

Meet seven people who've 'changed the game' across heritage, land and nature

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From founders to activists and trailblazers, we're celebrating those who you nominated as having extraordinary impact across 30 years of National Lottery funding for heritage.

Since the first National Lottery draw in 1994, billions of pounds has been raised for good causes, including heritage. To mark this 30th anniversary year, we asked you to tell us about the most inspiring and committed heritage project leaders and participants; people who have changed the game for heritage.

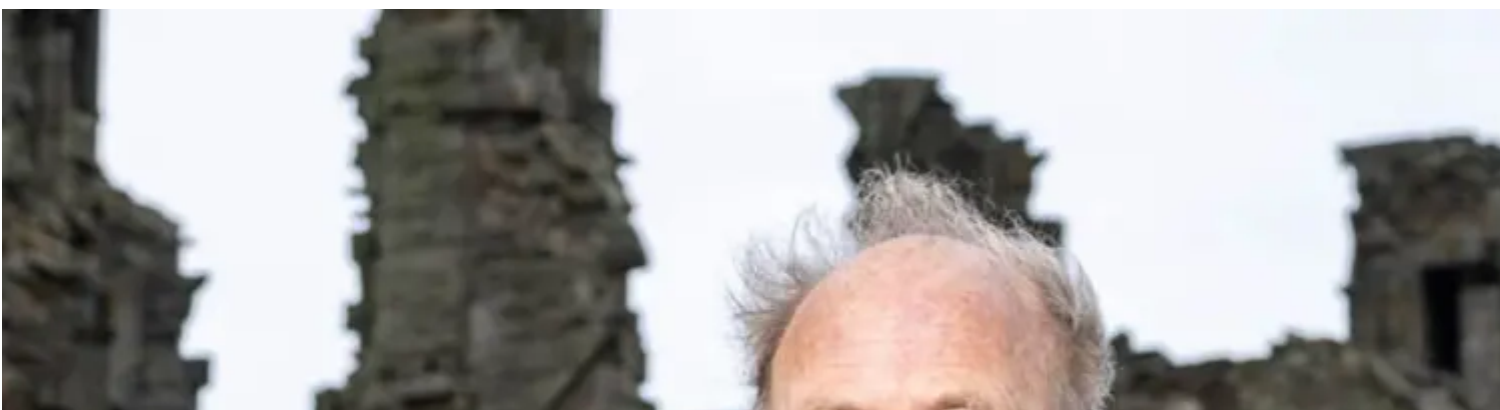
The seven chosen Game Changers have been honoured in a 5,400m-square land art installation at Whitby Abbey. Created by New York artist David Popa, the 'heritage tree' artwork envelopes the gothic ruin and symbolises the Game Changers' deep-rooted contribution to heritage. It's been made using organic pigments which will fade and disappear over time.



The artwork and the Game Changers were revealed this morning (October 1) by actor and broadcaster, Sir Tony Robinson, who said: “Across the spectrum of our heritage and conservation, the impact of the causes and projects championed by these Game Changers is evident – and the role The National Lottery has played in making this possible has been vital.”

They are:

Sir Tim Smit, co-founder of The Eden Project – his vision saw a reclaimed clay pit in Cornwall transformed into a world-renowned ecological attraction to inspire people to reconnect with the natural world.



Arthur Torrington CBE, co-founder of the Windrush Foundation – his efforts to collect the powerful stories of the Windrush Generation across the UK ensures their legacy is preserved and can inspire future generations.



Teresa Anderson MBE, Director of Jodrell Bank Centre for Engagement – the physicist champions science as a form of cultural heritage that tells a story of who we are, and helped Jodrell Bank be recognised as a UNESCO World Heritage site in 2019.



Chantelle Lindsay, presenter, Project Officer with the London Wildlife Trust and advocate for diversity and inclusivity in wildlife – she’s helped break down barriers to nature and inspired young people and those from diverse ethnic communities through her project participation and media presentation roles.



Sandy Bremner, convener for the National Parks Authority – he’s currently overseeing The Cairngorms 2030 programme, a £12.5million project to transform the Cairngorms into the UK's first net zero national park.



Lisa Power MBE, trailblazer for LGBTQIA+ rights and Pride Cymru volunteer – as coordinator of the Icons and Allies Project, Lisa unearths and honours trailblazing LGBTQIA+ figures and allies from across Wales, as well as sitting on the Board of Queer Britain, the national LGBTQIA+ museum.



Heidi McIlvenny, project leader for Ulster Wildlife's Sea Deep initiative until June 2022 – she launched a first-of-its-kind shark-tagging programme in Northern Ireland and coordinates efforts to gather vital data about local sharks, skates and rays.



30 years of impact

Eilish McGuinness, Chief Executive of The National Lottery Heritage Fund, said: “The creation of the stunning Heritage Tree installation at Whitby Abbey honours the seven extraordinary Game Changers and beautifully symbolises the deep roots and ever-growing impact of each, reflecting our shared ambition to strengthen heritage.”

The Game Changers were nominated by members of the public and selected by a panel composed of members of The National Lottery family and partners.

Get to know the Game Changers

[Find out more about the seven heritage Game Changers](#), and a further 21 who have made contributions to the arts, film, sport and community across the National Lottery’s 30 years.

Since 1994, we’ve awarded more than £8.6billion raised by National Lottery players to over 47,000 heritage projects across the UK.



[Exploring Trinidad and Tobago's natural heritage at Fort George, Port of Spain.](#)



[Black people](#)

[Commemorative banner at Tilbury](#)



[ndrush generation](#)

[Braemar view. Credit: Cameron Cosgrove](#)

[Cairngorms 2030: people and nature thriving together](#)