

KEATS  
HOUSE

# Activities Plan 2020/21



KEATS  
200 

J. Severn  
1821

# Keats House Charity

## Activities Plan 2020/21

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.'**

Today, Keats House is open to the public Wednesday – Sunday, 11am – 5pm. It delivers a year-round exhibition and events programme, provides formal and informal learning opportunities for all ages and abilities as well as volunteer and work placements.

Keats House is a lead partner in the Keats200 bicentenary programme:

The **Keats200** bicentenary is a celebration of Keats's life, works and legacy, beginning in December 2018 through to February 2021 and beyond. It is led by three major partners – Keats House, Hampstead, The Keats Foundation and the Keats-Shelley Memorial Association – and is open to all individuals and organisations who have an interest in Keats or poetry. The bicentenary of Keats's most productive years as a poet, and the period when he found inspiration, friendship and love, is an exciting opportunity to (re)discover and enjoy his works as well as engage with poetry and its ongoing relevance to us all today.

### About Keats House

Keats House is a Grade I listed Regency villa, which was built between 1814 and 1816. The garden was part of the historic site and today is an important part of the visitor offer and is much used by local residents. Within the grounds of the property at 10 Keats Grove, also 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), while the Nightingale Room acts as an events and private hire space managed by Keats House.



## Our achievements in 2019/20

Between April 2019 and March 2020, we:

- Continued to celebrate the Keats200 bicentenary programme, delivering special events and projects celebrating Keats's life and works.
- Developed and delivered two exhibitions exploring key moments in Keats's life: 'Keats and the Brawnes at Wentworth Place', April 2019 - January 2020 and 'Keats and Consumption', from 5 February 2020.
- Displayed The Fitzwilliam Museum's autograph manuscript of 'Ode to a Nightingale'; the first time this precious document had been back at Keats House since it was written there in the spring of 1819.
- Supported City Surveyors to refurbish the exterior of Keats House, including major repairs to the roof and chimneys, rear canopy, Chester Room windows and external décor, ensuring it remains a top-class visitor attraction for the next ten years and beyond.
- Supported one New Museum School trainee to graduate with a level 3 diploma in Cultural Heritage.
- Delivered 60 sessions to 44 different schools, engaging 719 primary school students and 509 secondary school students through organised groups.
- Devised and delivered our Summer School programme, 'Magic Casements' on 2-5 July 2019, which resulted in a total of 103 instances of engagement with culture for 32 young people aged 16 -19 from 7 different schools.
- Continued to work with our major partners such as the Keats Foundation, London Metropolitan Archives, Culture& and Keats Community Library, as well as establishing new partnerships with the London Arts and Humanities Partnership DTP and Roehampton University / Techne DTP, The Fitzwilliam Museum and Chickenshed Theatre.
- Collaborated with Chickenshed Theatre to develop a youth led theatre piece, 'Writ in Water', for performance at Keats House and other venues. To date this project has engaged with over 20 individuals aged 14 -19, who attended a programme of 18 weekly workshops led by members of Chickenshed Young Company. It also engaged with an additional 40 young people aged 12 – 17, through short term workshop sessions at Chickenshed Theatre, such as their 'Summer Scratch' programme.
- Delivered a total of 86 public events, including poetry readings, talks, family creative workshops and walking tours, attended by over 2,178 people
- Supported 963 hours of volunteering by 27 individuals including five new volunteers.
- Achieved 'Silver Gilt' in the London in Bloom awards 2019, Heritage Garden category.
- Maintained our standing as a Visit England Quality Assured Visitor Attraction with a rating of 82%.

## 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 Open Spaces Department and reports to the Cultural, Heritage & Libraries Management Committee. The Keats House Consultative Committee acts as an advisory body and meets twice a year.

Our activities are developed within the framework of the City Corporation's Corporate Plan and the Open Spaces Department's Business Plan. We also support the City Corporations' Cultural Strategy, Culture Mile Learning, the Hampstead Heath Management Strategy 2018 – 28, and contribute to 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 aims are stated in the Corporate Plan 2018 – 23:

We aim to...

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

The Open Spaces Department's three top line objectives are:

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

The main objectives of Keats House Charity in 2020/21 as stated in our annual Charity Report are:

- Delivering access and building maintenance projects at Keats House.
- Implementing Keats House Activities Plan for 2020/21, including delivering the Keats200 bicentenary programme.
- Producing and implementing the Keats House Management Plan, 2020 – 2023.

The resources we have to deliver our objectives in 2020/21 are:

### Staffing:

Principal Curator (Keats House) – Rob Shakespeare (1fte)

Interpretation Officer (Operations) – Ken Page (1fte)

Interpretation Officer (Collections) – Sofie Davis (0.5fte)

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

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

Information Officer – Alison Lister (0.34fte)

Information Officer – vacant\* (0.34fte)

Customer Service Apprentice – to be appointed (1fte)

\* From October 2018 to September 2020, Keats House is working with Culture& as a host venue for the New Museum School programme, which aims to diversify the heritage sector. Tabitha Deadman joined the team as Cultural Heritage Trainee (1fte) in October 2019 and will complete her placement with us in October 2020.

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 30 individuals give their time and experience to support our work throughout the year.

### Financial:

In 2020/21, the City Corporation will deficit fund Keats House through its City's Cash Fund as follows:

Category:	Annual budget:	Description:
Staff costs:	£238k	Officer salary and on-costs, inc. training.
Revenue costs:	£64k	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.
Net budget:	£192k*	* In 2019/20 and 2020/21 spend may exceed this amount to fund the Keats200 bicentenary and special projects from the Charity's Reserves.

## **Between April 2020 and March 2021, we plan to:**

### **Shape outstanding environments / Open spaces and historic sites are thriving and accessible**

- Support City Surveyors to deliver the LB Camden CIL funded project to improve access and visitor facilities at 10 Keats Grove along with the associated enhancements to our visitor entrance funded from the Charity's Reserves.
- Work with Open Spaces colleagues to further enhance the garden at 10 Keats Grove, including restoring / referencing historic features which have been lost.
- Maintain and seek to improve our rating under the Visit England Quality Assured Visitor Attraction scheme.
- Make our collections more accessible by procuring and developing a new collections management database, including an online, searchable catalogue.

### **Contribute to a flourishing society / Spaces enrich people's lives**

- Continue to celebrate the Keats200 bicentenary programme, by delivering special Keats200 events, including online.
- Develop and deliver two exhibitions exploring key moments in Keats's life: the bicentenary of the publication of Keats's third and final volume of poems in July '20 and the bicentenary of his death in February '21.
- Continue to support formal learning in primary, secondary and higher education institutions, by providing online learning resources and taught sessions.
- Pilot and evaluate Culture Mile Learning's Dual Site Visits programme, particularly seeking to engage schools with a high pupil premium.
- Deliver a range of actual and virtual events, including poetry readings, talks, family creative workshops and walking tours.
- Provide four poet / artist in residencies at Keats House.

### **Support a thriving economy / Business practices are responsible and sustainable.**

- Continue to work with our major partners (the Keats Foundation, London Metropolitan Archives, Culture& and Keats Community Library) and establish new partnerships, to enhance our cultural offer.
- Support the diversification of the heritage sector workforce by providing one level 2 Apprenticeship in Customer Service and continuing to work with Culture& to support one 'New Museum School' trainee to graduate with a level 3 diploma in Cultural Heritage.
- Continue to provide a range of volunteer opportunities and broaden our volunteer scheme to include volunteers aged 16 - 18.
- Work with our governing body and all stakeholders to recover from the COVID-19 pandemic and to develop a sustainable and deliverable Management Plan for the period 2020 – 23.

## **To find out more and follow our progress visit:**

[www.cityoflondon.gov.uk](http://www.cityoflondon.gov.uk)



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**#Keats200**