

National Numeracy Day

18 May 2022

National
Numeracy
Day

Founding Supporter KPMG

Campaign Guide & Communications Toolkit



Founding Supporter:





Contents and how to use this deck

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Look for the stars!

This deck tells you everything you need to know to support National Numeracy Day 2022 across your organisation and channels.

Look for the ★ which highlights actions to take

Get assets to help you support the campaign:

<https://www.nationalnumeracy.org.uk/founding-supporter-kpmg>



Overview

What is National Numeracy Day and why is it important?



What is National Numeracy Day?

National Numeracy Day, from the independent charity National Numeracy, is the UK's only day dedicated to everyday maths. It celebrates the importance of numbers for adults and children, and inspires everyone to improve their numeracy in order to open up opportunities and brighter futures.

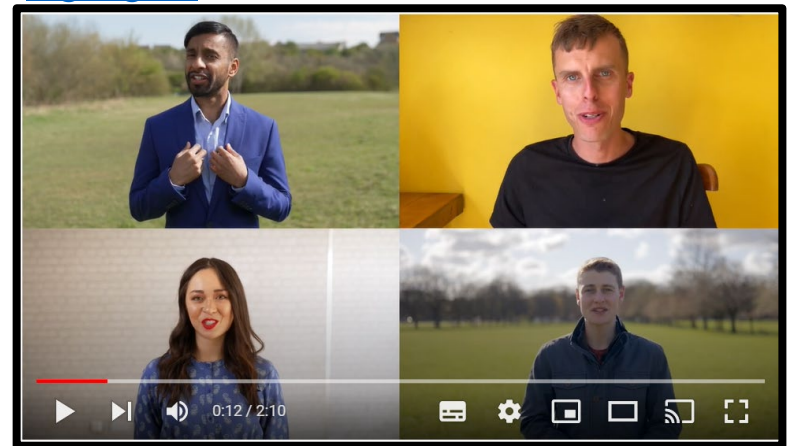
The campaign drives:

Awareness: of the importance of numeracy to personal lives, career development and the UK economy.

Engagement: It engages people with numeracy through a multitude of relatable, practical and fun activities, events and content.

Action: The campaign empowers people to take the first steps to improving their number confidence and skills via the [National Numeracy Challenge](#) and the variety of resources, videos and events.

[Watch the National Numeracy Day 2021 highlights](#)



- The only UK campaign for everyday maths
- For adults & children
- 2022 is National Numeracy Day's 5th birthday



Why is National Numeracy Day important?

The UK's numeracy crisis

The UK's numeracy levels are significantly below the average for developed countries, **with 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."



Rishi Sunak,
Chancellor of the Exchequer,
Autumn Budget statement
October 2021

About our charity

National Numeracy Day is run by the charity National Numeracy. Our 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.

Our work improves how people understand and work with numbers in everyday life, **sparking better opportunities and brighter futures**.

Campaign guide

What is happening for National Numeracy Day 2022?



What is happening for National Numeracy Day 2022?

Activities overall

National Numeracy Day is on 18 May 2022, and that date is the main focus, but activity will run across the whole of May so please keep communications up throughout the month.

The campaign will encourage the nation to improve its numeracy by raising awareness of the issue and offering a range of free activities and resources, backed by our celebrity ambassadors.

We support adults and children, and this year there is a vast array of activity happening, detailed in this deck.

We will encourage adults to take part in The Big Number Natter and try the National Numeracy Challenge – our online confidence and skills building tool – as well as use our free resources, videos and events.

For children there is the Number Heroes competition, a live nationwide number roll, and lots of fun activities with our celebrities dancing, baking, and rapping with numbers.

Key activities for KPMG to take part in and promote

- ★ **1. The Big Number Natter staff engagement offer:** New this year, the first ever nationwide conversation about numbers. See pages 8-9
- ★ **2. National Numeracy Day Champions:** Recruit schools and organisations to take part See pages 10-11
- ★ **3. Online hubs:** One for adults and one for children – everything your staff and communities need to get involved. See page 12
- ★ **4. Thought Leadership & media:** Your organisation is at the forefront of tackling the UK's numeracy crisis. Shout about it! See page 13
- ★ **5. The National Numeracy Challenge:** Our tried and tested, free confidence and skills building online tool See page 14

A blue and purple oval logo with the text "National Numeracy Day" in white, slanted font.

National
Numeracy
Day

Key Activity: The Big Number Natter overview

WHAT? The Big Number Natter is the first ever nationwide conversation about numbers. It's an opportunity to have a chat about numbers and change lives for the better. The story behind your lucky number, tips for bagging a bargain, calculations in your career, or helping kids with homework...love it or loathe it, everyone has something to say about maths!

WHY? Half the UK's working age adults have low numeracy levels, which makes people more vulnerable to debt, unemployment, poor health and fraud – all exacerbated by the Covid-19 and cost-of-living crises. But everyone can improve their numeracy and talking about numbers is a fantastic first step.

WHEN? This May! National Numeracy Day is on Wednesday 18 May 2022, so we'll be number nattering throughout the whole of May.

WHERE? Celebrities, experts and people across the UK will be sharing their own number stories on social media. Your organisation can get involved with our staff engagement pack...





Key Activity: The Big Number Natter staff engagement activities

Get your organisation involved:

- ★ 1. **Hold a Big Number Natter internally** with groups of colleagues or teams. In April we will be adding a number of resources to make this easy and straightforward for you and your teams. We have conversation-starter suggestions for small informal sessions, and a step-by-step guide and slides for longer, more formal sessions.
- ★ 2. **Internal communications:** Share Big Number Natter videos, images and stories across your organisation. Ask colleagues and leaders to collect video clips, images and stories about their own experience of numbers, good or bad. Share individual stories or work together as a team to create something to share with the wider organisation.
- ★ 3. **External communications:** Encourage colleagues to share their Big Number Natter videos, stories and images on social media using #bignumbernatter. Even better they can tag your organisation and it can be reshared on your official channels.
- ★ 4. **After The Big Number Natter – a next step:** staff can have a go at the National Numeracy Challenge (see page 13).



Your Big Number Natter assets will be in your online toolkit in April:

<https://www.nationalnumeracy.org.uk/founding-supporter-kpmg>

Use the guides, talking points and slides to get your teams nattering about numbers.





Key Activity: Recruiting National Numeracy Day Champion Organisations

What are National Numeracy Day Champions?

National Numeracy Day Champions are schools, organisations or community groups that sign up to take part in National Numeracy Day and help get the people they support or work with feeling number confident.

In the build-up to 18 May 2022, Champions receive free, fun materials and resources to use and share.

2,810 Champions got involved in 2021 – help us recruit even more in 2022!

★ Get your networks, and communities involved by inviting them to sign up and receive their free Champion's pack. Use the champion.org trackable link.

The Champions offer for adults and young adults in training:

- Videos and downloadable confidence-boosting resources
- How to join in with The Big Number Natter
- Promotional assets
- Guidance on how to deliver National Numeracy Day activities inside a Champion organisation





Key Activities: Recruiting Champion Schools

For the schools in your network

National Numeracy Day 2022 has a fantastic programme of exciting activities with our celebrity ambassadors to help increase positivity and number confidence for children across the nation.



Please invite schools in your networks to sign up as champion using your trackable champions schools link.

In 2022 National Numeracy Day will be 5 years old!

Champion schools will receive a digital pack full off all the resources, activities and inspiration they need to run fantastic birthday-party-themed National Numeracy Day activities for their children, families and staff.

Children's activities include:

- **Rocking and Rolling Numbers Live:** National Numeracy and Times Tables Rock Stars are inviting schools and families across the country to take part in the UK's biggest ever live number roll (a motivating times table song with dance moves).
- **Number Heroes competition** to win one of five bundles of numeracy prizes worth at least £1000 for your school, youth group or community centre (for children pre-school to Y8/S2).
- **Lesson starter video** featuring celebrity-led activities.
- **Ideas and printable materials** to support activity planning as well as resources for adults, staff and parents.
- **Celebrity-led confidence resources** to help all age groups, from 0-18, feel good about maths.
- **Pre-school collaboration with Numberblocks**





Key Activity: Online hubs

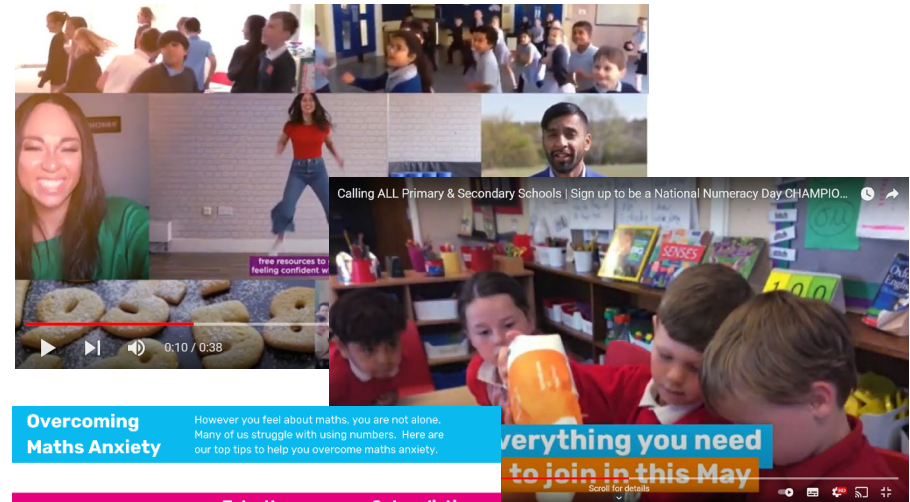
National Numeracy Day Website

The National Numeracy Day website is the go-to destination for individuals.

It has two online hubs, one for adults and one for children, jam-packed with all the free resources and inspiration needed to get the nation feeling good about numbers. They hold helpful and practical resources to download, videos to watch, as well as details of live events and further support.



The hubs are a great place for people to get resources for themselves or their children. Please promote the National Numeracy Day website to your staff, networks and communities, using your campaign webpage trackable link.



Overcoming Maths Anxiety

However you feel about maths, you are not alone. Many of us struggle with using numbers. Here are our top tips to help you overcome maths anxiety.

Talk about it

Tip 1
Talk about how you feel about maths, you'll find others feel the same way.

Take the pressure off

Tip 2
Learning is not a race, take your time and use your own space.

Set realistic goals

Tip 3
Aim to improve a little at a time.

Challenge your own beliefs

Tip 4
Are your thoughts about maths helpful? Or are they 'telling you back'?

Don't compare yourself to others

Tip 5
We all learn at different paces and that's OK

Choose that works for you

Tip 6
We all learn in different ways. Find what works for you.

National Numeracy Day

Getting Confident With Maths at Work

No matter what job we have, we use maths every day – for example working with budgets, organising schedules, measuring materials and managing time. It might not be exactly like the maths you did at school, but it is maths.

If we feel anxious about numbers, it can make us feel less confident and make it harder to progress in our careers. But you are not alone. There are some things that you can do at work to make working with numbers feel less daunting:

- Tip 1: Don't rush – maths at work is not a race**
Feeling under pressure to get answers quickly can make us feel even more anxious about maths. Stop and think about how much time you have and use it if you need to.
It's more important to be right than it is to be fast. Being calm and taking time to find a process that works for you will help you get the right answer.
- Tip 2: Ask for support with your maths if you need it**
It can be hard to speak up if we are struggling. But if you do point out an area you need help with employers are often very supportive.
Workplaces may have learning programmes in place already, or you can try the National Numeracy Challenge to support your number confidence.
- Tip 3: Talk about how maths makes you feel**
Many of us think we will look silly or be judged if we say we find maths uncomfortable. But many people find working with numbers hard and often your colleagues will feel the same.
Just like when we feel anxious about other things, sharing how we feel about maths and listening to other people who feel the same way can really help.





Key Activities: Thought-leadership and media opportunities

Thought leadership

National Numeracy Day represents the year's biggest and best opportunity for your organisation to talk about its pioneering support of one the UK's most challenging issues – **the numeracy crisis that costs the UK £25bn a year.**

This year, the government has committed to spending £560m on its 'Multiply' numeracy programme, which has given the issue greater exposure and interest in the media.



Please encourage your leaders to talk internally and externally about your organisation's involvement with our charity, National Numeracy Day, and why you believe improving numeracy is important for your organisation, your staff and the nation as a whole.

Opportunities could include: internal communications to staff to inspire engagement across the organisation; social media posts or videos as part of the #bignumbermatter; news articles/blog pieces on your websites; 'think pieces' in industry and consumer media or on LinkedIn.

Media opportunities

Your organisation is at the forefront of tackling the UK's numeracy crisis. Shout about it!

We are working directly with Simon Wilson, KPMG, to create a media strategy.



National Numeracy Day

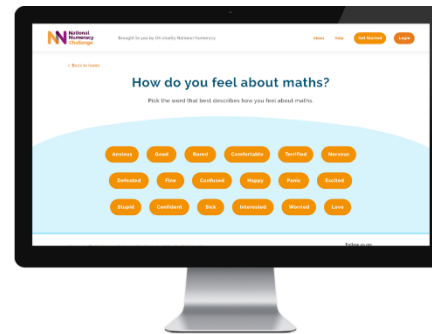
Key Activities: The National Numeracy Challenge

What is the National Numeracy Challenge?

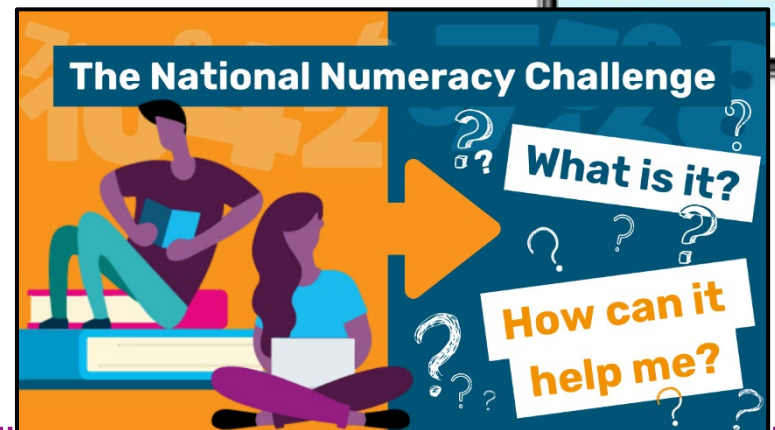
The National Numeracy Challenge is an online tool that builds numeracy skills and confidence, with 300+ everyday maths questions and tutorials, multimedia resources, technology that adapts to individual learning levels and signposting to further support.

National Numeracy Day has so far helped over 190,000 people take steps to improve their numeracy, including via the National Numeracy Challenge.

★ The National Numeracy Challenge is the perfect next step after your staff have had a Big Number Natter or to support any internal activity. It's also a great way to boost the number confidence of your external audiences, customers and service users. Please use your trackable link in communications.



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





Lead Delivery Partner activity

Helping the campaign reach out across the UK

Alongside our Lead Supporters, we have a range of Lead Delivery Partners who help us get the message about National Numeracy Day. Here is a flavour of what is happening this year, to help you build a fuller picture of what is happening across the campaign.

- **Times Tables Rock Stars** – We have joined forces with well-known Maths Circle brand to mount Rocking and Rolling Numbers Live. Schools and families across the country to take part in the UK's biggest ever live number roll (a motivating times table song with dance moves).
- **Numberblocks** – the brand with its own CBeebies show is working with National Numeracy Ambassador and Bake Off winner Peter Sawkins to engage pre-school learners and their families with a special home baking activity and exciting animated content releasing on the day.
- **White Rose Maths** is engaging its network of thousands of schools and community settings to sign up as Champions, provide prizes for the Number Hero Competition and promote it widely.

- **Education Scotland** is recruiting National Numeracy Day Champion organisations from across all regions of their responsibility and engaging their workforce to boost their own number confidence and skills. They are also supporting the delivery of media engagement in Scotland and securing support from senior leaders and ministers.

Other Lead Delivery Partners include:

- The Department for Education
- The Department for Work and Pensions



Communications Toolkit

Everything you need to communicate about National Numeracy Day



Key dates: what to do and when

March

28 March onwards: Lead Supporter announcement #1 - you can support with your own content announcing your role in the campaign at any time.

30 March onwards: Support the recruitment of National Numeracy Champions any time from this date.

April

6 April: The Big Number Natter will be announced – amplify National Numeracy’s posts.

19 April: Your delivery toolkit will be complete with resources and guides for getting involved in The Big Number Natter.

Throughout the month: Plan your internal activity and external communications. Promote your involvement, amplify National Numeracy’s social and recruit champions using assets supplied.

May

3 May: Lead Supporter announcement #2 - please support this communication by amplifying this post or creating your own at any time.

4 May: 2 weeks to go! Look out for our National Numeracy Day promotional video launching, and support and share across your channels.

11 May: 1 week to go! Promote your support for the day using assets supplied and amplify National Numeracy’s social activity.

18 May – National Numeracy Day: Get involved by posting about your support and events in your organisation, post your Big Number Natter videos, and amplify National Numeracy’s messages



Key information: National Numeracy's accounts, hashtags and trackable links

Accounts



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

- **Twitter:** @Nat_Numeracy
- **Facebook:** @nationalnumeracy
- **Instagram:** @national_numeracy
- **LinkedIn:** National Numeracy

Hashtags



We are using two hashtags; please ensure you include them in your posts:

- **#NationalNumeracyDay**
- **#BigNumberNatter**

Trackable links



We will send you 4 trackable links for:

1. Recruiting Champion schools
2. Recruiting Champion organisations (other than schools)
3. The campaign website (for all the campaign's free resources and activities)
4. The National Numeracy Challenge

Please ensure you include the appropriate one in your communications.

We have indicated throughout this deck which link should be used for which promotion.



Key information: Calls to Action (CTAs)



Four CTAs for you to promote

The campaign CTAs are as follows – please ensure you include them in your posts, as appropriate. There are more copy variations on the following pages.

1. Website CTA for all audiences, improving number confidence and skills via free resources and activities on the online hubs. **Promote at any time.**



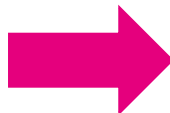
Visit #nationalnumeracyday's online hub for free, helpful, activities and resources for all the family. **INCLUDE YOUR CAMPAIGN PAGE TRACKABLE LINK**

2. Champion recruitment CTA for sending to your schools, networks and communities. One link for schools, one for other types of organisations (over 16's). **Promote at any time.**



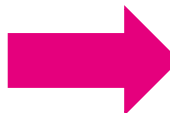
Sign up to become a #NationalNumeracyDay Champion. **INCLUDE YOUR CHAMPIONS SCHOOLS OR ORGS TRACKABLE LINK**

3. The Big Number Natter CTA for getting your staff, schools and networks involved. **Promote after 6 April.**



Join the #BigNumberNatter and get talking about what numbers mean to you this #NationalNumeracyDay. **INCLUDE YOUR CAMPAIGN PAGE TRACKABLE LINK**

4. National Numeracy Challenge CTA for your staff and networks, improving numeracy via our confidence and skills-building tool. **Promote any time.**



Try the free National Numeracy Challenge this #NationalNumeracyDay to build your number confidence and skills. **INCLUDE YOUR CHALLENGE TRACKABLE LINK**



Key messaging overview

Overview of messaging

Example messages can be copied or amended as you see fit, for your emails, newsletters, internal communications or social posts.

The tone of voice for National Numeracy Day is always friendly, inclusive, empowering and supportive. It is never patronising or competitive.

We will always be sensitive to external context, regarding Covid19 or any other factor that demands messaging is flexed.

Please get in touch with any concerns that your organisation has around promoting National Numeracy Day. Our contacts are on page 21.

On the following pages

We have included sample messaging to support every aspect of the campaign that you will be involved in – with both internal and external messaging.

- Promoting your support and Founding Supporter announcement
- Recruiting National Numeracy Day Champions
- The Big Number Natter
- Promoting the website for the campaign's online hubs and free resources
- Promoting the National Numeracy Challenge



Examples of copy to promote your support

★ Announcing your support: short (social)

- We are delighted to be Founding Supporter of #NationalNumeracyDay on 19 May to help the UK feel confident with numbers! Join us *[Insert your campaign webpage trackable link]*
- Our staff are building confidence and skills in everyday maths for #NationalNumeracyDay. Get started yourself at *[insert your unique trackable Challenge link]*
- As Founding Supporter for #NationalNumeracyDay we are so excited to hear this news! Let's get the nation number confident together *[Insert your campaign webpage trackable link]*



Announcing your support: long (email / newsletter / intranet)

Let's get number confident on National Numeracy Day, 18 May! We are delighted to be Founding Supporter of National Numeracy Day, the UK's only annual day dedicated to everyday maths! On 18 May, alongside the charity National Numeracy, we want to help children and adults feel confident about numbers at home, work and school. And it's more important than ever this year as the nation recovers from Covid.

There will be a host of free online resources and videos including inspirational stories and practical advice from real-life learners and celebrities! From helping us get on at work, to supporting children, or making our money go further, brushing up on our number confidence and skills can help.

National Numeracy Day raises awareness of the importance of numbers in everyday life and empowers people to improve their number confidence through a variety of free, fun and practical resources. For more information go to *[insert your campaign webpage trackable link]*.



Use the assets supplied – email footer, intranet banner, social graphics etc <https://www.nationalnumeracy.org.uk/founding-supporter-kpmg>



Examples of copy to recruit National Numeracy Day Champions

Schools



Help us recruit Champion schools

- Become a #NationalNumeracyDay Champion School! Sign up for free materials & a competition to win one of five £1000 numeracy prize packs *[insert trackable link for Champion schools]*
- Calling all teachers! Sign up to become a #NationalNumeracyDay Champion and get exclusive access to materials to support activity planning, celebrity videos and more *[insert trackable link for Champion schools]*
- KPMG are the Founding Supporter of National Numeracy Day on 18 May, and would love you to get involved. If you sign up to be a National Numeracy Day Champion School, you will receive a pack of fun, free and engaging materials and activities to support children with feeling positive about numbers. You can also enter a competition to win one of five £1000 numeracy prize packs! And join in the largest ever live times tables number roll. Find out more and sign up now: *[insert trackable link for Champion schools]*

Other organisations (not schools)



Help us recruit Champion organisations

- Become a #NationalNumeracyDay Champion! Sign up to receive a free digital pack of resources and activities *[insert trackable link for champion organisations]*
- #NationalNumeracyDay Champions get exclusive access to free materials that help your teams and community get number confident. Sign up now! *[insert trackable link for champion organisations]*
- KPMG are the Founding Supporter of National Numeracy Day on 18 May, and would love you to get involved. If you sign up to be a National Numeracy Day Champion, you will receive a pack of free, practical and engaging resources to support your community to feel positive about numbers. Sign up now: *[insert trackable link for champion schools]*



Examples of copy to promote The Big Number Natter – AFTER 6 APRIL

Internally



Get your people involved

As Founding Supporter of National Numeracy Day on 18 May, we're joining in The Big Number Natter!

It's a chance to have a chat about numbers and change lives for the better. We'd love to hear the story behind your lucky number, your tips for bagging a bargain, or how you use numbers here at work here.

And we'd love to hear and see some of the nattering, so do share video clips, images and stories with us *[on the intranet / newsletter or similar]* and on social media using the hashtag #BigNumberNatter. Don't forget to tag the company handle, so we can reshare.

Externally



Get the nation involved

- As Founding Supporter of #NationalNumeracyDay we are joining the #BigNumberNatter to get everyone talking about numbers. How do you feel about maths? Join the conversation on social or more info here *[insert campaign webpage trackable link]*
- Join the #BigNumberNatter and get talking about what numbers mean to you this #NationalNumeracyDay *[insert campaign webpage trackable link]*

Use this copy and the promotional assets in your toolkit page to support our announcement of The Big Number Natter on 6 April.

Your assets for delivering The Big Number Natter sessions will be added to your online toolkit in April:
<https://www.nationalnumeracy.org.uk/founding-supporter-kpmg>





Examples of copy to help promote National Numeracy Day hubs and resources

Internally



Get your people involved

As Founding Supporter of National Numeracy Day on 18 May, we're delighted to be able to support a fantastic range of free resources and activities for all the family.

National Numeracy Day is the UK's only day dedicated to everyday maths. It celebrates the importance of numbers for adults and children and inspires everyone to improve their numeracy in order to open up opportunities and brighter futures.

There are loads of ways to get involved - by having a Big Number Natter with your colleagues and sharing your thoughts, taking the first steps to improving their number confidence and skills via the **National Numeracy Challenge**, downloading some of the practical resources for adults and fun games for children, or joining in with some live events.

Visit the National Numeracy Day website to find out more *[insert campaign webpage trackable link]*

Externally



Get the nation involved before and during May

- Get ready! It's #NationalNumeracyDay on 18 May. Loads of free, helpful activities to get started now *[insert campaign webpage trackable link]*
- We're proud to support free resources and activities for building number confidence for work, home and school this #NationalNumeracyDay. Get started now *[insert campaign webpage trackable link]*
- It's #NationalNumeracyDay! As proud Founding Supporter please join us today in celebrating everyday maths at *[insert campaign webpage trackable link]*
- We were delighted to support #NationalNumeracyDay to help the UK feel confident with numbers! Get all the free resources *[insert campaign webpage trackable link]*



Examples of copy to help promote National Numeracy Challenge

Internally



Get your people involved

As Founding Supporter of National Numeracy Day on 18 May, we know how important it is to support numeracy within our own organisation, networks and communities.

We would encourage everyone – no matter how confident with numbers – to try the **National Numeracy Challenge**.

It's a free online tool that builds numeracy skills and confidence. It focuses on everyday maths, adapts to your own learning level, and hosts a helpful range of multimedia resources and support.

Visit the National Numeracy Challenge to check your numeracy level in just 10 minutes [*insert campaign Challenge trackable link*]

Externally



Get the nation involved before and during May

- Try the free National Numeracy Challenge this #NationalNumeracyDay to build your number confidence and skills. [*insert campaign Challenge trackable link*]
- A great way to boost your own number confidence is to try the National Numeracy Challenge this #NationalNumeracyDay. It's a free online tool that helps you develop confidence and skills, in just 10 minutes a day, at your own pace. Get started by heading to [*insert campaign Challenge trackable link*]
- Take the first step to find out how you can make numbers work for you this #NationalNumeracyDay by trying the National Numeracy Challenge [*insert campaign Challenge trackable link*]

Contacts

How to get help with National Numeracy Day



Get in touch

National Numeracy External Relations

Contacts:

- For campaign enquiries:
Stevie Robinson, Campaign Lead
stevie@nationalnumeracy.org.uk
- For media enquiries:
Julia Day, Director of External Relations
julia@nationalnumeracy.org.uk
- For general communications enquiries:
Lizzie Green, Communications Officer
lizzie@nationalnumeracy.org.uk
- For social media enquiries:
Puja Mistry, Digital Marketing Officer
puja@nationalnumeracy.org.uk

