

Committee(s): Keats House Consultative Committee	Date(s): 18/03/2019
Subject: Draft Annual Report for Keats House Charity, 2018/19	Public
Report of: Superintendent of Hampstead Heath	For Discussion
Report author: Rob Shakespeare, Principal Curator (Keats House), Open Spaces Department	

Summary

This report proposes a new approach to updating members of the Keats House Consultative Committee on activities at Keats House.

Presented at Appendix 1 for information and discussion is the draft annual report on activities at Keats House for year ending 31 March 2019. Once finalised, this will then be included in the Trustees Annual Report as required by the Charity Commission.

It also presents a proposal to change the timing of Keats House Consultative Committee meetings to better tie in with the City of London Corporation's reporting cycle.

Recommendations

It is recommended that:

- Members note the contents of this report.
- Members share their thoughts on achievements at Keats House and how the service meets the priorities, aims and objectives outlined within the Corporate Plan 2018-23, the City Corporation's Cultural Strategy, the Departmental Business Plan, 2019/20 and the objectives of the Keats House charity.
- Members indicate their support for fixing the timing of the Keats House Consultative Committee meetings to better fit the annual reporting cycle.
- That the views of the Keats House Consultative Committee be conveyed to the Culture, Heritage and Libraries Committee at their meeting on 13 May 2019.

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 ensure compliance with the Charities Act 2011.

Current Position

3. In recent years, Keats House Consultative Committee meetings have received a written report prepared by the Principal Curator, summarising recent achievements at Keats House.
4. Typically, these have been presented in spring and autumn each year but do not always align with half year and end of year reporting cycles.
5. In addition, each year, a half year and end of year Business Update for Keats House is presented to the Culture, Heritage and Libraries Committee and, following the end of the financial year, an annual report is also produced to meet the requirements of the Charity Commission.
6. All of the reports referred to above contain very similar information but, due to the different purposes and timescales, the statistical information in particular requires re-calculating for each report, which is both time consuming and potentially confusing for a relatively small organisation.

Options

7. It would be more efficient to use the autumn meeting of the Keats House Consultative Committee to reflect on progress against priority projects to date and begin to set the objectives for the following business year, with the spring meeting being used to finalise the end of year reports for onward submission to the Culture, Heritage and Libraries Committee and, eventually, for incorporation into the Annual Statement of Accounts, as required by the Charity Commission.

Proposals

8. The Principal Curator recommends that the Annual Report as required by the Charity Commission at the end of each financial year, should form the basis of the update reports presented to the Keats House Consultative Committee (see Appendix 1).
9. The Principal Curator proposes that the two annual Keats House Consultative Committee meetings should be scheduled to fall in late April / early May and late October / early November to ensure that half year and end of year quantitative data can be presented respectively and in full.

Corporate & Strategic Implications

10. The proposals above support the aims and outcomes identified in the Corporate Plan 2018 – 23, specifically Support a thriving economy: 5. Businesses are trusted and socially and environmentally responsible; and 6. We have the world's

best legal and regulatory framework and access to global markets.

11. The proposals also meet the top line Objectives and outcomes of the Open Spaces Department Business Plan 2019/20, namely: C. Business practices are responsible and sustainable: 9. Our practices are financially, socially and environmentally sustainable; and 10. London's natural capital and heritage assets are enhanced through our leadership, influence, investment, collaboration and innovation.

Implications

12. There are no legal, financial, property or HR implications arising from these proposals.

Conclusion

13. If accepted, aligning the City Corporation's reporting requirements with the requirements of the Charity Commission will provide Members with improved oversight of the plans and activities of the Keats House charity and how these help deliver the Corporate Plan.
14. It will also facilitate better strategic focus, planning, data collection and reporting procedures within the Keats House team as well as greater efficiency across the Department and City Corporation.

Appendices

- Appendix 1 – Draft Annual Report for Keats House Charity 2018/19
- Appendix 2 – Corporate Plan 2018 – 23
- Appendix 3 – Open Spaces Business Plan 2019/20

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Appendix 1 – Draft Annual Report for Keats House Charity 2018/19

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 Vision of the Open Spaces Department is:

We enrich people's lives by enhancing and providing access to ecologically diverse open spaces and outstanding heritage assets across London and beyond.

The 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 priorities for Keats House are detailed below.

2 Achievements and Performance

Achievement against the key priorities for 2018-19 were:

1. To develop plans for our Keats200 programme, celebrating the 200th anniversary of John Keats's time at the House, 1818 - 1821

Following the appointment of a new Principal Curator in March 2018, plans were developed to celebrate the bicentenary of Keats living at Wentworth Place. A partnership, initially consisting of the Keats Foundation and The Keats-Shelley House in Rome, was agreed along with a logo which could be used to promote the associated programme.

The Keats200 programme launched on 1 December 2018 to coincide with the 200th anniversary of John Keats being invited to live at Wentworth Place (now Keats House). The day featured the recreation of an historic walk from Well Walk across Hampstead Heath to the House, which was thrown open for free with a programme of talks and activities for all. Over 200 people visited the House on that day alone and for many this was their first visit. Further Keats200 events have been delivered in January to coincide with the Eve of St Agnes, which featured a dramatized reading of this poem, which was written in January 1819.

In addition to celebrating specific anniversaries to increase awareness of this special period in Keats's life, Keats200 is being developed to comprise a number of strands of activity which will help deliver our aims and objectives as detailed below.

2. To grow and diversify our audiences by working creatively with partners to deliver an engaging and relevant programme of exhibitions and events

The 'Keats and Milton: Paradise Lost' exhibition, which opened in December 2017, closed on Sunday 25 November 2018. Although it is not possible to determine the number of visits specifically to the exhibition due to its location within the House itself, 11,686 people visited the House during this period.

Our new 'Keats at Wentworth Place' exhibition opened on Saturday 1 December 2018, to coincide with the launch of the Keats200 programme. The exhibition is designed to evoke what Hampstead would have been like two hundred years ago through images from the collections of London Metropolitan Archives, a newly developed sound installation, specially designed costume and literary quotes. In addition to the gallery on the first floor, a sound installation has been integrated in to Keats's Parlour and a letter from Mrs Dilke to Fanny Keats confirming that John Keats was 'living next door' was put on display in Charles Brown's Parlour on the ground floor of the House.

One of the key aims of the Keats200 bicentenary programme is to bring the work of Keats to new audiences. We seek to work with a wide range of partner organisations to achieve this.

Keats House will be working with Chickenshed Young Company to develop a youth-led theatre production on the themes of Keats's life and works for performance in schools and cultural venues. Planning for this is underway with the aim of delivering developmental workshops in summer 2019, leading to performances in 2020 through to 2021.

During 2018/19 Keats House programmed 85 public events, attracting 3,593 people. Many were delivered in partnership with literary, academic or community organisations.

Highlights included:

A number of poetry readings curated by Poet in Residence Hannah Lowe, including the launch of her chap book resulting from the residency: 'The Neighbourhood'.

The Keats House Poetry Ambassadors' series of themed readings by our volunteers continues to be a popular part of our programme. 'Afternoon poems' is held on the second Sunday of each month and the Poetry Ambassadors also supported special events for Remembrance Sunday, the Eve of St Agnes and 'Bazalgette day' at London Metropolitan Archives.

Our monthly Family Days continue to provide free craft and literary activities for families, with themes inspired by Keats House, his writing and the gardens.

Three 'Late Night Keats' events were held in May and December 2018 and February 2019, allowing visitors to experience the House and poetry in a uniquely atmospheric context, whilst also generating income to support the wider public programme.

A wide range of emerging and established poets performed their work at Keats House, in partnership with Templar Poetry, and through independently organised readings.

We continued to benefit from the support of Keats Foundation through an annual conference hosted at the House, individual talks, notably by their Chair Professor Nicholas Roe, and funding for the series of workshops and performances delivered by the Keats House Poets.

Keats House again took part in Open House London and was visited by over 745 people on the weekend of 22 – 23 September 2018.

In October 2018, the Keats House poets and guest artist Tanya D'Souza hosted a special event for Black History Month. This was the first event specifically for BHM to be held at Keats House with the evening featuring drumming and poetry writing workshops.

To ensure the quality of our visitor offer, Keats House again participated in Visit England's Visitor Attraction Quality Assurance Scheme. Keats House received a quality assessment visit in September 2018, achieving an overall score of 81% and maintaining its Accredited status.

3. To deliver a learning programme which supports social mobility for children and young people, families and adult learners

A part time Education Officer continues to co-ordinate, deliver and support taught sessions and group visits to Keats House and Gardens for a range of educational organisations. Between April 2018 and March 2019, 71 sessions were delivered to over 40 different establishments. This resulted in 736 primary school students, 608 secondary school students and over 200 teacher / carers taking part in the formal learning programme at Keats House.

In addition, a five-day Summer School was delivered in 2018 Summer School saw 36 students from seven schools take part in a four-day programme of creative writing workshops and activities, including meeting published poets, at Keats House. This resulted in a total of 123 instances of engagement with the arts for young people.

Keats House are one of 16 cultural organisations across London offering a trainee placement as part of the 'New Museum School'. This initiative is being led by Culture& who have received HLF funding to work with sector organisations such as A New Direction and CreateJobs to diversify entry routes to the heritage sector. Our trainee began in October 2018 and will work

with us fulltime through to September 2019, following an NVQ in Cultural Heritage. She is leading on new ways of connecting with audiences including social media and other digital engagement.

In December 2018, the City of London Corporation's Culture, Heritage and Libraries Committee approved changes to our ticket price structure with the aim of ensuring that more young people and local people could enjoy access to Keats House. From 1 April 2019, the age of free entry was raised from 17 or under to 18 or under, to ensure that everyone of compulsory education or training age could visit the House. In addition, a special £2 community ticket rate for residents of the London Borough of Camden and the City of London was introduced for the period of the Keats200 celebrations.

Keats House is a member of CultureMile Learning one of the City Corporation's key initiatives to improve social mobility and support the development of fusion skills for young people. We are specifically involved in supporting the Young City Poets programme and developing evaluation and the 'Bundle Days' offer for schools across the partner network.

Free family workshops continue to be provided as part of our year-round events programme, and these creative, hands-on learning activities are particularly targeted to families with children aged five to eleven. The two-hour sessions run on the third Sunday of each month and were enjoyed by 278 children and adults over the past year.

4. To care for and improve access to our Grade I listed building and historic collections

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.

The City Surveyor's Department led major projects to replace the central heating system, improve the safety of the electrical systems in Ten Keats Grove and restore a glass canopy at the rear of the building. A separate project was delivered to adapt an internal staff toilet area into a secure storage room for the use of Keats Community Library as the building's licence holders.

Plans have been drawn-up ready for submission to LB Camden to improve the pathways, path lighting and public toilets at 10 Keats Grove, along with a proposal for a new entrance to the museum. These will be submitted by end of March 2019, with a decision expected by summer 2019.

A number of projects have now been prioritised for the repair and future preservation of Keats House itself. These major investment projects funded by the City Corporation will be delivered in the spring / summer of 2019 to ensure Keats House can continue to be accessed and enjoyed by future generations.

The gardens, which form an essential and much-loved aspect of the heritage site, are maintained by volunteers from Heath Hands, supported by Open Spaces officers. This year they delivered events for Open Garden Squares Weekend and were awarded 'Silver Gilt' in our first entry into London in Bloom's Walled Garden category.

5. To increase earned and charitable income

Keats House continues to be open to the public Wednesday – Sunday, 11am – 5pm.

We offer free and half price entry to Art Fund and National Trust members respectively, as well as reduced rate entry to seniors and concessions, with children aged 17 and under being admitted free. This pricing structure appears to be delivering the growth in visitor numbers and earned income which is expected year on year.

Income generated from paid visits to the House amounted to c£36k (excluding VAT).

The shop continues to offer a small but attractive range of merchandise, including Keats House branded souvenir products. The private hire offer continues to offer an additional source of income to the charity and is promoted via the City of London's web pages, as well as our What's On Guide and posters on site.

The increasing number of people visiting the House along with the quality of our merchandise resulted in an increase in shop sales and profit. A total of 78 private hires generated over £15k income for the House to date in 2018/19.

The licence for Keats Community Library to occupy Ten Keats Grove also contributes to our income, along with charges for taught sessions for schools and image licencing.

6. To become more actively engaged with our local community

Keats House continues to be a valued heritage asset in its local community of Hampstead and Camden as well as the cultural life of London and beyond. The City Corporation's management of Keats House along with the Open Spaces of Hampstead Heath and Highgate Wood in particular, has helped foster local interest and engagement and led to valuable connections through the respective Consultative Committees. Examples of this are: English Heritage (Kenwood); the National Trust (2 Willow Road and Fenton House), and independent cultural organisations such as Burgh House and the Freud Museum.

The close association which exists between Keats House and Keats Community Library, which operates from the Ten Keats Grove building adjacent to the House itself, has been further strengthened by joint planning,

complementary events programming and mutual promotion of each other's services.

Many volunteers are either local residents or have connections with other local organisations, thus strengthening our community networks and partnerships.

Keats House participated in Hampstead Art Fair in June 2018, to promote awareness of Keats House and its events programme amongst local residents.

As referred to above, free open days and events programming, along with the approval of a special community ticket price for local residents to be introduced from April 2019, have all been initiated in 2018/19 with the aim of strengthening our position within the local community we serve.

Publicity continues to be mainly through our seasonal events brochure, which is produced and distributed three times a year. In December 2018, this was re-designed to incorporate our Visitor Guide and What's On listings, to better promote the range of our offer to visitors and non-visitors. This is supplemented by specific flyers and social media postings, with a continued presence on the City of London Corporation website. As at 1 March 2019, @keatshouse had 5,078 followers on Twitter (a 15% increase over a 12 month period). Facebook likes increased from 3,410 to 3,601 (+6%) over a similar period and our Instagram channel has grown from c. 370 in April 2018 to 1,047 followers (+183%) as at 1 March 2019.

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.

KPIs for 2018/19

1. To increase visitor numbers by 3%.
[2018/19 target = 24,246; 2018/19 outturn TBC]
2. To maintain high or increase Net Promoter Score as an indication of customer satisfaction at Keats House.
[2018/19 target = >82; 2018/19 outturn = 71]
3. To increase revenue through retail and private hire by 5%.
[2018/19 target = retail £9,645 and private hire £17,771; 2018/19 outturn TBC]

5. Plans for Future Periods

The overarching priorities which will guide all of our objectives and activities for 2019/20 are:

- Progress access improvements at Keats House

- Deliver Keats200 bicentenary programme
- Implement Keats House Activities Plan for 2019/20
- Draft the Keats House Management Plan, 2020 - 23

KPIs for 2019/20

1. To increase visitor numbers to Keats House by 3%. [2018/19 target = 24,246; 2018/19 outturn TBC]
2. Improve Visit England Annual Quality Attraction Assessment Scheme score at Keats House. [2018/19 score = 81%]
3. Achieve budgeted income and expenditure targets for Keats House charity. [2018/19 outturn TBC]