

As a chapter, Wikimedia UK is just beginning to find its feet and participate in outreach and community building in 2010-2011. The success of our Wikipedia 10th anniversary events in Bristol and London show how increasingly more important Wikipedia and its community have become in the United Kingdom. Following these events, activities have been characterised by outreach to traditional culture institutions from the large British Museum and the British Library to smaller organisations like the Derby Museum. Also, discussion amongst academics and through the Imperial College student organisation and the beginning of an Ambassador program as well as the very successful collaboration with Cancer researchers are just the beginning of what can be fruitful collaboration here in the UK.



Fundraiser

Following the success of our first fundraiser last year, we took full responsibility for all fundraising in the UK in the 2010-2011 annual fundraiser. The fundraiser lasted 8 weeks, during which we raised over £540,000 from around 30,000 donors. We have granted £250,000 of the money raised to the Wikimedia Foundation to support the global activities of the movement.

Fundraising summit

In May 2010, we hosted the first international summit of Wikimedia chapters and the Wikimedia Foundation in Bristol to discuss fundraising and plan the year's annual fundraiser. The summit was attended by Wikimedians from at least six countries and was a very enjoyable and productive few days. We received very positive feedback from everyone and the fundraising summit is now a regular part of the Wikimedia calendar, with the next one being in Vienna.

Wikipedia's 10th Birthday



The Wikimedia Bristol team hosted 2 events in Bristol in honour of Wikipedia's 10th Birthday. In the morning Jimmy Wales led a school assembly at Bristol Cathedral for the Bristol Cathedral Choir School. Then, at noon he gave a set piece talk at the University of Bristol on Wikipedia in celebration of the 10th birthday that was due to take place two days later. Over 700 people attended the talk live, around 3500 watched it live over the Internet courtesy of one of the sponsors Bristol City Council, and a further 25,000 watched it after the event. The BBC Anchor Project recorded it professionally as well and has donated a recording of the talk under a Public Domain licence to Wikimedia UK.

British Library Editathon

As part of our 10th Anniversary activities and partially inspired by our successes with the British Museum collaboration, on 14-15 January, 2011, we held a editathon at the British Library where Wikimedia UK volunteers alongside the employees of the British Library created Wikipedia content related to the British Library. At the event attendees started 8 new articles and helped develop the infrastructure on Wikipedia related to the new GLAM/BL project on English Wikipedia.

Sponsorship

The Bristol-based events have received a lot of support from the local community. The Jimmy Wales 10th Birthday event in January was supported by the University of Bristol, BBC Anchor Project, Bristol Festival of Ideas, Bristol City Council, The Watershed & HP Labs.

The earlier UK Fund Raising Summit was supported by HP Labs, Bristol City Council & the Watershed.

The Bristol Festival of Ideas is approaching the Lottery Fund about a project for 2012 that they hope we will be involved with called 'Bristol & The Word' where they seek to document the city in words, picture, video & personal experience. They are seeking to create posts for writers in-residence that will lead to content creation on a wide scale. They believe there may be scope for content sharing arrangements with us.

Campus Ambassadors UK

Following the Public Policy Initiatives founding of a Campus Ambassador program for fall 2010 in the United States, we have begun exploring how to build such a program in the United Kingdom. Campus Ambassadors can fulfil multiple outreach roles on campus as the official representatives of the Wikimedia community on campus, assistants to Wikipedia teaching assignments in the University classrooms and in creating students organisations that advocate for Wikipedia and Wikimedia. Already events such as the Bristol Wikipedia Academy, Imperial College London Academy, and general discussion amongst those already involved in University outreach have begun to plant the idea of building Wikipedia as an academic tool and building an Ambassador program.



Now, we are searching for a combination of instructors to do Wikipedia teaching assignments, and Wikipedians, students and university community members interested in being trained to do campus outreach as Campus Ambassadors. A training event will be held in the next several months in preparation for outreach events when students return in the fall.

Imperial College Wikipedia Society

An Imperial College Wikipedia Society has been officially recognised by Imperial College, the first Wikipedia student organisation to be established in the UK. The society hopes to feed teaching assignments and outreach on campus and hopes to encourage the use of Wikipedia on campus and to seriously question its position in the academic community.

Wikipedian in Residence

A Wikipedian in Residence is a volunteer role, whereby a Wikipedia editor accepts a placement with an institution to facilitate Wikipedia entries related to that institution.

The first Wikipedian in Residence was Liam Wyatt, an Australian Wikipedia editor. His period of the residency was five weeks during which Wyatt aimed to develop the relationship between Wikipedia and the British Museum. Matthew Cock who runs the museum's web site remarked: "I looked at how many Rosetta Stone page views there were at Wikipedia - that's perhaps our iconic object - and five times as many people go to the Wikipedia article as to

ours. So a Wikipedian in Residence relationship was born. http://en.wikipedia.org/wiki/Wikipedia:GLAM/BM/Wikipedian_in_Residence

In a New York Times article entitled: 'Venerable British Museum Enlists in the Wikipedia Revolution it says "*The British Museum has begun an unusual collaboration with Wikipedia, the online, volunteer-written encyclopedia, to help ensure that the museum's expertise and notable artifacts are reflected in that digital reference's pages.*" http://www.nytimes.com/2010/06/05/arts/design/05wiki.html?_r=1

GLAM-WIKI UK conference

An event entitled "Galleries, Libraries, Archives, Museums & Wikimedia: *Finding the common ground*" conference was held at the British Museum, Friday 26 - Saturday 27 November 2010.

Featuring guest speakers the included: author, activist, journalist, blogger Cory Doctorow, Dr Kenneth Crews, Director of the Copyright Advisory Office of Columbia University & Sue Gardener Executive Director of the Wikimedia Foundation – the event explored how the GLAM sector could work in partnership with Wikipedia going forward & has led to a set of strong contacts between the GLAM sector and Wikimedia UK being made

Derby Collaboration

Looking beyond larger GLAM institutions, members in Derby created a GLAM collaboration with the Derby Museum and Art Gallery. This local museum sponsored a backstage pass for Wikipedians on 9 April 2011. The collaboration along with the backstage pass have spawned numerous articles in multiple languages.

Also, with the help of the international GLAM-Wiki community, UK Wikipedians helped the Derby Museum become the first organisation to use QR codes to link from their collections to Wikipedia. QR codes allow visitors with next generation mobile phones to explore Wikipedia articles about the topics covered only briefly in museum displays.



Cancer Research UK

Wikimedia UK ran a 'Wikipedia Workshop' at Cancer Research UK's London offices. Cancer Research UK's staff explored how their unique expertise can benefit Wikipedia, improving existing cancer-related pages and sharing new information about cancer and health.

The 'Wikipedia Workshop' was split into two sessions. The first took place in early February and consisted of a two hour comprehensive introduction to Wikipedia, including what makes a good Wikipedia article and how to interact with other contributors. The second session, on Monday 28th March 2011, was an all-day 'hands-on' session where the Wikipedians guided attendees through their first edits to Wikipedia.

Kate Arnold, director of patient information at Cancer Research UK, said: "Wikipedia is a key source of information for people looking for information about cancer. Either they go to the site directly or they Google a term and Wikipedia links appear high in the search rank. We believe it is vital for the information available on these pages to be accurate and easy to understand."

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