

19 May 2021



A campaign from



Founding supporter



Impact Report 2021



Read the report 

A Next-Level National Numeracy Day

The fourth **National Numeracy Day, 19 May 2021**, took full flight, engaging the nation on a whole new level. A three-fold increase in the number of actions to improve numeracy since the inaugural campaign, empowered thousands to improve their confidence and competence with numbers for work, supporting children and managing money.

Watch the highlights



The star-studded day saw celebrity National Numeracy Ambassadors *Strictly Come Dancing* star Katya Jones, TV’s Rachel Riley and Bobby Seagull, Money Saving Expert Martin Lewis, Bake Off 2020 winner Peter Sawkins and poet/comedian Harry Baker as well as Olympic champion and Santander Ambassador Dame Jessica Ennis-Hill get involved.

Across the nation people joined in at home, in schools and in workplaces with livestreamed events, celebrity videos and free resources from our online hubs. They were inspired to take **86,783** actions to improve number confidence and skills, taking the total actions across the campaign’s four years to a huge **190,000**.

This year the campaign not only showed rapid growth, but a higher percentage of people with low numeracy skills or confidence got involved, providing crucial help where it is most needed thanks to the unique, relatable and practical support on offer. As a result, many thousands of people have been empowered to take their first steps to improved numeracy, and onto more choice, greater opportunities and, ultimately, brighter futures.

Our 2021 supporters

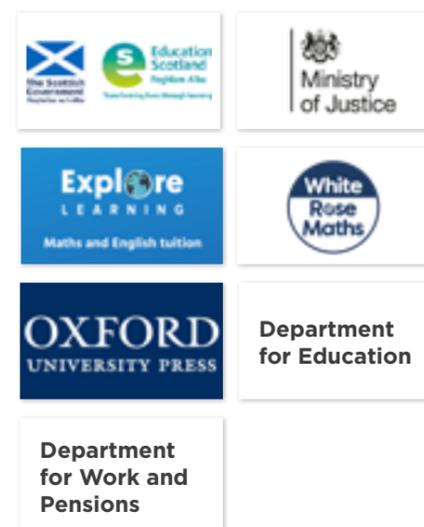
Founding supporter:



Lead supporters:



Lead delivery partners:



Delivery partners:



[Find out more about our National Numeracy Day 2021 supporters](#)

National Numeracy Day 2021 in numbers

86,783
actions to improve numeracy during National Numeracy Day 2021, including:

57,124 people taking action on the National Numeracy Challenge	11,226 views of our video resources
	9,913 downloads of our resource sheets
8,175 attendees of our online events	345 quiz completions

5,800+
School Number Heroes competition entries

6.25 million
estimated views of media coverage

105%
increase in social media engagement compared to National Numeracy Day 2020

2,810
champion organisations - more than double last year's figure including...

2,147
schools and colleges



Numeracy skills: vital for the nation's Covid recovery

Over the past 18 months numbers have been in the news like never before; from Covid cases to the R number, parents home-schooling maths, job seekers and workers adapting to new circumstances and household budgets being stretched. The vital importance of understanding and working with numbers has been underscored in every aspect of daily life since the pandemic began.

Our vibrant campaign was designed to meet the needs of the nation as we look towards Covid recovery, across three themes crucial for helping support individuals, families and communities to bounce back: supporting children's numeracy, getting on at work and managing money.

National Numeracy Day showed that being confident with numbers will help us make the most of the opportunities ahead – and the nation agreed, responding by boosting number confidence and skills on an unprecedented scale.

£25bn numeracy crisis: new research

New research by Pro Bono Economics, commissioned by KPMG for National Numeracy.

- Low numeracy skills cost the UK £25bn a year
- Covid pandemic job losses hit people with low numeracy the hardest
- UK workers earn £1,600 less per year than if they had basic numeracy skills

(Counting on the recovery: the role for numeracy skills in 'levelling up' the UK.)



Andy Haldane, National Numeracy Vice-chair and Chief Economist of the Bank of England

“ National Numeracy Day tackles the crisis in confidence suffered by millions across UK when it comes to numbers. This problem is hiding in plain sight, blighting lives and livelihoods in every corner of the UK and every day of our lives. National Numeracy points the way forward when solving this problem for good.



Nick Gibb MP, Schools Minister

“ Maths and numeracy are an essential grounding for a good education and for establishing skills for everyday life. We know the pandemic has had an impact on children's education, so celebrating National Numeracy Day reinforces how fundamental these skills are as young people move through school and into the wider world.



Mims Davies MP, Minister for Employment

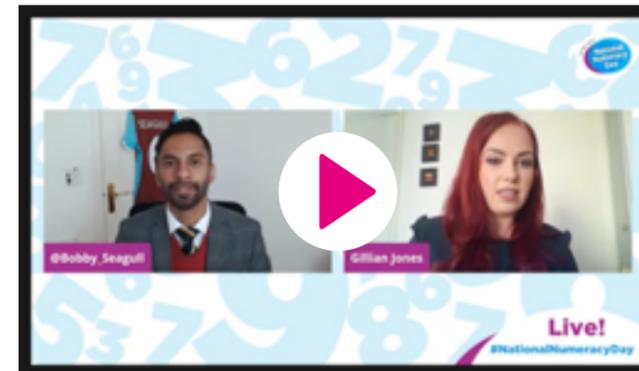
“ We know how important numeracy skills are in helping people get on in work and in life, which is why I'm delighted to be able to support National Numeracy in getting the word out about the wide-ranging support available.

THEME 1: Supporting children's numeracy

Supporting children's numeracy was at the top of the agenda this National Numeracy Day after a year of disrupted education, parents and carers struggling with homeschooling maths, and children feeling less confident and sometimes left behind.

We enlisted the support of a raft of celebrities to get kids thinking positively about numbers at the same time as giving teachers, parents and carers practical tips and advice for supporting the children in their care via a live discussion event and free resources. And we were determined to maximise the fun! We had a Breakfast Club hosted by Rachel Riley, a Lesson Starter video for use in schools and specially created celebrity videos and activity sheets got videos pouring in of kids across the nation dancing with Katya Jones, baking with Peter Sawkins and rapping with Harry Baker.

We were delighted that the Department for Education joined the campaign alongside Education Scotland and the Scottish Government, encouraging schools to get involved.



Live Event

Hated homeschool maths? How to help children love numbers (even if you don't)

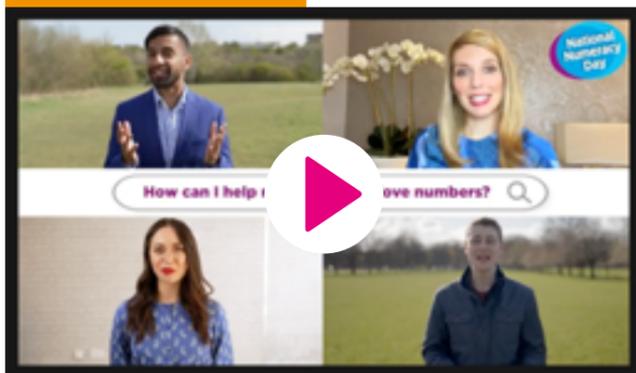
Bobby Seagull hosted a live online event with celebrities, experts, teachers and parents sharing their experiences and tips on how to help your children learn to love numbers.

Dame Jessica Ennis-Hill gets families involved, with Santander

We were thrilled that Olympic champion and Santander Ambassador Dame Jessica supported the day by creating videos encouraging parents and carers to bring a positive mindset to maths with their kids, and to have a go themselves with the National Numeracy Challenge.



Video and online hub



“ Thank you so much for running National Numeracy Day. The area where I teach is highly deprived and the children and parents really need this kind of thing to help them make a real difference in their future life chances.

Patrick, a teacher in Norwich

School Number Heroes competition, with Bobby Seagull and KPMG

We invited young school pupils across the country to take part in our School Number Heroes competition to win a fantastic prize for themselves and a numeracy prize pack worth **£1,500** for their school, provided by National Numeracy and National Numeracy Day Founding Supporter KPMG, as well as a school assembly with Bobby Seagull! An incredible **5,800 children entered** with pictures about using numbers for jobs or hobbies when they grow up. The winner, 10 year-old Erin from St. Matthew's Church of England Primary School in Surbiton, was picked by Bobby, and we doubled the amount of runners-up prizes due to the overwhelming response.

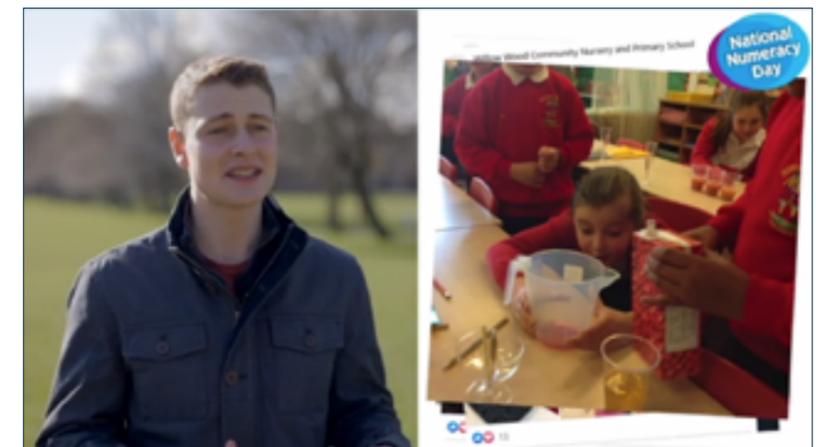
 **Find out more**



National Numeracy Day Champions

More than double the number of organisations than in 2020 signed up to champion National Numeracy Day this year - 2,810.

Among them were 2,147 schools and colleges which promoted the day with a huge variety of activities, sharing their fun and learning on social media. Education Scotland, the Scottish Government and the Department for Education, Explore Learning, National Literacy Trust, Oxford University Press, Times Table Rock Stars, White Rose Maths and STEM Learning all threw their weight behind the campaign, encouraging schools to get involved.



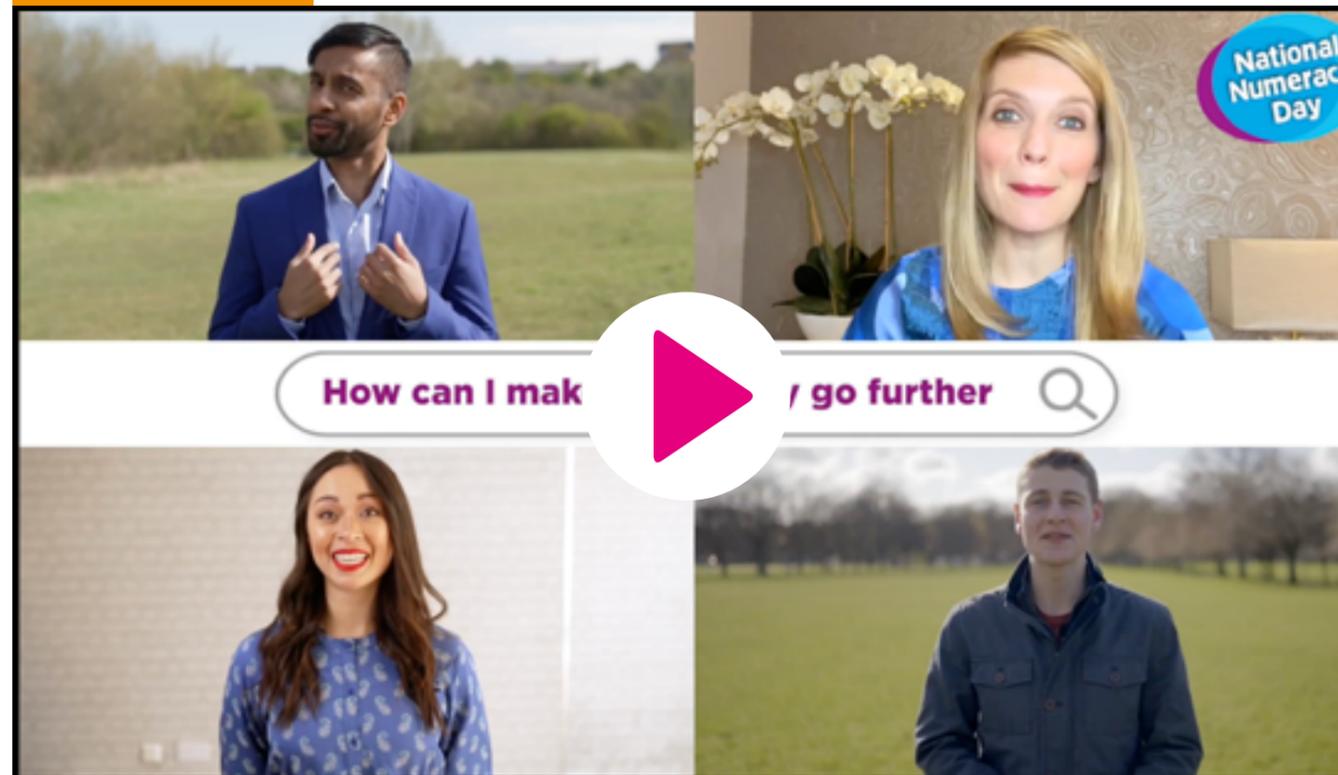
THEME 2: Managing your money



As belts tighten due to the Covid crisis we wanted to help people make their money go further by showcasing how confidence and competence with numbers is an essential part of managing money and can help keep household finances under control.

We offered practical resources and real-life stories via our online hub, held a livestream event and created a relatable video with celebrities and our National Numeracy Heroes to inspire those first steps to improving numeracy for managing money. Of course, the nation's favourite Money Saving Expert, National Numeracy Ambassador Martin Lewis lent a hand.

Video and online hub



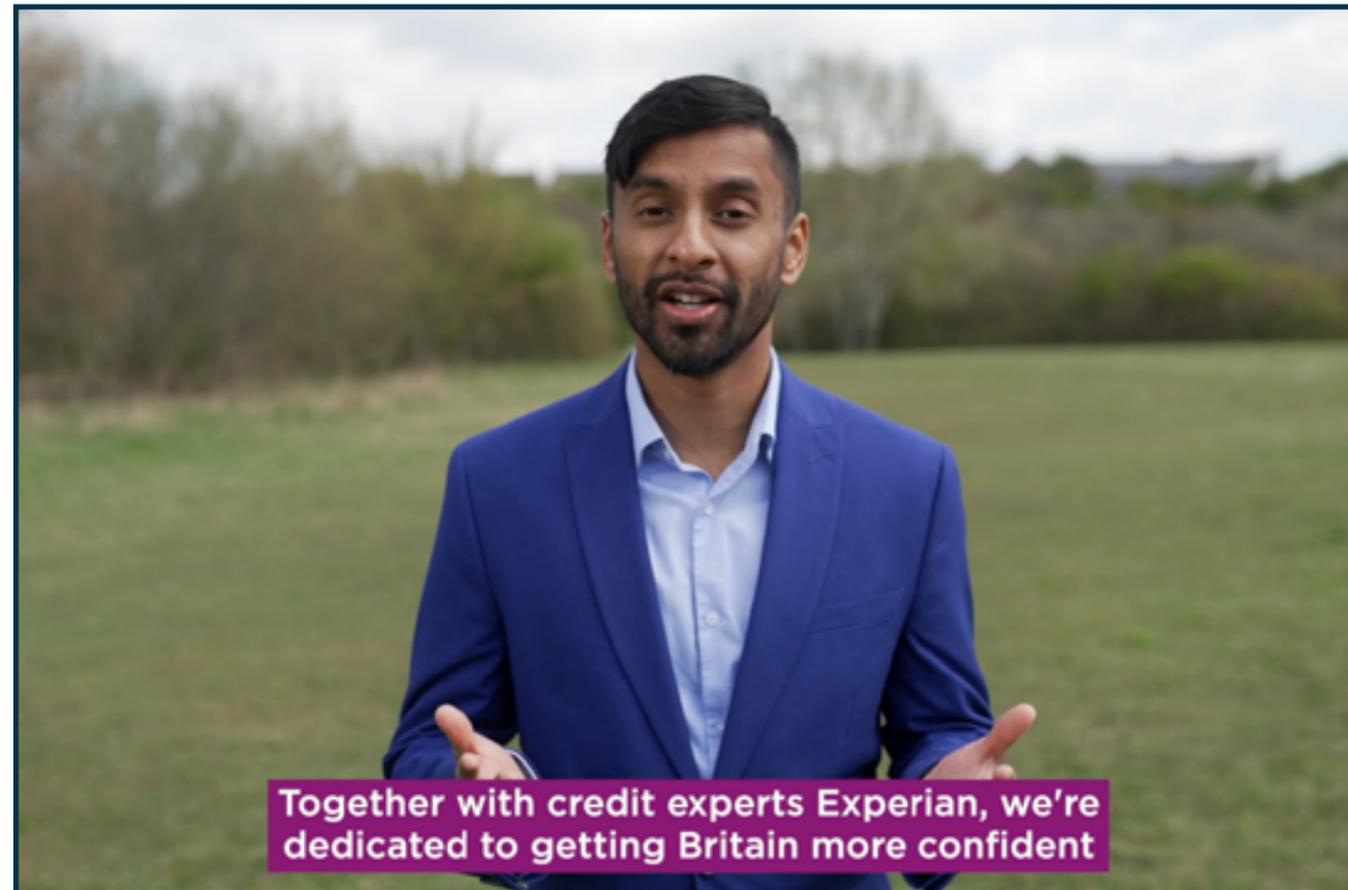
Live Event

Money and confidence: Tips to make your money go further, with Experian and Provident Financial Group

Hosted by the *Financial Times* consumer editor Claer Barrett, our panel featured celebrities, experts and learners talking about how building number confidence can help people get on top of their finances and change the way they spend and plan for the future.

“ Using my maths skills when it comes to my personal finances, has meant that my life, in three years, has turned around. I’ve paid off £36,000 worth of debt.

Joseph Nwosu,
Black Millennial Money
podcaster



Financial health for all, with Experian

A video starring Bobby Seagull engaged Experian customers with the vital role number skills play in creating good financial health, encouraging them to try the National Numeracy Challenge to boost their own confidence and skills.

Better decisions about money, with Money Saving Expert

Money Saving Expert supported the campaign with some loud and proud messages about brushing up on number skills to improve money management.

Saving money, with Martin Lewis

National Numeracy Ambassador Martin Lewis urged the nation to have a go at the National Numeracy Challenge to help with making money go further.



THEME 3: Numeracy for work

Working lives have been dramatically transformed during the Covid crisis. National Numeracy Day 2021 highlighted that numeracy can help us be in the best position to bounce back, find work, adapt to a new industry, or make the most of our current job.



Video and online hub



Number skills and the confidence to use them, are essential in whatever job you do. Our National Numeracy Challenge provides a stepping-stone to get started with learning, before unlocking progression to gaining formal qualifications.

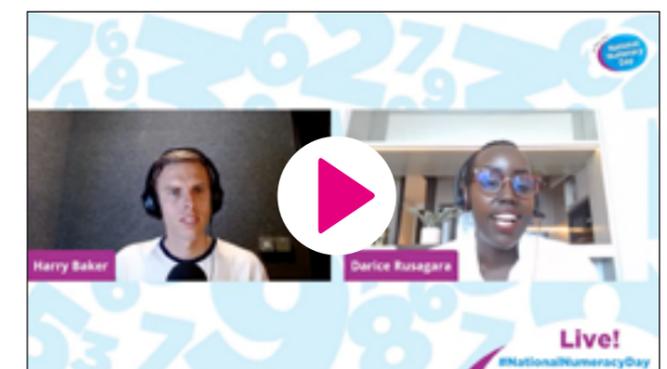
Our National Numeracy Day Heroes' personal stories show how taking the Challenge can unlock getting into work, getting on in a current role, or moving towards a formal qualification or new career.

We were delighted the Department for Work and Pensions joined us as a Lead Delivery Partner this year with support from Minister for Employment Mims Davies and an internal campaign to raise awareness across their 260,000 staff. Many of our supporters, including TP ICAP, Bloomberg, Experian and Santander, also ran staff engagement programmes for National Numeracy Day, showing a commitment not only to the nation's numeracy, but to their own colleagues as well.

Live Event

Work it! How to use numbers to supercharge your job search and career, with KPMG, TP ICAP and Bloomberg

Hosted by Ambassador Harry Baker, we heard from celebrities, experts and workers about how boosting number confidence can help people get the job they want and get on in the job they have. Packed full of honest, helpful advice, like all our events this year it was simultaneously live-streamed across social media to break down barriers to entry and access.



“ Numeracy is opening doors for me, keeping me progressing in my career and helping me achieve my dreams in the future.

Alba Fernández, Associate Therapy Practitioner for Sussex Community NHS Foundation Trust



National Numeracy Day Champions in the workplace and community, with Education Scotland

With a highly coordinated strategy and huge commitment to the campaign, Education Scotland recruited over 300 champion organisations, including schools, community learning ambassadors and STEM ambassadors across Scotland.

NHS Heroes, with Health Education England

HEE have been a lead supporter of National Numeracy Day since the campaign began, and this year they encouraged 42 NHS Trusts across the UK to sign up as Champion organisations to further numeracy in the workplace. Thank you to our NHS heroes in this difficult year – the nation salutes you!

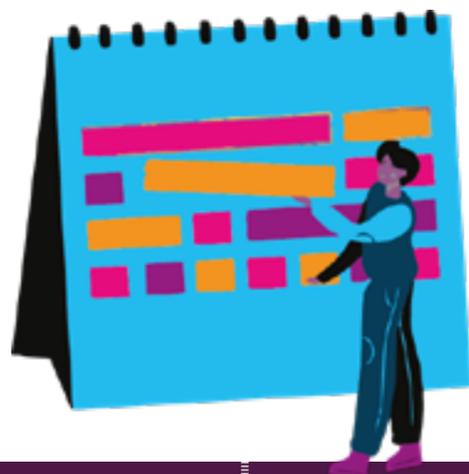
Homegrown Heroes, with TP ICAP

National Numeracy Day Lead Supporter TP ICAP mounted an innovative staff engagement programme to help promote National Numeracy Day. Staff from across the financial services business were encouraged to talk about their own journeys to improving numeracy and why numeracy is important in their own careers. Take a look at some of the highlights!



Real-life impact

Our National Numeracy Day Heroes come from all corners of the UK, with different jobs and interests, but have all experienced genuine, life-changing results from using the National Numeracy Challenge to improve their numeracy. Committed to helping others discover positive change through numeracy, they appeared on the TV news, on national radio and in the press as well as in our live events, videos and social media, discussing their diverse, inspirational and relatable number stories.



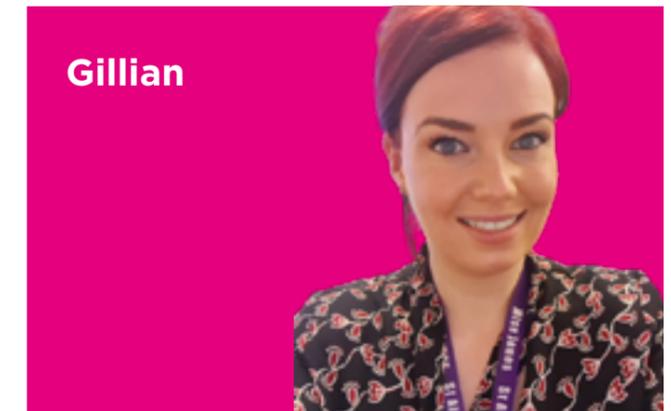
Oreleo

“I looked at things like house insurance, car insurance, even the mortgage. I’ve managed to save myself somewhere around £300 a month. I wouldn’t have thought to do that without being-maths confident.”



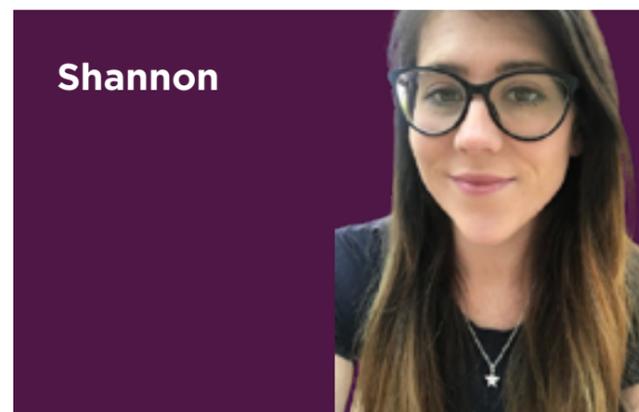
Maryam

“I started to notice how important maths is in my personal life; understanding how to use money, managing bills, pensions, and how to save. All these things are so important and can really affect your quality of life.”



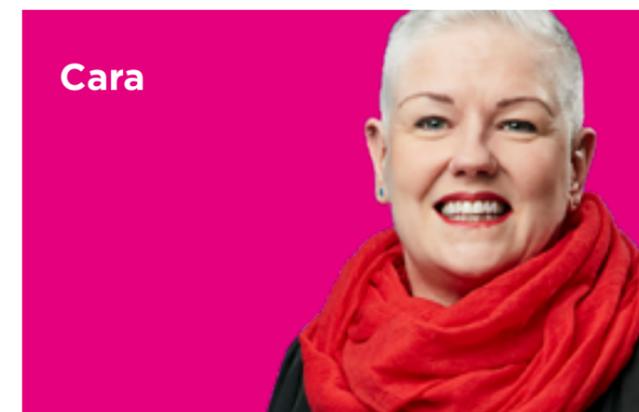
Gillian

“I used to have maths anxiety but now absolutely love teaching maths, learning new techniques and methodologies, finding resources and taking part in projects. It’s definitely been a journey!”



Shannon

“Improving my number confidence has opened loads of doors for me - my dream was always to become a teacher, and I achieved that dream.”



Cara

“If all our nursery staff brush up on their numeracy skills, they can incorporate them into their daily work, and talk to our children confidently about numbers.”



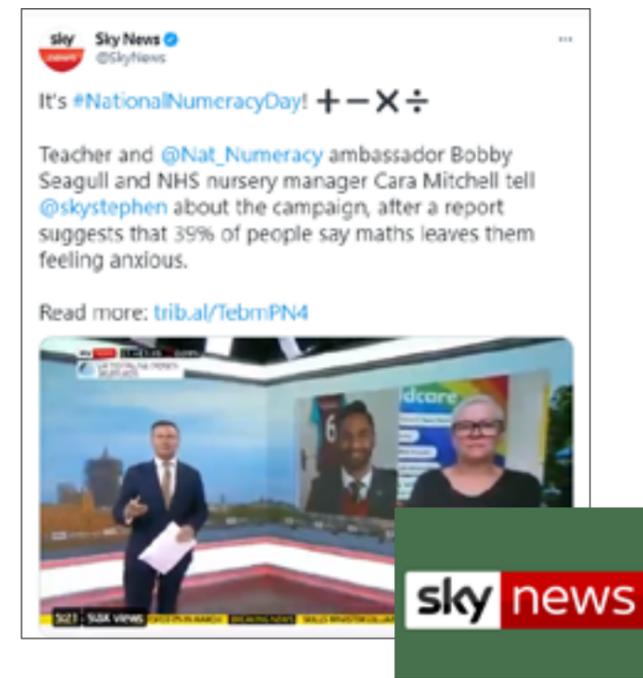
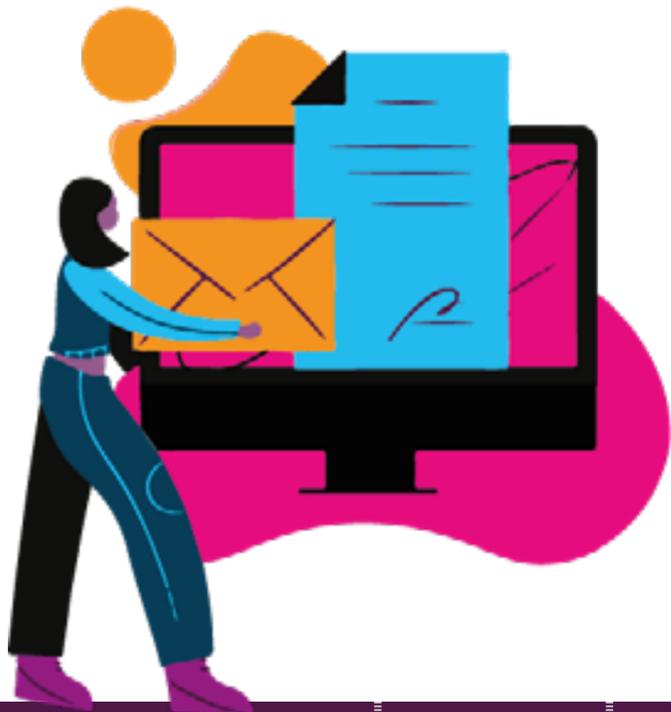
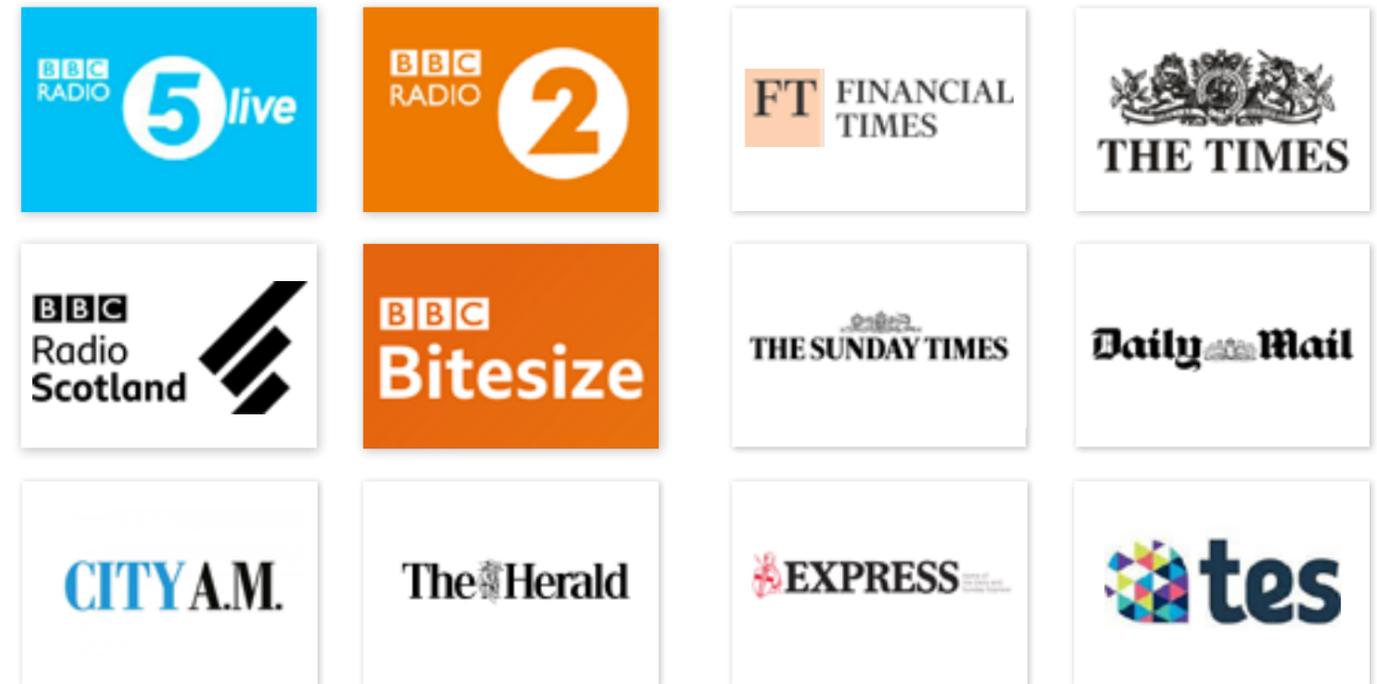
Alba

“The National Numeracy Challenge has shown me that despite struggling at first, it did not mean that I was bad at maths, and with a bit of a push I became less scared to face it.”

National Numeracy Day in the news

With three primetime TV slots, national radio and national broadsheet, tabloid and local press coverage, our media campaign to support National Numeracy Day ensured that numeracy was seen and heard everywhere you looked or listened this year.

Our in-house team worked with our celebrity Ambassadors, our real-life National Numeracy Heroes and some new research commissioned by KMPG to pitch stories to each outlet. The result was a fantastic array of media coverage including three five minute TV slots with The One Show, Sky News Breakfast and BBC Morning Live, a seven minute segment on BBC Radio 5Live, slots on BBC Radio 2 and BBC Radio Scotland, and press coverage including the Financial Times, The Times, The Sunday Times, The Daily Mail, City AM and The Herald.



National Numeracy Day goes viral

What do *Doctor Who*, Amazon's Alexa, the University of Oxford, Mike Bushell, Kirstie Allsopp and the Premier League have in common? They were all talking and tweeting about National Numeracy Day 2021! Our in-house team's innovative social media campaign got the UK buzzing about National Numeracy Day to such an extent that we hit the top spot – trending No1 in the UK on Twitter and enjoying six hours in the top trends.

Our strategy combined specially-created social video, events simultaneously livestreamed across Twitter, Facebook, LinkedIn and our website, and even an Instagram celebrity after-party, to mix positive messaging with live learning to create social media with meaning, purpose and fun.

However the stars of the show on social were undoubtedly the school children whose teachers and parents posted hundreds of videos and pictures of the kids dancing, rapping, baking and drawing about numbers inspired by our celebrity activities with Katya, Harry, Peter and Bobby. Improving your numeracy has never looked so much fun! Even Amazon's Alexa even got involved, talking about numeracy at every opportunity, especially for the day!





Investing in numeracy skills with KPMG

This year saw schools signing up to be Champions on a huge scale, giving Founding Supporter of National Numeracy Day, KPMG, a perfect opportunity to supercharge a key component of its Corporate Responsibility programme – furthering the building of numeracy skills in the UK.



National Numeracy worked with KPMG to offer all Champion schools the opportunity to be matched with a KPMG volunteer. The volunteers worked with teachers to answer questions from children via video, about how maths is used in the workplace and real-life. Due to the success of this pilot volunteering programme National Numeracy will offer more volunteering opportunities as part of the 2022 campaign.

KPMG Audit Apprentice Harry Fletcher was a panellist in our livestreamed event about numeracy for work. He had great advice:



Harry Fletcher
Audit Apprentice at KPMG

National Numeracy Day KPMG staff volunteering programme in schools, Joe and Little Ilford School

Little Ilford School:

“Thank you so much for the video. I showed my Year 11s and there was a round of applause in appreciation. Your answers were very clear and genuine and showed you cared for the students’ futures.”

Joe Scott, KPMG Volunteer:

“I have always enjoyed volunteering and was excited to be involved with KPMG’s National Numeracy Day plans. Little Ilford School gave me a range of questions from their Year 11 students and I recorded a video message for them. Volunteering has been a great experience, I will definitely participate again.”



“When you’ve learned some new skills make sure to celebrate that and reflect on what you’ve done well.” We agree, Harry!

Meanwhile, research commissioned by KPMG for National Numeracy revealed nearly a third of Brits (31%) say they struggle with everyday

maths and more than a quarter (29%) avoid situations involving numbers.

Bina Mehta, Chair of KPMG UK said of the research: “Numeracy, literacy and lifelong learning are the building blocks for social mobility and so it’s vital that poor numeracy is given the attention it deserves.

Thank you ... and an invitation to join us



Sam Sims
Chief Executive
of National
Numeracy

To all our National Numeracy Day partners: the campaign's Founding Supporter KPMG, our lead supporters, lead delivery partners, delivery partners and the astonishing number of 2,810 champion schools and organisations that got behind our campaign: a huge thank you!

In a year of continued uncertainty and rapid change, we are enormously grateful to our partners for not only supporting the UK's only day to celebrate the importance of everyday numeracy, but for the conviction behind that support; the shared commitment to empowering people to take the first steps to improving their number confidence and skills towards improved life opportunities.

More than ever before, numeracy is central to rebuilding skills, businesses and livelihoods in the UK and the sheer scale of National Numeracy Day 2021's success proved there is a massive appetite for improving numeracy, when the opportunity to do so is relatable, exciting and engaging. This National Numeracy Day we helped many thousands of people to think about, understand and work with numbers in new ways. But the need for our support is urgent and year-round. We look forward to continuing our crucial work together.



Bina Mehta
Chair of KPMG
UK, Founding
Supporter
of National
Numeracy Day

We all use numbers in our day-to-day lives, yet nearly half of the UK's working population has the numeracy level of a primary school child. Numeracy, alongside literacy and lifelong learning, are the building blocks for social mobility, helping to build a healthy and inclusive economy. That is critical as we look to recover from the Covid-19 pandemic.

Improving numeracy skills is an integral part of KPMG's purpose of inspiring confidence and empowering change, and we're proud to be the Founding Supporter of National Numeracy Day. It's been fantastic to see a growing number of businesses, schools and other organisations show their support, collectively playing their part to bolster confidence with numbers.

This year's National Numeracy Day was undoubtedly a success but our work doesn't stop here. It's vital that businesses, policymakers and charities continue to collaborate if we are to truly move the dial on poor numeracy skills.



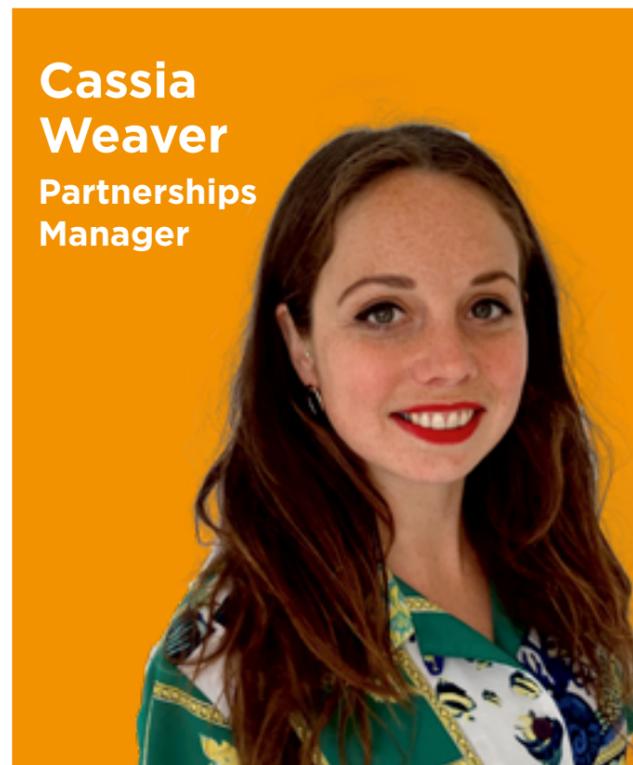
Work with us

We are enormously proud of our work with partners for National Numeracy Day 2021 and our many other campaigns and programmes year-round.

Our new strategy focusses on helping disadvantaged communities where the need is greatest and an ambitious goal to have nearly three million engagements with people over the next three years. There has never been such a compelling need to empower children and adults to get on with numbers so they can fulfil their potential. Our work sparks better opportunities, and we are working with passion, commitment and resolve to contribute to brighter, more equitable futures for all.

National Numeracy Day reaching and supporting more people than ever before – and more of those in greatest need – is testament to the pioneering leadership of our partners in addressing this crucial issue. We are very grateful for the strength of our partners’ commitment and belief in National Numeracy’s work as a vehicle for positive change in a time of need.

Working with us brings a host of strategic business benefits and we would be delighted to discuss how you can get involved. Please get in touch with Partnerships Manager Cassia Weaver cassia@nationalnumeracy.org.uk.



Cassia Weaver
Partnerships Manager

Contact Us

For more information please get in touch:

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A Next Level National Numeracy Day

National Numeracy Day in numbers

Numeracy: vital for Covid recovery

Theme 1: Supporting children’s numeracy

Theme 2: Managing your money

Theme 3: Numeracy for work

Real-life impact

National Numeracy Day in the News

National Numeracy Day goes viral

Investing in numeracy skills-building

Thank you and join us

Work with us