

# Wikimedia UK Strategic Report 2020/21



# Introduction

**2** 020 was a year when we all experienced a restriction in our liberties of one kind or another. With our focus sharpened it is perhaps not surprising that where visibility and representation have been marginalised, at this point of global crisis voices were raised and equity demanded across the many communities who have been left out by the structures of power and privilege. It is this equity of voice and shared knowledge that Wikimedia UK has strived for and continues to hold front and centre as we review the second year of our three year strategy.



Coronavirus. SARS-CoV-2. Authors: Alexey Solodovnikov (Idea, Producer, CG, Editor), Valeria Arkhipova (Scientific Consultant). CC BY-SA 4.0. [Details](#)



BLM IMG 8273 (50256238108). Author: Becker1999. CC BY 2.0. [Details](#)



Suffragette Emmeline Pankhurst is arrested outside Buckingham Palace in England in 1914. Author: Unknown. Public domain. [Details](#)





# Strategic Priority and Key Outputs

Aim 1:

## Increasing Knowledge Equity

– Increase the engagement and representation of marginalised people and subjects on Wikimedia



Aim 2:

## Developing Digital Literacy

– Work with partners to develop digital, data and information literacy through Wikimedia



Aim 3:

## Changing Policy and Practice

– Create changes in policy and practice that enable open knowledge to flourish



Aim 4:

## Growing Wikimedia UK's Profile and Capacity

– Develop our capacity and profile as a leading organisation for open knowledge



The last 12 months have reminded us to continue to question historic ways of working and that through disruption we are often forced to become our most agile and resilient. This Strategic Report and its content is itself a reflection of a new way of working. We hope you enjoy it and the new insight it is able to give you into the great efforts and impact of the Wikimedia UK team and wider community.

## Message from the Chair of the Board

→ Nick Poole



**W**riting this message will be very nearly my final duty both in my role as a Trustee of Wikimedia UK and more recently as the interim Chair of the Board. It is an opportunity to reflect, both on how far we have come and on how far there is still to go in achieving our vision of a world in which Open Knowledge is the norm.

Looking back over the past six years on the Wikimedia UK Board, the thing that stands out for me above all else is the people I have been fortunate to meet and to work with along the way. This is a unique, multi-faceted and

deeply committed community. Whether it is the individual editors and contributors with whom I have met and laughed at events and get-togethers, or the dedicated volunteers who keep the infrastructure of open knowledge running and evolving. Whether the brilliant, dedicated staff team working

***"Looking back over the past six years on the Wikimedia UK Board, the thing that stands out for me above all else is the people I have been fortunate to meet and to work with along the way."***

under the visionary leadership of Lucy Crompton-Reid or the fellow Trustees with whom I have spent countless hours poring over matters of governance, strategy and finance. It has been a profound honour to be able to play a part in this community, and as I step down from the Board I hope to continue to play no less active a role in supporting its development in future.

I am also struck by how far the charity itself has come. Good and accountable governance matters and Wikimedia UK has been fortunate to benefit from considerable professional insight, experience and expertise, whether in the Board of Trustees or the delegated Committees. In my time as a Trustee, we have gone from tempestuous discussions to a highly effective, well-run and accountable operation, focused always on promoting the interests of our community and supporting the ambitions of the global movement.

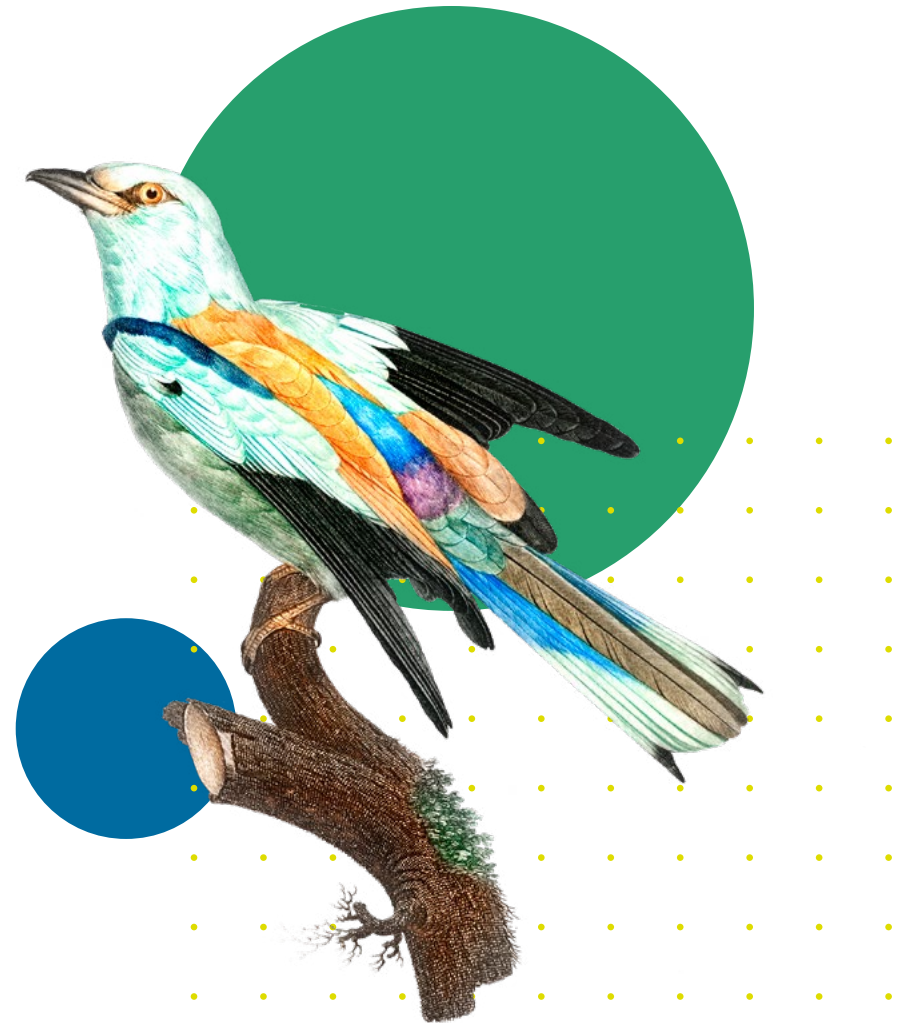
This in turn has enabled us to become a real platform for action and for change. I would single out for special mention the extraordinary efforts of the Wikimedia UK Programmes

team, whose track-record of delivery and impact would be formidable in an organisation twice our size. I'd highlight the veritable army of Wikimedians in Residence who are helping to drive a permanent culture shift in some of our world-leading cultural and heritage institutions. I'd highlight the powerful

cross-border collaborations that have enabled us to explore and discover the richness of our many languages, identities and stories.

But perhaps the thing of which I am most proud – despite the fact that I can claim none of the credit – is the extent to which Wikimedia UK has become a platform for positive change and representation. Open knowledge should be about celebrating all of our stories, all of our perspectives and all of our identities. Thanks to the efforts of the whole community, we are working towards a culture and practice rooted in inclusivity, respect and an essential recognition that if there is one quality that characterises all that is wonderful about human life, it is its diversity.

The Wikimedia community, Wikipedia itself and the constellation of projects that underpin it, have the potential to be a powerful force for good in the world. Over the past six years, I have seen Wikimedia UK become an organisation that embraces that spirit and makes it a reality. Yes, there is still a long way to travel, but as I step aside, I firmly believe that we are in better shape than we have ever been to make that journey together.



Abyssinian roller, male from *Histoire Naturelle des Oiseaux de Paradis et Des Rolliers* (1806) by Jacques Barraband (1767-1809).  
Author: Rawpixel. CC BY-SA 4.0. [Details](#)

## Message from the Chief Executive

—————→ *Lucy Crompton-Reid*



**F**or the second year, I'm writing the Chief Executive's message for Wikimedia UK's Strategic Report from my desk at home, as the staff of the charity are still working remotely as a result of the pandemic. Whilst open knowledge, and our work, continues to be about so much more than Covid-19, the UK is still grappling with this disease and the impact it is having on our lives and livelihoods. I am enormously proud of the flexibility, resilience, creativity and compassion that Wikimedia UK's staff and volunteers have shown over the past 18 months, in adapting to the situation and developing meaningful online projects and partnerships that continue to advance our cause. Many of these are referenced within this report and still others are shared online through our comprehensive **Impact Report for 2020/21** published on Meta-Wiki.

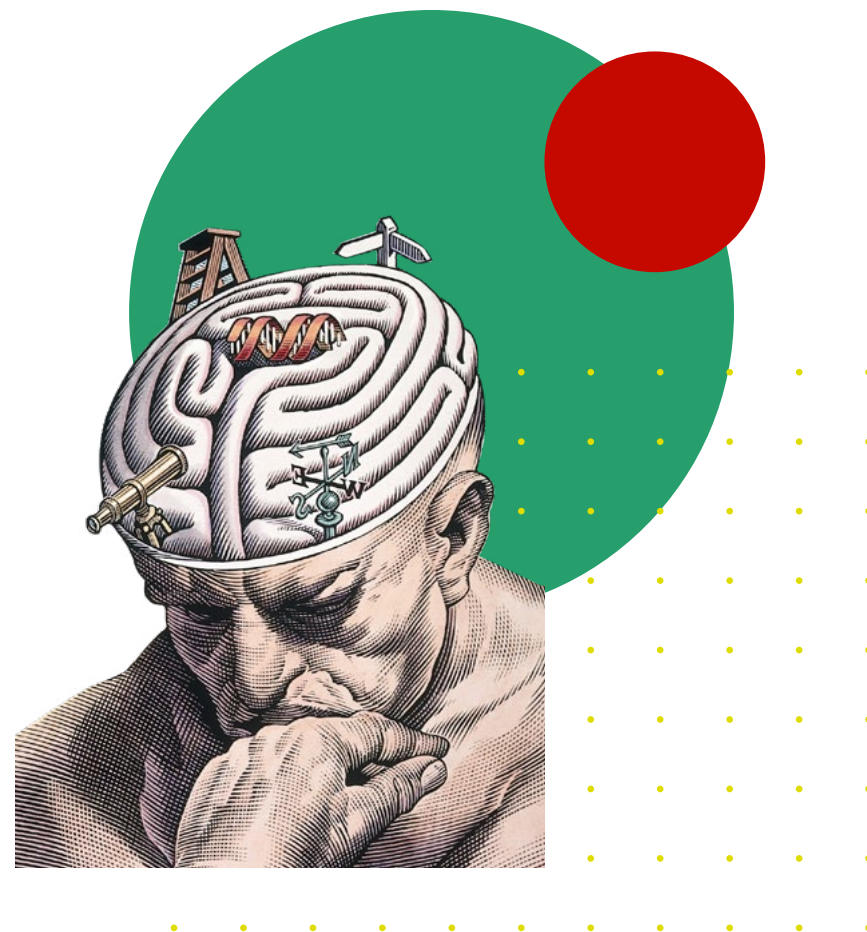
***"I'm very pleased to report that in fact this was a highly successful year in terms of supporting or securing policy changes at an institutional, sectoral and public policy level."***

Early in the first lockdown, when events and conferences were at first being cancelled, and then started to be delivered online, we were particularly concerned about our policy and advocacy work. So much of this has depended on presentations and networking at sector conferences. However, I'm very pleased to report that in fact this was a highly successful year in terms of supporting or securing policy changes at an institutional, sectoral and public policy level. Examples include the Welsh Government releasing their videos under an open licence, the Scottish Government changing their image licence on Flickr to one that was compatible with Wikimedia Commons, and the National Lottery Heritage Fund changing their licensing policy – requiring grant recipients to release their digital outputs on a CC-BY 4.0 licence.

January 2021 saw the 20th Anniversary of the English Wikipedia (the first Wikipedia to be launched). To celebrate, Wikimedia UK held an online 'Bake Off' - Wiki Loves Cakes – judged by Sandy Toksvig and also hosted a virtual party with over 150 attendees, featuring talks by Jimmy Wales as well as community leaders from across the UK. We will continue to celebrate the anniversary year throughout 2021 and have more events planned for the summer.

In reflecting on the past year, one of the most remarkable things for me is that the quantitative results for our activities have mostly increased compared to 2019/20. Moving our events online has actually enabled us to reach more people, as barriers to access in terms of time and travel are reduced. Of course, working exclusively online creates other access issues, and we are looking forward to having the freedom to hold in person events again, and to offer a hybrid programme that will enable more people to engage with our activities in a way that suits them.

Whilst I am looking forward, it's worth mentioning that during the summer and autumn of 2021 we will be developing our new strategic plan for 2022 to 2025. This will involve input from, and consultation with, Wikimedia UK's stakeholders including staff, Trustees, volunteers, partners and others. At a personal and professional level, I remain deeply committed to Wikimedia UK's vision of achieving a more tolerant, informed and democratic society through open knowledge. I look forward to exploring how we can best achieve that over the next few years; in a world which will, I hope, be starting to recover from the devastating consequences of the pandemic and rebuilding itself in newer, fairer ways. In particular, I want us to ensure that our commitment to equity is manifested throughout our work, and that volunteers and the volunteer ethos remain at the forefront.



Lucy Crompton-Reid, Chief Executive, Wikimedia UK.  
Author: Simoncromptonreid. CC BY-SA 4.0. [Details](#)



The gyri of the thinker's brain as a maze of choices in biom.  
Author: Wellcome Images. CC BY 4.0. [Details](#)



# Our Impact in Numbers

Reach of content  
**1.4 billion**  
view of images and  
articles

Leading volunteers  
**507**

Leading  
volunteers women  
**52%**

Total audience reached  
(direct engagement)  
**104,266**

**761,672**  
Content pages created  
or improved across all  
Wikimedia (excluding  
Commons)

Total participants  
**8,729**

Volunteer hours  
donated  
**31,696**

Volunteers  
developed new skills  
**87%**



The Cephalopoda. Author:  
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# Aim 1: Increasing Knowledge Equity



Researcher Uses Pipettes.  
Author: Rhoda Baer. Public  
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Portrait of Jowonder. Author:  
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Women holding parts of the  
first four Army computers.  
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**R**ightly, there have been global and national movements over the last 12 months highlighting the inequality experienced by members of our communities. The long-term outcome for this strand of our work is that the Wikimedia projects reflect our diverse society and are free from systemic bias. Our approach is not just to diversify representation online, it is to ensure we recruit and retain volunteers which reflect our diverse society, therefore ensuring the ecosystem is sustainable. A particular success in this area is reaching 52% representation for women across our Lead Volunteers, a figure that has been growing year on year and highlights the success of our focus on the gender gap in driving representation and engagement.

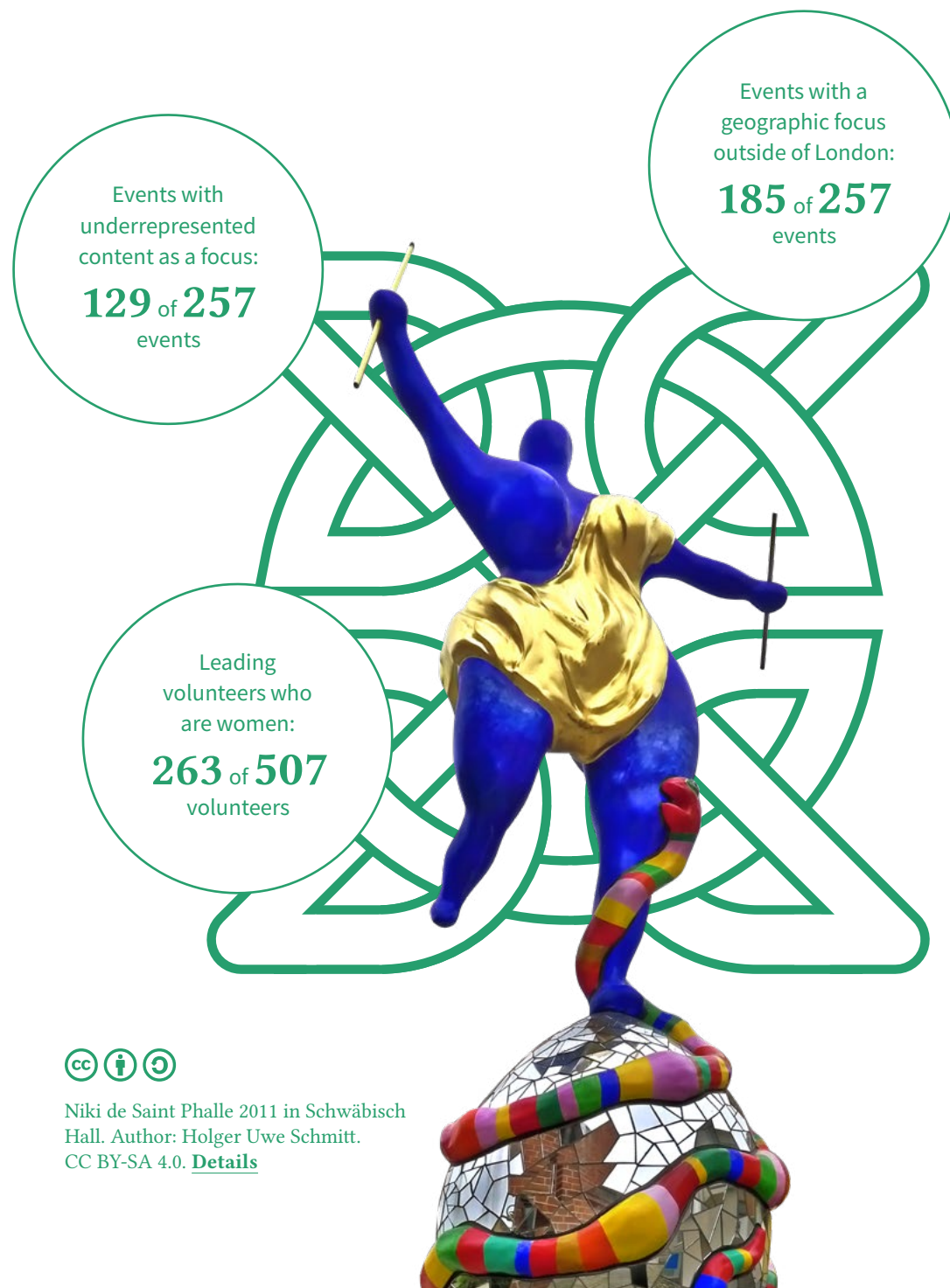
At the Science Museum, we launched the Wikimedian in Residence (WiR) programme in August 2020. The residency has a wide remit, including image uploads, data work, internal advocacy with a focus on underrepresented content. In September areas of informational gaps on Wikipedia were identified by the WiR specifically focusing on underrepresented groups within the Science, Technology, Engineering and Mathematics (STEM) field. Using the Science Museum collections online to fill in these gaps, about 50 biographies, 20 stories and 10 objects were identified,

***"Celtic Knot has evolved into a vital space for minority language wikis over the last few years, enabling collaboration to work through barriers, and delivering talks to inspire and inform."***

representing various cultures, ethnic groups and genders. This process lays the ground for further work in the area throughout the residency.

An emerging theme within this strategic delivery has been **decolonisation**. With key partners including London College of Communication, we have explored what decolonisation means and how it can be practically applied across both the education sector and within cultural institutions looking to decolonise their collections and curricula. We are excited to see the opportunities of this work and what it means for unbiased representation across the open knowledge projects.

An unforeseen positive for events moving fully online was the broadening of participation, an aspect we will maintain as restrictions continue to evolve. One of the first events in the Wikimedia movement to pivot fully online due to the impact of Covid-19 and the restrictions on face to face events, was the Celtic Knot 2020 conference, jointly organised with Wikimedia Community Ireland. Over 100 individuals from across a wide range of languages attended the event. Celtic Knot has evolved into a vital space for minority language wikis over the last few years, enabling collaboration to work through barriers, and delivering talks to inspire and inform.



## Celtic Knot Videos





## Aim 2:

# Developing Digital Literacy



Twr Bach Llandwyn Island  
Lighthouse. Author: Mark Warren  
1973. CC BY-SA 4.0. [Details](#)



Enrique VIII. Author: Cardena2.  
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Scandia Elementary School  
celebrates Earth Day. Author:  
Ken Wright. Public domain.  
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A society armed with accurate, unbiased information is a society that is confident to challenge the rhetoric of fear, prejudice and exclusion. The long-term strategic outcome for this strand of our work is that people in the UK are able to understand and effectively engage with open knowledge, creating high levels of information literacy which underpins civil society and democratic processes. One of the prevalent issues of the Covid-19 pandemic has been the violent wave of misinformation and disinformation.

***"This project has given me skills essential to university life, being able to research and recognize the importance of referencing. I have also seen a great improvement in my Welsh language skills."***

We have taken the opportunity of disrupted classrooms and a reimagining of lessons to engage in active discourse around the benefits of 'Wikipedia in the Classroom'. Wikimedia UK believes that engaging with the Wikimedia projects enables learners to understand, navigate and critically evaluate information as well as develop an appreciation for the role and importance of open education. Using Wikimedia in the curriculum can teach students key skills in information literacy, collaboration, writing, editing, information synthesis, source evaluation and data science.

Through our partnership with Menter Môn in North Wales we have seen continued success across secondary school education, with language resources developed and improved

through the integration of the Welsh language Wikipedia into the Baccalaureate in Wales. Pupils have also reported on the applicable skills they have been taught in the workshops and highlighted the benefits this has had on their further academic involvement.

During 2020 our work in higher education was, to some degree, a victim of the pandemic. The charity supported nine active Wikimedia courses during the year compared to 20 in the previous year. However, at the University of Edinburgh,

where there is a long-term Wikimedian in post, both formal and informal activities for students have continued. This demonstrates the value of an embedded presence within an institution. A new **booklet of case studies of Wikimedia in UK education** was published in partnership with the University of Edinburgh looking at learning outcomes and impacts beyond the classroom.

***"The Wicimôn project has been a fantastic opportunity for us to develop our technological skills. One of the most important aspects of the project has been to develop our translation skills and show the importance of the Welsh language in the modern world."***



**3,251**

attendees stated they  
had 'Improved skills and  
confidence'

Exeter Law School  
students edited over

**1,000**

articles and contributed 31  
new articles & 64 Wikimedia  
Commons files

**797**

newly registered users  
across Wikimedia

**11,000**

volunteer hours  
donated to support  
Digital Literacy



The Annunciation. Author: Luis Lagarto.  
Public domain. [Details](#)



# Aim 3: Changing Policy and Practice



Evening primrose (*Oenothera biennis*): flowering stem.  
Watercolour. Author: Wellcome  
Images. CC BY 4.0. [Details](#)



Stonehenge. Author: Ken Fulton  
Almazan. CC BY-SA 4.0. [Details](#)



Judge Magazine Cover (2 May  
1925). Author: Judge Magazine.  
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It is critical for Wikimedia UK to be an active advocate for the policies and practices that can embed open knowledge and ensure it thrives across society. The long-term outcome for this strategic pillar is that our work has significantly increased free, online access to knowledge and information.

Over the past 12 months we have presented our work and policy positions at a wide range of online events and conferences, including the Creative Commons Global Summit and two Westminster Media Forum policy seminars. We liaised with the UK Government Cabinet Office and Health Education England regarding our work to combat online misinformation and disinformation about Covid-19. In addition we supported the UN's **VERIFIED** campaign against misinformation – particularly relating to vaccines – helping to amplify key messages through the participation of our partners and allies.

We joined the National Lottery Heritage Fund's (NLHF) Licensing Review Advisory Group and secured a change of policy that means all digital outputs from NLHF funded projects are now required to be released under an open licence. Such a significant heritage advocate and funder moving to CC-BY 4.0 ensures the benefits of open licensing will be understood by a greater number of heritage professionals, volunteers and the public.

***"It is critical for Wikimedia UK to be an active advocate for the policies and practices that can embed open knowledge and ensure it thrives across society."***

Our policy advocacy and consultation reflect the breadth of work we deliver across the United Kingdom. We responded to the National Library of Wales consultation on their draft five year strategy for 2021–2026 and participated in Scotland's 'Make Your Mark' consultation and campaign about digital volunteering for heritage. We also responded to UK Research and Innovation's consultation on their open access policy, which could positively impact on the future accessibility of all the research they fund, including through the seven disciplinary research councils such as Arts and Humanities Research Council.



Common poppy (*Papaver rhoeas*)  
illustration from Medical Botany (1836) by  
John Stephenson and James Morss Churchill.  
Author: Rawpixel. CC BY-SA 4.0. [Details](#)



## Case Study to share impact

Increasing representation of smaller language wikis has been a successful focus of the Knowledge Equity programme, with positive impact on Policy and Practice too. An agreement from the Welsh Government that they would share all past and future daily Covid briefings on Wikimedia Commons was the culmination of many months of work by the team. Welsh Government press releases by the First Minister, the Health Minister and NHS Wales CEO are now on both CC-BY and OGL, and we have **uploaded over 200 videos onto Commons** which have been used on Wikipedia. This is a significant policy move and a step towards open sharing by a government supporting open access to information for everyone in their society.



Saffron crocus (*Crocus sativus*) illustration from Medical Botany (1836) by John Stephenson and James Morss Churchill. Author: Rawpixel. CC BY-SA 4.0. [Details](#)



London Street View. Author: Fastily. CC BY-SA 3.0. [Details](#)







Aim 4:

# Growing Wikimedia UK's Profile and Capacity



Boy with butterfly. Author: Ryan Hagerty. Public domain. [Details](#)



Sulphur tuft fungus (*Hypholoma fasciculare*). Author: Wellcome Images. CC BY 4.0. [Details](#)



Solar elipse 2019 view at Kunissery. Author: Aneeshkunissery. CC BY-SA 4.0. [Details](#)



**T**he long-term outcome for this programme is that Wikimedia UK is recognised as a leading organisation for open knowledge. Advocating for policy change in 2020 has again put Wikimedia UK's expertise front and centre across access to information about Covid-19 as well as our ongoing priorities of copyright policy and combating misinformation and disinformation.

Recognition and a boost to Wikimedia UK's profile came via OpenUK's Inaugural Honours List in January 2021, recognising Jason Evans, Wikimedian in Residence at the National Library of Wales, along with Scotland Programme Coordinator Dr Sara Thomas, as "Open Data Influencer";

they joined illustrious names such as Jimmy Wales, Sir Tim Berners-Lee and Catherine Stihler.

The cultural and education sectors, with whom Wikimedia UK works most closely, have arguably been the most profoundly affected by the pandemic and accompanying shutdown in the UK. Within this context, and given the extent to which our programme delivery is supported and largely funded by our partners, the need to establish a sustainable business model underpinned by diverse and stable funding becomes even more imperative. To this end, we are very pleased and grateful to have been awarded additional funding from the Wikimedia

***"The cultural and education sectors, with whom Wikimedia UK works most closely, have arguably been the most profoundly affected by the pandemic and accompanying shutdown in the UK."***

Foundation towards the development of our fundraising capacity over the next few years. This has led to an internal restructure and the creation of a new Development and Communications team, with staff costs partly funded by this grant.

With additional resources we saw the impact of renewed focus and engaged over 95,000 people across our digital communications in the reporting period. A key focus in January 2021 was the Wikipedia 20th Birthday Celebration. Highlights include 160 online attendees for our Birthday Celebration, radio interviews with BBC Radio Cymru, Radio

4, Times Radio and coverage in First News, youth magazine.

Engaging our volunteers in training was achieved through an online version of our well regarded Train the Trainers

programme, to further support our move to online delivery. Of those who received training from Wikimedia UK, 87% had developed new skills as a result of their involvement with us, compared to 82% in 2019/20. 100% of respondents to the Annual Community Survey said that they would recommend Wikimedia UK, compared to 88% last year, and 100% also reporting that they felt appreciated by the charity, compared to 84% last year.

## Looking Forwards and Wikimedia 2030

**W**ikimedia UK has been involved in the development of the Wikimedia 2030 movement strategy since its inception, and remains committed to its successful delivery. During September and October 2020 we held discussions with staff and Trustees to identify global priorities for implementation and to explore the recommendations and initiatives through the lens of our own organisational priorities, as well as the skills and expertise that the UK chapter and community could bring to the wider movement. We had further meetings in November with the Celtic Knot community and – separately – contributors to English Wikipedia, to explore these questions with editors and community organisers.

The clearest overlap between the movement strategy and Wikimedia UK's own strategy is Recommendation 8: Identify topics for impact. In particular, our work to develop diverse content and contributors and increase the engagement and representation of marginalised people and subjects, resonates closely with initiatives 8.37 Bridging content gaps and 8.38 Content



Eine Frau und ein Mädchen  
posieren bei der "Internationalen  
Messemოდenschau", Herbstmesse  
1953. Authors: Roger Rössing, Renate  
Rössing. CC BY-SA 3.0 DE. [Details](#)



Manzanar Relocation Center,  
Manzanar, California. Grandfather  
and grandson of Japanese ancestry.  
Author: Dorothea Lange. Public  
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Double ring leap on floor  
exercise at VHSL state 2006.  
Author: Skubik. CC BY 3.0.

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Training van Olympische  
turnsters te Arnhem,  
Bestanddeelnr. Author:  
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initiatives in underrepresented communities. Our partnership work has focused on underrepresented communities and knowledge for the past five years. This work brings with it international connections, and we would be excited to connect with other affiliates to drive these initiatives forward.

As well as these emerging programmatic themes, 2020 has also been a year for experimenting with new models of delivery, as a result of the shutdown. As an organisation we have done well in adapting to remote delivery – with notable successes including the online Celtic Knot Conference, in partnership with Wikimedia Ireland, and our AGM; as well as board meetings, meetups and regular editing events – and plan to continue developing our online training delivery. In particular, having got past the initial period of adjustment, we would like to ensure that we are working as inclusively and innovatively as possible, and maximising the opportunities presented by remote working to extend our reach.

Office management, paperwork and commuting five days a week have obviously been less of a feature of everyone's working lives since March 2020. Whilst there were some issues initially with remote working, all staff feel that they have benefitted from the increased flexibility, and we do not plan to return to our former way of working.

## Finances and Risk Management

2020/21 was an unprecedented year for everyone. With Wikimedia UK's financial and delivery year already underway at the point that the UK went into its first national lockdown, the Board of Trustees asked the senior management team to plan for three different eventualities. The budget was reforecast based on the medium case scenario, however the impact of the pandemic on our individual donations did not materialise in the way that we had anticipated. We were therefore pleased to have ended such a challenging year in a strong financial position.

Wikimedia UK ended the financial year 2020/21 with a surplus on unrestricted funds of £52,176 (2019/20: £10,306). £121,000 restricted income was received ahead of planned expenditure and is carried forward to 2021/22. Total unrestricted income at £746,439 was slightly ahead of our previous year's performance (2019/20: £734,671). Charitable expenditure of £615,617 on projects was lower than the previous year

(2019/20: £672,290). Income from charitable activities and charitable expenditure on projects include £154,412 (2020: £155,745) from gifts-in-kind.

The risk register is maintained and updated on a quarterly basis by the Chief Executive, and reviewed by the Audit and Risk Committee before discussion of any key risks by the whole Board of Trustees. At the start of the 2020/21 financial year, the threat of a global pandemic was still an emerging risk. Covid-19 related risks, which grew in significance in the first quarter of the financial year, included the impact of the shutdown and economic recession on our partners – which could lead to a reduction in Gifts and Kind and a significant impact on programme delivery – as well as on our own ability to raise funds.

Aside from the concerns relating to the pandemic, as we started the financial year 2020/21 the major risks to the organisation were perceived to be damage to public profile as a result of an issue related to Wikipedia or the Wikimedia movement, and a reduction in our Annual Plan Grant due to changing strategic priorities of the Foundation or decreased revenue. Neither of these risks materialised during the financial year but remain major risks. The other major risk to the organisation in 2021/22 – as assessed in February 2021 – is the potential impact of Covid-19, economic recession and/or Brexit on our partner institutions leading to a decrease in the charity's activity, reach and impact.

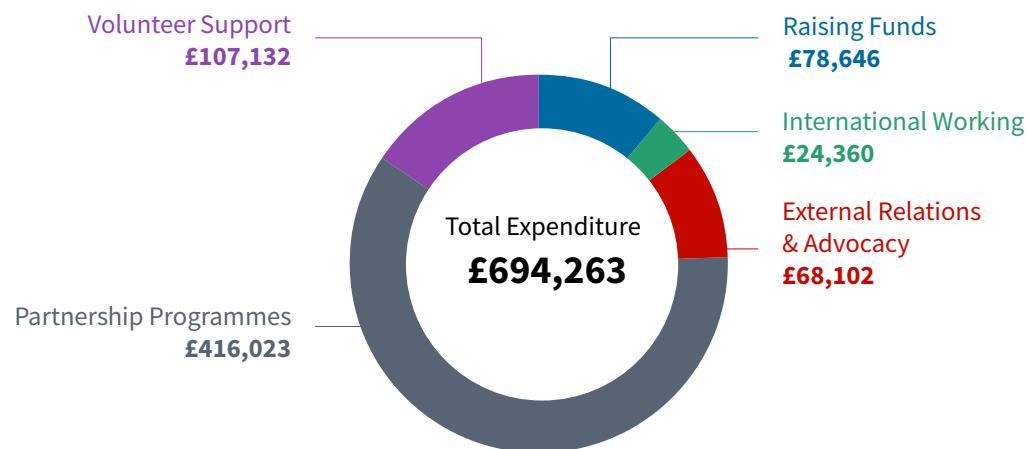
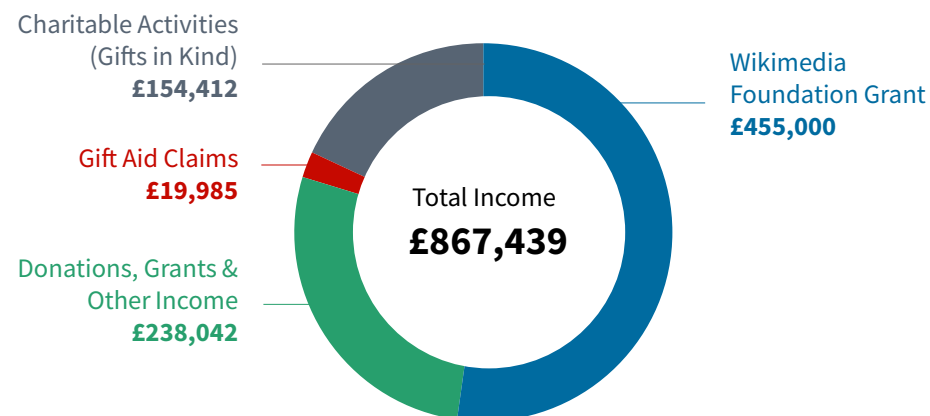
## Audit

The figures presented in this Strategic Report are taken from the audited **Annual Report and Accounts** for the year to 31st January 2021. The auditor's report on the annual accounts and the auditor's statement were unqualified.

Signed on behalf of the Board, as approved on 5<sup>th</sup> July 2021:

*Nick Poole*

Chair of the Board





## Wikimedia UK

Full name: Wikimedia UK

Registered Company Number: 06741827

Registered Charity Number: England and Wales **1144513**,  
Scotland **SC048644**

## Directors and Charity Trustees

- Nick Poole **Chair** (*Appointed 21 March 2020*)
- Josie Fraser **Chair** (*Resigned 21 March 2020*)
- Lorna Campbell **Vice Chair**
- Jane Carlin
- Martha Woodward **Treasurer**
- Sangeet Bhullar
- Andrea Chandler
- Doug Taylor
- Rod Ward
- Kelly Foster (*Appointed 18 July 2020*)

## Head Office

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## Bankers

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Four Brindley Place,  
Birmingham, B1 2HB

The Co-operative Bank plc,  
1 Balloon Street,  
Manchester, M60 4EP

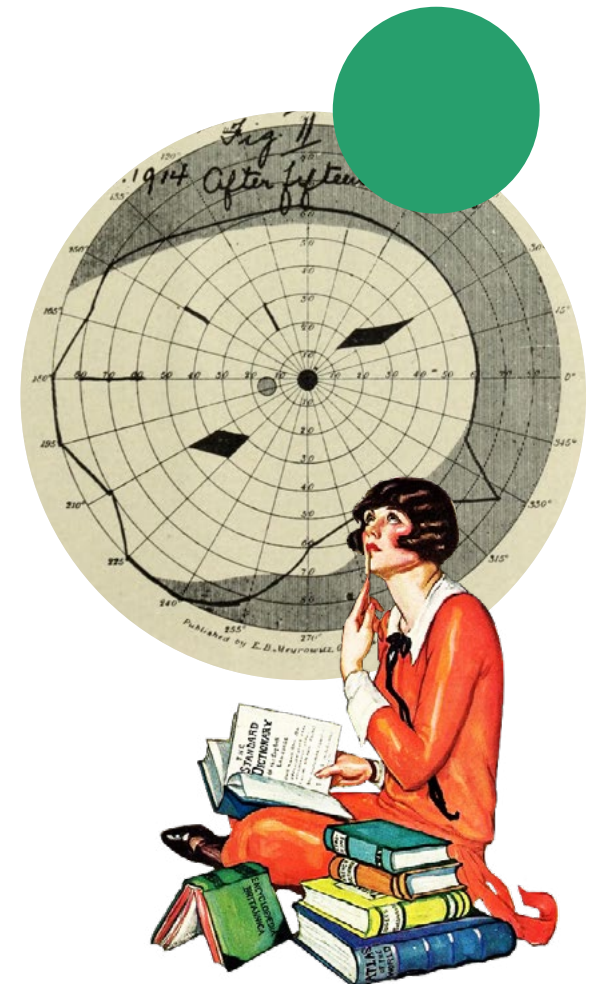
## Auditors

PKF Littlejohn LLP,  
15 Westferry Circus,  
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Maryland medical journal (1916).  
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