

London Multiply Roadshow Comms Pack



Key messages

Need help with everyday numbers? Whether it's tips and tricks to manage household finances, advice on how to help children with numbers or boosting your skills for work, you are not alone. We believe with the right support, anyone, at any age, can become confident with numbers.

This summer the Mayor's [London Multiply Roadshow](#) is back. Bringing a series of **free and fun events** across the city and a **campaign to raise awareness of free adult learning** opportunities to encourage Londoners to build their confidence and skills with numbers.

This includes the Mayor's [London Multiply Programme](#) which is running free training to support Londoners to get the numeracy confidence and skills they need to manage everyday life at work and home.

Over 50 per cent of adults in London have low numeracy skills; let's work together to help more Londoners build their confidence and skills with numbers.

About this comms pack

This toolkit provides guidance, assets and messaging to help you amplify the London Multiply Roadshow and encourage as many Londoners as possible improve their numeracy skills.

You can support the London Multiply Roadshow in the following ways:

- Join the campaign and share key messages and assets to encourage Londoners to take steps to improving their numeracy confidence and skills.
- Share details of the events with the Londoners and stakeholders you work with.
- Join an event in your local area.

If you would like copy for specific reasons, such as blog posts, or have questions, please contact Multiply@London.gov.uk.

Assets and copy

Assets

To help you raise awareness across your channels, please contact Tanya.Ollivierre@london.gov.uk for promotional materials such as leaflets, WhatsApp and social media images.

Videos

Hear from Londoners and employers on how they built their confidence and skills with numbers and the impact it has had. Share these [videos](#) on your channels to inspire Londoners.

Social media

Need help with the numbers on your household bills or want to upskill for work? The @mayoroflondon #LondonMultiply programme offers free courses to boost your number confidence and skills. Start your journey today and access free learning! <https://www.london.gov.uk/london-multiply>

Want to build your confidence with numbers? The @mayoroflondon London Multiply Roadshow is bringing a series of free and fun events that can help bring numbers to life. Come to a local event this summer for fun and games, and to learn more about free #LondonMultiply courses. <https://www.london.gov.uk/multiply-roadshow>

Newsletters

Need help with everyday numbers? Whether it's tips and tricks to manage household finances, advice on how to help children with numbers or boosting your skills for work,

you are not alone. We believe with the right support, anyone, at any age, can become confident with numbers.

This summer we have two ways you can start building your confidence with numbers.

- The London Multiply programme is running free training to support Londoners to get the numeracy confidence and skills they need to manage everyday life at work and home. Find out more about free numeracy skills training [here](#).
- The London Multiply Roadshow is bringing activities, games, information and refreshments, to help boost your confidence with numbers and connect you to local learning organisations. Find free and fun London Multiply Roadshow events [here](#).

Let's work it out!