

Shining a light on outreach at Diamond – how to engage scientists with outreach and bring people together

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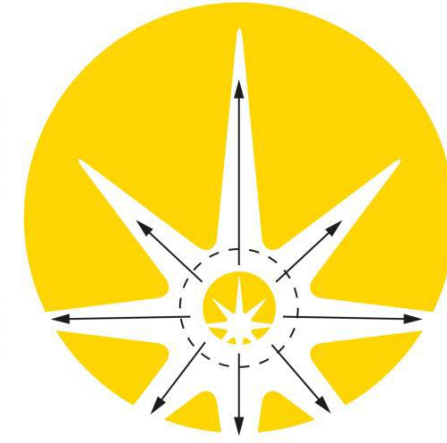
What is Diamond Light Source?

Diamond Light Source – the UK's national synchrotron

- Over 850 staff members based at Harwell, Oxfordshire
- Visiting user community of over 14,000 researchers from both academia and industry
- Free at the point of access through a competitive application process, provided that the results are in the public domain

Vision:

To be a world-leading centre for synchrotron science, particularly in areas of excellence at UK universities, research institutes and in industry; a cornerstone of a world-class site for scientific discovery and innovation at Harwell.



Goal 1:

To be a world leading facility in synchrotron - enabled research and innovation

Goal 2:

To maximise the scientific, economic and societal impact of Diamond

Goal 3:

To ensure the long-term sustainability of Diamond as a national facility

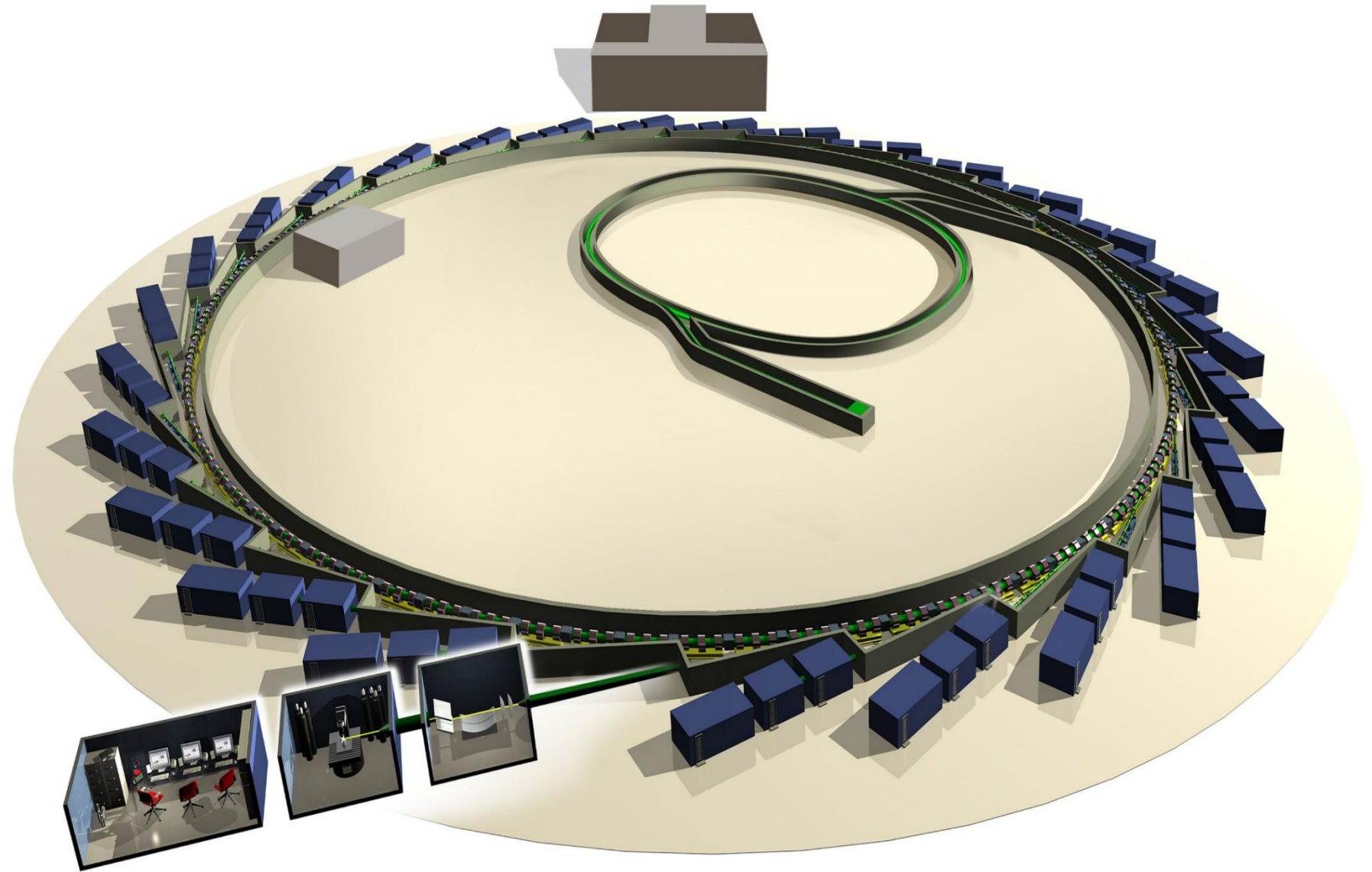
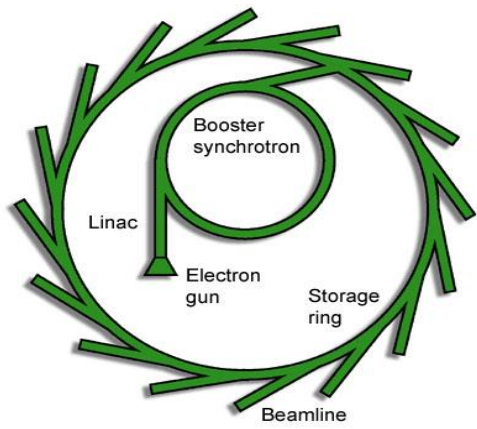
Goal 4:

To engage and inspire the general public through promoting science

Goal 5:

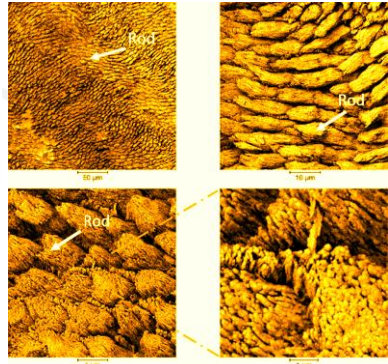
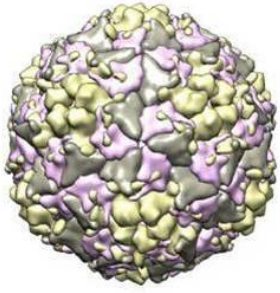
To continuously plan for Diamond's technical and scientific future







What does Diamond look at?

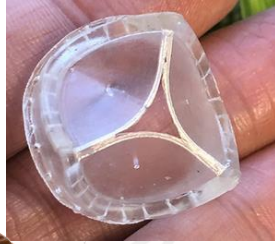


Health and disease

Earth science

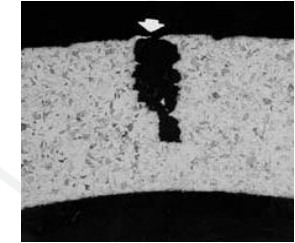
Planetary Science

Cultural heritage and conservation



Lots of things!

Fundamental research



Engineering and manufacturing

New materials



Environmental Science



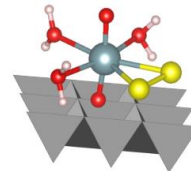
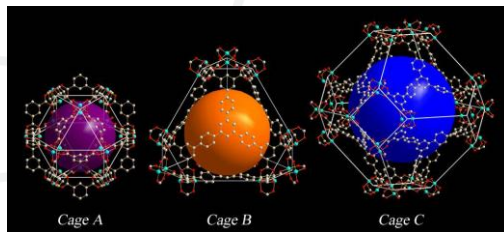
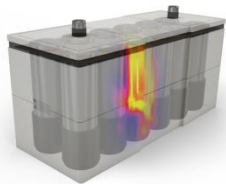
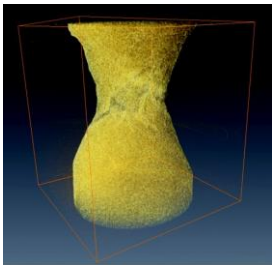
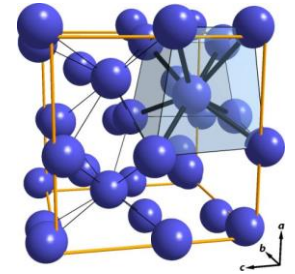
Recycling hope for plastic-hungry enzyme

By Mary Hallon
Science reporter, BBC News

© 16 April 2018



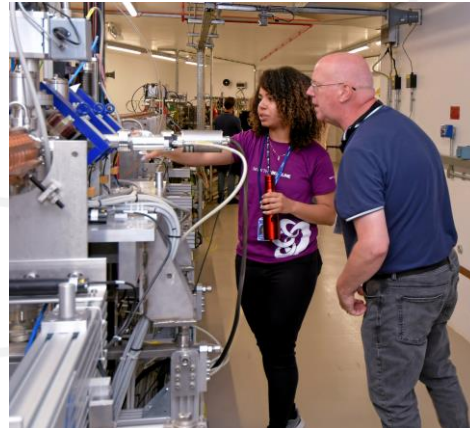
Scientists have improved a naturally occurring enzyme which can digest some of our most commonly polluting plastics.



Public Engagement Activities @ Diamond

Core programme:

- public and schools 'Inside Diamond' open days
- individual class virtual visits to Diamond via Zoom
- Schools/College Work Experience
- regular partnership events run jointly with STFC



One-off projects:

- Zines with Canterbury Christ Church University
- Sponsor 'The Big Science Event' at Science Oxford
- Champion of 'Light Up Lancaster' festival

New partnership collaboration:

- Native Scientists 'Same Migrant Community' programme



native
scientists





What attitudes to outreach exist at Diamond?

Positive,
enthused and
engaged
individuals



Neutral
individuals



Classification: Public

Negative
individuals



Negative individuals

Bonus extra.....
Individuals who don't
enjoy it but do it anyway!



How do we encourage Diamond staff to support outreach?

2. Recognise and Reward

Small gestures

Thank you emails

Lunch at events

Weekly update email to all staff

Feedback from visitors

Small gifts

ROC Awards

Big rewards!

Larger recognition

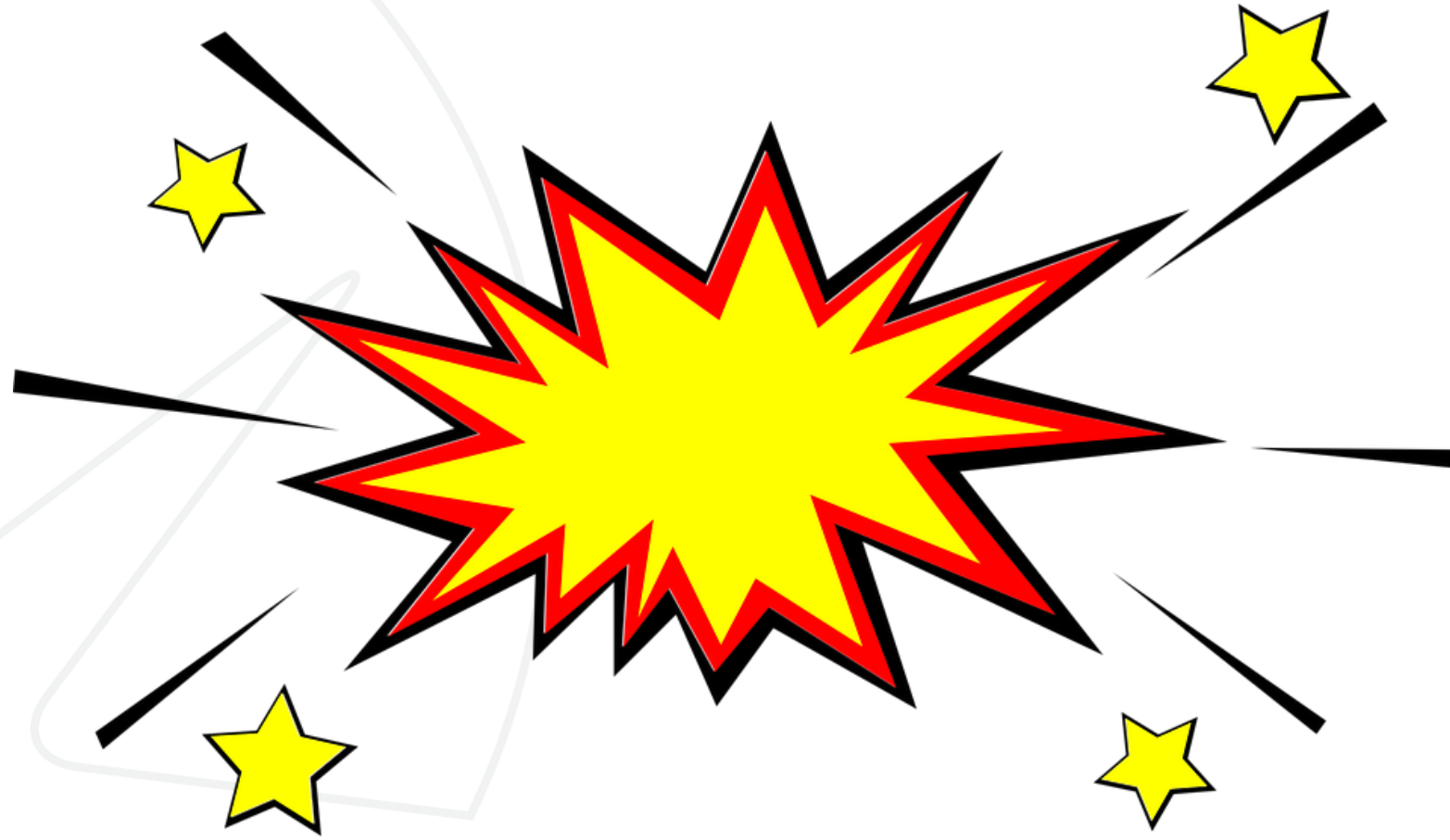


3. Clear communication

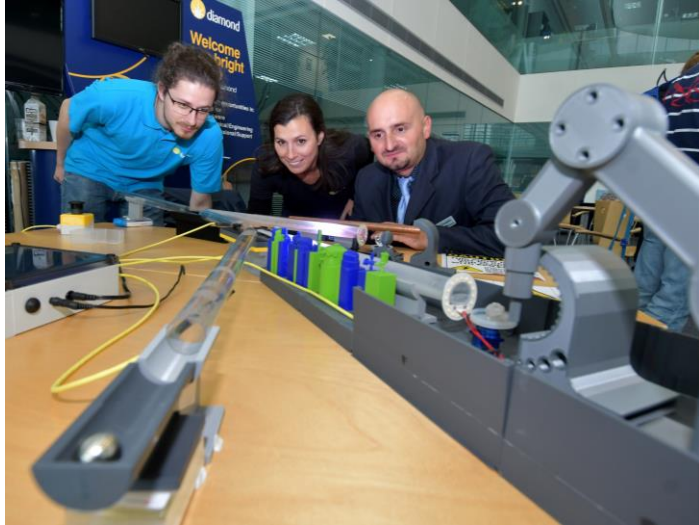
Logistics
Logistics!



4. Show the value and impact of engagement



Lessons learnt – tips and tricks!



Let people follow passion projects



Give people cake



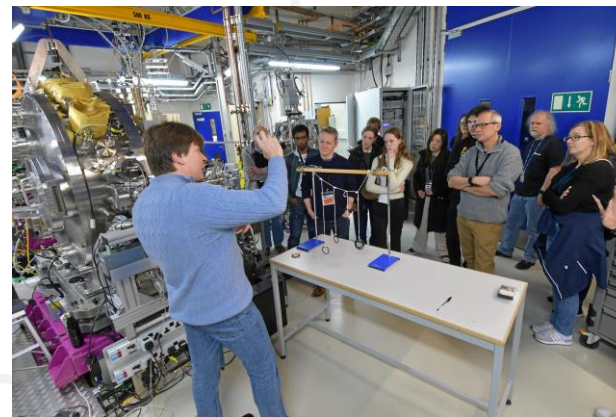
Empower people to talk about what they know/like – let them show off



Give people 'wow' moments



Recognise support at higher levels



Enable people to be creative



Make people into cartoons!



Final thought.....



Final thought.....

It can be tricky, but when it works it's brilliant!

