

Committee(s): Keats House Consultative Committee	Date(s): 21/10/2019
Subject: Mid-Year Update Report for Keats House Charity, 2019/20	Public
Report of: Superintendent of Hampstead Heath	For Decision
Report author: Rob Shakespeare, Principal Curator (Keats House), Open Spaces Department	

Summary

At the meeting of the Keats House Consultative Committee held on 18 February 2019, Members approved the proposal to use the Trustees Annual Report on activities at Keats House, as the basis for updating Members on achievements and progress at the House.

Presented at Appendix 1 for information and discussion is the draft annual report on activities at Keats House, updated for the period 1 April – 30 September 2019.

Members are asked to note the projects and programmes being delivered at the House and discuss the extent to which they deliver the objectives of the charity and contribute to Corporate and Departmental outcomes.

Recommendations

It is recommended that Members:

- note the contents of this report;
- share their thoughts on achievements at Keats House and how the service meets the priorities, aims and objectives outlined within the Corporate Plan 2018-23, the City Corporation's Cultural Strategy, the Departmental Business Plan, 2019/20 and the objectives of the Keats House charity;
- agree that the views of the Keats House Consultative Committee be conveyed to the Culture, Heritage and Libraries Committee at their meeting on 11 November 2019;
- agree that the following revised priorities for April 2020 onwards be included in the Plans for the Future Periods section of the annual report when it is submitted in Spring 2020:
 - deliver access to building maintenance projects at Keats House;
 - deliver Keats200 bicentenary programme;
 - implement Keats House Activities Plan for 2020/21; and,
 - consult on, finalise and implement the Keats House Management Plan, 2020-23.

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, Keats House is required to submit an annual report and financial statement, detailing its activities and to ensure compliance with the Charities Act 2011. The draft report included at Appendix 1, forms the basis of this report for the first six months of 2019/20, i.e. April to September 2019.

Current Position

3. Keats House is currently focussed on delivering the Keats200 bicentenary programme, obtaining and implementing a premises licence for 10 Keats Grove and progressing the external maintenance project for Keats House as well as the LB Camden Community Infrastructure Levy funded project to improve access to Keats House and garden.
4. The Keats200 bicentenary is growing in momentum and gaining interest and partners, although is yet to deliver the long-term outcomes in terms of audience growth or increased and diversified income streams.

Proposals

5. The Principal Curator recommends that the following revised priorities for April 2020 onwards are included in the Plans for Future Periods section of the annual report once submitted in spring 2020:

The proposed overarching priorities which will guide all of our objectives and activities from April 2020 are:

- Deliver access and building maintenance projects at Keats House
- Deliver Keats200 bicentenary programme
- Implement Keats House Activities Plan for 2020/21
- Consult on, finalise and implement the Keats House Management Plan, 2020 - 23

Corporate & Strategic Implications

6. The projects and activities outlined in this update contribute to the outcomes of the City of London's Corporate Plan:

Contribute to a flourishing society

(3) People have equal opportunities to enrich their lives and reach their full potential.

(4) Communities are cohesive and have the facilities they need.

Support a thriving economy

(7) We are a global hub for innovation in finance and professional services, commerce and culture.

(8) We have access to the skills and talent we need.

Shape outstanding environments

(9) we are digitally and physically well-connected and responsive.

(10) we inspire enterprise, excellence, creativity and collaboration.

(12) our spaces are secure, resilient and well-connected.

7. The activities contribute to the outcomes of the Open Spaces Department Business Plan 2019/20 under three top line objectives: A. Open spaces and historic sites are thriving and accessible; B. Spaces enrich people's lives; and C. Business practices are responsible and sustainable.

Conclusion

8. The operation and programming of Keats House is going through a period of change as it delivers the Keats200 programme through to February 2021 and beyond. Simultaneously, its infrastructure, medium-term plan, policies and procedures need to be reviewed, revised and invested in to ensure the future sustainability of the museum and its continued Accredited status.
9. The major building maintenance project to repair and redecorate the exterior of the building will underline the City of London Corporation's investment in Keats House as a key heritage asset, although it may limit some of the audience growth estimates for the current year.

Appendices

- Appendix 1 – Draft Annual Report for Keats House Charity 2019/20, April – September 2019 update

Background Papers

- City of London Corporate Plan 2018-2023
- Open Spaces Department Business Plan 2019/20

Rob Shakespeare

Principal Curator (Keats House), Open Spaces Department

T: 020 7332 1818

E: rob.shakespeare@cityoflondon.gov.uk

Appendix 1 – Draft Annual Report for Keats House Charity 2019/20 [April – September 2019 update]

1 Objectives and Activities

The Charity's origin

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' 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 object 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.

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 and the Open Spaces Department's Business Plan. Our activities also support the City Corporations' Cultural Strategy and the Hampstead Heath Management Strategy 2018 – 28, as well as the wider aims of heritage sector organisations such as Arts Council England, The National Lottery Heritage 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

The Open Spaces Department's overarching vision is that:

'We enrich people's lives by providing access to ecologically diverse green spaces and outstanding heritage assets'.

The provision of a wide range of services at Keats House helps the Department achieve its three strategic objectives:

- A. Open Spaces and historic sites are thriving and accessible
- B. Spaces enrich people's lives
- C. Business practices are responsible and sustainable.

and nine of the twelve outcomes, in particular:

- Our open spaces, heritage and cultural assets are protected, conserved and enhanced.
- Nature, heritage and place are valued and understood
- People feel welcome and included
- People discover, learn and develop
- Our staff and volunteers are motivated, empowered, engaged and supported

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

2 Achievements and Performance

Achievement to date against the key priorities for 2019/20 were:

1. Progress access improvements 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 been completed and prioritised to ensure Keats House and Ten Keats Grove can continue to be accessed and enjoyed by future generations.

In April 2019, the City Surveyor's Department led a project to redecorate the internal, common circulation areas on the ground and first floors of the House. This necessitated that the House was closed to the public from 23 – 30 April 2019. A major project to repair and redecorate the exterior of the House is scheduled to take place from October to December 2019, which will resolve a number of issues with the external fabric and appearance of the House, while maintaining public access throughout this period.

Following the application for funding from London Borough of Camden's Community Infrastructure Levy grants programme, plans were submitted for the required planning consents in March 2019. These are still waiting to be determined. A number of meetings have been held between LB Camden and City Corporation Officers and their appointed contractors to discuss outstanding areas of concern. The LB Camden Planning Officer has recently indicated that he is supportive of the application and that this advice will now be forwarded for a decision.

The gardens, which form an essential and much-loved aspect of the heritage site, are maintained and enhanced by volunteers from Heath Hands, supported by the Head Gardener from Golders Hill Park. This year the gardens were entered into the 'Heritage Park / Garden' category of London in Bloom and were awarded 'Silver Gilt' at the presentation ceremony in September.

2. Deliver Keats200 bicentenary programme

The Keats200 programme, which launched on 1 December 2018, has continued in 2019/20 with events celebrating specific events in Keats life as well as projects which support the wider outcomes of the programme.

From April 2019, our temporary exhibition gallery was refreshed to reflect the significant anniversary of the Brawne family moving into the Wentworth Place in April 1819. The 'Keats and the Bawnes at Wentworth Place' exhibition opened on Wednesday 3 April, with a special private view event re-creating a 'claret evening' held at the House in 1819. A new Fanny Brawne character was developed for this and subsequent events, along with new sound installations indicating the presence of the Brawne family in the House.

On 11 April, we re-created the famous meeting between Keats and Coleridge in 1819. Our live interpreters led four walks from Coleridge's House in Highgate, across Hampstead Heath, talking of 'a thousand things' as we walked. A core audience of 44 people took part in the walks, which also attracted much positive attention from Heath visitors, many of whom were previously unaware of Keats House or the Keats200 programme.

May 2019 marked the 200th anniversary of the writing of 'Ode to a Nightingale', one of Keats's six great Odes of 1819 and perhaps the one most closely associated with Wentworth Place. The original manuscript is now cared for in the collections of the Fitzwilliam Museum, University of Cambridge and was loaned to Keats House for display in Keats's Parlour over the bank

holiday weekend. A new, writing desk style, display case was specially designed and built to display this loan and will continue to display changing displays from our own and other collections. A total of 252 people visited the House from Friday 3 – Monday 6 May when the manuscript was on display. We continued to benefit from the support of Keats Foundation through the annual conference, individual talks notably by their Chair Professor Nicholas Roe on 6 June 2019, and their participation in the Keats200 bicentenary programme. Over the summer, Keats House supported the Keats Foundation to film Keats's six odes of 1819, performed by our Keats character developed with Andrew Ashmore & Associates and played by the actor Matthew Coulton. These videos have now been posted online and are being promoted as one of the key outputs of the Keats200 bicentenary partnership. The Keats Foundation's Conference was hosted at Keats House for three days in May, when an audience of 150 people across three days listened to a range of speakers on the latest Keats research.

Anthony Hett became Poet in Residence from June to August 2019, visiting Keats House on a weekly basis to draw inspiration for his first collection of poems, provisionally titled *Pictures of Me*, and running 'drop in' poetry writing sessions and a final celebratory performance. The next residency is being taken up by Simon Mole, who will use creative writing and poetry to engage young people with the theme of climate change from September to December 2019.

On 30 July 2019, Keats House staff supported Chickenshed Theatre's 'Summer Scratch' programme, led by their Young Company members. Approximately 50 young people aged 12 – 17 years old, took part in a session inspired by Keats's life story and poetry to devise a physical theatre piece for performance by the group as one of their outputs from the week. This developmental work continues on a weekly basis, leading to performances at Chickenshed Theatre and Keats House in 2020/21.

August 2019 marked the 200th anniversary of what became known as 'the Peterloo Massacre'. Keats House commemorated this significant event with a talk at the House along with a recreation of 'A life in the day of Keats' on 13 September, when he recorded witnessing the subsequent events on the streets around Mansion House in 1819.

The Keats200 partnership, initially consisting of Keats House, the Keats Foundation and The Keats-Shelley Memorial Association, continues to liaise on a range of programmes and initiatives celebrating the life, works and legacy of Keats, during the bicentenary of his time living at Wentworth Place, the period leading up to his death in Rome in 1821 and beyond.

3. Implement Keats House Activities Plan for 2019/20

Keats House continues to be open to the public Wednesday – Sunday, 11am to 5pm. In April 2019, a special ticket price of £2 for residents of the London Borough of Camden and the City of London was introduced with the aim of increasing the number of local people accessing the House. To date, 178

people have visited the House using this scheme which has proved popular with those that have used it and a useful promotional offer when talking to people at offsite events. We also offer free entry to young people aged 18 and under and Art Fund Members, half price entry to National Trust Members, as well as reduced rate entry to seniors and concessions. An annual income target of £34,000 is set against Admissions with income of £20,554 received to date.

Keats House again supported Hampstead Summer Festival, with a double page advertising spread in the Festival brochure, sponsorship of an on-street promotional banner and a stall at the Art Fair on Sunday 23 June 2019, when the Keats and Fanny Brawne characters also appeared. These activities were designed to promote awareness of Keats House and its events programme, including #Keats200, amongst local residents.

Our increasing use of social media helps us form new connections and networks and promote the House and Keats's work. As at September 2019, @keatshouse had over 5,500 followers on Twitter (a c.10% increase since April 2019). Facebook likes increased by 4.5% over a similar period and our Instagram channel has grown from c. 1000 in April 2019 to over 1,400 followers (+40%) as at September 2019. Much of this increase can be attributed to increased social media output and linking / sharing activity undertaken by the Cultural Heritage Trainee during her placement at Keats House.

Between April and September 2019, Keats House delivered over 47 public events which were attended by over 1,300 people. Our regular programme continues to include monthly, themed poetry readings by the Keats House Poetry Ambassadors, walking tours of Keats's locations in Hampstead and the City and free family workshops, particularly targeted to families with children aged five to eleven.

Highlights of the summer programme included a pop-up exhibition, 'William Blake's Mystic Map of London', by contemporary artist Louisa Albani in June 2019 and Drama Impact's performance of William Shakespeare's 'Much Ado About Nothing' on Saturday 6 July, which was enjoyed by over 100 people in the garden of Keats House.

In July, Keats House staff contributed to the work of the National Citizen Service (NCS), which seeks to connect young people (15-17 year olds) to their local community and social action, delivering a tour of the House and also working offsite with c. 60 young people to gain their views on the Keats200 programme and our marketing approach.

A part time Education Officer continues to co-ordinate, deliver and support taught sessions and group visits to Keats House and Gardens for a range of educational organisations. Between April and September 2019, 20 sessions were delivered to 16 different establishments. This resulted in 266 primary school students, 168 secondary school students and 62 teachers & assistants, taking part in the formal learning programme at Keats House.

In addition, the annual Summer School programme saw 32 students and 2 teachers from seven different schools, take part in a programme of creative writing workshops and activities, including meeting published poets, at Keats House. This resulted in a total of 98 instances of engagement with the arts for young people and 5 teacher enrichment days over the four-day period.

Keats House continues to contribute to CultureMile Learning one of the City Corporation's key initiatives to improve social mobility and support the development of fusion skills for young people. We are specifically involved in supporting the Young City Poets programme, 'dual site visits' offer and the development of a common evaluation framework to aid reporting across the partner network.

Keats House again providing a week-long work experience placement for a Year 12 student at the London Academy of Excellence in Stratford, in July 2019. The Arts Scholars Cultural Scholarship Scheme aims to extend young people's experience of working in arts and heritage organisations, and to inspire them to consider the range of roles available in these sectors.

Keats House are one of 16 cultural organisations across London, including the Museum of London and, from 2019/20, London Metropolitan Archives, offering a 'New Museum School' trainee placement. This initiative is being led by Culture& who have received NHLF funding to work with sector organisations such as A New Direction and CreateJobs to diversify the heritage sector workforce. Our first trainee of this three-year programme, completed her traineeship ahead of schedule in August 2019, gaining a Level 3 Diploma in Cultural Heritage. A second trainee has been recruited over the summer and will begin work at the House in October 2019, leading on increasing access to our collections and services.

Keats House continue to work with City Lit to host creative writing and literary workshops at Keats House (three courses in this period: May, July and September 2019).

In a new initiative, Keats House is supporting two Doctoral Training Partnership (DTP) consortiums in London and the south-east, with the aim of enriching the experience of post-grad students and engaging them with the research potential of the collections. In late 2018, we formed a relationship with the London Arts and Humanities Partnership (LAHP), which aims to provide an enrichment programme for doctoral students in London Universities. In the period of this report, Keats House has hosted one 'writer's retreat' day and one careers development day in May and June respectively, with a programme of events already scheduled for 2020. We are also working with Roehampton University to appoint a fully funded, three-year doctoral research student to work with the collections held at Keats House and London Metropolitan Archives. This has recently received initial approval through the Techne DTP, which includes Roehampton, Royal Holloway, Kingston, Brunel and Brighton Universities, and we will now be recruiting to the opportunity for an October 2020 start date.

The shop offers a small but attractive range of merchandise, including Keats House branded souvenir products. The net income target for the shop is £15,000 which is calculated at year end to allow for stock held. As at September 2019, shop sales for the first six months of the year amounted to c. £14,200, compared to £16,200 for the same period in 2018.

Private hire offer continues to generate an additional source of income to the charity, with an income target of £17,000. One regular hirer accounts for c. 40 sessions / year with a value of c. £4,000 / year. Lower value, ad hoc bookings are currently slightly below target for the year. In addition, the annual licence for Keats Community Library to occupy Ten Keats Grove also contributes towards our income, along with charges for taught sessions for schools and some events.

At a hearing of the London Borough of Camden's Licencing Sub-Committee, held on 12 September 2019, a decision was made to approve a premises licence for 10 Keats Grove. In response to representations made by local Societies, Associations and residents, a number of conditions were agreed to ensure that the licensing objectives were upheld, particularly with regard to the prevention of public nuisance. It was also agreed that the Keats House Consultative Committee would receive a twice-yearly report of licensable events held at the House, to ensure that the operating schedule and conditions were being upheld.

4. Draft the Keats House Management Plan, 2020-23

The three-year forward plan for Keats House, which is required as part of the City Corporation's planning and for our Museum Accreditation return, will be drafted in autumn / winter 2019 before being submitted to Members for consultation and approval in spring 2020.

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 proposed overarching priorities which will guide all of our objectives and activities from April 2020 are:

- Deliver access and building maintenance projects at Keats House
- Deliver Keats200 bicentenary programme
- Implement Keats House Activities Plan for 2020/21
- Consult on, finalise and implement the Keats House Management Plan, 2020 - 23

KPIs for 2019/20

1. To increase visitor numbers to Keats House by 3%. [1/4/2018 – 31/3/2019 = 13,982 visits to House +3% = target of 14,401 for 2019/20. April – September 2019 outturn = 7,708 {n.b. closed for one week in April}.
2. Improve Visit England Annual Quality Attraction Assessment Scheme score at Keats House. [2018/19 score = 81%] Not available until 2020 due to building maintenance work programme.
3. Achieve budgeted income and expenditure targets for Keats House Charity. Year to date income target = £45,500* {excluding income from shop profit as this can only be calculated at year end} with £41,100 achieved. Income from private hire is slightly down on expectations at this stage of the year.