

REPORT Sept 2014 – July 2015



DIRECTOR'S REPORT



Our 10th anniversary reception

2014–15 was the tenth anniversary of Maths Inspiration. In ten years, over 100,000 teenagers have attended one of our shows, in 40 different theatres and concert halls around England and Wales. To celebrate we held a reception at London's OXO Tower gallery for supporters, speakers, teachers and representatives of a wide range of maths bodies.

This school year we also achieved our highest ever attendance, with nearly 17,000 coming to shows. Attendance has been boosted by extending our programme of 'What's the Point?' shows for Year 9/10 (13–15 year old) pupils, in partnership with the Further

Maths Support Programme. We continued to develop and introduce new speakers, and for the first time there was a woman speaker at each of our shows.

We were also approached by teachers in Australia to run a series of shows in Sydney, with a view to helping them to establish their own programme in future. Nearly 2,000 attended the Sydney shows in May 2015, which featured on the national ABC television news.

However, feedback from teachers has confirmed that squeezed budgets, shortage of teachers and the pressure of exams are a barrier to many schools attending our shows. That is why sponsorship is so important in subsidising the cost of tickets so that our events are accessible to as wide a range of schools as possible. We are very grateful that we have had such loyal support from our various sponsors and grant-makers.

In 2015–16 we will maintain a similar programme to 2014–15, but with a special extra event in Rugby as part of rugby's World Cup programme in October.

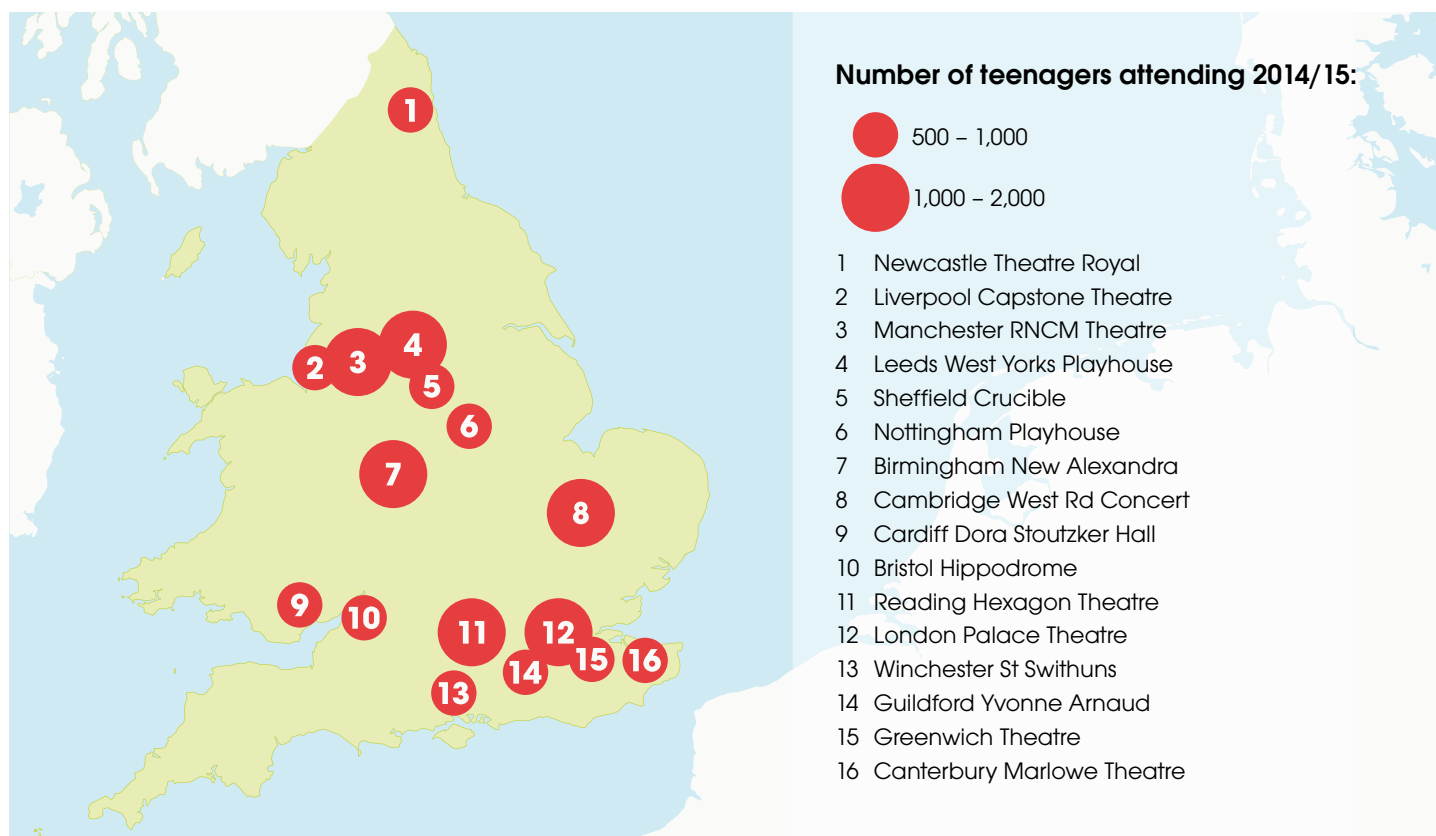
MATHS INSPIRATION

Maths Inspiration was founded by Rob Eastaway in 2004. It has grown to become one of the largest out of school maths enrichment programmes for teenagers in the UK. Our theatre-based shows feature inspiring maths speakers who combine maths with humour, demonstrating how the maths teenagers are learning links to the real world.

Our range of venues means that any school in England or Wales is in reach of one of our shows. This year, we worked with sixteen different venues (with multiple shows in several of them). We only use theatres who can offer a competitive rate, as good value for money is a priority.

OUR PROGRAMME

This year we put on a total of 32 shows attended by more than 15,000 teenagers and nearly 1,500 teachers. Around 85% of those attending were from state schools.



ATTENDANCE FIGURES 2014-15

ATTENDEES	Teenagers	Teachers	TOTAL
Autumn Shows (Year 11-12)	8,250	750	9,000
Spring Shows (Year 11-12)	4,050	400	4,450
Summer shows (Year 9-10)	3,400	325	3,725
TOTAL	15,700	1,475	17,175

“My students loved the humour and the real life examples”

Teacher

Summer shows estimate, based on bookings at time of printing

“A deep insight into the Maths hidden in the real world without making you fall asleep”

Student, Year 11



THE PRESENTERS AND GUEST SPEAKERS

Maths Inspiration has an impressive portfolio of some of the top maths presenters in the country, plus guest speakers who have had shorter slots in our Year 9/10 shows. Speakers this year were:

Matt Parker*
Dr Hannah Fry
Rob Eastaway
Helen Pilcher
Dr Colin Wright
Dr Hugh Hunt
Dr Jen Rogers
Helen Arney
Ben Sparks
Dr Paul Shepherd
Dr Lisa Collins
Coralie Colmez

Timandra Harkness
Steve Mould
Dr David Acheson
Prof Sir David Spiegelhalter
Dr John Roberts

GUESTS:

Roma Agrawal
Dr Lucie Green
Neil Riley
Dr Mark Lewney

*Most frequent speakers first.

“They enjoyed the whole show, especially the interaction with the audience”

Teacher

SPEAKER DEVELOPMENT PROGRAMME

Our speakers are important role models. Maths is traditionally a male dominated field, so we actively look for women maths practitioners to join our speaker team. Presenting in large venues and keeping a teenage audience engaged requires a lot of skill. We are committed to training and mentoring new speakers, to make sure they are confident and equipped to deal with our audiences.

FINANCING THE SHOWS

The shows are financed through a combination of sponsorship, grant funding and ticket revenue. The mix of finance is essential to subsidise the cost of the shows and allow us to keep ticket prices low. This year we charged £6.25 plus VAT per ticket, and attracted schools from across England and Wales.

We are always interested in developing new partnerships with employers and other potential sponsors who share our passion for inspiring young people to study maths related subjects.

“Some of the stuff they did was mind boggling”

Student, Year 11

SPONSORSHIP AND FUNDING FOR THE 2014–15 PROGRAMME

We would like to thank all our sponsors and supporters for their input and commitment to promoting maths to the next generation.

Sponsor/grant funder/supporter	Area of work
Admiral Insurance	National sponsor, exclusive sponsor of Cardiff show
The Clothworkers Foundation	Three year grant, to support speaker development, and subsidise tickets prices at shows that are more remote.
Further Maths Support Programme	Delivery partner of the year 9/10 summer shows
The Cutlers Company	Sponsors of the Sheffield show
Northern Powergrid	Co-sponsor of the Newcastle and Leeds shows
NFT	Sponsor of the Nottingham show
Institution of Structural Engineers Educational Trust	Grant funder of the Winchester and Bristol shows
Q Step Centre, University of Kent	Supporter of the Kent show
University of Greenwich	Supporter of the Greenwich summer shows

2015–16 AND BEYOND:

The last five years have largely been a period of growth. For the next year our priorities will be to:

- Consolidate the existing programme of shows, increasing our promotion of events to schools that have no history of attending.
- Work with teachers to maximise the benefit schools get from attending the events.
- Continue to develop and support new presenters
- Look for novel ways in which maths is being used in the professional world
- Strengthen our relationships with other national maths bodies



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“Little snippets from the show will creep into my lessons in all sorts of ways for a long time to come!”

Teacher