

13th May 2020

**National
Numeracy
Day**

Impact Report 2020



Brought to you by



Founding supporter



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A Record-Breaking Numeracy Day

On 13 May 2020, amid the challenges of the Covid-19 pandemic, National Numeracy delivered a record-breaking National Numeracy Day that engaged more people than ever before. Thanks to the enthusiasm and collaboration of our supporting organisations, we were able to meet the needs of a nation at home.

The National Numeracy Day Virtual Festival provided practical numeracy support for people dealing with

familial, career and financial uncertainty, across three areas: helping children with homework, self-confidence for skills building, and getting to grips with finances.

It achieved more impact and engagement than previous National Numeracy Day campaigns, and sparked new relationships and learning that will help us grow the campaign's reach and impact further in future years.

103,000+

people engaged with the National Numeracy Challenge through National Numeracy Day 2018-2020

OVER 50%

of these engagements came during the 2020 campaign

60%

increase in on-the-day registrations to the National Numeracy Challenge compared to 2019

Watch the Virtual Festival highlights



Our 2020 supporters

Founding supporter:



Delivery partners in Scotland:



Digital partner:



Lead supporters:



National Numeracy Day 2020 in numbers

54,000+

people engaged with the
National Numeracy Challenge
during May 2020

103,000+

people engaged with the National
Numeracy Challenge through
National Numeracy Day 2018-2020

11

lead supporting
organisations

28

supporting
organisations

30

virtual festival
contributors

1,306

champion
organisations

13,600+

downloads of resources and activities

363,300+

video views across our channels

All figures are for the full campaign month of May 2020, unless stated otherwise.



Why is National Numeracy Day so vital?

The annual National Numeracy Day is run by UK charity National Numeracy and the campaign's founding supporter KPMG. It raises awareness of the importance of numeracy to personal lives, career development and the economy. It empowers people to take the first steps to improving their number confidence and skills through the National Numeracy Challenge, and celebrates the importance of numbers in everyday life.

JUST
1/5

of the UK's working-age
population has the
equivalent numeracy level
of a GCSE pass
(Grade 4)

Whether at home, or at work, we use numbers every day.

Yet with just one fifth of the working-age population having the equivalent numeracy level of a GCSE pass, it is no wonder people feel anxious about maths. Struggling with numbers can make people more vulnerable to debt, unemployment, poor health and fraud – all of which are exacerbated by the Covid-19 crisis. Numeracy has always been vital to improving life opportunities, and more than ever it is central to rebuilding skills, businesses and livelihoods.



These times are anything but normal. Facing stretched finances... [improved numeracy] could help households steer a safe course through the current financial rocks. It would develop the workplace skills useful for jobs.

Andy Haldane,
National Numeracy vice-chair and chief economist
of the Bank of England, writing in the Guardian on
National Numeracy Day, 13 May 2020

1,306

champion organisations
signed up to promote National
Numeracy Day messages
to their students and
service users

13,600

downloads of
National Numeracy
Day resources
and activities

Numerate Nation? What the UK think
about numbers, National Numeracy 2019.

Our National Numeracy Day Heroes

The National Numeracy Day heroes were the heart of our 2020 campaign. We brought together five people who have experienced genuine, life-changing results from using the National Numeracy Challenge to improve their numeracy. Hailing from different industry sectors, they all had compelling stories to tell.

Their experiences resonated with many across social media and were featured by press and radio throughout the UK. Their relatable, empowering stories enabled us to deliver a campaign that was inclusive and inspiring, reinforcing the campaign's central message: **'We are all numbers people'.**

Watch our heroes tell their stories



Cara

“We achieved something together as a team”



Maryam

“Once you start learning, you're one step further than before”



Oreleo

“If you believe you can improve, you'll keep going until you get there”



Christine

“I now have the power and confidence to manage my finances independently”



Jason

“Numbers don't scare me anymore”

National Numeracy Day Virtual Festival

With our planned activities shelved due to Covid-19, we instead held the UK's first ever virtual festival of numbers. We created a day of free drop-in video sessions around three 'numeracy in lockdown' themes: helping children with homework, self-confidence for skills building, and getting to grips with finances.

The Virtual Festival was a great success, achieving a 60% on-the-day increase in National Numeracy Challenge registrations compared to 2019.

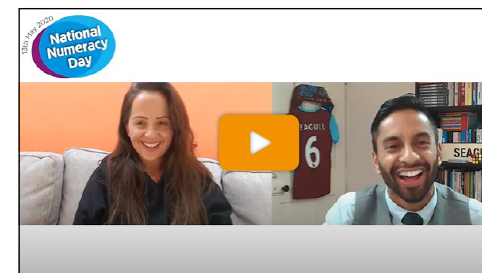
With sessions hosted by a mixture of influencers, supporters, heroes

and ambassadors, the festival provided a central activity to bring people and National Numeracy together to help a nation at home.

Our campaign ambassadors, Martin Lewis, Rachel Riley and Bobby Seagull featured alongside many other high-profile contributors, including book readings from author Lauren Child, a maths confidence Q&A with Maths Factor creator Carol Vorderman, Apprenticeships and Skills Minister Gillian Keegan, and the Bank of England's Andy Haldane on household finances. Even Amazon's Alexa joined in with themed content across the week.



National Numeracy Ambassador Rachel Riley launches the Virtual Festival



National Numeracy Ambassador Bobby Seagull talks to comedian Luisa Omielan about maths and empowerment



Susan Okereke: A teacher's thoughts on maths



National Numeracy Ambassador Martin Lewis talks maths and money



Skills Minister Gillian Keegan on why numbers are for everyone

Going viral with media and social coverage

Our PR, media, social media and messaging plans were ripped up and remade in light of Covid-19 to ensure we were being as sensitive and supportive to beneficiaries as possible.

Our in-house team used the Virtual Festival line-up and hero stories to pitch bespoke media stories around our three 'numeracy in lockdown' themes and worked with partners to support the promotion of their own activities.

We gained widespread national, regional and local print, broadcast and online media coverage during a notoriously difficult time to gain any non-Covid coverage.

Our social media activity took off, with our campaign hashtag trending at No.1 on Twitter all day, prompting brands such as Aldi to jump on board, tweeting about the Day. Ellen DeGeneres even joined in, recording a segment for her show called 'Ellen gives the 4-1-1 on National Numeracy Day'.

We created 46 videos, netting over 363,300 video views on our channels alone, as well as a host of other interactive assets to engage our online audiences and our contributors' followers.



#NationalNumeracyDay

**THE TOP
TWITTER
TREND**

on the day



What our lead supporters said:



As Founding Supporter it's been inspiring to see the collective support for this year's creative campaign. Across our corporate supporters, the wonderful ambassadors or the many champion organisations engaging with the day, we have all brought to life our shared vision that everybody in the UK should have the confidence and ability to use numbers.

Melanie Richards CBE, Deputy Chair, KPMG UK



Amazon is passionate about National Numeracy and we're delighted to be a lead supporter. Given the current climate, numeracy is a subject that has become more important than ever. This year, we were delighted to see the impact we helped drive for National Numeracy.



We are really pleased to have helped deliver such an overwhelmingly successful National Numeracy Day. At a time when many of our personal finances are under pressure due to the impact of Coronavirus, we are delighted this year's campaign helped encourage record numbers of people to begin the important journey towards greater confidence and skills with everyday maths.



Numeracy confidence is vital to the health and social care workforce and National Numeracy Day provides a great opportunity to shine a light on it. We made numeracy the centre of our conversation, triggering discussions on developing a positive relationship with maths for employees, their friends and family.



I am incredibly proud that Pearson is supporting National Numeracy Day for a second year, this time as a lead supporter...Building confidence in numeracy not only enhances the lives of individuals but can send ripple effects of positivity through families and communities.

Sharon Hague, Senior Vice President, UK Schools



I feel privileged we are supporting and championing a campaign which highlights the importance of numeracy skills and how building confidence in these skills is empowering – preparing learners for life and careers – positively benefiting, families, communities and economies.

Cindy Rampersaud, Senior Vice President, BTEC and Apprenticeship



It was great that the team at National Numeracy were still able to deliver the campaign during a challenging time. Delivering National Numeracy Day virtually meant we could still engage our colleagues and customers on this vitally important topic and continue their learning, in the office or at home.



We are extremely proud to have been a lead supporter of National Numeracy Day 2020. Santander recognises the importance of numeracy and how it can help people to make better financial decisions. We're delighted with the success of the fantastic Virtual Festival.

A thank you and invitation from our CEO



A huge thank you to all our National Numeracy Day partners; the campaign's founding supporter KPMG, our lead supporters and supporters. Without your collective

support and encouragement we would not have been able to mount a campaign that helped a staggering 54,000 people improve their competence and confidence with numbers this May.

2020 has been an extraordinary year, with challenges that none of us could have foretold. Every person, business and organisation in the UK has a tough road ahead but improving numeracy skills and confidence are vital for the nation's recovery.

Too many adults in the UK still lack basic numeracy skills, through no fault of their own, and it has far-reaching effects for individual lives and the economy. National

Numeracy has proven it is possible to change this. Our work has helped over 300,000 people take steps to improve their numeracy confidence and levels with the National Numeracy Challenge – a third of these as a direct result of our National Numeracy Day campaign. Our digital, data, research and training programmes help employers build stronger, more skilled workforces.

Now, more than ever, we need a workforce equipped with the skills to drive up UK productivity and competitiveness. Employers have a vital part to play in helping their employees, wider networks and those most at need in their communities to improve their basic skills. This is the time to scale up and put numeracy at the top of policy and industry agenda.

Please get in touch if you would like to join us in this mission.

Sam Sims
CEO National Numeracy
sam@nationalnumeracy.org.uk

About National Numeracy Day

Being better with numbers isn't a special talent, it's something we can all learn.

The annual National Numeracy Day brings together individuals, employers, educators and supporters from across the UK to demonstrate the importance of numbers in everyday life and the benefits of using them more effectively.

Run by UK charity National Numeracy and founding supporter KPMG, the campaign seeks to:

- Empower people to start improving their number confidence and skills through the National Numeracy Challenge
- Raise awareness of the importance of numeracy to personal lives, career development and the economy
- Celebrate the importance of numbers in everyday life

Please get in touch

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