**Compere:** Steve Wood,*Organisational Coach, NLP Practitioner and Facilitator, lead development role in Culture & Sport Improvement Tool, Survive and Thrive museums programme and Archive Accreditation peer reviews.*

10.20am Welcome and introductions

**Morning session: Key note speakers**

10.30am The local government funding context

Siraz Natha, Adviser, Culture Tourism & Sport team, Local Government Association

10.50am Situation report: local authority museums

John Orna-Ornstein, Director of Museums, Arts Council England

11.10am Situation report: local authority archives

Isobel Hunter, Head of Archive Sector Development, National Archives.

11.30amBreak for tea/coffee

12noon Making your case

Cllr Meena Bond, cabinet member for Arts, Culture & Sport, London Borough of Richmond

12.20pm Panel discussion

Questions from the audience for key note speakers

**12.45pm Lunch** Free buffet lunch provided

**Afternoon session: Case studies, workshops and next steps**

1.45pm Support programmes in London to date

Ben Travers, London Museum Development; Tina Morton, National Archives; Selina Papa Heritage Lottery Fund

2pm Case study: successful focus on council outcomes

Paul Hogan, Head of Culture and Chris Foord, Head of Heritage, London Borough of Barking & Dagenham

2.20pm Case study: successful reinvention of a service

Lorna Lee, Head of Cultural & Heritage Services, London Borough of Waltham Forest

2.40pm If all else fails…….How to prepare for a successful campaign

Henrietta Hopkins, Hopkins Van Mil

3.30pm Group discussion / next steps

4pm **Close**