

Pop-Up Mathematics lesson 2

Learning aim: To make informed decisions with statistics.




Creativity step 6 – I use creativity in the context of work.



Aiming high step 4 – I work with a positive approach to new challenges.

Scenario

You work at the Local Council and part of your role as a Town Planner is to review applications from traders to take part on your popular weekend market. Part of your responsibility is to make suggestions about which pop up shops would be best suited to the market, and which would perform better as shops in the local shopping centre.



Scenario continued

To make these recommendations, you will use statistical measures from the local market and the shopping centre.



Application

Applications for the local market

Traders who have applied for a place on the market:

- Trainers, specialising in rare editions.
- Pick'n'mix sweets.
- Antiques furniture.
- Children's clothing, for babies and children aged 0-11.
- Organic fruit and vegetables.


Data tables for the market and the shopping centre

Footfall (number of people per hour):

Market	150, 120, 120, 180, 200, 90, 140, 160, 110, 130
Shopping centre	400, 350, 380, 420, 390, 410, 370, 430, 350, 440

Age (in years) of people visiting:

Market	25, 30, 28, 35, 29, 27, 33, 26, 32, 31
Shopping centre	40, 38, 45, 42, 37, 41, 39, 44, 36, 43



Data tables for the market and the shopping centre

Salary Breakdown

Market	
Under £20,000	45%
£20,000 - £30,000	35%
£30,000 - £40,000	15%
Over £40,000	5%

Shopping Centre	
Under £20,000	20%
£20,000 - £30,000	40%
£30,000 - £40,000	30%
Over £40,000	10%

Which trader should be at the market, and why?



Traders who have applied for a place on the market:

1. Trainers, specialising in rare editions.
2. Pick'n'mix sweets.
3. Antiques furniture.
4. Children's clothing, for babies and children aged 0-11.
5. Organic fruit and vegetables.

Which trader should be at the shopping centre? Why?



A Town Planner also needs to provide support and advise other traders about which other locations, for example the shopping centre, they should consider. Pick one of the other four traders that you think should open a shop at the shopping centre.

Task

In a group, create a marketing plan to help with opening the shop.

Criteria for the marketing plan, you should include:

- What are you going to do to market the opening of the shop?
- Why have you chosen to do this?
- How will you incentivise customers to come and visit the shop?

Reflection part 1

1 – Write one thing you have learnt today and one question you have from the lesson.

2 – How creative were you in tackling the real-life challenge in today's lesson? Rate yourself 1-5.

1 (I found it difficult to think of different ways to tackle the real-life challenge) – 5 (I asked different questions and considered different approaches for tackling the real-life challenge)

Reflection part 2

3 - Come up with three actions that illustrate creativity skills when tackling problems. For example, creating a mind map of all the different solutions to the problem.