Hello from the new-look National Lottery Heritage



Hello from the new-look National Lottery Heritage Fund!

We have a new name – The National Lottery Heritage Fund. It's a new chapter for us, although much of the great work we do remains the same.

We will still be investing millions of pounds each year in inspirational heritage projects, large and small, right across the UK.

And we will still be investing National Lottery money in the full breadth of our diverse heritage. From historic places of worship, castles, and factory buildings and people's rich stories, through to public parks, natural landscapes and native wildlife.

We will keep people at the very heart of all the projects we fund – after all, it is people who bring heritage to life and make it sustainable for the future.

So what has changed?

The money we invest each year, around £200million, is raised through the sale of National Lottery tickets. We think it's important that you know exactly where the money comes from. So, by aligning our brand more closely with The National

Lottery, we hope it will help players better understand the difference they make when they buy a ticket.

> "In 25 years the National Lottery has transformed the UK."

If you are currently running a National Lottery Heritage Fund-supported project, there are a range of tools available on our website to help you incorporate our new identity into your future work and communications. We don’t expect groups and organisations to update things like branded leaflets immediately, but instead replace them when new ones are needed.

25 years of making a difference

Our brand refresh kicks off The National Lottery’s 25th anniversary year. The first draw took place in November 1994, with around £30m raised each week for a variety of good causes.

Ros Kerslake, The National Lottery Heritage Fund CEO, said: “In 25 years the National Lottery has transformed the UK. Historic high streets and public parks have been revitalised; native wildlife has been protected; our museums and cultural attractions are world-class; and stories and memories have been preserved. But beyond the millionaires it’s created, many people simply aren’t aware of its impact on our daily lives. By putting the National Lottery brand front and centre of our own, we hope to help change that.”

The next five years

The announcement of our new identity is part of the unveiling of our next strategic National Lottery funding framework that sets out our priorities for the next five years.