

A campaign from National Numeracy



Founding Supporter:



IMPACT REPORT 2026



NATIONAL NUMERACY DAY JUST KEEPS GROWING

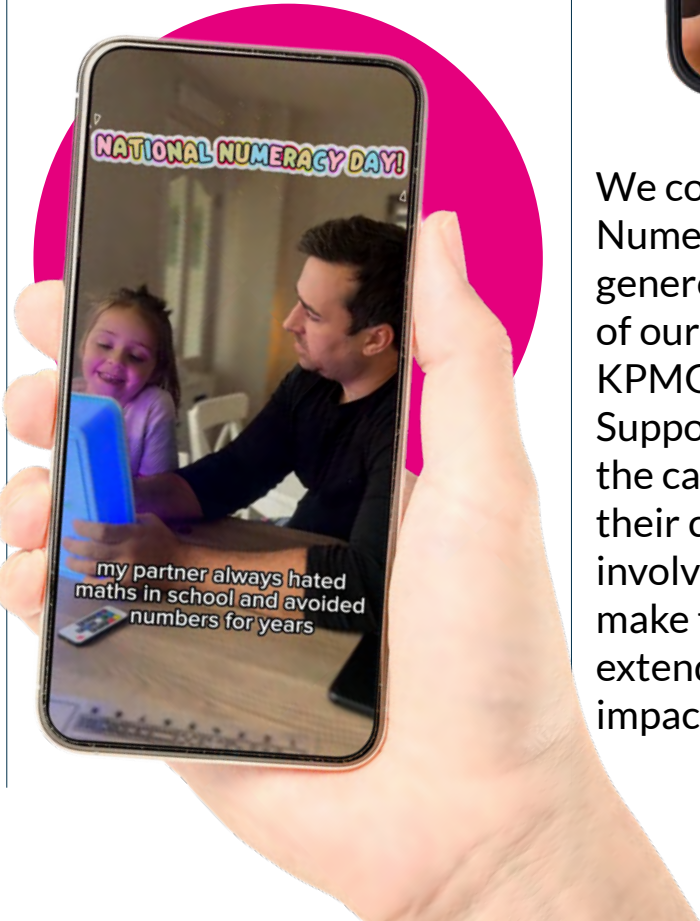


Children with their Number Heroes competition entries at the Compare the Market Numbers Made Simple Event

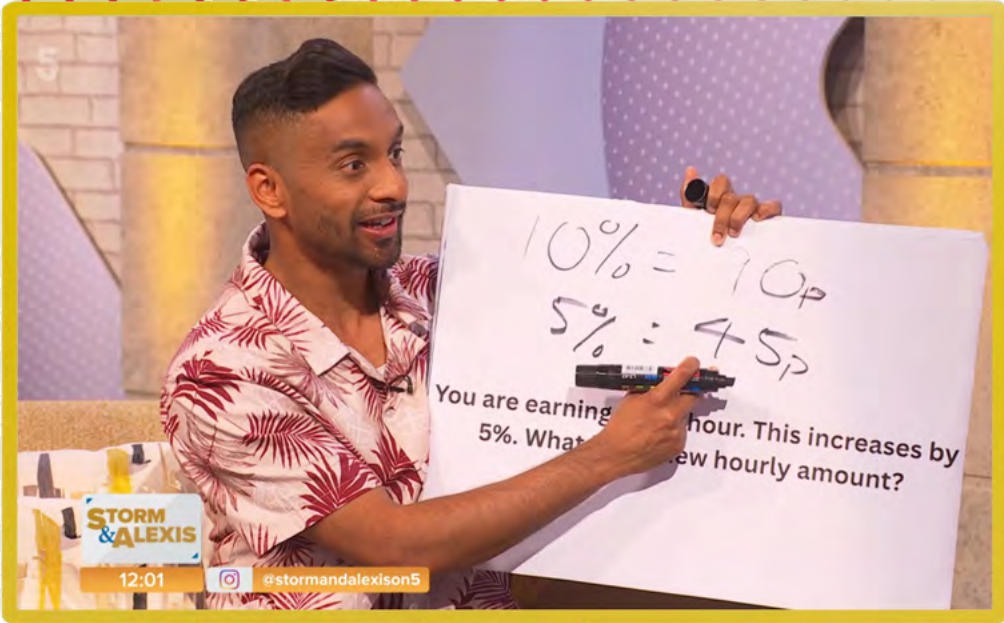
National Numeracy Day 2026 was our biggest and most impactful campaign yet. Centred on the theme of *Count on Your Community*, it highlighted the power of coming together to build confidence with numbers. Across the UK, people, workplaces, schools and community groups started conversations about numeracy, shared experiences and supported one another to take

positive steps with maths in everyday life. The campaign brought our strategy to life by demonstrating the power of community, helping people feel supported by those around them and more empowered to improve their number confidence. The message resonated strongly, making this our largest National Numeracy Day to date.

More than 80,000 children took part in the National Numeracy Day Live Lesson, and the campaign generated more than 1.5 million actions towards improving numeracy across schools, workplaces, and community groups. Meanwhile, media coverage and social media extended the campaign’s reach and reinforced its key messages.



We couldn’t deliver National Numeracy Day without the generosity and commitment of our Founding Supporter KPMG, and fantastic Lead Supporters, who champion the campaign and inspire their communities to get involved. Their backing helps make the campaign possible, extending its reach and impact across the UK.



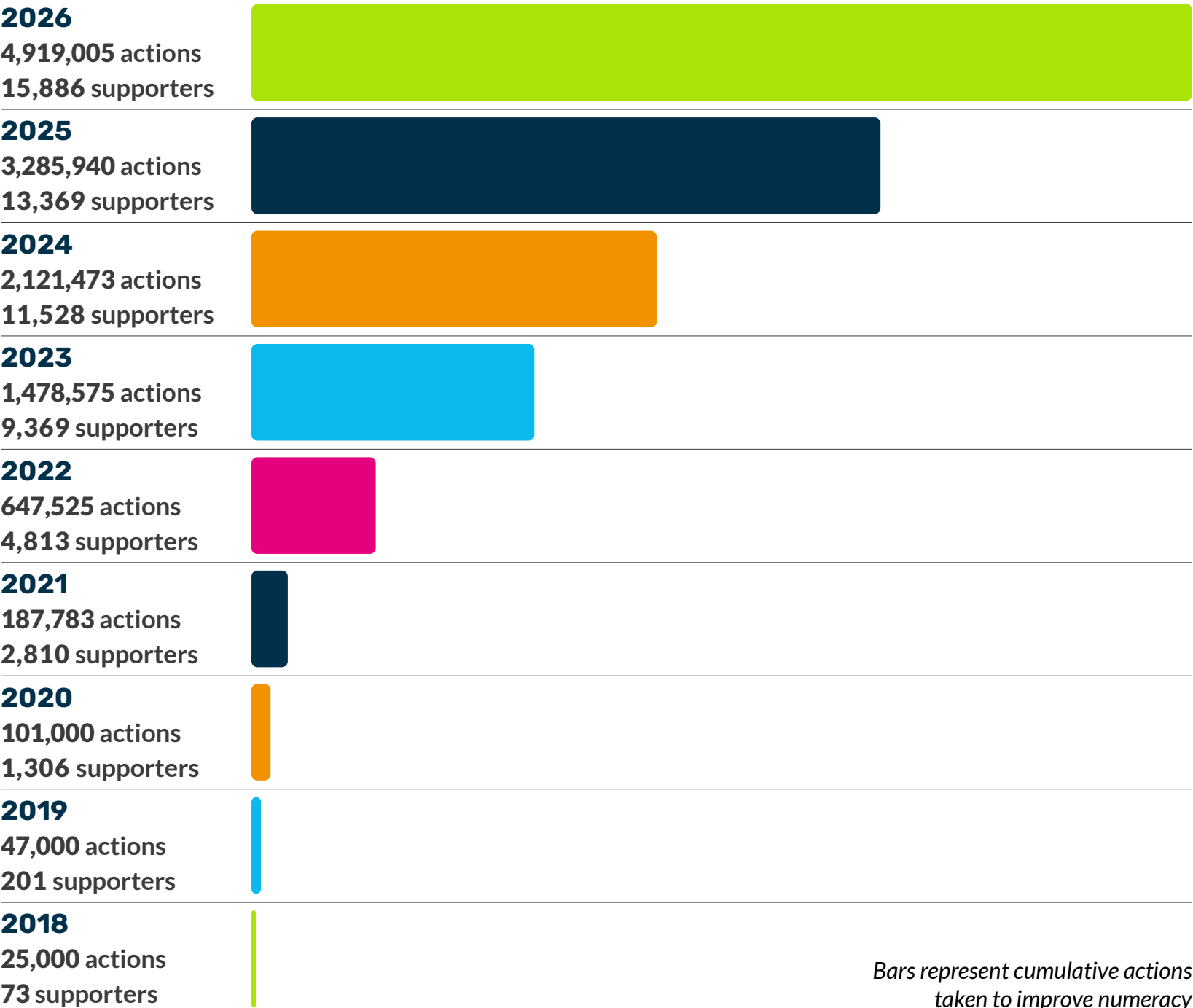
Ambassador Bobby Seagull on Channel 5's Storm & Alexis

This year, community voices were at the heart of bringing the campaign to life, with trusted voices helping to spark conversations about numeracy and build positive attitudes towards maths. From Bobby Seagull’s appearances on TV and local radio stations nationwide to our community of trained Numeracy Champions connecting directly with

people in their communities, supporters helped engage audiences in meaningful ways. Delivery Partners achieved their biggest-ever community reach, while celebrity ambassadors, influencers and our corporate supporters brought the campaign to life through their own networks.

IMPACT

A growing campaign



National Numeracy Day 2026 in numbers

15,886

organisations and individuals signed up to support the day, including 12,378 education providers

347,512

views of campaign learning videos in 2026

4.9 million

actions to improve numeracy taken since the campaign began in 2018

9,738

Number Heroes competition entries

Through those who signed up to National Numeracy Day, we reached an estimated

601,304

beneficiaries

195

media mentions, generating a print and broadcast reach of 9 million, and an online readership of 177 million

1.6 million

actions taken to improve numeracy in 2026: a 40% increase on last year's total, and our most successful National Numeracy Day to date

Over 80,000

children took part in the National Numeracy Day Live Lesson

NATIONAL NUMERACY DAY'S IMPACT ON OUR BENEFICIARIES

Changing how people think about and engage with numbers takes time. Encouraging people to feel more confident using numbers, adopt more positive attitudes, and continue engaging beyond the campaign are ambitious, longer-term outcomes. Even so, this year's campaign saw encouraging improvements across these measures:

96% said the campaign was effective in inspiring adults and children to improve their number confidence and skills

73% have more awareness of how numbers are used in daily life (up from **71% in 2025**)

55% think more positively about numbers (up from **49% in 2025**) as a result of National Numeracy Day

42% feel more prepared to use numbers in daily life (up from **40% in 2025**) as a result of National Numeracy Day

50% talk about numeracy/ maths with family, friends or colleagues (up from **45% in 2025**) as a result of National Numeracy Day

Engaging with those who are not interested in numbers

National Numeracy Day successfully engaged many people who were not already interested in numbers, demonstrating the campaign's ability to reach audiences who are often the hardest to engage. Of the people who used our resources:

39% of adults who used our resources were reluctant to engage with numbers

12% of children who used our resources were reluctant to engage with numbers

(Based on respondents who used resources with adults or children. Children = younger + older children combined.)

Methodology: 15,887 people were sent an email, resulting in 467 responses - a response rate of 3%. 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 74% of survey respondents are Education Providers. 55% of all sign-ups are working with people at a Primary level, while 55% of survey respondents are working with people at this level.

National Numeracy Day 2026 was our most successful campaign yet, with more people reporting improved number confidence, greater awareness of the role of numeracy in daily life, more positive attitudes towards numbers, and stronger engagement with National Numeracy beyond the campaign itself.

Campaign effectiveness

94% said the campaign was effective in raising awareness of the role of numeracy in everyday life

96% said the campaign was effective in inspiring adults and children to improve their number confidence and skills

97% said the campaign was effective in supporting adults and children to improve their numeracy skills

Respondents would recommend and return

97% would recommend the National Numeracy Day campaign to a friend or colleague

82% are likely to visit the National Numeracy website after National Numeracy Day has ended

79% are likely to get involved in other campaigns, such as Number Confidence Week

92% are likely to get involved with National Numeracy Day next year

73% are likely to use National Numeracy Day resources throughout the year

2	3	4	5	6	7	8	9	10	11	12	13	14
NNDAY JUST KEEPS GROWING	IMPACT	IMPACT ON OUR BENEFICIARIES	REAL LIFE IMPACT	THE BIG NUMBER MATTER	LEADING THE WAY WITH KPMG	SUPPORTING CHILDREN AND YOUNG PEOPLE	IN THE NEWS AND POLITICAL SUPPORT	VOLUNTEERING	LEAD SUPPORTERS	DELIVERY PARTNERS	THANK YOU	JOIN US

REAL LIFE IMPACT

Delivering real-life impact sat at the heart of the campaign, with beneficiaries sharing their experiences of numbers and maths more visibly than ever before. Through local and national radio, social media films and influencer content, people spoke honestly about the shame, anxiety and self-doubt that can come with feeling “bad at maths”, while showing that confidence can grow with the right support.

Voices, including learners like [Angela](#) on BBC Devon, [Jo](#) on BBC Wiltshire, and [Numeracy Champion Ian](#) on BBC Hull, helped bring these conversations into communities across the UK. Parenting and lifestyle influencers also opened up discussions about everyday maths, confidence and family attitudes to numbers. Champion Ian spent time out and about in Hull, speaking with local residents about how they feel about maths, helping National Numeracy better understand the real life barriers people face. These conversations provide valuable insight into how confidence with numbers affects everyday decisions, from managing household budgets to supporting children with homework.

National Numeracy Day also inspired [Numeracy Champions](#) across healthcare, local government, community organisations and adult learning settings to engage people with numeracy in meaningful and accessible ways. From community events and practical learning activities to confidence-building discussions, Champions demonstrated the power of local action. Highlights included Henry Adefolaju’s Elders’ Circle Project in Nottingham, Senga Armstrong’s community bowling event in Fife, and Gail Croke’s lunch-and-learn session in South Ayrshire, all helping to normalise conversations about numbers and build confidence in everyday life.



Beneficiaries Angela Hine and Jo Lyons



Numeracy Champion Ian Thompson



Trainee hairdressers in Hull having a Big Number Natter



The Open Arms Organisation’s Elders’ Circle enjoys regular numeracy activities

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THE BIG NUMBER NATTER



The Big Number Natter was at the heart of this year’s Count on Your Community theme, bringing people together to talk openly about numbers and build confidence.

Supported by Numeracy Champions across the UK, it sparked conversations in workplaces, schools and local communities. Numeracy Champion Leanne Harrison shared how overcoming her own maths confidence challenges inspired her to support NHS colleagues in Brighton through

her role. A special Big Number Natter featuring celebrity Ambassador Denise Welch and National Numeracy’s Head of Communications, Cass Lawrence, also generated media attention and prompted audiences to share their own experiences of maths anxiety.

Conversations about maths confidence also extended into the podcast space through a special National Numeracy Day episode of leading careers and personal development show, *My Duvet Flip*. Plus, *National Numeracy*

Ambassador Rotimi Merriman-Johnson hosted a special National Numeracy Day episode of his podcast with Susan Okereke, encouraging listeners to reflect on their own relationship with numbers.

We also hosted a Big Number Natter with Numeracy Champions featuring our celebrity Ambassador, Jessica Gagen. Jessica’s story particularly resonated with Champions, prompting honest reflections about their own experiences of maths anxiety and learning journeys.

Together with Delivery Partner City of Maths we hosted a Big Number Natter at Asda Killingbeck with Dr Katie Chicot, a maths communicator, helping local people feel more confident using numbers in everyday life.

The impact of the Big Number Natter extended far beyond National Numeracy’s own events. Local Numeracy Champions, supported by Lead Supporter Experian, brought Big Number Natters into community settings across England and Scotland. And those conversations continued in workplaces and schools, where Lead Supporters Capital One, EY and Vanquis engaged colleagues and young people in open discussions about number confidence. At St Cuthbert’s Catholic High School, EY supported a Big Number Natter and Maths Myth Busters session with Year 10 students, helping to challenge negative perceptions of maths.



Ambassador Denise Welch having a Big Number Natter with Head of Comms Cass Lawrence



Ambassador Rotimi Merriman-Johnson having a Big Number Natter with maths communicator and teacher Susan Okereke



EXCLUSIVE: Denise Welch says 'it's never too late' as she battles anxiety amid career 'renaissance'

Actor, Loose Women star, and National Numeracy Ambassador Denise Welch says rebuilding number confidence can be life-changing at any age, as she battles maths anxiety



National Numeracy Day in Asda Killingbeck, Leeds

LEADING THE WAY WITH KPMG

As Founding Supporter of National Numeracy Day, KPMG played a central role in making National Numeracy Day 2026 our biggest and most impactful campaign to date. Their commitment, expertise and advocacy helped us reach more people, spark important conversations and shine a spotlight on the vital role numeracy plays in creating opportunities for individuals and communities across the UK.

One of the highlights of the year was the publication of an interim report from a major research project exploring the relationship between AI, Numeracy & Social Mobility. Initiated by KPMG and delivered by (cross-party think tank) Policy Connect in partnership with National Numeracy and collaborating members of the National Numeracy Leadership Council, the research examines how confidence with numbers can help people and communities navigate an increasingly AI-driven world.

New research reveals an AI awareness gap

The interim findings, released on National Numeracy Day, revealed that only one in four adults believes numeracy skills are important for using AI. This highlights a significant awareness gap at a time when AI is becoming increasingly embedded in everyday life and work.

Bringing business leaders together
The project has brought together leaders from across the National Numeracy Leadership Council, demonstrating the role businesses can play in driving collective action and shaping the national conversation around numeracy, AI and social mobility.

The full report will be published in July, when we look forward to contributing to a wider national conversation about numeracy, opportunity and inclusion in the age of AI.

Inspiring the next generation
KPMG colleagues also inspired the next generation through a programme of numeracy-based tax workshops. Hosted across 21 sessions in nine offices throughout the UK, the workshops welcomed more than 700 students. Stepping into the shoes of KPMG consultants for the day, young people took on real-world challenges, explored the world of tax and experienced first-hand how numeracy skills are applied in the workplace. These sessions brought learning to life, helping students build confidence and see the value of numbers beyond the classroom.

A strategic partnership making a difference
The impact of National Numeracy Day 2026 would not have been possible without KPMG’s unwavering support. From funding and thought leadership

to employee engagement and practical action in communities, KPMG continues to demonstrate what a truly strategic partnership can achieve.

We are enormously grateful for their commitment to our mission and proud to be working together to help everyone in the UK feel confident with numbers and ready to thrive in a changing world.



KPMG hosting tax workshops, showing young people how important numeracy skills are in the workplace



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SUPPORTING CHILDREN AND YOUNG PEOPLE



Darts star Gian van Veen celebrating National Numeracy Day with school pupils at a special session of Bullseye Maths, in association with Vanquis
Image: Simon O'Connor/PDC

At the heart of the campaign was the **National Numeracy Day Live Lesson**, hosted by National Numeracy Ambassador Rotimi Merriman-Johnson and delivered in partnership with our brilliant Delivery Partner Maths Circle. In what is believed to be the UK's biggest game of Would You Rather, more than 80,000 children took part, exploring real-world numeracy through interactive activities designed to build confidence and show the value of maths beyond the classroom. Schools and families also accessed free classroom activities, lesson plans, videos and games that brought numeracy to life.

The **Number Heroes drawing competition** returned with a new theme – *How do people use numbers in your neighbourhood, club or community?* – encouraging children to recognise the role numeracy plays in the world around them and celebrating everyday number skills in local communities. Thanks to the innovative support of Lead Supporter Compare the Market, young people were also reached through special episodes of the **My Duvet Flip** podcast, under the theme *Make Money Make Sense*. Featuring Rotimi Merriman-Johnson, Ursula Gibbs, Abigail Foster and Sam Sims, the episodes explored money in the real world and highlighted the importance of numeracy for future success.

Supporters also helped bring numeracy to life through memorable community experiences. Compare the Market delivered a number themed event for children and families, demonstrating how numbers are used in everyday life and football. Meanwhile, our long-standing Lead Supporter Vanquis partnered with the Professional Darts Corporation (PDC) to deliver a Bullseye Maths session at Watercliffe Meadow Community Primary School in Sheffield. Featuring World Youth Champion Gian van Veen, the event used darts to inspire confidence with numbers and show how sport can make maths fun, practical and engaging.



Peterborough United FC players, Cian Hayes and David Okagbue, meeting children at Compare the Market's Numbers Made Simple numeracy event



Children taking part in fun numeracy activities at Compare the Market's Numbers Made Simple event



Rotimi Merriman-Johnson, Ursula Gibbs, Jackson Parsons, Abigail Foster and Sam Sims on the Make Money Make Sense episode of My Duvet Flip: The Circle



IN THE NEWS AND POLITICAL SUPPORT

National Numeracy Day 2026 generated widespread national and local media coverage. It had 195 media mentions, reaching 186 million people; bringing conversations about number confidence into communities across the UK. More than half of all coverage was local, reflecting this year's focus on community.

Lead Supporter Experian supported a refresh of UK Numeracy Index data at local authority level, providing a detailed picture of numeracy confidence and skills across the country. The data generated significant media interest and enabled National Numeracy and members of the National Numeracy Leadership Council to engage approximately 650 MPs and 14 Metro Mayors with tailored insights about numeracy levels in their constituencies and regions.

Campaign Ambassador Bobby Seagull played a key role in amplifying National Numeracy Day's messages, completing 17 radio interviews across the country and appearing on Channel 5, helping to bring discussions about number confidence to audiences nationwide.

National Numeracy CEO Sam Sims also represented the campaign on LBC, extending its reach to national audiences. Media coverage in outlets including the Daily Mail further raised awareness of the UK's numeracy challenge, and invited readers to test their own number skills.

For the first time, National Numeracy Day secured a dedicated media partner, award-winning children's current affairs magazine The Week Junior, extending our reach to children and families through dedicated coverage, including an interview with Ambassador Jessica Gagen.

Political engagement remained strong throughout the campaign. Lord Agnew, Chair of the House of Lords' Numeracy for Life Inquiry, joined CEO Sam Sims for a Big Number Natter.



Baffling . . . numbers

Half Brits at maths level of a pre-teen



People

Learning to love maths problems

Jessica Gagen works with numbers every day.

On 20 May, it is National Numeracy Day, which aims to make people more confident with maths and numbers. Aerospace engineer Jessica Gagen is an ambassador for National Numeracy Day, which involved spreading the message that we all need numeracy. As an aerospace engineer (someone who designs and tests aircraft tech) she uses maths every day; but she tells The Week Junior she didn't always find maths easy. In school Gagen did well in maths and science, but when she started her A-levels, maths became really difficult. She was too embarrassed to admit that she was stuck. She says, "It was hard to keep up and I completely lost my confidence."



Gagen is an aerospace engineer.

After A-levels, Gagen worked as a model before going to university to study aerospace engineering. When she arrived, she felt she was behind the other students with her maths. She says, "Rather than stress about it, I used to take myself to the library and teach myself maths for a few hours every night." It doesn't matter how long it takes you to understand a maths concept, Gagen says. It's important to take your time and to not pay attention to other people. She compares gaining confidence in maths to getting better at sports. "An Olympian doesn't start out as an Olympian. Whatever the subject is, there are going to be hurdles," she says.



WORKING TOGETHER
The theme of this year's National Numeracy Day is "Count on your community."

The Week Junior interview National Numeracy Ambassador Jessica Gagen

EXCLUSIVE: Denise Welch says 'it's never too late' as she battles anxiety amid career 'renaissance'

Actor, Loose Women star, and National Numeracy Ambassador Denise Welch says rebuilding number confidence can be life-changing at any age, as she battles maths anxiety

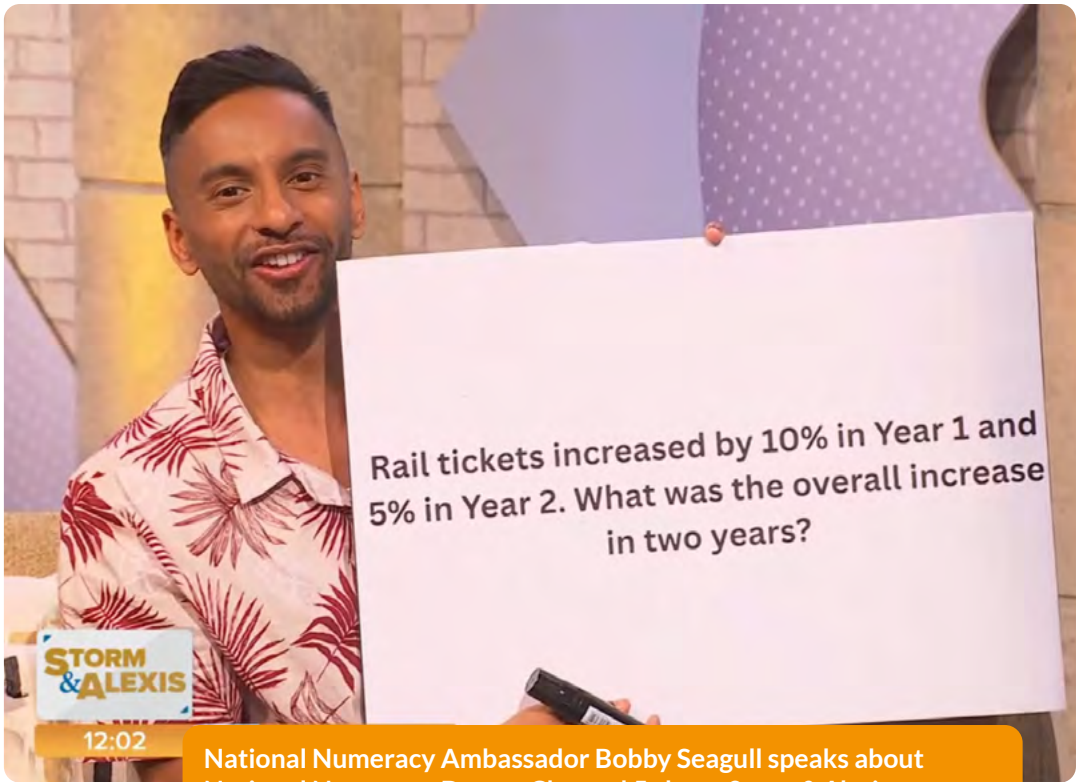
Mirror

Shocking lack of numeracy skills adds up to life struggle

DAILY EXPRESS

As Britain's worst areas for numeracy are revealed - try our quiz to test YOUR maths

Daily Mail



National Numeracy Ambassador Bobby Seagull speaks about National Numeracy Day on Channel 5 show, Storm & Alexis



VOLUNTEERING

Many of our Lead Supporters contribute volunteers whose time, expertise and enthusiasm are invaluable in helping children appreciate the importance of numbers in everyday life and inspiring them to explore future career possibilities.

Through National Numeracy’s Corporate Volunteering programme, volunteers are matched with primary schools to help build confidence with numbers and inspire positive attitudes towards maths. This year’s campaign saw volunteers from Capital One, Experian, S&P Global, TP ICAP and Vanquis visit schools across the UK to deliver My Maths Story assemblies and Maths in the Real World classroom sessions.

Together, an incredible:

22 volunteers visited

19 schools, reaching almost

3,000 children through

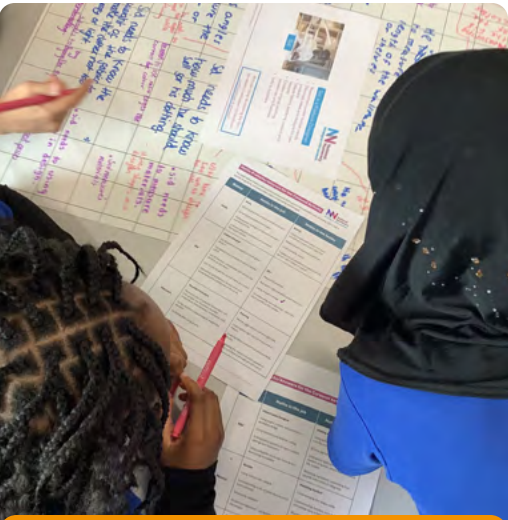
35 classroom sessions and

18 assemblies.

School visits took place in locations across England, Wales and Northern Ireland, including Belfast, Hertfordshire, Leeds, London, Nottingham and Wrexham, helping to promote National Numeracy Day and the Number Heroes competition.

My Maths Story
Volunteers shared their personal experiences of maths, demonstrating how numeracy has influenced their careers and everyday lives. These inspiring stories helped pupils understand the value of maths beyond the classroom and encouraged them to see the opportunities that strong numeracy skills can unlock.

Maths in the Real World
Through interactive classroom activities, volunteers brought numeracy to life by showcasing how maths is used in a wide range of professions and everyday situations. The sessions helped pupils develop a greater appreciation of the practical role numbers play in the world around them.



Nathan Brown from Kartesia visits Royal Wharf Primary School in London



Peter Simpson from TP ICAP visits Springhill Primary School in Belfast



Zelda Fergus from Experian visits Rhosddu Primary School in Wrexham



LEAD SUPPORTERS

Our Lead Supporters played a vital role in making National Numeracy Day 2026 our most successful campaign yet. Through their funding, advocacy, engagement and creative collaboration, they helped extend the campaign’s reach and bring its message to communities across the UK.

Together, their commitment demonstrates the power of partnership to create meaningful social impact and advance our shared vision of communities where everyone feels more confident with numbers.



AWS

AWS played a vital behind-the-scenes role by providing the cloud infrastructure that powers the [National Numeracy Challenge](#), now with over 684,000 registered users. Their support helps ensure the platform remains reliable, secure and accessible to learners across the UK, enabling National Numeracy to reach more people and support adults and children to build confidence with numbers.

Barclays LifeSkills

Throughout the campaign, Barclays LifeSkills promoted National Numeracy Day across its social channels, driving audiences to the campaign page and sign-up opportunities. Vim Maru, CEO of Barclays UK, and Kirstie Mackey, Managing Director of Barclays LifeSkills and [National Numeracy Leadership Council member](#), also shared messages celebrating the partnership and championing the importance of building numeracy confidence.

Barclays LifeSkills colleagues visited schools including William Cassidy C of E School in Stillington and Swinefleet Primary School in Goole, delivering engaging sessions on numeracy and money confidence. Barclays LifeSkills also reached out to its network of primary and secondary educators, promoting school sign-ups, campaign toolkits and co-created primary resources.

Bloomberg

Through a dedicated internal communications campaign, the organisation connected colleagues and affinity groups, helping more people access practical tools and resources to build their confidence with numbers. Bloomberg promoted positive maths mindsets across its global workforce by encouraging colleagues to use the National Numeracy Challenge.

Capital One

Capital One engaged colleagues across its Nottingham office through two flagship National Numeracy Day events. A Big Number Natter Breakfast brought together corporate volunteers to share their experiences and inspire others to get involved, while a National Numeracy Day awareness event featured a partnership impact quiz and a Velcro darts tournament demonstrating the role of numbers in everyday life. Around 200 colleagues took part in Big Number Natters, helping to build confidence with numbers and encourage positive conversations about maths.

Compare the Market

In their first year as a Lead Supporter of National Numeracy Day, Compare the Market embraced the campaign with enthusiasm and creativity. Colleagues took part in a competition to spark engagement with the National Numeracy Challenge, while the team also hosted a successful *Numbers Made Simple* family event. Through podcast sponsorship, ambassador content, influencer partnerships and digital campaigns, they helped bring everyday numbers to life for families, colleagues and wider audiences, embodying the spirit of this year’s *Count on Your Community* theme.

EY

EY amplified the National Numeracy Day message through thought leadership, colleague engagement and community outreach. Support included contributions from Chris Richardson, EY UK Financial Services Risk Consulting Leader, and Christabel Cowling, EY UK&I Chief Financial Officer and Core Business Services Managing Partner, alongside social media activity from the EY Foundation. Together, we delivered colleague events in London and Newcastle, including Big Number Natters and a *Feeling Better About Maths* session. EY also hosted a flagship school event at St Cuthbert’s Catholic High School in Newcastle, helping Year 10 students challenge maths myths and build positive maths mindsets.

Experian

As co-creator of the [UK Numeracy Index](#), Experian brought this year’s *Count on Your Community* theme to life by mobilising its network of Numeracy Champions in communities across areas of greatest need. Activities included the Maths Confidence Café in Clifton, Nottingham, a Lunch and Learn session and Big Number Natter in Glasgow, and participation in Nottingham’s Green Hustle festival. Together, these initiatives helped people access support, strengthen community connections and build confidence with numbers in everyday life.

S&P Global

S&P Global helped raise awareness of National Numeracy Day among colleagues by featuring the campaign in its internal newsletter and signposting employees to the Family Maths Toolkit and the National Numeracy Challenge. The organisation also supported parents and carers by hosting a *Help Your Child Love Maths* workshop, delivered by National Numeracy, to build confidence with numbers and encourage positive attitudes towards maths among primary-aged children.

TP ICAP

TP ICAP played an important role in championing National Numeracy Day, engaging colleagues through internal communications and supporting our [Corporate Volunteering](#) programme. Their commitment helped bring numeracy to life in local communities and inspire positive attitudes towards numbers. Through their ongoing support across Belfast and throughout Northern Ireland, TP ICAP is helping more adults and children access the resources and opportunities they need to build essential numeracy skills and confidence.

Vanquis

Vanquis continued its long-standing support as a Lead Supporter of National Numeracy Day 2026 by promoting the campaign online, hosting Big Number Natters and encouraging positive conversations about numbers. They also partnered with the Professional Darts Corporation’s Bullseye Maths initiative to deliver a special event at Watercliffe Meadow Community Primary School in Sheffield, where PDC star Gian van Veen helped Year 5 pupils explore maths through interactive, darts-based numeracy activities.

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DELIVERY PARTNERS

National Numeracy Day 2026 brought together our largest-ever network of delivery partners, extending the campaign’s reach into communities, schools and workplaces across the UK.

By equipping trusted organisations with resources and activities, we enabled more people than ever to take part, helping to make numeracy support accessible, relevant and locally driven.

Media Partner



Delivery Partners

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THANK YOU



Sam Sims,
CEO National Numeracy

This year’s National Numeracy Day was our biggest and most impactful campaign yet, demonstrating that the movement for number confidence continues to grow year after year. Through our *Count on Your Community* theme, we showed that when it comes to numbers, a problem shared really is a problem halved.

From more than 80,000 children taking part in what is thought to be the UK’s biggest ever game of ‘Would You Rather?’ to communities across the country hosting Big Number Natters and local events, people came together to build confidence and support one another. This year, we reached millions of people through national and local media, sparked important conversations about number confidence, and helped bring

numeracy into everyday life in new and engaging ways. Agenda-setting findings from the UK Numeracy Index helped drive national debate, while real-life stories shared by beneficiaries, champions, and ambassadors encouraged people to reflect on their relationship with numbers and take positive action. We also saw partners and supporters bring the campaign to life through creative activities that reached communities, schools and workplaces across the UK, worked with more delivery partners than ever before, and welcomed our first dedicated media partner.

To our incredible supporters, partners, ambassadors, educators, volunteers, Numeracy Champions and everyone who took part, thank you. Your dedication and belief in this cause are helping to create lasting change, building a future where people feel supported, empowered and connected, and where everyone has the confidence and skills with numbers they need to thrive.



Melissa Geiger,
Chair of the Board,
KPMG

As a member of the National Numeracy Leadership Council and through my role on the Board of United Learning, I see first-hand how vital numeracy is to social mobility, particularly in an AI-enabled world.

Recently launched findings on AI, Numeracy and Social Mobility highlight a striking disconnect: only a quarter of people say numeracy matters in the age of AI, compared with 42% for literacy, yet both are equally important.

I’ve been proud to see KPMG colleagues, working alongside The Talent Foundry, deliver workshops across the UK that reached over 700 young people. Building confidence with numbers is not just about skills - it is about widening access to opportunity.

As Founding Supporter of National Numeracy Day, we are also proud to be celebrating the campaign’s ninth year and the continued growth in engagement over that time. Lasting change does not come from quick fixes, but from sustained collective effort by individuals, organisations, policymakers and educators over time.

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JOIN US

Get Involved

As National Numeracy Day continues to grow, we are immensely grateful for the commitment of our partners and supporters and their belief in our work as a force for positive change.

Thanks to our supporters, this year's campaign reached new levels of engagement across the UK, helping us connect with communities where support is needed most and enabling more people than ever to take positive steps towards improving their numeracy and number confidence.

We are incredibly proud of what we are achieving together, but there is still more to do. Our ambition is for everyone in the UK to feel confident with numbers and recognise the opportunities that numeracy can unlock.

Could your organisation join us? Working with National Numeracy offers a range of strategic business benefits while making a meaningful difference to people, communities and workplaces. We would be delighted to discuss how we can work together.

To arrange a conversation, please contact our Partnerships team at partnerships@nationalnumeracy.org.uk.

Contact us

For more information, please get in touch:

+44 (0) 1273 915044

enquiries@nationalnumeracy.org.uk

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www.nationalnumeracy.org.uk

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



Thank you to our Founding Supporter, Lead Supporters, Supporters and Delivery Partners for helping make National Numeracy Day a success.

Founding Supporter



Lead Supporters



Supporters



Llywodraeth Cymru
Welsh Government