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Better Society award winner



15th May 2019

**National
Numeracy
Day**

We are all numbers people

**National Numeracy Day
2019 Impact Report**



#NationalNumeracyDay

National Numeracy Day 2019 was a huge success, securing the backing of 10 Lead Supporters, over 200 Champion organisations and over 400 educational institutions, as well as achieving national media coverage.

Since launching the campaign in 2018 National Numeracy and our partners have succeeded in challenging negative attitudes towards everyday maths, through raising awareness of the issue and celebrating numbers across the country.

Each and every one of our supporters made a huge difference, encouraging people across the nation to take one simple step towards improving their confidence and ability with numbers, by taking the National Numeracy Challenge.

To date the campaign has inspired over 48,000 people to start their journey towards improved numeracy.

National Numeracy Day is now an award-winning campaign

winning Best Partnership with a National Charity at The Better Society Awards 2019, and the silver Corporate Engagement Award for Best Charity, NGO, or NFP Programme within the Partnership category.

We aim to build upon this strong start and make National Numeracy Day 2020 an even greater success and will continue our work to empower the nation through improved numeracy.

2 in 5

say they do not want to improve their maths and numeracy skills.

49%

Almost half the working-age population has the numeracy level expected of a primary school child.*

Our 2019 supporters

National Numeracy Day brings together employers, educators, individuals and supporters from across the UK.

Founding Supporter



Lead Supporters



Research Partners



Digital Partners



*2011 skills for life survey: a survey of literacy, numeracy and ICT levels in England. 2012. Department for Business Innovation and Skills.

What is National Numeracy Day and why do we need it?

National Numeracy Day is run by the UK charity National Numeracy and founding supporter KPMG. The annual campaign is a celebration of numbers and how we use them in everyday life.

The Day provides an opportunity to both raise awareness of the issue and to enable people to get started in improving their confidence and ability with numbers.

From working out budgets, to following a recipe, choosing the best deal, to planning a journey, helping with homework, or even working out your team's chance of winning the league. Whether at home or at work, we all use numbers every day.

Yet half of all working-age adults in the UK struggle with using numbers, making them more vulnerable to unemployment, fraud, low wages and poor health.

Even more surprising, two in five seem not to recognise the value of these vital skills and say they do not want to improve. This demonstrates how few of us have made the connection between improving our numeracy and the huge impact it can have in our lives.



F2 Freestyler, Jeremy Lynch, shows off his skills on National Numeracy Day, using football to highlight the importance of numbers in everyday life.

National Numeracy Day seeks to:

1. raise awareness of the value of numbers,
2. promote the idea that being numerate isn't a special talent, it's something we can all get better at,
3. while also delivering the nation a solution to improving numeracy.



Levels of numeracy across the UK are low by international standards and, if anything, are getting worse over time. This is posing big costs on individuals, economies and societies. It is time to raise awareness of the blight of innumeracy and, most importantly, to begin to take steps to improve matters.

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

Growing in numbers

Since the inaugural campaign last year, National Numeracy Day has gathered an incredible amount of support and grown into a genuinely impactful movement. This year, we have made significant developments to the structure of the campaign that will enable us to keep up with this growing momentum.

We introduced comprehensive supporter toolkits, guidance documents and lead supporter landing pages, to streamline user journeys and ensure better delivery of content and messaging. This enabled over 600 supporters and institutions to take active roles in running activities and campaigns to suit their organisations

and audiences, and has laid the foundation for further growth in future years.

The campaign strapline 'We are all numbers people' helped to capture the positive mood of the day, and to spread the central message of a campaign that aims to be inclusive, encouraging and inspiring.

Supporter toolkits and promotional resources



Supporter landing pages



The campaign narrative and materials focused on the success stories of four real learners, our numeracy heroes.

Our four numeracy heroes



Susan

Susan was fed up with struggling to understand financial advice. Improving her numeracy skills helped her get closer to paying off her mortgage and get on top of numbers at work.



Improving my numeracy has helped me make sensible financial decisions.



Tony

Tony found our online tool via MoneySavingExpert and realised that maths is like exercise; the more you do, the easier it becomes.



Anyone can do it if you give yourself a chance.



Adrian

Adrian used the National Numeracy Challenge to build his confidence with numbers and make the move from Universal Credit to full time employment.



I use numbers every day in some way, shape or form.



Angie

Angie, a pharmacy technician from Wales, used the Challenge to leave behind life-long maths anxiety stemming from her childhood.



With practice and determination, anything is possible.



This is not about berating anyone who struggles, this is helping people realise that their current abilities are not fixed, can change, and that there is help available to do so.

Martin Lewis,
Founder of
MoneySaving
Expert.com

‘Nurate Nation? What the UK thinks about numbers’ Report launch

The 2019 Day started with the launch of a new report, examining the results of a survey carried out by National Numeracy and their research partners Ipsos MORI and the Policy Institute, King’s College, London.

The report, titled ‘Nurate nation? What the UK thinks about numbers’, shed light on some startling statistics about attitudes towards numeracy in the UK and the implications for working adults.

The report launch event at King’s College, London was standing room only, with representatives from many of our supporting organisations, as well as policy makers and education press.

Attendees of the launch heard from key speakers Bobby Duffy (Policy Institute), Melanie Richards (KPMG), Sir David Behan (HEE) and Belinda Vernon (National Numeracy). Each speaker highlighted the

relevance of the reported findings in their own sectors, and the work their organisations are doing to combat the issues.

The panel discussed a range of statistics from the report including the finding that three in 10 people say they are ‘not a numbers person,’ and that women are more likely to describe themselves this way. The report also highlighted that 31% of people believe that numeracy is not needed by professionals, including Police Officers, Politicians and Train Drivers, despite numbers and data being prevalent in these workplaces.



Many staff say that their inability to work with numbers has affected their personal well-being in the workplace, while those people given the opportunity to learn often report feeling more confident within their roles and less stressed when faced with numbers.

Sir David Behan,
Chair of Health
Education England

30%

Three in 10 say they are not a “numbers person”, with women more likely to describe themselves this way.

2x

Women are more than twice as likely to be anxious about using numbers than men.

25%

One in four people would be deterred from applying for a job if it listed using numbers and data as a requirement.

Supporter activity

National Numeracy Day 2019 gathered an amazing number of supporters from many sectors across the UK.

Over 200 organisations helped to grow the campaign, planning events, communications and activity that enabled the campaign to broaden its reach right across the UK. We also had the support of over 400 educational institutions who celebrated National Numeracy Day in their settings, engaging their students and channelling learners onto the National Numeracy Challenge.

The Scottish Government and Education Scotland ran a communications strategy targeting local organisations. This led to 125 Scottish Champion organisations signing up to participate and run activities on the day, including local authorities, credit unions, schools, adult learning providers and prisons.

TP ICAP hosted a lunchtime event at Bloomberg L.P. offices for Corporate Responsibility practitioners from across the financial services sector. National

Numeracy Day Ambassador Bobby Seagull spoke about the prevalence of maths anxiety across the country, discussing the consequences of this and the role that the financial sector can play in providing a solution.

To mark National Numeracy Day, Santander, official sponsor of the UEFA Champions League, brought their numeracy/football themed roadshow 'The Numbers Game' to Westfield, Shepherd's Bush in London. The Roadshow's innovative approach uses numbers and data around football to highlight and raise awareness of the importance of numbers in everyday life. Throughout the entire season, over 10,000 people completed the onboard 'Numbers Game' roadshow experience.

Many supporters and champions embedded National Numeracy Day into internal comms and activity schedules, tying the issues of numeracy to both Learning at Work Week and Mental Health Awareness Week.



If you've ever been told, or have told yourself, that you're 'just no good at maths' then now may be the moment to challenge that view. Numeracy is a skill like any other that can be learnt at any time in our lives. What's more, it's a skill that has great value for everyone.

Melanie Richards
CBE Deputy Chair,
KPMG UK -
Founding Supporter
of National
Numeracy Day



National Numeracy Day Ambassador Bobby Seagull speaks about the prevalence of maths anxiety



Mike Ellicock, CEO of National Numeracy, meets Nathan Bostock, CEO of Santander UK, and F2 Freestyler Jeremy Lynch



Founding Supporter KPMG sent out volunteers to 70 schools, helping the children celebrate numbers

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numeracyday.com
#NationalNumeracyDay

Media coverage: Making Numeracy Day national

National Numeracy Day was covered by 55 media outlets including: Radio 4, 6 Music, Financial Times, The Guardian, BBC, Mail Online, Express, The i, Independent, and Daily Mirror.

Articles included a variety of content and opinions from National Numeracy Trustee and Chief Economist at the Bank of England Andy Haldane, Amazon UK CEO Doug Gurr, Bobby Seagull and many more, including case studies from real learners.



National Numeracy Day is a great opportunity to celebrate the importance of numbers in everyday life as well as helping to reframe attitudes to numeracy.

Gayle Gorman,
HM Chief Inspector
of Education and
Chief Executive of
Education Scotland

TV and broadcasts



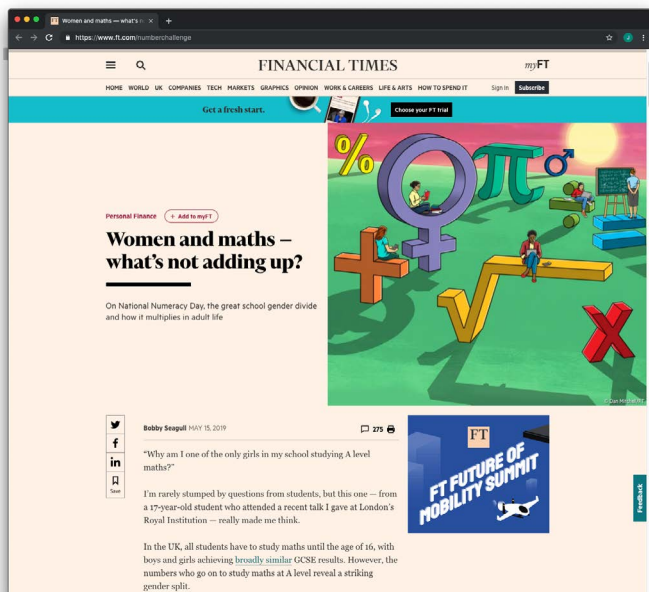
Rachel Riley opened Countdown announcing that it was National Numeracy Day. She also appeared the following day on Good Morning Britain in a live discussion about adults' attitudes to improving their numeracy, and how parents can help their children with homework. She stressed the importance of positivity and practising essential basic skills. Both media appearances led to large spikes in people registering to improve their own numeracy using the National Numeracy Challenge.



We know from experience that even a small investment [of time] can make a significant difference to people's confidence and ability with numbers, and this in turn has a positive knock-on effect to many areas of life, from careers and financial management to mental health."

Mike Ellicock,
CEO of National
Numeracy

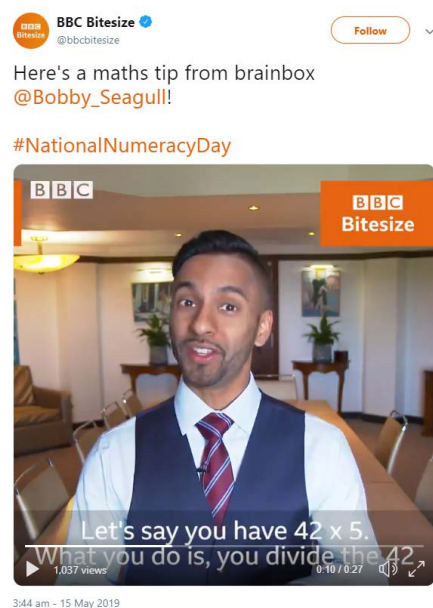
National press



The Financial Times featured a thought-provoking article on maths anxiety, describing the effect of low confidence and the gender divide.

"As a society, we need to move away from the myth of the 'maths brain' – the belief that there are some people who can do maths and others who can't" – Bobby Seagull, University Challenge star, maths teacher, author and ambassador for National Numeracy.

Other digital media



In honour of National Numeracy Day, BBC Bitesize produced a series of number tips featuring Rachel Riley, Martin Lewis and Bobby Seagull. These were released across the main BBC websites and were very popular on social media.

As part of their support as Champion organisations, both Amazon UK and Monzo supported the day using their own customer facing digital channels. As well as promoting the day, Amazon also created a tailored Alexa response, meaning that on National Numeracy Day, Alexa users asking numeracy based questions were told that it was National Numeracy Day and encouraged to find out more about improving their numeracy.

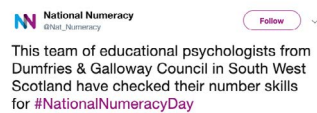
Social media

#NationalNumeracyDay

By the early morning, #NationalNumeracyDay was already trending on Twitter, with thousands of people using the hashtag to show support and share how they were marking the day.

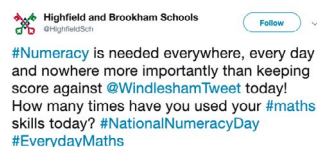
#EverydayMaths

The Day also saw the launch of a numeracy themed social media challenge, calling on participants to post a short video or photo showing the maths they use in everyday life. Rachel Riley kickstarted the challenge in the morning, Bobby Seagull, Martin Lewis and Sanjeev Kohli joined in, and the campaign picked up speed throughout the day, with hundreds of creative examples, helping everyone to recognise the importance of numbers in their own lives.



Here they are with their certificates!

Check your number skills at numeracyday.com



National Numeracy Day 2020

We aim to keep building momentum, developing the campaign into a well-recognised national annual event with even greater reach.

The next National Numeracy Day will be on Wednesday 13th May 2020.

The campaign has already confirmed some impressive lead supporters for 2020 and we're keen for you to get involved.

Please contact:

stevie@nationalnumeracy.org.uk to find out more.

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 2019 visit **www.numeracyday.com**

National Numeracy Day in numbers

10

lead supporters

201

champion
organisations

70

schools ran NN Day activities,
reaching an estimated **3,000**
children

Over

600

organisations and institutions
engaged with the Day

Over

48,000

have now registered to start their journey
towards improved numeracy

Over

250,000

numeracy questions were answered on the Day,
with almost a million over the month of May

11

regional **radio stations**
reported on the Day

55

media outlets
covered the Day

#NationalNumeracyDay had a
social media reach of over

35.8m



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.



For more information please get in touch

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