



Image: Fanny Brawne's letter to Fanny Keats, written between 17 November and 12 December 1821, page 4, showing cross-hatched writing.
Image courtesy of Keats House, City of London Corporation. K/MS/02/049.

Keats House Charity

Activities Plan 2022/23

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 2022/23, 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 2022 to 2025 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, particularly Shelley200; 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 2021/22

Despite the ongoing impacts of the COVID-19 pandemic, between April 2021 and March 2022, we:

- Continued to **celebrate the Keats200 bicentenary programme**, delivering special exhibitions, events and projects celebrating Keats's life and works.
- **Developed and delivered the Keats200 outdoor exhibition**, which toured three London venues - Keats House, Aldgate Square and Guildhall Yard - from September to November 2021, being seen by thousands of people.
- **Contributed a combined total of 55 digital resources**, including articles, talks and creative activities for the City Corporation's **ourcitytogether.london** channel, **receiving over 19,000 page views** and generating positive social media activity.
- Researched and **developed the Keats200 outdoor display**, which was seen by thousands of people at three London venues - Keats House, Aldgate Square and Guildhall Yard – from September to November 2021.
- Devised and **delivered a virtual Summer School programme**, which resulted in a total of 181 instances of engagement with heritage and culture for 70 young people aged 16 -19 from eight different schools.
- Delivered 28 taught sessions, both online and at Keats House, which **engaged with 623 students and 82 teachers / assistants from 24 different primary and secondary schools**.
- **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, 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 public and staff training events such as 'Poetry Versus Colonialism', supporting her creative practise and Culture Mile Learning outcomes.
- **Displayed the outputs of Artist in Residence, Elaine Duigenan, at Keats House**, including the beautiful 'Daisy Bed' installation in Keats's bedroom, which was installed in February '21 and on display until January '22.
- **Delivered 17 events, attended by 512 people** both online and at Keats House.
- **Supported over 200 hours of volunteering by 14 individuals**, who resumed tours and poetry readings for our visitors, following our reopening to the public.
- **Reopened Keats House** as a COVID-Secure workplace and 'We're Good to Go' visitor attraction, **receiving 2,575 visits in person between May '21 and March '22**.

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 despite the ongoing impacts of the COVID-19 pandemic and recovery.

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 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.

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 2022/23 as stated in our annual Charity Report are:

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

Staffing:

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

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

Interpretation Officer (Collections) – Vacant (0.5fte)

Interpretation Officer (Programming) – Maternity leave until 2023 (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 14 individuals give their time and experience to support our work throughout the year.

Financial:

In 2022/23, the City Corporation will deficit fund Keats House through its City's Cash Fund as follows:

Category:	Annual budget:	Description:
Staff costs:	£219k	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 and licences.
Net budget:	£162k*	* In 2022/23 spend may exceed this amount to fund Keats200 legacy projects and other priorities from the Charity's Reserves / grants received.
Other costs covered:	£159k	Support services /works.

Between April 2022 and March 2023, we plan to:

Shape outstanding environments

- Continue to safely open our site to the public and rebuild our services & audiences.
- 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 developing our new collections management database, including an online, searchable catalogue.
- Reapply for and seek to secure Full Museum Accreditation status and our Visit England Quality Assured Visitor Attraction Scheme performance.
- Work with Open Spaces colleagues & Heath Hands volunteers to further enhance the garden at 10 Keats Grove.

Contribute to a flourishing society

- Develop and deliver a new 'Keats Inspired' exhibition at Keats House and online, exploring the influences on Keats and how his poetry continues to inspire and be relevant to our lives today.
- Rebuild our year-round events programme, including poetry readings, talks, family creative workshops and walking tours, both in person and online.
- Continue to support formal learning in primary, secondary and higher education institutions, by providing online learning resources and taught sessions at Keats House and elsewhere.
- Support Culture Mile Learning outcomes and initiatives, specifically their Dual Site Visits programme and actively engaging with schools with a high pupil premium.
- Provide poet / artist in residence opportunities at Keats House.
- Work with strategic partners, North London Open Spaces and local community stakeholders to deliver cultural events, including the Keats Bicentenary Conference 2022, Shelley200 Conference and events for Hampstead Summer Festival 2022.

Support a thriving economy

- 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 2022 – 25.
- Review and develop our income streams, including project grants and charitable donations.
- Continue to work with our major partners (the Keats Foundation, K-SMA, KSAA, 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



keatshouse



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