



## Keats House Consultative Committee

**Date:** FRIDAY, 18 OCTOBER 2013

**Time:** 11.30am

**Venue:** KEATS HOUSE, 10 KEATS GROVE

**Members:** John Scott (Chairman) Jim Burge, Heath Hurst Road Residents' Association  
Vivienne Littlechild (Deputy Chairman) Susan Kirby, Keats Foundation  
Dennis Cotgrove, Culture, Heritage and Libraries Committee Roe, Keats Foundation  
Ann Pembroke, Culture, Heritage and Libraries Committee Harriet Cullen, Keats-Shelley Memorial Association  
Barbara Newman, Hampstead Heath, Highgate Wood and Queen's Park Committee Steven Bobasch, Keats Community Library  
Martin Humphery, Hampstead Conservation Area Advisory Committee Diana Gore, Keats Grove Residents' Association  
Nigel Steward, Heath and Hampstead Society David Kitchen, South End Green Association

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**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 5 February 2013.  

**For Decision**  
(Pages 1 - 6)
4. **KEATS HOUSE EVENTS, EDUCATION AND COMMUNITY PROGRAMME**  
Report of the Director of Culture, Heritage and Libraries.  

**For Information**  
(Pages 7 - 10)
5. **WEDDINGS AT KEATS HOUSE**  
Report of the Director of Culture, Heritage and Libraries.  

**For Information**  
(Pages 11 - 18)
6. **DATE OF THE NEXT MEETING**  
To receive the date of the next meeting.  

**For Information**
7. **QUESTIONS ON MATTERS RELATING TO THE WORK OF THE COMMITTEE**
8. **ANY OTHER BUSINESS THE CHAIRMAN CONSIDERS URGENT**

# Agenda Item 3

## KEATS HOUSE CONSULTATIVE COMMITTEE

Tuesday, 5 February 2013

Minutes of the meeting of the Keats House Consultative Committee held at Committee Room - 2ND Floor West Wing, Guildhall on Tuesday, 5 February 2013 at 1.45pm

### Present

#### Members:

John Scott (Chairman)	Martin Humphery
Vivienne Littlechild (Deputy Chairman)	Marian Jolowicz
Deputy Dennis Cotgrove	Susan Kirby
Nigel Steward	

### In Attendance

Steven Bobasch	Chief Executive, Keats Community Library
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### Officers:

Matthew Pitt	- Town Clerk's Department
Ken Page	- Culture, Heritage and Libraries Department
Geoff Pick	- Culture, Heritage and Libraries Department
David Wight	- Culture, Heritage & Libraries Department

The Chairman welcomed the Chief Executive of Keats Community Library, the Visitor Development and Services Director at the City Corporation and the Interpretation Officer from the Culture, Heritage and Libraries department.

He also gave thanks to the outgoing Head of Public Engagement who had been recently promoted and would no longer be working directly on Keats House Matters.

#### 1. APOLOGIES

Apologies were received from Diana Gore, Dr Hillas Smith and Deputy Michael Welbank.

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

There were no declarations.

#### 3. MINUTES

The minutes of the meeting held on 18 September were approved.

### Matters Arising:

**John Keats Rose**

The Director of Culture, Heritage and Libraries advised that his team would continue to explore the viability and availability of the rose with colleagues in the Open Spaces Department.

**Merchandise**

The Director advised that the merchandise stock had been reviewed and added that the new curator would continue to look at how the merchandise stock could be improved going forward.

**National Trust Guide Listing**

The Director advised that Keats House featured in the new National Trust guide.

In response to a Member's comment, the Director requested to see any relevant maps/guides that could be displayed at 10 Keats Grove.

**Wedding Licences**

The Director advised that this would be pursued by the new curator and added that she had good experience in bringing weddings and civil partnerships to similar sites through her work with the William Morris Gallery.

**Mick Scott**

The Director reported that Mr Scott had been most appreciative of the Committee's thanks for his work with Keats House.

**Composition**

The Director reported that a review of the Consultative Committee's composition would take place at the Culture, Heritage and Libraries Committee in the coming months following the dissolution of the Friends of Keats House and the Friends of Heath Library.

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

The Committee received a report of the Director of Culture, Heritage and Libraries summarising progress made on Objective 1 of the Keats House Business Plan 2012-13.

The Director advised that the Keats Festival would be launched on 23 May 2013 and that events would be listed on the Keats House section of the City of London website.

He further advised that like many London attractions, the House had suffered a dip in visitor numbers during the Olympic Games but added that overall visitor numbers were performing well.

The Director informed the Committee of an upcoming special event that would be held on Valentine's Day and stressed the importance that such events had in building upon the existing visitor base.

In response to a Member's question on educational outreach, the Director advised that the figures in the report on school visits did not include children who had visited the House on personal visits or family visits.

**RECEIVED.**

5. **10 KEATS GROVE**

The Committee received a report of the Director of the Culture, Heritage and Libraries updating Members on progress made on delivering Objective 2 of the Keats House Business Plan 2012-13.

The Director informed the Committee that managing 10 Keats Grove directly had meant the City Corporation had needed to address inherited problems with the on-site heating provision. He noted the particular problems experienced by the Keats Community Library. The Director also added that the City Corporation would continue to work with partners in developing ways to promote 10 Keats Grove for external use and Keats House events.

The Chief Executive of Keats Community Library added that the new venture was a learning experience for all and reported that the library was growing all the time with 40 new members having signed up within the previous month.

In response to a Member's question, the Director of Culture, Heritage and Libraries responded that when the City Corporation took over running the property directly, one of the key aims was to ensure that it would cover its running costs. He assured Members that whilst the licence for the library was initially issued for 2 years, the City Corporation would look positively at a request for a renewal.

**RECEIVED.**

6. **KEATS FOUNDATION**

The Committee received a report of the Director of Culture, Heritage and Libraries summarising progress made on delivery of Objective 3 of the Keats House Business Plan 2012-13.

The Director formally thanked the Friends of Keats House for their donation of £1000 for a commemorative bench for Jean Haynes, a former Member of the Committee and Chairman of the Friends of Keats House.

The Director advised that there has been a new sense of impetus to events for the New Year and stressed the aim was to increase the number of supporters and He reported that the annual Garden Party would return, with future plans including a Keats Conference. He added that the Keats Conference would be the first of its kind in the world and that it was hoped the event would generate some income for the House.

The Chairman informed Members that the Lord Mayor had expressed an interest in visiting the House and it was suggested that he could be invited to the annual garden party.

In response to a Member's question, the Director advised that the commemorative bench would be in place by the summer and whilst plaques were not permitted, a proper record of who donated the bench and its purpose would be kept.

**RECEIVED.**

**7. KEATS HOUSE BUSINESS PLAN 2013-14**

The Committee received a report of the Director of Culture, Heritage and Libraries summarising the Keats House Business Plan for 2013-14.

The Director reported that Dr Vicky Carroll who had previously worked at the William Morris Gallery, the Science Museum and the Victoria and Albert Museum had been appointed as the new curator of Keats House and 10 Keats Grove.

The Director advised that the Culture, Heritage and Libraries departmental business plan included one objective for Keats House which involved developing the educational offering and working in partnership with others to enhance the appeal of the House to the community.

He added that the target of 320,000 aggregate uses for the website gave the Keats House team a clear idea of what could be achieved and he expected that the Visitor Development and Services Director would bring good experience in adding value to the House.

**RECEIVED.**

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

In response to a question on the governance of the Keats Foundation, the Committee were advised that as supporters of the Foundation grew, trustees would be appointed from their number. The Committee were also advised that because the Foundation was a registered Charity and not a company, the trustees of the Keats Foundation were liable.

In response to a question relating to City support for the Foundation, the Committee were advised that the City's financial support ran until April 2014 and that this would be reviewed at the end of the next financial year by the Culture, Heritage and Libraries Committee.

In response to a Member's question on signage for the Keats Community Library, the Director advised that he would progress the matter with colleagues.

**9. ANY OTHER BUSINESS THAT THE CHAIRMAN CONSIDERS URGENT**

**Fragment of Keats Manuscript for Sale**

The Director advised the Committee of the upcoming auction of a fragment of hand written manuscript that formed a part of Keats's poem 'I stood tip-toe

upon a little hill'. He added that whilst a valuable item, the piece had no direct connection to the House, there was currently little prospect of reuniting the other fragments and for that reason the City would not bid for the item.

The Director further advised that his department would maintain a watchful eye on the auction catalogues for further Keats related items, particularly those that were related to his time spent at the House.

**10. DATE OF THE NEXT MEETING**

The Committee noted that the next meeting would be held on 17 September 2013 at Keats House.

**The meeting ended at 2.28pm**

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Chairman

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# Agenda Item 4

<b>Committee(s):</b>	<b>Date(s):</b>
Keats House Consultative Committee	18 October 2013
<b>Subject:</b> Keats House events, education and community programme	<b>Public</b>
<b>Report of:</b> Director of Culture, Heritage and Libraries	<b>For Information</b>

## Summary

This report summarises progress in delivering Objective 1 of the Keats House Business Plan 2013-14 and the associated Performance Indicators. Progress is recorded in italic text.

Objective 1 - To increase usage of Keats House by enhancing the education and community programmes in partnership with others.

*The activities and events programme for Keats House has been significantly expanded and developed with the creation of new programming strands and partnerships.*

Indicator 1 - The number of usages of Keats House, comprising personal and group visits, school visits, remote enquiries and online contacts. The target is 320,000 aggregate usages.

Indicator 2 - High overall visitor satisfaction. The target is 96% for the aggregate of Good and Very Good responses to the annual visitor survey.

*The visitor survey has been redesigned to capture data which can be used to improve the interpretation and visitor experience at Keats House, and how these are marketed. The survey is currently underway.*

## Recommendation(s)

It is recommended that this report is received.

## Main Report

### **Current Position: Programmes**

1. The Keats Festival in May/June 2013 was the largest and most international to date. Highlights included partnership events with Modern Poetry in Translation and the Parnassus Poets plus performances by John Hegley, the outgoing Poet in Residence. Next year's festival will be 6-15 June.
2. The September-December events programme is aiming to raise the profile of Keats House through ambitious and more intensive programming designed to attract a wider audience. A balance of paid and free events is being offered. Highlights include:
  - a. A partnership event with Vivienne Westwood and YouYou mentoring showcasing young people's poems about climate change.
  - b. Partnership event with Medicine Unboxed on Keats and Medicine, with Jo Shapcott and Andrew Motion.
  - c. Events organised by Jo Shapcott, including a performance of her residency poems, creative writing workshops plus a reading of Keats's Odes by former poets in residence plus Andrew Motion.
  - d. Partnership event on Poetry and Biomedicine featuring 11 scientists and 11 poets.
  - e. Words and music event organised by young people from the Central School of Speech and Drama.
3. For the first time Keats House is hosting an event in partnership with the Keats Community Library; two more partnership events are programmed for January-April.
4. Poetry Society events at Keats House are now being offered and marketed on a partnership basis, to maximise the impact for both organisations.
5. A new monthly family day was launched in September. Staff and freelance writers and artists will deliver a variety of literary and creative activities for families of all ages.
6. The volunteer programme has been expanded. A proactive recruitment drive has doubled the number of volunteers and new roles have been created, increasing opportunities for deep and sustained engagement. New Poetry Ambassadors have been recruited and they are now performing regular monthly readings.

7. A new Interpretation Officer, Sofie Davis, has been appointed. Sofie's specialism is in interpretation and audience research and audience development, having previously worked at Prinlet Street, the Science Museum and the Natural History Museum. Sofie is leading a project to evaluate the visitor experience at Keats House, to include an improved visitor survey and more in-depth qualitative evaluation, which will result in recommendations for improvement.
8. Keats House's education officer, who works one day per week, continues to promote a diverse programme for schools. School numbers have increased on last year.
9. A new Education Officer has been appointed for Visitor Development and Services. Their focus will be on Tower Bridge but they will also support the education offering at Keats House and the Guildhall Art Gallery.
10. The Principal Curator is working with the Visitor Development team to implement a new marketing plan for the House. The first step will be the creation of a coherent visual identity for Keats House, working with experienced designers EasyTiger, who have undertaken branding exercises for the Natural History Museum, the British Library and others.
11. Looking forward to the 2014 programme, a new partnership has been set up with Poet in the City, who will deliver approximately 4 events per year at Keats House from January.
12. A new programme aimed at young adults, in partnership with the Keats House Poets, will run from January 2014 featuring readings and workshops, supported by Arts Council Piloting Participation funding.
13. Keats House will host an academic conference on 'Keats and his Circle' in May 2014 to be organised by Nick Roe and the University of St Andrews. A call for papers has been circulated.
14. Daljit Nagra has been approached as the next Poet in Residence, endorsed by Jo Shapcott and the Keats Foundation Trustees. Daljit is a high-profile poet whose work deals especially with the topic of migration. He is also a teacher of English literature and has very extensive experience of education and public engagement projects.

### **Current position: Performance indicators**

15. Visitor figures are up on 2011-12 and 2012-13.
  
16. Social media figures show a steady increase, with Twitter becoming a particularly active forum for discussion and promotion of the events programme.

#### Quarter 1

- 7,457 visits
- 79,140 other usages
- 86597 total usages

#### Quarter 2

- 7972 visits
- Other usages – figures not yet available

### **Conclusion**

17. Keats House is offering ambitious and innovative programming with a view to broadening its audience base and increasing the depth and variety of public engagement. By working in partnership wherever possible, the team are aiming to maximise public benefits and profile for the amount of resource available.

### **Vicky Carroll**

Principal Curator

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<b>Committee(s):</b>	<b>Date(s):</b>
Keats House Consultative Committee	18 October 2013
<b>Subject:</b> Weddings at Keats House	<b>Public</b>
<b>Report of:</b> Director of Culture, Heritage and Libraries	<b>For Information</b>

## **Summary**

In order to raise additional income, Keats House has applied to be approved as a premise for marriage and civil partnership ceremonies. This report sets out proposals for how such ceremonies would be managed in order to protect Keats House and its collection, maximise income and minimise disruption to visitors and local residents.

### **Recommendation(s)**

Members are asked to comment on the report for onward approval by the Culture Heritage and Libraries Committee

## **Main Report**

### **Background**

1. Keats House has never been licensed for weddings before. However it hosts a variety of private hire events, which have included a wedding reception in the past. Keats House also offers a regular and vibrant programme of around ten to fifteen public events per month, during daytimes, evenings and weekends. These include literary events, musical and theatrical performances, garden parties, late openings, family days and the annual Keats Festival.
2. At previous Keats House Consultative Committee Meetings, including 18 September 2012 and 5 February 2013, wedding ceremonies were identified as a potential source of income for the house, to be pursued by the new Principal Curator, Vicky Carroll, when she was in post.
3. It is desirable for Keats House to increase its earned income through a variety of income streams in order to help close an existing funding gap, increase Keats House's resilience against potential future funding cuts, and to enable the House to offer a competitive and genuinely engaging public programme. (Other income streams being pursued simultaneously include fundraising through the Keats Foundation and improvement of the retail offer).

4. The museum and gallery sector is increasingly finding that weddings are a means of maximising the use of their heritage assets and generating significant amounts of income in a way which requires a relatively small input of staff and financial resource.
5. The Principal Curator therefore submitted an application to the London Borough of Camden for Keats House and 10 Keats Grove to become approved premises for marriage and civil partnership ceremonies in July 2013. Local residents were notified via members of the Keats House Consultative Committee and were invited to attend an open meeting to raise any concerns and make suggestions for how weddings could best be managed to minimise disruption for them.
6. Local residents raised a number of concerns at the meeting and via correspondence, primarily regarding:
  - a. Noise disturbance, especially from wedding receptions
  - b. Parking
  - c. The security and care of the house and the collection
  - d. Impact on the experience of Keats House visitors
  - e. That some local residents were not made aware of the plans so were unable to contribute to the discussion
7. These issues have considered carefully and plans and options have been developed to address them.
8. In addition, several letters of support have been received from local residents.
9. The Keats Community Library has adopted a neutral stance on the issue, since the committee do not believe that weddings will have a significant impact on the Library or its users.

### **Current Position**

10. Due to the level of local concern, the licence application has been placed on hold whilst further input is sought from the Keats House Consultative Committee and local residents.
11. Subject to the outcome of discussions with the Consultative Committee and local residents, it is proposed that a decision paper will be submitted to the Culture Heritage and Libraries Committee on 28 October 2013.

### **Options**

#### Options considered for the wedding offer

12. A full wedding service, as offered by a many museums and historic houses including nearby Burgh House, would include options for the ceremony itself plus a catered reception including music and dancing until late in the evening. Properties with gardens sometimes allow marquees to be erected in the grounds to increase the reception capacity).
13. The primary benefit of offering a full wedding service is that this maximises the amount of income which can be generated through venue hire, plus the subcontracting of catering and other services. It also suits a wide range of potential customers.
14. Drawbacks include a risk of noise disturbance or of damage to the premises if a reception is not appropriately managed. Coordinating a full wedding service would require a considerable input of staff resource.
15. An alternative – developed in response to residents’ concerns – would be to offer a restricted service whereby couples could have their ceremony followed by a drinks toast at Keats House, total time two hours, before moving on elsewhere for a full reception. Wedding events would end by 9pm.
16. Keats House would make less money per event. However, benefits include a significantly reduced risk of noise disturbance, plus less demand on existing staff resources.

#### Options considered for timings

17. To maximise the number of weddings, and therefore income, one option would be to close Keats House on occasion, or regularly, for wedding ceremonies. This approach is taken by Burgh House, which is closed every Saturday because it is required to make a very significant portion of its income from weddings. The main drawback is that this would reduce public access to the house and the collection.
18. An alternative would be to make weddings fit around the opening hours of Keats House (Summer: Tuesday to Sunday 1-5pm; Winter: Friday to Sunday 1-5pm). Ceremonies in Keats House itself could take place in the mornings up until 1pm, after 5pm, or in the Chester Room only during public opening hours (the room is currently closed on occasion for events and private hire so this would not be a significant change). In the Nightingale Room, weddings could take place in the early evenings and in the daytime when Keats House has use of the room (Wednesdays, Thursdays or Sundays). Arrangements would be agreed with the KCL Committee.

### Options considered for frequency and pricing

19. Some wedding venues aim to be competitively priced and market their offer heavily so that they can attract large numbers of weddings, maximising income that way. This appears to be the approach taken by Burgh House, which is heavily reliant on income from private hire.
20. Since Keats House is such an extraordinary and romantic venue, and since we would not wish to hold large numbers of weddings due to residents concerns, staff capacity and public opening requirements, an alternative would be to host a small number of exclusive, luxury weddings that are priced accordingly.

### **Proposals**

21. It is proposed that:
22. Keats House will hold another open meeting, to which all residents of Keats Grove, Keats Close, Heath Hurst Road and Downshire Hill will be invited to find out more about the plans, raise concerns and make suggestions regarding how weddings can best be managed to minimise disruption to local residents.
23. Subject to the outcome of the public meeting, it is proposed that Keats House will offer a restricted wedding service, where couples can hire the Nightingale Room or the Chester Room for their ceremony followed by a drinks toast, with the whole event taking no more than two hours and to be finished by 9pm.
24. The maximum capacity for a ceremony in Keats House would be 42; in the Nightingale Room it would be 100. This is in accordance with the fire risk assessment for the buildings.
25. As the Keats House garden is such a key asset it is proposed that couples will be able to use the garden for either their ceremony (the couple themselves would have to be situated under the fixed veranda) or their drinks toast.
26. Recorded music will not be allowed. Only live background music, such as a string quartet, will be permitted indoors or outside.
27. Marquees will not be allowed, but couples may hire the Keats House gazebo (which is used for other events) as a precaution in case of poor weather.



28. Ceremonies may be booked for any day of the week, including weekends, beginning no earlier than 10am and finishing no later than 9pm. However the specific timings and the number of bookings in a year will be restricted.
29. Keats House will not be closed to the public in order to conduct weddings. Bookings for ceremonies Keats House itself will fit around public opening hours, primarily taking place on closed days, before 1pm or after 5pm.
30. It is envisaged that couples will not generally want to get married at a time when the house is open to the public. However, if a couple so desire, a ceremony may be booked in the Chester Room during public opening hours provided that the Principal Curator is confident that this would not cause disruption to the general visitor experience. This may be particularly appropriate for very small wedding groups. The room has its own entrance/exit to the garden. Currently, the Chester Room is sometimes closed to the public for special events or private hire.
31. The Keats Community Library and the Children's Library will not be closed to conduct wedding ceremonies. Bookings for ceremonies in the Nightingale Room will only be made for times when Keats House already has use of the room for public events and private hire. Management arrangements for ceremonies will be agreed with the KCL Trustees to minimise the impact on Library users. The KCL trustees do not object to Keats House's plan to hold wedding ceremonies in the Nightingale Room.
32. The fabric of Keats House and the collection will not be placed at risk. This is of paramount importance. Keats House has very significant experience of hosting a wide variety of public events, celebrations and private hire with up to 100 guests, including events where alcohol is served. We therefore already have procedures for ensuring the protection and security of the house and the collection during such events (for example, restrictions on where food and drink are allowed, white wine only inside the house, ensuring adequate supervision of events, and so on). These will form part of the hire agreement with couples and will be implemented during weddings as they are at all events.
33. As Keats House does not have a Premises Licence for the sale of alcohol, couples would have to provide their own alcohol. However Keats House could apply a corkage and service charge (or include this within the overall cost).
34. In response to concerns from local residents, it is proposed that a cap of 30 weddings per year is imposed.

35. However, given that this is a new development, and that administrating wedding enquiries, bookings and events will place additional demands on the existing small staff team, it is proposed that we aim to book up to 6-8 weddings in 2014 and 10-12 in 2015. More than 10-12 weddings per year would likely require additional staff resource to coordinate the publicity and administration.
36. Benchmarking of other Camden wedding venues and comparable historic properties suggests that a hire charge of £2,000 for a ceremony and drinks toast (excluding registrar's fees and drinks) would place Keats House at the high end of the pricing spectrum for venues of similar capacity, without being unreasonable for a couple set on securing a unique and exclusive venue.
37. Below are approximate costs for venue hire for a ceremony plus drinks reception, 2 hours in total, for between 40 to 100 people, excluding catering and registrar's fees. (NB that as some venues offer set packages, the exact offer may vary.)
- Burgh House £550  
Lauderdale House: £900  
Kenwood House: £3500 (5 hours venue hire)  
Tower Bridge: £2,400 (includes full day hire and 10 bottles champagne for 25/50 guest's max)  
Ambassadors Bloomsbury Hotel: £800 (ceremony only)  
William Morris Gallery: £1500 (3 hours, 50 guests max)
38. It is proposed to set the initial hire price at £2000, since there is not a requirement to attract large numbers of bookings and we wish to maximise income from the small number of exclusive weddings that we host. We propose having the same price for the Chester Room or the Nightingale Room as the former is more characterful whilst the latter is larger. A £500 deposit will be required against damage or cleaning costs.
39. Weddings will always be supervised by a duty manager with the assistance of at least one additional member of staff. Additional staffing cost approx. £150 per ceremony.
40. Additional costs for, e.g. laundering chair covers and other sundry costs estimated at up to £100 per ceremony. In the first year, investment of approximately £1,000 will be required to purchase equipment and materials such as including chair covers and glasses.

41. The wedding offer will be marketed through the Camden registry service, on the City of London website and through Keats House's connections with the literary community, who may be particularly interested in the venue. Additional advertisements may be placed if required. Approximate marketing cost £1,500 per year.
42. The projected net income from wedding ceremonies is therefore estimated at:  
2014: £8,000 - £11,500  
2015: £16,000 - £19,500
43. This level of income would, for example, enable us to continue to hold a Keats Festival in 2015 (by which time it is likely that funding will no longer be available from the Keats House charitable reserves).
44. Couples will be advised that no parking is available and they should advise their guests to take public transport or taxis. This is common for London wedding venues and works well at Burgh House, where there are similar issues.
45. Once arrangements are agreed, terms and conditions will be drawn up with assistance from the City Solicitor.

### **Corporate & Strategic Implications**

46. This proposal follows from the Keats House business plan, which has an objective to increase income generation.

### **Implications**

47. The main risk associated with this proposal is that it may have a negative effect on the relationship between Keats House and a significant number of residents living in neighbouring properties. To mitigate this, local residents are being listened to and all of their main concerns are being addressed. Due to the heavily restricted nature of the wedding service being offered, and the fact that Keats House is very experienced in hosting frequent public events, it is very unlikely that any noticeable disruption will in fact be caused by weddings. Comparison with Burgh House, which experienced a very similar reaction from local residents when it first set out to host wedding ceremonies and full-scale receptions, offers hope that ultimately residents will come to accept or even actively support the house as a wedding venue.

## **Conclusion**

48. The staff and management of Keats House believe that holding occasional, exclusive wedding ceremonies at Keats House will be an efficient and appropriate way of earning much-needed income to support the upkeep of the house and enable it to deliver a strong and engaging public events programme, thereby fulfilling our charitable objective of being a 'live memorial' to John Keats.
  
49. It is recognised that there are concerns amongst owners of neighbouring properties about, especially, noise and parking and in response we propose to offer a restricted but very special wedding ceremony service which will generate income whilst absolutely minimising the risk of any disturbance to local residents.

### **Vicky Carroll**

Principal Curator, Keats House

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