



# Our Impact in Focus



# 2025



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# WELCOME

Our charitable mission is to empower people to thrive by using numeracy to open up opportunities and access brighter futures, focusing on communities where the need is greatest. And in 2025, we made huge progress and created a significant impact right across the UK.

This year, over **112,000 children and adults** participated in our programmes. Our campaigns inspired people to take over **1.4 million actions** to improve their numeracy. And we sparked over **1.6 million online interactions** on our social channels.

Whether in person, via intermediaries and partners or online, our efforts to improve the nation’s numeracy have had far-reaching impact this year, particularly in communities where our support is most needed.

Empowering people to thrive using numeracy is at the heart of our work. We are the only UK charity dedicated to everyday maths and our services are needed more than ever: around half of working-age people in the UK have the numeracy skills of a primary school child; and poor numeracy costs the UK economy up to £25 billion a year.

Our innovation programmes are going from strength to strength, supported by an increasing number of pioneering organisations.

For instance, we trained **1,110 Numeracy Champions** to support those with low numeracy in their communities. Meanwhile, over **5,500 parents** attended Help Your Child Love Maths sessions, delivered through our successful Schools & Families programme.

From influencing educational policymaking in Westminster, and launching recommendations to close the gender number confidence gap, to expanding our place-based work in Wales and the East Midlands: In 2025 our work to tackle inequality and support social mobility through improved numeracy gained significant pace and traction.

I hope you enjoy reading this report, which reveals some of the ways we responded to the UK’s numeracy crisis through partnership, evidence, and action, while laying the foundations for lasting change.

**Sam Sims**  
CEO, National Numeracy



Gender Taskforce - 'Gender-Equality-Recommendations' Launch Event Panel Kirsty Marsh-Hyde, Rachel Riley, Tammy Fevrier who were joined on the panel by Lucy-Marie Hagues and Sam Sims.

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

[Read our strategy here](#)

## 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.

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# 2025 IN NUMBERS

## OUR 2025 CAMPAIGNS

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




**97%** of respondents said they would recommend the Number Confidence Week campaign to a friend or colleague  
Number Confidence Week

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

**National Numeracy Day:** \*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.

**Number Confidence Week:** \*Survey response: 2,127 people were sent an email, resulting in 146 responses - a response rate of 7%. Profile: Compared to the profile of all NCW signups, the survey sample was representative (79% of the survey respondents were from schools, compared to 81% of sign ups; 12% of the respondents were from organisations, compared to 12% of all sign ups, 9% of the respondents were individuals, compared to 7% of all sign ups).

## OUR YEAR OF IMPACT

 **1,453,686** actions to improve numeracy taken as a result of our 2025 campaigns

 **79,079** children participated in our programmes

 **32,941** adults participated in our programmes

 **1,100** Numeracy Champions trained

 **107** volunteers trained



 **5,820** workshop attendees

 **1,606,556** interactions online

 **587** media mentions, with 97m print and broadcast reach, and 772m online readership

# IN THEIR OWN WORDS

## PUPILS & PARENTS/CARERS

"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, a National Numeracy Day competition winner**

"Thank you for a really inspiring workshop, I really enjoyed learning about different job roles and I realise how important maths is in everyday life!"

**Student after a volunteer's visit**

## TEACHERS

"The children were extremely engaged. It was entertaining and accessible for a wide range of ability learners. No child felt pressured during the assembly. We even had a go at creating number confidence posters afterwards."

**Kylie Jones, Deputy Headteacher/Maths Lead, Gilfach Fargoed Primary School, Caerphilly, Wales**

"We wouldn't have known it was their first time delivering an assembly if they hadn't mentioned it - a credit to your volunteer team!"

**Rae Dean, Victoria Primary School**

"One parent gained the confidence through the National Numeracy Challenge to pursue her Maths GCSE."

**Schools & Families Programme teacher on the National Numeracy Challenge**

"Our children really engaged with having Tallulah in the class and loved hearing about her role. It was good to have a maths enthusiast telling children about why she loves maths and how it helps her to do her job."

**Phillipa Kennedy, Alexandra Primary School**

"My favourite part of running the workshop was the impact it had beyond the session itself. The next day, a Year 2 parent caught me at my classroom door to say they'd gone home and let their child use measuring cups while cooking."

**Schools & Families Programme teacher on the *Help Your Child Love Maths!* workshop**

## ADULT LEARNERS

"It's fantastic to be involved in such an inspiring community."

**Craig, Numeracy Champion**

"Karen understands, empathises, and tries to help me. My confidence is improving every day!"

**Cathy, a beneficiary, who was supported by Karen, a Numeracy Champion**

"I am passionate about sharing my story as I once felt ashamed of my maths skills, but now I want others to know support is out there which is kind, patient, and judgment-free to help build number confidence."

**Angela, a beneficiary**

"I'm proud and enthusiastic to share my experience of overcoming maths anxiety so that people know they aren't on their own, that help is there and that previous challenges with maths don't have to stop you doing anything that you want to do!"

**Anne, a beneficiary**

"[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."

**Jackie, Numeracy Champion**

"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."

**Sarah, a learner**



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# NUMERACY FOR EQUALITY

In 2025 number confidence gaps continued to limit opportunity, progression and participation in the UK, particularly for women.

That's why we launched our **Numeracy for Gender Equality** recommendations at an event hosted by Capital One, bringing national attention to the barriers women face with number confidence at work. [New research](#)\* revealed that more than a third of women felt discouraged from applying for jobs involving numbers and data, and highlighted how confidence, rather than ability, continues to shape career choices. This confidence gap affects not only individuals, but employers and whole sectors, restricting talent pipelines and slowing economic growth.

Leaders from business and public services, including the NHS, discussed how recruitment language and workplace culture reinforce stereotypes. Employers were urged to drive cultural change, adopt inclusive practices and support ongoing skills development.



Kirsty Marsh-Hyde, Rachel Riley, and Tammy Fevrier at the Numeracy for Gender Equality recommendations launch event



The Numeracy for Gender Equality recommendations

## Numeracy improvement driving social mobility and gender equality

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

*It is concerning to read that women in the UK are twice as anxious as men about using maths, even when they have a high skill level. Low number confidence can make budgeting, saving, and managing debt challenging, and limit opportunities for economic growth and independence, particularly for women. [...] I'd like to express my sincere thanks to National Numeracy and its partner organisations for their work and dedication in closing this confidence gap. Through working together to improve numeracy across the UK, we have a real opportunity to address an issue that is holding too many people back, and create a brighter future for women and girls."*

**The Rt Hon Rachel Reeves MP, Chancellor of the Exchequer** [Read the full statement here](#)

Alongside this we strengthened our policy influence. In March, our Chief Executive, Sam Sims, gave evidence to the Lords Select Committee on maths education, alongside National Numeracy Ambassador Bobby Seagull. Their evidence focused on adult numeracy and Functional Skills maths, highlighting how negative experiences of maths can create long-lasting confidence barriers, and why everyday numeracy must be made relevant, practical and non-intimidating.

They emphasised the gap between exam-based maths and the numeracy skills people need for work, finances and daily life, and highlighted the role of initiatives such as the National Numeracy Challenge in rebuilding confidence.

In a separate session, National Numeracy trustee Lynne McClure contributed evidence on school maths, setting out priorities for a more equitable system, including the case for a numeracy qualification for all, clearer guidance on the role of technology and AI in education, and stronger curriculum oversight.



Sam Sims giving evidence to the Lords Select Committee about adult numeracy

## REAL-LIFE IMPACT



Jackie is an education administrator for the apprenticeship team at Bradford Teaching Hospitals NHS Foundation Trust, which employs over 6,500 members of staff. After training as a Numeracy Champion she has been using her newfound knowledge to better support staff on their journeys to apprenticeships.

[Read Jackie's story](#)

## REAL-LIFE IMPACT



Sarah struggled with maths at school but after enrolling on college courses as an adult, received tailored support, which made learning the subject much easier.

[Read Sarah's story](#)



Jo, an administrator for the NHS, had avoided maths for most of her life. That changed when she realised her daughter would soon be doing her own exams. A desire to support her found Jo facing her fears and signing up to do a GCSE.

[Read Jo's story](#)

\*From 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+).

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# NUMERACY FOR SUCCESS

In 2025, our Numeracy for Success work continued to focus on what most strongly shapes children’s outcomes: not only what happens in classrooms, but the confidence, attitudes and behaviours of the adults around them.

## Schools & Families Programme

National Numeracy’s Schools & Families Programme expanded, enabling us to reach more primary schools as part of our response to the UK’s numeracy crisis. The programme supports schools to build more positive attitudes towards maths, while also helping parents, carers and school staff grow in confidence so they can better support children’s learning at home. It provides training, practical resources and ongoing support, including Numeracy Champions training for staff, Family Maths activities for pupils, and parental engagement support. This year, **5,537** parents attended **Help Your Child Love Maths!** sessions delivered through the Schools & Families programme.

## Our Work in Wales

Through Welsh Government funding via the Curriculum for Wales support programme, we expanded our Schools & Families programme to reach up to **90 schools across Wales**, providing two-year support for pupils and the adults who support them. Adult attitudes were central to this work. Schools received CPD-accredited Numeracy Champion training, enabling staff to lead whole-school approaches to building confidence with numbers. This was supported by interactive adult learning sessions, including **Feeling Better About Maths**, helping parents, carers and staff address maths anxiety and develop more positive relationships with numeracy. Our Family Maths Toolkit was also translated into Welsh.

### Feedback from Welsh Schools & Families Numeracy Champions:

“We definitely need to target parents and these workshops provided by you are a wonderful resource to do this!”

“Really useful and informative. We’re excited to use it to engage parents and improve staff confidence in maths.”

“Thank you for the training. I can see how beneficial these resources and opportunities can be for our school community.”

## 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

### Volunteering Programme

It was the busiest year yet for our corporate volunteering programme since its creation in 2022.

Thanks to the commitment of our volunteers, we were able to promote number confidence and positive attitudes to over **19,000 children** across the UK, **1,400 more** than last year. During the year, **115 trained volunteers** from **13 partners** and supporters supported **122 schools**, reaching children across the UK. Children benefitted from engaging, real-world learning experiences delivered by trained volunteers. **My Maths Story assemblies** and **Maths in the Real World sessions** helped pupils see how numeracy is used in everyday life, challenged stereotypes about who maths is “for”, and reinforced the message that number confidence can be built over time, as well as challenging the belief that some people are “just not a maths person”.



All pictures from National Numeracy volunteering sessions

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# 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

## Campaigns

Our two campaigns are key moments throughout the year for driving action and raising awareness around numeracy. Without the support of our essential campaign partners and supporters, we would not be able to inspire confidence with numbers or drive meaningful action to improve numeracy at the scale we have achieved.

For National Numeracy Day, we would like to extend our sincere thanks to our Founding Supporter, KPMG, and our heartfelt gratitude to our Lead Supporters: AWS, Barclays LifeSkills, Bloomberg, Capital One, Experian, EY, S&P Global, TP ICAP, Vanquis, and Supporters: City & Guilds, CISI Future Foundation, Garfield Weston Foundation

For Number Confidence Week, we would like to recognise and thank Barclays LifeSkills for their role as Headline Supporter in 2025, alongside our Lead Supporters: Capital One, Compare the Market, Experian, EY, Vanquis, TP ICAP for their continued commitment to the campaign.

### National Numeracy Day

At a national level, our campaigns continued to drive momentum. National Numeracy Day 2025 saw over 1.2 million actions taken, a 79% increase on the previous year, with clear evidence of changed attitudes and behaviours. People reported greater awareness of how they use numbers day to day, more positive feelings about numeracy, and increased motivation to keep improving their skills.

- 93%** of children surveyed are aware that being good with numbers helps you do well in school and life
- 93%** said we were effective in inspiring adults and children to improve their number confidence and skills
- 97%** would recommend the National Numeracy Day campaign to a friend or colleague

\*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.

Now in its eighth year, National Numeracy Day 2025 took on a powerful new focus: money. Informed by our latest research showing that 32% of UK adults who want to improve their maths and numeracy skills want to do so in order to manage their money better, the campaign highlighted how everyday maths supports budgeting, saving, shopping smartly, and planning for the future.

### National Numeracy Day

With the vital support of our Founding Supporter KPMG, we reached millions with the message that you need number confidence to have money confidence. Working with KPMG, we delivered **National Numeracy Day Live: Bobby's Picnic Adventure** from an East London primary school, reaching an estimated **1,000 schools** and **26,600 children**.



Bobby Seagull and Uzoma Mezeu during National Numeracy Day Live

- 1.2 million** actions taken to improve numeracy
- 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 329 million media reach

### Number Confidence Week

Number Confidence Week 2025, our biggest yet, focused on **Money Matters**, highlighting how numeracy confidence supports financial wellbeing all backed by our fantastic group of Lead Supporters.

The campaign responded to real need, as new research from Headline Supporter, Barclays LifeSkills, revealed that **27%** of people had faced financial issues or avoided financial tasks over the previous year. Post-campaign feedback showed strong agreement that the week raised awareness, inspired action and demonstrated the wider benefits of numeracy for individuals and society.



Maddie Moate in the Number Confidence Week Wheel of Numbers live assembly

- 289,219** actions taken to improve numeracy
- 211,666** views of our campaign videos in 2025
- 2,127** organisations and individuals signed up to support the campaign, including 1,725 education providers
- 48** media mentions, with 51 million media reach
- 97%** of respondents felt that Number Confidence Week was effective in raising awareness of the role of numeracy in everyday life.\*
- 95%** reported that Number Confidence Week was effective in inspiring adults and children to improve their number confidence and skills.\*

\*Survey response: 2,127 people were sent an email, resulting in 146 responses - a response rate of 7%. Profile: Compared to the profile of all NCW signups, the survey sample was representative (79% of the survey respondents were from schools, compared to 81% of sign ups; 12% of the respondents were from organisations, compared to 12% of all sign ups, 9% of the respondents were individuals, compared to 7% of all sign ups).

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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

In 2025, our Numeracy for Community work focused on the fact that low numeracy is not evenly distributed across the UK. In areas facing long-standing disadvantage, entrenched confidence gaps limit opportunity and regional economic resilience, requiring place-based, collective action.

We co-hosted an East Midlands leadership roundtable in Nottingham with Experian, bringing together leaders from business, education, government, and the third sector. The discussion highlighted the impact of low numeracy on financial inclusion, employability and social mobility, affecting 1.7 million people in the region. The event reinforced the urgent national context: around half of UK adults have numeracy skills no higher than those expected of a primary school child. Our partnership with Experian, launched in 2018, continues to build local leadership through the [UK Numeracy Index](#) and train 40+ Numeracy Champions. A key highlight was the launch of the Maths Confidence Café at Clifton Library, a new community hub offering free, friendly support with everyday number challenges. Led by trained Numeracy Champion David Chappell, the café creates a welcoming space to reduce maths anxiety, build confidence and promote practical numeracy in daily life.



The Maths Confidence Café launch at Clifton Library for National Numeracy Day



The Maths Confidence Café in Clifton for Number Confidence Week



David Chappell, Numeracy Champion



Suzie Dale from National Numeracy having a Big Number Natter in Clifton

# MEDIA

National Numeracy kicked off 2025 with strong profile-building national visibility through the launch of our Gender Taskforce recommendations and supporting research, positioning the organisation at the heart of a major national conversation around equality, skills and economic opportunity. The launch achieved high-impact credibility and reach, including coverage in the Financial Times and BBC News, helping to set the tone for the year and reinforcing National Numeracy as a trusted voice on the wider societal and workplace implications of poor numeracy.

In 2025, National Numeracy Day generated standout national media visibility. Broadcast highlights included National Numeracy CEO Sam Sims and Ambassador Rotimi Merriman-Johnson appearing on ITV News to discuss the importance of building children’s financial education. Additional major broadcast appearances included Ambassador Katya Jones on Channel 5’s Jeremy Vine, and Ambassador Bobby Seagull on LBC.

In national print and online coverage Vim Maru, CEO of Barclays UK, contributed to a Daily Mail article exploring how boosting Gen Z’s financial confidence through clearer guidance, trusted voices, and initiatives such as National Numeracy Day could unlock broader economic growth. Our Patron, Andy Haldane, also authored an article for City A.M., spotlighting the UK’s numeracy crisis and its consequences for financial wellbeing and productivity.

Number Confidence Week 2025 delivered strong national and regional visibility. Ambassador Bobby Seagull played a key role in broadcast engagement, discussing the campaign and National Numeracy’s place-based work on BBC Radio Nottingham, BBC Radio Leicester, and BBC Radio Derby, and spotlighting Number Confidence Week on BBC Radio 2.

National press coverage further reinforced the campaign’s credibility. Barclays UK CEO Vim Maru authored pieces linked to the campaign in the Financial Times and Daily Mail online, while the Mirror ran an interview with England footballer Lucy Bronze, highlighting her support for the campaign. The Daily Mail’s This Is Money section also published coverage drawing on Barclays’ newly commissioned research, including comments from National Numeracy CEO Sam Sims, Vim Maru and Lucy Bronze.

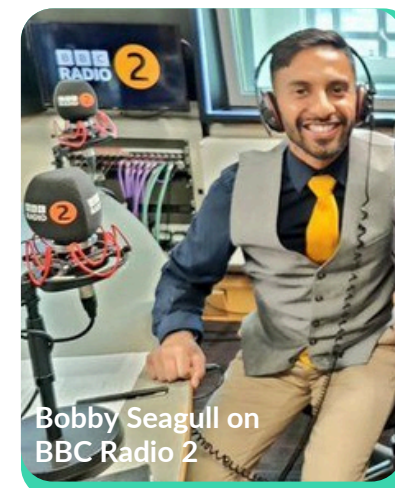
**We must build Gen Z's financial confidence to unlock UK growth, says Barclays UK boss VIM MARU** Daily Mail

**The UK is a financial world leader, so why are our numeracy levels so poor?**  
Andy Haldane  
CITY AM

**'Gender numeracy gap' is hitting women's earnings power**  
One in three UK women say they would not apply for jobs that require working with numbers or data  
FINANCIAL TIMES

**Letter: A decisive step towards building a financially confident nation**  
From Vim Maru, CEO, Barclays UK, London E14, UK  
FINANCIAL TIMES

**Two in five leave school saying they're 'no good at maths' and it's hitting their finances**  
This is MONEY.co.uk  
FINANCIAL WEBSITE OF THE YEAR



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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, President of the British Chambers of Commerce, Founder and President of the charity Pro Bono Economics, and Patron of National Numeracy. It met every quarter throughout 2025, 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 2025: Amazon Web Services, Barclays, Bloomberg L.P., Capital One UK, Compare the Market, Department for Work and Pensions, Experian Ltd., EY, HM Treasury, Kartesia, KPMG, Oliver Wyman, S&P Global, TP ICAP, and Vanquis Banking Group.

## 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 are 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 are committed to Equality, Diversity and Inclusion across our organisation and programmes, with mandatory EDI training for all staff. We are proud to be a Disability Confident employer and actively work to remove barriers to recruitment, retention and progression.
- 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.



# THANK YOU

To all of our partners and supporters, thank you. Your commitment, collaboration and belief in our mission have made a meaningful difference this year. Together, we are helping more people build the confidence and skills with numbers that can transform lives. Your support is at the heart of this impact, and we are deeply grateful.



## GET INVOLVED

We're incredibly proud of the work we do with our partners and supporters 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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- Charity registered in England and Wales  
 Charity No: 1145669  
 Company No: 7886294

## CAN YOU SUPPORT US?

Scan this QR code to find out how.

