



WIKIMEDIA
UK

Annual Review 2016/17

A Message from Michael Maggs



It's good to be able to report a very successful twelve months. Our work on efficiency, sustainability and scale over the last couple of years is now really starting to bear fruit and we took the opportunity to refine our strategic goals and objectives and to design a new set of metrics against which to measure our impact. Even though the targets we set ourselves were deliberately challenging it is pleasing to see that we have been able to perform in many areas even better than we had anticipated.

Cultural partnerships this year have included The Bodleian Libraries, The British Library, The National Library of Wales, The Natural History Museum, The Tate, The University of Edinburgh and The Wellcome Library.

Diversity has been at the forefront of much of the work we do. The gender gap continues to be an area of focus, as well as support for the Welsh and Gaelic language communities respectively via our Wales manager and our Gaelic Wikipedian at the National Library of Scotland.

Our copyright and open knowledge advocacy work has seen

increased involvement in sector-wide initiatives and government representations both in the UK and the EU. Our EU advocacy work will continue during and after Brexit as the EU will remain an important source of UK and international copyright law. Although the UK's copyright law framework is unlikely to change immediately after Brexit we are continuing to watch for UK-specific opportunities.

Our improved engagement with volunteers has resulted in a significant upturn in numbers, with 200 lead volunteers and other people involved contributing a total of 20,000 volunteer hours to our programmes. We see the potential for even wider volunteer reach and for the provision of improved individual volunteering opportunities and we will continue to work on our communications and on developing and supporting our community. We are seeing a growing public profile and reach, with more positive media coverage and social media engagement. We have also enjoyed a higher profile at external conferences with an increasing number of speaking engagements being accepted by our chief executive, staff and trustees.

I would like to put on record my thanks and those of the board for the excellent work that our chief executive, Lucy Crompton-Reid, continues to do in helping and enabling the charity achieve our open knowledge ambitions. A huge thanks, also, to our volunteers and to the staff team for all their work for the charity over the past year.

This will be my last message as Chair, as I will shortly be stepping down from the role (though, if re-elected at the AGM, I will continue to serve on the board). At this point in the charity's development I believe it would be advantageous for us to have a Chair with a high profile in the Open movement and with expertise in volunteer and public outreach. To that end, I indicated to the board some months ago that I would like to stand down as Chair, and I am pleased that Josie Fraser, an open education specialist, will be taking over during this year's AGM.

Michael Maggs
Chair

A Message from Lucy Crompton-Reid



This has been a highly successful year for Wikimedia UK and I am proud of the progress that we have made towards achieving our strategic vision, mission and goals. This has only been made possible by the enthusiasm, commitment and energy of hundreds of volunteers as well as our partners, staff team and board of trustees; and I would like to take this opportunity to thank everyone involved in the charity's work during 2016.

I expressed the hope in last year's annual report that 2016 would be a more stable year for Wikimedia UK following a staff restructure and change of Chief Executive in the previous year. I'm pleased that this has been the case and that 2016 saw continuity of both staff and board, with one staff departure (our Office Manager Richard Symonds, who had worked for the charity for five years and left for a career change), and only two trustees stepping down - at the end of their terms - in July 2016. One of those trustees, Chris Keating, had served on the board for nearly six years, including a stint as Chair. His work as a trustee was invaluable and I'm very grateful that he continues to support the organisation as a volunteer.

The start of 2016 saw the development of a new three-year strategic framework and business plan for Wikimedia UK, which seeks to position the charity at the forefront of open knowledge in the UK, working with and developing the Wikimedia projects with a focus on diversity and inclusion. Our three strategic goals for 2016–19 have informed the development of our programme and provided more focus and clarity for our work with partners, volunteers and other stakeholders within the wider open knowledge movement.

Collaboration with cultural partners and educational institutions has continued to be crucial to our work at Wikimedia UK, and one of my particular highlights from 2016 was #100womenwiki. This saw a multi-lingual, multi-location editathon in partnership with the BBC and Women in Red to raise awareness of the gender gap on Wikipedia, improve coverage of women and encourage women to edit. In the UK, events were held in BBC Broadcasting House in London plus BBC sites in Cardiff, Glasgow and Reading; while around the world, the cities of Cairo, Islamabad, Jeru-

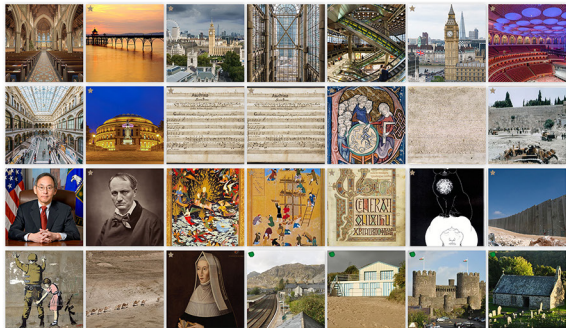
salem, Kathmandu, Miami, Rio de Janeiro, Rome, Sao Paulo and Washington DC also participated. The partnership, led by Wikimedia UK, resulted in hundreds of new editors, thousands of new and improved Wikipedia articles, and an extraordinary amount of radio, television, online and print media coverage worldwide.

As the national chapter for the global Wikimedia movement, Wikimedia UK is committed to sharing learning and good practice with others, and developing international collaborations where this supports our aims and objectives. During 2016, staff and trustees played a key role in movement-wide meetings and conferences and will be actively involved in the development of a new movement strategy during 2017. I look forward to seeing what this will bring, and how Wikimedia UK can continue to play a unique and important role in realising the vision of a world in which every single human being can freely share in the sum of all knowledge.

Lucy Crompton-Reid
Chief Executive

Global Metrics

Over 45,000 files added to Wikimedia Commons



Active editors: 600
New editors: 900



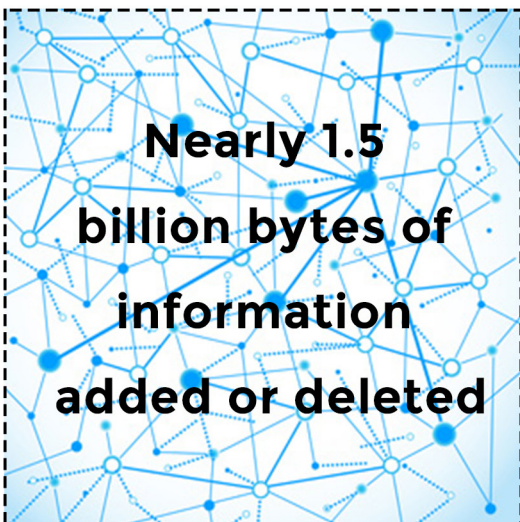
Article **Talk**



Nearly 500,000 pages improved or created!



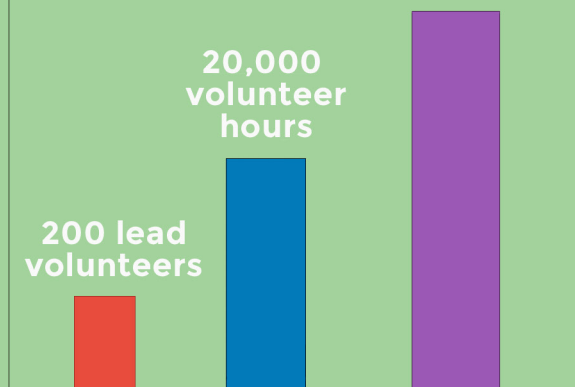
Nearly 1.5 billion bytes of information added or deleted



PEOPLE POWER £144,000 total value

20,000 volunteer hours

200 lead volunteers



Executive Summary



Wikimedia UK is pleased to share through this review the work and achievements of our staff, volunteers and partners during 2016-17 - which has been a year of growth for Wikimedia UK in terms of both our programme and our profile.

Wikimedians in Residence continue to play a key role in our work with partners, acting as change makers to open up content, facilitate new practice and embed cultural change. In 2016, these partners included the Bodleian Libraries in Oxford, Hypatia Trust in Cornwall, Museums Galleries Scotland, National Library of Scotland, National Library of Wales, Edinburgh University and Wellcome Library in London. All of these residencies have been successful in different ways, with some having been particularly successful at introducing the Wikimedia projects and Open Access principles into academic and research disciplines.

Over the year we worked with numerous other institutions and groups, such as the British Library, Groam House Museum in Scotland, the Kurdish Cultural Centre

in Kennington, the National Liberal Club and Tate Britain. The work with the Kurdish centre was the start of a project aimed at reaching out to diaspora communities in the UK, as part of our commitment to diversifying Wikimedia's content and contributors.

The year saw a number of innovations, including the world's first Wikidata Visiting Scholar, who joined the National Library of Wales in 2016. Amongst other things, the Scholar has been helping create Wikidata items for prominent Welsh people; while other volunteers have been supporting the Chapter's growing work with Wikidata.

In 2016 we reached over 70,000 people through our own events and activities, participation in other events and conferences, and social media; though this does not capture the global audience of millions reached by our partnership with the BBC on 100 Women. We generated increased media coverage over the year, due to the collaboration with the BBC, the appointment of a Gaelic Wikimedian, and our participation in the

global Art + Feminism initiative. The growing size of Wikipedia Cymraeg and the success of our Welsh community in balancing the total number of biographical articles about men and women also drew media interest and helped to improve our profile.

CEO Lucy Crompton-Reid led our advocacy efforts, joining a ministerial roundtable on EU copyright reform, speaking at the OER16, Open Source and Mozfest conferences, as well as on BBC Radio. Lucy also launched the Open Data Institute's Women in Data series with a lecture on the gender gap - with a live and online audience - and a podcast interview.

Over the past year we have been reviewing and developing our external communications, increasing the frequency of our newsletter, making more original video content, rethinking our branding and design guidelines and investing in new equipment. We have also been developing our work with the volunteer community, and will be continuing to prioritise this over the coming year.



Our Community

Our work with volunteers and editors cuts across all of our activities as an organisation, however over the past year we have had a particular emphasis on increasing and diversifying our community and were pleased that over a third of our leading volunteers were women. In 2016 we ran several initiatives that enabled us to engage with a substantial number of volunteers, from writing and photography contests to supporting the #100womenwiki events in the UK and elsewhere.

The annual volunteer survey in January 2016 highlighted engagement and communication with the community as areas for improvement, and we have tried to respond to these concerns in a number of ways. We ran a successful iteration of our Train the Trainer programme and introduced new development opportunities including peer learning and mentoring. The team also developed new training materials for volunteers, and the online volunteer portal – which we

hope will facilitate volunteering by suggesting ways that our community can participate in our work.

We have reached out to the community to let them know that there is funding available for expenses on Wikimedia projects, such as photography to add underrepresented content, or travel expenses for volunteer trainers to attend events. One of our volunteers photographed the WOW - Women of the World festival in March 2016 and we were given press passes to take photos at the annual Pride event in London and the Hay Festival. Other volunteers helped to run competitions like Awaken the Dragon, the Core Contest, the West Country challenge, and Wiki Loves Monuments; and we are very grateful for their time and effort.

Our evaluation panel is an important cog in the process of assessing potential projects and grant applications. Composed of volunteers and staff, it gives our community an important

voice in our funding application to the Wikimedia Foundation, as well as shaping which projects we support. Other partner institutions are also creating new volunteer opportunities through their involvement with Wikimedia. For example, a group of National Library of Wales volunteers are working on the Dictionary of Welsh Biography (DWB) project, creating articles using entries from DWB as a source.

Over the course of the year more than 200 volunteers have helped us reach our goals as charity, from teaching more than 900 people how to edit to organising our 186 events across the country; and from sharing 45,000 images to representing Wikimedia at conferences. Our volunteer community contributed 20,000 hours of their time in 2016, a phenomenal effort which allowed us to create more open content and improve nearly half a million pages.



Our Programmes

Wikimedia UK works in partnership with the cultural and education sectors and other organisations to make knowledge freely available, usable and reusable online. Over the past year we worked in partnership with some of the most prestigious cultural institutions in the UK including Bodleian Libraries, the British Library, The Natural History Museum, Tate, and the Wellcome Library. We also supported smaller museums with important and diverse collections, such as Groam House Museum, whose Celtic and Pictish collections are nationally recognised.

In developing and delivering our programme activities in 2016/17 the staff team and wider community have been focused on delivering the new organisational strategy, which has brought tangible benefits and provided a new focus to our partnership work, volunteer engagement and other activities. Our key programme strands are 1) diverse content and contributors, 2) promoting open knowledge and 3)

education and learning, and relate directly to our strategic goals. Through this work, a number of key themes have emerged that we hope to continue to develop in 2017/18, including a focus on indigenous minority languages of the UK (the Celtic Knot), and the gender gap.

Our Wikipedia in the Classroom programme continued to develop as our most established education project, working with Edinburgh, Portsmouth, Middlesex, Queen Mary and Warwick Universities. We worked with a group of educators to build materials, best practices and grow their network so they can support each other in implementing this programme. We held a one day meeting for educators and Wikimedians in May 2016 followed by a meeting in July for Wikipedia in the Classroom course leaders.

Our Welsh programmes developed significantly with Welsh Wikipedia reaching 90,000 articles, with over half of biographies in Welsh about

women. Llen Natur (the authority on fauna and species' standardised names in Welsh) donated a database of birds, which we ingested into Wikidata to create 10,000 Welsh articles. 5,000 Welsh books (released by the Welsh Books Council) were entered on Wikidata and projects based on Welsh music and science were funded by the Welsh Government. At the end of the year Wikipedia had three times as many Wikidata Lists in mainspace as all other languages put together (17,000), and Natural Resources Wales changed to an open licence and uploaded 44 professional videos.

We look forward to our cultural and education sector partnerships growing and extending in the coming year around the UK, as more institutions see the benefits of working with the Wikimedia projects to open up their content, engage new audiences and create open educational resources.

Our Work Across the UK

Wikimedia UK is committed to developing minority language Wikipedias as well as working with English Wikipedia, and has a particular focus on the native Celtic languages of Scotland, Wales and Cornwall.

Dr Susan Ross was confirmed as the first Scottish Gaelic Wikipedian in a partnership with the National Library of Scotland (NLS) and Bòrd na Gàidhlig (the agency responsible for promoting Gaelic throughout Scotland), in December 2016. This followed in the footsteps of the Wikimedian in Residence post based at the NLS from 2013.

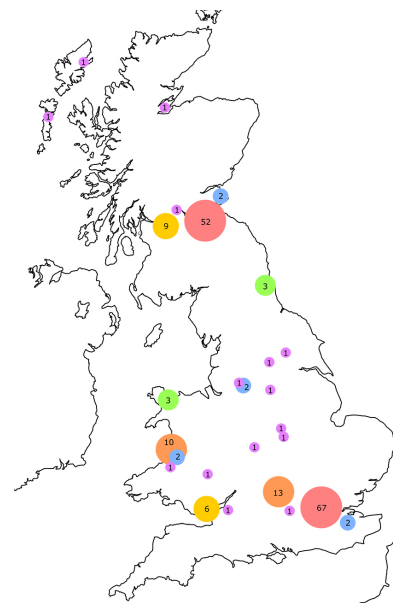
In autumn 2016, we partnered with the Hypatia Trust to create a residency at the trust in Cornwall, who hired Dr Tehmina Goskar. Dr Goskar has been working to reduce the gender gap by increasing content about Cornish women on Wikipedia.

Our highly successful partnership with National Library of Wales continues to expand. Wales Manager Robin Owain and Wikimedian in Residence (WIR) Jason Evans worked to deepen our relationship with the Welsh Government, and have attracted significant media interest in their work over the year.

The second phase of the Bodleian Library residency began in Autumn 2016, funded by Oxford University's Innovation Fund. The project drew support from staff across the university, and the WIR's skills are in high demand. The residency's second stage focuses on giving researchers the skills to use Wikimedia to share their research, and introduce academics to the wonders of Wikidata.

Following on from these developments, we are looking to expand and promote our work in minority languages with the Celtic Knot confer-

ence in partnership with Edinburgh University in July 2017. We will also continue to develop projects and partnerships with partners from the cultural and education sectors and beyond, right across the UK. and hope that our increased reach will result in partnership opportunities with cultural institutions outside London.



Location of Wikimedia events across the UK in 2016/17



One of our strategic goals is to increase the quality and quantity of coverage of subjects that are currently underrepresented on the Wikimedia projects. To this end, we have concentrated particularly over the course of 2016-17 on reducing the gender gap on the projects, both in terms of the content on the sites and the contributors who create that content.

Our most important success in this respect was our partnership with the BBC on their 100 Women season, which promotes the work of 100 important women around the world annually. In the UK, #100womenwiki events were held in BBC Broadcasting House in London plus BBC sites in Cardiff, Glasgow and Reading; while around the world, the cities of Cairo, Islamabad, Jerusalem, Kathmandu, Miami, Rio de Janeiro, Rome, Sao Paulo and Washington DC also participated.

While it is hard to be precise about the proportion of women involved in our projects, it is possible to gauge the proportion of biographical articles about women, and this has been slowly increasing from around 15 to 17% over recent years, which shows how far there is still to go to achieve gender parity. However, on the Welsh Wikipedia, gender parity in biographies was achieved in December 2016, making Welsh the biggest gender balanced Wikipedia.

We participated in Art+Feminism for the first year, holding events with nine partner organisations including Tate Britain, Newcastle Library, the Scottish National Portrait Gallery, Dulwich Picture Gallery, Leeds Central Library and the National Library of Wales. Over a third of our leading volunteers during the year were women.

We have also begun to explore partnerships with some of the UK's diaspora communities over the past year, organising some initial workshops with the Kurdish community. We have engaged several volunteers within this community, and hope to arrange more editathons with various cultural partners. Along with the successes we have achieved through our Celtic Knot work to increase the amount of content in languages other than English, working with minority and diaspora communities will hopefully be a growth area for our work in future.



Education and Learning

Our work to mainstream the use of Wikipedia as an educational tool has progressed positively in support of our strategic goal to encourage the use of Wikimedia projects as teaching tools in education and academia.

The University of Edinburgh Open Education Team (including the Wikimedian in Residence) was awarded third place in ALT Learning Technology of the Year Awards; and also received the Wikimedia UK Partnership of the Year Award at our AGM in July 2016. Their History of Medicine events were also mentioned in the Innovative Learning Week Awards 2016. Amongst many other achievements, Wikimedian in Residence Ewan McAndrew trained 12 technologists and academic support librarians to become Wikipedia trainers to improve the project's long term sustainability.

The residency at Edinburgh has been extended and expanded for another year with plans to continue all three Wikipedia in the Classroom courses from 2016/2017 and upload selected PhDs to Wikisource. Adding one more course to this list will mean

that the programme will meet its 2 year target for doubling the number of courses engaged with, and we are exploring an Open Data policy for researchers at the University.

Engagement with the Wikimedia projects throughout the University of Edinburgh is now a long term goal which involves ongoing dialogue with course leaders, and the creation of case studies, course models and journal articles in order to legitimise Wikipedia's usage in higher education.

Through the Wikipedia in the Classroom programme we also worked with the University of Portsmouth, Middlesex University, Queen Mary University of London, University of Warwick, and Swansea University during 2016. Our staff worked with educators to help build materials, discover good practice, and grow their networks so they can support each other.

We have expanded our education portal to show how Wikimedia is currently being used in the classroom and to inspire educators to adopt

similar approaches. The portal will act as a platform for shared resources, giving course leaders a place to share tips and best practice, and equipping new courses with the tools they need to run successful modules.

We are deepening our work with Bodleian Libraries where research outreach was a key area of our work in 2016. A recent project involved collaborating with the Voltaire Foundation data, and the resident has also worked with the ArchSci2020 project - an international collaboration between archeology doctoral students focusing on Europe's early culture.

Through our Wikimedians in Residence at educational institutions, we hope to be able to engage more students over the next few years and grow Wikipedia in the Classroom with case studies and educational ambassadors who understand Wikipedia's great value as a teaching tool.



Wikimedia UK has a full programme of activity planned for 2017-18 and plans to build on our work with the cultural sector and beyond, with 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 in the UK, and in 2017-18 we will continue to engage volunteers in every aspect of our work, including our Board and committees, the Evaluation Panel, 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 institutions to ensure maximum online impact as well as substantial organisational change. A number of residencies will be in their second or third year in 2017 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 advocate for internal change; persuading content holders of the benefits of Wikimedia in terms of public engagement and reach, and influencing 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 Advo-

cacy Group EU, whilst positioning ourselves within the UK to make the most of any opportunities created by Brexit to influence national copyright legislation.

Some of the highlights of our plans for 2017-18 in terms of our education and learning programme strand include an Education Summit in partnership with Middlesex University and the development of new resources and materials to support the use of Wikimedia in teaching and learning. We will continue to support Wikipedia in the Classroom as a flagship education project, working with universities such as Portsmouth, Swansea and Warwick, and further develop our work in partnership with the University of Edinburgh, including a joint 'Celtic Knot' conference in July 2017.

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Page 7 - Full Fact Wikipedia editathon at Newspeak House (CC BY-SA 4.0 by Jwslubbock)

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a) Research on women's history in Cornwall (CC BY-SA by Tehmina Goskar)

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b) Alexander the Great in a diving bell from Bodleian Libraries Oxford (CC BY-SA 4.0)

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c) Jason Evans at the National Library of Wales (CC BY-SA 4.0 by Llywelyn2000)

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d) Samhuinn editathon at the University of Edinburgh (CC BY-SA 4.0 by Mihaela Bodlovic)

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e) Map of Wikimedia UK events (CC BY-SA 4.0 by Richard Nevell)

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Written by the Wikimedia UK team

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