



A campaign from:



Founding Supporter:



NATIONAL NUMERACY DAY

IMPACT REPORT 2022

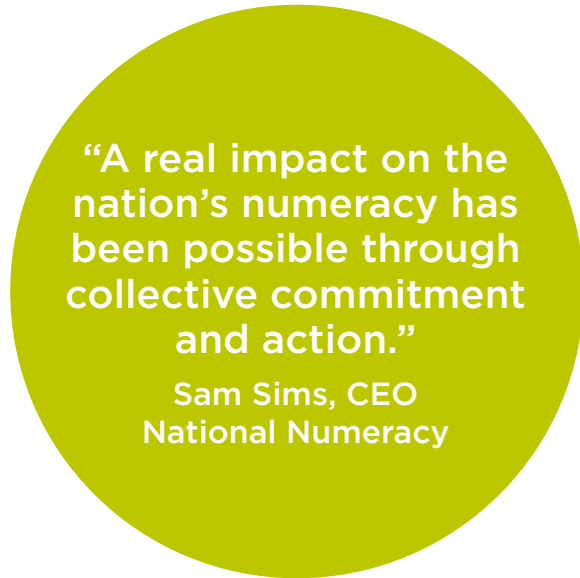


[Read the report](#) ►

A breakthrough year

National Numeracy Day’s fifth birthday was a breakthrough year, achieving a genuinely transformative level of impact across the UK. With our celebrity ambassadors, supporters and champions, we inspired almost half a million actions towards improving numeracy – more than five times as many as last year.

Alongside the **459,742** actions taken by people to improve their numeracy, The Big Number Natter sparked the first ever nationwide conversation about numbers and our media campaign reached millions.



The number of champion organisations promoting National Numeracy Day rose **71%** on last year to **4,813**. We even set a new Guinness World Record with schoolchildren across the UK.

This year, we supported an unprecedented number of people to think differently about numeracy and take action to improve. The confidence and skills to understand and use numbers makes a vital positive difference, particularly to UK households struggling with the cost-of-living crisis.

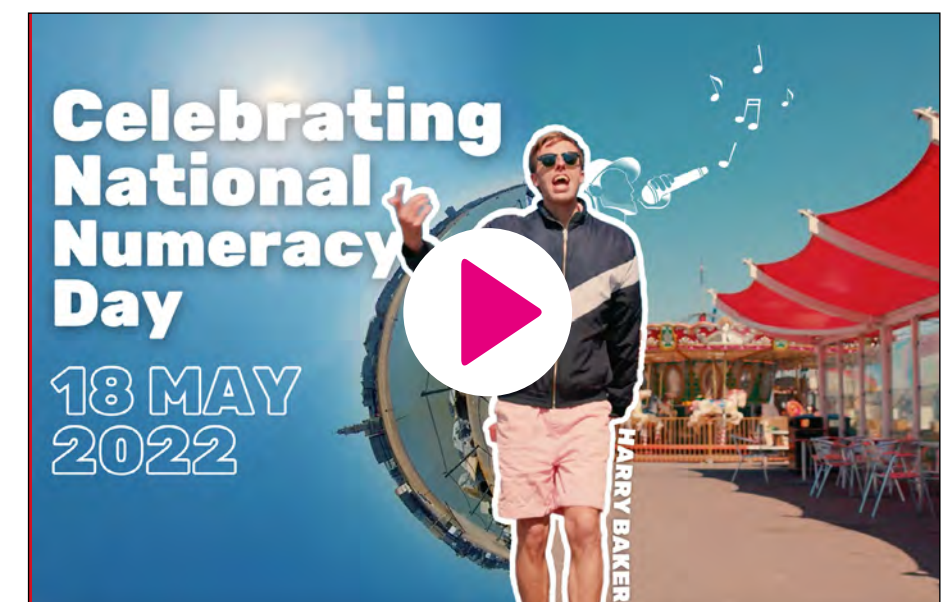
When faced with difficult daily choices, effective everyday maths aids good decision-making, financial and social inclusion, and access to opportunities. It makes people less vulnerable to debt, unemployment, poor health and fraud, equipping us to make the most of finances, employment, education, supporting children, the list goes on.

Since 2018, a massive **650,000** actions have been taken to improve numeracy because of National Numeracy Day. Those steps towards a brighter future have never been so crucial.

Watch the highlights of National Numeracy Day 2022:



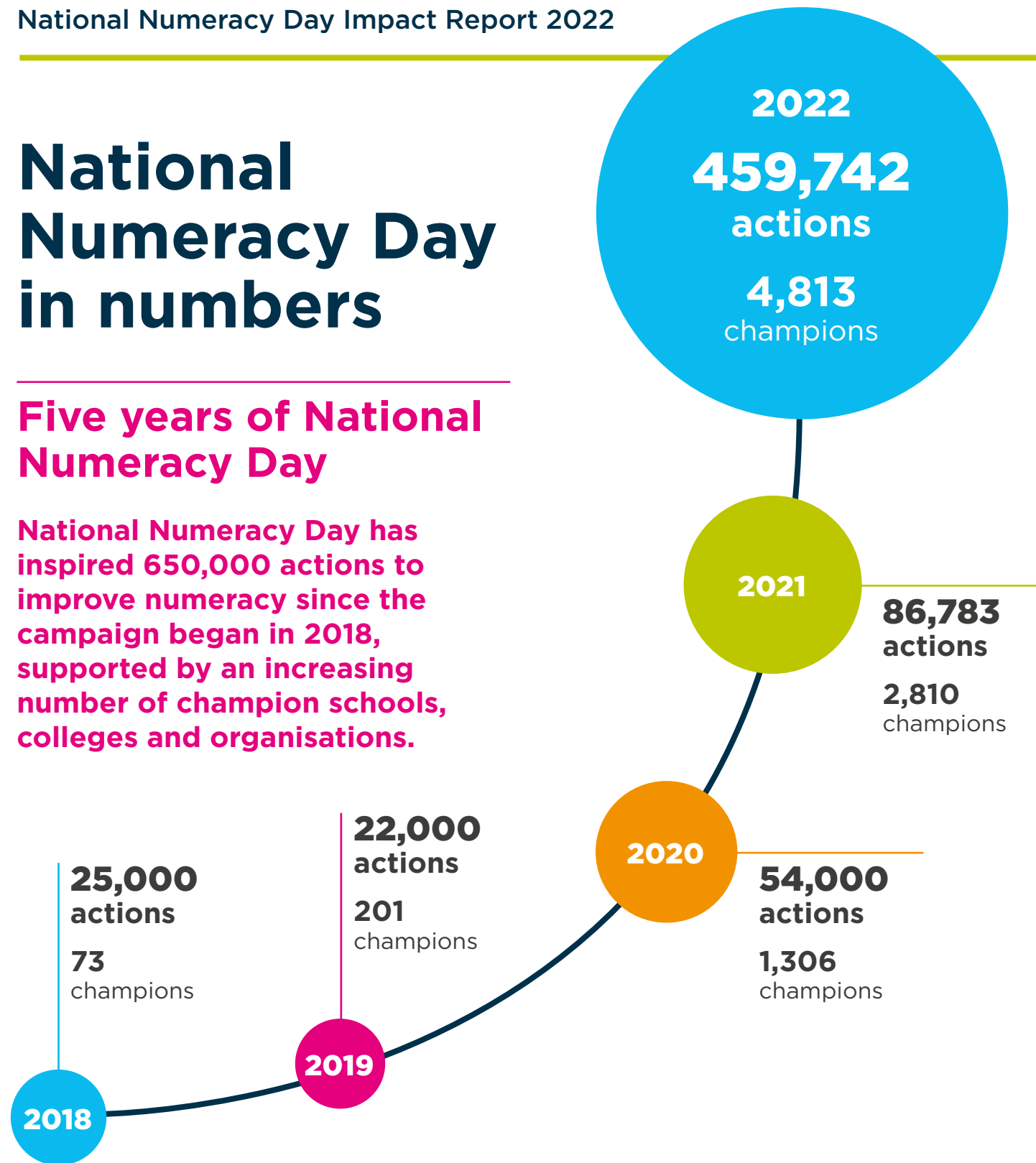
Watch the National Numeracy Day rap:



National Numeracy Day in numbers

Five years of National Numeracy Day

National Numeracy Day has inspired 650,000 actions to improve numeracy since the campaign began in 2018, supported by an increasing number of champion schools, colleges and organisations.



Note: circle size is connected to actions to improve numeracy

National Numeracy Day 2022 in numbers

The 459,742 actions to improve numeracy during National Numeracy Day 2022, included:

353,442

views of our campaign videos (30 seconds+), an **18-fold increase** of video views on last year

86,035

people taking action on the National Numeracy Challenge, a **51% increase** on last year

16,854

downloads of our resources, a **70% increase** on last year

Other key figures from this year's National Numeracy Day include:

8,500

Number Heroes competition entries, a **49% increase** on last year

212,903

social media engagements, a **24% increase** on last year

201m

media reach from 238 media mentions

4,813

champion organisations - a **71% increase** on last year - of which 3,820 are schools, colleges & education providers - a **78% increase** on last year

Real-life impact

Our National Numeracy Day Heroes have diverse careers, interests and locations, but they have all experienced genuine, life-changing results from improving their numeracy with our online tool, the National Numeracy Challenge. They have been so inspired by the benefits improved numeracy has brought them, that they shared their stories in the media and online to encourage others.

Penny, Barnsley

After getting “rusty” during lockdown and after 17 years in same career, Penny got the confidence to change jobs after brushing up on her maths skills with the National Numeracy Challenge.

“For 18 months during lockdown I didn’t particularly need maths, but I knew I was going to go back to work. It’s nice to know, after taking the National Numeracy Challenge, that you’ve got the skills.”

 [Read Penny’s story](#)



Anne, Falkirk

Anne left school with no qualifications but after confronting her anxiety about maths she is now studying for a master’s degree, is a STEM Ambassador, podcaster and construction planner.

“Get better at numbers so that you can get the opportunities you want in life. I missed out on so many years because I was so frightened of trying it – just saying ‘I’m bad at maths’.”

 [Read Anne’s story](#)

Joanna

Joanna had problems with maths teachers and left school with low confidence in her number skills – and little interest in improving them. That changed when she tried the National Numeracy Challenge.

“Take the Challenge if there is something different you’d like to try in your life... For me, it’s improving job opportunities and daily life skills like helping children with their homework, shopping or managing pocket money.”

 [Read Joanna’s story](#)



Political support

The Secretary of State for Education, the Chancellor, Ministers and MPs joined The Big Number Natter and urged constituents to try the National Numeracy Challenge. We were even mentioned in Parliament!

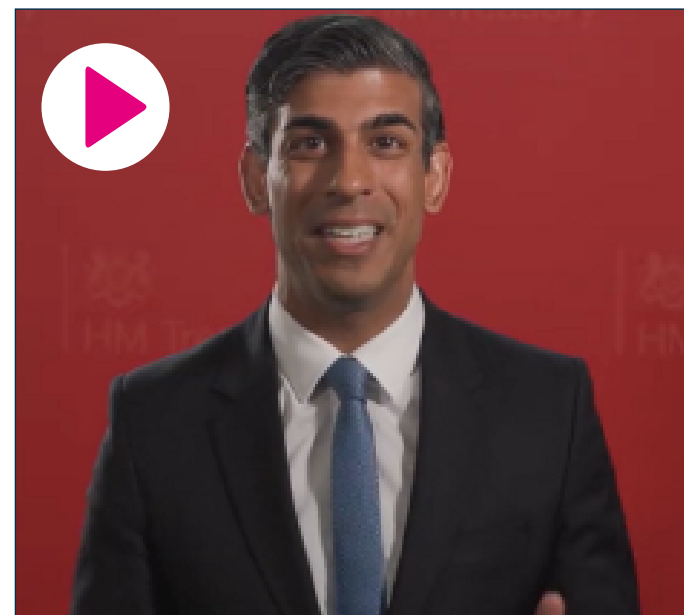


Nadhim Zahawi and Sam Sims, CEO National Numeracy

“Having a good grasp of numbers can help everyone get on in life and work.”

Nadhim Zahawi

Chi Onwurah @ChiOnwurah
 Delighted to support #NationalNumeracyDay getting the UK feeling confident with numbers.
 Take the first step to find out how you can make numbers work for you this by trying the National Numeracy Challenge
nationalnumeracy.org.uk/challenge/



“It’s great to be supporting National Numeracy Day, which is all about giving people the confidence to improve their numeracy skills.”

Rishi Sunak

Nigel Huddleston MP @HuddlestonNigel
 This year, I’m proud to be supporting @Nat_Numeracy, getting the UK feeling confident with numbers.
 Join the #BigNumberNatter and get talking about what numbers mean to you this #NationalNumeracyDay!
 Find out more at
nationalnumeracy.org.uk/numeracyday



National Numeracy Day on 18 M

“I found [maths] really difficult, I had to have several goes at getting my maths GCSE.”

Mims Davies

Joy Morrissey MP @joymorrissey
 I’m delighted to be supporting @Nat_Numeracy in helping the nation feel great about numbers today on #NationalNumeracyDay! #BigNumberNatter
 There are tons of activities to help make maths fun by using dance, rapping, baking and more, available here
nationalnumeracy.org.uk/numeracyday

18 May 2022
 National Numeracy Day
THE BIG NUMBER NATTER
Skills Minister Alex Burghart & Bobby Seagull
 Can we become a nation of numbers people?

“Stay calm, think about the question, work it through, and don’t be put off if it feels baffling at first...this is a skill that can be learnt.”

Alex Burghart

New research

In the grip of a cost-of-living crisis, do people use maths to help with everyday decisions? Do people talk about numbers? Two new pieces of research for National Numeracy Day helped uncover attitudes to numeracy during this challenging era.



Numeracy and the cost-of-living crisis

Millions of Brits lack the number confidence to face the cost-of-living crisis, according to new research commissioned by National Numeracy Day Founding Supporter KPMG UK.

The survey of 3,000 adults, by One Poll, showed that price hikes have left 45% struggling to budget and 57% looking to stretch their cash further. Nearly two fifths (38%) of respondents felt uncomfortable seeking help with everyday maths. Of those who lack number confidence, nearly half (49%) would like to improve their numeracy, but don't know where to start.

“The rising cost of living puts our nation’s numeracy skills firmly under the microscope.”
Bina Mehta, Chair of KPMG UK

NEW RESEARCH

 **Numeracy, confidence and the cost-of-living crisis**

The UK’s ‘bad at maths’ boast culture

Our new research found only 2 out of 10 adults (19%) often discuss numbers or maths with their family and friends. However, 4 out of 10 (41%) say they often discuss reading or books with family and friends.

When maths is discussed, it's often to 'boast' about being bad at it. Only half of adults (52%) would feel embarrassed to say they were bad at numbers and maths. Whereas many more (67%) agreed they would feel embarrassed to say they were no good at reading and writing, the poll of 2,000 adults by YouGov found.

“The British culture of ignoring numbers, or even boasting about being bad at them, must change.”
Sam Sims, CEO National Numeracy

NEW RESEARCH

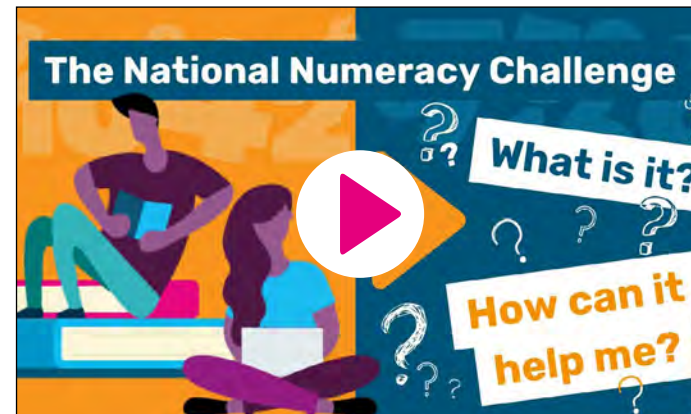
 **Talking about maths is the last taboo**

Supporting adult numeracy

Whether you love it or loathe it, everyone has something to say about maths! For National Numeracy Day 2022 we launched a new initiative called The Big Number Natter, sparking the UK's first ever nationwide conversation about numbers. Our biggest ever adults campaign covered numeracy for work, money management and supporting children.

With 49% of the UK's working-age population having the expected numeracy levels of a primary school child, it's vital we reveal numeracy's relevance to everyday life.

Our campaign aimed to make maths less scary, challenge the 'bad at maths boast' culture and inspire people to take positive action.



The National Numeracy Challenge

Our unique online tool supports adults with 300+ everyday maths questions and tutorials, multimedia resources and mobile-friendly technology that adapts to individual learning levels. People learn at their own pace, when and wherever suits them.

[Try the Challenge](#)



Adults' numeracy hub

We packed our online hub with free resources, videos, events and inspiration to get the nation feeling good about numbers, including tips for money management from our Ambassador Timi Merriman-Johnson, aka Mr MoneyJar.

[Adults' numeracy hub](#)

Partners support customers and staff

Our fantastic lead supporters and partners pulled out all the stops to engage customers, clients and staff with numeracy. We saw incredible champion engagement in Scotland by Education Scotland and the Scottish Government, innovative customer support and resources from Experian, a high-profile staff Number Natter at Capital One and employee videos at TP ICAP.

Amazon and PFG published thought-leadership pieces, City & Guilds and Lincolnshire Co-op mounted fulsome staff and customer support programmes, Bloomberg broadcast a Big Number Natter with Andy Haldane, and S&P Global, HSBC, Ufi, Health Education England, Cambridgeshire & Peterborough Combined Authority and Barclays all backed the campaign with gusto. While British Chambers of Commerce, Tagtiv8, St James's Place and the Lord Mayor's Appeal made a noise about numbers to celebrate the day.

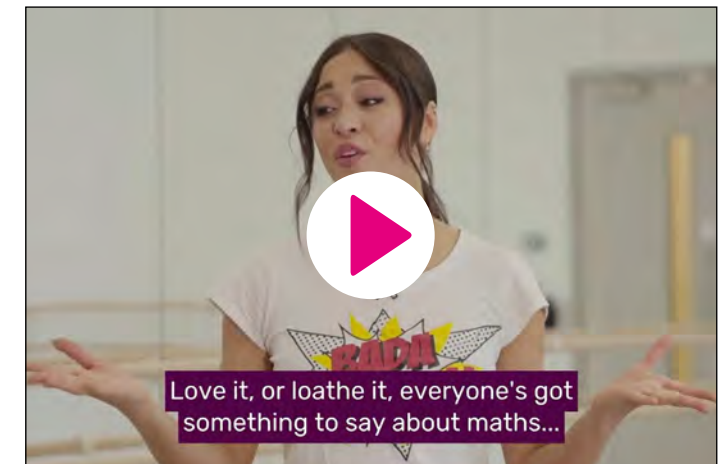
The Big Number Natter



New for 2022, The Big Number Natter provided a friendly gateway into a subject for many who don't believe maths is relevant to their lives. And it quickly took on a life of its own.

Celebrities, experts, politicians, business leaders, journalists, experts and 'real' people started nattering about numbers. The story behind a lucky number, tips for bagging a bargain, helping kids with homework; numeracy stories were everywhere.

The Big Number Natter sparked huge media coverage and inspired thousands to start their numeracy improvement journey using our unique suite of resources designed to support the first nationwide conversation about numbers.

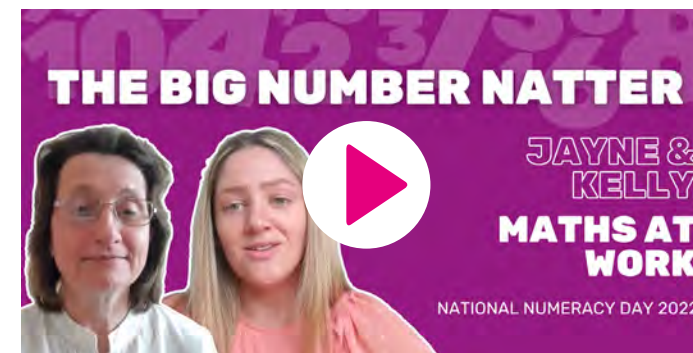


Watch The Big Number Natter trailer

Our Big Number Natter Heroes

Our National Numeracy Heroes recorded videos with family, friends and colleagues, sharing their stories of how addressing their numeracy has improved their lives.

Watch the Big Number Natter videos



Inclusive Number Natters

We produced videos in both British Sign Language and Sign Supported English and opened up the conversation around dyscalculia, the learning difficulty often known as 'dyslexia of numbers'.

Watch the Big Number Natter videos



A breakthrough year

National Numeracy Day in numbers

Real-life impact

Political support

New research

Supporting adult numeracy

The Big Number Natter

Numeracy at work

Supporting children's numeracy

Children's activities

Number Heroes competition

Guinness World Record

In the News

Thank you

Join our supporters



The Big Number Natter

Famous faces from the worlds of entertainment, media, business, politics and academia posted Big Number Natter videos on their social media channels.

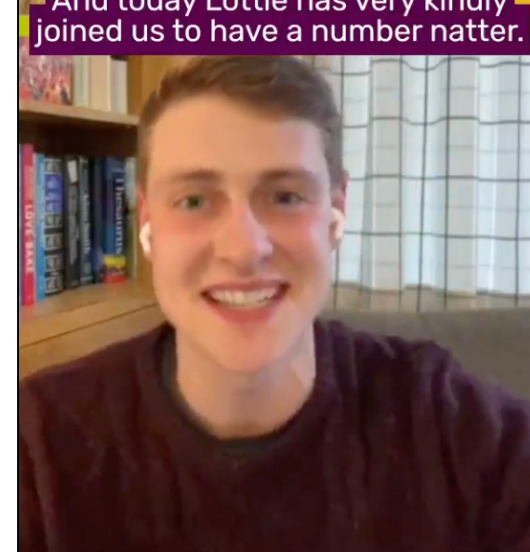
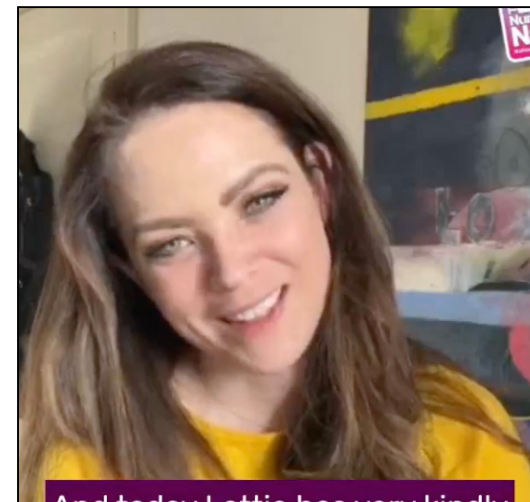
Rachel Riley talked about ‘the maths face’ people pull when they feel worried about numbers. Strictly Come Dancing’s Katya Jones and Dragon Sara Davies nattered about the importance of a positive mindset.

Bake Off’s Peter Sawkins and Lottie Bedlow chatted baking numbers, while Harry Baker spoke to Tom Rocks Maths (Tom Crawford) and had a number rap battle with Shuffle T! Mr MoneyJar found out what influencers Marnie Zubair and JayVSop felt about maths.

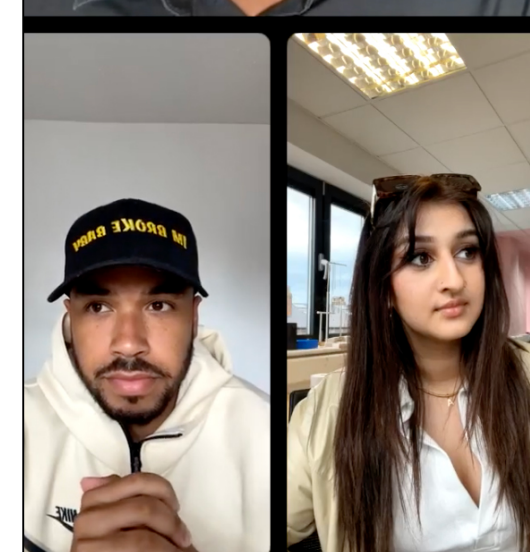
The public shared their number stories on radio phone-ins across the UK, including BBC Radio 5 Live and BBC Radio 2.



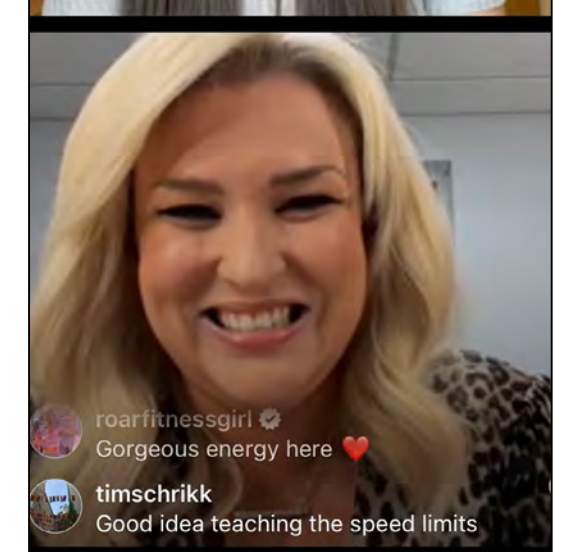
Harry Baker and Shuffle T



Peter Sawkins and Lottie Bedlow



Timi Merriman-Johnson, Marnie Zubair and JayVSop



Katya Jones and Sara Davies

The Big Number Natter



Rachel Riley @RachelRileyRR

It's #NationalNumeracyDay today (🎉🎊🎊) so I'm asking, what's your favourite and least favourite thing when it comes to maths?

And... how do you get to 324 with 9 3 3 4 6 9 ? 🤔 Go!

#BigNumberNatter
nationalnumeracy.org.uk/numeracyday
@Nat_Numeracy

32.6K views

Dr Anne-Marie Imafidon MBE @aimafidon

In honour of #nationalnumeracyday this week, I'm #flashingback to some thoughts shared by the brilliant @DrEugeniaCheng on an episode of #WomenTechCharge, as she aims to rid the world of "maths-phobia"

dyscalculianetwork DyscalculiaNetwork · 5-18

#question from 📺 dyscalculianetwork How do you feel about numbers? #Dyscalculia #bignumberratter #Dyscalculiaawarenesss

🎵 Positive Vibes - Soundbeaver

TikTok @dyscalculianetwork

#NationalNumeracyDay!

By video

1%

1.9K

20

2

1

Dr Tom Crawford @tomrocksmaths

My interview with the brilliant @harrybakerpoet comes to a close with a discussion of how Maths infiltrates almost every part of our lives, from rhymes in poetry and rap, to prioritising tasks on your to-do list - we are all mathematicians. #NationalNumeracyDay #BigNumberNatter

2:19

Samuel Sims (He/Him) · 1st
Chief Executive Officer at National Numeracy

2w · 📺

Great to hear from **Malcolm Le May**, CEO of **Provident Financial Group (PFG)** and National Numeracy Leadership Council member, as part of the #BigNumberNatter - the UK's first-ever nationwide conversation about maths. Here's what Malcolm shared with me...

3:17

Iona Bain @ionayoungmoney

It's National Numeracy Day so I've done a report for @BBCMorningLive today all about my dyscalculia. 📊

Really proud of it. 😊 Admitting you struggle with numbers when you write/talk about money is SCARY. But I hope it inspires others to get the help they need. Watch at 9.15am 📺

Susan Okereke @DoTheMathsThing

#HappyNationalNumeracyDay! 🎉

Here's my #BigNumberNatter video with @Nat_Numeracy, the UK's first nationwide conversation about numbers. More info here nationalnumeracy.org.uk/numeracyday

And check out the @MathsAppeal podcast for fun #puzzles back for a new series! #mathsisforeveryone

1,546 views

0:12 / 1:18

Professor Nira Chamberlain OBE PhD HonDSc @ch_nira

In support of #NationalNumeracyDay #BigNumberNatter - here is my thoughts on numeracy @Mathematical_A @IMAmaths @Beamathsteacher

National Numeracy Day

3 Tips To Deal With Number/Money Anxiety

Numeracy at work

National Numeracy Day is supported by organisations, businesses and individuals who understand improved numeracy drives social mobility and positive change for individuals and communities, including for their own people.

Corporate volunteering

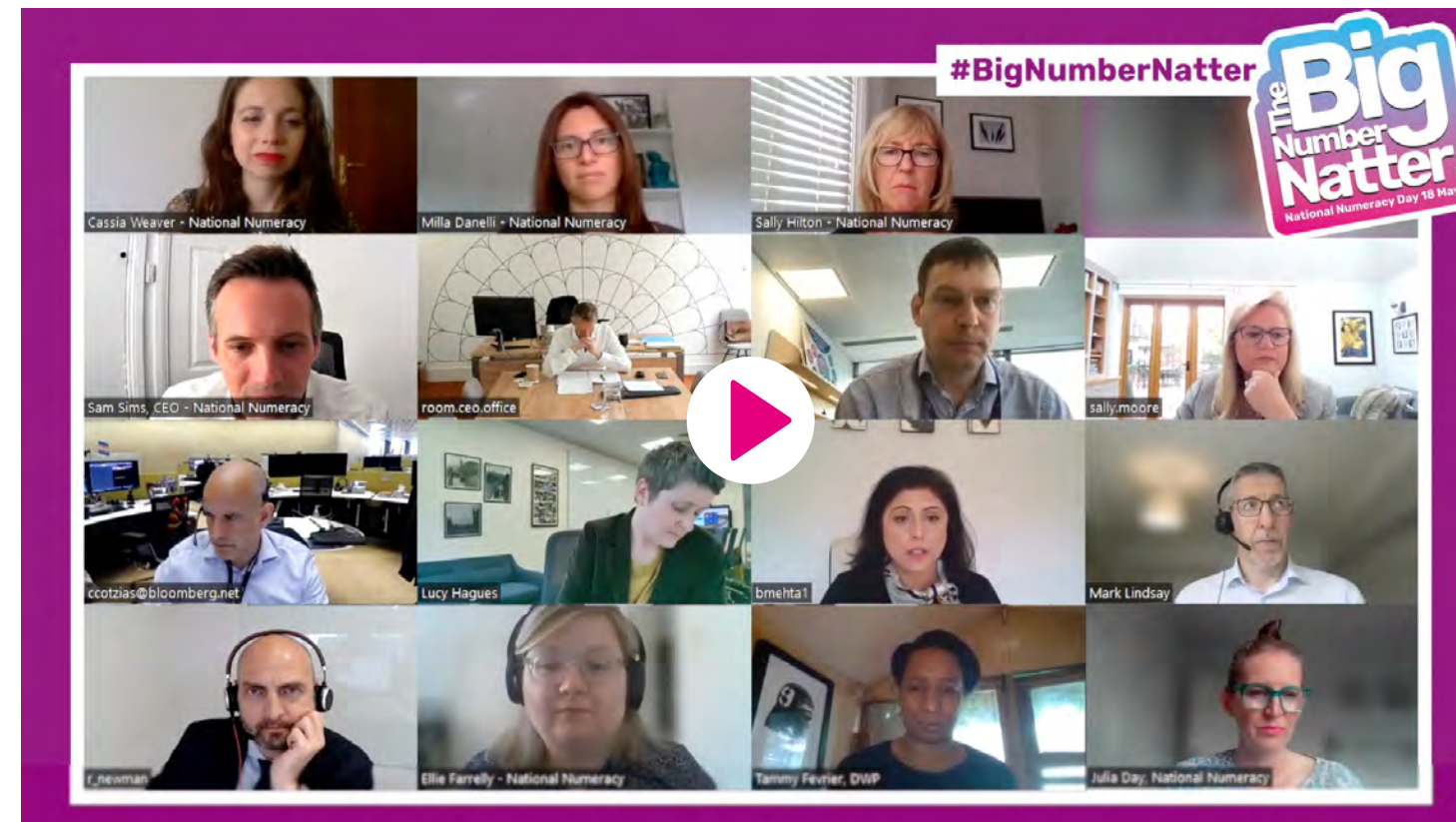
With a decade's experience of inspiring numeracy in the workplace, National Numeracy is gearing up to launch a corporate volunteering programme.

Please get in touch if you are interested in getting involved: laura@nationalnumeracy.org.uk

National Numeracy Leadership Council

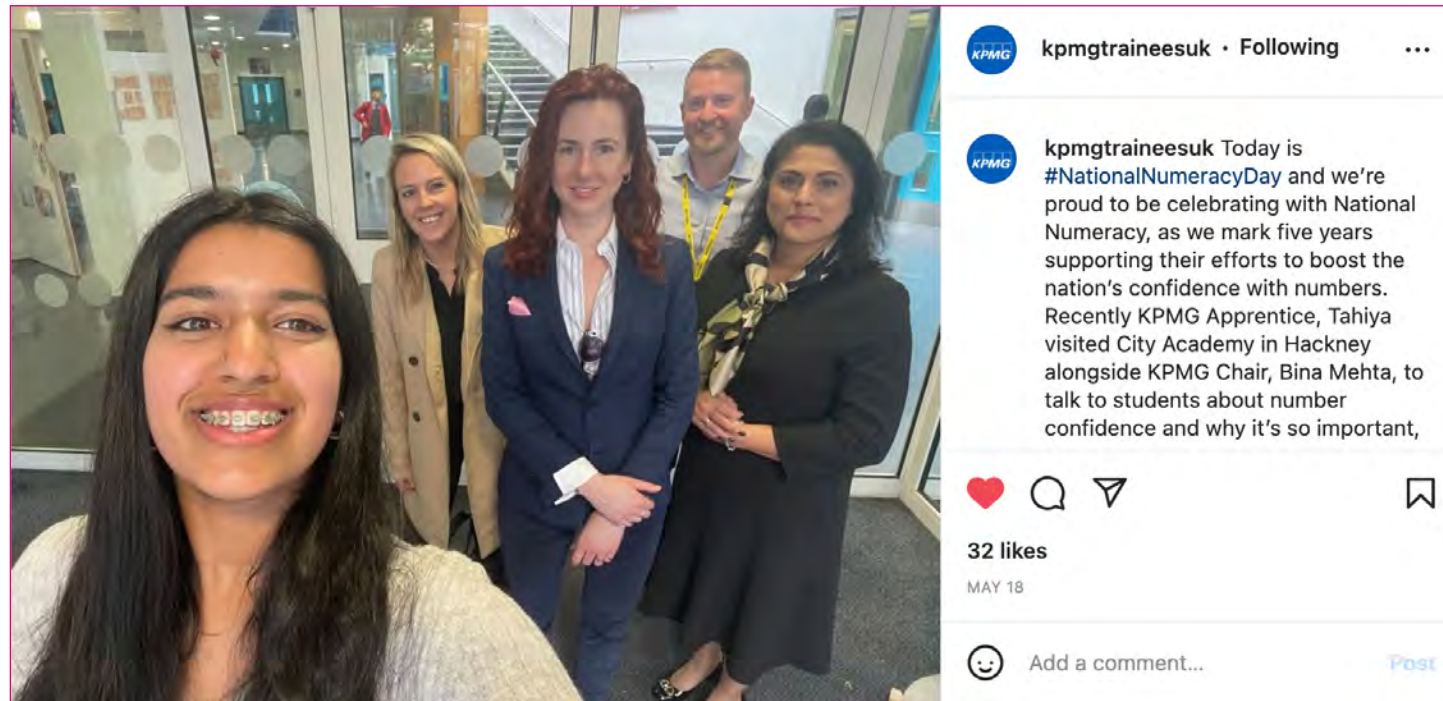
The business leaders of the National Numeracy Leadership Council took part in a Big Number Natter, discussing the importance of numeracy in their own organisations and for the UK workforce, as well as publishing thought leadership articles.

Watch the Council's Big Number Natter



Staff engagement

Organisations registered as National Numeracy Champions were given a comprehensive staff engagement package that facilitated a variety of internal communications activities. Some Champions used our conversation-starters for small, informal group chats, others used our Big Number Natter step-by-step guide with slides and posters to host full-scale sessions.



KPMG schools volunteering programme

Over 100 KPMG volunteers delivered Numeracy at Work panels in 60 schools, reaching more than 2,000 pupils – 33% were in social mobility cold spots, opportunity areas or Education Investment Areas.

Company leaders took part, including Chair Bina Mehta and Senior Partners in Manchester, Birmingham, Scotland, Bristol and Watford.

“Our learners engaged enthusiastically, asking questions. Many were intrigued by KPMG’s work and wanted to investigate further. It was a great success!”
 Hazel McGhie,
 Gavinburn Primary School



“We spoke to the young people about how we use numbers in our jobs and different career pathways. I loved some of the questions asked by the class.”
 Senior Partner, Scotland

“I’m really proud to have been involved, supporting people in greatest need with low number confidence and numeracy skills.”
 James Kergon, senior partner for Scotland, KPMG UK

Supporting children's numeracy

From helping us set a Guinness World Record, to over 8,000 entries to our Number Heroes competition, children, teachers, parents and carers joined our amazing celebrity ambassadors in baking, rapping, saving and dancing their way to number positivity.

Children's numeracy hub

Our online hub for children offered a wealth of unique, fun and free activities and resources especially created by our charity's experts to help increase positivity.

 [Children's numeracy hub](#)

National Numeracy Day Champions

3,820 schools, colleges and education providers signed up to be National Numeracy Day Champions – a 78% increase on 2021. The champions received a bumper pack of free, fun resources to make it simple and easy to join in.

Numberblocks

We teamed up with CBeebies favourites, the Numberblocks and our Ambassador Peter Sawkins to help little learners by bringing number fun to the kitchen with a specially created recipe and series of resources.

[Watch Peter's video.](#)



West Ham Foundation

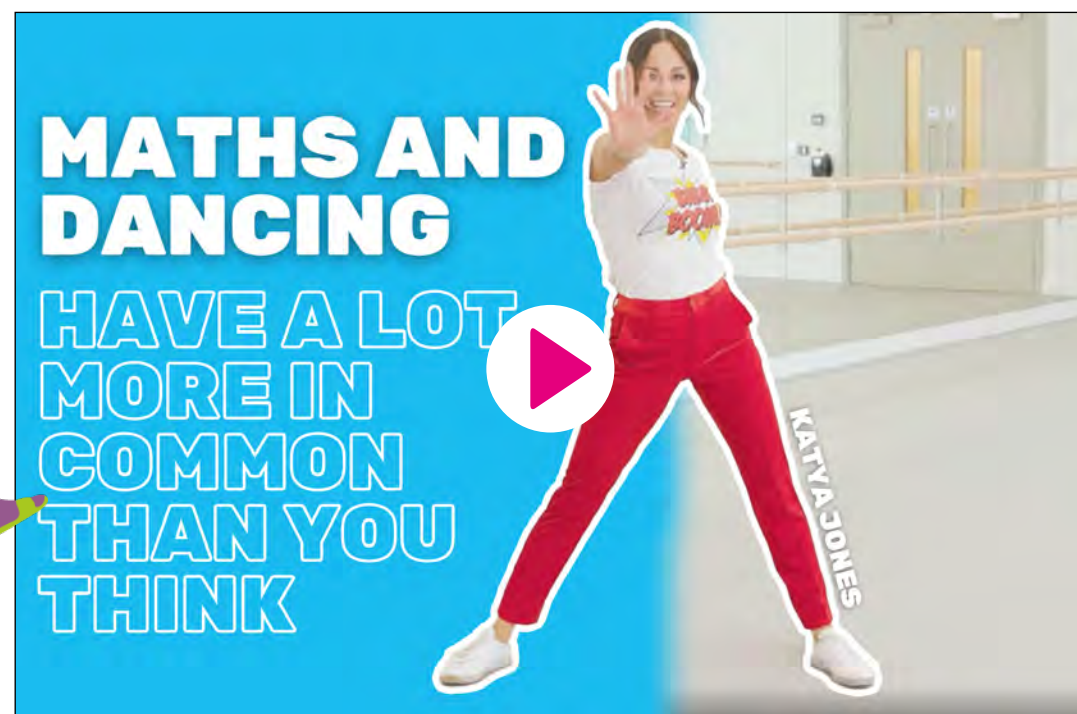
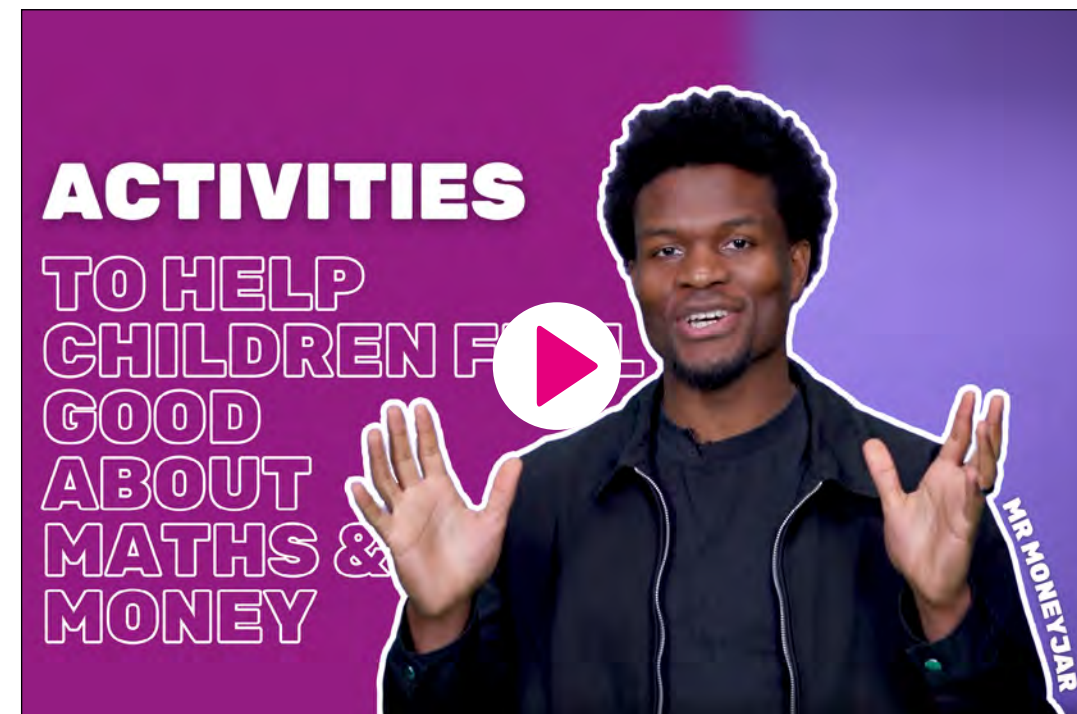
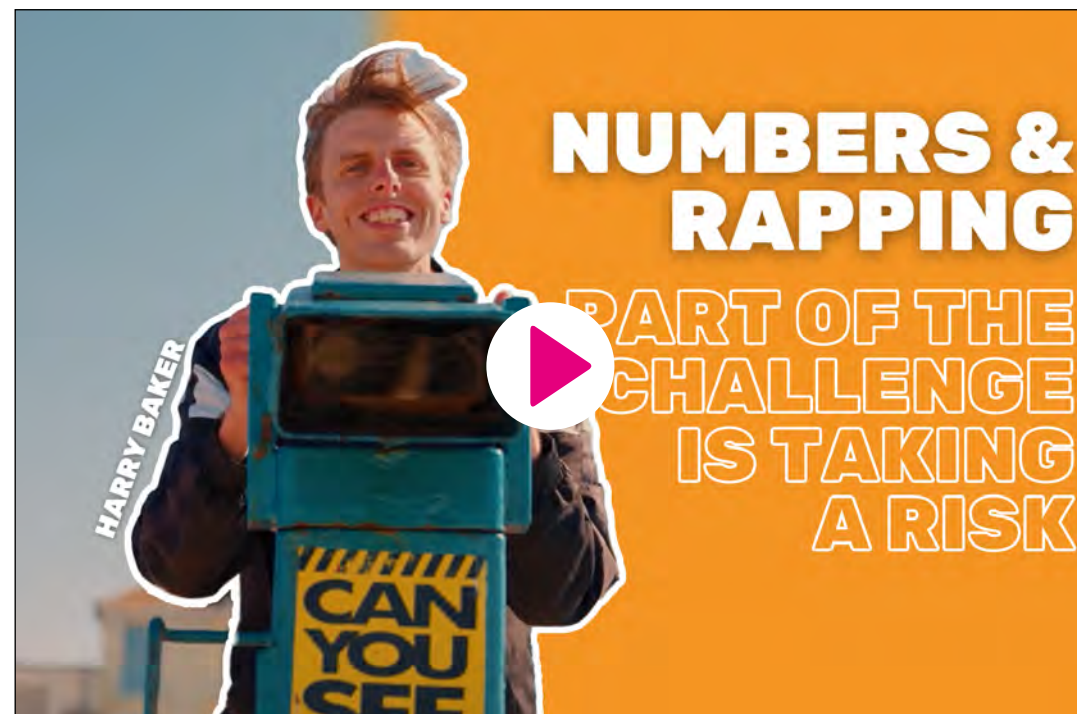
West Ham United Foundation and National Numeracy joined forces to help children see the fun in maths. Bobby Seagull, an Ambassador for both organisations, helped students at Mossbourne Riverside Academy Primary School, take part in our Number Heroes competition and a variety of outdoor maths games.



Children's activities

Our celebrity Ambassadors got children across the UK involved with exciting free activities, dancing, baking, rapping and saving. Each inspirational video was accompanied by a worksheet created by our experts to offer a genuine learning opportunity, with an extra serving of fun!

Watch the activity videos.



Number Heroes competition

We expanded our Number Heroes competition for kids this year after the inaugural competition proved a runaway success in 2021. We were blown away by the standard of the 8,500 entries – a 49% on last year.

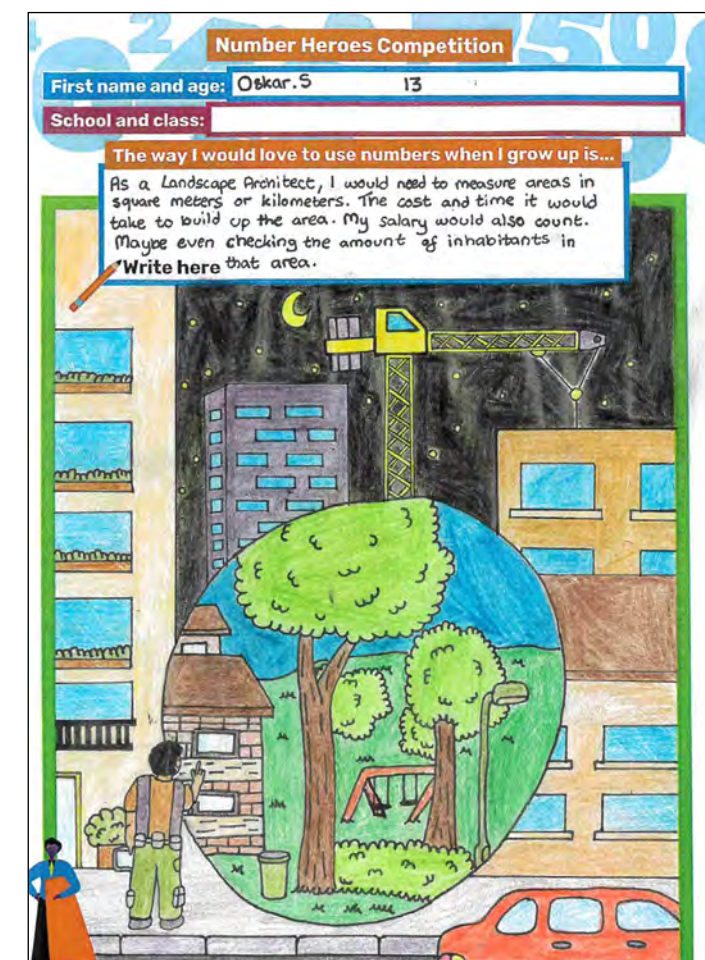
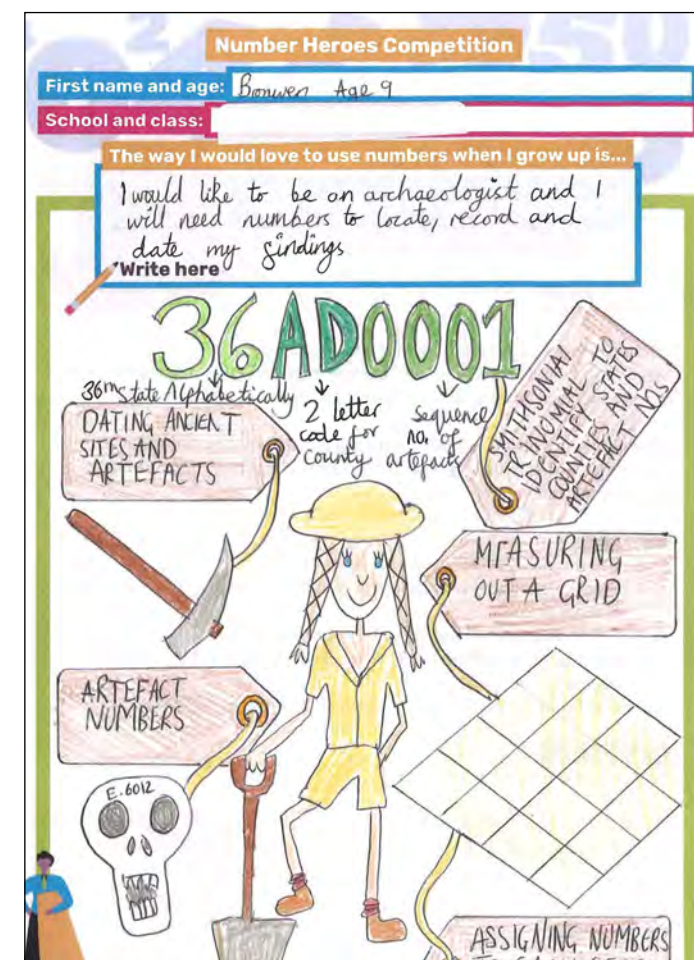
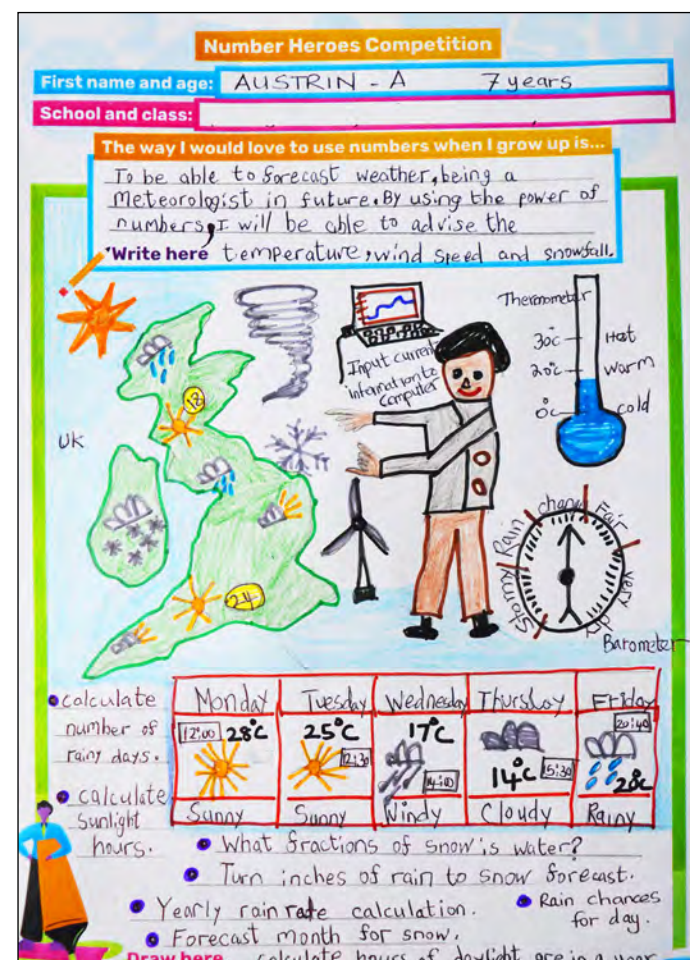
Our Ambassador Bobby Seagull invited children to create a picture of how they will use numbers in their lives when they grow up. We saw incredible pictures of vets, teachers, engineers and footballers, and many more occupations and hobbies besides.



Instead of just one prize, we offered six categories this year so that everyone aged 3 to 13 could aim to win one of six prize bundles worth

£1,000 for their school, thanks to the generosity of our supporters KPMG, Numberblocks, Maths Circle, Oxford University Press and White

Rose Maths. KPMG also sponsored a new SEND/EHCP category to ensure the competition was as inclusive as possible.



We set a Guinness World Record™

We celebrated National Numeracy Day's fifth birthday by setting a GUINNESS WORLD RECORD™! With Times Tables Rock Stars and thousands of school children we set a new record for a mass 'rock n roll' version of the five times table.

Led by Katya Jones, Bobby Seagull and Times Tables Rock Star 'Baz Wynter', we achieved the 'most viewers of a rolling numbers live stream' on YouTube.

Education Secretary Nadhim Zahawi and Skills Minister Alex Burghart took part and congratulated the children.

Mr Zahawi said: "Today has been inspirational. Thank you to the National Numeracy team. It is National Numeracy Day! We have had schools from Northern Ireland, Scotland, Wales and England take part today! It is so important that we give everybody - the little ones as well as adults - confidence in numbers and confidence in maths!"



Watch the event



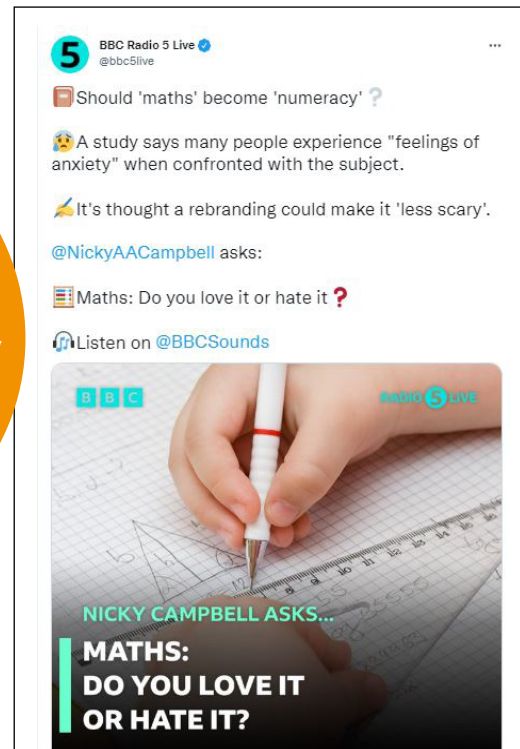
National Numeracy Day in the News

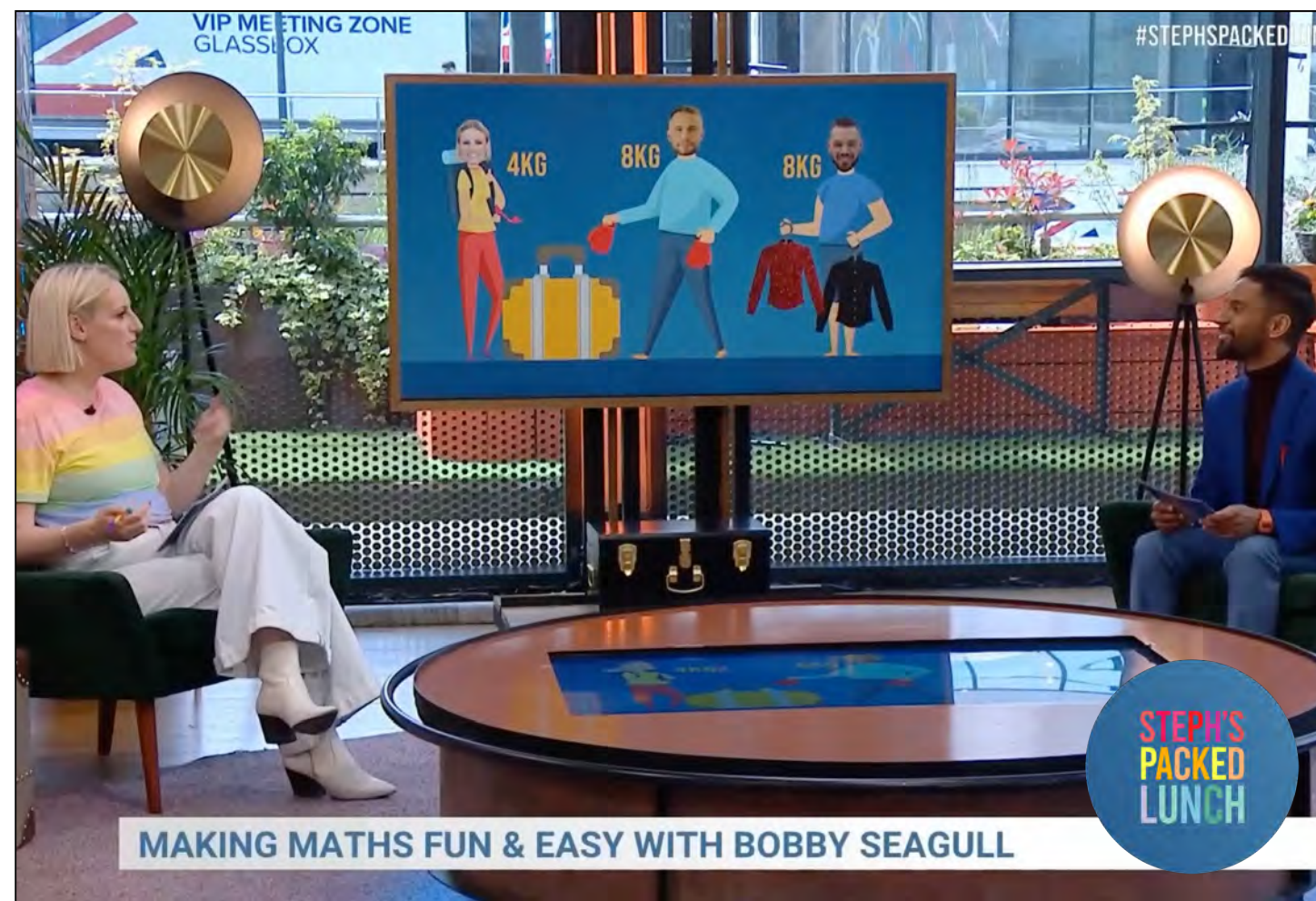
Our media campaign sparked a mass of coverage across national and local TV, radio, print and online with 238 mentions, reaching 201million people.

Daytime and news TV shows and every national tabloid, mid-market and broadsheet newspaper covered the day and the issue of numeracy. Meanwhile national and local radio stations were inspired to host their own Big Number Natters with phone-ins sparking insight about how people feel about maths from listeners and journalists alike.



TOP TWITTER TREND
#NationalNumeracyDay
TRENDED NO1 IN THE UK





Thank you



Sam Sims
Chief Executive
of National
Numeracy

National Numeracy Day 2022 achieved a genuinely transformative level of impact across the UK, surpassing all expectations, and then some!

A success on this unprecedented scale could not have happened without the incredible support of our partners. To the campaign's founding supporter KPMG, our lead supporters, lead delivery partners, champion

schools and organisations: a heartfelt thank you.

This year, we're particularly grateful for the commitment of our partners. Helping the nation get on with numbers has never been so vital a cause. The cost-of-living crisis means UK households are facing tough decisions, where being numerate is a material advantage. Good numeracy doesn't make the challenges disappear, but it means people are better equipped to face them.

This May, the depth and breadth of engagement with National Numeracy Day proved people know numbers matter. They want to share their experiences. And most importantly they want to improve their number skills and confidence.

Let's capitalise on this new openness towards numeracy. Our work is year-round, and it's needed more than ever.



Bina Mehta
Chair of KPMG
UK, Founding
Supporter
of National
Numeracy Day

It has been so heartening to see the National Numeracy Day campaign gather pace in its fifth year. A record-breaking number of individuals, businesses, policy makers, schools and other organisations came together to help bolster number confidence and skills.

Numeracy – combined with literacy and lifelong learning – is a key building block for social mobility, laying the foundations for a healthier and more inclusive economy. And that's more important than ever alongside the rising cost of living.

Numeracy skills might not be the silver bullet to tackle the crisis alone, but they are at the heart of helping people confidently navigate it. Poor numeracy is also estimated to cost our economy £25 billion a year, so the issue is as much a business one as it is a societal one.

Our work doesn't stop here. If we are serious about building a more prosperous and fairer economy, we all have a duty to play our part.

Join our supporters

We are enormously proud of our work with partners for National Numeracy Day 2022. National Numeracy Day and our many other campaigns and programmes help disadvantaged communities where the need is greatest.

This year we have supported more of those in greatest need than ever before. We are very grateful for our partners' commitment and belief in National Numeracy's work as a vehicle for positive change. Could your organisation join us?

Working with us brings a host of strategic business benefits and we would be delighted to discuss how you can get involved. Please contact ellie@nationalnumeracy.org.uk to arrange a chat about how we can work together.

Our 2022 supporters

Founding Supporter:



Lead Supporters:



Lead Delivery Partners:



 Find out more about our National Numeracy Day 2022 supporters

Contact Us

For more information please get in touch:

- Telephone: +44 (0) 1273 915044
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- Twitter: @Nat_Numeracy
- LinkedIn: @national-numeracy
- www.nationalnumeracy.org.uk

Charity registered in England
Charity No: 1145669
Company No: 7886294

