

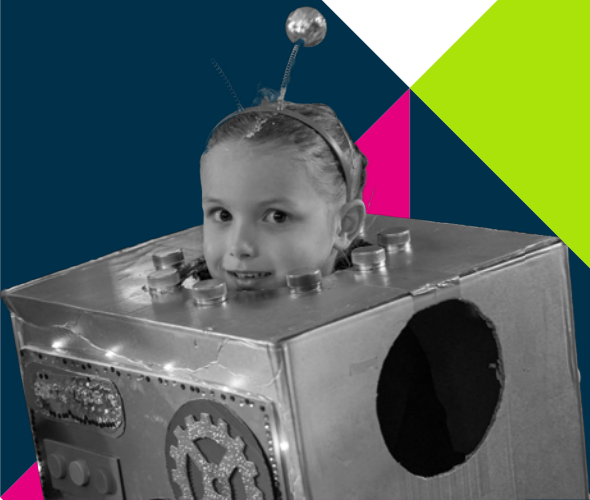
A campaign from National Numeracy



Founding Supporter:



IMPACT REPORT 2024



NATIONAL NUMERACY DAY 2024: A SNAPSHOT

In 2024 we achieved unprecedented impact with our most diverse, inclusive and place-based campaign by taking [National Numeracy Day](#) on the road for the first time. We delivered events in communities up and down the land, equipping hundreds of thousands of children and adults with the numeracy tools they need to thrive in life, at home, work and school.

This seventh campaign saw our brand awareness soar to new heights. Huge national media coverage, up 60% on last year with 569 mentions, helped embed National Numeracy Day firmly in the public consciousness, driving a 48% increase in search traffic to our website on National Numeracy Day.

Meanwhile the campaign has become a key 'date in the diary' for numeracy-related policy and news.

That significant statements are now made on National Numeracy Day, underscores the growing influence and recognition of our campaign. This year saw the Scottish Government's announcement of a new maths advisor, a question asked in the House of Commons, and a big push from the Department for Education's Skills for Life campaign.

Getting on with numbers is truly transformative and in 2024 National Numeracy Day made a huge contribution to the nation's numeracy.

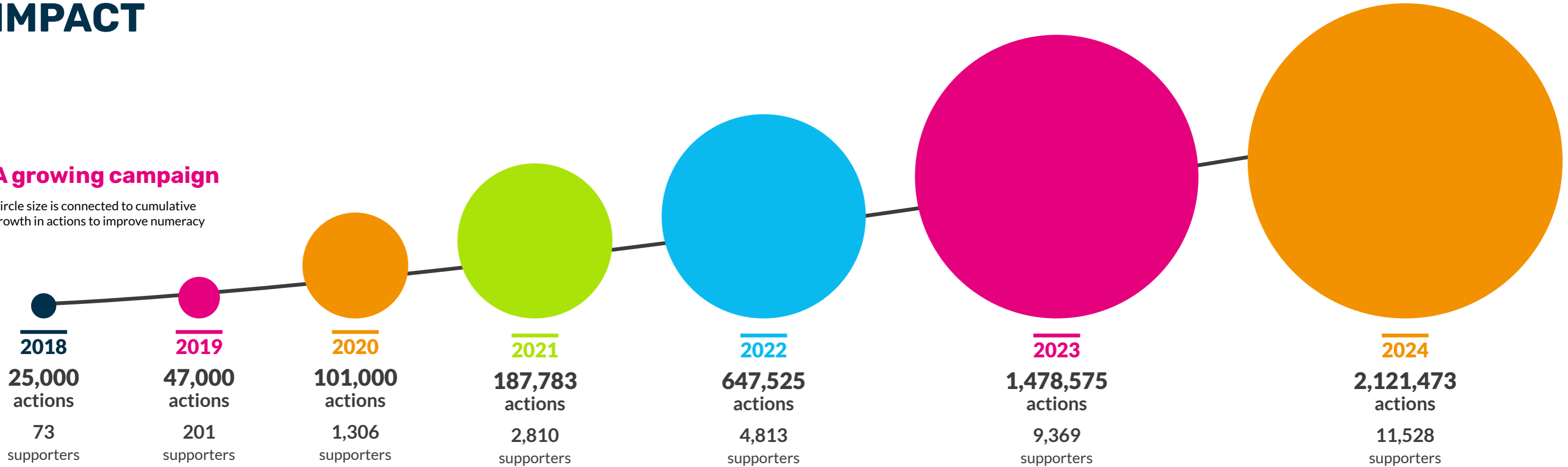
Image, right: National Numeracy Ambassador Bobby Seagull celebrates National Numeracy Day with children from William Davis Primary School in London.



IMPACT

A growing campaign

Circle size is connected to cumulative growth in actions to improve numeracy



National Numeracy Day 2024 in numbers

- 2 million+** actions to improve numeracy taken since campaign began in 2018
- 643,000** actions to support numeracy taken in 2024
- 11,528** organisations and individuals signed up to support the day, including 8,933 schools & education providers
- 12,344** Number Heroes competition entries
- 569** media mentions, with 79m print and broadcast reach and 2bn online readership
- 48%** increase in search traffic to our website

NATIONAL NUMERACY DAY'S IMPACT ON OUR BENEFICIARIES

We seek to constantly improve how we measure our campaign's impact on our beneficiaries. This year on the day after National Numeracy Day, we surveyed the schools, colleges, organisations and individuals that supported the campaign. All figures shown are taken from this survey*.

The impact of using National Numeracy Day resources

Respondents, or the people they helped with our resources:

57% have more awareness of how numbers are used in daily life

48% think more positively about numbers

41% talk about numeracy/maths to family, friends or colleagues

34% feel more prepared to use numbers in daily life

Engaging with those who are not interested in numbers

Of the people that used our resources:

49% adults/ 46% children were reluctant to engage with numbers

10% adults/ 54% children were already interested in numbers

Respondents would recommend and return

95% would recommend the National Numeracy Day campaign to a friend or colleague

76% likely to get involved in our other campaigns, such as Number Confidence Week in November

78% likely to use the National Numeracy Day resources throughout the year

78% likely to visit the National Numeracy website after National Numeracy Day has ended

88% likely to get involved with National Numeracy Day next year

* Survey response: 11,716 people were sent an email, resulting in 407 responses - a response rate of just over 3%.

Profile: Compared to the profile of all NNDay signups, the survey sample has a lower proportion of education providers (67% of the survey sample compared to 77% of all signups) and a lower proportion of people working with primary school children (36% in the survey compared to 52% in the total population).

COMMUNITIES IN NEED

Numeracy is often neglected by those who need it most - through no fault of their own. Many people had bad experiences with maths at school, others lack confidence or the right kind of support.

This year, we put a comprehensive community engagement plan in place for National Numeracy Day to ensure we reached those with greatest need in their own communities, settings and spaces - both in person and online.

Our approach included taking National Numeracy Day on the road for the first time ever for in-person events coordinated with our network of partners, supported by digital and media campaigns.

We have launched our most ambitious campaign corporate volunteering programme to date, reaching 4,400 children in person. This holistic effort ensured that we connected with even the hardest-to-reach people, significantly broadening the impact of our campaign.



Digital

By focusing on creating engaging short-form content for platforms like YouTube Shorts and TikTok, we reached and engaged a new audience. We saw 23k views of our YouTube shorts on top of our usual YouTube views, and 33,625 video views on TikTok compared to 2,045 last year. Engagement on TikTok also increased by the same level year-on-year, a testament to the relevance and quality of our video content this year.

Media

Our media campaign also saw significant growth, with 569 media mentions - a 60% growth on last year. Highlights include collaborating with the Mirror on an exclusive story about young people's anxiety towards maths post-education and partnering with ITV's Loose Women, addressing maths anxiety and the numeracy gender divide in a groundbreaking segment.

Welsh Resources

This year, we were proud to introduce a significant milestone: a comprehensive suite of free resources available in Welsh. By offering resources in both English and Welsh, we ensured inclusivity from Snowdonia to Swansea, reaching adults and children alike.

Engaging People Through Strategic Partnerships

The pioneering businesses that support National Numeracy Day helped get the message out.

Barclays LifeSkills sent newsletters to its educator audiences, encouraging schools to get involved with our activities and

engage with resources to support children's numeracy learning. Meanwhile, Experian used its credit score app and articles on their website to highlight the campaign.

Plus, our partnership with Amazon Web Services (AWS) enabled us to reach more beneficiaries than ever across the UK through the gift-in-kind provision of our digital services, including the National Numeracy Challenge. This support was instrumental in expanding the campaign's digital footprint and accessibility.

Engaging People Through Local Authorities

Working with local authorities on their Multiply adult numeracy programmes and through our "Every Londoner Counts" project has meant that we connected with more local communities than ever before.

Tower Hamlets Council hosted over 300 local residents and adult learners in numeracy-related activities ranging from crafting to gardening to number natters and National Numeracy Challenge quick-checks.

Whilst in Barking and Dagenham, special efforts were made by the local authority to engage South Asian communities in its numeracy initiatives through a Maths Marathon. By tailoring workshops to cultural contexts and providing bilingual support, the initiative was a great success.

Sessions included cooking workshops, measuring ingredients, budgeting for meals, and understanding nutritional information. This targeted approach ensured that all community members had access to the resources and education necessary to improve their financial literacy and social mobility.

Images, clockwise from below: National Numeracy Day at The Adult College, Barking & Dagenham; Barclays LifeSkills at the Tower Hamlets event with Numeracy Champion Nikki Chatha; National Numeracy Day at The Adult College, Barking & Dagenham; National Numeracy Day event at Tower Hamlets, London



SOCIAL MOBILITY

At the heart of everything we do is a commitment to advancing social mobility. In the UK, socio-economic background is the strongest predictor of numeracy levels. By improving skills, confidence, and attitudes towards numbers and maths, we can unlock educational, employment, and financial opportunities, paving the way for brighter futures and allowing people to thrive.

Low numeracy remains a persistent barrier to social mobility in our country. However, our work has demonstrated that enhancing

numeracy can allow everyone to progress and realise their potential, regardless of socio-economic disadvantage.

Our 2024 campaign was infused with this mission. An ambitious corporate volunteering programme helped us reach more people than ever before. Harnessing the dedication and experience of 43 volunteers from esteemed partners – Capital One, Experian, KPMG, London Stock Exchange Group, S&P Global, TP ICAP and Vanquis Banking Group – we delivered impactful in-person sessions to 4,400 children.

Notably, 59% of the schools we reached were from lower socio-economic backgrounds, ensuring our efforts were directed where they were needed most.

Across the UK, our corporate volunteers inspired children to see the value of maths beyond school. By sharing their own stories and experiences, they helped children make the connection between their current learning and their future, whether in the workplace or in managing personal finances.

With the support of our partners, we reached underserved communities across the country, inspiring children and adults to think differently about maths.

Images below: Volunteers from Capital One and Vanquis Banking Group give sessions at their local schools.

An Inspiring Session at Capital One Nottingham: At Capital One in Nottingham, an inspiring session with a local primary school opened students' eyes to the importance of numbers in the world of work and beyond. With Capital One's dedicated numeracy volunteers and our charity ambassador Bobby Seagull, children discovered how maths extends beyond the classroom, sparking enthusiasm for maths in the real world.



Real-life impact

"I took a school assembly just round the corner from our KPMG office in Cardiff Bay – it was one of the most fun things I've done at KPMG! I visited Mount Stuart Primary School in Cardiff to share My Maths Story. The students were highly engaged and asked so many questions. I was so impressed with their connection with numbers and maths."

David Williams, KPMG Office Senior Partner, Cardiff

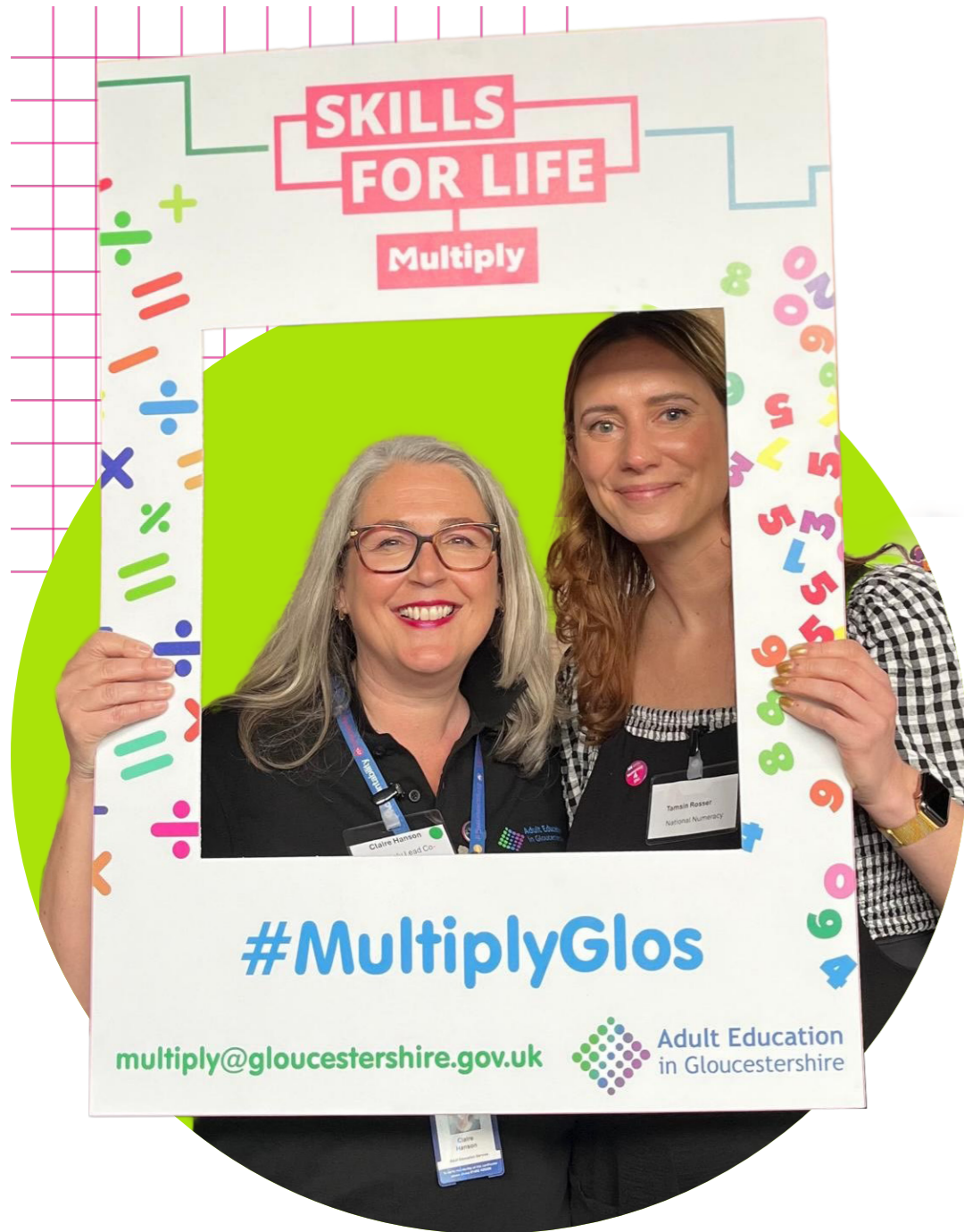
"Cath was confident and pitched the assembly perfectly to KS2. She was positive, prepared, and encouraging of maths and our children's answers. It was the perfect start to our National Numeracy Day."

Cara Hautenne, Acting Headteacher, Blessed Robert Widmerpool CVA.

"Absolutely fantastic session! Lorraine was so enthusiastic and her delivery style was amazing – very energetic for all the children to participate. She had the children on side from the get-go – the amount of contributions and hands up from the children showed how successful and engaging they found her assembly. Thank you for a great session! The children particularly enjoyed asking questions and also sharing their own experiences of how they have now realised that they use maths all the time and not just in school. It was amazing from start to finish."

Jessica Troy, Maths Lead, Low Moor Primary School, Bradford.

AROUND THE UK



From Glasgow to Gloucester, we saw local authorities embrace National Numeracy Day with gusto, playing a vital role in making maths more accessible.

By either showcasing maths in action with workshops or family-friendly maths games, local authorities up and down the country worked with people in their droves, emphasising the real-world implications of numeracy skills.

This year, we saw such creativity from local authorities who spread the joy of numbers, from craft and cookery workshops to organised walks with a number focus. All events aimed to bridge the gap between maths and the real world. Only by contextualising numeracy within everyday scenarios can we help people grasp the importance of these skills and their direct impact on their lives.

Image, right: Lily Morton and Layton Hucker, Numeracy Champions at SUEZ, with the collection crew at SUEZ and Brian Ackland from SS&L.

Image, left: Celebrating National Numeracy Day with Claire Hanson, Multiply Lead Coordinator, Gloucestershire County Council and Tamsin Roser, National Numeracy Relationship Manager.



Gloucestershire

Gloucestershire County Council took over The Heritage, adjacent to Gloucester Rugby Club, for a day of celebration and engagement. In the morning, Numeracy Champions were honoured with awards for their exceptional support in boosting number confidence. Attendees had the opportunity to network with other Champions, the Adult Education team, and representatives from National Numeracy, learning about available resources to further support learners. The afternoon opened to the public, featuring interactive numeracy activities, connections with training providers, and free resources to enhance (or start them off on) their numeracy journey.

Claire Hanson, Multiply Lead Coordinator, stated, "We are dedicated to improving the lives of Gloucestershire's adult population. Enhancing numeracy confidence is a vital part of this mission. We were thrilled to celebrate National Numeracy Day by recognising our Champions and welcoming learners ready to take their first steps in improving their numeracy skills."

West Sussex

West Sussex County Council invited the public to Queens Square, Crawley, on National Numeracy Day for a Big Number Natter, offering a chance to win a £25 voucher by guessing the cost of a shopping basket.

Leicestershire

For the third year, Leicestershire County Council supported National Numeracy Day, hosting events across the county highlighting fun with numbers through games and workshops. Events such as baking, darts, and good old-fashioned game show fun like Play Your Cards Right inspired people to think differently about numbers.

Cornwall

Seetec Pluss and CHAOS Digital hosted a one-hour broadcast from 1pm to 2pm on May 22. The event highlighted the Multiply project's achievements, featured discussions with delivery partners and customers, and showcased available activities and support. It was streamed on CHAOS Digital's Facebook page.

Lambeth

The Adult Learning team at Lambeth Council conducted an online quiz focused on Lambeth's history and statistics. Residents participated through QR codes displayed in libraries and learning centres.

Swindon

Swindon Borough Council engaged with the community and schools, offering activities through their Multiply partners across the area.

Somerset

We saw a week-long series of events taking place in the South West. The local authority organised a series of events, including staff wearing their favourite numbers, number-themed arts and crafts activities, numeracy games, and Big Number Natters held across the region.

Lewisham

Adult Learning Lewisham hosted Big Number Natters across the borough. National Numeracy Day united communities across the UK in promoting numeracy skills, celebrating achievements, and encouraging lifelong learning. These events made a positive impact on numeracy.

SYMCA South Yorkshire Mayoral Combined Authority

Events were held across Sheffield, Doncaster, Rotherham and Barnsley as well as Big Number Natters with their Multiply providers, Numeracy Champions and residents.

FINANCIAL INCLUSION

This year we mounted our first ever **Big Number Natter Live** event, with a fantastic panel of experts in front of a live audience. 'Making the Most of Your Money' took place in Tower Hamlets, London, where 25% of the adult population are living in wards with a greater numeracy need.

The event was chaired by National Numeracy Ambassador Timi Merriman-Johnson, founder of Mr MoneyJar, and featured a panel of financial experts, including Claer Barrett, Consumer Editor of the Financial Times; Abigail Foster, Founder of Elent Finance; Sam Sims, CEO of National Numeracy; and Katie Watts, Campaigns and Policy Lead at Money Saving Expert.

The discussion emphasised the importance of confidence and numeracy skills in financial management. Our panellists shared their insights on practical everyday maths skills for budgeting, saving, and managing debt, highlighting their essential role in managing personal finances effectively.

This year, our partners helped make the critical link between improving numeracy skills and enhancing financial wellbeing.

This central campaign message was communicated by our dedicated partners directly to their consumers, ensuring broader reach and impact.

- **Nudge Financial Wellbeing Platform:** Reached over 41,000 users with newsletters, leading to more than 300 new registrations for the Challenge. This initiative, supported by Experian, highlighted how improved numeracy can empower individuals to make better financial decisions.

- **Kartesia:** The company used its social media platforms to celebrate numeracy, directing its clients to National Numeracy Day resources. Senior leaders shared thought pieces on how numeracy skills contribute to financial inclusion and overall economic participation.
- **Barclays LifeSkills:** Sent targeted newsletters to educators, encouraging sign-ups for National Numeracy Day activities. These communications underscored the importance of numeracy in supporting children's financial literacy from a young age.
- **Experian:** Engaged directly with consumers through their credit score app, featuring a push notification and a detailed article on their website. This communication highlighted the role of numeracy in understanding and improving credit scores.
- **Vanquis Bank:** Created a series of educational videos with Bobby Seagull explaining financial jargon, helping customers improve their numeracy and thereby their financial understanding.
- **TP ICAP:** Shared inspiring videos from Philip Price, Sam Sims, and Bobby Seagull, motivating clients to support National Numeracy Day. These videos emphasized the connection between strong numeracy skills and enhanced financial inclusion.

Our collaborations raised awareness of the power of numeracy for financial inclusion, helping people achieve financial stability and independence.



Image, left to right: Sam Sims, National Numeracy; Katie Watts, Money Saving Expert; Timi Merriman Johnson, National Numeracy Ambassador; Claer Barrett, Financial Times; Abigail Foster, Elent Finance

MEDIA AND POLITICAL SUPPORT

Despite a uniquely busy news agenda on National Numeracy Day - the Blood Inquiry Report, the Post Office/Horizon IT Inquiry and even the announcement of a general election - news about National Numeracy Day was covered more widely in the media than ever before.

Our campaign received 569 media mentions, over 200 more than last year: a growth of 60%. Via national, regional and local media, our 2024 campaign reached over 2 billion people, 79 million via print and broadcast coverage and a further 2 billion via online readership.

National Numeracy Ambassador Martin Lewis kicked off the day on ITV1's Good Morning Britain. On BBC Radio 5 Live, Martin talked again at length about our new research and being an Ambassador for our charity. Ambassadors Bobby Seagull, Katya Jones, Jessica Gagen and Rachel Riley all promoted the day on TV and radio, and national tabloids covered the issue.

The Mirror

We partnered with the Mirror on our new research revealing that young adults in the UK are suffering from poor mental health due to their lack of maths. The story lit up public discourse and provoked forthright conversations online.

ITV London


ITV London presenter Sally Williams joined us for the National Numeracy Day Live event at William Davis School in Bethnal Green. Her report captured the issue of numeracy and the vibrancy of the day perfectly.

ITV's Loose Women


Denise Welch opened up on ITV's flagship show Loose Women about her struggles with numbers, see Page 15 for the full story. Loose Woman Kaye Adams also joined in promoting the day.



MEDIA AND POLITICAL SUPPORT *continued*




JESSICA GAGEN
Miss UK & Aerospace Engineering Graduate



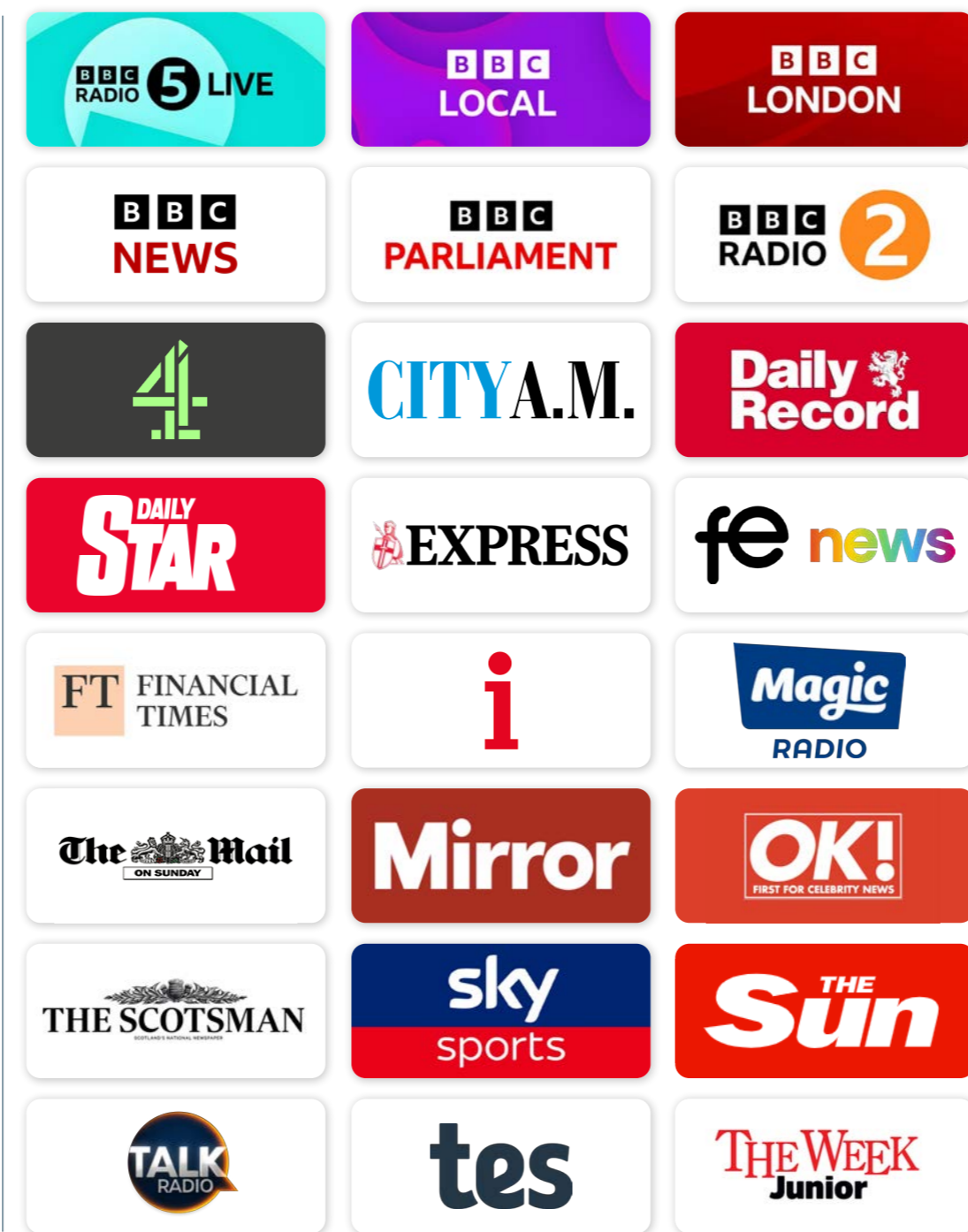
Kaye Adams @kayeadams · 1h
Give your number confidence a boost this May with the National Numeracy Challenge. It's a free online tool that helps you build confidence and skills with numbers, anytime, anywhere.

This #NationalNumeracyDay, get started in just 10 minutes at nationalnumeracy.org.uk/challenge/bnn

Try the National Numeracy Challenge today!



Loose WOMEN



Political Support

We garnered support from politicians right across the Houses of Parliament, who actively championed the campaign. The businesses of our National Numeracy Leadership Council wrote to all MPs and metro mayors, highlighting the numeracy levels in their own areas. The resultant widespread political endorsement highlighted the critical role of numeracy in fostering community wellbeing and ensured that National Numeracy Day resonated at both local and national levels. Key support came from high-profile names like Minister Jo Churchill, Ed Miliband, and others.

National Numeracy Day was a topic of discussion in the House of Commons too. Paulette Hamilton, Labour MP for Birmingham Erdington, asked: "Today is National Numeracy Day. In my constituency, which is one of the poorest, all seven wards fall into the lowest numeracy ranking in the UK. What is the Minister doing to ensure that people in constituencies like mine are not locked out of jobs in STEM by a skills gap that does not recognise the disadvantages they face?"



MENTAL HEALTH AND INCLUSION

People can have very complicated relationships with maths. It can evoke strong, deep-rooted emotions. Our National Numeracy Day research revealed a previously unexplored link between maths and mental wellness.

So, we were proud to announce world-renowned psychologist Dr Linda Papadopoulos as our latest Ambassador in time for this year's campaign. Dr Linda created a series of videos to support people with their number confidence and help tackle this overlooked but crucial aspect of low numeracy.



Research

Our research revealed that millions of young people in the UK suffered from poor mental health due to their lack of maths skills. Over a fifth of 18–24-year-olds (22%) reported that their mental health had deteriorated because of their struggles with maths. Additionally, 39% of this age group found it harder to cope with life's stresses, such as managing

money, securing employment, advancing in their careers, and maintaining their health, due to a lack of confidence in maths. Nearly a third (32%) of UK adults admitted that their lack of maths confidence made it difficult to handle these same stresses. This issue was most pronounced among 18–24-year-olds, with 39% of them affected, the highest percentage of any adult age group.

Mirror

Number struggles 'holding back an entire generation'

BY **LIZZY BUCHAN** Deputy Political Editor
MILLIONS of young adults have been left anxious in daily life due to struggles with maths, a poll reveals today.

Some 22% of 18 to 24-year-olds say their mental health has suffered due to difficulties with maths, the YouGov survey of 2,238 adults found.

Sam Sims, chief executive of charity National Numeracy, said: "It is an issue holding back an entire generation."

POLL Maths fears hit young



Only 11% of 45 to 54-year-olds and 4% of people over 55 say the same.

And 39% of 18 to 24s found it harder to manage money and get a job as they lack confidence with numeracy.

The research revealed 19% of youngsters kept their lack of maths confidence a secret.

The Department for Education said: "The Advanced British Standard will see young people studying maths to 18, giving them skills."

Numeracy and Inclusivity

In this campaign, we tackled neurodiversity with not one but two Big Number Natters that centred on differing perspectives of having dyscalculia. Financial broadcaster and National Numeracy Ambassador Iona Bain and actor Mia Borthwick discussed their journeys with dyscalculia in a Big Number Natter.

One of the most viewed videos online was a Big Number Natter between Rose Benson and National Numeracy's Bryony Clark, as they discussed life with dyscalculia. We also explored the link between ADHD and numbers in a BNN between two National Numeracy employees: Project Manager Roné Scheepers and Training Officer Ishraq Li-Rahman.

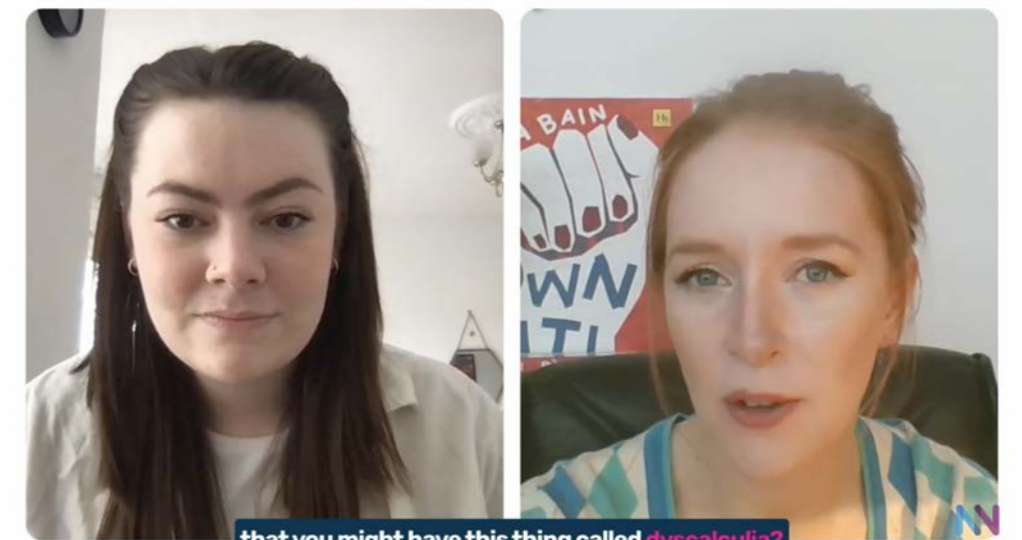
Plus, National Numeracy Training Officer Iain Evans held a Big Number Natter with Performing Arts students from Derwen College, a specialist college for young adults with special educational needs and disabilities (SEND), to discuss how maths fits into their vocational work and lives.

Image right:

Ambassador Iona Bain and actor Mia Borthwick have a Big Number Natter on Dyscalculia.



Derwen College - A place of Possibility | National Numeracy Day 2024



SUPPORTING CHILDREN'S NUMERACY

National Numeracy Day aims to inspire children of all ages to feel positive about numbers and support parents, carers and teachers, too! 9,000 schools and education providers joined in this year, a 22% increase from last year. An estimated 5,985 children joined our National Numeracy Day Live event, and over 12,300 entered our Number Heroes competition.

Our celebrity ambassadors got children across the UK dancing, baking, rapping, and star gazing their way to number positivity.

On the Road

With Lead Delivery Partner, Maths Circle – and their Times Tables Rock Stars and NumBots brands – we hosted a fantastic Rap & Poetry Slam event in Wigan with our Ambassador, the world poetry champion

Harry Baker. The children loved the link between poetry, rap, and maths and performed their own poems and raps dressed as rock stars and robots!

Our mission was to inspire children to embrace numbers with confidence and enthusiasm. Harry Baker engaged primary school children, revealing the surprising link between poetry, rap, and mathematics. The children dressed as their favourite Times Tables Rock Stars and NumBots, culminating in the ultimate poetry and rap showdown.

This initiative was driven by urgent findings from the latest research. The UK Numeracy Index places Wigan in the 86th percentile for numeracy needs, highlighting a critical area for intervention. Alarming, 96% of Wigan's wards fall within the top 50% of the UK's most in-need areas.

By joining forces with Maths Circle and Harry Baker, we made children think differently about numbers and planted the seeds of positive change in Wigan's youth.



Igniting a Passion for Numbers: Our Stellar Collaboration with The Royal Astronomical Society

This year, we teamed up with The Royal Astronomical Society for National Numeracy Day, linking maths to the captivating world of space. Our live event at William Davis School in Bethnal Green, London, featured collaborations with BBC CBeebies Numberblocks and our Ambassadors Katya Jones, Bobby Seagull, and Jessica Gagen, along with RAS Deputy Director Dr. Robert Massey.

Highlights included a dance routine by Katya and Numberblock One, and a space-themed Q&A panel. A CBeebies Numberblocks toy was sent into space, symbolizing our aim to elevate maths learning. For the first time, secondary schools joined, exploring the cosmos with resources and a video featuring Dr. Sheila Kanani and our Ambassadors. This initiative showcased the fun side of numbers and their essential role in space careers, inspiring a new appreciation for maths among students.

Image left: Parbold Academy students dressed as Numbots.
Image above: National Numeracy Day Live at William Davis School, Bethnal Green.



Real-life impact

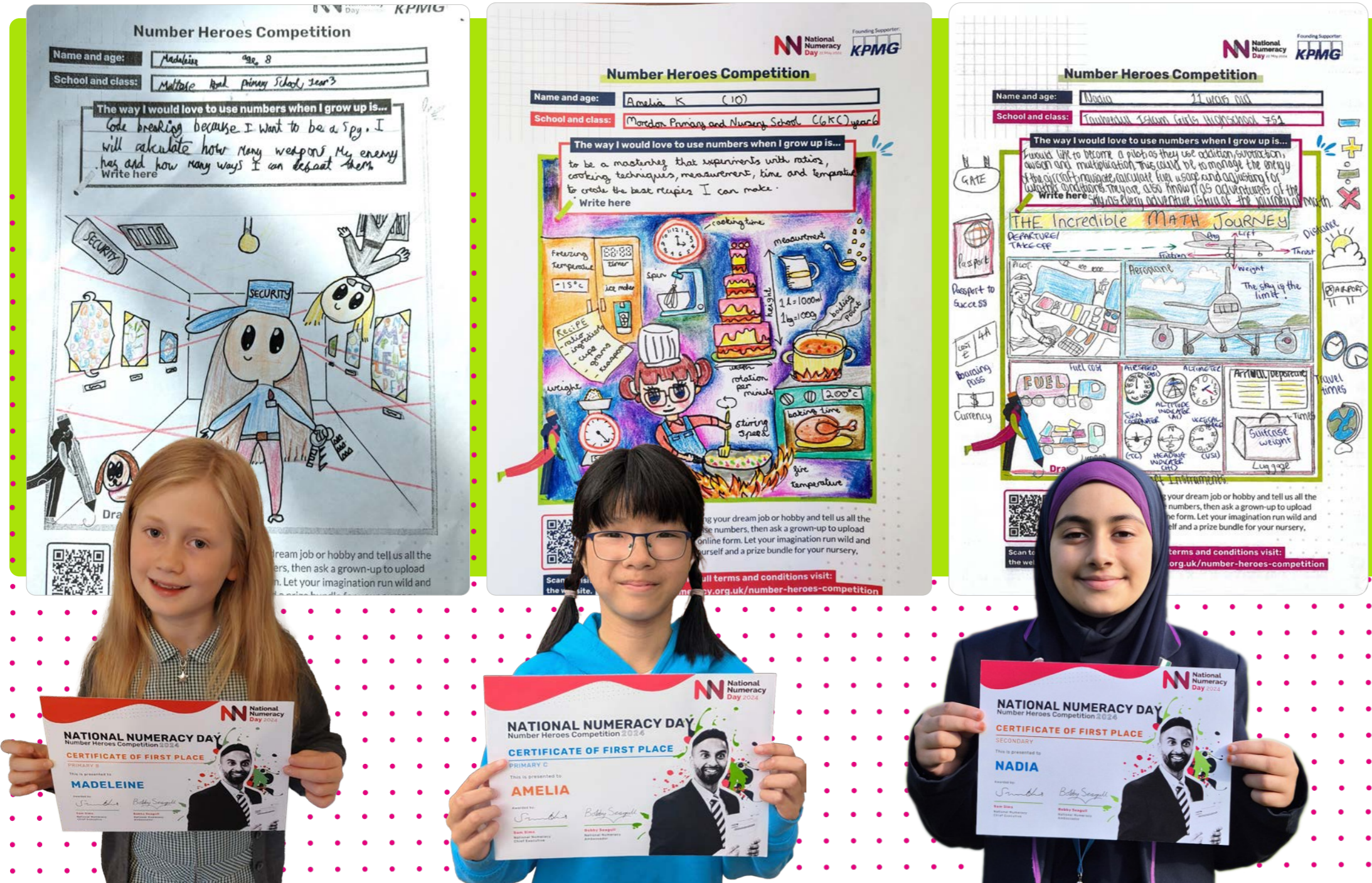
"I wanted to share my story on my experience with maths – When I was in primary school, learning ways to multiply numbers and how to do long division, I never 'got it'. I had undiagnosed ADHD throughout my school years, and subsequently, because maths was never an interest of mine, I fully accepted the fact that I couldn't do it, and never would be able to. Into secondary school, I was in the lowest set in maths, I felt like I'd never succeed in the subject – and my teachers never encouraged me in the right ways for my learning style.

I moved schools in year 10 and got a new maths teacher (Mrs McCann), she completely changed my mindset on mathematics, and she taught me in a way that I could understand. Within a year I went from a predicted grade of a U in my GCSEs to a predicted grade of a C!

I fell in love with maths, I worked hard, and ended up with a B grade! Now, as an adult, I use maths every day, especially in my new job with the Lincolnshire Co-op as an Apprentice in one of their Pharmacies! I found out about National Numeracy through the Lincolnshire Co-op's onboarding training, and since then, I have been using the website regularly to enhance my knowledge and improve my skills!"

Lincs Coop Apprentice

SUPPORTING CHILDREN'S NUMERACY *continued*



Number Heroes Competition

Our annual Number Heroes competition saw a record-breaking 12,344 entries from children, showing us how they would use numbers and maths in their dream job or hobby. That's over 2,500 more than last year!

National Numeracy Ambassador Bobby Seagull judged the winners of six categories spanning ages 3-13 and children and young people receiving SEN support or an EHCP. The six prize bundles, worth over £1,000 each for the winners' schools, were made possible thanks to the generosity of KPMG, Numberblocks, NumBots, Oxford University Press, Sweet Cherry Publishing, Times Tables Rock Stars, and White Rose Maths.

Research

We commissioned new research to explore the relationship between parents and carers and maths, focusing on their feelings towards maths homework. Our findings showed that almost a quarter of parents and carers in the UK (23%) felt anxious when helping their children with maths homework. One in five parents and carers (20%) admitted that maths homework had caused arguments at home. This anxiety was more pronounced among women, with over a quarter (26%) feeling anxious compared to a fifth of men (20%). The gender difference was also evident in how parents communicated about maths to their children: over a third (34%) of women told their child that they themselves were bad at maths, compared to just over one in five men (22%). Additionally, 17% of women reported that their child's maths homework made them feel like crying.

Real-life impact

"Eddie had lots of fun creating the drawing and thinking about numbers in both a practical and creative way. Many thanks to your team for the great work you're doing to promote numeracy!"

Yanning Rao, guardian of a Primary C runner-up

"She is normally a rather quiet girl, but it was quite clear she was very happy. I emphasised how many entries there were last year and that you loved the level of detail in her zoologist drawing. She is not normally keen on homework but spent ages brainstorming for this competition."

Anna Ryduchowska, teacher of a SEND/EHCP runner-up

"Once again, thank you for all your efforts and a big thank you to all your team for giving us this amazing opportunity – our kids really do love it! We are also really excited to see the bundle of numeracy prizes as, as a school, we are really trying to improve numeracy, as well as literacy, throughout the school and this will undoubtedly really help us achieve our aims."

Zainab Rangila, teacher of Secondary winner

THE BIG NUMBER NATTER



The Big Number Natter returned for 2024, sparking nationwide conversations about how we feel about numbers. From high-profile celebrities to community hubs, online influencers and workplaces - we got everyone nattering about numbers.

This year, we were thrilled to have not one, but two, national treasures join the initiative. Sir Quentin Blake and Chris Packham CBE lent their voices to our Big Number Natters. Plus support from influencers such as Tom Rocks Maths, Stage Door Johnny and Loose Women Denise Welch and journalist Kaye Adams meant the pivotal initiative encouraged a variety of people across the UK to take their first step toward improving numeracy - not by reaching for calculators, but by simply talking!

Our Ambassador, Bake Off winner Peter Sawkins, had a Big Number Natter with business owner Emma from Moo Pie Gelato on the necessity of numeracy when running a business, not to mention making gelato!

Nottingham #BigNumberNatter: The Nottingham #BigNumberNatter, featuring Bobby Seagull, Experian UK&I numeracy volunteers and champions, and the Dyslexia Association, created an open and supportive space for discussing feelings around numeracy. With Experian's support, Bobby and our East Midlands Relationship Manager facilitated this engaging event, highlighting the importance of numeracy in everyday life. The session included valuable conversations and insights, showcasing the positive impact of these discussions.

Partners Embrace the Big Number Natter

Senior leaders from our partners, including Vanquis Banking Group, Experian, Barclays, KPMG, and The Lord Mayor's Appeal, showcased their support by participating in the Big Number Natters - more BNNs with lead supporters than ever before! Over 80 Vanquis Banking Group staff participated in the Big Number Natter, sharing their stories and feelings about numbers.

S&P Global's Parent & Carer network hosted an in-office Big Number Natter, where staff reflected on their personal journeys with numbers from school to adulthood, discussed the current curriculum, and shared ideas to support the children in their care.

Our CEO, Sam Sims, hosted 13 Big Number Natters across the month of May. Sam spoke to the Chief Scientific Adviser to the UK Government, Dame Angela McLean and several corporate stakeholders from the likes of Barclays, Barclays LifeSkills, Experian, GLA, KPMG, The Lord Mayor's Appeal, NHS England, the UK Civil Service and Vanquis Banking Group.

The Lord Mayor's Appeal brought their staff together for a lunchtime Big Number Natter, celebrating everyday numbers.

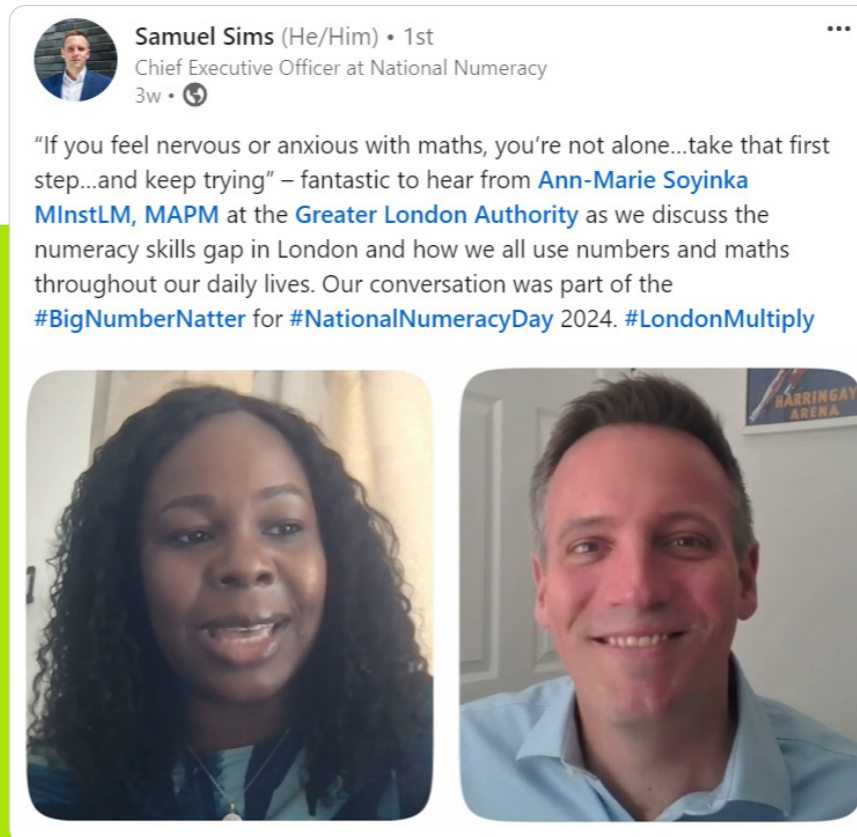
Plus, Capital City College Group got involved by having a Big Number Natter on the go, with a maths walk and talk around London and Number Natters were happening across the GLA, YMCA and the South Yorkshire Mayoral Combined Authority.



Liked by yyusichen and others
 quentinblakehq This #NationalNumeracyDay I'm joining the #BigNumberNatter to get the nation talking about numbers. Find out more @national_numeracy or challenge yourself here



Images, above from top: National treasure illustrator Sir Quentin Blake, lends his support to the campaign; Capital City College Group Big Number Natter walk.
 Image, right: Environmentalist and Broadcaster Chris Packham supports National Numeracy Day.



GENDER

Our recent [Social Mobility Report](#) revealed that nearly three times more women (59%) than men (21%) report that their earnings have been negatively impacted because they lack a Level 2 maths qualification. We know numeracy and the gender divide are critical issues with far-reaching economic and social mobility implications. Research consistently shows that women, on average, exhibit lower

confidence in their numerical abilities compared to men, a disparity that can limit their financial decision-making and career opportunities.

However, change can only come when it is faced head-on; that's why ITV's Loose Women was the perfect platform to discuss the gender divide and number anxiety due to its unique audience demographics.

The show attracts a broad and engaged viewership, predominantly comprising of women of diverse ages and backgrounds. The panel discussed our research at length, with Denise Welch admitting that a bad school experience with maths has led to her having a real fear of numbers. Denise said:

"It has left me with this fear of anything to do with tax, mortgages, money, anything that comes in, I put it in the drawer. Any envelope with a window, I go ... Argh! I'm terrified of it. I don't think I have missed not being good at algebra and all that kind of stuff, but it just has left me with an

inability to do any kind of maths or add up, to the point that I am irresponsible. If I go to the cashpoint and it asks if I want my balance, I cover the screen."

The honest conversation prompted a fruitful and revealing online discussion from female viewers about how maths makes them feel. By leveraging the show's extensive reach and influence, we effectively targeted and engaged a key segment of the population that stands to benefit most from enhanced numeracy skills.

"School left me terrified of maths. By the time I got a decent teacher (last year of school), it was too late. Teachers' ridicule has left me scarred. At the age of 51, I still believe I am 'too stupid' (and other unpleasantries). It's stayed with me forever.

However, thank goodness, everyday NUMERACY - I manage, I have learned as it's become necessary in my life, but I am still forever double checking and doubting myself."

"I can't work any maths out any more, it was my worst subject at school, and I'm no better at 62!"

"I was always hopeless at maths. Really good at English, though."

Gender was also the focus of our Ambassadors' Big Number Natter. Katya Jones, Jessica Gagen, and Bobby Seagull discussed the number confidence gap and what needs to be done to close it.

Image, left: ITV's Loose Women panel discuss how numbers make them feel.



Our ambassadors Katya Jones, Jessica Gagen and Bobby Seagull had a [Big Number Natter](#) about why women and girls lack number confidence and what can be done about it. Jessica and Katya shared their own experiences, and Bobby drew on his experience as a teacher, to explore why women are twice as anxious about using numbers and maths as men.

Real-life impact



Angela had always wanted to attend university but never had the opportunity. Once she reached her fifties, she found she had the chance, but there was one problem: she didn't have the maths qualification. She'd avoided the subject as much as possible due to fear.

Through Somerset Skills & Learning, she found a tutor, Leigh McLachlan. Leigh, who'd trained as a Numeracy Champion through the Multiply initiative at Somerset Council, gave Angela the needed skills and confidence.

"Leigh had faith in us the moment that we walked through the door. She made us believe that we were going to pass - even after I told her what my score was on the internet test. The great thing was we could relate to her because she'd had the same kind of feelings about maths that we'd had, and now she's teaching it.

"I'm comfortable now. I was incredibly uncomfortable before, avoiding everything. I relate to all the stories about people avoiding maths. I think stories like that need to be out there so people know they're not alone."

[Read more here.](#)

LEADING THE WAY WITH KPMG

We couldn't deliver National Numeracy Day without the generosity of our Lead Supporters. From championing the campaign across social media to inspiring colleagues, customers, clients, and communities to get involved, their commitment to the campaign has been greater than ever.

Founding Supporter KPMG UK Engages Colleagues to Make National Numeracy Day 2024 Count

KPMG colleagues delivered numeracy-themed events in its offices around the country throughout May. Collaborating with schools, universities and charity partners, including The Economist Educational Foundation, they engaged young people from areas of low social

mobility in conversations about numeracy, from calculating tax to examining the numbers behind climate change.

To celebrate the translation of National Numeracy Day resources into Welsh, KPMG colleagues delivered numeracy-focussed assemblies in Cardiff and West Wales and joined National Numeracy CEO Sam Sims for a Number Natter in Welsh.



The sum of all fears - anxiety over maths is holding individuals and the economy back
CITY A.M.

Number struggles 'holding back an entire generation'
Mirror

Clangers and cash
THE Sun

One in five Brits admit 'fear of numbers' is holding them back in life
DAILY STAR

UK adults dodge financial scenarios as 20% struggle with everyday maths problems
msn

WEDNESDAY 22 MAY 2024 5:00 AM

The sum of all fears: number-phobia is holding Britain back

Bina Mehta

CITY A.M.

Research
KPMG commissioned [new research](#) on behalf of National Numeracy that found that a third of people feel anxious at the sight of numbers, and a fifth say their fear of numbers is holding them back financially. Low number confidence impacts not only our finances but also our physical and mental health, which is why KPMG remains committed to building a more numerate, socially mobile nation through their support for National Numeracy Day.

The research received outstanding coverage across tabloids and news sites, significantly [increasing public awareness](#).

Further amplifying the campaign message, Bina Mehta, Chair of KPMG UK, hosted a panel of experts, Charles Randall, Iona Bain and Andy Haldane, to discuss the role numeracy plays in defining people's life outcomes and how improving the nation's skills could provide a spur to productivity and social mobility.

Image, left: KPMG Chair, Bina Mehta hosts a conversation on numeracy with Charles Randall CBE, National Numeracy Ambassador, Iona Bain and National Numeracy Vice Chair, Andy Haldane.

PARTNERS

Business-to-Business Impact- Raising Awareness Across Networks

National Numeracy Day 2024 saw a notable increase in B2B content thanks to our partners and members of our [National Numeracy Leadership Council](#). Thought leadership included articles from S&P Global, Kartesia, Oliver Wyman, and Capital One. This surge in content helped elevate the discourse around numeracy and its significance in the business world.

National Numeracy Day 2024 saw our partners significantly amplify the campaign's reach and impact within business networks, leveraging their platforms to promote the

importance of numeracy. Through these strategic initiatives, our partners raised awareness of National Numeracy Day and reinforced the vital role of numeracy within their business networks.

Experian Leadership Council member Mark Lindsay of Experian hosted a roundtable focused on numeracy in the creative industries. The event highlighted how numeracy skills are foundational for roles in data literacy, marketing, and advertising. It underscored the critical role of numerical proficiency in diverse professional fields.

TP ICAP Leadership Council member Philip Price of TP ICAP convened a roundtable

with peers from professional and financial services to explore the future of UK skills. This discussion emphasised the need for robust numeracy skills to meet the evolving demands of the workforce.

KPMG led nationwide office events and volunteering efforts, driving engagement and promoting numeracy across diverse communities. Their commitment highlighted the importance of numeracy in professional development and community outreach.

Image, below: TP ICAP Hold a numeracy round table with Ambassador Bobby Seagull

Leveraging National Numeracy Day for Staff Learning and Development

Our partners seized the opportunity presented by National Numeracy Day to enhance staff learning and development and foster a culture of numerical confidence and competence within their organisations.

Bloomberg promoted the National Numeracy Challenge, resulting in nearly 300 colleagues checking and improving their number confidence and skills. This initiative empowered staff to engage with numeracy meaningfully, enhancing their professional and personal capabilities.

Experian's internal communications campaign actively encouraged staff participation in the National Numeracy Challenge. By signposting campaign resources, Experian ensured that employees had easy access to tools and information to boost their numeracy skills, reinforcing the importance of numerical literacy across the company.

Capital One demonstrated its commitment to numerical confidence by hosting an open "Confidence with Numbers" session delivered by the National Numeracy training team. CEO Lucy-Marie Hagues set the tone with a passionate introduction, underscoring the value of numeracy. Additionally, an all-associates newsletter highlighted the Challenge and provided links to the campaign hub, ensuring employee awareness and participation.

Through these targeted initiatives, our partners supported National Numeracy Day and invested in the long-term development of their staff, fostering a more numerate and confident workforce.



Numeracy and Darts with the 'two Lukes'

National Numeracy Day was certainly one to remember for Invicta Primary School in London! Supported by Vanquis Banking Group, Moneybarn, and the Professional Darts Corporation, the children embarked on a unique journey to enhance their numeracy through their acclaimed Bullseye Maths programme, hosted at the iconic O2 arena!

Under the guidance of world champion Luke Humphries and recent Premier League winner Luke Littler, students honed their dart-throwing prowess and delved into the maths needed for the sport. This hands-on approach made learning engaging and emphasised the practical applications of maths in unexpected contexts.



Image, above: Kieran Cleeves/PDC



2 SNAPSHOT	3 IMPACT	5 COMMUNITIES IN NEED	6 SOCIAL MOBILITY	7 AROUND THE UK	8 FINANCIAL INCLUSION	9 MEDIA AND POLITICAL SUPPORT	11 MENTAL HEALTH AND INCLUSION	12 SUPPORTING CHILDREN'S NUMERACY	14 THE BIG NUMBER NATTER	15 GENDER	16 LEADING THE WAY WITH KPMG	17 PARTNERS	18 THANK YOU	19 JOIN US
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THANK YOU



Sam Sims,
CEO National Numeracy

Building on seven years of dedicated campaigning, our brand awareness soared to new heights in 2024, firmly embedding National Numeracy Day in the public consciousness.

A notable milestone of our efforts was the Scottish Government's announcement of a new maths advisor to revamp Scotland's maths curriculum on National Numeracy Day. This significant endorsement underscores the growing influence and recognition of our campaign.

This year, through a series of in-person events and a laser-focused digital and media strategy, we have raised awareness about the importance of numeracy, especially among historically harder-to-reach communities. Our work has empowered countless individuals to improve their numeracy and confidence.

Together, we have made great strides in making numeracy accessible and engaging for everyone. We are very grateful for the incredible support of our partners. To the campaign's founding supporter, KPMG, our lead supporters, delivery partners, ambassadors, the schools and organisations that signed up to support the day, and the many people who shared their own maths journey to inspire others, a heartfelt thank you.



Bina Mehta:
Chair of KPMG UK, Founding Supporter of National Numeracy Day

As a member of the National Numeracy Leadership Council, working with fellow business leaders to drive numeracy up the national agenda, it's been fantastic to see engagement with the campaign increase year on year. There are no quick fixes, and to drive sustainable change, it will require focus over the longer term and collaboration – as individuals, businesses, policy makers, and education leaders.

To mark National Numeracy Day 2024, I chaired a panel with Andy Haldane, Charles Randell CBE, and Iona Bain to discuss the importance of numeracy and its impact on life outcomes, business, and society. Their message was clear: Businesses have a crucial role to play in improving numeracy levels, and by addressing our nation's relationship with numeracy, we can become a more prosperous, financially inclusive, and socially mobile society.

National Numeracy and KPMG co-founded National Numeracy Day in 2018 with the goal of building a more numerate nation. Over 300 KPMG colleagues volunteered to support this year's campaign through 17 events, reaching thousands of young people across the UK.

Together, we are making numeracy count.

JOIN US

Get Involved

As National Numeracy Day continues to grow, we're immensely grateful for our partners' commitment and their belief in our work as a vehicle for positive change. This year, our campaign has reached new levels of engagement in every corner of the country, allowing us to support communities where there is the greatest need and support more people than ever to take steps to improve their numeracy.

We are so proud of what we are achieving together, and we want to keep going until the whole nation feels number confident. Could you join us? As you can see, working with us brings a host of strategic business benefits and we'd be delighted to discuss the ways we can work together. Please email partnerships@nationalnumeracy.org.uk to arrange a chat.

Contact us

For more information, please get in touch:

+44 (0) 1273 915044

enquiries@nationalnumeracy.org.uk

(formerly Twitter): @Nat_Numeracy

LinkedIn: @national_numeracy

www.nationalnumeracy.org.uk

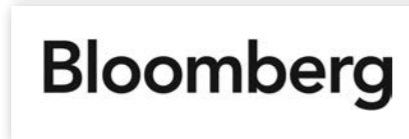
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Thank you to our 2024 supporters

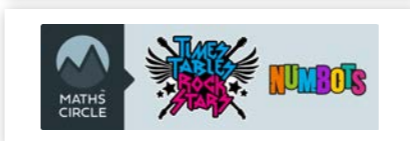
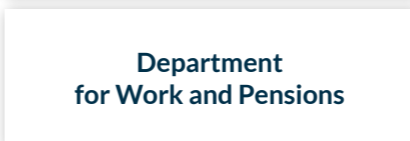
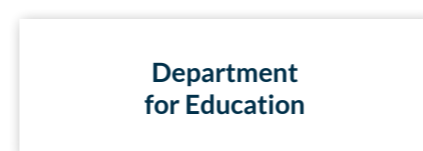
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