











The Beatles Story **Visitor Code.**

Welcome to The Beatles Story – a magical mystery tour through the lives and story of the Fab Four! We're thrilled to have you here, and we want to ensure your visit is nothing short of 'A Day in the Life' to remember. To keep things running smoothly, safely, and enjoyable for everyone, please read our Visitor Code:






What You Can Expect from Us:

-  Honour the terms of your booking with professionalism and care.
-  Treat every guest with respect, kindness, and dignity.
-  Celebrate the many cultures, beliefs, and stories that make our guests unique, just like the Beatles themselves.
-  Offer clear and timely communication.
-  Uphold fairness, honesty, and transparency in all our interactions.




What We Kindly Expect from You:

-  Respect the terms of your visit and enjoy the magic of our museum.
-  Avoid any behaviour that could be abusive, aggressive, or threatening to our team, fellow visitors, or service providers.
-  Treat our staff, venue, and exhibits with care and kindness, they're part of the story too.
-  Follow instructions from our Fab Team, they're here to Help! and keep your experience safe.
-  Listen to reasonable guidance when asked, and we will always do our best to explain the reasons behind any directions given.

Please Don't Let Us Down:

-  No smoking or vaping inside the exhibition.
-  Alcohol is served in our licensed Fab4 Café — so come together and enjoy, but take it easy! We follow the Challenge 25 policy, so please don't be surprised if we ask for identification. If you've picked up a gift bottle, save the popping for later — no corks flying in here!
-  No weapons allowed - Peace and Love only, please.
-  Help! Only Service Dogs Allowed: We love all creatures, great and small but in line with health and safety rules, only assistance dogs are allowed inside. So, while we'd love to say, "All You Need Is Pup," please leave non-service animals at home.
-  The Beatles Story is private property, and we reserve the right to refuse entry or ask anyone to leave if behaviour isn't in line with our Visitor code.

If Things Go Off Beat:

-  We will let you know if something goes wrong and try to Help! make things right.
-  We always aim for a fair and thoughtful resolution.
-  In severe cases, we may refuse entry or service, as outlined in our Terms & Conditions.

Let It Be Known:

- If you have any feedback or something hasn't gone to plan:
-  Our Management Team is ready to listen and chat to resolve any concerns as quickly as possible.
-  If needed, we can refer you to a senior manager who will step in to provide further assistance.
-  Prefer to write? Please email us at guestexperienceteam@beatlesstory.com

**Thank you for reading our Visitor Code. With A Little Help From Our Friends, we can keep
The Beatles Story a place of wonder, nostalgia, and learning for all and
We hope you will enjoy the show!**