

<b>Committee(s):</b>	<b>Date(s):</b>
Keats House Consultative Committee	16 September 2014
<b>Subject:</b>	<b>Public</b>
Keats House Fundraising Report	
<b>Report of:</b>	<b>For Information</b>
Visitor Development and Services Director, Culture, Heritage & Libraries	
<p><b>Summary</b></p> <p>This report summarises progress to date with raising funds in collaboration with a group of local residents.</p> <p><b>Recommendation(s)</b></p> <p>Members are asked to note the report.</p>	

## Main Report

### Background

- In 2013 Keats House applied to be approved as a venue for weddings and civil partnerships. A number of local residents opposed this plan but offered to launch a fundraising campaign instead, with a view to generating sustainable income equivalent to that which would have been raised through weddings, on the basis that the wedding application be suspended. This proposal was approved by the Culture Heritage and Libraries Committee for a trial period of one year.

### Group meetings

- The group consists of: Diana Gore, Robert Gore, Michael Sternberg, Vicky Carroll, Principal Curator, and David Wight, Director of Visitor Services and Development.
- The first meeting of the group was on 8 November 2013. Subsequent meetings have been held on 12 December 2013, 30 January, 27 February, 3 April, 1 May, 6 June, 1 July and 22 August. There have been additional meetings between the residents themselves.
- It has been agreed that the group will focus on two objectives in the first year – a supporter scheme and a fundraising event

## **Supporter scheme**

- A supporter scheme has been set up with three levels of commitment, which have different levels of benefit.
  - Supporters pay £35 (£50 for a pair) for one year
  - Champions pay £200 (£350 for a pair) for two years
  - Patrons pay £1000 (£1750 for a pair) for three years
- A leaflet has been designed and the information on how to join is on the Keats House website. Membership cards have been designed and will be printed shortly. The scheme went live in July.
- So far, Keats House has two pairs of Patrons plus one pair of supporters.
- The local residents have generously undertaken to support the administration of the scheme and have recruited a volunteer to assist with this.

## **Fundraising event**

- A fundraising event is being planned for Wednesday 26 November 2014 at Tower Bridge. Keats House has been offered use of one of the Tower Bridge walkways for free to host the event, and a good deal has been struck with the in-house caterers.
- The event will consist of drinks and bowl food, music, and an auction – the star auction prize will be a bridge lift. This will be one of the first events to be held in Tower Bridge after the installation of the glass walkways, so will benefit from the PR which is being planned to promote the walkways.

**Vicky Carroll**  
Principal Curator

T: 020 7332 3868

E: [Vicky.carroll@cityoflondon.gov.uk](mailto:Vicky.carroll@cityoflondon.gov.uk)