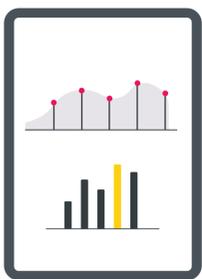


IMPROVING BRITAIN'S NUMERACY LEVELS



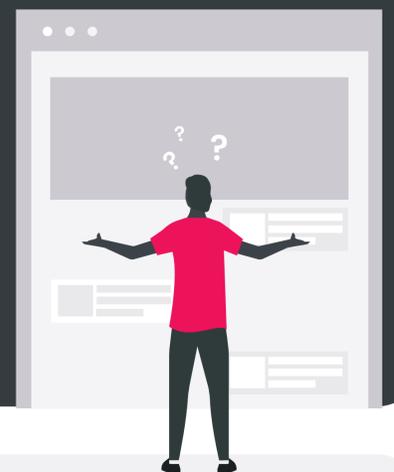
The Client



- › National Numeracy are an independent charity that promotes the importance of numeracy and “everyday maths”.
- › Their goal is to increase the engagement in lifelong numeracy learning for every adult in the UK.
- › They aim to challenge negative attitudes towards maths and influence public policy.

The Challenge

- › A decline in the level of numeracy skills, with a proportion of working age adults in England with skill levels equivalent to GCSE “C” grade or above.
- › 1 in 4 adults in the UK believe maths in school did not prepare them well for maths in everyday life.
- › Numeracy skills decrease as we get older, but the need for them increases.
- › Too few people take steps to improve their numeracy.
- › National Numeracy want to raise awareness of these issues to encourage and engage users in improving their numeracy skills.



Read the full case

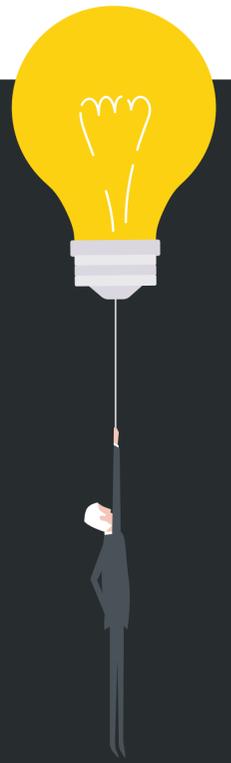


“Good numeracy is the best protection against unemployment, low wages and poor health.”

Andreas Schleicher, OECD

The Solution

- › **Acquia Site Studio**
A web kit that that Coherence Digital are experts at integrating. It delivers low-code site builds, enabling editors to change messaging, create and publish pages with no coding skills.
- › **Coherence Web Design Systems**
A reusable component and design pattern library that ensures the marketing team always stay on brand.
- › **Drupal 9 CMS**
The latest open source technology, so no proprietary issues.
- › **Acquia hosting**
Enterprise grade cloud hosting for Drupal and over 4000 companies and organisations.



The Results

- › We launched an online learning tool to improve the users maths skills and build their confidence.
- › We created the National Numeracy Day campaign website, to celebrate numbers. The inaugural event was a huge success, with over 25,000 new people registering to take the challenge.
- › Over 200 workplaces and schools engaged.
- › 5 million unique question points since launch.
- › And maybe most importantly...

77,000

people registered to improve their numeracy in 2018



“Choosing Coherence is the best decision we’ve made – they consistently over-deliver and are a pleasure to work with.”

Paul Milner, Head of Development, National Numeracy

Read the full case

