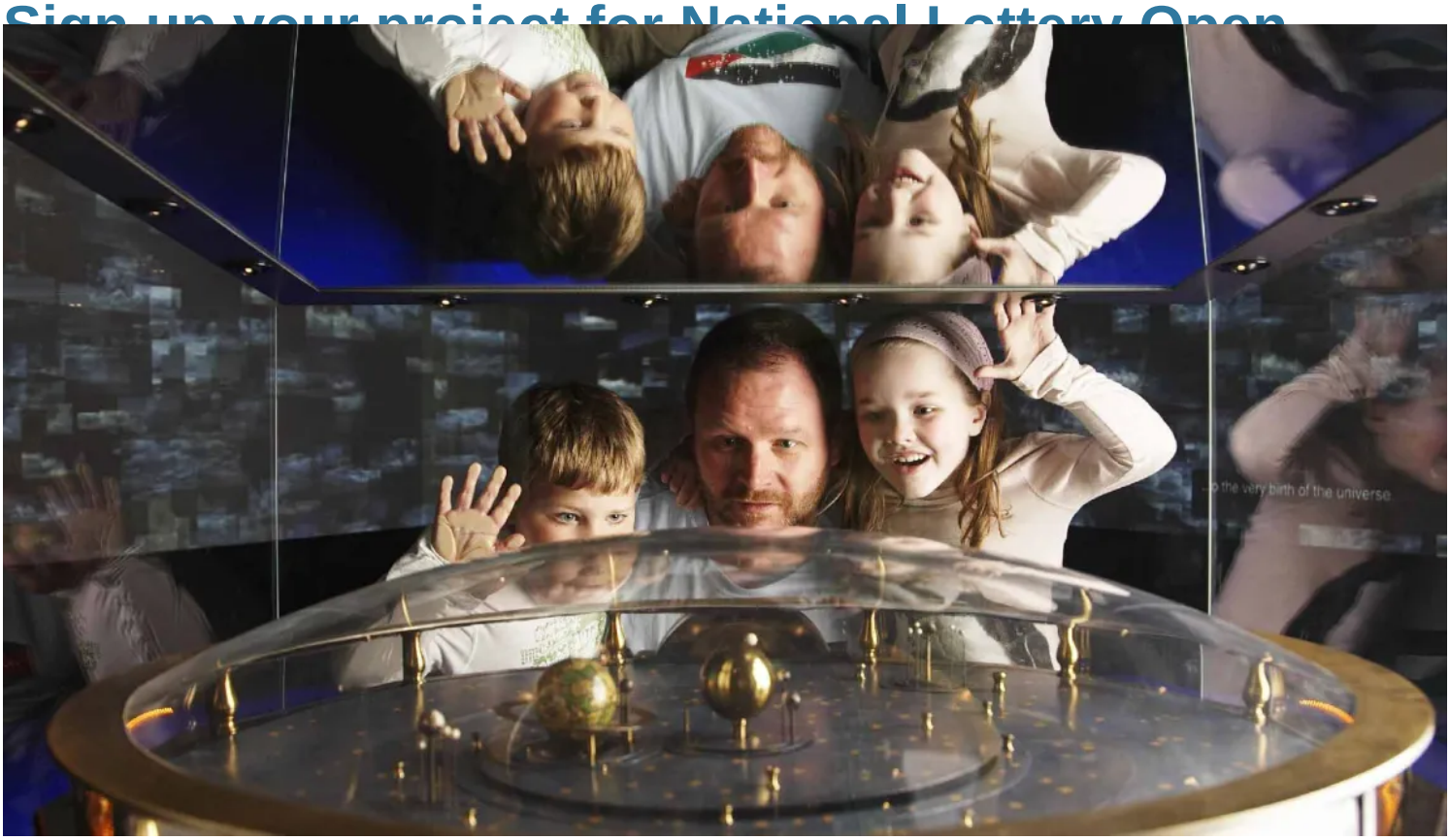
Sign up your project for National Lottery Open



Credit: Royal Museums Greenwich.

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 £53billion has been raised for good causes in the areas of heritage, arts, sport, film and community.

Thanks to National Lottery players, more than 690,000 projects like yours have been funded. 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 13 and Sunday 21 March 2027. 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.



The week is a collective way of saying thank you to the players and celebrating the impact they make possible.

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 get involved. Previously, popular offers have included:

- free entry to the Yorkshire Sculpture Park
- free entry to hundreds of National Trust venues
- free guided tours inside the iconic Kelpies at The Helix in Falkirk
- 50% off entry to Hillsborough Castle and Gardens in County Down, Northern Ireland
- 2-for-1 access to 4D theatres at the RAF Museum
- free tours of the Ffestiniog & Welsh Highland Railways
- free entry at RSPB nature reserves

Why take part?

Two visitors investigate a red tank engine in a wooden shed at the Ffestiniog and Welsh Highland Railway.

A behind-the-scenes tour of the Ffestiniog & Welsh Highland Railways.

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

It's 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's a fantastic opportunity to welcome new visitors. Last year National Lottery players redeemed more than 125,000 offers and venues said Open Week helped them attract a larger and more varied audience.

In 2026, 99% of projects that completed The National Lottery's participant survey said they would take part again and would recommend participation to others.

Get involved

By registering early, you can get more involved in the promotional campaign. Please register your offer by 31 December 2026.



Acknowledgement mosaic, Stockton Northern Gateway Townscape Heritage Project. Credit: Stockton Borough Council.



ment awards 2026

Visitors to the newly reopened Palm Houses at Royal Botanic Gardens Edinburgh are immersed in ferns and palms under the restored glass roofs. Credit: Eilidh Cameron.



2026 joint winner: Hannah, Project Officer at Gloucestershire Archives, with vegetables harvested from the community garden. Credit: Gloucestershire Archives.

Enter the Outstanding Achievement in Sustainability award 2027