

Shakespeare's Family Homes

Shakespeare
birthplace trust



GROUP VISITS
AND TRAVEL TRADE

April 2018 – March 2019

**“Welcome ever smiles, and
farewell goes out sighing”**

Troilus and Cressida (Act 3, Scene3)

Group Visits and Travel Trade

The Shakespeare Birthplace Trust has a long and famous tradition of welcoming visiting groups to the Shakespeare Family Homes, each place with its own fascinating story to tell.

We offer a unique Shakespeare-centred experience with wonderful homes all relating to Shakespeare and his family, as well as our outstanding archive and library Collections, together with an exciting programme of events.

Each house has a themed gift shop selling an exclusive range of gifts, books and souvenirs. A detailed guidebook with photographs of the houses is printed in a range of languages. This is available to groups for a reduced rate at the ticket desks.

Treat your group to morning coffee with biscuits, a light snack or afternoon tea in one of our picturesque cafes. Enjoy rustic Tudor-inspired fare at Mary Arden's Farm cafe, or ask our Groups Team about our special two and three course group lunch menus.

Whether you are organising visits for tour parties, special interest groups or students, or looking for great travel trade deals... read on for some truly inspirational ideas for a dramatic day out!

Group benefits

- Discounted admission
- Discounted guidebook
- **Free** familiarisation visits
- **Free** admission for organisers and coach drivers
- Travel trade discounts
- Exclusive tours
- **Free** coach parking at Anne Hathaway's Cottage and Mary Arden's Farm
- Reserved seating in cafe

For more information and to book, contact our Group Sales Team:
t: +44(0)1789 201806
e: groups@shakespeare.org.uk

Shakespeare's Birthplace

WHERE THE STORY BEGAN



Walk in Shakespeare's Footsteps

Explore the house where he was born and grew up. Captivating costumed guides will show you around the house, talk about the family's colourful history and answer all your questions. Enjoy live performances in the garden with Shakespeare Aloud!, our resident acting troupe and see rare treasures from our Collections.

Famous Beyond Words

Our introductory exhibition at Shakespeare's Birthplace explores the extraordinary story of William Shakespeare, the boy from Stratford-upon-Avon, who became a household name all over the world. For four centuries Shakespeare's work has fascinated people of all ages and backgrounds.

"A must visit place for all who want to know where William Shakespeare was born and raised – good very knowledgeable guides."



Discover what life was like in Stratford-upon-Avon and learn about Shakespeare's friends, family and relationships.

Our audio visual presentation, designed specifically for groups, is available in eight different languages.



Shakespeare's New Place

THE SITE OF HIS FAMILY HOME

Shakespeare's New Place is the site of his family home where he lived for nineteen years and wrote some of his most iconic works including Hamlet and The Tempest. Although the house was demolished in the 18th Century you can now walk in Shakespeare's footsteps through a new entrance on the site of the original gatehouse and enjoy a contemporary landscape that reveals the footprint of the Shakespeare family home.

The re-imagined site gives an impression of the scale of New Place and relationship to the surrounding buildings; such as the neighbouring King Edward VI School and Guild Chapel that were once attended by a young Shakespeare. Discover beautiful gardens and specially-commissioned artworks that hint at Shakespeare's works and influences.



Stroll through the Great Garden and the Wild Bank on the largest surviving part of Shakespeare's estate before wandering back through the sunken Knot Garden, lovingly restored to its original Elizabethan design. Finally, meet the man behind the works in a fascinating new exhibition.

"I was swept away by the beauty of this venue, the gardens, museum and inspired display of information."

Anne Hathaway's Cottage and Gardens

THE MOST ROMANTIC OF THE SHAKESPEARE'S HOUSES

Fall in love with this thatched gem nestling in nine acres of beautiful grounds and relive Shakespeare's Tudor love story where he courted his bride-to-be.

There is always something new to see as the seasons change from early spring flowers in their thousands to the autumn bounty of our traditional fruit trees. Stroll along our woodland walk, and explore the sculpture trail, seeking out our remarkable giant willow creations around the cottage gardens.

Tour around the delightful cottage itself which still has some original family furniture.



“The gorgeous house is enhanced by the lovely gardens with an array of colour and scent.”

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Why not compliment 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.



Mary Arden's Farm

FAMILY HOME OF SHAKESPEARE'S MOTHER

Meet our costumed residents as they go about their daily tasks of cooking, tending crops and feeding the rare breed animals. Feel free to ask them about country life in Shakespeare's day and discover how people lived and worked according to the farming calendar.

Explore the farmyard with its centuries-old barns, outbuildings and original dove cote, or see the house where Shakespeare's mother grew up and visit Palmer's Farmhouse, the rustic Tudor home of Robert Palmer, a family friend and neighbour.

"We loved the enthusiasm of the staff and their excellent knowledge."

Watch falconry displays, roam the countryside and nature trails, and get 'hands-on' with rural crafts and traditional pastimes.

Come and enjoy the rustic fare at Mary Arden's Farm cafe, serving hot and cold food including Tudor-inspired specials.

Open 10 March – 28 October 2018





Hall's Croft

HOME OF SHAKESPEARE'S DAUGHTER

With the help and direction of our talented house guides, explore the beautifully furnished Jacobean home of Shakespeare's daughter Susanna and her wealthy physician husband, Dr John Hall.

Wander through the oak-beamed reception rooms and up the graceful staircase to the richly appointed bed chambers, including servants' quarters.

Relax in the beautiful gardens and breathe in the fragrant herbs as used by Dr Hall in his remedies.

Why not complement your group's visit with a delicious lunch in the picturesque cafe serving hot meals, afternoon teas, pastries and mouth-watering cakes.

"If you like your history and need to know all things associated with William Shakespeare then you should take time to visit Hall's Croft."

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Food and drink

Treat your group to morning coffee with biscuits, a light snack or afternoon tea in one of our picturesque cafes. Enjoy rustic Tudor-inspired fare at Mary Arden's Farm cafe. Or ask our Groups Team about our special two and three course group lunch menus.

Don't forget to ask about our range of Christmas and seasonal menus with options to suit all tastes, budgets and dietary requirements!

Available at Shakespeare's Birthplace, Anne Hathaway's Cottage, Hall's Croft and Mary Arden's Farm*.

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*Seasonal opening



All our cafes hold the **Gold Food for Life Served Here** award. This means that our in-house hospitality team prepare and serve food made from fresh, local and honest ingredients, free from undesirable additives and trans fats, that meets UK welfare standards, and complies with national nutrition standards.

Our very own Mary Arden's Farm provides our cafes with a range of produce.





Gardens

With gardens at all five of Shakespeare's Family homes we can offer a range of guided tours and talks customised to suit the interests of your group. Our Head of Gardens, Glyn Jones, together with members of our award-winning Garden Team will share fascinating facts not only about the history and evolution of the gardens, but also about future planting plans.

Each of the houses has a unique story to tell and your group can find out how they in turn, have inspired the beautiful, picturesque and unique gardens which reflect the character of each property.

Complete the visit with a tour around the Shakespeare Family Home and discover the history within.



Since training at the Royal Botanic Gardens in Edinburgh, Glyn has almost forty years' experience managing heritage gardens in this country and the USA and has lectured extensively across the US, Europe and the United Kingdom.

"Sit in the wonderful gardens and soak up the atmosphere."

Exclusive group options

Let us enhance your group's houses visit and encourage them to enjoy a fuller Shakespeare experience with the following activities delivered by our team of Shakespeare experts.

All about Shakespeare

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.

Garden Tours

Join a member of our award-winning Gardens Team for an enjoyable tour around Anne Hathaway's Cottage, Hall's Croft and the recently restored New Place. After time for questions why not complete the visit with a tour around the Shakespeare Family home?

Hidden History

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 view items that are not normally on public display including some of the 'Shakespeare documents' and early printed books.

Complete your groups visit with a tour of the Birthplace and see where the story began.

To further enhance your experience, complement your visit with a delicious afternoon tea in one of our charming cafes.

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Exclusive VIP evening tours

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

Birthplace Grand Tour

This exciting and unique 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 an exclusive tour of the 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 taste of traditional mead.

Birthplace Sparkling Tour

In addition to all the elements of the Birthplace Grand Tour, this celebratory exclusive package begins with a glass of sparkling wine and a copy of our official guidebook as a parting gift to every member of your group.

Setting the Scene

Enjoy a pre-performance talk examining the literary and historical context of your chosen Shakespeare play and its performance history. You will then be seated for a two-course meal with wine in the atmospheric restaurant at Hall's Croft, home of Susanna Shakespeare, whilst listening to one of our Shakespearian experts. This is the perfect prelude to your group's evening before seeing the plays brought to life by the world-renowned Royal Shakespeare Company at their theatres only a few minutes' walk away.

Bespoke and VIP tours

Let us arrange an exclusive visit or personal customised guided tour for you or your guests. Providing a tailor made visit to your exact requirements, we can organise anything from a short private tour to a weekend of activity.



Educational visits – UK

The Shakespeare Birthplace Trust offers a range of high quality, curriculum based courses and workshops suitable for pupils from key stage 1 to 5. Our sessions support and enhance the curriculum, building on work in the classroom. We will be happy to help plan your visit and offer free familiarisation visits to teachers.

Preferential entrance rates to Shakespeare's Family Homes are available to UK schools when booking with a Learning workshop.

Key stage 1 and 2

We offer award-winning, experiential educational workshops which fully immerse children in practical and creative learning. Hands-on and interactive, all sessions adhere to the National Curriculum whilst bringing Shakespeare and British History to life.



“Even I learned something after teaching this exam for 20 years! I thoroughly enjoyed it and will definitely be returning next year. Thank you.” Pangbourne College

Key stage 3 and 4

Our courses and workshops offer a range of classes that engage with literary heritage themes and are linked to the specifications of the different exam boards and changes in the national curriculum.

A-Level

Materials from our world-renowned library and archive illustrate our classes and our discursive approach allows students to explore ideas in depth and encourages critical thinking. All sessions are relevant to the different exam board specifications.

Introductory Talks

All about Shakespeare

Everything you need to know about William Shakespeare in a 45 minute illustrated talk. These talks can be adapted to suit all ages, from 7 to 70+.

FREE DOWNLOADABLE RESOURCES

We have a bank of free digital resources to support your teaching and further your students' learning. You can download them here: www.shakespeare.org.uk/education/resources

Educational visits – International

We offer fun and informative sessions for EFL language learners of all abilities as well as residential courses for international students, universities and special interest groups for English speaking students. If you are looking to travel to the UK to visit Stratford-upon-Avon with your school group, university, club or society we can enrich your visit through formal or informal learning.

Interactive workshops for English Language Learners

As we regularly welcome students from abroad for whom English is not their mother tongue, we now offer Shakespeare related courses that are specially designed for language learners. All our sessions are interactive, fun and give students plenty of opportunity to apply their new knowledge and vocabulary in an enjoyable environment. We offer a range of sessions all especially designed to meet the needs of the student, from a 30 minute workshop for beginners to a 60 minute workshop for intermediary and advanced learners.

Visit our website to see the full range of sessions that we offer at:
www.shakespeare.org.uk/education

Residential Shakespeare Study Courses for schools, universities and special interest groups

We offer a variety of residential modules ranging from one day to multiple weeks. An ideal addition to any literature, history or theatre based study trip to England, they offer students an immersive Shakespeare-centred experience, combining visits



to Shakespeare's Family Homes, with outstanding Library & Archive Collections and inspiring educational lectures and workshops by experts in the fields of Shakespeare studies. Course options include lectures on specific Shakespeare plays and productions, talks on special interest topics and practical workshops on performance and drama.

“Such a high-quality, inspiring experience. All of the presenters are true experts. Students rise to the occasion.”

Marymount International School, Paris



Book ahead for great savings

You can offer substantial savings on house admissions prices for group bookings when payment is made in advance. We recommend that all groups pre-book to help ensure a smooth visit.

Group discounts

To qualify for a group discount your party must stay together during the visit and there must be at least 15 paying persons.

For school and college groups, one member of staff, who will be admitted free, is required for every ten pupils or students.

Group rate

A 15% discount is available to groups paying within 14 days of their visit or on arrival.

SuperSaver Group rate

To qualify for an extra 10% off the Group rate the booking must be paid for in full at least 14 days in advance.

Free admission for coach drivers and group leaders of parties of 15 or more.

Whether you are planning to visit one or more houses, wish to arrange a special interest talk or book an after-hours tour, our Groups Sales Team is happy to assist in planning your itinerary.

For more information and to book, contact our Group Sales Team:
t: +44(0)1789 201806
e: groups@shakespeare.org.uk

Travel Trade Voucher Scheme

Our trade account voucher scheme, popular with over 100 of our trading partners, could be of benefit to you if:

- Your company brings groups to Shakespeare's Family homes on a regular basis
- Your hotel would like to sell admission tickets to Shakespeare's Family homes to your guests either by concierge or include them in holiday packages
- You are an agent selling visitor attraction tickets.

If you fall into one of the above categories you can apply to become part of our Travel Trade Voucher Scheme.

Benefits include:

- Exclusive access to our special combined visit rates when visiting more than one of the Shakespeare Family homes, gaining substantial savings on single house admission rates
- A discount on standard prices of up to 35% dependent on turnover
- Receiving an invoice for payment after your clients' visit to the Shakespeare's Family homes.

Rates and further information on the application process to become a member of our voucher scheme can be sent upon request. Please contact our Sales and Business Development team by emailing Groups@shakespeare.org.uk



House ticket prices

Single House Tickets

(valid on date of visit only)

		DISCOUNTED RATES	
		Group*	Super Saver**
Shakespeare's Birthplace	Adult	£13.20	£11.88
	Child	£8.50	£7.65
	Concession	£12.30	£11.07
Shakespeare's New Place	Adult	£9.00	£8.10
	Child	£5.80	£5.22
	Concession	£8.10	£7.29
Anne Hathaway's Cottage	Adult	£9.00	£8.10
	Child	£5.80	£5.22
	Concession	£8.10	£7.29
Mary Arden's Farm (Mar – Oct)	Adult	£11.10	£9.99
	Child	£7.20	£6.48
	Concession	£10.20	£9.18
Hall's Croft	Adult	£5.60	£5.04
	Child	£3.60	£3.24
	Concession	£5.10	£4.59

Multiple House Tickets

(valid for single entry to the specified houses on same or consecutive days)

		DISCOUNTED RATES	
		Group*	Super Saver**
Shakespeare's Family Homes (Mar – Oct)	Adult	£17.50	£15.75
	Child	£11.50	£10.35
	Concession	£16.25	£14.63
Winter Four Shakespeare Houses (Nov – Mar)	Adult	£16.60	£14.94
	Child	£10.90	£9.81
	Concession	£15.50	£13.95

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

* 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 tours prices

		Group rate*	
All About Shakespeare talk Including visit to Shakespeare's Birthplace	Adult/ Concession	£13.50	
	Child	£8.50	
Workshops for English Language Learners Including visit to Shakespeare's Birthplace Beginners level	Adult/ Concession	£13.50	
	Child	£8.50	
	Intermediate/Advanced level	Adult/ Concession	£14.00
	Child	£9.00	
Hidden History talk Including visit to Shakespeare's Birthplace	Adult/ Concession	£19.50	
	Child	£14.50	
Garden Tours A range of Garden Tours including a House visit are available at Anne Hathaway's Cottage & Gardens, Hall's Croft or Shakespeare's New Place†	Adult/ Concession	£11.50†	
	Child	£8.50	

After-hours options

		Group rate*
Birthplace Grand Tour Shakespeare's Birthplace	Per person	£37.00
Birthplace Sparkling Tour Shakespeare's Birthplace	Per person	£42.00
Setting the Scene (with dinner) Hall's Croft	Per person	£38.50

† A range of talks and tours available – contact us for further details. Prices start from £11.50 per adult

Minimum of 15 persons. Maximum numbers also apply, please check with our Groups Sales Team

For more information and to book, contact our Group Sales Team:
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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.

By road

Stratford-upon-Avon is a short drive from Junction 15 of the M40 and is well sign-posted on all major routes from Coventry, Birmingham, Oxford, Banbury, Worcester and Evesham.

By rail

Regular train services run to Stratford-upon-Avon from London and Birmingham. Visit www.nationalrail.co.uk for accurate train timetables.

By coach

There is a coach dropping-off point near Shakespeare's Birthplace and the Shakespeare Centre. Hall's Croft and Shakespeare's New Place are in the centre of town, a short walk from Shakespeare's Birthplace.

Anne Hathaway's Cottage & Gardens and Mary Arden's Farm both have free on-site coach parking and are one and a half and three miles respectively from the town

Opening times

Opening times vary by house, so please check our website www.shakespeare.org.uk for details.

Please visit www.shakespeare.org.uk (Plan your visit section) or contact our Groups Sales Team for more details.

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.

Shakespeare's New Place is now fully accessible. Ingenious architecture, landscaping and planning ensure that the gardens as well as the exhibition are wheelchair friendly.





Contact:

+44(0)1789 201806

e: groups@shakespeare.org.uk

GROUP SALES TEAM

The Shakespeare Birthplace Trust,
The Shakespeare Centre,
Henley Street,
Stratford-upon-Avon CV37 6QW

About us

The Shakespeare Birthplace Trust is the world's leading charity in promoting the works, life and times of William Shakespeare.

As a charity we rely on income from external sources; our visitors, volunteers, donors and friends. Your support is greatly appreciated.

Exploring Stratford

Shakespeare Birthplace
CV37 6QW

Hall's Croft
CV37 6BG

Shakespeare's New Place
CV37 6EP

Anne Hathaway's Cottage
CV37 9HH

Mary Arden's Farm
CV37 9UN



www.shakespeare.org.uk

 @shakespearebt

 [Facebook.com/ShakespeareBT](https://www.facebook.com/ShakespeareBT)

The Shakespeare Centre, Henley Street,
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