

This year's theme:

**MONEY
MATTERS**

A campaign from:

N National
Numeracy
Getting on with numbers

Headline Supporter:

BARCLAYS | LifeSkills

NUMBER CONFIDENCE WEEK 2025 IMPACT REPORT



Welcome

From our CEO

Welcome to the Number Confidence Week 2025 Impact Report celebrating the stories, successes, and partnerships that made this year's campaign our biggest and most impactful yet.

This year's theme, 'Money Matters', reflects a crucial issue facing people across the UK: number confidence for financial confidence. Every day, we all make decisions that affect our financial well-being, from budgeting for the weekly shop to planning for the future.



Yet for too many of us, a lack of confidence with numbers stands in the way of feeling in control of our finances. During this, our sixth Number Confidence Week, we set out to show how boosting number confidence can help people make sense of their money, build resilience, and take positive steps toward financial empowerment.

Thanks to the commitment of our Headline Supporter Barclays and all of our Lead Supporters, the enthusiasm of our celebrity Ambassadors, and the engagement of thousands of schools, organisations and communities nationwide, Number Confidence Week has once again proven the power of boosting the nation's number confidence. Together, we've empowered people to take over 289,000 actions towards improved number confidence - the first step towards improved numeracy.

Thank you to everyone who took part, shared their stories, and helped spread the message that number confidence for financial confidence really does matter, and can be life-changing.

Sam Sims
Chief Executive, National Numeracy

From Barclays, Headline Supporter

At Barclays, we believe that confidence with numbers and money helps individuals to make better financial decisions and supports economic growth.

In today's world, feeling confident to manage money is more important than ever before. Over the coming decades, the UK will witness a 'great wealth transfer' of trillions of pounds between generations, while ongoing economic pressures like inflation continue to shape people's financial concerns.

Against this backdrop, fostering individual confidence with numbers and money is not just beneficial, it's essential.

This year's Number Confidence Week was an opportunity to commit to a shared ambition to transform number skills and build financial confidence. I was delighted to take part in the Barclays LifeSkills and National Numeracy live assembly. It was a powerful moment to inspire the next generation to feel empowered with numbers and ready for the financial opportunities and challenges ahead, in a fun and interactive way.

Barclays is proud to champion important initiatives like Number Confidence Week. Together, we can build a more financially confident nation.

Vim Maru
Chief Executive, Barclays UK



Impact

Since we launched Number Confidence Week in 2020, the campaign has empowered people to take over 743,576 actions towards building their confidence with numbers, including on our free online learning tool, the [National Numeracy Challenge](#).

This year's theme, 'Money Matters', highlighted an issue that affects many of us across the UK: the importance of number confidence for financial confidence. Every day, we make decisions that influence our financial well-being, whether we're comparing energy tariffs, working out a household budget, or saving for a long-term goal. Yet many of us can feel unsure about numbers at times, which makes it harder to feel fully in control of our finances. This Number Confidence Week, we focused on how building number confidence can help us make sense of our money and encouraged people to take positive steps toward financial empowerment.

In 2025, the campaign inspired 289,219 actions: a 49.8% increase on last year's total, making it our biggest-ever Number Confidence Week yet!



2025
289,219
actions

743,576
actions towards building
number confidence since
2020

211,666
views of our campaign
videos in 2025

2,127
organisations and
individuals signed up to
support the campaign,
including 1,725 education
providers

52 million
media reach in 2025
across 48 print, online
and broadcast mentions

Number Confidence Week impact on our beneficiaries



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

Effectiveness

97%
of respondents felt that Number Confidence Week was effective in raising awareness of the role of numeracy in everyday life

95%
said the campaign was effective in showcasing the benefits of using numbers in everyday life – for individuals, society, and the economy

Engagement

90%
said they were likely to get involved with Number Confidence Week again next year

86%
of respondents said they were likely to visit the National Numeracy website after Number Confidence Week had ended

Helping people help others

62%
of respondents said that, as a result of Number Confidence Week, they or the people they supported now have greater awareness of the ways numbers are used in daily life

47%
said that they or the people they supported now think about numbers more positively

39%
reported that they or those they helped are more likely to talk about numeracy or maths with family, friends, or colleagues

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



Barclays LifeSkills, our Headline Supporter

As the Headline Supporter of Number Confidence Week 2025, Barclays LifeSkills played a pivotal role in helping the nation feel more confident with numbers. Its commitment to improving number confidence for financial confidence was at the heart of this year's campaign theme of 'Money Matters'. Mounting a huge variety of activity right across its business, Barclays LifeSkills inspired adults and children across the UK to see that everyone, with the correct support, can be good with numbers.



Barclays LifeSkills incredible Wheel of Numbers live school assembly, brought together thousands of children aged 7 to 11 across the UK for a fun-filled celebrity-packed confidence-boost. Hosted by EduTuber and Bafta-winning presenter Maddie Moate at a school in London, the interactive assembly featured Barclays UK CEO Vim Maru, a fantastic video message from footballing legend Lucy Bronze and National Numeracy Ambassador Rotimi Merriman-Johnson.

Together, the hosts led an exciting, game-show-style, number-themed assembly, showing that numeracy isn't just about sums and equations, but a skill that fuels creativity, problem-solving, and confidence in everyday life. Thanks to Barclays LifeSkills support, over 1,700 schools signed up to take part in Number Confidence Week this year, using a wide range of resources developed by National Numeracy and Barclays LifeSkills.

“Our children and teachers responded very positively to the assembly and children were talking about it afterwards in the playground. The game format worked really well to engage the children.
Jo Marttila, St Bride's Primary School, Belfast

Barclays LifeSkills support extended beyond the assembly, with media coverage, thought leadership articles, research, and a wide-ranging internal communications campaign featuring colleagues involved in Number Confidence Week across the country. Barclays LifeSkills also commissioned new research exploring how low confidence with numbers shapes people's relationships with maths and money in adulthood, revealing its impact on everything from financial confidence to understanding the numbers behind the sports they love.

Thanks to Barclays LifeSkills, Number Confidence Week inspired people of all ages to feel more confident to use and work with the numbers in their finances and their lives.

[Watch the live assembly](#)



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

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



All pictures from the Wheel of Numbers live school assembly.

Real-life impact

Connection through storytelling

A key impact of our campaign was the powerful connection built with beneficiaries through the sharing of real, relatable stories. At the heart of this was our 'My Number Story' approach, which encouraged individuals to share a childhood photo and reflect on their relationship with numbers. This emotive but straightforward storytelling format allowed people to open up about their early experiences with maths, many of which were negative or anxiety-inducing, and show how they've overcome those challenges.

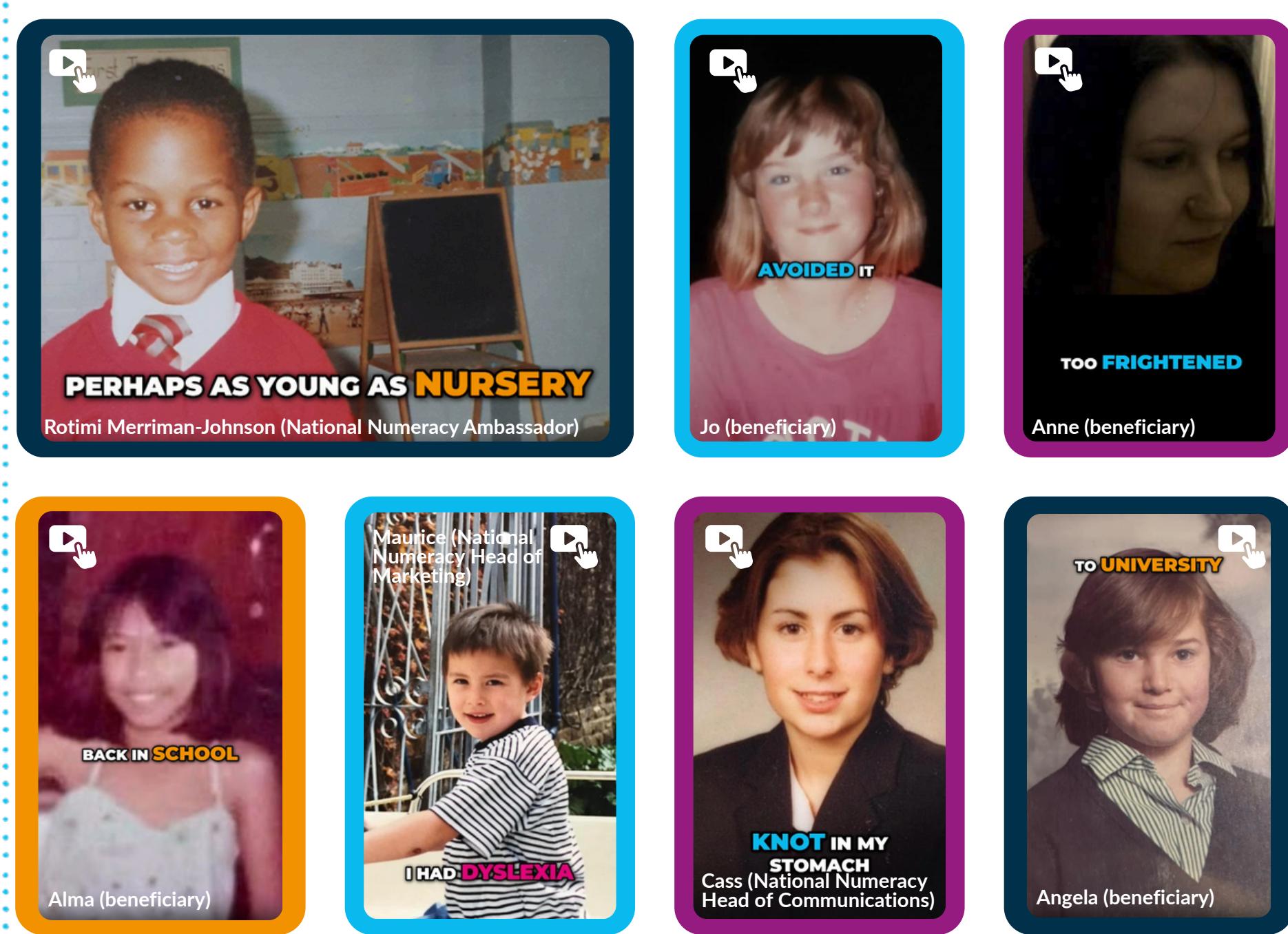
By placing these at the centre of the campaign, we gave a voice to those who are often unheard. These authentic, personal accounts resonated with audiences across social media, sparking empathy and recognition among people who had similar struggles. The vulnerability from learners like Angela, who overcame childhood fears to attend university in her sixties, helped normalise conversations about maths anxiety and show that change is possible at any age. The stories also highlighted the broader impact of developing confidence with numbers,

from improving career prospects to supporting family life and wellbeing. Our Ambassadors and members of the team got involved too.

Beneficiaries reported feeling proud to share their stories, empowered by the response they received, and motivated to continue improving their numeracy. In turn, we hope their stories inspired many others to begin their own journey toward confidence with numbers.

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

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



Real-life impact (Continued)

Numeracy Champions

The power of our Numeracy Champion network was on full display, as Champions across organisations came together with energy, creativity, and a shared commitment to building confidence with numbers.

This vibrant network has always been at the heart of our mission – not teaching maths, but instead empowering people to talk openly. Champions offer support to overcome barriers, challenge anxieties, and inspire others to do the same.

We brought 20 Numeracy Champions together in our Autumn Forums to explore promoting the campaign locally and to encourage practical action within their communities.



Numeracy Champions taking part in a virtual Big Number Natter with National Numeracy team members

During the campaign, 18 Numeracy Champions took part in a virtual Big Number Natter, each sharing a story about a time when their number confidence either helped or hindered them. This helped normalise conversations about numeracy challenges and inspired others to think about their own relationship with numbers. Champions were also encouraged to signpost to a series of adult resources that were available in an online toolkit, thanks to our lead supporter Experian.

This week showed just how motivated our Champions are. From leading conversations in team meetings to hosting fun, practical activities, they brought Number Confidence Week to life in ways that were authentic, inclusive, and inspiring.



[Find out more about Numeracy Champions](#)

We held a lunchtime drop-in at our café to celebrate Number Confidence Week. Engagement was good with people participating in activities that encouraged them to identify how they might make adjustments to save time and money.

Sue East, Numeracy Champion

“These events are a reminder that numbers matter in every sector – and that attitudes toward them remain mixed across society. I’m proud to support people of all ages in developing confidence with numbers. It’s a mindset shift that can empower people at every stage of life and business.

Ian Thompson of ‘Maths by Ian’, Numeracy Champion

“I just wanted to say how much I enjoyed being part of the recent Autumn Numeracy Champions Forum. It’s fantastic to be involved in such an inspiring community.

Craig Turton, Numeracy Champion

“This year I had a discussion with my learners around the Numeracy Myths. They were all very engaged and enjoyed talking about it.

Karen Murphy, Numeracy Champion

Our Ambassadors

Ambassadors leading the charge

Number Confidence Week launched with an energy-packed kick-off from Ambassador Bobby Seagull, who shared his 5-Step Number Confidence Check-In and brought the campaign to national audiences through BBC Radio 2 and BBC East Midlands stations. His enthusiasm inspired listeners across the country, later deepening the conversation by sharing his own Number Story rooted in a childhood love of football stats.

The momentum continued with Ambassador Rotimi Merriman-Johnson joining Barclays UK CEO Vim Maru in the live assembly, hosted by BAFTA-winning presenter Maddie Moate, for a lively challenge. Rotimi kept the excitement going throughout the week, taking to the streets of London to spark conversations with the black British community about maths and money.

Other Ambassadors, actor Denise Welch, broadcaster Rachel Riley, psychologist Dr Linda Papadopoulos and personal finance journalist Iona Bain also lent their voices, while familiar faces like Martin Lewis and Katya Jones shared simple, empowering ways to build confidence.

Supporting children and young people

Bringing numeracy to life

Throughout the week, we worked with schools, families, and community partners to bring numeracy to life. We created a series of child-friendly resources available in a free online toolkit, including lesson plans in collaboration with Barclays LifeSkills, that encouraged children to see numbers as part of their everyday world. From Maths & Money family activities, to the 'Wheel of Numbers' live assembly, each resource was designed to spark curiosity and build confidence step by step.



Children and young people across the country got involved in a range of creative activities. Engineering students in Portadown took part in our 'Chuck It in the Bucket' activity, sharing their worries about maths and identifying practical steps to build their confidence, demonstrating a positive, proactive approach to strengthening number confidence together. In Chippenham, pupils at St Mary's Catholic Primary School marked Number Confidence Week with practical, real-life money activities across the whole school, from snack shops and cake sales to budgeting challenges.



Corporate Volunteering

- Our Corporate Volunteering Programme saw its most successful November yet for Number Confidence Week 2025. Across the month volunteers delivered 38 assemblies and 48 classroom sessions around the UK, from Portsmouth to Glasgow, reaching an incredible 5,501 children.
- A standout moment was the Capital One Nottingham head office event, where volunteers gave pupils an inside look at a major employer and demonstrated how numeracy powers roles across the organisation through engaging 'My Maths Story' and 'Maths in the Real World' sessions.

- Our volunteering programme has grown significantly over the years, increasing from 4 volunteers visiting 6 schools in November 2022, to 47 volunteers visiting 40 schools in November 2025.

- This success was made possible through partnerships with Capital One, Experian, EY, Vanquis Banking Group, Kartesia, Barratt Redrow Foundation, LSEG Foundation, and Compare the Market.

[Find out more about volunteering](#)



“

The children enjoyed making the connections to maths and things they do every day. The children enjoyed the workshop sessions. They made lots of connections to maths in the real world and why it is important.

Corinne Thewlis, Deputy Head, Rosslyn Park Primary school, Nottingham

”

“

The assembly content was engaging and interesting. The visitor was able to speak well and tried to use our suggested school strategies when asking questions.

Charlie Martin, Assistant Principal, Wistaston Academy, Cheshire

”

“

The assembly was great - very enthusiastic students. Classroom session was great as well - both teachers and students were welcoming and gladly received my recommendations on the activities.

Sandipan Mullick, Volunteer from EY

”

“

Very well organised and great communication. The children were really interested in learning more about how maths was relevant to both careers and real-life contexts. They loved meeting everyone it was lovely to see them make maths come to life for the children.

Nicola Waring, Deputy Head Teacher, Radford Academy, Nottingham

”

Regional focus: East Midlands

Numeracy in the East Midlands: A Place-Based Approach for Number Confidence Week.

The East Midlands faces some of the country's toughest numeracy challenges, ranking in the 51st percentile of the UK Numeracy Index nationally. Cities like Nottingham, Leicester, Boston, Lincoln, and Derby show particularly low confidence with numbers. That's why National Numeracy is putting the region at the heart of a place-based approach to boosting skills and confidence.

Working with key East Midlands partners, including Capital One, Experian, local employers, schools, and volunteers, we're supporting communities to build long-term change. Through our partnership with Nottingham-based Experian, we're training Numeracy Champions who help people across the region tackle maths anxiety and use numbers more confidently. Our Schools and Families programme, funded by Capital One, is strengthening confidence among parents, carers, teachers and pupils in East Midlands classrooms.

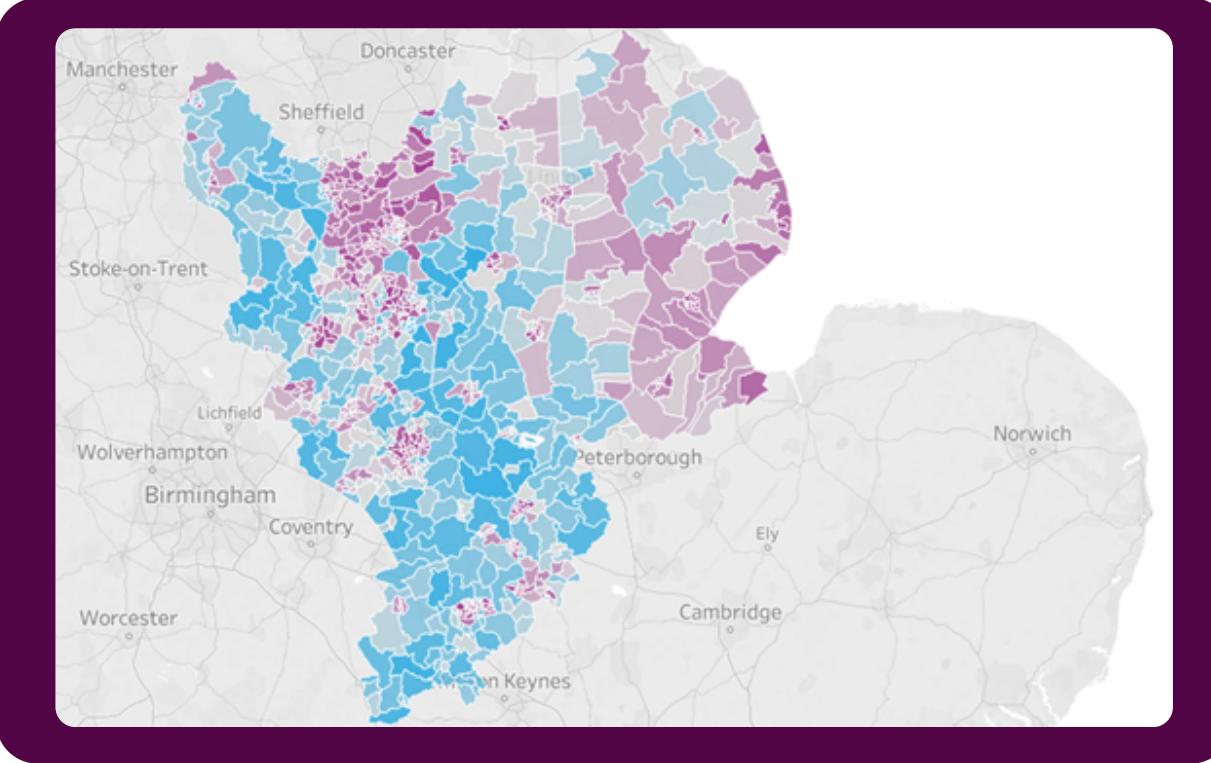
During Number Confidence Week, we celebrated regional action like the Maths Confidence Café in Clifton, delivered with Nottingham Trent University and Experian. Held at the Hope Centre, the café offered a friendly space where NTU Numeracy Champions supported local people with everyday number problems and helped build their confidence.

Together, these efforts highlight the power of community-driven work to improve numeracy and financial well-being across the East Midlands.

The UK Numeracy Index

This map (right) shows the East Midlands area, as represented in the UK Numeracy Index. The Index reveals insight about numeracy issues across ward, local authority and regional levels. Blue represents areas of lower need for numeracy support, while purple represents those areas in higher need.

[View and find out more about the UK Numeracy Index](#)



The Maths Confidence Café in Clifton



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

Media and influencers

Widespread media impact

Number Confidence Week achieved strong visibility across the UK, with both national and regional media recognising the campaign's relevance and value to their audiences.

The campaign saw coverage across multiple BBC radio stations. National Numeracy Ambassador Bobby Seagull discussed the campaign and our place-based work on BBC Radio Nottingham, Leicester and Derby, and

spoke about Number Confidence Week on BBC Radio 2 too.

National press coverage reinforced the campaign's significance. Barclays UK CEO Vim Maru authored pieces for the Financial Times and the Daily Mail, while the Mirror featured an interview with England footballer Lucy Bronze, highlighting her support.

The Daily Mail's This Is Money section also spotlighted the campaign, drawing on Barclays LifeSkills newly

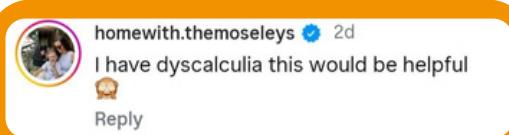
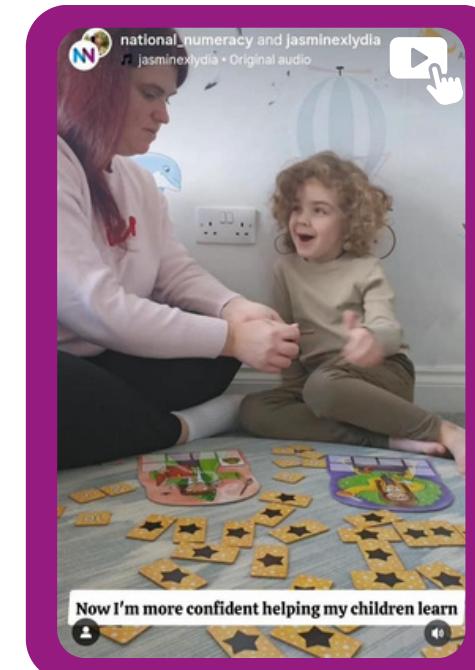
commissioned research and including comments from National Numeracy CEO Sam Sims, CEO Barclays UK, Vim Maru, and Lucy Bronze.

Together, this cross-platform coverage helped amplify the importance of numeracy and extend the campaign's reach to millions across the UK. This year's campaign had 48 media mentions with 10 million print and broadcast reach, and 42 million online readership.

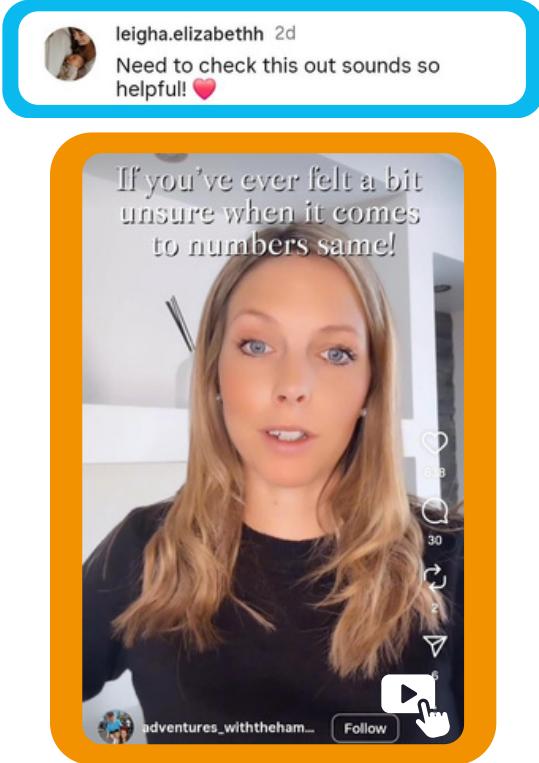
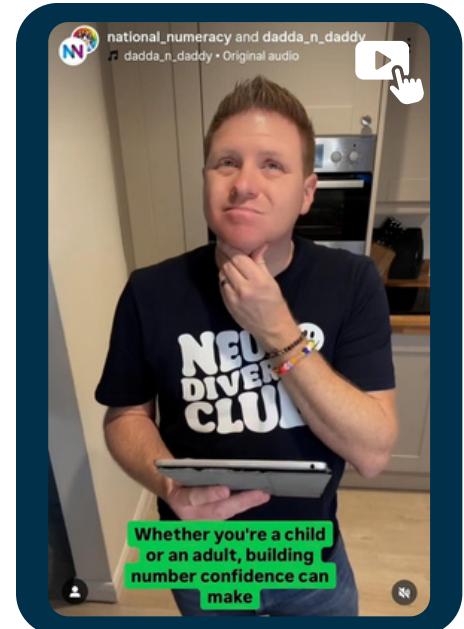


Influencers at large

- Our Lead Supporter, Compare the Market, put a call out to influencers to get involved in spreading awareness around Number Confidence Week.



Influencer voices and public responses that helped bring the conversation to life.



Partnerships

Capital One

Capital One remained a committed and long-standing supporter of the Number Confidence Week campaign. Their enthusiasm and sustained engagement helped bring the campaign's mission to life, supported by an exceptional network of corporate volunteers. These volunteers delivered My Maths Assemblies and Maths in the Real World sessions across multiple primary schools, helping children understand how number confidence underpins financial confidence.

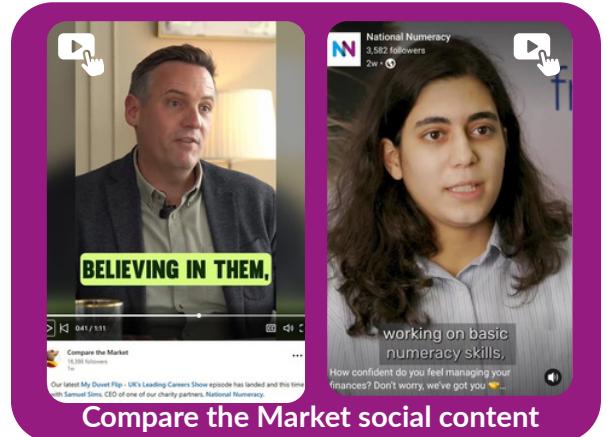


Capital One's head office event

Compare the Market

Compare the Market brought its Lead Supporter role to life with a wide range of activities throughout Number Confidence Week. Their internal and external work, from social posts to colleague engagement, helped raise

campaign awareness. A key highlight was their first in-person 'Help Your Child Love Maths!' workshop at their Peterborough head office. Collaboration through their UGC workstream, an initiative designed to engage influencers to amplify key messages across social platforms, further extended our reach. In addition, our CEO Sam Sims was interviewed for the popular 'My Duvet Flip' podcast, which helped spread our messages even further.



Experian

Experian supported the campaign through its active network of Numeracy Champions, who helped promote numeracy across key community locations. This included sessions in Glasgow focused on financial wellbeing and the relaunch of the Maths for Life message. The Maths Confidence Café in Clifton also

continued at its new home in the Hope Centre, where Champions helped residents build confidence with numbers through informal conversations and practical guidance. Teams joined several online Big Number Natters, sharing experiences and offering practical tips for students, parents and local residents. Plus, Experian's financial resources further strengthened our toolkits and added value to programmes and events.



EY

EY strengthened its involvement by mobilising a wide network of Corporate Volunteers to deliver My Maths assemblies and Maths in the Real World sessions in primary schools across the UK. These sessions helped children see the value of numbers in everyday life and future careers. During EY's Giving Week, colleagues hosted a Big Number

Natter to promote a maths growth mindset and remind people they're not alone in how they feel about maths. Chris Richardson, EY Partner and member of the National Numeracy Leadership Council, also supported the campaign through thought leadership and by hosting our CEO, Sam Sims, as a panellist at the RiskMinds Conference to discuss the importance of number confidence for organisations.



TP ICAP

We were delighted to continue our collaboration with TP ICAP, the campaign's Founding Supporter, who this year joined as Lead Supporter. Their ongoing commitment has helped establish the strong foundations on which the campaign continues to grow. This year, TP ICAP once again contributed through internal and

external communications, including staff blog posts and social media activity, helping to raise awareness and engage colleagues and the public alike.

Vanquis Banking Group

As a Lead Supporter of Number Confidence Week, Vanquis Banking Group played an invaluable role in championing the importance of number confidence both within the organisation and across broader audiences. We are especially grateful for their continued commitment to our corporate volunteering programme, and we were delighted that volunteers took part during Number Confidence Week to help children build confidence with numbers. Alongside this, they amplified the campaign through internal staff network posts and external social content, strengthening awareness and inspiring positive attitudes towards numeracy.



Work with us

As National Numeracy continues to grow, we're immensely grateful for our partners' and supporters' commitment and their belief in our work as a vehicle for positive change.

Our strategy sets out a vision allowing us to work with communities where there is the greatest need and support more people than ever to take steps to improve their numeracy.

 [Read our strategy](#)

Could you join us? Working with us brings a host of strategic benefits and we'd be delighted to discuss the ways we can work together.

Please email us to arrange a chat:
partnerships@nationalnumeracy.org.uk



Contact us

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Thank you to our 2025 supporters:

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