

Number Confidence Week 2021

Impact Report



Founding Partner:



Welcome

From our CEO



Feeling confident about numbers can make a world of difference to our lives. Improved numeracy is key to opening up opportunities and creating brighter individual lives and is vital to the nation's ability to thrive in the face of challenges posed by the Covid-19 pandemic. Many people have low number confidence and experience stress, anxiety or fear when working with numbers. It's understandable, but it can be overcome.

Feeling confident to use and work with numbers is the foundation upon which that improvement is built.

Our **new research** for Number Confidence Week 2021 investigated what 13,300 National Numeracy Challenge users told us about wanting to improve their number confidence to get on in work. The results revealed that confidence unlocks the door to skills-building, helping people feel better able to get a job, get on at work or get a qualification.

It is therefore crucial that greater attention is paid to improving confidence as a stepping-stone to improving skills. Doing so could help open up access to learning, as well as opportunities to progress in to work, or at work, for millions of people.

That's why we are thrilled that in just the second year of this ground-breaking campaign, the number of actions people have taken towards feeling more comfortable and confident with everyday maths



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is almost double that of last year's inaugural campaign, at 40,602 actions. I hope you enjoy reading about how this campaign managed to inspire thousands of people to get involved and crucially to begin their own journey towards greater number confidence, and hope that you join us on the journey ahead.

Sam Sims
Chief Executive,
National Numeracy
sam@nationalnumeracy.org.uk

From TP ICAP, Founding Partner



At TP ICAP, we know that numeracy is crucial in today's world, not only for the success of our industry but also in enabling individuals to make better choices for their finances and careers. Our research has shown that low confidence with numbers remains a significant barrier for many, and often holds talented individuals back from considering a career in financial services. It's important that we change that, which is why we became a founding partner of Number Confidence Week. Encouraging people to take steps to improve their financial literacy will ensure that people from all backgrounds feel empowered and confident to pursue employment opportunities in our sector, in turn enabling us to hire a more diverse range of talent, which is critical to our future success.

Nicolas Breteau
Group Chief Executive, TP ICAP



Numeracy is crucial for the success of industry and in enabling individuals to make better choices for their finances and careers.



Number Confidence Week in numbers



Empowering

40,602

actions towards building confidence with numbers

37,488

actions taken on the National Numeracy Challenge

880

downloads of our confidence building resources

2,234

views of our videos and live events

Influencing

18% growth

in total social media audience, on 2020 campaign

43% growth

in social media impressions, on 2020 campaign

40% growth

in combined Facebook and Instagram impressions, on 2020 campaign

86% growth

clicks on our social media posts

Bouncing back with confidence



Number Confidence Week is only in its second year, but our 2021 campaign inspired almost double the number of actions towards building confidence with numbers, up from 22,000 last year to 40,602 this year.

National Numeracy, together with the campaign's Founding Partner TP ICAP and Lead Partners Experian and Santander, want to empower adults and children to build their number confidence because we know it is the first vital step to improving numeracy skills.

Poor numeracy, exacerbated by the pandemic, is limiting the life chances of half the nation's working-age population, who have at best the numeracy level of a primary school child. The economic costs are stark: low numeracy costs the UK up to **£25 billion a year**.

Those who are experiencing the greatest challenges due to Covid are also those who are lowest in numeracy confidence and skills. So, addressing number confidence now is vital; it will help open up a wealth of life opportunities for

people held back by low numeracy and tackle the nation's skills deficit.

Many people have low number confidence and experience stress, anxiety or fear when working with numbers. It's understandable, but it can be overcome. Our campaign was tailored for those who have low number confidence, inspiring action to help people feel better about understanding and working with numbers.

This campaign's three themes - money management, numeracy for work, and supporting children - highlighted how improved number confidence can offer practical help with life's challenges at home, work and school. We hope to have helped everyone feel better equipped to navigate this extraordinary time.

Lead Partners



"We're delighted to once again join forces with National Numeracy, its supporters and ambassadors to help deliver another highly impactful Number Confidence Week.

Our long-running partnership with National Numeracy seeks to help tackle the UK's numeracy challenge through a number of important initiatives, such as the National Numeracy Leadership Council, data-led research on numeracy vulnerability, and regular high-profile public campaigns designed to encourage people to take positive action to increase their number skills and confidence."



"Santander is proud to be a Lead Supporter of Number Confidence Week. Together with National Numeracy we share the ambition to empower people in the UK to improve number confidence and financial skills, so we're delighted to support this campaign as part of our wider strategic partnership."

Putting number confidence to work

Our research found number confidence plays a stronger role than number skills in making people feel better able to get a qualification, find a job or get on at work.

[Read the report](#)

61%

said improving number **confidence and skills** helped them for work

48%

said improving just **number confidence** helped them for work

20%

said improving just **number skills** helped them for work

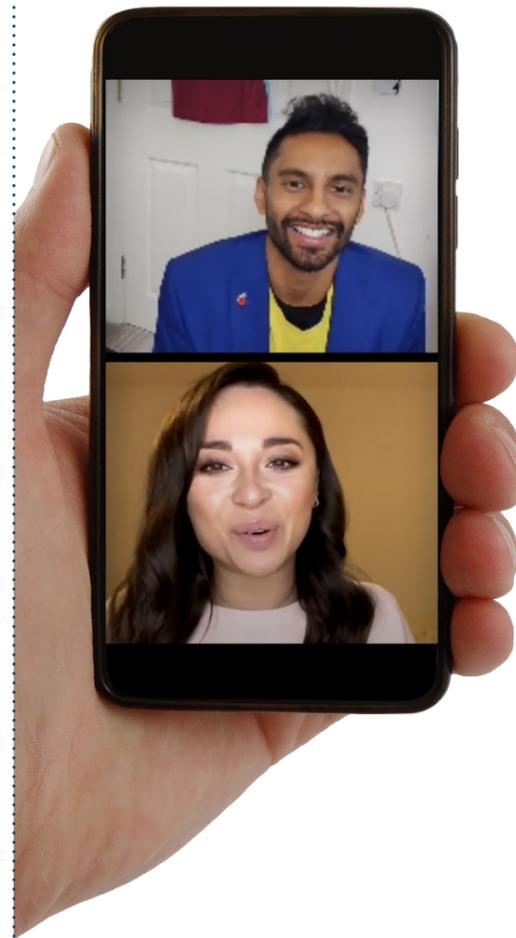
Activity highlights

We created a range of fun and fascinating content for Number Confidence Week. From livestreams to downloads, video resources to kids' activities, we had something to help everyone feel more number confident.

This year's campaign was spearheaded by the inspirational National Numeracy celebrity ambassadors, with TV's Bobby Seagull and Money Saving Expert Martin Lewis, Strictly Come Dancing star Katya Jones, Bake Off 2020 winner Peter Sawkins, poet and comedian Harry Baker and financial content creator Timi Merriman-Johnson, aka Mr MoneyJar.

Instagram Live series with Bobby Seagull and friends

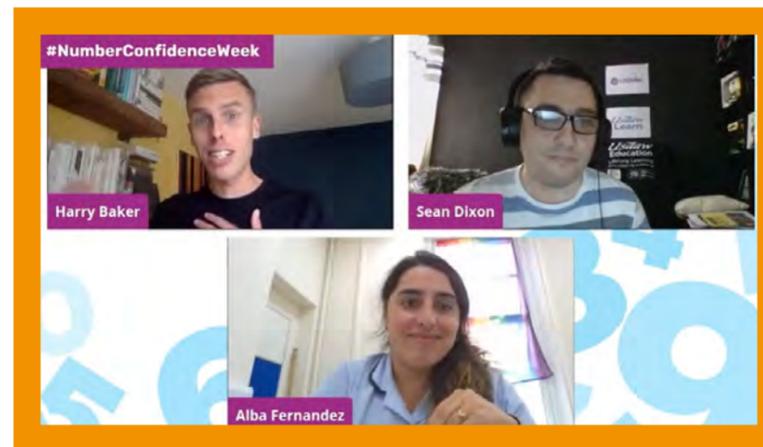
Each evening we ran a series of live chats on Instagram featuring TV star and maths teacher Bobby Seagull and Mr MoneyJar with special guests throughout the week including Katya Jones who broke off from her Strictly rehearsals to join us!



A hub of resources

Our online Number Confidence Week hub offers a fantastic range of helpful, free and easy-to-use resources. There's a bumper pack of number confidence activities for kids, supported by Santander, videos to help overcome worries about maths, tip sheets and much more.

Take a look



Activity highlights continued

Educators & Maths Anxiety: Inspiring maths-positive futures

A group of 90 teachers, teaching assistants, leading experts and other educators came together to discuss maths anxiety, confidence with numbers and how it impacts children and adults. The online symposium was organised by National Numeracy and the Maths Anxiety Trust, with panel of experts and practitioners.

 [Find out more](#)

Homegrown Heroes with TP ICAP

Together with Founding Supporter TP ICAP we created an inspirational video featuring their amazing ‘homegrown heroes’ – employees talking about how being number confident helps them in their varied roles across the organisation.

 [Take a look](#)



Santander and Dame Jessica Ennis-Hill

We were thrilled that Santander ambassador and Olympic gold champion Dame Jessica Ennis-Hill once again supported our campaign. Dame Jessica used her social media channels to encourage parents and carers in the UK to feel more confident with numbers for themselves and to feel better able to support their children too.



New confidence resources in the National Numeracy Challenge

Our online tool, the National Numeracy Challenge, now includes a suite of new resources to boost confidence as well as 300+ everyday maths questions and tutorials, multimedia resources, and technology that adapts to individual learning levels.

 [Take a look](#)



Experian customers get number confident

Lead Supporter Experian engaged thousands of their customers by including campaign promotion in customer emails and on the home screen of their app. As a result, thousands of customers took action to improve their number confidence and skills on the National Numeracy Challenge.



Real-life Confidence Conversations

In our unique series of 'Confidence Conversation' videos, celebrities, experts, parents, and workers discussed how overcoming low number confidence had resulted in brighter futures.

Talking about how they felt about using numbers in everyday life – from helping children with homework to getting a job interview – these compelling conversations included top tips for boosting number confidence and the benefits it can bring.

How number confidence is key to managing money

With Peter Sawkins, Mr Money Jar and Cathy Prior



“We used to get letters from the bank, we didn't understand them. I went back to the basics of numeracy and started building my confidence, and was able to feel more in control.”

Cathy Prior

Grown-ups! You CAN get confident to help with maths homework

With Bobby Seagull, Susan Okereke, Tom Harbour and Jason Ace



“I took up the National Numeracy Challenge. I was a bit scared because my confidence with numbers wasn't there. But you learn at your own pace... which grew my confidence and eventually helped me when the kids asked for help.”

Jason Ace

Taking the fear out of maths for work

With Harry Baker, Sean Dixon and Alba Fernández



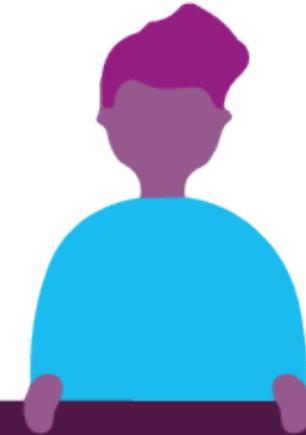
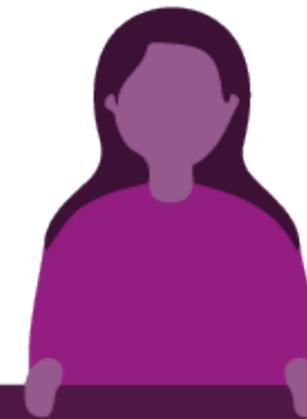
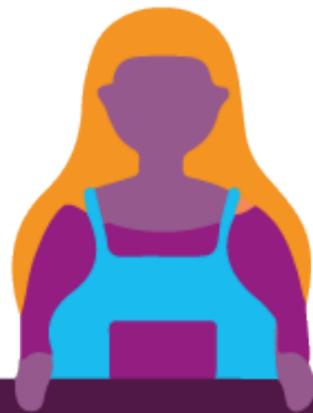
“You just need practice, and the right support. And that will give you the empowerment and the confidence to keep moving forward.”

Alba Fernández

Media and social highlights

A primetime TV show and national radio feature starring our amazing ambassador Martin Lewis - as well as national broadsheet, tabloid and local press coverage - ensured the issue of number confidence was widely seen and heard this year. Meanwhile celebrity ambassadors, partners, government departments, schools and many more joined in on social media.





Work with us

We are enormously proud of our work with partners for Number Confidence Week 2021. Year-round, we run campaigns and programmes focused on supporting people with low numeracy in disadvantaged communities where the need is greatest; there has never been such a compelling need for our work.

Will you help us achieve our ambitious goal of three million engagements with people by the end of 2023? Working with us brings a host of strategic business benefits.

Please get in touch with Partnerships Manager Cassia Weaver to find out more:
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Contact us

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