

NUMBER CONFIDENCE WEEK

The 'Gender & Numeracy' edition

IMPACT REPORT 2024

A campaign from:



Founding Supporter:



Welcome

From our CEO

This year's Number Confidence Week focused on gender and numeracy, aligning with the first pillar of our new strategy: Numeracy for Equality. By addressing lower levels of number confidence amongst women, the campaign highlighted how improving numeracy can drive social mobility and gender equality.

Numeracy skills can be transformational. They help shape lives and livelihoods from cradle to career. Yet, for millions of women, a lack of number confidence creates significant obstacles, limiting opportunities for themselves, their families, and their communities, while costing the UK economy up to £25 billion annually.

Women in the UK are twice as likely as men to feel anxious about maths and using numbers, even when they possess strong numeracy skills. Nearly one in four women (24%) feel nervous about numbers compared to 12% of men.

This lack of confidence impacts career choices and earning potential. Our research revealed that 33% of women would be discouraged from applying for a job requiring maths or data skills, compared to 20% of men. This disparity restricts access to thriving industries and high-growth employment sectors, exacerbating gender inequalities in income and career progression.

Confidence is the strongest predictor of numeracy skills, and this year's campaign focused on building that confidence to empower women and challenge outdated stereotypes. Number Confidence Week 2024 called for a collective effort to ensure that everyone, regardless of gender or socio-economic background, can unlock the opportunities that numeracy provides.

Together, we are working towards a future where confidence in numbers drives equality, mobility, and prosperity for all.

Read on for more on the campaign's many highlights and details of how we inspired people around the country to begin their own journey towards improving their number confidence.

As always, a heartfelt thank you to the campaign's Founding Supporter, TP ICAP; Lead Supporters Barclays LifeSkills, Capital One, Experian, EY, The Lord Mayor's Appeal, and Vanquis Banking Group; and all those individuals and communities who got involved with this high-impact campaign and helped make it a resounding success.

Sam Sims
Chief Executive, National Numeracy

From TP ICAP, Founding Supporter

At TP ICAP, we believe numeracy is a vital skill in today's world. Confidence with numbers is not only essential for success in our industry but also a critical skill for making informed decisions about personal finances and careers. Yet, low confidence with numbers continues to be a pervasive challenge, with women disproportionately impacted by maths anxiety.

This gender divide affects everyday life and deters many talented individuals from pursuing opportunities in financial services. As a founding partner of Number Confidence Week, TP ICAP are proud to champion initiatives that spotlight this disparity, promote confidence-building, and inspire individuals to build their confidence with numbers.

By supporting these efforts, we strive to empower people from all backgrounds, fostering financial literacy, and ensuring our sector attracts and benefits from a diverse and talented workforce essential to our collective success.

Philip Price
Executive Director, Group General Counsel, TP ICAP Group Plc



Impact

Since we launched Number Confidence Week with TP ICAP in 2020, the campaign has empowered people to take over 450,000 actions towards building their confidence with numbers.

Over the past four years, people across the UK have taken 454,357 actions towards building number confidence, including on our free online learning tool, the [National Numeracy Challenge](#).

This year, our first ever themed campaign - shining a spotlight on gender and numeracy - inspired almost double the number of actions compared to last year. Highlighting that numeracy is an equality issue obviously resonated very strongly with our beneficiaries.



454,357
actions towards building number confidence since 2020

209,114
views of our campaign videos since 2020

5,263
downloads of our resources since 2020

62 million
media reach in 2024 across 35 print, online and broadcast mentions

The 'Gender & Numeracy' edition

This year, Number Confidence Week addressed the 'number confidence gender gap', focusing on the barriers women and girls often face regarding number confidence.

All too often women face negative stereotypes suggesting that they are not 'good with numbers'. Our [research shows](#) that women tend to have lower number confidence than men and this has far reaching consequences that must be addressed.

By sharing real stories, providing tailored resources, and sparking open conversations, the campaign empowered more women to recognise their potential and take meaningful steps towards improving their numeracy skills.

This year's efforts not only raised awareness but also inspired action, ensuring that everyone, regardless of gender, has the opportunity to thrive with numbers.

[Read the research briefing](#)

Number Confidence Week impact on our beneficiaries

We seek to constantly improve how we measure our campaign’s impact on our beneficiaries. This year, following Number Confidence Week, we surveyed the schools, colleges, organisations and individuals that supported the campaign. All figures shown are taken from this survey*.

The impact of using Number Confidence Week resources

Respondents, or the people they helped with our resources:

63%

have more awareness of the ways numbers are used in daily life

43%

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:

**45% adults/
43% children**

were reluctant to engage with numbers

**40% adults/
57% children**

were already moderately interested in numbers

Respondents would recommend and return

98%

would recommend the Number Confidence Week campaign to a friend or colleague

98%

effective in our aim of inspiring adults and children to improve their number confidence and skills

85%

likely to get involved in our other campaigns, such as National Numeracy Day in May

93%

likely to visit the National Numeracy website after Number Confidence Week has ended

80%

likely to get involved with Number Confidence Week next year

* Survey response: 459 people were sent an email, resulting in 36 responses - a response rate of 8%. Profile: Compared to the profile of all NCW signups, the survey sample was representative (61% of the survey respondents were from schools, compared to 62% of sign ups; 47% of the respondents were from organisations, compared to 41% of all sign ups).

Real-life impact

Real-life stories of overcoming maths anxiety are at the heart of Number Confidence Week, showcasing the transformative power of building confidence with numbers.

This year, we celebrated our beneficiaries' incredible achievements, putting their journeys front and centre of the campaign.

“I'm hoping that someone will relate to my story and see that there is hope when it comes to number confidence.”
Stella



Women's voices

“When anyone asks me to do anything to do with maths, panic washes over me.”

To highlight the campaign's focus on the gender gap in number confidence, we produced a [video compilation](#) featuring 20 remarkable women we've worked with, amplifying their voices and sharing their perspectives on overcoming challenges with numbers.

[▶ Watch on YouTube](#)



Rebecca

“I'm hoping that someone will relate to my story and see that there is hope when it comes to number confidence.”

On social media, we shared audiograms from learners like **Rebecca**, who spoke about the empowerment and validation she gained from achieving her Functional Skills Maths qualification and applying those skills in everyday life.

[▶ Read Rebecca's story](#)



Dear NN...

“It's so important to give people a safe space to talk about how they feel about maths.”

We also continued our [Dear NN...](#) series, sharing real-life stories highlighting the challenges and triumphs of improving numeracy and building confidence with numbers.

[▶ Watch on YouTube](#)

Revealing our newest ambassador

We launched Number Confidence Week with the exciting news that TV star **Denise Welch** was National Numeracy's new ambassador.

Denise's maths anxiety journey makes her the perfect authentic, relatable Ambassador. Her personal story sparked lively discussions and struck a chord with women nationwide. Hitting headlines in The Mirror, The Sunday People, OK! magazine, the Express and more, Denise's support amplified awareness and inspired countless others to tackle their numeracy challenges.

[Read Denise's story](#)



[Read the article here](#)



[Read the article here](#)



[Listen to this article](#)



[Read the article here](#)



- _pink_princess_24** @denise_welch I can totally identify with you on that one, the fear was just horrendous before each class. I'm so glad I'm not the only one with number phobia 🙏🙏🙏
- beverley3071** This is so common Denise, I had a teacher in junior school who used to terrify me and belittle me. I hated maths because of this and dreaded the lessons. I've felt like a brick wall would go up in front of my brain and I'd avoid any maths. Thank you for sharing your experience ❤️❤️❤️
- julie_aisthorpe** I'm the same about reading because it teacher told me I was stupid because I stuttered when I had to read out loud to the class. He made me cry in front of the class then told me off for crying. I still rehearse in my head what I'd say to him if I saw him today! 😭😭
- tess_66vi** Thank you Denise for speaking out on this. I used to break out in hives at exam time with Math. To this day, anything numerical makes me nervous, and yet, it's part of my daily job.



[Watch on YouTube](#)

Supporting children

This year, we focused on teachers and teaching assistants as a key audience for Number Confidence Week. This audience is crucial because the foundations of confidence with numbers, particularly for girls, are often built or undermined in the classroom.

Research shows that girls often have lower confidence in maths than boys, despite similar or better early results. Addressing this confidence gap early by fostering a positive, inclusive environment for numeracy is crucial to ensuring all children feel capable of excelling in maths and beyond.

We equipped teachers with strategies to inspire even the most reluctant parents about maths. This received outstanding feedback, prompting staff meetings nationwide to enhance parental engagement with maths.

“The campaign inspired us to introduce a bi-weekly numeracy assembly based on maths games that can be played as a whole class or in pairs, etc.”
Primary school teacher, Derby

“Number Confidence Week spurred us to hold a staff meeting about maths confidence.”
Primary school teacher, Cheshire West and Chester

“We held a staff meeting to share the top tips during Number Confidence Week.”
Primary school teacher, Birmingham

“We encouraged staff to join the Confidence Club during Number Confidence Week.”
Primary school teacher, Derbyshire



Supporting educators

National Numeracy Ambassador **Bobby Seagull** and educator **Susan Okereke** chatted about teaching girls maths, sharing their experiences and exploring how societal factors and teaching methods shape confidence and enjoyment of the subject.

▶ Watch on YouTube

Meanwhile, **Barclays LifeSkills** promoted Number Confidence Week in two LifeSkills emails sent to secondary and primary school teachers, career leads, and educators in further and higher education.

[Find out more](#)

Mumsnet research

For Number Confidence Week, National Numeracy and Mumsnet revealed how parents' attitudes toward maths shape their children's confidence. The survey found that 41% of parents recalled negative comments about maths from their mothers, compared to 14% from fathers, with dads more likely to express enjoyment of the subject.

Negative messaging has lasting effects, with 35% of parents admitting to making similar comments in front of their kids, lowering children's confidence. Positive reinforcement, however, boosted confidence scores significantly.

Mumsnet CEO Justine Roberts emphasised the real-life impact of number confidence, from finances to homework, calling for a shift in perceptions. The findings were featured in The Mirror.

[Find out more](#)

Parents add to maths woe

PARENTS are passing on their fear of maths to their children, a study found. Some 41% of parents remember their mum saying "I'm not good at maths" or "maths is hard". Only 14% remember Dad saying something similar, Mumsnet and the charity National Numeracy found. Some 35% admitted they make similar negative comments about maths in front of their children. Mumsnet chief Justine Roberts said: "It has real consequences in life."

Mirror

Free resources

Our free toolkits gave children and the adults that support them - parents/carers and educators - bags of helpful, practical and fun resources.

From our curriculum-linked activity pack for kids to videos and downloads offering tips on how to build number confidence with children, we offered something for every school and family.



Supporting children continued



Winterbourne Girls Junior School, Croydon

Sonia Kalcina, Product Manager at Capital One, led an engaging My Maths Story assembly and supported a Maths in the Real World class session.

Feedback was overwhelmingly positive, with Headteacher Mary Berkeley-Agyepong remarking, **“The sessions were fantastic—the girls were interested in everything Sonia had to say, she presented well, asked questions, and made maths come to life.”**

Sonia shared her enthusiasm, saying, **“The kids were excited and came up with some really good ideas.”** The school celebrated the visit on social media, accompanied by a photo of Sonia with the students.



Lubavitch Girls Junior School, Hackney

A group of eight female volunteers from campaign partner organisations led four Maths in the Real World class sessions.

The volunteers shared how maths supports their careers and hobbies, from currency exchange and baking ratios to crafting and board games. Students were deeply engaged, asking thoughtful questions and reflecting on how they use maths daily. Rahel Davidoff, Maths Teacher, said, **“The sessions were well delivered and children were engaged and asked relevant questions.”**

One student summed up the experience: **“It was fun, I never knew maths was so useful!”**

Inspiring the future: corporate volunteers

Female volunteers from several of our Lead Supporters joined forces to visit schools together, inspiring girls and highlighting the real-world value of numeracy.

In total, 34 Numeracy Volunteers visited 26 schools across the UK to show children how maths matters in everyday life.

“The girls were inspiringly enthusiastic about all the ways maths can be used every day”

Ursula Redmond, Software Engineer, TP ICAP



Find out more about our corporate volunteering programme

[Find out more](#)

Media and social highlights

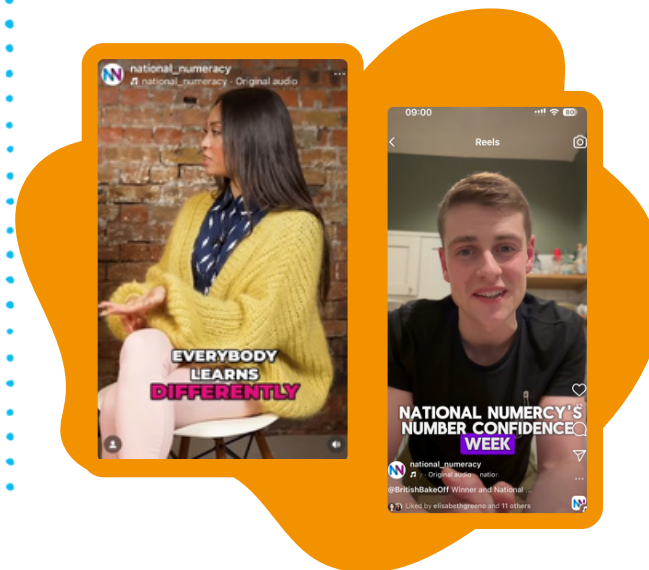
In the news

In national, regional and local media outlets and across social media, number confidence was discussed far and wide, proving the importance of numeracy to everyday life. Celebrity ambassadors, partners, local authorities, education providers and many more took part in the conversation across the country.



Our Ambassadors take a starring role

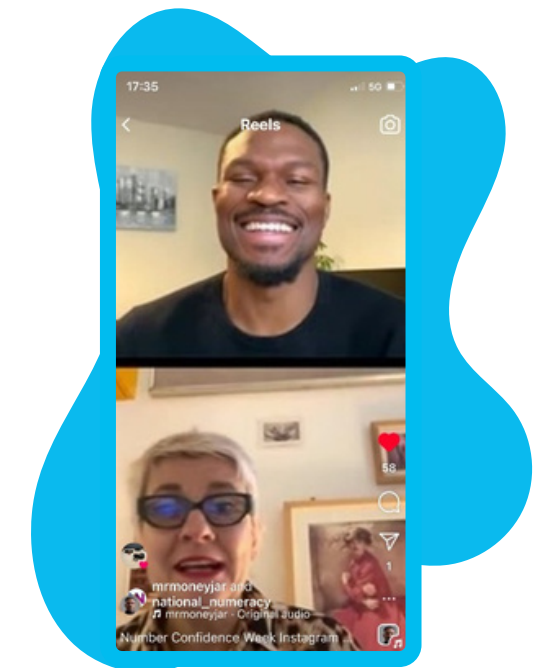
As part of Number Confidence Week, Ambassador **Bobby Seagull** appeared on **Loose Women** to tackle maths anxiety among women. He highlighted how stereotypes and low confidence impact women's daily lives, emphasising the need to break these barriers and empower women.



We collaborated with content creator **Gabriel Nussbaum** to engage young audiences on Instagram and TikTok. His relatable approach to money matters helped break barriers and promote positive attitudes toward maths, inspiring his followers to build confidence and rethink their relationship with numbers.



National Numeracy Ambassador and finance expert **Rotimi Merriman-Johnson, aka Mr MoneyJar** and gender expert **Dr. Ashley Morgan** from Cardiff Metropolitan University, inspired our social media followers with their Instagram Live event.



Meanwhile Money Saving Expert **Martin Lewis**, Strictly Come Dancing star **Katya Jones**, Bake Off winner **Peter Sawkins**, Miss UK **Jessica Gagen** and poet **Harry Baker** inspired people by relating number confidence to everyday things we all love to do, like dancing and baking!

Around the UK

Number Confidence Week saw a flurry of activities across the UK, bringing communities together to boost numeracy confidence, break down barriers, and spark meaningful conversations about the value of numbers in everyday life.

The week showcased innovative ways to engage and inspire. By engaging councils, organisations, and communities, we continue transforming attitudes toward numeracy and creating lasting change.

Hands-on Creativity in Norfolk

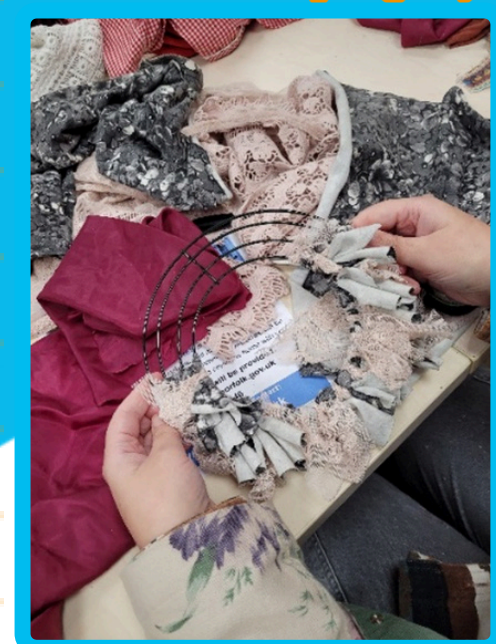
Norfolk County Council embraced craft and community, hosting:

- Rag wreath workshops at local venues like Steam House Café and Feathers Futures.
- Origami sessions at Shrublands Community Trust, PopPin Bradwell Church group, and Great Yarmouth Library.

These events combined creativity with casual discussions around numeracy confidence.

Find out all about how our Local Authorities partners got involved in Number Confidence Week on the link below.

 [Find out more](#)



Impact of our partnerships

This year's Number Confidence Week saw an extraordinary display of collaboration and creativity from our partners: TP ICAP, Barclays LifeSkills, Capital One, Experian, EY, The Lord Mayor's Appeal, and Vanquis Banking Group.

Together, they drove meaningful impact across the UK, championing numeracy and inspiring confidence in communities, schools, and workplaces.

[Find out about partnership involvement](#)



Founding Supporter, TP ICAP

Founding Supporter TP ICAP demonstrated its commitment through thought leadership and volunteer mobilisation:

- **Volunteer engagement:** Claire Bridel, Chief Operating Officer of Liquidnet Division and Gender Taskforce representative, and other TP ICAP volunteers inspired students at an all-girls school by showing them the real-world value of numeracy.
- **Leadership advocacy:** Hosting November's National Numeracy Leadership Council reinforced their role as Founding Supporter and amplified the campaign's mission among key stakeholders.
- **Staff engagement:** Videos featuring Philip Price, Executive Director and Group General Counsel, and Claire Bridel engaged employees, fostering awareness of Number Confidence Week.
- **Thought leadership:** TP ICAP highlighted their involvement in a LinkedIn post and supported the campaign's impact reporting efforts.

Experian

Experian merged staff engagement with community impact to promote Number Confidence Week:

- **Financial wellbeing outreach:** The Nottingham Financial Resilience Partnership organised an event at Asda, supported by Experian and National Numeracy. It reached residents, boosting number confidence and financial resilience.
- **Consumer communications:** Campaign-focused piece on the Experian credit score app.

EY

EY highlighted the importance of numeracy and inclusivity through storytelling and staff engagement:

- **Numeracy stories:** Shared five powerful numeracy stories internally and externally, featuring diverse voices, including those with dyscalculia and a focus on social mobility.
- **Volunteer participation:** EY colleagues joined Big Number Natters, fostering conversations about numeracy and its workplace impact.
- **Targeted communications:** EY connected with school networks such as Inspiration4All and STEM.org, sharing Number Confidence Week toolkits and resources.

The collective efforts of TP ICAP, Barclays LifeSkills, Capital One, Experian, EY, The Lord Mayor's Appeal, and Vanquis Banking Group underscored the power of our partnerships in driving awareness and action during the campaign. From inspiring schoolchildren to fostering workplace conversations, our partners ensured Number Confidence Week 2024 left a lasting legacy.

[Find out more](#)



Political support



The Secretary of State for Education and Minister for Women and Equalities **Bridget Phillipson**, highlighted the importance of addressing gender disparities in numeracy during a Parliamentary Reception hosted by National Numeracy and DLA Piper to coincide with the campaign.

Recognising that women and girls often face confidence challenges with numbers from an early age, the Secretary of State emphasised the need for more significant action to tackle these barriers. She stressed that building number confidence is essential to ensuring everyone in the country has the opportunity and self-belief to succeed.

“As well as being the Secretary of State for Education, which is such a privilege, I also lead our work as Minister for Women and Equalities as well.

And there is so much more we need to do on that front too, because let’s be honest, we know that it’s often women and girls who find this a particular challenge and lack confidence early on.

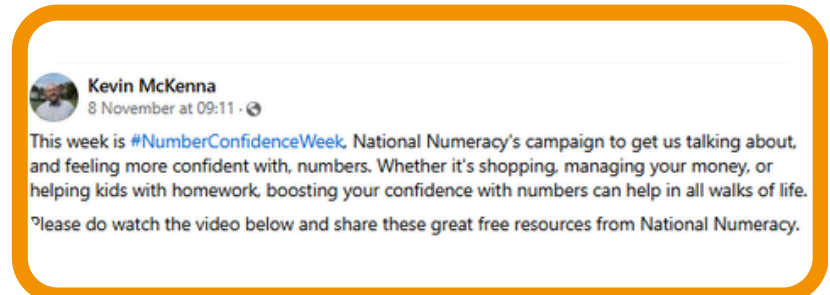
We’ve got to do a lot more to tackle that to make sure that everyone in our country has the chance and the confidence to succeed.”

MPs back Number Confidence Week

The campaign garnered wide support from Members of Parliament who shared our Number Confidence Week resources with their constituents. These included Deputy Leader of the Scottish Liberal Democrats, **Wendy Chamberlain** and **Kevin McKenna**, MP for Sittingbourne and Sheppey.

“I’m really happy to support this Number Confidence Week and keen to share all these wonderful information resources with as many Sittingbourne and Sheppey constituents as possible.”

Kevin McKenna MP



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 new strategy sets out a new 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.

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 2024 supporters:

Founding Supporter:

Lead Supporters:

