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CHILDRENS' ATTRACTION INCREASES MUSEUM'S POPULARITY

Visitor numbers increase by 8,000 in four months

The Gressenhall Farm and Workhouse, a rural life museum in Norfolk, has reported a substantial increase in visitor numbers since launching its outdoor adventure playground as part of its strategy to rejuvenate the museum and attract new visitors.

Managers at the museum decided a large outdoor adventure playground would boost the museums appeal to families and commissioned national leisure contractor, Port Talbot based Western Log Group to design and construct the new children's play attraction in November 2005.

Since its launch in February, the attraction has been extremely popular with visitors and the museum believes this has substantially contributed to the rise in visitor numbers it has experienced over the last four months.

Bonnie Robinson project manager at the museum commented:

"We are delighted with the play area and believe it has made a considerable impact on our visitor numbers which have risen from around 14,000 for the start of the 2005 to nearly 22,000 this year. It is definitely one of our key attractions and adds a new dimension to the museum."

The new woodland themed outdoor attraction includes six slides, several swings and a maze of walkways, climbing frames and tree houses. The surrounding area also includes picnic tables and benches for families.

Mike James, Leisure Sales Director of Western Log Group, commented: "Museums, just as much as any other leisure provider, are realising the need to offer added value to their core business in order to attract visitors. We were approached by Gressenhall Farm and Workhouse to build an attraction aimed at younger children which would be an additional pull for the museum."

Gressenhall Farm and Workhouse is one of a growing number of museums to invest in such an attraction in a bid to cater for families with younger children, drafting in companies such as Western Log Group to create a unique play experience that is in-keeping with the theme and feel of the museum itself.

Gressenhall Farm and Workhouse comprises of an old workhouse, a traditional Norfolk farm, beautiful grounds, gardens and country trails.

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For further information, please contact Emma Murray or Laura Byron at Merlin Marketing & Public Relations on 029 2030 4050 or email emma@merlin-digital.co.uk or laura@merlin-digital.co.uk.

Western Log Group

Based in Port Talbot, South Wales, Western Log Group has been involved in the timber industry for three decades and is now one of the UK's leading suppliers of timber cabins for personal and business use, and can boast an extensive portfolio in the leisure and play industries.