



House of Commons
Culture, Media and Sport
Committee

What next for the National Lottery?: National Lottery Distributors' Response to the Committee's Fourth Report

Twelfth Special Report of Session
2022–23

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The Culture, Media and Sport Committee

The Culture, Media and Sport Committee is appointed by the House of Commons to examine the expenditure, administration and policy of the Department for Culture, Media and Sport and its associated public bodies.

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Publication

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Twelfth Special Report

The Digital, Culture Media and Sport Committee published its Fourth Report of Session 2022–23, [What next for the National Lottery?](#) (HC 154), on 22 November 2022. The National Lottery Distributors' response was received on 3 October 2023 and is appended to this report.

Appendix: National Lottery Distributors' Response to Recommendation 9 in the Committee's Fourth Report

Recommendation 9: *We recommend that, over the next six months, the distributing bodies consider how they might more effectively ensure that recipients of funding ensure that those benefiting from funding are aware of the source of their funding. We would like to receive a report from the National Lottery Distribution Fund to inform us of changes to be made.*

Executive Summary

The 12 National Lottery Distributors welcome the Committee's focus on grant acknowledgement and agree it is vitally important that National Lottery funding is recognised and understood.

The National Lottery Forum has strong governance in place to ensure the Distributors work together, including a Grant Acknowledgment Working Group where colleagues from all Distributors meet regularly to share best practice. In addition, the National Lottery Promotions Unit (NLPU) is a joint venture between the operator, DCMS and the Distributors. It raises positive public awareness of National Lottery funding, thereby contributing to the overall brand health of The National Lottery.

The Distributors have a strong commitment to grant acknowledgement which broadly falls into three categories:

- **Requirements of grant holders:** Distributors contractually oblige grant holders to acknowledge their National Lottery Funding. This includes using the correct branding across their projects, sports kits, films, and events and referencing the National Lottery in marketing materials, press, social media, and interviews.
- **Support for grant holders:** Distributors provide brand guidance and toolkits to grant holders. They also regularly engage with grant holders to provide advice, for example UK Sport works with every Olympic and Paralympic sport to ensure that the Chair, CEO, performance team, communications team and athletes understand the role that the National Lottery players play as well as the impact of National Lottery funding.
- **Media and communications:** Distributors work closely with grant holders in planning the announcement of their grant and acknowledging their grant

through planned press activity. Examples of press activity include UK Sport requiring athletes to make themselves available for three media appearances per year, and the British Film Institute producing videos from talent to thank National Lottery players.

The Distributors have taken on the committee's recommendation to consider how they might more effectively ensure that recipients of funding ensure that those benefiting from funding are aware of the source of their funding. They have committed to the following changes:

The National Lottery Community Fund is updating branding training to support a greater focus on brand management. It is also focusing on its £1 million + grant holders to maximise grant acknowledgement. For existing £1 million + grant holders, funding colleagues are being supported to ensure that branding and acknowledgement of funding become a regular part of their post-award grant conversations. All new £1m+ grant holders will now be provided a communications protocol spelling out the expectations over the lifetime of their award including launch comms, annual comms 'moments', and impact case studies.

The National Lottery Heritage Fund (Heritage Fund) will ensure that changes to its application forms reflect acknowledgment recommendations. It will also explore digital training for grant recipients to support with acknowledgement questions. The Heritage Fund will also continue with regular training to staff on brand acknowledgement to ensure all relevant Heritage Fund staff are able to lead conversations about grant acknowledgement with grant recipients.

Arts Council England (ACE) is currently reviewing its grant terms and conditions to introduce scaled requirements for National Lottery Project Grants grant acknowledgement. ACE is also looking at how best to strengthen ongoing relationships with grant recipients once they receive funding, and this could include introducing consequences for non-compliance. ACE will review and refresh the toolkits it provides to support recipients, including giving examples of ways to promote and celebrate The National Lottery.

Arts Council Wales (ACW) is currently working through its investment review and in April 2024 it will announce a new group of multi-year funded organisations. This will align with a new Corporate Strategy and a re-branding exercise. Through this work ACW will increase the profile of both the organisation and of its funders, principally National Lottery and the Welsh Government. ACW be introducing new monitoring reports to ensure that organisations have fulfilled the branding ask—namely to prominently display the National Lottery logo both physically and digitally, and to secure media and social media coverage for their funded projects.

Arts Council Northern Ireland (ACNI) intends to focus on ten of its most significant National Lottery funded clients in the 2023/24 financial year, directly requesting a communications and acknowledgment plan from each on how they will increase acknowledgement of the funding they receive. This will include how they plan to engage with their audiences and improve their messaging on The National Lottery.

Creative Scotland has re-branded its Open Funds to the National Lottery Open Fund for Organisations¹ and the National Lottery Extended Programme Fund². The Distributor is seeking to similarly rebrand the Open Fund for Individuals in the 23/24 financial year. As the Distributor rolls-out its new Scottish Government (Grant-in-Aid) supported Multi-Year Funding Programme for cultural organisations in Scotland, it will also be making it clear that it intends to use National Lottery funding reserves to support 'transition' funding. This will help organisations who are unsuccessful in being awarded Multi-Year Funding transition out of the existing programmes or to a new model of working. Across these Creative Scotland initiatives, the profile of National Lottery funding will be significantly higher across its programmes in the coming year and beyond.

UK Sport is undertaking a strategic planning process to identify opportunities and barriers for acknowledgement. It is also planning and designing an induction programme for athletes, to include National Lottery messaging. The Distributor will continue to monitor bigger sports to ensure the National Lottery is being proportionately acknowledged and that all appropriate opportunities are offered. Media training discussions have started, in collaboration with Team GB and ParalympicsGB, to completely redesign the programme and ensure that there are touchpoints throughout the cycle and not just before Games time.

Sport England is working to strengthen existing requirements within Grant Funding Agreements to ensure increased compliance with current conditions, and is considering possible changes to the names of open funding programmes in order to reflect and acknowledge the source of the funding being the National Lottery. The distributor is also actively engaging prospective recipients to improve awareness of the required communications before an award is offered, and is working to standardise a mandatory approach to National Lottery acknowledgement across all Lottery funding programmes. It plans to carry out a full review to consider and identify further opportunities to acknowledge and highlight National Lottery support across its platforms, communications and engagement with award recipients.

sportscotland is looking at embedding regular refresher sessions with Scottish Governing Bodies (SGBs) sport comms leads to discuss National Lottery funding, investment agreement, PR, branding and attribution. In addition, the Distributor is looking to explore options for an SGB focus group because it would like a clearer understanding of what is spent where, and if there were any significant programmes or projects it could highlight. sportscotland is also looking for new opportunities to brand programmes and funding streams as 'National Lottery' - potentially a 'National Lottery Facilities Fund' and a 'National Lottery Young Ambassadors Programme'.

Sport Wales is building recognition of the National Lottery at touch points throughout the application process for community grants as it designs the new service and is updating the toolkit to community grant beneficiaries. The Distributor is also incorporating additional Welsh sport specific key messages with existing National Lottery messaging to strengthen the acknowledgement of the National Lottery's role. In addition, Sport Wales is exploring inclusion of National Lottery within other funding programmes. Internally, the Distributor is introducing a staff education programme to raise awareness of the importance of National Lottery funding.

1 [National Lottery Open Fund for Organisations | Creative Scotland](#)

2 [National Lottery Extended Programme Fund | Creative Scotland](#)

Sport Northern Ireland is developing a new grant acknowledgement webpage and toolkit which will include brand guidelines, logos, press release templates and National Lottery key messages for use by grant recipients. It is putting the onus on the grant recipient - via new terms and conditions - to provide reports demonstrating what they are doing, as well as outcomes and visibility of programmes. Sport Northern Ireland will set up a regular audit of beneficiaries to ensure National Lottery funding is being recognised as stipulated by terms and conditions.

The British Film Institute (BFI) has a 10-year strategy that formally started in April 2023. As part of that, there is a three year National Lottery Funding Plan (2023–26) which has a number of new funding programmes. All of these new funds, and those that exist already, have revised application and branding guidelines for recipients that set out why acknowledging the National Lottery is so important, as well as the BFI's expectations for National Lottery branding. These requirements are included in the contracts and finance agreements sent to all awardees.

Introduction

The 12 National Lottery Distributors are committed to grant acknowledgement and each one has a positive story to tell. This report sets out each Distributor's current approach to grant acknowledgment and future changes to be made.

The National Lottery Forum has strong governance in place to ensure the Distributors work together. The Forum brings together the Chief Executives of the National Lottery Distributors to work together on issues of shared strategic importance, such as grant acknowledgement. There is also a Grant Acknowledgment Working Group where colleagues from all Distributors meet regularly to share best practice. The Forum works actively with the wider National Lottery Family, including DCMS, NPLU, Camelot, Allwyn and the Gambling Commission.

The National Lottery Distributors use the Good Causes money raised by National Lottery players (currently in the region of £36 million a week) to support arts, sports, heritage, charities and communities. The twelve Distributors vary greatly in size and the amount of National Lottery funding they distribute.

The National Lottery Promotions Unit (NPLU) is a joint venture between the operator, DCMS and the Distributors. Its aim is to make National Lottery players aware of, and thank them for, the thousands of incredible projects in their local communities that they help to support, bringing to life the purpose of The National Lottery and showcasing the extraordinary impact Good Causes funding has across the UK. This includes recent campaign highlights such as:

- The annual National Lottery Open Week which was held in March to say a huge thanks to National Lottery players for their support by offering free entry to thousands of visitors to hundreds of venues and attractions, as well as exclusive behind-the-scenes tours, at selected sites.
- A digital-first activation based around young people and the environment, after the audience was identified as a key priority and an area of future focus.

- The National Lottery Awards - the annual celebration of the ordinary individuals and organisations who do extraordinary things with the help of National Lottery funding. The Awards launched in April and will culminate in the Autumn with individuals and projects throughout the UK competing to win a coveted National Awards Trophy and a cash prize.
- A digital first campaign to celebrate the King's Coronation whilst raising awareness of National Lottery funding to projects throughout the UK which were marking the occasion in various ways.
- Celebrating the Eurovision Song Contest coming to Liverpool in May by delivering a campaign to highlight how National Lottery funding is supporting refugees throughout the UK, as well as supporting the arts and community groups.
- The 2023/24 Sport campaign which focuses on building the best possible framework for Paris 2024 and rolling out a package of media and social content with National Lottery funded athletes and projects to celebrate a 'summer of sport'.

Led by the NLPD whilst collaborating with the entire National Lottery family, the 30th Birthday next year will be a significant milestone that not only provides a clear opportunity to celebrate the last 30 years, but also to look to the future.

Transitioning from the third National Lottery licence to the fourth licence presents an opportunity to further strengthen grant acknowledgement with the new operator. The National Lottery Forum is already working closely with Allwyn on the issue of data sharing to allow Allwyn to better connect Good Causes activity with point of sale, and the Forum wants to work closely with the Distributors on the reverse, using grant recipients to support the growth of the National Lottery brand.

The National Lottery Community Fund

The National Lottery Community Fund (TNLCF) provides grants to organisations to help improve their communities. These organisations range in size from micro organisations to multi-million charities which are household names. Its grant awards range from a minimum grant value of £300 to several million pounds which can be awarded to a single organisation or a partnership-led bid.

TNLCF typically awards over 10,000 grants and distributes around £500 million a year. In terms of volume, the majority of the grants (around eight in ten) are for under £10,000 awarded to local grassroots groups.

Current grant acknowledgment work

Requirements of grant holders

TNLCF continues to support the drive for grant acknowledgement. In recent years, the organisation rebranded from “Big Lottery Fund” to “The National Lottery Community Fund” to increase National Lottery players’ awareness and understanding of where Good Cause funding is going. It is a contractual condition of a grant, in all grant holders’ terms and conditions, to acknowledge their National Lottery funding and use correct branding across their project and related project assets, via physical and digital assets (the latter being more prevalent). Compliance is delivered by funding teams in the course of regular monitoring activity. Expectations vary based on the size of award and the recipient group’s scale and capabilities.

TNLCF’s small grants programme (grants of up to £10,000) was renamed to “National Lottery Awards for All” to better reference the source of the Good Cause funding throughout the customer life cycle.

Support for grant holders

TNLCF supports grant holders with toolkits, including branding, logos, template press releases and a dedicated weblink for merchandise requests. There is extensive free merchandise available to all grant holders such as plaques, banners, bunting, and flags. All of these are available to order online.

Media and communications

All new grant holders are particularly supported by TNLCF in planning their communications around the announcement of their grant with advice on how to thank National Lottery players. When TNLCF is working in partnership with other funders or a group of charities where branding considerations are more complicated, TNLCF works with partners to define a set of branding and communications protocols ensuring that The National Lottery is front and centre, and due acknowledgement is given to its funding.

Future changes to be made

All grant holders

TNLCF is committed to improving branding compliance and grant acknowledgement across all grant holders, ensuring they are applying branding requirements.

TNLCF's Learning and Development team is updating branding training to support a greater focus on brand management, from grant set-up through to grant management for all funding officer/managers. This training will help deliver better conversations and expectations about branding at grant set-up and during active grant management, and is set to rollout across the organisation in Q1/2 FY 23/24.

£1M+ grant holders

Many of the groups that TNLCF funds, even if in receipt of a £500,000 award, do not have the in-house resource or skills to support additional grant acknowledgement demands. As such TNLCF is focusing efforts on £1 million+ grant holders, where TNLCF has every expectation and confidence in their capability to meet requirements.

The following work is already underway:

Existing £1m+ grant holders

TNLCF has identified the existing holders of £1m+ grants and the grant acknowledgement arrangements it has in place with them.

Funding colleagues responsible for their grant management are being supported to ensure that branding and acknowledgement of funding become a regular part of their post-award grant conversations. This includes referring grantees to the free merchandise and toolkits to support better use of the National Lottery brand across all on and offline channels and platforms.

Where protocols are already in place (e.g. for Partnerships), TNLCF is working with the responsible funding teams to ensure they are referring to these and covering branding and brand recognition as part of their grant check-ins.

TNLCF is also drafting a grant acknowledgement reminder email for funding colleagues to send to their £1 million+ grant holders to remind them of their branding and recognition obligations—sharing advice, help and best practice.

New £1m+ grant holders

All new £1m+ grant holders will now be provided a communications protocol spelling out the expectations over the lifetime of their award.

For example, within this protocol TNLCF will now ask a grantee with a five-year award to ensure the following as a minimum requirement:

Year one—launch comms with full branding, grant acknowledgement and inclusion of key messages, including thanking National Lottery players.

Years two to four—to create an annual comms 'moment' where they share the great work our award is supporting or any updates with full grant acknowledgement and key messages, including thanking National Lottery players.

Year five—communications to tell the story of the impact of their project and our funding, with full acknowledgement, key messages and thanking National Lottery players.

TNLCF's legal team has confirmed that current T&Cs hold grant holders to follow any guidance or protocol that TNLCF put in place.

TNLCF has already trialled the above approach with a new grantee and the feedback was very good—they welcomed the clarity of our asks and understood the importance of supporting the health of The National Lottery by recognising the role of players and our funding in their work.

The National Lottery Heritage Fund

As the largest funder of UK heritage, The National Lottery Heritage Fund (The Heritage Fund) invests money raised by National Lottery players across the UK, in collaboration with a wide range of statutory bodies, as well as other National Lottery Distributors. The Heritage Fund awards 20% of the total Good Causes income raised by National Lottery players. Since 1994, it has invested over £8.2bn in more than 45,000 projects across the UK. It typically awards over 1000 grants per year through its open funding programme. These range from small grants up to multi-million-pound projects for all types of heritage with most funding decisions delegated to its six area and nation committees and operational staff across the UK. Under its new strategy, Heritage 2033, it aims to invest a further £3.6billion raised for good causes by National Lottery players in support of its vision for heritage to be valued, cared for and sustained for everyone's future.

Current grant acknowledgment work

The National Lottery Heritage Fund supports a wide range of heritage projects across the UK. The organisation's name change in 2019 from the "Heritage Lottery Fund" to the "National Lottery Heritage Fund", and subsequent brand refresh in 2021, helped make our connection with National Lottery players even clearer.

Requirements of grant holders

Projects of all sizes are contractually obliged to acknowledge their funding from the Heritage Fund so that National Lottery players can see the cumulative impact of their funding - locally, regionally, and nationally. All acknowledgement is expected to be prominent, but the level and nature of acknowledgement required is proportionate to the size of grant.

The Heritage Fund publishes guidance to its grant recipients, asking projects to use the Heritage Fund acknowledgement stamp prominently, and use the text 'Thanks to National Lottery players' where possible. As a UK-wide funder, the acknowledgement stamp logos are available in Welsh, Scottish Gaelic, Ulster Scots, Irish and Cornish. Detailed branding guidance for all grant recipients is set out on the Heritage Fund website and in a published toolkit (see on).

As well as acknowledging their grant as set out in guidance, recipients with publicly accessible spaces are asked to provide special access and/or offers for National Lottery players. This could include free entry days for National Lottery players, discounts in store or behind-the-scenes tours.

The Heritage Fund's requirements state that permanent acknowledgement should be displayed at every main customer entrance and exit and at every facility and exhibition supported by National Lottery funding. The guidance states this must be prominent and visible. There are also requirements for the following:

- Temporary acknowledgement (construction site boards)
- Publications and promotional materials

- Events
- Website and social media
- Media and public relations

If a grant has involved the creation of a new space for a building—such as a new gallery, visitor centre or education room—grant recipients are asked to consider acknowledgement in the naming of that space. In June 2023, the National Portrait Gallery opened The National Lottery Heritage Fund Gallery on the ground floor of their refurbished building—an example of how this approach has been successfully applied. The Heritage Fund brand guidelines also states requirements to install high-level visual acknowledgement in areas of high footfall.

Heritage Fund staff based across the UK check acknowledgement from grantees and advise where improvements can be made. In the internal grant monitoring process, projects cannot be finally completed and signed off until the acknowledgement status has been approved.

Support for grant holders

In 2021 the Heritage Fund launched a new set of acknowledgement assets, including an acknowledgement stamp, featuring The National Lottery crossed fingers as part of the logo. This has been designed to be bright, bold and noticeable, and to be used in more flexible ways—including for use across digital platforms. The Heritage Fund also launched a new toolkit³ and resource to provide ideas and inspiration to help grant recipients raise awareness of their project, credit funding from The National Lottery Heritage Fund and thank players of The National Lottery.

Media and communications

To make acknowledgement as easy as possible, the Heritage Fund created a round stamp design which can be applied to communications in a variety of creative and exciting ways, which are then shared with projects and stakeholders for future inspiration. The new stamp has been used successfully by projects across the UK, alongside messages of thanks to National Lottery players. The Heritage Fund also work closely with grant recipients across the UK on acknowledging their grant through all planned press activity.

The Heritage Fund provides a set of downloadable assets including:

- Templates for printed acknowledgment materials featuring the acknowledgement stamp.
- Social media assets—featuring our acknowledgement stamp and messages including ‘Thanks to National Lottery players’.

The Heritage Fund encourages grant recipients to take part in The National Lottery Open Week to say thank you to National Lottery players and publicise these offers through

3 [Acknowledging and celebrating your grant \(heritagefund.org.uk\)](https://heritagefund.org.uk)

its own channels. National Lottery Open Week takes place in March each year and it is where anyone who visits a participating National Lottery supported project and shows a National Lottery ticket, Instant Win Game, or scratch card can take up a special offer.

The Heritage Fund also works with other national lottery distributors and wider sector stakeholders to promote awareness of the impact of National Lottery funding for heritage.

Future changes to be made

The Heritage Fund launched its new strategy, Heritage 2033, this year which sets out a vision for heritage to be valued, cared for and sustained for everyone, now and in the future. Brand acknowledgment is an important part of delivering that vision and demonstrating the cumulative impact of national lottery funding and its ability to make a decisive difference for people, places and communities. As well as continuing with the commitments above, the Heritage Fund has further plans for acknowledgement in 2023 which include:

Further strengthening requirements

To make it clearer to understand and implement the Heritage Fund's requirements proportionate to the size of the grant given. The Heritage Fund will also ensure that changes to its application forms reflect acknowledgement recommendations.

Relationship management

To continue to develop relationships with grant recipients to ensure that opportunities for telling the story of the impact of National Lottery funding in the most relevant ways for local, regional and national audiences are taken forward. The Heritage Fund are also exploring digital training for grant recipients to support with acknowledgement questions.

Heritage Fund staff

The Heritage Fund will continue to highlight the importance of lottery funding with its own staff. This includes regular updates and communication about new investments and sharing case studies of the impact of National Lottery funding. The Heritage Fund will also continue with regular training to staff on brand acknowledgement to ensure all relevant Heritage Fund staff are able to lead conversations about grant acknowledgement with grant recipients.

Arts Council England

Arts Council England (ACE) invests money from the Government and the National Lottery to support creativity and culture across England so that everyone, wherever they live, can lead a happy, healthy, creative life. National Lottery investment includes £116.8 million per year in Arts Council National Lottery Project grants - its open-access funding programme - as well as £14.4 million per year in Developing Your Creative Practice - its programme to support individuals who are cultural and creative practitioners and want to take time to focus on their creative development.

Current grant acknowledgment work

Requirements of grant holders

ACE wants to make sure everyone across the country sees and understands the impact that the National Lottery has on our nation's creative and cultural life. In 2018, ACE renamed Grants for Arts to National Lottery Project Grants to make sure that there was clarity about where this funding originated.

ACE's grant conditions state that grant recipients must acknowledge where their funding originates. For National Lottery funding this means:

- Using the appropriate grant acknowledgement logo across all materials
- Acknowledging and referencing National Lottery funding and thanking National Lottery players in marketing materials such as press releases, websites and publicity

Support for grant holders

ACEs support grant recipients by:

- Providing a range of toolkits and guides
- Regularly communicating with grant recipients to encourage them to share the impact of their funding with their audiences

Media and communications

Recognising the importance of National Lottery funding is a core element of ACE's internal and external communications. ACE acknowledges National Lottery funding in various communication materials including:

- Media releases—including ACE's standard media boilerplate
- Social Media and Digital Communications—including highlighting projects funded by the National Lottery, using relevant hashtags, and tagging National Lottery accounts, blogs and interviews with grant recipients about their projects
- Internal communications to internal staff about National Lottery funded activity

- Messaging to political stakeholders
- Area specific communications - for example, ACE's South West communications team regularly highlight National Lottery when they publish:
 - A regular email newsletter - South West Culture Digest⁴
 - Twitter threads⁵ using #NationalLottery and tag @LottoGoodCauses

ACE works closely with other Distributors on:

- Joint communications campaigns—including the National Lottery Open Week
- Co-ordinating and amplifying messaging with political stakeholders
- Internal communications—sharing joint campaigns with staff to make sure they are aware and understand the impact the National Lottery has on the creative and cultural sector and beyond

Future changes to be made

ACE is reviewing its current processes and policies to improve the promotion of National Lottery funding. The Arts Council's Executive Board is supportive of this, and has requested a six month action plan to explore, and where appropriate, enact the following:

Strengthening our requirements

ACE is currently reviewing its grant terms and conditions to introduce scaled requirements for National Lottery Project Grants grant acknowledgement, ranging from those small organisations and receiving low levels of grants using the logo and thanking National Lottery players where they have the opportunity, to over £100,000 grant recipients who will need to do more. ACE will also be reviewing its application guidance and funding offers to ensure it is clear up front about the requirements on grant acknowledgment if funding is awarded.

Relationship management

ACE is reviewing how best to strengthen ongoing relationships with grant recipients once they receive funding. This could include attaching branding requirements to the funding offer, and introducing consequences for non-compliance. It is also considering adding a question into the final activity report form which the recipient completes to tell us how they raised awareness of The National Lottery.

Resources

ACE will review and refresh the toolkits it provides to support recipients, including giving examples of ways to promote and celebrate The National Lottery.

⁴ <https://www.artscouncil.org.uk/creative-matters/news/south-west-culture-digest-spring>

⁵ https://twitter.com/ace_southwest/status/1633469109059956736

Arts Council England staff

ACE will continue to highlight the importance of lottery funding with its own staff. This includes regular updates and communication about new investment and sharing case studies of the impact of National Lottery funding. ACE will also ensure staff are aware of the requirements for grant recipients. This will be done by sharing toolkits internally and highlighting grant terms with local Area and Customer Services colleagues—therefore two key outward-facing groups of Arts Council staff will be equipped and empowered to talk about grant acknowledgement with grant recipients.

Other funding programmes

ACE is carrying out high level mapping to explore what opportunities exist to develop and tell the National Lottery story among its other funding streams that don't contain the National Lottery name, such as Creative People and Places and National Lottery funded Capital projects, but are still fantastic examples of National Lottery investment.

Arts Council Wales

Arts Council Wales (ACW) helps people to make, present and exhibit the arts. The Distributor works with artists and organisations to reach as many people as possible. The funding that ACW distributes comes from both the Welsh Government and The National Lottery. ACW distributes approximately £40 million annually, £15 million of which is National Lottery investment.

Current grant acknowledgment work

ACW brands its rolling programme of Small & Large Grants (known as “Create”) as a National Lottery funded programme, alongside all other National Lottery funding it distributes.

Requirements of grant holders

All grant recipients are provided with a brand guidance document that explains when and where ACW would expect to see them deploy the National Lottery branding. This has been successful and ACW generally expects to see the use of the National Lottery logo and references in media/social media to receipt of National Lottery funding when people and organisations are offered support.

Support for grant holders

ACW checks compliance via Development Officers who are assigned to monitor and evaluate project delivery.

Media and communications

ACW has produced a number of films⁶ to show how National Lottery funding helps the Distributor deliver project grants across Wales.

Future changes to be made

Arts Council Wales is currently working through its investment review and in April 2024 it will announce a new group of multi-year funded organisations. This will align with a new Corporate Strategy and a re-branding exercise.

Through this work ACW will increase the profile of both the organisation and of its funders, principally National Lottery and the Welsh Government.

All funded organisations will be monitored in relation to use of the National Lottery branding as appropriate. ACW be introducing new monitoring reports to ensure that organisations have fulfilled the branding ask—namely to prominently display the National Lottery logo both physically and digitally, and to secure media and social media coverage for their funded projects.

Arts Council of Northern Ireland

Arts Council of Northern Ireland (ACNI) offers a range of National Lottery funding: to individual artists; to a proportion of annually funded organisations; to specific arts projects and to community-based projects in the form of small grants. Awards range in size from under £1,000 to over £200,000. The greatest number of awards are made to individual artists, and though small in monetary value, they offer volume in terms of acknowledgement of National Lottery grants and support. In total, ACNI awarded over £9 million in National Lottery funding in 2022/23.

All ACNI National Lottery programmes are now being renamed with the prefix 'National Lottery', for example National Lottery Small Grants, to differentiate those programmes from exchequer-funded programmes.

Current grant acknowledgment work

Requirements of grant holders

ACNI asks every grantee to acknowledge their National Lottery funding contractually by accepting the terms and conditions of their grant, which is sent to them in a letter of offer. Example of wording as detailed within the conditions of offer is set out below:

The Organisation agrees that:

- The Arts Council/National Lottery logo will be applied to all marketing and promotional materials, including its website, relevant digital content, and appropriate social media tags for both Arts Council and National Lottery Good Causes (contained within the Arts Council's Branding Guidelines);
- Substantial event programmes, including seasonal programmes produced by venues and festival programmes, will include a foreword from the Arts Council;
- All press releases, video content and publicity opportunities will include a quote or an Arts Council/National Lottery logo and quote and/or interview opportunity for a member of the Arts Council team;
- All event programmes will be approved by the Arts Council in advance of print/publication;
- Venues and events will ensure there is a strong branding presence, whether through signage or pop-up stands as required. Operations staff will audit their clients' use of branding and acknowledgement, largely on digital platforms or venue programmes.

Support for grant holders

Grantees are pointed to branding information and logos for "Principal Funder" status or "Supported By" status. ACNI sends them updates on National Lottery toolkits and campaigns advising how to best acknowledge their funding, physically and digitally.

ACNI launched a new website in April 2023 and has added a new page detailing how to acknowledge National Lottery funding⁷. The 'National Lottery Brand Guidelines' and 'National Lottery Digital Toolkit' are available on the 'Funder Logos & Toolkits' page⁸.

Media and communications

ACNI selects case studies for focused integrated marketing support provided by its own small comms team. This includes a press release, video content, PR photography, social media, direct media engagement and sell-in. Case studies are selected based on the National Lottery Promotions Unit's themes, funding announcements, regional spread and news value/engagement value.

ACNI's newly designed website prominently displays the National Lottery Logo on the banner at the top of every page, plus at the foot of every page. The new website now includes a dedicated page⁹ acknowledging the National Lottery as our funder, as well as a page signposting to other relevant NL Distributors¹⁰. The National Lottery is highlighted on all the relevant landing pages and heavily referenced throughout the site.

Future changes to be made

ACNI is committed to further improving National Lottery acknowledgement and has already promoted and shared a new, more visible guide to acknowledgment that is independent of the terms and conditions of the grant.

ACNI intends to focus on ten of its most significant National Lottery funded clients in the 2023/24 financial year, directly requesting a communications and acknowledgment plan from each on how they will increase acknowledgement of the funding they receive. This will include how they plan to engage with their audiences and improve their messaging on National Lottery. The selected ten funded clients will have excellent community connections, strong social media profiles, and represent a regional spread of key art forms across Northern Ireland.

7 https://artscouncil-ni.s3-assets.com/How_to_acknowledge_your_National_Lottery_grant.pdf

8 <https://artscouncil-ni.org/funding/funding-help-advice/funder-logos-toolkits>

9 <https://artscouncil-ni.org/about-us/funding-partners>

10 <https://artscouncil-ni.org/funding/other-funders>

Creative Scotland

Creative Scotland's annual budget is in the region of £96 million for 2023/24, made up of £63 million in Grant-in-Aid from the Scottish Government and £33 million from The National Lottery. £84 million of the annual budget is distributed through funding.

Primarily, the funding offered through The National Lottery is provided either through its 'small grants' programmes (e.g. Open Funding for Individuals and Organisations); through its targeted funding programmes; or in support of film and TV projects through its subsidiary, Screen Scotland. The vast majority of National Lottery awards are small - supporting individual artists, community projects or smaller scale organisations.

Current grant acknowledgment work

Requirements of grant holders

Every award recipient is required to acknowledge their National Lottery funding contractually. Creative Scotland does not have any issues in terms of non-compliance of grant acknowledgement.

Support for grant holders

Creative Scotland provides information and support on correct use of grant acknowledgement language and visual branding.

Media and communications

Creative Scotland acknowledges and references National Lottery funding in its own communications on funded projects through media engagement, digital communications, social media, events, and publication of case studies.

Future changes to be made

The main action that Creative Scotland has implemented to further raise awareness of the support that The National Lottery delivers for culture and creativity in Scotland has been the re-branding of its Open Funds to the National Lottery Open Fund for Organisations¹¹ and the National Lottery Extended Programme Fund¹². Creative Scotland is seeking to similarly refresh and rebrand the Open Fund for Individuals in the 23/24 financial year.

As Creative Scotland rolls-out its new Scottish Government (Grant-in-Aid) supported Multi-Year Funding Programme for cultural organisations in Scotland, it will also be making it clear that it intends to use National Lottery funding reserves to support 'transition' funding. This will help organisations who are unsuccessful in being awarded Multi-Year Funding transition out of the existing programmes or to a new model of working.

Across these Creative Scotland initiatives, the profile of National Lottery funding will be significantly higher across its programmes in the coming year and beyond.

11 [National Lottery Open Fund for Organisations | Creative Scotland](#)

12 [National Lottery Extended Programme Fund | Creative Scotland](#)

UK Sport

UK Sport is responsible for investing in Olympic and Paralympic sport and major sporting events in the United Kingdom. The Distributor powers our greatest athletes, teams, sports and events to achieve positive success. Through strategic leadership and investment of National Lottery and Government funds since 1997, UK Sport has transformed the high-performance sporting system, winning more Olympic and Paralympic medals than ever before and helping ensure the UK is recognised as one of the top nations in the world for event hosting capabilities. In the 5 year cycle which led up to the Tokyo Olympic and Paralympic Games in 2021, UK Sport invested £226.3 million of National Lottery money in sports and athletes to support their preparations for the Games.

Current grant acknowledgment work

Requirements of grant holders

The National Lottery is contracted to be treated as a primary sponsor of UK Sport, with presenting partner status meaning that, as a minimum, the National Lottery should receive branding and promotional exposure equal to the most significant commercial partner. UK Sport asks all National Governing Bodies (NGBs) that it funds to solely focus on promotion of The National Lottery and not UK Sport.

Branding must feature on all the NGBs' websites and marketing activity relating to UK Sport World Class Programmes. There must be National Lottery branding at any NGB owned event (for example National Championships, World or European Championships), and NGBs must use and display The National Lottery's logo and branding on all performance and training kit worn by athletes, athlete support personnel and any associate persons.

Support for grant holders

Education and engagement: UK Sport works with every Olympic and Paralympic sport to ensure that the Chair, CEO, performance team, communications team and athletes understand the role that the National Lottery players play as well as the impact of National Lottery funding.

Support and prompts at key moments: During Games Time, UK Sport works with the National Lottery to provide media training, including prompts/nudges to remind athletes to thank National Lottery players and funding.

Resource: UK Sport has dedicated resource to support sports on this. More recently, the Distributor has used this resource to secure significant media coverage that drives awareness of National Lottery funding and support, in addition to the sports' contractual obligations. For example, the Inspiring Communities Activation piece for the Tokyo 2020 Olympic and Paralympic Games delivered media activations across the country throughout the Games, generating excellent coverage and promotion for the National Lottery across broadcast, print and social media.

Media and communications

All athletes (even if means tested out of receiving an athlete performance award) are contracted to make themselves available for three appearances per year, as Ambassadors for the National Lottery.

NGBs should engage with the National Lottery at least once per year to provide exclusive media or content gathering opportunity. The National Lottery is also invited to all media days, and sufficient time is arranged with teams and athletes to allow for content capture. The National Lottery further have the rights to use any images of the athletes in promotional and advertising activity.

In terms of media acknowledgement, it is stated in the agreement that every reasonable opportunity is taken to acknowledge National Lottery players and funding in the media activity undertaken by funded athletes and support staff on the World Class Programme.

Future changes to be made

UK Sport is working on the following developments to improve grant acknowledgement:

- Undertaking a strategic planning process, involving consultation of UK Sport staff, NGBs and athletes' agents to identify opportunities and barriers for acknowledgement.
- Planning and designing an induction programme for athletes, to include National Lottery messaging.
- Placing a stronger focus on education at Performance Director Forums, NGB Annual Performance Reviews, CEO meetings, Chairs lunches, PLx (annual conference for high performance system) and comms lead inductions.
- Continuing to monitor bigger sports to ensure the National Lottery is being proportionately acknowledged and that all appropriate opportunities are offered.
- Media training discussions have started, in collaboration with Team GB and ParalympicsGB, to completely redesign the programme and ensure touchpoints throughout the cycle and not just before Games time. The plan is to trial run the new approach at major competitions over the next 6 months, to inform UK Sport and allow time to make changes with one year to go until Paris 2024. Two pilot sessions have now taken place with three more scheduled for the coming months.
- Considering how to include an ask in NGB funding applications for information on how they intend to acknowledge the National Lottery over the four years and the approach they'll take.
- Reviewing the biggest three to five sports as part of their annual review.

Sport England

Sport England invests in sport and physical activity to make it a normal part of life for everyone in England. It distributes approximately £200 million of National Lottery awards each year, through a mix of small grants and larger-scale awards. Typical recipients include grassroots sports clubs and community groups, national governing bodies of sport, and a range of local, regional and national expert partners who are best placed to support Sport England's mission to tackle inequalities in sport and physical activity. Full details of how and where it has invested National Lottery funding since 2009 is available via the Sport England website¹³.

Current grant acknowledgment work

Requirements of grant holders

Sport England requires all National Lottery award recipients to publicly acknowledge receipt of the grant award. The Grant Funding Agreements require recipients to acknowledge and reference their National Lottery funding in their public communications, including thanking National Lottery players.

Where organisations are recipients of National Lottery awards from both Sport England and UK Sport, both arms-length bodies work together to ensure that they are consistent in their engagement around acknowledgment conditions. Where the investment has been into capital (a building or facility), the requirement extends to their being a plaque or other signage visible that highlights the role of the National Lottery in its funding.

Support for grant holders

All award recipients are directed to resources on Sport England's website¹⁴ to support them in increasing beneficiaries' awareness of the source of their respective funding. This includes logos, press and social media guidance, template letters and press releases to share their award with local MPs, councillors and media outlets, and an online facility to order Sport England and National Lottery signage for capital development projects.

Media and communications

Sport England acknowledge and highlight National Lottery funding in our internal and external communications on all funded projects and initiatives, across our digital and social media channels, media and political engagement and internal communications.

Future changes to be made

Sport England continues to explore a number of opportunities to increase both recipients' and the public's awareness of the source of their funding.

¹³ www.sportengland.org/about-us

¹⁴ www.sportengland.org/press-pack/logo-and-brand-toolkit

The Distributor is working to strengthen existing requirements within Grant Funding Agreements, to ensure increased compliance with current conditions, and is considering possible changes to the names of open funding programmes in order to reflect and acknowledge the source of the funding being the National Lottery.

Sport England is also actively engaging prospective recipients to improve awareness of the required communications before an award is offered, and is working to standardise (and monitor and enforce) a mandatory approach to National Lottery acknowledgement across all Lottery funding programmes.

The National Lottery logo is displayed at the foot of every page on Sport England's website, but it has recently initiated new design work to enable the representation of the National Lottery logo to be prominently featured in all news stories and web pages on our website relating to National Lottery funding or funded activity. A revised 'News and Inspiration' section of the website will also improve the Distributor's ability to tell and showcase stories relating to National Lottery awards in the future.

Sport England will continue to work with, and learn from, the other National Lottery Distributors to optimise public awareness here. It plans to carry out a full review to consider and identify further opportunities to acknowledge and highlight National Lottery support across its platforms, communications and engagement with award recipients.

sportscotland

sportscotland is the national agency for sport in Scotland. Its vision is an active Scotland where everyone benefits from sport. Several of sportscotland's core programmes are National Lottery funded, for example Young Ambassadors, Young People's Sport Panel, and Community Sport Hubs. This gives the Distributor the opportunity to directly impact coverage for the National Lottery through branding, mentions, events, and media releases in order to raise awareness of the National Lottery funding. In financial year 2022/2023, sportscotland distributed approximately £29 million of National Lottery funding.

Current grant acknowledgment work

Requirements of grant holders

Written into the Scottish Governing Bodies (SGBs) investment agreement, SGBs acknowledge the investment through the use of sportscotland / National Lottery logos across all media and communications platforms, on facility signage, equipment and clothing, stationery, annual reports, websites and investment related publications and event publicity. This is all in accordance with the attribution checklist and brand guidelines, both available through the sportscotland partnership manager.

Support for grant holders

The partnership manager will work together with SGBs to ensure branding obligations are fulfilled. The Distributor has a catalogue of sportscotland / National Lottery signage which is chosen and supplied to the recipients.

Media and communications

Written into the investment agreement, recipients of National Lottery funding will do their utmost to proactively and genuinely acknowledge the support they receive from The National Lottery, on and offline, and through engagement with relevant National Lottery campaigns. SGBs will help drive awareness that playing The National Lottery helps to fund sport in Scotland. SGBs will reference the TNL investment in news releases and media interviews.

Future changes to be made

Throughout 2023, sportscotland is putting in place various changes to ensure that recipients of National Lottery funding, and those benefiting from funding, are aware of the source of their funding.

Some of the changes it is implementing include strengthening internal processes and systems so it has a clearer understanding of where National Lottery funds are distributed in the overall investment process. This includes identifying key people within the organisation who can collate and provide vital National Lottery funding advice and information, and establishing new processes and systems to access the information more easily. The Distributor is also doing a piece of work to gain a better understanding of the different investment cycles for each business area.

Another area of focus is identifying key significant investments and working together with the relevant people within governing bodies to raise awareness and understanding of National Lottery funding, and explore opportunities to strengthen brand knowledge and awareness.

sportscotland is also looking at embedding regular refresher sessions and focus groups with SGB sport comms leads to discuss National Lottery funding, investment agreement, PR, branding and attribution. In addition, the Distributor is looking to explore options for an SGB focus group that could help it understand how SGBs invest National Lottery funding. This will include identifying key people within finance and comms in the SGBs to help sportscotland gain a better understanding of how National Lottery investment is used. sportscotland does not specify how the National Lottery investment is spent in the SGB. Much of the investment is spent on roles, however the Distributor would like a clearer understanding of what is spent where and if there were any significant programmes, projects or areas it could highlight.

In addition to the above, sportscotland is looking for new opportunities to brand programmes and funding streams as 'National Lottery' - potentially a 'National Lottery Facilities Fund' and a 'National Lottery Young Ambassadors Programme'.

Sport Wales

Sport Wales's primary community grant is funded by the National Lottery with approximately £3.2 million paid out annually to clubs and community groups throughout Wales. Any promotion collateral recognises this support.

Current grant acknowledgment work

Requirements of grant holders

All Sport Wales funding agreements for its partner network contain a requirement for the partner to publicly acknowledge receipt of the grant, maintain a presence across their channels for the period of their grant offer and an expectation to support at least two relevant campaigns per year regardless of the size of the grant.

Support for grant holders

Guidance and support is offered throughout the year. Toolkits are provided to the partner network to raise awareness of the National Lottery and beneficiaries are made aware of the Lottery's support throughout the application process, and are provided with a toolkit to acknowledge this support appropriately. Prominence across Sport Wales facilities and marketing materials include branding, kit, and signage.

Media and communications

Content gathering takes place throughout the year to showcase the funding's impact.

Future changes to be made

Sport Wales is working on the following developments to improve grant acknowledgement:

- Updating the toolkit to community grant beneficiaries.
- Building recognition of the National Lottery at touch points throughout the application process for community grants as it designs the new service.
- Incorporating additional Welsh sport specific key messages with existing National Lottery messaging to strengthen the acknowledgement of the National Lottery's role.
- Exploring inclusion of National Lottery within other funding programmes.
- Regularly engaging with its partner network to explore the numerous ways they could build in acknowledgement as well as regular auditing (at senior and operational level).
- Introducing a staff education programme to raise awareness of the importance of funding and develop ambassadors across the organisation able to consider future opportunities.

Sport Northern Ireland

Sport Northern Ireland (Sport NI) is the leading public body for the development of sport in Northern Ireland. Its mission is to maximise the power of sport to change lives. Sport NI distributes funds on behalf of the Exchequer and The National Lottery, distributing approximately £5 million of National Lottery awards each year.

Current grant acknowledgment work

Requirements of grant holders

Grant holders are required to acknowledge National Lottery funding in the terms and conditions of their grant. This includes:

- Refer to Sport NI and National Lottery in all press statements and interviews for the period of the Award;
- Acknowledge Sport NI and the National Lottery in all speeches, photo calls, press conferences and also in all printed material including annual reports and other similar documentation;
- Install Sport NI/National Lottery promotional signage or other similar branding at all sports events and/or related promotional activities to bring the public's attention to Sport Northern Ireland and the National Lottery involvement with the Award;
- Ensure that Sport NI and the National Lottery logos are visible at all press and media interviews;
- Comply with any request from Sport NI to assist with publicity or promotion of the Award. This may include attendance/participation at Sport Northern Ireland and National Lottery related events;
- Ensure that athletes benefitting from the Award are aware of the source of their funding from Sport NI and the National Lottery and that they co-operate with the aforementioned activity where requested;

Support for grant holders

Grant holders are signposted to branding information and logos and encouraged to acknowledge the National Lottery as per the terms and conditions of their grant. Sport NI send them updates on National Lottery toolkits and campaigns so they can get involved.

Media and communications

Sport NI works with grant holders throughout the year to highlight the impact of funding through case studies for media, web and social.

Future changes to be made

Sport NI is committed to improving grant acknowledge. Future plans include:

- Developing a new grant acknowledgement webpage and toolkit which will include brand guidelines, logos, press release templates and National Lottery key messages for use by grant recipients;
- Putting the onus on the grant recipient - via new T&Cs - to provide reports (to include media/social media) demonstrating what they are doing, as well as outcomes and visibility of programmes. This could be set at 1 mention of the funder a month;
- Sport NI will be required to set up a regular audit of beneficiaries to ensure National Lottery funding is being recognised as stipulated by T&Cs.

British Film Institute

The British Film Institute (BFI) is a cultural charity, a National Lottery distributor, and the UK's lead organisation for film and the moving image. It distributes approximately £50 million in National Lottery funding each year.

Current grant acknowledgment work

Requirements of grant holders

The BFI requires in its funding contracts that recipients prominently acknowledge and credit their National Lottery funding across marketing materials, events, press, social and digital. For film production, development and audience fund distribution awards these also include prominent display of the BFI/NL logo on the films themselves. These requirements are set out as clauses in their funding agreements.

On occasion, the BFI applies for a section 27 dispensation to award National Lottery funding to itself to deliver certain Good Causes activities. In these instances the BFI always acknowledges the National Lottery as part of that delivery, with branding on print and mentions at events or during introductions.

Support for grant holders

The BFI has multiple brand and marketing communications guidelines and toolkits for grant holders and funded partners, which specify requirements for thanking National Lottery players across different channels and materials.

The BFI supports one-off and regular events such as the National Lottery Cinema Weekend, Open Week activities, and the National Lottery Awards.

National Lottery funded projects managed by the BFI such as the BFI Film Audience Network (BFI FAN supports exhibition and distribution at a local level UK-wide), BFI NETWORK (talent development) and We are UK Film (promoting the UK screen sector around the world) all have individual branding identities which acknowledge National Lottery funding. This includes:

- National Lottery recognition on all printed materials
- National Lottery recognition on website /other digital platforms
- Branding on video end credits of BFI NETWORK projects
- Branding guidelines are issued to all partners, who are requested to actively promote the National Lottery message at events and online

During the BFI London Film Festival all appropriate materials—print, programme reels, e-comms, social channels—include National Lottery branding.

On funded feature films, in addition to expansive branding covering animated logos in front credits, static logos in end credits, and poster acknowledgment, the BFI has focused

on landing the message about the importance of National Lottery acknowledgement with the key filmmakers on the project—director, producers, talent—with specific focus around their press interviews, awards and speeches.

At major awards events that the BFI attends it always invite filmmakers who it is working with at the time. One of the benefits of this is to help prepare them for what they could expect at a future event should they go on to be nominated. They see other National Lottery-funded films receive nominations and (hopefully) go on to win awards where the winners thank National Lottery players.

Media and communications

Where possible the BFI generates social media messaging and support through original content and tagging, for example through video messages from talent to thank National Lottery players.

The BFI monitors the media and cut for mentions of the National Lottery in connection with its activities, and includes these in its media coverage measurement.

Future changes to be made

The BFI's 10-year strategy formally started in April 2023. As part of that, there is a three year National Lottery Funding Plan (2023–26) which has a number of new funding programmes that have either launched or shortly will do. All of these new funds, and those that exist already, have revised application and branding guidelines for recipients/beneficiaries that set out the context for why acknowledging the National Lottery and how that is linked to National Lottery players is so important, as well as the BFI's expectations for National Lottery branding. These requirements are included in the contracts/finance agreements sent to all awardees.