

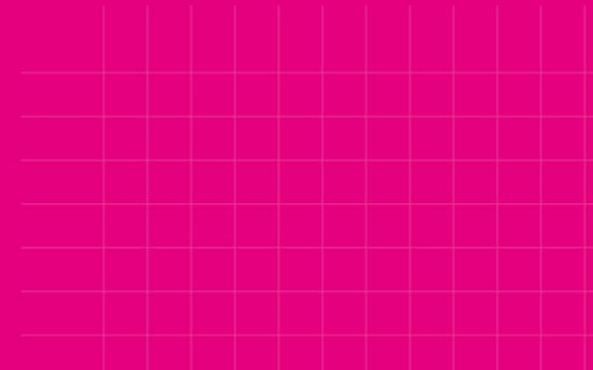


# **NATIONAL NUMERACY DAY**

## **17 MAY 2023**



**A GUIDE FOR SECONDARY SCHOOLS**





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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 2023.

Look for the  which highlights actions to take.

 [CLICK HERE](#)  
for your planning assets







# 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.



★ **National Numeracy Day Live:** A live-streamed number fun quiz on 17 May with Bobby Seagull, Katya Jones and West Ham United Foundation.

**Celebrity-led confidence resources:** An array of fantastic, free and fun 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 with Mr MoneyJar
- Dyscalculia tips from Iona Bain

★ **Number Heroes Competition (11-13):** Children can win in one of six numeracy prize bundles worth £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:** To help adults, staff and parents to support children.



# EASY PLANNER TICK LIST



## Things to do – classroom planning

- ★ Plan your day for Wednesday 17 May
- ★ Download and print off your free activities and resource sheets
- ★ Download your printable Number Heroes Competition entry sheets
- ★ 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 17 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 16*)
- ★ Email staff using example email template (*page 17*)
- ★ Promote your involvement of the campaign on social media using #NationalNumeracyDay (*page 18*)
- ★ 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...**

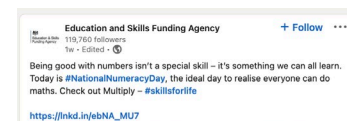
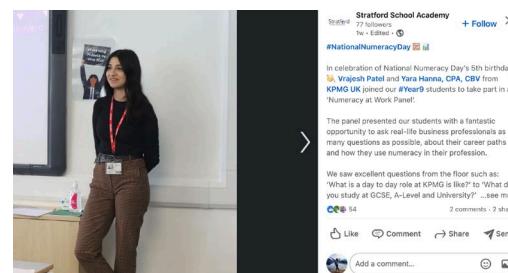
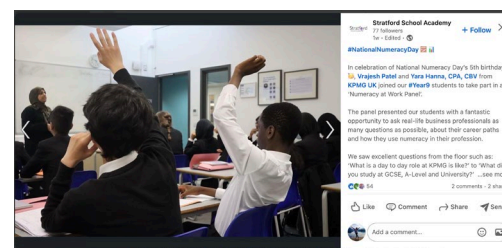
**Take part in National Numeracy Day Live on 17 May:** Join our live-streamed Big Number Fun Quiz at 9:30am, with Bobby Seagull, Katya Jones and West Ham United Foundation. (See page 9)

**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. Our Secondary A category covers England/Wales Y7 and Y8; Ireland Y8 and Y9; Scotland S1 and S2. (See page 10)

**Get baking, rapping and dancing and more:** Celebrity videos and activity sheets to boost number confidence. (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 poster and digital whiteboard display, downloadable from your toolkit, and share your photos, videos and number stories on social media using #NationalNumeracyDay.





Founding Supporter:



# CAMPAIGN GUIDE



Secondary level activity in detail





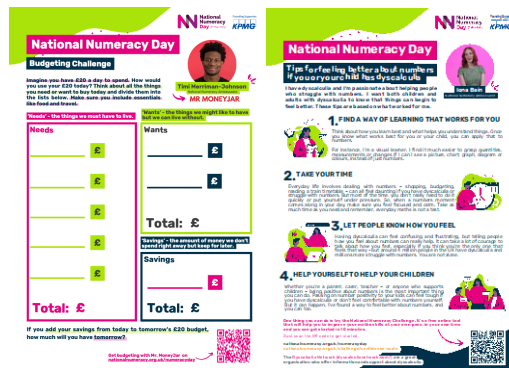
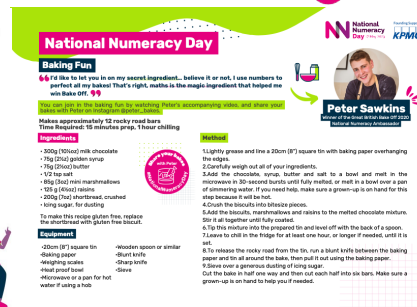
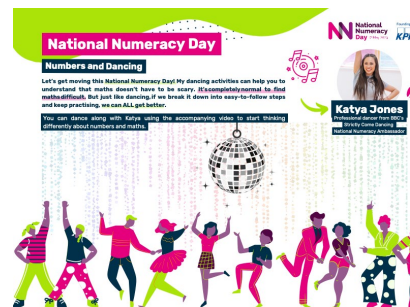
# CELEBRITY RESOURCES

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.



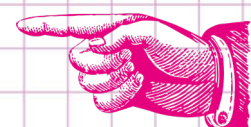
Download the worksheets and watch the videos with your students – available on your toolkit page!

- 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



CLICK HERE

download your activity sheets and find your videos





# NATIONAL NUMERACY DAY LIVE

★ **Join us at 9:30am on 17 May:** Kick-start your National Numeracy Day with an interactive, celebrity-led livestream. Katya Jones will lead the way with an energetic dance warm-up, followed by Bobby Seagull's Big Number Fun Quiz. Supported by West Ham United Foundation.

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

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



**Tweet**  
Thomas Clarkson Academy  
@TCAvsschool  
We will be celebrating National Numeracy Day tomorrow and are very proud of our own Numeracy Ambassadors who will be competing in various challenges.  
#TCA #NationalNumeracyDay



8:47 AM · May 17, 2022 · TweetDeck



Burtonshaw BEC  
@BBECT  
Maths is not everyone's favourite subject and some people do find it hard #BigNumberNatter



FOUNDATION





# NUMBER HEROES COMPETITION

★ National Numeracy ambassador Bobby Seagull invites children aged 3 to 13 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 number confidence boosting **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

QR code

For online entry and full terms and conditions visit: [www.nationalnumeracy.org.uk/number-heroes-competition](http://www.nationalnumeracy.org.uk/number-heroes-competition)



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





# TWITTER 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 Twitter takeover of your school account.**

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



## Twitter 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 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:

- 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 our toolkit for adults](#).
- 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)
- 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)



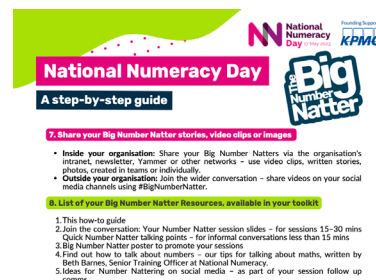
**Quick Number Natter Talking Points**

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!

Love it? Loathe it?	Give me one word	How many of us?
<b>Talking Point 1</b> What one word that describes how you feel about maths, positive or negative? Why?	<b>Talking Point 2</b> Love it or loathe it, everyone has something to say about maths. What's your number story?	<b>Talking Point 3</b> Around half of UK adults have the numeracy levels expected of a primary school child. Does this surprise you?
<b>Everyday maths</b> <b>Talking Point 4</b> Can you name some of the ways you use maths in everyday life?	<b>Hidden in plain sight!</b> <b>Talking Point 5</b> Do you use maths at work? It might not be obvious! Can you think of any examples?	<b>The 10 minute Challenge</b> <b>Talking Point 6</b> We all learn differently. Try the National Numeracy Challenge to check your confidence and skill. It just takes 10 mins! <a href="#">nationalnumeracy.org.uk/challenge</a>

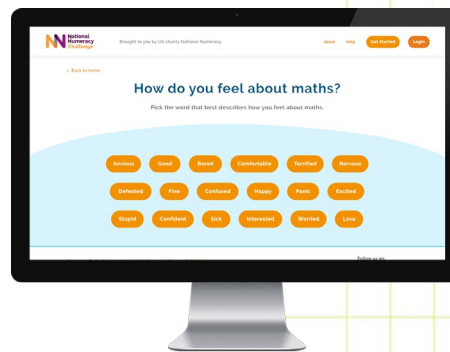
#NationalNumeracyDay  
Get more free resources: [nationalnumeracy.org.uk/numeracyday](https://www.nationalnumeracy.org.uk/numeracyday)

National Numeracy Day  
Founding Sponsors: KPMG

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

- Share your Big Number Natter stories, video clips or images
- Inside your organisation: Share your Big Number Natters via the organisation's intranet, newsletter, Yammer or other networks - use video clips, written stories, photos, created in teams or individually.
- Outside your organisation: Join the wider conversation - share videos on your social media channels using #BigNumberNatter
- List of your Big Number Natter Resources, available in your toolkit
- This how to guide
- Join the conversation: Your Number Natter session slides - for sessions 15-30 mins
- Quick Number Natter talking points - for informal conversations less than 15 mins
- Big Number Natter poster to promote your sessions
- Find out how to talk about numbers - our tips for talking about maths, written by Beth Barnes, Senior Training Officer at National Numeracy
- Ideas for Number Nattering on social media - as part of your session follow up comes.





# 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





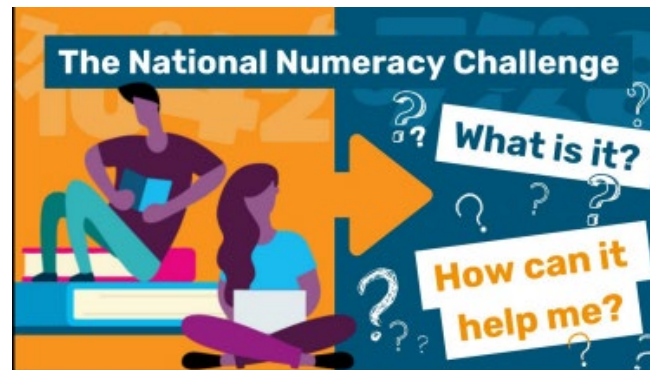
# NATIONAL NUMERACY CHALLENGE

The [National Numeracy Challenge](https://www.nationalnumeracy.org.uk/challenge/?partner_code=champs&utm_source=signups) 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 TO PARENTS/CARERS

## Helping adults at home engage



**Subject: We're celebrating National Numeracy Day on 17 May!**

Dear parent/carers,

Wednesday 17 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 resources that will get children feeling good about numbers, with confidence boosting activities centered around rapping, dancing, baking, and money management.

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 17 May:** We'll be starting the day in style by taking part in a nationwide livestreamed event from 9:30am. Strictly Come Dancing's Katya Jones will lead a fun dance warm up, followed by an interactive Big Number Fun Quiz, hosted by Bobby Seagull. There'll be special guests from West Ham United Foundation too.

**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 school.

**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!



**[CLICK HERE](#)  
to download this as an  
editable word document and amend so it's  
suitable for the activity you have planned**





# EXAMPLE EMAIL TO STAFF

## Helping supporting your staff



Dear colleagues,

National Numeracy Day takes place on Wednesday 17 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.

It 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 secondary schools to get involved in.

**National Numeracy Day Live on 17 May:** We'll be taking part in a nationwide livestreamed Number Fun Quiz from 9:30am, supported by celebrities and West Ham United Foundation.

**Number Heroes Competition (11 to 13):** A drawing competition for children up to 13, sparking imagination and conversation about using numbers and maths in future jobs or hobbies. Children can win a prize bundle of numeracy goodies worth £1,000 for our school.

**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 17 May in your diary and help us share some number positivity!



[CLICK HERE](#)  
to download this as an  
editable word document and amend so it's  
suitable for the activity you have planned





# EXAMPLES SOCIAL MEDIA SUPPORT

## Supporting National Numeracy Day on social media



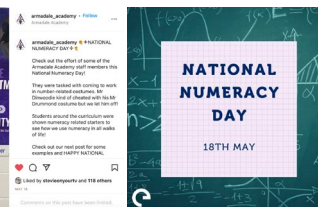
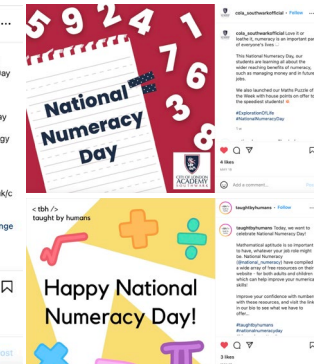
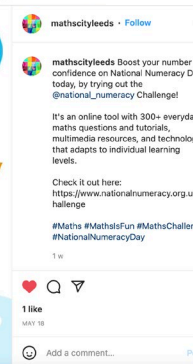
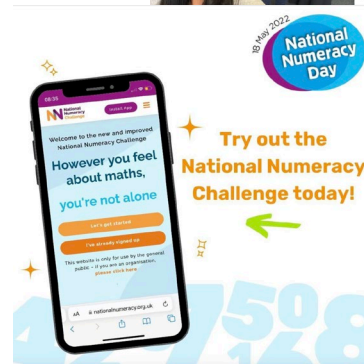
Copy and paste these our social media posts for a quick and easy way to show your support!

We're delighted to be taking part in #NationalNumeracyDay on 17 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 students 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, 17 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

### 17 May – National Numeracy Day!

Run your National Numeracy Day activities on 17 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.

## HASHTAG

Please include it in all your posts:  
**#NationalNumeracyDay**

## SOCIAL ACCOUNTS

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

- **Twitter:** @Nat\_Numeracy
- **Facebook:** @nationalnumeracy
- **Instagram:** @national\_numeracy
- **LinkedIn:** National Numeracy
- **TikTok:** @nationalnumeracy





# 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 650,000+ actions 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 2022](#)





# 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 Covid-19 crisis and now, the cost-of-living crisis.



# THE CAMPAIGN DRIVES

## Awareness

- The benefits of understanding and working with numbers in real life – at home, work and school.
- The benefits of good numeracy for individuals, communities, society and the UK economy.

## Engagement

- Through helpful, fun and free activities, events and resources.

## Action

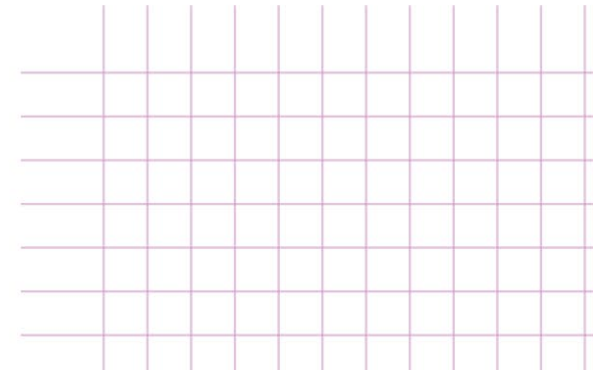
- Children and adults to improve their number confidence and skills by using free resources on [our website](#) and trying the [National Numeracy Challenge](#).





# ABOUT NATIONAL NUMERACY

- National Numeracy 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 line drawing of a hand pointing its index finger towards the center.

# CONTACT US

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

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