Committee(s):	Date(s):
Keats House Consultative Committee	16 September 2014
Subject:	Public
Keats House Progress Report	
Report of:	For Information
Visitor Development and Services Director, Culture, Heritage & Libraries	

Summary

This report summarises achievements and developments at Keats House during the six months since the last Consultative Committee meeting.

Recommendation(s)

Members are asked to note the report.

<u>Main Report</u>

Visitor figures

- House visitor numbers for February-July are up 15% on last year, with most of the increase being in the spring and early summer (See Appendix 1).
- A significant contributor to this increase is the continued growth of the events programme.

Events

- The events programme is going from strength to strength, attracting good numbers but using up relatively little staff resource, thanks to partnership working and help from volunteers. From April July over 1300 attended public events. In addition, 700 people attended the Keats Festival.
- Overall, income gained from ticket sales is roughly balancing expenditure on artist fees etc., so that the overall cost of the festival and the ongoing programme is zero (excluding staff time and marketing costs).
- The Keats Festival achieved good publicity, especially on account of a special event featuring Simon Russell Beale and Dame Janet Sussman.
- The Piloting Participation programme, run by young poets and funded by the Arts Council through a partnership with the Geffrye Museum, is working very

well. Since it started in January over 200 people have been involved, exceeding our target for the period.

• Family days continue to be popular, attracting in the region of 70 people on the third Saturday of every month.

Volunteers

• Keats House now has 47 volunteers working in a variety of roles, including front of house.

Staff

- Grace Blackman and Amy Murat have both left Keats House over the summer. Replacements for both Information Officer posts have just been recruited and all being well they will both start in September.
- A new paid traineeship has been created with full funding from the Arts Council, via a partnership with the British Museum. The trainee (currently being recruited) will also work at Guildhall Art Gallery and will receive training from the British Museum. This will significantly increase the educational impact of Keats House, whilst also supporting the day to day running of the house.

Interpretation

- Keats House has been awarded a grant of £85,500 from the Arts Council towards a £95,000 project to enhance the interpretation and visitor experience at Keats House. Initial research has been completed and a new interpretation scheme is been developed. This will get more of the collection on display, bring out more of the stories behind the house, and offer visitors more to see and do, including families.
- The project will be completed by February 2015 in time for launch in March 2015.

Learning

- School figures have been increasing steadily, in part due to proactive recruitment by the Learning Officer, and also because she has an extra half day a week in the office this year to take groups thanks to the Share Academy project – see below.
- For April-July 532 school students/teachers visited, compared with 439 last year, an increase of 17%. 163 further/higher education students/teachers visited, compared with 88 last year, an increase of 46%.
- During the period April-July our partnership with UCL School of English, funded by Share Academy, resulted in one excellent event at Keats House plus two Festival events at the UCL Bloomsbury campus – the first time the Keats Festival has included offsite events. Students visited in March for a workshop and further workshops are planned for later in the year.

• We have also secured our first grant from the Clore Foundation, for £1600 to support an educational project for schools in partnership with the Keats Community Library.

Income generation

- Having revised our hire charges, Keats House has begun to accept private bookings for use of the house and the Nightingale Room in the library. We have taken just over £4000 for private hire so far this financial year.
- Following the redisplay of the shop in February (paid for by a Museum of London grant), sales for March-June increased by 40% compared with the previous year. The shop manager is trialling new stock and ensuring that the space continues to be well presented.
- The Principal Curator has begun work on procuring new branded merchandise utilising the new Keats House visual identity.
- The local residents' fundraising programme is now in full swing. Further details are provided in a separate paper.

Grants

Keats House has been awarded the following grants in the last 6 months:

- £85,000 from Arts Council England to improve the interpretation and visitor experience
- Full funding for an 18 month traineeship from the Arts Council (£12,000 p/a paid to trainee, plus significant training benefits)
- £2000 for conservation of 3 paintings from Museum Development Office
- £1600 for a schools project in partnership with the Keats Community Library from the Clore Foundation

Marketing

• Keats House has a new, contemporary, coherent visual identity which is being rolled out. The first major manifestations are, for the first time, an Events Guide for Keats House, plus a generic leaflet promoting the house which is being distributed to various sites.

Appendices

• Appendix 1 – Visitor Figures

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Keats House Visitor figures: Overview and Annual

Comparison

2014-15

	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Total
General Visi	itors												
2012-13	1480	1493	1514	1358	1485	1359	1510	801	731	798	797	977	14303
2013-14	1190	1378	1384	1201	1690	970	932	643	589	557	611	1019	12164

School/Sixth Form Led Sessions (Pupils + Adults)

2012-13	0	138	25	64	16	37	107	31	21	30	0	35	504
2013-14	21	48	48	202	0	18	127	89	36	97	167	129	982
2014-15	52	88	81	163	0	0	0	0	0	0	0	0	384

School/Sixth Form Self-Guided Visits (Pupils +

Adults) 2012-13 2013-14 2014-15

Further/Higher Education Groups

2012-13	0	27	18	67	0	10	43	65	0	82	0	0	312
2013-14	0	12	76	0	6	68	93	116	0	18	16	0	405
2014-15	5	57	50	51	0	0	0	0	0	0	0	0	163

Other Groups

2012-13	26	98	38	57	55	42	61	67	0	19	26	0	489
2013-14	27	5	76	0	0	15	23	22	0	20	23	55	266
2014-15	39	44	0	12	0	0	0	0	0	0	0	0	95

Keats House Events

2012-13	0	0	0	0	0	0	0	0	0	0	0	0	0
2013-14	210	506	177	175	8	158	570	204	110	324	286	394	3122
2014-15	420	498	790	276	0	0	0	0	0	0	0	0	1984

Private Hire Events

2012-13	0	0	0	0	0	0	0	0	0	0	0	0	0
2013-14	0	160	236	230	12	204	230	385	137	121	75	200	1990
2014-15	92	116	155	36	0	0	0	0	0	0	0	0	399

House Subtotal

2012-13	1506	1756	1595	1546	1556	1448	1754	999	767	948	931	1050	15856
2013-14	1448	2109	2070	1855	1751	1511	2010	1496	889	1184	1234	1819	19376
2014-15	1903	1944	2197	1852	696	0	0	0	0	0	0	0	8592

Garden

2012-13	281	774	390	457	774	625	433	266	146	173	185	288	4792
2013-14	499	546	809	982	798	623	466	487	248	157	374	797	6786
2014-15	500	711	702	600	201	0	0	0	0	0	0	0	2714

Offsite Events

2012-13	0	0	0	0	0	0	0	0	0	0	0	0	0
2013-14	0	35	4	4	14	15	22	15	42	20	23	29	223
2014-15	32	32	16	20	10	0	0	0	0	0	0	0	110

Grand Total 2014-5

2012-13	1787	2530	1985	2003	2330	2073	2187	1265	913	1121	1116	1338	20648
2013-14	1947	2690	2883	2841	2563	2149	2498	1998	1179	1361	1631	2645	26385
2014-15	2435	2687	2915	2472	907	0	0	0	0	0	0	0	11416