



Number Confidence Week 2023

Impact Report

Founding Supporter



A campaign from



Welcome

From our CEO

With the cost-of-living crisis ongoing and an understanding of everyday numeracy as vital as ever, we are thrilled that our fourth Number Confidence Week campaign provided crucial support to people across the UK when it came to taking the first step towards improving their relationship with numbers.

'Number confidence' means feeling confident to use the kind of maths we need in everyday situations, at home and at work. From working out the best deals in shops or managing your bank account to planning a journey or helping children with homework, numbers are everywhere in daily life.

108,713 actions were taken by people to help build their number confidence, whether they downloaded one of our many free resources, watched a celebrity video, or took the National Numeracy Challenge.

Meanwhile, we showcased research which found that it is possible to support people in a positive way to improve their number confidence and to acknowledge and enhance their existing number skills.

We found that doing this will lead to positive work, life and learning outcomes for individuals which ultimately benefit the whole economy. Such themes were discussed in an accompanying confidence-themed webinar.

Read on for more on the campaign's many highlights and details of how we inspired people around the country to begin their own journey towards improving their number confidence.

As always, a heartfelt thank you to the campaign's Founding Supporter, TP ICAP; Lead Supporters Barclays LifeSkills, Capital One, Experian, The Lord Mayor's Appeal and Vanquis Banking Group; and all those individuals and communities who got involved with this high impact campaign and helped make it such a success.

Sam Sims
Chief Executive, National Numeracy



From TP ICAP, Founding Supporter

At TP ICAP, we know that numeracy is crucial in today's world – recent events make this more critical than ever. Confidence with numbers is clearly important for our industry but it is also crucial in enabling individuals to make better choices for their finances and careers. Low confidence with numbers remains a significant barrier for many, and while such anxiety

presents practical issues for individuals on a daily basis, it also holds talented individuals back from considering a career in financial services.

The overarching issue is for us all to be comfortable using numbers at home and at work – which is why we became a founding partner of Number Confidence Week. Encouraging people to take steps to improve their financial literacy will ensure that people from all backgrounds feel empowered and confident to pursue employment opportunities in our sector, in turn enabling us to hire a more diverse range of talent, which is critical to our future success.

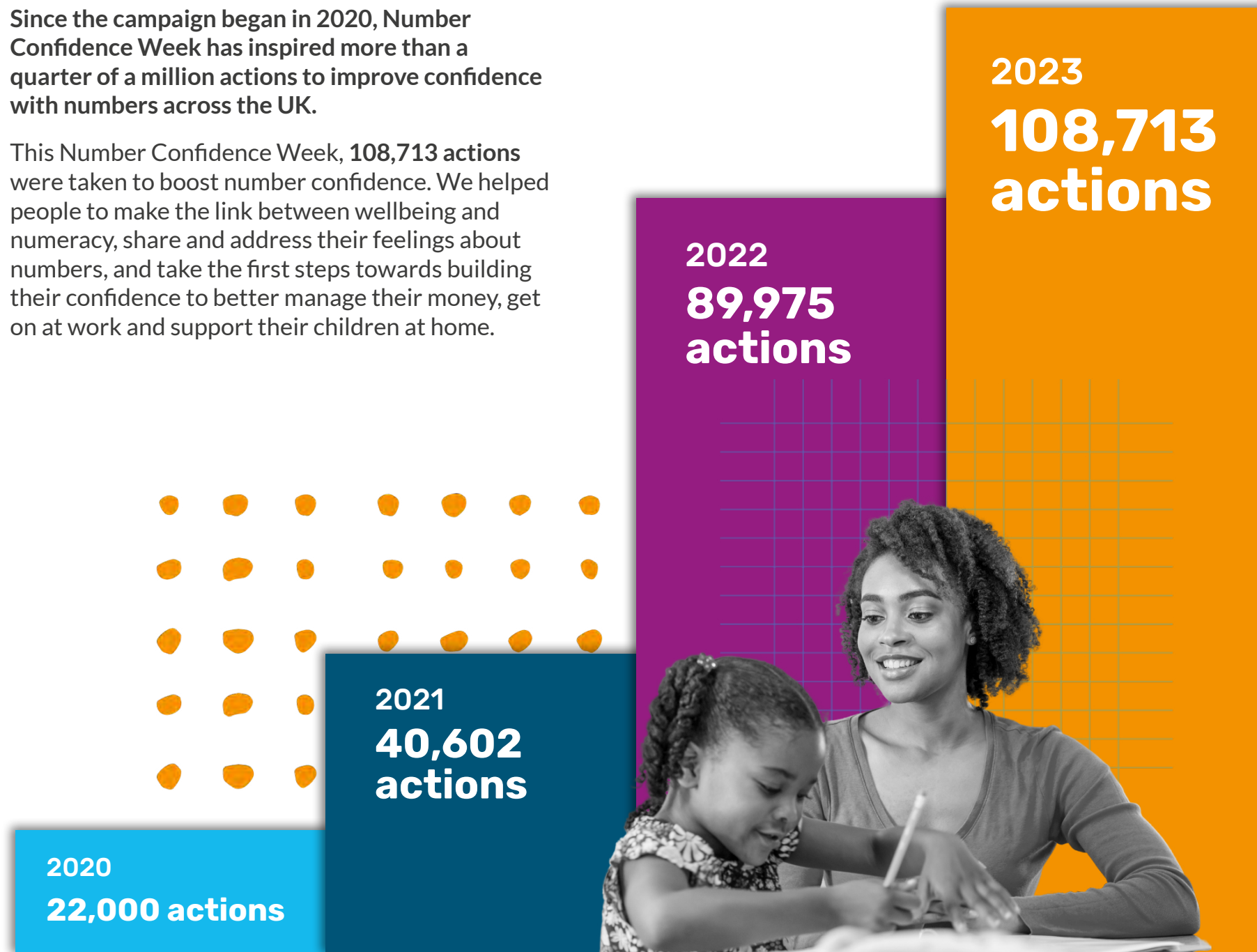
Philip Price
Executive Director, Group General Counsel, TP ICAP Group Plc



Number Confidence Week in numbers

Since the campaign began in 2020, Number Confidence Week has inspired more than a quarter of a million actions to improve confidence with numbers across the UK.

This Number Confidence Week, 108,713 actions were taken to boost number confidence. We helped people to make the link between wellbeing and numeracy, share and address their feelings about numbers, and take the first steps towards building their confidence to better manage their money, get on at work and support their children at home.



51,253
actions on the National Numeracy Challenge

55,159
views of our campaign videos

2,301
downloads of our resources

The campaign was highlighted in the media and talked about across social media throughout November.

The campaign received **28 media mentions** and reached an audience of over **40 million**, including **539,866 print and broadcast reach** and **39,990,433 online readership**

During the campaign, we had over **160,000 engagements** and **60,000 clicks** on our social media posts

Our website had **29,809 new visitors** in November - a **62%** increase on last year

Real-life impact

Low number confidence is a widespread issue across the UK, and we're committed to helping people feel good about numbers and benefit from the life-changing impact that improved number confidence and skills can have.

During Number Confidence Week, Jo, Rebecca and Stella shared their own experiences with the hopes of inspiring others to take the first step towards feeling good about numbers.



Jo

"I'm not avoiding numbers anymore, like I used to."

From "embarrassed" to "confident", Jo has been on a transformative number confidence journey. After struggling with maths since school, she tried the National Numeracy Challenge and found she could get on better with numbers. It's helped her in everyday life and now, she's even considering a maths qualification!

[Read Jo's story](#)



Rebecca

"I'm trying to tackle maths problems more instead of turning them away. I'm definitely more aware of the maths in things."

Following a life-long struggle with numbers, Rebecca had to revisit maths after securing an apprenticeship. With determination and practice, she built up her confidence and skills with numbers and passed a Functional Skills Maths Level 2 exam. Now, she's confronting numbers head-on and is looking ahead to an exciting future career.

[Read Rebecca's story](#)



Stella

"I wish to advocate that everyone can 'do maths' – it's important to find a method that is personalised for your needs and preferences."

Following a diagnosis of dyscalculia aged eight, Stella described herself as being "frightened" of maths. Despite struggling with how little knowledge there was around dyscalculia, she worked hard to build her confidence with numbers and skills with the support of her parents and a great teacher. Now at university, she's mindful of how she uses everyday maths and describes herself as being "optimistic" and "positive" about numbers.

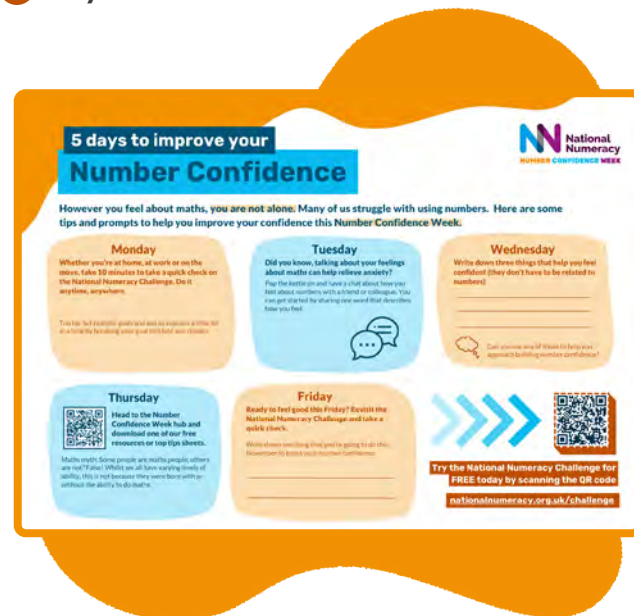
[Read Stella's story](#)

Activity highlights

Feeling calm when faced with numbers

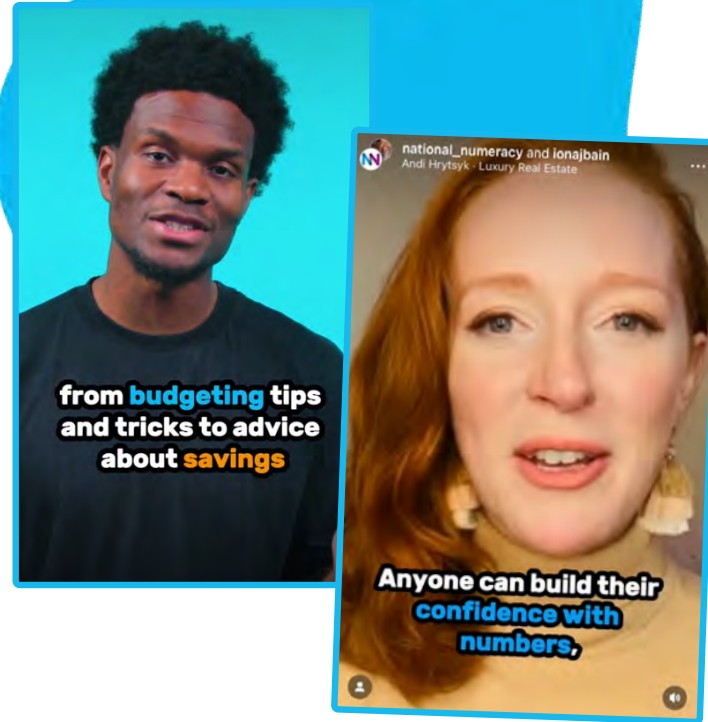
Our research shows that there is a link between maths and mental wellness. We designed activities to help people feel calm and confident when facing numbers, including habit trackers to help them take the first steps and 'Chuck it in the Bucket', an activity to help people identify and address their feelings about maths.

Try them out



Dr Linda Papadopoulos – one of the UK's most well-known and respected psychologists – shared her top tips for overcoming maths anxiety and boosting confidence.

Learn more



Managing your money

We helped people build confidence with money management, introducing a new interactive activity called 'Put it in the Piggy', and sharing top tips from finance experts and National Numeracy Ambassadors Iona Bain and Mr MoneyJar.

Iona also created a new resource to help people understand their payslip, asking people to go 'Wim Hof' by jumping straight into their bank accounts cold to see what's going on!

Take a look

Getting on at work and beyond

Our brand-new Engagement Pack was jam-packed with confidence-boosting resources for colleagues, community groups, students, residents and public-facing services. With conversation starters, habit trackers, activity sheets, tip sheets and myth-busting cards, there was plenty to get people talking and thinking about their feelings towards numbers.

Take a look



Fun for all the family

We encouraged families to build their number confidence together using our bumper pack of activities, and TV psychologist Dr Linda Papadopoulos shared her top tips for supporting children to feel good about maths. Children got involved in the campaign at home and school too.

Take a look



Activity highlights continued

Number Confidence Week hub

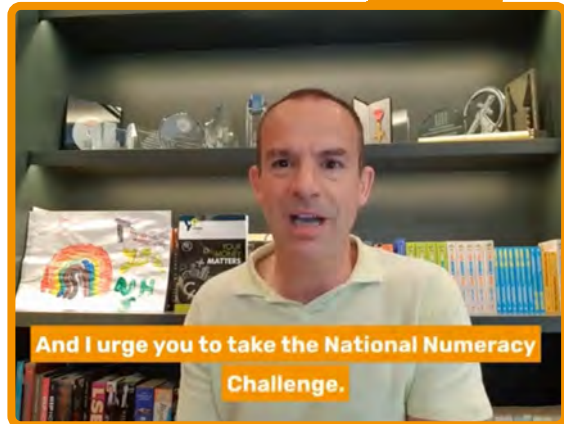
Our Number Confidence Week hub provided a range of free, easy-to-use, confidence-boosting resources, including activity sheets, top tips and videos.

[Visit the hub](#)



A great giveaway

Best-selling author Peter James supported the campaign with a prize draw that saw five lucky winners take home a signed copy of his latest novel Stop Them Dead.



National Numeracy Challenge

Our free online tool offers 300+ everyday maths questions, tutorials and multimedia resources to support adults to improve their numeracy. Adapting to the learning needs of the individual user, people can learn at their own pace, wherever and whenever suits them.

Take a tip from our Ambassador and the nation's favourite Money Saving Expert Martin Lewis and try the National Numeracy Challenge now.

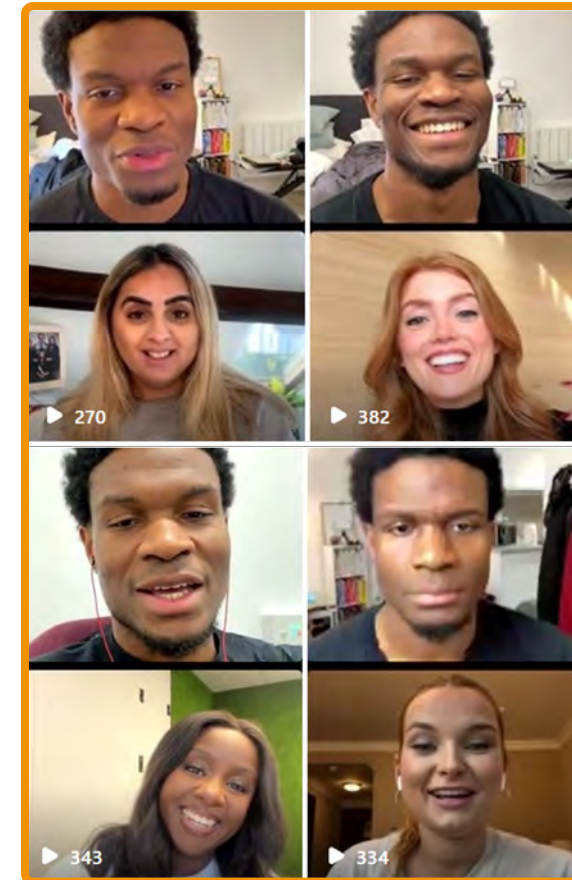
[Try the Challenge](#)

A brand-new ambassador

We were thrilled to announce the support of our latest celebrity ambassador, Jessica Gagen – an aerospace engineer graduate, internationally signed model, and the current Miss England!

Jessica is passionate about the opportunities afforded by STEM (Science, Technology, Engineering and Maths) and will be helping National Numeracy to promote the importance of everyday numbers across the UK.

[Find out more about Jessica](#)



Time for some number fun

Harry Baker took on '10 challenges in 10 minutes' – a series of fun mini challenges that put his confidence and skills to the test – before sharing his top ten ways to feel more confident about numbers. Why 10 minutes? Because that's how long it takes to get started on the National Numeracy Challenge!

[Watch on YouTube](#)

Lunchtime Lives with Mr MoneyJar

Finance expert Timi Merriman-Johnson hosted an Instagram series chatting to Gabi Explores, Kia Commodore, Jessica Gagen, Shoshanna Davis and Sam Sims.



Confidence is key



Exploring the role number confidence plays

We kicked off the focus on confidence with the launch of our latest research briefing and a Number Confidence and Social Mobility webinar, highlighting the crucial role that confidence plays in number skills improvement. The research – funded by Capital One – found that number confidence is the single best predictor of number skills. With the biggest barrier to improvement being a belief that maths ability is fixed, having a growth mindset is key.

[Find out more](#)



Number Confidence Counts

During Number Confidence Week, The Lord Mayor of the City of London hosted a free event to encourage London-based organisations to take part in National Numeracy’s Every Londoner Counts initiative, which is aimed at improving employability and financial inclusion by supporting thousands of Londoners through a network of trained numeracy champions.

The Lord Mayor was joined by National Numeracy CEO Sam Sims, as well as National Numeracy Ambassador Timi Merriman-Johnson, and Leanne Chandler, a Numeracy Champion from Tower Hamlets who was trained as part of Every Londoner Counts.

[Find out more](#)



Dear NN...

We launched a brand-new video series – ‘Dear NN... our agony aunts tackle your number problems’ – where we explore some of the real-life stories shared with us during training sessions, from the impact of bad experiences at school to overcoming low number confidence in the workplace.

[Watch now](#)



Around the UK

We work with more than a dozen local authorities across the country, helping them to improve adult numeracy as part of the government's Multiply programme, which supports adults over 19 with low numeracy. Each local authority got involved in Number Confidence Week, with activities ranging from a bus tour to coffee mornings, quizzes and more!

Cambridgeshire and Peterborough Combined Authority

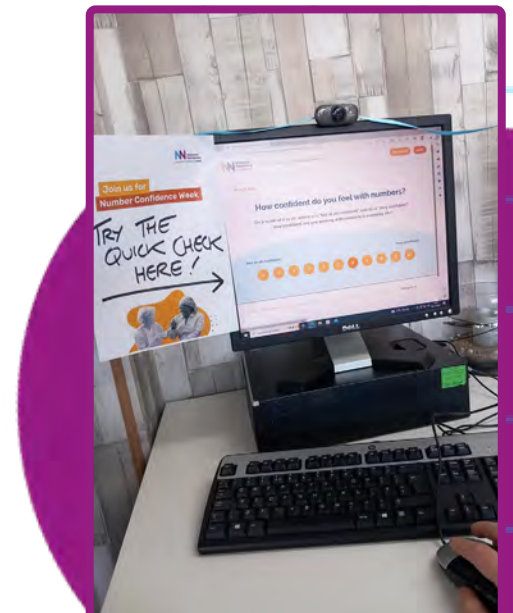
- Mayor of Cambridgeshire and Peterborough, Dr Nik Johnson, tried the National Numeracy Challenge to encourage people to give their numeracy skills and confidence a boost.
- TCHC Group hosted a Magic of Numbers event, which included stalls and activities and saw 15 adult learners attending a Confidence with Numbers sessions delivered by National Numeracy.
- Steadfast Training's trained Numeracy Champions supported learners with Time to Talk numbers chats.
- Shaw Trust's trained Numeracy Champions ran a fun numeracy quiz to get people talking about numbers.
- Runway Training went on tour with the Multiply Bus throughout November, taking fun games and advice covering family budgeting and functional skills on the road.



Around the UK continued

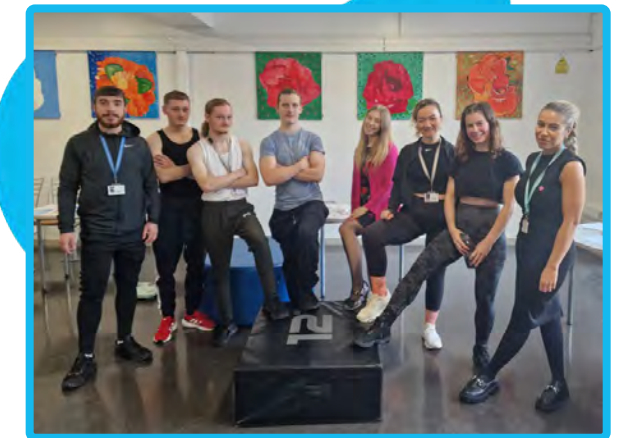
Leicestershire County Council

- Leicestershire County Council hosted an event for Multiply providers, which was opened by local councillor Christine Radford. The event celebrated provisions that boost number confidence and skills and included fun maths activities and opportunities to access the National Numeracy Challenge.
- Rural Coffee Connect went on tour in Leicestershire, bringing Coffee and Confidence conversations to residents during Number Confidence Week.
- Falcon Support Services helped people feel positive with a number confidence drop-in session where people could meet their Multiply numeracy coach for a chat and be supported to try the Challenge. There were also maths myth busters, puzzles and games.



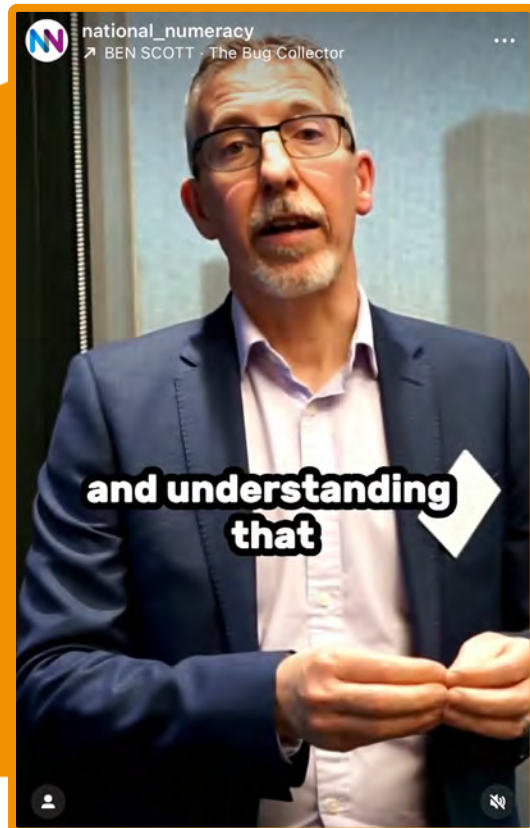
Across the country

- Lincolnshire Co-operative** held Confidence Conversations with colleagues, supported by their network of trained Numeracy Champions, and set up a 'brain training challenge' using Nintendo Switch gaming consoles.
- Tower Hamlets Council** hosted number confidence events across their Idea Stores, where residents were invited to learn new skills and develop their number knowledge with fun, confidence-boosting activities, stalls and conversations.
- Wiltshire Council** hosted two Multiply roadshows, inviting providers to host stalls and activities to support number confidence and skills, and to get people taking about all things numeracy.
- Capital City College Group** hosted an event at their Westminster Campus, with students from their Sports and Fitness Department getting involved in fun activities to raise awareness of numbers in physical activity and nutrition.
- Stoke on Trent College** supported Number Confidence Week with their initiative Stoke by Numbers.
- Lokman Training** hosted an engagement session in **South Tyneside**, aimed at building number positivity through fun activities and board games.
- National Numeracy hosted a Confidence with Numbers session to help local authorities boost their residents' number confidence, with attendees from across the country including Cambridgeshire and Peterborough, Gloucestershire, Leicestershire, London, Scotland, Somerset, South Yorkshire, Surrey and Wiltshire!



Leading the way

We couldn't deliver Number Confidence Week without the campaign's Founding Supporter, TP ICAP, and Lead Supporters Barclays LifeSkills, Capital One, Experian, The Lord Mayor's Appeal and Vanquis Banking Group, who fund our campaign, champion number confidence, and inspire their colleagues, customers, clients and communities to get involved.

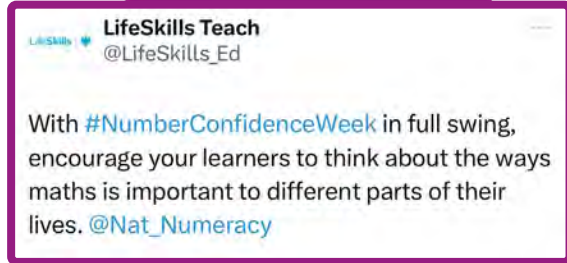


Thought leadership

Senior leaders from our partners engaged their staff, stakeholders and wider networks in the campaign through a variety of communications activity, including associate emails, website and blog content, and social media.

Social media and digital activity

Our partners got involved across social media, from TP ICAP who highlighted the importance of number confidence, and Barclays LifeSkills who shared daily number confidence posts, to Vanquis Banking Group and Experian, whose staff members shared their honest feelings about numeracy.



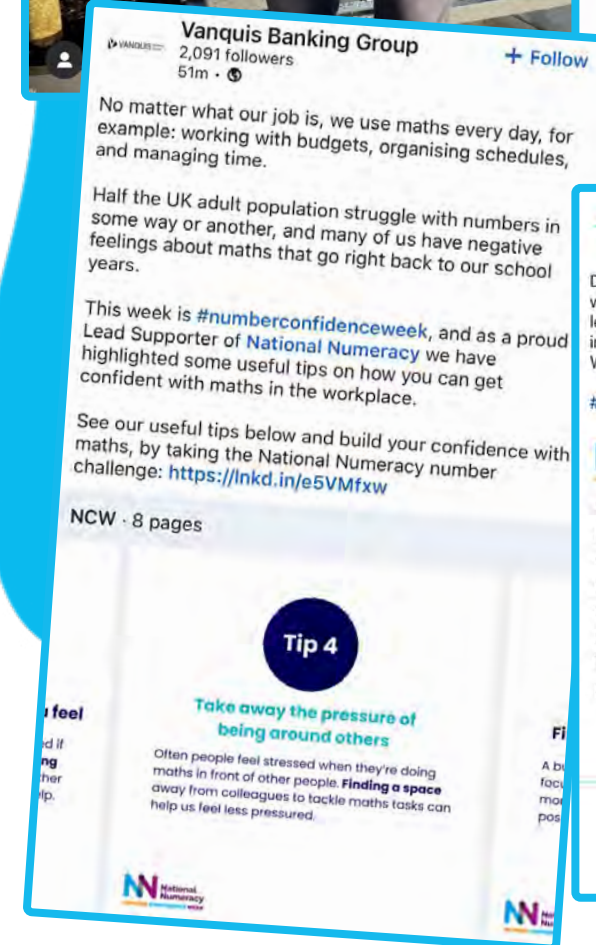
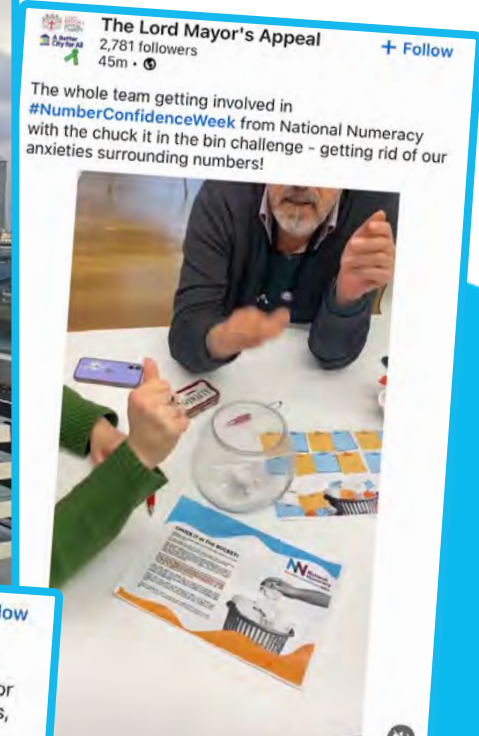
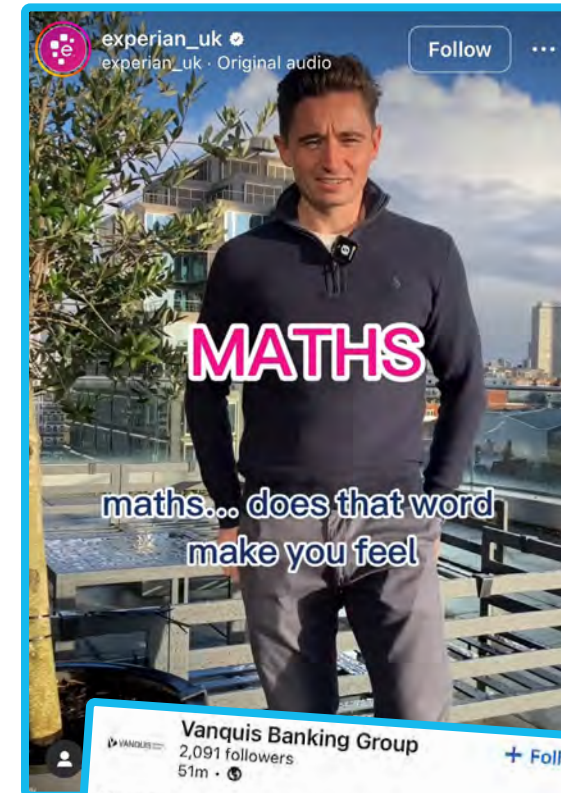
Confidence for consumers

Experian reached new audiences by promoting the National Numeracy Challenge to users of their app during Number Confidence Week. Meanwhile, Barclays LifeSkills engaged with educator audiences through targeted newsletters that celebrated our work and signposted them to our resources and hub.

Staff engagement, learning and development

The workforce at Capital One hosted internal associate events, building their teams' appreciation for everyday maths. The Lord Mayor's Appeal team gave our new 'Chuck it in the Bucket' resource a try. And at Experian's Nottingham office, members of the National Numeracy team raised awareness of the campaign and encouraged colleagues to have conversations about number confidence.

Find out more about our partners' reasons for getting involved



Corporate volunteering



Jean Panagamuwa (She/Her) • 1st
Enabling the business to deliver good customer a...
5d • 6

It is Number Confidence this week, an annual campaign by **National Numeracy** to "kick-start your confidence with number". Which essentially means getting people confident with using maths in everyday situations, at both home and work.

Capital One are proud partners of **National Numeracy** and our volunteers LOVE going into school assemblies and classrooms to talk about Math's in our lives and how we all use numbers everyday. I really enjoyed my first assembly visit earlier this year and am really looking forward to doing a classroom session later this month

This week on number confidence week, we ...see more
You and 26 others • 3 comments • 1 repost

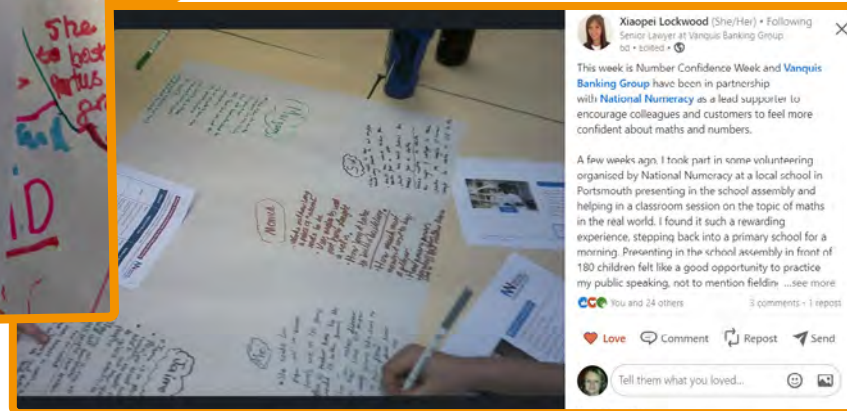
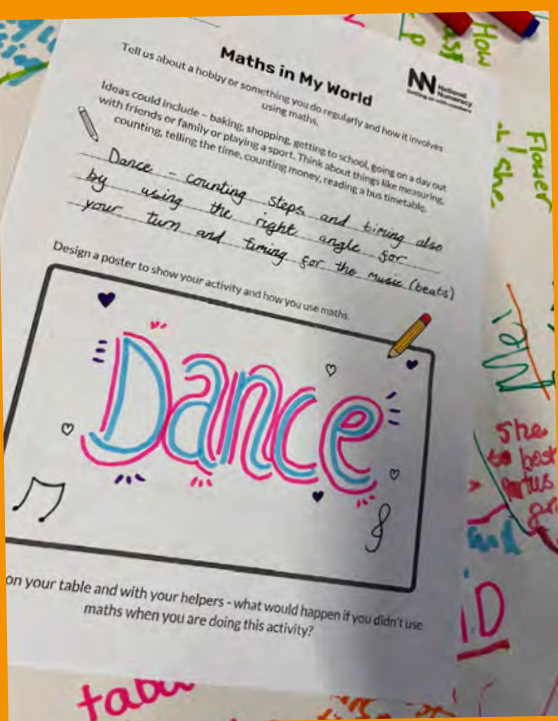
Love Comment Repost Send

Tell them what you loved...

Supporting children's numeracy

During Number Confidence Week, 19 corporate volunteers from TP ICAP, Capital One, Experian and Vanquis Banking Group visited schools in Belfast, Burton on Trent, Chesham, London, Marlow, Nottingham and Portsmouth, delivering My Maths Story assemblies and Maths in the Real World classroom sessions to more than 2,700 children.

Volunteers shared their personal stories and experiences with numeracy, starting the next generation on their number confidence journeys and inspiring them to see the value of everyday maths beyond the classroom.



Xiaopei Lockwood (She/Her) • Following
Senior Lawyer at Vanquis Banking Group
1d • 10

This week is Number Confidence Week and **Vanquis Banking Group** have been in partnership with **National Numeracy** as a lead supporter to encourage colleagues and customers to feel more confident about maths and numbers.

A few weeks ago, I took part in some volunteering organized by **National Numeracy** at a local school in Portsmouth presenting in the school assembly and helping in a classroom session on the topic of maths in the real world. I found it such a rewarding experience, stepping back into a primary school for a morning. Presenting in the school assembly in front of 180 children felt like a good opportunity to practice my public speaking, not to mention fielding ...see more

You and 24 others • 5 comments • 1 repost

Love Comment Repost Send

Tell them what you loved...



"The volunteer was so good with the children, very clear, friendly and showed a real love of maths and an understanding of the struggles some children might have. The children were engaged and interacted well, delivery was well paced and very child centred. The children (and staff) loved it! Thank you for organising it all."

Kathleen Lavery, Numeracy Co-ordinator at Holy Child RC Primary, Belfast

"It's great to see children engaging with numeracy and putting maths into real-life context. I felt a sense of achievement and pride following the session."

Brogan Roache, Solicitor at Capital One, Nottingham

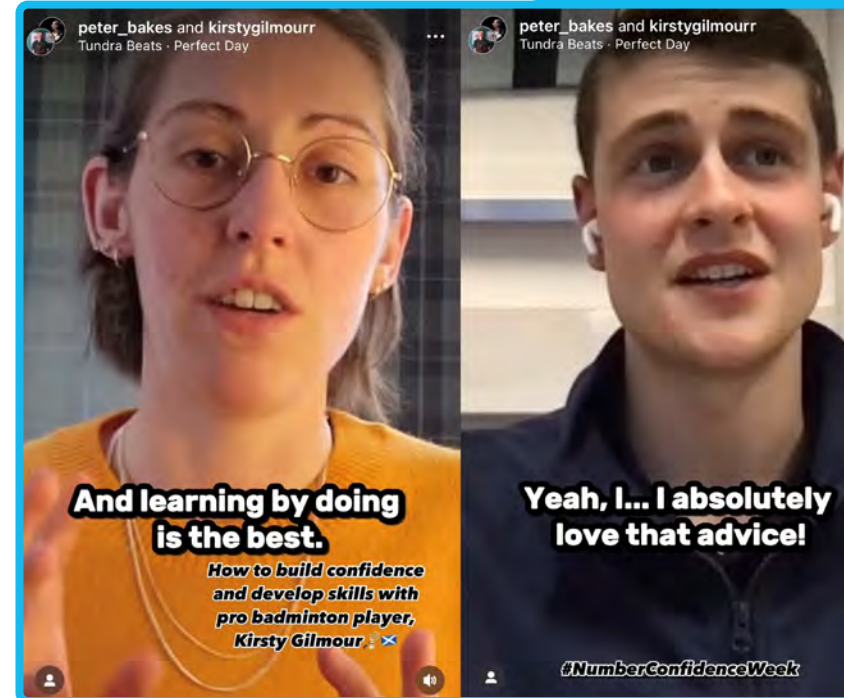
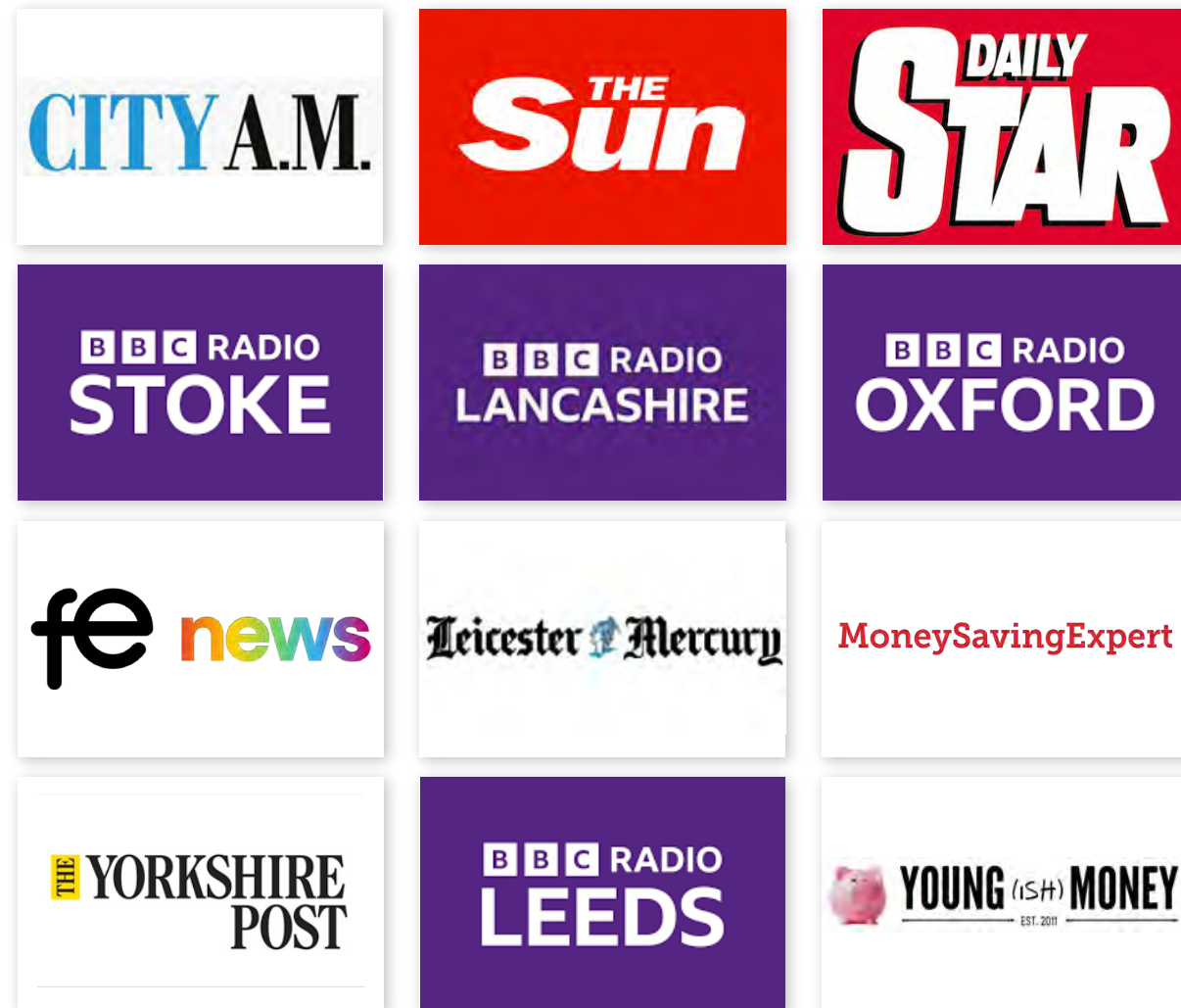
Find out what volunteers Brogan, Richard, Sarika and Xiaopei said about the National Numeracy Corporate Volunteering programme.

[Read more](#)

Media and social highlights

In the news

In national, regional and local media outlets and across social media, number confidence was discussed far and wide, proving the importance of numeracy to everyday life. Celebrity ambassadors, partners, local authorities, education providers and many more took part in the conversation across the country.

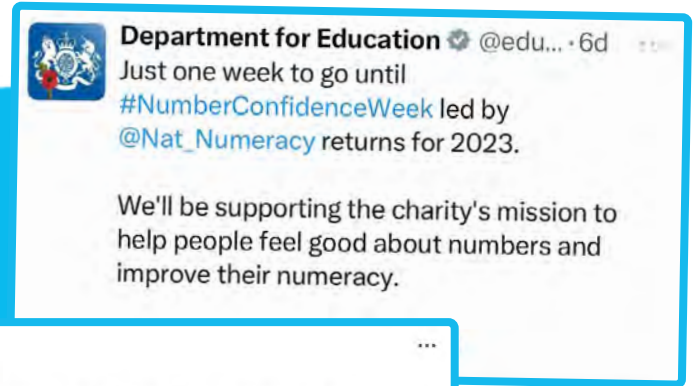
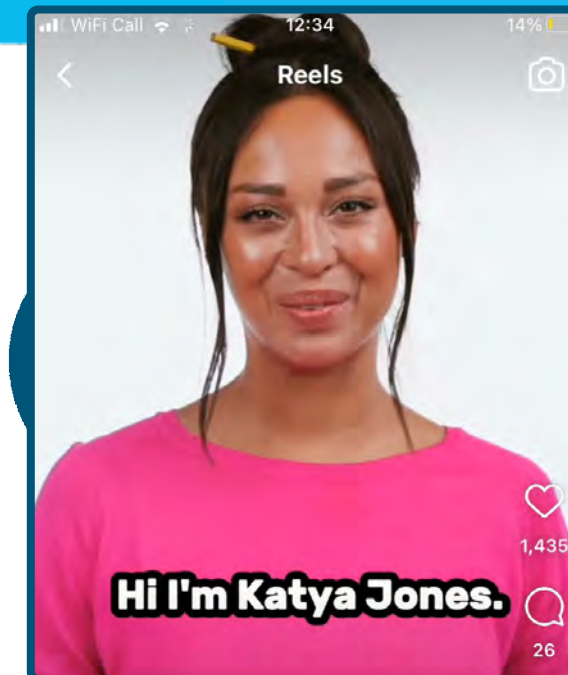


Our ambassadors helped spread the word

Great British Bake Off winner Peter Sawkins spoke about sport and maths with Double Olympic badminton player Kirsty Gilmour.

He also shared a 'day in the life' video, inspiring people to think about the different ways they use numbers every day, like sport, baking and work.

Strictly Come Dancing's Katya Jones encouraged people to feel more number confident in a new video.



Work with us

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

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