THE NATIONAL LOTTERY
Open Week

Saturday 13 – Sunday 21 March 2027



30+ years of investment across the UK

Get involved!

As a recipient of National Lottery funding, we invite you to participate in National Lottery Open Week which will take place from Saturday 13 – Sunday 21 March 2027.

Thanks to National Lottery player support, more than 690,000 projects, like yours, have received National Lottery funding. National Lottery Open Week is a direct and impactful way for funded organisations to come together to say ‘thank you’ to the players who have supported them over the years, as well as welcome new visitors to your venue or project.

690,000+
projects have received National Lottery funding



What is National Lottery Open Week?

The idea is simple: during National Lottery Open Week, National Lottery funded venues and projects across the UK make a 'special offer' available to National Lottery players which can be redeemed with a National Lottery ticket, scratchcard or proof of play online.

In 2026, National Lottery players were able to access almost 800 free and special offers across the UK, and more than 125,000 players* took part.

Previous participants have included National Trust, National Trust for Scotland, Historic Royal Palaces, English Heritage, Cardiff Castle, Imperial War Museums, Murrayfield Stadium, RSPB, Eden Project, Black Country Living Museum, the BFI and the Royal Shakespeare Company as well as a host of community projects, local Scouts groups, Guide Dogs for the Blind, sports clubs, gardens and beekeepers. The range and variety of organisations that take part is incredible!

* based on the venues who captured visitor numbers

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Why should my organisation get involved?

Taking part in National Lottery Open Week is a great way to acknowledge your funding. It's the chance to thank National Lottery players for their contribution and engage with new and diverse audiences, welcoming them to your venue or project.

It is also a great opportunity to promote your venue or project.

National Lottery Open Week's communications campaign spotlights offers across the UK with:

- **Engaging media coverage** across national, regional and local outlets including print, digital, radio and TV
- **Brilliant social content** with social media influencers and venue collaborations reaching over 2 million people
- **A high-profile, celebrity-led campaign** bringing media opportunities and social media impact
- **A dedicated website** – with over 1.5m views - showcasing venues, offers and activities to people across the country, driving footfall and building local connections.

Previous participating venues and projects report an increase in awareness and visitor numbers.

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Soundbites from previous participants

“...the weather was absolutely appalling. To get 499 on a day like that for us is really impressive!!” National Trust venue

“...our first visitors through the door came in with lottery tickets. They enjoyed their visit that much they bought a joint senior membership.”

National Trust for Scotland – Hill of Tarvit

“Our redemptions were nearly three times higher than when we ran a similar campaign in 2022.”

Horniman Museum and Gardens

“It pushed us to create an event specially for Open Week which was a really joyful experience. Really glad we did it.”

Bangor Court House

“We definitely had people signing up for memberships who came with a National Lottery ticket.” RSPB Reserve

“We loved it. We thought it was a huge success. It not only brought an increase of visitors but a different audience.” Leeds Castle

“The majority of National Lottery Open Week visitors were local folk who hadn’t visited the hall before.”

National Trust for Scotland – Leith Hall

“[National Lottery Open Week] offered fantastic exposure to our public programme and a chance to reach and engage with wider audiences. Thank you for this profile.” Royal Geographical Society

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What does a special offer look like?

Previous highlights have included: free entry to some of the UK's most-loved museums and heritage sites; behind-the-scenes tours of world-class sporting venues; a complementary gift or cup of tea and cake; setting aside tickets to a sold-out theatre performance; come and try activities; one-off workshops or taster sessions; and, special access to a space or experience usually closed to the public.

There are so many ways to say thank you to players during National Lottery Open Week. It is a great opportunity to highlight the brilliant work you're doing.



Offer inspiration



Not sure how your project can get involved in National Lottery Open Week?

Be inspired by feedback from previous campaigns and have a look at some examples of the special offers others have put on over the years.





What we've learned from previous campaigns

We've found that

- Running your offer over the full week will give a greater chance of reaching wider audiences
- The weekends are the most searched dates on the website so activities on these days tend to do well
- A high-value offer is a strong draw - often bringing new visitors who have not been before
- Simplicity works. Keep things straight forward for visitors, as well as your staff and volunteers. This also avoids having to develop complex terms and conditions
- You can add as many special offers as you like. A range of activity can draw in extra visitors.



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Some special offer ideas

Your offer can be completely unique and tailored to your organisation. It can last an hour or the whole week, be a one-off or a series of events, be open to all or just a select few. What you do, is up to you! Here are some ideas to get you started.

Free Entry

This could be either general admission or something specific. For example:

- To a particular exhibition or part of your venue or facility
- Free parking
- To a screening or a show
- A day pass to your gym or sports facility
- A family day pass
- Your free entry could be timed, for a group or an individual, across the whole period, or only on specific days.

Offer Something Extra Special

Something that isn't usually open to the public. How about:

- The opportunity to observe a rehearsal or training session
- The chance to participate or volunteer at an event or community project
- A place at a VIP preview of an exhibition or screening
- The chance to meet an expert / celebrity / writer / sportsperson / cast members
- A peek behind-the-scenes, or view of a collection or space which is usually restricted.

Discounted Entry

This could include a 2-for-1 ticket offer, discounted annual membership, or 50% off.

Guided Tours

This might be something you do already or something you arrange specially for National Lottery Open Week. You might prefer people to book ahead or allocate places on a first-come-first-served basis.

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The Chance To Try Something New

If you already offer free entry, you might want to run a special workshop, offer lessons or expert sessions, such as:

- Practical advice or coaching sessions such as gardening or bike checks and repairs
- Workshops or a taster session to try a new activity like a beginners birdwatching guided walk or a sport, wellbeing or craft activity.

Looking Ahead

Is your venue closed or inaccessible during National Lottery Open Week? You might decide that during the National Lottery Open Week period, you could take registrations for free entry to an event coming up in the future.

Café or Gift Shop Offer

- Free tea or coffee and cake in the café
- 50% off on purchases in your gift shop or free gift with purchase
- A special discount code for your online shop.

Free Gift

This could be something you offer on-site or through your social media channels:

- Free copies of an exhibition catalogue or project-related publication
- Free badge or tote bag
- Goodie bag to your first 50 visitors
- A free tree or plant.

A Chance To Win

Examples have included: A free go at a lucky dip prize draw or an entry into the draw for a private tour for you and a number of friends.

An 'Under Construction' or Hard-Hat Preview

If your National Lottery funded project has started its programme of works, could you offer:

- A free drop-in session and talk about the project's redevelopment
- Free hard-hat tour
- Behind-the-scenes external construction tour
- A 'conservation in action' talk and tour.

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How do I sign up?

Registration is **NOW OPEN** for National Lottery Open Week 2027

REGISTER TO TAKE PART HERE

We've pulled together some FAQs to help answer any questions you might have.

Just click the link below or get in touch directly by email to **thankstoyou@lotterygoodcauses.org.uk** and we'd be happy to help.

FREQUENTLY ASKED QUESTIONS





THE NATIONAL LOTTERY®