



# The Big Plus

## **What is The Big Plus?**

One in five adults in Scotland needs help with reading, writing and numbers – that's as many as 800,000 people.

It affects people's lives in all sorts of ways. For some it means difficulty understanding and filling in forms. For others it means avoiding promotion or training at work, or not being able to help their kids with homework. And it can mean missing out on lots of the good things in life – at work and at home.

In 2001, The Scottish Government set out a plan to address this issue with new funding to ensure free learning opportunities across the country. This funding is distributed through the 32 local authorities to Adult Literacy and Numeracy Partnerships.

Part of their strategy was to raise awareness of the issue, that's why The Big Plus is here – it's Scotland's national awareness raising campaign for adult literacy and numeracy.

Launched in January 2004, The Big Plus campaign is funded by Learning Connections with marketing support provided by learndirect scotland.

## **What are its objectives?**

- To raise awareness of literacy and numeracy issues;
- To reduce the stigma attached to literacy and numeracy needs;
- To attract learners into the free provision across the country.

## **What is the role of learndirect scotland?**

- To raise awareness through advertising and publicity raising initiatives;
- To manage a free helpline service: 0808 100 1080;
- To maintain a website [www.thebigplus.com](http://www.thebigplus.com) and e-mail response service;
- To direct callers to local learning provision and send them a pack which includes a motivational film;
- To supply free resources, support materials and distribution to the sector;
- To encourage intermediary organisations dealing with potential learners to help us promote the campaign;
- To undertake research to inform decision making.

## **What is the expected role of the partner?**

To help promote the campaign by:

- displaying or distributing Big Plus materials;
- including the logo and helpline number in printed materials;
- including a link to [www.thebigplus.com](http://www.thebigplus.com) in their website.

## **Contact details**

The helpline number is 0808 100 1080 and is free from landline phones, however may incur charges if called from a mobile phone. The website is [www.thebigplus.com](http://www.thebigplus.com)