

Founding Supporter:



# CAMPAIGN GUIDE



National Numeracy Day 2024  
Early Years and Primary



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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



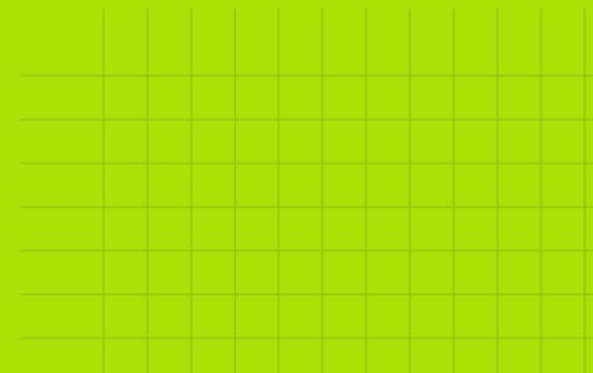
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# CAMPAIGN OVERVIEW



National Numeracy Day  
for Early Years and Primary Schools



# ACTIVITIES FOR EARLY YEARS AND PRIMARY 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 early years and primary schools contains all the resources, ideas and inspiration you need to run a fantastic National Numeracy Day in your setting.



★ **National Numeracy Day Live:** 30 minutes of space-themed number fun on 22 May, with celebrities and CBeebies Numberblocks.

**Celebrity-led confidence resources:** A fantastic array of free, fun and practical activities and worksheets for use at nursery, school and home.

- 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.

**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



Bookmark the [National Numeracy Day Live](#) webpage, ready to join at 9:30am on 22 May



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 17*)



Email staff using example email template (*page 18*)



Promote your involvement of the campaign on social media using #NationalNumeracyDay (*page 19*)



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...**

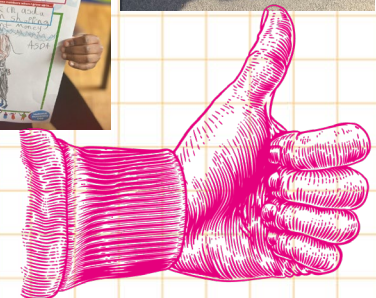
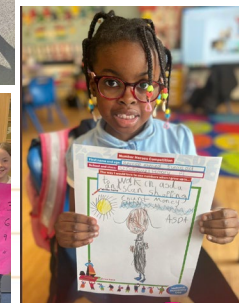
**Take part in National Numeracy Day Live on 22 May:** Join our live-streamed event with celebrities and CBeebies Numberblocks. *(See page 9)*

**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. With categories for early years and primary school aged children. *(See page 10)*

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

**Transform into a Number Hero:** Dress up as a well-known mathematician or inventor, become your favourite shape or maths tool with a hand-crafted costume, or wear your lucky number on an item of clothing... however you chose to interpret it, an outfit can be a great way to start a fun conversation about numbers.

**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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# CAMPAIGN GUIDE



Early Years and Primary School activity in detail



# CELEBRITY RESOURCES

National Numeracy's celebrity ambassadors have created a fantastic range of activities for early years and primary settings, 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!

- Get dancing with Katya Jones and CBeebies Numberblocks (for 3-6 years)
- Dance-along with Katya Jones (7+ years)
- Make maths fun with 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**

**Number Confidence Tips**

- 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 easy 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 IN YOURSELF**  
Maths isn't one of the best bits of maths with a bit of practice. So, don't say "I can't do maths". Start learning together. We can!



**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 in that mathsdifficult, 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 If I'd like to eat you in my secret ingredient... believe it or not, I use numbers to perfect my baking. That's right, maths is the magic ingredient that helped me with Bake Off. 🍰

Make an impressive 120cm (39 inch) round cake  
Time Required: 15 minutes prep, 1 hour chilling

**Peter Sawkins**  
National Numeracy Ambassador

**National Numeracy Day**

**Five and Friends**

The Numberblocks are dancing at the Two Palmes Dance floor.

Look, six is wearing a sparkly ball to show that she's 5 and 1! Can you draw sparkly balls for the other Numberblocks, to show that they are 5 and 1 and 1 and 3? Can you colour the Numberblocks to show in each of them?

**Use safety scissors**  
Cutting out Numberblock 1  
Can you fold paper, buttons or other objects to make patterns of the numbers in order from 1 to 2? What happens next in the pattern?

**Use safety scissors**  
Cutting out Numberblock 2  
Show the same numbers on your fingers using 5 fingers on one hand and some more. Are there any other ways to show 5 and 5 and 5 patterns?

**National Numeracy Day**

**Numbers and Rap**

I have made a number rap everyone agrees with on this one. But maths doesn't have to be scary. And to prove it, this National Numeracy Day, I have written a special Numeracy Day Rap and ask for your number rap activities to help everyone feel differently about maths.

Everyone can have fun rapping Harry perform to the accompanying video or perform it using the lyrics below.

**Harry's Rap**  
Here we go, class - this may be the best National Numeracy Day ever! We're all in it together, some number rap activities to help everyone feel differently about maths.

**Children's Rap**  
Dislike about rhyming and maths. In the rap every rhyme 'together' with 'together'. What other words rhyme can you think of? Can you think of rhymes for the words below? Write your own number rap. What words rhyme with 5 and 10? What words rhyme with 10 and 5? What words rhyme with 10 and 10?

**Harry Baker**  
National Numeracy Ambassador

★ [CLICK HERE](#) for videos and downloadable activity sheets



# NATIONAL NUMERACY DAY LIVE

★ **Join us at 9:30am on 22 May:** Kick-start your National Numeracy Day with an interactive, space-themed, celebrity-led livestream. Supported by CBeebies Numberblocks. (3-11 years)

Don't forget to grab our download sheet so that you can join in wherever you are!

★ **Share:** We'd love to your photos and videos of your classes or groups joining in the livestream event. Use #NationalNumeracyDay on social media to share them with us.



# NUMBER HEROES COMPETITION

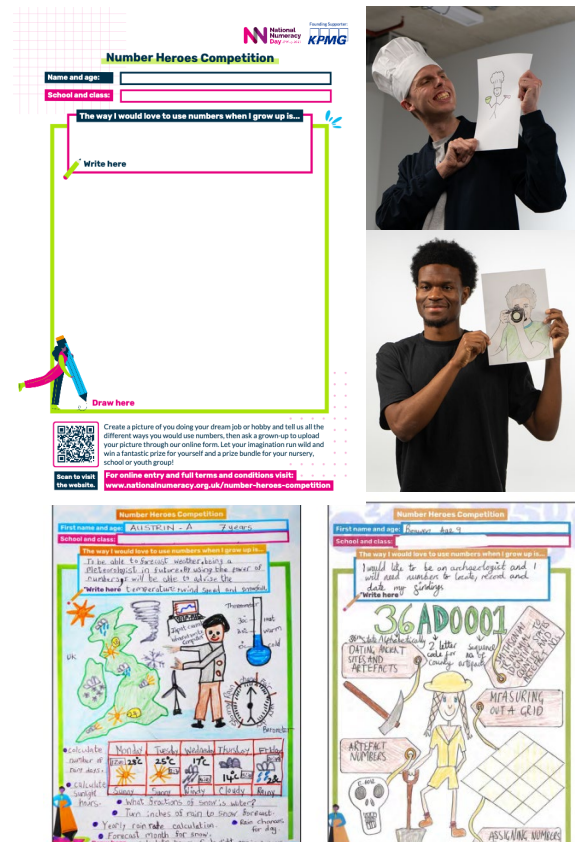
★ National Numeracy ambassador Bobby Seagull invites children aged 3 to 13, and those in receipt of SEN support or an EHCP, to become Number Heroes with our annual competition.

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

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



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



# NUMBERBLOCKS ACTIVITIES



## Dance activity video

Get dancing with CBeebies' Numberblocks and Strictly Come Dancing star Katya Jones, who've teamed up to engage little learners with a special confidence building dance activity.

Share your dance videos with us on social media using #NationalNumeracyDay – we can't wait to see your brilliant dance moves!



## Craft activity video

Join Numberblocks and National Numeracy ambassador Bobby Seagull for a fun, crafting activity.

## Activity sheets

Numberblocks have created a set of fun activity sheets for young children. These can be printed out and used in your setting or sent home to engage families.



[CLICK HERE](#)  
for your activity sheets and dance video



# MATHS CIRCLE ACTIVITIES



## Times Tables Rock Stars

Get ready for a classroom rap slam! Harry Baker – poet and National Numeracy ambassador – has teamed up with Maths Circle for a brand-new National Numeracy Day activity, where we'll be asking children to write and perform their own raps and poems to spread some number positivity.

Share your number poems and raps with us on social media using #NationalNumeracyDay – we can't wait to hear them!




## Bot Bingo

Try NumBots' Bot Bingo this National Numeracy Day – a downloadable, interactive number game for use in the classroom. (5+)




**Models and representations to support the teaching of number bonds**


**Ten Frames**  
Makes counting values simpler. We can use them to make and split numbers in relation to 5 and 10. They help form the basis for understanding place value in the future.



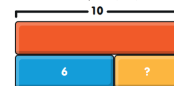
**Part Part Whole Model**  
Within the part whole model, you can use real objects, concrete objects, pictures or numbers. The two parts combine to make the whole and can support with addition and subtraction.



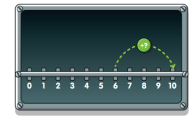
**Dienes/Basis 10**  
Can be used practically or drawn to support addition and subtraction.




**Bar Model**  
Remove a number for problem solving opportunities across all operations (+, -, x, ÷)




**Number Line**  
Can be used to count forwards and backwards or to identify number bonds and patterns.



**Bead Strings**  
Usually consists of 10, 20 or 100 beads on a string, grouped by colour. They allow children to move the beads while counting and recording groups of ten.





numBots Rusty at maths? We're here to help. numbots.com



[CLICK HERE](#)  
[to download Bot Bingo](#)



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



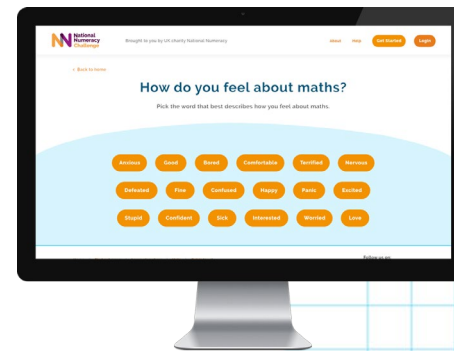
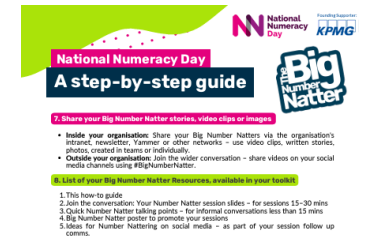
**6 National Numeracy Day Quick Number Natter Talking Points**

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

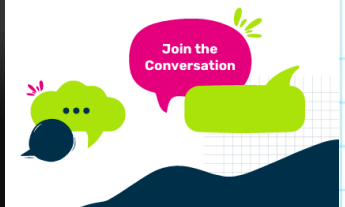



**National Numeracy Day A step-by-step guide**

1. Share your Big Number Natter stories, video clips or images.
2. 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 in teams or individually.
3. Outside your organisation: Join the wider conversation - share videos on your social media channels using #BigNumberNatter.





**6. 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 15)*

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



# NATIONAL NUMERACY CHALLENGE

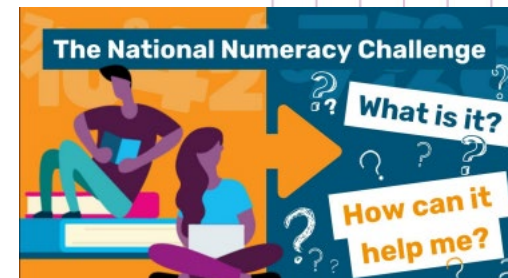
The [National Numeracy Challenge](https://www.nationalnumeracy.org.uk/challenge/) is a free and easy-to-use website for improving your number skills and confidence.

★ 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](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.

**National Numeracy Day Live on 22 May:** We’ll be starting the day in style by taking part in a nationwide livestreamed event from 9:30am. There will be 30 minutes of space-themed number fun, with celebrities and CBeebies Numberblocks!

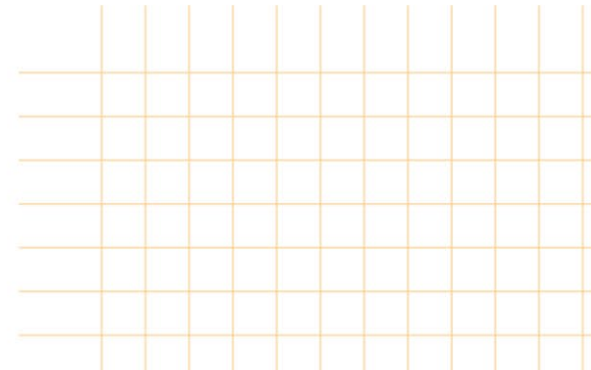
**Number Heroes Competition:** We’ll be sparking imagination and conversations about using numbers and maths in our future dream jobs or hobbies by creating our entries for the Number Heroes Competition. The lucky winners will receive a £50 voucher for themselves, as well as a £1,000 prize bundle for their **nursery/school/youth group. [delete as appropriate].**

We’re encouraging children and staff to come in dressed up in the theme of Number Heroes. From well-known mathematicians or inventors, to transforming into our favourite shapes or maths tools, or simply wearing an item of clothing with numbers on it – however you choose to interpret the theme, it’ll be a great way to celebrate all things numbers and maths.

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. [\[delete as appropriate\]](#).

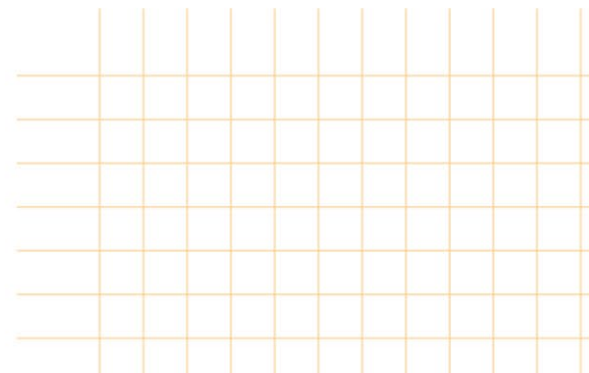
**Number Heroes Competition:** A drawing competition to spark imagination and conversations about using numbers and maths in future jobs or hobbies. Children can win a prize bundle of numeracy goodies worth £1,000 for our [nursery/school/youth group](#). [\[delete as appropriate\]](#).

**National Numeracy Day Live on 22 May:** We'll be starting the day in style by taking part in a nationwide livestreamed event from 9:30am. There will be 30 minutes of space-themed number fun, with celebrities and CBeebies Numberblocks.

We will be encouraging staff and children to dress up in the theme of Number Heroes. Come as a well-known mathematician or inventor, transform into your favourite maths tool or shape, or simply wear an item of clothing with numbers on it – however you choose to interpret, it we hope you will enjoy joining the children in having fun with the theme.

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

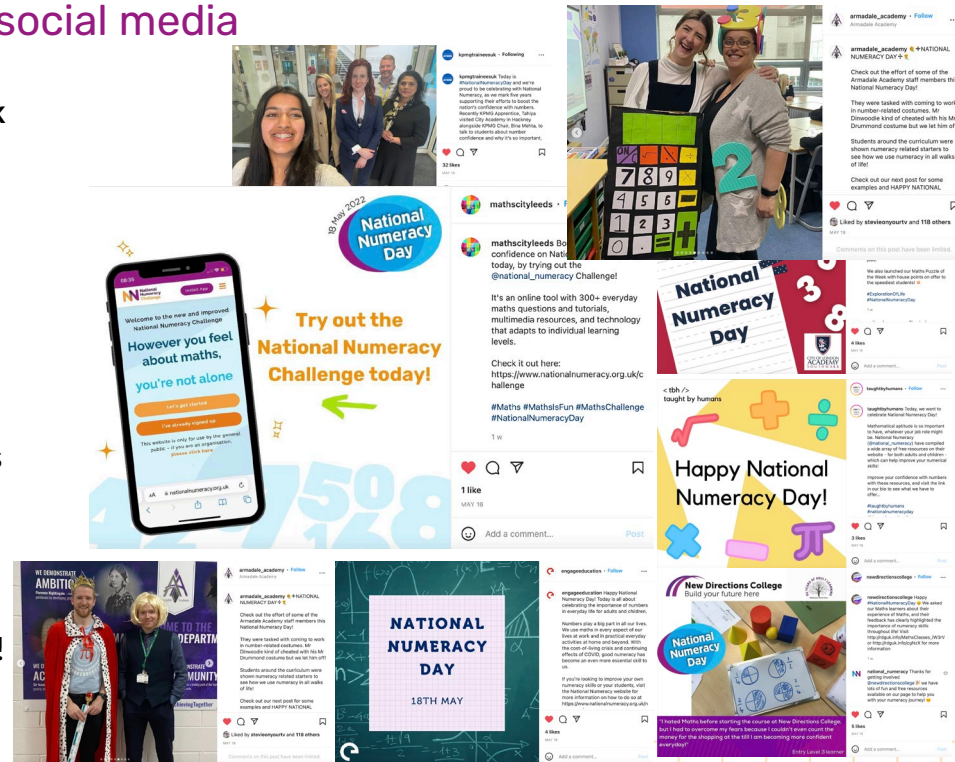
★ Copy and paste these our social media posts for a quick and easy way to show your support!

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](http://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](https://nationalnumeracy.org.uk)

A detailed black and white illustration of a hand in a suit sleeve pointing towards the center.

# CONTACT US

A detailed black and white illustration of a hand in a suit sleeve pointing towards the center.

[comms@nationalnumeracy.org.uk](mailto:comms@nationalnumeracy.org.uk)