



# Our Impact in Focus 2022



I FEEL MORE  
COMFORTABLE  
CONTROLLING MY MONEY

Peter

NUMERACY WILL  
IMPROVE MY JOB  
OPPORTUNITIES

Joanna



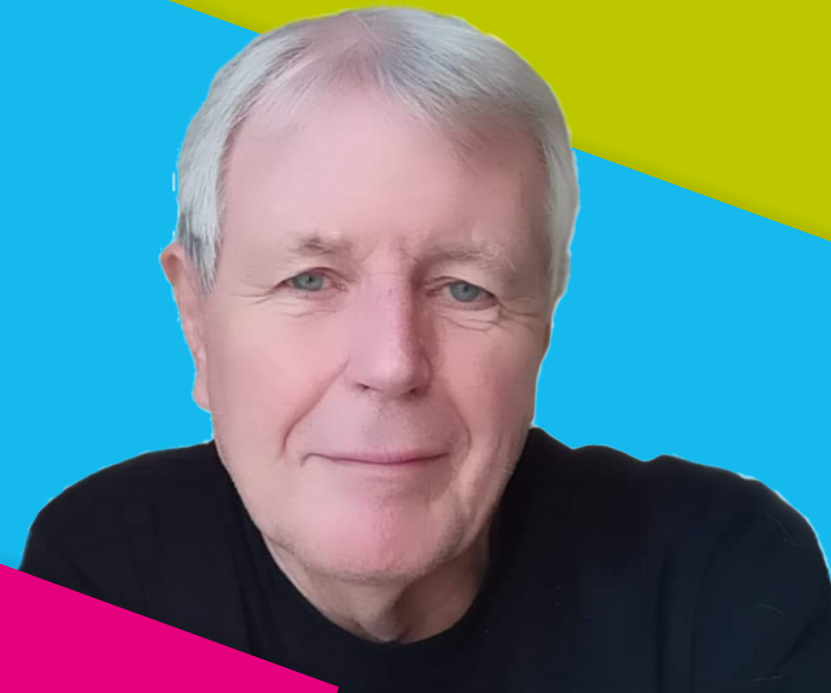
NUMERACY  
CHAMPION TRAINING  
CHANGED MY LIFE

Mark



USING NUMBERS  
IN DAILY LIFE IS  
EASIER NOW

Maria



# Welcome

## From our CEO

For National Numeracy, 2022 was a breakthrough year for impact. In May our award-winning campaign, National Numeracy Day, saw a five-fold increase in impact on 2021, inspiring almost half a million actions towards improving numeracy. It was a standout year for the campaign, and for numeracy in public discourse.

As part of National Numeracy Day we launched the first ever nationwide conversation about numeracy. The Big Number Natter set TV and radio shows alight, and inspired thousands to start their numeracy improvement journey.

As 2023 dawns, the nation has been nattering about numbers again, this time thanks to Prime Minister Rishi Sunak's school maths announcement. While we await details, one thing is certain: love it or loathe it, everyone has something to say about maths!

Many of our beneficiaries say they hated maths at school and improving their numeracy later in life is often highly emotional. The benefits for their lives and livelihoods, and the positive impact on their self-confidence and self-esteem, can often be profound.

From helping children with homework, landing a job or making the weekly budget go further, the ability to understand and work with numbers is transformative, for individuals, communities and society.

In our **10th Anniversary year**, we broke the one-million barrier for the first time, seeing 1,068,080 engagements with people in our work in 2022 – a 28% increase on the year before.

It's a standout statistic and we are delighted that more people than ever are accessing our tools, campaigns and programmes.

**"In 2022, our 10th Anniversary year, we broke the one-million barrier for the first time."**



But there is a sobering backdrop to the numbers. In 2022, the nation turned to its number skills to decipher rising costs and manage growing pressure on income. We saw a 29% increase in people using our National Numeracy Challenge specifically to get help with managing their money.

From families navigating the cost-of-living crisis and businesses searching for skilled staff, to communities recovering from the pandemic, the advantages of being confident with numbers could not have been more compelling than in 2022.

We are enormously proud to have supported so many during such a challenging year, particularly those in disadvantaged communities where the need is greatest.

This unprecedented level of impact was made possible by our pioneering supporters and partners. A heartfelt thank you to those organisations and individuals who have enabled our vital work.

**Sam Sims**  
CEO, National Numeracy



# Welcome

## From Anne

If you'd told me two years ago that I'd be encouraging other people to improve their numeracy skills, I'd have laughed!

I'm from Falkirk in Scotland and left school without any qualifications. I missed out on so much because I was frightened of even trying some numeracy questions, I'd just say: "I'm bad at maths."

But after confronting my fears and completing National Numeracy's 'Becoming a Numeracy Champion' training, I've now got a degree and a job I love in the construction industry.

I've built my number confidence to get the opportunities I want in life. I understand my mortgage payments and I'm proactive with numbers.

I'm also a Science, Technology, Engineering and Mathematics (STEM) Ambassador, a podcaster, I'm studying for a postgraduate qualification and have even written articles about the beauty of maths in the built environment.

**"I left school without any qualifications. I missed out on so much because I was frightened of trying numeracy."**



I realised that the best way to tackle my maths anxiety was to challenge it, by doing the work. I can learn in ways that suit me and since doing so, I appreciate the magic of maths. I'm also much more aware of how prevalent it is in our everyday lives.

I like nothing better than advocating for National Numeracy's work because getting past that maths barrier has changed my life. I want to pay it forward!

This year, I was interviewed by local media for National Numeracy Day and appeared on the Maths Appeal podcast. I shared my story on the National Numeracy website and added my voice to the charity's Number Confidence Week campaign.

Part of my mission to give back is to share everyday numeracy examples with others, showing how maths impacts daily life. Hopefully it will help people to start building their confidence, so they don't have to miss out like I did.

**Anne Okafor**  
Construction professional

# Our impact in 2022

## Engaging

**1,068,080**

engagements with people in our work in 2022 – a 28% increase on last year



## Empowering

**36,782**

participations in our interventions from people in greatest need of numeracy support

**80%**

of people who registered on the National Numeracy Challenge in 2022 completed a check of their skills

**70,149**

National Numeracy Challenge registrations

**2,200**

pupils at 17 schools took part in our Parental Engagement Programme

**418**

participants in our Becoming a Numeracy Champion training sessions, almost twice as many as in 2021

**459,742**

actions towards improving numeracy inspired by National Numeracy Day 2022

## Influencing

**31%**

growth in social media audience on 2021, including a 70% Facebook growth and 80% LinkedIn growth

**60%**

increase in social media engagement on 2021, including a 113% Instagram increase

**4,813**

National Numeracy Day champion organisations, of which 3,820 are schools and education providers, a 78% increase on last year

**8,500**

increase in Instagram followers on 2020

**No. 1**

#NationalNumeracyDay trended No. 1 in the UK on the day





# What we do

## The problem

The UK has a problem with numbers, and it is holding us back. As a nation, numeracy levels are significantly below the average for developed countries; and as individuals, nearly half the working-age population has the expected numeracy level of a primary school child.

Not getting on with numbers blights lives and livelihoods, contributing to pervasive problems from unemployment to poor health and debt. And it costs the UK economy a staggering £25 billion a year.

Low numeracy disproportionately affects disadvantaged communities and holds millions of people back from fulfilling their potential and from getting on in life. With anxiety about numbers passing on from one generation to the next, we need to stop this cycle now.

## Our vision

Our vision is for everyone in the UK to get on with numbers so they can get on in life.

## Our mission

Our mission is to empower children and adults in the UK to get on with numbers so they can fulfil their potential at work, home and school. Our work improves how people understand and work with numbers in everyday life, sparking better opportunities and brighter futures.

## Who we serve

Poor numeracy is widespread, and everyone is welcome to access our support. Our focus is on helping people with low confidence or competence with numbers in disadvantaged communities, where the need is greatest.

## Our work

Our work helps improve numeracy or changes perceptions, leading to better outcomes for individuals.

It is scalable, supported by a sustainable funding base and delivered in partnership to leverage our impact. As the UK's 'go-to' numeracy experts, our work helps increase how numeracy is understood, valued and developed.

We support people to improve and use their numeracy by:

- Completing a high-quality numeracy check or programme.
- Engaging with learning to improve their confidence and skills.

- Taking a next step to apply or further develop numeracy for work, supporting children, and/or managing their money.

We change public and government perception of numeracy by:

- Building public understanding of the importance of everyday numeracy, its benefits and the belief that everyone can improve.
- Demonstrating that everyday numeracy is a gateway to further skills development.

## Our values

- **Community commitment:** We put people first. We give 100% to our people, partners and communities.
- **Trusted experts:** We are the UK's numeracy experts. We use data and evidence to offer credible, trusted insight.
- **Empowered futures:** We empower people for positive change. We listen, build confidence and enable people to gain greater control over their futures.
- **Always learning:** We believe change can happen. We are persistent and passionate in supporting people, partners and communities to accomplish their goals.



## A decade of impact

[Read our 10th Anniversary report](#)



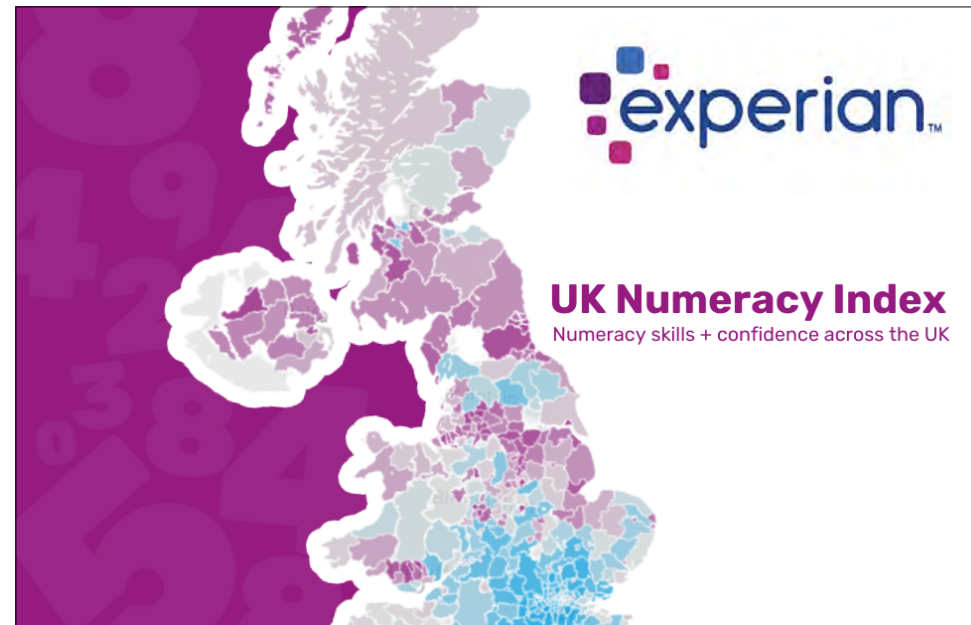
# Cost of living response

While improving numeracy won't stop the bills from climbing, it can help people make better decisions about their money. As we face the challenges posed by the climbing cost of living, having the confidence to work with numbers is vital.

In 2022, we saw a huge increase in people coming to us for support with managing their money. As the crisis began to bite, we carried out new research to inform our response and support those struggling with low numeracy and making ends meet.

## Mapping UK Numeracy


Struggling with numbers can make it more difficult to manage money, and



exacerbate vulnerability to debt, unemployment and fraud. National Numeracy and partner Experian combined knowledge and datasets to build the UK Numeracy Index: the first ever model to predict and rank areas of the UK by numeracy skills and confidence.

This unique and valuable dataset – across ward, local authority and regional levels

– can be used by policymakers, organisations and local communities to focus efforts to improve numeracy and boost social mobility.

 Explore the UK Numeracy Index

## Every Londoner Counts

National Numeracy proudly became a charity partner of

## Money management

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 in 2022, compared to the same period the previous year.

 **NEW RESEARCH**  
Counting the cost-of-living

**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

The Lord Mayor's Appeal in 2022. Our **Every Londoner Counts** initiative is helping thousands of Londoners in greatest need gain the crucial number confidence and skills that will help them thrive. By training a network of 500 Numeracy Champions we aim to help improve financial inclusion and employability in the city.



## Rising cost of living

Millions of Brits lack the number confidence to face the cost-of-living crisis, according to new research commissioned by National Numeracy Day Founding Supporter KPMG UK. The survey showed price hikes have left 45% struggling to budget and 57% looking to stretch their cash further. Nearly two fifths (38%) of respondents felt uncomfortable seeking help with everyday maths.

 The rising cost of living puts our nation's numeracy skills firmly under the microscope.  
Bina Mehta,  
Chair of KPMG UK

 **NEW RESEARCH**  
Numeracy, confidence and the cost-of-living crisis





# Real-life impact

The positive impact of improving numeracy was told to us again and again by those we supported in 2022.

From managing budgets or getting on in careers to helping children with homework or achieving self-improvement goals, they told us numeracy is at the centre of their life and livelihoods. We heard that improving numeracy also boosted confidence and self-esteem and sparked a desire to continue learning or to help others.

For **National Numeracy's 10th Anniversary**, some of the people we supported talked about the impact improving numeracy has had on their lives.

 Watch the video



## Peter

**Using the National Numeracy Challenge, Peter gained our Essentials of Numeracy certificate and now helps friends improve..**



Maths was a black hole for me ... improving has highlighted just how important being numerate is, because we do use it every day.



[Read Peter's story](#)



## Maria

**Maria was wracked with anxiety at the thought of doing maths after feeling shamed at school. She thought it was a feeling she'd never be able to overcome.**



I associated maths with great pain, and I don't think that's unique ... National Numeracy's positive messaging makes you think: 'Somebody cares!' So, thank you!



[Read Maria's story](#)



## Joanna

**Joanna left school with low confidence in her number skills – and little interest in improving them. That changed when she tried the National Numeracy Challenge for her NHS job.**



I was stressed, I was nervous, I didn't want to do the National Numeracy Challenge. But I was surprised and enjoyed challenging myself. I was proud of myself.



[Read Joanna's story](#)



## Mark

**Diagnosed with dyslexia and dyscalculia after years of struggling at school, he is now a trained Numeracy Champion and believes progress is within everyone's grasp.**



I felt that a switch had been flicked. I could now see why numbers were important and that I had been using numbers all my life in work and personal life.



[Read Mark's story](#)



# Influencing national action

## National Numeracy Leadership Council


The National Numeracy Leadership Council brings together our pioneering UK business partners, government and experts to elevate and address the issue of poor numeracy.

In 2022, its first full year, the Council has made great strides to drive social mobility by improving numeracy where the need is greatest.

Chaired by Andy Haldane, Chief Executive of the RSA and Vice-Chair of National Numeracy, Council members and their organisations shared insight and action on solutions to the numeracy issue and spearheaded efforts to increase awareness and engagement throughout the year.

Activities included contributing to policy development,

supporting research and events, progressing numeracy as a priority within their own organisations, penning media articles, speaking out about their own experiences and amplifying National Numeracy campaigns.

 Watch the Council's Big Number Natter

## The Multiply numeracy scheme


Following HM Treasury's announcement of large-scale adult numeracy scheme Multiply, we began working with several local and combined authorities across the UK to spark interest and action.

Our place-based focus utilises our Becoming a Numeracy Champion training programme and unique online tool, the National Numeracy Challenge.

We seek to empower residents to rethink their relationship with numbers and highlight the benefits numeracy can bring them and their communities.

Among National Numeracy's partners are: Cambridgeshire and Peterborough Combined Authority; West Sussex; Brighton and Hove; Liverpool City Region Combined Authority; South Tyneside; North Lincolnshire; Surrey; Leicestershire; Wiltshire; Bristol; Swindon; and Cornwall, in partnership with Seetec.



 It's great to be supporting National Numeracy Day, which is all about giving people the confidence to improve their numeracy skills.  
Rishi Sunak

## Influencing discourse and decision-making

As a charity we believe that change can happen. CEO Sam Sims spent the year talking about our work, research and evidence in fora where we can influence, collaborate and share knowledge to bring about positive change.

From education conferences about maths teaching, attainment and progression, to a joint event with the Maths Anxiety Trust, Sam spoke

about the role of numeracy for both children and adults.

He reacted to proposed policy, such as the Schools White Paper and Levelling Up White Paper, published think-pieces and was interviewed in the media, making the case for the UK's investment in improving numeracy skills at local and national levels.



## National Numeracy in the news

It was a record year for media coverage, as interest in our work and the numeracy issue soared.

Our media campaigns across the year sparked national and local TV, radio, print and online exposure. We garnered over 350 media mentions, reaching over 300 million people, more than any time in our 10 year history.

National Numeracy Day in May provided a huge boost to awareness with 238 mentions, reaching 201 million people. Daytime and news TV shows and every national tabloid, mid-market and broadsheet newspaper covered the day and the issue of numeracy.

Meanwhile national and local radio stations were inspired to host their own 'Big Number Natters' – our nationwide conversation about numbers – with phone-ins sparking

insight about how people feel about maths from our Ambassadors, listeners and journalists alike.

Celebrities, experts, politicians, business leaders, journalists, and the public all joined in and voiced their numeracy stories and opinions in 2022.





# Our campaigns

## Number Confidence Week

National Numeracy joined forces with Number Confidence Week Founding Partner TP ICAP and Lead Supporters 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.

Feeling confident about using numbers is the first vital step towards improving skills. This unique attitudinal approach is central to our work.



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

Meanwhile, our celebrity ambassadors helped attract media attention and created podcasts, videos, tip sheets and prize draws to encourage number confidence.

[Read the impact report](#)



## National Numeracy Day

The fifth birthday of our flagship campaign, National Numeracy Day, achieved a genuinely transformative level of impact across the UK.

With the campaign's Founding Supporter KPMG, Lead Supporters and Delivery Partners, celebrity ambassadors, champion organisations and real-life heroes, we inspired almost half a million actions towards improving numeracy. That's more than five times as many as last year.

The Big Number Natter sparked the first ever nationwide conversation about numbers, our media campaign reached over 200

million people, and 4,813 organisations championed National Numeracy Day – 71% up on last year.

We set a new Guinness World Record with thousands of schoolchildren across the UK and Times Tables Rock Stars. Meanwhile, 8,500 children entered our Number Heroes competition, and we shared content in British Sign Language and Sign Supported English.

[Watch the highlights](#)

[Read the impact report](#)



## Focus on dyscalculia

Our newest Ambassador, the financial writer, author, broadcaster and speaker Iona Bain, has dyscalculia – "dyslexia with numbers".

Iona is passionate about sharing her experiences and advice on navigating the world of numbers. For National Numeracy Day she created a film for BBC

One's Morning Live and for Number Confidence Week she shared videos, tip sheet and articles.

National Numeracy is passionate about inclusivity and is committed to empowering and supporting those with diverse needs to get on with numbers.


[More about dyscalculia](#)





# Supporting children's numeracy

We all want the children in our lives to feel confident with numbers, even if we struggle with maths ourselves. Attitudes to maths develop early in life and have a crucial impact on children's attainment, progression and their use of numbers in the real world. That's why we work with parents/carers and teachers to create maths positivity at home and school.

 Our work supporting children




## Family Maths parental engagement programme


Over 100 classes, 2200+ pupils and 200+ parents and carers completed our Parental Engagement Programme in 2022 across London, the West Midlands, Manchester and Scotland.

Parents, carers and families give children their first experiences of maths, which has a bigger impact than school on children's attainment.


Our programme improves parents' confidence in supporting their children with maths. It boosts the children's confidence too. We are grateful to John Lyon's Charity, PFG and Garfield Weston for supporting this work.

Having scaled up our parental engagement programme from three schools in 2021 to 17 schools completing in 2022, we are excited to develop this successful initiative in more locations.

 Find out more

 I like doing these because I like working as a team with my family when everyone is involved.

Child

 I've never been that confident with maths but by sitting down together and working out problems/sums it's helped revisit areas that I lack confidence in.

Parent

**88%**

of parents/carers attending our workshops felt more able to support their child

**91%**

of parents/carers in London engaged with their child on Family Maths activities



## Free Family Maths Toolkit

In 2022 there were 7000 downloads of our free Family Maths Toolkit, a collection of over 200 everyday maths activities for children and families to do together.

The activities support the national curriculum in England and the curriculum for excellence in Scotland. They encourage discussion and creativity to help children see how maths connects to real life.

 I can show my mum and dad how to do it.

Child

 Find out more



# Supporting children's numeracy continued

## Supporting families in Scotland

In partnership with Education Scotland we have been helping families feel good about maths.

A group of 30 Community Learning Development (CLD) practitioners and STEM Ambassadors across Scotland are taking part in National Numeracy's Becoming a Numeracy Champion programme. The training helps participants understand the barriers to maths learning that parents and children face.

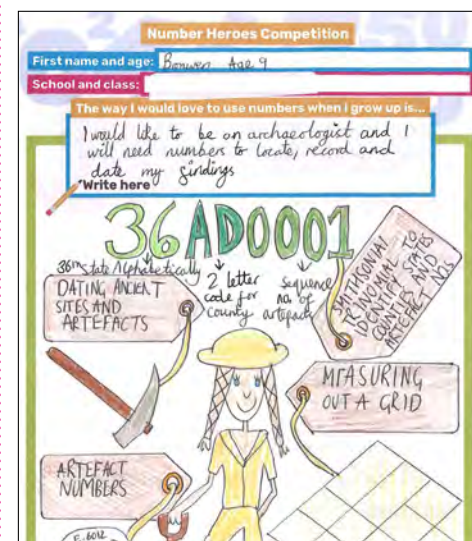
After the first phase, all participants felt more able to support children in developing positive attitudes towards numeracy and 97% felt more confident in supporting adults to do the same.



## Number Heroes competition

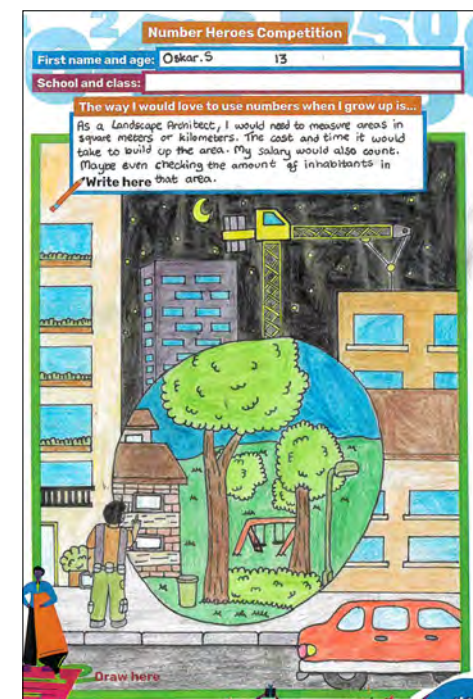
Our Number Heroes competition for kids expanded for National Numeracy Day 2022 and received 8,500 entries – a 49% increase on last year.

With six prize bundles worth over £1,000 for schools up for grabs, children aged 3 to 13 were challenged by our Ambassador Bobby Seagull to create a picture of a job or hobby they aspired to involving numbers.



The prizes were generously donated by our supporters KPMG, Numberblocks, Maths Circle, Oxford University Press, and White Rose Maths. KPMG also sponsored a new SEND/EHCP category to ensure the competition was as inclusive as possible.

[See the winning entries](#)



## We set a Guinness World Record

National Numeracy Day 2022 saw thousands of schoolchildren across the UK taking part in our Rocking and Rolling Numbers event, organised with Times Tables Rock Stars.

Led by Ambassadors Katya Jones and Bobby Seagull and Rock Star 'Baz Wynter', we set a

new Guinness World Record for a mass livestreamed 'rock 'n' roll' version of the five times table.

The then Education Secretary Nadhim Zahawi and Skills Minister Alex Burghart attended and congratulated the children who had been practising the number positivity song and dance for weeks.

[Watch the event](#)



## National Numeracy Day Champion schools

3,820 schools, colleges and education providers signed up to be National Numeracy Day Champions – a 78% increase on 2021.

The champions received a bumper pack of free, fun resources, including celebrity Ambassador videos and worksheets.

The Department for Education, Education Scotland, KPMG, Lincolnshire Co-op, Maths Circle, Numberblocks, the Scottish Government, West Ham United Foundation, White Rose Maths, and many more encouraged schools to get involved.





### Our Ambassadors

Recognising the urgent need for financial support in 2022, managing money has been incorporated in to our Becoming a Numeracy Champion programme, as well as offering a dedicated 'money' session.

Our 'maths, mindset and money' training sessions give champions the knowledge and understanding to support members of their community who have low confidence in numeracy and support positive conversations about maths and money.

Our training and workshops

### Our training and workshops

Our fantastic celebrity Ambassadors helped us open up conversations about numeracy for managing money, providing relatable and practical support and advice.

We are proud that Martin Lewis is a National Numeracy Ambassador, and that National Numeracy Day was named Campaign of the Week by Money Saving Expert.

Our financial expert Ambassadors Iona Bain and Timi Merriman-Johnson, aka Money Jar, created videos and tip sheets, had Big Number Natters and appeared on in the media to help both children and adults with number confidence and money.

Timi's tips for managing money



### Financial Times financial literacy and inclusion campaign

We worked with the Financial Times and its FLIC charity throughout 2022, contributing to articles and podcasts that seek to help everyone feel capable of navigating the financial world.

The FT's Money Clinic explored the question 'if you hated maths at school, will you be bad at managing money as an adult?' with our Ambassadors.

Listen to the podcast

# Managing money

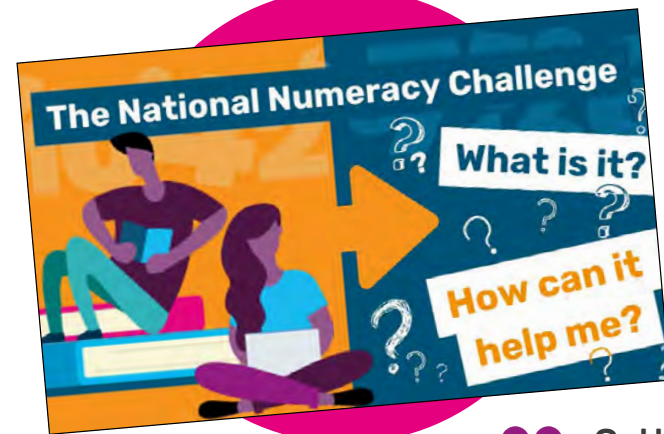
National Numeracy seeks to increase financial literacy, inclusion and resilience where is it most needed, among those with poor numeracy.

Those who lack number confidence are more likely to be excluded from, and to avoid, managing their finances.

We support people to build a good foundation of numeracy and money management through our training and workshops, the National Numeracy Challenge, our campaign, and by working with our celebrity Ambassadors and partners. We also share lived experiences, like Joseph's about managing debt and becoming more confident with personal finance.

Our work managing money

Joseph's story



### Building money confidence and skills

The National Numeracy Challenge has a 'money management' pathway and resources to support people to build the confidence and skills needed to get on top of everything from budgeting and bills to credit cards and cash.

And in 2022, we saw a 29% increase in the number of people coming to the Challenge in order to improve their money management.

National Numeracy Challenge users said:

Getting to grips with my numeracy helped me to take control of my finances.

Building my confidence with numbers has helped my money management skills. I can now pass these on to my children.

Developing my maths skills has helped me learn how to make my money go further.

Explore the Challenge


Watch the video



# Numeracy for work


Numeracy confidence and skills are essential in every workplace. Our tools, services and resources help people get started with learning, providing a stepping-stone to get into work, progress at work, or move towards gaining formal qualifications.

With low numeracy costing the UK economy around £25bn a year, our work helps unlock both individual futures and workforce skills.

 Our work on numeracy for work

## Overcoming barriers

In 2022, 11 different organisations commissioned us to provide direct-to-learner workshops. These are not maths lessons; they focus on overcoming the attitudinal barriers adults face as they return to learning.


 Our training and workshops

## Becoming a Numeracy Champion

In 2022 we doubled the scale of our 'Becoming a Numeracy Champion' training programmes which coaches workplace numeracy mentors, or 'champions', as we call them.

Our unique and innovative training shows the champions how to foster and develop positive attitudes towards numeracy with different themed sessions around mindset, money and supporting children.

Each trained champion then goes out and spreads the numeracy positivity among dozens of colleagues. In 2022 we scaled up our online delivery with 418 registered participants from 125 different organisations and 330 fully trained Numeracy Champions – twice as many as last year.

 Watch our workplace video




## Lincolnshire Co-op

From understanding staff rotas and pay slips to calculating shop discounts and understanding currency conversions, the need to improve numeracy at Lincolnshire Co-op extended right across the business.



 Listen to Tasha

The Co-op approached National Numeracy after finding our 'confidence first' approach chimed with its values of being helpful, inspiring, and trustworthy. Staff were trained as Numeracy Champions to help colleagues feel better about maths.

 It feels like maths isn't a big scary subject any more, because everyone knows we work with National Numeracy.  
Sophie

 Read Tasha and Sophie's story



 Listen to Sophie



## Frimley Health NHS Foundation Trust

Low numeracy was negatively impacting employee wellbeing and career progression at Frimley Health NHS Foundation Trust. But by the end of 2022, hundreds of NHS employees at the Trust were in a position to take up previously unreachable career opportunities.

The National Numeracy Challenge was introduced to the Trust's Functional Skills programme, allowing staff to develop number confidence and skills at their own pace. 76% of staff did not have the Essentials of Numeracy

to start with, but after using our learning resources this reduced to 59%.

A numeracy module was introduced into the Care Certificate induction programme, led by trained Numeracy Champions. This reduced the number of learners who did not reach the Essentials of Numeracy from 69% to 40%.

Trained Numeracy Champion Kelly said "Talking about my journey with maths helps healthcare support workers to open up about their own anxieties."

 Watch Kelly and Jayne's Big Number Natter



# Partner impact

A tremendous variety of activities showcased the beneficial impact of partnering with National Numeracy in 2022.

From developing the UK's first ever Numeracy Index, fresh research and insight and new staff engagement activities including our corporate volunteering programme, our partnerships built deep understanding of the numeracy issue, both within the partner organisations and externally.



## Our new corporate volunteering programme

With a decade's experience of inspiring numeracy in the workplace, National Numeracy launched a corporate volunteering programme in 2022 with the exclusive support of Capital One.

The investment allowed Numeracy to develop a unique, high-impact primary school programme in areas of greatest need supporting positive attitudes towards numeracy, now open to other partners.

Volunteers receive training and are matched with local schools to deliver 'My Maths Story' assemblies or 'Maths in the Real World' lessons, with an option for parents and carers to attend.

Helping communities prosper is a shared mission for Capital One and National Numeracy, and staff are now able to bring that mission to life across the UK, at any time of year.



Our partnership with National Numeracy is helping to breathe new life into our CSR strategy, engage our employees in new ways, and help us think how we can build numeracy skills into how our business is a force for good in society.

Dave Richards, Head of Corporate Responsibility, Capital One

The assembly was brilliant; it was great for the children to see an adult talk about maths and how it can impact life.

St Mary's Primary School

I loved it and felt the children and staff did too!

Capital One volunteer



# Partner impact continued



Amazon and AWS gift-in-kind enables us to host our online programmes. Their support means we can evidence our impact, conduct valuable research and improve our offer for target users, enabling us to meet the increased demand for our services.



Bloomberg supported National Numeracy Day and held a special event with Andy Haldane, our Vice-chair. It generously hosted National Numeracy's 10th Anniversary reception at its beautiful City of London headquarters, shining a light on a decade of impact.



2022 was packed with activities and events at Capital One. From a National Numeracy Day staff event with our Ambassador Rachel Riley to a 'One Question' charity event with our CEO Sam Sims, there was plenty to engage staff with numeracy and our partnership.



Our transformative partnership with Experian and the United for Financial Health programme continued apace in 2022 with the launch of the new UK Numeracy Index – providing a unique insight into the country's numeracy capabilities.

But it didn't stop there! From sponsorship of The Maths Appeal podcast, inspiring other partners at our Maximise your Impact even to being a founder member of the Numeracy Leadership Council and staff using the National Numeracy Challenge, our partnership with Experian continued to demonstrate tremendous impact.



For National Numeracy Day, over 100 KPMG volunteers delivered Numeracy at Work panels in 60 schools, reaching more than 2,000 pupils – 33% were in social mobility cold spots, opportunity areas or Education Investment Areas. Company leaders took part, including Chair Bina Mehta and Senior Partners in Manchester, Birmingham, Scotland, Bristol and Watford.



In 2022, our 'Every Londoner Counts' initiative, funded by the Lord Mayor's Appeal, offered Numeracy Champion training to the Adult Education teams in 33 London boroughs, with thousands of Londoners completing the National Numeracy Challenge or taking part in our workshops. We were proud to take number positivity onto the streets of London as part of the Lord Mayor's Show in November.



Our strategic partner PFG galvanized support for our partnership throughout the year with blogs, videos and fun activities. On National Numeracy Day PFG took part in The Big Number Natter and helped us to set a new Guinness World Record! While colleague Cathy Prior supported and encouraged others by sharing her own journey to numeracy improvement.



TP ICAP is a vital strategic partner, aligned to National Numeracy's commitment to tackle social mobility and transform lives. TP ICAP is Founding Supporter of the Number Confidence Week campaign, a research partner, a Lead Supporter of National Numeracy Day, a Founding Member of the National Numeracy Leadership Council, and a committed partner through the TP ICAP for Good programme.



Our partnership with Ufi VocTech Trust has now extended across a decade, and in 2022 it supported our 'Numeracy Champions in the Workplace' programme. The network of 500 Numeracy Champions in workplaces will support others to improve their confidence with numbers.

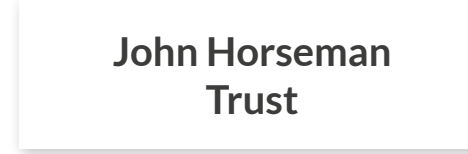
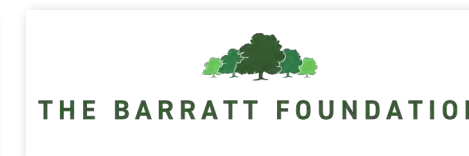
# Work with us

We are enormously proud of our work with partners in 2022 and grateful for their commitment to improving numeracy in the UK.

Reaching and supporting more people than ever before in these challenging times is testament to their leadership in addressing this crucial issue, the strength and depth of our partner relationships and their belief in National Numeracy's work as a vehicle for social mobility and positive change in a time of need.

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

Please get in touch with our Partnerships Team: [ellie@nationalnumeracy.org.uk](mailto:ellie@nationalnumeracy.org.uk)



## Contact Us

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