

London Multiply communications pack for providers



About this comms pack

This toolkit is to be used by all skills providers and delivery partners of the London Multiply programme. It provides guidance, assets and messaging to help you support the London Multiply programme and encourage as many adults as possible to develop and improve their numeracy, progress into further learning and access good jobs.

London Multiply - key messages:

1. The London Multiply programme is supporting Londoners to get the numeracy confidence and skills they need to access good work or further learning and help them with the financial pressures that so many are facing.
2. Nearly 300 free numeracy courses will be available across the capital run in partnership with employers, schools and community organisations. Find the nearest course for you..
3. The Mayor is committed to ensuring that everyone, especially those who need the most support, can access the numeracy skills and qualifications they need as part of his mission to build a fairer and more prosperous city for everyone.
4. The London Multiply programme is a near £41 million investment over three years to enable thousands of Londoners with no or low numeracy qualifications access essential numeracy skills training for free.

Comms channels and templates

We have provided some suggested comms channels and templates below to support promotion of the London Multiply programme, these can be used alongside information of

your provision in London. If you would like copy for specific reasons, such as blog posts, please contact Multiply@London.gov.uk.

Newsletter and leaflet copy

The Mayor's new London Multiply programme will support thousands of Londoners with no or low numeracy qualifications access essential numeracy skills training for free.

Numeracy confidence and skills are crucial for life and work, including to better manage everyday finances, help children with their homework, progress into further learning and access good jobs.

[Details of Multiply provision]

The Mayor is committed to ensuring that everyone, especially those who need the most support, can access the numeracy skills and qualifications they need as part of his mission to build a fairer and more prosperous city for everyone

Social Media

Please use the hashtag **#LondonMultiply** in all digital communications promoting the London Multiply programme and tag @MayorofLondon where possible.

Please ensure that a relevant link is included with each post below (e.g. your own web pages or press coverage).

The London Multiply programme can help you get the numeracy confidence and skills needed to access good work or further learning. [#LondonMultiply](#)

Want to take your career to the next level? If you're aged 19 and over and don't have a numeracy qualification, you can access free numeracy skills training through the London Multiply programme. [#LondonMultiply](#)

Do numbers make you feel nervous? The [#LondonMultiply](#) programme offers free numeracy courses... Find the right course for you.

Multiply helps Londoners to use maths in their everyday life. There are nearly 300 free numeracy courses ranging from short, flexible courses in money management to career focused courses. Learn more about how Multiply can help you.

Case Studies & Testimonials

We are encouraging providers to share case studies of Londoners who used Multiply provision to increase their skills, access good work or further learning, or progressed towards positive social or economic outcomes.

We would like to use case studies in the following ways as part of the London Multiply programme:

- On digital platforms and in social media
- To produce photography and video 'testimonials' to support the promotion of the London Multiply programme.
- In press engagement

Please contact multiply@london.gov.uk to discuss case study opportunities.

Branding

Providers of the Multiply programme in London **must use both the Supported by Mayor of London Logo and Multiply Logo prominently** in all communications materials and public facing documents relating to funded activity – including print and publications, through to digital and electronic materials.

The information below outlines the guidelines to follow when using the Supported by Mayor of London and Multiply Logos.

Mayor of London style guidelines

Mayor of London style guidelines should be followed in any external communication referencing partnership with the GLA and Mayor of London, and includes guidance on:

1. our brands
2. core principles
3. brand principles
4. brand tools
5. our logos
6. our colour palette
7. our font

Please access the guidance here: <https://www.london.gov.uk/who-we-are/governance-and-spending/sharing-our-information/our-brand-guidelines>

Please use the Supported by Mayor of London logo in all appropriate external communication related to the London Multiply Programme. A pack of logos has been enclosed.

Where you are using the Supported by Mayor of London logo please make sure you follow our brand guidelines. Further approvals may be needed by the GLA design team, which we will confirm.

DfE Style Guidelines

As part of the Multiply national programme, all providers need to add the Multiply logo as part of the communication guide provided by DfE.

The Multiply brand guidelines and logos can be found here

<https://www.gov.uk/government/publications/multiply-campaign-brand-guidelines-and-logos>

Contact information

For any questions, please contact multiply@london.gov.uk.