

Founding Supporter:



CAMPAIGN AND COMMUNICATIONS GUIDE



National Numeracy Day 2024

Colleges, workplaces and organisations supporting adults

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HOW TO USE THIS GUIDE

Look for the stars!

This deck tells you everything you need to know to get involved in National Numeracy Day 2024.

Look for the  which highlights actions to take.

 [CLICK HERE](#)
for your planning assets



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CAMPAIGN OVERVIEW



National Numeracy Day for colleges, workplaces
and organisations



KEY CAMPAIGN ACTIVITY

Building brighter futures through confidence with numbers

National Numeracy Day offers heaps of exciting activities for children and adults alike, with celebrity ambassadors and education partners on board to boost number confidence and positivity across the nation.

Our 16+ guide and toolkit contains all the resources, ideas and inspiration you need to run a fantastic National Numeracy Day in your college, workplace or organisation.



Key activities for your organisation to take part in and promote:

- ★ **Join the Big Number Natter:** Love it or loathe it, everyone's got something to say about maths! Get your students and staff involved in the UK's only nationwide conversation about numbers. *(page 6)*
- ★ **Use your toolkit resources and activities to help people feel good about maths in all aspects of life,** created in partnership with real learners, experts and celebrities.
- ★ **The National Numeracy Challenge:** Our tried and tested online tool helps build number skills and confidence. *(page 9)*
- ★ **Website:** Everything your staff and communities need to get involved in National Numeracy Day. *(page 10)*
- ★ **Promote sign-ups:** Help the whole nation get number confident – encourage schools, colleges and organisations you work with to get involved too. *(page 11)*

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CAMPAIGN GUIDE



16+ activity in detail



THE BIG NUMBER NATTER

Love it or loathe it, we all have something to say about maths!

The Big Number Natter is the UK's only nationwide conversation about numbers.



WHAT? The Big Number Natter is the only 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. But everyone can improve their numeracy and talking about numbers is a fantastic first step.

WHEN? This May! National Numeracy Day is on Wednesday 22 May 2024, and 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 resources.

STUDENT AND STAFF ENGAGEMENT: THE BIG NUMBER NATTER

Get your organisation involved:

-  1. **Hold a Big Number Natter** internally with groups of students, colleagues or teams. Your online toolkit is home to all the resources you need to plan and deliver your own Big Number Natter sessions. Resources include a step-by-step guide, a poster for promotion, and conversation-starters, with suggestions for smaller informal sessions and a slide deck for longer sessions.
-  2. **Internal communications:** Share Big Number Natter videos, images and stories across your organisation. Ask your students, colleagues and leaders to share videos 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 students and colleagues to share their Big Number Natter videos, stories and images on social media using #BigNumberNatter. They can tag your organisation so you can re-share on your official channels. Ask senior leaders to get involved to encourage wider engagement.
-  4. **After The Big Number Natter:** A great next step for everyone is to have a go at the National Numeracy Challenge – they can get started in just 10 minutes. *(page 9)*

[Get your teams nattering about numbers with the Big Number Natter assets in your online toolkit](#)



SOCIAL MEDIA TAKEOVER

The Big Number Natter is the UK's only nationwide conversation about numbers.

It's an opportunity to have a chat about numbers and change lives for the better, and celebrities, experts and people across the UK will be sharing their own number stories on social media.

Love it or loathe it, everyone has something to say about maths... including our young people!

★ **Empower college students to join the conversation online and share their own feelings and experiences with a takeover of your school accounts.**

Remember to use **#BigNumberNatter** on your social media posts to join the wider conversation!



Takeover ideas for students:

Interview your tutors – how do they really feel about maths?

Maths is...? In one word, how do you and your friends feel about maths? Share photos and videos of you and your peers sharing your one word. It's ok to be honest!

Challenge your tutors to dance, bake and rap – share videos of your teachers getting involved in the National Numeracy Day activities.

Ask our ambassadors your big number questions – use their social media handles below on X (formerly Twitter) and tag us @Nat_Numeracy:

- Bobby Seagull: @Bobby_Seagull
- Iona Bain: @ionayoungmoney
- Katya Jones: @Mrs_katjones
- Timi Merriman-Johnson: @mrmoneyjar

Got your own ideas? We can't wait to see all the imaginative ways you can join the conversation.

NATIONAL NUMERACY CHALLENGE

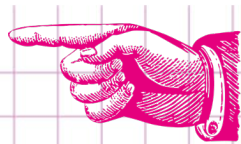
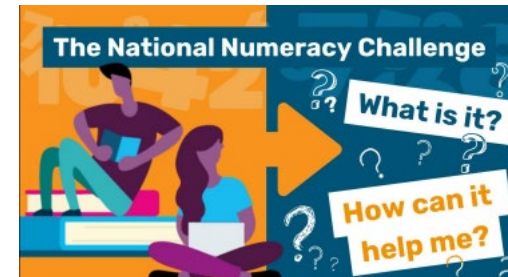
The [National Numeracy Challenge](https://www.nationalnumeracy.org.uk/challenge/) is a free and easy-to-use website for improving your number skills and confidence.

★ Please encourage your staff and parents/carers to have a go by sharing this link:

https://www.nationalnumeracy.org.uk/challenge/?partner_code=champs&utm_source=signups

It's the perfect next step after a Big Number Natter, or to support any other confidence building activity.

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



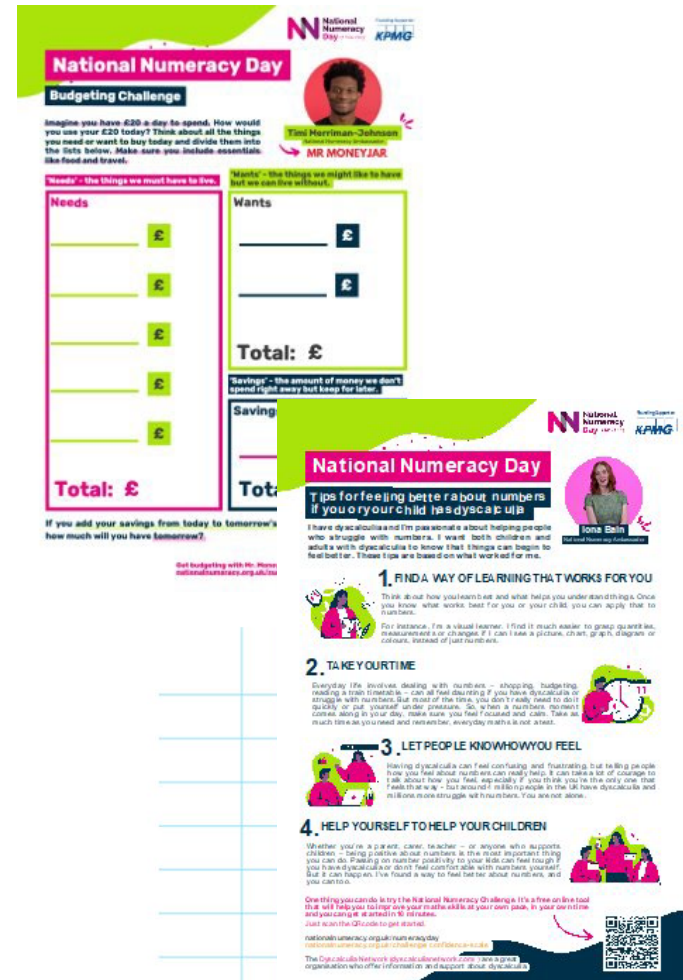
CAMPAIGN RESOURCES

★ As well as using the resources in your toolkit with students and staff you can promote the [National Numeracy Day website](#).

The National Numeracy Day website is the go-to destination for individuals. It is jam-packed with all the free resources and inspiration needed to get the nation feeling good about numbers.

The website is a great place for people to get resources for themselves or their children.

From celebrity videos and worksheets for kids to real life advice for young people and adults, the National Numeracy Day website has everything your students, staff and networks need on National Numeracy Day.



National Numeracy Day
Budgeting Challenge

Imagine you have £20 a day to spend. How would you use your £20 today? Think about all the things you need or want to buy today and divide them into the lists below. Make sure you include essentials like food and travel.

Needs - the things we must have to live.

£
£
£
£
£
Total: £

Wants - the things we might like to have but we can live without.

£
£
Total: £

Savings - the amount of money we don't spend right away but keep for later.

Total

MR MONEYJAR
Tom Harriman-Johnson

Types for feeling better about numbers if you or your child has dyscalculia
Jona Beth

- 1. FIND A WAY OF LEARNING THAT WORKS FOR YOU**
Think about how you learn best and what helps you understand things. Once you know what works best for you or your child, you can apply that to numbers.
- 2. TAKE YOUR TIME**
Everyday life involves dealing with numbers - shopping, budgeting, reading a train timetable - can feel daunting if you have dyscalculia or struggle with numbers. But most of the time, you don't really need to do it quickly or put yourself under pressure. So when a numbers moment comes along in your day, make sure you feel relaxed and calm. Take as much time as you need and remember, everyday maths is not a race.
- 3. LET PEOPLE KNOW HOW YOU FEEL**
Having dyscalculia can feel confusing and frustrating, but tell people how you feel about numbers can really help. It can take a lot of courage to talk about how you feel, especially if you think you're the only one that feels that way - but around 1 million people in the UK have dyscalculia and millions more struggle with numbers. You are not alone.
- 4. HELP YOURSELF TO HELP YOUR CHILDREN**
Whether you're a parent, carer, teacher - or anyone who supports children - being positive about numbers is the most important thing you can do. Picking on number positivity in your life can feel tough if you have dyscalculia or don't feel comfortable with numbers yourself, but it can happen. I've found a way to feel better about numbers, and you can too.

One thing you can do is try the National Numeracy Challenge. It's a free online tool that will help you to get on top of your maths skills at your own pace. In order to use it you can go to [nationalnumeracy.org.uk/nnc](#) and you can also get it on the app.

[nationalnumeracy.org.uk/nnc](#)

The Dyscalculia Network is a not-for-profit organisation who offer information and support about dyscalculia.

HELP US GET OTHERS INVOLVED

 Please encourage your networks to get involved in National Numeracy Day.

The day is for children and adults, and we'd encourage everyone to sign up, whether they're from a nursery, school or college, an organisation, workplace or community group, or an individual looking to improve their own numeracy.

Anyone who signs up will receive a toolkit of free resources to get the most out of National Numeracy Day, including celebrity ambassador videos and activity sheets.

Nurseries, schools and children's community groups can sign up here:

https://www.nationalnumeracy.org.uk/numeracyday/signup-U16?utm_source=signups

Colleges, workplaces, organisations supporting people 16+ and community groups for adults can sign up here: https://www.nationalnumeracy.org.uk/numeracyday/signup-16plus?utm_source=signups



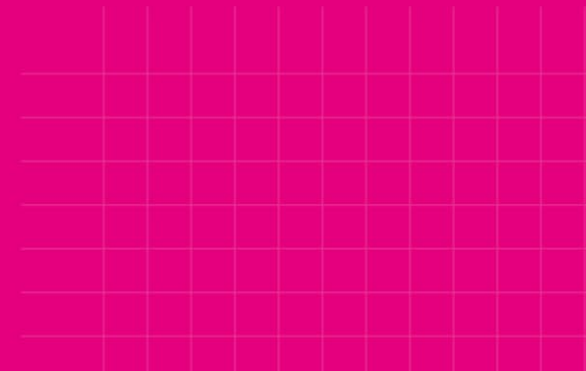
Founding Supporter:



EXAMPLE COMMUNICATIONS



Everything you need to communicate about the
campaign to your students, staff and communities



EXAMPLE COPY: THE BIG NUMBER NATTER

INTERNAL: GET YOUR PEOPLE INVOLVED

This National Numeracy Day on Wednesday 22 May, we're joining the Big Number Natter!

It's the UK's only nationwide conversation about numbers and love it or loathe it, we've all got something to say about maths.

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 or at home.

We'll be hosting some Big Number Natters to celebrate National Numeracy Day – look out for the invitations and posters!

And we'd love to hear and see your number stories, so do share your videos, photos and stories with us [\[on the intranet/newsletter or similar\]](#) and on social media using #BigNumberNatter. Don't forget to tag us [\[insert own social media handles\]](#) so we can reshare.

EXTERNAL: GET THE NATION INVOLVED

1. We're joining the #BigNumberNatter to get everyone talking about numbers. How do you feel about maths? Join the conversation on social or find out more at www.nationalnumeracy.org.uk/numeracyday
2. Join the #BigNumberNatter and tell us how you feel about numbers this #NationalNumeracyDay! www.nationalnumeracy.org.uk/numeracyday

[Use the Big Number Natter promotional assets in your toolkit](#)



EXAMPLE COPY: NATIONAL NUMERACY CHALLENGE

INTERNAL: GET YOUR PEOPLE INVOLVED

We know how important it is to support numeracy within our own organisation, networks and communities.

In honor of National Numeracy Day on 22 May, 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 offers a range of helpful multimedia resources and support.

Visit the National Numeracy Challenge to check your numeracy level in just 10 minutes
<https://www.nationalnumeracy.org.uk/challenge>

EXTERNAL: GET THE NATION INVOLVED

1. This #NationalNumeracyDay, try the free National Numeracy Challenge to build your number confidence and skills.
<https://www.nationalnumeracy.org.uk/challenge>
2. 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. Go at your own pace. Get started by heading to
<https://www.nationalnumeracy.org.uk/challenge>
3. Take the first step to making numbers work for you this #NationalNumeracyDay by trying the National Numeracy Challenge
<https://www.nationalnumeracy.org.uk/challenge>

EXAMPLE COPY: SIGN UP SCHOOLS

Help us recruit nurseries, schools and children's community groups to get involved.

- Become a #NationalNumeracyDay school! Sign up for free materials & a Number Heroes competition to win one of six £1,000 numeracy prize bundles.
<https://www.nationalnumeracy.org.uk/numeracyday/signup-U16>
- Calling all teachers! Sign up to get involved in #NationalNumeracyDay and get access to materials to support activity planning, celebrity videos, downloadable resources and more.
<https://www.nationalnumeracy.org.uk/numeracyday/signup-U16>
- We're taking part National Numeracy Day on Wednesday 22 May, and we would love you to get involved. If you sign up to be a National Numeracy Day school, you will receive a free toolkit with fun, engaging materials and activities to support children to feel positive about numbers. You can also enter a competition to win one of six £1,000 numeracy prize bundles *and* you can join National Numeracy Day Live for 30 minutes of space-themed number fun! <https://www.nationalnumeracy.org.uk/numeracyday/signup-U16>

EXAMPLE COPY: SIGN UP COLLEGES AND ORGANISATIONS

Help us recruit colleges, workplaces, organisations and community groups for adults to get involved.

- Get involved in #NationalNumeracyDay this May! Sign up to receive a free digital pack filled with confidence-boosting resources and activities.
www.nationalnumeracy.org.uk/numeracyday/signup-16plus
- Sign up for #NationalNumeracyDay and get access to free and practical resources that help your teams and community build their number confidence and skills.
www.nationalnumeracy.org.uk/numeracyday/signup-16plus
- We're taking part in National Numeracy Day on Wednesday 22 May, and we would love you to get involved. Sign up for National Numeracy Day to receive a pack of free, practical and engaging resources to support your community to feel positive about numbers. Sign up now: www.nationalnumeracy.org.uk/numeracyday/signup-16plus

EXAMPLE EMAIL FOR STUDENTS AND STAFF

Dear students/colleagues,

It's National Numeracy Day on 22 May!

Organised by the charity National Numeracy, it's the UK's only day dedicated to everyday maths and the aim is to help everyone feel positive about numbers.

National Numeracy Day celebrates the importance of numbers for children and adults alike and builds brighter futures by inspiring everyone to improve their numeracy skills.

We have access to a huge range of free and fun activities and resources, including celebrity videos, worksheets, and real-life case studies.

We'll also be encouraging all staff and students to take part in The Big Number Natter - the UK's only nationwide conversation about numbers. Get involved using the guides in our toolkit and share your own experiences online using #BigNumberNatter. Don't forget to tag us [**insert social handles here**].

Everything you need to know is in our toolkit, available at <https://www.nationalnumeracy.org.uk/toolkit-16-and-over>.

You can boost your own number skills with the [National Numeracy Challenge](#) - get started in just 10 minutes.

Mark 22 May in your diaries and together, we can get number confident!



KEY DATES/SOCIAL MEDIA TAGS

★ APRIL

Your toolkit will be updated throughout the month with all the resources and guides you need to get involved.

- Plan your activity and communications for students and staff
- Let students and staff know what you are planning
- Promote your involvement on social media and encourage other schools to get involved

★ MAY

22 May – National Numeracy Day!

Run your National Numeracy Day activities on 22 May. We'd love to see your videos, images and messages on social media using [#NationalNumeracyDay](#).

National Numeracy Day runs throughout the month of May, and you'll be able to access your toolkit and all our resources at any time, so don't worry if you can't do things on the day itself.

HASHTAGS

Please include these in your posts:

[#NationalNumeracyDay](#)
[#BigNumberNatter](#)

SOCIAL ACCOUNTS

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

- **X (formerly Twitter):** @Nat_Numeracy
- **Facebook:** @nationalnumeracy
- **Instagram:** @national_numeracy
- **LinkedIn:** National Numeracy
- **TikTok:** @nationalnumeracy


Founding Supporter:



NATIONAL NUMERACY DAY CONTEXT AND INFORMATION



What is National Numeracy Day
and why is it important?



WHAT IS NATIONAL NUMERACY DAY?

National Numeracy Day builds brighter futures through confidence with numbers.

- It is run by independent charity National Numeracy and the campaign's Founding Supporter, KPMG.
- It is the UK's only day dedicated to everyday maths.
- It celebrates the importance of numbers in everyday life and inspires children and adults to improve their numeracy, because improving numeracy changes lives at home, work and school.
- National Numeracy Day has inspired people to take 1.5 million to improve their numeracy since 2018.
- Everything is free! The campaign's generous supporters ensure all our resources are free for everyone to use.

[Watch the highlights from 2023](#)



WHY IS NATIONAL NUMERACY DAY IMPORTANT?

- The UK's numeracy levels are significantly below the average for developed countries.
- **49% of the UK's working-age population have the expected numeracy levels of a primary school child.**
- **Millions of children leave school lacking number confidence.** 30% of school-leavers (18-24s) feel anxious about using maths and numbers. They are the most maths-anxious adult group in the UK.
- 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 cost-of-living crisis.

CAMPAIGN AIMS

The campaign drives:

Awareness

The campaign will raise awareness of the numeracy issue and will support people across the UK to see why understanding and working with numbers in real life – at work and at home – is so important.

The campaign will promote the wider benefits of good numeracy for communities, society and the UK economy.

Engagement

The campaign will encourage meaningful engagement through event attendance and use of our practical resources and activities which focus on our three main themes: managing money, getting on at work, and supporting children.

Action

The campaign will empower adults to improve their number confidence and skills by using the National Numeracy Challenge.

The campaign will inspire children to consider the ways they'll need to use numbers and maths outside of the classroom, from their hobbies and interests to their future careers.

**National Numeracy Day has inspired people to take
1.5 million actions to improve numeracy since 2018**



ABOUT NATIONAL NUMERACY

- [National Numeracy](https://nationalnumeracy.org.uk) 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). nationalnumeracy.org.uk

A detailed black and white line drawing of a hand in a suit sleeve, pointing its index finger towards the center.

CONTACT US

A detailed black and white line drawing of a hand in a suit sleeve, pointing its index finger towards the center.

comms@nationalnumeracy.org.uk