

Number Confidence Week Comms Pack



Key messages

From 4 – 8 November, City Hall is marking [Number Confidence Week](#), a campaign run by National Numeracy to empower Londoners to build their confidence with numbers for everyday life at home and at work. This year's campaign will focus on the [gender confidence gap](#) and how women feel less confident with numbers.

Despite having similar skill levels, 40% of women do not consider themselves “numbers people” compared to 23% of men. Lacking number confidence makes life more challenging, whether it's managing bills, following medical advice, or pushing for a promotion¹. This can lead to debt, anxiety, and missed career opportunities.

We are using this opportunity to encourage women to increase their confidence and skills with numbers through the [London Multiply Programme](#)

About this comms pack

This pack can be used by partners of the London Multiply Programme and any organisation that works with Londoners who may need or want to improve their number skills. It provides guidance to help you amplify the Number Confidence Week Campaign to encourage as many adults as possible to take steps to improve their confidence with numbers.

¹ Data from YouGov research in September 2022, for National Numeracy, unless otherwise stated.

You can support Number Confidence Week in the following ways:

1. Raise awareness of Number Confidence Week and the London Multiply programme on your channels using the suggested posts in this pack and hashtags #LondonMultiply and #NumberConfidenceWeek.
2. Share your Number Confidence Week activity and posts with the London Multiply team for amplification across our channels.

Further resources and information can also be found on the National Numeracy [website](#).

Comms channels

Below, we have suggestions of content and potential channels that you can use. This includes guidance on how to promote Number Confidence Week via assets, newsletters and social media tools.

If you would like copy for specific purposes, such as blog posts, please contact: Tanya.Ollivierre@london.gov.uk

Newsletters

From 4–8 November, we're celebrating Number Confidence Week. Run by [National Numeracy](#), this campaign encourages Londoners build their confidence with numbers for everyday life.

Many Londoners, especially women, face barriers due to low confidence with numbers, which can impact everything from managing bills to advancing in their careers. The Mayor's London Multiply Programme is taking action to address the gender confidence gap.

In the last two years, Londoners have taken more than 39,000 London Multiply courses to build their number confidence and skills, with 75% being women. One learner shared “I didn't like maths because I had anxiety from a traumatic experience [when I was a child]. I didn't want to do it but now I can do my numbers by myself, with no need for anyone to help me”.

Whether you're looking to better manage your finances, upskill for work, or help your children with homework. Take the first steps with London Multiply this Number Confidence Week! *[Include link to your London Multiply page]*

Social media

Want to build your confidence with numbers? Over 39,000 #LondonMultiply courses have helped Londoners to do just that! This #NumberConfidenceWeek hear how London Multiply has inspired thousands of Londoners to improve their numeracy skills. https://www.youtube.com/playlist?list=PLsZNTIKQ-f0Fp9CAcubpX4FvzwJ4C2_S

We're tackling the gender confidence gap this #NumberConfidenceWeek. 73% of learners who've taken #LondonMultiply courses are women and we're encouraging more women to access free training. Start your journey towards number confidence today! <https://www.london.gov.uk/london-multiply>

This #NumberConfidenceWeek, we're empowering Londoners to build their number confidence for everyday life and work. The @mayoroflondon #LondonMultiply programme can help build your confidence with numbers for free! Find a free maths course today. <https://www.london.gov.uk/london-multiply>

Social media assets

You can share real stories from Londoners on how they built their confidence and skills with numbers and the positive impact it had on them.

Check out the videos [here](#) and include with the suggested social media copy above.