



Keats House Consultative Committee

Date: TUESDAY, 5 FEBRUARY 2013

Time: 1.45pm

Venue: COMMITTEE ROOM – 2ND FLOOR WEST WING, GUILDHALL

Members:

John Scott, (Ex-Officio) (Chairman)	Jim Burge, Heath Hurst Road Residents' Association
Vivienne Littlechild, (Ex-Officio) (Deputy Chairman)	Diana Gore, Keats Grove Residents' Association
Deputy Dennis Cotgrove, Representative of the Culture, Heritage and Libraries Committee	Lee Montague, Friends of Heath Library Claire Palmer, South End Green Association
Deputy Michael Welbank, Representative of the Culture, Heritage and Libraries Committee	Martin Humphery, Hampstead Conservation Area Advisory Committee
Barbara Newman, Representative of the Hampstead Heath, Highgate Wood and Queen's Park Committee	Dr Sally Brown, Keats-Shelley Memorial Association
Nigel Steward, Heath and Hampstead Society	Marian Jolowicz, Friends of Keats House Susan Kirby, Friends of Keats House Dr Hillas Smith, Friends of Keats House

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Lunch will be served in Guildhall Club at 1pm

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 approve the minutes of the meeting held on 18 September 2012.
For Decision
(Pages 1 - 4)
4. **KEATS HOUSE EVENTS, EDUCATION AND COMMUNITY PROGRAMME**
Report of the Director of Culture, Heritage and Libraries.
For Information
(Pages 5 - 8)
5. **TEN KEATS GROVE**
Report of the Director of Culture, Heritage and Libraries.
For Information
(Pages 9 - 10)
6. **KEATS FOUNDATION**
Report of the Director of Culture, Heritage and Libraries.
For Information
(Pages 11 - 12)
7. **KEATS HOUSE BUSINESS PLAN 2013-14**
Report of the Director of Culture, Heritage and Libraries.
For Information
(Pages 13 - 14)
8. **QUESTIONS ON MATTERS RELATING TO THE WORK OF THE COMMITTEE**
9. **ANY OTHER BUSINESS THAT THE CHAIRMAN CONSIDERS URGENT**
10. **DATE OF THE NEXT MEETING**
The next meeting of the Committee will be held at Keats House on 17 September 2013, starting at 1.45pm.

Agenda Item 3

KEATS HOUSE CONSULTATIVE COMMITTEE Tuesday, 18 September 2012

Minutes of the meeting of the Keats House Consultative Committee held at Guildhall, EC2 on Tuesday, 18 September 2012 at 1.45 pm

Present

Members:

Vivienne Littlechild (Deputy Chairman)
Deputy Dennis Cotgrove
Deputy Michael Welbank
Barbara Newman
Nigel Steward
Diana Gore
Lee Montague
Marian Jolowicz

Officers:

Edward Foale - Committee & Member Services Officer
Geoff Pick - Culture, Heritage and Libraries Department

JEAN HAYES

The Chairman informed the Committee that Jean Haynes, a representative of the Friends of Keats House who sat on the Committee, had sadly passed away since the previous Committee meeting. Members accordingly held a moments silence in memory of Jean Haynes. It was also noted that she had been a City Guide for a number of years.

1. APOLOGIES

Apologies for absence were received from John Scott, Dr Hillas Smith and Susan Kirby.

2. DECLARATIONS BY MEMBERS OF ANY PERSONAL AND PREJUDICIAL INTEREST IN RESPECT OF ITEMS ON THIS AGENDA

There were no declarations.

3. MINUTES

The minutes of the meeting held on 7 February 2012 were agreed as a correct record.

MATTERS ARISING

John Keats Rose –The Director of Culture, Heritage & Libraries confirmed that a John Keats rose existed, but it was not on sale in the UK. It was unclear as to whether the rose could be purchased abroad. In response to a Member's question, the Director confirmed that it would not be possible to name a

different rose after Keats as one already existed, however if the Keats species had died out it may be possible to name a different rose in his honour. Members noted that there was also a species of Narcissus Poeticus named after Keats. The Director undertook to investigate the possibility of planting and selling this flower on site.

4. **KEATS HOUSE EVENTS, EDUCATION AND COMMUNITY PROGRAMME**

The Committee received a report of the Director of Culture, Heritage & Libraries summarising the progress in delivering Objective 1 of the Keats House Business Plan 2012-13 and the associated Performance Indicators.

In response to a Member's query, the Director confirmed that the House did not have a wedding licence, but it had held a wedding reception a few years previously. At the time neighbours expressed concerns regarding the commercialisation of the site. However, the possibility of obtaining a wedding licence would be pursued in the future.

In response to a Member's question, the Director confirmed that a House merchandise review would be undertaken in the near future.

In response to a Member's question, the Director confirmed that it had been decided to enter a venture with the National Trust in order to offer a discount to Trust members. There had already been a soft launch, with a formal launch due in the coming months. A Member suggested that a map could be produced to show the location of Keats House, Fenton House and Kenwood House.

Members noted that Mick Scott had recently retired after a considerable tenure as Keats House Manager. Members recorded their thanks for his service and agreed to submit their thanks in a manner agreeable to him.

RECEIVED

5. **TEN KEATS GROVE**

The Committee received a report of the Director of Culture, Heritage & Libraries summarising the progress in delivering Objective 2 of the Keats House Business Plan 2012-13 and the associated Performance Indicators.

In response to a Member's query, the Director of Culture, Heritage & Libraries advised that initially £22.5k of the anticipated £30k upkeep of Ten Keats Grove had been identified from the budget. The remaining £7.5k would be met through alternative funding streams.

RECEIVED

6. **KEATS FOUNDATION**

The Committee received a report of the Director of Culture, Heritage & Libraries summarising the progress in delivering Objective 3 of the Keats House Business Plan 2012-13 and the associated Performance Indicators.

The Director of Culture, Heritage & Libraries recorded his thanks to Susan Kirby for her assistance in registering the Foundation as a charity.

In response to a Member's query, the Director advised that the objects of the Foundation had been amended on the advice of the Charity Commission in order for the Foundation to acquire charitable status.

RECEIVED

7. QUESTIONS

The Deputy Chairman reminded Members that Jean Haynes had been a City Guide.

In response to a Member's query, the Director of Culture, Heritage & Libraries advised that a local Buddhist group hired a room in Ten Keats Grove on the first Wednesday of every month and they were charged the same rate as Keats Community Library.

A Member advised that the gap in the budget for Ten Keats Grove would need to be reconciled in the future as it could prove difficult to justify to other City Committees on an ongoing basis.

In response to a Member's query relative to the closure of local police stations, the Director advised that it could be difficult for the City to comment on police activity within another local authority.

In response to a Member's query, the Director confirmed that the laying of the Keats wreath at Westminster Abbey would be advertised both online and via the quarterly culture guide.

8. ANY OTHER BUSINESS

The Director of Culture, Heritage & Libraries advised that both the Friends of Keats House and the Friends of Heath Library were to be wound up and the former incorporated into the Keats Foundation. The Director thanked the individual members who had sat on the Committee for their contributions to discussions, and advised that it was likely that the Committee's Terms of Reference would be revised by the Culture, Heritage & Libraries Committee when it met in December 2012 to reflect the winding up of these two bodies.

A Member suggested that as Claire Palmer no longer lived in London, and no other members of the South End Green Association wished to sit on the Committee, that body should be deleted from the Committee membership. Another Member suggested the representation of the Heath Hurst Residents' Association be also reconsidered. The Director undertook to investigate the feasibility of these suggestions.

9. DATE OF THE NEXT MEETING

RESOLVED - That the next meetings of the Committee be held in Guildhall at 1.45pm on 5 February 2013 and in Keats House at 1.45pm on 17 September 2013.

The meeting ended at 3.00 pm

Chairman

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Agenda Item 4

Committee(s): Keats House Consultative Committee	Date(s): 5 February 2013
Subject: Keats House events, education and community programme (KHCC 2013-01)	Public
Report of: Director, Culture, Heritage and Libraries Department	For Information

Summary

This report summarises progress in delivering Objective 1 of the Keats House Business Plan 2012-13 and the associated Performance Indicators. Progress is recorded in bold.

(a) Objective 1 - To transform usage of Keats House by enhancing the education and community programmes in partnership with others

John Hegley completed his period as Keats House poet in residence and contributed significantly to the autumn events programme.

(b) Indicator 1 - The number of usages of Keats House, comprising personal and group visits, school visits, remote enquiries and online contacts. The target is 220,000 aggregate usages **The overall figure for usages during April to December are ahead of target overall, although actual visits to the house are lower than in the previous year, largely because of the period leading up to and during the Olympics.**

Indicator 2 - High overall visitor satisfaction. The target is 95% for the aggregate of Good and Very Good responses to the annual visitor survey. **The survey is carried out during August and September and the achievement was 96%.**

Recommendation

It is recommended that this report is received.

Main Report

Current position: programmes

1. John Hegley completed his residency in October with his popular 'afternoon tea with John Keats' sessions. The poet in residence has now been confirmed as Jo Shapcott. She is currently president of the Poetry Society and teaches on the MA in Creative Writing at Royal Holloway, University of London. Her volume of poetry *Electroplating the Baby* won the Commonwealth Poetry Prize for Best First Collection in 1988 and *Of Mutability* was awarded the Costa Prize for Book of the Year in 2011.

2. The events programme for the autumn included some now traditional highlights including:
 - National Poetry Day in October which this year took the theme 'Stars'. The music and poetry performance group Little Machine recorded at the house and this featured on the BBC London news during the day
 - The laying of a wreath at the John Keats memorial in Westminster Abbey on 31 October which was led for the first time by our poet in residence.
 - The Christmas poetry celebration *Deck the Halls* and an afternoon with Richard and Elizabeth York who played festive music from the Regency and Victorian periods on contemporary instruments

3. Special events included
 - an evening celebrating the life and work of the singer Kathleen Ferrier, who was born in 1912
 - a tribute to the poet Adrian Mitchell organised by his widow. Mitchell had been a supporter of Keats House and a patron of the Friends of Keats House for many years.
 - a performance in November by the poet Jenny Joseph of her work *Persephone*, to celebrate her eightieth birthday. She is most well known for her poem *Warning* which begins with the line "When I am an old woman I shall wear purple".

Current Position: performance indicators

4.

Type of usage	Quarter 1	Quarter 2	Quarter 3	Total
Group visits - number of people	228	202	340	770
Personal visits - number of people	6113	6405	3794	16312
School visits - number of people	113	160	231	504
Remote enquiries	882	1170	731	2783
Website	55720	24752	18052	98524
PatronMail	30033	31671	22345	84049
Twitter	58	136	62	256
Facebook	1992	1837	1631	5460
Total	95139	66333	47186	208658

5. It is important to note in considering the figures above that they reflect to some extent the seasonal variation in activities at Keats House with the Keats Festival taking place in May/June and the majority of individual visitors coming between Easter and October. The drop in the website figures also reflects the move from a standalone site to a new corporate City-wide site which went live just before the Olympics and is now moving into a second stage of review and development.

6. As noted in the summary above, the target through the annual visitor survey was to achieve an overall satisfaction rating of 95% and it is pleasing to note that the actual result was 96%. The survey seeks the views of visitors on a range of services the house provide, from the displays, guides and the garden to the website, and also seeks demographic information to assist us in understanding our audiences better and planning future programmes. It is interesting to note that 87% of the survey respondents were new visitors, an increase of 4% on 2011 and 10% on 2010 (77%). As regards where visitors come from, it is still the case that broadly half come from the London area, a quarter from the rest of the UK and a quarter from overseas.
7. The age range for visitors in 2012 was more evenly spread than in previous years with the largest groups being those in their 20s and 60s. 63% of visitors were female and 37% male. 11% of visitors declared some form of disability, almost double that in 2011 and 2010. 12% of respondents identified themselves as non-White.

Conclusion

8. The Keats House staff have continued to organise and host a wide range of events and activities and the usage figures remain positive.

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Committee:	Date:
Keats House Consultative Committee	5 February 2013
Subject: Ten Keats Grove (KHCC 2013-02)	Public
Report of: Director, Culture, Heritage and Libraries Department	For Information
<p><u>Summary</u></p> <p>This report summarises progress in delivering Objective 2 of the Keats House Business Plan 2012-13. Progress is recorded in bold.</p> <p>Objective 2 - To transform the services provided by Keats House by developing the use of the Heath Library premises [now known as Ten Keats Grove] in partnership with others</p> <p>Work has continued to develop the use of the premises and in particular the relationship with the Keats Community Library as it establishes its community library there.</p> <p style="text-align: center;"><u>Recommendation</u></p> <p>It is recommended that this report is received.</p>	

Main Report

Current position

1. Ten Keats Grove has now been managed directly by the City for almost ten months and valuable experience has been gained over many of the building's practical idiosyncrasies such as the lighting systems and the central heating. While there have on occasions been challenges for the Keats House team and the external maintenance contractors, disruption particularly for the Keats Community Library has been kept as low as possible.
2. The Keats Community Library (KCL) has now clearly established its community library and is reporting growing numbers for its services. It has also already held a full programme of high profile fundraising events in the Nightingale Room which have continued the longstanding work of the former Friends of Heath Library.
3. Keats House has also used the Nightingale Room for several events in the autumn including a performance by the poet Jenny Joseph and has taken some bookings by outside organisations. The room was used as a polling station in September by the London Borough of Camden.

Conclusion

4. The work at Ten Keats Grove is growing steadily and the transfer of it as part of the Keats House service to the Visitor Development and Services directorate of the Culture, Heritage and Libraries Department will provide new opportunities to develop its potential further.

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Committee(s):	Date(s):
Keats House Consultative Committee	5 February 2013
Subject: Keats Foundation (KHCC 2012-08)	Public
Report of: Director, Culture Heritage and Libraries Department	For information
<p><u>Executive Summary</u></p> <p>This report summarises progress in delivering Objective 3 of the Keats House Business Plan 2012-13. Progress is recorded in bold.</p> <p>Objective 3 - To improve the long term sustainability of Keats House and its services by supporting the Keats Foundation</p> <p>The winding up of the Friends of Keats House charity has now been completed. A programme of events for Foundation supporters is in place and the Trustees are planning fund raising initiatives.</p> <p style="text-align: center;"><u>Recommendation</u></p> <p>It is recommended that this report is received.</p>	

Main Report

Current position

1. The formal process to wind up of the Friends of Keats House and the transfer of its funds to the Foundation has now taken place. As reported at the previous meeting of this Committee, the Friends also decided that they would make a gift direct to Keats House to mark the work they had done to support the service for over twenty years and in particular the contribution Jean Haynes. This has also taken place.
2. A number of events have taken place during the autumn:
 - All supporters were invited to the launch of Nicholas Roe's new biography of Keats in October where the author gave a presentation on his research and then hosted a Q&A session.
 - On 31 October the first annual meeting and reception was held where Foundation supporters were able to meet the Trustees and hear about plans both for the Foundation and more generally for Keats House.
 - In November the house hosted the inaugural Chairman's Christmas lecture which was given by Seamus Perry, Fellow in English Literature at Balliol College Oxford. He spoke about the relationship between Keats and Coleridge and how Keats was more influenced by his fellow poet than has previously been suggested.

3. The newsletter for Foundation supporters is now being issued on a regular planned basis.
4. The Trustees of the Foundation have recently been working with a fundraiser to work up specific initiatives to get the programme launched.

Future plans

5. The Foundation garden party will take place on Thursday 27 June.
6. The Foundation is planning an academic conference specifically focusing on John Keats. The current thinking is that it will take place over the weekend of 18th/19th January 2014.

Conclusion

7. The Foundation's work over the past few months has focused on its supporters and particularly on improving the offer for them. This will continue in the coming months alongside preparations for the Keats conference and fundraising projects.

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Committee:	Date:
Keats House Consultative Committee	5 February 2013
Subject:	Public
Keats House Business Plan 2013-2014 (KHCC 2013-04)	
Report of:	For Information
Director, Culture, Heritage and Libraries Department	

Summary

This report presents the Keats House Business Plan for 2013-2014. It has been prepared in accordance with the City of London's template for such reports.

Recommendation

It is recommended that the Keats House Business Plan 2013 – 2014 comprising the following objective and performance indicators be received:

- (a) The objective for improvement in service

Objective - To transform usage of Keats House by developing the events, education and community programmes in partnership with others

- (b) The performance indicators

KHLPI01 - The number of public usages of Keats House comprising: (a) physical visitors (personal and group visits and school visits) and (b) other usages (remote enquiries and online contacts) **Target:** 320,000 aggregate usages

KHLPI02 - Overall visitor satisfaction **Target:** 96% for the aggregate of Good and Very Good responses to the annual visitor survey

Main Report

Current Position

1. The Keats House Charity, while primarily operating to its charitable object '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', is also managed as part of the City's Culture, Heritage and Libraries Department. The departmental mission statement and strategic aims as laid out below are agreed annually by the City's Culture, Heritage and Libraries Committee.
2. The mission statement is:
 - To educate, entertain and inform, through discovery of our amazing range of resources

3. The strategic aims are:
 - To refocus our services with more community engagement and partnership with others
 - To transform the sense of the City as a destination
 - To continue to use technology to improve customer service and increase efficiency
4. The Keats House Business Plan is supported by the wider Business Plan for the Culture, Heritage and Libraries Department and more detailed documents which set down team targets across the whole of the department. Individual staff performance targets are drawn from these documents. These and other supporting documentation are available on request.
5. It should also be noted that following a restructure within the Culture, Heritage and Libraries Department, responsibility for Keats House will transfer by 1 April 2013 to the Visitor Development and Services Directorate of the department which manages Tower Bridge, the Monument, Guildhall Art Gallery and the City Information Centre. The archive and printed book research collections will continue to be made available through London Metropolitan Archives. A new manager for the house, now titled Principal Curator, has been appointed following the retirement of Mick Scott and she will take up her post towards the end of March.

Conclusion

6. The objectives and performance indicators for 2013-14 highlight the key areas of opportunity and challenge for the Keats House Charity during the coming year.

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