

Sign up your project for National Lottery Open Week 2024

17/10/2023



It's a great way to acknowledge your Heritage Fund grant, reach new audiences and benefit from a UK-wide PR campaign!

Since The National Lottery's first draw in 1994, more than £47 billion has been raised for good causes in the areas of heritage, arts, sport, film and community. That's over £30 million raised by National Lottery players each week. National Lottery Open Week thanks the players for their support in making your project possible.



What is National Lottery Open Week?

[National Lottery Open Week](#) takes place between Saturday 9 and Sunday 17 March 2024. Anyone who visits a National Lottery-supported venue or project with a National Lottery ticket, Instant Win Game or scratchcard (physical or digital) is able to take up a special 'thank you' offer.

What does a special offer look like?

From free entry and behind-the-scenes tours to a complimentary gift or cup of tea, there are so many ways to say #ThanksToYou during National Lottery Open Week.

Previously, popular offers have included:

- free entry to Jodrell Bank Discovery Centre in Cheshire, where they saw an increase of 500 visitors compared to the previous year
- free entry to hundreds of National Trust venues
- 2-for-1 entry at Hillsborough Castle and Gardens in County Down, Northern Ireland
- free circus workshops at The Circus House in Manchester
- free tours of the cloisters at Hereford Cathedral
- free guided walk at RSPB Dove Stone Nature Reserve
- free abseiling off the viaduct at King's Mill Reservoir in Nottinghamshire, one of the oldest in England

Take a look at [examples from previous years](#) for more inspiration.

Why get involved?



Abseiling off the viaduct at King's Mill Reservoir

You can say 'thank you' to National Lottery players for the funding your organisation has received and acknowledge your grant. It is your chance to show what a difference that support has made in a clear and direct way.

It is also a great opportunity to highlight the work you're doing. There will be plenty of public visibility around the week, including an exciting media campaign, adverts and social media activity.

Finally, it is a fantastic opportunity to welcome new audiences. Around 70% of visitors who took part in The National Lottery's 2021 survey said they'd never visited the venue before, or hadn't in the past two years. That's a lot of new visitors!

In 2023, 100% percent of projects that completed The National Lottery's participant survey said they would take part again.

Get involved

[Find out more and sign up](#)

You might also be interested in...



Esther Fox is the National Lottery Awards Heritage Winner for 2023

Torquay on the South Devon coast, with Torre Abbey in the foreground.

£200million funding for Heritage Places will boost local economies and pride in place

[St. Conan's Kirk, Argyll, Scotland Photo: Andrew Prins](#)

[**£12.2million investment to help save UK's historic buildings**](#)