



Number Confidence Week 2022

Impact Report



Founding Partner



A campaign from



Welcome

From our CEO

In the current economic climate, the Number Confidence Week campaign has never been more relevant or more important. Our **National Numeracy Challenge data** shows a 29% uplift in people using our resources to boost their numeracy skills because they are driven by a desire, or a need, to better manage their money.

As we face the challenges posed by the climbing cost of living, having the confidence to work with numbers is vital. We are, therefore, delighted that Number Confidence Week 2022 provided help where it was needed most and has been our most successful to date, with a record amount of activity taking place.

90,000 actions were taken by people to help build their number confidence, whether they downloaded one of our free tip sheets or activity packs, watched a celebrity or real-life learner video, or took the National Numeracy Challenge.



In the current economic climate, our Number Confidence Week campaign has never been more relevant or more important.



As the only campaign that focuses on how people feel about using numbers, Number Confidence Week empowers people to improve their number confidence so they can better manage money and home life, access new career or personal opportunities, and collectively tackle the nation's skills deficit.

Read on for more details on how we inspired thousands of people to kick-start their own journey towards improved number confidence.

And finally, a heartfelt thank you to the campaign's Founding Partner, TP ICAP, Lead Supporters and all those individuals and communities who got involved with this high impact, record-breaking campaign.

Sam Sims
Chief Executive,
National Numeracy
sam@nationalnumeracy.org.uk

From TP ICAP, Founding Partner



At TP ICAP, we know that numeracy is crucial in today's world – recent events make this more critical than ever. Confidence with numbers is clearly important for our industry but it is also crucial in enabling individuals to make better choices for their finances and careers. Low confidence with numbers remains a significant barrier for many, and while such anxiety presents practical issues for individuals on a daily basis, it also holds talented individuals back from considering a career in financial services.

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

Philip Price, Executive Director,
TP ICAP Group plc



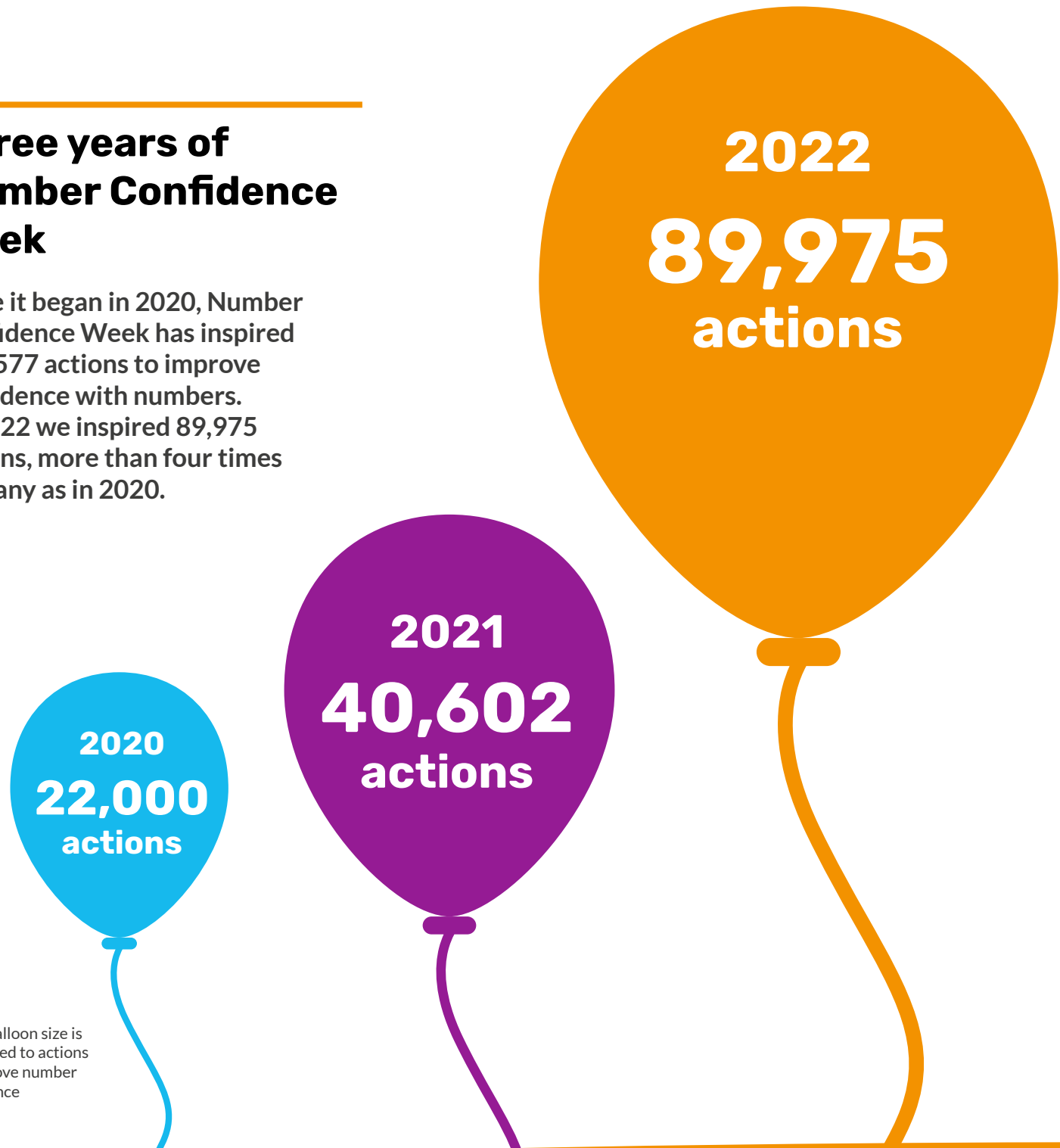
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Number Confidence Week in numbers

Three years of Number Confidence Week

Since it began in 2020, Number Confidence Week has inspired 152,577 actions to improve confidence with numbers. In 2022 we inspired 89,975 actions, more than four times as many as in 2020.



Note: balloon size is connected to actions to improve number confidence

The 89,975 actions towards building confidence with numbers during Number Confidence Week 2022 included:

52,027 actions on the National Numeracy Challenge

36,649 views of our campaign videos

1,299 downloads of our resources

14 million media reach

390% increase in social media engagement, on 2021



228% increase in social media impressions, on 2021

245% increase in clicks on our social media posts, on 2021

Helping to count the cost of living

National Numeracy joined forces with Number Confidence Week Founding Partner TP ICAP and Lead Partners Experian, Capital One and the Lord Mayor's Appeal, for the third Number Confidence Week campaign.

In 2022 we inspired almost 90,000 actions to improve confidence with numbers, more than four times as many as in 2020. With the cost-of-living crisis hitting UK households hard, it's vital work.

The number of people using our free numeracy improvement website, the  **National Numeracy Challenge**, to get help with managing their money  **increased by 29%** from May to September this year, compared to the same period last year.

While improving numeracy won't stop the bills from climbing, it can help people make better decisions about their money.

Many people have low number confidence and experience stress, anxiety or fear when working with numbers. It's understandable, but it can be overcome. Crucially, it is the first vital step to improving numeracy skills.

That's why, we and our pioneering partners are committed to empowering adults and children to build their number confidence to help people feel better about understanding and working with numbers.

This campaign's three themes – money management, numeracy for work, and supporting children – highlighted how improved number confidence can offer practical help with life's challenges.



Lead Partners



“Capital One UK is really proud to be supporting the 2022 Number Confidence Week as part of our wider partnership with National Numeracy. During these times of uncertainty, we recognise the difference having confidence with numbers has when it comes to finances and money management, as well as the impact it can have on skills for everyday life.”



“In these challenging times it is more important than ever for people to take action to increase their number skills, especially given the connection between numeracy and financial health. A barrier for many is their lack of confidence around numbers; and so, we are proud to be working with National Numeracy, its supporters and ambassadors to help deliver another highly impactful Number Confidence Week.”



“At The Lord Mayor's Appeal, we are committed to creating 'A Better City for All' – one that is inclusive, healthy, skilled and fair. Our charity partnership with National Numeracy recognises the importance of improving numeracy skills and will help people within the City of London to thrive. We are therefore proud to support Number Confidence Week.”

Number confidence for money management

Our data shows that people want to improve their number skills in order to better manage their money and that women are much more likely to suffer from a significant lack of number confidence.

 **Read the report**

29%

increase in people wanting to improve their numeracy in order to manage their money.

41%

of 18–24 year olds want to improve their numeracy in order to better manage their money.

24%

of women said maths and numbers made them nervous, compared to 12% of men.

Activity highlights

Gaining confidence with numbers is easier said than done for those of us who feel anxious about maths. So it was vital our campaign met people where they are, whether more or less comfortable with numeracy.

We created a range of friendly and empowering resources offering a variety of opportunities to take that first step towards building number confidence.

From watching a video, listening to a podcast, reading a real-life story, downloading tip sheets, or having fun with an activity pack, we had something to help everyone feel more number confident.

Our inspirational National Numeracy celebrity ambassadors spearheaded the campaign: TV's Rachel Riley, Bobby Seagull and Iona Bain; Bake Off winner Peter Sawkins; poet and comedian Harry Baker; and financial content creator Timi Merriman-Johnson, aka Mr MoneyJar, all helped the week take off.

Our online hub

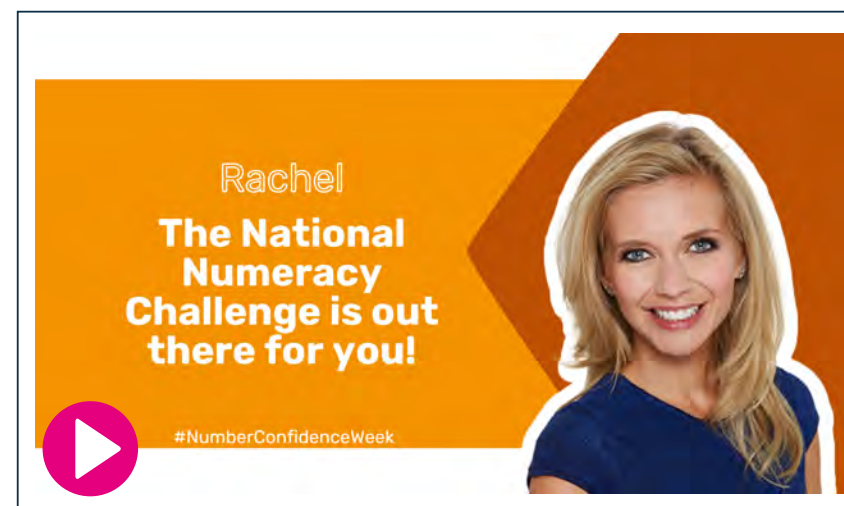
The Number Confidence Week online hub provides range of helpful, free and easy-to-use resources. There's a bumper pack of number confidence activities for kids supported by Santander, videos to help overcome worries about maths, tip sheets and much more.

[Take a look](#)

National Numeracy Challenge

Celebrity ambassadors Rachel Riley and Timi Merriman-Johnson, aka Mr MoneyJar, both helped people get to know the National Numeracy Challenge. They inspired thousands of people to begin building confidence using our unique online tool.

[Take a look](#)



Activity highlights continued



Maths Appeal podcast

Bobby Seagull and Susan Okereke dedicated the third series of their fantastic Maths Appeal podcast to number confidence, sponsored by our partner Experian. All eight episodes feature National Numeracy ambassadors, learners and staff.

[Listen to the podcast](#)



Starring role for Rachel Riley

Our Ambassador Rachel Riley played a starring role in the campaign. She recorded new videos; gave away copies of her accessible maths book, At Sixes and Sevens; challenged social media users to show her their 'maths face'; and was a guest on the Maths Appeal podcast.



Making money go further

Timi Merriman-Johnson, aka our fantastic Ambassador Mr MoneyJar, gave some of his top tips for managing money in a new tip sheet. From budgeting and debt to saving and spending, Timi had some timely advice.



Focus on dyscalculia

Iona Bain is National Numeracy's newest ambassador. The financial writer, author, broadcaster and speaker has dyscalculia – "dyslexia with numbers". Iona is passionate about sharing her experiences and advice on navigating the world of numbers, creating a new video and tip sheet for Number Confidence Week.

[Take a look](#)

Bake Off!

Ambassador Peter Sawkins teamed up with fellow Great British Bake Off winner David Atherton to talk about how using maths as a fun part of everyday activities can help children boost their number confidence. Peter also gave away some of his new 'Peter's Baking Party' books.



Rapper's delight

Ambassador and World Slam poetry champ Harry Baker promoted Number Confidence Week while he was on his latest UK tour and chatted about budgeting for travel on the Maths Appeal podcast.

Thought leadership

Our campaign partners engaged their staff, stakeholders and customers in Number Confidence Week by publishing brilliant thought leadership articles on their organisational websites, blogs and on social media.




Real-life impact

Confidence Conversations

Our unique series of 'Confidence Conversations' saw real-life numeracy improvers discuss what overcoming low number confidence has meant for them.

The Confidence Conversations videos, stories and audiograms covered number confidence in everyday life, as well as confidence for money management, work and supporting children.

Hearing authentic, relatable stories of how people felt before and after boosting their confidence, is an inspiration and highlights how life-changing improving numeracy can be.




“
 You've overcome something. You've claimed it back. It's not a scary thing anymore.
”

[▶ Watch Maryam's video](#)




“
 After doing the National Numeracy Challenge I feel quite confident in whatever I'm doing, not just numeracy.
”

[🔗 Read Peter's story](#)



“
 Feel the feelings. Do the maths. And then get to work.
”

[▶ Watch Joseph's video](#)



“
 For me improving number confidence has been transformational, getting past that maths barrier has changed my life.
”

[🔗 Read Anne's story](#)

Lincolnshire Co-operative has worked with National Numeracy to support its employees to feel more confident with numbers.

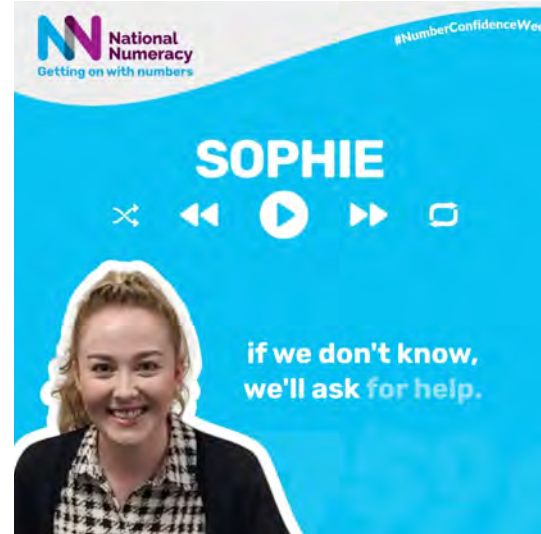
As part of this project, Sophie trained as a Numeracy Champion and Tasha gained a qualification thanks to her new-found confidence with numbers.

[🔗 Read Tasha and Sophie's story](#)




TASHA
 an opportunity for you to learn something.

[🔗 Listen to Tasha](#)



SOPHIE
 if we don't know, we'll ask for help.

[🔗 Listen to Sophie](#)

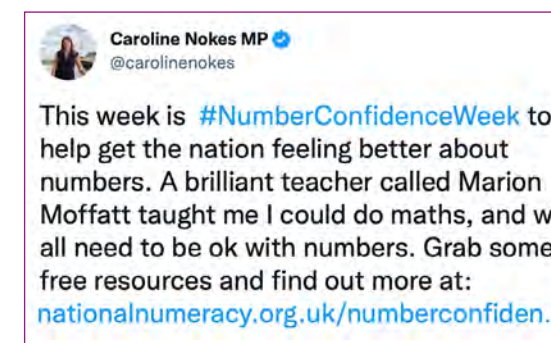
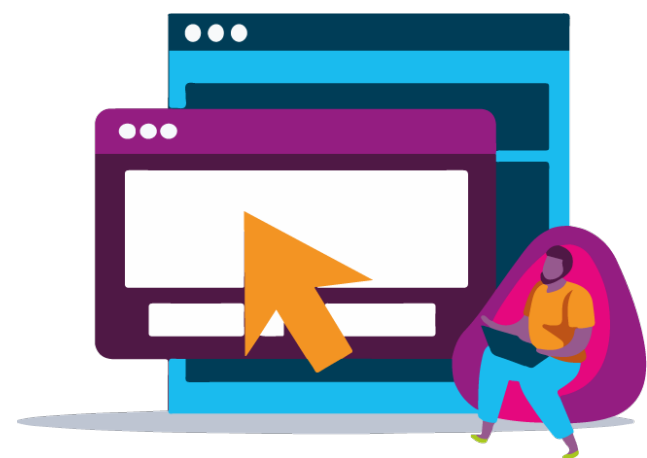


ANNE OKAFOR
 help, but being proactive certainly does help.

[🔗 Listen to Anne](#)

Media and social highlights

From Countdown to The Sun, number confidence was discussed across national and local media as part of this year's campaign. Celebrity ambassadors, politicians, partners, the Department for Education, schools and many more joined in on social media. Together, we raised the profile of the issue and showcased its benefits.





Work with us

We are very grateful for our partners' commitment and belief in National Numeracy's work as a vehicle for positive change. Could your organisation join us?

Working with us brings a host of strategic business benefits and we would be delighted to discuss how you can get involved.

Please contact ellie@nationalnumeracy.org.uk to arrange a chat about how we can work together.

Contact us

For more information please get in touch:

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Web:
nationalnumeracy.org.uk

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

Our values

National Numeracy's 'Core Four' deeply held values define what's important to us. They guide our actions, drive our decision-making, and exemplify how we serve individuals and communities.

1 Community commitment:

We put people first. We give 100% to our people, partners and communities.

2 Trusted experts:

We are the UK's numeracy experts. We use data and evidence to offer credible, trusted insight.

3 Empowered futures:

We empower people for positive change. We listen, build confidence and enable people to gain greater control over their futures.

4 Always learning:

We believe change can happen. We are persistent and passionate in supporting people, partners and communities to accomplish their goals.