides.

The beautiful gardens and specially-commissioned artworks are inspired by Shakespeare's work. The Great Garden and the Wild Bank occupy the largest surviving part of Shakespeare's estate, and the sunken Knot Garden has been restored to its original Elizabethan design. The exhibition in the house next door includes a model of the house with animated stories of Shakespeare family life. Upstairs, artefacts reveal more about the man behind the plays.

-  Gift Shop
-  Guide dogs welcome



*"Amazing walk through history. Beautiful and well kept gardens."*



For questions, enquiries or bookings call +44 (0)1789 201 806 or email [groups@shakespeare.org.uk](mailto:groups@shakespeare.org.uk)



HOME OF  
SHAKESPEARE'S DAUGHTER  
**Hall's Croft**

Hall's Croft is a stunning period property tucked away from the hustle and bustle of town. Our house guides will show your group around this spacious Jacobean home, which belonged to Shakespeare's daughter Susanna and her wealthy husband, physician Dr John Hall.

The house has beautifully decorated and furnished reception rooms, bedchambers, servant's quarters and a peaceful garden with medicinal herbs. There's also an exhibition (Method in the Madness) comparing Dr John Hall's instruments and remedies with present-day medical practices.

Hall's Croft Cafe is often described as Stratford's best kept secret. Ask us about reserving tables and our special two- and three-course group menus (find more information about food and drink on p12).

*“Loved the beautiful  
ambience and warmth of  
this house, as well as the very  
helpful and friendly staff.”*

-  Cafe
-  Gift Shop
-  Guide dogs welcome



*Bespoke VIP talks,  
events and experiences*

See p14



THE MOST  
ROMANTIC RETREAT  
**Anne Hathaway's  
COTTAGE**

This quintessentially English thatched cottage is where Shakespeare's wife, Anne Hathaway grew up. It sits in 9 acres of grounds in Shottery, a small village on the edge of Stratford-upon-Avon, a 10-minute drive from the town centre.

As your group moves through the different rooms featuring original family furniture, our knowledgeable guides tell stories from almost 400 years of Hathaway family life.

There is always something new to see in the grounds as the seasons change, and lots to explore including

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the cottage gardens, woodland walk, sculpture trail and giant willow creations.

Complement your group's visit with a delicious lunch in the Cottage Garden Cafe overlooking Anne Hathaway's Cottage, serving hot meals, afternoon teas, pastries and cakes.

*“A fascinating place  
steeped in history.”*

Anne Hathaway's Cottage Guide

-  Cafe
-  Gift Shop
-  Guide dogs welcome

FAMILY HOME OF  
SHAKESPEARE'S MOTHER  
**Mary Arden's  
FARM**

Shakespeare's mother, Mary Arden, grew up on a farm in the small village of Wilmcote, in the rolling English countryside. The farm was also home to Robert Palmer, a family friend and neighbour. Our team, dressed in Tudor costume, run the farm just like it would have been in the 16th century.

There are two farmhouses; kitchen gardens; barns and outbuildings; a farmyard with animals and fields; nature trails; woodlands and orchards, and an adventure playground for children. Visitors are welcome to join in with daily tasks around the farm, see the Tudor meal cooked and eaten every day, and try archery, falconry, traditional crafts and other activities.

Round off your group's visit with a picnic outside or a trip to the cafe, serving drinks, snacks, hot and cold food and Tudor-inspired specials.

*"... all the animals are well cared for. It was a pleasure to spend time there."*

 Cafe

 Gift Shop



**OPEN 14 MARCH –  
1 NOVEMBER 2020**



BOOK IN ADVANCE FOR  
**outstanding  
savings**

**Group benefits:**

- Discounted guidebook
- Free familiarisation visits
- Free admission for organisers and coach drivers
- Free staff ticket for every 10 students\*
- Travel trade discounts
- Exclusive tours
- Free coach parking at Anne Hathaway's Cottage and Mary Arden's Farm
- Reserved seating in the cafe
- 15% off groups of 15+ paying members.

Please note: your party must stay together during the visit. \*School and college groups need one staff member for every ten pupils or students.



**SuperSaver Group rate**

Pay in full at least 14 days before your visit and get an extra 10% off the Group rate.

TRAVEL TRADE

**voucher scheme**

Our trade account voucher scheme is popular with over 100 of our trading partners.

**Benefits include:**

- Exclusive access to special combined visit rates (substantial savings when visiting more than one property)
- Up to 35% off standard prices depending on turnover
- Receive your invoice after your clients' visit.

**You can apply to be part of the scheme if:**

- Your company regularly brings groups to visit our properties
- Your hotel wants to sell tickets to guests by concierge or include them in holiday packages
- You are an agent selling visitor attraction tickets.

To request rates and information on the application process, please contact our Sales and Business Development team on [groups@shakespeare.org.uk](mailto:groups@shakespeare.org.uk)

For questions, enquiries or bookings call +44 (0)1789 201 806 or email [groups@shakespeare.org.uk](mailto:groups@shakespeare.org.uk)

## HOUSE TICKET PRICES

### Single House Ticket

VALID ON DATE OF VISIT ONLY

		Group*	Super Saver**
<b>Shakespeare's Birthplace</b>	Adult	£13.80	£12.42
	Child	£8.95	£8.06
	Concession	£12.95	£11.66
<b>Shakespeare's New Place</b>	Adult	£9.35	£8.42
	Child	£6.15	£5.54
	Concession	£8.50	£7.65
<b>Anne Hathaway's COTTAGE</b>	Adult	£9.35	£8.42
	Child	£6.15	£5.54
	Concession	£8.50	£7.65
<b>Mary Arden's TUDOR FARM</b>	Adult	£11.60	£10.44
	Child	£7.60	£6.84
	Concession	£10.75	£9.68
<b>Hall's Croft</b>	Adult	£5.90	£5.31
	Child	£3.80	£3.24
	Concession	£5.40	£4.86

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### Multiple House Tickets

VALID FOR SINGLE ENTRY TO THE SPECIFIED HOUSES

		Group*	Super Saver**
<b>Shakespeare's Family Homes</b> Includes visiting Shakespeare's Birthplace, Hall's Croft, New Place, Anne Hathaway's Cottage and Mary Arden's Tudor Farm. (14 MAR - 1 NOV)	Adult	£18.40	£16.56
	Child	£12.05	£10.85
	Concession	£17.10	£15.39
<b>Winter Four Shakespeare Houses</b> Includes visiting Shakespeare's Birthplace, Hall's Croft, New Place and Anne Hathaway's Cottage (2 NOVEMBER 2020 - MARCH 2021)	Adult	£17.45	£15.71
	Child	£11.40	£10.26
	Concession	£16.35	£14.72

\*Group Rate – Available to groups paying within 14 days of their visit or on arrival

\*\* Group Super Saver Rate – Available if paying 14 days or more in advance (Additional 10% discount off Group Rate)

## TALKS AND TOUR PRICES

		Group rate*
<b>All About Shakespeare Talk</b> Including visit to Shakespeare's Birthplace	Adult/Concession	£13.95
	Child	£9.00
<b>Sessions for English Language Learners</b> Including visit to Shakespeare's Birthplace		
	BEGINNERS LEVEL	Adult/Concession £13.75 Child £8.75
INTERMEDIATE/ADVANCED LEVEL	Adult/Concession	£14.25
	Child	£9.25
<b>Hidden History talk</b> Including visit to Shakespeare's Birthplace	Adult/Concession	£19.95
	Child	£14.95
<b>Garden Tours</b> A range of Garden Tours including a House visit are available at Anne Hathaway's Cottage or Shakespeare's New Place†	Adult/Concession	£11.50
	Child	£8.50

For questions, enquiries or bookings call +44 (0)1789 201 806 or email [groups@shakespeare.org.uk](mailto:groups@shakespeare.org.uk)

### After-hours options

		Group rate*
<b>Birthplace Grand Tour</b> SHAKESPEARE'S BIRTHPLACE	Per person	£37.50
<b>Birthplace Sparkling Tour</b> SHAKESPEARE'S BIRTHPLACE	Per person	£42.50
<b>Setting the Scene (with dinner)</b> HALL'S CROFT	Per person	£39.50

### Please note

To qualify for a group discount, your group must stay together at all times during their visit. A group is defined as 15 or more paying persons.

† A range of talks and tours available – contact us for further details. Maximum numbers apply, please check with our Groups Sales Team +44 (0)1789 201 806 or [groups@shakespeare.org.uk](mailto:groups@shakespeare.org.uk)

**UP TO 25%  
OFF FOR GROUPS**  
(DETAILS ON P22)



## *Support us*

To care for Shakespeare's historic buildings and share his timeless stories with the world, we need to raise over £10m every year. There are lots of ways you can support us. To find out more visit [shakespeare.org.uk/support-us](https://shakespeare.org.uk/support-us)

## *Start planning your group visit today*

Get in touch with our friendly  
Group Sales Team

call +44(0)1789 201806

email [groups@shakespeare.org.uk](mailto:groups@shakespeare.org.uk)

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