

PRESS RELEASE ISSUED BY THE MUSEUM OF NORTH CRAVEN LIFE, SETTLE

News from The Folly (Vibrant Settle newsletter, Nov 2012)

1 Nov 2012

As I write this we are just coming to the end of our 12th season in The Folly and it has been another amazing and rewarding year. Despite the combination of dreadful weather and the continuing recession, it is good to be able to report that our visitor numbers are up by 44% on last year. We had an excellent start to the season, but then experienced a big dip in August, which probably reflects the overall pattern of other businesses and attractions in Settle. Whatever the reasons, it is certain that by working in partnership with others, we are steadily raising the profile of The Folly and all the different attractions we offer to local people and visitors to the town. Our programme of special events and family activities has been well-supported and continues into December, with a final chance to see this year's temporary exhibitions and experience the special magic of The Folly at Christmastime. We are trying something new this year: mulled wine and mince pies on a market day morning (Tuesday, 11 December). Do come and join us for a warm fireside treat!

[Ends]

For more information, please contact:

Margaret Rhodes, Publicity
Tel: (01729) 822 893

Anne Read, Hon. Curator
Tel: (015242) 51388

E-mail: folly@ncbpt.org.uk

Web: <http://www.ncbpt.org.uk/folly>