



## High School Visit Information Pack.

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

# Contents.

- 2. Introduction**
- 3. Booking your Visit**
- 4. High School Offers**
- 5. Sgt Pepper Lecture**
- 6. Overview of Business/  
Tourism and Education Lectures**
- 7. Overview of Specialist Music Lectures**
- 8. Business at GCSE and A-Level**
- 9. Leisure and Tourism at GCSE**



# 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.

We have linked the story of The Beatles, their early lives, their fame and combined creativity to selected areas of the National Curriculum: Music, History, Art, English. As well as linking the importance of The Beatles to the city and teaching about Leisure and Tourism and Business Management.

Whether your school follows established schemes of work or is working towards a creative approach to the curriculum, the Education team can support all learners. Our programmes can be tailored to the needs of the students 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 the Sgt Pepper album in music GCSE 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.



# 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 'High School 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](http://beatlesstory.com/education) or email our education officer [education@beatlesstory.com](mailto:education@beatlesstory.com)

## 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

**Pupils (5-15 years) £7.50**

**Students (15+) £11.20**

**Teachers/ Guardians free**  
*(1 teacher to every 10 pupils)*

**Additional adults £14.40**

We also offer additional presentations from our experience staff. These can be tailored to the needs of your school and cover a range of subjects, from music to Business Management.

**For further information including pricing, please get in touch with our Education Officer at [education@beatlesstory.com](mailto:education@beatlesstory.com)**

## 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.

## 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 on site 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.

# High School Offers.

1. Self-led multimedia Tour 1-1.5 hours
2. Self-led tour followed by Q&A with education team (this can be music or business based) 1.5-2 hours
3. Self-led tour followed by Sgt Pepper Album Lecture 1.5-2 hours
4. Self-led tour followed by Business/ Tourism Lecture 2.5-3 hours

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



# Sgt Pepper Lecture.



## Overview of Lecture:

To complement our comprehensive self-guided exhibition, we offer a lecture specifically themed around the Sgt Pepper album and is targeted to meet the needs of KS3 and KS4 Music GCSE students. If you wish to book a lecture to enhance your visit to The Beatles Story, please specify this when you make your booking enquiry and further details can be sent to you; please see booking information for further details.

## Music National Curriculum Links KS3:

- Listen to, review and evaluate music across a range of historical periods, genres, styles and traditions, including their works of great composers and musicians
- Understand and explore how music is created, produced and communicated, including through the inter-related dimensions
- Develop a deepening understanding of music that they perform and to which they listen, and its history
- Listen with increasing discrimination to a wide range of music from great composers and musicians



## AQA Specification Links for GCSE:

To give students the opportunity to develop and gain an in-depth knowledge and understanding on the musical elements, musical context and musical language of 'Sgt Pepper's Lonely Heart's Club Band'. Hoping to provide students with inspiration when developing their own performance and composition skills.

**Don't forget to have a look at the Sgt Pepper GCSE pack available on our [website](#).**



# 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

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 UK and US music industries, etc. Additionally, Mike is also 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 and details on prices, please get in touch with our Education Officer at [education@beatlesstory.com](mailto:education@beatlesstory.com)**



# Business at GCSE and A-Level.

## GCSE National Curriculum Links

- Know and understand business concepts, the integrated nature of business activity and the impact of business on individuals and wider society
- Apply knowledge and understanding to contemporary issues and to different types and sizes of business in local, national and global contexts
- Apply knowledge to business and decision making
- To know and understand business activity, influences on business, business operations and marketing

## AS and A Level Curriculum Links

- Gain a holistic understanding of business in a range of contexts
- Develop a critical understanding of organisations and their ability to meet society's needs and wants
- Identify business opportunities and problems



# Leisure and Tourism at GCSE.

## GCSE National Curriculum Links

- Actively engage in the study of leisure and tourism to develop as effective and independent learners, and as critical and reflective thinkers with enquiring minds
- Understand the nature of the leisure and tourism industry
- Develop an understanding of the contribution that leisure and tourism makes to society and the economy
- Appreciate diversity and recognise similarities and differences of attitudes and cultures in society
- Understand how leisure and tourism organisations operate as businesses
- Understand employment opportunities in the leisure and tourism industry
- Understand the importance of recognising similarities and differences of attitudes and cultures

For any further information and details on prices, please get in touch with our Education Officer [education@beatlesstory.com](mailto:education@beatlesstory.com)





**The Beatles Story Ltd.**  
**Britannia Vaults, The Royal Albert Dock, Liverpool, L3 4AD**



**[beatlesstory.com](https://www.beatlesstory.com)**

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