

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

J/VA: Visitor accommodation, attractions and facilities

IWM supports the GCLP proposals for visitor attractions and can contribute to their achievement.

IWM Duxford, with nearly 390,000 visits per year, is the largest visitor attraction in the Greater Cambridge area, ahead of The Fitzwilliam Museum (353,000), and Cambridge Botanic Gardens (305,000). IWM has adopted a masterplan to drive visitor growth from 390,000 to 550,000 by 2030 an increase in market penetration from 2.4% to 4.1% in a regional market where there is an undersupply of Museum & Heritage visits of approximately 9m per annum.

The attraction of the museum and IWM's major air show events, as well as conference and corporate hire facilities supplies the market for an on-site hotel, for which planning consent has been granted. The economic model for this development identified an under-supply of both business and tourist accommodation in Greater Cambridge and will contribute towards addressing this and supporting the visitor economy in this area.

Through direct, indirect, induced and visitor impacts, it is estimated that IWM Duxford supports £43m in GVA and 1,040 FTE jobs in the East of England.

The following document is attached.

[Economic and Social impact of Imperial War Museum Duxford \(January 2019\)](#)