

Number Confidence Week 2020 Impact Report

READ REPORT

NN National
Numeracy
Getting on with numbers

Founding Partner:



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Why Number Confidence? Why Now?

This autumn the UK faced deep uncertainty in areas crucial to the UK's resilience and wellbeing. There was an urgent need for people to feel more in control and confident to tackle the challenges faced due to Covid-19, at work, home and school. National Numeracy and our partners wanted to continue making a meaningful contribution during this time.

So, on 2 November 2020, together with Founding Partner TP ICAP and Lead Partners Experian, KPMG and Santander, we launched a brand-new campaign, Number Confidence Week, to help people feel better about getting on with numbers.

"I have recently been offered a job... I walked in [to the interview maths test] proud, because I had confidence in my maths."

ljeoma

We know that gaining number confidence is the first step to gaining the number skills that help in everyday life, for getting into work, managing money, or helping children with their learning.

We also know that many people have low number confidence and experience stress, anxiety or fear when working with numbers. It's understandable, but it can be overcome.

Number Confidence Week empowered people and helped them feel better equipped to navigate this extraordinary time, providing positive, practical and empowering solutions that made sense.

"In my work maths is really important, for medication, observations... It's there on a daily basis, so it's good to feel more confident."

Mel

Half the working-age population of the UK (49%) has the numeracy level expected of a primary school child. Struggling with numbers can make people more vulnerable to debt, unemployment, poor health and fraud, and impacts mental health and opportunities – all exacerbated by the Covid-19 crisis. But having the belief that you can improve your skills is the biggest indicator that your numeracy skills will improve. So, number confidence is that first, crucial step.

Our campaign content was tailored specifically for those who have low number confidence, inspiring and encouraging them to take action and start to feel better about understanding and working with numbers.

With TP ICAP we tackled one of the persistent challenges of number confidence; that the experience is more prevalent in women than men. With Santander we supported parents, carers and teachers to help children feel confident and ready to learn. Our work with Experian helped people with tips on how to manage their money. And with KPMG we supported social mobility with learning about numbers in the news.



Watch Number Confidence Week highlights



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Number Confidence Week in numbers

19,000

People engaged with the National Numeracy Challenge

50

Young women webinar attendees

22,000

People took action towards building their confidence with numbers

1,100

Resources downloaded

2,000

YouTube video views

155,500

Instagram impressions

6,400

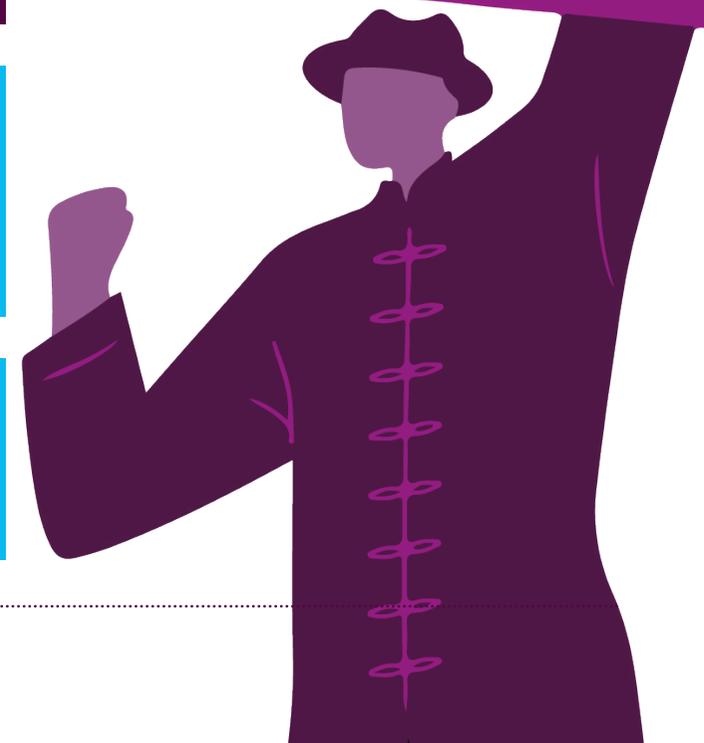
LinkedIn post views on National Numeracy's profile

176,000

Twitter impressions

143,000

social video views

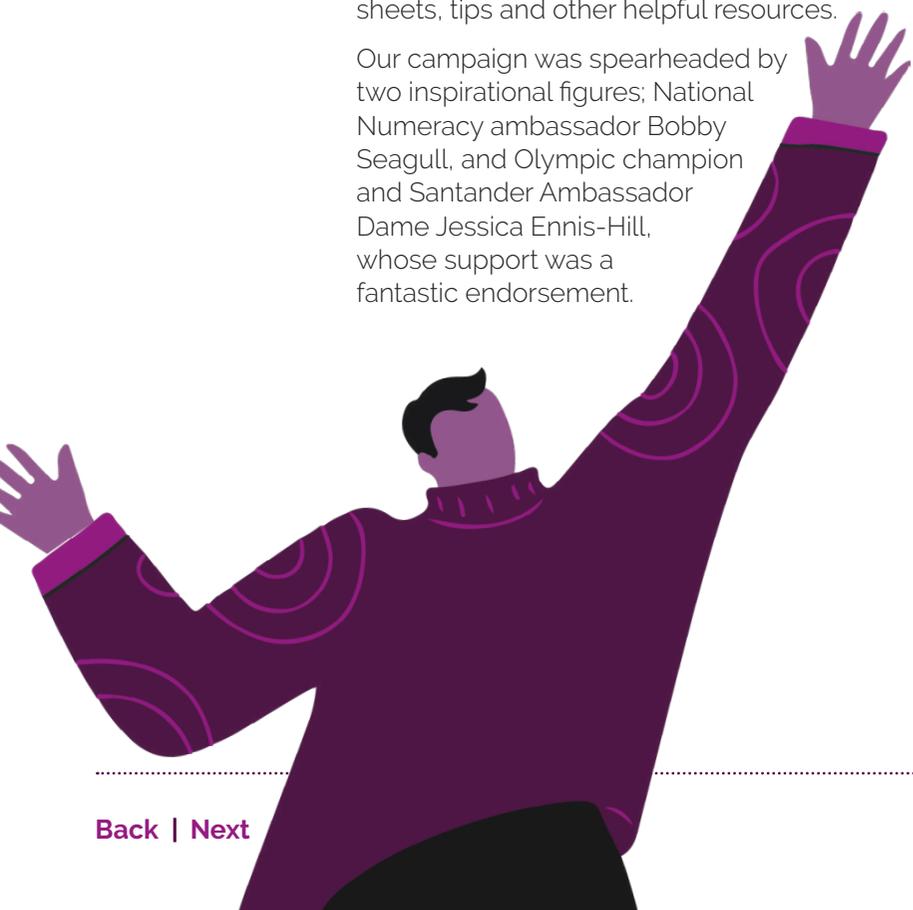


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Campaign content

We wanted to show how improving number confidence can be of practical help to people in crucial areas of their lives. So, thanks to the support of our Founding Supporter TP ICAP and Lead Partners Experian, KPMG and Santander, we created a suite of activities and resources that brought the issue of numeracy alive in real-life situations with videos guides, activity sheets, tips and other helpful resources.

Our campaign was spearheaded by two inspirational figures; National Numeracy ambassador Bobby Seagull, and Olympic champion and Santander Ambassador Dame Jessica Ennis-Hill, whose support was a fantastic endorsement.



Women and number confidence, with TP ICAP

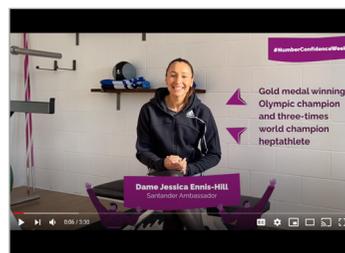


With TP ICAP we sought to empower young women to boost their number confidence. Our report investigated

why low number confidence affects women's career prospects; our social video series told real stories to inspire; and our webinar heard from women in financial services and journalism on how they improved their own number confidence.

[Read the report](#)

Supporting children, with Santander



With Santander we created video guides and resources to help families boost their number confidence

and feel better about maths, starring Dame Jessica Ennis-Hill and Bobby Seagull.

[Watch the video](#)

Managing money, with Experian



With Experian we created a Managing Money video guide that covered five areas to help people make the most of

their money at this challenging time, including budgeting and shopping around.

[Watch the video](#)

Enabling social mobility, with KPMG



KPMG and The Economist Education Foundation's Numbers in the News video workshop helped people

to understand the numbers they see, read and hear about in the media.

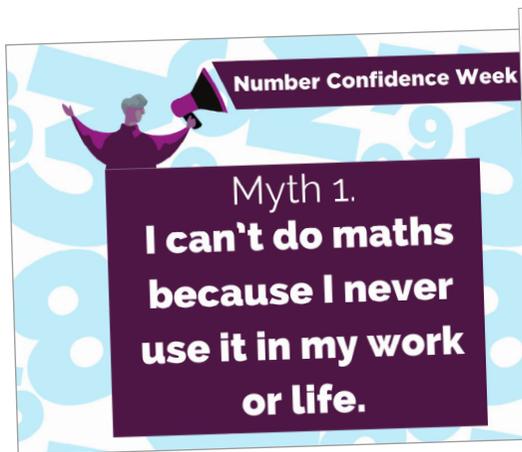
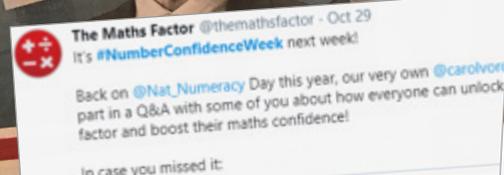
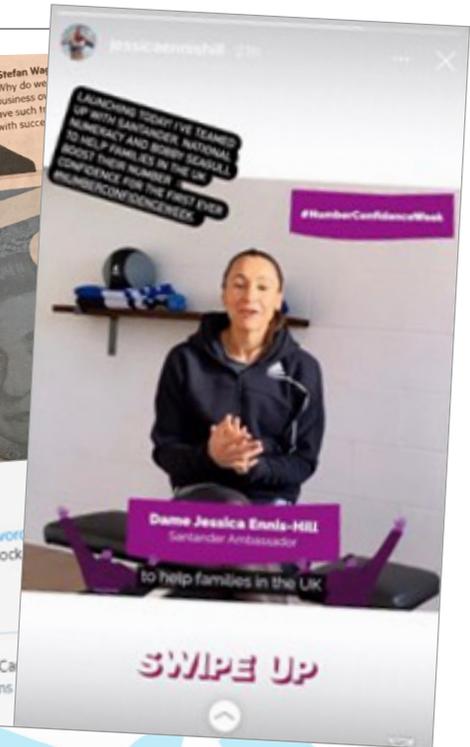
[Watch the video](#)

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Social and media activity

We launched Number Confidence Week with a fantastic media coup; the cover story of the Financial Times Money section. The FT featured Bank of England Chief Economist and National Numeracy vice-chair Andy Haldane 'in conversation' with Bobby Seagull about number confidence and its importance to individuals, communities and the economy.

Our vibrant and engaging social media campaign ran on all major channels including Facebook, Twitter, Instagram and LinkedIn across Number Confidence Week and throughout the rest of November. Posts were amplified by our supporters on their own channels and the campaign saw celebrities, politicians, schools and beneficiaries joining in to share resources and their own experiences.



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In their own words

We want people with low number confidence to know that many of us struggle with it, but that it can be overcome. Who better to get this message across than the people who have tackled this issue and improved their number confidence, and often much more besides?



Numeracy should not stop you from progressing or taking opportunities... It has opened so many doors for me and it's exciting, I can't wait for other doors to open.



Maryam's story

Improving her number confidence really helped Maryam feel confident enough to apply for a job that she really wanted.



You are more than capable of overcoming that fear, building your confidence, applying for roles and having a career in financial services.



Danielle's story

Danielle improved her number confidence and went on to excel in a career that relies heavily on working with numbers, achieving far more than she thought possible.



Without number confidence I wouldn't have had the courage to take on a new role, and I wouldn't now be applying for the jobs that I am.



Jason's story

Improving his number confidence has helped Jason apply for new kinds of jobs and support his children's learning.

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A word from our supporters



TP ICAP, Founding Partner

A successful UK financial services sector needs diverse and numerate talent. However, low number confidence creates a barrier to entry to our industry. At TP ICAP, we want to break down this barrier, which is why we are so proud to have been the Founding Partner of Number Confidence Week. Together with National Numeracy and its partners, it's fantastic to see how this inaugural event helped people from all backgrounds build their belief, change their view of numbers, and broaden their horizons – to hopefully include forging a career in financial services.

Nicolas Breteau
Chief Executive
TP ICAP Group



Experian, Lead Partner



Through Experian's global United for Financial Health education programme we are determined to help those people most heavily impacted by Covid-19 and empower vulnerable communities across society. We are delighted to be a National Numeracy partner and to have supported Number Confidence Week, because helping people improve their number skills and confidence has a very real impact on everyday money management.



KPMG, Lead Partner



KPMG UK is proud to support Number Confidence Week. As a leading provider of professional services, including audit, tax and advisory specialisms, KPMG recognises that confidence with numbers is key to improving numeracy skills, which are vital for social mobility, as well as the success of our future economy and productivity.



Santander, Lead Partner



Santander is proud to be a Lead Partner of Number Confidence Week. Our support of this campaign is part of our wider strategic partnership with National Numeracy and our shared aim to empower people in the UK to improve their number confidence.

A thank you and invitation from our CEO



The driving force for this inaugural Number Confidence Week emerged from National Numeracy's desire to offer practical help to people across the UK during a very challenging autumn. This was a vision and aim shared by our supporters and the campaign took root when TP ICAP enthusiastically agreed to be our Founding Partner and Experian, KPMG and Santander our Lead Partners. A huge thank you to these organisations, whose commitment and collaboration has brought about such an important new campaign. Together, we have helped 22,000 people take action towards building their confidence with numbers.

It is an incredible achievement to have inspired so many people to take such positive action, particularly with such an extraordinary backdrop for the campaign. Amid this turbulent time, number confidence is more important than ever. With unemployment rising, numeracy can help people get into work or change careers. With children returning to school, number confidence can help parents, carers and teachers support children's learning. And with money tight for many, number confidence can help managing our money: all vital issues today.

National Numeracy is passionate about helping people to get on with numbers so they can get on in life. We are dedicated to creating positive change through the transformational power of numeracy, in partnership with committed organisations.

Our work has helped over 300,000 people take steps to improve their numeracy confidence and skills. Now, more than ever, we need a society and workforce equipped with the skills to fulfil our potential. Please get in touch if you would like to talk about how you can get involved.

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Contact us

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