

A seashore scavenger hunt at Tendring, one of our Areas of Focus

Throughout 2019–2024 we delivered targeted support to selected places across the UK by increasing access to our funding and helping to deliver positive outcomes through their local heritage.

What is an Area of Focus?

In our Strategic Funding Framework 2019–2024 we identified 13 places – ‘Areas of Focus’ – that had historically received lower levels of investment from us and displayed the highest evidence of need based on data from the Index of Multiple Deprivation.

This was in response to National Lottery player consultation, which highlighted a desire to see money raised by The National Lottery targeted towards communities who would benefit the most from funding.

The 13 places:

- Brent (London and South)
- Corby (Midlands and East)
- Enfield (London and South)
- Knowsley (North of England)
- Inverclyde (Scotland)
- Luton (Midlands and East)

- Newham (London and South)
- North-East Lincolnshire (North of England)
- North Lanarkshire (Scotland)
- Neath Port Talbot (Wales)
- Rhondda Cynon Taff (Wales)
- Tendring (Midlands and East)
- Walsall (Midlands and East)

Our work in these areas

Our work was guided by a vision **for heritage to support thriving places and communities**. This vision continues under our 10-year strategy, Heritage 2033, and our Heritage Places initiative.

Throughout 2019–2024 our teams worked with a wide range of stakeholders in the 13 areas – from Local Authorities, to heritage, community and voluntary sector organisations – to identify the best way to deliver positive outcomes through heritage.

In practice, this included a range of activities to support local organisations with access to our funding:

- partnership working, including with other funders
- community and micro-grants schemes
- the ability to solicit or fast-track grant applications where a time-limited opportunity presents itself, such as significant government or other partnership funding
- commissioning specialist support or capacity building for organisations delivering heritage projects for the first time

Looking to the future

The legacy of our work in these areas will continue. Although we've identified new places in need of our support under Heritage 2033, organisations in our Areas of Focus can continue to apply for funding and celebrate the heritage of their places.

Explore the impact of our work in the Areas of Focus below.