

Strategic Report 2017-2018



**WIKIMEDIA
UK**

A company limited by guarantee

Number 06741827



Photo by Jwslubbock CC BY-SA 4.0

A Message from the Chair of the Board

I'm very pleased to introduce our Strategic Report for the year 2017/18.

I became chair of Wikimedia UK one year ago. In that time I have seen how our organisation succeeds because of the dedication of our staff and the generosity, energy and enthusiasm of the thousands of volunteers who gave over 17,900 hours of their time and expertise in 2017/18. I believe ours is a truly optimistic and vital vision of a world fit for all its people. I am proud to belong to an organisation whose members so ably demonstrate that when people work together, they can change the world for the better.

We've continued to ensure the scope of our work recognises and includes the diversity of the communities we serve and we continued to address the gender gap across our projects. I am delighted that Wikipedia, the Welsh Wikipedia, was the first in the world to achieve gender parity in its content. For the first time the world has a Wikipedia in which there are more articles about women than men.

Through our cultural sector work we supported several world-leading UK institutions. Our approach helped them share their collections online and dramatically extend their reach to new audiences, and has resulted in millions of additional collection views.

And lastly, I am proud that we are part of a global movement. We represent Wikimedia UK in a world-wide context, and this year we were able to play a full and leading role in the development of the Wikimedia global movement strategy. Please do enjoy this year's report, where you'll find information about all of this work and much more besides.

Josie Fraser
Chair



*Photo by Simon Crompton-Reid,
used with permission*

A Message from the Chief Executive

This has been another very successful year for Wikimedia UK, with the staff team, volunteers and partners working hard to achieve excellent progress against our strategy and strong results in terms of both our quantitative and qualitative targets. The financial and operational management of the charity, as well as the programme itself, have been supported by a passionate, committed and informed board of trustees. I am pleased that many trustees also volunteer their time as Wikimedia contributors.

2017/18 was a very stable period in terms of the Wikimedia UK board, and there were no changes in personnel during the year. However, after nearly four years as Chair of the Board, Michael Maggs decided to step down from this role - although not from the board itself. Josie Fraser became the new Chair at the 2017 AGM. I would like to thank Michael for his enormous contribution to the charity in his role as Chair during a time of considerable change, and formally to welcome Josie.

Wikimedia UK is in the third and final year of its current strategic plan. The year ahead will therefore involve a considerable amount of reflection as we develop a new plan for February 2019 onwards - involving staff, board members, volunteers, members and partners in this process. We will think about our own aims and objectives as the chapter for the UK in the context of the new global Wikimedia movement strategy to 2030, which articulates a much more social mission for the open knowledge movement. This resonates with our own focus on diversity and equality, which are likely to remain key themes in our work.

My thanks to everyone involved in Wikimedia UK's work, especially to my staff colleagues, and to all our members and volunteers. I hope you enjoy reading this report.

Lucy Crompton-Reid
Chief Executive



Our Structure

A company limited by guarantee 06741827
A registered charity 1144513
A membership organisation

Wikimedia UK is a charitable company limited by guarantee. It was incorporated on 5 November 2008 as company number 06741827. A board of up to seven elected directors and up to four co-opted directors governs the company. There are two formal board committees, the Audit and Risk Committee and the Governance Committee, which meet quarterly prior to full board meetings. Both committees include specialist external members with full voting rights.

Wikimedia UK is a membership organisation. Membership, subject to approval by the Board, is open to all who support its charitable aims and objectives, and who are willing to abide by its membership rules. Membership costs £5 per year. At 31 January 2018 we had 512 members. You can join today by going to <https://wikimedia.org.uk/wiki/Membership>.

Wikimedia UK is also a registered charity, number 1144513. Our aim is, in the public interest, “to collect, develop and distribute freely licensed knowledge and other educational, cultural and historic material.” For the purposes of charity law, directors are also trustees. The Board is committed to best practice in charitable governance.

Who We Are In Numbers

- 10 staff
- 5 Wikimedians in Residence
- 10 trustees
- 512 members
- 275 lead volunteers
- 6252 active participants
- 85,601 audience reach



What We Stand For

Wikimedia UK that believes that open access to knowledge is a fundamental right. We work in partnership with organisations from the cultural and education sectors to unlock content, remove barriers to knowledge, develop new ways of engaging with the public and enable learners to benefit fully from the educational potential of the Wikimedia projects. We are the UK chapter of the global Wikimedia movement and are supported by, and aligned with, the Wikimedia Foundation based in San Francisco, California, USA.

Our vision is of a more tolerant, informed and democratic society; our mission is to support the shared creation of, and access to, open knowledge, and to advocate for its development in the public interest.

We have three strategic aims

1. to increase the quality and quantity of coverage of subjects that are currently underrepresented on Wikipedia and the other Wikimedia projects
2. to support the development of open knowledge in the UK, by increasing the understanding and recognition of the value of open knowledge and promoting change at an organisational, sectoral and public policy level
3. to support the use of the Wikimedia projects in education and learning in the UK.

Measuring Success

Along with our strategic goals, we are working towards the following long term outcomes:

1. Our work has significantly increased access to knowledge about, or held in, the UK
2. The Wikimedia projects reflect our diverse society and are free from systemic bias
3. Learners in the UK are able to understand and engage with open knowledge
4. Wikimedia UK is recognised as a leading organisation for open knowledge

To track our progress towards those, we have a set of 20 indicators, such as the number of participants, the total number of content pages created or improved, volunteer hours, total audience and

digital media reach.

Targets And Actuals

- New Editors 1094 (target 1000)
- Active participants 6252 (target 4000)
- Articles improved 408,947 (target 90,000 - due to a big increase in Wikidata work)
- Volunteer hours 17,900 (target 16,000).
- Commons images re-used 32% of 27,207 (target 10%)
- Audience reach 85,601 people (target 54,145)
- Percentage of volunteers learning new skills 81% (target 75%)

VOLUNTEERS are at the heart of everything we do. This year we were supported by over 275 lead volunteers (target 145), 49% of whom were women (target 38%). Over the year volunteers gave more than 17,000 hours to our programmes.

Our focus on **DIVERSITY** and under-represented content is helping to address systemic bias in some Wikimedia projects.



Wikimedians in Residence Dr Susan Ross and Ewan McAndrew at the Celtic Knot Wikipedia language conference 2017 - image by Richard Nevell CC BY-SA 4.0

WIKIPEDIA IN THE CLASSROOM expanded to include 9 universities and many schools, especially in Wales. The Welsh Curriculum authority, the WJEC, agreed to include Wikipedia modules into the Welsh Baccalaureate. This takes effect in September 2018.

Our **CELTIC KNOT** conference in July 2017, delivered in partnership with the University of Edinburgh, was very well attended. It confirmed Wikimedia UK's growing expertise in working with minority languages, particularly indigenous languages.

Our **PROFILE** grew and Wikimedia staff, trustees and volunteers made key contributions to

events, conferences and papers across the cultural and educational sector. These include the Open Educational Resources conference, the CILIP annual conference, the London REMIX Summit, and the keynote address at the British Library's annual BL Labs Symposium.

Our PARTNERSHIPS with galleries, libraries, archives and museums went from strength to strength. To reduce barriers to open knowledge within the UK, we work with partners (including individual institutions and umbrella organisations), who act as advocates for open knowledge within specific sectors, and who work to influence UK and EU policy to create the right conditions for open knowledge. Much of our programme focuses on the work of Wikimedians in Residence. During the year the following institutions hosted Wikimedians:

- The National Library of Wales
- University of Edinburgh
- Bodleian Libraries, University of Oxford
- Wellcome Library
- Scottish Library and Information Council
- The National Library of Scotland
- ContentMine at the University of Cambridge



*All images traced from Commons photos by John Lubbock - CC BY-SA 4.0
Bodleian by Seabhean~commonswiki Public Domain. Edinburgh Old College by Stinglehammer
CC BY-SA 4.0, NLS building by Kim Traynor CC BY-SA 3.0, NLW by Dylan Moore CC BY 2.0.*

Programmes

During the year we worked in partnership with some of the most prestigious cultural institutions in the UK including the Bodleian Libraries, the British Library, the National Library of Wales, the Natural History Museum, Tate, University of Edinburgh and the Wellcome Library. Our work addressed three thematic priorities.

Indigenous minority languages

- The Celtic Knot conference in July 2017 served as a focal point for our work on indigenous minority language groups. It attracted a significant amount of social media interest and will be hosted in Wales in 2018, and Norway in 2019.
- We delivered a WiciPop project (led by the National Library of Wales and funded by the Welsh Government), which aimed to improve Wikipedia content about popular culture.
- Other significant projects in Wales include the release of a 30,000 listed buildings database from Cadw, supplementing the Historic England release we delivered in 2016. Both of those databases supported our Wiki Loves Monuments programme.
- During the year we launched the Wici Mon project, employing a full-time Welsh language Wikipedia editor for the first time. The resident has been working with secondary schools, instructing pupils on editing cywiki.
- The Gaelic Wikipedia project focused initially on galvanising the Uicipeid editor community. It raised awareness of the collections of National Library of Scotland within Gaelic speaking communities.

*Wikipedia stickers
from the Celtic
Knot - Wikipedia
Language Con-
ference 2017
- [image](#) by
Stingle-
hammer
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SA
4.0*

Wikipedia
belongs in
education.

WIKIPEDIA
The Free Encyclopedia



Lead volunteer Kelly Foster training members of the Women's Classical Committee at Senate House, University of London in January 2017 - image by Jwslubbock CC BY-SA 4.0

The Gender Gap

During the year we focused on gender diversity in our existing strands of work.

- Our Edinburgh University residency delivered a series of projects tied in with relevant courses at the university. The History Society, for example, ran a Black History Month editathon, writing biographies of notable women of colour.
- We delivered a second successful programme of Art+Feminism events, with higher outputs in terms of content creation than the previous year. These events continue to help us build and develop our relationships within the arts sector.
- Following our Oxford Food Symposium activities in previous years, we ran training events at the British Library and Bodleian Libraries in Oxford, attracting female academics

Victoria Leonard
@tigerlilyrocks

Following

The next [@womeninclassics](#) Wikipedia remote editing session will be held on Monday 22nd January 1-3pm. Check out bit.ly/2hnfeCb for more info and our (groaning) list of pages to edit or create. ALL WELCOME. [#WCCWiki](#) [#twitterstorians](#)

9:54 AM - 9 Jan 2018

21 Retweets 17 Likes

Tweet your reply

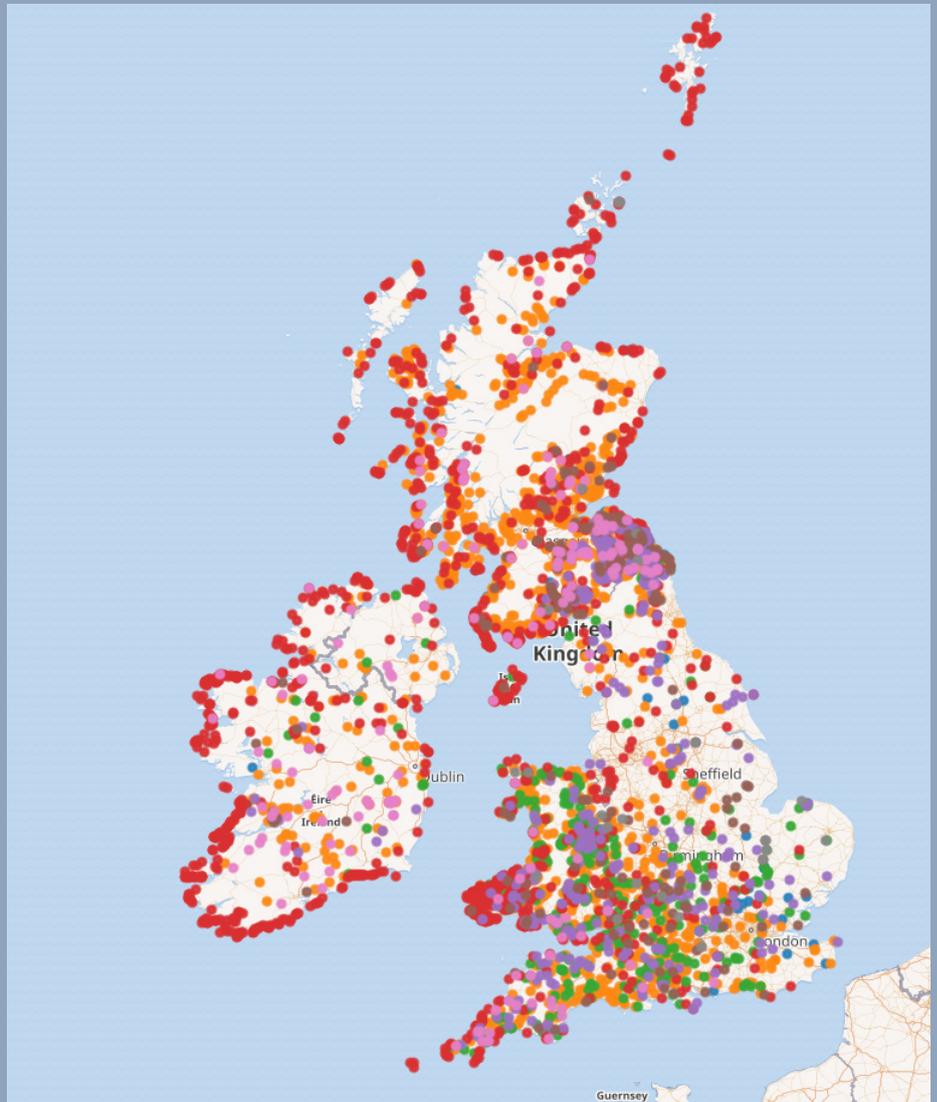
in the field of food history, and allowing us to create content to address gender imbalance in the history of food.

- We were particularly pleased when Wikipedia achieved the distinction of being the largest Wikipedia to achieve gender parity in its biographical articles. Half of the articles about individual people on Wikipedia are about women.
- After a successful editathon in January 2017 the Women's Classical Committee at the School of Advanced Study, University of London set up regular monthly meet-ups to edit collectively. This was covered by Times Higher Education, the leading publication in the field.

Cultural heritage

At Wikimedia UK we work to enrich people's understanding and engagement with our collective cultural heritage and to ensure that this is available in digital form.

- At Bodleian Libraries, uploading cultural heritage information to Wikidata has focused on the Hillforts Atlas.
- During the year we initiated a collaboration with the BBC to add recordings of the bells of selected churches in the UK to Wikipedia articles. There is the potential for every notable church to have a sound file added to its article.
- At the Europeana 1914-18 Showcase the organisers challenged Wikipedian affiliates from across Europe to create a portfolio of their activities. Our showcase won the prize for the Most Diverse Portfolio.
- In 2017 we began to work with the Kurdish community in London, taking advantage of existing connections. We began a programme of teaching Wikipedia skills to Kurdish Kurmanji language teachers.



Map of hill forts in the British Isles - image created in the Wikidata Query Service using data shared by the Atlas of Hillforts by Martin Poulter, Licensed CCo.

Volunteers

Our work with volunteers and editors cuts across all of our activities. During the past year we put particular emphasis on increasing and diversifying our community and were pleased that half of our new lead volunteers (136 of 275) were women.

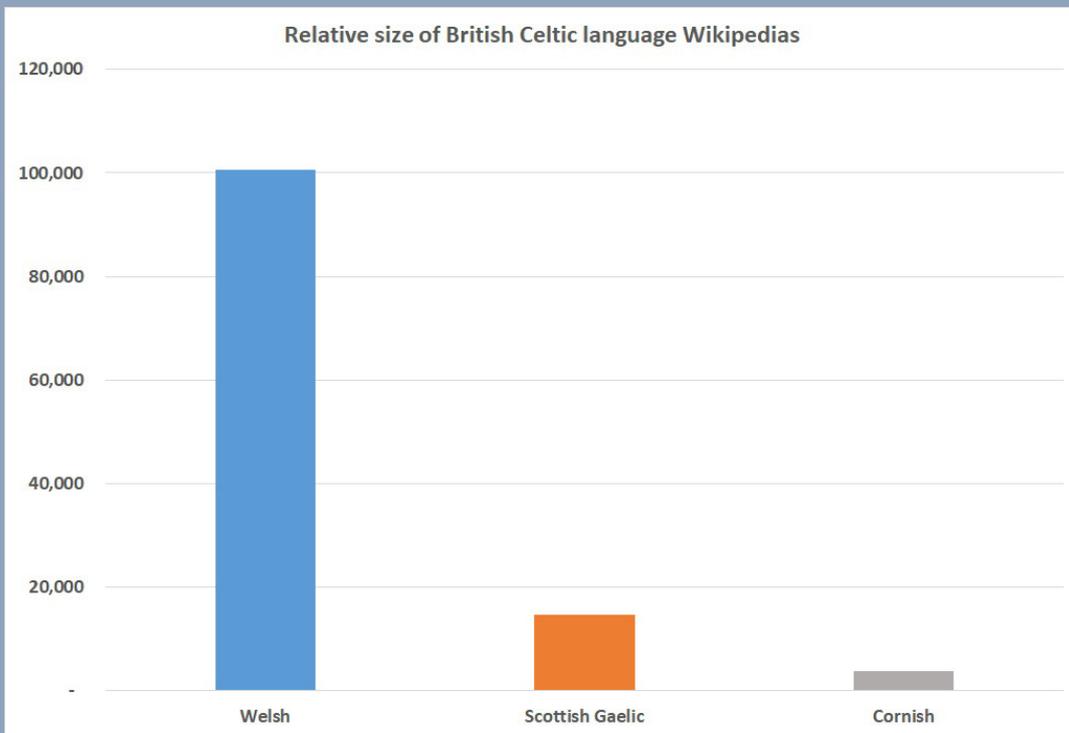
We are pleased to have invested in the skills of our wider community, through our Train the Train-

er events, through editathons and through conferences. Delivering such skill-building activities for volunteers has a direct impact on our programme delivery, both now and in the years to come.

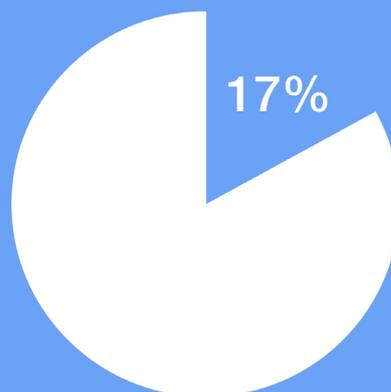
As part of our work to increase and enable our Wikidata community, we held several training sessions covering the use of tools and other queries. These sessions were usually attended by groups of mixed ability, including representatives from local GLAMs who provide databases to work on. This fed directly into our programme work strand on Wikidata databases, and has continued to build the expertise of our community. Our volunteer grant scheme continued. With our diversity commitment in mind, for example, we supported a new volunteer to attend ‘WikiPride’ in Madrid.

Challenges

The goal of giving every human being access to the sum of all knowledge will always be a work in progress. Wikimedia UK recognises that there is still significant work to be done in order to reflect the diversity of the world on the Wikimedia projects. Britain’s indigenous Celtic languages are a long way behind the size of English Wikipedia, which has around 5.6 million articles, and there is a long way to go to reflect the gender and cultural diversity of the world in the content and contributors to Wikimedia projects.



The #GenderGap on Wikipedia means women make up a smaller proportion of editors and only 17% of biographical articles are about women





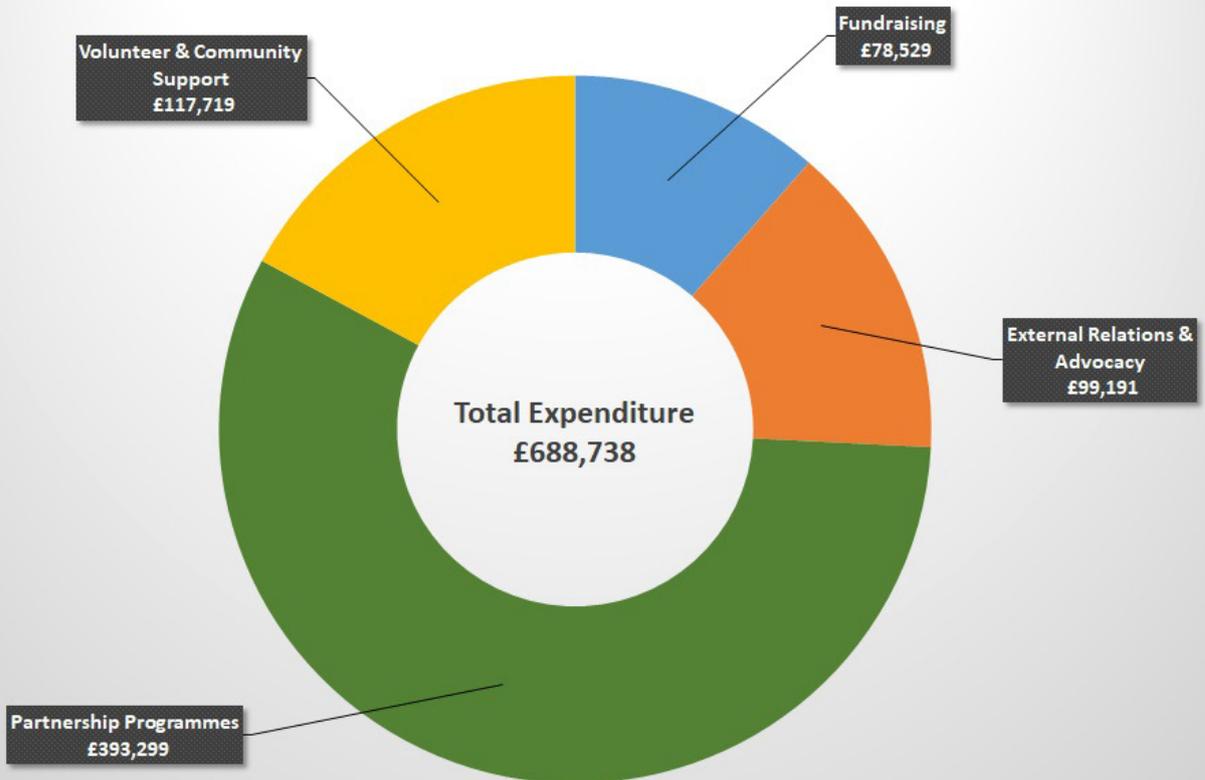
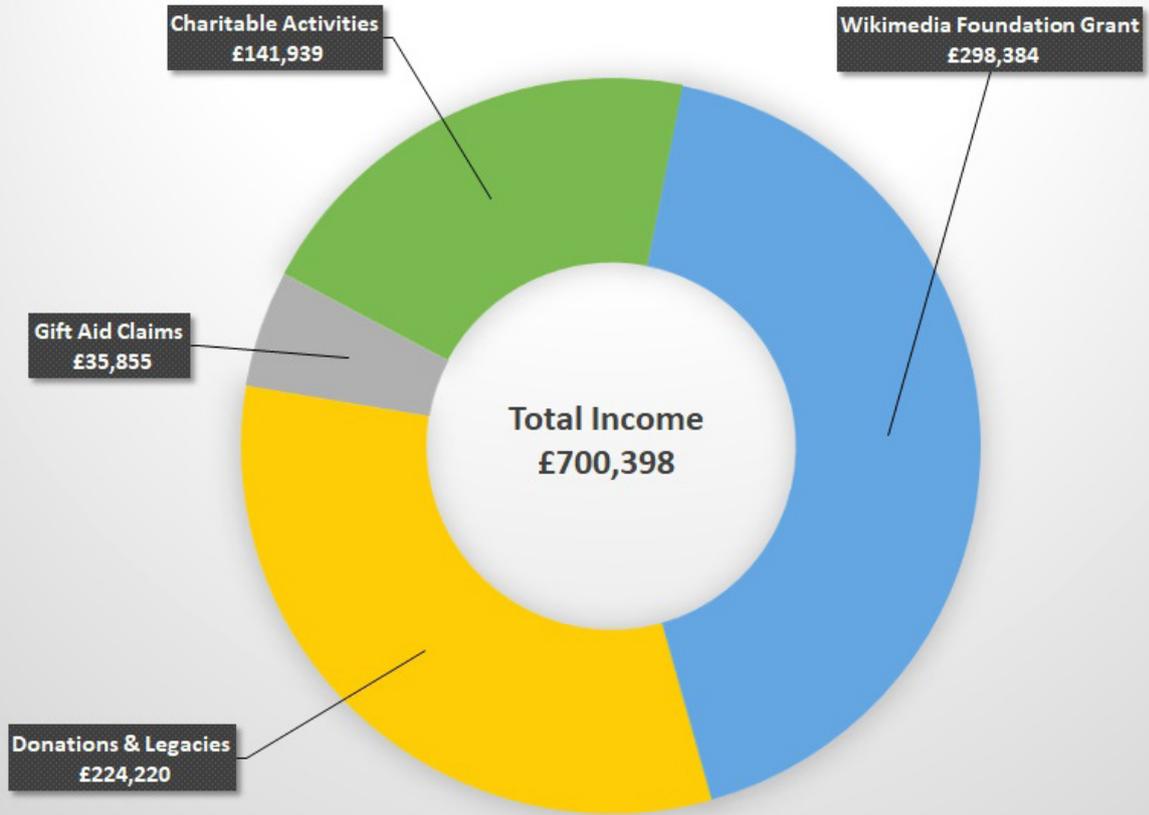
Financial Review

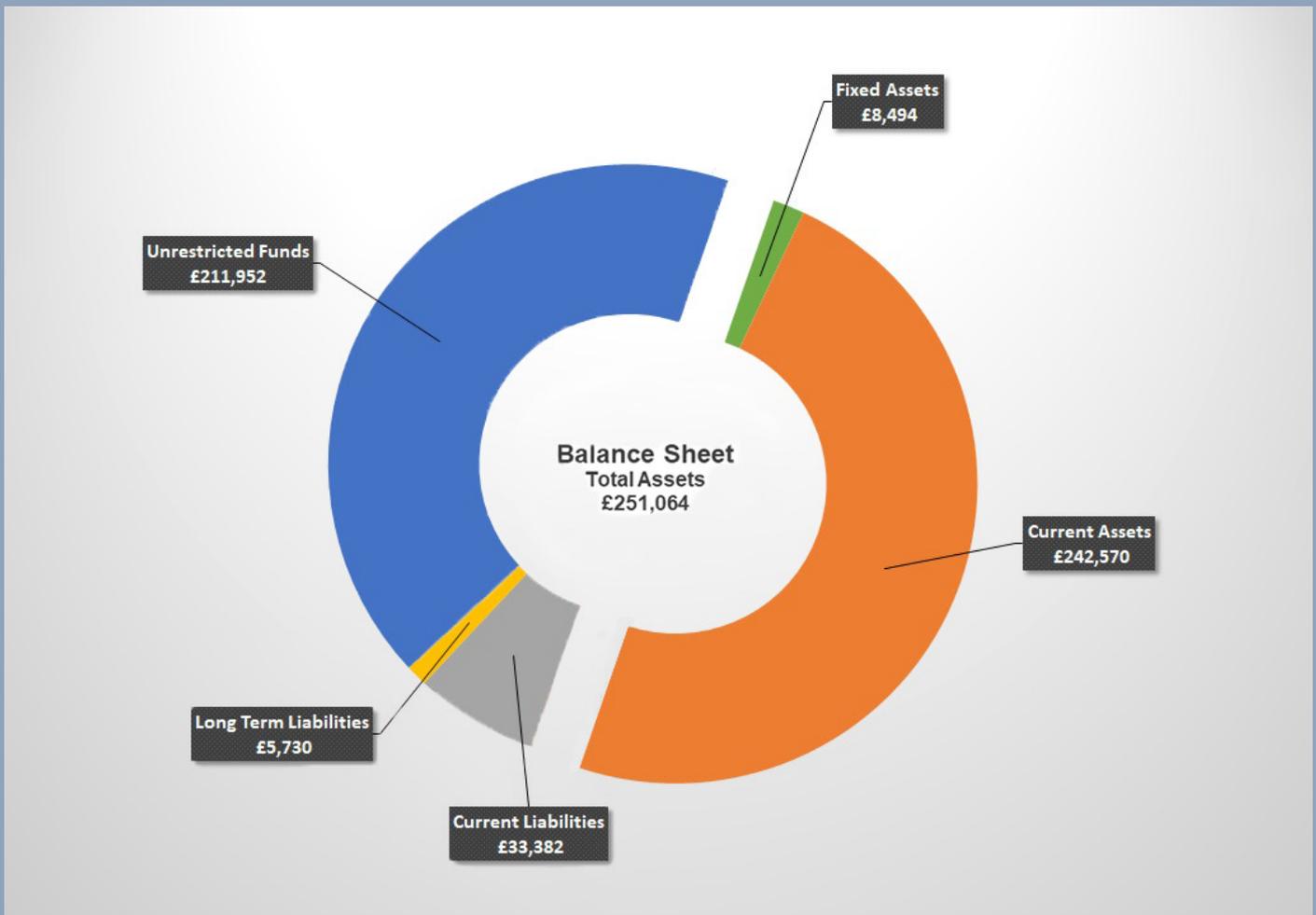
Wikimedia UK ended the financial year 2017/18 with a surplus of £11,660 (2017: £35,082). The year's 14% budget overspend on our partnership programmes costing £393,000 (2017: £317,000) and a 15% budget underspend in projects for volunteer and community support costing £118,000 (2017: £92,000) combined to turn a breakeven budget into a small surplus. Compared with 2016/17, out of a total income that was 18% up, at £700,000 (2017: £593,000), our charitable expenditure on projects, at £610,000 (2017: £487,000) was once again 25% up on the previous year.

The charity has again budgeted for a small operating deficit in the current financial year, as we prepare for some anticipated staff leave among our key management personnel. Total income for 2018/19 is expected to be 5% up on 2017/18, having been awarded a grant of £335,000 by the Wikimedia Foundation for 2018/19, an increase of 11% on the previous year; and we have projected an income of £226,000 from our individual supporters in the UK, who are a crucial component in our fundraising mix. Our forecast for gifts in kind is £130,000 and we have a target to raise £40,000 from major donors, trusts and foundations.

Financial Highlights

	2017-18	2016-17
Total income	£700,398	£593,051
Total grant from the Foundation	£298,384	£277,300
Total programme spend	£610,209	£487,238
Unrestricted reserve	£211,952	£200,292





Reserves

Our reserves policy is kept under regular review and was updated at the start of the 2017/18 financial year. The trustees believe it is prudent to retain between three and six months of planned operating costs (£175,000 - £350,000) in reserve. Our year-end free reserves, at just short of £212,000 are within this range.

Risk Management

Our internal reporting mechanisms for major risks adhere to Charity Commission guidelines, with our risk-rating system based on best practice and reviewed regularly by the Audit and Risk Committee, and all major risks reported to the full board. At the start of 2017 we identified the following potential major risks, which were monitored closely throughout the year by the Senior Management Team and the board of trustees:

- A reduction in our annual grant from the Wikimedia Foundation
- Decline in income from individual donors
- Inability to meet fundraising targets
- Deterioration of public perception of Wikimedia

We mitigated these risks through a range of activities including renewed communications with our individual donors and strong delivery against our Annual Plan Grant targets for 2017/18.

The major potential risks for 2018/19 have been identified as follows:

- 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
- Lack of the expected number of engaged, active and skilled volunteers based across the country

We aim to mitigate these risks through closer collaboration with other major players in the wider open knowledge movement; the creation of a robust crisis communication plan; developing positive relationships within the media; expanding our donor-base; developing our relationships with trusts, foundations and major donors; further expansion of our highly successful profile-raising partnership projects with major institutions; and an active volunteer engagement programme.



Amnesty International's BraveEdit editathon with Wikimedia UK in May 2018 - [image](#) by Jwslubbock CC BY-SA 4.0

Plans

In 2018/19 we plan to build on our work with the cultural and educational sectors. We have a number of emerging partnerships and initiatives that could have a significant impact on open knowledge and engagement with Wikimedia in the UK.

Underpinning and supporting all of our programme activity is the volunteer and editor community, and in 2018/19 we will continue to engage volunteers and members in every aspect of our work, including our Board and committees, the Partnership Advisory Board and Wikimedia UK working groups. We are planning to deliver a range of training and development opportunities for volunteers in the UK and will continue to encourage volunteers to apply for small project grants and borrow equipment to support the delivery of our strategic goals through volunteer-led activities. Crucially, we will ensure appropriate and meaningful opportunities to volunteer with Wikimedia UK as trainers, speakers, advisors and community leaders.

The Wikimedian-in-Residence model continues to be a key strategic lever for our work in the UK, with the success of this programme underpinned by very thorough preparation, management, monitoring and evaluation of all our residencies, working in close partnership with the host insti-

tutions to ensure maximum online impact as well as substantial organisational change. A number of residencies will be in their third or fourth year in 2018 and these are increasingly being funded in their entirety by the host institutions – including Bodleian Libraries, University of Edinburgh and Wellcome Library – or co-funded, as with the National Library of Wales.

A significant element of our work with partners is to persuade content holders of the benefits of Wikimedia, and to influence decision-makers within the GLAM sector to create policies that support open knowledge. We also advocate for changes to public policy, and over the next year will continue to support the work of the Free Knowledge Advocacy Group EU, whilst positioning ourselves within the UK to make the most of any opportunities created by Brexit to influence national copyright legislation.

2018-19 Priorities

- Wikimedians in Residence
- GLAM Partnerships
- Volunteers
- Editathons
- Gender equality
- WiciCymru

2018/19 is the third and final year covered by our current strategic plan.

Audit: The figures presented in this Strategic Report are taken from the audited financial statements for the year to 31 January 2018, on which the auditor's report gave an unqualified opinion.

Signed on behalf of the Board, as approved on 14 June 2018

Chair of the Board

Josie Fraser

Find us - we'd love to hear from you!

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This Strategic Report forms part of the statutory report and accounts for the year to 31 January 2018. Its purpose under company law is to help our members assess how well our Board have performed their duty to promote the success of Wikimedia UK as a charitable company. A full copy of Wikimedia UK's Annual Report and audited Financial Statements is available on request from the 5-11 Lavington Street, London, SE1 0NZ, or can be accessed online at <https://wikimedia.org.uk/wiki/Reports>



WIKIMEDIA
UK

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