

Working with Local Authorities

# Comms Toolkit

January 2023

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# This deck...

...provides you with some content and messages to help you communicate about numeracy over the year. It's a great time to get people started on a skills and confidence-building journey.

# Background

A little bit about numeracy

## Why is numeracy so important?

### The UK's numeracy crisis

- The UK's numeracy levels are significantly below the average for developed countries.
- **49% of the UK's working-age population having the expected numeracy levels of a primary school child.** And poor numeracy costs the UK economy £25 billion a year.
- Struggling with numbers can make people more vulnerable to debt, unemployment, poor health and fraud – all of which have been exacerbated by the Covid-19 crisis and now, the cost-of-living crisis.



*"We're going to tackle a tragic fact: Millions of adults in England have numeracy skills lower than those expected of a nine-year-old."*

*According to the leading charity National Numeracy...this costs individuals with poor numeracy up to £1,600 a year in lost earnings.*

*People with poor numeracy skills are more than twice as likely to be unemployed as their peers."*

**Prime Minister  
Rishi Sunak**

Speaking in October 2021 as Chancellor of the Exchequer, giving the Autumn Budget statement.

## The benefits of improving numeracy

### How does improving numeracy help people?

Improved number confidence and skill can help with everyday life, at home, work and school.

- **Supporting children:** Even if we struggle with maths ourselves, we want our children to feel confident with their numbers. You don't need to be an expert; the most influential thing you can do as a parent, carer or someone supporting children, is to be positive about numbers.
- **Numeracy for work:** Knowing your numbers helps in every kind of job. You'd be hard-pressed to think of a job that doesn't include numbers in some form. Improving your numeracy can help you get in to work, and progress once you're there.
- **Managing your money:** Feeling confident with numbers can help us make better decisions about our money. Whether it's saving, spending, budgeting, bills, credit cards or understanding tax...improving your numeracy can help.

## Aims of our communications:

- **Empower** adults in the UK to take action to build their confidence with numbers and feel in control at work and home.
- **Promote** confidence as the first step toward improving numeracy skills.
- **Focus** on those who are lowest in confidence, experiencing the greatest challenges due to the rising cost of living.
- **Highlight** the benefits improved number confidence can offer, especially when we are navigating difficult times.

# Key messaging

Example text for you to use in your social posts, newsletters, websites, posters and flyers etc...



## About National Numeracy

You can use this text to describe our charity:

National Numeracy is the UK's only charity dedicated to helping people feel confident with numbers and using everyday maths.

The charity's mission is to empower children and adults in the UK to get on with numbers so they can fulfil their potential at work, home and school.

National Numeracy's work improves how people understand and work with numbers in everyday life, sparking better opportunities and brighter futures.

National Numeracy is a registered company (company no: 7886294) and charity (charity no: 1145669).

Visit: [nationalnumeracy.org.uk](https://nationalnumeracy.org.uk)

## Key messaging: General numeracy

Feel free to use this **general messaging** about numeracy in your posts and communications:

- No matter how you feel about maths, you are not alone
- Improved numeracy can help with life's challenges at home, work and school
- Boosting your number confidence is a key first step to boosting your skills
- Knowing your numbers can help navigate these challenging times.
- Numeracy helps with everything from bagging a bargain, getting in to work and helping kids with homework.

## Key messaging: General numeracy continued

Feel free to use this **general messaging** about numeracy in your posts and communications:

- The cost-of-living crisis means we are all on the look out for bargains this year. And a bit of number know-how can help.
- If you don't feel confident comparing prices, weights or sizes, take 10 minutes to brush up on your numeracy.
- New year, new you! Thinking of trying something new and free in 2023? What about brushing up on your numbers? Numeracy is helpful in every aspect of life, at home, work and school....
- Numeracy is a skill you need in everyday life...and this year, more than ever, it could be the most useful thing you improve.

## Example long copy: Newsletters / emails / intranet

Feel free to use this example copy in your communications

Have you ever said: 'I don't do maths'? Or maybe: 'I'm not a numbers person'?

Lots of people find maths difficult and feel anxious working with numbers. But numbers play a big part in everyday life, at home, work and school.

Whether it's making the most of your money, feeling more confident at work, or helping kids with homework, numbers play a starring role!

Being positive about maths rubs off on your kids and helps them learn that numbers are nothing to be scared of. And it rubs off on your life in other ways too. During the cost-of-living crisis, knowing your numbers can help you bag a bargain and make better decisions about your budget.

**That's why we have teamed with the charity National Numeracy to offer you the chance to feel more number confident by brushing up on your skills using the National Numeracy Challenge, a free website.**

You can sign up and get started on improving your numeracy in just 10 minutes. Don't worry, it's not classroom maths – it's everyday maths that you need in real life. It adjusts to exactly the right level for you and shows you, step-by-step how to work things out. You can go at your own pace, where and when ever it suits you, using your mobile, tablet, PC or other device.

Why not get started now? [\*Insert trackable link\*](#)

# The National Numeracy Challenge

Get your audiences building their numeracy  
with this key activity

## The National Numeracy Challenge

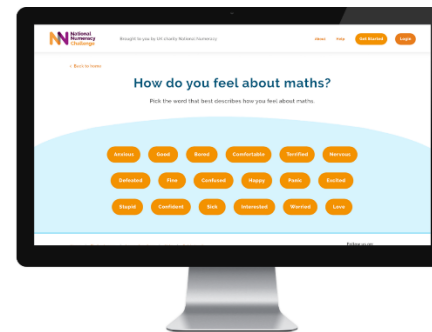
### What is the National Numeracy Challenge?

The National Numeracy Challenge is an online tool that builds numeracy skills and confidence. It has 300+ everyday maths questions and tutorials, multimedia resources and adapts to individual learning levels.

The National Numeracy Challenge has helped over 500,000 people take steps to improve their numeracy.

It is the perfect way to boost the number skills and confidence of your external audiences and service users.

**Please use your trackable link in communications – this will ensure we know if users come from your area.**



## Key messaging: The National Numeracy Challenge

Feel free to use this **National Numeracy Challenge** messaging in your posts and communications:

- Boost your own number confidence and skills by trying the free National Numeracy Challenge. It takes just 10 minutes to get started, and you can go at your own pace, when and wherever you like, on any device. *[insert Challenge trackable link]*
- Try the free National Numeracy Challenge to build your number confidence and skills *[insert Challenge trackable link]*
- Take the first step to find out how you can make numbers work for you in 2023 by trying the National Numeracy Challenge *[insert Challenge trackable link]*

## Call to Action

National Numeracy Challenge CTA  
for you to promote

The National Numeracy Challenge  
is a great place for all your  
audiences to start improving their  
numeracy.

Your trackable link will help us  
track users from your area



**Try the free National Numeracy Challenge to  
build your number confidence and skill**

***INSERT YOUR TRACKABLE LINK***



## Video to use: National Numeracy Challenge

Feel free to link to this short video about the National Numeracy Challenge

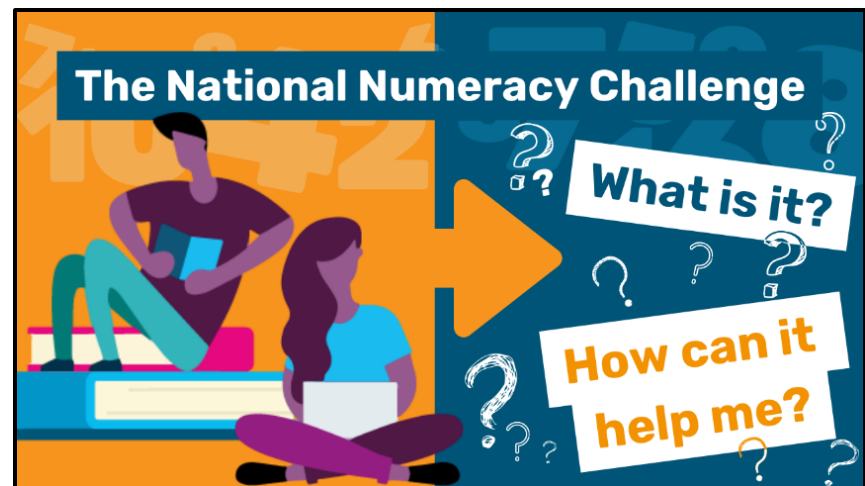
This 2 minute video explains what the National Numeracy Challenge is and how it can help. This video is owned by National Numeracy.

You can use the video by linking to it or using it's embed code. Please credit National Numeracy.

LINK: <https://youtu.be/XZuert73Le0>

Please do not lift the video or place it on your own video platform, without using the existing link or embed code.

[Watch: short video about the National Numeracy Challenge](#)



# Case studies

## In their own words

Watch this video of beneficiaries talking about why numeracy mean so much to them



[A decade of impact, 2012-2022 - YouTube](#)

## Case studies from 'real life'

### Telling the human story about numeracy

- We know one of the most persuasive ways to engage people with numeracy improvement is for them to see relatable 'real life' testimony, preferably from people in your area.
- We are always on the hunt for 'case studies' and you [can see many of them on our website](#) and on our [YouTube channel](#)
- Please tell us if you collect any case study testimony in your area. We would love to amplify.
- As case studies have not yet been gathered for your area, we have made some suggestions for existing material you might wish to link to on the next slides...

## Video to use: Numeracy Improvers in their own words

Feel free to link to this short video in your comms

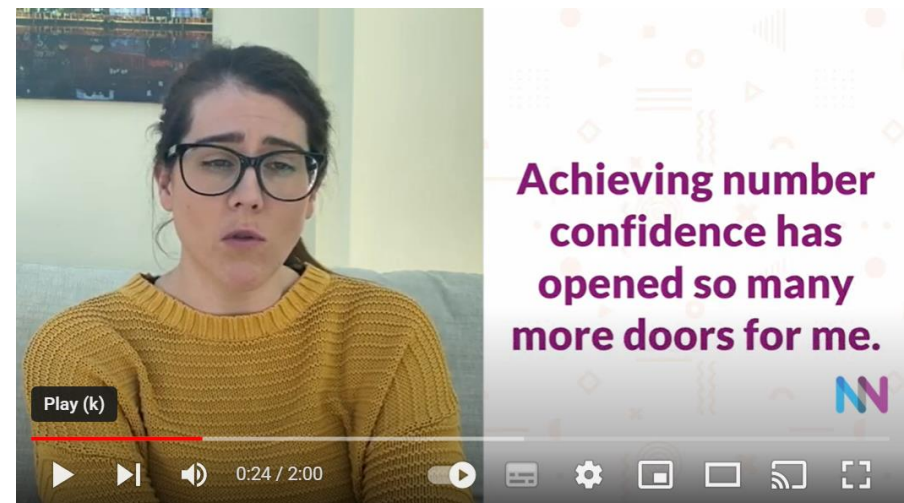
In this 2 minute video, people talk about what improving their numeracy has meant to them. This video is owned by National Numeracy.

You can use the video by linking to it or using it's embed code. Please credit National Numeracy.

LINK: <https://youtu.be/C5a1UT7HOj8>

Please do not lift the video or place it on your own video platform, without using the existing link or embed code.

[Watch: short video about the National Numeracy Challenge](#)



## Linking to our YouTube videos

You can use a 'case study' video by linking to it or using it's embed code. Please credit National Numeracy.

Please do not lift any video or place it on your own video platform, without using the existing link or embed code.



# Communications Tools



## National Numeracy's accounts

### Accounts

**Please follow** us and amplify our posts

**Tag us** in your posts, so we can share your messages:

- **Twitter:** @Nat\_Numeracy
- **Facebook:** @nationalnumeracy
- **Instagram:** @national\_numeracy
- **LinkedIn:** National Numeracy





## Use of the National Numeracy logo

Visit this asset page to find out about the use of our logo and download a copy  
[Local Authority Toolkit | National Numeracy](#)



# Contacts

How can we help you?

## Get in touch

National Numeracy External Relations team

### Contacts:

- Jo Porter, Head of Communications  
[jo@nationalnumeracy.org.uk](mailto:jo@nationalnumeracy.org.uk)
- Julia Day, Director of External Relations  
[julia@nationalnumeracy.org.uk](mailto:julia@nationalnumeracy.org.uk)

