



United Kingdom  
Holocaust Memorial  
Foundation

# National Memorial and Learning Centre

## Search for a Central London site

UK Holocaust Memorial Foundation  
PO Box 72270  
London  
SW1P 9WU

020 7276 3215

[ukhmf@cabinetoffice.gov.uk](mailto:ukhmf@cabinetoffice.gov.uk)

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# Introduction

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The United Kingdom Holocaust Memorial Foundation (UKHMF) was established by Prime Minister David Cameron, with cross-party support, to deliver the recommendations of the Holocaust Commission.

At the heart of these recommendations is the creation of a striking new National Memorial to the Holocaust co-located with a world-class Learning Centre. This will be at the heart of a nationwide network of educational activity attracting visitors of all backgrounds from across the country and around the world. It will stand both as a statement of the importance that Britain places on preserving the memory of the Holocaust and as a permanent affirmation of the values of our society.

The Commission was clear that the National Memorial and Learning Centre should be in Central London. It identified three possible sites, one at the Imperial War Museum in Lambeth, one on the South Bank next to Tower Bridge and one on the river near Tate Britain. However, it was also clear that these were not the only possible sites. So, while the UK Holocaust Memorial Foundation will continue to explore these sites in greater detail, this selection process is also open to any other potential site that could fulfil the Commission's vision.

This Site Briefing sets out more detail on the objectives for the National Memorial and Learning Centre, the facilities that would be required and the criteria on which the UKHMF will evaluate potential sites and make its recommendation to the Prime Minister at the end of this year.

The scope of this paper does not include the design of the National Memorial itself. This will be chosen through a separate competition, once the site for the Memorial and Learning Centre has been selected. It will, however, be important for any potential site to indicate clearly how it could provide a fitting and compelling home for an iconic new National Memorial.

**In summary, the UKHMF is seeking a prominent location in Central London with significant existing footfall so as to draw in and inspire the largest possible number of visitors. The site will support several features and activities, the number and extent of which will depend on the size of the space available. Sites capable of accommodating 5-10,000 sqm of built space for UKHMF over no more than three contiguous floors will be considered. This could include being part of a larger mixed-use development. In order to achieve the maximum benefits for the public, the UKHMF needs to allocate as much of its funds as possible to educational purposes rather than to land and construction and so the site must be highly cost effective.**

Please contact UKHMF by email to [UKHMF@cabinetoffice.gov.uk](mailto:UKHMF@cabinetoffice.gov.uk), in the first instance, to discuss whether a site might be considered.

# Background

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The Prime Minister's Holocaust Commission was established in January 2014 as a cross-party and society-wide effort to consider what more Britain should do to ensure that the memory of the Holocaust is preserved and that the lessons it teaches are never forgotten. The Commission ran a national Call for Evidence, which received almost 2,500 responses and included one of Britain's largest ever gatherings of Holocaust survivors at Wembley Stadium as well as a competition for young people which received more than 700 entries.

The Commission reported a year later on Holocaust Memorial Day 2015, coinciding with the 70<sup>th</sup> anniversary of the liberation of Auschwitz. A copy of the full report is available at [www.gov.uk/government/publications/prime-ministers-holocaust-commission-report](http://www.gov.uk/government/publications/prime-ministers-holocaust-commission-report)

The recommendations included:

1. A striking new National Memorial to the Holocaust to be established in a prominent central London location.
2. A world-class Learning Centre, using cutting edge technologies to enhance visitors' learning.
3. An endowment fund to support and secure the long-term future of Holocaust education around the country.
4. An urgent programme to record and preserve the testimony of British Holocaust survivors and camp liberators.

The Prime Minister accepted the recommendations in full and also announced the establishment of the UK Holocaust Memorial Foundation together with an HM Government contribution of £50 million to kick-start wider fundraising. This was agreed on a cross-party basis with the then Deputy Prime Minister and Leader of the Opposition.

In recommending the National Memorial, the Commission wanted to make a bold statement about the importance that Britain places on preserving the memory of the Holocaust and to create something that would stand as a permanent affirmation of the values of our society.

The Commission proposed that the design of the National Memorial should be guided by a number of principles. In particular that the National Memorial should:

- be a place where people can pay their respects, contemplate, think and offer prayers
- reflect our values as a society
- take the form of something people can interact with
- provide factual information about what happened, linked to other resources which already provide critical information and education
- tell the story of Britain's own connection to the Holocaust
- convey the enormity of the Holocaust and its impact; in particular the loss to mankind of the destruction of European Jewry
- reflect the centrality of the murder of European Jews to Nazi objectives
- appropriately represent the fate of other victims of Nazi persecution

But the Commission was also clear that a National Memorial on its own is not enough and that there must be somewhere close at hand where people can go to learn more.

In recommending a world-class Learning Centre, the Commission wanted a must-see destination using the latest technology to engage and inspire vast numbers of visitors. This will have a broader remit to explore the dangers of prejudice and hatred in all its forms through the lessons of the Holocaust and subsequent genocides.

But a critical part of the vision for the Learning Centre is that it would also be responsible for developing a physical campus and an online hub bringing together a network of the UK's existing Holocaust education partners and supporting them in driving a renewed national effort to advance Holocaust education across the country.

So the Commission's vision for the Learning Centre included a lecture theatre, classrooms and the opportunity, for those Holocaust educational organisations that want it, to locate their offices or set up satellite offices within the wider physical campus.

Through its online hub and through the sharing of technology, the Learning Centre would also provide a single access point for educational resources, research and testimony, clearly signposting teaching and learning materials from trusted sources.

In driving a renewed national effort to extend high quality Holocaust education to all parts of the country, the Learning Centre and its partners would seek to transform the way education is delivered.

At the heart of this is the use of technology in developing innovative ways to educate young people in the classroom. This would include taking some of the technology developed for use in the Learning Centre and making it available around the UK.

The Learning Centre would also support Holocaust education by:

- working with Teaching Schools and other partners to promote the benefits of Holocaust education to headteachers;
- increasing the availability and affordability of teacher training;
- assisting professional bodies to incorporate lessons from the Holocaust into their training;
- further advancing the UK's position as a recognised international centre of Holocaust excellence in education, research and study, including through the creation of a professorial chair;
- achieving greater consistency over the objectives of Holocaust education.

Finally, the Learning Centre would work with leading international institutions to advance the global effort on Holocaust education and commemoration.

# Objectives

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The site shall be required to:

- Serve as a focal point for the national commemoration of the Holocaust and stand as a permanent affirmation of the values of British society.
- Provide a significant physical presence, leaving no doubt that visitors have arrived at the location. It will be located prominently, highly visibly and in an area of high footfall with excellent public transport links, provision for buses, coaches, pedestrians and cyclists to be able to reach the site safely and with full disability access. This will make the site accessible to the largest possible number of visitors and attract many people who wouldn't otherwise think to engage with the subject of the Holocaust.
- Allow for the provision of space to erect a striking and prominent new National Memorial to the Holocaust that can be interactive and engaging while at the same time conveying the enormity of the Holocaust and its impact.
- Provide for the National Memorial and the Learning Centre to be co-located or in close proximity to one another and with clear physical connection.
- Allow for the creation of a physical campus that aims to engage and inspire a vast number of visitors, has facilities to host lectures and seminars, and to run educational courses and workshops.
- Allow for the provision of space for Holocaust organisations to be given the opportunity to locate their offices or establish satellite offices, and therefore fulfil a responsibility to bring together a network of the UK's existing Holocaust organisations and experts, supporting them in driving a renewed national effort to advance Holocaust education in the UK.
- Enable within the site, some quiet, contemplative space to allow for reflection and commemoration.
- Allow for gatherings of up to 500 people for commemorative events.

## Features and Facilities

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Through the use of cutting edge technology, the Learning Centre will educate people of all ages in the context and history of the Holocaust and help them to understand how the lessons of the Holocaust apply more widely to many of the important issues faced subsequently, including to other genocides. It will include a particular focus on Britain's own important historical connections to the Holocaust.

The Learning Centre will require a number of features and facilities. These will include:

- At least 5,000 square metres and as big and ambitious as the site will allow.
- This could be a freestanding building or could occupy part of a multi-use building, but would require its own prominent entrance.
- A suitable space for a highly visible memorial with room for gatherings of at least 500 people. This must be co-located or in close proximity.
- The public space and facilities should be spread across no more than three contiguous floors.
- Entrance hall: reception, visitor orientation and circulation.
- Visitor facilities: restrooms, cloakroom, first aid room, interfaith prayer room, shop, café.
- Permanent and temporary gallery spaces.
- Loading bay area with secure transit store adjacent.
- Secure store for material including works of art, photography, and archives.
- Clean workshop space for construction activities and exhibit preparation.
- 4x Learning rooms, able to accommodate 40 people.
- Auditorium with tiered seating for at least 150 people.
- 2x meetings rooms for events and hire.
- Office space and associated facilities for members of staff from UKHMF and other Holocaust organisations.
- Infrastructure to fulfil all security considerations around the site.

## Benchmarks

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In its studies of memorials and learning centres around the world, UKHMF is impressed by the outstanding use of space and technology to aid learning and reflection in the National September 11 Memorial and Museum in New York City.

The nature of the site will affect the scope of the memorial design. As well as commemorating the Holocaust, the Memorial will place a special focus on learning lessons and educational value added.

UKHMF is particularly inspired by the interactive and informative nature of the glass towers of the New England Holocaust Memorial in Boston. This design is rich in information, fits well into the surrounding area and maximises the impressive local footfall.

The scope of this paper does not include the design of the memorial, which will be chosen through a separate, open competition process. But this information is included here to give an idea of the size, space and ambience the site will need to provide.



# Evaluation Criteria

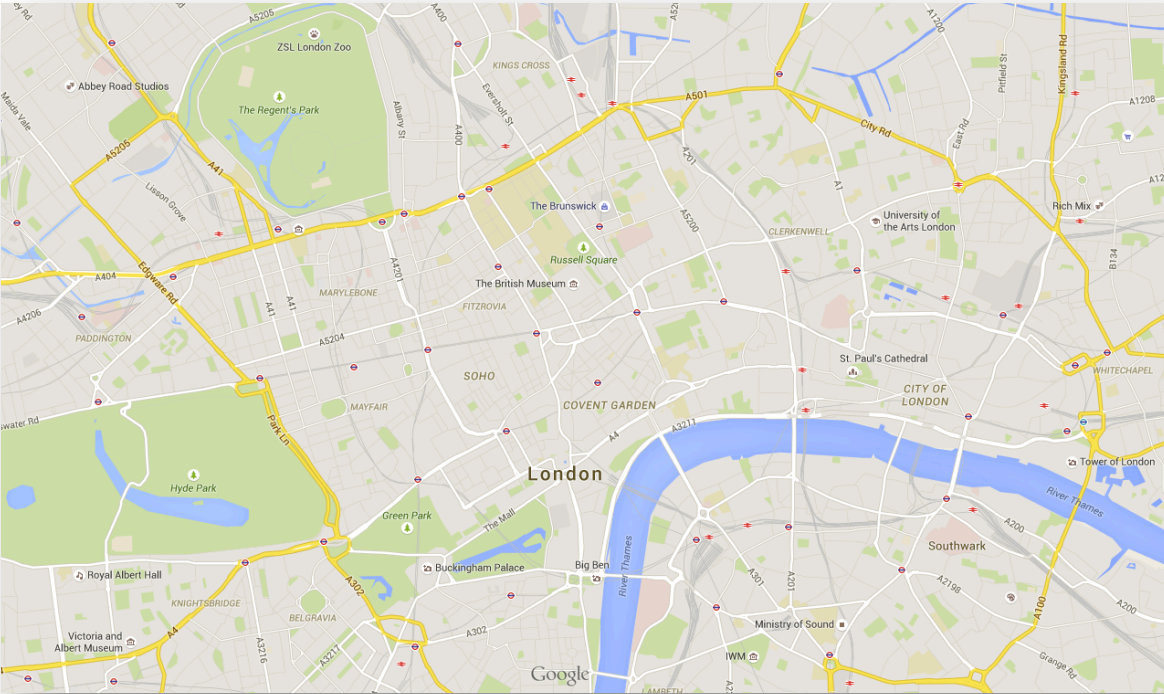
The Board of the UK Holocaust Memorial Foundation has set out the ten criteria against which it will judge potential sites and make its recommendation to the Prime Minister. The Foundation would be grateful for information against each of these criteria in order to make a fair assessment of any potential site.

| Site Evaluation Criteria      | Description   |
|-------------------------------|---|
| <b>Acquisition/Title</b>      | UKHMF could consider acquiring land or an existing building. In either case UKHMF could carry out all construction works or work in partnership with the site owner acting as developer carrying out all the works on behalf of UKHMF. In either event UKHMF would require a freehold interest or a peppercorn long lease of the premises for at least 250 years  |
| <b>Cost/Price</b>             | <p>The combined cost of acquiring a land interest and all construction works and fees will be an important factor in choosing a site. UKHMF will only consider proposals that come from the principal landowner and indicate the price at which they are willing to sell the land/existing buildings and whether or not they are willing to take responsibility for construction costs and if so whether on a fixed price or a cost-recovery basis. While UKHMF is not committing to works at this stage, please include indicative costs to UKHMF for any construction.</p> <p>In order to achieve the maximum benefits for the public, the UKHMF needs to allocate as much of its funds as possible to educational purposes rather than to land and construction. It, therefore, will not be considering sites where the owner is seeking to be paid on a valuable alternative use basis such as residential, office or hotel. However, it may be that for the owner of a major mixed use development, where the National Memorial and Learning Centre would only occupy a small part of the overall development, it would provide both a "planning gain" and an important increase in footfall justifying the sale of this part of their site at a concessionary value to UKHMF.</p> |
| <b>Footfall</b>               | <p>UKHMF wishes to engage and inspire the largest possible number of visitors including many who might not otherwise consider the subject. As such UKHMF requires information on:</p> <ul style="list-style-type: none"> <li>• Average yearly footfall in and around the potential site</li> <li>• Any proposals to increase footfall</li> </ul>  |
| <b>Location Iconic Impact</b> | The Holocaust Commission was clear that the National Memorial and Learning Centre should stand in a prominent location in Central London as a permanent affirmation of the values of our society. The Memorial should be striking and highly visible. Its immediate surroundings should be appropriate to the subject matter it is commemorating. See the map below for the perimeters of the area that UKHMF will consider. While the design of the memorial will play a significant role in delivering iconic impact, any potential site should indicate ways in which the location and components of the site could support this ambition.   |

| Site Evaluation Criteria          | Description   |
|-----------------------------------|---|
| <b>Facilities</b>                 | UKHMF requires information on the capability of the site to fulfil the facilities specification contained on page 6 in the most ambitious way possible. This should also include an assessment of the way any potential site can support the wider network of Holocaust education organisations and institutions across the UK.   |
| <b>Ownership</b>                  | <p>Ideally responses to this brief will come from owners. Each Owner should set out a brief statement explaining the nature of their organisation and their motivation in responding to the brief.</p> <p>If the Respondent is not the owner of the freehold or a long leasehold interest, its Response must explain how it is able to deliver the site to the Foundation.</p>  |
| <b>Partnership and Governance</b> | <p>In the case of partnership, there should be a proven track record that the professional team engaged has the capacity and the capability to accomplish the project within the tight deadline for delivery set by the Holocaust Commission.</p> <p>UKHMF is an independent advisory body to the Prime Minister and the Secretary of State for Communities and Local Government. The Foundation has its own Board and governance procedures that it wishes to maintain. Any conditionality associated with the purchase or operation of a potential site will be a consideration.</p>  |
| <b>Planning /Size</b>             | Any site proposal should be accompanied with (i) a 1:1250 OS site plan (ii) a list of uses and areas of any premises currently on the site indicating which of those uses would be vacated/demolished to make way for UKHMF and (iii) a summary of all general planning policies for the site. The Respondent should only put a site forward where it believes the Local Authority would in principle be supportive of this use on their site and where vacant possession of the part to be used by UKHMF will be available by 31.12.17.  |
| <b>Timing and deliverability</b>  | Any proposed site development should not be subject to such a scale of obligations and policy burdens that the viability of its timely delivery is undermined. UKHMF must ensure that realistic likelihood of delivery at the time envisaged is clearly proven. UKHMF will want to consider details of any planning permission or planning constraints around the site, including relevant timings of planning permission agreement and build completion, which must enable sufficient time for fit out to be completed and the site to be opened in 2020. Co-operation from the local authority will, of course, be important. Any conditions to delivery of the site must be clearly set out in the Response. |

| Site Evaluation Criteria | Description   |
|--------------------------|---|
| <b>Transport</b>         | Excellent existing transport links will be essential to attracting high visitor numbers. The site should be easy to reach by public transport. Ideally the site will be within 1km of a Tube Station and it must be easily and safely accessed on foot and by bicycle. It must also have place for coaches to set down passengers safely. |

The map below shows the area of London considered by UKHMF to be sufficiently central to meet the visions set out by the Holocaust Commission:



## Submission Requirements

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Discussions have already taken place with the three possible sites mentioned in the report of the Prime Minister's Holocaust Commission and one further site. This should not rule out new possible sites from responding to this brief.

Where a member of the public is aware of an underused site that may be particularly appropriate because of its prominence, closeness to public transport or existing major visitor, educational and cultural facilities, you may wish to contact UKHMF to explore its potential. To assist UKHMF in this task any such proposals must be accompanied by a postal address, a map, photos and rough measurements of street frontages. A site smaller than 50m x 50m is very unlikely to be suitable.

Please contact UKHMF by email to [UKHMF@cabinetoffice.gov.uk](mailto:UKHMF@cabinetoffice.gov.uk) with any questions or to discuss whether a site might be considered.

The Foundation should receive information from Respondents, demonstrating how the site fulfils the evaluation criteria set out on pages 8 and 9, by **5pm on Friday 30 October 2015**. Responses should be delivered electronically to [ukhmf@cabinetoffice.gov.uk](mailto:ukhmf@cabinetoffice.gov.uk), or by post to UK Holocaust Memorial Foundation, PO Box 72270, London, SW1P 9WU.

The Foundation will make its final recommendation to the Prime Minister early in 2016 with the ambition of completing the National Memorial in the course of 2017 and opening the Learning Centre in 2020.

