

The Ambedkar Museum London

Management Plan

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1. INTRODUCTION

1.1 The Ambedkar Museum is located at 10 King Henry's Road, Primrose Hill, London NW3 3RP. The Museum will celebrate the life of one of India's most important and famous sons – Dr Bhimrao Ramji Ambedkar (14.4.1891-6.12.1956) who lodged at the house whilst studying at the London School of Economics.

1.2 Dr Ambedkar was a remarkable scholar (with multiple degrees from India, the USA and the UK), an outstanding statesman, barrister, economist, a prolific writer, staunch egalitarian, non-violent revolutionary and a progress humanist. As Independent India's first law minister and principle architect of its Constitution adopted in 1949 he incorporated within it the very principles of equality and human dignity. Dr Ambedkar founded his own branch of Buddhism. He is fondly remembered in India today as Babasaheb. In 1990, he was posthumously conferred with the Bharat Ratna, India's highest civilian award.

1.3 10 King Henry's Road is located in a residential area and until 2015, it was in private ownership. Prior to the ownership of the house by the State of Maharashtra, the property has been the focus of celebrations of Dr Ambedkar's life, such as a walk to the London School of Economics to commemorate his death anniversary. Since then people have visited to the house to mark Dr Ambedkar's birthday on 14th April and Constitution day of India on 26th November. Government of State of Maharashtra (GOM) purchased the property in September 2015 and the Ambedkar House was inaugurated by the Prime Minister of India, Mr Narendra Modi on 14th November 2015.

1.4 Use of the residential property for a museum/memorial was granted planning permission on 12th March 2020 following a Public Inquiry into the appeal (APP/X5210/C/18/3219239). One of the conditions attached to the planning permission award required a Museum Management Plan to be produced and submitted to Camden Council within six months of permission that addresses the following elements:

- means of communicating museum opening times to the public;
- arrangements for visits by parties including dropping off and picking up arrangements;
- measures to control noise;
- the placing of statues or artefacts outside the building (if proposed);
- external lighting (if proposed); and
- a timetable for the implementation of each element of the Museum Management Plan.

1.5 The following sections provide detail on the operation of the Ambedkar Museum in relation to the above elements - **it is only these areas which are controlled by the condition - other information is provided as context only.** As per the planning permission, if the High Commission of India to the UK (HCI)/GOM wishes to amend the management in relation to any of the above mentioned elements it will consult and seek permission from Camden Council's Planning department in writing.

2. VISITOR EXPERIENCE

2.1 The Ambedkar Museum seeks to create an experience for visitors which allows them to experience the house Dr Ambedkar lived while studying in the UK. Visitors will be able to learn about his legacy and achievements. They will be able to access the large collection of Dr Ambedkar writings and view the large collection of historical photos of Dr Ambedkar displayed around the house. Visitors can also enjoy the Ambedkar House in quiet reflection.

2.2 The lower ground floor is used for small gatherings, lectures and pre-approved community events. The conservatory with views of the back garden is used by visitors as a place for quiet reflection and meditation. The upper ground floor occupies the main entrance to the house. The entrance leads to an open plan ground floor room where bust of Dr. Ambedkar is placed and room is used as a gallery displaying photos of Dr Ambedkar during key events of his life.

2.3 The first floor is an open plan reading room, that contains a number of Dr Ambedkar's great works. A further room is provided for meditation .

2.4 On the second floor level, based on historical advice, the rear room has been recreated as bedroom where Dr Ambedkar stayed when he lived in the house. The front room is used as a reading/media room.

2.5 School parties will be welcomed at the property to provide an opportunity for them to learn about Dr Ambedkar. It is not expected that any events for school children will take place beyond general opening hours. A wider educational programme is also planned for the property, which will include some small events for school children, Ambedkarites and members of the local community.

2.6 Beyond general opening hours, following closed events (Invite only) will take place on the property:

- Reception and speeches to commemorate key dates, such as Birth and Death Anniversary of Dr Ambedkar and Constitution day of India.
- Lectures related to Dr Ambedkar and his work and his legacy from a range of speakers.
- Educational and spiritual/meditation learning events (in respect of Dr Ambedkar's Buddhist religion) for the wider community.

2.7 Events would be related to the wider teachings of Dr Ambedkar and would be non-commercial & Invite only. It is expected that these events would not exceed more than 12 per year and overall attendance would not exceed 50 people/event on the house at any one time and amplified music would not be permitted. All events would be concluded by 9PM.

3. DAILY OPERATIONS

Management of Ambedkar House as a Museum

3.1 The Ambedkar Museum is owned by the GOM and to be managed by the HCI/GOM. In case needed, HCI will appoint a Management Committee in consultation with GOM to manage the Museum affairs. GoM will provide funding for all capital and operational expenditure (including applicable local taxes) required for smooth functioning of Ambedkar Museum.

Staffing and Supervision of the House

3.2 GOM has provided staff for caretaking and maintenance of The Ambedkar Museum. She/He will be the contact point for visitors, and deal with day-to-day issues and providing a professional presence on the site, including opening/closing the property each day and ensuring that visitors sign in and treat the property with respect. She/He will also ensure that large numbers of visitors do not congregate outside the Ambedkar Museum or make noise.

Security

3.3 During opening hours, the caretaker will be on site to manage any security issues and act as a first point of contact for visitors. To ensure security of building during non-opening hours, CCTV system is installed which have complete coverage of the premise. The property is equipped with a fire alarm system. As this is a formal residential property which has significant natural surveillance, additional external security lights are not required.

4. OPENING HOURS, VISITORS AND GROUPS

Opening Hours

4.1 The Ambedkar Museum will be open to the general public for Free every day between 1100 hrs and 1700 hrs, except Mondays. Monday opening may occur only in exceptional cases when for example Dr. Ambedkar's Birth or Death Anniversary or any other significant day falling on a Monday.

4.2 The property will be open all year round, but will close for official public holidays of the UK. No specific days will be reserved for school visits, but these will be arranged in advance. This information will be published on the Ambedkar Museum and on the India High Commission websites.

Visitors

4.3 Annual visitor numbers are estimated at around 1,500. This average is based on approximately 5-10 people a day when The Ambedkar Museum is open. Given this is an average number, there may be more visitors on certain days, but equally, less on other days. On school visits and special events such as Ambedkar's birthday (14th April) and the anniversary of his death (6th December), the numbers will be well above this average. Each visitor will need to sign in when entering the Ambedkar Museum. This in time will show the number of visitors on an annual basis.

Group Visits

4.4 We would expect school visits to be between 20 and 30 children at a time. All visits will need to be pre-booked and this will be advertised on the website. Visits in excess of this number will be discouraged during the booking process due to the capacity of the property. Schools will need to carry out their risk assessments when booking the visit and the Ambedkar Museum will fully co-operate with this process by setting out where the nearest public transport hubs are located and parking facilities on their website.

4.5 Visits by coach will be discouraged and schools will be advised in writing to travel by public transport wherever possible. They will be directed to information on public transport accessibility on the Ambedkar Museum website. Schools and other visitors will also be notified of the parking restrictions around the property on the website, including those for disabled visitors travelling by car and taxis.

4.6 For groups who have no other choice but to travel by coach or minibus, the Ambedkar Museum will ensure that they are aware that there is no parking on King Henry's Road or in the vicinity of the museum and will be directed to Chalk Farm station and public car parking near the Museum location.

4.7 Teachers will be informed in writing that the property is located within a residential area and visiting school children are expected to behave to cause minimum amount of noise when arriving at and leaving the Museum and during the duration of their visit.

5. GARDEN / EXTERNAL AREAS

Garden Maintenance

5.1 A life size statue of Dr Ambedkar is located in the rear garden. Prior permission will be sought from the Council, before erecting any further statues at outdoors. A cycle storage facility for 2 cycles as approved by Camden Council will be installed.

5.2 Although not within the Ambedkar Museum control, Camden Council is requested to consider to erect official sign posts directing visitors to the Ambedkar Museum. It is recommended to have this from Chalk Farm Underground Station and the roads that approach the Museum.

6. IMPLEMENTATION OF MANAGEMENT PLAN

6.1 The Management Plan will be operational from the point it is approved by the Camden Council through discharge of the condition. It is expected the website will go live within a month from formal approval for management plan by Council. Any changes to the Plan will only be made within the parameters set out by the conditions of the planning award and in full discussion with Camden Council.

7. COVID-19

7.1 The Museum will comply all the official UK Government's requirements during the COVID-19 period. The procedure for visitors will be listed on the Ambedkar Museum website and at the Ambedkar Museum. Visitors who do not comply with the set procedure will be denied entry.