



# IMPACT REPORT 2025

A campaign from National Numeracy



Founding Supporter:





# THE BIGGEST NATIONAL NUMERACY DAY...EVER!

National Numeracy Day 2025 was our biggest and most impactful campaign yet. We inspired people across the UK to take over 1 million actions to improve their numeracy; a 55% increase on last year's figure.

Now in its eighth year, the campaign took on a powerful new focus: **money**. This theme was informed by our latest research, which revealed that 32% of UK adults seeking to improve their number skills do so to manage their money better.\* The campaign shone a spotlight on how everyday maths supports budgeting, saving, shopping smart, and planning for the future.

The campaign would not have been possible without the help of our Founding Supporter, KPMG, and all of our Lead Supporters and Delivery Partners. Together we reached millions with the powerful message that you need number confidence to have money confidence.

National Numeracy Day brought our new strategy to life—driving Numeracy for Equality by tackling barriers to opportunity, championing Numeracy for Success by promoting positive attitudes to maths at every life stage, and supporting Numeracy for Community by building number confidence across the UK.

Children and adults got involved through free, fun and practical activities—making real progress towards brighter financial futures.

Our Ambassadors in Action: From Martin Lewis making the connection between number know-how and money management, to Denise Welch nattering about her number worries, our celebrity Ambassadors were out in force to help the nation with their numeracy. Rachel Riley teamed up with Numberblocks, Bobby Seagull and Katya Jones hosted events, Rotimi Merriman-Johnson and Jessica Gagen both shared personal stories and powerful tips. Plus, Iona Bain explored the topic of women and number confidence in her Metro newspaper column, and poet Harry Baker got us all excited with the National Numeracy Day rap.



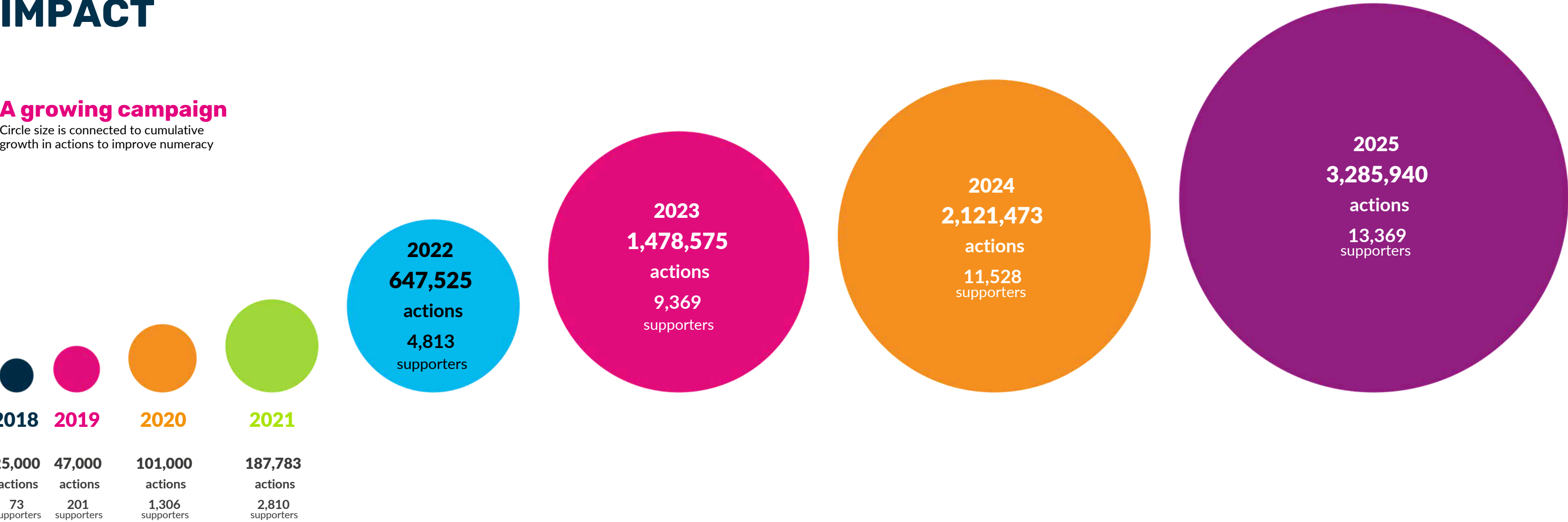
\*YouGov Plc. Total sample size was 2117 adults. Fieldwork was undertaken between 19th–20th December 2024. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).



# IMPACT

## A growing campaign

Circle size is connected to cumulative growth in actions to improve numeracy



### National Numeracy Day 2025 in numbers

3.3 million

actions to improve numeracy taken since campaign began in 2018

1.2 million

actions taken to improve numeracy in 2025

733,157

views of campaign learning videos, more than a fivefold increase on last year

13,369

organisations and individuals signed up to support the day, including 10,413 education providers

11,596

Number Heroes competition entries

318

media mentions, with 8 million print and broadcast reach, and 321 million online readership

# NATIONAL NUMERACY DAY'S IMPACT ON OUR BENEFICIARIES

We continually strive to enhance the measurement of our campaign’s impact on our beneficiaries. This year we sent two surveys on the day after National Numeracy Day, to schools, colleges, organisations and individuals that supported the campaign. All figures shown are taken from these surveys.

## The impact of using National Numeracy Day resources\*

Of our respondents, or the people they helped with our resources:

**71%**  
have more awareness of how numbers are used in daily life (up from 57% last year)

**40%**  
feel more prepared to use numbers in daily life

**49%**  
think more positively about numbers

**45%**  
talk about numeracy/maths with family, friends or colleagues

## Engaging with those who are not interested in numbers\*

Of the people that used our resources:

**41%**  
of adults and 12% of children were reluctant to engage with numbers

**11%**  
of adults and 27% of children were already interested in numbers

## The impact of the National Numeracy Day campaign on children\*\*

**93%**  
of children surveyed are aware that being good with numbers helps you do well in school and life

**87%**  
of children surveyed are aware that being good with numbers helps you solve problems and think more clearly

**84%**  
of children surveyed are aware that being good with numbers will help them handle their money better

## Campaign effectiveness\*

**94%**  
said we were effective in raising awareness of the role of numeracy in everyday life

**93%**  
said we were effective in inspiring adults and children to improve their number confidence and skills

## Respondents would recommend and return\*

**94%**  
would recommend the National Numeracy Day campaign to a friend or colleague

**71%**  
are likely to use the National Numeracy Day resources throughout the year

**75%**  
are likely to get involved in our other campaigns, such as Number Confidence Week in November

**79%**  
are likely to visit the National Numeracy website after National Numeracy Day has ended

**89%** are likely to get involved with National Numeracy Day next year

\*Survey response: 13,369 people were sent an email, resulting in 479 responses - a response rate of 4%. Profile: Compared to the profile of all National Numeracy Day signups, respondents to the survey were broadly representative of the wider population, e.g. 78% of all sign-ups are Education Providers, while 75% of survey respondents are Education Providers. 53% of all sign-ups are working with people at a Primary level, while 49% of survey respondents are working with people at this level.

\*\*Survey response: Over 500 primary education providers were asked to survey their children. We had 335 responses from children.



# REAL LIFE IMPACT

Beneficiaries were front and centre of National Numeracy Day on social media because their real-life stories are the most powerful way to connect with and inspire others.

By sharing their journeys publicly—whether overcoming maths anxiety, building number confidence, or supporting their children—they showed that change is possible and worthwhile.

Our real-life case studies have connected with National Numeracy in various ways—some through the National Numeracy Challenge, while others have attended workshops or participated in training sessions. However they found us, their stories are genuinely inspiring and show the many paths people take to build their confidence with numbers.



JACKIE

Jackie, a [Numeracy Champion](#) supporting NHS apprenticeships. Read Jackie's story [here](#).

*"The National Numeracy Challenge is one of the best platforms I've ever used, and it's a great stepping stone and standard to have before you start Functional Skills."*



SARAH

Sarah, a student whose journey was transformed by adult learning support. Read Sarah's story [here](#).

*"I feel better about learning maths now. When I was at school I didn't want to learn at all, but it's easier now, because I'm getting the right tailored help and support."*



JO

Jo, an NHS administrator who enrolled in GCSE maths to support her daughter. Read Jo's story [here](#).

*"When I was at school, if you didn't understand something in the classroom, you were doomed. There are great resources now like the National Numeracy Challenge."*



BAHIA

Bahia, a [Numeracy Champion](#). Read Bahia's story [here](#).

*"I say to people in general, whether you think you can do it or you can't, you are right. So make that decision, take that step, and give it a go."*



MOKBUL

Mokbul, who works for the London Ambulance Service after gaining maths skills during the pandemic. Read Mokbul's story [here](#).

*"Maths is everywhere. Maths satisfaction is a great achievement, and I never thought I would feel it. Maths is a reality out there, you can't hide from it. You just have to unlock it, and I have been able to do that."*



MRUDULA & IONUT

Mrudula and Ionut, whose work together boosted confidence and financial literacy. Read Mrudula and Ionut's story [here](#).

*Mrudula: "Numbers are a part of daily life. We need not all be mathematicians, but it's very important for all of us to have the basic skills to feel comfortable and confident to go ahead with our daily lives."*

*Ionut: "Everything is a lot more organised and I feel things are 100% more manageable now."*



# NEW RESEARCH

National Numeracy Day 2025 focused on the theme of money, underpinned by new research highlighting the strong link between numeracy and financial wellbeing.

Our research found that 32% of UK adults who wanted to improve their maths skills were motivated by better money management.

Plus, new research commissioned for National Numeracy Day by KPMG highlighted that boosting number confidence is key to bridging the financial confidence gap between women and men. The nationally representative survey found that 17% of women reported low confidence with numbers, nearly three times the rate of men (6%). Only 77% of women felt confident making financial decisions, compared to 88% of men, and just 20% said they enjoyed talking about money, versus 30% of men. Women were also more likely to feel financial strain, particularly around bills, budgeting, and short-term money shortages, and 38% carried student loan debt, compared with 20% of men. Despite these challenges, women were generally more cautious with money, missing fewer payments than men.

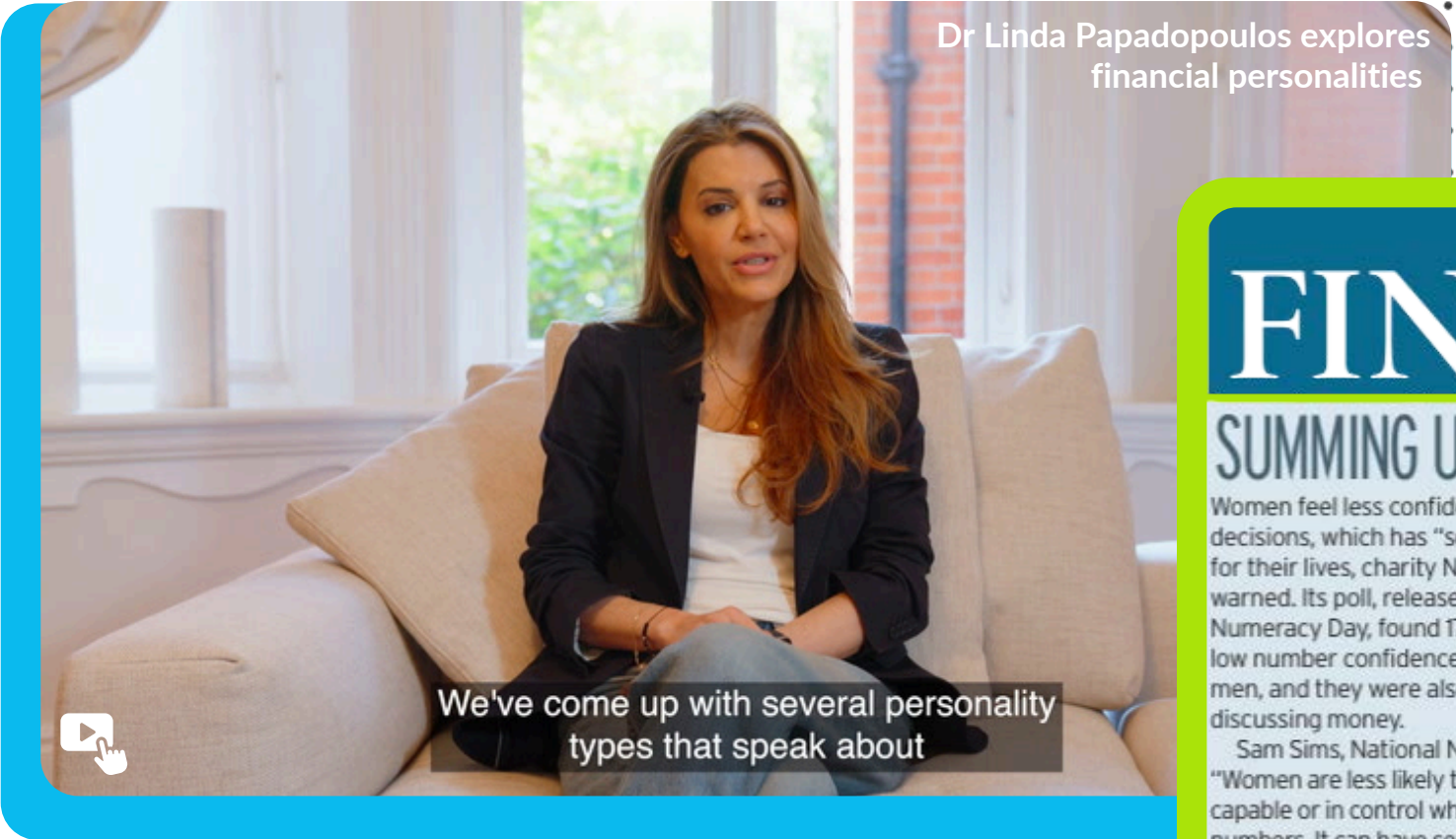
KPMG also collaborated with National Numeracy on new research uncovering that 1 in 4 UK adults are “silent savers”—keeping financial matters private, even though 88% report feeling confident with numbers.

The research revealed ongoing challenges around budgeting, understanding bills, and navigating financial documents, underscoring the continued need for initiatives like National Numeracy Day and the importance of practical, confidence-building support. As part of the research, a video featuring psychologist and National Numeracy Ambassador Dr Linda Papadopoulos was produced, exploring financial personalities and how understanding your own can help build confidence. The video was paired with a “What’s Your Financial Personality?” quiz, developed in partnership with KPMG and promoted across news titles.

And in partnership with National Numeracy, Vanquis published the Financial Wellbeing Index, revealing that workers earning up to £40,000 are saving just 1% of their income, highlighting widespread number confidence issues, low financial resilience, and the urgent need for improved financial capability across the UK.

Savings alert to anyone earning up to £40,000

People are missing out on the potential to boost their wealth by thousands of pounds.



Dr Linda Papadopoulos explores financial personalities

FINANCE

SUMMING UP WOMEN

Mirror

Women feel less confident making financial decisions, which has “serious implications” for their lives, charity National Numeracy has warned. Its poll, released to mark National Numeracy Day, found 17% of women had low number confidence, compared to 6% of men, and they were also far less comfortable discussing money.

Sam Sims, National Numeracy boss, said: “Women are less likely to feel comfortable, capable or in control when it comes to numbers. It can have serious implications for their financial wellbeing and independence.”

Four in 10 Brits aren't comfortable talking about money – are you one of them?

A quarter of Brits are 'silent savers' who keep their financial affairs private – with just one in 20 an 'open book' when it comes to money matters, according to a new study



A quarter of Brits are 'silent savers' who keep their financial affairs private

Most Brits keep their financial affairs private - with just one in twenty openly talking about money matters.





# EAST MIDLANDS FOCUS

This National Numeracy Day, we took a place-based approach to tackling low numeracy—bringing to life one of the 'Three Big Changes' outlined in our new strategy. Working hand-in-hand with partners in the East Midlands, a region identified as having a high level of need through our [UK Numeracy Index](#).

Informed by this data, we collaborated with Experian, local businesses, schools, and community organisations that have strong, trusted relationships within their communities. Together, we supported people to build confidence with numbers in ways that felt relevant to their everyday lives. By focusing our efforts where they were most needed, we not only addressed immediate challenges but also laid the foundations for greater financial resilience and long-term opportunities at the local level.

As part of National Numeracy Day, Experian and National Numeracy co-hosted an East Midlands leadership roundtable in Nottingham, bringing together leaders from business, education, local government, and the third sector. The event highlighted the impact of low numeracy, affecting 1.7 million people in the region, on financial inclusion, employability, and social mobility. Attendees agreed on the need for a coordinated, place-based approach to drive local action. They proposed forming an East Midlands Numeracy Leadership Council to

help embed numeracy into regional priorities.

Plus, volunteers from Capital One and Experian participated in a tour of schools in Leicester, delivering 'My Maths Story' assemblies and 'Maths in the Real World' classroom sessions.

As a strong example of our place-based, community-focused approach, we worked with Experian, the Nottingham Financial Resilience Partnership, and Asda Hyson Green to deliver meaningful numeracy support in Nottingham. Customers stated they felt 'fearful' and afraid of maths and said 'they didn't use maths when shopping'.

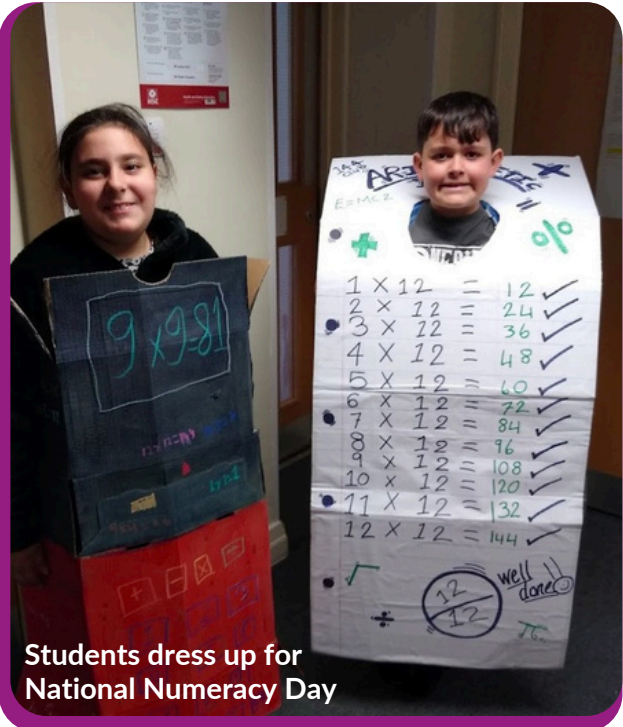
A key highlight was the launch of the Maths Confidence Café at Clifton Library, in partnership with Nottingham Trent University (NTU) and Nottingham City Libraries. This new community hub, led by Associate Professor and trained [Numeracy Champion](#) David Chappell, offers free and accessible maths support tailored to local needs. At the launch event, we brought together NTU staff and students from Farnborough Spencer Academy to explore more visual, inclusive approaches to learning maths, sparking a shift in mindset and growing confidence among participants. We also spoke with 52 local residents about their experiences with numbers, from anxiety to enthusiasm.

“Dave had a wonderful manner that engaged the children. The content was relevant, and his honesty was embraced by the children.”

Cathrine Justesen, Maths Lead and class teacher at Shaftesbury Junior School, Leicester, April 2025.

“Helping young people think differently about maths in their future is a privilege, and I hope for some of them, it influences their attitudes towards numbers for the rest of their lives!”

Dave Richards, Head of Community Impact and Investment Team, Capital One, April 2025



Students dress up for National Numeracy Day



Students dress up for National Numeracy Day



Local secondary students from Farnborough Spencer Academy



# THE BIG NUMBER NATTER



The Big Number Natter returned this year, encouraging people across the UK to take a first step toward improving their numeracy –not by picking up a calculator, but simply by talking.

The Big Number Natter aims to inspire adults to open up about their feelings towards numbers, challenge stereotypes, and highlight how numbers play a role in everyday life.

This year, our Ambassador Denise Welch was joined by her Loose Women co-star Ruth Langsford for an honest conversation about how numbers make them feel. Denise’s admission that she used to cry before double maths lessons even made headlines. Her video saw high engagement across all channels, with people compelled to also comment on how they feel about maths.

Content creators across social media also got involved in the Big Number Natter, breaking taboos and reaching audiences far and wide. And, as always, we encouraged organisations nationwide to get involved.

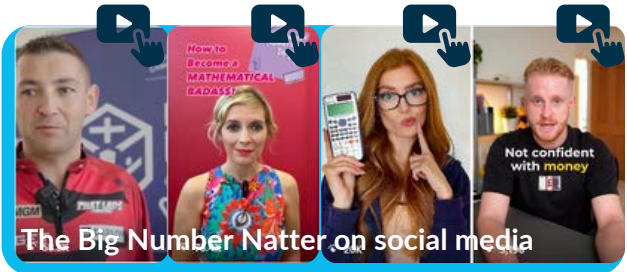
We also partnered with The Money Charity to host a virtual Big Number Natter, focusing on the link between money and numeracy. Participants included the DWP, NHS, charities and Local Authorities, all sharing insights into how numbers and finances affect their lives.

A special Big Number Natter was hosted by Idea Store London Borough of Tower Hamlets staff, trained as Numeracy Champions through our previous impactful partnership with The Lord Mayor’s Appeal, providing local support services and programmes. This event showcased the power of peer-led conversations about numeracy. It was a brilliant example of how sustained partnerships can build lasting impact at a grassroots level.

## The Biggest Big Number Natter Yet

In a powerful show of support, EY hosted the largest Big Number Natter we’ve ever seen, with 536 global colleagues joining the conversation about numbers and their impact on our lives. In a further show of engagement, 124 EY colleagues also took part in a second natter aligned with their scam-awareness campaign, highlighting the real-world importance of numeracy in protecting against fraud.

In fact, many of our corporate partners delivered their own internal Big Number Natters for their teams and joined the conversation in offices and online.



The Big Number Natter on social media

“We had so many great numeracy conversations, and the common theme was ‘I had a terrible teacher.’ It was fascinating to hear such a wide range of personal stories.”

Leanne Harrison, Education, Education and Apprenticeship Team at University Hospitals Sussex NHS Foundation Trust

“One colleague—who grew up overseas—shared how maths was a non-negotiable part of education there. Some said it was great to get some of their anxieties off their chest, and it felt like a weight was lifted.”

Taz Foster, a trained Numeracy Champion at the Nottingham-based Framework Housing Association, organised a Big Number Natter across the organisation



“It marks the beginning of an important journey, not just towards gaining a qualification, but towards greater confidence and opportunity. If we can change their opinion, the Big Number Natter has worked.”

Ian Thompson of ‘Maths by Ian’ and a committed, trained Numeracy Champion



Sam Sims and EY colleagues host a Big Number Natter



Staff at University Hospitals Sussex



The Big Number Natter on social media







# IN THE NEWS AND POLITICAL SUPPORT

National Numeracy Day was big news in 2025, with 318 media mentions and a combined reach of over 329 million people—including 8 million via print and broadcast, and 321 million through online readership. Highlights included our CEO Sam Sims and Ambassador Rotimi Merriman-Johnson on ITV News discussing the importance of financial education for children, Ambassador Katya Jones on Channel 5's Jeremy Vine, and Ambassador Bobby Seagull on LBC.

In a Daily Mail article, Barclays UK CEO Vim Maru highlighted how building Gen Z's financial confidence—through clearer guidance, trusted voices, and initiatives like National Numeracy Day—can unlock significant economic growth.

Meanwhile, our Vice Chair, Andy Haldane, contributed an article to City A.M. highlighting the UK's numeracy crisis and its impact on financial wellbeing and economic productivity.

Our high-profile campaign not only offered the opportunity to drive meaningful social impact, but also provided valuable brand exposure. By aligning with a national moment that reached millions, partners showcased their commitment to positive change while elevating their presence across mainstream media and digital channels.

National Numeracy Day received strong cross-party political support, with MPs and MSPs across the UK sharing resources and championing the importance of everyday maths. Former Prime Minister Rishi Sunak and Akshata Murty marked the day by visiting the Children's Business Fair, celebrating how numeracy skills help young people manage money and run their own enterprises. Council partners played a key role in driving political engagement, and CEO Sam Sims joined a web conference hosted by Labour MP Kevin McKenna, highlighting the importance of numeracy in improving financial wellbeing and mental health.





# SUPPORTING CHILDREN'S NUMERACY

For children, National Numeracy Day was a celebration of fun, creativity and confidence-building with numbers.

Working with Founding Supporter KPMG we delivered National Numeracy Day Live: Bobby's Picnic Adventure—from Portway Primary School in East London. Hosted by National Numeracy Ambassador and broadcaster Bobby Seagull and KPMG Ambassador Uzoma Mezue, the 30-minute, money-themed event brought together an estimated 1,000 teachers/schools, and 26,600 children for an interactive numeracy picnic focused on everyday maths, such as organising food and managing money. Participants also enjoyed a live drawing by award-winning author and illustrator Rob Biddulph, who captured the choices made during the event.

Bobby Seagull said: “National Numeracy Day is all about helping the UK feel good about numbers. One of the best ways to help children feel more confident is by teaching them numbers through activities that they already love, and engaging them through subjects that they might be more interested in.”

Maths Circle also supported the campaign by providing fun numeracy activities—NumBots: Ice Cream Bot's Cafe and Times Tables Rock Stars: Dress 2 Impress.

Plus, young learners also enjoyed hands-on resources, including BBC CBeebies

Numberblocks worksheets, our Family Maths Toolkit and lesson plans from White Rose Maths. Secondary schools could join in too thanks to Bobby Seagull and Susan Okereke—teachers and co-hosts of the Maths Appeal podcast—providing a 'Money & Maths' lesson plan and video. And with Big Number Natter resources and a piece from Rob Eastaway about maths and money in the time of Shakespeare, there was plenty to get kids of all ages talking about numbers all day long.

“Children enjoyed taking part in the Number Heroes competition - understanding how Maths is all around us and how they would use Maths in their own dream job/hobbies. We played board games to develop our money skills!”

Victoria Primary School, Nottingham

“The Times Tables Rockstars resources were great and the children really enjoyed the rap slam. They also really enjoyed the Number Heroes competition.”

Ribbleton Avenue Methodist Junior School, Preston

“The children and staff really enjoyed the day. Great resources available.”

Sacred Heart Catholic Primary School, Lancashire



Bobby Seagull and Uzoma Mezue with students during National Numeracy Day Live

“The children enjoyed the activities and we had a fun off-timetable morning!”

Yorkmead Primary School, Birmingham



Children in the live assembly audience

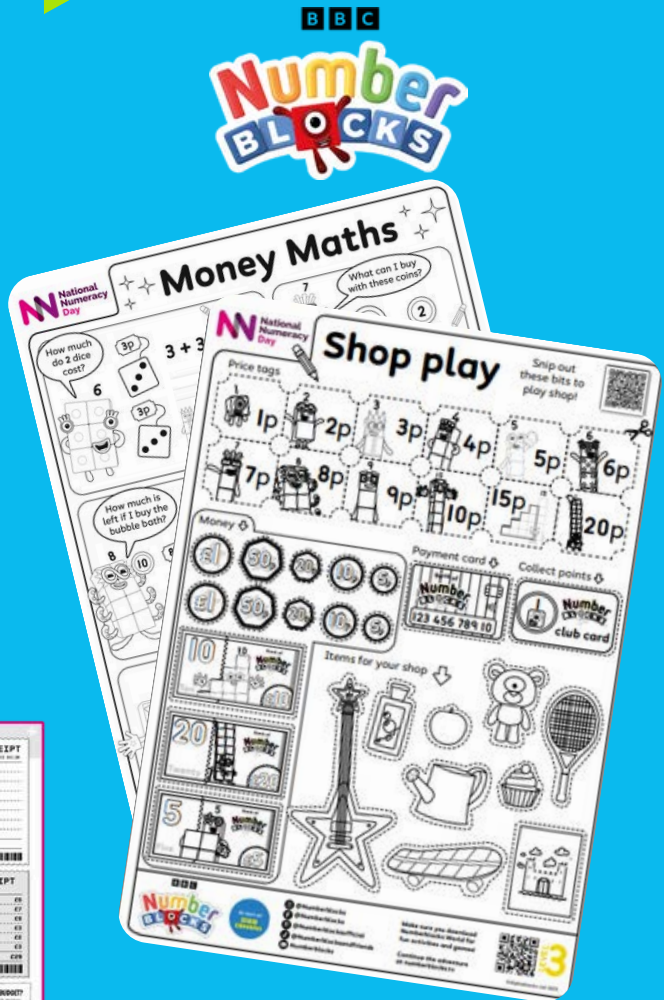


Children in the live assembly audience



“Lots of activities available for us to choose from, children enjoyed the live lesson, it actually felt live!”

Shaftesbury Junior School, Leicester





# NUMBER HEROES COMPETITION

Our popular Number Heroes competition returned for its fifth year!

Children across the UK aged 3-13, including children and young people in receipt of Special Educational Needs support or an EHCP (Education, Health and Care Plan), were invited to celebrate the magic of everyday maths by imagining and drawing all the ways they might use numbers when they're older. Every year we're astounded by the variety of entries: we've had gardeners and ghost busters, sunbathers and secret agents, and even an alligator wrangler or two.

This year saw **11,596 entries** from children across the UK. The winners, chosen by National Numeracy Ambassador Bobby Seagull, receive a voucher and certificate for themselves as well as a prize pack for their school, full of games, books and resources to get their community all feeling more confident with numbers. As of this year, the competition has now:

- Crowned 25 wonderful winners,
- Awarded 83 remarkable runners-up,
- Seen 47,879 amazing artworks!

Thank you to the Delivery Partners who made the incredible prize packs possible: EdenTree Investment Management, Learning Resources UK, Little Tiger Press, Numberblocks, NumBots, Orchard Toys, Oxford University Press, Sweet Cherry Publishing, Times Tables Rock Stars and White Rose Maths.

"I took part in the Number Heroes competition, and it was AMAZING! I learned that numbers aren't just for maths lessons—they're everywhere! I'll definitely be paying more attention in maths class now, that's for sure! It was so much fun learning, researching, and creating my work—I loved every minute of it."

Amba Devi, Primary B winner



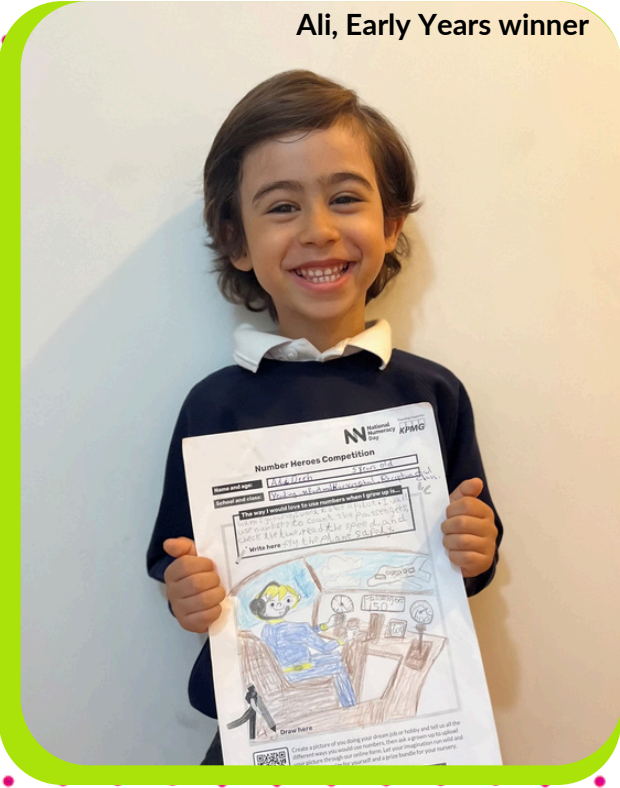
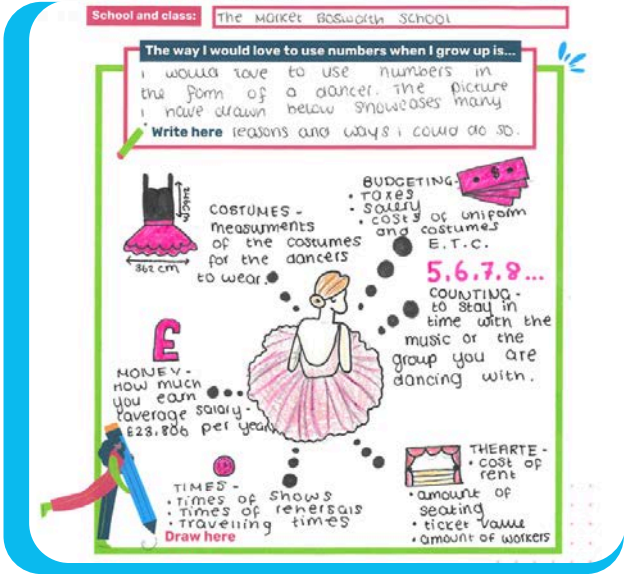
Amba Devi, Primary B winner



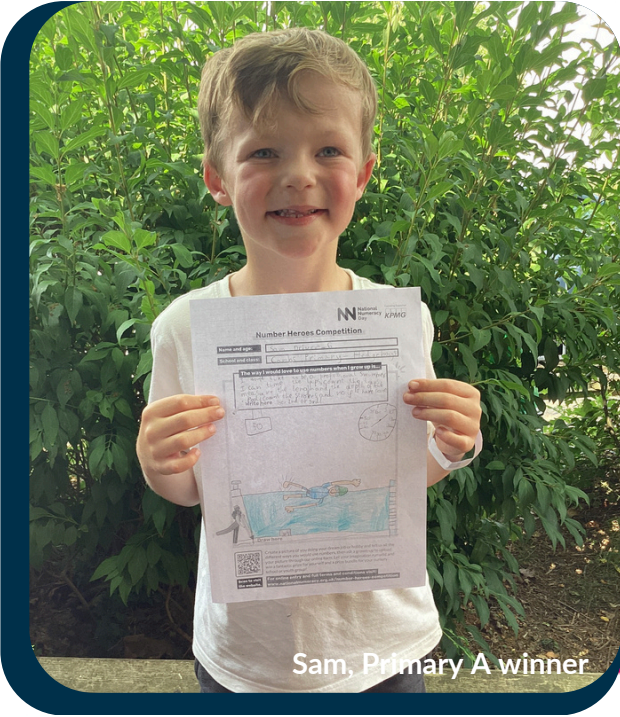
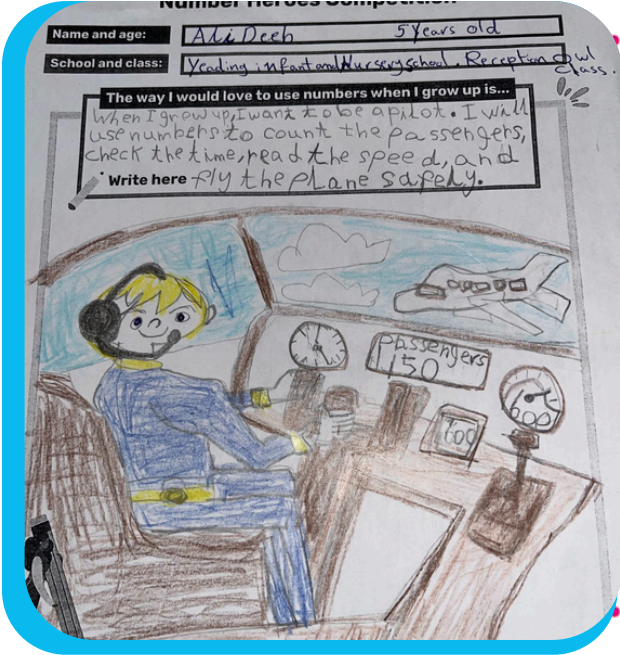
Students drawing competition entries

"I really enjoyed creating this piece as my favourite hobby is dance and I loved researching and finding out all about how maths can link into dance, as well as many other things. I'm very pleased to have won the competition!"

Alice, Secondary winner



Ali, Early Years winner



Sam, Primary A winner



# LEADING THE WAY WITH KPMG

As Founding Supporter, KPMG played a central role in making National Numeracy Day 2025 our biggest and most impactful to date. Alongside supporting campaign delivery and collaborating on research, KPMG co-hosted National Numeracy Day Live, helping to bring the day's celebrations to life on a national stage.

As part of KPMG's commitment to promoting numeracy and supporting National Numeracy Day, a range of engaging, educational activities were delivered across the UK.

- **Tax Workshops in KPMG Offices:** Over 600 students visited eight of KPMG's offices to take part in interactive tax workshops. Acting as KPMG consultants for the day, young people tackled real-world challenges, gaining insights into the world of tax and understanding how numeracy skills are essential in professional settings.
- **"Investment Island" Workshop for Primary Students:** KPMG hosted a dynamic workshop introducing younger students to the fundamentals of investing. Through interactive activities, children explored the impact of decision-making on financial outcomes and learned to consider risk—building early awareness of the role numeracy plays in financial literacy.

- **"Liverpool Tennis Day—Linking Sport and Numeracy:** Coinciding with the International Tennis Tournament, KPMG welcomed around 400 children to a special day combining physical activity and maths. Participants took part in numeracy-based games designed to boost mental arithmetic skills, followed by a coaching session with professionals from the Liverpool Tennis Centre.

### Positive Impact and Student Feedback

The workshops not only made numeracy more engaging but also helped students build confidence and connect maths to future careers:

- 56% of students reported feeling more confident using numbers after the sessions.
- 78% said that interacting with industry volunteers gave them a better understanding of how numeracy connects to real-world careers.

When asked how the experience would benefit them in the future, one student responded:

"Considering more variety in careers—especially those that involve skills in numeracy."

A teacher shared this powerful reflection after one of the tax workshops:

"One student who just started with us was talking to me after the trip—she had just come over from Somalia. She didn't think she would be capable of getting a job in a corporate environment, but the trip made her realise she can!"



Bobby Seagull, Bina Mehta, Sam Sims and Uzoma Mezue at National Numeracy Day Live

### Students during National Numeracy Day Live and KPMG workshops





# VOLUNTEERING

We couldn't deliver National Numeracy Day without the generosity of our Partners and Supporters, who champion the campaign and inspire their communities to get involved.

National Numeracy runs a corporate volunteering programme. During this campaign, an amazing 39 volunteers from our partners, AWS, Capital One, Experian, EY, Kartesia, LSEG, S&P Global, and Vanquis Banking Group visited 32 schools, reaching approximately 5,321 children. They delivered 33 My Maths Story assemblies and 33 Maths in the Real World class sessions in locations including Liverpool, Salford, Bradford, Leicester, Nottingham, Derbyshire, Hertfordshire, London, Kent and Portsmouth.

**My Maths Story Assembly:** Volunteers inspired pupils by sharing personal stories about how numeracy has shaped their careers and everyday lives, helping children see the real-life value of maths.

**Maths in the Real World:** An interactive classroom session that brought numeracy to life by showing pupils how maths is used in a variety of jobs and day-to-day situations.

Highlights included a two-school tour in Leicester by Capital One volunteers Dave Richards and Shiva Doran, alongside Experian volunteer Sam Furr, all helping to amplify the campaign and inspire number confidence in the classroom.

"The delivery was outstanding! We learnt so much about numbers in real life. We had a fantastic day and cannot wait for more opportunities!"

Shahana Rahman, Teacher, Cayley Primary School, London



"Lorraine delivered such an engaging and inspiring assembly—her personal maths story really connected with the children. It was refreshing for them to hear how maths is used in real life. The impact on our pupils was clear to see."

Mrs Troy, Assistant Headteacher, Low Moor C of E Primary School, Bradford



"Sharing my maths story reminded me of the power of curiosity and connection. The children's thoughtful questions and enthusiasm made me feel like I genuinely made a difference."

Sarabjit Mann, Operations Analyst, Vanquis Banking Group



"It makes my heart happy to think I've helped some of our future generation believe in themselves and see how amazing they already are with numbers."

Pardeep Soor, Service Transition Consultant, Capital One



Volunteers from Capital One and Vanquis Banking Group run school sessions and assemblies



# SUPPORTERS

At the heart of this campaign is a shared belief: that everyone deserves the confidence and skills to work with numbers. That belief is brought to life not by one organisation alone, but by a collective of partners who have come together to make a real, measurable impact.

Whether through co-created content, event collaboration, sharing our content, competition prize donations or vital funding, every supporter and delivery partner has played a meaningful role. Together, we've built a campaign powered by collective effort, shared purpose, and a commitment to changing lives through numeracy.

## AWS

AWS played a pivotal role in this year's campaign—and throughout the year—by providing the essential digital infrastructure, security, and scalability behind the National Numeracy Challenge. Powered by their cutting-edge cloud technology, the Challenge continues to grow and reach new audiences across the UK.

## Barclays LifeSkills

Barclays LifeSkills helped extend the campaign's reach by sending over 15,000 emails to educators across their network—including primary, secondary maths, and other subject teachers—to raise awareness and encourage participation. Our CEO Sam Sims also delivered an insightful session to their Citizenship team, sparking practical conversations on improving access to numeracy.

In addition, CEO Vim Maru published a thought leadership article highlighting the importance of partnerships in supporting young people, families, and communities to thrive—now and in the future.

## Bloomberg

Bloomberg engaged employees with the National Numeracy Challenge by highlighting it to colleagues via internal channels, helping to boost visibility and participation within the organisation.

## Capital One

Capital One focused their campaign activity on community investment and inspiring young learners:

- Corporate volunteers delivered My Maths assemblies in primary schools linked to our Schools and Families programme.
- They hosted an event for 40 children from Cayley Primary School featuring celebrity ambassador Katya Jones, who helped children build number confidence through dance.
- Volunteers ran engaging sessions connecting numeracy to the real world, helping students understand maths in everyday life.

Lisa Walker, Chief Counsel at Capital One, also demonstrated strong leadership by sending a companywide message encouraging colleagues to engage with the campaign and support internal financial wellbeing.

## Experian

As co-creator of the UK Numeracy Index, Experian used this innovative tool to deliver targeted, place-based community initiatives in areas of greatest need. Their support included:

- Launching a Maths Confidence Café in Clifton with Nottingham Trent University,
- Hosting a Big Number Natter in ASDA Hyson Green,
- Convening an East Midlands Numeracy Roundtable with cross-sector leaders to explore numeracy's role in financial inclusion, social mobility, and employability.
- Enabling National Numeracy to team up with nudge to offer their impartial, personalised financial education platform to our beneficiaries—culminating in a powerful money-saving tips webinar on National Numeracy Day.

These efforts supported financial education and wellbeing at both community and regional levels.

## City & Guilds

City & Guilds supported the campaign by promoting the National Numeracy Challenge across internal communications, encouraging employees to improve their own number confidence and participate in the wider initiative.

## EY

EY harnessed the power of National Numeracy Day to support their purpose of building a better working world. They hosted the biggest Big Number Natter to date, with 536 global colleagues taking part, and held a webinar on scam prevention attended by 124 participants. The panel, featuring National Numeracy CEO Sam Sims and Founder of MoneyHeave Roneish Myers, drove impactful conversations about shaping a more numerate and financially resilient future.

## S&P Global

S&P Global significantly amplified the campaign's reach through strategic online promotion and meaningful internal engagement. By fostering conversations about numeracy within their organisation, they demonstrated a strong commitment to tackling the UK's numeracy crisis while supporting the personal development and wellbeing of their employees.

## Vanquis Banking Group

In partnership with National Numeracy, Vanquis published the Financial Wellbeing Index, revealing that workers earning up to £40,000 are saving just 1% of their income, highlighting widespread number confidence issues, low financial resilience, and the urgent need for improved financial capability across the UK.

Vanquis also partnered with the PDC's Bullseye Maths initiative to deliver a special National Numeracy Day event. Featuring darts player Nathan Aspinall and his daughter Milly, the session engaged families through fun, accessible numeracy activities that promoted positive attitudes towards maths and everyday number use.

## TP ICAP

TP ICAP enhanced the campaign's online visibility and brought vital attention to broader numeracy-related issues, including the gender gap in number confidence. By sharing insights from our Gender Taskforce, they championed inclusive change and helped raise awareness of the challenges and solutions ahead.



# THANK YOU



Sam Sims,  
CEO, National Numeracy

role in helping people make informed financial decisions, reduce stress, and plan for the future.

“To meet these needs, we provided practical tools, relatable stories, and meaningful support designed to build firm foundations for money management and life skills.

“To our incredible supporters, partners, ambassadors, educators, volunteers, and every individual who took part—thank you. Your dedication and belief in this cause are driving real change, helping to transform lives by giving people the confidence to face daily challenges with numbers. Together, we are building a fairer, more inclusive society where everyone has the skills to thrive.”

“This year, over 1 million actions were taken by people across the UK to build number confidence—each one a step towards greater opportunity and empowerment in everyday life. This growing engagement reflects a powerful shift in how people view numeracy, moving from a source of anxiety to a tool for everyday success.

“The impact of the campaign is expanding year on year—and this time, we put a strong focus on how feeling better about numbers can help people take control of their finances. We know that managing money is a critical skill, especially given the challenges posed by the rising cost of living. Our research consistently shows that number confidence plays a vital



Bina Mehta,  
Chair of KPMG UK, Founding  
Supporter of National Numeracy Day

the importance of numeracy and open doors to greater opportunities for everyone.

“To mark National Numeracy Day 2025, I joined a live assembly that was broadcast to over 1000 schools, which focussed on number confidence and the value of numeracy in everyday life, like organising a picnic. We acknowledge that even though there has been a slight improvement in the numeracy levels, there is still a lot to do. We know that good numeracy skills can improve confidence with financial decision making, enhance job prospects, and even guard against vulnerability to fraud and debt, all of which contributes to a healthier and more inclusive economy.

“National Numeracy and KPMG co-founded National Numeracy Day in 2018 with the goal of building a more numerate nation. Many KPMG volunteers supported this year’s campaign through 18 events, reaching hundreds of young people across the UK.

“Together, we are making numeracy count — unlocking opportunities and shaping a more confident future for all.”

“As a member of the National Numeracy Leadership Council, I’ve been truly heartened by the steady increase in engagement with the National Numeracy Day campaign year after year. Raising numeracy levels across the UK is a complex, long-term challenge—there are no quick fixes but it is encouraging to see that numeracy levels in England have improved over the past decade, according to [new data from the Organisation for Economic Co-operation and Development \(OECD\)](#).

“Achieving change demands sustained focus and genuine collaboration across society: individuals, businesses, policymakers, and education leaders. Together, we can elevate



# JOIN US

## Get Involved

As National Numeracy Day continues to grow, we're immensely grateful for our partners' commitment and their belief in our work as a vehicle for positive change. This year, our campaign has reached new levels of engagement in every corner of the country, allowing us to support communities where there is the greatest need and support more people than ever to take steps to improve their numeracy.

We are so proud of what we are achieving together, and we want to keep going until the whole nation feels number confident. Could you join us? As you can see, working with us brings a host of strategic business benefits and we'd be delighted to discuss the ways we can work together. Please email [partnerships@nationalnumeracy.org.uk](mailto:partnerships@nationalnumeracy.org.uk) to arrange a chat.

## Contact us

For more information, please get in touch:

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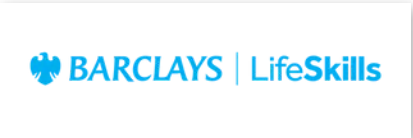
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