

Action	Detail	Milestone 17/18	Update at Q2
<b>Objective 2: Embed financial sustainability across our activities by delivering identified programmes and projects and continuously development income generating endeavours</b>			
n) Develop sustainable income generation opportunities at Keats House	Assess and delivery new income opportunities at Keats House	<p>Obtain premises licence in 2017/18</p> <p>Evaluate and develop private hire offer in 2017/18</p> <p>Develop retail merchandise 2017/18</p> <p>Develop members and patrons offer and evaluate scope for gala fundraising events 2018/19</p>	<p>Informal discussions with stakeholders regarding the Premises Licence have been completed.</p> <p>Pre-application enquiries have been completed with the London Borough of Camden and the Metropolitan Police.</p> <p>The Premises Licence will be submitted in December 2017.</p> <p>The private hire offer is being reviewed and a report will be presented to December CHL Committee.</p> <p>The development of the retail merchandise includes; producing a copy of Fanny Brawne's engagement ring; expanding the range of branded items. Staff are exploring the opportunities for merchandise that ties in with our visitors' preferences, particularly families and children.</p>
<b>Objective 3: Enrich Experiences By Providing High Quality And Engaging, Visitor, Educational And Volunteering Opportunities</b>			
o) Delivery of Learning Programme across the Department	<p>Deliver the CBT funded programme 'Green Spaces, Learning Places'</p> <p>Develop and implement monitoring and evaluation framework</p>	<p>Appoint evaluation consultant to deliver framework - Spring 2017</p> <p>Deliver year 1, 2 and 3 targets for the four CBT funded projects – March 2017/2018/2019</p>	<p>Education figures are lower than last year, with 793 school and higher education visitors compared with 1,355 the previous year. It is possible that attendance levels were boosted last year due to Michael Rosen being the poet in residence (in the early part of 2016-17).</p>

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	Obtain additional funding to support delivery and development of the Learning Programme	Develop and implement a fundraising plan - on-going  Review of offering across the expanded department	The Education Officer is in conversation with the Open Spaces Learning Team about opportunities for cross promotion of the schools offer.
p) Develop volunteering across our sites	Create a positive and productive culture of volunteering, linked to activities which achieve departmental outcomes	Volunteering Steering Group established to promote good practice described in Volunteering Vision  New volunteer roles identified and recruited for  Staff trained to support volunteers effectively, both directly and indirectly  Insurance arrangements for volunteer groups clarified to locate duty of care	A Volunteer Improvement Group has been established for the Hampstead Heath, Highgate Wood, Keats House & Queen's Park Division.  Heath Hands volunteers have continued to maintain the gardens at Keats House to a very high standard and make a significant contribution to the success of the museum and library.  Volunteers have continued to provide invaluable support to the work of Keats House, helping with a range of tasks, including Front of House, events, family days, conservation, poetry events and guided tours. Recruitment for more Front of House volunteers began in April/May 2017 on a rolling basis, and we are pleased to be recruiting new volunteers through this. A summer party for volunteers was held in September 2017, at which the Principal Curator thanked volunteers for their help and communicated our appreciation for their efforts.
r) Continuously develop the visitor experience at heritage	Process of evaluation and continuous improvement of the visitor experience at our	Review and refresh interpretation displays at Keats House 2019/20  Major programme of events and	A new temporary exhibition 'Keats and Milton: Paradise Lost' will open on 6 December 2017. The exhibition focuses on Keats's annotated copy of Paradise Lost

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<p>attractions in terms of content, processes, technology and customer service</p>	<p>heritage locations</p>	<p>activities for Keats anniversaries 2020/2021</p> <p>Deliver a marketing strategy for Keats House and secure marketing resource 2017/18</p>	<p>and explores how Milton influenced Keats's own writing.</p> <p>An external PR consultant has been appointed to generate press coverage for the exhibition. Long-lead features are already lined up for Elle Interiors and Red magazine and the show has been mentioned in several industry publications. There will be a press preview of the exhibition for shorter-lead publications, TV news, bloggers etc. closer to the launch date.</p> <p>The Principal Curator and Interpretation Officer have met with potential partners to begin planning the commemoration of the 200th anniversary of Keats's death in 2021. The Keats-Shelley House in Rome and Kings College London have shown significant interest in working together. Further meetings will be scheduled for the coming months.</p> <p>The Interpretation Officer is in discussion regarding a proposal for an exhibition in 2019 about the influence of the Romantics on 'New Romantic' musicians in the 1980s, with an emphasis on fashion.</p>
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