



CAMPAIGN GUIDE FOR SCHOOLS



The ultimate guide for bringing number confidence to
life in the classroom this National Numeracy Day,
21 May 2025

NATIONAL NUMERACY DAY: THE LOWDOWN

What is National Numeracy Day?

- The UK's **only** day dedicated to everyday maths, empowering adults and children to build number confidence.
- It's run by independent charity National Numeracy with Founding Supporter KPMG – **and everything is free!**
- Since 2018, the campaign has inspired **thousands** to take action to improve their numeracy.

Why does it matter?

- As a nation we're in the grip of a numeracy crisis.
- **49% of working-age adults** have numeracy skills no higher than a primary school child.
- Poor numeracy costs the UK economy **£25bn a year**.
- **Millions** lack number confidence, affecting their finances, job prospects & wellbeing.
- **30% of school-leavers** (18-24s) feel anxious about using maths – the most maths-anxious age group in the UK.
- Struggling with numbers makes people **more vulnerable to debt, unemployment, poor health & fraud** – all made worse by the cost-of-living crisis.

NATIONAL NUMERACY DAY 2025

Money, money, money!

If it's not in your diaries already, this year we're celebrating National Numeracy Day on 21 May and for the first time ever the day has a theme: we're talking money!

Understanding numbers is a vital skill that helps children make sense of the world around them – especially when it comes to money. From counting coins and setting savings goals to budgeting for a treat, numeracy gives children the confidence to make smart financial choices.

Good number skills will help children understand the value of money, avoid mistakes, and develop healthy habits that will benefit them for life.



THE TOOLKIT EXPLAINED

Your [National Numeracy Day toolkit](#) is packed with everything you need to make the day unforgettable! 🎉 Get ready for engaging lesson plans, exciting lesson starters from some of our celebrity friends, and a treasure trove of numeracy resources designed for parents, teachers, and teaching assistants—some of which have been provided by our fantastic partners.

To make National Numeracy Day as simple and fun as possible, we're tailoring a package for each age group, and details on how to join our nationwide live assembly on the day. **Toolkits will be complete and ready to go at the beginning of April, so keep an eye out!**

Plus, the famous **Number Heroes** competition is back, giving your school the chance to **win educational goodies worth £££s!** 🏆

But that's not all – **we want everyone to feel the buzz!** Your toolkit includes **bunting, posters, and smartboard displays** to transform your nursery, school, or youth group into a hub of number fun! 📢 Get the conversation going, spread the excitement, and rally everybody to take part.

You'll also find **email and letter templates** for caregivers and colleagues to help spread the word, along with easy ways to **shout about your involvement on social media** using **#NationalNumeracyDay**. Let's make this the most exciting National Numeracy Day yet! 🚀



★ [CLICK HERE](#)
for your toolkit



CHECK OUT YOUR TOOLKIT



Things to do now: classroom planning



Plan your day for Wednesday 21 May (check out P6)



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 on the morning of 21 May



Things to do April/May: communications



Tell parents/carers what you've got planned with our letter template (found in your toolkit)



Email staff using example email template (found in your toolkit)



Promote your involvement of the campaign on social media using #NationalNumeracyDay



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



Plan Big Number Natter sessions for staff (all details about the Big Number Natter are in the toolkit)



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



PLANNING THE BIG DAY

There's something for everyone this National Numeracy Day, and everything you could possibly need is in your toolkit to make this the biggest and best National Numeracy Day ever!

Whether you're planning the day months in advance or winging it in the morning, our below plan should come in handy!

Assembly	Join thousands of children across the UK for our nationwide live-streamed assembly celebrating National Numeracy Day – packed with fun activities to get kids excited about numbers!
Lesson starter	Watch our lesson starter led by our celebrity friends and get children thinking differently about numbers.
Lesson plan	<p>Check out our National Numeracy Day lesson plan devised by our brilliant partners, White Rose Maths.</p> <p>Take a look at our celebrity-led confidence resources: A fantastic array of free, fun and practical activities and worksheets for use at nursery, school and home.</p> <ul style="list-style-type: none"> • Dancing with Katya Jones • Rapping with Harry Baker • Number confidence tips from Rachel Riley • Money confidence activities from Mr MoneyJar • And more!
Number Heroes competition	<p>Encourage the children to let their imagination run wild and create a picture of how they will use numbers in their dream job or hobby in our Number Heroes competition.</p> <p>Send in your pictures to be in with a chance to win one of six prize bundles worth £££s for your nursery, school, or community/youth group (open to children aged 3 to 13 years, and all children and young people in receipt of SEN support or an EHCP).</p>

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

21 May – National Numeracy Day!

Run your National Numeracy Day activities on 21 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

EXAMPLE SOCIAL MEDIA SUPPORT

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

We're delighted to be taking part in #NationalNumeracyDay on 21 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, 21 May, the UK's only day dedicated to everyday maths! Join in at www.nationalnumeracy.org.uk/numeracyday



CLICK HERE
to get assets to help you get involved



A detailed line drawing of a hand in a suit sleeve, pointing its index finger towards the right.

CONTACT US

A detailed line drawing of a hand in a suit sleeve, pointing its index finger towards the left.

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