



Keats House Consultative Committee

Date: FRIDAY, 23 JUNE 2023

Time: 2.30 pm

Venue: KEATS HOUSE, 10 KEATS GROVE, NW3 2RR

Members:

Munsur Ali (Chair)	Stephen Ainger
John Foley (Deputy Chairman)	Steven Bobasch
John Griffiths	Jim Burge
Jason Groves	Alexandra Lavery
William Upton KC	Nicholas Roe

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Ian Thomas CBE, Town Clerk & Chief Executive, City of London Corporation

PUBLIC AGENDA

1. **APOLOGIES**

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

3. **MINUTES**
To agree the minutes of the previous meeting held on 28 October 2022.

For Decision
(Pages 3 - 6)

4. **UPDATE REPORT FOR KEATS HOUSE CHARITY, 2022/23**
To receive the report of the Executive Director, Environment Department.

For Information
(Pages 7 - 34)

5. **QUESTIONS ON MATTERS RELATING TO THE WORK OF THE CONSULTATIVE COMMITTEE**

6. **ANY OTHER BUSINESS THAT THE CHAIR CONSIDERS URGENT**

7. **DATE AND LOCATION OF THE NEXT MEETING**
The next meeting will take place on Friday 13 October 2023 at 2.30pm at Guildhall.

KEATS HOUSE CONSULTATIVE COMMITTEE

Friday, 28 October 2022

Minutes of the meeting of the Keats House Consultative Committee held at Committee Room, 2nd Floor, West Wing, Guildhall on Friday, 28 October 2022 at 2.30 pm

Present

Members:

Wendy Hyde (Chair)
Munsur Ali
Stephen Ainger
Steven Bobasch

John Foley
John Griffiths
Alexandra Lavery

In Attendance

Officers:

Ben Dunleavy	- Town Clerk's Department
Rob Shakespeare	- Department of Open Spaces
Stefania Horne	- Open Spaces Department

1. APOLOGIES

None.

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 15 July 2022 were approved as a correct record.

4. UPDATE REPORT FOR KEATS HOUSE CHARITY, APRIL - SEPTEMBER 2022

Members received a report of the Executive Director, Environment, providing an update on Keats House for the period April – September 2022.

The following points were discussed:

- Following the discussion at the previous meeting, opening hours for Keats House were now advertised at various sites around the perimeter and grounds of Keats House. Keats House had also improved its control over the advertisement of opening times on in-house webpages, and was working to improve its communication to ensure accurate information on third-party pages.

- Members asked whether all volunteers should receive DBS checks. . Officers replied that Keats House Officers had the appropriate level of DBS check but volunteers were not required to be currently, as they were always supervised and not left in a position of sole responsibility with children or vulnerable adults on a regular basis. Keats House's policy and procedures for volunteers and Safeguarding will be reviewed as part of their Museum Accreditation submission, which was in progress, and would be revised if the advice and guidance changes.
- Members asked if Keats House was included in the Destination City strategy, and if there was anything more that Keats House could do to publicise its connection with the City of London Corporation. Officers and the Chair responded to say that the current brief for Destination City was to focus on the Square Mile area, but that team were aware of the City Corporation's wider assets. Keats House marketing material currently carries the City Corporation crest and a strapline explaining the relationship. Keats House already worked with the City Corporation's corporate team in relation to the Culture Mile learning programme and offers links to other City Corporation's programmes.
- In response to a question from a Member, officers confirmed that the content produced for OurCityTogether had been taken offline as a Corporate saving. Keats House will be republishing much of the content produced during Keats200 and the pandemic as part of its online collections project for 2023-25.
- Planning permission for the wall to replace the wooden boundary fence on Keats Grove was ready to submit to the London Borough of Camden.
- Keats House had completed its Fire Management Strategy and undertaken remedial work as an outcome of this. Officers informed Members that historic properties such as Keats House would always have a high level of tolerable risk, and Museum Accreditation requires an emergency plan to be in place.
- The 'Poetry vs Colonialism' project, which involved Keats House's resident poet, had already helped to inform the Culture Mile Learning programme.

RESOLVED, that – the report be received and its contents noted.

5. **QUESTIONS ON MATTERS RELATING TO THE WORK OF THE CONSULTATIVE COMMITTEE**

A Member, representing Keats Community Library (KCL), asked if they could provide the committee with an update on the work of the Library. They informed other Members that the Library had an opportunity to be a 'warm space' for the winter. The Chair asked if there was adequate funding to allow for this, and suggested that the Library investigate the grants offered by City Bridge Trust for institutions offering this service.

The Member representing KCL informed the Committee that there had not been any progress on the maintenance issues they had raised at the previous meeting. They did not understand why nothing had happened.. Officers replied

that discussions were taking place and intervention in regards to certain items were imminent. The implementation of the maintenance programme is not a simple process and the Assistant Director would ask for a plan of action in relation to the issues raised and report to the next committee. The Chair apologised for the time it is taking to resolve matters and offered further help if needed.

The Member representing KCL also informed the Committee that they had concerns over their licence to operate at 10 Keats House. Their licence had expired in April 2020, and since then KCL had paid for usage on a pro rata basis, based on the agreed licence fee. While KCL took comfort from reassurances from the City Corporation about the relationship, they requested more clarity on the progress and reassurances.

Officers explained that the Committee should be aware of the Corporate Charity Review ('the Review') that will review the objectives of the Keats House Charity and make sure they are still fit for purpose in delivering the City Corporation's priorities, and the priorities for the charity. It was important that the KCL licence arrangements do not prejudice the charity's ability to take advantage of the benefits of any changes which may be implemented following the Review. The Review can be an opportunity to improve the relationship with KCL and the Chair emphasised the importance of the relationship between Keats House and Keats Community Library.

In response to a question from a Member, officers confirmed that Keats House insured the whole building, while Keats Community Library was responsible for insuring their possessions, and that this was not affected by the lack of licence.

6. ANY OTHER BUSINESS THAT THE CHAIR CONSIDERS URGENT

There was no other business.

7. DATE AND LOCATION OF THE NEXT MEETING

The Town Clerk informed Members that the 2023 meetings would take place in June and October.

The meeting ended at 4.21 pm

Chairman

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Agenda Item 4

Committee(s): Keats House Consultative Committee	Date(s): 23/06/2023
Subject: Update Report for Keats House Charity, 2022/23	Public
Which outcomes in the City Corporation's Corporate Plan does this proposal aim to impact directly?	2, 3, 4, 5, 7, 9, 10 & 12
Does this proposal require extra revenue and/or capital spending?	No
If so, how much?	N/A
What is the source of Funding?	N/A
Has this Funding Source been agreed with the Chamberlain's Department?	N/A
Report of: Juliemma McLoughlin, Executive Director, Environment Department	For information
Report author: Rob Shakespeare, Principal Curator (Keats House), Environment Department	

Summary

Since 2019, Members have received the Trustees Annual Report on activities at Keats House as the basis for updating your Committee on achievements and progress at the House.

Presented at Appendix 1 for information and discussion is the draft report on activities at Keats House between April 2022 and March 2023.

An update on progress against Keats House Divisional Plan projects is presented at Appendix 2 and the draft Activities Plan for 2023/24 is included at Appendix 3.

Members are asked to note the achievements at Keats House in rebuilding its services and programmes following the pandemic and the extent to which it delivers the objectives of the charity and contributes to Corporate, Departmental and wider outcomes.

Recommendations

It is recommended that:

- Members note Keats House's achievements in 2022/23 (as outlined below and described in more detail at Appendix 1) and how the Divisional Plan projects (Appendix 2) and Activities Plan 2023/24 (Appendix 3) support the priorities, aims and objectives outlined within the Corporate Plan 2018/23 including Annex 2024 and other key Corporate strategies, the Environment Department's primary and supporting aims and objectives, and the objectives of the Keats House Charity.

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 to ensure compliance with the Charities Act 2011. The update included at Appendix 1 forms the basis of the draft report for 2022/23, including activities from April 2022 to March 2023. Due to the timing of this year's meeting cycle, this has already been presented to Members of the Culture, Heritage & Libraries Committee at their meeting on 22 May 2023.
3. As a matter of best practice and as an Accredited Museum, Keats House is required to have a Forward Plan which demonstrates how it plans to meet its stated aims and objectives within the wider strategies and desired outcomes of its governance arrangements. The Corporate Plan and other key strategies, along with the Environment Department's aims and objectives determine the strategic outcomes and objectives for Keats House. The Divisional Plan outlines how these are delivered at Keats House through priority projects over a three-year period and the Activities Plan captures achievements and priorities for the previous and current year. The Keats House Divisional Plan, updated for May 2023, is presented at Appendix 2 and the draft Activities Plan 2023/24 is included as Appendix 3.
4. In addition to rebuilding its core services (opening to the public, delivering formal learning sessions, live events and special projects), Keats House is currently prioritising longer-term projects to enhance physical access to its premises and virtual access to its collections as identified in its Divisional Plan. While we have received planning and listed building consent for access improvements to the grounds and the new visitor entrance, these have yet to be delivered. Proposals for cyclical works projects led by the City Surveyor's team and the new boundary wall are ready to be submitted to London Borough of Camden for planning consent. The new Collections Management System has been procured, and its implementation, development and launch are ongoing priorities for the current year. We are working to progress these major projects in 2023/24.
5. Despite some of the continued difficulties faced in the aftermath of the pandemic, Keats House is rebuilding its core services, growing its income and contributing to a range of Corporate and sector outcomes. It continues to work with internal and external partners to deliver creative and engaging programmes which contribute to Corporate and sector priorities, including access to culture, creative learning, wellbeing and community cohesion.
6. Over the next three years, Keats House has the opportunity to demonstrate how it can realise the potential of the City Corporation's Target Operating Model and any recommendations arising from the Charities and Governance Reviews to

fully recover from the impacts of the COVID-19 pandemic, rebuild and grow its services and audiences and retain its full Museum Accreditation status. This award would validate the work it does to care for and make accessible Keats House and its collections, for the benefit of London and the nation.

Current Position

7. Prior to the COVID-19 pandemic, Keats House was open to the public for 30 hours / week, Wednesday to Sunday, 11am – 5pm.
8. During 2022/23 and pending the implementation of TOM Phase 2 in the Environment Department and eventual recruitment to the approved structure, Keats House has operated a seasonal model as follows: November to March open to the public for 12 hours / week on Thursdays, Fridays and Sundays, 11am – 1pm and 2 – 4pm; and April to October open 20 hours / week with the addition of Wednesdays and extension of the afternoon session until 5pm.
9. School visits, live events and private hires all continued to grow in 2022/23, supporting the rebuilding of our audiences and income streams in the first full year of recovery following the pandemic.
10. In May 2022, we launched our ‘Keats Inspired’ exhibition and associated live events programme, accompanied and promoted by a newly designed visitor guide, themed social media campaign and special displays featuring rarely seen items from our collections. From February 2023, our ‘Young Romantics in the City’ exhibition opened. This partnership project has been funded by Cardiff University with the exhibition, changing displays and events programme being co-curated with Dr Anna Mercer.
11. The overarching themes of our public programming and social media campaigns in 2022/23 were therefore #KeatsInspired and #YoungRomantics, with the two exhibitions driving our changing displays, events programme and digital outputs.
12. During 2022/23, 36 different events were delivered including poetry readings, talks, book launches, family and literary workshops, and two major conferences for the Keats Foundation and Shelley200. A total of 1,192 people participated in our live events programme.
13. Our formal learning programme has recovered strongly following the pandemic, with the number of school sessions returning to two-thirds of pre-pandemic levels and our annual summer school again being delivered as an in-person programme at the house. We have also actively engaged with a number of wider initiatives, including Young City Poets, Poetry versus Colonialism and Culture Mile Learning’s ‘Culturally Speaking’ oracy project, with the aim of widening and diversifying our learning offer. We were pleased to achieve the Learning Outside the Classroom Quality Badge, recognising the safety and quality of our learning provision.
14. Keats House was awarded funding to work in partnership with Keats Community Library and Hampstead School of Art to engage children aged 7 – 11 with The

Wild Escape initiative in the spring of 2023. We are also preparing the content for the launch of our online collections database, planned for autumn 2023, and continuing to review and revise our policies and processes to ensure we are ready for our Museum Accreditation submission, now expected in 2024.

15. The number of private hires has increased but has yet to recover to pre-pandemic levels, with 18 hires realising 40% of the annual income target for hire of facilities in 2022/23.
16. We continue to work with the City Surveyors to schedule works to maintain, preserve and enhance the Grade 1 listed house and garden and the Grade II listed Ten Keats Grove (library building). Works completed in 2022/23 included the repainting of external metalwork at Ten Keats Grove, the redecoration of the Keats House conservatory, and replacement of the east boundary and garden path fences. Works were also completed to resolve a mains water leak at the property.
17. The Principal Curator and City Surveyors also continue to work with Paul Vick Architects and London Borough of Camden's Planning Department to improve security, safety and physical access, while enhancing the appearance of the entire site, which is situated within the Hampstead Conservation Area. The already approved designs for the new pathways, with access lighting are being costed to inform a reapplication to LB Camden's Community Infrastructure Levy (CIL) programme. The related proposal to replace the current dilapidated, wooden boundary fence on Keats Grove with a dual-height brick wall with metal fencing over as previously seen by this Committee, are being prepared for submission to London Borough of Camden for the required approvals to proceed.
18. As well as providing public access and engagement at Keats House, officers are currently working to deliver the priority projects outlined in the Keats House Divisional plan (see Appendix 2) and Activities Plan (Appendix 3).
19. Following the decision by Members of the Culture, Heritage & Libraries Committee at their meeting on 14 November 2022, a draft licence for Keats Community Library to operate from Ten Keats Grove until 31 March 2024 has been issued to their Trustees. In addition, and by mutual agreement, seven additional hours of use, principally on Wednesdays, have been granted by the Principal Curator (Keats House) under the terms of the delegated authority approved by Members of the Culture, Heritage & Libraries Committee at the same meeting.

Proposals

20. Members indicate their continued support for the activities and priorities of Keats House in delivering the Charitable Objectives, as well as contributing to Corporate, Departmental and wider strategic and community outcomes.

Corporate & Strategic Implications

21. The activities, projects and works outlined in this report contribute towards the achievement of the three aims set out in the City of London Corporate Plan

2018-23 including Annex 2024: Contribute to a flourishing society; Support a thriving economy; and Shape outstanding environments.

22. The activities of Keats House are also designed to contribute to the aims and outcomes of the City Corporation's Education, Creative Learning and Skills Strategies.
23. Keats House continues to support the Environment Department to Shape Sustainable Future Environments through its Primary and Supporting Aims and Objectives and contribute to the outcomes identified in the new Natural Environment Division's emerging strategic framework.

Conclusion

24. Keats House is again open to the public and providing its core offer of self-led and guided visits, with formal learning sessions and opportunities for life-long learning and engagement with arts and culture. Though yet to return to pre-pandemic levels, the number of visitors, school sessions, events and private hires delivered are all increasing, supporting the achievement of our intended outcomes, including the achievement of a balanced budget for the charity.
25. The 'Young Romantics in the City' exhibition and events programme for 2023/24 has been launched with supporting events exploring current research themes planned for the summer and autumn / winter programme. Our involvement in the Art Fund's The Wild Escape project and other wider initiatives, will also increase our profile, strengthen partnerships and help diversify our audiences in the year to come.
26. A number of projects designed to increase physical and virtual access to Keats House and its collections which were delayed by the pandemic are now progressing and being prioritised for delivery in 2023/24. The achievement of these will support our application for Museum Accreditation in 2024 and, in the longer-term, deliver a sustainable future for the Keats House Charity, particularly in the lead up to the 100th anniversary of the house opening to the public, which we will celebrate in May 2025.

Appendices

- Appendix 1 – [Draft] Annual Report for Keats House Charity 2022/23
- Appendix 2 – Keats House Divisional Plan 2023-26, May 2023 update
- Appendix 3 – [Draft] Keats House Activities Plan 2023/24.

Rob Shakespeare

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Appendix 1 – [Draft] Annual Report for Keats House Charity 2022/23

Origins and Objectives of the Charity

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's 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 objective 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.

The Trustee has due regard to the Charity Commission's public benefit guidance when setting objectives and planning activities.

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 2018-23 and the Environment Department's Business Plan 2022/23. Our activities also support the City Corporation's Education, Cultural & Creative Learning and Skills Strategies and the Hampstead Heath Management Strategy 2018 - 2028, 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

Keats House aims to support the Environment Department to Shape Sustainable Future Environments through its Primary and Supporting Aims and Objectives, particularly:

- Provide excellent frontline services
- Deliver key strategies (climate action and volunteering)
- Support sustainable growth, vibrancy, heritage and culture
- Provide thriving, biodiverse, relevant spaces
- Financial, Information and Talent Management, Innovation, Engagement & Collaboration and inclusivity.

The contribution which Keats House makes towards these is detailed below.

Achievements and Performance

Achievement against the key priorities for 2022/23:

1. Implement projects and activities identified in the Keats House Divisional Plan and Activities Plan identified for delivery in 2022/23

In April 2022, Keats House was open to the public on Thursdays, Fridays and Sundays, 11am – 1pm and 2 – 4pm. From w/b 2 May this was increased to Wednesdays, Thursdays, Fridays and Sundays, 11am – 1pm and 2 – 5pm.

Our 'Keats Inspired' exhibition opened to the public on 11 May. The exhibition, which was on display until 5 February 2023, looked at the individuals and movements which influenced Keats to become a poet and how he and the other Romantic poets inspired art and culture through to the present day. From July, the exhibition was enhanced by new displays in Keats's and Charles Brown's parlours, celebrating the lives and afterlives of Percy and Mary Shelley. A number of rarely seen items from our collections, including the previously unseen manuscript of 'The Heir of Mondolfo' by Mary Shelley, were put on display with support from our colleagues at London Metropolitan Archives (LMA), with whom we work closely to care for and research our

collections and make them accessible, both physically and intellectually and in person and online.

In February 2023, the 'Young Romantics in the City' exhibition opened to the public. This externally funded partnership project with Cardiff University looks at the diversity of writers and writing in the Romantic period and seeks to reposition them as young, radical, metropolitan and collaborative creatives. The exhibition has been co-curated by Dr. Anna Mercer and Keats House officers and includes an events programming exploring the key themes of politics, class, gender and race. The exhibition and events programme will continue through to February 2024.

Keats House delivered 36 different events in 2022/23, including poetry readings, talks, book launches, family and literary workshops, as well as two major conferences. In total 1,192 people attended in person, with highlights including: a flower-pressing workshop by former artist in residence Elaine Duigenan for London Craft Week; the return after a two-year hiatus of the Keats Foundation Conference; a performance of Keats's and Shelley's work by actor Julian Sands; a special two-day conference on the bicentenary of Shelley's death, organised in partnership with the British Association of Romantic Studies; a two-day 'Poetry and Nature' creative writing workshop delivered by City Lit; and book launches in partnership with Arachne Press, who celebrated ten years of independent publishing in 2022. Highlights of the autumn programme included London Open House Festival, when 237 people attended on Sunday 11 September and one of the performances for Saudha Bangla Music Festival in November. Our annual event for The Eve of St Agnes with the Keats Foundation in January featured the final appearance of Matthew Coulton in the role of Keats, although the character will be re-booted as part of our #YoungRomantics programme in 2023, along with a number of newly developed characters.

As well as our own programme, Keats House officers supported the work of partner and stakeholder organisations, through a number of projects and initiatives, including: four events in Keats House garden for Hampstead Summer Festival 2022; the loan of four artworks for display in Guildhall Art Gallery's 'Inspired' exhibition; and working with colleagues at LMA to display their 'Green City' outdoor exhibition at Hampstead Heath in August and Epping Forest in September.

Social media continues to be an important method of engaging audiences with our collections and promoting events. As at March 2023, Keats House had 6,958 followers on Twitter (+3% on March 2022), 4,159 on Facebook (+3%), and 3,458 on Instagram (+25%). Our social media posts, including the project to publish online the Fanny Brawn to Fanny Keats letters on the 200th anniversary of them being written, regularly attract positive social media activity and engagement in the form of likes, shares and re-posts.

Delivering poetry and creative writing sessions for schools is a core part of our work, supporting teachers and students in formal education as well as contributing to a number of strategic outcomes. Despite the backdrop of

continued COVID outbreaks and strike action in schools, our part-time learning officer delivered 38 taught sessions, to primary and secondary school groups and one university group, with a total of 791 students, plus a further 107 accompanying adults, taking part. An online professional development session was delivered to a further 10 teachers.

We continued to work with our Techne partner organisation Roehampton University to deliver a 'Keats and the Classics' session aimed at students with Special Education Needs and Disability (SEND). The session, run over a full day in June with a small group from New River College, was very successful, and we hope to arrange similar events in the future. In July, the eleventh Keats House Creative Writing summer school took place in person at Keats House, with workshops by Daljit Nagra and novelist Louise Carey. 29 students from 7 London secondary schools took part, leading to a total of 98 instances of engagement over the four days. The week produced some very strong writing, which was collated in an anthology and distributed back to the participating schools and students.

We also collaborated with Culture Mile Learning initiatives such as 'Poetry Versus Colonialism' to explore and reveal the, often hidden, histories of objects in the house, and piloted Culture Mile Learning's 'Culturally Speaking' oracy project in partnership with Speakers Trust. Both of these initiatives help us to diversify the creative learning and social outcomes we support and engage us with schools, teachers and learners who may not otherwise visit the house.

A dedicated core team of volunteers continue their enthusiastic support for Keats House through two main programmes: volunteer tours for visitors to Keats House, which take place on most afternoons we are open to the public; and support for our live events programme, principally through 'Afternoon Poems', free themed poetry readings on the second Sunday of most months. In addition, one under-graduate volunteer gave most of her summer vacation to volunteering front of house, welcoming visitors to the house, and volunteers assisted with the delivery of several events, including Open House Festival. In total, 15 individuals have provided over 638 hours of their time to support activities at Keats House in 2022/23. As always, we would like to acknowledge and thank all our volunteers for their continued support for the Charity and its activities, especially in light of the impact of the pandemic on their own lives.

Keats House continue to work with Roehampton University to support a doctoral research student to work with the collections held at Keats House and London Metropolitan Archives. This programme, which commenced in October 2020, is funded through the Techne Doctoral Training Programme through to 2024, resulting in new insights and interpretations of our collections. At this stage in their research, regular access to our collections at LMA is a necessary requirement and the active support of our colleagues at LMA has been instrumental in facilitating this.

In 2022/23, Keats House opened to the public on 172 days, with a total of

5,149 recorded visits to the house during that period. For comparison, 11,755 people visited Keats House in 2019/20 and 2,575 in 2021/22. The number of people visiting Keats House has therefore doubled on the previous year, when restrictions were still partly in place, but remains at only 44% of pre-pandemic levels.

Income from admissions, shop sales and private hires has risen along with the increase in numbers visiting the house and booking in-person events. It has not yet been possible to achieve the levels of income previously derived from admissions, shop sales, events hires or events prior to the pandemic, although it is anticipated that a full recovery will be achieved by 2024/25.

As a condition of the premises licence for 10 Keats Grove, Keats House Consultative Committee receive a twice-yearly report of licensable events held at the House, to ensure that the operating schedule and conditions are being upheld. To report that no activities involving the sale of alcohol have taken place to date in 2022/23 under Keats House's premises licence. As referred to above, four events were delivered from the premises for Hampstead Summer Festival which involved the sale of alcohol and other licensable activities under TENs obtained by the organisers. Complimentary drinks were also served at a small number of private events, including the two conferences referred to above and music was performed at one event in November. Although these did not involve the sale of alcohol they are reported here for completeness. The Premises Licence for 10 Keats Grove was renewed for the period to 11 September 2023 at a cost of £180.00.

2. Deliver maintenance and access improvement projects at Keats House

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. As a result, a number of projects have subsequently been completed and prioritised to ensure Keats House and Ten Keats Grove can continue to be accessed and enjoyed by future generations.

The London Borough of Camden's Planning Department determined in favour of the proposals as submitted to improve physical access to the premises through new pathways, subtle, ground-level lighting to pathways for safety reasons. The intention is for these works to be funded by the London Borough of Camden's Community Infrastructure Levy grants programme and are currently being costed by the City Surveyor's Department to inform a reapplication for funding from that source.

While planning and listed building consent have already been granted for the proposed new visitor entrance, the cost and timescale for this to be completed has yet to be agreed with City Surveyors. Funding for this project has been identified from the Charitable Reserves as a Keats200 legacy project. Proposals to replace the aged, wooden boundary fence to the front of the property are being finalised for submission to the London Borough of Camden

to obtain the required planning and listed building consents.

City Surveyors were able to complete a number of planned preventative maintenance priorities, including the repainting of the exterior metalwork and entrance gate to Ten Keats Grove and Keats Community Library, the replacement of fences on the east boundary and internal entrance path and the repainting of the Keats House conservatory. A leaking mains water pipe to Ten Keats Grove has now been resolved. Keats House staff, City Surveyors and Paul Vick Architects have drawn up plans for new fire and intruder alarm systems for both buildings and an upgraded CCTV system for Keats House, which will be submitted for the required consents and prioritised for completion in 2023/24.

The gardens, which form an integral and much-loved aspect of the heritage site, continue to be maintained by a dedicated team of 'Heath Hands' volunteers working with officers from the Golders Hill Park team. The black mulberry tree was one of 70 ancient trees and 70 woodlands dedicated to The Queen's Green Canopy, with a plaque installed to mark this occasion.

3. Develop a three-year Management Plan for Keats House, to ensure the future sustainability of the Keats House Charity and its operating model

The Divisional Plan has been updated to outline our work programmes and priorities over the next three years. A draft Activities Plan for 2023/24 will be presented to the City Corporation's Keats House Consultative Committee and Culture, Heritage & Libraries Committee in summer. The development of a detailed three to five-year forward plan for Keats House, which is required as part of the City Corporation's documentation framework and for our Museum Accreditation return will follow the implementation of the City Corporation's Target Operating Model. This will be submitted to Members as our Trustees for consultation and approval, before being presented as part of our Museum Accreditation return, now expected in 2024.

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.

Plans for Future Periods

The overarching priorities which will guide all of our objectives and activities from April 2023 are:

- Implement projects and activities identified in the Keats House Divisional Plan and Activities Plan for delivery in 2023/24 onwards
- Deliver maintenance and access improvement projects at Keats House
- Develop a three to five-year Management Plan for Keats House, to ensure the future sustainability of the Keats House Charity and its operating model.

KPIs for 2022/23 [2021/22 outturn data for benchmarking.]

1. **To increase visitor numbers to Keats House.** 5,149 [2021/22 end of year outturn = 2,575.]
2. **Improve Visit England Annual Quality Attraction Assessment Scheme score at Keats House.** 2022/23 data not available. This scheme will be renewed in summer / autumn 2023 to inform our improvement plan and actions. [2019/20 score: 82%]
3. **Achieve budgeted income and expenditure targets for Keats House Charity.** Despite reduced income levels continuing in 2022/23 with c.65% achieved, the net budget position was met at year end through reduced expenditure, particularly on staff costs. This resulted in a net c.£19k increase in the Keats House Charity Reserve, which included c.£10k grant funding for activities in 2023/24.

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Keats House Divisional Plan 2023-26 (May 2023 update)

Ref	Project Project Details	Key Dates	HH Management Strategy Outcomes	Corporate Plan Outcomes	Notes on progress
KH1	<p>COVID-19 Impact Recovery Programme Continuous review ongoing during post-pandemic recovery period, particular focus on opening hours, event programming, visitor numbers and engagement, and income from all sources.</p>	<p>April '23; October '23; April '24.</p>	<p>Outcome A Priority 2 & 3 Outcome B Priority 4 Outcome D Priority 9</p>	<p>Contribute to a flourishing Society Support a thriving economy</p>	<ul style="list-style-type: none"> • New ways of pre-booking and cashless payments retained as offer efficiencies and savings. • Increase in visitor numbers, admissions and sales income and events and private hire offer compared to 2021/22, though remaining below pre-pandemic levels. • Reductions in staff costs and some operating costs continue to offset reduced income from admissions, sales and private hire during COVID-19 recovery. • Implementation of TOM Phase 2 (spring / summer 2023) is opportunity to realign budgets and services.

Keats House Divisional Plan 2023-26 (May 2023 update)

Ref	Project Project Details	Key Dates	HH Management Strategy Outcomes	Corporate Plan Outcomes	Notes on progress
KH2	Deliver Efficiencies and Savings Identify customer service priorities and efficiencies to deliver savings required.	Quarterly monitoring: July, October 2023 and January, April '24.	Outcome A Priority 3 Outcome D Priority 10	Contribute to a flourishing society Support a thriving economy	<ul style="list-style-type: none"> • Reductions in expenditure achieved to meet efficiency savings required and reduction in income. • Charitable Reserves, donations and external funding streams identified for delivery of priority projects and activities.
KH3	Support Implementation of the Target Operating Model Review operational arrangements to align with the Target Operating Model / Review the business and operating model of Keats House and Ten Keats Grove to ensure sustainability for period 2021-25.	April – May 2023; September 2023.	Outcome A Priority 3 Outcome D Priority 10	Contribute to a flourishing society Support a thriving economy Shape outstanding environments	<ul style="list-style-type: none"> • Environment Department have implemented TOM Phase 1, resulting in creation of Natural Environment Division. • TOM Phase 2, which includes Keats House, consultation completed and revised proposals issued for implementation in spring / summer 2023. • Recruitment to new / vacant roles to be prioritised for spring / summer 2023.

Keats House Divisional Plan 2023-26 (May 2023 update)

Ref	Project Project Details	Key Dates	HH Management Strategy Outcomes	Corporate Plan Outcomes	Notes on progress
KH4	<p>Develop our Workforce Deliver a range of initiatives to ensure the health, well-being, learning and development of our workforce.</p>	<p>PDA processes in April / May and September / October, plus ongoing through 121s and TOM implementation.</p>	<p>Outcome C Priority 5 & 6</p> <p>Outcome D Priority 7 & 10</p>	<p>Contribute to a flourishing society</p> <p>Support a thriving economy</p>	<ul style="list-style-type: none"> • End of year reviews complete by May. • 2023/24 targets set by May 2023 and mid-year conversations to be completed in October. • Recruitment to vacant and new roles in Keats House team prioritised for spring / summer 2023. • Mandatory and professional development training needs to be reviewed and supported, especially where linked to revised / new roles arising from TOM Phase 2.

Keats House Divisional Plan 2023-26 (May 2023 update)

Ref	Project Project Details	Key Dates	HH Management Strategy Outcomes	Corporate Plan Outcomes	Notes on progress
KH5	<p>Develop Management Plan and policy framework for Keats House Museum Management Conservation Plan for Keats House; Risk Management and Disaster Plan; Collections Development Plan; Collections Documentation Plan; Audience Development Plan; Marketing and Fundraising Plan.</p>	<p>Divisional Plan 2023-26 and Activities Plan, 2023/24 updates, to KHCC / CHLC in spring / summer 2023. Policies to support Accreditation for approval by CHL, prior to Accreditation submission expected in 2024.</p>	<p>Outcome A Priority 2 & 3</p> <p>Outcome B Priority 4</p> <p>Outcome C Priority 5 & 6</p> <p>Outcome D Priority 10</p>	<p>Contribute to a flourishing society</p> <p>Support a thriving economy</p> <p>Shape outstanding environments</p>	<ul style="list-style-type: none"> • End and mid-year update on achievements at Keats House prepared for Keats House Consultative and Culture, Heritage & Libraries Committees. • Keats House Collections Development Policy approved by CHL on 14/11/22. • Awaiting formal invitation from ACE to resubmit an Accreditation return, now expected for 2024. • Required policies / plans to be placed on forward plan for CHL Committee meetings in 2023/24.

Keats House Divisional Plan 2023-26 (May 2023 update)

Ref	Project Project Details	Key Dates	HH Management Strategy Outcomes	Corporate Plan Outcomes	Notes on progress
KH6	<p>Capital Projects to improve access Deliver access improvements to Keats House garden and progress enhancements to Keats House visitor entrance and boundary.</p>	<p>Refresh quotes for approved works and identify funding, spring 2023. Submit proposals for replacement of front boundary in spring / summer 2023. Completion of garden works as approved by March 2024. New visitor entrance and front boundary delivered in 2024/25.</p>	<p>Outcome A Priority 2 & 3</p> <p>Outcome B Priority 4</p> <p>Outcome D Priority 9</p>	<p>Contribute to a flourishing society</p> <p>Shape outstanding environments</p>	<ul style="list-style-type: none"> • Package of works for garden works sent to City Surveyors for costing. • Application for LB Camden CIL funding to deliver garden works pending above. • Proposals for the replacement of front boundary have been updated following stakeholder consultation via local meetings / KHCC and CHL in spring / summer 2022 and are in process of being prepared for submission to LB Camden for required consents.

Keats House Divisional Plan 2023-26 (May 2023 update)

Ref	Project Project Details	Key Dates	HH Management Strategy Outcomes	Corporate Plan Outcomes	Notes on progress
KH7	Deliver online public access database of the Keats House collections	Import records and test from April 2023, with public launch by March 2024. Population of database and enhancement of records and public access ongoing 2022-2025.	Outcome A Priority 3 Outcome C Priority 5 & 6 Outcome D Priority 7 & 9	Contribute to a flourishing society Support a thriving economy	<ul style="list-style-type: none"> • Preparatory work to audit and cleanse existing collections data / records / assets completed. • Procurement of CollectionsIndex+ and kickstart meeting with the supplier completed. Test data imports completed and revised project timetable agreed. • Implementation of CollectionsIndex+ data testing and staff training planned for summer / autumn 2023, prior to public launch by March 2024.

Keats House Divisional Plan 2023-26 (May 2023 update)

Ref	Project Project Details	Key Dates	HH Management Strategy Outcomes	Corporate Plan Outcomes	Notes on progress
KH8	<p>Deliver Keats200 legacy and 100th Anniversary of Keats House Charity projects, including: digitisation of collections, partnership research projects and public engagement projects.</p>	<p>Ongoing from April 2022 – 2025.</p>	<p>Outcome A Priority 3</p> <p>Outcome B Priority 4</p> <p>Outcome C Priority 5 & 6</p> <p>Outcome D Priority 7 & 9</p>	<p>Contribute to a flourishing society</p> <p>Support a thriving economy</p>	<ul style="list-style-type: none"> • Fanny Brawne to Fanny Keats letters project ongoing, with all letters published online to date; • TECHNE funded research project in partnership with Roehampton University ongoing; • ‘Young Romantics in the City’ exhibition launched and events programme ongoing for 2023, supported with funding from Cardiff University. • Funding for ‘The Wild Escape’ initiative secured and events delivered for Earth Day. • Research into history of house and formation of Keats House Charity ongoing to inform exhibition themes for 2024 and 2025; • Other developmental projects, including Education Strategy Unit priorities, to be determined.

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YOUNG Romantics in the CITY



KEATS!

John Keats (1795–1821)

'But this is human life: the war, the deeds,
The disappointment, the anxiety,
Imagination's struggles, far and nigh,
All human'



SHELLEY!

Mary Shelley (1797–1851)

'Beware; for I am fearless,
and therefore powerful'

HUNT!

Leigh Hunt (1784–1859)

'The same people who can
deny others everything
are famous for refusing
themselves nothing'



COLERIDGE

Samuel Taylor Coleridge (1772–1834)

'But oh! each visitation
Suspends what nature gave me at my birth,
My shaping spirit of Imagination'



COLERIDGE!

Sara Coleridge (1802–1852)

'Yet Hope still lives and oft, to objects fair
In prospect pointing, bids me still pursue
My humble tasks'



AUSTEN

Jane Austen (1775–1817)

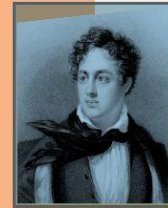
'Men have had every
advantage of us in telling
their own story. Education
has been theirs in so much
higher a degree; the pen
has been in their hands.
I will not allow books to
prove any thing'



'There was a mighty
ferment in the heads of
statesmen and poets, kin
and people. According to
the prevailing notions, a
was to be natural and ne

HAZLITT!

William Hazlitt (1778–1830)



BYRON

George Gordon Byron,
Lord Byron (1788–1824)



WHEATLEY PETERS

Phillis Wheatley Peters
(1753–1784)

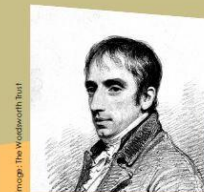
'While an intrinsic ardor prompts to write,
The muses promise to assist my pen'



'It is, however, the true spirit
of philosophy to draw from
the evil which cannot be
remedied all the good of
which in its tendency it is
susceptible'

MORGAN

Sydney Owenson, Lady Morgan
(1781?–1859)



WORDSWORTH

William Wordsworth (1770–1850)

'Bliss was it in that dawn to be alive,
But to be young was very Heaven!'



ANON

Anon (???? – ????)

'my heart seemed
to be thrown back
upon itself, and
I felt that I was
entering into a
world of strange

'The Woman of Colour',
anonymous, 1808

Image: A selection of the diversity of writers included in the 'Young Romantics in the City' exhibition at Keats House until February 2024, developed in partnership with Cardiff University.



Keats House is provided by the City of London Corporation as part of its contribution to the cultural life of London and the nation

Keats House Charity

Activities Plan 2023/24

The origins of Keats House Charity date back to the 1920s, when a public appeal raised the money to acquire the house and collections for the public. The charity was registered in March 1996 (no. 1053381) and, since 1 January 1997, has been provided by the City of London Corporation as part of its contribution to the cultural life of London and the nation.

The object of the Keats House 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.’

About Keats House today

Keats House is a Grade I listed Regency villa, which was built between 1814 and 1816. It is open to the public as an Accredited Museum (no. 097) and delivers a programme of exhibitions and events, provides formal and informal learning opportunities for all ages and abilities, as well as supporting volunteer, work, creative, and research placements.

The garden is closely linked to the history of the site and today is an important part of the visitor offer.

Also within the grounds of the property at 10 Keats Grove, stands a Grade II listed building known as Ten Keats Grove. This was first built as the Keats House Museum and Heath Library, which opened in 1931. Today, it functions as a volunteer run library operated by Keats Community Library (registered charity number 1146702), which is registered as an Asset of Community Value by the London Borough of Camden. The Nightingale Room within Ten Keats Grove acts as an events and private hire space managed by Keats House, including its use by KCL as a Children’s library and for their own fundraising events.

In 2023/24, Keats House will rebuild and reconfigure its services to ensure it remains accessible, relevant and sustainable following the COVID-19 pandemic and recovery period, which will continue to affect the cultural and tourism sectors for some years.

Following the successful delivery of the #Keats200 bicentenary programme from 2018 – 2021, the period 2023 to 2026 will see Keats House: reveal the lives of people connected with Wentworth Place after Keats’s death, including Fanny Brawne and Fanny Keats; support the wider Romanticism 200th anniversaries; reapply for Museum Accreditation; and celebrate the centenary of the opening of the house to the public in May 1925.

Despite the ongoing impacts of the COVID-19 pandemic, this is an exciting opportunity to re-evaluate the significance of Keats and the Romantic poets generally, the ways in which their legacies were preserved, created and reinterpreted, as well as the ongoing significance of these individuals and their poetry to our lives today.

Our achievements in 2022/23

Between April 2022 and March 2023, we:

- **Delivered the 'Keats Inspired' exhibition, events programme and social media**, exploring the influences on Keats and the enduring legacy of his life and works.
- With London Metropolitan Archives, **devised three new object displays, showcasing rarely seen items in our collections**, including a manuscript letter by Percy Shelley and Mary Shelley's manuscript of 'The Heir of Mondolfo' for #Shelley200.
- **Delivered 36 different events**, including poetry readings, talks, book launches, family and literary workshops, and two major conferences for the Keats Foundation and Shelley200, **attended by 1,192 people**.
- Devised and **delivered Summer School at Keats House, engaging 29 young people aged 16 -19 from seven different schools** in four days of creative writing.
- **Supported the learning of 791 students and 107 teachers / assistants from 35 different primary and secondary schools** through 38 taught sessions at Keats House.
- **Achieved Learning Outside the Classroom's Quality Badge**, recognising the safety and quality of the learning offer at Keats House.
- **Diversified our learning offer through continued collaborations with key partners** including Poetry Versus Colonialism, Culture Mile Learning, London Metropolitan Archives and Roehampton University, including two new sessions: 'Keats and the Classics' and 'Culturally Speaking'.
- **Secured funding from and worked with Cardiff University to develop the 'Young Romantics in the City' exhibition**, which opened to the public in Feb '23, until 2024.
- **Supported four major events for Hampstead Summer Festival**, raising funds for two local charities: Keats Community Library and Hampstead School of Art.
- **Supported 638 hours of volunteering by 15 individuals**, who delivered tours and poetry readings for our visitors, as well as helping with front of house and events.
- **Opened Keats House** to the public on 172 days **receiving 5,149 visits in person between April '22 and March '23**.
- **Purchased a Collections Management System – ContentIndex+ –** and began work to clean and import our collections catalogue records.
- **Continued to grow and improve our online engagement**, including a refreshed web presence and the publishing online of seven letters from Fanny Brawne to Fanny Keats, which were also displayed in the house.
- **Worked with City Surveyor's to maintain the conservatory** and replace boundary and garden fences.

Thank you to everyone who contributed to our activities and outcomes during the year. Your creativity, time and commitment has helped Keats House Charity continue to recover from the impacts of the COVID-19 pandemic and deliver a creative and engaging programme for its visitors from London and around the world.

Our governance and strategic context

Keats House operates as a registered charity (no. 1053381) with the City of London Corporation as its sole Trustee. It is managed within the City Corporation's Environment Department and reports to the Cultural, Heritage & Libraries Management Committee. The Keats House Consultative Committee, which acts as an advisory body, meets twice a year and includes representatives from the City Corporation and local community / sector stakeholder groups.

Our activities are developed within the framework of the City Corporation's Corporate Plan and the Environment Department's five-year plan. From 2023, Keats House will be managed within the new Culture & Projects Section of the Natural Environment Division. We also support key City Corporation strategies, including for Education, Skills, Cultural & Creative Learning and the Natural Environment, as well as contribute to a wide range of heritage initiatives, led by organisations such as Arts Council England and the National Lottery Heritage Fund.

The City of London Corporation's aims are stated in the Corporate Plan 2018 – 23:

We aim to...

- Shape outstanding environments
- Contribute to a flourishing society
- Support a thriving economy.

Keats House aims to support the Environment Department to **Shape Sustainable Future Environments** through its Primary and Supporting Aims and Objectives, particularly:

- Provide excellent frontline services
- Deliver key strategies (climate action and volunteering)
- Support sustainable growth, vibrancy, heritage and culture
- Provide thriving, biodiverse, relevant spaces
- Financial, Information and Talent Management, Innovation, Engagement & Collaboration and inclusivity.

The main objectives of Keats House Charity in 2023/24 are to:

- **Implement projects and activities identified in the Keats House Divisional Plan and Activities Plan for delivery in 2023/24.**
- **Deliver maintenance and access improvement projects at Keats House**
- **Develop a five-year Improvement Plan for Keats House, to ensure the future sustainability of the Keats House Charity and its operating model.**

The resources we have to deliver our objectives in 2023/24 include:

Staff based at Keats House reporting to the Head of Heritage & Museums:

Keats House Supervisor – Ken Page (1fte)

Interpretation Officer (Programming) – Amy Burgess (0.5fte)

Interpretation Officer (Learning) – Linda Carey (0.43fte)

Visitor Services Officer – Alison Lister (0.4fte) and vacant (0.6fte) to be recruited to in '23.

From October 2020 through to 2024, Keats House is working with Roehampton University to provide a doctoral training placement for Phoebe Lambdon. Funded by Techne Doctoral Training Partnership, this will lead to new research and interpretations of our collections.

We also provide, and benefit from, volunteer opportunities in five main roles: front of house; tour guides; poetry ambassadors; collections care; and event support. Approximately 15 individuals give their time and experience to support our work throughout the year.

Financial:

In 2023/24, the City Corporation will deficit fund Keats House through its City's Cash Fund as follows:

Category:	Annual budget:	Description:
Staff costs:	£245k	Officer salary and on-costs, inc. training.
Revenue costs:	£52k	To pay for the running costs of the premises and our programmes.
Income target:	-£110k	Generated through admissions, shop sales, private hire, events & learning programmes and licences.
Net budget:	£187k*	* In 2023/24 spend may exceed this amount to fund Keats200 legacy projects and other priorities from the Charity's Reserves / grants received.
Other costs covered:	£113k	Support services / maintenance works.

Between April 2023 and March 2024, we plan to:

Contribute to a flourishing society

- Deliver the #YoungRomantics in the City events programme, including talks, live interpretation, creative workshops and special events.
- Continue to support formal learning in primary, secondary and higher education institutions, by providing taught sessions at Keats House and Summer School 2023.
- Support Cultural & Creative Learning partnerships, specifically the Culturally Speaking and Poetry Versus Colonialism programmes, to actively engage with schools with a high pupil premium.
- Contribute to the Folio400 celebrations at Keats House and Guildhall, in autumn '23.
- Develop and deliver a new exhibition for February 2024, exploring the hidden histories of the house and its inhabitants between the 1820s and 1920s.
- Deliver The Wild Escape project in partnership with Hampstead School of Art and Keats Community Library, with funding from the Art Fund.
- Work with strategic partners, North London Open Spaces and local community stakeholders to deliver cultural events, including the Keats Bicentenary Conference 2023 and events for Hampstead Summer Festival 2022.

Support a thriving economy

- Work with our governing body and all stakeholders to develop a sustainable and deliverable Improvement Plan for the period 2024 – 29.
- Review and develop our policy framework to support applications for Museum Accreditation, a recognised learning quality award and Visit England's Quality Assured Visitor Attraction Scheme.
- Review and develop our retail offer and income streams, including private hires, creative project grants and charitable donations.
- Continue to support, develop and diversify our workforce by providing a range of paid and volunteer opportunities, including for young people aged 16 - 18.

Shape outstanding environments

- Make our collections more accessible by launching our new collections management database, including an online, searchable catalogue.
- Continue to work with our major partners (London Metropolitan Archives, the Keats Foundation, K-SMA, KSAA, The Poetry Society, Roehampton University / Techne, Poetry Versus Colonialism and Keats Community Library) and establish new partnerships, to enrich and diversify our cultural offer.
- Support City Surveyor's to deliver the project to improve access in the garden of 10 Keats Grove, with funding from LB Camden's Community Infrastructure Levy.
- Work with North London Open Spaces & Heath Hands volunteers to further enhance the garden at 10 Keats Grove.

To find out more and follow our progress visit:

www.cityoflondon.gov.uk/keats



keatshouse



keatshousemuseum