



Keats House Consultative Committee

Date: TUESDAY, 16 SEPTEMBER 2014

Time: 2.30 pm

Venue: KEATS HOUSE, 10 KEATS GROVE

Members:

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

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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 6 February 2014.
For Decision
(Pages 1 - 4)
4. **KEATS HOUSE PROGRESS REPORT**
Report of the Director of Culture, Heritage and Libraries.
For Information
(Pages 5 - 10)
5. **KEATS HOUSE FUNDRAISING REPORT**
Report of the Director of Culture, Heritage and Libraries.
For Information
(Pages 11 - 12)
6. **QUESTIONS ON MATTERS RELATING TO THE WORK OF THE COMMITTEE**
7. **ANY OTHER BUSINESS THAT THE CHAIRMAN CONSIDERS URGENT**
8. **DATE OF THE NEXT MEETING**
2nd February 2015 at 2pm.

KEATS HOUSE CONSULTATIVE COMMITTEE

Thursday, 6 February 2014

Minutes of the meeting of the Keats House Consultative Committee held at Committee Room, 2nd Floor, West Wing, Guildhall on Thursday, 6 February 2014 at 1.45pm

Present

Members:

John Scott (Chairman)	Martin Humphery
Vivienne Littlechild (Deputy Chairman)	Susan Kirby
Ann Pembroke	Diana Gore
Barbara Newman	

Officers:

Matthew Pitt	- Town Clerk's Department
Vicky Carroll	- Culture, Heritage and Libraries
David Wight	- Culture, Heritage & Libraries Department

1. APOLOGIES

Apologies were received from Stephen Bobasch, Dennis Cotgrove and Nigel Steward.

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 October 2013 were approved subject to an amendment being made under item 5.

4. WEDDINGS AT KEATS HOUSE - UPDATE

The Committee received a verbal update by the Visitor Services Director regarding weddings at Keats House.

The Committee were advised that following extensive consultation, the Culture, Heritage and Libraries Committee had endorsed a revised approach. Under the new approach Keats House would work with the local community to raise the necessary funds to fill the shortfall in the House's budget.

The Director added that if after one year, insufficient funds had been raised the City Corporation would re-open discussions with Camden Council with regards to a licence to hold marriage and civil ceremonies at Keats House.

5. **KEATS HOUSE EVENTS PROGRAMME - UPDATE**

The Committee received a verbal update by the Principal Curator regarding the events programme at Keats House.

The Principal Curator advised Members that the events programme was proving busy and popular, with approximately two events being held per week. Members were provided with notable highlights, which included, a new Family Day where crafts, dancing and literary activities took place. The Principal Curator reported that the January Family Day had attracted 250 visitors to the House.

In addition to the weekly events programme, the Principal Curator advised that progress was being made towards programming the 2014 Keats Festival (6 - 15 June) and Daljit Nagra had been confirmed as a future Poet in Residence.

The Chairman expressed the Committee's thanks to the Principal Curator for her work in increasing activity at the House in the relatively short time since her appointment.

6. **KEATS HOUSE VISITOR INFORMATION**

The Committee received a verbal update of the Principal Curator concerning visitor information at Keats House.

The Principal Curator laid comparative visitor figures, including those for social media, newsletter and website hits around the table. The figures provided were 2012/13 and 2013/14 (to date).

The Principal Curator advised that visitor numbers were consistently higher than in previous years and it was hoped this trend would continue into 2014/15.

In response to a Member's question, the Principal Curator responded that 2014 – 2021 marked the 200th Anniversary of Keats greatest period of activity, adding that there would be a series of events to mark various anniversaries throughout the period, beginning in 2014 with 'Finding a Voice'.

7. **KEATS COMMUNITY LIBRARY PARTNERSHIP - UPDATE**

The Committee received a verbal update of the Principal Curator regarding the partnership with Keats Community Library.

The Principal Curator advised that the Culture, Heritage and Libraries Committee had recently approved an extension of the Library's license. She added that subject to the approval of one other City Corporation Committee the licence would continue until 20 April 2017.

In response to a Members' question, the Principal Curator advised the Keats Community Library currently had a team of 50 volunteers and the House itself was in the process of expanding its own volunteer programme.

8. **UNIVERSITY COLLEGE LONDON PARTNERSHIP**

The Committee received a report of the Principal Curator concerning a new partnership with the Department of English at University College London.

The Principal Curator advised that the new partnership was supported by a £10,000 grant from Share Academy, an Arts Council England project exploring ways to develop partnerships between museums and academia. She added that through the partnership, a programme of teaching and collections-based sessions at Keats House and the London Metropolitan Archives would be delivered for UCL students, in addition to public events throughout 2014.

9. **DATE OF THE NEXT MEETING**

RESOLVED - That the date of the next meeting be 16 September 2014 at 14:30, to take place at Keats House.

10. **QUESTIONS**

There were no questions.

11. **ANY OTHER BUSINESS**

There were no urgent items.

The meeting ended at 2.14pm

Chairman

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Committee(s):	Date(s):
Keats House Consultative Committee	16 September 2014
Subject:	Public
Keats House Progress Report	
Report of:	For Information
Visitor Development and Services Director, Culture, Heritage & Libraries	
<p>Summary</p> <p>This report summarises achievements and developments at Keats House during the six months since the last Consultative Committee meeting.</p> <p>Recommendation(s)</p> <p>Members are asked to note the report.</p>	

Main Report

Visitor figures

- House visitor numbers for February-July are up 15% on last year, with most of the increase being in the spring and early summer (See Appendix 1).
- A significant contributor to this increase is the continued growth of the events programme.

Events

- The events programme is going from strength to strength, attracting good numbers but using up relatively little staff resource, thanks to partnership working and help from volunteers. From April – July over 1300 attended public events. In addition, 700 people attended the Keats Festival.
- Overall, income gained from ticket sales is roughly balancing expenditure on artist fees etc., so that the overall cost of the festival and the ongoing programme is zero (excluding staff time and marketing costs).
- The Keats Festival achieved good publicity, especially on account of a special event featuring Simon Russell Beale and Dame Janet Sussman.
- The Piloting Participation programme, run by young poets and funded by the Arts Council through a partnership with the Geffrye Museum, is working very

well. Since it started in January over 200 people have been involved, exceeding our target for the period.

- Family days continue to be popular, attracting in the region of 70 people on the third Saturday of every month.

Volunteers

- Keats House now has 47 volunteers working in a variety of roles, including front of house.

Staff

- Grace Blackman and Amy Murat have both left Keats House over the summer. Replacements for both Information Officer posts have just been recruited and all being well they will both start in September.
- A new paid traineeship has been created with full funding from the Arts Council, via a partnership with the British Museum. The trainee (currently being recruited) will also work at Guildhall Art Gallery and will receive training from the British Museum. This will significantly increase the educational impact of Keats House, whilst also supporting the day to day running of the house.

Interpretation

- Keats House has been awarded a grant of £85,500 from the Arts Council towards a £95,000 project to enhance the interpretation and visitor experience at Keats House. Initial research has been completed and a new interpretation scheme is being developed. This will get more of the collection on display, bring out more of the stories behind the house, and offer visitors more to see and do, including families.
- The project will be completed by February 2015 in time for launch in March 2015.

Learning

- School figures have been increasing steadily, in part due to proactive recruitment by the Learning Officer, and also because she has an extra half day a week in the office this year to take groups thanks to the Share Academy project – see below.
- For April-July 532 school students/teachers visited, compared with 439 last year, an increase of 17%. 163 further/higher education students/teachers visited, compared with 88 last year, an increase of 46%.
- During the period April-July our partnership with UCL School of English, funded by Share Academy, resulted in one excellent event at Keats House plus two Festival events at the UCL Bloomsbury campus – the first time the Keats Festival has included offsite events. Students visited in March for a workshop and further workshops are planned for later in the year.

- We have also secured our first grant from the Clore Foundation, for £1600 to support an educational project for schools in partnership with the Keats Community Library.

Income generation

- Having revised our hire charges, Keats House has begun to accept private bookings for use of the house and the Nightingale Room in the library. We have taken just over £4000 for private hire so far this financial year.
- Following the redisplay of the shop in February (paid for by a Museum of London grant), sales for March-June increased by 40% compared with the previous year. The shop manager is trialling new stock and ensuring that the space continues to be well presented.
- The Principal Curator has begun work on procuring new branded merchandise utilising the new Keats House visual identity.
- The local residents' fundraising programme is now in full swing. Further details are provided in a separate paper.

Grants

Keats House has been awarded the following grants in the last 6 months:

- £85,000 from Arts Council England to improve the interpretation and visitor experience
- Full funding for an 18 month traineeship from the Arts Council (£12,000 p/a paid to trainee, plus significant training benefits)
- £2000 for conservation of 3 paintings from Museum Development Office
- £1600 for a schools project in partnership with the Keats Community Library from the Clore Foundation

Marketing

- Keats House has a new, contemporary, coherent visual identity which is being rolled out. The first major manifestations are, for the first time, an Events Guide for Keats House, plus a generic leaflet promoting the house which is being distributed to various sites.

Appendices

- Appendix 1 – Visitor Figures

Vicky Carroll

Principal Curator

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Keats House Visitor figures: Overview and Annual Comparison

Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Total

General Visitors

2012-13	1480	1493	1514	1358	1485	1359	1510	801	731	798	797	977	14303
2013-14	1190	1378	1384	1201	1690	970	932	643	589	557	611	1019	12164
2014-15	1209	1141	1050	1271	649	0	0	0	0	0	0	0	5320

School/Sixth Form Led Sessions (Pupils + Adults)

2012-13	0	138	25	64	16	37	107	31	21	30	0	35	504
2013-14	21	48	48	202	0	18	127	89	36	97	167	129	982
2014-15	52	88	81	163	0	0	0	0	0	0	0	0	384

School/Sixth Form Self-Guided Visits (Pupils + Adults)

2012-13	0	0	0	0	0	0	33	35	15	19	108	38	248
2013-14	0	0	73	47	35	78	35	37	17	47	56	22	447
2014-15	86	0	71	43	47	0	0	0	0	0	0	0	247

Further/Higher Education Groups

2012-13	0	27	18	67	0	10	43	65	0	82	0	0	312
2013-14	0	12	76	0	6	68	93	116	0	18	16	0	405
2014-15	5	57	50	51	0	0	0	0	0	0	0	0	163

Other Groups

2012-13	26	98	38	57	55	42	61	67	0	19	26	0	489
2013-14	27	5	76	0	0	15	23	22	0	20	23	55	266
2014-15	39	44	0	12	0	0	0	0	0	0	0	0	95

Keats House Events

2012-13	0	0	0	0	0	0	0	0	0	0	0	0	0
2013-14	210	506	177	175	8	158	570	204	110	324	286	394	3122
2014-15	420	498	790	276	0	0	0	0	0	0	0	0	1984

Private Hire Events

2012-13	0	0	0	0	0	0	0	0	0	0	0	0	0
2013-14	0	160	236	230	12	204	230	385	137	121	75	200	1990
2014-15	92	116	155	36	0	0	0	0	0	0	0	0	399

House Subtotal

2012-13	1506	1756	1595	1546	1556	1448	1754	999	767	948	931	1050	15856
2013-14	1448	2109	2070	1855	1751	1511	2010	1496	889	1184	1234	1819	19376
2014-15	1903	1944	2197	1852	696	0	0	0	0	0	0	0	8592

Garden

2012-13	281	774	390	457	774	625	433	266	146	173	185	288	4792
2013-14	499	546	809	982	798	623	466	487	248	157	374	797	6786
2014-15	500	711	702	600	201	0	0	0	0	0	0	0	2714

Offsite Events

2012-13	0	0	0	0	0	0	0	0	0	0	0	0	0
2013-14	0	35	4	4	14	15	22	15	42	20	23	29	223
2014-15	32	32	16	20	10	0	0	0	0	0	0	0	110

Grand Total 2014-5

2012-13	1787	2530	1985	2003	2330	2073	2187	1265	913	1121	1116	1338	20648
2013-14	1947	2690	2883	2841	2563	2149	2498	1998	1179	1361	1631	2645	26385
2014-15	2435	2687	2915	2472	907	0	0	0	0	0	0	0	11416

Committee(s):	Date(s):
Keats House Consultative Committee	16 September 2014
Subject:	Public
Keats House Fundraising Report	
Report of:	For Information
Visitor Development and Services Director, Culture, Heritage & Libraries	
<p>Summary</p> <p>This report summarises progress to date with raising funds in collaboration with a group of local residents.</p> <p>Recommendation(s)</p> <p>Members are asked to note the report.</p>	

Main Report

Background

- In 2013 Keats House applied to be approved as a venue for weddings and civil partnerships. A number of local residents opposed this plan but offered to launch a fundraising campaign instead, with a view to generating sustainable income equivalent to that which would have been raised through weddings, on the basis that the wedding application be suspended. This proposal was approved by the Culture Heritage and Libraries Committee for a trial period of one year.

Group meetings

- The group consists of: Diana Gore, Robert Gore, Michael Sternberg, Vicky Carroll, Principal Curator, and David Wight, Director of Visitor Services and Development.
- The first meeting of the group was on 8 November 2013. Subsequent meetings have been held on 12 December 2013, 30 January, 27 February, 3 April, 1 May, 6 June, 1 July and 22 August. There have been additional meetings between the residents themselves.
- It has been agreed that the group will focus on two objectives in the first year – a supporter scheme and a fundraising event

Supporter scheme

- A supporter scheme has been set up with three levels of commitment, which have different levels of benefit.
 - Supporters pay £35 (£50 for a pair) for one year
 - Champions pay £200 (£350 for a pair) for two years
 - Patrons pay £1000 (£1750 for a pair) for three years
- A leaflet has been designed and the information on how to join is on the Keats House website. Membership cards have been designed and will be printed shortly. The scheme went live in July.
- So far, Keats House has two pairs of Patrons plus one pair of supporters.
- The local residents have generously undertaken to support the administration of the scheme and have recruited a volunteer to assist with this.

Fundraising event

- A fundraising event is being planned for Wednesday 26 November 2014 at Tower Bridge. Keats House has been offered use of one of the Tower Bridge walkways for free to host the event, and a good deal has been struck with the in-house caterers.
- The event will consist of drinks and bowl food, music, and an auction – the star auction prize will be a bridge lift. This will be one of the first events to be held in Tower Bridge after the installation of the glass walkways, so will benefit from the PR which is being planned to promote the walkways.

Vicky Carroll
Principal Curator

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