

Founding Supporter:



CAMPAIGN GUIDE



National Numeracy Day 2024

Secondary



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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



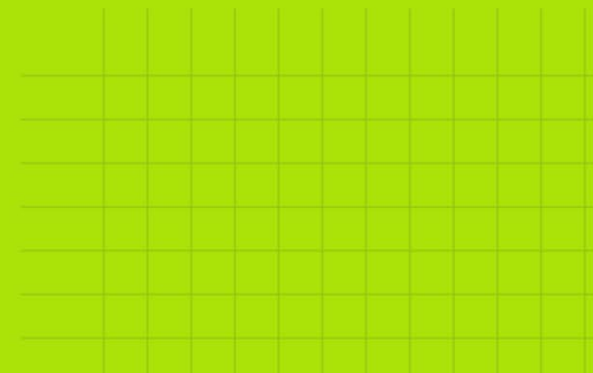
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CAMPAIGN OVERVIEW



National Numeracy Day
for Secondary Schools



ACTIVITIES FOR SECONDARY SCHOOLS

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 guide and toolkit for secondary schools contains all the resources, ideas and inspiration you need to run a fantastic National Numeracy Day in your setting.



★ **Celebrity-led confidence resources:** A fantastic array of free, fun and practical activities to help all age groups feel good about maths, including:

- Dancing with Katya Jones
- Rapping with Harry Baker
- Baking with Peter Sawkins
- Number confidence tips from Rachel Riley
- Money confidence activities from Mr MoneyJar
- Dyscalculia tips from Iona Bain
- And more!

★ **Number Heroes Competition:** Children can win in one of six numeracy prize bundles worth over £1,000 for your nursery, school or youth group (for 3 to 13 years) by showing us all the ways they'd use numbers and maths in their dream job or hobby.

National Numeracy Challenge (13+): A free online tool that supports anyone over 13 to improve their numeracy skills and confidence.

Resources for adults: To help staff, parents and carers to support children in your setting and at home.

EASY PLANNER TICK LIST



Things to do – classroom planning



Plan your day for Wednesday 22 May



Download and print off your free activities and resource sheets



Download your printable Number Heroes Competition worksheets



Bookmark our celebrity activity videos for easy watching on the day



Look at the 'make a day of it' page for fun ideas and ways to get involved (*page 6*)



Things to do – communications



Tell parents/carers what you've got planned with our letter template (*page 15*)



Email staff using example email template (*page 16*)



Promote your involvement of the campaign on social media using #NationalNumeracyDay (*page 17*)



Share the National Numeracy Day webpage for adults with parents and staff




Plan Big Number Natter sessions for staff and parents



[CLICK HERE](#)
for assets to help you plan



MAKE A DAY OF IT

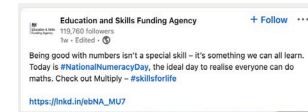
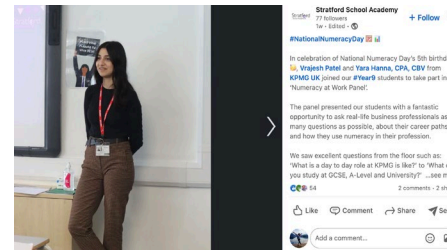
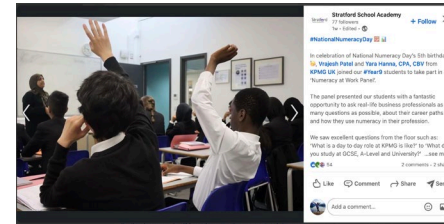
 **Some fun activities and ideas to help you get the most from National Numeracy Day...**

Bake, dance and rap your way to number confidence: Celebrity videos and activity sheets for children. (See page 8)

Get creative: Enter the Number Heroes Competition and tell us about your dream jobs and hobbies and all the different ways they use numbers and maths. Our Secondary A category covers England/Wales Y7 and Y8; Ireland Y8 and Y9; Scotland S1 and S2. (See page 9)

Join the Big Number Natter: Empower your young people to share their number stories and join the Big Number Natter with classroom-based conversations and social media takeovers on your school's social media accounts. (see page 11)

Celebrate your involvement in the campaign proudly: Decorate your classroom or space with our printable posters and digital whiteboard displays, downloadable from your toolkit, and share your photos, videos and number stories on social media using #NationalNumeracyDay.



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Secondary level activity in detail



CELEBRITY RESOURCES

National Numeracy's celebrity ambassadors have created a fantastic range of activities for secondary schools, with videos and accompanying worksheets to boost number confidence and skills.

★ Download the worksheets and watch the videos with your children – available on your toolkit page!

- Dance-along with Katya Jones
- Make maths fun by rapping with Harry Baker
- Bake tasty treats with Peter Sawkins
- Check out Rachel Riley's number confidence tips
- Build money management skills and confidence with Mr MoneyJar
- Find out more about supporting children with dyscalculia with tips from Iona Bain

National Numeracy Day
Numbers and Dancing

Number 1 Go off the one 1 tip

1. BREAK IT DOWN
If you have a maths question that feels scary, break it down into smaller chunks and do one bit at a time.

2. TAKE YOUR TIME
You don't have to work out the answer quickly when you're doing maths and it's okay if it takes you longer than someone else to get the answer.

3. DON'T GIVE UP
It's okay to make mistakes - it's part of learning. If you get things wrong, don't give up. It might be hard but if you keep trying, and ask for help if you need it, you will get the hang of it.

4. BELIEVE YOURSELF
Maths, we can all get better at maths with a bit of practice. So, don't say "I'm not a maths" - Start learning together to help.



National Numeracy Day
Numbers and Dancing

Let's get moving this National Numeracy Day! My dancing activities can help you to understand that maths doesn't have to be scary. It's complicated but it's not that difficult, but just like dancing, if we break it down into easy-to-follow steps and keep practicing, we can all get better.

You can dance along with Katya using the accompanying video to start thinking differently about numbers and maths.

Katya Jones
National Numeracy Ambassador

National Numeracy Day
Baking Fun

64 I'd like to bet you in on my secret ingredient... believe it or not, I use numbers to perfect all my baked goods. That's right, maths is the magic ingredient that helped me with Bake Off. 🍰

Make one approximately 12-rectory rear bun.
Time Required: 15 minutes prep, 1 hour chilling

Peter Sawkins
National Numeracy Ambassador

National Numeracy Day
Budgeting Challenge

Imagine you have £50 to spend. How would you use your £50? Think about all the things you could spend it on. Buy books and enjoy them like the kids below. There are some ideas to inspire you. How about yours?

MR MONEYJAR
National Numeracy Ambassador

1. FIND A WAY OF LEARNING THAT WORKS FOR YOU

2. TAKE YOUR TIME

3. LET PEOPLE SHOW YOU THEIRSELF

4. HELP YOURSELF TO HELP YOUR CHILDREN

National Numeracy Day
Numbers and Rap

I love making it clear that everyone agrees with me on this one. But maths doesn't seem to be scary. And to prove it, this National Numeracy Day, I've written a special Numeracy Day Rap and all together, some number rap activities to help everyone feel differently about maths.

Everyone can have fun rapping Harry Potter!

Harry Baker
National Numeracy Ambassador

Children's 4-6

1. Add _____

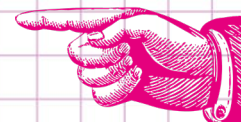
2. Divide _____

3. Sum _____

4. Money _____

5. Time _____

★ **CLICK HERE**
for videos and downloadable activity sheets



NUMBER HEROES COMPETITION

★ National Numeracy ambassador Bobby Seagull invites children aged 3 to 13, and those in receipt of SEN support or an EHCP, to become Number Heroes with our annual competition.

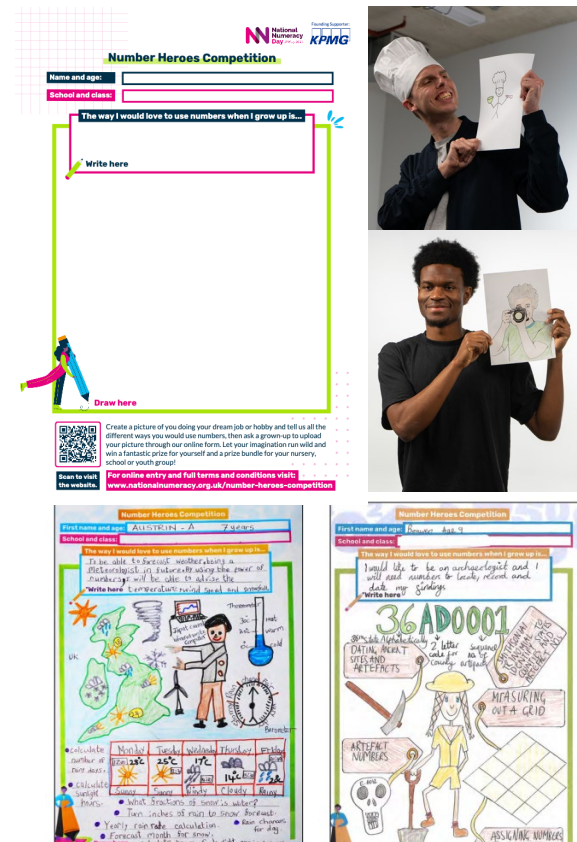
Children across the UK can enter the competition by creating a picture of themselves doing their dream job or hobby and telling us all the different ways they'd use numbers and maths.

Prizes:

- A winner in each category will win a **£50 gift voucher** and certificate for themselves, as well as a **prize bundle worth at least £1,000** for their chosen nursery, school or community group.
- A runner up in each category win a **£20 gift voucher** for themselves

The category Secondary A is relevant for secondary settings: England/Wales Y7 and Y8; Ireland Y8 and Y9; Scotland S1, S2.

★ You'll need to enter online but we'd love to see photos of your entries on social media using #NationalNumeracyDay.



Number Heroes Competition

Name and age: _____

School and class: _____

The way I would love to use numbers when I grow up is...
Write here

Draw here

Scan to visit the website.

For online entry and full terms and conditions visit: www.nationalnumeracy.org.uk/number-heroes-competition

Number Heroes Competition

First name and age: ALLISTAIR - 7 YEARS

School and class: _____

The way I would love to use numbers when I grow up is...
I will be able to forecast weather using a mathematical or statistical using the power of numbers and will be able to solve the...
Write here 1 temperature and sea level sensor.

Number Heroes Competition

First name and age: IAN - 9

School and class: _____

The way I would love to use numbers when I grow up is...
I would like to be an archaeologist and I will use numbers to track, record and date my findings.

★ **CLICK HERE**
to download your worksheet and find out how to enter




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 kids!

 **Empower your young people 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 teachers – 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 teachers 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.

RESOURCES FOR ADULTS: STAFF, PARENTS AND CARERS

★ We support adults to improve their numeracy as well as children, and this year, there are lots of activities and resources for staff and adults in your community.

Ways for adults to get involved:

1. **The Big Number Natter:** The UK's only nationwide conversation about numbers is back and love it loathe it, everyone's got something to say about maths! Join the conversation with internal sessions for staff and parents. Resources to support this activity are [available in your toolkit](#).
2. **National Numeracy Day hub:** Support your staff, parents and carers to get involved in National Numeracy Day for themselves by sharing this link with them: https://www.nationalnumeracy.org.uk/numeracyday?utm_source=signupsupport
3. **National Numeracy Challenge:** Our free tried and tested tool helps boost number skills and confidence for anyone age 13+ get started in just ten minutes. Share this link with staff, parents and carers: https://www.nationalnumeracy.org.uk/challenge/?partner_code=champs&utm_source=signups



6 National Numeracy Day
Quick Number Natter Talking Points

Use the Quick Number Natter talking points below to spark short, informal conversations in your organisation. Add the Big Number Natter as an agenda item to your meetings and spend a few minutes on the talking points. Or ask everyone to start a quick number natter using these talking points during a coffee break, at the water cooler...any time!

Talking Point 1: Give me one word.
What is one word that describes how you feel about maths, positive or negative? Why?

Talking Point 2: Love it? Loathe it?
Love it or loathe it, everyone has something to say about maths. What's your number story?

Talking Point 3: How many of us?
Around half of UK adults have the numeracy levels expected of a primary school child. Does this surprise you?

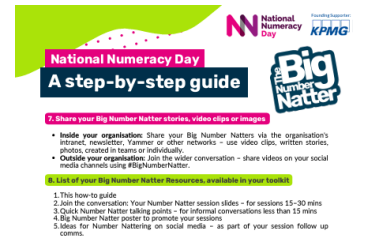
Talking Point 4: Everyday maths
Can you name some of the ways you use maths in everyday life?

Talking Point 5: Hidden in plain sight!
Do you use maths at work? It might not be obvious. Can you think of any examples?

Talking Point 6: The 10 minute Challenge
We all learn differently. Try the National Numeracy Challenge to check your confidence and skills. It just takes 10 minutes!

#NationalNumeracyDay
Get more free resources: [nationalnumeracy.org.uk/numeracyday](https://www.nationalnumeracy.org.uk/numeracyday)

National Numeracy Day
KPMG

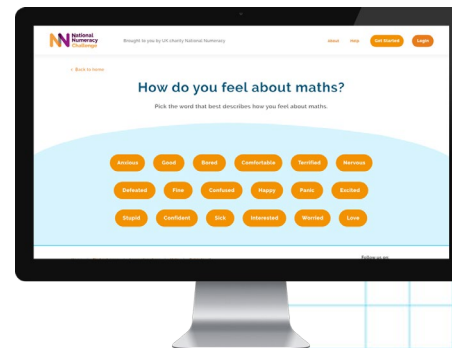
National Numeracy Day
A step-by-step guide

1. Share your Big Number Natter stories, video clips or images

- Inside your organisation: Share your Big Number Natter via the organisation's intranet, newsletter, Yammer or other networks - use video clips, written stories, photos, created by teams or individually.
- Outside your organisation: Join the wider conversation - share videos on your social media channels using #BigNumberNatter.





2. List of your Big Number Natter Resources, available in your toolkit

1. This how-to guide
2. Join the conversation: Your Number Natter session slides - for sessions 15-30 mins
3. Quick Number Natter talking points - for informal conversations less than 15 mins
4. Big Number Natter poster to promote your sessions
5. Sign up for Number Nattering on social media - as part of your session follow up content.



THE BIG NUMBER NATTER FOR STAFF, PARENTS AND CARERS

Support your own staff and other adults in your community:

-  1. **Hold a Big Number Natter session with groups of colleagues or parents/carers:** Your toolkit includes resources to make this easy and straightforward for you, including guidance on how to plan a session, a poster to promote your session, conversation-starter suggestions for small informal sessions, and a slide deck for longer, more formal sessions.
-  2. **Encourage staff to join in:** Ask colleagues and leaders to share their own Big Number Natter videos, images and stories about their personal experience of numbers, good or bad. Share these with your school community and on social media using #BigNumberNatter. They can tag your organisation using your social media handles so it can be reshared on your official channels.
-  3. **Encourage parents to join in:** Ask parents/carers to share their Big Number Natter videos, stories and images with you using #BigNumberNatter. They can tag your organisation using your social media handles so it can be reshared on your official channels.
-  4. **The National Numeracy Challenge:** A great next step after a Big Number Natter – ask colleagues and parents/carers to try the Challenge. *(See page 13)*

[Get your teams nattering about numbers
with our Big Number Natter assets](#)



NATIONAL NUMERACY CHALLENGE

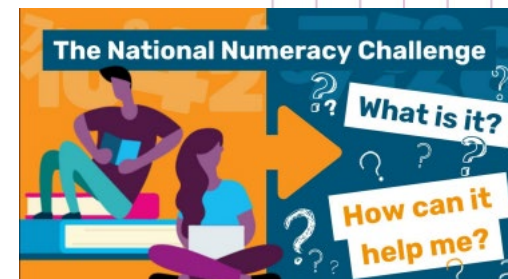
The [National Numeracy Challenge](https://www.nationalnumeracy.org.uk/challenge/) is a free and easy-to-use website for improving your number skills and confidence.

★ 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](#)



Founding Supporter:



EXAMPLE COMMUNICATIONS

Everything you need to communicate about the
campaign to staff and parents



EXAMPLE LETTER/EMAIL TO PARENTS/CARERS

Helping adults at home engage



Dear parent/carer,

Wednesday 22 May is National Numeracy Day – the UK's only day dedicated to everyday maths.

It's a day that celebrates the importance of numbers for children and adults alike, building brighter futures through confidence with numbers and inspiring everyone to improve their numeracy skills.

The charity National Numeracy has teamed up with celebrities and experts to create fun and engaging activities that will get children feeling good about numbers so together, we can dance, bake and rap our way to number confidence!

We have lots of free, fun activities planned for your children to take part in at school, as well as resources they can use at home.

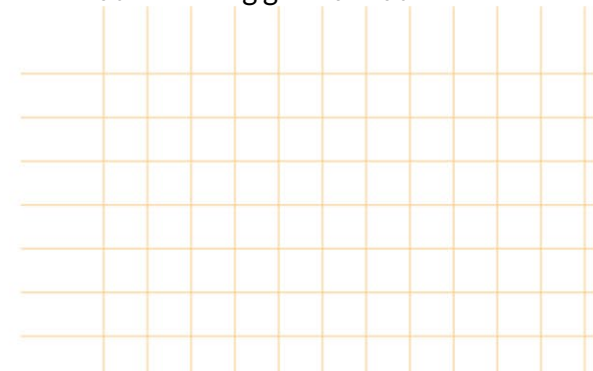
Number Heroes Competition (11 to 13): With our younger students, we'll be sparking imaginations and conversations about using numbers and maths in our future dream jobs or hobbies. The lucky winners will receive a £50 voucher for themselves, as well as a £1,000 prize bundle for their **nursery/school/youth group**. [delete as appropriate].

National Numeracy Challenge (13+): We'll be encouraging our older students to improve their everyday maths skills and boost their number confidence with National Numeracy's interactive online tool.

One of the best ways to support children to feel positive about numbers is to feel confident yourself. National Numeracy has lots of free resources to help adults, so you can support your children with numbers and maths, and boost your own numeracy skills too!

[You can access a range of free resources for adults on the National Numeracy Day website.](#)

Together, we can get the whole nation feeling good about numbers!



EXAMPLE EMAIL TO STAFF

Helping supporting your staff



Dear colleagues,

National Numeracy Day takes place on Wednesday 22 May and is the UK's only day dedicated to everyday maths. Organised by the charity National Numeracy, the aim is to help children and adults feel positive about numbers.

National Numeracy Day celebrates the importance of numbers for children and adults, building brighter futures through confidence with numbers and inspiring everyone to improve their numeracy skills.

National Numeracy has teamed up with celebrities and experts to create free, fun and engaging activities for [nurseries/schools/youth groups](#) to get involved in. [\[delete as appropriate\]](#).

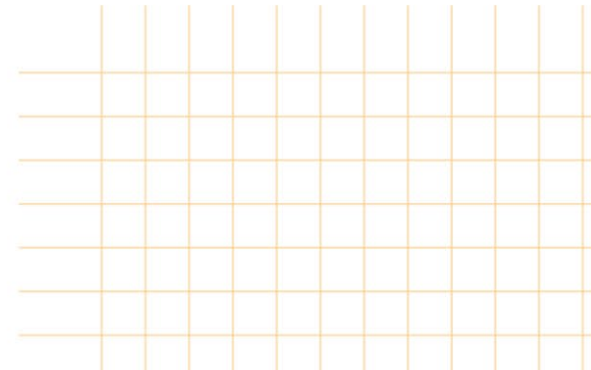
Number Heroes Competition: A drawing competition to spark imagination and conversations about using numbers and maths in future jobs or hobbies. Children can win a prize bundle of numeracy goodies worth £1,000 for our

[nursery/school/youth group](#). [\[delete as appropriate\]](#).

National Numeracy Challenge (13+): Students can use the free, interactive online tool to start improving number confidence and skills.

All our resources, videos and activity sheets are available to download for free in our [National Numeracy Day toolkit](#).

Mark Wednesday 22 May in your diary and help us share some number positivity!



EXAMPLE SOCIAL MEDIA SUPPORT

Supporting National Numeracy Day on social media

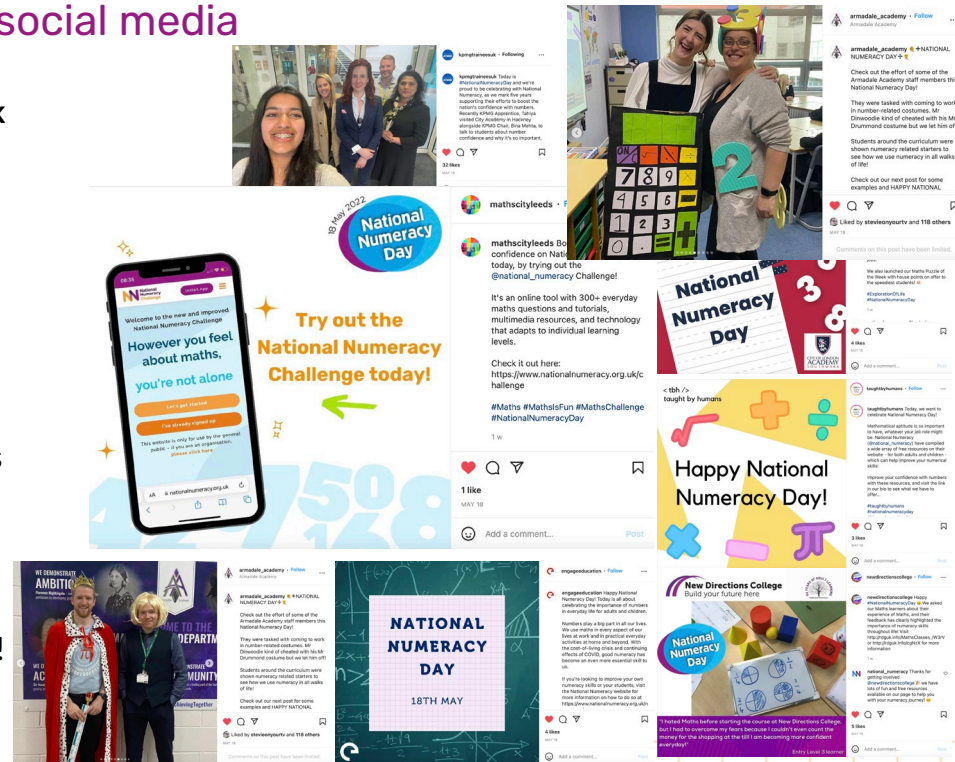
★ Copy and paste these our social media posts for a quick and easy way to show your support!

We're delighted to be taking part in #NationalNumeracyDay on 22 May, helping the whole nation to feel good about numbers! Find out more at www.nationalnumeracy.org.uk/numeracyday.

It's #NationalNumeracyDay and our children are building their confidence and skills with everyday maths – check out what we've been up to! [\[share alongside photos/video\]](#)

Let's get number confident on National Numeracy Day, 22 May, the UK's only day dedicated to everyday maths! Join in at <https://www.nationalnumeracy.org.uk/numeracyday>.

Our children have been fantastic Number Heroes! We've been [\[insert info on activity here\]](#) in celebration of #NationalNumeracyDay.



★ [CLICK HERE](#)
to get social graphics and other assets
to help you get involved



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 staff and parents
- Let staff and parents 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 black and white line drawing of a hand in a suit sleeve pointing to the right.

CONTACT US

A black and white line drawing of a hand in a suit sleeve pointing to the left.

comms@nationalnumeracy.org.uk