



NATIONAL NUMERACY DAY 2018

We are all numbers people

On Wednesday 16th May 2018 the first National Numeracy Day inspired thousands to take their first step towards improving their numeracy.

The Day was a huge success across the UK, securing the backing of 13 partner organisations as lead supporters, over 70 champion organisations and national media coverage on the day. For one day at least, National Numeracy and our partners succeeded in changing the conversation around numbers, which led to over 25,000 people registering to start their journey towards improved numeracy. We are now looking to build upon the inaugural Day by making National Numeracy Day 2019 even more successful – and by continuing to work throughout the year to enable everyone to become ‘numbers people’.



#NationalNumeracyDay

Find out more about National Numeracy Day at
www.numeracyday.com

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What is National Numeracy Day?

National Numeracy Day is a celebration of numbers and how we use them in everyday life.

It brings together individuals, employers, educators and supporters from across the UK to show the importance of numbers and the benefits of using them more effectively.

National Numeracy Day recognises that being better with numbers isn't a special talent, it's something we can all learn.



“““

We need to change attitudes towards maths, put more positivity in to it.

Rachel Riley, TV presenter and National Numeracy Ambassador - on BBC Breakfast

Why do we need National Numeracy Day?

From household budgeting, to shopping, cooking, planning a journey or working out your team's chance of winning the league, we all use numbers, every day.

Despite this, 1 in every 2 working-age adults in the UK struggles with using numbers. Many of us are just getting by when we could be getting ahead: earning more, saving more and doing the things we love better.

The current skills system only reaches a tiny fraction of the adults who need support. If we want the UK to become numerate and change its attitude to numbers, we need to find a different way to reach people.



“““

No one would boast that they can't read very well but they will boast that they can't do maths very well. That is something we need to change in our society.

Martin Lewis, Money Saving Expert and National Numeracy Ambassador - at the launch of National Numeracy Day

£20bn

Low numeracy costs the UK economy around £20bn per year.

50%

Half the working-age population only have the everyday maths skills that we expect of primary school children.

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Audiences

When half the population needs help, who do we talk to first?

The first National Numeracy Day campaign was targeted primarily at those audiences with the highest propensity for action. YouGov survey data 2012-2016 highlighted two groups that were most open to improving their numeracy skills:

Audience 1:

Parents looking to improve their family finances.

Audience 2:

Adults looking to improve their job prospects.

“““

To live in the digital world you need to be numerate. Try buying a phone, car, house or even going on holiday if you don't understand numbers. We're proud to support National Numeracy Day as it helps people to develop the skills they need to live their lives.

Cathy Prior, Community Affairs Executive, Provident Financial Group, Lead Supporter of National Numeracy

We are all numbers people: Challenging the 'can't do maths' myth

Existing research highlighted that attitudes towards numeracy were overwhelmingly negative, both in the press and with the public, with many people thinking of their current ability as fixed or predetermined.

In order to change attitudes around numeracy it was crucial for the campaign to be established as a positive event. The National Numeracy Day conversation needed to be built around a central message that was relatable, inclusive and inspiring.

'We are numbers people' encapsulated this message.



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Supporter activity: Turning strategy into action

National Numeracy Day far exceeded our targets for supporters; securing 13 lead supporters and over 70 champion organisations from many sectors across the country. The drive and energy of the activity led by these organisations made a huge impact on the campaign.

The Scottish Government and Education Scotland ran a communications strategy targeting local organisations. This led to over 30 champion organisations signing up to participate in the campaign, including local authorities, credit unions, adult learning providers and some Scottish prisons. Thanks to the high profile support of the campaign, Scottish registrations on our learning tool have grown by 7%.

National Numeracy Day founding supporter KPMG sent staff out on to the streets armed with iPads, branded banners, posters and flyers. The teams spoke to hundreds of people in Birmingham and London, raising awareness about the day and encouraging them to check their numeracy levels on the spot.

KPMG also supported over 35 schools to run National Numeracy Day activities. It is estimated that these activities reached over 3000 children.

Over 100 additional employers got behind National Numeracy Day, running events and activities within their organisations bringing over 5000 new learners to the National Numeracy online learning tool.

Many supporters and champions built the day into their activity for Learning at Work Week: for example, the USDAW union prompted over a thousand people to check their number skills.



Working in partnership with the Scottish Government, Education Scotland was proud to support National Numeracy Day 2018. We were particularly pleased to see the high levels of participation across Scotland which was due to the number of community initiatives, public sector organisations and the business community, getting behind the campaign and promoting involvement to all of their stakeholders. We continue to build on this work through our annual celebration of Maths Week Scotland and delivering the recommendations of the Making Maths Count Report.

Alan Armstrong,
Strategic Director,
Education Scotland

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Media coverage: Making numeracy day national

National Numeracy Day was covered by over 60 media outlets including: *Financial Times, The Telegraph, London Evening Standard, Daily Mirror, City AM* and *BBC Radio 4's Today Programme*.

National Numeracy trustee, Wendy Jones, was interviewed on 12 BBC regional radio stations across the country and CEO Mike Ellicock was live on Sky News.

Andy Haldane, Chief Economist of the Bank of England, (and National Numeracy ambassador) wrote an exclusive piece for the London Evening Standard.

National Numeracy Day ran as the lead story simultaneously on BBC and ITV morning television. Rachel Riley and Bobby Seagull were interviewed live on *BBC Breakfast*, tasking the nation to answer a topical royal wedding themed numeracy question.

Meanwhile fellow ambassador, *MoneySavingExpert.com's*, Martin Lewis opened the London Stock Exchange. This provided a 'media moment' and was featured live on ITVs *Good Morning Britain*.



“““

I used to think I didn't have a maths brain. Now I do. If I can reboot my maths brain, so can you.

**Andy Haldane,
Chief Economist
at the Bank of England,
National Numeracy
trustee**

“““

I saw this on Good Morning Britain and thought I'd have a go only scoring in the 60's so I ploughed on and got to 89 so it was still there just a bit rusty. I will now keep my hand in at least once a week.

**National Numeracy
Challenge user**

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#NationalNumeracyDay Trending nationwide

Thanks to the fantastic media coverage and high profile mentions from top ranking profiles like Number 10, Channel 4, The Met Office and BBC 2 #NationalNumeracyDay was trending in the morning.

Partners such as the Department for Work and Pensions and Money Advice Service held 'social takeovers' and celebrity comedians Katherine Ryan and Sara Pascoe posted videos of

support for National Numeracy Day, enabling the campaign to reach its primary audiences directly throughout the day.



National Numeracy Day 2019 Wednesday 15th May

The next National Numeracy Day will be on Wednesday 15th May 2019. We aim to build on the momentum from 2018 and grow the campaign so that it becomes a well-recognised national annual event.

The campaign has already confirmed some impressive lead supporters for 2019 and we're keen for you to get involved – contact us on nnday@nationalnumeracy.org.uk.

National Numeracy Day is run by the UK charity National Numeracy and Founding Supporter KPMG along with additional support from supporters and champion organisations. To see the full list of supporters for 2018, [click here](#).

#NationalNumeracyDay

Check whether you've got the Essentials of Numeracy at www.nnchallenge.org.uk

“““

The first thing you have to deal with is not telling yourself you can't do it.

.....
Sara Pascoe, Comedian

National Numeracy Day is discussed in parliament:

“““

"The (National Numeracy Challenge) is a must for every Member of this House. I hope that they will join me in taking it, tweeting the picture, and making sure that everybody understands the need to be numerate."

.....
Anne Milton, Minister of State (Education) during Education

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National Numeracy Day in numbers

13

lead supporters

73

champion
organisations

35 schools ran NND activities,
reaching an estimated

3,000

100

employers rolled out the day
across their organisation

In May, over

25,000

people registered to start their journey
towards improved numeracy

Nearly

10,000

people registered to improve
their numeracy **on the day**

Over

60

media outlets covered
National Numeracy Day

12

regional **radio stations**
reported on the day

Social media reach of over

430,000

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