



MATHSCITY

- What and where?
- Why?
- How?









MATHSCITY

- Where?

Many high street shops are vacant due to the impacts of online shopping and the pandemic. These incur a tax cost to landlords. A tenant charity removes these costs.

We approached landlords with empty shops until we got a good offer.

- Trinity Leeds is a 1 million sq. ft retail and leisure centre in Leeds.
- Approx 23 million visitors a year.
- 120 shops, restaurants, bars and a cinema.
- Closest shopping centre to Leeds train station and is a 5-minute walk to the bus station (0.3 miles).

Why?

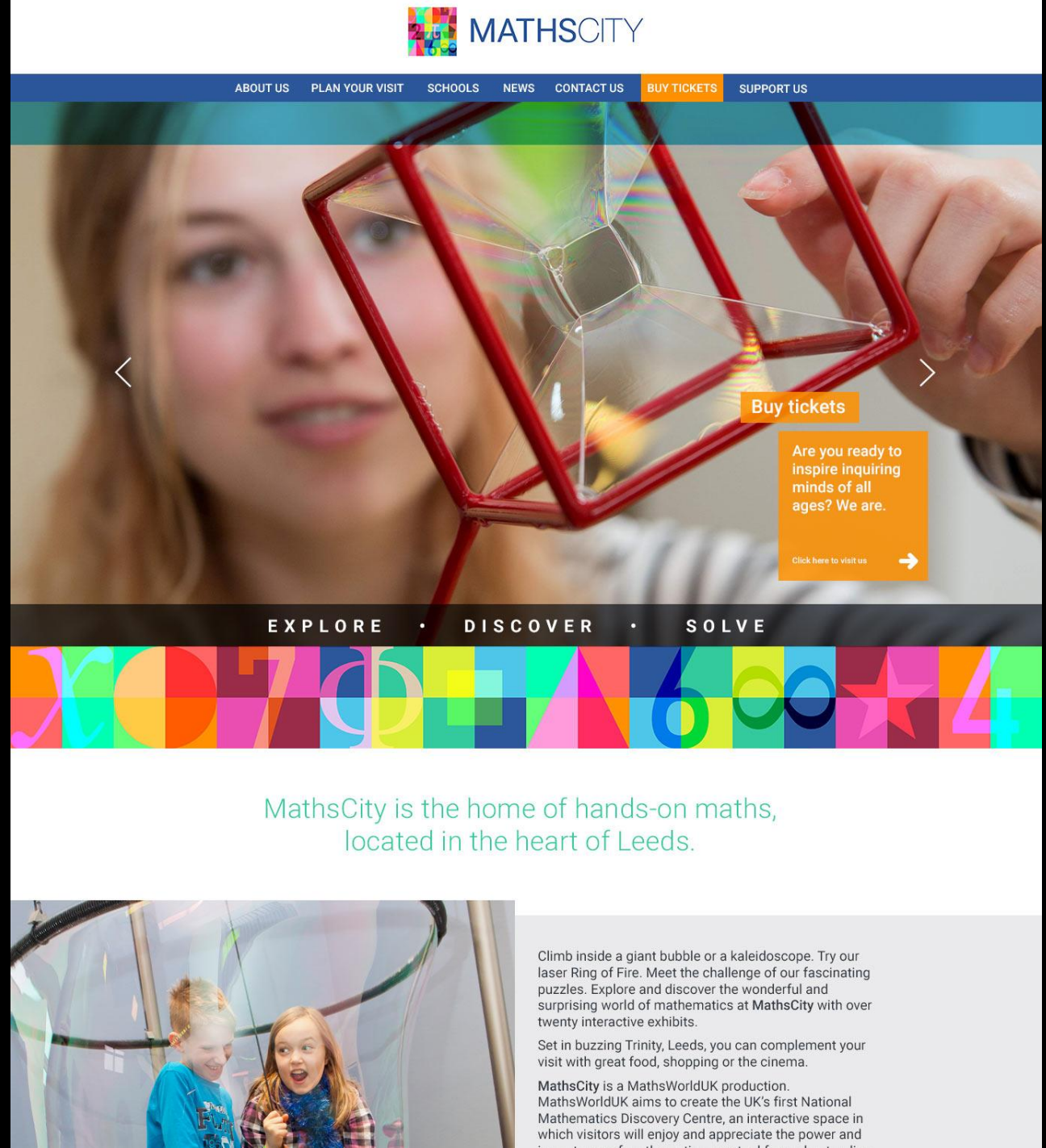
We aim to create a National Mathematics Discovery Centre.

This is a £Multi Million project.

Fundraising requires:

- Experience
- Success
- Show don't tell

There is a risk with making a smaller offering but we decided it was best to make a start.



MathsCity is the home of hands-on maths,
located in the heart of Leeds.

Climb inside a giant bubble or a kaleidoscope. Try our laser Ring of Fire. Meet the challenge of our fascinating puzzles. Explore and discover the wonderful and surprising world of mathematics at MathsCity with over twenty interactive exhibits.

Set in buzzing Trinity, Leeds, you can complement your visit with great food, shopping or the cinema.

MathsCity is a MathsWorldUK production. MathsWorldUK aims to create the UK's first National Mathematics Discovery Centre, an interactive space in which visitors will enjoy and appreciate the power and



How?

Once we had the space and had raised funds we turned to Matrix members and bought exhibits. Our first themes are 'Shape' and 'Problem Solving'.

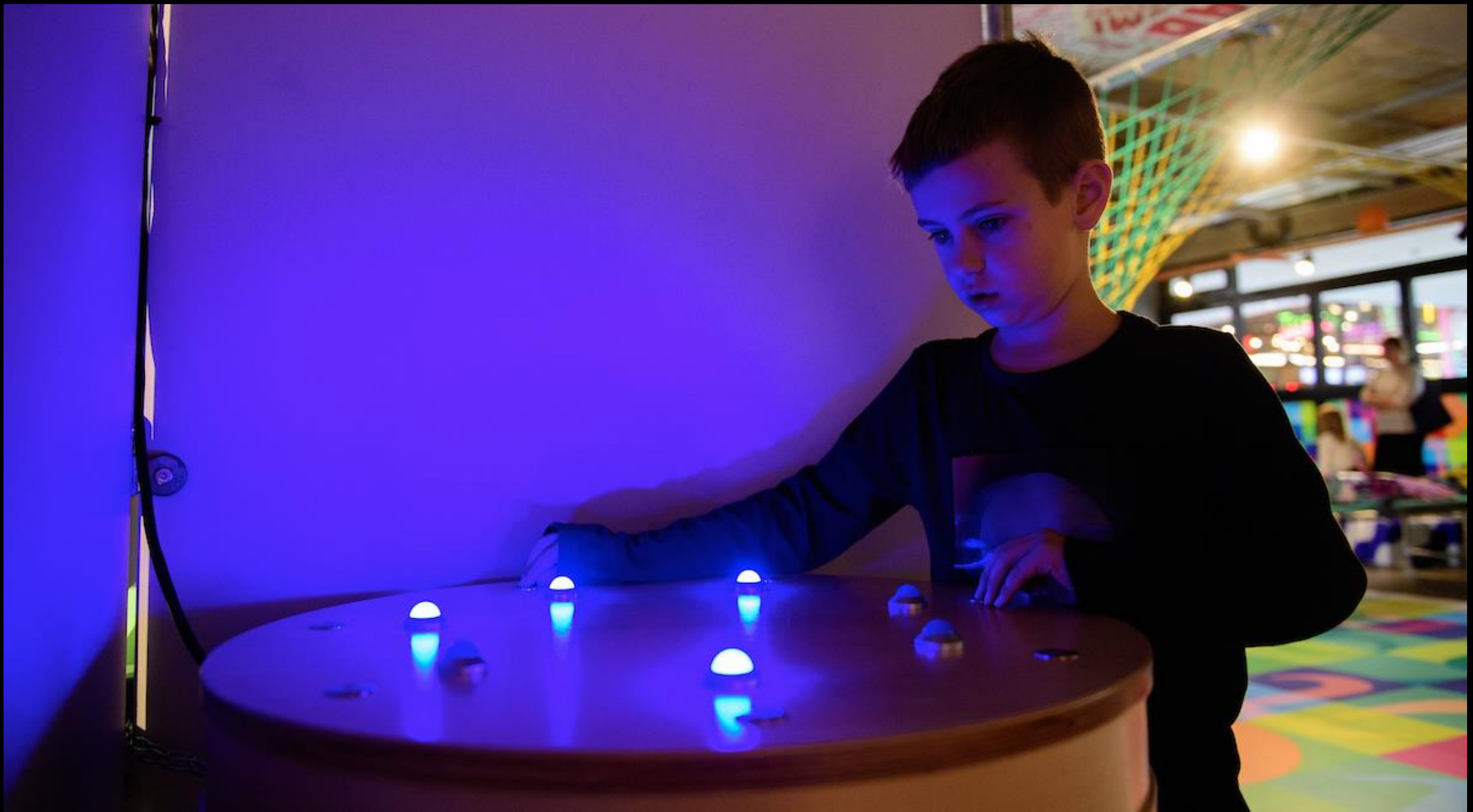
Other tasks-

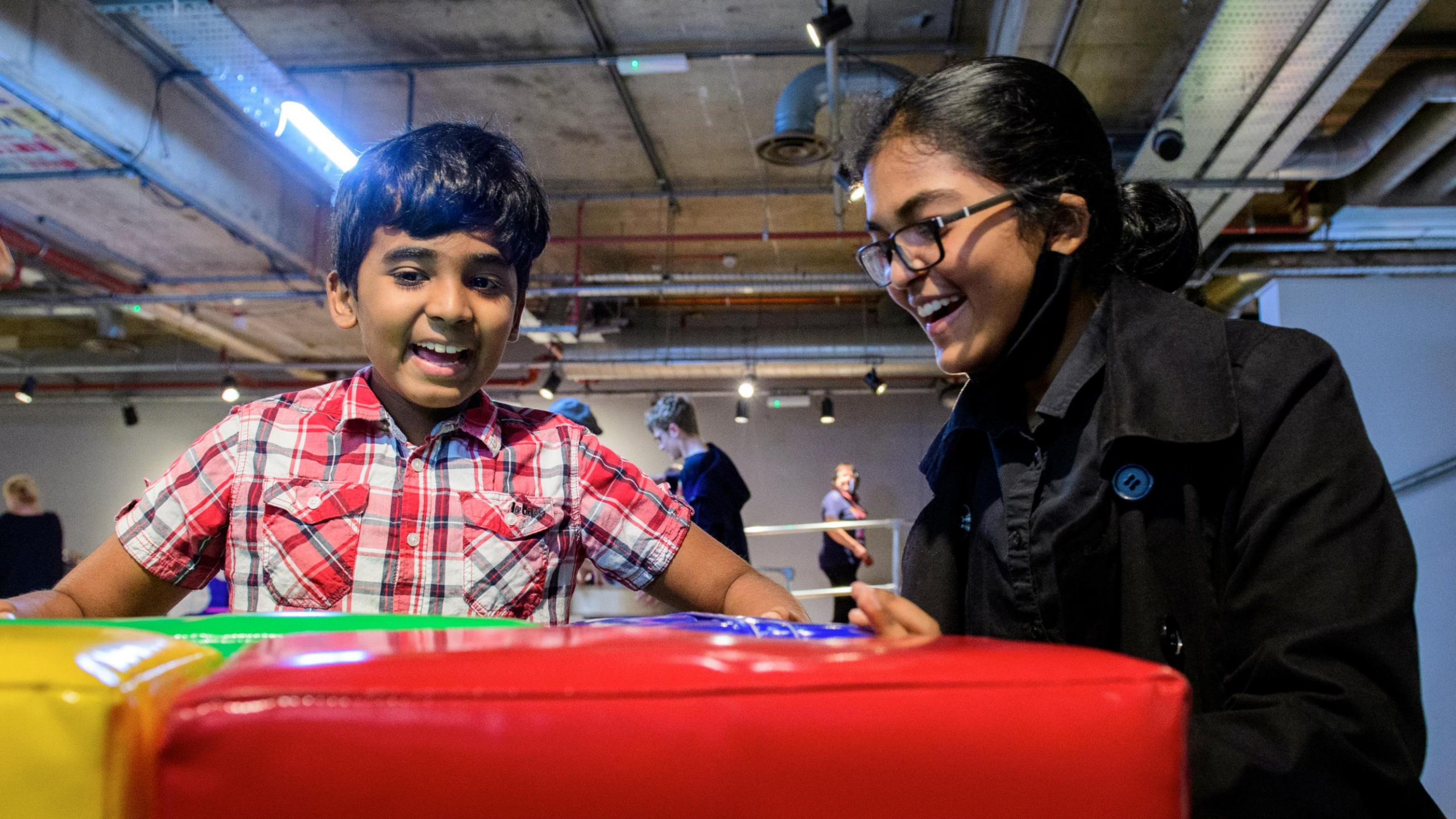
- Branding
- Website
- Ticket and sales system
- Design and fit out of the space
- Recruitment
- Marketing











MathsCity – Year 2

Next steps = new contents e.g.

Code Breaking



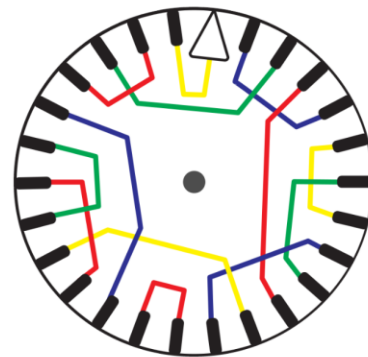
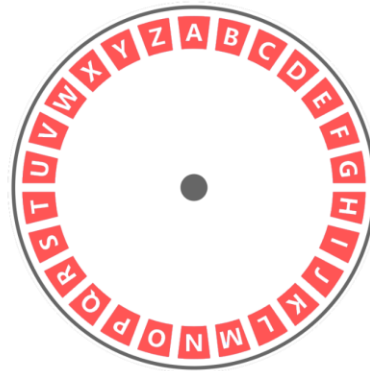
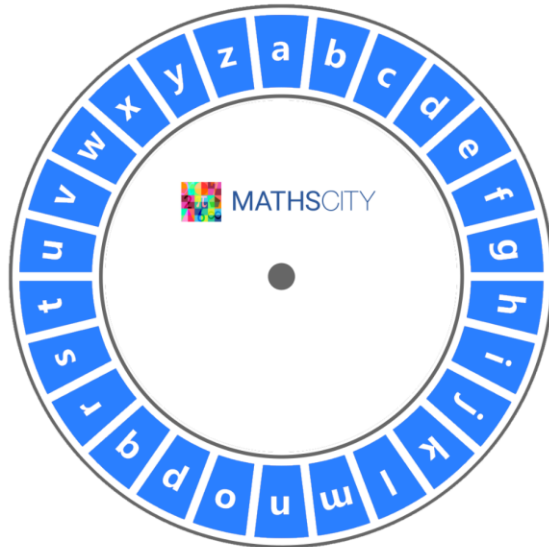


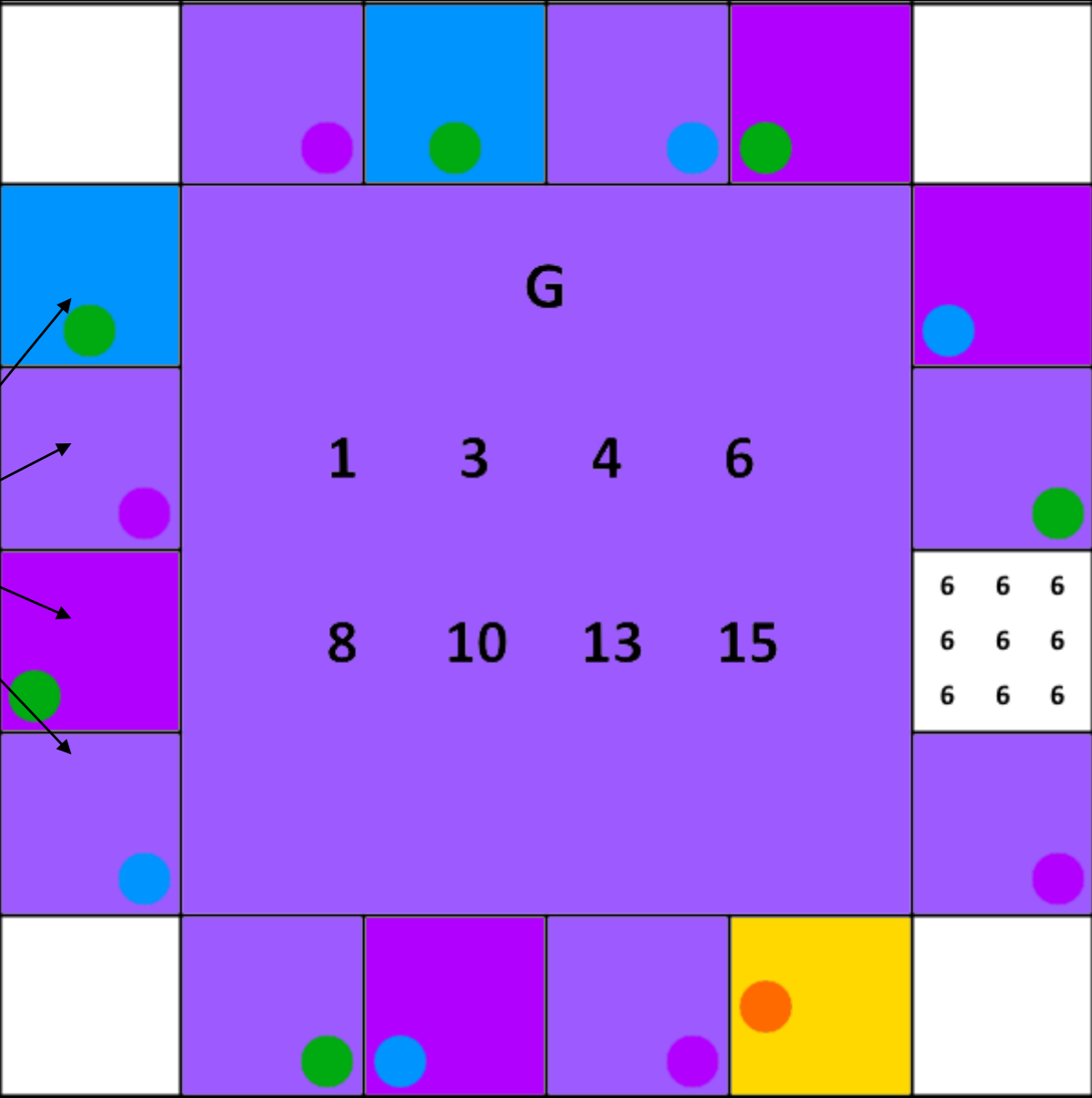
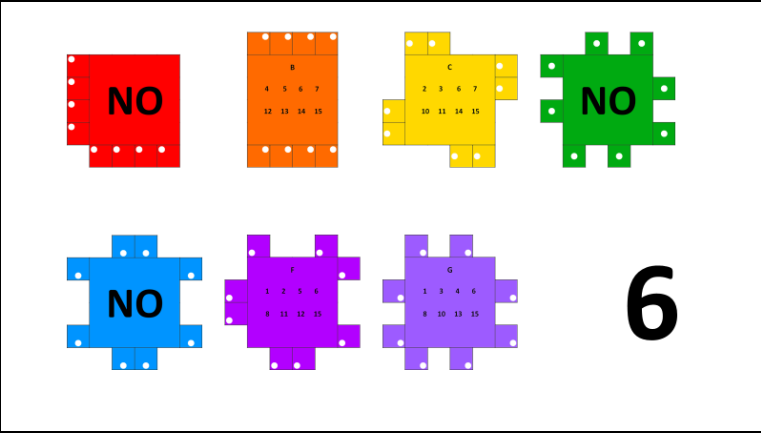




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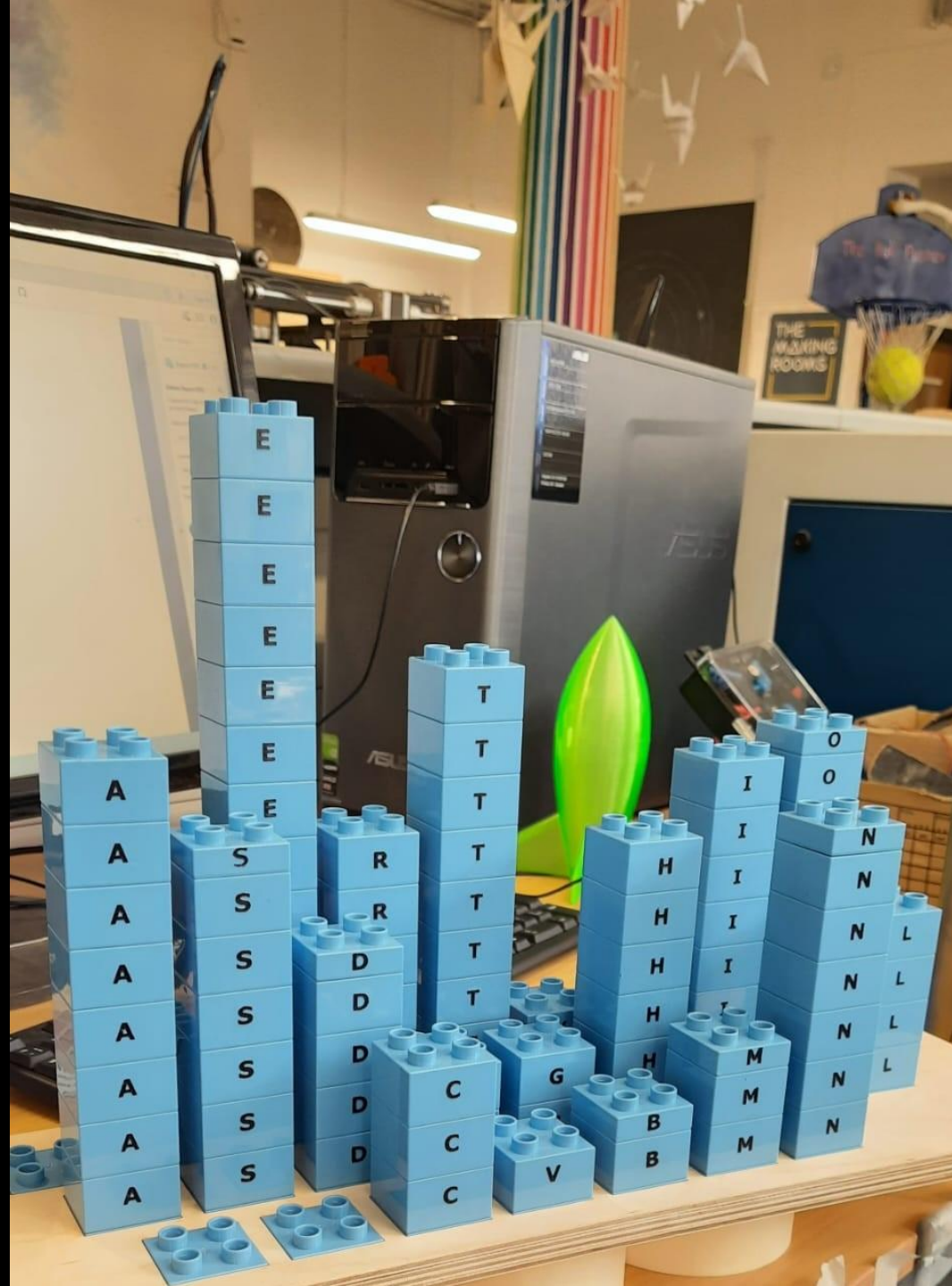
IU Q





All the wrong answers are covered by at least 3 cards

The correct answer is uncovered



Evaluation

Independent evaluation measuring success against objectives

The evaluation aimed to understand the impact on visitors, specifically if MathsCity has:

- Enabled visitors to enjoy maths?
- Changed visitor perception of maths?



Research Method

Quantitative

- **Pre and post-visit pupil surveys** (Pre-visit n=167, Post-visit n=113)
- **On-site feedback board**

Qualitative

- **Onsite 'luggage tags' comment feedback:** Visitors in April-May 2022 were invited to give comment on a luggage tag, along with some basic demographic information. Responses: n=117.
- **School visit observation:** Observation of sessions on Tuesday 10th May 2022
- **School pupil focus groups:** Two focus groups with pupils who had visited the centre, on 13th May 2022.
- **School teacher interview:** Interview with accompanying schoolteacher, 13th May 2022



Leonardo Bridge

Use these sticks to build a bridge like the one in the picture below.

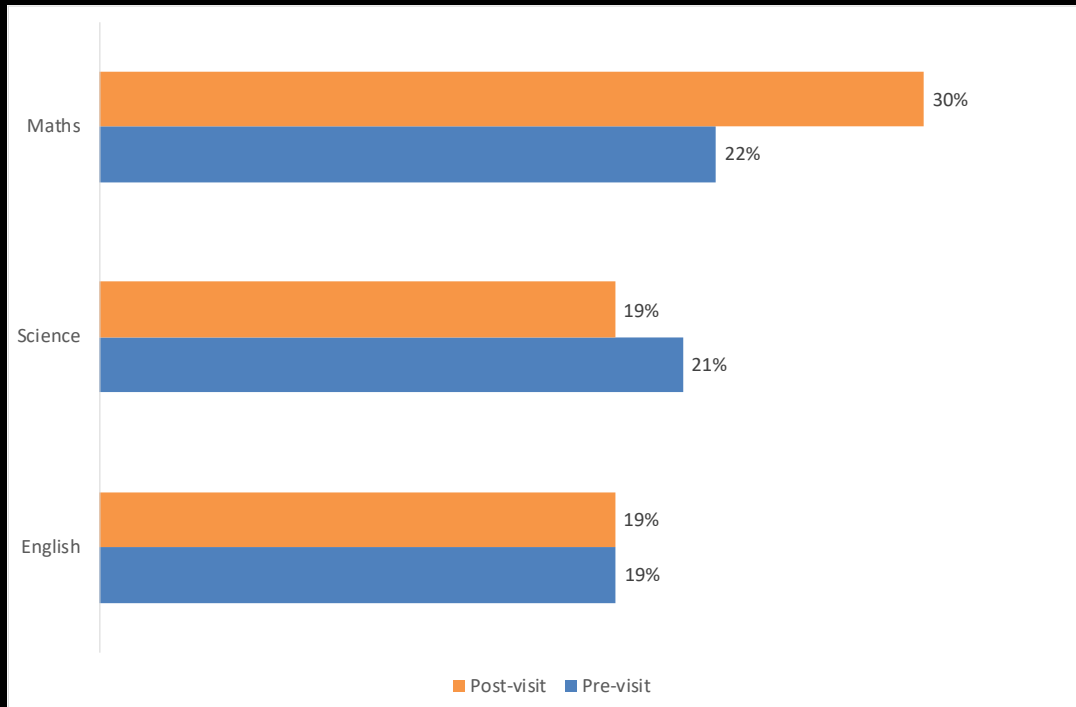


You will not need glue, or fastenings of any kind. Lace the sticks, over and under each other, to create a self-supporting bridge.



Enjoyment of maths

How much do you **enjoy** each of the following subjects? *n*=164 pre-visit, *n*=113 post-visit



	Pre-visit	Post-visit
Girl	20%	25%
Boy	27%	33%
White	20%	23%
Non-White	28%	45%

Table 1: How much do you enjoy maths? % responding 'very much', *n*=162 pre-visit, *n*=90 post-visit

Confidence and Future maths study

Table 2: How good do you feel you are at maths?

n=163 pre-visit, n=96 post-visit

	Pre-visit	Post-visit
Very good	21%	24%
Good	38%	42%
About average	31%	32%
Not very good	6%	2%
Not at all good	3%	0%
Not sure	1%	0%

	Pre-visit	Post-visit
I would like to study maths or a maths related subject at university	37%	61%
I might study maths or a maths related subject at university but not sure yet	56%	39%
I don't want to study maths after my A Levels	8%	0%

Table 4: Which of the following best applies to you? n=63 pre-visit, n=33 post-visit

Areas for improvement

- More activities - - especially exhibits showing maths careers and maths applications
- Environment (space size)
- More group work
- Pre visit preparation

Thank you Matrix Community

We couldn't have made MathsCity without you. 🥰 🥰 🥰

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