

<b>Committee</b>	<b>Dated:</b>
Keats House Consultative Committee	15 May 2018
<b>Subject:</b> Keats House Update Report	<b>Public</b>
<b>Report of:</b> Superintendent of Hampstead Heath	<b>For Discussion</b>
<b>Report author:</b> Rob Shakespeare, Principal Curator (Keats House), Open Spaces Department	

### Summary

This report summarises achievement and developments at Keats House since the last Consultative Committee meeting in November 2017.

Visits to, and engagement with, Keats House and its exhibition and events programme continues to grow at a rate in line with performance indicator targets set for the year.

Volunteer support for the operation of the house and its events programme continues to be a key strength and both general visitors and audiences at our events benefit from the knowledge and creative skills of our entire workforce.

The appointment of a new Principal Curator, as from March 2018, provides an opportunity to focus on delivering the key strategic development projects outlined in the Departmental Business Plan and a refreshed Keats House Forward Plan, including Keats 200, the CIL funded, access improvement project and a programme of facilities management improvements at the property.

### Recommendations

Members are asked to:

- Note the contents of this report.
- Share any suggestions for future programming, including exhibitions and events.
- Share any suggestions for the future direction of the Keats200 programme, including partnership opportunities.

## **Main Report**

### **Progress Update:**

#### **Visitor numbers**

1. Total visits to the House & Garden and events programme were 33,705 in 2017-18. This represents a 2.5% increase on the previous year, against a target of +3%.
2. This led to a corresponding increase in overall income through ticket sales and shop profit.
3. A full breakdown of visits to Keats House and Gardens by month and type, is provided at Appendix 1.

#### **Events and Exhibitions**

4. The *Keats and Milton: Paradise Lost* exhibition continues until 14 October 2018. The exhibition has been well received by visitors, although it is not currently possible to give visitor figures for the exhibition alone, due to its location within the main House.
5. The events programme continues to be popular and well attended, with 4,795 people taking part in events organised by the Keats House Team between April 2017 and March 2018.
6. Highlights of the autumn / winter events programme were: Keats House by Candlelight & Keats in Festivity during December 2017; and special events and tours for Valentine's Day and International Women's Day in February & March 2018.
7. The programme of workshops and open mic performances supported by a grant from The Keats Foundation commenced on 28 January 2018, with a workshop on 'Poetry as Protest'. The programme continues on a monthly basis, comprising alternating workshops and performances.
8. Other regular programming consists of monthly family days, poetry readings by the Keats House Poetry Ambassadors, tours of the House as well as walking tours of Hampstead and the City.
9. The programme for May – August 2018 has been finalised and planning is beginning for the period September – December 2018. The proposed theme of the next temporary exhibition, to be launched in November 2018, is Hampstead in Keats' time, to coincide with his arrival in Wentworth Place (now Keats House). Suggestions for events which Members of the Consultative Committee would like to see delivered during this period and beyond are welcomed.

## **Formal learning programmes**

10. The Education Officer continues to co-ordinate, deliver and support tours and group visits to Keats House and Gardens for a range of educational organisations. Between April 2017 and March 2018, 624 primary school students, 934 secondary school students and 438 higher education students visited in organised groups.
11. As previously reported, totals for Primary and Secondary School visits are slightly down on previous years. In part, this is a pattern seen across the heritage sector, as schools find it more difficult to organise and resource external trips. The new Principal Curator has a background in formal and museum education and will lead a review of the education programme. Members are invited to share their thoughts on how to increase engagement with schools and other educational establishments, particularly those supported by the City of London and those with local or other connections to Keats House.

## **Staffing**

12. The Principal Curator role has been successfully recruited to, with Rob Shakespeare joining the Team in March 2018. Rob joins us from Croydon Council, where he was Education Manager, then Museum & Archives Manager for a total of 14 years. He brings his experience of increasing community engagement and delivering creative partnership projects to the Team at Keats House.
13. The Keats House Team currently consists of 8 individuals (c. 5fte) operating in 4 professional roles: Principal Curator (1fte); Interpretation Officer (2.4fte); Information Officer (0.6fte) and, since October 2018, a Customer Service Apprentice (1fte). One part-time Officer is currently on Maternity Leave with her duties being covered by a fixed-term contract and the Team is therefore fully staffed at present.

## **Visitor Experience Surveys**

14. In December 2017, Keats House received a quality assessment visit, as part of Visit England's Quality Assured Visitor Attraction Scheme. The subsequent report recorded Keats House as 'good' or higher in all applicable aspects, with 'very good' or 'excellent' being scored in many areas. Overall, the House achieved a score of 86%, which was a slight increase on last year following the implementation of those recommendations. A number of improvement actions recommended in the report have already been actioned with a view to further increasing scores in future.
15. An internal visitor survey was conducted in August and September 2017, with the results being collated and presented at the March 2018 team meeting. 100 visitors were asked to complete a survey at the end of their visit, to help us understand our visitors and their experiences. In this sample, our visitors are

more likely to be female, white, aged 16 – 34 or 45 – 75, in employment or retired and from London. They are most likely to visit due to an interest in Keats as a person, although the number visiting for a day out to an historic house is also notable and higher than in recent years. Most pleasingly, 100% of respondents rated their visit 'good' or very good' and 86 respondents said that they would definitely recommend Keats House to others. This latter result is reported as one of our Key Performance Indicators, with an improved net result of 76 (improved from 71 last year).

### **The Garden**

16. Heath Hands volunteers continue to support the maintenance of the garden at Keats House. Since 1 April 2017, there have been 35 maintenance sessions, supervised by the Golders Hill Park Team. Six very dedicated and knowledgeable volunteers ordinarily attend weekly between March and September, contributing over 346 volunteer hours. Thanks goes to the Golders Hill Park Team for maintaining these sessions, and the overall quality of the Keats House Garden, through a period of staff change.
17. The Garden has been entered into Open Garden Squares Weekend in June, when volunteers will be assisting with Garden tours. The Gardens have also been entered into the London in Bloom (Walled Garden category) for the first time.

### **Ten Keats Grove**

18. The license for Keats Community Library (KCL) to continue operating from Ten Keats Grove has been renewed for a period of three years from 20 April 2017.
19. Regular meetings between the Principal Curator and KCL Trustees have been instigated with a view to improving the management and maintenance of the premises and ensuring that partnership working opportunities are developed where mutually beneficial.
20. A number of building maintenance and improvement projects have been raised by KCL and CoL Officers and this is leading to an improvement in the appearance and safe & efficient operation of the premises.

### **Future Projects and Programmes:**

#### **Keats200**

21. As Members are aware the 200<sup>th</sup> anniversary of Keats's death will fall in February 2021. Planning for the bicentenary to date has included early discussions with The Keats-Shelley House in Rome, where the poet died and is buried, and Kings College London, in part due to the connection with Keats during his apothecary training at Guys Hospital from 1815-16.

22. The bicentenary is also an opportunity to connect with new and wider audiences, to ensure that Keats's life, works and legacy are understood and enjoyed by a new generation of visitors.
23. As Keats moved into the property now known as Keats House, in December 1818, the Keats200 brand could be developed and extended to cover all aspects of programming and operational delivery from December 2018 to February 2021.
24. Members are invited to contribute their experience and thoughts on the benefits and possible challenges of this wider approach, particularly with regard to partnerships which could be developed.

#### **Community Infrastructure Levy (CIL) funded access improvement project**

25. The Camden CIL funded Access Project, instigated by Keats House, to enhance the visibility and accessibility of the property are progressing. Proposals to enhance the entrances, improve the footpath layout/lighting and refurbish toilet facilities at Keats House have been drawn up by Paul Vick Architects and agreed with Officers from Keats House and the Open Spaces Department. Due to the Grade I listed nature of the property, these proposals will need to be submitted to Camden Council's Planning Department. City of London Officers are currently liaising with Camden's Planning and Conservation Officers and a meeting was held on 12 April 2018, to progress the planning process and ensure that the proposals to be submitted are sympathetic to the heritage and Grade I listed status of the property. An initial response is expected from Camden Council in early May and Members will be updated at the meeting with next steps and likely timescales.

#### **Building maintenance programme**

26. The City Surveyor's Department have completed outline survey reports on Keats House and Ten Keats Grove. They have also initiated a number of condition surveys into particular aspects of the buildings (e.g. roof and damp), which will inform the proposed programme of works for the period 2018 – 21. These will be outlined and monitored through client liaison meetings with the Hampstead Heath, Highgate Wood, Keats House and Queen's Park Division and Members will be kept updated and consulted on key projects as they develop.

#### **Premises licence and event management contract**

27. The application to Camden Council for a premises licence to support Keats House and private hire events and diversify income streams, will now be submitted in June 2018.

#### **Conclusion**

28. Despite a period of change for Keats House, this has been a period of continued steady growth and quality programming. The exhibition and events

programme in particular, much of which is supported and delivered by volunteers, has continued to attract people to visit the House and engage with its aims and priorities.

29. The next three years provides an exciting opportunity to showcase the life, works and legacy of Keats during the bicentenary of his time living at the House, bringing with it new investment, partnerships and audiences.

## **Appendices**

- Appendix 1 – Visitor statistics

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## Appendix 1 – Visitor statistics

### Keats House Visitor figures: Overview and Annual Comparison

	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Total
<b>General Visitors</b>													
<b>2012-13</b>	1480	1493	1514	1358	1485	1359	1510	801	731	798	797	977	14303
<b>2013-14</b>	1190	1378	1384	1201	1690	970	932	643	589	557	611	1019	12164
<b>2014-15</b>	1209	1141	1050	1271	1447	1012	852	491	360	557	571	736	10697
<b>2015 -16</b>	987	1173	865	1191	1368	917	933	478	336	574	724	863	10409
<b>2016-17</b>	<b>904</b>	1020	842	1182	1039	842	920	624	602	643	635	842	10095
<b>2017-18</b>	893	1131	1079	1260	1159	1059	1002	790	579	693	891	1026	11562

### London Pass (included in gen visitors)

<b>2016-17</b>	11	30	17	21	24	19	14	5	5	1	6	11	164
<b>2017-18</b>	19	7	31	19	15	2	9	4	9	1	5	4	125

### Primary School Visits

All, Led and Self Led)

<b>2015-16</b>	0	84	83	90	0	36	93	129	0	0	26	0	541
<b>2016-17</b>	28	0	233	122	0	86	30	123	32	59	36	0	749
<b>2017-18</b>	0	28	156	0	0	22	201	125	0	32	30	30	624

### Secondary School

Visits (ALL)

<b>2012-13</b>		138	25	64	16	37	140	36	36	49	108	73	722
<b>2013-14</b>	21	48	169	249	35	96	162	126	53	144	223	151	1477
<b>2014-15</b>	52	88	152	206	47	31	101	142	104	142	120	71	1256
<b>2015-16</b>	156	101	327	175	0	36	94	77	135	17	68	0	1186
<b>2016-17</b>	93	104	141	189	0	112	138	117	52	158	143	202	1449
<b>2017-18</b>	17	60	101	130	0	54	137	62	57	63	40	213	934

### Higher Education

Groups

<b>2012-13</b>	0	27	18	67	0	10	43	65	0	82	0	0	312
<b>2013-14</b>	0	12	76	0	6	68	93	116	0	18	16	0	405
<b>2014-15</b>	5	57	50	51	23	0	16	0	0	0	0	45	247
<b>2015-16</b>	0	17	0	81	0	60	0	16	0	0	0	24	198
<b>2016-17</b>	30	34	75	73	0	35	38	5	0	47	0	0	337
<b>2017-18</b>	0	99	29	97	0	0	13	42	0	0	0	158	438

### Tourist and Other



## Groups

2012-13	26	98	38	57	55	42	61	67	0	19	26	0		489
2013-14	27	5	84	0	0	15	23	22	0	20	23	55		274
2014-15	39	44	0	12	0	97	0	0	0	0	0	0		192
2015-16	36	73	0	69	16	25	29	0	21	0		33		302
2016-17	6	17	66	73	13	55	19	15	5	0	0	32		301
2017-18	4	58	22	59	30	52	27	0	0	0	0	50		302

## 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	353	162	286	373	185	176	293	183	206		3925
2015-16	364	561	912	199	312	429	309	249	472	313	310	318		4748
2016-17	367	254	393	336	131	982	327	278	375	149	349	431		4372
2017-18	209	465	566	262	194	1365	283	381	346	227	315	182		4795

## 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	234	276	292	250	116	336	219	264		2386
2015-16	75	390	390	310	0	216	210	260	290	392	280	280		3093
2016-17	210	475	390	550	130	280	382	692	200	388	455	640		4792
2017-18	440	425	450	497	20	350	374	679	240	425	550	435		4885

## House

Subtotal	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar		Total
2012-13	1506	1756	1595	1546	1556	1448	1754	969	767	948	931	1050		15826
2013-14	1448	2109	2126	1855	1751	1511	2010	1496	889	1184	1234	1819		19432
2014-15	1817	1944	2197	1929	1913	1702	1634	1068	756	1328	1093	1322		18703
2015-16	1618	2335	2494	2115	1696	1683	1778	1209	1254	1296	1488	1716		20682
2016-17	1638	1914	2140	2496	1313	2312	1772	1854	1266	1444	1651	1973		21773
2017-18	1563	2266	2403	2305	1403	2902	2037	2079	1222	1440	1826	2094		23540

**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	483	777	733	452	561	616	487	761		7383
2015-16	1423	1360	973	1565	1255	1305	1163	376	273	402	551	886		11532
2016-17	838	1670	1143	1441	1312	1255	752	687	597	576	598	522		11391
2017-18	1070	1048	1140	1772	1038	889	880	385	366	259	526	547		9920

**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	32	34	20	20	6	32	16	18		278
2015-16	20	33	30	18	17	14	15	9	24	90	19	13		302
2016-17	20	59	29	64	23	14	23	16	24	89	18	22		401
2017-18	24	18	7	24	16	73	20	15	20	4	7	17		245

**Total**

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	2549	2428	2513	2387	1540	1323	1956	1596	2101		26430
2015-16	3116	3758	3611	3590	2996	3002	2653	1594	1557	1788	2058	2615		32338
2016-17	2496	3643	3312	4001	2468	3581	2547	2557	1887	2109	2270	1995		32866
2017-18	2657	3332	3550	4101	2457	3864	2937	2479	1608	1703	2359	2658		33705