

Linking Good Causes




In 2004/05, we achieved a 5% increase in returns to Good Causes. In total the lottery has raised £17 billion since its launch in 1994, benefiting over 190,000 individual projects.

Maximising returns to Good Causes is one of the main objectives specified in the lottery licence. As Good Causes receive 28p from every £1 players spend, this objective is achieved by maximising ticket sales, subject to the other licence conditions.

We have worked hard to stimulate ticket sales by introducing new products and new ways of playing, based on understanding players' interests. See *Playing and winning* for more details.

We have also promoted the lottery through our *Lady Luck* campaign, and worked with others to promote the benefits of Good Causes funding.

Money raised for Good Causes (£ millions)	
2004/05	 1,249.1
2003/04	 1,216.2
2002/03	 1,257.7
2001/02	 1,341.6

Cumulative total raised for Good Causes (£ billions)	
2004/05	 17
2003/04	 15.6
2002/03	 14.2

National Lottery Promotions Unit

We have no say in how lottery money is spent, but we can help to publicise the positive impacts which grants make in communities. In fact players and retailers have said they want more information about how and where the money is spent. They also want reassurance that it is being spent on what they feel are good causes. In our last consultation with players, 79% said they would like to see information in-store about Good Causes.

We have worked in partnership with DCMS and the National Lottery Distribution Bodies (which are actually responsible for making grants) to establish the National Lottery Promotions Unit (NLPU). The

NLPU helps to communicate how and where Good Causes benefit.

Camelot supported the wider use of the crossed fingers to link playing the National Lottery games in players' minds with the beneficiary projects. A development of the logo was produced with support from the NLDBs who are now in the process of implementing it in public facing communications.

Blue plaques



Before the common brand logo was produced for Good Causes, an initiative was taken to start the ball rolling. In the run up to The National Lottery's 10th Birthday, Camelot sponsored the distribution of 10,000 "crossed fingers" Blue Plaques to identify lottery-funded projects nationwide. The National Lottery Distribution Bodies will continue to ensure that new projects receive a plaque as part of raising public awareness of lottery funding at the local level.

We report additional ways we have helped to promote the lottery's impact in [Celebrating the lottery's impact](#).

I feel my local area benefits from the monies raised by The National Lottery (% of adults agreeing)	
2004/05	28
2003/04	27
2001/02	31

Research suggests a marginal increase on 2003/04 in connection to the lottery at local level.

Celebrating the Lottery's impact

National Lottery investment has touched many aspects of UK life, from the arts, sports, heritage and the environment to health, education and the voluntary sector.

- Tenth Birthday and first National Lottery Day
- Helping Hands Awards

It has funded schemes which would not otherwise have got off the ground, as Tim Smit, of Cornwall's Eden Project, has stressed:

"Make no mistake, without the lottery Eden would not exist... These awards were targeted at projects that would not normally be funded by the state. In the risk-averse country that Britain had become, the lottery provided a vital stimulus to push the boundaries of the safe - and yes, there have been some failures. But ... the successes remarkably outnumber the failures; from village halls to space and service centres, from magnificent galleries to canals, a new university, a national cycleway and myriad other marvellous things. Only a Gradgrind could begrudge an initiative that has so transformed the built and social landscape of our country."

(from the foreword to the Henley Centre Report *"Has The National Lottery Helped the UK?"*)

Tenth birthday and first National Lottery Day



In 2003/04 we committed to **working in close partnership with the National Lottery Promotions Unit to celebrate the 10th Birthday of The National Lottery.**

The birthday celebrations proved to be an extremely effective way of thanking players and retailers at the same time as publicising the ways in which the lottery has transformed people's lives and communities.

Subsequent media analysis showed that 69% of UK adults were aware of the 10th Birthday celebrations and 98% of respondents reacted favourably.

The campaign designated 6 November 2004 as the first National Lottery Day. A co-ordinated programme of events and publicity over the weekend of 6/7 November brought to life the key message about the difference that The National Lottery is making.

Celebrations included a special draw, in which anyone who entered the 6 November Lotto draw had their line of numbers entered into a special free, £10 million jackpot-only million draw. Free or discounted entry was also available to lottery-funded venues and activities throughout the UK, including a number of National Trust and RSPB properties, Cardiff Castle, Stonehenge and Whitby Abbey. Between 150,000 and 200,000 people attended more than 800 events throughout the UK.

From now on, National Lottery Day will be celebrated annually. This will allow players to better connect their participation in The National Lottery with the positive impact on communities of Good Causes funding.

National Lottery Awards

The National Lottery Helping Hand Awards were launched to recognise some of the extraordinary achievements made possible by National Lottery funding over the past 10 years. They also allow beneficiaries of funding to thank the public.

Award categories included the Children's Champion Award, the Local Legend Award and the Inspiration Award. Nearly 700 projects were nominated for the Awards and almost 16,000 people took part in the voting.

All these events generated a great deal of media interest, generating more than 1,500 press articles and 250 broadcast items. The first of the special National Lottery programmes on the BBC attracted almost nine million viewers and almost six million tuned in to the second programme.

Next steps

We met the 2004/05 commitments to increase positive sentiment towards The National Lottery by promoting its personal, social and economic benefits. The 10th Birthday celebrations, the Blue Plaques project and the Lady Luck marketing campaign were all key to generating a more positive attitude.

In 2005/06 we will:

- Continue to work with the National Lottery Promotions Unit to link the lottery to Good Causes through activities and celebrations for the National Lottery Day, building on the success of the Awards.
- Work with the National Lottery Promotions Unit to run campaigns throughout the year to raise public awareness of the benefits to the nation of National Lottery funding. The impact of the campaigns will be measured through quantitative and qualitative research.

