

# 2024

## Our Impact in Focus





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# WELCOME

There were many defining moments in 2024 – a Labour landslide in a snap election, volatile global events, and not least the remarkable achievements of prominent and remarkable women.

Rachel Reeves made history as the first female chancellor, while Taylor Swift captivated the world with her record-breaking world tour. At National Numeracy, the theme of women resonated strongly in our work, exemplified by our gender-themed [Number Confidence Week](#), the announcements of actor and Loose Women star [Denise Welch](#) and world-renowned psychologist [Dr Linda Papadopoulos](#) as our latest ambassadors and the launch of the [Gender Taskforce](#). Then, in November, we were honoured to host Rt Hon Bridget Phillipson at the House of Commons to launch our [new strategy](#). The Secretary of State spoke passionately about closing the gender gap in numeracy, reaffirming the government’s commitment to tackling this critical issue.

2024 was also a year of growth. Our community of advocates – [Numeracy Champions](#) and [volunteers](#) – expanded significantly.

Through our partnership with The Lord Mayor’s Appeal, we celebrated the training of an impressive 328 Champions in London alone. Our corporate volunteering programme reached an extraordinary 17,619 children, providing crucial support for numeracy skills. Meanwhile, media coverage of our campaigns grew by 57% in 2024, resulting in 604 media mentions compared to 384 the previous year.

We also made strides with successfully launching our [Schools & Families Programme](#). In just three months, the programme engaged over 3,000 individuals, highlighting the transformative power of collaboration between schools, parents, and carers in building children's confidence in maths.

Reflecting on a year filled with milestones, partnerships and progress, I am proud of National Numeracy's role in empowering individuals and creating a more numerate society. Together, we are making a lasting difference.

**Sam Sims**  
CEO, National Numeracy



*'Making the Most of Your Money' Panel:  
Sam Sims, Katie Watts, Rotimi Merriman-Johnson,  
Claer Barrett and Abigail Foster*

In 2024 we created [our new four-year Strategy](#) for 2025-2028, focused on the Three Big Changes we want to see:

## BIG CHANGE 1

### NUMERACY FOR EQUALITY

Numeracy improvement driving social mobility and gender equality

Everyone has the opportunity to develop numeracy throughout life, regardless of socio-economic background or gender

## BIG CHANGE 2

### NUMERACY FOR SUCCESS

A positive attitude to maths in the UK from cradle to career

All of society understands the value that numeracy can bring to their lives, has the confidence to thrive and holds the belief that we can all get on with numbers

## BIG CHANGE 3

### NUMERACY FOR COMMUNITY

Communities empowered by number confidence


Communities are motivated, empowered and supported to improve numeracy at the local level, creating opportunities throughout the lives of local people

 [Read our strategy here](#)

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# 2024 IN NUMBERS

## OUR 2024 CAMPAIGNS



**484,756**


estimated number of people supported with our resources by those who signed up to National Numeracy Day 2024

**57%**

have more awareness of how numbers are used in daily life\*

**43%**

feel more prepared to use numbers in daily life\*\*



**48%**

think more positively about numbers\*

**49%**

of the adults that used our resources had been reluctant to engage with numbers\*


**95%**

would recommend National Numeracy Day to a friend or colleague\*

\*Of respondents surveyed from the schools, colleges, organisations and individuals that supported National Numeracy Day 2024

\*\* Of respondents surveyed from the schools, colleges, organisations and individuals that supported Number Confidence Week 2024

## OUR YEAR OF IMPACT



**836,067**

actions to improve numeracy taken as a result of our 2024 campaigns

**985** workshop participants

**96%**

feel more able to take the next steps with work, supporting children, managing money and supporting others



**86%**

feel more confident with numbers



**40,886**

children participated in our programmes



**29,606**


adults participated in our programmes

**1,192**

Numeracy Champions trained

**96%**


of trained Numeracy Champions feel more confident to support others who lack confidence with numeracy



**988,614**

interactions online





**953**

media mentions, with 105m print and broadcast reach, and 3.19bn online readership

**162**

volunteers trained

Number of children reached through our volunteering programme:

**17,619**



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# IN THEIR OWN WORDS

## PUPILS & PARENTS/CARERS

"I knew maths was important, but I never knew it was this important."

**Pupil from Chisenhale Primary, Tower Hamlets, after a volunteer visit**

"It has helped us to share/discuss and see maths and numbers at home with our child. The activities are really well planned and not onerous. Our child really enjoys completing them with us."

**Parent/carer, about our Family Maths Toolkit**

"It helps with my maths a lot, I didn't like maths at first."

**Pupil from Haydn Primary, Sherwood, who took part in our Parental Engagement Programme**

"The Maths in the Real World session was one of my favourite maths lessons!"

**Pupil from Victoria Primary School, Nottingham, after a volunteer visit**

"Having the opportunity to complete maths activities as a family has helped with my son's confidence."

**Parent/carer, about our Family Maths Toolkit**



## TEACHERS

"What a fantastic morning we all had! The children are still talking about it now. Quite a few of the children have talked about how they want to use maths as an adult as a result."

**Lorna Dermody, Head of School at Mellers Primary, after a volunteer visit**

"One child to me said last year, 'Why is maths homework so easy?' I looked through their scrapbook with them and we realised it wasn't that it was easy, it was that it was more enjoyable. They felt they'd been tricked! But they were now doing maths for pleasure at home, with their families."

**Joshua Grimshaw, Haydn Primary maths teacher, after taking part in our Parental Engagement Programme**

"The children were enthused by meeting people from a professional background and were eager to ask lots of questions. The link with hobbies was a good way for children to see maths beyond school."

**Cairo Spencer, Deputy Headteacher at St Paul's with St Michael's Primary in Hackney, after a volunteer visit**

"They are a fun approach to homework and the children have taken to them really well."

**A teacher talking about our Family Maths Toolkit**

## ADULT LEARNERS

"I was watching one of Denise Welch's videos, and I've never felt so seen. I've had problems with numbers all my life. And it does affect you, it does. You do feel thick."

**Jessica**

"I was worried I didn't know enough about maths to be on this course, but it really opened my eyes, I absolutely loved it!"

**Numeracy Champion from the Department for Work and Pensions**

"For a long time in my life the thought of maths made me feel the wall come down and think 'I don't want to do that', but people see the importance of just day to day numbers and that there is help."

**Emma Bates, Numeracy Champion and lead at the Nottingham Financial Resilience Partnership**

"She showed her vulnerabilities as well, and that allowed us to show ours. And then we learned together. I've now had offers from two universities, which I'm really pleased about!"

**Angela, a learner from Somerset, whose maths tutor Leigh trained as a Numeracy Champion**

"[It] was very interesting to learn people have real anxiety and dislike to maths. The percentage of people [who] have this anxiety also surprised me. It has been quite an eye opener."

**Participant in Numeracy Champion training**

## PARTNERS

"The Department for Education is already talking about our legacy; the Champions are a huge part of that. It's not to be underestimated, the impact you can have."

**Claire Hanson, Multiply Lead Coordinator at Gloucestershire Council, about Numeracy Champions**

"It's wonderful to see people from diverse backgrounds promoting numeracy and inspiring children with space and astronomy. Mathematics is crucial for understanding our universe and navigating life."

**Dr Robert Massey, Deputy Executive Director, Royal Astronomical Society**



"I think the success really is that people have found the training so accessible and that it's made a difference to them on a personal level. 99% of learners said that it's helped their confidence in everyday life with maths and 97% said it's supported them to overcome barriers."

**Sarah, Multiply Operations and Partnerships Manager for Sheffield City Council, and Numeracy Champion**

"At Experian, we are committed to improving people's financial health and we know how interlinked number skills and confidence are with people's financial capability. Nottingham is our spiritual home and we are therefore incredibly proud to support Numeracy Champion training here in the East Midlands, helping build confidence, change mindsets, and create a numerically and financially literate society."

**James Jones, Head of Consumer Affairs, Experian**



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# NUMERACY FOR EQUALITY

The strongest predictor of a person’s numeracy level in the UK is their socio-economic background.<sup>[1]</sup> The numeracy gap between those from lower socio-economic backgrounds and their wealthier peers starts young and can last a lifetime. This is a major barrier to social mobility.

Low numeracy can prevent people from accessing work and building a sustainable career, and increases vulnerability to debt, fraud and unemployment. This is felt most acutely by women and girls whereby a pervasive number confidence divide holds millions of people back from fulfilling their potential.

Crucially, this can be changed. In 2024 we supported many thousands of people to improve their numeracy, addressing these systematic inequalities and helping people access a wealth of opportunities.

## Number Confidence Week, the Gender Edition

Our [Number Confidence Week](#) campaign, backed by Founding Supporter TP ICAP, and Lead Supporters Barclays LifeSkills, Capital One, Experian, EY, The Lord Mayor’s Appeal and Vanquis Banking Group, addressed the ‘gender number confidence gap’. The campaign inspired people to take 193,067 actions towards improving number confidence, almost double the number of last year’s campaign.

The campaign shared inspirational real-life stories, provided tailored resources, and sparked honest conversations, particularly with the help of new National Numeracy Ambassador, TV star Denise Welch.

▶ [Watch on YouTube](#)



**Numeracy improvement driving social mobility and gender equality**  
Everyone has the opportunity to develop numeracy throughout life, regardless of socio-economic background or gender



## Parliamentary Reception

The Secretary of State for Education, Bridget Phillipson, backed National Numeracy’s strategy to drive social mobility and gender equality through improved numeracy at a [Parliamentary Reception](#) in November 2024, hosted by The Rt Hon. the Lord Blunkett on behalf of National Numeracy and kindly sponsored by global law firm DLA Piper.

“As well as being the Secretary of State for Education, which is such a privilege, I also lead our work as Minister for Women and Equalities as well. And there is so much more we need to do on that front, too, because, let’s be honest, we know that it’s often women and girls who find this a particular challenge and lack confidence early on. We’ve got to do a lot more to tackle that to make sure that everyone in our country has the chance and the confidence to succeed.”

**Bridget Phillipson, Secretary of State for Education and Minister for Women and Equalities at National Numeracy’s Parliamentary Reception**

FEATURING: NATIONAL NUMERACY BENEFICIARIES

## WOMEN'S VOICES

### REAL-LIFE IMPACT

Watch 20 remarkable women, who have worked with National Numeracy, share their stories about overcoming barriers and challenges with numbers.

▶ [Watch on YouTube](#)

**193,067** actions towards building number confidence as part of Number Confidence Week 2024.

.....

Of the schools, colleges, organisations and individuals who supported the campaign and were surveyed:

**98%** said we were effective in our aim of inspiring adults and children to improve their number confidence and skills.

.....

**63%** have more awareness of the ways numbers are used in daily life.



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# NUMERACY FOR EQUALITY

**Numeracy improvement driving social mobility and gender equality**  
Everyone has the opportunity to develop numeracy throughout life, regardless of socio-economic background or gender



Lucy-Marie Hagues speaking at a National Numeracy event at Capital One's London HQ



Pupils from Parbold Douglas CE Academy take part in National Numeracy Day

## Gender Taskforce

On International Women's Day 2024 the Gender Taskforce of the National Numeracy Leadership Council was launched, chaired by Capital One UK CEO, Lucy-Marie Hagues MBE. Its mission is to support employers to tackle the UK's 'gender number confidence gap'.

Having low number confidence affects aspirations, limits educational and career choices, particularly among women and girls. Our research revealed nearly three times more women (59%) than men (21%) report that their earnings have been negatively impacted as a result of not having a Level 2 maths qualification.<sup>[3]</sup>

Lucy Marie-Hagues said: "We need collective action to address the gender gap that exists when it comes to number confidence, so that everyone can achieve their fullest potential at school and in the workplace."

The Taskforce organisations include Capital One UK, Barclays, Experian, EY, The Lord Mayor's Appeal, Maths4Girls, Mumsnet and Gransnet, National Numeracy, NHS England, Oliver Wyman, Scottish Widows, TP ICAP and Vanquis Banking Group. Its recommendations for employers will be launched to coincide with International Women's Day 2025.

## Driving social mobility through National Numeracy Day

Our flagship campaign, National Numeracy Day shines a light on numeracy as a driver of social mobility. It wants the value and benefits of being able to use numeracy in everyday life to be well understood in the UK and for people to be inspired to take their first steps towards improved numeracy. Everyone can access our resources, but our priority is supporting people with low number confidence or numeracy skills in communities where the need is greatest.

That's why we took National Numeracy Day 2024 on the road, visiting some of the UK areas of higher need, like Wigan, which is in the 86th percentile for numeracy needs in the country. Our vibrant Rap & Poetry Slam event inspired children in partnership with Times Tables Rock Stars and NumBots from Maths Circle.

Meanwhile, National Numeracy Day Founding Supporter KPMG held nationwide office events across diverse communities, collaborating with schools, universities and charities, engaging with young people from areas of low social mobility in conversations about numeracy in everyday life.

Thanks to Founding Supporter KPMG and Lead Supporters AWS, Barclays LifeSkills, Bloomberg, Capital One, Experian, Kartesia, The Lord Mayor's Appeal, S&P Global, TP ICAP, UFI VocTech Trust, and Vanquis Banking Group.

## Influencing policy in 2024

We were delighted that the Secretary of State for Education, Bridget Phillipson, backed National Numeracy's strategy to drive social mobility through improved numeracy at a Parliamentary Reception hosted by Lord Blunkett.

National Numeracy contributed to the Department for Education's call for evidence, as part of their major Curriculum and Assessment Review. We fed into plans from the AQA and OCR examination boards to design new numeracy qualifications to complement GCSE in secondary schools.

Meanwhile, we garnered support from politicians right across the Houses of Parliament, who actively championed our National Numeracy Day campaign. Paulette Hamilton, Labour MP for Birmingham Erdington, asked a question in the House of Commons about skills as part of the day.



Photograph L to R: Speakers at our Parliamentary Reception: Sandra Wallace CBE Deputy Managing Partner, DLA Piper, Secretary of State for Education Bridget Phillipson, Lord Blunkett, Sam Sims, CEO, National Numeracy. Photograph: Alex Griffiths

Engagement has gone up without a shadow of a doubt.

Joshua

### REAL-LIFE IMPACT

In 2024, Haydn Primary School achieved National Numeracy's Parental Engagement Quality Standard Kitemark, after a year of incredible participation from both students and parents. Joshua Grimshaw, a maths lead and teacher at the school, said "it's made children more comfortable to give things a go."

[Read Haydn Primary's story](#)



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# NUMERACY FOR SUCCESS

## Volunteering

In 2024, an ambitious [corporate volunteering programme](#) helped us reach more people than ever before. Harnessing the dedication and experience of 120 volunteers from esteemed partners, we delivered impactful in-person sessions to 17,619 children.

And the results were incredible, with 94% of teachers surveyed agreeing that the sessions inspired children to see the maths in life beyond school.

The volunteering programme offers our partners the chance to support their local communities directly and aligns with our mission to empower disadvantaged communities to thrive.

Overall, disadvantaged children fall ten months behind their wealthier peers in maths by age 11.<sup>[4]</sup> Of the 106 schools we worked with in 2024, 58% were in the top 50% of wards with greater need (according to the [UK Numeracy Index](#)).



A volunteer leading a classroom session

## A positive attitude to maths in the UK from cradle to career

All of society understands the value that numeracy can bring to their lives, has the confidence to thrive and holds the belief that we can all get on with numbers

## Deepening relationships with partners to support staff skills in 2024

2024 saw us build on our long-standing and valued relationship with partners, like NHS England, working together to support staff to gain the confidence and skills they need with numbers. In 2024 we trained over 200 Numeracy Champions across the NHS, bringing us to over 500 NHS Numeracy Champions trained to date.

Numeracy Champions don't teach maths, but instead offer support to others to overcome barriers and anxieties about numbers and data. Through our CPD-accredited training, participants are equipped with knowledge and resources to help those around them, while often also building their own skills and confidence with numbers.

We also continued our work in partnership with the Department for Work and Pensions (DWP) to boost number skills and confidence in staff and claimants, thanks to the 'Every Londoner Counts' initiative funded by The Lord Mayor's Appeal. Despite availability of numeracy courses, claimants weren't seeking support for number confidence and staff struggled to identify those in need. With 61 DWP staff now trained as Numeracy Champions, taking an active role in encouraging others to embrace numbers with confidence, individuals have been empowered to manage their money better, improve job prospects, and conquer their fear of maths.

[Find out more about our training](#)



Numeracy Champions from SUEZ in Somerset



## REAL-LIFE IMPACT

As a Care Co-ordinator Administrator for a GP surgery in Bradford-on-Avon, Jess was on the lookout for ways to support her team. She also wanted to build her own skills and knowledge. Through [the Multiply initiative](#) at Wiltshire Council she trained as a [Numeracy Champion](#).

[Read Jess's story](#)

"Being a Numeracy Champion was a great opportunity for me to think more critically about the different challenges that individuals, partners, stakeholders and customers face when it comes to numbers, and what I can do to help."

Numeracy Champion from the Department for Work and Pensions

## Attitudes to maths with Mumsnet

We joined forces with Mumsnet to research generational maths anxiety, with [the findings](#) suggesting that parents pass their maths anxiety to their children. Over a third of parents, 41%, remember their mums saying "I'm not good at maths".

35% of parents admit they make similar negative comments about maths in front of their children, reinforcing the same negative beliefs they experienced growing up.

However, parents who had mothers who felt more confident with numbers, felt more confident themselves.

In 2024, our corporate volunteering programme saw:

**162** volunteers trained

**120** volunteers deliver sessions

**17,619** children reached

**106** schools visited

**94%** of teachers surveyed agree the sessions inspired children to see the maths in life beyond school



# NUMERACY FOR SUCCESS

## Schools & Families Programme launch

Our new [Schools & Families Programme](#) launched in September 2024, embodying our goal of creating a powerful intergenerational cycle of number confidence by empowering adults who support and work with children to be confident using numbers and everyday maths, particularly in places of greatest need.

This large-scale initiative builds on our learning from years of experience engaging parents with numeracy. Schools & Families goes further – it enhances the confidence of school staff, parents and carers who help children with maths. The programme amplifies our impact for both children and adults, driving sustained engagement and support for numeracy across schools and homes nationwide.

Our goal is to create long-term change, equipping schools and families with tools and strategies extending beyond the programme’s duration, and establishing a sustainable foundation for maths confidence.

We are grateful to the funders of this new programme: Barratt Foundation, Capital One UK, CISI Future Foundation, Garfield Weston Foundation, Kartesia, London Stock Exchange Group, Squarepoint Foundation and Vanquis Banking Group.

 [Find out more about the Schools & Families Programme](#)

## Parental Engagement Programme success

Our Parental Engagement Programme (PEP) concluded after more than five years of impactful work, with the new Schools & Families programme taking over.

PEP went out on a high. In 2024 we scaled up the programme, working with 26 schools across four key areas: Nottingham, Bolton, Manchester City, and North Ayrshire, Scotland. This expansion enabled us to engage over 1,000 pupils and connect with more than 550 parents and carers through tailored workshops, fostering a community-wide commitment to numeracy.

We sincerely thank the schools that partnered with us and the organisations – Capital One, CISI Future Foundation, Garfield Weston Foundation, and Vanquis Banking Group – whose generous funding made this initiative possible in 2024.

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**A positive attitude to maths in the UK from cradle to career**  
All of society understands the value that numeracy can bring to their lives, has the confidence to thrive and holds the belief that we can all get on with numbers




## Bringing numeracy to life in schools

More schools and education providers than ever before took part in National Numeracy Day, with 8,933 signed up to receive our toolkits for nurseries, schools and colleges.

Of the children that used our campaign resources, 46% had been reluctant to engage with numbers. We aim to help those children currently disengaged see the value and benefits of getting on with numbers.

Joining forces with The Royal Astronomical Society (RAS) and Numberblocks for ‘numbers in space’ themed events and resources allowed us to support children to develop positive attitudes towards everyday maths.

Secondary schools explored the cosmos and careers in space, with Dr. Sheila Kanani from the RAS and our ambassadors Bobby Seagull and Jessica Gagen, who is an aerospace engineering graduate.

 [Watch on YouTube](#)



In three months, the Schools & Families programme worked with 73 primary schools across the UK, delivering significant results:

**124 Numeracy Champions** were trained to support colleagues and families, with 99% reporting increased confidence in helping those who struggle with maths

**Over 3,000** individuals engaged with at least one [Family Maths Toolkit](#) activity.

**1,025** children were reached by volunteers, connecting maths to real-world applications through [assemblies](#) and [classroom sessions](#). Teachers unanimously agreed these sessions inspired children to see the value of maths in everyday life.

**289** parents and carers attended “Help Your Child Love Maths!” workshops, delivered by Numeracy Champions, encouraging families to embrace maths with confidence and enthusiasm.

**38%** of pupils, on average, at schools involved in the Schools & Families Programme are entitled to free school meals, compared to an average of 24.3% in England.



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# NUMERACY FOR COMMUNITY

**Communities empowered by number confidence**  
Communities are motivated, empowered and supported to improve numeracy at the local level, creating opportunities throughout the lives of local people

## Every Londoner Counts

As 2024 drew to a close, so did our amazing three-year partnership with The Mayor's Appeal, a stellar example of how targeted, community-driven interventions can make numeracy accessible to diverse populations.

Our 'Every Londoner Counts' initiative has had a transformative impact across the city. It addressed the urgent issue of low numeracy, which affects 58% of adult Londoners – around 3.5 million people.

Through Every Londoner Counts we trained 548 Numeracy Champions across all London boroughs. The partnership empowered volunteers to support individuals in improving their maths skills, building confidence, and enhancing employability.

## Multiplying community connections

Meanwhile, Multiply entered its third and final year in 2024. The Department for Education initiative aims to help adults across the UK who do not have a GCSE grade C/4 maths qualification improve their numeracy, confidence, and skills.

National Numeracy worked with local authorities on their Multiply adult numeracy programmes, connecting with many local communities.



National Numeracy volunteers at the Lord Mayor's Show

## Tailored events for local residents

This year, National Numeracy Day 2024 had an even bigger community focus, ensuring we reached those with greatest need in their own communities, settings and spaces – both in person and online.

Tower Hamlets Council hosted over 300 local residents and adult learners in numeracy-related activities, ranging from crafting to gardening, with number natters and National Numeracy Challenge quick-checks.

In Barking and Dagenham, the local authority engaged South Asian communities in numeracy initiatives through a Maths Marathon, tailoring workshops to cultural contexts and providing bilingual support.

Sessions included cooking workshops, measuring ingredients, budgeting for meals, and understanding nutritional information. This approach ensured all community members could get involved and had access to resources to the available resources and support.



It made me believe that I could do it.

Angela

## REAL-LIFE IMPACT

Angela had always wanted to attend university but never had the chance. Through Somerset Skills & Learning she found a tutor, Leigh, who'd trained as a Numeracy Champion through the Multiply initiative at Somerset Council, and gave Angela the needed skills and confidence.

[Read Angela's story.](#)

Our 2024 work with local authorities Multiply adult numeracy programmes:

**556** Numeracy Champions trained

**94%** of Numeracy Champions said they felt more confident to support others

**385** adults supported through number confidence sessions

**15,749** adults who are the target audience of Multiply supported through the National Numeracy Challenge

**77** adults reached with our 'Help Your Child Love Maths!' sessions to help parents & carers feel more positive about supporting children



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# NUMERACY FOR COMMUNITY

## Reaching areas of high need

2024 saw Experian and National Numeracy working in partnership to launch an exciting numeracy project in Nottingham and the East Midlands. We successfully trained 31 Numeracy Champions across various organisations, building a network of support across the East Midlands to improve career opportunities and financial health in the region.

According to the [UK Numeracy Index](#) – a model that predicts and ranks areas of the UK by numeracy skills and confidence – of the 12 regions of the UK, the East Midlands ranks sixth, indicating that it is a region of higher numeracy need. Some areas within the East Midlands are of high numeracy need, such as Nottingham, which is in the 99th percentile.

We have placed Numeracy Champions in key community touchpoints including St Barnabas Hospice BEAM cafe (Building Engagement Around Mental Health), the Dyslexia Association and Ignite Futures. The champions have direct contact with residents who benefit greatly from the ‘attitudinal approach’ we embed in our Numeracy Champion programme, that supports number confidence, neurodiversity and maths anxiety.

## Communities empowered by number confidence

Communities are motivated, empowered and supported to improve numeracy at the local level, creating opportunities throughout the lives of local people

### Inclusivity and accessibility

On National Numeracy Day, we hosted our first-ever community Big Number Natter session in Nottinghamshire with Ambassador Bobby Seagull, the Dyslexia Association, local Numeracy Champions, the Financial Resilience Partnership, and Experian volunteers. Numeracy Champions from the Dyslexia Association shared their journeys and the impact of neurodiversity on number confidence, how childhood experience can shape mindsets and beliefs, and the importance of building financial resilience at a young age.

Our campaign resources also discussed neurodiversity and maths, with a series of Big Number Natters. [Dyscalculia](#) was the topic for two videos, including National Numeracy Ambassador Iona Bain sharing [her own story](#) with the learning difficulty.

We also explored the link between ADHD and numbers in [a Big Number Natter with two National Numeracy employees](#) talking about their experiences: Project Manager Roné Scheepers, and Training Officer Ishraq Li-Rahman.

Meanwhile, National Numeracy Training Officer Iain Evans held [a Big Number Natter with Performing Arts students](#) from Derwen College, a specialist college for young adults with special education needs and disabilities, to discuss how maths fits into their work and lives.

And, for the first time, we translated our key campaign resources into Welsh – a vital move in ensuring inclusivity and strengthening community engagement.

“It was wonderful to have the opportunity to talk about the impact dyslexia and dyscalculia can have on number confidence, as well as sharing and hearing about different numeracy journeys and financial wellbeing. Thank you for your passion and support in organising the event and for Experian funding the project to support residents across the East Midlands. We have signed up to the Numeracy Champion Training and look forward to supporting our team and learners with the techniques.”

**Kay Carter, CEO of The Dyslexia Association**

“Really pleased National Numeracy exists. They are doing some great work.”

**Numeracy Champion from Ignite Futures**

“I have found myself flustered, stressed out about maths, and ashamed that learning maths has instigated emotions that I didn’t know were there. I have spoken to my tutor who has been extremely supportive. I intend to see it through and try and remain positive that I will succeed and obtain a better grade. I know maths matters.”

**An East Midlands learner, who found support through our Numeracy Champion programme**



Bobby Seagull hosts a Big Number Natter in Nottinghamshire



A Big Number Natter in Yorkshire



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# MEDIA AND CELEBRITY AMBASSADORS

2024 saw the recruitment of not one but two new celebrity ambassadors. We kicked off Number Confidence Week with the exciting announcement that TV star Denise Welch was National Numeracy’s latest ambassador. Denise’s [personal journey](#) with maths anxiety resonated deeply, especially with women across the UK, sparking lively discussions and significant media coverage in outlets like the Mirror, The Sunday People, and OK! Magazine. Her involvement brought heightened awareness to the challenges many face with numeracy and inspired countless others to confront their own struggles.

Our National Numeracy Day campaign shed light on the strong link between maths struggles and mental health. Research reveals that 22% of 18–24-year-olds have experienced worsening mental health due to difficulties with maths.<sup>[5]</sup> To address this, we [introduced world-renowned psychologist Dr Linda Papadopoulos](#) as an ambassador. Dr Linda created a series of videos to help people build number confidence and address the emotional toll of low numeracy.



Denise Welch,  
National Numeracy Ambassador

- \_pink\_princess\_24 @denise\_welch I can totally identify with you on that one, the fear was just horrendous before each class. I'm so glad I'm not the only one with number phobia 🙏🙏🙏🙏🙏🙏
- beverley3071 This is so common Denise, I had a teacher in junior school who used to terrify me and belittle me . I hated maths because of this and dreaded the lessons. I've felt like a brick wall would go up in front of my brain and I'd avoid any maths. Thank you for sharing your experience ❤️❤️❤️
- tess\_66vi Thank you Denise for speaking out on this. I used to break out in hives at exam time with Math. To this day, anything numerical makes me nervous, and yet, it's part of my daily job. ❤️

In 2024 National Numeracy garnered 953 media mentions, with 105m print and broadcast reach, and 3.19bn online readership.

Our National Numeracy Day campaign received 569 media mentions alone, a 60% growth on last year, reaching audience of 79 million via print and broadcast coverage and 2 billion via online readership.

Media highlights included National Numeracy Ambassador Martin Lewis kicking off the day on ITV1’s Good Morning Britain. On BBC Radio 5 Live, Martin talked about our new research and being an ambassador for our charity. Ambassadors Bobby Seagull, Katya Jones, Jessica Gagen and Rachel Riley all promoted the day on TV and radio, and national tabloids covered the issue.

We partnered with the Mirror on [our new research](#) revealing that young adults in the UK are suffering from poor mental health due to their lack of maths. The story lit up public discourse and provoked forthright conversations online.

ITV London presenter Sally Williams reported from the National Numeracy Day Live event at William Davis School in Bethnal Green, capturing the vibrancy of the day perfectly.

Meanwhile, ITV’s Loose Woman Denise Welch opened up on the flagship show about her own struggles with numbers.

Number Confidence Week garnered 62 million media reach in 2024 across 35 print, online and broadcast mentions, a 54% increase on 2023.

As part of Number Confidence Week, ambassador Bobby Seagull appeared on Loose Women to tackle maths anxiety among women. He highlighted how stereotypes and low confidence impact women’s daily lives, emphasising the need to break these barriers and empower women.

Plus, in 2024, we collaborated with one of the nation’s biggest soaps, EastEnders! National Numeracy advised the writing team at EastEnders on [a dyscalculia storyline](#), underscoring our commitment to raising awareness of this often-overlooked learning difficulty and further cementing our role as the UK’s leading charity for everyday maths.



Dr Linda Papadopoulos,  
National Numeracy Ambassador



National Numeracy Ambassador Bobby Seagull on ITV's Loose Women



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# LEADERSHIP & ESG

## The National Numeracy Leadership Council

The [National Numeracy Leadership Council](#) was formed by National Numeracy in 2021 to find new ways of tackling the UK's numeracy crisis by bringing together government departments, businesses and experts.

The Council is chaired by Andy Haldane, former Chief Economist of the Bank of England, Chief Executive of the Royal Society of Arts, and Vice-chair of National Numeracy. It met every quarter throughout 2024, hearing from experts and considering new research and evidence to help employers make decisions to drive systematic positive change.

The collective work of the Council and its member organisations helps support people to improve and use their numeracy by creating positive attitudes to numbers and maths, supporting financial wellbeing, increasing access to sustainable careers and, ultimately, stimulating productivity across the entire workforce.

Thanks to the Council members and their organisations for deep engagement and commitment throughout 2024: Amazon Web Services, Barclays, Bloomberg L.P., Capital One UK, Department for Work and Pensions, Experian Ltd., EY, HM Treasury, KPMG, Oliver Wyman, S&P Global, TP ICAP, and Vanquis Banking Group.

## Awards

Over the past year we have won and been shortlisted for a variety of awards. A heartfelt thank you to all of our partners who make our vital work possible.

In 2024 we were grateful to win the Nudge Financial Wellbeing Award for Wider Business Impact for Financial Education, as well as being shortlisted for:

- The Better Society Awards, Partnership with a National Charity, with Capital One
- The Purpose Awards, Best Advocacy Campaign (collaboration), with Capital One
- The Card and Payment Awards, Changing Lives in the Community, with Capital One

## Environmental, Social, Governance (ESG)

As an independent charity with a social mission, National Numeracy is passionately committed to, and constantly reviewing and improving, its Environmental, Social and Governance standards. Our charitable work also helps meet our partners' own ESG goals. National Numeracy's ESG measures include, but are not limited to:

### Environment

- We are committed to protecting the environment through sustainable practices, with an environmental sustainability policy in our staff handbook.
- Programme materials are provided digitally, reducing print and paper costs.
- Sustainable sources sought for marketing materials and used furniture and equipment is recycled.
- Training programmes are delivered online where possible, and public transport used for travel where necessary.
- Our office on the University of Sussex 'Green Campus' is accessible by bus, rail and cycle paths.

### Social

- We are committed to the Fair Work First criteria, and we are a Real Living Wage employer.
- Fair and equitable workplace measures include an independent annual anonymous employee survey.
- We have an active staff Equality, Diversity and Inclusion group and mandated EDI training.
- We have a team of trained mental health first aiders.
- We offer flexible working to help reduce barriers that may disproportionately affect women and contribute to the gender pay gap.

### Governance

- We have a gender-balanced governance structure; 50% of the Leadership Group are women.
- We commit to operating with integrity, embodying our 'core four' values.
- Our new finance policies and system ensure transparency and best value from suppliers.
- We operate a regularly reviewed risk register.
- Our dedicated GDPR Group works with external experts to ensure security of our data.

### References

[1] National Numeracy (2022). The UK Numeracy Index. Technical Paper: <https://www.nationalnumeracy.org.uk/what-numeracy/numeracy-index>

[2] Survey response: 459 people were sent an email, resulting in 36 responses – a response rate of 8%. Profile: Compared to the profile of all Number Confidence Week sign-ups, the survey sample was representative (61% of the survey respondents were from schools, compared to 62% of sign-ups; 47% of the respondents were from organisations, compared to 41% of all sign ups).

[3] National Numeracy (2023). Number Confidence – The Gender Divide. Research briefing retrieved from: <https://www.nationalnumeracy.org.uk/about-us/research-and-impact>

[4] Education Policy Institute (2024). Annual Report 2024: Disadvantage. Retrieved from: <http://epi.org.uk/annual-report-2024-disadvantage-2/>

[5] National Numeracy (2024). Young adults suffering poor mental health due to lack of maths: <https://www.nationalnumeracy.org.uk/news/young-adults-poor-mental-health-due-lack-maths>





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# THANK YOU

We can't thank our partners enough for their support. The tremendous variety of activities we have been able to mount over the past year, and the progress detailed in this report, would not have been possible without the following organisations.

Thank you to our Local Authority partners in 2024:



















## GET INVOLVED

We're incredibly proud of the work we do with our partners to drive positive change across the UK. Together, we are supporting more people than ever before to improve their numeracy and build brighter futures.

Working together brings a host of strategic benefits. To learn more about how our work can support your charitable goals please get in touch, we'd love to talk:

✉ [partnerships@nationalnumeracy.org.uk](mailto:partnerships@nationalnumeracy.org.uk)

## CONTACT US

For more information, please get in touch:

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✉ [enquiries@nationalnumeracy.org.uk](mailto:enquiries@nationalnumeracy.org.uk)

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