



Become a National Numeracy Day Champion and help us improve numeracy across the UK

The UK's first National Numeracy Day will take place on the 16th May 2018.

National Numeracy Day will be an annual celebration of the importance of numbers in everyday life and will help to reframe attitudes to numeracy. The day aims to bring together individuals, employers, educators and supporters from across the UK to help us improve numeracy levels.

The central message is: 'We are all numbers people'.

Poor numeracy costs the UK economy over £20bn every year. Nearly half (49%) of UK working age adults currently have the numeracy levels that we expect of primary school children, and this is having a significant negative impact on them, employers and society overall.

Our aim in year one is to help more than 20,000 people take action to improve their numeracy. We will reach them through National Numeracy Day Champions and a national campaign backed by leading voices including Martin Lewis, Rachel Riley and Andy Haldane.

We are now in the process of gathering support for the Day from a wide range of organisations to provide both funding and also to engage people directly so that we can reach as many people as possible. There are three categories of support: Lead Supporter, Supporter (both providing funding) or a Champion and we see Champions committing to engage at least 50 people to check whether they have the 'Essentials of Numeracy' using our free online tool nchallenge.org.uk

The role of a National Numeracy Day Champion

Being a Champion of the first ever National Numeracy Day in the UK means that you will have access to our toolkits to engage and support people (be they your staff or students or customers or members) to improve their numeracy, and will receive official recognition of your role as a Champion on the National Numeracy Day website.

In return for committing to engage at least 50 people, you will get:

- The National Numeracy Day toolkits, including mini quizzes, posters and activity ideas
- Use of Champion logo across own channels
- Visual branding on National Numeracy Day website: numeracyday.com

Please contact Lauren Street at lauren@nationalnumeracy.org.uk or 01273 915044 for further information or to sign up as a Champion or Supporter.