

# National Numeracy Day Comms Pack



## National Numeracy Day

Do you know 58 per cent of adults in London are estimated to have low numeracy skills, this may impact their ability to understand financial documents, including pay slips and bills, work out discounts to help with budgeting, and their earnings overall.

This May City Hall is marking National Numeracy Day on 22 May. The campaign is run by National Numeracy, to empower adults and children to take their first steps towards improving their numeracy skills to help them at work, school and home.

Use this opportunity to spread the word about free local numeracy training provision, including the [London Multiply programme](#), and encourage Londoners to take steps to improve their confidence and skills with numbers.

City Hall is also running a [Big Number Natter](#), creating the space for Londoners to talk about how they feel about numbers and use them in their everyday lives.

## About this comms pack

This toolkit 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 London Multiply programme and the Big Number Natter to encourage as many adults as possible to take steps to improve their numeracy confidence and skills.

You can support National Numeracy Day in the following ways:

- Raise awareness of National Numeracy Day, the London Multiply programme and the Big Number Natter on your channels.
- Share details of National Numeracy Day, the London Multiply programme and the Big Number Natter with Londoners and organisations you work with.

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

## Assets and copy

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 and share [here](#).

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

## Newsletters

### General

This May we're celebrating National Numeracy Day. This is run by National Numeracy and empowers adults and children to take their first steps towards improving their numeracy skills to help them at work, school and home.

Feel nervous around numbers, need help with the numbers on your household bills, want to upskill for work, or help your children with their maths homework? You are not alone. We believe with the right support, anyone, at any age, can become confident and happy with numbers.

Multiply your potential this National Numeracy Day with the Mayor of London's free numeracy skills programme. You find out more information [here](#).

You can watch inspiring stories of Londoners who have improved their numeracy confidence through London Multiply [here](#).

## Social Media

### General

Want to build your confidence with numbers? This #NationalNumeracyDay explore free training to help you better manage everyday finances, progress into further learning and access good jobs through the #LondonMultiply programme. @Nat\_Numeracy <https://www.london.gov.uk/london-multiply>

Feel nervous around numbers? Whether you're looking to better manage bills or upskill for work, you are not alone. Everyone can be good at numbers. Access free learning today! #LondonMultiply #NationalNumeracyDay @Nat\_Numeracy <https://www.london.gov.uk/london-multiply>

Multiply your potential this #NationalNumeracyDay through @mayorofLondon free numeracy programme. Whether you're looking to help your child with numbers or better understand finances, there is something for everyone. #LondonMultiply @Nat\_Numeracy <https://www.london.gov.uk/london-multiply>

### *The Big Number Natter*

This #NationalNumeracyDay City Hall is joining the #BigNumberNatter to get everyone talking about numbers. How do you feel about numbers? Join the conversation on Talk London and have your say. #LondonMultiply @Nat\_Numeracy <https://www.london.gov.uk/talk-london/skills-and-education/big-number-natter>

Did you know many Londoners feel anxious using numbers in everyday life? Let's change the narrative this #NationalNumeracyDay! Join the #BigNumberNatter on Talk London and have your say on what numbers mean to you. #LondonMultiply @Nat\_Numeracy <https://www.london.gov.uk/talk-london/skills-and-education/big-number-natter>

Struggling to help your children with their maths homework? This #NationalNumeracyDay join the #BigNumberNatter on Talk London and have your say. Together we can build a positive culture around numbers. #LondonMultiply @Nat\_Numeracy <https://www.london.gov.uk/talk-london/skills-and-education/big-number-natter>