**Press Release**

**Strawberry Field says thank you to NHS and keyworkers as they dedicate a stone on Strawberry Lane to frontline workers**

As we all continue to battle this pandemic, there have been many ways in which we, as a country, have shown our appreciation to those working on the frontline. The team at Strawberry Field have chosen to show their gratitude to the NHS and keyworkers by dedicating a corner stone on Strawberry Lane, the path that runs from the iconic red gates of Strawberry Field to the front entrance of the new centre.

A special, socially distanced ceremony was held at Strawberry Field, with a small number of invited guests present to witness the unveiling of the stone. Major Kathy Versfeld led the unveiling of the stone and said this:

“As we close the door on our first year, we couldn’t think of a better way of doing so than this – pausing to recognise and celebrate those such as yourself within our Strawberry Field ‘family’ and community who inspired us with your courage and commitment throughout lockdown, putting yourself on the line to protect and support the vulnerable amongst us. Thank you!

Lest we or our community forget the huge debt of gratitude we owe to you and the many other keyworkers across the country, we have commissioned a commemorative stone and placed it on Strawberry Lane as an ongoing reminder. Every time you visit us and read these words I hope that you will remember that you were on our hearts and in our thoughts as we wrote this:

Thank you, NHS & Keyworkers. Forever grateful for your service & sacrifice. Strawberry Field, 2020”

Stones on Strawberry Lane are available to purchase online for a minimum donation of £95. All funds raised from the sale of stones go towards funding the Steps to Work programme at Strawberry Field and help to keep the visitor centre open, for the good of the local community and the visitors that come from all over the world to experience this very special place. Visit the online shop to purchase your stone <https://www.strawberryfieldliverpool.com/strawberry-lane-fundraiser>

To ensure safety during this time of Covid-19, visits to Strawberry Field must be booked in advance on [www.strawberryfieldliverpool.com](http://www.strawberryfieldliverpool.com)

**-ENDS-**

NOTES TO EDITORS

The Salvation Army is an international Christian church and registered charity, which has been transforming lives for more than 150 years. Working in 131 countries worldwide, The Salvation Army offers friendship, practical help and support for people at all levels of need. In the UK and Republic of Ireland this work includes more than 750 community churches and social centres. Registered Charity Nos. 214779, 215174 and in Scotland SC009359, SC037691. For more information visit the website www.salvationarmy.org.uk

Media enquiries please contact The Salvation Army Strawberry Field Press Team:

Laura Taylor, Marketing & Communications Manager, Strawberry Field: [laura.taylor@savalvationarmy.org.uk](mailto:laura.taylor@savalvationarmy.org.uk), +44(0)7770 092552

Out of hours: 020 3657 7555 or [pr@salvationarmy.org.uk](mailto:pr@salvationarmy.org.uk)

Location - Beaconsfield Rd, Woolton, Liverpool L25 6EJ

FACT SHEET

Visiting Strawberry Field

* The centre is a welcome addition to Beatles tourism in the city, with responsible tourism at its heart. It is home to a brand new visitor experience, complete with visitor exhibition, café, shop and gardens, as well as a Steps to Work programme, which aims to help young adults with learning difficulties and other barriers to employment into work.
* Tickets to the visitor exhibition must be booked in advance and are currently on sale at a reduced price. More details available at www.strawberryfieldliverpool.com
* The site is a short walk away from John Lennon’s childhood home in Menlove Avenue where he lived with this Aunt Mimi.
* Strawberry Field is open and accessible to everyone, thanks to its Changing Places toilet facilities please see our recent release: <http://www.strawberryfieldliverpool.com/news>

Visiting during Covid-19

* Strawberry Field is running a special offer until the end of September, all tickets must be booked in advance online <https://www.strawberryfieldliverpool.com/tickets>. Visitor Experience Adult entry is just £7.00 at this time.
* Under 16’s go FREE with paying adult
* Free admission with ID for NHS worker and guest – Strawberry Field is participating in Britain Unites – A nationwide initiative to thank our NHS, from the UK travel & tourism industry <https://www.britainunites.co.uk>
* The popular Imagine More Café at Strawberry Field is open but with a difference. Tables must be booked in advance by calling 07407088968.

Health and Safety

* We’re GOOD TO GO - Strawberry Field has been awarded Visit England & Visit Britain’s industry wide health & safety standard for visitors known as “GoodToGo”
* Visitors must book ahead to enable the team to control capacity across the exhibition, garden and shop.
* Social distancing of 2m must be adhered to on site. The site is currently operating limited visitor numbers.
* Temperature checks are being conducted upon entry.
* In line with the current UK government guidelines regarding wearing of masks, all visitors to our exhibition and retail store are kindly asked to wear a face covering in these areas.
* Media guides are disinfected before each use and touchscreen bags and disposable ear covers are available.
* Sanitising towers are available throughout the building.
* All facilities including toilets undergo strict cleaning throughout the day.
* Full details of health & safety standards can be found on the website <https://www.strawberryfieldliverpool.com/visiting-us-during-coronavirus>

The Salvation Army and Strawberry Field

* Strawberry Field was purchased by The Salvation Army in 1934. The organisation opened the site as a children’s home in 1936 and for nearly 70 years the site supported some of Liverpool’s most vulnerable children until it closed in 2005.
* A young John Lennon lived nearby and played in the grounds. It eventually inspired him to write the song Strawberry Fields Forever.
* The Salvation Army is a church and charity, working in 131 countries around the world, demonstrating Christian principles through practical support and friendship to people of all ages, backgrounds and needs.

The grounds and interactive exhibition

* Visitors through the exhibition learn about the site’s history and connection with The Salvation Army, including exclusive insights into the former Salvation Army children’s home, John Lennon's childhood and the writing and recording of the famous song, as told by John’s close friends and family.
* The Imagine More Café offers a tempting menu including breakfast, lunch and afternoon tea, sourced from local producers.
* The shop stocks a wide range of exclusive Strawberry Field memorabilia. An online shop is also available <https://store.strawberryfieldliverpool.com>
* The gardens, where John Lennon used to play as a child, offer a calm space for reflection and a place to explore spirituality.

Responsible Tourism

* Profits from the Visitor Centre help to fund the Steps to Work programme, which supports local young people, aged 18-25 with learning difficulties and other barriers to employment. The programme aims to remove barriers and support trainees into employment. The 12-18 month employability programme includes an 8 week ‘work readiness course’ followed by 3, three month work placements with a local employer, which could include the Strawberry Field shop, visitor exhibition, café or garden. These work placements include two days a week at work and two days a week at The City of Liverpool College.