



A City of Maths

Stakeholder Meeting, February 2025



Image: Olga Paris-Romaskevich, [#StreetMath](#) project

Key Audiences

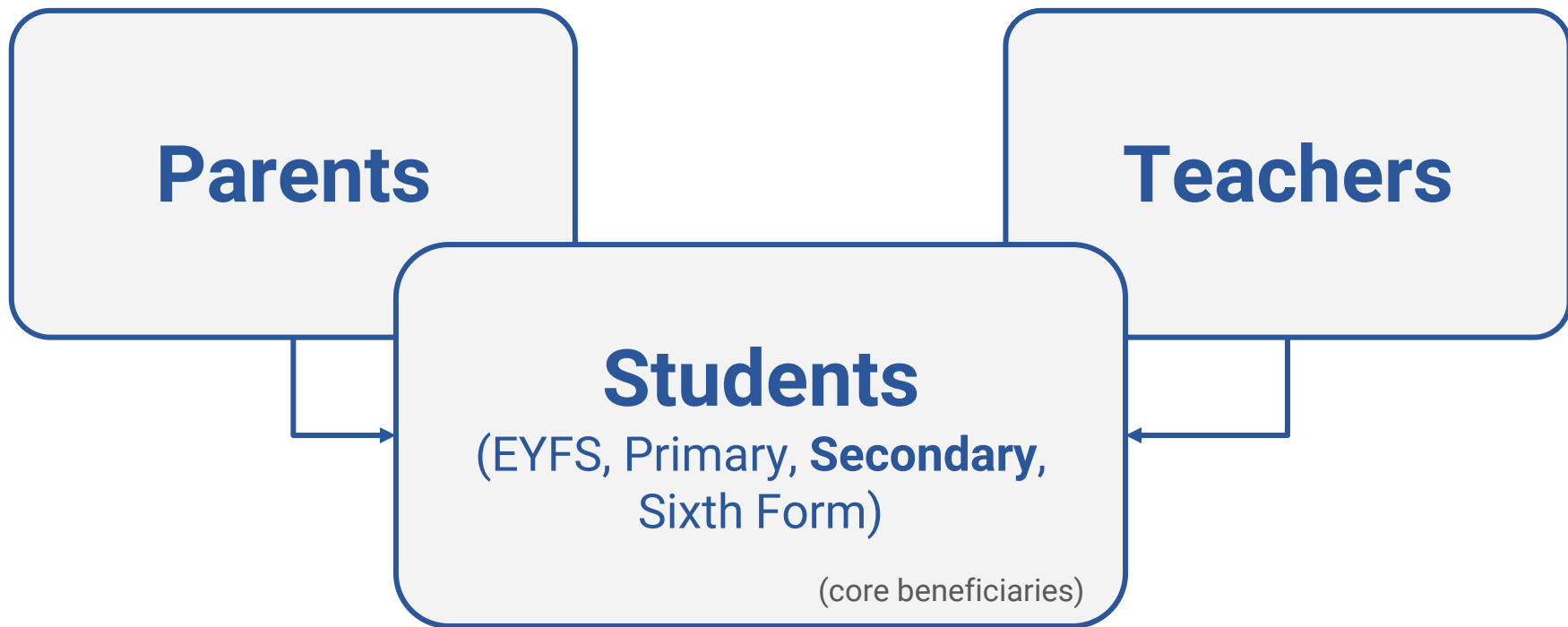




Photo: Chris Vaughan

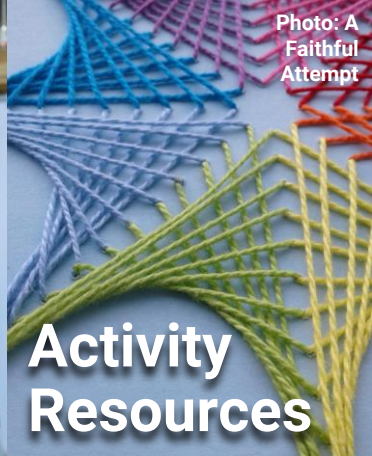


Photo: A Faithful Attempt

Activity Resources



Piano Trail 2021



Light Night

'Impossible Patterns' (2024)
photo: Simon Cross

Interventions with Partners



Festivals



Radio



Sports Events



Teacher CPD

Photo: Trafford College

Proposed Interventions

- List of ideas developed in consultation with stakeholders; suggestions have been agreed on by multiple consultees
- Potential interventions of a range of types have been discussed and costed; where possible, **research basis** found for effectiveness of this type of intervention
- Interventions affecting **V**alue, **I**dentify, **M**indset and **E**xperience, in both **formal** and **informal** settings

Core

Marketing

Evaluation

Flagship events

Small events

Grants

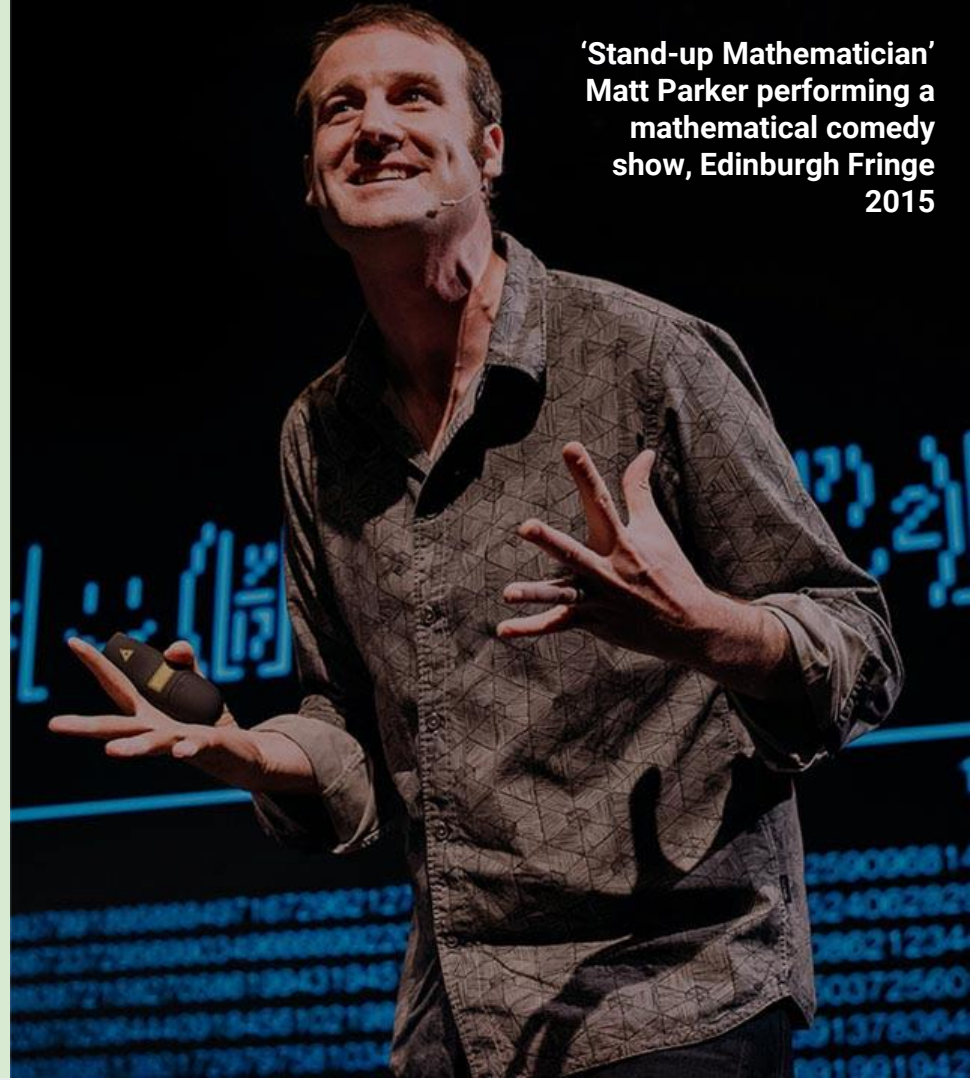
Content creation

Flagship Events

Produced, commissioned and promoted by City of Maths

Examples

- Events and maths content at **local supermarkets** and **sports games** (V/M, informal)
- Partnership events: laser/drone display at **Light Night Leeds**, and maths activities as part of **Leeds BID trails** (E/I, informal)
- Interactive '**TaskMathster**' event in schools,



'Stand-up Mathematician'
Matt Parker performing a
mathematical comedy
show, Edinburgh Fringe
2015

Smaller Events

Forming a culture of mathematical activity across the city

Examples

- Stalls, presence and sponsorship of events at **local festivals** and council-run events
- **Events for teachers** including an award ceremony celebrating excellence in teaching locally
- **Maths Busking** - street performance with maths tricks
- Local radio spots - '**weekly puzzle**', maths in the news/daily life



Content Creation

Source or commission materials for existing organisations to use

Examples

- CPD for teachers - improved access to existing support, and **training on changing mindset and narrative**
- Working with local museums, galleries & libraries to **emphasise maths** in their existing collections
- **Activity sheets and resources** for STEM clubs, art and craft clubs, wraparound care & Scouts/Guides

Geometrical Object Making
workshop at Bridges Math/Art
Expo, Stockholm 2018



Marketing

Marketing/media campaigns to raise awareness and promote activity

Examples

- Large-scale **advertising campaign** promoting City of Maths events as well as general maths literacy, play and puzzles, including **collaborations with local businesses** and **everyday touchpoints** (supermarkets, buses etc)
- Website and **social media** (TikTok)
- Framed around **levelling up your maths**, and how parents can support their children with maths
- **'Happy Data'** - positive statistics
- Promotion of existing schemes around **STEM careers & Core Maths**

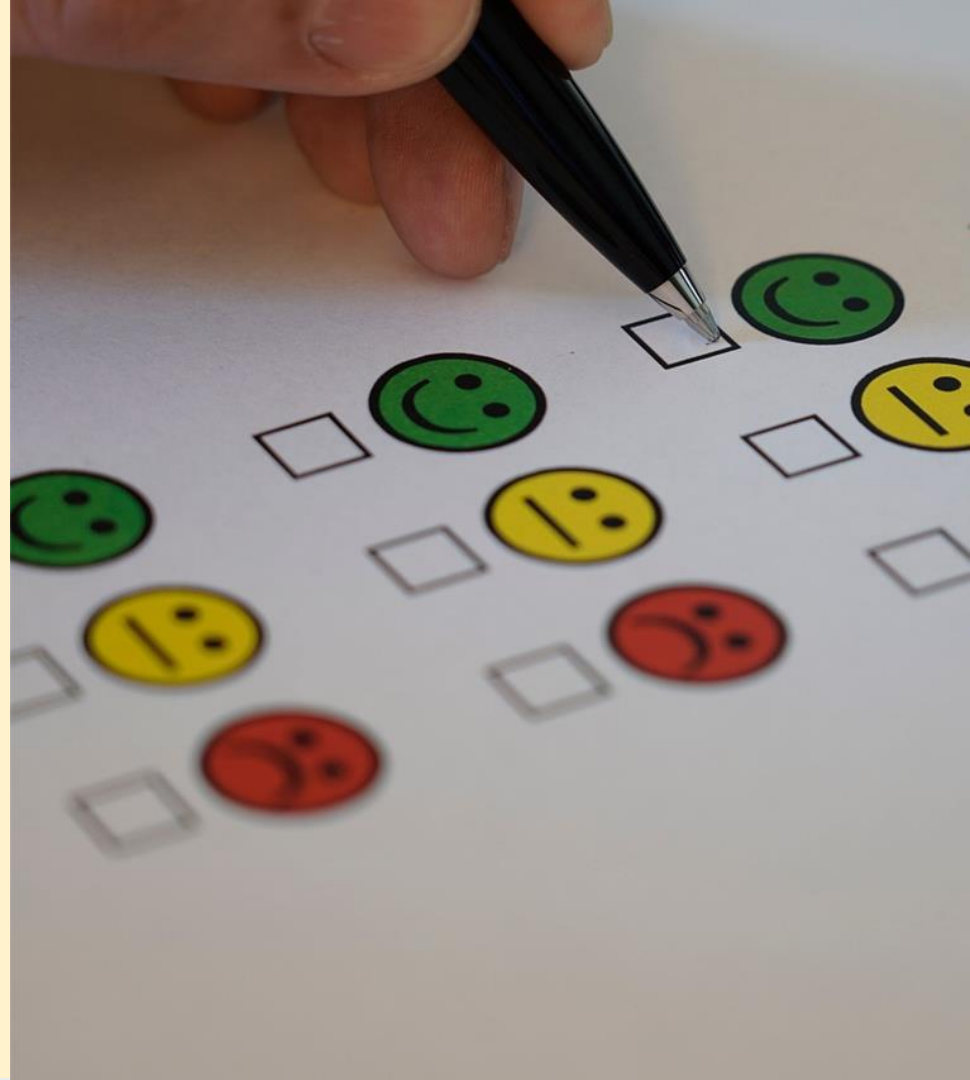
Advertising on petrol pumps;
Nottinghamshire NHS, October 2021



Evaluation

Establishing the impact of the City of Maths, and ensuring high-quality facilitation throughout

- Evaluation package from an external consultant, including assessment of the **impact** of the activities, as well as more dynamic **reflective practice** ongoing throughout the project, to allow facilitators to improve over the course of the project.



Theory of Change

"Negative attitudes to maths lead to negative outcomes"

THE CITY OF MATHS

A 2-year programme of cultural interventions - grants, events and experiential activities celebrating and highlighting the importance of maths

Audiences

Parents

Teachers

Students

- disengaged
- wish to improve

- Public & school events
- Resources & materials
- Grants & incentives
- Marketing
- Experiential, memorable interactions

Outcomes

Recognition of relevance
Confidence & self-efficacy
Motivation to engage



Student motivation/mindset
Appreciated teachers

Awareness of utility
Positive mathematical discussions
U.D. consider maths careers

Legacy: maths events and partnerships, model for STEM engagement events

Outputs

Positive Experiences
Celebrating Maths
Connection & sharing



Better CPD
Outreach opportunities
Supported teachers

Careers info
Skills & confidence
Employer connections

Underrepresented demographics

Resources, experience and connections

£££

Partner Input

Inputs

Impact

Positive attitude
Improved engagement

- **More confident mathematicians**, higher **maths literacy** and **maths capital**
- Locally, **STEM education courses** have a larger and more **diverse** cohort
- **Positive attitudes** are passed onto the next generation and maths is valued