

Committee(s): Keats House Consultative Committee	Date(s): 5 February 2013
Subject: Keats House events, education and community programme (KHCC 2013-01)	Public
Report of: Director, Culture, Heritage and Libraries Department	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

John Hegley completed his period as Keats House poet in residence and contributed significantly to the autumn events programme.

(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 December are ahead of target overall, although actual visits to the house are lower than in the previous year, largely because of the period leading up to and during the Olympics.

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 and the achievement was 96%.**

Recommendation

It is recommended that this report is received.

Main Report

Current position: programmes

1. John Hegley completed his residency in October with his popular 'afternoon tea with John Keats' sessions. The poet in residence has now been confirmed as Jo Shapcott. She is currently president of the Poetry Society and teaches on the MA in Creative Writing at Royal Holloway, University of London. Her volume of poetry *Electroplating the Baby* won the Commonwealth Poetry Prize for Best First Collection in 1988 and *Of Mutability* was awarded the Costa Prize for Book of the Year in 2011.

2. The events programme for the autumn included some now traditional highlights including:
 - National Poetry Day in October which this year took the theme 'Stars'. The music and poetry performance group Little Machine recorded at the house and this featured on the BBC London news during the day
 - The laying of a wreath at the John Keats memorial in Westminster Abbey on 31 October which was led for the first time by our poet in residence.
 - The Christmas poetry celebration *Deck the Halls* and an afternoon with Richard and Elizabeth York who played festive music from the Regency and Victorian periods on contemporary instruments

3. Special events included
 - an evening celebrating the life and work of the singer Kathleen Ferrier, who was born in 1912
 - a tribute to the poet Adrian Mitchell organised by his widow. Mitchell had been a supporter of Keats House and a patron of the Friends of Keats House for many years.
 - a performance in November by the poet Jenny Joseph of her work *Persephone*, to celebrate her 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".

Current Position: performance indicators

4.

Type of usage	Quarter 1	Quarter 2	Quarter 3	Total
Group visits - number of people	228	202	340	770
Personal visits - number of people	6113	6405	3794	16312
School visits - number of people	113	160	231	504
Remote enquiries	882	1170	731	2783
Website	55720	24752	18052	98524
PatronMail	30033	31671	22345	84049
Twitter	58	136	62	256
Facebook	1992	1837	1631	5460
Total	95139	66333	47186	208658

5. It is important to note in considering the figures above that they reflect to some extent the seasonal variation in activities at Keats House with the Keats Festival taking place in May/June and the majority of individual visitors coming between Easter and October. The drop in the website figures also reflects the move from a standalone site to a new corporate City-wide site which went live just before the Olympics and is now moving into a second stage of review and development.

6. As noted in the summary above, the target through the annual visitor survey was to achieve an overall satisfaction rating of 95% and it is pleasing to note that the actual result was 96%. The survey seeks the views of visitors on a range of services the house provide, from the displays, guides and the garden to the website, and also seeks demographic information to assist us in understanding our audiences better and planning future programmes. It is interesting to note that 87% of the survey respondents were new visitors, an increase of 4% on 2011 and 10% on 2010 (77%). As regards where visitors come from, it is still the case that broadly half come from the London area, a quarter from the rest of the UK and a quarter from overseas.
7. The age range for visitors in 2012 was more evenly spread than in previous years with the largest groups being those in their 20s and 60s. 63% of visitors were female and 37% male. 11% of visitors declared some form of disability, almost double that in 2011 and 2010. 12% of respondents identified themselves as non-White.

Conclusion

8. The Keats House staff have continued to organise and host a wide range of events and activities and the usage figures remain positive.

Contact:

Geoff Pick
Head of Public Engagement, Heritage Services
Culture, Heritage and Libraries Department
020 7332 3811
Geoff.Pick@cityoflondon.gov.uk