

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. 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 £40 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 London Multiply programme 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]

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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 300 free numeracy courses ranging from short, flexible courses in money management to career focused courses. Learn more about how Multiply can help you.

Social Media Assets

These social media assets have been created to share messaging about the London Multiply programme on social media channels and stories including WhatsApp. Please share these assets using the suggested social media copy above, making sure to include #LondonMultiply & #NationalNumeracyDay.

Assets for social media posts

MAYOR OF LONDON



4. $3[8 + (4 + 2)] =$
5. $\frac{2^5}{2^3}$
 $3(4^2 + 1) =$

THE LONDON MULTIPLY PROGRAMME

Get the numeracy confidence and skills training you need for work or further learning.

Find out more today, search London Multiply

Multiply

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Assets for Social Media Story

MAYOR OF LONDON



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Multiply

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

A list of suggested questions has been included below this text as a prompt for reflection.

- How did you feel about maths before you enrolled onto your course?
- Why did you decide to enrol?
- What type of learning did you do on your course?
- How has your course helped in your everyday life?
- What were your expectations of the course and how does this compare to now?
- How has your attitude to maths changed compared to when you first started?

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

Branding

Providers of the London Multiply Programme must use the **Mayor of London logo and the Department for Education (DfE) Skills for Life and Multiply lockup and Funded by the UK Government logos** prominently in all communications materials and public facing documents relating to funded activity – including print and publications, through to digital and electronic materials.

Please refer to the London Multiply Programme branding guidelines for more information on how to use the Mayor of London and DfE Logos.

Contact information

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