

# Sign up your project for National Lottery Open Week 2025

26/11/2024



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, £50billion has been raised for good causes in the areas of heritage, arts, sport, film and community. That's over £30million 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 15 and Sunday 23 March 2025. 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
- free guided tour inside the iconic Kelpies at The Helix in Falkirk
- 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 South Stack in Holyhead

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



Visitors at the Giant's Causeway in County Antrim. Photo: National Trust.

## Why take part?

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 2024, over 97% of projects that completed The National Lottery's participant survey said they would take part again.

## Get involved

[Find out more and sign up](#)





[Former dock worker Leslie Morgan \(centre\) and children from the Gateway Learning Academy schools \(waving flags representing the Windrush generation\), alongside Tilbury port's 16ft docker puppet, celebrate the Tilbury Riverside Station grant in the building that will be transformed into a creative community hub.](#)



[ahead of our 30th birthday](#)

[Meet seven people who've 'changed the game' across heritage, land and nature](#)