

Founding Supporter:



NATIONAL NUMERACY DAY

17 MAY 2023



**A GUIDE FOR 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 2023.

Look for the  which highlights actions to take.

 [CLICK HERE](#)
[for your planning assets](#)

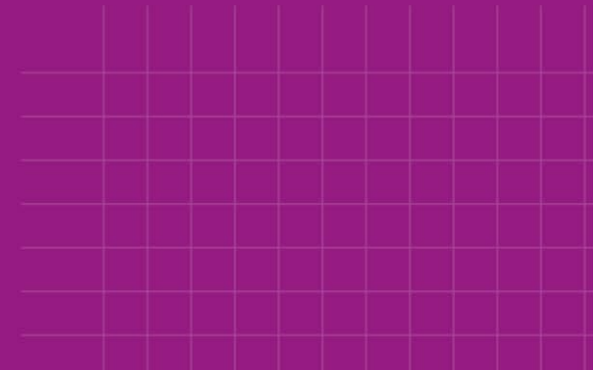




CAMPAIGN OVERVIEW



National Numeracy Day for colleges,
workplaces and organisations (16+)



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:

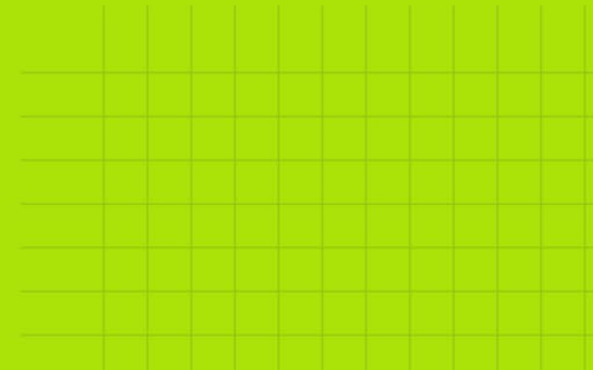
1. **Join the Big Number Natter:** Love it or loathe it, everyone's got something to say about maths! Get your students and staff involved in the UK's only nationwide conversation about numbers. *(page 6)*
2. **Use your toolkit resources and activities to help people feel good about maths in all aspects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



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 – all exacerbated by the Covid-19 and cost-of-living crises. But everyone can improve their numeracy and talking about numbers is a fantastic first step.

WHEN? This May! National Numeracy Day is on Wednesday 17 May 2023, 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 pack.

STUDENT AND STAFF ENGAGEMENT: THE BIG NUMBER NATTER

Get your organisation involved:

- ★ 1. **Hold a Big Number Natter** 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 number stories across your organisation. Ask your students, colleagues and leaders to share video clips, images 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)



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?**

Talking Point 1
What one word that describes how you feel about maths, positive or negative? Why?

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

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

Everyday maths **Hidden in plain sight!** **The 10 minute Challenge**

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

Talking Point 5
Do you use maths at work? It might not be obvious! Can you think of any examples?

Talking Point 6
We all learn differently. Try the National Numeracy Challenge to check your confidence and skill. It just takes 10 mins! nationalnumeracy.org.uk/challenge

#NationalNumeracyDay
Get more free resources: nationalnumeracy.org.uk/numeracyday

National Numeracy Day **KPMG**

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



TWITTER TAKEOVER

★ Empower college students to join the conversation and share their own feelings and experiences with a Twitter takeover of your organisation's account as part of The Big Number Natter.

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

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

Remember to use **#BigNumberNatter** on your social media posts!



Twitter 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 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

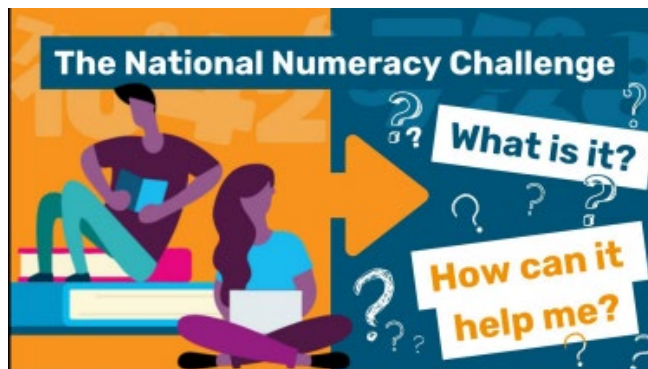
The [National Numeracy Challenge](https://www.nationalnumeracy.org.uk/challenge/) is a free and easy-to-use website for improving your number skills and confidence.



Please encourage your students, colleagues or people you support to have a go at boosting their numeracy skills 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](#)



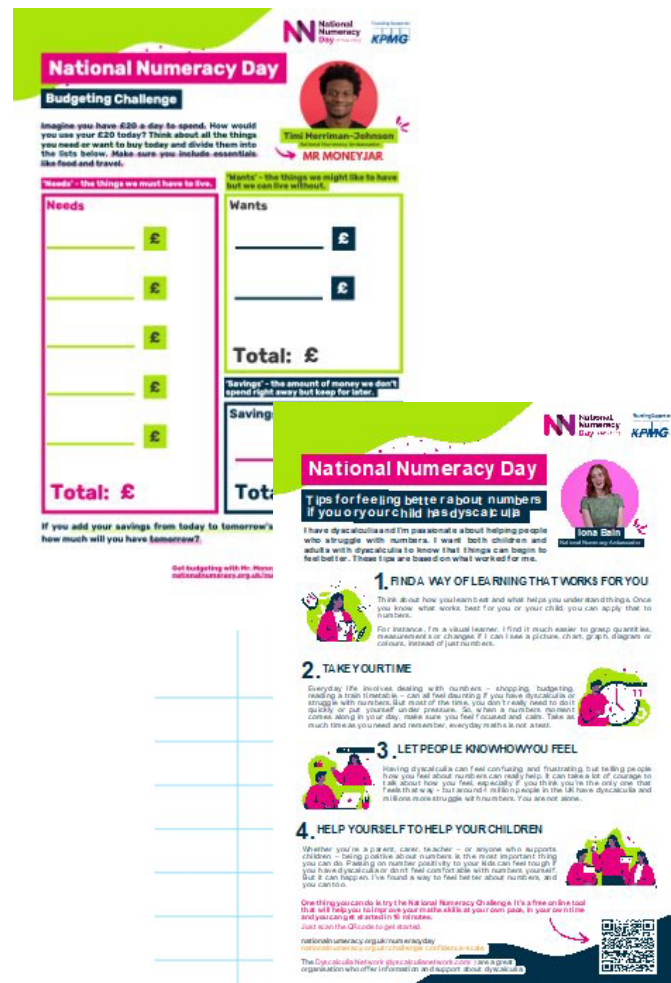
CAMPAIGN RESOURCES

★ As well as using the resources in your toolkit with students and staff you can promote the [National Numeracy Day website](https://www.nationalnumeracy.org.uk).

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.

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: £

If you add your savings from today to tomorrow's how much will you have tomorrow?

Don't budgeting with Mr. Moneybags?

National Numeracy Day

Tips for feeling better about numbers

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 all 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 rounded and calm. Take as much time as you need and remember, everyday maths is not a test.

3. LET PEOPLE KNOW HOW YOU FEEL

Having dyscalculia can feel confusing and frustrating, but telling 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 finds it so - 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. Focusing on number positivity so your kids 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 discover your strengths and weaknesses at your own pace. It's not a test and you can stop at any time.

[nationalnumeracy.org.uk/numeracychallenge](https://www.nationalnumeracy.org.uk/numeracychallenge)

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 and help us get the whole nation number confident!

National Numeracy Day is for children and adults, and anyone can sign up – nurseries, schools, colleges, as well as other organisations, workplaces, community groups or individuals.

Just like you, they will receive a toolkit full of free resources to help them get the most out of National Numeracy Day.

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 FOR PROMOTING THE BIG NUMBER NATTER



Internally

Get your people involved

In support of National Numeracy Day on 17 May, we're joining The Big Number Natter – the UK's only nationwide conversation about numbers.

It's a chance to have a chat about numbers and change lives for the better and love it or loathe it, we've all got something to say about maths!

We'd love to hear the story behind your lucky number, your tips for bagging a bargain, or how you use numbers at work.

We'd love to see and hear your number natters, so please do share your videos, photos and stories with us [\[on the intranet/newsletter or similar\]](#) and on social media using #BigNumberNatter and tag us [\[insert own social media handles\]](#) so we can reshare.



Externally

Get the nation involved

This #NationalNumeracyDay we're joining the #BigNumberNatter to get everyone talking about numbers! How do you feel about maths? Join the conversation in the comments below or find out more at <https://www.nationalnumeracy.org.uk/numeracyday>.

Join the #BigNumberNatter and get talking about what numbers mean to you this #NationalNumeracyDay. Find out more at <https://www.nationalnumeracy.org.uk/numeracyday>.

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



EXAMPLE COPY FOR NATIONAL NUMERACY CHALLENGE PROMOTION



Internally

Get your people involved

We're taking part in National Numeracy Day on 17 May because we want to support people across the nation to get on with numbers at school, at work and at home.

We know how important it is to support number confidence within our own organisation, networks and communities and encourage everyone – no matter how you feel about numbers – to try the National Numeracy Challenge.

With a focus on everyday maths, the free online tool helps you to improve your numeracy skills – anywhere, anytime.

[Visit the National Numeracy Challenge website and get started in just 10 minutes.](https://www.nationalnumeracy.org.uk/challenge/?partner_code=champs&utm_source=signups)



Externally

Get the nation involved

Try the free National Numeracy Challenge this #NationalNumeracyDay to build your number confidence and skills

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

A great way to boost your own number confidence is to try the National Numeracy Challenge. It's a free online tool that helps you develop confidence and skills, anytime, anywhere. Get started in just 10 minutes at

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

Take the first step towards number confidence and make numbers work for you this #NationalNumeracyDay by trying the National Numeracy Challenge https://www.nationalnumeracy.org.uk/challenge/?partner_code=champs&utm_source=signups.

EXAMPLE COPY TO HELP PROMOTE SIGN-UPS



Schools

Help us get schools in your community involved

Get involved in #NationalNumeracyDay! Sign up for your free toolkit and encourage your pupils to enter the Number Heroes Competition – they could win one of five £1,000 numeracy prize bundles for your school

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

Calling all teachers! Sign up to take part in #NationalNumeracyDay and get exclusive access to materials to support activity planning, including celebrity videos, worksheets and more

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

We're taking part in National Numeracy Day on 17 May and we'd love you to get involved. Sign up to get a free toolkit filled with fun, engaging materials and activities to help children to feel positive about numbers. You can also enter a competition to win one of five £1,000 numeracy prize bundles! Sign up at https://www.nationalnumeracy.org.uk/numeracyday/signup-U16?utm_source=signups.



Other organisations

Get the nation feeling number confident

Get involved in #NationalNumeracyDay this May! Sign up to receive a free digital pack at

https://www.nationalnumeracy.org.uk/numeracyday/signup-16plus?utm_source=signups.

You'll get exclusive access to materials, activities and resources that can help your teams and communities get number confident.

We're taking part in #NationalNumeracyDay and we'd love you to get involved too! Sign up to receive free, practical and engaging resources to support your community to feel positive about numbers

https://www.nationalnumeracy.org.uk/numeracyday/signup-16plus?utm_source=signups.



EXAMPLE EMAIL FOR STUDENTS AND STAFF

Dear students/colleagues,

It's National Numeracy Day on 17 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 17 May in your diaries and together, we can get number confident!



EXAMPLE EMAIL FOR STAFF

Dear colleagues,

It's National Numeracy Day on 17 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.

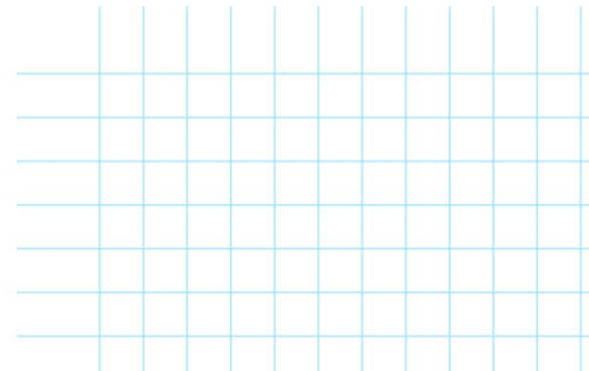
Love it or loathe it, everyone's got something to say about maths! However you feel, get involved in The Big Number Natter – the UK's only nationwide

conversation about numbers. Use the guides in our toolkit to host a Big Number Natters in your department and team and join the conversation 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 17 May in your diaries and together, we can get number confident!



KEY DATES/SOCIAL MEDIA TAGS

★ APRIL

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

Throughout the month:

- Plan your activity and communications for students and staff
- Let students and staff know what you are planning
- Promote your organization's involvement on social media and encourage other orgs/groups to get involved

★ MAY

17 May – National Numeracy Day:

Run your National Numeracy Day activities.

We'd love to see your videos, images and messages on social media using **#NationalNumeracyDay**

Throughout the month:

National Numeracy Day runs throughout the whole month 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

Founding Supporter:



ABOUT NATIONAL NUMERACY DAY



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

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

CONTACT US

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

comms@nationalnumeracy.org.uk

A decorative grid pattern consisting of thin, light blue lines forming a square grid, located in the bottom right corner of the slide.