



University Visit Information Pack.

**A comprehensive
guide to planning
your visit to
The Beatles Story.**

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Introduction.

The award-winning **'The Beatles Story'** is the world's largest permanent exhibition devoted to telling the story of the lives and times of The Beatles.

Located in the Fab Four's hometown of Liverpool on the stunning waterfront at The Royal Albert Dock, The Beatles Story takes visitors on an immersive, atmospheric journey through the lives, times, culture and music of the world's greatest band.

Enjoy a self-guided magical history tour and see how four young lads from Liverpool were propelled from humble childhood beginnings to the dizzy heights of worldwide fame and fortune to become the greatest band of all time. Find out how the Fab Four met and walk through recreations of key locations and moments from the band's career including Hamburg, The Cavern Club, Abbey Road Studios, America and much more. With a rolling programme of special exhibitions, you can visit time and time again and always discover something new.

Our Education Team have delivered workshops to students across the world and therefore developed a range of lectures, catering for learners who are studying a range of degrees. Our programmes can be tailored to the needs of the university and time limits. Why not join us in the Chill Out Zone after your tour of the exhibition for an additional lecture - we can cater to those studying music degrees or chat to students studying business management/leisure and tourism about our strategies and the importance of The Beatles and their legacy to our city. Whether you would like a short Q&A session or alternatively, hire out our Chill Out Zone for a weeks' worth of lectures, which again can be tailored to you.



Booking a visit to the Beatles Story, Liverpool.

Booking your Visit

Please note that all visits should be booked in advance to avoid disappointment and ensure your safety and comfort.

The length of each visit varies depending on what you would like to gain, please see 'University Offers' page for further information on this.

Please let us know if you have wheelchair users or others with special needs in your group so we can support your group as necessary.

We recommend that you make a complimentary familiarisation before bringing your group.

To make a booking or to arrange a complimentary visit, please visit our website, beatlesstory.com/education

Opening Hours

The Beatles Story is open every day from **Monday-Sunday** (excluding 25 and 26 December). We recommend that visitors check our website for current opening times as these are subject to change.

Prices

Students £11.20

Teachers/ Guardians Free
1 teacher to every 10 pupils

Additional adults £14.40

We also offer additional presentations from our experienced staff. These come at an additional price and can be tailored to the needs of your school and cover a range of subjects, from Music to Business Management.

Parking

Coaches should drop off and pick up in Gower Street. Coach parking is available in Kings Dock adjacent to Albert Dock.

Parking is available at Kings Dock or in the pay-and-display car parking around the Albert Dock.

Access

The main entrance for group visits is located in Britannia Vaults opposite the M&S Arena and Conference Centre and is clearly identified by banners and signage. There are steps into the entrance foyer. A lift for disabled visitors is situated next to the main entrance. Because of strict fire restrictions the number of wheelchair users we can accommodate in the building at any one time is carefully controlled to three users.

Arrival

Our staff will advise you on the best route to the area you have booked. Please ensure you allow enough time to visit toilets etc. so that you can begin your session on time. Please be aware that if you arrive late, we may not be able to run your session because of other bookings.

Toilets

There are toilets on site and wheelchair accessible toilets..

Fab4 Store

We do have a Fab4 Store for visitors to purchase souvenir gifts. Please organise your party into groups with an accompanying adult to enter the shop.

Photography

Photography is allowed but no flash or tripods please.

For any further information or pricing, please get in touch with our Education Officer at education@beatlesstory.com

What our University Offer can include.

1. Self-led multimedia tour 1-1.5 hours
2. Self-led tour followed by Business/ Tourism Lecture 2.5/3 hours
3. Self-led tour followed by music lectures (these lecture times can vary depending on university requirements, from 3-4 hours to a weeks' worth of lectures)

Additionally, we also offer room hire and have connections with freelance lecturers who can deliver lectures to students of all abilities and qualifications.

For any queries in relation to our lectures, please email our Education Officer education@beatlesstory.com who can tailor your sessions to your needs and requirements and discuss pricing.



Overview of Business/ Tourism and Education Lectures.

Personal presentations and lectures for Higher Education and universities can be provided on The Beatles Story's business, marketing, PR and education activities. This lecture can be tailored to suit individual requirements and timescale and includes an overview of the business from when we first opened in May 1990 to present day, covering:

- **The Beatles and Liverpool**
- **The Beatles Story - Business Mission, Aims and Objectives**
- **Evaluation of business from 1990 to present day**
- **Target market audiences**
 - national and international
- **Working with key stakeholders and partners**
- **Customer profiling**
- **Competitor analysis**
- **USPs and value proposition**
- **Marketing strategy and activity planning**
- **PR and Communications**
- **Future planning**
- **Education**
- **Q&A**

Subject to availability



Overview of Specialist Music Lectures.

The Beatles Story work closely with Dr Mike Brocken, an independent lecturer who can provide specialist lectures focused on popular music. Lectures can be tailored to the needs of your group. Lecturers can be dedicated to The Beatles solely, or more general on Popular Music History.

Academic Experience

Dr Mike who founded the first ever Beatles MA at Hope University, now is an independent lecturer. He has taught in universities all across the UK and delivered lectures to Universities globally. Lectures can be aimed from GCSE and A Level to University studies at Undergrad, MA, PhD and Mphil studies.

Most recently Mike has been teaching 'British popular music histories 1945-1985' and 'Blues & Soul' at Wirral 3Ls Adult Education. Prior to leaving Liverpool Hope University in February 2019 his most recent teaching there included (e.g.) PhD and MPhil supervision, all four modules of the MA *The Beatles, Popular Music & Society* plus various year 3 undergraduate popular music-based programmes e.g. Advanced Popular Music Studies, Negotiated Learning Project, Popular Music Aesthetics, Topics in Musicology, Dissertation, etc.

Teaching and Research Specialisms:

These are wide and varied; they include folk, blues and traditional music histories and contexts, partially hidden jazz histories and the questioning of conventional popular music narratives.

Mike also specialises in the music and media industries: popular music on the radio, popular music on film, popular music journalism, popular music aesthetics, popular music historiographies, the history of the US and UK music industries, etc. Additionally, Mike is a specialist in the structural and semiotic analysis of popular music recorded sound.

Credits can be discussed to ensure lecturers are tailored appropriately.

Subject to availability

For any further information or pricing, please get in touch with our Education Officer at education@beatlesstory.com





**The Beatles Story Ltd.
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beatlesstory.com

All information stated in this brochure is correct at time of printing and subject to change without notice.