



2 WELCOME	3 COMMUNITIES	4 FINANCIAL INCLUSION	5 SOCIAL MOBILITY & GENDER	6 EMPLOYABILITY	7 SUPPORTING CHILDREN	8 MENTAL WELLNESS & INCLUSION	9 ESG & AWARDS	10 THANK YOU/ GET INVOLVED
----------------------------	--------------------------------	--	---	----------------------------------	--	--	-------------------------------------	---

WELCOME

The world is in a highly dynamic state. The rapid change, constant uncertainty and complexity that characterised the Covid-19 period have persisted.

The new norm of social, economic, political, environmental and cultural flux has highlighted how absolutely central numeracy is to our everyday lives.

Soaring costs for energy, food and other basic essentials hit those worst off the hardest. Last year it became clear the confidence to understand and work with numbers can no longer be viewed as a 'nice to have' but is crucial to navigating daily life.

It is also crucial to thriving in life. In 2023 we released new research on numeracy's role in improving social mobility and found the careers, earnings and progression of women, younger people and those that are unemployed, in particular, were negatively affected by low numeracy.

2023 was the year that Prime Minister Rishi Sunak drew attention to the nation's 'anti-maths mindset' with his 'maths to 18' plans. At National Numeracy we welcome a spotlight being shone on the UK's poor numeracy levels after a decade of campaigning.

But we continue to stress the need for a strong link to the everyday maths needed outside of the classroom.



And we continue to advocate support for everyone, no matter what level of attainment, as well as supporting teachers and educators to deliver improved numeracy for all.

It has been heartening to see the determination of individuals, businesses, local authorities, civil society organisations, schools and colleges to use numeracy as a tool for positive change.

There is an increasing acknowledgement of numeracy as a pillar for building a financially inclusive, resilient and socially mobile nation. And this has been reflected in the growth of our programmes and services.

In 2023 we ran more in-person events, training sessions and workshops, than ever before. We are working face-to-face in schools, community settings and workplaces around the country: our place-based work goes from strength to strength.

Media coverage of our work grew by 252% in 2023, with 1,335 mentions compared to 379 the year before

Meanwhile, our digital services are showing record levels of demand. We saw a 34% increase of new users on our website and 1.1 million interactions online across the year.

From downloading our free resources to watching our informative videos, people are improving their numeracy wherever and whenever suits them, via mobile phones and other devices.

There is much progress to celebrate: over 32,000 adults and 81,000 children participated in our programmes in 2023. This simply would not have been possible without our amazing, committed group of partners.

But, against the backdrop of challenging social and economic circumstances, there is much more to do. We have ambitious plans to increase our impact in 2024 and beyond. We wholeheartedly welcome your partnership and support in making this a reality.

Sam Sims,
CEO, National Numeracy



National Numeracy Ambassadors Bobby Seagull and Katya Jones launch National Numeracy Day

KEY NUMBERS IN 2023

OUR IMPACT

32,000 adults participated in our programmes	1.1 million interactions online
81,000 children participated in our programmes	1,335 media mentions

NUMERACY CRISIS

49% of the UK's working-age population has the numeracy level expected of a primary school leaver	29% of adults actively try to avoid anything to do with numbers and data
35% of adults say doing maths makes them feel anxious	£25billion a year the cost of poor numeracy to the UK economy

2 WELCOME	3 COMMUNITIES	4 FINANCIAL INCLUSION	5 SOCIAL MOBILITY & GENDER	6 EMPLOYABILITY	7 SUPPORTING CHILDREN	8 MENTAL WELLNESS & INCLUSION	9 ESG & AWARDS	10 THANK YOU/ GET INVOLVED
---------------------	--------------------------------	---------------------------------	--------------------------------------	---------------------------	---------------------------------	---	--------------------------	--------------------------------------

COMMUNITIES

Listening to and working with communities in greatest need across the UK. Understanding the challenges they face and hopes they hold dear. Finding unique solutions for each place.

National Numeracy works in villages, towns, cities and online communities across the UK. We are a national charity with a 'place-based' approach, which means working hard to understand the issues, interconnections and relationships that are unique to every area.

In many cases our programmes are designed hand-in-hand with the local community and partners, attending to the unique needs and challenges of local residents, workers, children and families.

Throughout 2023 we worked on the ground with partners in England, Scotland and Northern Ireland and plan to expand our work into Wales.

Numeracy's role in creating opportunities in local communities was the focus of a [discussion](#) between CEO Sam Sims and MP & Shadow Levelling Up Minister Alex Norris.



National Numeracy Day celebrations in Tower Hamlets, London

Our UK Numeracy Index highlights low numeracy hotspots

Back in 2022, we built the first ever model to predict and rank areas of the UK by numeracy skills and confidence, using data from thousands of learners and working with data company Experian.

The UK Numeracy Index aims to guide positive action in the places where the need is greatest and over the past year we have used it to offer new and valuable insights to a range of organisations. These include the Department for Education, the Office of the Children's Commissioner and a range of Local Authorities.

In May we used the Index's ward level data in letters to all 650 MPs from the National Numeracy Leadership Council businesses, explaining numeracy levels in their constituencies and urging them to join our efforts to improve numeracy levels in the UK.

And October saw us joining forces with the National Literacy Trust and Experian to mount an event at the Labour Party Conference in Liverpool, exploring insights from the Index.

Working with local authorities to improve numeracy where it's most needed

Working with Local Authorities stretching from Fife to Bristol, we have helped support over 13,000 learners to boost number confidence and skills.

As part of the government's Multiply initiative to support adults without a GCSE grade C/4 maths qualification, Local Authorities have delivered significant numeracy improvement schemes.

National Numeracy has worked directly with 23 of these authorities, offering training, tools and advice, as well as supporting many others with our free resources and research.

One of our key programmes has been to create networks of trained Numeracy Champions who each go on to support and mentor many other adults in need.

In 2023 we trained more CPD-accredited champions than ever before, with 97% saying they found the programme helpful and that it made them feel more confident to support others who lack number confidence.

In Bristol, one Numeracy Champion said: "I thought myself the most unlikely to be numeracy champion as I am not confident at all regarding maths. But I have become inspired and excited on how I can use this new role in my work."

Our 'How to help your children love maths' sessions have been popular in many schools. "The parents were absolutely thrilled with the session. I received numerous positive comments about how engaging and informative it was," reported one West Sussex teacher.

And our National Numeracy Challenge online tool has helped over 2,700 Multiply-eligible learners, with over a third demonstrating an improvement.

Lincolnshire Co-op living its values

Improving number confidence at Lincolnshire Co-op was seen as a vital business need as the company rolled out new recruitment and HR systems. Staff needed to access rotas, timetables, payslips and more via the new systems, but many were lacking the number confidence and skills to make the most of the new systems.

Our Numeracy Champion programme has seen over 200 people volunteer for training that equips them to support others with their numeracy – be they colleagues or customers.

Tasha Bisby from Lincs Co-op said: "I used to feel afraid about maths. It made me feel self-conscious, and I hated feeling like that. I didn't want to face it. Since then, I've passed my Level 2 exam... I've been able to manage it in a way that suits me, in a way that I'm comfortable."



REAL-LIFE IMPACT MARK'S STORY: FROM NAUGHTY TO NUMERACY CHAMPION

Despite being labelled 'dumb,' 'lazy' and 'naughty' while at school, as an adult Londoner Mark Shaw gained the confidence to become a maths teacher and Numeracy Champion.

[Read more](#)

OUR IMPACT

13,000

learners supported through our work with 23 Local Authorities

955

CPD-accredited Numeracy Champions trained

WHAT'S NEXT?

We will expand our place-based work over the coming year and beyond. To make the most meaningful contribution to addressing the nation's low numeracy levels, we believe we need to be on-the-ground, working in partnership, in communities, where the need is greatest.

FINANCIAL INCLUSION

Empowering numeracy for money management, crucial to accessing useful, affordable and suitable financial products and services.

Being able to better manage money is a key motivation for our learners: almost a quarter of them (23%) cited it as the primary reason for improving their numeracy last year.

It tallies with the Financial Conduct Authority's 2023 [Financial Lives Survey](#) which showed 24% of adults had low levels of confidence in managing their money. Young people, those from ethnic minorities and the unemployed were affected most.

The cost-of-living crisis has meant money management is critical for individuals, families and businesses. But with 49% of working age adults living with low numeracy, it's a daily struggle for millions.

Numeracy is the bedrock of being able to access and use the financial system. If we can't access bank accounts, bank branches, insurance policies, pension pots and more, it's difficult to deal with daily expenses, and to get back on our feet if things go wrong.

That's why, in 2023, we delivered more numeracy for money management support than ever before with the help of our financial expert Ambassadors Martin Lewis, Iona Bain and Timi Merriman-Johnson and our supporters Barclays Lifeskills, Capital One, Experian, The Lord Mayor's Appeal and Vanquis Banking Group.

OUR IMPACT

23%

of National Numeracy Challenge users said money management is the prime motivation for improving their numeracy

32%

of adults think the cost-of-living crisis has placed greater pressure on their numeracy skills

2,475

views of our money management videos



National Numeracy Ambassador and finance expert Timi Merriman-Johnson, aka Mr MoneyJar, talks at our Mansion House event in November

Our Ambassadors lead the clarion call for a numerate nation

Our long-standing Ambassador, Money Saving Expert Martin Lewis, has become a national treasure for helping us navigate the cost-of-living crisis.

Martin kicked off National Numeracy Day 2023 for us on ITV1's Good Morning Britain, testing the nation's number know-how over the show's three hours. Later, on BBC 5 Live, he talked passionately about numeracy. "It's life-enhancing and empowering...certainly in your financial life, but many other areas of life," he said.

Throughout the year – and for key money moments such as Black Friday - we offered practical tips for real-life money management with our Ambassadors and Morning Live's money expert Iona Bain and [Timi Merriman-Johnson](#), aka Mr MoneyJar.

This Girl Talks Money podcast

We worked with Ellie Austin-Williams and Victoria Nabarro, podcasters for This Girl Talks Money, to reach more women and girls, thanks to the support of Capital One. They incorporated our content into their work and took part in our corporate volunteering programme, visiting schools to spread number positivity. Meanwhile our training officers Beth and Bryony joined them on the Money Unfiltered podcast.

Managing money with Nudge

To help adults with low numeracy boost their confidence with managing money, we partnered with financial education platform Nudge.

Users of our online tool, the [National Numeracy Challenge](#), are offered bite-size, impartial, financial information from Nudge. Last year 500 adults downloaded the platform, with 98% becoming repeat users.

It's a great, practical onward step for our learners, making the link between numeracy improvement and everyday money management.

The initiative was supported by Experian's global United for Financial Health project which works with nonprofit organisations to help people in underserved communities improve their financial health.



REAL-LIFE IMPACT: JOSEPH'S STORY

"Getting into debt, I felt ashamed. How have I let it get this bad?" Hear how Joseph improved his numeracy and cleared £36,000 of debt.

▶ Watch Joseph's video

WHAT'S NEXT?

Numeracy for managing money and financial inclusion will remain a central pillar of our charity's work. Sadly, millions of people are struggling to make ends meet and we know that improving numeracy confidence and competence can and does help those in greatest need.

SOCIAL MOBILITY & GENDER

Addressing the limitations poor numeracy puts on social mobility. Breaking the barriers to learning opportunities and career choices. Closing the gender number confidence gap.



National Numeracy Ambassadors Rachel Riley, Katya Jones and Iona Bain discuss making maths work for women and girls

National Numeracy seeks to open up opportunities in communities in greatest needs across the UK. From our work over the past decade, we know improving numeracy can support everyone to progress, or be the best that they can be, without being hampered by socio-economic disadvantage.

But what can be done to turn the tide on the UK's pernicious numeracy problem and help unlock the number skills and confidence that will help drive social mobility?

We set out to explore how improving numeracy could play a central role in improving social mobility, informing a set of recommendations for the nation.

OUR IMPACT

38% of users improved their number confidence and over 70% demonstrably improved their number skills after using the National Numeracy Challenge

21% of women were more likely to use the National Numeracy Challenge principally to support their work and learning ambitions (compared to 13% of men)

Number Confidence and Social Mobility, with Capital One

Our research, Number Confidence and Social Mobility, funded by Capital One, revealed how improving numeracy can play a central role in improving social mobility.

"Lack of number confidence is an obstacle that stops people from achieving their full potential and from making their greatest possible contribution to our communities," wrote Lucy-Marie Hagues, CEO of Capital One UK, in her introduction to the report.

The research found a negative school maths experience is linked to lower number confidence and maths attainment, which in turn are linked to a greater negative career impact (earnings, career choices and progression). It also showed the efficacy of the National Numeracy Challenge in helping to improve outcomes towards qualifications and work.

And while exploring the connection between numeracy and social mobility, we found there was a gender divide, a yawning gap in number confidence between women and men.

How to make maths work for women and girls was a key theme throughout 2023. National Numeracy Ambassadors Rachel Riley, Katya Jones and Iona Bain shared their different experiences with numbers for our Big Number Natter initiative.

Social Mobility and National Numeracy Day, with KPMG

Like National Numeracy, KPMG believes numeracy is a building block of social mobility. As Founding Supporter of our National Numeracy Day campaign, KPMG got the whole business involved in 2023, with 119 volunteers engaging over 4,000 school students. Schoolchildren went into its offices and attended virtual sessions in London, Leeds, Nottingham and Cambridge. "Numeracy skills are essential; they help us navigate daily life and if we want to build a more prosperous and fairer society, we need to tackle poor numeracy," said Bina Mehta, Chair, KPMG in the UK.



The numeracy gender divide

Paul Foss, Head of Impact and Evaluation

Our research last year set out to answer some key questions about the connection between numeracy, social mobility and confidence.

The results backed our long-held belief that good numeracy is as much about number confidence as it is about number skills. But another, different, theme kept reappearing: gender.

When we cut the survey responses or behavioural data from our online tool, the National Numeracy Challenge, by gender we saw marked differences between men and women. And the disparities that leapt out were startling.

For example: "Nearly three times the proportion of women (59%) compared to men (21%) reported that not having a Level 2 maths qualification had impacted their earnings".

All of National Numeracy's data points to a marked gender disparity for both number skills and number confidence, across all age and affluence groups.

In our regular national surveys, more women than men describe themselves as 'not a numbers person' and women are more likely to say that maths and numbers make them feel anxious. Wherever we look, the differences are marked, statistically significant and omni-present.

And yet, when we look at the principal proxy for numeracy that is publicly available and widely used - namely GCSE results - in terms of gender, the exact opposite is true. Girls outperform boys every year in maths.

What is going on? What happens to girls and maths between sitting a GCSE and stepping out into the big wide world? Are GCSE results not quite what they seem, or are other factors at play?

As part of our social mobility research, we commissioned some desk research. It found - amongst other things such as workplace gender inequality issues relating to pay and progression - there is no gender component to maths ability in young people. But differences are observed in attitude to maths. We published a research briefing exploring this aspect.

Also, in countries where you see a gender difference in skills, you also see differences in agency for girls and women compared to boys and men, such as in education enrolment and job roles. Is this where our research into the UK's numeracy gender gap should take us next?



REAL-LIFE IMPACT: JO'S STORY: NEWFOUND CONFIDENCE IN LIFE AND WORK

Jo struggled with maths since school, but using the National Numeracy Challenge has brought benefits to her everyday life and future job prospects.

[Read more](#)

WHAT'S NEXT?

Social mobility is at the heart of National Numeracy's mission and we will continue to offer fresh insight, research and data. To help address the gender numeracy gap we have launched a Gender Taskforce in 2024, as part of the National Numeracy Leadership Council, to drive forward positive action across the UK.

2 WELCOME	3 COMMUNITIES	4 FINANCIAL INCLUSION	5 SOCIAL MOBILITY & GENDER	6 EMPLOYABILITY	7 SUPPORTING CHILDREN	8 MENTAL WELLNESS & INCLUSION	9 ESG & AWARDS	10 THANK YOU/ GET INVOLVED
---------------------	-------------------------	---------------------------------	--------------------------------------	---------------------------	---------------------------------	---	--------------------------	--------------------------------------

EMPLOYABILITY

Empowering people to thrive in their working lives. Building a confident and skilled numerate nation. Partnering with employers to upskill their workforce.

Low numeracy is holding UK PLC back. As many as 49% of the UK's working age population have low numeracy skills. It costs the national economy up to £25 billion a year.

Our [2023 research](#) showed that low number confidence starts early in life and limits learning opportunities, career choices, progression and earnings.

For instance, adults with lower numeracy skills often get stuck in a 'skills trap'. Entering the labour market in a less favourable position, they receive fewer development opportunities limiting their job prospects.

In short, low numeracy damages individual, business and societal potential and prosperity. It limits people's lives and those of their families.

But it can change. In 2023 almost half (48%) of people using the National Numeracy Challenge, said they did so to improve their employment opportunities. And throughout the year we worked successfully with many of our partners to make a real difference to people's employability, livelihoods and futures.



Nikki Chatha from Tower Hamlets celebrating National Numeracy Day

OUR IMPACT

98%

of Numeracy Champions said they found the programme really helpful and felt more confident to support others and promote numeracy

48%

of National Numeracy Challenge users are motivated by improving their employment opportunities

955

Numeracy Champions trained

Every Londoner Counts, with The Lord Mayor's Appeal

Our Every Londoner Counts initiative, supported by The Lord Mayor's Appeal, aims to improve employability and financial inclusion in the capital.

In 2023 we trained a further 200 Numeracy Champions to support others in businesses, organisations and community groups across London. In addition, over 6,500 Londoners with low number skills/confidence have checked their skills on our National Numeracy Challenge and 1,200 feel more able to take their next steps at work or with managing their money.

Our team mounted a plethora of local community events, workshops, media coverage and staff engagement activities in 2023, including showcasing our work at the Lord Mayor's Show.

Lord Mayor Alderman Nicholas Lyons told business leaders at our Mansion House event: "The average wage differential of someone in London with low numeracy, as compared to someone who has gained basic numeracy, is nearly £3,000 annually alone."

National Numeracy has connected with organisations, training providers and charities across Tower Hamlets to train 60 Numeracy Champions.

Nikki Chatha, Skills for Life Assistant Programme Manager at Tower Hamlets Council, said their Numeracy Champion classes comprised 70-80% women: "They don't realise they're using maths and the power they have with it. That's what the training has allowed everyone to understand."

National Numeracy Leadership Council

A numerate nation is crucial to improving outcomes for UK PLC. In forming the National Numeracy Leadership Council we brought together leading businesses and government departments to tackle the numeracy crisis together.

The Council comprises senior leaders from Amazon, Amazon Web Services, Barclays LifeSkills, Bloomberg L.P, Capital One UK, DWP, Experian UK & I, HM Treasury, KPMG UK, S&P Global, TP ICAP, Vanquis Banking Group plus HM Treasury and the Department for Work and Pensions.

In 2023, members have worked within their own businesses and industries, and as a group, to influence and effect systemic change.

Council member and CEO of Capital One UK Lucy-Maries Hagues sat on the government's 'maths to 18' Expert Advisory Group, while KPMG and Vanquis Banking Group contributed industry perspectives to the 'maths to 18' employer consultation. S&P Global and Oliver Wyman hosted a roundtable event with business partners to discuss the role of numeracy to driving employability.

The Council businesses wrote to all MPs highlighting numeracy levels in each individual constituency, were joined by the Minister of State at the Department for Education Robert Halfon MP in May and held discussions with groups as diverse as the Royal Society and AQA.

Numeracy Champions

Our CPD-accredited Numeracy Champions programme doesn't train people to teach maths, it trains them to support colleagues and other adults to develop positive attitudes toward maths.

In 2023 we trained 955 Numeracy Champions who each go on to train a cohort of colleagues in their organisation. In this way the programme has a multiplying impact across business and communities.

The Department of Work and Pension's South London Team signed up to the Numeracy Champions programme, with 100% of those completing the training rating it as "really useful". One said the programme would be valuable for DWP work coaches as well as claimants, partners and providers.

Boosting employability with the National Numeracy Challenge

Our online learning tool, the National Numeracy Challenge is used in many areas of our work, including the Numeracy Champions programme. Chris, the manager of Cheshire East Lifelong Learning uses the Challenge to boost employability in his region.

He said: "The aim was to help people into work and, if they're in work, to get them further up their career ladder. The feedback has been very good. People who hate maths because of school, we want to get them back in - and this is an easy way of doing it, in their own time, at their own speed, in their own environment."



REAL-LIFE IMPACT: REBECCA'S STORY

From struggling with maths to exciting new career prospects as an apprentice.

[Read more](#)

WHAT'S NEXT?

We know the transformational power of improving numeracy for boosting employability and building sustainable careers. We plan to increase our work with a wide range of public and private sector employers and agencies in communities across the UK, rolling out of a new, comprehensive adult numeracy offer based on our unique attitudinal approach.

2 WELCOME	3 COMMUNITIES	4 FINANCIAL INCLUSION	5 SOCIAL MOBILITY & GENDER	6 EMPLOYABILITY	7 SUPPORTING CHILDREN	8 MENTAL WELLNESS & INCLUSION	9 ESG & AWARDS	10 THANK YOU/ GET INVOLVED
---------------------	-------------------------	---------------------------------	--------------------------------------	---------------------------	---------------------------------	---	--------------------------	--------------------------------------

SUPPORTING CHILDREN

Ensuring positive attitudes to numeracy begin at school. Breaking the intergenerational cycle of low numeracy. Supporting the adults who support children.



National Numeracy Ambassador and Bake Off winner Peter Sawkins hosts a numeracy session for children in Edinburgh

OUR IMPACT

81,000

children participated in our programmes in 2023

53,000

children joined our National Numeracy Day Live event

7,339

schools & education providers took part in National Numeracy Day, a 92% increase on last year

69

schools visited by our corporate volunteers in 13 locations reaching 12,000 children

9,639

Number Heroes competition entries, over a thousand more than last year

18 schools

supported by our Parental Engagement Project

The UK is in the grip of an intergenerational numeracy crisis – a cycle which must be broken if we are to develop a numerate nation.

We believe the confidence to understand and work with numbers, allied with the practical use of numbers in everyday day life, should form a central pillar of mathematical learning in the UK.

Our 'cradle to career' vision for numeracy focussing on maths in real life sees the confident use of numbers beginning at nursery and extending throughout adulthood.

Parental Engagement Programme

Research shows children are more motivated to learn about maths when their parents talk with them about the numeracy in everyday life. That's why much of our work with schools and families centres on supporting the adults that support children.

Our approach means we have a 'double impact' of inspiring positive attitudes towards numeracy in parents and carers and their children at the same time.

In 2023, our hugely successful Parental Engagement Programme, supported by Vanquis Banking Group, Garfield Weston and John Lyon's Charity, ran across 18 schools in three areas of greatest need: London, Manchester and Renfrewshire.

Across all three locations, 69% of teachers agreed that the programme has helped them increase parental engagement in maths; 79% of parents who used the Family Maths activities said this helped them feel better able to support their child; and 92% of parents who

attended the parent workshop agreed that as a result of this session, they feel more able to support their child with maths learning.

In all three areas teachers reported small but significant positive changes seen in children's confidence and participation with maths and with parental engagement.

One teacher in Renfrewshire said: "Pupils are now spotting maths in the real world rather than only in the classroom. They are more confident making these links and have become more excited about numeracy homework."

In 2024, Capital One, Vanquis Banking Group, Garfield and CISI Future Foundation are supporting an expanded programme.

For instance, Vanquis Banking Group are funding the programme for the third year as a key part of their community investment strategy, addressing - and helping people overcome - barriers to financial and social inclusion.

Supporting teachers

Teachers have a crucial part to play in the nations numeracy, but our new data revealed 43% of teachers entering the profession lack either confidence or skills, or both, when it comes to maths. We are supporting those entering the profession, with 11,000 trainee teachers using the National Numeracy Challenge over the past year.

National Numeracy Day 2023 breaks all records

During our flagship campaign National Numeracy Day, with Founding Supporter KPMG and our lead supporters, we go all-out to engage children with a day of fantastic number fun. A massive 7,339 schools & education providers signed up to support the 2023 campaign, a 92% increase on the previous year.

50,000 children joined our National Numeracy Day Live event and almost 10,000 entered to our Number Heroes competition. Kids danced with BBC CBeebies Numberblocks, played Bot Bingo with Numbots and held Big Number Natters the nation over. And with Education Scotland, we organised a range of fantastic National Numeracy Day events for Scottish schools.

Influencing educational policy

National Numeracy CEO Sam Sims gave evidence to the House of Commons Education Select Committee about the government's 'maths to 18' proposals.

Our response to the PM's 'maths to 18' announcement made it clear that addressing poor numeracy and anti-maths attitudes needs to begin much earlier than age 16.

And appearing in front of the Select Committee, Mr Sims was unequivocal that after a decade of supporting hundreds of thousands of adults to improve their numeracy, reform was needed in nurseries and primary schools, not just at 16.

He told the Committee that our charity works with thousands of adults every month who have very low numeracy and almost without exception they say they had very negative experience at school from a young age.

To build confidence and positive attitude whereby people can see the everyday value in maths, we need to start early, in nurseries and primary schools and ensure that building confidence with numbers is part of this plan – not just skills.

May saw the first ever National Numeracy Day Parliamentary Debate, with many politicians speaking about the importance of everyday numeracy including Shadow Schools Minister Stephen Morgan MP and the Minister for Schools, Nick Gibb.

Also last year, we welcomed Labour's Shadow Education Secretary Bridget Phillipson announcement of a plan to encourage stronger lifelong numeracy by boosting early intervention and "real world" maths teaching at primary school.

Our corporate volunteers inspire the nation's next generation

Over the past year our corporate volunteers visited 69 schools in 13 towns and cities up and down the country, spreading number positivity to 12,000 children.

The volunteers from our partner organisations Capital One, Experian, Vanquis Banking Group and TP ICAP inspired children by delivering 70 'my maths story' assemblies and 67 'maths in the real world' lessons.

Low Moor C of E Primary in Bradford had a visit from Vanquis Banking Group volunteer Cathy Prior. The school's maths lead Jessica Troy said: "Cathy was fantastic! She delivered a great assembly to the whole of Key Stage 2. Children were enthused and engaged, asking lots of questions."

The unique programme, developed with the kind support of Capital One, supports positive attitudes towards numbers and maths in Key Stage 2 children, in areas of greatest need. It's a powerful way for our business partners to invest in their communities and their people.

Dave Richards, Head of Corporate Responsibility at Capital One talked about what it means for colleagues to go in to schools and inspire children.

Mr Richards said: "You can, through doing something quite simple in terms of telling your story, have a really profound impact on a key societal issue."



REAL-LIFE IMPACT: BELINDA'S STORY

Belinda had dyscalculia and had been terrified of numbers since school. But with help she achieved her goal of becoming a teacher.

[Read more](#)

WHAT'S NEXT?

We want children to exit the UK's education system feeling well able to use and work with numbers in the real world. If we don't change attitudes and mindsets at a young age, the UK will continue to have an adult numeracy problem. We will offer a new, expanded programme of support for schools and families focussing on the key driver for change: supporting the adults that support children.

MENTAL WELLNESS & INCLUSION

Making the link between maths and mental wellness. Ensuring that good numeracy and its lifelong benefits are accessible and achievable for all.

In 2023, the Prime Minister joined our call for UK's anti-maths mindset to be addressed. Feelings about maths run deep, and one aspect is rarely, if ever, discussed: that maths is a mental wellness issue.

Our research in 2023 made the link between maths and mental wellness crystal clear.

Over a third of adults (35%) say that doing maths makes them feel anxious, while one in five are so fearful it even makes them feel physically sick, according to the research by commissioned for National Numeracy by KPMG.

Furthermore, almost a third of adults (32%) who have low number confidence say it affects their mental wellness.

Throughout the year National Numeracy has consistently addressed lack of confidence, anxiety, fear and the mental wellness aspects of numeracy in our programmes, campaigns and communications.

Our communication efforts to reach the most maths-anxious adult group, the 18-24s, is having an impact, with the proportion of 16-24-year-olds checking their skills on the National Numeracy Challenge having increased from 20% to 26% over the past four years.

Acknowledging the multi-faceted feelings about, and attitudes towards, numeracy in our work means our beneficiaries can be supported in ways that suit them. It helps make a difference to their maths mindset, their lives and livelihoods. And it helps make our work as inclusive as possible.



National Numeracy's Tamsin Roser and Sally Hilton discuss learner stories for our popular 'Dear NN' agony aunt videos

OUR IMPACT

108,713

actions were taken by people to help build their number confidence during Number Confidence Week

26%

of 16-24 year-olds checking their skills on the National Numeracy Challenge in 2023, up from 20% four years ago. 18-24s are the UK's most maths anxious adults

Number Confidence Week with TP ICAP

Our Number Confidence Week campaign in November, supported for the fourth year by TP ICAP, saw 108,713 actions taken by people to help build their number confidence: downloading one of our free resources; watching a [celebrity video](#); or taking the National Numeracy Challenge.

Because of the link between maths and mental wellness, we offered a range of [creative, calming, confidence-building activities](#) and launched a brand-new video series called 'Dear NN' with our expert agony aunts exploring real-life stories, helping people see they are not alone.

Meanwhile, Training Officer Ishraq Li-Rahman, [shared his top tips](#) on feeling confident with numbers and we announced a new Ambassador, aerospace engineer Jessica Gagen, aka Miss England.

Number confidence on the couch, with Dr Linda

Dr Linda Papadopoulos, the renowned psychologist and TV presenter, took part in the [Big Number Natter](#) and gave her [top confidence boosting tips](#) for adults and for supporting children.

Dr Linda said: "The underside of anxiety is avoidance: If I'm anxious about maths, I stay away from maths. But the only way we increase confidence is doing the thing we never thought we could do, edging towards it slowly in small, incremental ways."

Dyscalculia, supporting those with so-called 'numbers dyslexia'

2023 saw a big uptick in the numbers of people coming to our charity for information [about dyscalculia](#), a learning difficulty that makes it hard to understand, learn or use maths. As a result we now offer a wide range of supporting resources, videos, tips, case studies and information.

BBC One Morning Live money expert Iona Bain is an Ambassador for our charity. Iona has dyscalculia and is passionate about supporting others. She had some [great tips](#) for Number Confidence Week.

SEND and neurodiversity

Our Training Officer Iain Evans spent 14 years in the Further Education sector, supporting maths learning with a range of adult learners with SEND. Iain had a [Big Number Natter](#) with SEND students from his former college and wrote about [what SEND and neurodiversity mean](#) and how learners with conditions such as autism and ADHD may be supported. He also shared his [insight into maths anxiety](#) with tips on how to overcome it.



REAL-LIFE IMPACT: STELLA'S STORY

Diagnosed with dyscalculia aged eight, Stella felt frightened of maths. She now feels optimistic about using numbers.

[Read more](#)

WHAT'S NEXT?

Carrying out some in-depth research about the link between mental health and maths to inform our support is next on our list. Empowering everybody in the UK to use numeracy to gain control over their futures means we are committed to including everybody and are always focussed on how we can do more.

ENVIRONMENTAL, SOCIAL, GOVERNANCE (ESG) & AWARDS

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 when necessary.
- Our office on the University of Sussex 'Green Campus' is accessible by bus, rail and cycle paths.

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.

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.

WHAT'S NEXT?

Improving and demonstrating our fulsome commitment to sustainability and societal impact through our culture and practice is a high priority. Our 2024 plans include boosting our wellbeing support for staff and building on our open communication culture with feedback training and a collaboration task group.



The National Numeracy Leadership Council celebrate National Numeracy Day at KPMG's office in London

AWARDS

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

WINS

- For our flagship campaign National Numeracy Day
- Better Society Awards, Partnership with a National Charity, with KPMG
- Third Sector Business Charity Awards, Mid-Term Partnership, with KPMG
- Corporate Excellence Awards, Best Educational Programme Bronze, with KPMG

SHORTLISTED

- The Drum Awards, Social Purpose Not-For-Profit, Charity and Government category
- European Excellence Awards, UK & Ireland category
- Lord Mayor's Dragon Award's, Leadership in Financial Literacy, with KPMG
- Data IQ Awards Data for Society and Data Not-for-Profit, with Experian
- Inclusive Awards, Social Mobility Bronze, with Capital One
- Card and Payment Awards, Changing Lives in the Community, with Capital One

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 2023:



GET INVOLVED

We're incredibly proud of the work we do with our partners to drive positive change across the UK. Our partnerships are instrumental in our success, and together, we're supporting more people than ever before to improve their numeracy and build brighter futures. Working together brings a host of strategic benefits, and we'd be delighted to discuss the ways we can join forces and make a difference. Learn more about the ways our partners use campaigns to achieve their charitable goals and how your organisation can support National Numeracy's work by emailing us at partnerships@nationalnumeracy.org.uk. We'd love to arrange a chat.

CONTACT US

For more information, please get in touch:
 +44 (0) 1273 915044
enquiries@nationalnumeracy.org.uk
 (formerly Twitter): @Nat_Numeracy
[@national_numeracy](https://www.instagram.com/national_numeracy)
www.nationalnumeracy.org.uk

Charity registered in England and Wales
 Charity No: 1145669
 Company No: 7886294

CAN YOU SUPPORT US?

Scan this QR code to find out how you can support us.

