

<b>Committee:</b>	<b>Date:</b>
Keats House Consultative Committee	5 February 2013
<b>Subject:</b>	<b>Public</b>
Keats House Business Plan 2013-2014 (KHCC 2013-04)	
<b>Report of:</b>	<b>For Information</b>
Director, Culture, Heritage and Libraries Department	

### Summary

This report presents the Keats House Business Plan for 2013-2014. It has been prepared in accordance with the City of London's template for such reports.

### Recommendation

It is recommended that the Keats House Business Plan 2013 – 2014 comprising the following objective and performance indicators be received:

- (a) The objective for improvement in service

**Objective** - To transform usage of Keats House by developing the events, education and community programmes in partnership with others

- (b) The performance indicators

**KHLPI01** - The number of public usages of Keats House comprising: (a) physical visitors (personal and group visits and school visits) and (b) other usages (remote enquiries and online contacts) **Target:** 320,000 aggregate usages

**KHLPI02** - Overall visitor satisfaction **Target:** 96% for the aggregate of Good and Very Good responses to the annual visitor survey

## Main Report

### Current Position

1. The Keats House Charity, while primarily operating to its charitable object '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', is also managed as part of the City's Culture, Heritage and Libraries Department. The departmental mission statement and strategic aims as laid out below are agreed annually by the City's Culture, Heritage and Libraries Committee.
2. The mission statement is:
  - To educate, entertain and inform, through discovery of our amazing range of resources

3. The strategic aims are:
  - To refocus our services with more community engagement and partnership with others
  - To transform the sense of the City as a destination
  - To continue to use technology to improve customer service and increase efficiency
4. The Keats House Business Plan is supported by the wider Business Plan for the Culture, Heritage and Libraries Department and more detailed documents which set down team targets across the whole of the department. Individual staff performance targets are drawn from these documents. These and other supporting documentation are available on request.
5. It should also be noted that following a restructure within the Culture, Heritage and Libraries Department, responsibility for Keats House will transfer by 1 April 2013 to the Visitor Development and Services Directorate of the department which manages Tower Bridge, the Monument, Guildhall Art Gallery and the City Information Centre. The archive and printed book research collections will continue to be made available through London Metropolitan Archives. A new manager for the house, now titled Principal Curator, has been appointed following the retirement of Mick Scott and she will take up her post towards the end of March.

## **Conclusion**

6. The objectives and performance indicators for 2013-14 highlight the key areas of opportunity and challenge for the Keats House Charity during the coming year.

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