

JOIN US FOR...

The **Big**
Number
Natter



WHAT IS THE BIG NUMBER NATTER?

Love it or loathe it, everyone's got something to say about maths and we want to hear it!



What is it?

- The Big Number Natter is the UK's only nationwide conversation about numbers
- It inspires adults to open up about their feelings about numbers and show how numbers are used in everyday life
- It is part of [National Numeracy Day](#) from the charity [National Numeracy](#)

Why should I get involved?

- Half of the UK's working-age adults have the numeracy levels of a primary school child.
- Low numeracy makes people vulnerable to debt, unemployment, poor health and fraud – all of which are exacerbated by the cost-of-living crisis.
- Sharing your thoughts and experiences will help the nation feel better about numbers.

PREVIOUS MEDIA COVERAGE



TOP TWITTER TREND
#NationalNumeracyDay
TRENDED NO1 IN THE UK



HELP THE UK TO FEEL MORE CONFIDENT WITH NUMBERS

Famous faces from the worlds of entertainment, media and business are sharing their stories and personal experiences using #BigNumberNatter on their social media channels.

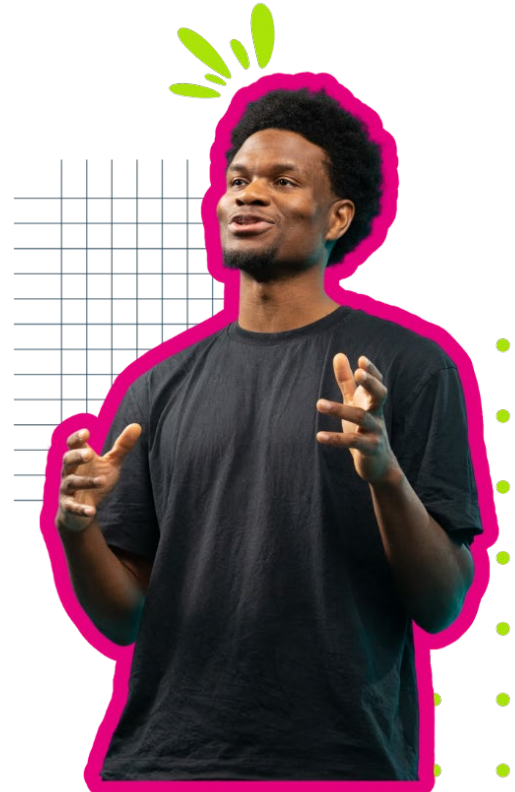
Martin Lewis and all [our other celebrity Ambassadors](#) will be too.

Will you join them?

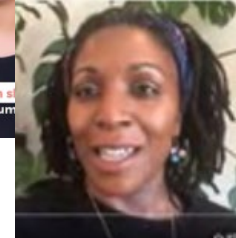
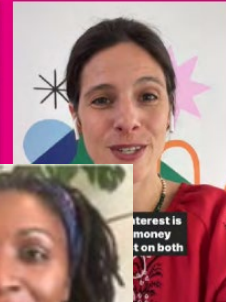
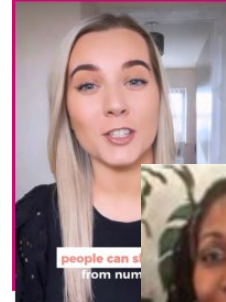
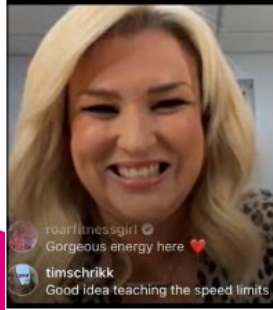
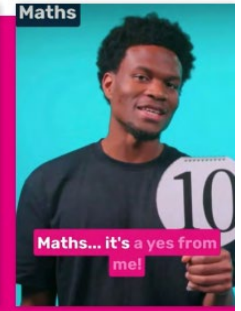
With the cost-of-living crisis, the need for people in the UK to understand and be confident to work with numbers has never been greater.

Energy prices, food bills, helping kids catch up at school, getting into work... it all needs a bit of number know-how!

Sharing your thoughts on your social media channels, or just amplifying our posts, helps millions of people feel better about the numbers in their lives.



PREVIOUS CELEBRITY SUPPORT



GET INVOLVED!

National Numeracy Day is on Wednesday 22 May, but feel free to post anytime in May. Visit our [celebrity toolkit page](#) for social media assets to use.

1. **Strapped for time?** Help us promote the campaign using [one of our static graphics](#) or by sharing one of our posts and encourage people to do one thing this National Numeracy Day – try our free numeracy improvement tool the National Numeracy Challenge. Or even just amplify one of our posts!
2. **Got a little bit of time?** Create a video or post sharing your feelings about numbers, reveal your top number tip or trick, or tell people about a maths mishap you've had. The good, the bad or outrageously funny... numbers don't need to be earnest, so feel free to use humour!
3. **Got some more time?** Host your own Big Number Natter live on your Instagram or TikTok – get your followers joining in with a Q&A or ask them to comment sharing their own experiences.

Remember to tag us!

CHECKLIST

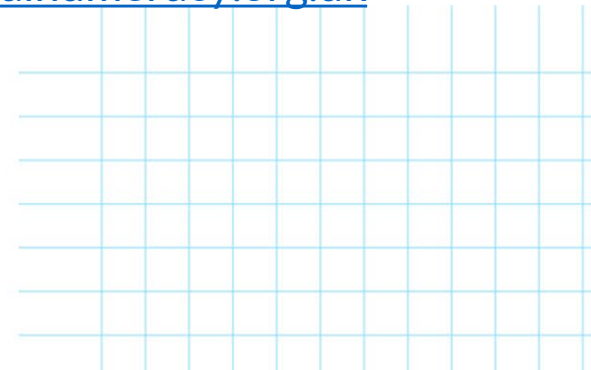
1. **Share your support and promote the Big Number Natter** on social media via stories, videos, tweets, TikTok, reels...whatever you prefer
2. **Grab some assets** from [the celebrity toolkit](#)
3. **Include the hashtags** #BigNumberNatter and #NationalNumeracyDay
4. **Tag National Numeracy** using the handles below and we'll share your content
5. **Invite people to try the free National Numeracy Challenge** and start improving their skills in 10 minutes: www.nationalnumeracy.org.uk/challenge/bnn

TAG US...

- **Instagram:** @nationalnumeracy
- **TikTok:** @nationalnumeracy
- **Facebook:** @national_numeracy
- **X:** @Nat_Numeracy
- **LinkedIn:** National Numeracy

CONTACT US...

- **Communications Team**
comms@nationalnumeracy.org.uk



WHAT IF I'M NOT A 'NUMBERS PERSON'?

The Big Number Natter is all about how you feel about numbers. So, even if you don't feel great about them (yet!) we want you to talk about it.

- Lots of people say they hate maths, can't do numbers or don't need them, but the UK's culture of boasting about being bad at maths is harmful.
- Millions of people, particularly the disadvantaged, are at great risk from unemployment, debt, fraud or poor health because of low numeracy.
- We all use numbers in our everyday lives, so help us show that creatives, artists, musicians, sports people and actors use numbers in their everyday lives, as well as scientists, builders and accountants!
- If you *are* a numbers person, that's great too! We'd love you to get involved and share your experiences.

WHAT IS NATIONAL NUMERACY DAY?

[National Numeracy Day](#) is the flagship annual campaign from the independent charity [National Numeracy](#).

- The UK's only day dedicated to everyday maths.
- Celebrates the importance of numbers for children and adults.
- Inspires everyone to improve their numeracy, opening up opportunities and brighter futures.
- Encourages people to take the first steps to improving their number confidence and skills using our [fun, free and practical resources](#), including the [National Numeracy Challenge](#).
- Has inspired 1.5million actions to improve numeracy across the UK since it began in 2018.

