

Tulley Bunting

Greater Cambridge Local Plan – The First Proposals

Comments on Section/Policy

by Imperial War Museum (IWM) and Gonville and Caius College (Caius)

13 December 2021

Wellbeing and inclusion - general comments

IWM is supportive of the GCLP aims for supporting wellbeing and inclusion and can make a significant contribution to achieving those aims.

At IWM Duxford volunteers play a central role in the day-to-day function of the museum. With around 284 active volunteers engaged each year, the social value of that volunteering can be estimated at £923,000 per annum.

There is wide evidence to suggest that museums contribute to local health and wellbeing, including placemaking and identity, community engagement and social inclusion. IWM estimate that the wellbeing value of visitation to IWM Duxford is between £1.2 million to £2.2 million.

IWM engages with 59,000 families through programmed activity annually and welcomes a fifth of all East of England Schools.

IWM's Access and Inclusion Strategy aims to build on the success of IWMD in welcoming disabled visitors. Approximately 10% of IWMD visitors describe themselves as disabled – where the national average for museum visitation is 8%. IWM has been included in the Changing Places scheme expression of interest by South Cambs.