

A campaign from National Numeracy



IMPACT REPORT 2023

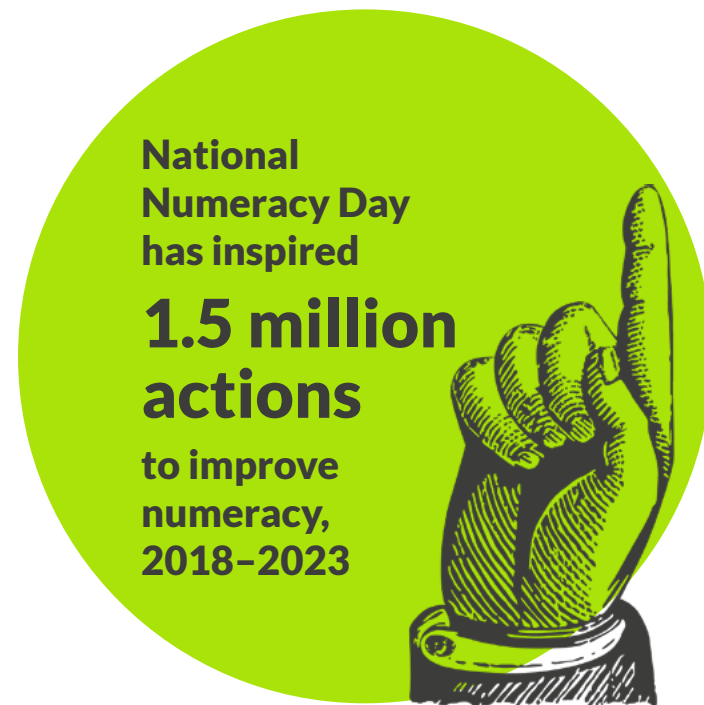
Founding Supporter:



Our campaign inspires millions

Our sixth National Numeracy Day was overwhelmingly our biggest campaign to date.

We inspired people across the UK to take **831,050 actions** towards improving numeracy, an 80% increase from last year's record-breaking campaign.



The scale of this year's engagement with National Numeracy Day shows there is a genuine grassroots desire from people across the country to boost their numeracy skills.

This May, the number of organisations signing up to support National Numeracy Day rose **95%** on 2022, with **9,369** schools, colleges, organisations and individuals taking part.

During a cost-of-living crisis that sees no sign of abating, people recognise that getting on with numbers is a helpful tool in everyday life. Numeracy enables informed decision-making about money and household management, employment and childcare. It aids social inclusion and boosts access to opportunities. It makes people less vulnerable to debt, unemployment, poor health and fraud.

We are proud our award-winning campaign sets children and adults on a path to improved numeracy that makes a real difference from cradle to career.

Getting on with numbers is truly transformative and in 2023 National Numeracy Day made a huge contribution to the nation's numeracy.

Watch the highlights of National Numeracy Day 2023:



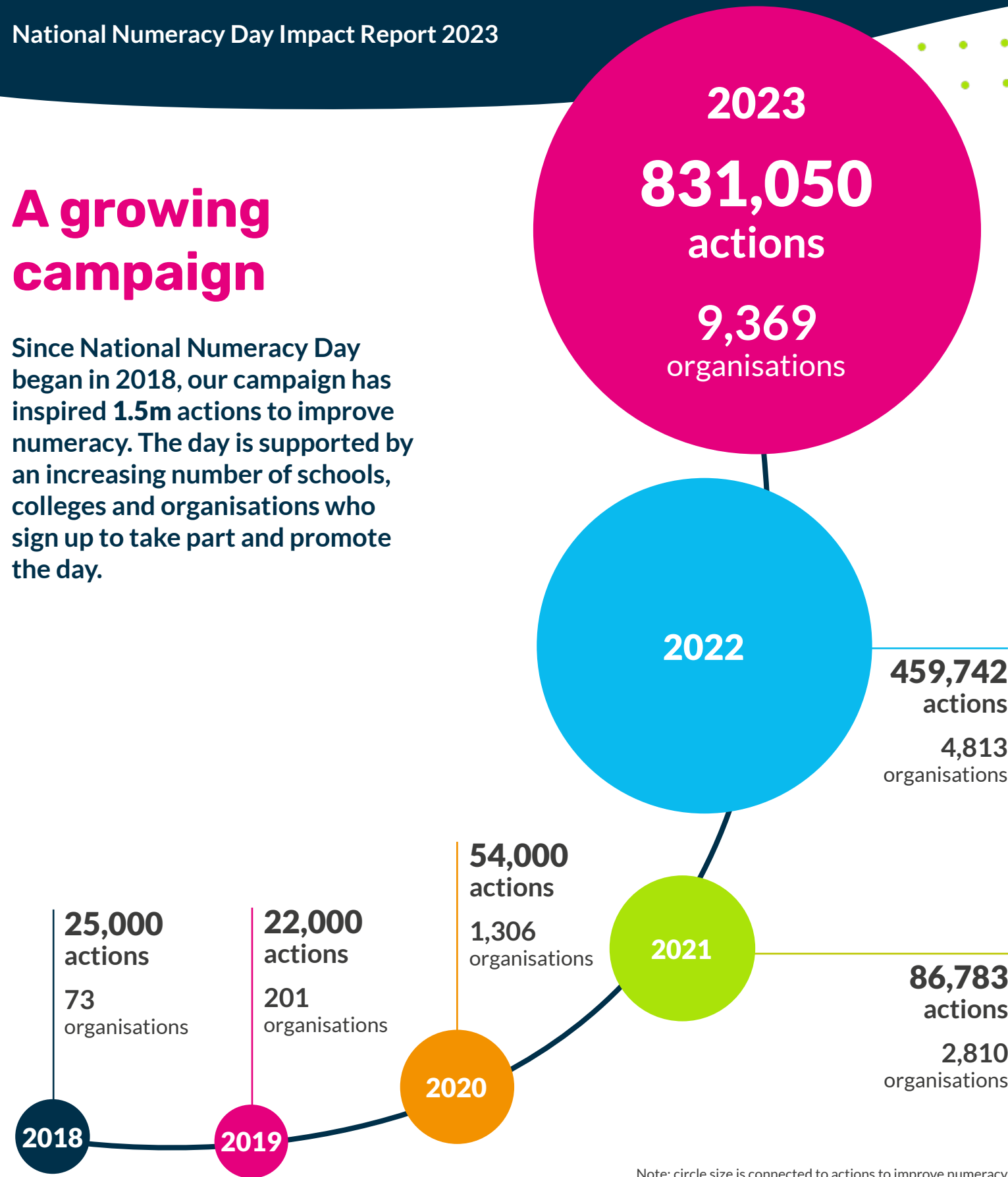
"National Numeracy Day is growing rapidly and is now ten times bigger than just two years ago. The campaign's growth busts the myth that Britons aren't interested in maths."

Sam Sims, Chief Executive of National Numeracy

Our campaign inspires millions	A growing campaign	Real-life impact	Political support	Across the UK	Supporting adult numeracy	The Big Number Natter	Numeracy + creativity	Numeracy + inclusivity	Supporting children's numeracy	Children's activities	National Numeracy Day LIVE	Number Heroes competition	In the news	Leading the way with KPMG	Our Lead Supporters	Thank you	Join us
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A growing campaign

Since National Numeracy Day began in 2018, our campaign has inspired 1.5m actions to improve numeracy. The day is supported by an increasing number of schools, colleges and organisations who sign up to take part and promote the day.



Note: circle size is connected to actions to improve numeracy

National Numeracy Day 2023 in numbers

It was a remarkable year for National Numeracy Day. More actions to improve numeracy were taken during this year's campaign than in the previous five years combined.

The 831,050 actions to improve numeracy in 2023 included:

19,809 downloads of our resources, an **18% increase** on last year

103,280 people took action on the National Numeracy Challenge, a **20% increase** on last year

705,532 views of our campaign videos, a **100% increase** on last year

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

9,369 organisations and individuals signed up to support the day, a **95% increase** on last year. Of these, **7,339** were schools & education providers, a **92% increase** on last year

9,639 Number Heroes competition entries – **over a thousand more** than last year

726,152 social media engagements, a **241% increase** on last year

356 media mentions – **over 100 more** than last year – with **53m** print and broadcast reach and **208m** online readership

Real-life impact

National Numeracy Day is rooted in real-life experience. Our beneficiaries tell their own stories about the life-changing power of improved numeracy to help others take their first steps.

It's a powerful way to show that people with diverse backgrounds, careers, interests and locations have reaped the benefits of getting on with numbers.

Our real-life case studies may have used our online tool, the National Numeracy Challenge, attended a workshop or taken part in training sessions. However they have come to National Numeracy, their tales are inspirational!



Alma

"I'd given up when it came to maths but now I have the patience to learn it. I don't need to feel anxious about it and I have the patience and resilience to think 'Focus and you can do it.' I feel confident and competent now."

 [Read Alma's story](#)



Belinda

"A lot of people see dyscalculia as meaning you'll never be able to do maths. I think it's just a different way of understanding things. I worked hard and now I'm teaching maths! Building your confidence with numbers equals building confidence within yourself."

 [Read Belinda's story](#)



Chris


"To anyone thinking of trying the National Numeracy Challenge, I'd say it's a no-lose situation, so just give it a go. It's approachable and friendly, just get stuck in."

 [Read Chris' story](#)



Joseph

"The key feeling of getting in to debt was feeling ashamed. How have I let it get this bad?"

 [Watch Joseph's video](#)



Rose


"I think dyscalculia is what makes me so creative!"

 [Watch Rose's video](#)



Kelly

"Talking about it openly promotes the fact that maths isn't as fearful as it might seem."

 [Watch Kelly's video](#)



Chima


"How can I do better with saving? That's where the maths came in."

 [Watch Chima's video](#)



Sara

"I'm more confident to help my children with maths. I don't shy away."

 [Watch Sara's video](#)

Political support

National Numeracy Day was supported by politicians on all sides of the house, with attendance at events and schools and promotion in the press and social media.

The Prime Minister, Ministers, Shadow Ministers and government departments all got involved and the first ever National Numeracy Day Parliamentary debate was held.

Alex Norris, Shadow Minister for Levelling Up, had a Big Number Natter with our CEO Sam Sims and Skills Minister Robert Halfon addressed our National Numeracy Leadership Council.

"I've always struggled with maths and numbers since I was a child. I struggle to read spreadsheets and graphs to this day. Sometimes when I look at a spreadsheet it looks like fog."
 Robert Halfon, Skills Minister



"No matter what you do in your daily life, whether that's at work, at school or in your family life, maths is around you. Maths is everywhere and we are doing it even when we don't think we are."

Alex Norris, Shadow Minister for Levelling Up

Watch the video

Across the UK

Heaps of number fun was had across the country on 17 May, with our charity’s supporters, partners and local authorities hosting their own National Numeracy Day activities and events.



In Scotland

With our Lead Delivery Partner Education Scotland, we organised a range of fantastic National Numeracy Day events for Scottish schools.

National Numeracy Ambassador, the Bake Off winner Peter Sawkins, had an afternoon of number fun with local children at an Edinburgh library.

Dundee FC footballer Luke McCowan was the star attraction at Scotland’s Assembly, helping children connect numeracy and sport.

Meanwhile, hundreds of pupils joined online sessions to hear how design, healthcare and farming professionals use maths in their jobs.



In London

We have a wide-ranging programme of work in London, kindly funded by the Lord Mayor’s Appeal.

To celebrate National Numeracy Day, Capital City College Group organised a host of activities at Westminster Kingsway College including quizzes, Big Number Natters and the National Numeracy Challenge.

Tower Hamlets Council celebrated across three days with 280 residents. A focus on the creative aspects of numeracy included growing vegetables, crafts and games in different languages.

Meanwhile, the Greater London Authority hosted an online Big Number Natter for residents on Talk London.

National Numeracy works with more than a dozen local authorities, as part of the government’s Multiply adult numeracy programme. They all got involved in National Numeracy Day.

Cambridgeshire and Peterborough Combined Authority (CPCA), a Lead Delivery Partner for National Numeracy Day, took the maths Multiply bus on the road, making numeracy accessible to residents. It also hosted a Big Number Natter at its Skills Provider Forum and its Multiply partners delivered online and in-person events.

The Association of Employment and Learning Providers invited National Numeracy to join panels at the Maths and English Summit and host Big Number Natters with its members.

Bristol City Council raised awareness of how Numeracy Champions can support maths anxious colleagues with an animation showing their support for people with real-life issues.

Gloucestershire County Council got residents chatting about numbers with Big Number Natters, numeracy quizzes and activities.

Leicestershire County Council hosted fun activities, games, competitions, and Big Number Natters to help boost number confidence.

Somerset Skills and Learning hosted Big Number Natters to get people talking and showcase the support they can offer.

South Tyneside made maths fun, engaging and relevant to everyday life with a host of activities including cooking and events for speakers of other languages.

Wiltshire County Council encouraged shoppers at the Shires shopping centre to share feelings about maths with a pick ‘n’ mix numeracy challenge and held events in local libraries and council buildings.



▶ **Stoke-On-Trent College and Stoke-On-Trent Council** hosted a ‘Stoke by Numbers’ day at Port Vale Football Club.

◀ **Cambridgeshire and Peterborough Combined Authority** took the maths Multiply bus on the road.

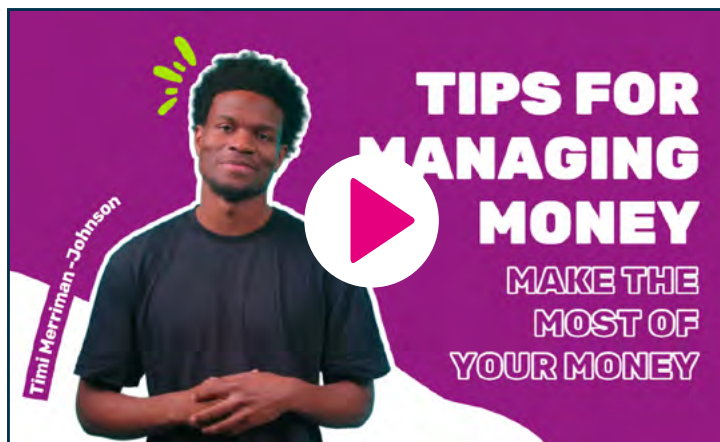


Supporting adult numeracy

Half the UK’s working-age population (49%) has the expected numeracy levels of a primary school child. So it’s vital adults get support they can use and put into practice in their everyday lives. National Numeracy has a decade of experience in offering genuinely helpful resources.

National Numeracy created a wide range of resources for National Numeracy Day. From learning tools to celebrity videos and downloadable materials, we offered something to inspire and support all.

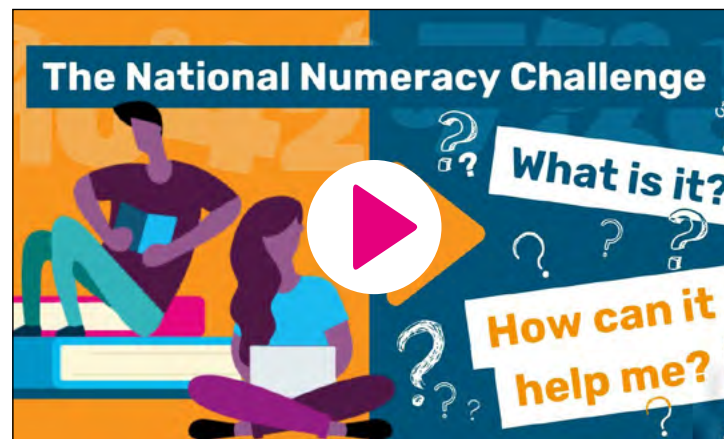
 Explore resources



National Numeracy Challenge

Our free online tool offers 300+ everyday maths questions, tutorials and multimedia resources to support adults to improve their numeracy. Adapting to the learning needs of the individual user, people can learn at their own pace, wherever and whenever suits them.

 Try the Challenge

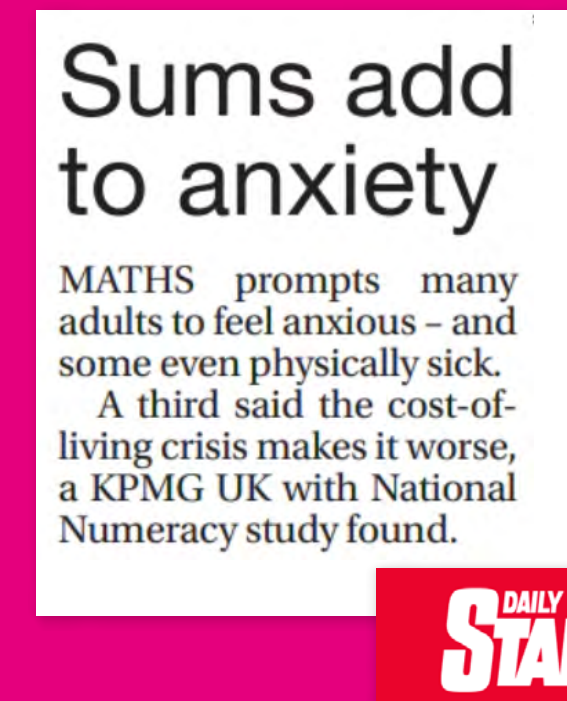
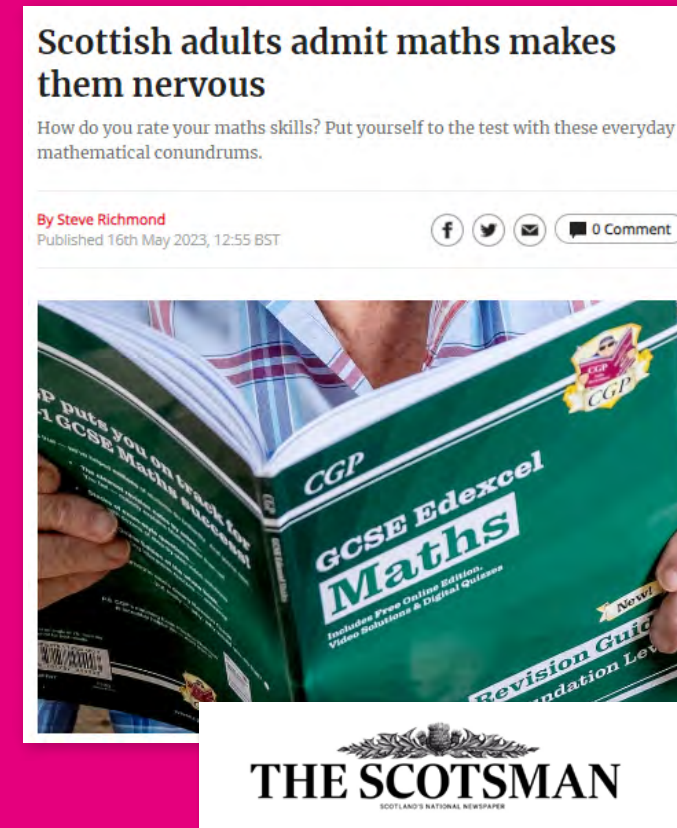


New research

Over a third of adults (35%) say that doing maths makes them feel anxious, while one in five are so fearful it even makes them feel physically sick.

The study of 3,000 UK adults found numeracy gives many feelings of fear or unease, while almost a third (29 per cent) say they actively try to avoid anything to do with numbers and data, according to new research commissioned by KPMG UK for National Numeracy Day.

 Find out more





The Big Number Natter

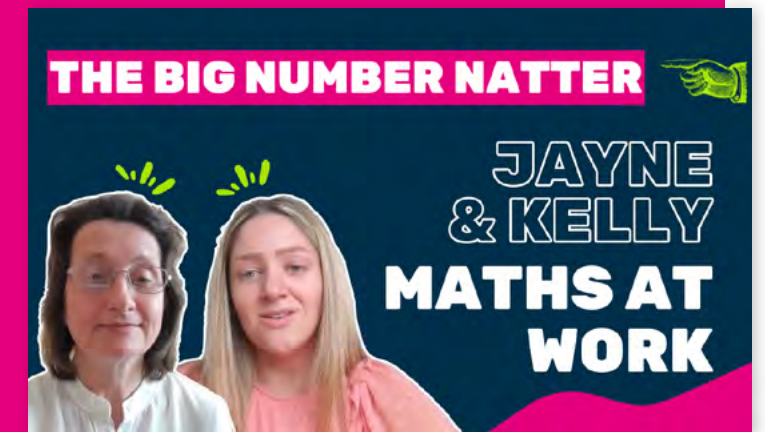
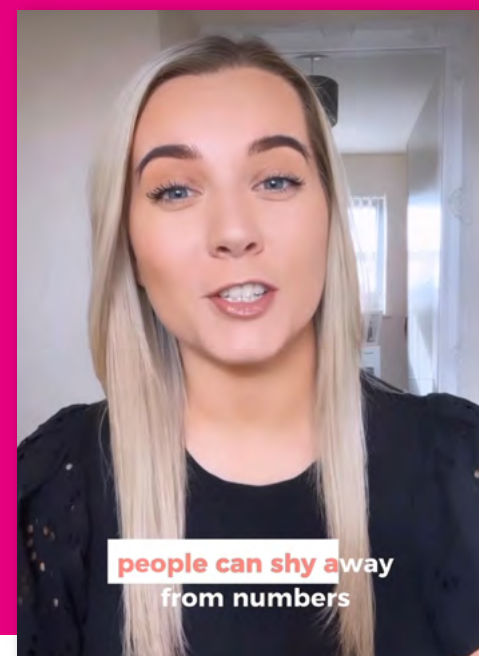
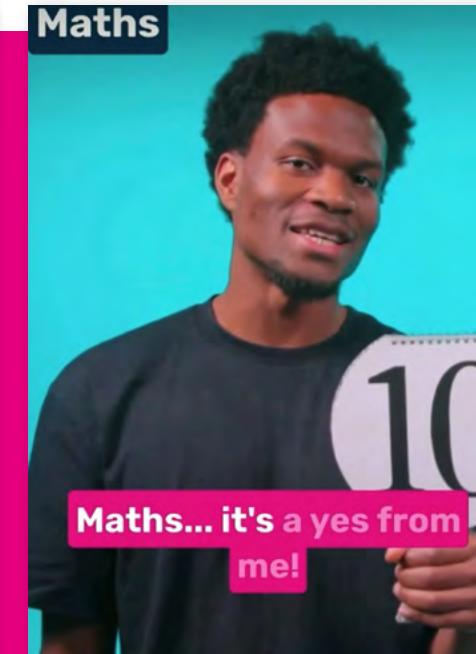
Love it or loathe it, everyone has something to say about maths! The Big Number Natter aims to show that numbers are a part of everyday life, whatever your job, lifestyle or interests.

Breaking down the artificial barriers that exist between numeracy, creativity and inclusivity was central this year, as was highlighting numeracy for managing money, crucial during this cost-of-living crisis.

We saw huge interest, with scores of celebrities, experts, politicians, business leaders, journalists and experts getting involved.

In the media, on social, in schools, workplaces, shopping centres ... everywhere people natter, they were nattering about numbers! Many thousands were inspired to start their numeracy improvement journey with our resources as a result.

 Find out more about The Big Number Natter



Our campaign inspires millions	A growing campaign	Real-life impact	Political support	Across the UK	Supporting adult numeracy	The Big Number Natter	Numeracy + creativity	Numeracy + inclusivity	Supporting children's numeracy	Children's activities	National Numeracy Day LIVE	Number Heroes competition	In the news	Leading the way with KPMG	Our Lead Supporters	Thank you	Join us
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Numeracy + creativity

The Big Number Natter set out to counter the pervasive idea that numeracy and creativity are mutually exclusive, instead of intrinsically linked.

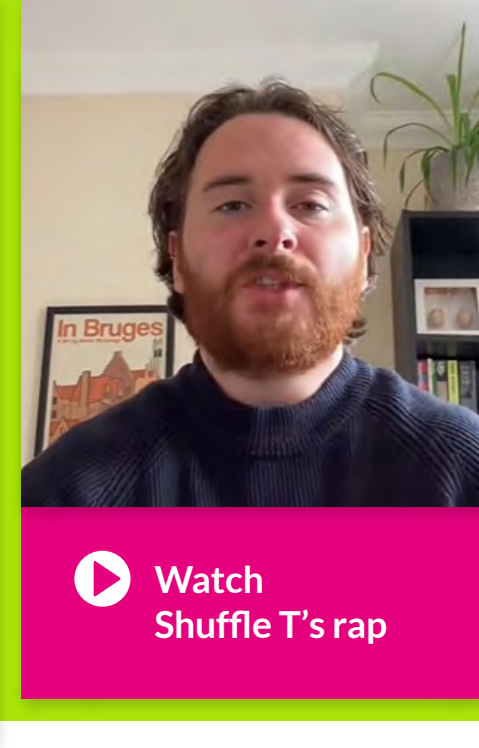
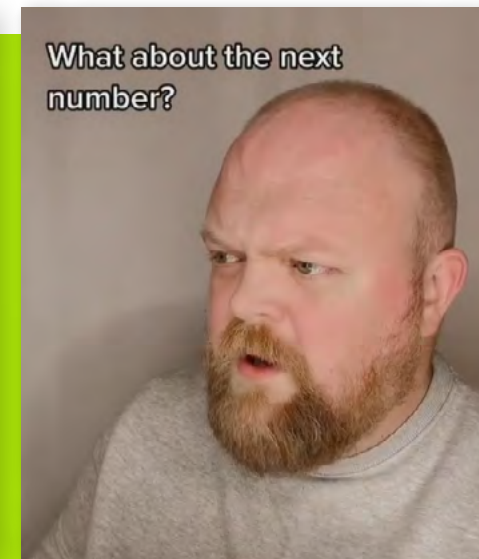
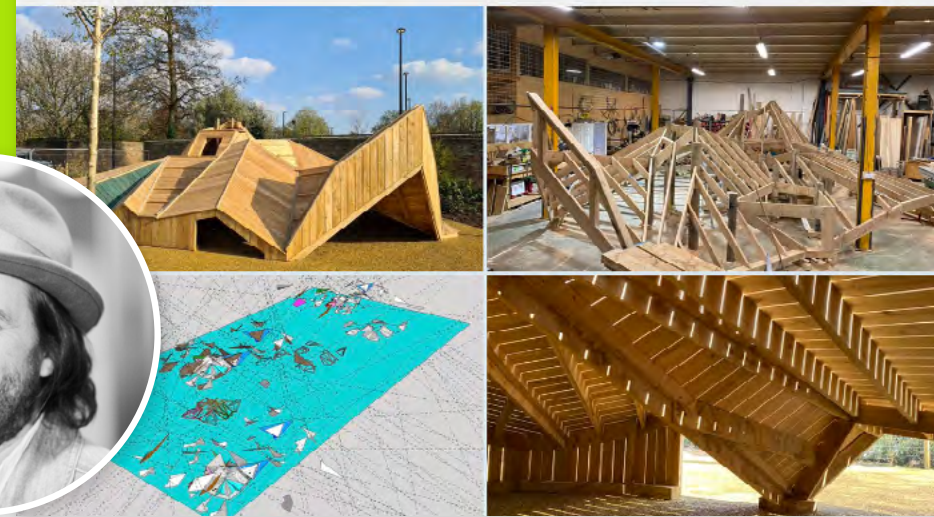
A host of famous faces from the worlds of television, music, design, comedy, literature and cooking talked about how numbers are the bedrock of their creative endeavours, be it filming a TV series, counting beats per minute, working out book plots or measuring ingredients.

TV's Chris Packham and Hugh Fearnley-Whittingstall, best-selling author Peter James, rapper Shuffle T and musician Nick Cope, 'George Clarke's Amazing Spaces' designer Will Hardie, comedians Tim Vine and Stage Door Johnny, chef Ching He Huang and baker Giuseppe Dell'Anno joined in.

▶ Watch some of The Big Number Natter videos



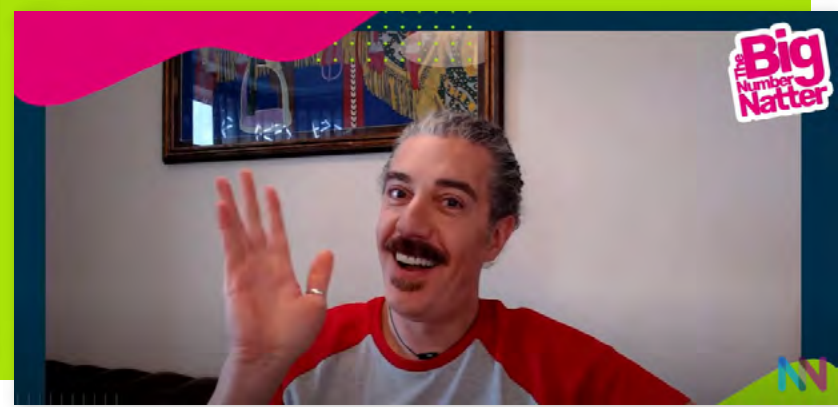
William Hardie @william_hardie · May 17
Often maths is seen as scary and difficult, I didn't really appreciate how useful it was till I applied it to making things. Maths can seem abstract until you use to solve a problem, then it becomes a real ally. Maths is a tool for creativity! @Nat_Numeracy #NationalNumeracyDay



Peter James @peterjamesuk · May 17
I'm known for being creative with words, but did you know I also use numbers in my work all the time? Check out this #BigNumberNatter I did with charity @Nat_Numeracy for #NationalNumeracyDay, in which I show how writers use numeracy too! 🗨️
nationalnumeracy.org.uk/news/best-sell...

Chris Packham @ChrisGPackham
I like unravelling the challenge of finite mathematics versus infinite artistic invention. The @Nat_Numeracy have created a free online learning tool in a first step to help improve the nations numeracy - have a look : nationalnumeracy.org.uk/challenge/bnn#BigNumberNatter#NationalNumeracyDay

Hugh Fearnley-Whittingstall @HughFW · May 17
Happy #NationalNumeracyDay! I'm joining the #BigNumberNatter Half the UK's adults severely struggle with numeracy, and that shouldn't be the case! Check National Numeracy's website and try the Challenge. It's a free tool that helps build your skills nationalnumeracy.org.uk/challenge/bnn



Numeracy + inclusivity

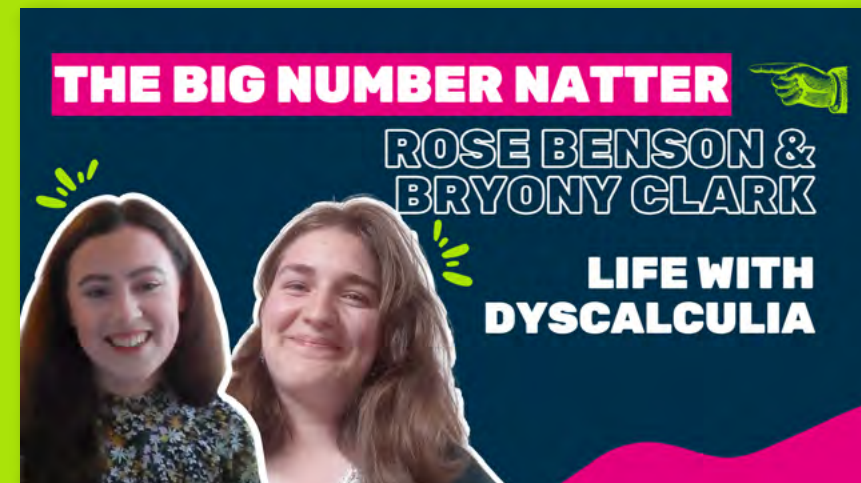
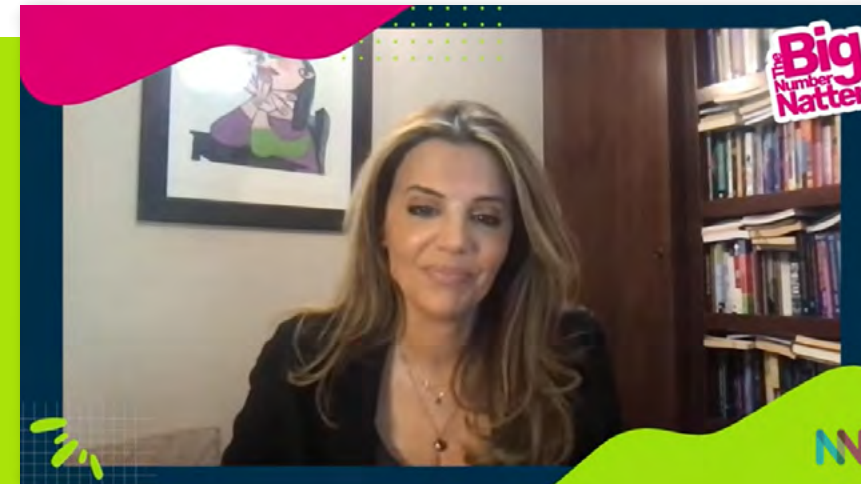
We want the whole nation to get nattering about numbers, so we strived to make The Big Number Natter inclusive for everyone.

We produced videos in British Sign Language and Sign Supported English, hosted conversations about dyscalculia with a range of supportive resources and explored number confidence from the psychological perspective with Dr Linda Papadopoulos.

Our Ambassador Timi Merriman-Johnson hosted a natter about numeracy from a cultural perspective with Grazia columnist Bola Sol and TV presenter Tayo Oguntomade.

Ambassadors Rachel Riley, Katya Jones and Iona Bain explored making maths work for women and girls, while SEND students from Derwen College shared how they feel about numbers.

[▶ Watch the videos](#)



Supporting children's numeracy

National Numeracy Day aims to inspire children of all ages to feel positive about numbers and support parents, carers and teachers too! This year 7,339 schools and education providers signed up to join in, a 92% increase on last year.

50,000 children joined our National Numeracy Day Live event and almost 10,000 entered to our Number Heroes competition. Kids danced with BBC CBeebies Numberblocks, played Bot Bingo with Numbots and held Big Number Natters the nation over.

 Visit the children's hub

Numberblocks

Our Ambassador Katya Jones and BBC CBeebies Numberblocks teamed up to offer a fun dance and activity sheets for little ones.

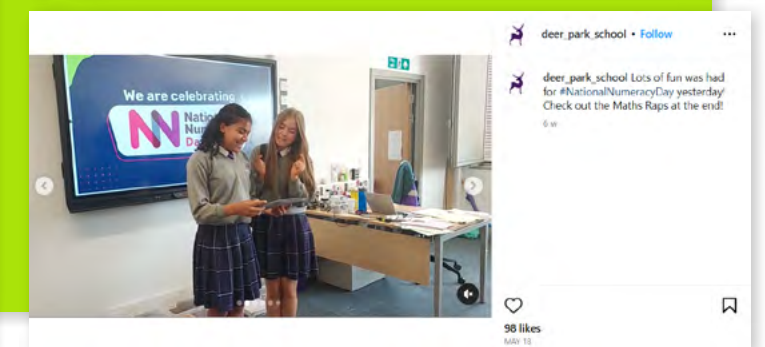
 Watch the video



Numbots

Who'll be the first to call 'Bot Bingo?' Our friends from Maths Circle created a fun, interactive game perfect for the classroom.

 Play Bot Bingo



Children's activities

Our celebrity ambassadors got children across the UK dancing, baking, rapping and saving their way to number positivity.

This year, Rachel Riley shared four fantastic tips that all kids can use to build their confidence with numbers. Each inspirational video was accompanied by a worksheet created by our experts to offer a genuine learning opportunity.

 [See the activities](#)



The collage consists of five distinct cards, each with a different background color and featuring a celebrity ambassador. Each card includes the ambassador's name, a photo of them, and a title for their activity. The cards are:

- Harry Baker:** "NUMBERS & RAPPING PART OF THE CHALLENGE IS TAKING A RISK" (Pink background)
- Rachel Riley:** "NUMBER CONFIDENCE TIPS FOR CHILDREN" (Blue background)
- Timi Merriman-Johnson:** "ACTIVITIES TO HELP CHILDREN FEEL GOOD ABOUT MATHS & MONEY" (Orange background)
- Katya Jones:** "MATHS & DANCING HAVE A LOT IN COMMON" (Purple background)
- Peter Sawkins:** "BAKING FUN THE SECRET INGREDIENT IN ALL OF MY BAKES IS NUMBERS" (Light Green background)

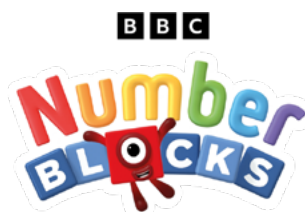
National Numeracy Day LIVE

We joined forces with West Ham United Foundation and BBC CBeebies Numberblocks to bring 30 minutes of non-stop number fun to schools across the UK on National Numeracy Day.

Livestreamed from Rosetta Primary School in London, the event was hosted by two of our ambassadors, Katya Jones and Bobby Seagull. Kicking things off with her National Numeracy Day dance routine, Katya helped us get warmed up before Bobby put our number knowledge to the test with his Big Number Fun Quiz!

More than 50,000 kids joined in from schools across the country on the day. Many were inspired to keep boosting number confidence throughout the day, with classroom rap battles and dance-offs being shared on social media.

 Watch the event



"I found the event really fun and entertaining, I liked the dance that we did and the quiz. It made me feel more happy about maths."

Bella, pupil at Rosetta Primary School

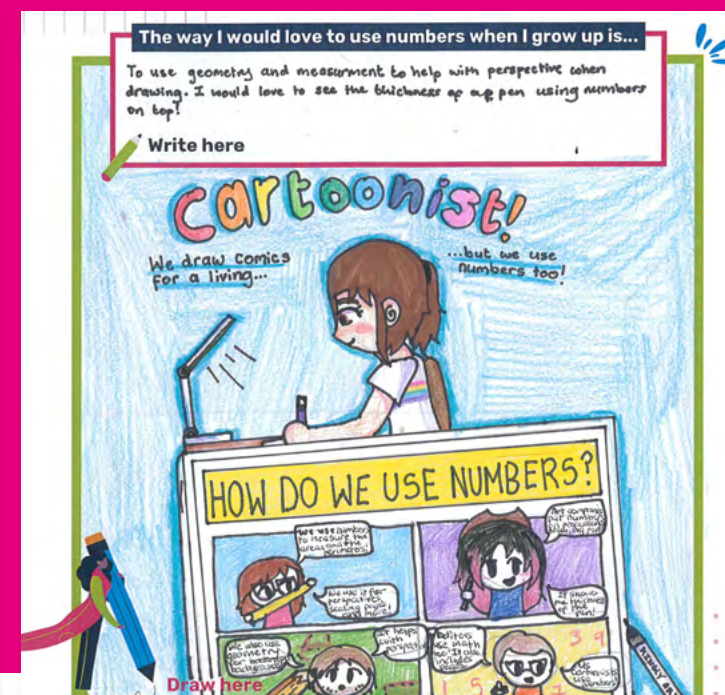
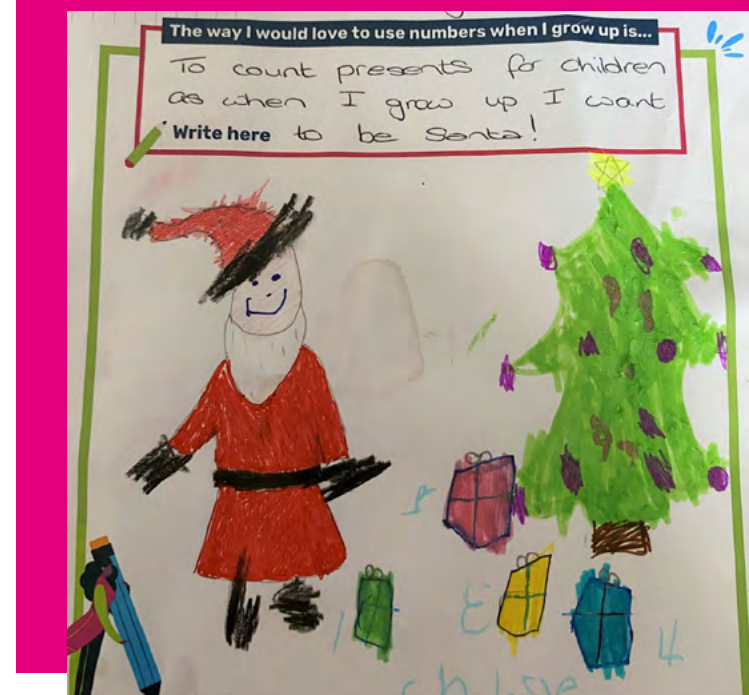
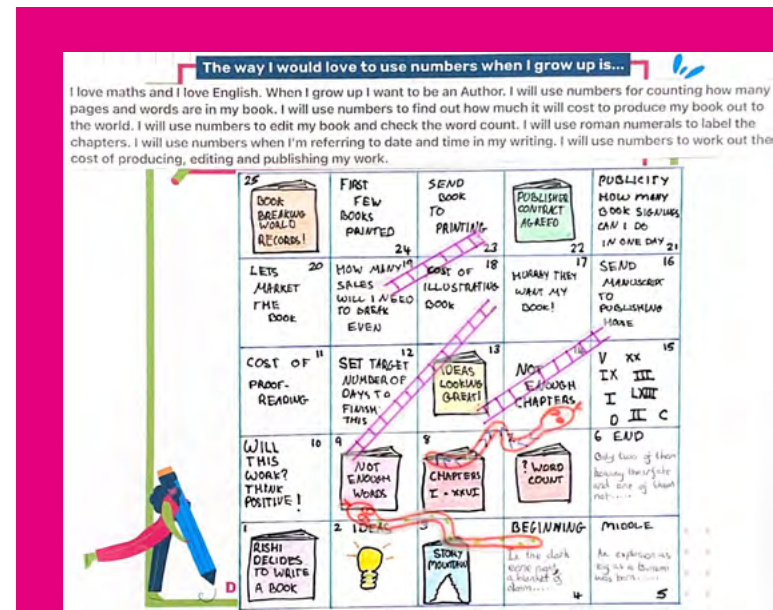


Number Heroes competition

Our annual Number Heroes competition saw a record-breaking 9,600 entries from children showing us how they would use numbers and maths in their dream job or hobby.

National Numeracy Ambassador Bobby Seagull judged the winners of six categories spanning ages 3-13, as well as children and young people in receipt of SEN support or an EHCP.

The six prize bundles, worth over £1,000 each for the winner's schools, were made possible thanks to the generosity of Black & White Publishing, KPMG, Numberblocks, Numbots, Oxford University Press, Times Tables Rock Stars, and White Rose Maths.



In the news

News about National Numeracy Day reached further than ever before, with 356 media mentions, over 100 more than last year.

Via national, regional and local media, our 2023 campaign reached 261 million people, 53m people via print and broadcast coverage and a further 208m people via online readership.

Martin Lewis kicked off the day itself on ITV1's Good Morning Britain with a 'pizza maths' puzzler that ran for three hours. Martin talked again at length about our new research and being an Ambassador for our charity on BBC Radio 5 Live.

Ambassadors Rachel Riley and Bobby Seagull both promoted the day on TV and radio, while national tabloid, mid-market and broadsheet newspapers covered the issue.

We also had huge Big Number Natter coverage on radio stations – the perfect medium for listeners to share how they feel about maths.



Good Morning Britain



TOP TWITTER TREND
#NationalNumeracyDay
TRENDED NO1 IN THE UK

Susanna Reid @susannareid100

Join us for a pizza the action @GMB @MartinSLewis

One 15" pizza for a £10 or two 10" pizzas for £10? #NationalNumeracyDay

6:10 **itv1** Good Morning Britain

YOUR MONEY EXPERT HELP for you

Main maths lessons key to keeping on top of your cash

Mirror

The Argus

THE TIMES

PERDITA FRASER | RED BOX

When it comes to maths, the PM should focus on women

Perdita Fraser | Wednesday May 17 2023, 12.01am, The Times

Peter James gives readers a unique insight into his thought process when writing his best-selling novels (Image: Allan Hutchings)

By Daniel Green Digital reporter @DanGreenJourn

Share **No Comments**

Leading the way with KPMG

National Numeracy Day Founding Supporter KPMG got its whole business involved with a week of activities across the country.

From hosting four masterclass events across its offices in Glasgow, Birmingham, Manchester, London and Bristol to school volunteering and virtual sessions for schools with universities in Cambridge, Leeds and Nottingham, it was an action-packed week.

The masterclass events saw KPMG hosting Q&A sessions for pupils with inspirational speakers talking about using numbers in their careers.

Bina Mehta, Chair of KPMG UK led the London session alongside KPMG apprentice Tahiya Gupta and National Numeracy Ambassador Timi Merriman-Johnson.

The panel took some tough questions from the students and were able to debunk some common maths myths. Together, they explored how number confidence can improve life outcomes.

KPMG colleagues engaged over 4,000 school students in National Numeracy Day, with over 119 volunteers supporting the campaign.



“The students really engaged in our masterclasses, and explored how numbers can help us understand the world around us.”

Senior partner, KPMG

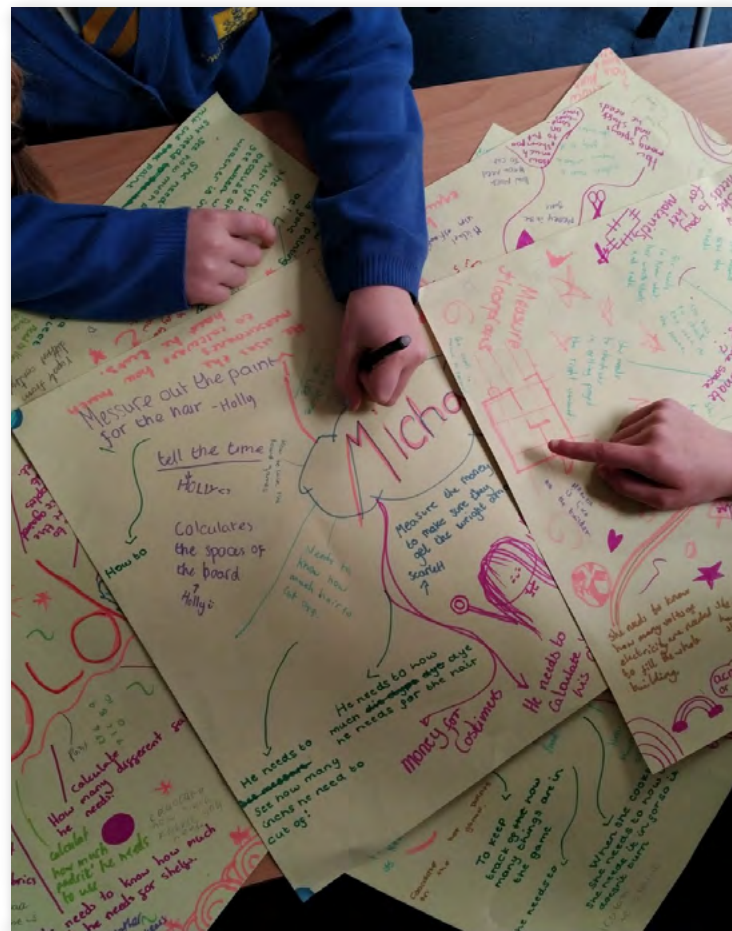


“What a fulfilling and fantastic time I had delivering a “Maths Masterclass” at my daughter’s primary school.”

Director, KPMG

Our Lead Supporters

We couldn't deliver National Numeracy Day without the generosity of our Lead Supporters, who champion the campaign and inspire their colleagues, customers, clients and communities to get involved.



Our corporate volunteering programme

National Numeracy runs a corporate volunteering programme and this National Numeracy Day volunteers from our partners Capital One, Experian and Vanquis Banking Group visited 10 schools in Bradford, Chesterfield, London and Nottingham delivering sessions to 1,335 children.

Our corporate volunteers shared their own stories and experiences, inspiring young people to see the value of maths beyond school and make the connection between what they're learning now and how they'll apply those skills later in life, in the world of work.



"The children were really receptive to the concepts and learnt a lot from the volunteer. It was a great experience for them, and it fits our school vision of aspiration for all."

Lorna Dermody, Head of School at Mellers Primary School, Nottingham

Staff engagement

- Bloomberg promoted the National Numeracy Challenge with over 300 staff checking their skills.
- The Capital One workforce nattered about numbers with Ambassador Katya Jones.
- Vanquis Banking Group hosted a 'Time to Talk' webinar for their staff and shared staff Big Number Natters.
- Lord Mayor's Appeal hosted its own Big Number Natter encouraging staff to share how maths makes them feel.

Engaging customers and clients

- Partners including TP ICAP and the Lord Mayor's Appeal showcased their involvement in National Numeracy Day across their social media channels. The Lord Mayor himself even joined in!
- Experian engaged its customers via its app, website and email newsletters.
- Amazon celebrated with free maths games, events and even Alexa joined in with number jokes.
- Barclays LifeSkills, S&P Global and Ufi VocTech Trust showcased the campaign in their newsletters.
- Experian, Capital One and Vanquis Banking Group published articles in The Drum, UK Finance, and on LinkedIn.

Thank you



Sam Sims
Chief Executive of
National Numeracy

National Numeracy Day 2023 has shown beyond all doubt there is a huge appetite in the UK for a day dedicated to everyday numeracy. Our unique campaign is growing rapidly; it's now ten times bigger than just two years ago.

We are incredibly proud that National Numeracy Day has inspired people to take 1.5 million actions towards improving numeracy since it began in 2018. Our campaign's growth busts the myth that Britons aren't interested in maths. They are, when maths is applied to everyday life, at home, at work and in people's pockets.

That's what this campaign and our charity is all about – supporting people to make changes that have far-reaching positive effects for themselves, their families, communities and society as a whole.

As Martin Lewis, our fantastic Ambassador, told BBC Radio 5 Live listeners on National Numeracy Day: "Numeracy skills are important when it comes to dealing with your money. You don't have to be a mathematical genius, but good functional mathematics enables you to navigate and direct yourself through the maths of financial decisions ...

it's empowering, certainly in your financial life, but in many other areas of life."

We are very grateful for the incredible support of our partners. To the campaign's founding supporter KPMG, our lead supporters, delivery partners, ambassadors, the schools and organisations who signed up to support the day and the many people who shared their own maths journey in order to inspire others: a heartfelt thank you.



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

The strength of engagement in this year's National Numeracy Day has been truly inspiring with over 9,000 businesses, policymakers, schools, charities and other organisations taking action to bolster the nation's number confidence and ensuring numeracy skills get the attention they deserve.

Numeracy skills are essential; they help us navigate daily life and if we want to build a more prosperous and fairer society, we need to tackle poor numeracy. We know that low confidence with numbers is correlated with debt vulnerability, unemployment and fraud. Encouragingly number confidence isn't reserved for mathematicians, it's a skill that can be improved at any age.

I am so proud that KPMG, as founding supporter of National Numeracy Day, is playing its part in raising awareness of this issue, to improve essential skills and drive social mobility across the UK.

Join us

As National Numeracy Day continues to grow, we're immensely grateful for our partners' commitment and their belief in our work as a vehicle for positive change.

This year, our campaign has reached new levels of engagement in every corner of the country, allowing us to support communities where there is the greatest need and support more people than ever to take steps to improve their numeracy. We are so proud of what we are achieving together, and we want to keep going until the whole nation feels number confident. Could you join us? As you can see, working with us brings a host of strategic business benefits and we'd be delighted to discuss the ways we can work together. Please email ellie@nationalnumeracy.org.uk to arrange a chat.

Contact Us

For more information please get in touch:

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

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

Thank you to our 2023 supporters:

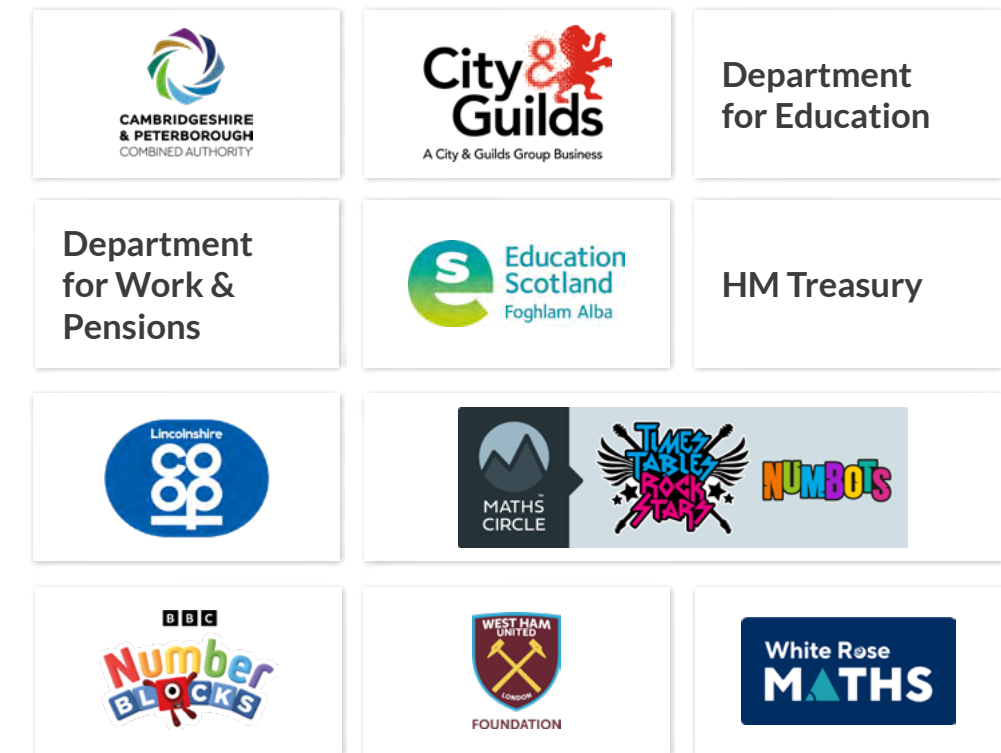
Founding
Supporter:



Lead Supporters:



Lead Delivery Partners:



[Find out more about our National Numeracy Day 2023 supporters and partners](#)