

The background of the slide is a photograph of a pier at sunset. On the left, four dark, vertical wooden posts stand in the water, their reflections visible on the calm surface. To the right, a more complex pier structure with a curved, arched section extends into the sea. The sky is a gradient of soft colors from orange near the horizon to a pale blue at the top. The water is a uniform light blue.

Wikimedia UK Strategic Report 2018/19





Wikimedia UK believes that open access to knowledge is a fundamental right, and a driver for social and economic development. A registered charity, we work with the Wikimedia projects such as Wikipedia to enable people and organisations to contribute to a shared understanding of the world through the democratic creation, distribution and consumption of knowledge. We are committed to the ideal of a world in which every single human being can freely share in the sum of all knowledge, and believe that here in the UK, we can play a unique and important role in realising that vision.

This Strategic Report provides an overview of our achievements during the financial year 2018/19, and key information about the charity's finances. For more detailed information and explanatory notes on our income and expenditure, please see our Annual Report and Accounts for the year, which are published online.



A message from Josie Fraser



Welcome to the 2018/19 Wikimedia UK annual strategic report. We hope you enjoy reading it as much as we have putting it together and reflecting on the collective progress made by the UK Wikimedia community this year.

As many of you will be aware, our CEO Lucy Crompton-Reid went on maternity leave in March 2018, returning in November. Two other staff members also took leave for a range of reasons – including Richard Nevell, who took a sabbatical to work as Properties Historian for English Heritage. We have an excellent staff retention rate at Wikimedia UK, which reflects the strong commitment of our staff to support Wikimedia’s contributors and the multifarious populations who benefit, every day, from the work of our movement. This past year has seen

the organisation demonstrate maturity and resilience, producing strong results against all our annual targets and our strategic plan. We are delighted to have all hands back on deck as we revisit our strategic priorities and continue to grow in 2019/20.

This year’s report shows a clear continued focus on supporting and growing involvement and understanding in Wikimedia projects across the UK. Additionally, we have seen our international involvement, cooperation and collaboration increase. We’ve continued to positively impact the global Wikimedia strategy, actively participating in working groups, advising and helping shape the movement as we step up to the massive responsibility that being the world’s go-to source for information represents –

ensuring that the knowledge we share is of the highest standard and that the process of knowledge production is itself equitable.

Wikimedia UK worked hard in conjunction with colleagues across Europe this year to ensure our elected representatives understand the implications of the EU copyright directive and to persuade them to champion a free and open internet. I’ve also been privileged to continue to represent the UK and to help establish a vibrant Wikimedia Affiliate Chairs group. At our last meeting at the Wikimedia Summit in Berlin, Chairs from over 25 countries met to ensure we are taking a strategic approach to our collective work and resources.

This year we will say goodbye to a number of long serving and dedicated board members. I continue to be impressed by the standard of our trustees and proud to support the board in making its vital contribution to the governance of Wikimedia UK. Our previous Chair Michael Maggs steps down at this year’s AGM, and the warm generosity and steely intelligence he brought to the Board will be very much missed. I’m confident that the new board will continue to be ambitious and committed to Wikimedia UK, and will continue to push the organisation toward new achievements as well as continued excellence.

A message from Lucy Crompton-Reid, Chief Executive



I feel proud of the work Wikimedia UK has achieved over the past year, and would like to thank the staff team and our wonderful community of volunteers for continuing to deliver such a full and varied programme during a time of some disruption, including my own maternity leave. Some of the highlights of the year included a collaboration with Amnesty International, which involved Wikimedia communities around the world and led to the creation of new content about female human rights defenders; and a partnership event with the London Mayor's Office in which more than 50 female school students participated in an editing event at Bloomberg during London Tech Week. Our programme in Scotland has taken a significant leap forward, with a wide range of new relationships starting to bear fruit; and Wikimedia UK was formally registered as a charity with the Office of the Scottish Charity Regulator on 22 August 2018. At the same time, some of Wikimedia

UK's more long standing partnerships continued to flourish, with examples of best and 'next' practice described later in this report.

In 2018/19, we lost several long standing and highly valued trustees. Carol Campbell had served on the board for six years and was Chair of the Audit and Risk Committee as well as Vice Chair of the board throughout this time. Carol worked closely with Greyham Dawes, who was on the board for more than five years and brought sound judgement, expert knowledge and warm humour to the role of Treasurer. Our thanks go to both of them for so ably steering the charity's financial management during a time of significant change. We were also sad to lose Nancy Bell, who moved to the United States in 2018 for an amazing career opportunity. Her deep understanding and knowledge of archives, collection care, impact and evaluation will be missed.

At the same time, we have been very pleased to welcome Jane Carlin and Marnie Woodward to the board, as the new Chair of ARC and Treasurer respectively. Jane and Marnie joined in September 2018, bringing a wealth of expertise to the board. New trustee Sangeet Bhullar also joined the board in January 2019. Sangeet is Founder and Director of Wise Kids, and has many years experience of working with young people on the issues of media literacy, digital citizenship and online safety.

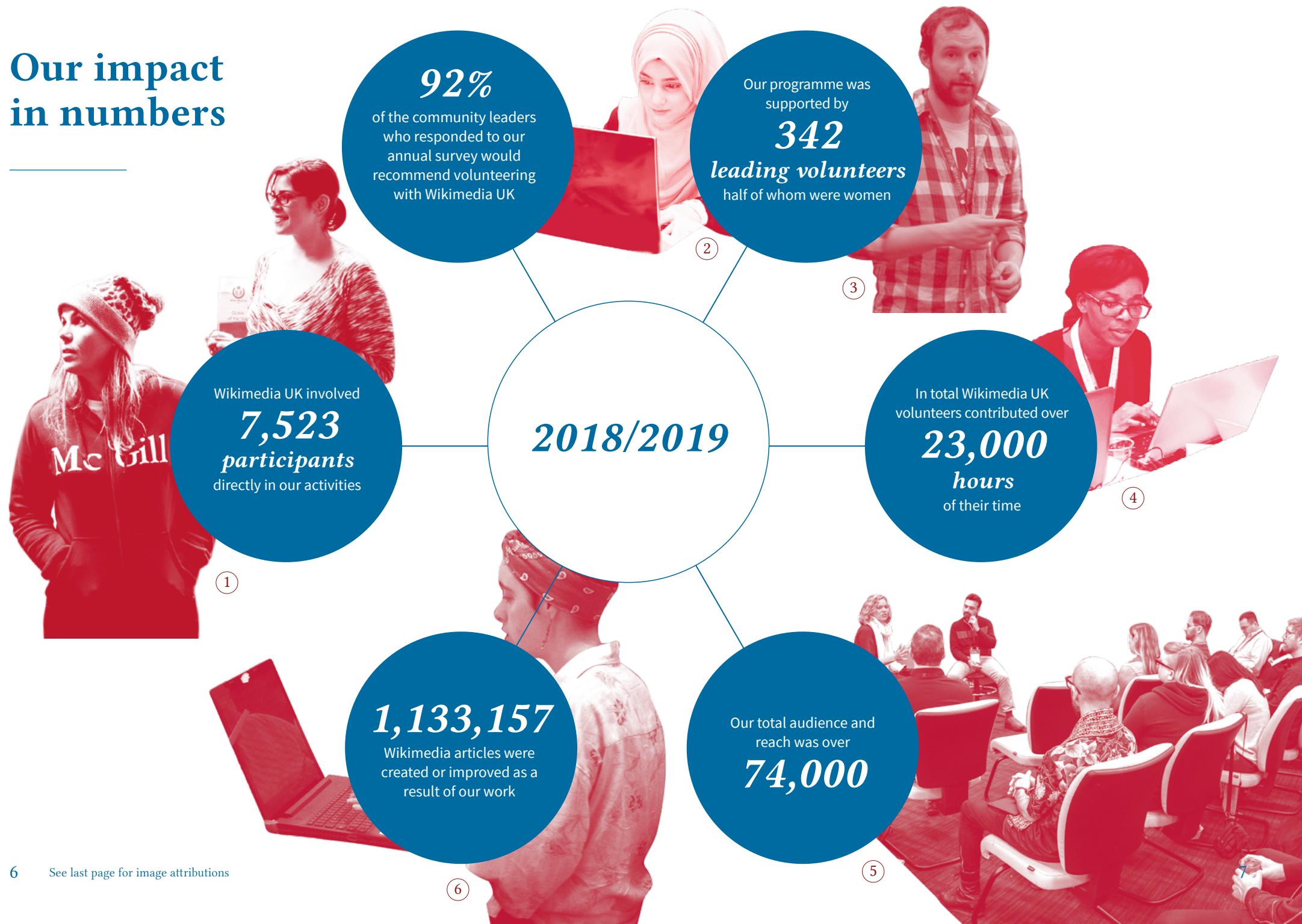
2018/19 was the final year in Wikimedia UK's three year strategic plan, which was developed in late 2015 following a period of restructure and transition within the team and wider organisation. To enable us to understand the progress made towards our long term outcomes over this period, we commissioned a report on our delivery and achievements in 2016–2019. The outputs contained in this report speak for themselves – with nearly

18,000 participants directly involved in our programmes over the period, more than 200 events held in partnership with cultural and educational organisations, over 60,000 hours of volunteer time spent on Wikimedia UK programmes, and over 2 million Wikimedia pages created or improved. However, the stories and case studies are perhaps even more valuable. These demonstrate the extent to which we have achieved significant change towards a more open society, confirm our increasing confidence and profile in partnering with the education and cultural sectors, and highlight the impact of our more recent but growing focus on minority languages and digital literacy.



Lucy Crompton-Reid, Chief Executive, Wikimedia UK.
Photograph by Simoncromptonreid. CC BY-SA 4.0.
tinyurl.com/y4rfh69b

Our impact in numbers



Diverse Content and Contributors

2018/19 was a year of continued progress for Wikimedia UK, building on our established partnerships to grow our national reach and impact and developing relationships with potential new partners. Wikimedians in Residence are key to our work with the cultural and education sectors, acting as change makers and facilitators within their host institutions. Residents at the Universities of Edinburgh and Oxford, the Scottish Libraries Information Council and Menter Môn continued to deliver a very wide range of activities to support the diversification of Wikimedia's content and contributors. Following the lead of National Library of Wales and Wellcome Collection, who have embedded former residents into permanent Wikimedia focused positions, the University of Edinburgh also made their Wikimedian in Residence permanent in January 2019; enabling a longer-term perspective on embedding Wikimedia projects in the curriculum. The same month saw the appointment of a part-time Wikimedian in Residence at the Society of Antiquaries of Scotland.



Drawings traced from Commons photos by John Lubbock. CC BY-SA 4.0
Edinburgh Old College by Stinglehammer. CC BY-SA 4.0
NLS building by Kim Traynor. CC BY-SA 3.0

Work at Oxford University has been critical in developing our understanding of how Wikidata can enrich public access to cultural heritage. The resident imported a database of Chinese biographies from Harvard University and built a Wikidata-driven website for exploring different eras of Chinese and Japanese history; helping to show how Wikidata can be used to create meaningful connections between collections held by different institutions.

2,294 people took part in our events during 2018/19, exceeding our target of 1,600. These included participants at Wikipedia or Wikidata training events, editathons, conferences, workshops, volunteer training programmes and educational courses. Many of these activities were organised by volunteers in partnership with Wikimedia UK, and we were delighted that half of our lead volunteers were women for the second year running.

We continued to raise awareness of the gender gap on Wikipedia by publishing articles in the press and running events to help address the issue, particularly during Art+Feminism – which involved new partners Birkbeck College, Royal College of Art and The Photographers' Gallery – the centenary of Women's Suffrage, and Ada Lovelace Day. More broadly, Wikimedia UK aims to organise participatory workshops which encourage the involvement of people who might not normally edit Wikipedia. During the year we supported or organised events including 'Representing LGBTQ Online' at Senate House Library, a 'Turkish Culture editathon' and a 'Middle Eastern Human Rights editathon' at Newspeak House, and 'Digitising Africa In The Dancehall' at the Africa Centre.



Promoting Open Knowledge

One of Wikimedia UK's strategic goals for the period 2016 – 2019 has been to increase understanding of the value of open knowledge. In addition to our public-facing external relations activities – including social media, marketing and press relations – we also advocate for open knowledge at an organisational, sectoral and public policy level.

We developed our creative content further during 2018/19, producing videos that highlight different aspects of our work as well as promoting understanding of open knowledge. We also collaborated on videos about Wikidata with mySociety, and interviewed Jimmy Wales for Wikipedia's 18th birthday in January 2019. We published blog content aimed at helping particular groups of people understand how Wikipedia works – such as journalists and the music industry – as well as using this as a vital platform for our community to

write about their work with Wikimedia. We continued to grow our presence on social media, with over 12,500 followers on Twitter and over 3000 followers on Facebook by the end of the year.

Wikimedia UK's work featured in a number of mainstream publications during the year, with articles by staff members appearing in The Scotsman, New Statesman and Times Higher Education. Dr Jess Wade, who became a Wikimedian after attending a workshop led by the Wikimedian in Residence at Wellcome, also gained significant media attention for her work to address the gender gap on Wikipedia.

Much of the work of Wikimedians in Residence is to advocate for open knowledge within their host institution and to support the creation of new policies and practice around open. They often take on an external advocacy role as well, and make an impact far beyond their own organisation. One example of how a resident's activities can influence a sector and benefit our whole programme was the work to engage the library community through the #1Lib1Ref campaign, which in 2018/19 was successfully led by the Wikimedian in Residence at the Scottish Libraries and Information Council (SLIC).

Wikimedia UK staff attended and spoke at a number of culture and education sector events and conferences across the UK, with nearly four thousand people attending a presentation about our work during the year. These included the Bradford Media Museum's event on Fake News, CILIP conference, OER18, Mozfest, Tate Lates and the Museum Computer Group's Museums & Tech conference. We organised a day of events in February 2018 in London, including the first Wikidata hackathon in the UK and an evening talk from Wikimedia Foundation Executive Director Katherine Maher.

We responded to public policy consultations on a new Historic Environment Policy for Scotland, the Scottish Government's Culture Strategy and the UNESCO consultation on Open Educational Resources. The publication of the Welsh Technology Action plan

represented a significant coup for Wikimedia UK, with the explicit inclusion of Wikipedia clearly informed by the charity's strong track record of achievement in Wales. In Scotland, our ability to advocate for open knowledge has increased significantly since the appointment of a Scotland Programme Co-ordinator in March 2018, and we are already seeing the benefits of this for our programme and profile.



Delphine Dallison, Wikimedian in Residence at the Scottish Libraries and Information Council, presenting at Mozfest 2018. Photograph by John Lubbock. CC BY-SA 4.0. tinyurl.com/y59ljtoe



Education and Learning

Wikimedia UK believes that contributing to Wikipedia and the other Wikimedia projects develops digital literacy skills, enabling learners to understand, navigate and critically evaluate knowledge and information. Our third programme strand in the period 2016 – 2019 has therefore been focused on the development of Wikimedia as a teaching and learning tool in the UK.

1287 people participated directly in our education work last year, compared to a target of 600. Much of this work was delivered through Wikipedia in the Classroom, an established model of engagement for university students. This was made possible by the enthusiastic involvement and commitment of 74 course leaders and education organisers. At the University of Edinburgh, where the Wikimedian in Residence was appointed in late 2015, there is now a whole range of courses with a Wikimedia element; in subjects from Data Science for Design through to World Christianity.

In 2018 we commissioned and published a report on how working with Wikimedia helps to develop digital, information and data literacy skills. We also developed and ran an evaluation survey for course participants, with 86% of students reporting an improvement in their information literacy skills as a result of participating in our education programme.

We continue to explore the potential to work with the schools sector, where there are fewer established models of using Wikimedia as a tool for teaching and learning, and have been very pleased with some of the developments in this area of work during 2018. Most notable was the inclusion of Wikimedia in the Welsh Baccalaureate, following several years of advocacy by Wikimedia UK and our partners. Autumn 2018 then saw the delivery of pilot Wikimedia projects in seven schools in Anglesey, led by the Wikimedian in Residence at Menter Môn as part of the Wiki Môn project.

We generated substantial media coverage for our collaboration with Bloomberg and the Mayor of London's office on an event during London Tech week 2018. This involved a group of around 50 female school students coming to Bloomberg to learn how to edit and hear from inspirational speakers including the Mayor himself. The connection with the Mayor's office led to us developing a joint funding bid with the UCL Knowledge Lab and whilst the bid itself was ultimately unsuccessful, we hope to develop this collaboration in future.



Alice White presenting at the London Tech Week editathon at Bloomberg London.
Photograph by John Lubbock.
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Our Community

Wikimedia UK's volunteer community underpins all of our programme delivery, with volunteers contributing over 23,000 hours to Wikimedia UK activities in 2018/19. We aimed to provide volunteers with a wide range of opportunities for engaging with our programme throughout the year; and of course many projects and events are initiated by this community.

In addition to training opportunities, we continued to look for ways of providing other forms of support and development for volunteers, such as helping photographers secure passes to events, encouraging volunteers to give talks at events and inviting contributions to our blog. This year we began a series of SkillShare events at the London

office, where longstanding community members are invited to lead workshops on specialist subjects. We celebrated Wikidata's 6th birthday in October, and began holding more regular Wikidata events to build and connect this community.

We have been particularly pleased this year to see a number of new volunteers go on to deliver their own events and other activities after some initial training. For example, the Wikimedian in Residence at SLIC trained librarians from a number of local authorities in Scotland to edit Wikipedia, and we are now starting to see those participants leading their own local Wikipedia editing events. In Cardiff, Wici Caerdydd has been running monthly editing

events in the Old Library, while the Women's Classical Committee has continued to run regular events in London and Cambridge to improve the coverage of women in classics.

We run an annual survey of our volunteer community, with this year's results showing an improvement on previous years. 80% of the community leaders who responded reporting feeling valued by the charity, and 78% having developed new skills. 92% would also recommend volunteering with the charity to other people.



Images from the 2018 Wikimedia UK AGM at the Natural History Museum in London on 14 July 2018. Photograph by John Lubbock. CC BY-SA 2.0. tinyurl.com/yxmseeud

A national – and international – organisation

Wikimedia UK is a national charity, delivering events, projects and partnerships across the country. Indeed, over the past three years, we have delivered events in almost a hundred different places across the UK. Our main office is in London, however we have a full time member of staff in Wales and appointed the first programme co-ordinator for Scotland in March 2018. These are key members of the programmes team, playing a vital role in driving the development of open knowledge in their respective countries, in close collaboration with the local Wikimedia community of volunteers and partner organisations.

The Scotland Programme Co-ordinator, working alongside two local Wikimedians in Residence, helped to increase Scotland's participation in the international photographic competition Wiki Loves Monuments 2018. The project caught the attention of a number of heritage organisations including Museums Galleries Scotland, Archaeology Scotland, Dig it!, Built Environment Forum Scotland, the Scottish Civic Trust and Doors Open Day, some of whom were involved with Wikimedia for the first time through the competition. Many of our partners in Scotland are based in Glasgow or Edinburgh, however we have been able to deliver some activities further afield; particularly through the SLIC resident, who ran an editathon on the Isle of Skye which was covered by BBC Scotland.

Our work in Wales continues to go from strength to strength. In 2018/19, a wide range of activities took place that increased understanding and support for open knowledge, opened up content held in or about Wales, and drove up the quality and quantity of knowledge and information on Wicipedia Cymraeg (the Welsh language Wikipedia). We were delighted to work in partnership with the National Library of Wales on the second annual Celtic Knot conference.

This two day event in Aberystwyth was attended by Wikimedians and partners from the Basque Country, Brittany, Catalonia, Cornwall, Ireland, Sami-speaking areas, Scotland and Wales. Wicipedia Cymraeg also reached the significant milestone of 100,000 articles, and continues to be one of the few Wikipedias with gender parity in terms of biographies.

As the national chapter for the global Wikimedia movement, Wikimedia UK plays an active role in the international Wikimedia community. Over the past year we have continued to provide significant input into the development of the new global strategy, Wikimedia 2030. We worked closely with our colleagues in Europe and beyond to advocate against Articles 11 (now 15) and 13 (now 17) of the proposed EU Directive on Copyright, which caused serious concern throughout the open movement. We also engaged with Wikimedians around the world as part of our collaboration with Amnesty International; co-ordinating a series of editathons for their BRAVE campaign about women human rights defenders, and creating new content on Wikimedia in multiple languages.



Butrint park, Albania. Photograph by Arian Mavriqi.
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Finances and Risk Management

Our income in 2018/19, at £729,000, was 4% higher than the previous year, with our charitable expenditure on projects up 9% on the previous year, at £666,000. We ended the 2018/19 financial year with a small surplus of £16,000, bringing our total reserves to £228,000. This is well within the charity's target of holding between three and six months of operating costs – currently around £150,000 to £300,000, excluding Gifts in Kind – in reserve.

Our total income and expenditure in 2019/2020 is expected to be similar to that in 2018/19, with a grant of £335,000 from our core funder, the Wikimedia Foundation, for the second year running.

Our internal reporting mechanisms for major risks adhere to Charity Commission guidelines, and our risk register is updated by the Chief Executive and reviewed by the Audit and Risk Committee on a quarterly basis. The potential major risks identified in last year's Strategic Report were: damage to public profile as a result of some unexpected issue related to Wikipedia or the Wikimedia movement; a substantial loss of donor income as a result of damage to the charity's public profile caused by an unforeseen wider movement crisis; unexpected inability to meet targets for funding from trusts and foundations and major donors, leading to a reduction in programme activity; and a lack of the expected number of engaged, active and skilled volunteers based across the country. These were monitored closely throughout the year and were mitigated through a range of activities including the creation of a crisis communications plan, careful budget management and volunteer engagement.

The most significant risk identified at the start of the 2019/20 financial year is the ongoing potential for damage to our public profile as a result of an issue related to Wikipedia or the Wikimedia movement.

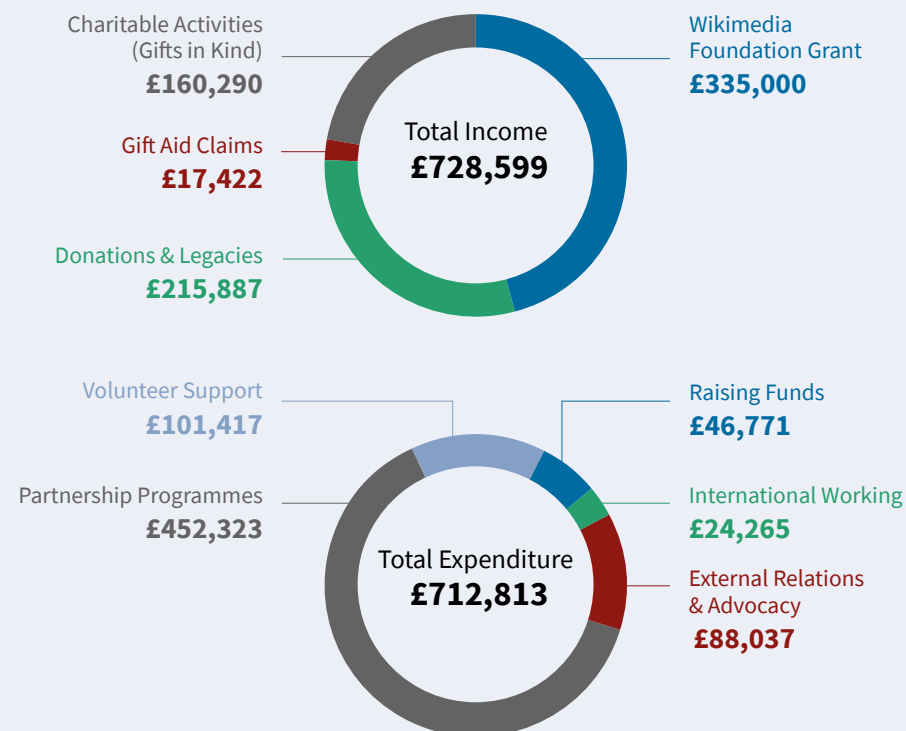
Audit

The figures presented in this strategic report are taken from the audited Annual Report and Accounts for the year to 31 January 2019. The auditor's report on the annual accounts and the auditor's statement under were unqualified.

Signed on behalf of the Board, as approved on 5th July 2019:

Josie Fraser

Chair of the Board



Wikimedia UK

A company limited by guarantee (06741827)

A registered charity in England and Wales (1144513)

A registered charity in Scotland (SC048644)

Board of Directors

- Nancy Bell (*to September 2018*)
- Sangeet Bhullar (*from January 2019*)
- Carol Campbell (*to September 2018*) **Vice-chair**
- Lorna Campbell
- Jane Carlin (*from September 2018*)
- Greyham Dawes (*to September 2018*)
- Josie Fraser **Chair**
- Jordan Landes
- Nick Poole
- Doug Taylor
- Michael Maggs
- Kate West
- Martha Woodward (*from September 2018*)

For the purposes of charity law, directors are also trustees. Elected members serve up to two terms of three years each. Co-opted members serve up to three terms of two years each. The board has two subcommittees to ensure proper and transparent management of the company's affairs.

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Chief Executive

Lucy Crompton-Reid

Bankers

The Co-operative Bank plc

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Auditors

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Devonshire House

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London EC1M 7AD

Legal Advisers

Stone King LLP

13 Queen Square

Bath BA1 2HJ

Burges Salmon LLP

One Glass Wharf

Bristol BS2 0ZX

Images p6–7 (L–R)



1. Gill Hamilton and Ally Crockford pose with the National Library of Scotland's GLAM of the Year award 2014, in the NLS Digital Access office. Photograph by Sam Wood. National Library of Scotland. CC BY-SA 4.0. tinyurl.com/y4687jqb



2. BBC 100 Women Wikipedia editathon at Broadcasting House London. Photograph by Henry Iddon/BBC. CC BY-SA 4.0. tinyurl.com/y2jusjda



3. Pat Hadley running a Wikipedia training session for York Museums Trust staff and volunteers. Photograph by York Museums Trust Staff. York Museums Trust. CC BY-SA 4.0. tinyurl.com/y2z5grba



4. BBC 100 Women Wikipedia editathon at Broadcasting House London. Photograph by Henry Iddon/BBC. CC BY-SA 4.0. tinyurl.com/y28ufbrs



5. Katherine Maher, Wikimedia Foundation Executive Director, in conversation at Mozfest 2018. Photograph by John Lubbock. CC BY-SA 4.0. tinyurl.com/yxjk2xmq



6. Amnesty International Brave Edit Wikimedia UK editathon. Photograph by John Lubbock. CC BY-SA 4.0. tinyurl.com/y4vjug9c

Cover image



Sunrise at West Pier. Photograph by Christerajet. CC BY-SA 4.0. tinyurl.com/y3vescp8

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