

A campaign from National Numeracy

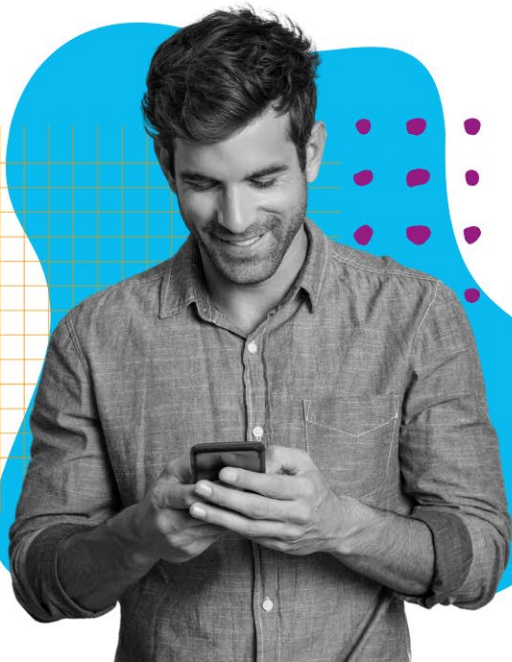
Headline Sponsor:



Campaign Overview

3– 7 November 2025

Number Confidence Week – Money Matters



Contents

3. How to use this deck

4. THIS YEAR'S THEME

5. Number Confidence Week: Money Matters

6. Numbers and money

7. Intergenerational maths anxiety

9. CAMPAIGN GUIDE AND MISSION

10. This year's campaign

11. How can organisations get involved?

12. Supporter activity

13. Engaging your networks

14. The Big Number Natter

15. Website

16. The National Numeracy Challenge

17. Thought-leadership and media opportunities

18. COMMUNICATIONS GUIDE

19. Hashtags, accounts and links

20. Calls to action (CTAs)

21. Key messaging overview

22. Example copy: promote your support

23. Example copy: sign up schools

24. Example copy: sign up colleges and organisations

25. Example copy: The Big Number Natter

26. Example copy: website & resources

27. Example copy: the National Numeracy Challenge

28. CONTACT US

29. About National Numeracy

How to use this deck

This deck provides you with everything you need to know to support Number Confidence Week within your organisation, including:

- A guide to our key campaign activities for 2025
- Key dates and information
- Example copy, CTAs and messaging to promote the campaign across your channels

You can find downloadable digital assets to support your communications here: <https://www.nationalnumeracy.org.uk/number-confidence-week-supporter-toolkit>

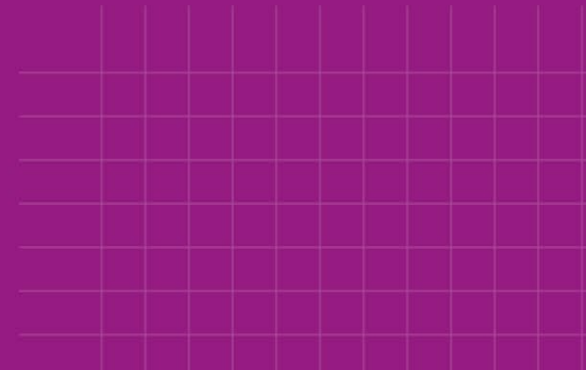


A campaign from National Numeracy

Headline Supporter:



THIS YEAR'S THEME

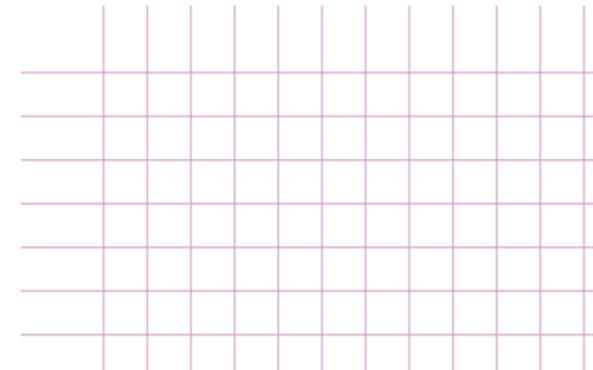


Number Confidence Week: Money Matters

Feeling confident with numbers can make a real difference in how we manage our money. From budgeting and saving to understanding bills and making informed choices. Everyday maths skills help us take control of our finances and feel more secure in our decisions.

That's why this year's campaign is all about showing how building number confidence can lead to greater financial confidence – and a better relationship with money.

Because when it comes to money, confidence counts.



Numbers and money

According to new research from Barclays:

- **One-in-three UK adults (32%) say they would not feel confident helping a child with their maths homework.** Almost **four-in-ten (39%)** are actively looking to improve their number skills.
- The lack of number confidence is having a ripple effect on people's everyday lives, particularly their finances. **Over a quarter (27%) have faced financial issues** or avoided financial tasks in the past year due to low confidence with numbers, while **43% believe their finances would be stronger** if they had better number skills.
- **Half of UK adults identify areas of money management that could improve** with stronger number skills – such as understanding interest on credit cards, loans and savings (19%), making informed financial decisions (16%), and planning for the future (16%).
- Young adults (aged 18–27) are particularly impacted. **76% believe their finances would be in better shape** if they had stronger number skills and confidence, while **80% see basic numeracy as essential** for making informed financial decisions. Around **61% of this age group say they would like to improve** their skills – well above the national average (39%).

Research conducted on behalf of Barclays by Opinium between 4th – 8th July 2025, surveying a nationally representative sample of 2,000 UK adults

Intergenerational maths anxiety

Our research shows that the attitudes we pick up about maths as children—especially from parents/caregivers—can shape our confidence with numbers for life

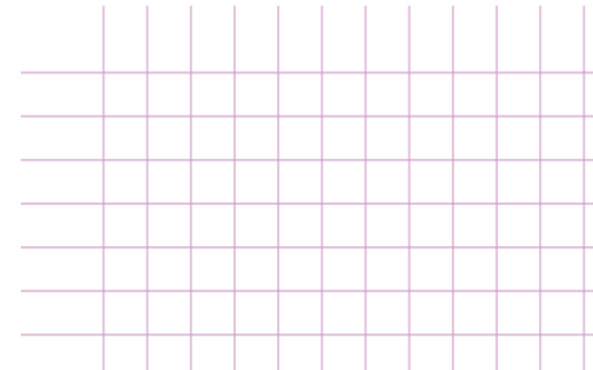
[Our research with Mumsnet showed that:](#)

- **Over a third of parents, 41%, remember their mums saying “I’m not good at maths” or “maths is hard” during their childhood.** In contrast, only 14% recalled similar comments from their dads.
- Nearly half (48%) of parents surveyed said their fathers expressed positive attitudes towards maths, using phrases like “I like numbers” or “I enjoy maths,” whereas only 26% of mums had said similar things.
- **35% of parents admit they make similar negative comments** about maths in front of their children, reinforcing the same negative beliefs they experienced growing up.
- **When parents admitted to expressing negative views about maths, their child’s average confidence score drops to 6.8.** On the other hand, positive reinforcement raises the child’s confidence to 7.7.

Intergenerational maths anxiety (continued)

Research conducted for National Numeracy Day 2025 showed that:

- **Over a quarter of women (26%) say helping with maths homework makes them anxious compared to a fifth of men (20%).**
- **Over a third (34%) of women have told their child they themselves are bad at maths, compared to just over one in five men (22%).**
- **17% of women say their child's maths homework has made them feel like crying.**



CAMPAIGN GUIDE AND MISSION

**To inspire and empower people to
build number confidence,
leading to stronger numeracy skills
that unlock new opportunities.**

This year's campaign

This Number Confidence Week (3–9 November 2025), we're focusing on how building number confidence can boost financial confidence – because money matters.

We're going bigger than ever, with brand new resources for:

- Adults looking to feel more confident with money and maths
- Teachers, parents and carers supporting children's learning
- Organisations working with families and communities

We'll also explore how number confidence is passed through generations, and how improving your own confidence can help the next generation too.

Look out for new tools, activities, and insights from celebrity ambassadors, all designed to help you feel more confident with numbers and money.

How can organisations get involved?

- Volunteering – an opportunity to visit schools
- The Big Number Natter for staff / networks
- Customer engagement via emails lists, apps and social
- Media opportunities and thought leadership
- Supporter toolkit beginning Oct
- National Numeracy's Head of Comms, Cass Lawrence, is happy to chat to your comms teams



Supporter activity

Key activities for Supporters to take part in and promote include:

- 1. The Big Number Natter:** Engage your staff in the campaign by encouraging them to get involved in the only nationwide conversation about numbers. (See page 14)
- 2. Number Confidence Week online: website:** Everything your staff and communities need to get involved website and in your toolkit. (See page 15)
- 4. The National Numeracy Challenge:** Encourage people to try our tried and tested free confidence and skills building online tool. (See page 16)
- 5. Thought leadership and media opportunities:** Your company is at the forefront of tackling the UK's numeracy crisis – shout about it! (See page 17)

Engaging your networks

Please invite organisations and community groups in your networks to sign up here:

Activities for adults include:

- **The Big Number Natter:** the UK's only nationwide conversation about numbers
 - Supported by a suite of resources
 - Case studies that tell 'real-life' stories and videos about the transformational power of numeracy improvement
- **Staff engagement:** resources for workplaces.
- **Resources:** to help with the three themes our charity covers – numeracy for work, money management and supporting children – including downloadable tip sheets and videos from our experts and celebrity ambassadors.

The Big Number Natter

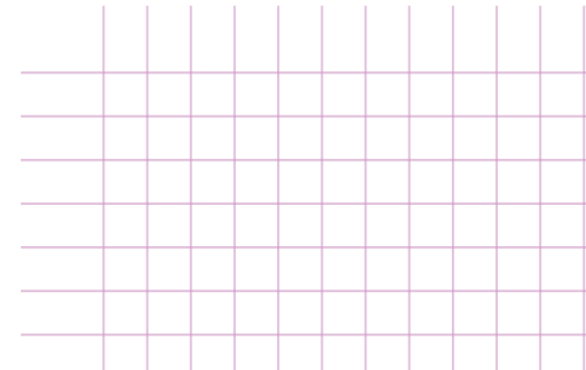
Love it or loathe it, we all have something to say about maths!

WHAT? The Big Number Natter is the only nationwide conversation about numbers, happening online and in person. It's an opportunity to have a chat about numbers and change lives for the better. The story behind your lucky number, tips for bagging a bargain, calculations in your career, or helping kids with homework...love it or loathe it, everyone has something to say about maths!

WHY? Half the UK's working age adults have low numeracy levels, which makes people more vulnerable to debt, unemployment, poor health and fraud. But everyone can improve their numeracy and talking about numbers is a fantastic first step.

WHEN? Hold a Big Number Natter the week of Number Confidence Week (3rd – 9th November).

WHERE? Your organisation can get involved with our staff engagement resources.

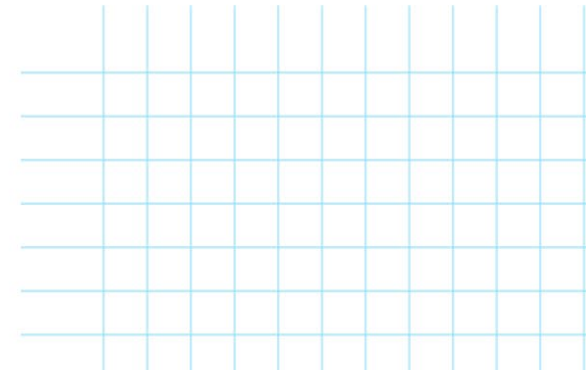


Website

Please promote the National Numeracy website to your colleagues, customers, communities and wider networks. **Use your trackable website link.**

Our Number Confidence Week hub is the go-to place for people looking to improve numeracy. It is jam-packed with all the free resources and inspiration needed to get the nation feeling good about numbers.

- The website is a great place for people to get resources for themselves, their children, or anyone they support.
- From celebrity videos and worksheets for kids, to real-life advice for adults, the National Numeracy website has everything people need this Number Confidence Week.



The National Numeracy Challenge

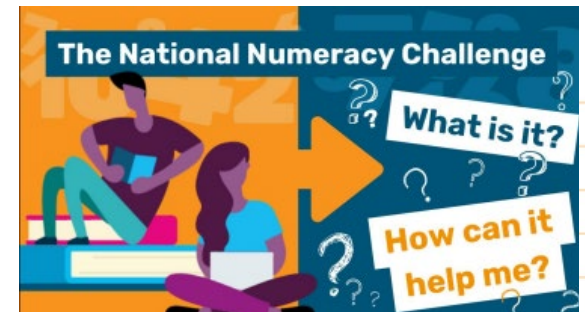
The National Numeracy Challenge is a free and easy-to-use website for improving your number skills and confidence.

Please encourage your colleagues, customers and communities to have a go! **Use your trackable National Numeracy Challenge link.**

Internal audiences: It is the perfect next step after your staff have had a Big Number Natter or to support any internal activity.

External audiences: It is a great way to boost the number confidence of your customers and communities.

[Watch a short video about the National Numeracy Challenge](#)



Thought-leadership and media opportunities

Number Confidence Week is the perfect opportunity to highlight your organisation's support of one of the UK's most challenging issues.

Your organisation is at the forefront of tackling the UK's numeracy crisis – shout about it!

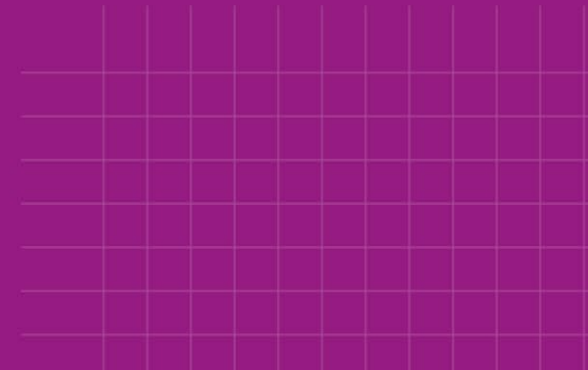
Encourage your leaders to talk about your organisation's involvement in the campaign, both internally and externally.

National Numeracy delivers a high-profile media campaign to promote Number Confidence Week, but the more we can get the message out about the fantastic benefits of improving numeracy to individuals, communities, business and society, the better!

Please contact us if you would like to discuss any media opportunities.

- **Encourage your organisation's leaders** to communicate your support of the campaign to colleagues via internal communications to inspire engagement across your workforce.
- **Write news articles, thought leadership pieces and blog posts** on your website, social channels, and newsletters to tell external audiences about your involvement.
- **Share social media posts and videos** about #NumberConfidenceWeek across your social accounts.
- **Seek out and secure local, regional and national media opportunities** for your leaders and organisation to talk about numeracy and your support of the campaign.

COMMUNICATIONS GUIDE



Hashtags, accounts & links

CAMPAIGN HASHTAGS

Please include these in your posts:

#NumberConfidenceWeek

#BigNumberNatter

NATIONAL NUMERACY ACCOUNTS

Tag us in your posts so we can share your messages:

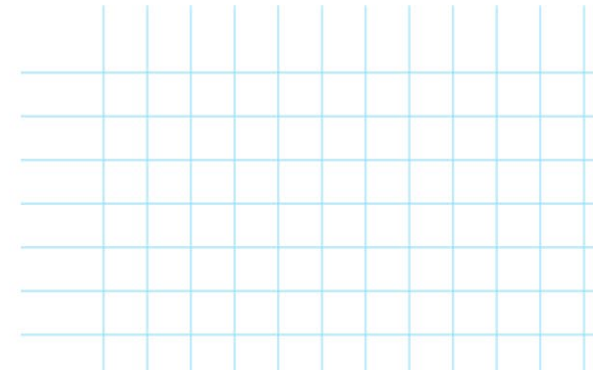
- X (formerly Twitter): @Nat_Numeracy
- Facebook: @nationalnumeracy
- Instagram: @national_numeracy
- LinkedIn: National Numeracy
- TikTok: @nationalnumeracy

TRACKABLE LINKS

We will send you two trackable links:

Please ensure you include the appropriate one in your comms. We have indicated throughout this deck which link should be used for which promotion.

1. Campaign website link (for all the campaign's free resources and activities)
2. The National Numeracy Challenge link (our free online tool)



Calls to action (CTAs)

The campaign CTAs are as follows – please ensure you include them in your posts, as appropriate. There are more copy variations on the following pages.



WEBSITE CTA for all audiences. Improve number confidence and skills using free resources and activities on the website. *Promote at any time.*



Visit the Number Confidence Week website for free, fun and practical activities and resources. *Include your trackable website link.*



SIGN UP CTA for your schools, networks and communities. One sign-up link for nurseries and schools (under 16). One sign-up link for colleges and organisations (16 plus). *Promote at any time.*



Sign up to #NumberConfidenceWeek for your free toolkit and access to heaps of fun activities and helpful resources. *Include your trackable website link.*



BIG NUMBER NATTER CTA for getting your staff and networks involved. *Promote at any time.*



Join the #BigNumberNatter and tell us how you feel about numbers this #NationalNumeracyDay. *Include your trackable website link.*



NATIONAL NUMERACY CHALLENGE CTA for your staff and networks, improving numeracy via our online tool. *Promote at any time.*



Try the free National Numeracy Challenge this #NationalNumeracyDay to build your number confidence and skills. *Include your trackable National Numeracy Challenge link.*

Key messaging overview

Overview of messaging

Example messages can be copied or amended as you see fit and used across your communications including emails, newsletters, internal, socials and more.

The tone of voice for Number Confidence Week is always friendly, inclusive, empowering and supportive. It is never patronising or competitive.

We will always be sensitive to external context that demands messaging is flexed.

Please get in touch with any concerns that your organisation has around promoting Number Confidence Week.

On the following pages

We have included sample messaging to support every aspect of the campaign that you will be involved in – with both internal and external messaging.

- Promoting your support
- Recruiting schools and organisations
- Promoting the Big Number Natter
- Promoting the website and free resources
- Promoting the National Numeracy Challenge



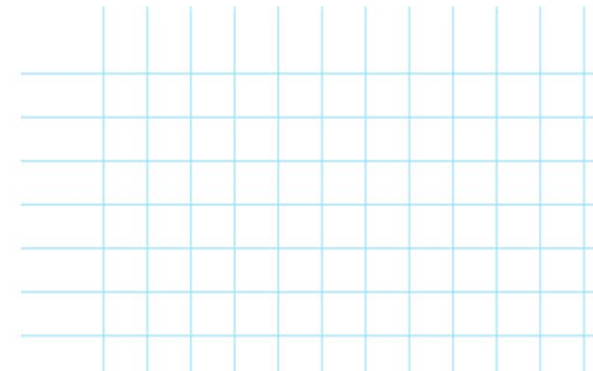
Example copy: promote your support

Announcing your support: short (social)

1. We're delighted to be a Supporter of Number Confidence Week, helping people across the UK to feel confident about numbers! Join us [\[Insert your trackable website link\]](#)
2. Our staff are building their confidence and skills in everyday maths for Number Confidence Week. Want to get started too? [\[Insert your trackable National Numeracy Challenge link\]](#)
3. We're excited to announce that [\[company name\]](#) is a Supporter of Number Confidence Week. Let's get the nation number confident together. [\[Insert your trackable website link\]](#)



Use the assets supplied in your toolkit alongside this copy:
<https://www.nationalnumeracy.org.uk/number-confidence-week-supporter-toolkit>



Example copy: sign up schools

Help us recruit nurseries, schools and children's community groups to get involved.

- Become a #NumberConfidenceWeek school. Sign up for free materials here:
<https://www.nationalnumeracy.org.uk/numberconfidenceweek/school-sign-up>
- Calling all teachers! Sign up to get involved in #NumberConfidenceWeek and get access to materials to support activity planning, downloadable resources and more.
<https://www.nationalnumeracy.org.uk/numberconfidenceweek/school-sign-up>
- This year, we are a Supporter of Number Confidence Week (3rd -9th Nov) and we would love you to get involved. If you sign up to be a Number Confidence Week school, you will receive a free toolkit with fun, engaging materials and activities to support children to feel positive about numbers. You can also join an exciting live assembly.
<https://www.nationalnumeracy.org.uk/numberconfidenceweek/school-sign-up>

Example copy: sign up colleges and organisations

Help us recruit colleges, workplaces, organisations and community groups for adults to get involved.

- Get involved in #Number Confidence Week this November! Sign up to receive a free digital pack filled with confidence-boosting resources and activities.
<https://www.nationalnumeracy.org.uk/numberconfidenceweek/orgs-sign-up>
- Sign up for Number Confidence Week and get access to free and practical resources that help your teams and community build their number confidence and skills.
<https://www.nationalnumeracy.org.uk/numberconfidenceweek/orgs-sign-up>
- We are a Supporter of Number Confidence Week, and we would love you to get involved. Sign up for National Numeracy Day to receive a pack of free, practical and engaging resources to support your community to feel positive about numbers. Sign up now:
<https://www.nationalnumeracy.org.uk/numberconfidenceweek/orgs-sign-up>

Example copy: The Big Number Natter

Internal: get your people involved

As a Supporter of National Numeracy Day on Wednesday 21 May, we're joining the Big Number Natter!

It's the UK's only nationwide conversation about numbers and love it or loathe it, we've all got something to say about maths.

It's a chance to have a chat about numbers and change lives for the better. We'd love to hear the story behind your lucky number, your tips for bagging a bargain, or how you use numbers here at work or at home.

We'll be hosting some Big Number Natters to celebrate National Numeracy Day – look out for the invitations and posters!

And we'd love to hear and see your number stories, so do share your videos, photos and stories with us [on Teams/Yammer/intranet/other] and on social media using #BigNumberNatter. Don't forget to tag our company handle [@name] so we can reshare.

External: get the nation involved

1. As a Supporter of #NationalNumeracyDay we're joining the #BigNumberNatter to get everyone talking about numbers. How do you feel about maths? Join the conversation on social or find out more at [Insert trackable website link]
2. Join the #BigNumberNatter and tell us how you feel about numbers this #NationalNumeracyDay! [Insert trackable website link]

Example copy: website & resources

Internal: get your people involved

As a Supporter of Number Confidence Week, we're delighted to be able to support a fantastic range of free resources and activities for all the family.

Number Confidence Week is the UK's only week dedicated to improving confidence with everyday maths. It celebrates the importance of numbers for both adults and children, inspiring everyone to improve their numeracy skills and unlock opportunities for a brighter future.

There are loads of ways to get involved. Have a Big Number Natter and share your thoughts about maths, or take the first steps to improving your number confidence and skills with the National Numeracy Challenge. Download some of the practical resources for adults and fun activities for children. Visit the National Numeracy website to find out more: [\[Insert trackable website link\]](#)

External: get the nation involved

Get ready – it's #NumberConfidenceWeek! There are heaps of free, fun and helpful activities to get you started now [\[Insert trackable website link\]](#)

We're proud to support #NumberConfidenceWeek. Get free resources and activities for building number confidence at work, home and school this November. [\[Insert trackable website link\]](#)

It's #NumberConfidenceWeek! As a proud Supporter, please join us in celebrating everyday maths at [\[Insert trackable website link\]](#)

We are delighted to support #NumberConfidenceWeek to help the whole nation feel confident with numbers! Get all the free resources [\[Insert trackable website link\]](#)

Example copy: National Numeracy Challenge

Internal: get your people involved

As a Supporter of Number Confidence Week, we understand the importance of supporting numeracy within our own organisation, networks, and communities.

We encourage everyone – regardless of their level of confidence with numbers – to try the National Numeracy Challenge.

It's a free online tool that builds numeracy skills and confidence. It focuses on everyday maths, adapts to your own learning level, and offers a range of helpful multimedia resources and support.

Visit the National Numeracy Challenge to check your numeracy level in just 10 minutes [\[Insert trackable Challenge link\]](#)

External: get the nation involved

1. This #NumberConfidenceWeek, try the free National Numeracy Challenge to build your number confidence and skills. [\[Insert trackable Challenge link\]](#)
2. A great way to boost your own number confidence is to try the National Numeracy Challenge this #NumberConfidenceWeek. It's a free online tool that helps you develop confidence and skills, in just 10 minutes a day. Go at your own pace. Get started by heading to [\[Insert trackable Challenge link\]](#)
3. Take the first step to making numbers work for you this #NumberConfidenceWeek by trying the National Numeracy Challenge [\[Insert trackable Challenge link\]](#)

CONTACT US
comms@nationalnumeracy.org.uk

About National Numeracy

National Numeracy is the UK's only charity dedicated to helping people feel confident with numbers and using everyday maths.

The charity's mission is to empower children and adults in the UK to get on with numbers so they can fulfil their potential at work, home and school.

National Numeracy's work improves how people understand and work with numbers in everyday life, sparking better opportunities and brighter futures.

National Numeracy is a registered company (company no: 7886294) and charity (charity no: 1145669). nationalnumeracy.org.uk

