



## Keats House Consultative Committee

**Date:** THURSDAY, 15 OCTOBER 2020

**Time:** 1.45 pm

**Venue:** VIRTUAL PUBLIC MEETING (ACCESSIBLE REMOTELY)

<b>Members:</b>	Deputy Wendy Hyde (Chair)	Andrew Dutton Parish
	Jeremy Simons (Deputy Chair)	Bob Hall
	Stephen Ainger	Martin Humphery
	Steven Bobasch	Vivienne Littlechild
	Jim Burge	John Tomlinson
	Karina Dostalova (Ex-Officio)	Dawn Wright

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### Accessing the virtual public meeting

**Members of the public can observe this virtual public meeting at the below link:**  
<https://youtu.be/3VGkRQhmW9M>

This meeting will be a virtual meeting and therefore will not take place in a physical location following regulations made under Section 78 of the Coronavirus Act 2020. A recording of the public meeting will be available via the above link following the end of the public meeting for up to one municipal year. Please note: Online meeting recordings do not constitute the formal minutes of the meeting; minutes are written and are available on the City of London Corporation's website. Recordings may be edited, at the discretion of the proper officer, to remove any inappropriate material.

**John Barradell**  
**Town Clerk and Chief Executive**

# **AGENDA**

## **Part 1 - Public Agenda**

1. **APOLOGIES**

2. **MEMBERS' DECLARATIONS UNDER THE CODE OF CONDUCT IN RESPECT OF ITEMS ON THE AGENDA**

3. **MINUTES**

To agree the minutes of the previous meeting held on 21 October 2019.

**For Decision**  
(Pages 1 - 4)

4. **MID-YEAR UPDATE REPORT FOR KEATS HOUSE CHARITY, 2020/21**

Report of the Superintendent of Hampstead Heath

**For Decision**  
(Pages 5 - 22)

5. **QUESTIONS ON MATTERS RELATING TO THE WORK OF THE COMMITTEE**

6. **ANY OTHER BUSINESS THAT THE CHAIR CONSIDERS URGENT**

## KEATS HOUSE CONSULTATIVE COMMITTEE

**Monday, 21 October 2019**

Minutes of the meeting of the Keats House Consultative Committee held at Guildhall  
on Monday, 21 October 2019 at 1.45 pm

### **Present**

#### **Members:**

Graham Packham (Chairman)	Steven Bobasch (Chair, Keats Community Library)
Deputy Wendy Hyde (Deputy Chairman)	Bob Hall (Keats Foundation)
Stephen Ainger (Chair, Downshire Hill Residents Association)	Martin Humphery (Heath and Hampstead Society)

#### **In Attendance:**

Deputy John Tomlinson (Hampstead Heath, Highgate Wood and Queen's Park Committee)

#### **Officers:**

Alistair MacLellan	- Town Clerk's Department
Colin Buttery	- Director of Open Spaces
Rob Shakespeare	- Principal Curator, Keats House

#### **1. APOLOGIES**

Apologies were received from Karina Dostalova, Andrew Dutton Parish and Vivienne Littlechild.

The Town Clerk noted that Deputy John Tomlinson would be representing the Hampstead Heath, Highgate Wood and Queen's Park Committee that day.

#### **2. MEMBERS' DECLARATIONS UNDER THE CODE OF CONDUCT IN RESPECT OF ITEMS ON THE AGENDA**

There were no declarations.

#### **3. MINUTES**

**RESOLVED**, that the minutes of the meeting held on 18 March 2019 be approved as a correct record.

### **Matters Arising**

#### **CIL Project to Improve Entrance to House**

- The Principal Curator noted that the application had been reviewed by a number of Camden Planning Officers, the most recent of whom had noted he had recommended the application for approval. In response to a question, the Principal Curator confirmed that CIL funding was time-limited and therefore he was aiming to have the works completed by Spring 2020.

- A Member commented that two of the exterior gates to the property were no longer fit for purpose, given that swollen wood made them difficult to open and close in wet weather.
- A Member noted that works to improve public toilets in the House were in his view urgent.
- In response to a question the Principal Curator confirmed that phased like-for-like works to the toilet block would not require further planning permission.

4. **MID-YEAR UPDATE REPORT FOR KEATS HOUSE CHARITY 2019/20**

Members considered a mid-year update report of the Superintendent for Keats House Charity 2019/20 and the following points were made.

- The Principal Curator tabled a Licensing Decision letter regarding the House and noted that, in summary,
  - It would now be possible to deliver 50 indoor events per year between the hours of 6.00pm – 9.30pm for 100 persons.
  - It would now be possible to programme six outdoor events per year between 2.00pm – 9.00pm for 200 persons. The Principal Curator had noted 200 persons was not an excessive number as this was in line with the summer *Much Ado About Nothing* event that had attracted over 100 persons.
  - It would now be possible to sell a small number of Keats themed alcoholic gift items in the House shop, which was felt to be appropriate. Shop opening hours would be between 11.00am – 5.00pm, or in line with evening events as appropriate. Draught beer would not be available.
  - In response to a question, the Principal Curator noted that the original application had been phrased in the broadest terms of 10.00am – 10.00pm seven days a week as the online planning application portal did not offer options to qualify timings further.
  - The Principal Curator confirmed that the restrictions related to the sale of alcohol only and that there were no restrictions on non-licensable events.
- In response to a question, the Principal Curator confirmed there was CCTV provision within the House which was now operational subject to two cameras being upgraded – he would confirm to Members once this had been completed. The Principal Curator acknowledged that more signage highlighting CCTV would be appropriate from a GDPR perspective.

- In response to a question, the Principal Curator confirmed that scaffolding had been erected outside the House to facilitate restoration and redecoration works. works requiring listed building consent were taking place in this phase of works.
- A Member noted that the Keats House Activities plan should refer to reaching people not just locally and, in the UK, but around the world.
- Members suggested that a longer-term lease (rather than licence) should be offered to the Keats Community Library for the use of 10 Keats Grove.
- In response to a suggestion, the Principal Curator agreed to consider further highlighting City of London Corporation branding on Keats House signage.

**RESOLVED**, that

- the report be received.
- The views of the Committee be conveyed to the Culture, Heritage and Libraries Committee.
- The following revised priorities for April 2020 onwards be included in the Plans for the Future Periods section of the annual report when submitted in April 2020:
  - Deliver access to building maintenance projects at Keats House
  - Deliver Keats200 bicentenary programme
  - Implement Keats House Activities Plan for 2020/21
  - Consultation, finalisation and implementation of the Keats House Management Plan 2020-23.

**5. QUESTIONS**

There were no questions.

**6. ANY OTHER BUSINESS**

There was no other business.

**7. DATE OF THE NEXT MEETING**

Members noted that the next meeting of the Committee would take place on 12 May 2020 at 2.00pm at Keats House.

**The meeting ended at 2.18 pm**

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Chairman

**Contact Officer: Alistair MacLellan / [alistair.maclellan@cityoflondon.gov.uk](mailto:alistair.maclellan@cityoflondon.gov.uk)**

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<b>Committee(s):</b> Keats House Consultative Committee	<b>Date(s):</b> 15/10/2020
<b>Subject:</b> Mid-Year Update Report for Keats House Charity, 2020/21	<b>Public</b>
<b>Report of:</b> Superintendent of Hampstead Heath	<b>For Decision</b>
<b>Report author:</b> Rob Shakespeare, Principal Curator (Keats House), Open Spaces Department	

## Summary

At the meeting of the Keats House Consultative Committee held on 18 February 2019, members approved the proposal to use the Trustees Annual Report on activities at Keats House, as the basis for updating Members on achievements and progress at the House.

Presented at Appendix 1 for information and discussion is the draft annual report on activities at Keats House, including activities undertaken in the period 1 April – 30 September 2020.

Members are asked to note the impact that the COVID-19 pandemic has had on the services and programmes being delivered and discuss the extent to which Keats House continues to deliver the objectives of the charity and contribute to Corporate and Departmental outcomes.

## Recommendations

It is recommended that Members:

- Members share their thoughts on achievements at Keats House and how the service continues to meet the priorities, aims and objectives outlined within the Corporate Plan 2018-23, the City Corporation's Cultural Strategy, the Open Spaces Department Business Plan and the objectives of the Keats House charity; and,
- agree that the views of the Keats House Consultative Committee be conveyed to the Culture, Heritage and Libraries Committee at their meeting on 23 November 2020.

## **Main Report**

### **Background**

1. Keats House is a registered charity (number 1053381) with the City Corporation acting as sole trustee.
2. As a registered charity it is required to submit an annual report and financial statement, detailing its activities and to ensure compliance with the Charities Act 2011. The draft report included at Appendix 1, forms the basis of the report for 2020/21, covering the period April to September 2020.

### **Current Position**

3. Due to UK Government restrictions imposed to control transmission of the COVID-19 virus, Keats House and Ten Keats Grove, including Keats Community Library, closed to the public with effect from Wednesday 18 March 2020. During this period City Corporation Officers and the 'New Museum School' trainee worked from home and casual staff and volunteers were stood down, with casuals being paid a weekly average rate based on hours worked from January to March 2020.
4. Following the lifting of COVID-19 restrictions for the heritage sector, Keats House reopened to the public on Sunday 26 July 2020. To ensure a COVID-19 Secure environment for the workforce, including volunteers, and visitors, the museum and garden reopened on specific days only, to a limited number of people visiting in pre-booked sessions lasting 60 minutes. Enhanced cleaning is undertaken between each visitor session and social distancing measures are reinforced through pre-visit information and booking confirmation, signage and ground markers at the site, as well as the visitor welcome / introduction on arrival. Keats Community Library reopened on Saturday 18 July, operating on Tuesdays and Saturdays with no access to the garden or external toilets, in order to maintain segregation of customers and facilitate COVID-19 Secure cleaning regimes.
5. Keats House continues to work with partner organisations and stakeholders to deliver online engagement, particularly relating to the Keats200 bicentenary programme, with a number of key anniversaries falling in 2020/21.
6. The Principal Curator and City Surveyor's Department are working to progress the access improvement project funded through the London Borough of Camden's Community Infrastructure Levy, along with associated works to preserve and enhance the Grade 1 listed house and garden.
7. The response to, and initial recovery from, the COVID-19 pandemic has had a profound impact on the activities of the Keats House Charity. In particular, income targets for admissions, shop sales, events and private hires will not be met in 2020/21, resulting in a projected loss of income from these sources alone of £73,216. Despite some reductions in 2020/21 operating costs, following previous years' arrangements any year-end budget deficit would be drawn down from the Charitable Reserves at the expense of planned projects and priorities.



Members of the Culture, Heritage & Libraries Committee are considering a report from the Chamberlain on in year budget adjustments at their November meeting.

## Proposals

8. The Principal Curator recommends that the following revised priorities for April 2021 onwards are included in the Plans for Future Periods section of the Annual Report once submitted in spring / summer 2021:

The overarching priorities which will guide all of our objectives and activities from April 2021 are:

- Deliver access improvement projects at Keats House
- Implement Keats House Activities Plan for 2021/22
- Develop a three year Management Plan for Keats House, to ensure the future sustainability of the Keats House Charity and its operating model.

## Corporate & Strategic Implications

9. The projects and activities outlined in this update contribute to the outcomes of the City of London's Corporate Plan:

### **Contribute to a flourishing society**

(3) People have equal opportunities to enrich their lives and reach their full potential.

(4) Communities are cohesive and have the facilities they need.

### **Support a thriving economy**

(7) We are a global hub for innovation in finance and professional services, commerce and culture.

(8) We have access to the skills and talent we need.

### **Shape outstanding environments**

(9) we are digitally and physically well-connected and responsive.

(10) we inspire enterprise, excellence, creativity and collaboration.

(12) our spaces are secure, resilient and well-connected.

10. The activities contribute to the outcomes of the Open Spaces Department Business Plan as detailed in Appendix 1 under three top line objectives: A. Open spaces and historic sites are thriving and accessible; B. Spaces enrich people's lives; and C. Business practices are responsible and sustainable.

## Conclusion

11. While activities have continued, and been specifically developed for, online engagement and the museum has now reopened, the operation and programming of Keats House has been profoundly impacted by the COVID-19 pandemic. As a result, its operating model, medium-term plan, and desired outcomes need to be reviewed to ensure the future sustainability of the museum and its continued Accredited status.
12. The Keats200 bicentenary programme will culminate in February 2021 on the 200<sup>th</sup> anniversary of the death of Keats. Working with our partners, tentative

arrangements have been made to mark this significant anniversary at Corporate level, but the successful delivery of these is contingent on many factors, not least the national situation with regard to COVID-19 response and recovery.

## **Appendices**

- Appendix 1 – Draft Annual Report for Keats House Charity 2020/21, April – September 2020 update
- Appendix 2 – Keats House Activities Plan, 2020/21

## **Rob Shakespeare**

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## **Appendix 1 – Draft Annual Report for Keats House Charity 2020/21 [April – September 2020 update]**

### **1 Objectives and Activities**

#### **The Charity's origin**

In 1921, a body called the Keats Memorial House Committee appealed to the public for funds to purchase the property and archive from the then private owners to save it from being destroyed or dissipated, and in order to preserve John Keats' former home in which most of the poet's finest work was written. The public appeal was successful, and the property was acquired and vested in the, then, Corporation of Hampstead "as a permanent trust to be restored and equipped with relics of the poet and to be maintained in perpetuity as a Keats Museum and a live memorial to his genius, a shrine of pilgrimage for his worldwide admirers and a literary meeting place and centre". Camden Borough Council became the successors of the former Corporation of Hampstead on 1 April 1965, pursuant to the London Government Act 1963.

Keats House was registered as a charity in March 1996. The City of London Corporation acquired ownership of the land and buildings and responsibility for the administration and management of Keats House with effect from 1 January 1997.

The object of the Charity is:

'to preserve and maintain and restore for the education and benefit of the public the land with the buildings known as Keats House as a museum and live memorial to John Keats and as a literary meeting place and centre.'

The Charity shall first defray out of the income of the Charity the cost of maintaining the property (including the repair and insurance of any buildings thereon) and all other charges and outgoings payable in respect thereof and all the proper costs, charges and expenses of and incidental to the administration and management of the Charity.

#### **Explanation of Aims and objectives for the year including the changes or differences it seeks to make through its activities**

The activities of the Keats House charity are guided by its Charitable Object as stated above and developed within the framework of the City Corporation's Corporate Plan and the Open Spaces Department's Business Plan. Our activities also support the City Corporations' Cultural Strategy and the Hampstead Heath Management Strategy 2018 – 28, as well as the wider aims of heritage sector organisations such as Arts Council England, the Heritage Lottery Fund and The National Archives.

The City of London Corporation's Corporate Plan 2018 – 23 states that:

Our vision

The City of London Corporation is the governing body of the Square Mile dedicated to a vibrant and thriving City, supporting a diverse and sustainable London with a globally-successful UK.

We aim to...

- Contribute to a flourishing society
- Support a thriving economy
- Shape outstanding environments

The Open Spaces Department's overarching vision is that:

'We enrich people's lives by providing access to ecologically diverse green spaces and outstanding heritage assets.'

The provision of a wide range of services at Keats House helps the Department achieve its three strategic objectives:

- A. Open Spaces and historic sites are thriving and accessible
- B. Spaces enrich people's lives
- C. Business practices are responsible and sustainable.

and nine of the twelve outcomes, in particular:

- Our open spaces, heritage and cultural assets are protected, conserved and enhanced
- Nature, heritage and place are valued and understood
- People feel welcome and included
- People discover, learn and develop
- Our staff and volunteers are motivated, empowered, engaged and supported

The contribution which Keats House makes towards these is detailed below.

## **2 Achievements and Performance**

### **Achievement to date against the key priorities for 2020/21:**

#### **1. Delivering access and building maintenance projects at Keats House**

In 2018/19 plans were progressed to put in place a sustainable cyclical works programme to preserve and maintain Keats House (Grade I listed) and Ten Keats Grove (Grade II listed). These arose from the overall condition survey of Keats House and Ten Keats Grove conducted in 2017/18. As a result a number of projects have been completed and prioritised to ensure Keats House and Ten Keats Grove can continue to be accessed and enjoyed by future generations.

The major project to refurbish the exterior of Keats House, which was led by the City Surveyor's Department had been largely completed prior to the

closure of the site. During the period of closure, a project commenced to make safe the former oil store, which serves as a retainer support to the boundary wall at the rear of the property and was in a dilapidated condition. This has now been completed resulting in a safe and more watertight structure.

LB Camden's Planning Department have determined in favour of the proposals as submitted to improve access to the premises through new pathways, subtle, ground-level lighting to pathways for safety reasons and the refurbishment of the external toilets. These works are funded by LB Camden's Community Infrastructure Levy grants programme and are currently being progressed with the City Surveyor's Department. Planning and listed building consent were also granted for the proposed new gates, the funding for which had been identified from the Charitable Reserves as a Keats200 legacy project. Proposals to replace the aged, wooded boundary fence to the front of the property are currently being scoped with advice from heritage and planning consultants.

The gardens, which form an essential and much-loved aspect of the heritage site, continue to be maintained by Open Spaces Officers from the Golders Hill Park Team and this work was continued throughout the period of lockdown, providing an additional layer of staff visibility and security at the site while it was closed to the public. Officers also supervise the work of a dedicated team of 'Heath Hands' volunteers who, although initially 'locked-down', resumed activities at the site from Wednesday 29 July 2020.

## **2. Implementing the Keats House Activities Plan for 2020/21, including delivering the Keats200 bicentenary programme**

The Keats200 programme, which launched on 1 December 2018, has continued in 2020/21, despite the impact of COVID-19 restrictions. Exhibitions and events celebrating specific events in Keats' life were delivered online through the City Corporation's #OurCityTogether initiative, and projects supporting the wider outcomes of the programme have been prioritised and progressed where possible.

On 5 February 2020, our 'Keats and Consumption' exhibition opened to the public. With the closure of the house and cancellation of the spring / summer events programme as from Wednesday 18 March 2020, this exhibition was only seen by some 1,000 people. As, at that time, the reopening date was not known, it was decided to leave that exhibition in situ and plan for the subsequent events and exhibitions programme to be delivered online where possible.

July 2020, marked the 200<sup>th</sup> anniversary of the publication of *Lamia etc* and an exhibition, 'Keats's last book: a virtual journey' was developed and published at [www.ourcitytogether.london](http://www.ourcitytogether.london). The online exhibition, comprising of regularly published articles looking at particular aspects of the work, such as its publication, literary content, themes and critical reception, was accompanied by a virtual events programme featuring expert talks and a

commissioned series of readings and original responses to the poems, performed by the Keats House Poets. Our Artist in Residence, who is drawing inspiration from the garden at Keats House and Hampstead Heath, also responded to the themes present in Keats's last published poems.

The live interpretation events have proved a popular and memorable feature of the Keats200 programme and these have continued to be delivered through recorded, rather than live, events. A sequence of letters between Keats and his circle of friends has been recorded in audio format and a special event, depicting the parting of Keats and Fanny Brawne and his departure from Wentworth Place, was filmed at the house on Sunday 13 September 2020 - the 200<sup>th</sup> anniversary of the day he left – and is now available online.

Following the departure of Keats from Wentworth Place, Keats House are marking Keats's 'Journey to Italy' with an online article featuring readings by the Keats House Poetry Ambassadors, prior to handing over the continuation of the Keats200 bicentenary programme, to The Keats-Shelley Memorial Association, who support the Keats-Shelley House in Rome. We will continue to work with them, the Keats Foundation and other partners to celebrate the life, works and legacy of Keats, during the bicentenary of his time living at Wentworth Place, the period leading up to his death in Rome in 1821 and beyond.

Unfortunately, much of our partnership work has been necessarily curtailed by COVID-19 and it was not possible to hold the Keats Foundation's annual conference in May this year, although we continue to work with the Remembrancers Office to support a Corporate event, with a keynote speech by Professor Nicholas Roe, Chair of the Keats Foundation and Keats's latest biographer, marking the 200<sup>th</sup> anniversary of Keats's death in February 2021.

One of the earliest casualties of the initial lockdown were the planned performances of 'Writ in Water', a theatre performance piece devised by Chickenshed Theatre's Young Company members. Over 20 young people aged 14 – 19 years old, were involved in devising this piece, which it is hoped can still be performed at a future date. The Principal Curator would like to express their grateful thanks to Chickenshed Theatre and Young Company members, for their commitment, creativity and understanding of the situation. We look forward to a time when we can work together again to tell the story of Keats's life to our respective audiences.

Between April and September 2020, it has not been possible to deliver any live events from Keats House, although Officers have facilitated Keats Community Library to deliver their annual garden party on Saturday 29 August 2020, as well as a small number of events and sessions for the local community.

Our social media channels have helped us remain connected to our audiences, engaging them with the Keats200 bicentenary despite the suspension of our live events programme. As at September 2020, Keats

House had over 6,100 followers on Twitter, more than 4,000 on Facebook and over 2,100 on Instagram, our fastest growing social media channel. All Officers contributed to an increase in our online and social media outputs throughout lockdown, and the 'New Museum School' trainee further developed our networks and audience engagement activities, particularly through social media.

While taught sessions for schools at the house are currently suspended, the part time Learning Officer was able to deliver the annual Summer School programme online. Some 33 students and 8 teachers from nine different schools, took part in a programme of creative writing workshops, activities and readings. The programme included virtual sessions led by published poets, with Poet in Residence Dean Atta focusing on modern poetry, and Frances Hardinge looking at prose and story-telling. By the end of the final day's virtual open mic sessions, a total of 110 instances of engagement with the arts for young people and 11 teacher enrichment days were recorded over the four-day period.

Following the success of the virtual Summer School, Keats House continues to work with its CultureMile Learning partners, specifically to develop a virtual 'dual site visits' offer and pilot online taught sessions for school groups during the autumn term with a view to reinstating this small income stream.

Keats House fulfilled their commitment to the 'New Museum School' trainee programme led by Culture&, with the second trainee completing their placement and gaining a Level 3 Diploma in Cultural Heritage by the end of September. It is a testament to the quality of the programme and the trainee cohort, that the placements were completed against the circumstances created by the pandemic, with the trainee hosted by Keats House taking responsibility for engaging audiences through social media and our online outputs throughout lockdown, notably working with our Keats House Poets and, volunteer, Poetry Ambassadors to deliver poetry readings online.

Continuing our support for creating new partnerships and pathways into the cultural sector, Keats House have worked with Roehampton University to recruit a three-year doctoral research student to work with the collections held at Keats House and London Metropolitan Archives. This programme is funded through the Techne Doctoral Training Programme and will commence in October 2020.

Prior to lockdown, Keats House was open to the public Wednesday to Sunday, 11am – 5pm. On Tuesday 17 March 2020, a decision was taken to close the site completely in reaction to the COVID-19 pandemic. Keats House and garden, including Ten Keats Grove and Keats Community Library, were closed to the public until the lifting of restrictions. During this period, City Corporation Officers visited the site each week to maintain building security and safety and provide essential contractor access, and this was supported by Trustees of Keats Community Library who have a local presence.

With the lifting of restrictions on heritage and community venues under Step 3 of the UK Government's COVID-19 Recovery Strategy, Keats House and

Keats Community Library became eligible to reopen as from 4 July 2020 and the proposal to reopen with specific measures, including a COVID-19 Secure risk assessment and the award of VisitEngland's 'We're Good to Go' quality assurance mark, was approved under urgency by the Culture, Heritage and Libraries Committee on 26 June 2020.

The key measures put in place to ensure that the entire site at 10 Keats Grove remain COVID-19 Secure are: a separation of services operating at the property, with Keats House and Keats Community Library opening on discrete days; use of the garden and external toilets being restricted to Keats House ticket holders only; installation of social distancing signage and hand sanitiser stations; a requirement to book and pay for tickets to Keats House in advance; strict limits on the numbers visiting; enhanced cleaning regimes; and, in the case of Keats House, the formation of workforce 'bubbles'.

With these measures in place, Keats Community Library (KCL) reopened from Saturday 18 July with Keats House following on Sunday 26 July 2020. Since then, KCL have maintained opening on Tuesdays and Saturdays, 10am – 6pm, which constitutes approximately one third of their pre-COVID, regular opening hours.

Keats House reopened to the public on Sunday 26 July, typically opening two days per week in August, with an additional day per week from mid-September. From early September, a small number of volunteer tour guides resumed activity, by providing introductions to Keats and Keats House for our visitors.

Between Sunday 26 July and Wednesday 30 September 2020, the house was open to the public on 22 days in order to ensure a COVID-19 Secure site, including maintaining workforce 'bubbles'. This resulted in 85, one-hour visitor sessions with potential capacity for 510 visitors, as three sessions were not offered to the public due to staff training and only six people can visit per session in order to maintain social distancing within the house. During that period, 333 individuals actually attended Keats House, which represents 65% of potential capacity. 14% of those who had booked a ticket and were expected to attend on the morning of their session resulted in a 'no show'.

For comparison, the figures for the equivalent period in 2019 were 3,495 visitors, with 7,708 visitors between April and September 2019.

The number of people visiting Keats House in the first and second quarter of 2020/21, was therefore down by 96% on previous year, with a corresponding fall in income from admissions and shop sales. Since reopening, visitors to the house are approximately 10% of previous levels.

The shop has been closed since 18 March 2020, initially due to lockdown then, due to the lack of contactless payment and a failure of the till system. This issue has been raised and escalated with IT Support teams who, to date, have been unable to resolve the issues. The net income target for the shop is -£15,000 which is calculated at year end to allow for stock held. As at September 2020, there were no shop sales for the first six months of the year, compared to £14,200 for the same period in 2019.

The private hire offer is currently restricted by the need to follow UK Government guidelines, maintain COVID-19 Secure conditions at the site and



the uncertain outlook. One regular hirer, which previously accounted for c. 40 sessions with a value of c. £4,000 / year, has suspended activity with no indication of a return, and there is very little demand for ad hoc bookings. Similarly, it has not been possible to achieve any income to date from events or school group sessions as these continue to be suspended. In addition, the licence for Keats Community Library to occupy Ten Keats Grove, which contributes towards our income, expired on 19 April 2020 and is currently in the hands of the City Surveyors Department to renegotiate with the current licensees, who are operating from the site in the meantime.

As a condition of the premises licence for 10 Keats Grove, Keats House Consultative Committee will receive a twice-yearly report of licensable events held at the House, to ensure that the operating schedule and conditions were being upheld. To report that no licensable activities have taken place at the premises in the period April – September 2020. The Premises Licence was renewed for the period to 11 September 2021 at a cost of £180.00.

### **3. Producing and implementing the Keats House Management Plan, 2020-23**

While an Activities Plan for 2020/21 had been produced prior to lockdown (and is attached as Appendix 2 of this report), the development of a three year forward plan for Keats House, which is required as part of the City Corporation's documentation framework and for our Museum Accreditation return, has been severely delayed by the COVID-19 pandemic. The Principal Curator proposes that this should now be consulted on during autumn / winter 2020, with a view to producing a three year forward plan for Member consultation and approval in spring 2021.

As a result of the above activities, the Trustee has had due regard to the Charity Commission's public benefit guidance when setting objectives and planning activities.

### **[Proposed] Plans for Future Periods**

The overarching priorities which will guide all of our objectives and activities from April 2021 are:

- Deliver access improvement projects at Keats House
- Implement Keats House Activities Plan for 2021/22
- Develop a three year Management Plan for Keats House, to ensure the future sustainability of the Keats House Charity and its operating model.

### **KPIs for 2020/21**

1. **To increase visitor numbers to Keats House by 3%.** April – September 2020 outturn: 333. [-96% based on 2019/20 outturn for same period: 7,708.]
2. **Improve Visit England Annual Quality Attraction Assessment Scheme score at Keats House.** Not yet available. [2019/20 score: 82%]

3. **Achieve budgeted income and expenditure targets for Keats House Charity.** Total net expenditure / income for April – September 2020 is £137,645, or 69% of the net budget for the year. The predicted outturn for the year is currently £273,378, representing an overspend of £74,378, which is almost solely attributable to loss of income.



KEATS  
HOUSE

# Activities Plan 2020/21

KEATS  
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# Keats House Charity

## Activities Plan 2020/21

The origins of Keats House Charity date back to the 1920s, when a public appeal raised the money to acquire the House and collections for the public. The charity was registered in March 1996 (no. 1053381) and, since 1 January 1997, has been provided by the City of London Corporation as part of its contribution to the cultural life of London and the nation.

The object of the Keats House Charity is:

‘to preserve and maintain and restore for the education and benefit of the public the land with the buildings known as Keats House as a museum and live memorial to John Keats and as a literary meeting place and centre.’

Today, Keats House is open to the public Wednesday – Sunday, 11am – 5pm. It delivers a year-round exhibition and events programme, provides formal and informal learning opportunities for all ages and abilities as well as volunteer and work placements.

Keats House is a lead partner in the Keats200 bicentenary programme:

The **Keats200** bicentenary is a celebration of Keats's life, works and legacy, beginning in December 2018 through to February 2021 and beyond. It is led by three major partners – Keats House, Hampstead, The Keats Foundation and the Keats-Shelley Memorial Association – and is open to all individuals and organisations who have an interest in Keats or poetry. The bicentenary of Keats's most productive years as a poet, and the period when he found inspiration, friendship and love, is an exciting opportunity to (re)discover and enjoy his works as well as engage with poetry and its ongoing relevance to us all today.

### About Keats House

Keats House is a Grade I listed Regency villa, which was built between 1814 and 1816. The garden was part of the historic site and today is an important part of the visitor offer and is much used by local residents. Within the grounds of the property at 10 Keats Grove, also stands a Grade II listed building known as Ten Keats Grove. This was first built as the Keats House Museum and Heath Library, which opened in 1931. Today, it functions as a volunteer run library operated by Keats Community Library (registered charity number 1146702), while the Nightingale Room acts as an events and private hire space managed by Keats House.



## Our achievements in 2019/20

Between April 2019 and March 2020, we:

- Continued to celebrate the Keats200 bicentenary programme, delivering special events and projects celebrating Keats's life and works.
- Developed and delivered two exhibitions exploring key moments in Keats's life: 'Keats and the Bawnes at Wentworth Place', April 2019 - January 2020 and 'Keats and Consumption', from 5 February 2020.
- Displayed The Fitzwilliam Museum's autograph manuscript of 'Ode to a Nightingale'; the first time this precious document had been back at Keats House since it was written there in the spring of 1819.
- Supported City Surveyors to refurbish the exterior of Keats House, including major repairs to the roof and chimneys, rear canopy, Chester Room windows and external décor, ensuring it remains a top-class visitor attraction for the next ten years and beyond.
- Supported one New Museum School trainee to graduate with a level 3 diploma in Cultural Heritage.
- Delivered 60 sessions to 44 different schools, engaging 719 primary school students and 509 secondary school students through organised groups.
- Devised and delivered our Summer School programme, 'Magic Casements' on 2-5 July 2019, which resulted in a total of 103 instances of engagement with culture for 32 young people aged 16 -19 from 7 different schools.
- Continued to work with our major partners such as the Keats Foundation, London Metropolitan Archives, Culture& and Keats Community Library, as well as establishing new partnerships with the London Arts and Humanities Partnership DTP and Roehampton University / Techne DTP, The Fitzwilliam Museum and Chickenshed Theatre.
- Collaborated with Chickenshed Theatre to develop a youth led theatre piece, 'Writ in Water', for performance at Keats House and other venues. To date this project has engaged with over 20 individuals aged 14 -19, who attended a programme of 18 weekly workshops led by members of Chickenshed Young Company. It also engaged with an additional 40 young people aged 12 – 17, through short term workshop sessions at Chickenshed Theatre, such as their 'Summer Scratch' programme.
- Delivered a total of 86 public events, including poetry readings, talks, family creative workshops and walking tours, attended by over 2,178 people
- Supported 963 hours of volunteering by 27 individuals including five new volunteers.
- Achieved 'Silver Gilt' in the London in Bloom awards 2019, Heritage Garden category.
- Maintained our standing as a Visit England Quality Assured Visitor Attraction with a rating of 82%.

## Our governance and strategic context

Keats House operates as a registered charity (no. 1053381) with the City of London Corporation as its sole Trustee. It is managed within the City Corporation's Open Spaces Department and reports to the Cultural, Heritage & Libraries Management Committee. The Keats House Consultative Committee acts as an advisory body and meets twice a year.

Our activities are developed within the framework of the City Corporation's Corporate Plan and the Open Spaces Department's Business Plan. We also support the City Corporations' Cultural Strategy, Culture Mile Learning, the Hampstead Heath Management Strategy 2018 – 28, and contribute to the wider aims of heritage sector organisations such as Arts Council England, the Heritage Lottery Fund and The National Archives.

The City of London Corporation's aims are stated in the Corporate Plan 2018 – 23:

We aim to...

- Shape outstanding environments
- Contribute to a flourishing society
- Support a thriving economy.

The Open Spaces Department's three top line objectives are:

- Open spaces and historic sites are thriving and accessible
- Spaces enrich people's lives
- Business practices are responsible and sustainable.

The main objectives of Keats House Charity in 2020/21 as stated in our annual Charity Report are:

- Delivering access and building maintenance projects at Keats House.
- Implementing Keats House Activities Plan for 2020/21, including delivering the Keats200 bicentenary programme.
- Producing and implementing the Keats House Management Plan, 2020 – 2023.

The resources we have to deliver our objectives in 2020/21 are:

### Staffing:

Principal Curator (Keats House) – Rob Shakespeare (1fte)

Interpretation Officer (Operations) – Ken Page (1fte)

Interpretation Officer (Collections) – Sofie Davis (0.5fte)

Interpretation Officer (Programming) – Amy Burgess (0.5fte)

Interpretation Officer (Learning) – Linda Carey (0.43fte)

Information Officer – Alison Lister (0.34fte)

Information Officer – vacant\* (0.34fte)

Customer Service Apprentice – to be appointed (1fte)

\* From October 2018 to September 2020, Keats House is working with Culture& as a host venue for the New Museum School programme, which aims to diversify the heritage sector. Tabitha Deadman joined the team as Cultural Heritage Trainee (1fte) in October 2019 and will complete her placement with us in October 2020.

We also provide, and benefit from, volunteer opportunities in five main roles: front of house; tour guides; poetry ambassadors; collections care; and event support. Approximately 30 individuals give their time and experience to support our work throughout the year.

### Financial:

In 2020/21, the City Corporation will deficit fund Keats House through its City's Cash Fund as follows:

Category:	Annual budget:	Description:
Staff costs:	£238k	Officer salary and on-costs, inc. training.
Revenue costs:	£64k	To pay for the running costs of the premises and our programmes.
Income target:	-£110k	Generated through admissions, shop sales, private hire, events & learning programmes.
Net budget:	£192k*	* In 2019/20 and 2020/21 spend may exceed this amount to fund the Keats200 bicentenary and special projects from the Charity's Reserves.

## **Between April 2020 and March 2021, we plan to:**

### **Shape outstanding environments / Open spaces and historic sites are thriving and accessible**

- Support City Surveyors to deliver the LB Camden CIL funded project to improve access and visitor facilities at 10 Keats Grove along with the associated enhancements to our visitor entrance funded from the Charity's Reserves.
- Work with Open Spaces colleagues to further enhance the garden at 10 Keats Grove, including restoring / referencing historic features which have been lost.
- Maintain and seek to improve our rating under the Visit England Quality Assured Visitor Attraction scheme.
- Make our collections more accessible by procuring and developing a new collections management database, including an online, searchable catalogue.

### **Contribute to a flourishing society / Spaces enrich people's lives**

- Continue to celebrate the Keats200 bicentenary programme, by delivering special Keats200 events, including online.
- Develop and deliver two exhibitions exploring key moments in Keats's life: the bicentenary of the publication of Keats's third and final volume of poems in July '20 and the bicentenary of his death in February '21.
- Continue to support formal learning in primary, secondary and higher education institutions, by providing online learning resources and taught sessions.
- Pilot and evaluate Culture Mile Learning's Dual Site Visits programme, particularly seeking to engage schools with a high pupil premium.
- Deliver a range of actual and virtual events, including poetry readings, talks, family creative workshops and walking tours.
- Provide four poet / artist in residencies at Keats House.

### **Support a thriving economy / Business practices are responsible and sustainable.**

- Continue to work with our major partners (the Keats Foundation, London Metropolitan Archives, Culture& and Keats Community Library) and establish new partnerships, to enhance our cultural offer.
- Support the diversification of the heritage sector workforce by providing one level 2 Apprenticeship in Customer Service and continuing to work with Culture& to support one 'New Museum School' trainee to graduate with a level 3 diploma in Cultural Heritage.
- Continue to provide a range of volunteer opportunities and broaden our volunteer scheme to include volunteers aged 16 - 18.
- Work with our governing body and all stakeholders to recover from the COVID-19 pandemic and to develop a sustainable and deliverable Management Plan for the period 2020 – 23.

## **To find out more and follow our progress visit:**

[www.cityoflondon.gov.uk](http://www.cityoflondon.gov.uk)



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