



Image by Elaine Duigenan,  
Keats200 Artist in Residence, CC-BY-NC-ND.

# 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.’

### 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 2021/22, Keats House will continue to lead the Keats200 bicentenary partnership: a celebration of Keats’s life, works and legacy, which began 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.

The Keats200 programme culminated successfully online in February 2021, to coincide with the bicentenary of Keats’s death at, what is now, the Keats-Shelley House, Rome. Due to the global pandemic, some special events and activities planned for that time will now be delivered throughout 2021/22, supporting the recovery of Keats House Charity and the City of London Corporation’s cultural programme.

## Our achievements in 2020/21

Despite the immediate and ongoing impacts of the COVID-19 pandemic, between April 2020 and March 2021, we:

- Continued to **celebrate the Keats200 bicentenary programme**, delivering special exhibitions, events and projects celebrating Keats's life and works.
- **Developed and delivered three online exhibitions** exploring key moments in Keats's life: '[Keats's Last Book](#)', in July 2020; '[This Journey to Italy](#)', in September 2020; and '[Keats200](#)', in February 2021.
- **Contributed over 40 digital resources**, including articles, talks and creative activities for the City Corporation's new [ourcitytogether.london](https://www.ourcitytogether.london) channel, **receiving over 11,000 page views** and generating positive social media activity.
- Researched and **developed an outdoor touring display** to mark the culmination of the Keats200 bicentenary in February 2021, which will now tour three London venues, Keats House, Aldgate Square and Guildhall Yard, in autumn 2021.
- **Supported** our second trainee to graduate with a level 3 diploma in Cultural Heritage, through **Culture&'s 'New Museum School' programme**.
- Devised and **delivered a virtual Summer School programme**, which resulted in a total of 110 instances of engagement with heritage and culture for 33 young people aged 16 -19 from nine different schools.
- Delivered five online sessions, including our new virtual 'Dual Site Visit' with London Metropolitan Archives for Culture Mile Learning, which **engaged with 187 students and 15 teachers / assistants**.
- **Continued to work with our Keats200 partners** (the Keats Foundation and Keats-Shelley Memorial Association / Keats-Shelley House, Rome), as well as community and sector partners such as London Metropolitan Archives, Culture&, Keats Community Library, Roehampton University / Techne DTP and The Poetry Society, and creative individuals and organisations, to deliver special projects and events.
- **Supported our Poet in Residence, Laila Sumpton, to decolonise our collections** through research and events such as 'Poetry Versus Colonialism at Keats House', leading to an Arts Council England award supporting her work and outcomes.
- **Supported our Artist in Residence, Elaine Duigenan, to develop new artwork**, online resources and an installation at Keats House, which also secured ACE funding.
- Delivered **four new online events which engaged 297 people** in over 18 countries.
- **Reached a further 730 people through virtual outreach** events organised by our Keats200 and sector partners.
- **Supported 64 hours of volunteering by 12 individuals**, who recorded poetry readings for online use and provided introductions to our visitors in the period we were allowed to open Keats House to the public.
- **Reopened Keats House** as a COVID-Secure workplace and 'We're Good to Go' visitor attraction, receiving 518 visits in person between July and December 2020.

Thank you to everyone who has contributed to our activities and outcomes during the year, which have helped Keats House Charity continue to deliver its objectives.

## 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:

- Implement Keats House Divisional Plan projects identified for delivery in 2021/22.
- Deliver maintenance and access improvement projects at Keats House
- Develop a three-year Management 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 2021/22 are:

### Staffing:

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

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

Interpretation Officer (Collections) – Vacant (0.5fte)

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

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

Information Officer – Alison Lister (0.34fte)

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

### Financial:

In 2021/22, the City Corporation will deficit fund Keats House through its City's Cash Fund as follows:

Category:	Annual budget:	Description:
Staff costs:	£232k	Officer salary and on-costs, inc. training.
Revenue costs:	£53k	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:	£175k*	* In 2021/22 spend may exceed this amount to fund Keats200 legacy projects and other priorities from the Charity's Reserves.
Other costs covered:	£159k	Support services /works.

## Between April 2021 and March 2022, we plan to:

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

- Safely reopen our site to the public, following the lifting of COVID-19 restrictions.
- Support City Surveyors to deliver the project to improve access in the garden of 10 Keats Grove, funded by LB Camden's Community Infrastructure Levy programme.
- Make our collections more accessible by procuring and developing a new collections management database, including an online, searchable catalogue.
- Maintain and seek to improve our Visit England Quality Assured Visitor Attraction Scheme performance.
- Work with Open Spaces colleagues to celebrate Heath150 and further enhance the garden at 10 Keats Grove.

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

- Celebrate the culmination of the Keats200 bicentenary programme, by delivering special Keats200 events and legacy projects, including online.
- Develop and deliver an exhibition at Keats House and online, exploring the relevance of Keats's life and works to our lives today.
- Continue to support formal learning in primary, secondary and higher education institutions, by providing online learning resources and taught sessions.
- Support Culture Mile Learning outcomes and initiatives, specifically their Dual Site Visits programme, 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 poet / artist in residence opportunities at Keats House.

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

- 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 2021 – 24.
- Review and develop our income streams, including Charitable donations.
- Continue to work with our major partners (the Keats Foundation, London Metropolitan Archives, The Poetry Society, Roehampton University / Techne, Culture& and Keats Community Library) and establish new partnerships, to increase our resilience and enhance our cultural offer.
- Continue to support and diversify our workforce by providing a range of paid and volunteer opportunities, including for young people aged 16 - 18.

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

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



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**#Keats200**