



Keats House Consultative Committee

Date: TUESDAY, 18 SEPTEMBER 2012

Time: 1.45pm

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

Members: John Scott, (Ex-Officio) (Chairman)
Vivienne Littlechild, (Ex-Officio) (Deputy Chairman)
Deputy Dennis Cotgrove, Representative of the Culture, Heritage and Libraries Committee
Deputy Michael Welbank, Representative of the Culture, Heritage and Libraries Committee
Barbara Newman, Representative of the Hampstead Heath, Highgate Wood and Queen's Park Committee
Nigel Steward, Heath and Hampstead Society
Jim Burge, Heath Hurst Road Residents' Association
Diana Gore, Keats Grove Residents' Association

Lee Montague, Friends of Heath Library
Claire Palmer, South End Green Association
Martin Humphery, Hampstead Conservation Area Advisory Committee
Dr Sally Brown, Keats-Shelley Memorial Association
Jean Haynes, Friends of Keats House
Susan Kirby, Friends of Keats House
Marian Jolowicz, Friends of Keats House
Dr Hillas Smith, Friends of Keats House

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Lunch will be served in Guildhall Club at 1PM

John Barradell
Town Clerk and Chief Executive

AGENDA

Part 1 - Public Agenda

1. **APOLOGIES**
2. **DECLARATIONS BY MEMBERS OF ANY PERSONAL AND PREJUDICIAL INTEREST IN RESPECT OF ITEMS ON THIS AGENDA**
3. **MINUTES**
To agree the minutes of the last meeting held on 7 February 2012.
For Decision
(Pages 1 - 4)
4. **KEATS HOUSE EVENTS, EDUCATION AND COMMUNITY PROGRAMME**
Report of the Director of Culture, Heritage and Libraries.
For Information
(Pages 5 - 8)
5. **TEN KEATS GROVE**
Report of the Director of Culture, Heritage and Libraries.
For Information
(Pages 9 - 10)
6. **KEATS FOUNDATION**
Report of the Director of Culture, Heritage and Libraries.
For Information
(Pages 11 - 12)
7. **QUESTIONS**
8. **ANY OTHER BUSINESS**
9. **DATE OF THE NEXT MEETING**

KEATS HOUSE CONSULTATIVE COMMITTEE

TUESDAY 7 FEBRUARY 2012

MINUTES OF THE MEETING OF THE KEATS HOUSE CONSULTATIVE COMMITTEE HELD AT KEATS HOUSE, KEATS GROVE, LONDON NW3 ON TUESDAY, 7 FEBRUARY 2012 AT 11:30 AM.

Present

Members

John Scott (Chairman) (Ex-officio)

Vivienne Littlechild (Deputy Chairman) (Ex-officio)

Deputy Michael Welbank – representative of the Culture, Heritage and Libraries Committee

Barbara Newman – representative of the Hampstead Heath, Highgate Wood and Queen's Park Committee

Nigel Steward - Heath and Hampstead Society

Lee Montague - Friends of Heath Library

Susan Kirby)

Dr Hillas Smith) Friends of Keats House

Jean Haynes)

Officers:

Jacky Compton

- Town Clerk's Department

Dr Deborah Jenkins

- Culture, Heritage and Libraries Department

Geoff Pick

- Culture, Heritage and Libraries Department

Mick Scott

- Culture, Heritage and Libraries Department

1. APOLOGIES

Apologies for absence were received from Deputy Dennis Cotgrove, Diana Gore, Dr Sally Brown and Marian Jolowicz.

2. DECLARATIONS BY MEMBERS OF PERSONAL OR PREJUDICIAL INTERESTS IN RESPECT OF ITEMS TO BE CONSIDERED AT THIS MEETING

There were no declarations.

3. MINUTES

The public minutes of the meeting held on 1 November 2011 were approved.

MATTERS ARISING

Oil Store, Garden of Keats House – The Director of Culture, Heritage and Libraries stated that the City Surveyor had managed to obtain access to neighbouring properties to inspect the wall. The Director stated that the oil store would be made safe and hidden behind some trellis.

John Keats Rose – The Director of Culture, Heritage and Libraries stated that he would need to obtain further information from, among others, the Friends of Keats House and report back to the Committee in due course.

4. KEATS HOUSE EVENTS, EDUCATION AND COMMUNITY PROGRAMME

The Committee received a report of the Director of Culture, Heritage and Libraries relative to the progress since the last meeting in November 2011 in delivering Objective 1 of the Keats House Business Plan.

The Director referred to the various matters within the report and, in particular, discussed the level of visitor usages to the website, school visitors and the World Book Day event scheduled for March.

RECEIVED.

5. KEATS FOUNDATION

The Committee received a report of the Director of Culture, Heritage and Libraries relative to the progress since the last meeting in November 2011 in delivering Objective 2 of the Keats House Business Plan.

The Director stated that the key development since the last meeting had been that, following discussions between the Foundation and the Friends of Keats House, the Friends have agreed to join forces with the Foundation and wind up their own organisation.

RECEIVED.

6. KEATS LETTER

The Committee received a report of the Director of Culture, Heritage and Libraries summarising progress since the last meeting in November 2011 in delivering Objective 3 of the Keats House Business Plan.

In answer a question, the Director stated that the Keats Letter was currently stored at LMA for safe keeping and that periodically in the future it would return to Keats House for display.

7. HEATH LIBRARY

The Committee received a report of the Director of Culture, Heritage and Libraries updating the Committee on the position with regard to the Heath Library.

The Director stated that formal notice from Camden had been received that it intends to cease running a public library from the site and to surrender the lease in April 2012 and returning full responsibility for the site to Keats House Charity.

RECEIVED.

8. KEATS HOUSE BUSINESS PLAN 2012-13

The Committee received a report of the Director of Culture, Heritage and Libraries relative to the Keats House Business Plan for 2012/13.

RECEIVED.

9. HERITAGE SERVICES DIRECTOR'S UPDATE

The Heritage Services Director gave an update on the following:

Press and publicity – the Director stated that in a recent article in Time Out magazine Keats House was rated in the top three most romantic places in London to visit on Valentine's Day. It was also rated by the National Metro chain of newspapers as one of the five best literary houses in the world to visit.

Poet in Residence – The Director stated that this would be John Hegley for 2012.

10. QUESTIONS

There were no questions.

11. ANY OTHER BUSINESS

There were no other items of business.

12. DATE OF NEXT MEETING

Members were reminded that the next meeting would take place at 1.45pm on Tuesday 18 September 2012 at Guildhall.

The meeting closed at 12.40pm

CHAIRMAN

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Agenda Item 4

Committee(s): Keats House Consultative Committee	Date(s): 18 September 2012
Subject: Keats House events, education and community programme (KHCC 2012-06)	Public
Report of: The Director of Culture, Heritage and Libraries	For Information

Summary

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

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

The Keats Festival was expanded this year and included more events over a wider range of interests than previously. John Hegley has been a very engaged poet in residence and has contributed several enjoyable and intriguing sessions already.

(b) Indicator 1 - The number of usages of Keats House, comprising personal and group visits, school visits, remote enquiries and online contacts. The target is 220,000 aggregate usages

The overall figure for usages during April to August (101,999, with two areas to be added) includes for the first time web and social media data and is well ahead of target, although it should be noted that actual visits to the house have been significantly lower than for the same period in 2011. The Olympics has been an important factor and similar drops have been recorded in other museums in London.

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

Recommendation

It is recommended that this report is received.

Main Report

Current position

1. The third annual Keats Festival took place between Saturday 2 June and Sunday 10 June and was launched by the 2012 Poet in Residence John Hegley, who chose the overall theme 'Happy is England: fair attitude and fine excess'. Over 40 events were staged in a programme of poetry, music, theatre and workshops, many for the whole family. Highlights included a Bank Holiday performance of the Arthurian play *The Sword in the Stone* by the Cambridge Theatre Group, the appearance of a 13ft high mechanical dragon named George, performances by the poets Jackie Kay, Rommi Smith and John Hegley himself and a workshop for young poets led by the youth group SLAMBassadors who have emerged from the most prestigious and longest running youth poetry 'slam' in the UK, organised by the Poetry Society.
2. The Festival also saw the launch of the poetry anthology *Sweet Beats for Keats*. One of the most important legacy projects from each of the Festivals and the poet residencies has been the production of an anthology of works created during and inspired by them. *Sweet Beats* was edited and contains works by the 2011 poet in residence Benjamin Zephaniah and the Festival Director, Maureen Roberts.
3. John Hegley has continued his residency since the Festival with a series of events for adults and children, including monthly Sunday 'afternoon tea with John Keats' poetry reading and discussion sessions.
4. Keats House staff and volunteers took part in the Celebrate the City fair during the open weekend in June which marked the City's contribution to the arts and culture, performing 'pop up' poetry sessions outside various sites along Cheapside.
5. As part of the culmination of the Stories of the World Cultural Olympiad programme, young people from the Keats House Young Poets Forum performed at a day-long event in the Houses of Parliament in July. Stories of the World is led by the Arts Council and has celebrated over the past two years the international nature of the collections held in museums and galleries in the UK. Over 2,000 people across the country have worked with professionals in these cultural institutions to create new works (in the case of Keats House poetry inspired by workshops and other sessions there) and exhibitions. The Forum is also being supported to host a screening in the garden in September of the documentary *We Are Poets*. This film, directed by Daniel Lucchesi and Alex Ramseyer-Bache, follows six young poets from the Leeds Young Authors performance poetry group on their visit to the international poetry slam competition in Washington D.C. USA. Funding has been provided by the Mayor of London as part of a series of outdoor events called Showtime, which will be taking place in London during the summer.

Current Position: performance indicators

6.

	April	May	June	July	August	Total
Personal visits - number of people	1,598	2,530	1,985	2,002	2,330	10,445
Group visits - number of people	26	156	46	92	55	375
School visits - number of people	0	96	17	68	0	181
Remote enquiries	223	293	366	425	406	1,713
Website	19,117	18,681	17,922	Data not yet available		55,720
PatronMail	9,488	10,695	9,850	Data not yet available		30,033
Twitter	0	19	39	46	51	155
Facebook	497	752	743	656	729	3,377
Total	30,949	33,222	30,968	3,289	3,571	101,999

7. For the first time web and social media statistics have been provided to give a more comprehensive picture of the range and number of ways in which people engage with Keats House. The service has only been linked to Facebook and Twitter recently and there are no comparable figures for last year. On actual visits to the house, numbers are 16% down on last year over the five months recorded which reflects particularly the effect of the Olympics and the extremely poor weather in June. Events targeted specifically at local residents, such as teddy bears picnics, have continued to be well attended. School visits are broadly the same as at the same stage in 2011 and reflect the fact that the majority of sessions are held during the autumn and spring terms.

Future plans

8. Events planned for the autumn include a number around National Poetry Day in October where the national theme this years is 'Stars', Big Draw in the same month, the now annual wreath laying at the Keats memorial in Westminster Abbey and a performance in November by the poet Jenny Joseph of her work *Persephone*, to celebrate here eightieth birthday. She is most well known for her poem Warning which begins with the line "When I am an old woman I shall wear purple".
9. Planning for the 2013 Keats Festival is now in hand and it is hoped to announce the 2013 poet in residence shortly.
10. The 2012-13 schools prospectus for the City's Heritage Services (Keats House, London Metropolitan Archives and Guildhall Art Gallery) has recently been

published and includes for Keats sessions in the curriculum areas of history, citizenship, maths and science, art, English and creative writing.

Conclusion

11. A great deal of creative work has been undertaken this year already, particularly around the Festival and while the overall number of visitors has been less than last year so far, this was expected during the Olympic period based on the experience of previous host cities.

Contact:

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Culture, Heritage and Libraries Department

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Committee:	Date:
Keats House Consultative Committee	18 September 2012
Subject: Ten Keats Grove (KHCC 2012-07)	Public
Report of: The Director of Culture, Heritage and Libraries	For Information
<u>Executive Summary</u>	
<p>This report summarises progress in delivering Objective 2 of the Keats House Business Plan 2012-13. Progress is recorded in bold.</p> <p>Objective 2 - To transform the services provided by Keats House by developing the use of the Heath Library premises [now known as Ten Keats Grove] in partnership with others</p> <p>The London Borough of Camden returned full responsibility for the premises to the Keats House Charity in April. The City of London as sole trustee of the Charity has taken over its direct management and among other developments has agreed a licence with the Keats Community Library for that organisation to run a community library there.</p>	
<u>Recommendation</u>	
<p>It is recommended that this report is received.</p>	

Main Report

Background

1. The Keats House Charity, comprising Keats House and the Heath Library, was transferred to the City of London from the London Borough of Camden in 1998. The Heath Library (built in 1931) was then leased back to Camden at a peppercorn rent, on the understanding that it should be used as a public library though occasional literary or other cultural events also took place. Camden as leaseholders were responsible for rates, for their share of utilities costs, for maintenance of the library, for insurance and for a share of garden maintenance costs. In 2011 Camden reviewed its library provision in the borough and decided to close the Heath Library as of 31 March 2012.

Current position

2. In the light of Camden's decision, the City of London assumed full responsibility for the Heath Library premises, now known as Ten Keats Grove, and did so on 16 April. During the first weeks of April Camden completed their dilapidations work and the City undertook some improvements to the events space, notably the creation of the Nightingale Room which can host some 100 people, more than double the capacity of the Chester Room in the house itself.

3. As reported at the last meeting of this Committee, the potential of the site is threefold: to improve the events, educational and community programmes offered by the Keats House Charity, to develop the role of Keats House as a poetry and literary centre more widely, and to develop partnerships with local community associations and groups. All such activities must comply with the object of the Keats House Charity which 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'. It is also essential that the running costs of the premises are met and these were estimated by Camden to be of the order of £30,000 for the year 2011-12.
4. As a first step, the City has entered into a license agreement with the Keats Community Library (KCL) for that organisation to run a community library there. KCL opened to the public in April and has run services for adults and children as well as special fundraising events. The license is for two years in the first instance to allow KCL time to establish itself and for the City to examine how the premises can be best used in the long term.
5. Keats House has also begun to use the Nightingale Room for a range of its own events including the launch of the Keats Festival (as well as several Festival performances and workshops), a reception for the Keats Foundation supporters and school visits. A number of external organisations have enquired about the hire of this space and some bookings have already taken place. The room was also used as a polling station in May and will be again for a Camden council by election in September.

Conclusion

6. While the management of Ten Keats Grove and the development of its use both by the Keats House Charity and external organisations, notably the Keats Community Library, is still in its early stages, progress has already been made to develop its potential to become a significant City and local resource.

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Committee(s): Keats House Consultative Committee	Date(s): 18 September 2012
Subject: Keats Foundation (KHCC 2012-08)	Public
Report of: The Director of Culture Heritage and Libraries	For information
<u>Executive Summary</u>	
<p>This report summarises progress in delivering Objective 3 of the Keats House Business Plan 2012-13. Progress is recorded in bold.</p> <p>Objective 3 - To improve the long term sustainability of Keats House and its services by supporting the Keats Foundation</p> <p>The Foundation is now a registered charity and the process of winding up the Friends of Keats House charity is nearing completion. A programme of events for Foundation supporters is in place and the Trustees are planning a targeted fund raising programme.</p>	
<u>Recommendation</u>	
<p>It is recommended that this report is received.</p>	

Main Report

Current position

1. Discussions with the Charity Commission have now led to the formal registration of the Keats Foundation (registered number 1147589). The Commission required a slight emendation of the original aims of the Foundation and these have now been agreed as follows:

2. *The Objects are:*
The promotion for the public benefit of creative writing and the art of poetry, in particular (but not limited to) the work, life and times of the English Romantic poet John Keats (1795-1821) including by (but not limited to):
 - (a) *enhancing public awareness of and supporting education and community projects for Keats House (charity number 1053381)*
 - (b) *providing funding and support to the promotion of poetry writing and poetry appreciation.*

3. The registration of the Keats Foundation has now allowed the formal process of the winding up of the Friends of Keats House (reported at the previous meeting of this Committee) and the transfer of its funds to the Foundation. This process should be completed shortly. The Friends decided that they would give an element of their funds as a direct gift to Keats House to mark the work they done to support the service for over twenty years. A suitable memorial will be found, such as a garden bench, and this will also mark the huge contribution of one of the Friends, Jean Haynes, who died recently. Jean had been one of the

founders of the Friends in the late 1980s, had served as its chairman and was still on the steering committee at the time of her death. Jean was also an active member of the Consultative Committee since its formation and was hugely knowledgeable on many aspects of Keats' life and work.

4. The Foundation held an evening reception in May to mark its coming together with the Friends and this was its first event in the newly commissioned Nightingale Room in Ten Keats Grove. The actor Roger Lloyd Pack gave a marvellous reading from Keats' poetry and letters.
5. A number of events for supporters have also been planned in the coming months including:
 - On 31 October at 6.30pm an annual meeting and reception where Foundation supporters can meet the Trustees and can hear about and discuss future plans. There is also likely to be a guest speaker/reader.
 - On 20 November at 7pm there will be the inaugural Chairman's Christmas lecture in the Nightingale Room. This will be given by Seamus Perry, Fellow in English Literature at Balliol College Oxford and author of works Coleridge and Tennyson among others. This will be free for supporters and charged for members of the public.
 - A garden party is being planned for later June/early July 2013 and, although not directly targeting supporters, an academic Keats conference in the spring of 2014.
6. The Trustees of the Foundation have recently developed plans for a focused fundraising campaign, using the advice of experts in the field and concentrating on projects at the house involving young people both in and outside formal education.

Conclusion

7. The work undertaken on both the Foundation and Friends charities with the Charity Commission will enable the Foundation to move more quickly forward during the coming six months, particularly on fundraising.

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