BOARD REPORTS, DECEMBER 2014

Reports for the trustees at the Wikimedia UK board meeting on Saturday 13th and 14th December. Prepared by staff and volunteers.

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Agenda for Board meeting at the University Centre, Granta Place, Mill Lane, Cambridge, CB2 1RU. Saturday and Sunday 13/14 December 2014.

Saturday

1. Housekeeping (10:00)
   a. Standing agenda items:
      i. Apologies for absence
      ii. Approval of minutes of the previous meeting
      iii. Matters arising not on the agenda
      iv. Approval of agenda
      v. Declarations of interest relevant to matters on the agenda
2. Board in camera session (10:15)
   a. Board in camera session
3. Office in camera session (10:45)
   a. Chief Executive confidential reports
   b. Any other confidential matters
   c. New members
4. Wikimedia in context (11:30)
   a. Workshop facilitated by CEO looking at priorities for the coming year
5. *Break for lunch (1:00)*
6. Wikimedia in context (continued) (1:40)
7. Board committee reports (2:30)
   a. Govcom report [none this time]
   b. ARC report
8. Consent item (3:20)
9. These items are hoped to be uncontroversial matters where little debate is needed
   a. [none so far]
10. Close (3:30)

Sunday

11. Receive reports (10:00)
    a. Technology Committee
    b. Education Committee
    c. GLAM Committee
    d. Wales Organiser
    e. Grants Committee
    f. Chapman second follow-up governance audit report
12. Discussion on reporting to the board (10:15)
    a. What format should reports take, and what does the board need to know?
13. Planning the year ahead (11:00)
    a. Discussion of protocols for board/committee meetings and dates for the coming year (Board meetings#2015 Board meetings)
14. Discussion of permanent CEO recruitment (11:30)

      a. What sort of CEO should the board be looking for, how will we know when we have found the right candidate?

15. Other (12:20)
      a. Standing agenda items:
            i. AOB
            ii. Date of next meeting
16. Close of formal business (12:30)
17. *Break for lunch (12:30)*
18. Board workshop (1:15)
      a. Following the board meeting there will be a board governance workshop, facilitated by Rosie Chapman, our external governance auditor.
19. Close (3:00)

Draft minutes of the 4 October board meeting

Meeting started at 10

In camera session

Meeting with all started at 11.05 with GILL HAMILTON and ROSIE CHAPMAN

Board in camera session (10:00)

*Standing agenda **item**:*

1. Board in camera session

Housekeeping (11:00)
Standing agenda items:

1. **Apologies for absence**

   Apologies from Kate West.

2. **Approval of minutes of the previous meeting**

   Two sets of minutes to look at: June 2014 and September 2014. GD had technical comments re: the June minutes. RS to talk to GD about changing these – they will be circulated in the next few days and approved by email.

   Minutes of 19 September – These were approved nem con.

3. **Matters arising not on the agenda**

   SK had a few questions about the June minutes – he wanted to know if the Welsh group were still aware of our offer for helping them with charitable status. They were.

   SK asked if we were getting rid of the monthly reports: GD felt that we should, as we are an independent charity – Amc agreed with this. JD was not too sure either way – the staff felt that it was simple a balance of risks between extra work vs looking less transparent. That said, the general feeling of the board was that these should be discontinued. The board felt that they are certainly not effective.

   RS to ensure that cashflow reports are produced ASAP.

4. **Approval of agenda**

   Approved nem con.

5. Declarations of interest relevant to matters on the agenda

   No declarations of interest.

Office in camera session (11:00)
Standing agenda item:

JD brought up that we now have three categories of volunteers: volunteers who are members, volunteers who aren't, and volunteers who have been refused membership of the charity. This is causing some troubles with the categories of members, as we are quite vulnerable to people coming in "off the street" and borrowing our equipment – and potentially not returning it. JD raised a suggestion that perhaps borrowing equipment should

be for members only. This would ensure that we had proof of address for them. GD endorsed this as a proper financial control, and a sensible precaution that JD is right to suggest, especially given that small pieces of equipment were lost at wikimania. It would be a very poor state of affairs if something larger were to go missing.

> **DECISION**: It was agreed that the charity's policy should change so that membership, and a fixed address, are a requirement for borrowing equipment.

1. **Any other confidential matters**

None

2. **New members**

New members were noted. JD to organise a look at renewal systems for members to improve our attrition/turnover rate.

Chief Executive reports (11:10)
Standing agenda items:

1. **CE quarterly report - includes**

   1. **2015-16 Budget**

      The ARC had not approved this budget. It could not be "approved" yet in any case, as the FDC have not decided on a funding amount. There are too many variables at present to present any variations.

      There was a concern that we don't have enough time between the FDC results and the plans for next year. GD re-raised his concerns about our year-end date being out of sync with the FDC and the WMF.

      It was decided to reduce the time for sending out the accounts – but not the board reports for Q3 is reduced to 5 days. The ARC meeting will be moved to 2 December. There should also be as much "previewing" of the figures as possible. The Board are not happy to accept a deficit budget regardless of the figure the FDC provides us with.

      GD felt that the important thing to cover in our reserves is **fixed costs**, rather than total costs. CC agreed.

      > **Decision**: ARC to review the Reserves policy.

2. **Reporting and recording**

   The board noted the report.

   > **ACTION**: In future, board papers are to include the last quarterly FDC report as a hard **board** copy – which may be different from the FDC report. It should also be placed on our wiki, rather than simply on meta.

> **ACTION**: to amend the FDC report to include the text from
> https://wikimedia.org.uk/wiki/Govcom_Minutes_14Aug14#24.2F14_Transparency
> – DONE ALREADY BY RS

3. **With references to other papers on the agenda.**

   The board discussed whether the attitudinal survey of the public – which is likely to be very expensive. It is not something that volunteers can do unless they have extensive experience in market research. AMC felt that we need to put more money into this, to ensure that the questions we ask are specific and give us the answers we need. GD says that in principle, this is necessary – it could feed well into planning our KPIs for the coming years. GD would like this to be wider, but ensured that this should have adequate time taken over it. The board agreed that this should be done properly, even if it means failing the KPI for this year. We may need to do it next year instead in order to allow adequate planning time.

4. **Wikimania update**

   RS explained that the numbers have not changed since the 19th September report, but that there were some VAT reclaim issues with the WMF that need to be addressed. The board asked that RS take that most ethical route when solving these issues.

   JS explained that he liked the Wikimania report – specifically the fact that it linked outputs to our objectives. This is something that should be repeated in future if possible!

5. **Volunteer strategy – see Minutes of Volunteer Strategy Meeting, September 2014**

   CC spoke about the very productive meetings she has had with Fabian Tompsett. The volunteer survey is due to go out shortly (CiviCRM willing), and the ongoing progress with volunteering in general.

6. **Financial QMFR**

   MM notes that given the board had not received the QMFR prior to the board meeting and that have not been reviewed and agreed by ARC.

   CC and GD notes that the half year figures should be accurate and that the QMFR had been delayed due to Wikimania and holidays. JD agrees that the Q1 and Q2 figures should be accurate. More information should inform the Q3 and Q4 reports in particular year end forecasting.

   GD cannot recommend the projections but that the half year actuals vs budget have been endorsed by ARC, and the board noted it. However, the projections need to be redone and put back through ARC.

7. **Risk register**

ARC did a large review of the entire risk register at the last board meeting – this meeting they have only checked top risks. They will next review the full risks in November/December.

The board were concerned that our major risks are not being mitigated. This may be because our mitigation efforts are ineffective – or it may be because the risks are simply not ones that we can change. The board had several concerns about it, and advised the ARC to perform a major review in the March 2015 ARC meeting.

Board committee reports (12:15)
Standing agenda items:

1. [Govcom report](#)

The board noted that the major issue for the next 12 months will be reviewing the articles of association with a view to bringing updates to the next AGM for approval.

2. ARC report

CC explained the ARC minutes. The board noted that CK has now been appointed to the ARC. The board also noted that we have accepted into our membership an expert fundraiser who may wish to be considered.

Consent item (12:25)
Standing agenda item:

- *These items are hoped to be uncontroversial matters where little debate is needed*
    1. Request to approve restricted gift

The board approved the restricted gift and asked that the donor be thanked. The board also noted that the reason for the policy is to try and prevent excessive accounting work when dealing with large numbers of small restricted gifts.

Trustee reports (1:25)

1. Oral report on Subject Access Request under the Data Protection Act 1998 (MM)

MM read out the following…

JD asked how many hours of trustee time were used on this: 15 hours by the board, and 53 hours by Michael Maggs.

AM asked if we met our legal requirements in dealing with this request: MM confirmed that we did.

2. Review of 2014 AGM, and follow-up actions required (MM)

Insert text

GD made an observation that there is the option of turning into a CIO in order to avoid some of these issues, but he did not advise them. MM said that these costs were as a

result of us being transparent in allowing the motion to come forward, which we did not have to do.

CC asked for the AGM minutes to be published, as a delay of this length is poor transparency.

Other reports (1:30)
Standing agenda items:

- *Note: any requests for a board decision should come via the CE and should be included in the CE's report.*

    1. Technology Committee

    The board noted that the FDC proposal has had a question about the Wikisoba project, and that the VLE project was still looking promising.

    2. Education Committee

    The education committee have not met. MM asked why it has not met; the response was that after a heated discussion, there has been very little engagement on the mailing list. CK expressed his view that this is a shame: the lack of a volunteer strategy, and the lack of engagement, has put the education committee in danger of becoming defunct. JS agreed.

    JD replied that CK is right: these committees were set up as a means to engage volunteers. However, any committee, if it is to have longevity, needs consistency – which is usually provided by staff. However, there is no staff capacity for supporting these committees, and the board have in any case agreed that staff should not be supporting the committees if it damages the rest of their work. JD also felt that the education program was not focused correctly, and had reservations about what it is accomplishing. SK felt that, at the moment, committees are not functional. There was a discussion about whether it would be worth giving committees a 'work structure', for example encouraging them to aim at the areas of our report card we are not achieving. CC felt that committees were dysfunctional – as there is no structure, they are not built into our standard charity workflows. SC felt that with more structure, the committees could suggest programs which the charity can then fulfill. CK asked: what role do these committees have going forward? Is it even a useful idea, given that they predate any volunteer strategy? Until we have a strategy, it is very difficult for us to work out whether committees are the best way to engage volunteers.

    3. GLAM Committee

    GLAM Committee did not meet, as the GLAM Organiser was ill. However, they did meet on 30 July – but there is no report. JD to ask Jonathan why no report was produced.

    4. Grants Committee

    The board noted the report, and agreed that the committee was working well.

5. Pathways Project

JD explained that the goalposts had, in effect, been changed by the Welsh Government. Amc feels that there are lessons to be learned from this project. It has been managed very well by those involved, but we have been lucky that this did not damage our work in Wales.

ACTION: JD to organise a redaction of Robin's report to remove disparaging references to other organisations.

Discussion items (2:10)

1. **Consider signing the Lyon Declaration on Access to Information and Development. Discussion on water Cooler here.**

   CK moved that we approve it. It was accepted unanimously.

2. **Consider signing position paper on copyright reform from the Free Knowledge Advocacy Group EU (to be released on 14 October).**

   See https://meta.wikimedia.org/wiki/EU_policy/Position_Paper_on_EU_Copyright

   MM moved that we approve it. It was accepted unanimously.

3. **Fundraising report**

   KB explained the fundraising report and gave a presentation on it.

   Some thoughts were that:

   JD: we should not be "independent" of the FDC, as they are a useful funding source. CC: feels that FDC funding will become less important to us, but we have not yet decided how big we want the charity to be. There was a thought that we are "moving out of our parents house" – slowly but surely. JS feels that we should eventually be funding the FDC back. There was a discussion as to how far away from the WMF we can move without jeopardising our funding. We do not know whether the FDC will even fund us next year at all – we cannot rely on the WMF to fund us, because past experience has shown that they are not happy to support chapters indefinitely, and that processes and organisational structures change every few years (cf. the FDC being put into place just a few years ago.) KB to organise a redacted version of the report by end of this week.

4. **Technology scoping report**

   MM explained the report. JD also explained his thoughts – we do not have anyone who can field the big technical questions in our community, or develop ideas about this. He says that if we are to have a presence in this area, we cannot rely on the goodwill of volunteers. Amc felt that the role as an 'either/or' role between IT support and community technical development is not feasable. It has to be one or the other. The board generally agreed.

At 16.00 Alastair left.

SC says "we need someone to run our agile, our scrum". In essence, we need a project manager.

The board noted the scoping report, but were concerned about whether we have enough information to make a decision. Instead, MM set up a working group of Saad, Jon and joseph to work out a solution.

Other (3:25)

Standing agenda items:

1. AOB

2. Date of next meeting

MM proposed an additional board meeting in November.

Risk register

This is the Current, revised Risk Register for Wikimedia UK. The original risk register, written in December 2012 (https://wikimedia.org.uk/wiki/Risk_Register/2012) was based on graded levels of risk and published on the UK and Office Wikis, with risks seen as confidential kept private. Subsequently in consultation with the treasurer we converted the register to a numerically based system from Charity Commission best practice. This includes a formula based on likelihood and impact leading to a final score. The register shows risks as they were originally in 2013 and how they have been dealt with and, if possible, mitigated. The ARC reviews this quarterly based on the CEO's assessments and has historically decided upon the level at which risks should be reported to the board. This is a judgement of the ARC and currently all risks that have a score of 16 + are reported.

RISKS TO BE MONITORED QUARTERLY	ORIGINAL ASSESSMENT 2013	1. Remote 2. Unlikely 3. Possible 4. Probable 5. Highly probable	1.Insignificant 2. Minor 3. Moderate 4.Major 5. Extreme/ catastrophe	score = PxI+I	Plan	Actions to date	1. Remote 2. Unlikely 3. Possible 4. Probable 5. Highly probable	1.Insignificant 2. Minor 3. Moderate 4.Major 5. Extreme/ catastrophe		Next steps
Risk Register December 2014.		**Likelihood**	**Impact**	**Score**			**Likelihood NOW**	**Impact NOW**	**SCORE NOW**	
4.1 Restrictions to fund-raising by Foundation lasts beyond 2014	Probable, moderate	5	4	24	Reserve fund to soften future impact, Rebuild fences with Foundation, Maintain good governance, Diversify funding base	Have learned to live with the impact, and made many moves to improve the Foundation's confidence with WMUK. Compiling case for becoming a fundraising chapter to be submitted March 2014. Reacted to refusal to allow the chapter to be an independent fundraiser and amended fundraising strategy.	5	4	24	Maintain systems to be in line to re-enter independent fundraising after 2015 WMF board decision. Work with other chapters to influence decision of Foundation board regarding future

						fundraising. Review our fundraising strategy to develop more independence and find partnerships to improve impact. Build significant fundraising into 2015-16 budget with the resources needed to deliver it. Design long term cessation of reliance on FDC funding. Katherine Bavage preparing supplementary paragraphs on detail of fundraising risk.				
6.2 Collapsing editor base	Medium probability high impact				Plan editor retention & development, Run train the trainers to build capacity, Monitor active editor numbers/trends	Delivering programme, but an international problem, so no measurable impact can be made on the risk by WMUK efforts alone				Train the Trainers courses are building new capacity. Monitor community activity and measure. Ensure our activity programme foregrounds this ambition. Use Civi CRM
		3	5	20			3	5	20	

Risk	Assessment				Action					
										to reinforce support for trainees. Use Wikimania to recruit new contributors.
3.2 Negative media or blog severely damages reputation.	Medium probability high impact	3	5	20		Action taken to control corrupt use of WP, continuing to work with Foundation to rebut inaccurate reporting	3.5	4	18	Be pro-active in making relationships with top 20 relevant journalists. Re-assure partner organisations about progress. Wikimania promoted positives and reinforced our press relationships.
6.4 High/unplanned turnover of staff	Medium probability high impact	3	4	16	Develop good reward, motivation framework, Succession planning for CEO and other posts	ensure proper management system and training and development opportunities continue; insulate as far as possible staff form external vexation	4	3	15	Good people management and good approach to reward, motivation, scope for job growth; good communication between Board and staff. Giving staff a feeling of responsibility and empowerment. Change of CEO opens opportunities for change that

Risk	Probability/Impact				Actions	Update				Mitigation
										needs to be guided carefully.
1.5 Division or disharmony between WMUK & WMF	Medium probability high impact	3	4	16	Respond to Compass review, Develop independent fund-raising, Build links with Foundation and other chapters	continuing to work closely with our colleagues at the Foundation - we have built the bridges at different levels - e.g. through supporting the Wikimania conference	2	4	12	Board members to build relationships with Foundation Board and other Chapters and encourage all WMUK's members to participate in WMFs consultations. Build on meetings at WIkimania. New CEO to build on goodwill.
5.1 Data Protection	Medium probability high impact	3	5	20	FR manager oversight of access, Plan DP audit. Loss or theft of data. Most of the necessary tasks done but probability still medium and needs to go lower – potential impact high to an organisation such as	many technical improvements and staff training and switched to complete control of our our website; all data held now under EU computers	3	3	12	Have valid data protection insurance (complete). Have valid and sufficient SSL certification in place (complete). Fundraising Manager to have oversight of those with differing access to different areas of managing the fundraiser, and ensure

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					WMUK, its reputation especially.					appropriate agreements are signed and access in line with Calidicott principles.
1.2 Ineffective governance and leadership	High probability medium-high impact	4	4	20	Respond to Compass review, Communicate positives, Manage meetings well, Review Board performance	Implementation and consideration of Hudson Review in progress Agreement of revised scheme of delegation Situational review commissioned and published. https://uk.wikimedia.org /wiki/File:Situational_report_2013_for_5_year_review _PDF.pdf EGM leading to reforms in board and elections to increase capacity Decision making much improved.	2	4	12	Note Rosie Chapman recommendations; expanded board to reflect gaps. More support and training for board, e.g. media training.
2.4 Communications risks – conflicting messages from different parts of the organisation	High probability medium impact	5	3	18	Board and staff sign code of conduct, breaches are disciplined.	work collaboratively to ensure consistent messages, tone of voice, and minimise risk of error; position papers prepared ready for particular issues	3	3	12	Agree new comms strategy at October board.
1.4 Environment risk – loss of Wikimedia Chapter status	Medium probability high impact	2	5	15	Long term action by world community	Foundation and WMUK have reflected on the risk of public loss of interest or confidence in Wikipedia – for example via emergence of alternative technologies, competitors.	1	5	10	Outreach and partnership work to improve the quality of Wikipedia and other WM projects; also, tailor programme of activities to maintain confidence and usage. See also 6.2 Build programme of activities to address these issues.

Risk	Assessment	P	I	Score	Mitigation	Progress	P	I	Score	Status
3.1 Fractured UK Community leading to instability.	Medium probability high impact	3	4	16	Increase membership meetings, Timely, honest feedback to community comments, Monitor temperature as an additional traffic light?	continuing to increase volunteer base to counterbalance the negative forces	2	3	9	Post Wikimania there has been consolidation of the UK community and growth in new recruits.
4.7 Inadequate funds in year and carried forward	Low probability, high Impact	2	5	15	Accounted for in financial planning	Minimum of three months reserves established and kept in place.	2	3	9	Reserves policy established and accounted for through financial planning and guidelines.
5.3 Charity Compliance Conflict of interest policy and practice weak (or perceived to be weak)	High probability, high impact	4	4	20	Respond to Compass review, Convince others	implemented 50% of Compass recommendations and commissioned further review	1	3	6	Review proposals all implemented or will be by June board meeting. Foundation confirms this.
1.3 Board capacity insufficient for short term challenges	High probability medium-high impact	5	4	24	Fill vacancies urgently, delegate effectively to the CEO and staff, amend Board size, manage Board agenda and meetings	New board forming. Useful continuity and fresh energy, new trustees appointed	1	3	6	Complete board in place. Elections for 2014 completed.

Q3 FDC report (Aug to Oct 2014)

The following is a reduced copy of the quarterly report submitted to the FDC in mid-November 2014. It excludes definitions, lists of blog posts and media coverage, and the pre-amble explaining the purpose of the report. Full details can be found here: https://meta.wikimedia.org/wiki/Grants:APG/Proposals/2013-2014_round1/Wikimedia_UK/Progress_report_form/Q3

Overview of this quarter

The purpose of this section is to provide a brief overview of this report. Please use no more than 1-2 paragraphs to address the questions outlined below. You will have an opportunity to address these questions in detail elsewhere in this report.

CHANGES:

- There were no changes to the budget or plan in Q3.

HIGHLIGHTS:

- **Wikimania** took place in August! With 2,014 attendees and more 10,000 people visiting the exhibition area containing the community village it was a busy period. On top of that, there was a host of meetups and fringe events around the core of Wikimania itself to facilitate focused working groups (such as Education fringe event in June 2014, which was picked up at Wikimania, and then followed through at EduWiki 2014 in October). The charity employed four people specifically to help deliver Wikimania, and saw 180 people volunteering at Wikimania for a total exceeding 4,500 hours. More than 100 positive media items were published about Wikimedia, and more than 20,000 tweets were made about the conference. Community Village, organisation of which was supported by Wikimedia UK, was in a sense a heart of the conference, and allowed many projects and chapters to connect with a very wide audience. The report is available on the UK wiki and contains much more detail.
- This year the UK took part in **Wiki Loves Monuments** for the second time. Altogether 525 people entered photographs into the UK branch of the competition, with 7,300 images uploaded in September. As of writing, 10% of images are used in the mainspace of Wikimedia projects and more than 250 have been recognised through the Quality Image process.

WIKI-FOCUS:

- **Commons**: In Q3 the majority of uploads to Wikimedia Commons which were supported by Wikimedia UK were related to Wiki Loves Monuments 2014. 7,300 images were uploaded by 525 people; 7 have been recognised through the Featured Picture process, 4 Valued Images, and more than 270 Quality Images (some of which were promoted in Q4). The Photographing UK cathedrals project grant which was approved in Q2 continued to have an impact on our metrics in Q3 with the promotion of 11 Featured Pictures.
- **cy.wp**: 2,000 new articles created, each with an image: English language books based on Wales, since 1996
- **en.wp**: We ran 17 editathons or editor training events in Q3 with a focus on the English Wikipedia. As well as this, a university course at University College London led to the addition to Wikipedia of 1.5 million bytes of information. Wikimedia UK sponsored prizes for the Stub Contest of en.wp which resulted in 362 stub articles being expanded and the addition of at least 148,500 bytes of information.
- **Wikidata**: Wikimedia UK organised a training workshop on 11 October 2014 to offer volunteers an opportunity to deepen the understanding of Wikidata and develop practical skills in relation to its possibilities. It is a part of an effort to widen the skills of our community.

GROWTH: How did your entity grow over the past quarter vs. the previous quarter (e.g., Number of active editors reached/involved/added, number of articles created, number of events held, number of participants reached through workshops)?

- 18 editing and training events held (including five Wiki Wednesdays)
- 9,172 files uploaded with a Creative Commons licence
- 5,802,530 bytes of information added to the article space
- Featured Pictures increased by 24
- Quality Images increased by 262
- Valued Images increased by 4
- 150 people attended editing and training events in Q3
- 362 stub articles expanded to a different class on en.wp as part of the Stub Contest

Financial summary

The FDC requires information about how your entity received and spent money over the past year. The FDC distributes general funds, so your entity is not required to use funds exactly as outlined in the proposal. While line-item expenses will not be examined, the FDC and movement wants to understand why the entity spent money in the way it did. **If variance in budgeted vs. actual is greater than 20%, please provide explanation in more detail.** This helps the FDC understand the rationale behind any significant changes. Note that any changes from the Grant proposal, among other things, must be consistent with the WMF mission, must be for charitable purposes as defined in the grant agreement, must be reported to WMF, and must otherwise comply with the grant agreement. The WMF mission is "to empower and engage people around the world to collect and develop educational content under a free license or in the public domain, and to disseminate it effectively and globally."

Revenue source	Currency	Anticipated	Q1	Q2	Q3	Q4	Cumulative	Anticipated ($US)*	Cumulative ($US)*	Explanation of variances from plan
Incoming Grants	GBP	353000	88250	88250	88250		264750	586051	439538	No variance.
Donations	GBP	240000	63846	60433	57612		181891	398448	301975	No major variance.
Membership Income	GBP	0	799	275	25		1099	0	1825	Not budgeted for in plan.
Gift Aid Claims	GBP	0	0	15000	[Awaiting figures]		15000	0	24903	Not budgeted for in plan. In addition, we're still processing figures for Gift

Item	Currency									Notes
										Aid Claims, as it has only been two weeks since our third quarter ended, so we can't estimate a figure here.
Discounts Allowed	GBP	0	(14)	0	(16)		(30)	0	(50)	Not budgeted for in plan.
Conference Income	GBP	0	150	430	Estimate of 500.		580	0	963	Not budgeted for in plan. In addition, we're still processing Q3 invoices so can only estimate a figure for Q3.
Bank Interest	GBP	0	152	193	104		449	0	745	Not budgeted for in plan.
Gifts in Kind	GBP	0	0	0	44578		44578	0	74008	Not budgeted for in plan. Note the increase in Q3 after we reallocated

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										staff time towards obtaining gifts in kind. We are not sure if this is sustainable in the long term but we hope it is!
Other Miscellaneous Income	GBP		0	0	39250	0		39250	0	65163	Not budgeted for in plan, but reflects incoming Wikimania reimbursements from the WMF.

* Provide estimates in US Dollars

Spending during this quarter

Table 3 **Please report all spending in local currency unless US$ is requested.**

(The "budgeted" column should reflect the total anticipated for the year, the "cumulative" column refers to the total spent to date this year, and the "percentage spent to date" is the ratio of the cumulative over against the budgeted.)

Expense	Currency	Budgeted	Q1	Q2	Q3	Q4	Cumulative	Budgeted ($US)*	Cumulative ($US)*	Percentage spent to date	Explanation of variances from plan
Community	GBP	247476	63339	135378	119878		318595	410860	528931	129%	Wikimedia UK is absorbing a proportion of the costs for Wikimania - this includes salary for some UK-based staff and also any expenditure where a UK office or UK credit history are required. This accounts, in part, for the much higher Q2 and Q3 spends. The rest can be

											attributed to the 'Wikimania Fringe' events which were paid for by Wikimedia UK.
Promoting Free Knowledge	GBP		251892	36850	34465	80820		152135	418191	252575	60%	Less staff time has been available - due to Wikimania - to run our major projects (such as Wikimedians in Residence). This in turn has led to less expenditure on these major projects. However, in Q3 we launched

											several new projects, which we have gone into in depth below.
External Relations	GBP	64624	24667	14709	17320		56696	107289	94127	80%	No major variance.
Fundraising	GBP	73444	15348	14731	21415		51494	121932	85490	70%	No major variance.
Governance	GBP	169760	15400	14692	18371		48463	281836	80458	30%	Governance costs are markedly down this year, in general because board meetings have become more strategic (and thus less frequent) and legal expenses are much lower. We view this

											as a good thing!
Total	GBP	807196	15560 4	21397 5	25780 4		627383	1340107	1041571	77%	No overall variance.

    * Provide estimates in US Dollars

Progress toward this year's goals/objectives

This section addresses the impact of the [programs / initiatives](#)* and objectives your entity has implemented over the past quarter and the progress your entity is making toward meeting this year's goals. We understand that some metrics may not be applicable in this quarterly report, so please add metrics here if they are applicable.

*In the past, the FDC has used the term 'initiative', but we are using the term 'programme.'

Key

Outcome (from our Strategic Goals)	Outcome Measure
Green	Annual target expected to be met; or good outcomes
Yellow	Some issues but annual target should still be achieved; or reasonable outcomes
Pink	Annual target in danger of being missed; or outcomes require urgent attention
Grey	KPI not yet being tracked, or is no longer considered useful

Outcome (from	Outcome Measure	2014 target (to 31 Jan 2015)	Results Q1 2014 (Feb to April)	Results Q2 2014 (May to July)	Results Q3 2014	Current notes

our Strategic Goals)				(August to October)	
G1.1 The quantity of open knowledge continues to increase	Number of uploads	Report only	37,715 images (650.7GB) to Commons this quarter	21,036 images(946.1GB) to Commons this quarter	9,172 images to Commons this quarter	By far the biggest contributing factor to Q3's upload statistics is Wiki Loves Monuments 2014. Some 7,300 images of the UK's protected historic sites were uploaded to Wikimedia Commons.
	TEXT - Sum of positive edit size [1]	Report only	4,382,374 bytes this quarter	1,790,824 bytes this quarter	5,802,530 bytes this quarter	Q3 saw a course take place at University College London in which 139 students were asked to edit a stub article on Wikipedia. This resulted in 1,532,590 bytes of information being added. A second course withStudents 4 Best Evidence took place in September; the 10-person course resulted in the addition of 3,230 bytes of text. The creation of 2,042 new articles on the Welsh Wicipedia this quarter resulted in the addition of 3,134,634 bytes of information. It should be noted that this does not

take into account information added to existing articles on the Welsh Wicipedia as we are not yet able to measure that increase. However, when it comes to the impact report it will be easier to report on and the figure will be higher.

The Stub Contest took place throughout September 2014, with prizes sponsored by Wikimedia UK. The aim was to improve stub articles so they were at least 1,500 characters long in terms of readable prose. We do not currently have access to a tool which takes a list of articles and compares the change in size between revisions of two specified dates. We can however provide a lower-bound estimate of the amount of information added as points were awarded depending on how much text was added. As a rough guide, a minimum of 148,500 bytes of

						information were added. In total, 362 stub :icles were expanded. ar For the :athons and training edi at we have organised sessions t , the participants this 576 of bytes of quarter .
G1.2 The quality of open knowledge continues to improve	Percentage of WMUK-related files (e.g. images) in mainspace use on a Wikimedia project (excluding Commons)	13%	6.5% this quarter[1]	3.1% this quarter	Uncertain, see narrative	CatScan 2.0 is currently being replaced by CatScan 3.0. As of writing, extended information such as file usage across Wikimedia sites is not available. However, as a rough guide of the 7,300 images uploaded to the UK branch of Wiki Loves Monuments 10.1% are currently in use in the main namespace of a Wikimedia site[2] National Library of Scotland's work with Wikimedian in Residence also achieves encouraging usage results (see here). The work of the resident is an important element of increasing file usage - she can promote the collection to the

community and internally within the Library, highlighting the relevant media. Additionally, once more material is released onto Commons, an appropriate collection will be identified to feature as part of an edit-a-thon intended to insert images in relevant Wikipedia articles and improve the content of those articles. This focused activity is an effective way of improving image usage.

Cancer Research UK Wikimedian in Residence project should be highlighted here. As at November 6, CRUK images were used 198 times in the English Wikipedia, and 8 times in 6 other language versions. Altogether 181 (43%) of the now 419 images ([1]) released were being used, an exceptionally high figure after such a short time (or after any period for a large donation). In addition the images have started being re-used

| Number of files (e.g. images) that have featured status on a Wikimedia project (including Commons) | 20 | 2 in year to date | 8 in year to date | 32 in year to date |

elsewhere. Analysing the monthly views from August to October of the articles containing the CRUK images, 390 diagrams released from CancerHelp had total monthly page views of 1,410,218 in September, and 1,430,348 in October. They received 1.1 million page views in August, traditionally a month with quietest web traffic. The high image usage could be judged to be due to the important content gap that this material covers.

Eight Featured pictures on Commons have been a result of the the Photographing UK cathedrals project grant. Seven images which gained Featured status in Q3 were uploaded as part of Wiki Loves Monuments. Of the additional twelve images Featured on other Wikipedias but not Commons, ten gained Featured status in Q3 and all are the work of User:Diliff,

					again through the Photographing UK cathedrals project grant. This includes a set of six images of the interior of Wells Cathedral. Rather than taking this set to amount to one Featured picture, all six have been counted towards this particular metric.
Number of files having quality image status on Commons	70	53 in year to date	61 in year to date	328 in year to date	The increase of 267 Quality images promoted in Q3 is due almost entirely to Wiki Loves Monuments (while contributed 266 Quality images as of 3 November 2014). This has been a great success, far beyond the expectations of the charity. Proportionally, this is an enormous increase from 2013. Last year's competition produced 72 Quality images, so 0.6% of photos entered into the UK branch of the competition were recognised as Quality images. For 2014 this rose to 3.6%. For context, 0.3% of all the images on Commons are Quality images.

Metric	Target	Q1	Q2	Q3	Commentary
Number of files having valued image status on Commons	50	46 in year to date	51 in year to date	55 in year to date	All four files were uploaded as part of Wiki Loves Monuments. Last year, WLM 2013 was the primary contributor to this metric in Q1. While the increase as not been nearly as pronounced as with Quality images, it is anticipated that there will be an increase in Q4.
Number of new articles started on a Wikimedia site (eg any of the encyclopedias), excluding Welsh Wicipedia	200	341 in year to date	437 in year to date	682 in year to date	The course at University College London resulted in the creation of 155 new articles on the English-language Wikipedia, while Students 4 Best Evidence produced 4. A further 61 were created by people attending WMUK-run editing and training events. In addition, 25 were created on the English Wikipedia as a result of the Living Paths! project.
TEXT - Number of new articles started on Welsh	10,000 over the course of the project	2,182 in year to date (3,353 overall)	3,250 in year to date (4,428 overall)	6,293 in year to date (8,224 overall)	This figure covers articles related to Living Paths! and those created about books in the English-language on the topic of Wales

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	Wicipedia inspired by WMUK					since 1996. The queries to arrive at this number (avoiding double counting) are here: 1, 2, 3
G1.3 We are perceived as the go-to organisation by UK GLAM, educational, and other organisations who need support or advice for the development of open knowledge.	Sum of reputation ratings [2] of organisations that we are working in partnership with, or were working with no more than than two years ago	693 (5% increase)	497	708	1204	To date, we have partnered with 143 institutions. The considerable increase is due to contacts created at Wikimania, work of some Wikimedians in Residence who forge institutional links, and, to a degree, continually improved coverage of reporting. A valuable project in this area is the the Yorkshire Network project. It's A unique Wikimedian in Residence activity, regional GLAMwiki project aiming to engage some of the 150 registered museums in the Yorkshire and Humber region through the Museums Development service based at York Museums Trust. It has started at the end of July 2014, and will continue for a year ([2]).

G2a.1 We have a thriving community of WMUK volunteers.	Awareness score in annual national survey of public opinion [12]	n/a	Not collected	Not collected	Not collected	This is the same survey as in G3.2. The Board discussed the potential value of the survey of public attitudes set out by our strategic goals (but not yet implemented) in October 2014. The expense and utility of such a poll and the need to ensure it can be repeated annually to present good trend data has been questioned. The Board agreed that this must be done properly and with proper professional input, even if that means a further delay in getting these goals fully set up. We may need to do it next year in order to allow adequate planning time.
	Number of friends	420	176	833	925	Consistent rise thanks to Wikimania.
	Number of volunteers [3]	250	187	360	719	Throughout this volunteering section, we saw the effect of Wikimania and bringing people in to build the conference together. Some volunteering data was

					gathered and consolidated after the event, so preparatory activities that took place in Q2 are now counted in Q3.
Number of leading volunteers [3a]	140 (30% increase)	54	104	271	A significant number of volunteers involved in Wikimania were people that took leading roles of organising particular aspects of the conference. We also counted volunteers who were involved in running the event in August in these statistics.
Number of activity units [4]	1200 (24% increase)	663 in year to date	1,470 in year to date	2,204 in year to date	There were 330 activity units associated with attending events (including training sessions and editathons). A significant increase is due to the leading activity units over Wikimania.
Number of leading activity units [5]	145 (5% increase)	115 in year to date	418 in year to date	822 in year to date	People coming to the office in the period leading to Wikimania, leading on areas of the conference, added significantly to this number. It shows what immense amount of work it was to deliver the event.

G2a.2 WMUK volunteers are highly diverse.	Leading volunteer [3a] drop out rate [7]	<10%	No data yet	No data yet	No data yet	The drop-out rate is based on year-to-year figures, so cannot be determined until the end of the year.

(basing on the data that is available).

We have attracted many lead female volunteers over Wikimania. Roberta Wedge is making an impact with the Gender Gap Project, building up a volunteer community. Additionally, AdaCamp Berlin 2014 was a particular opportunity for Wikimedia UK to support UK female volunteers, allow them to run un-conference sessions and develop their skills as community leaders. For an account of the event from Roberta Wedge, Gender Gap Project lead, see here. |
| | Proportion of activity units [4] attributable to women | 20% | 35% in year to date | 41% in year to date | 55% in year to date | |
| | Proportion of leading activity units [4] attributable to women | 15% in year to date | 19% in year to date | 25% in year to date | 30% | |

	Activity units [4] in activities to encourage other diversity or minority engagement[3]	15	5 in year to date	9 in year to date	11 in year to date	In Q3 Fabian Tompsett gave a talk on the topic of 'Open Knowledge and the Memorialisation of Slavery'. This was attended by 20 people, which means this is given a weighting of 2 activity units.
G2a.3 WMUK volunteers are skilled and capable.	Activity units [4] in training sessions and editathons (total count, including people being trained)	575 (5% increase)	297 in this quarter	433 in this quarter	137 in this quarter	A total of 18 editing and training events were held in Q3. The decrease in volume is related to the workload being focused on Wikimania, and August being traditionally a quiet month for events. With these factors in mind, the number of activity units is still positive. A significant proportion of the events are related to the Gender Gap project we have been running since September 2014.
	Leading activity units [5] in training sessions and editathons (ie trainers only)	95 (6% increase)	104 in year to date	136 in year to date	156 in year to date	These figures exclude staff activities, but these details are given in brackets as well. A total of 18 editing and training events were held in Q3. Eight of the

						available trained trainers have supported at least one event in Q3 (thirteen including staff), six of which have supported at least two events. In total, nine leading activity units have been delivered by trained trainers (thirteen including staff).
	Annual survey capability score [6] (self-identified)	To be decided	Not collected	Not collected	Not collected	The survey is currently being drafted, and the intention is to circulate in Q4.
G2b.1 We have effective and high quality governance and resource management processes, and are recognised for such within the Wikimedia movement and	Progress on targets in the Hudson and Chapman governance reviews	All targets that we agree with have been completed and independently reviewed.	See narrative	See narrative	See narrative	All the recommendations from the Hudson review have been implemented. Fourteen out of the fifteen recommendations of the subsequent Chapman review have been implemented, with the final one a work in progress. In Q3 a third external review was carried out to assess the charity's progress, with the findings due to be presented to the board at the December meeting.
	Progress towards PQASSO 2	Complete all internal	See narrative	See narrative	See narrative	We organised a scoping meeting, where we started to look at

| the UK charity sector. | | preparations for PQASSO 2 ready for external accreditation | | | | assessment of the charity. This has led to initial identified work areas needing improvement - they will be picked up in the future. Two half-day sessions were planned for Q4 for a more detailed analysis. Delays in mentor training owing to CES, organisation developing PQASSO system, being taken over by National Council for Voluntary Organisations. ([3]). This will influence the overall timelines of the project. |
| | Level of external recognition | Narrative + eval score [16] | Eval: 1.8 / 3 | Eval: 1.8 / 3 | Eval: 1.8 / 3 | A scoping meeting has led to identified work areas to ensure full evidence base. Two half-day sessions planned for Q4. Delays in advanced mentor training owing to CES, organisation developing PQASSO system, being taken over by National Council for Voluntary Organisations. |

G2b.2 We have a high level of openness and transparency, and are recognised for such within the Wikimedia movement and the UK charity sector.	Transparency score [9] as measured by annual survey	n/a	Not collected	Not collected	Not collected	The survey is currently being drafted, and the intention is to circulate in Q4.
	Transparency compliance [10] as determined by Govcom against published transparency commitments	Narrative	Eval: 2/5 this quarter	Eval: 4/5 this quarter	Eval: 3/5 this quarter	Admin problems this quarter have severely delayed publication of several sets of minutes, including those of the AGM and the September and October board meetings. This has resulted in those meetings not being as transparent as we intended in a timely manner.
G2b.3 We have high quality systems to measure our impact as an organisation.	Progress towards full implementation of automated and manual tracking/measuring systems [8]	Narrative + eval score [16]	Eval: 55-60% achieved	Eval: 60-65% achieved	Eval: 65-70% achieved	The main source of automated data is CiviCRM. Staff are regularly using the database to set up events so that people can register there rather than on a wiki page. The database is now set up to allow people to register themselves as volunteers in the same way people register for events, and this process will be tested in Q4. Processes for recording interactions with partner

						organisations have been drafted and are being implemented, though recording partnership interaction is still currently being done substantially after the interaction takes place.
G2b.4 We ensure a stable, sustainable and diverse funding stream.	Number of separate donors	6000 (9% increase)	5266 in this quarter	5110 in this quarter	5022 in this quarter	For this number to increase in Q4 the charity will undertake activities to solicit increases in both types of gifts - it will also increase at year end as CAF donor numbers not currently included in our database will be included
	Funds received from sources other than WMF fundraiser or FDC	£295000 (7% increase)	£63,846 this quarter	£58,991 this quarter	£102,318.49 in this quarter	Q3 donations were substantially increased by accounting for an in-kind gift to the chapter associated with the Institute of Directors annual conference
	Proportion of funds from sources other than WMF fundraiser or FDC	47%	56% in this quarter	33% in this quarter	54% in this quarter	This is higher than projected because of the large value of an in-kind gift
	Proportion of funds from direct debits	45%	28% in this quarter	94% in this quarter	28% in this quarter	Much like Q1 this is skewed because of the large income

						received from another funding source (in kind) this quarter
G3.1 Access to Wikimedia projects is increasingly available to all, irrespective of personal characteristics, background or situation.	Total number of scans of QRpedia codes [11]	14000 monthly	17503/month this quarter	15112/month this quarter	20908/month this quarter	The statistics are complete for Q2. A GLAM booklet has been produced and the use of QRcodes is given as an example of how museums might interact with Wikipedia and make content available in a variety of languages.
	Projects addressed at new readers [16] being enabled to access Wikimedia websites	3 activities	1 in year to date	1 in year to date	1 in year to date	In Q3 work began on planning the Science Museum Late, a high-profile event at the Science Museum. One of the sessions will involve recording Wikipedia articles, making them accessible to people with reading difficulties or visual impairments.
G3.2 There is increased awareness of the benefits of open knowledge.	Awareness score [12] in annual national survey of public opinion	n/a	Not collected	Not collected	Not collected	The Board discussed the potential value of the survey of public attitudes set out by our strategic goals (but not yet implemented) in October 2014. The expense and utility of such a poll and the need to ensure it can be repeated

						annually to present good trend data has been questioned. The Board agreed that this must be done properly and with proper professional input, even if that means a further delay in getting these goals fully set up. We may need to do it next year in order to allow adequate planning time.
G3.3 Legislative and institutional changes favour the release of open knowledge.	Responses to EU and UK government policy consultations.	Narrative	See narrative	See narrative	See narrative	We've published a position paper on copyright with the Free Knowledge Advocacy Group European Union (FKAGEU). We've met with the UK IPO head of copyright to learn about the new orphan works rules. We've signed the Lyon Declaration on Access to Information and Development. We hosted an advocacy group meeting here the day after Wikimania, attended by about 12 people. We also helped the WEASEL on wheels advocacy roadshow at Wikimania. The relevant papers are linked from our Advocacy page here.

	Involvement in EU and UK advocacy activities; Involvement in advocating legislative change within GLAM, Education, and other organisations	Narrative + eval score [16]	Eval: 4/5	Eval: 5/5	5/5	The EU advocacy involvement continues to be strong, this quarter via responses to the consultation papers (see above). We are putting a voice in the open knowledge debate, and so in the long run aiming to change the policy for better access to information. In the UK, we are arranging meetings with Alex Boyd of the Internal Market and Consumer Protection Committee of the EU (which has some responsibility for copyright and intellectual property) and Claude Moraes MEP for Q4. Claude Moraes is head of a committee on civil liberty in the European Parliament, and we will be able to use these links in the future advocacy work. The work of Wikimedians in Residence to influence the policies of their host organisations was successful this quarter. At Cancer Research UK, work on

						embedding of the release of media on open licenses is progressing very well, with a new model release form for non-paid models adopted. This incorporates a tick box to opt-in to allow release of images of them on open licenses. A decision as to whether to place CRUK's online cancer information text copy under a Creative Commons BY-SA license is due to be made at a meeting on 18th November. Embedding new working practices to continue after the grant period (late 2014/early 2015) is developing, especially with statistics department and around releasing media – and possibly web copy - on open licenses. With this in place, we may be able to ensure sustainability of the project after the residency ends. Ally Crockford from National Library of Scotland (WIR) met

						with new NLS Chief Executive and National Librarian John Scally to discuss Wikimedian in Residence projects and open access at the Library. These internal conversations regarding the releasing of digital content onto open licenses may result in a more open policy at the institution - we are able to be a part of the conversation at the time of the new Chief Executive thanks to having a WIR at the organisation. In a project area that show how policy work can affect content, Pat Hadley at York Museums Trust encouraged YMT to be embracing a specifically open image policy. The institution will subsequently be releasing c.40,000 images under PD or CC-BY-SA licenses.
G4.1 There are robust and efficient tools readily	Number and availability of the project tools we host or support	Narrative	See narrative	See narrative	See narrative	Wikimedia UK hosts QRpedia and the Virtual Learning Environment. A scoping exercise was carried out to assess the role of

available to enable the creation, curation and dissemination of open knowledge.						technology within the charity on strategic and operational levels. Currently, the VLE has not been fully launched. The report notes: "The VLE project in particular has been a difficult process; communication has been under-effective due to lack of technical management." QRpedia continues to be maintained by the charity, and is in the same condition it was in Q1. The report is worth reading for additional information on the tools the charity supports.
G4.2 There are robust and efficient tools readily available to allow WMUK - and related organisations - to support our own programmes	Uses [15] of the internal or supporting tools we host or support	Narrative	See narrative	See narrative	See narrative	As in Q1 and Q2, the main tools are CiviCRM, piwik, and the Virtual Learning Environment. We use CiviCRM as often as possible when organising events to make reporting easier. There has been limited technical development on these tools in the quarter, so that state of the tools remains much the same; the VLE is however not yet fully launched. Delays in

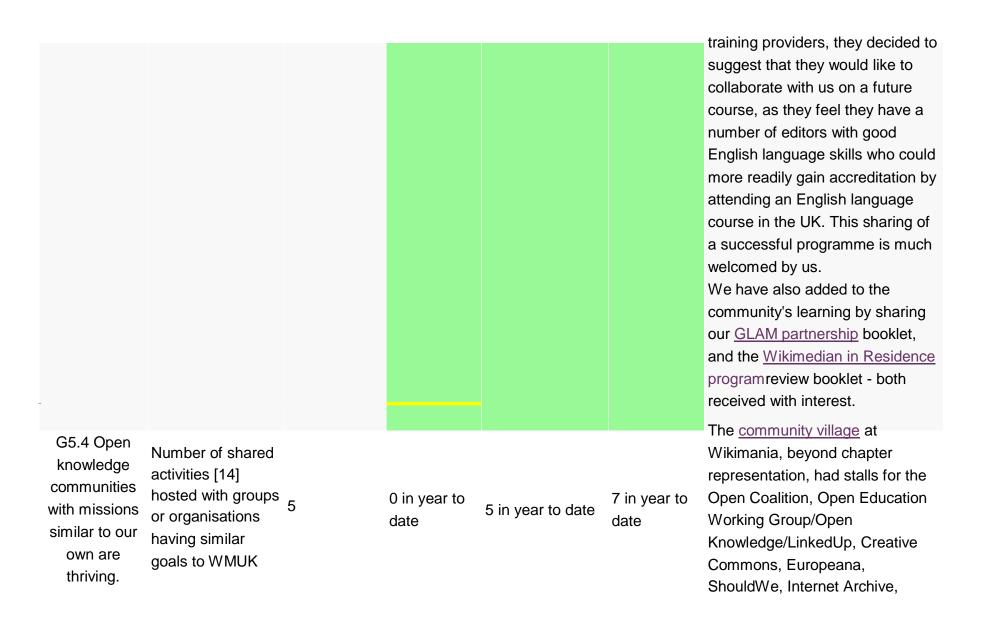|						
and to enable us to effectively record impact measures.						installing the SmartDebit module have hindered fundraising efforts.
G5.1 A thriving set of other Wikimedia communities	Funding to support other chapters and Wikimedia groups	£10000	£10,149 in year to date	£10,443 in year to date	£12,043 in year to date	The additional spending in Q3 was primarily to support the governance conference for trustees arranging to coincide with Wikimania, with some costs used to support for formation of the Irish Wikimedia group and help them in their activities. The spending in this budget exceeds our plan. We originally planned one governance workshop (delivered in March 2014), however, it became apparent that Wikimania gave us the opportunity to increase our impact in this area - particularly since the first workshop was received very positively. The cost of the second governance workshop was less than that held in February as we did not need to subsidise travel

costs as people were already travelling to London for Wikimania.

The core focus in this regard for Q3 was Wikimania. The community village was an exhibition area open to the public containing 37 stalls run by chapters and other open knowledge organisations. This area was visited by more than 10,000 members of the public. The international gathering of people from Wikimedia gave the

| Activities held for or jointly with other chapters and Wikimedia groups | 7 (including G5.2 and G5.3 events) | date | 4 in year to date | 6 in year to date | 15 in year to |

opportunity for Wikim...
run a board training
workshop and a Trai...
Trainers session. Or...
a plethora of meetup...
hosted during Wikim...
fringe. Wikimedia UK...
supported the WikiA...
the African Wikimedi...
the Celtic Language...
Smaller Languages...
the German languag...

					all, this allowed the charity to far exceed its initial target in this area through the unrivalled opportunity of Wikimania. Late in October we also supported a Gàidhlig meetup.
Total shared activity units [13] in shared activities [14] with other chapters and Wikimedia groups	150 (including G5.2 and G5.3 events)	103 in year to date	125 in year to date	374 to date	Wikimania London offered us an unmissable opportunity to create opportunities to collaborate with other chapters, and learn together. The meet ups and training events we organised brought an impressive number of people together. Additionally there were over 25 community village stalls, on average hosted by 2 people over the three main days of the conference.
Number of UK based Wikimedia events other than WMUK events	Report only	15 this quarter	17 in this quarter	14 in this quarter	These events consist of meetups (11 across 8 cities), two editathons, and OpenSym. Of the meetups, those at London and Oxford are held monthly. Of the rest, one took place in Scotland.

G5.2 An increased diversity of Wikimedia contributors	Activities specifically directed to supporting the diversity of other chapters and Wikimedia groups	1	1 in year to date	1 in year to date	4 in year to date	Some meetups organised by Wikimedia UK during Wikimania were set up to support movement's diversity (WikiArabia meetup, the African Wikimedians meetups, the Celtic Languages meetup and Smaller Languages meetup) and help the community focus on the particular diversity issues it values. For AdaCamp Berlin 2014, Wikimedia UK organised a Friday evening networking event on the 10th October, where the attendees of the weekend camp could find out about each other's projects and start working together. An international Train the Trainers session was in Q3 around Wikimania. This is mostly focused on raising the skills of the international community, but in the longer run can also support the diversity of the movement. The intention is that by helping

						other chapters train new editors and engage in outreach, we can reach more new female editors. Women are well represented in our editing and training events.
G5.3 Wikimedia communities are skilled and capable	Activities specifically directed to help train or to share knowledge with other chapters and Wikimedia groups	1	1 in year to date	1 in year to date	3 in year to date	Wikimania gave the charity an excellent opportunity to facilitate the exchange of knowledge between chapters. This allowed us to exceed our metric in this area. As a result in Q3 Wikimedia UK hosted an international Training the Trainers workshop, and a governance workshop for board members across the movement based on the model of the event held in February this year. International edition of the Train the Trainers was well recieved by our international guests, to the extent that Wikimedia Netherlands considered running their own version of the course. However having discussed this with Wikimedia UK and our

training providers, they decided to suggest that they would like to collaborate with us on a future course, as they feel they have a number of editors with good English language skills who could more readily gain accreditation by attending an English language course in the UK. This sharing of a successful programme is much welcomed by us.

We have also added to the community's learning by sharing our GLAM partnership booklet, and the Wikimedian in Residence programreview booklet - both received with interest.

| G5.4 Open knowledge communities with missions similar to our own are thriving. | Number of shared activities [14] hosted with groups or organisations having similar goals to WMUK | 5 | 0 in year to date | 5 in year to date | 7 in year to date | The community village at Wikimania, beyond chapter representation, had stalls for the Open Coalition, Open Education Working Group/Open Knowledge/LinkedUp, Creative Commons, Europeana, ShouldWe, Internet Archive, |

						YouMagazine, Wikifactory and ORCID.
						Our Open Coalition Co-ordinator joined Open Knowledge in organising a stream at MozFest, held in October. It focused on community building and a blog post with further details can be found here. This was the first time Mozilla have included this theme in their festival, and it was a great recognition of the Coalition's work to be invited. The track allowed us to bring community managers and organizers from across the open space together to work on a variety of sessions, including 2 ongoing initiative - the Community Building Handbook, built with staffers from Mozilla and OKF (and which now has a home on the web) and a community source-code wall built with collaborators from Sprout Fund Pittsburgh. As well as running 15 sessions over two days, we

worked with researchers from the MIT Media Lab to develop a survey for all participants, in order to surface qualitative and quantitative responses. 70 participants completed the survey, of whom 60 indicated a desire to continue working on projects and initiatives they learnt about at the festival via mailing lists and working groups. Writing of the handbook continues, and the current handbook can be seen here. Q3 also saw planning for an event in January 2015 (Q4); led by the Open Coalition it would partner with Wikimedia UK, JISC, DEMOS and the London Knowledge Lab and consist of workshops and discussions around open policy in the UK - high level partners.

Around 140 people attended the track on community building at MozFest as participants, which

Total shared activity units [13] in 40 shared activities		0 in year to date	96 in year to date	164 in year to date	

	[14] hosted with groups or organisations having similar goals to WMUK					gives the advocacy event a weighting of 14 activity units. Further, we had 9 open organisations represented on community village stalls during Wikimania. On average looked after by 2 people over three days of the conference, this gives 54 activity units.

A key objective of the funding is to enable the movement as a whole to understand how to achieve shared goals better and faster. An important way of doing this is to identify lessons learned from entities who receive funds, and to share these lessons across the movement. The purpose of this section is to elicit some of these insights, which will be shared throughout the movement. Please answer the following questions in 1–2 paragraphs each.

What were your major accomplishments in the past quarter, and how did you help to achieve movement goals?

- Our major accomplishment was to continue to deliver our programme in association with, and alongside Wikimania London. This was a big challenge for an organisation of our size but good pre-planning meant we were prepared. We are now experiencing the legacy of Wikimania in our programme work with an extended pool of volunteers and associated activities. A Final report will be available in December but the interim report demonstrates the success and impact.

Our programme activities continued to address the movement goals and our own strategic goals. Our prgramme is demonstrating a majority of 'greens', fewer 'yellows' and no 'reds. There are some areas, 'grey' where we are completely reconsidering how appropriate the targets are. Wikimania was obviously at the core of movement goals by bringing together the widest community

gathering in history to learn and debate the issues we face. The legacy of Wikimania is already being demonstrated through access online to our recordings of all the workshops.

What were your major setbacks in the past quarter (e.g., programs that were not successful)?

- There were no **major** setbacks in the quarter.

There are some areas, however, that did not go fully to plan:

- A scoping exercise was carried out to assess the role of technology within the charity on strategic and operational levels. Currently, the VLE has not been fully launched. The report notes: "The VLE project in particular has been a difficult process; communication has been undereffective due to lack of technical management.
- Delays in installing the SmartDebit module have hindered fundraising efforts namely by not yet allowing us to offer donors the chance to increase their gift to the chapter should they wish. In addition this has hindered the change the change to offer members the choice to pay their fees annually.
- At the October board meeting, the trustees discussed the potential value of the survey of public attitudes set out by our strategic goals (but not yet implemented). The expense and utility of such a poll and the need to ensure it can be repeated annually to present good trend data has been questioned. The Board agreed that this must be done properly and with proper professional input, even if that means a further delay in getting these goals fully set up. We may need to do it next year in order to allow adequate planning time.

What factors (organizational, environmental) enabled your success?

- A key to our success this quarter was employing a dedicated team to do the bulk of the organisational work for Wikimania. This allowed the core staff to continue with main programme work whilst building coordinating it with Wikimania. This was enabled by having a shared plan of specifics regarding the detail and targets for Wikimania that staff shared and stuck to. Emergency planning meant that we were prepared for any challenges we might face.

- We would also point to the support of our volunteer community and our colleagues in the Foundation who offered solutions not questions when problems arose.

What unanticipated challenges did you encounter and how did this affect what you were able to accomplish?

- Our recording database, CiviCRM , has remained stubbornly unwilling to operate at a level where we can rely on it for some core functions. One in particular is working on our donor database to automatically communicate with them and collect GiftAid. Another is the automatic renewal of memberships. This is making data collection more difficult, wasting staff time and not allowing access by volunteers for recording their activities. At core we have a gap in our central IT management, an issue addressed in our 2015-16 FDC application.
- CES, the organisation that run a charity performance evaluation system PQASSO, was being merged with NCVO in our Q3-4. This meant that the training and support for PQASSO was put on hold, at a time where we were planning to start implementing the internal assessment at Wikimedia UK. We were informed that the scheme will be reinstated in 2015 - until then we will working on internal groundwork in the meantime. This does not affect programs directly, however, may put some delay on our PQASSO work in 2015.

What changes might you make in executing your initiatives into the next quarter?

- In view of the emerging metrics we will need to re-evaluate our targets for 2015-16. We have generally been more successful than we had expected even after factoring in Wikimania's inevitable bump.
- We have put more resources into sorting out our CiviCRM technical issues and travel optimistically.
- Our pause on appointing Wikimedians in Residence pending the results of the review (Q2) has led to three major appointments in a short period of time. This should be avoided in future as it involves a logjam of bureaucracy and the supporting community. This is a longer term but worth sharing.

CEO quarterly report

Wikimedia UK Communications Update – October 2014

Contents

1. Executive summary, key points and recommendations

Key points:

- Wikimedia UK's communications works well in parts but has room for improvement
- Our increasing involvement in policy and advocacy is of great importance to our reputation, both inside our movement and beyond
- Our new website is a good first step but needs improvement in terms of search engine optimisation and content
- Engagement on our wiki remains low
- Smarter, devolved use of social media can allow us to engage with more of our volunteers than our wiki and mailing list
- Our publications and merchandise are of a high quality but we must distribute them better and more widely
- Communications needs to be embedded in all roles as a matter of course
- Our coalition-building is a great success, within the Wikimedia movement and the wider open knowledge movement.
- Our communications function is well resourced in terms of budget but under-resourced in terms of people. However, this may no longer be the case from 2015 onwards due to funding cuts and budgetary pressures elsewhere
- Our reputation is not limited to the UK – it extends internationally, particularly across Europe
- Our international reputation, especially within the Wikimedia movement, is excellent and we are key players on an EU level
- Our reputation within the European Parliament is strong, in part because of other Wikimedia initiatives but also because of Dimi Dimitrov (Wikimedian in Brussels) and our own advocacy efforts
- Wikimania provided a great boost to our reputation. We now must build upon this opportunity
- We have an established and appealing visual identity which reflects our work and our values.

Recommendations

- Press work to focus on partnerships and on responding to news agenda where possible
- Create a forward planning programme to find Wikimedia tie-ins with events such as International Women's Day
- A communications assistant role to be included in the 2016-17 annual plan and budget
- Continue to support the Open Coalition, both in practical terms and with bridge funding until external funds are secured
- Continue to be an active, leading chapter in EU advocacy and to make a financial contribution to the Wikimedian in Brussels
- Campaign participation and signing of campaign letters to be delegated to head of external relations (via chief executive)
- All staff to embed the use of social media and blog within their work, to be backed up by in-house training if required
- Commission a reputation and awareness survey
- All press enquiries to go through chief executive as first point of call in absence of head of external relations
- All publications to feature in targeted direct mail.

In contrast to the communications strategy and review of 2012 (which ran to over 30 pages) this document takes a much more focused approach. It will review our current activity and make recommendations on how we can perform better.

The context in which the communications function of the charity operates now, compared to then, is markedly different. **As a chapter we have much more confidence in our work, in our voice and in our ability to communicate**. With this confidence, achieved through experience, comes opportunity and challenges. Opportunities arise because we are now recognised as an important voice in the open knowledge landscape. Challenges exist because we are trying to do a great deal with little.

In 2014 Wikimedia UK has a greater appetite for not just being proactive in terms of messaging but in participation in the areas of policy and advocacy. This is an important indicator of our progress and our growing maturity. However, this comes at a cost. Wikimedia UK has one staff member dedicated to communications to cover the functions of press, design & print, digital & social (including website), policy, advocacy and strategy. At the same time, due to stretched capacity across the charity, the external relations function provides valuable support to other areas such as the programme team, fundraising team and the Chief Executive, as well as participating in the Senior Management Team, helping to develop organisational strategy and developing partnerships.

Updated context for this paper

> This paper was initially written for the Wikimedia UK board meeting in October. In the few short weeks since, much of the context in which this paper was prepared has changed. No longer is Wikimedia UK as stable. We are going through a transitional period at CEO. Our funding situation is more

precarious than we imagined due to cuts in our allocation from FDC. These two changes in context are significant and Wikimedia UK may be said to be in a period of review and reflection.

With this in mind the recommendations made in this paper remain on the table, albeit with a mindfulness that financial constraints may result in difficulties in implementation. The proposed reputational survey may be seen as a luxury that cannot be afforded at this time – particularly as it will be a difficult idea for which to attract external funding. Likewise, while there is a clear lack of capacity for external relations, the suggested recruitment in 2016 of a communications assistant is likely to fall afoul of funding pressure.

Some of the advocacy and coalition building recommendations are also not cost neutral. However, these should be viewed as being of such importance that they should be protected. The Open Coalition project, in particular, is proving to be a big success and is also eminently fundable from outside sources.

In light of this changing environment, I present this paper for review and reflection, understanding that the change of pace may be slower than previously anticipated due to other, more pressing organisational change. I am more than happy to discuss this paper and any of the elements herein in more detail should this be helpful.

Stevie Benton, 3 December 2014

2. Introduction

This paper is intended to provide an overview of Wikimedia UK's communications work. It will provide insights into what is working, what can be improved and will make recommendations for the future.

Wikimedia UK is a small, but growing charity. Three years on from its first staff hire the charity is beginning to emerge from a painful "storming" period, including much upheaval in the form of governance reviews, trustee controversies, disputes within the community. **We are now a stable, professional organisation which has a consistent and skilled board, a growing volunteer community and a highly competent and dedicated staff team**. However, it should be noted that the funding landscape is changing along with changes in the leadership of the charity. With an interim CEO in post while a permanent post holder is being recruited we must be careful that the stability and progress that we fought so hard to gain is not easily lost. This also means that any changes should be implemented in a gradual and manageable way as they may be happening with a background of more fundamental organisational change.

From a time in 2012 when the future of the chapter was anything but secure we are now seen as a leading light of the movement, especially in terms of our governance, reporting and advocacy. Many of those within the movement,

at Foundation, Chapter and community levels respect and admire the work of Wikimedia UK and look to it for guidance and support. **We are recognised for excellence and leadership.** This is a hard-won reputation, extending beyond the Wikimedia world to that of open knowledge generally, and we should protect it with care while remaining ambitious, especially during this transitional period.

In the remainder of this document each area of our core communications will be broken down into some key components. A brief assessment of our current performance will then be followed by some recommendations.

A note on how this document fits in with our strategic goals. While a breakdown of each activity as it relates to our strategic goals is possible, I do not think it is desirable. What is more important is that communications is understood to underpin all of the chapter's activities and all of our strategic goals. **Good communication and a good reputation across the entirety of the charity's work are of fundamental importance to our ambitions.** Put simply, we fail without them.

3. Reputation, key messages and positioning

Reputation

Our reputation as a UK charity is improving. Without wishing to overstate this, we had a torrid time in 2012 which damaged our standing in the media, in the movement and in the charitable sector. However, since then we have bounced back because of the quality of our work and our visibility. The extensive reviews of our governance and the implementation of recommendations from these reviews have helped greatly.

Some of our high profile projects, such as our Wikimedian in Residence programme have strengthened our reputation. A key indication of this is that UK media outlets now contact Wikimedia UK as a matter of course where previously they would have gone directly to the Wikimedia Foundation. By providing high quality comment and observation we remain an appreciated point of contact for media interested in Wikipedia stories. Our next challenge is to extend that reputation into the sphere of open knowledge more widely. We should do this by looking for appropriate opportunities to comment, particularly in the areas of policy (tech, education, engagement and culture, especially) and advocacy (participating in campaigns that support our mission, vision and strategic goals). We should not be afraid to make relevant comment on stories that are on the news agenda, and use these to reinforce our key messages, but **for this to be effective it needs to be properly delegated to staff** (with sign-off by Chief Executive). We currently lack the flexibility to allow staff to take these actions on behalf of the charity (such as signing the Lyon Declaration on Access to Information and Development). While this doesn't happen often the current level of caution that inhibits our ability to react to situations, or inhibits staff from doing so, means that by the time we respond the news agenda has moved on and opportunities are lost.

We should commission a reputation survey. Some exploratory work has already been done to look at options. For a small investment we can collect some key information about how the charity and the Wikimedia projects are perceived. This provides us with a knowledge base from which to work, playing to our strengths and improving those areas where we are weak. A survey of this nature does take time and care in order to make the investment worth making. If we go ahead, we must make sure we understand what we want to learn and the questions we want to ask. This will involve the input of a market research professional who can guide the work. It is, however, noted that budgetary and funding pressures may preclude this taking place for now.

Key messages

Note our mission and vision below:

- **Our mission:** to help people and organisations create and preserve open knowledge and provide easy access for all
- **Our vision:** Open knowledge for all

What is very important here is that we have clearly defined our mission and vision as not solely being related to the Wikimedia projects. It is broad in scope and grand in ambition. It is for all. **We are saying that we work for the benefit of everyone**. A hard truth: This does not mean a small subset of people who refer to themselves as "the community", or people who believe that Wikimedia UK should be a kind of club for established Wikimedians with large edit counts. W**e are an inclusive organisation. We seek to engage with everyone equally, regardless of their edit count, regardless of their status on Wikipedia.**

The section on digital and social will go into this in a bit more detail. This doesn't mean that we should neglect those who believe they are "the community". But we do need to move away from the idea of "the community" and accept that we have several, with different ideas, different views and priorities. Other key messages:

- Wikimedia UK is the local charity that supports and promotes Wikipedia and the other Wikimedia projects such as Wikidata and Wikimedia Commons
- We are independent of the Wikimedia Foundation, but we work closely with them as partners
- The scope and size of Wikipedia belies the fact that we are a small charity that is almost entirely funded by voluntary donations from our supporters
- We are committed to supporting and facilitating projects that improve the quality and quantity of content on the Wikimedia projects (quality always comes first)
- We are committed to supporting the volunteers that make the Wikimedia projects so special
- We believe that by working in partnership with traditional stores of

knowledge, such as libraries and archives, we can significantly enrich the quality and quantity of open knowledge available to all
- We believe that access to open knowledge is a key factor in the empowerment of people
- We don't control the content on the Wikimedia projects
- We can train anyone who wants to learn to contribute to the projects.

A short supplementary note on our vision and mission. Our aim of working towards open knowledge for all is laudable. However, earlier this year the Open Knowledge Foundation re-branded their organisation as simply Open Knowledge. This appears an attempt by them to capture the whole open knowledge landscape. Regardless of that, when referring to open knowledge as a concept we must never use capitals in order to avoid confusing the concept with the organisation.

Positioning

We are more than a voice for Wikipedia in the UK. **We are a significant player in the world of open knowledge and the internet more generally**. Often we lack the confidence and capacity to act at a level matching the reach and influence that a Wikipedia-related charity should have. (I know there are other Wikimedia projects – but it is Wikipedia that gives us our reach.) We should be strident and vocal in our support for open knowledge. We should be strong advocates for open content and open licences.

We seek to be the first point of contact on all things open knowledge. We should actively pursue opportunities to make that voice heard. For example, we should not shy away from challenging policies that are inimical to our mission. We should not hesitate to be vocal in our support of the values of openness, access to information and knowledge and the social importance of ease of access for all. We should likewise express our knowledge and experience on matters relating to mass engagement, such as digital democracy. We should continue to encourage conference organisers to provide a platform on matters relating directly or indirectly to our work.

One caveat to this. **We should avoid, where possible, getting into public debate on the issue of net neutrality.** This is an important and significant issue on which we would normally expect to be vocal in our support. Wikipedia Zero muddies the waters here and we should refer all net neutrality debate and questions to the Wikimedia Foundation. We cannot speak clearly on this matter and the Wikimedia movement in general has struggled with the apparent tension between net neutrality and Wikipedia Zero. There are deep divisions within the global community and this is a battle in which we do not yet need to choose a side.

4. The role of volunteers

Volunteers are the heart of our movement and without them the Wikimedia projects would simply not exist. **It is important that volunteers are**

encouraged to participate in our communications work. There have been efforts to recruit new volunteers with specific skills relating to communications to support our programme. Wikimania and outreach to MEPs are two areas where this was especially successful thanks to the efforts of volunteers like Helen Armfield, Emily Sorensen and Matthew Wood. David Gerard's excellent volunteer work with the media on behalf of the chapter and the movement always adds value and an authentic Wikimedian voice. Developing partnerships with volunteers like John Cummings, Mary Langsdale and Zara Clarke are effective and worthwhile.

However, we should be cautious which volunteers speak on behalf of the charity. From experience we know that when it goes wrong, volunteers speaking with the voice of the charity can be damaging.

Before volunteers are encouraged to speak publicly on our behalf there should be some form of volunteer agreement, coupled with an understanding of our key messages. This may not be popular, but we are a charity with an international reputation that has been hard won and is easily lost. This is not meant to act as a deterrent to engagement. It is simply a prudent step to protect our reputation.

5. Press

Our press work has progressed well. We are now in a position where we are routinely contacted as the local voice of the Wikimedia movement. We have good relationships with several of the main news outlets including The Guardian, The Telegraph and the BBC. In fact we are developing a partnership with The Guardian which would lead to several outcomes, including hosting debates, helping them with community building, an open exhibition – all almost cost neutral and publicised by The Guardian. More on this will follow in the coming months.

Our ability to respond appropriately to press enquiries, in a timely way, has been good for our reputation. However, on one occasion a member of staff outside the comms team (who was away) spoke at length with a reporter about the copyright of the monkey selfie. The messaging was all wrong and led to the WMF needing to seek corrections. Therefore, **all press enquiries which cannot be initially met by the head of external relations or the chief executive should be redirected to the Wikimedia Foundation.** This can be done by sending a message to press@wikimedia.org

One of the challenges we face in being proactive with the media and placing stories is that while much of what we do is interesting and useful, sometimes it is difficult to pitch it as news. "People write encyclopedia" is not a headline grabbing story. However, **if we can find a way to fit in with something topical or related to current events this can be successful**. An example is the story at the beginning of 2014 that was widely picked up about the most viewed Wikipedia articles over the previous year. Similar opportunities are also available for things like World Aids Day, International Women's Day and the like. The head of external relations is to **create an annual plan**

highlighting events of note and identifying potential hooks for Wikimedia UK-related stories. In reality this should have been done before but limits on capacity have prevented this.

Partnerships are also a good way of generating news content. For example, the relationship with Cancer Research UK and their hosting of a Wikimedian in Residence

One other area of potential press is local events. It is straightforward to get something in local newspapers about Wikimedia UK events. We should occasionally send a short announcement to local newspapers to raise awareness of meetups as a way of encouraging training and engagement – providing those organising meetups are happy to help newcomers.

6. Monthly reporting

Wikimedia UK staff inherited the monthly reporting system from the days of the charity being entirely voluntary. They have never really worked as a system of formal reporting. In part this is due to a lack of engagement from staff, trustees and other volunteers, and in part because the reporting has never been against meaningful KPIs.

In this era of the FDC our reporting requirements have changed significantly. Significant metrics are reported against numerous KPIs and targets in line with our strategic goals. Substantial reporting takes place every quarter, along with large annual reports (for FDC and our SORP) and an annual review booklet.

As an experiment in August co-ordination of monthly reports was halted, while things such as the collection of appropriate and relevant press coverage continued. The absence of comment suggests that the reports are not in demand.

It is recommended that the monthly reports remain paused while collection of press coverage continues. Other relevant information is reported on by individual staff and in our formal quarterly reporting.

7. Digital and social

This includes our website, our wiki, social media platforms, blog and email.

Our public facing website has been a positive improvement. We now have a modern, clean and welcoming first place for those new to us. It reflects our diversity and our visual identity effectively. While some work is required to bring it up to scratch in terms of search engine optimisation and updating content, we can be confident that it is fit for purpose and will serve us well. Feedback from the community for the most part has been good. Several staff have been trained, as well as some key volunteers. Small changes can be made by these people as they are trusted with access and are skilled and

sensible. Significant changes to the main pages should be run by the head of external relations.

Our wiki still has a low level of engagement. However, it remains a popular channel for established Wikimedians to use. **Staff should continue to use the wiki as a channel, especially for purposes of participation and transparency**. Regardless of audience, this is seen as important within the movement and is important for us. That being said we should continue to monitor the tone of interactions on the wiki to ensure that they remain cordial and welcoming. Staff should continue to post notices of new content on the water cooler or engine room. Event pages should also continue to be created.

Social media presents significant opportunities for the chapter in terms of engagement with existing and potential volunteers, much more so than our wiki. It is time to accept that while wikis are great for creating an encyclopedia that anyone can edit, they are not so good for engagement. Many of our new volunteers fall into a younger demographic (and one that is much more balanced in terms of gender) who use Facebook and Twitter as a matter of course.

The use of social media – Twitter and Facebook – is encouraged among all staff. For example, when setting up an event that is open to the public, as well as creating a page on the wiki a companion page should be created on Facebook. This is not a question of either / or – simply that we can reach more people this way and so we should. Training can be provided. Likewise, when staff and trustees find content which they feel may be of interest to the Wikimedia and open knowledge community they should feel empowered to share this on Twitter as well as by email. All staff and trustees have access to the charity's Twitter account and are encouraged to use it liberally. There is no need for a gatekeeper and staff are trusted to use their judgement. For a visual depiction of an appropriate social media policy for Wikimedia UK, see this page.

Our blog is a fairly popular outlet that we use to share news, reports and profiles. Published blogs are also shared via Twitter and in high profile cases on Facebook. As a growing organisation with a lot of stories and a lot to say for ourselves, **all staff should provide one blog post per month**. A blog post doesn't have to be long, or complicated. It should be written in a personal voice and offer insight into what we do. Volunteers, including trustees, are also encouraged to provide content for the blog.

We also have new email templates will make a positive difference to how we communicate with donors and friends. These were commissioned at the same time as the new website and are coded in HTML. The design and layout reflect our visual identity, which is increasingly consistent across all of our communications output. Responsibility for content will remain with the fundraising manager and volunteer support organiser.

8. Design & print

Our publications are widely admired and an effective use of our resources. Our annual review booklet has become a highlight over the last couple of years. The GLAM booklet has proven to be an effective showcase of how cultural institutions can work with Wikimedia UK. Our Wikimedians in Residence booklet is an excellent example of a resource that can promote the value of working with us.

Our freelance designer, Jayne Martin-Kaye, has a great eye for design and understands our visual identity. She is also very inexpensive for the quality of resources she produces.

The next booklet on the list is an updated version of the Welcome to Wikipedia booklet and a new, UK specific education booklet.

One area where we can improve is the distribution of these materials. We still have lots of stock of the 2012 and 2013 annual reviews which serve nothing more than a historical purpose. To this end, our annual review, and other booklets, should be the focus of **a targeted direct mail to potential partners, friends and donors.**

Given budgetary pressures for 2015-16 we should be very cautious when it comes to commissioning new materials (with the exception of the annual review). We may need reprints of some materials but the quality of current resources is good enough that we should not require completely new materials, especially those that are nice to have, such as postcards and flyers, rather than essential.

9. Policy and advocacy

This is a key area of our work. This falls into three distinct strands: UK, international and sector. Before explaining these areas, an important note: work of this nature has a long lead time. Expecting speedy and substantial change over a short period of time is not achievable or realistic.

In terms of UK advocacy the first step is to become more widely known in those circles and build a reputation as a charity that has something to add to the debate. This involves meeting people, building relationships with policy makers and opinion formers, and being clear about our views. We are making progress here. Our work with Demos on whether it is possible to learn about digital democracy from the norms and values of Wikipedia has been useful and led to us being involved in the debate. We have been represented at the Speaker's Commission on digital democracy. We are becoming more connected.

We are tentatively co-hosting an event in January about open policy at the London Knowledge Lab with people we met through the digital democracy project. This will provide useful opportunities for us to contribute to the policy debate. We have a good relationship with the DCMS and regularly attend their

round table events. We contribute to appropriate government consultations. An opinion piece making the connection between Wikipedia and the concept of social justice was published to the whole of the Department of Work and Pensions, and a speaking slot arranged for Jon Davies at the Social Justice Conference in November. **We need to continue seeking these opportunities to gain a platform for our message and to raise awareness of our work**. This is important work but takes time.

In terms of international advocacy Wikimedia UK is seen as a key participant in the Free Knowledge Advocacy Group EU (FKAGEU). This umbrella group of Wikimedia chapters lobbies on three key areas – freedom of panorama, public domain licensing for publicly funded works and the right to use orphan works. The group's founding statement was written in London. We make a key contribution to supporting Dimitar Dimitrov, the excellent Wikimedian in Brussels. **We should continue to offer our support, financially and practically.**

Over the last month Wikimedia UK has met with Claude Moraes MEP, Chair of the EU Committee on Civil Liberties, and Alex Boyd, a key political advisor to Vicky Ford MEP, among others. After some reluctance the Wikimedia Foundation is now on board with this work and appreciates its importance.

Sector advocacy – working to promote the benefits of all aspects of open – has been an area of success for us and Bekka Kahn is doing an excellent job. The Open Coalition was based on a concept developed by myself, John Cummings and colleagues from Mozilla, Creative Commons and Open Knowledge Foundation and piloted at MozFest. Wikimedia UK showed great vision to seed fund the project and the group is beginning to grow in size and impact. By being bold we are seen at the heart of this international network and there is a good chance that the work becomes self-funding. In many ways the Open Coalition is the counterpoint to the FKAGEU – my vision is that the two groups will identify areas of overlap and work together for shared impact. The overarching ambition for the Coalition is to make open the new green.

Another area of sector advocacy is campaigning. While we are not ready to do any active campaigning on our own – and we certainly do not have the staff resources for this – it is appropriate that we piggyback relevant campaigns that happen elsewhere (which can also tie in with our efforts to join up with the news agenda). However, there needs to be some degree of delegation here from the board. We do miss opportunities sometimes because of an entirely natural tendency towards caution. When actions are straightforward and in harmony with our values, such as signing campaign documents like the Lyon Declaration on Access to Information and Development, **it is recommended that the board delegate campaign participation decisions to the CEO and Head of External Relations**. Likewise, the notion of community consultation leaves us very sensitive to one or two people who can act as barriers while not being representative of the views of the charity membership in general. For larger pieces of work that aren't time sensitive, such as overall strategy, this is sensible but **for quick and timely responses that open up opportunities for us to speak in**

support of our values, this is not required or desirable.

In terms of domestic policy and advocacy the charity is becoming more visible within the third sector. The head of external relations is a member of the NCVO's digital steering committee and participates in their public affairs network. Our reputation within the sector is growing as a result.

10. Partnerships

Developing partnerships with significant organisations is an excellent way to raise our profile. Partnerships, when effective and with clear outcomes, aren't just a good way to contribute to open knowledge. They can often become newsworthy in their own right.

While Wikimedia UK does fairly well in terms of seeding partnerships there is often a lack of capacity to see them through effectively. From the comms side a lack of time is a major barrier. This is the same from the programme side.

The appointment of a Programme Support Manager to support comms and the Head of Programmes and Partnerships would significantly ease the burden while picking up some of the potential partnerships. There are many opportunities available for our charity – those who properly understand what we bring to the table will be falling over themselves to work with us and we have more offers of partnerships than we can deliver with current staffing capacity. However, due to funding pressures this post may now no longer be possible, but if it can happen, this position would have a significant positive effect on our charitable impact.

A cautionary note: Because staff time and resources are limited **there must be a clear and determined focus on those partnerships that are high profile and high impact.** There is a space for smaller events and partnerships – and indeed these are often very good for community building purposes. But staff time should be focused to where it has the greatest impact, which is those partnerships that are high level.

Volunteer Strategy Gathering Preliminary Report

Executive summary

The Volunteer Strategy Gathering took place on Saturday 29th November with 32 participants. Initial feedback has been positive, with follow up event proposed for 28th February, 2015. This will need a budget allocated for it of around £3,500.

Report content

Attendees profile

The one-day gathering attracted 32 participants, of whom 7 (22%) were women (i.e. above percentage rate for editors but not necessarily satisfactory). Three people came from Scotland and one person from Wales. About a third of the people came from London. The event was predominantly White. Five were trustees and six people were members of staff. Nearly all people edited Wikipedia, about two thirds active on Commons and one third on Wikidata, with a handful active on Wikisource.

Event

The event was focussed on discussing the different roles involved with having two quite different organisations, Wikimedia UK as a firm, and the Wikimedian Community as involved in Commons-based peer production. We elicited information about attendees current activity and their aspirations, both personal and for Wikimedia UK. The Gender Gap was introduced as an important matter for consideration and attendees were encouraged to consider projects they would like to be involved in bringing about. It was agreed that we should have a further gathering on February 28th 2015, probably in the Midlands.

On-going

John Cummings (volunteer) will be processing information collected on post-it notes and otherwise. A followup online questionnaire about the event will be circulated. A second gathering has been scheduled for Saturday 28th February, 2015.

Wikimania London Survey Results

This section incorporates information transcluded from Wikimania London Survey Results.

The survey was a collaborative effort of the Wikimania Conference and Hackathon organizers along with the WMF Learning and Evaluation team.

Methodology

- Online survey via Qualtrics (view items)
- Data collection:
    - August 10th – September 15th, 2014 (after the Conference closing)
    - Unique conference participants: **1520**
    - Survey Respondents: **792** (52% of conference participants)

Conference Program

- The majority of the respondents judged the conference as a good opportunity.
    - **92%** felt that the conference provided useful information.
    - **88%** felt that the conference was suitable for their background and experience.
    - **86%** felt that the conference gave them the opportunity to exchange ideas with others on Wikimedian issues.
    - **82%** felt that the conference contributed to reaching a shared understanding of the future of open knowledge.
    - **77%** felt that the conference increased their understanding of the open knowledge movement.
- Overall participants were satisfied with the organization of the conference. Survey participants reported being **most satisfied with the conference venue, their personal accommodations and access to help** for any questions they had while they experiences some dissatisfaction with the conference catering, outings, and evening events.

Networking & Learning Outcomes

- **85% of participants reported they would pursue a new project** with at least one of the contacts they made this year at Wikimania
- Meeting all the Wikimedia people at the conference helped participants to **gain knowledge** (90%, strongly agree or agree), **motivate to contribute to Wikimedia and its projects**(80%), gain a better understanding of each other's views **(82%) and** share knowledge **(75%).**

The Conference Overall

- Participants were highly satisfied with the conference overall.
- **91%** of respondents rated the conference as "Good" (**48%**) or "Excellent" (**43%**)
- **87%** indicated their expectations had been "met" (**48%**) or "exceeded" (**39%**)
- The most named benefits of attending Wikimania were meeting people and finding out about projects.

Technology Committee Report

This report was prepared by Charles Matthews and Harry Burt

- Discussion of the committee's role has included not only strategic planning in terms of looking at tech projects for WMUK to adopt, but stages in project development and prototyping, how to engage volunteers in the work, requirements for internal funding and applications for external funding, the use of Bugzilla for project management.
- The setting and operational management of the tech budget and developer time is outside the committee's remit, but also of direct interest to its work, being a significant limiting factor on capacity. An overview of the chapter's use of and expertise in technology would be of great assistance in the committee's work in bringing projects on. One other area that is of serious interest would be a maintenance programme for tools, which would be more like the current support for CiviCRM but directed towards support for the broader Wikimedia community's work. We feel we should bring these points to the attention of management.
- The acquisition of a server from Wikimedia Germany at low initial cost is being supported by the committee, provided operating and maintenance costs are not extensive. There would be advantages in terms of volunteer engagement and support with technology projects.
- Of three prototypes currently on the agenda, two (voice recording and safe sandbox) are still under discussion with the end users who requested their development. Both appearing interesting projects for the future.
- The other is the Wikisoba project, which is a fresh approach to educational software based on WMUK's experiences with the VLE, which uses Moodle. A second prototype is under development. The immediate application will be to training, and the adaptation of material that is on the VLE for greater immediacy. Discussion suggests the project will also then be ripe for more formal consideration and ambition; development up to this point has been entirely undertaken by volunteers.

Education Committee

The Education Committee did not meet in Q3.

Minutes of the GLAM Committee meeting 4th December 2014

Wikimedia UK GLAM committee 4th December 2014 - 8:00-9:53 pm by teleconference

Previous minutes

> GLAM Committee Minutes 2014-10-01 were agreed

Attendees

- Edward Hands - chair
- Robin Owain - Wiccipedian
- John Byrne
- James Heald
- Jonathan Cardy - GLAM organiser Wikimedia UK

Apologies

- w:user:Ham
- Ally Crockford
- Joseph Seddon - WMUK Trustee
- Gill Hamilton - WMUK Trustee
- Chris McKenna

Committee Membership

> The committee welcomes James Heald and Gill Hamilton

GLAM Newsletter

- September (final)
- October (final)
- November (draft)

Was discussed and some suggestions made for November

Anniversary articles

> The concept of Anniversary articles was discussed in the light of the success of Battle of Clontarf, and one was added to the table.
> Action JC to discuss RS Journal and Chaplin with contacts at Royal Society and Cinema Museum

Mass upload latest

> JC is setting some dates for training but has had difficulties finding an xml expert
> RO had to use Commonist for a Fair Image upload as GLAMtools only work on Commons
> JH explained that XML need would include data manipulation and scripting.
> JB Explained that categorisation was key to uploading, and that mass uploads also require post processing bot runs

PCF Public Art
> Verbal report from JC.
> JH requested metadata from PCF and that multichill would be interested in Museum Catalogues for Wikidata

Technology
- [Scanners - technical spec](#)
- [Applying for loan of a scanner](#)

WIR program
> The following have been updated/drafted since the last GLAM committee, committee members are invited to read, comment and even boldly edit.
> - Guidelines for Assessors (circulated by Email)
> - [2014-15_Wikimedians_in_Residence_applications#How to apply](#)
> - [2014-15_Wikimedians_in_Residence_applications#What_to_expect_when_you_apply](#)
>
> The various documents were discussed and noted

AOB
- The donation by [en:WP:Pelican Books](#) of 50 ebooks was welcomed.

Date of Next Meeting
- [GLAM Committee Agenda 2015-02-10](#)

Grants Committee report

Executive summary

Since the last report (23rd September 2014), Grant expenditure amounts to £1,002.27. We have a proposal for £2,000 to organise 20 Women focused events during Women's History Month (March). It would be useful if this was agreed promptly so that we can encourage take up.

Report content

The Grants Committee still consists of Simon Knight as board liaison, but Christopher Cooper has been the only active community member. Fabian Tompsett is covering for Katie Chan by acting as staff liaison. It does not have any formal meeting, working ad-hoc as needed as applications for project grants come in.

Grants given:
- Stub contest has been run with prizes amounting to £300.
- Support Wikimedia Ghana Edit Ghana: £202.27
- Wiki Loves Monuments: Trophies and prize £500

Proposal:

As part of the Gender Gap Project, Roberta has proposed that we encourage volunteers to organise events across the UK. The suggestion is that a budget of £100 per event/editathon with a maximum of 20 such events, requiring a budget of £2,000. This has been discussed with Chris Cooper who is in agreement.

Pending:
- Good Article Nomination Treasure Hunt
- Tankfest (June 2015)
- Wikimedia Commons advertisement business cards

Report on work in Wales
September - November 2014 Report

Meetings
- 5 October: met officers of Denbighshire CC re. digitising the county archives and Wici Rhuthun
- 9 October: official launch by Mayor of Ruthin: Wici Ruthin; + tv interview
- 13 October: arranged a meeting between three National Libraries: BL, NSL and NLW at the BL to discuss cooperation on open information
- 20 October: met officers of Snowdonia National Park for the 2nd time
- 20 October: met Catrin Huws, Welsh Government officer (HWB; education) at Conwy
- 14 Novemebr: met Welsh Gov DTBF officers at Llandrindod regarding finalising the Living Paths project
- 15 November: met Gwyn Williams and Duncan Brown (Cymdeithas Edward Llwyd or CELL) regarding release of all standardised Welsh names of species; pilot project using images from Commons under way
- 20 November: London office; met D'Arcy Myers
- 25 Novemebr: met Welsh Government officers at Trefforest QED
- 26 November: met Prof Deborah Youngs and Dr Sparky Booker re. Medieval Women Edit-a-thon, 28th January 2015, which will be arranged by the College of Arts & Humanities and the AHRC-funded 'Women Negotiating the Boundaries of Justice' project.

Discussions

Dr Dafydd Tudur, Rights Manager at the National Library re WiR and all 5,000 Welsh Biographies On-line to be placed on CC-BY

Marlese Parmer, Knowledge and Analytical Services, Welsh Government: using OGL rather than the National Archives Licence

Dafydd Roberts, Recordiau Sain Records company and Aled Powell regarding release of audio clips and images (900 audio clips; 5,000 photos of bands, groups, choirs and individuals)

Llyn Archaeological Society: opening discussions

Fortnightly discussions with Jon and monthly staff meetings over Skype

Andy Mablett and Andrew Grey re Authority Control, now on cywiki

National Museum of Wales

A successful yet very frustrating quarter! We still await closure by the DTBF project, which should happen in the next two weeks.

Both Welsh Government and Snowdonia National Park have each agreed to employing a WiR; WG have offered £20,000 towards the post. This would be the first WiR world-wide. However, the FDC

recommended cuts now means that external funding must now be sourced and egg removed from chin. A lot of work had gone into building a strong relationship with these two bodies.

Over the last year we have also been in an informal partnership with Denbighshire County Council officers, and the launch of Wici Rhuthun. 30 QRpedia codes went up in the town of Ruthin. They have accepted in principal that the content of the Denbighshire Archives could be placed on Commons under a CC-BY licence - all photographs, plans of buildings etc. They have written into their Long Term Development Plan that releasing their content onto Wikipedia projects will benefit the county.

Over the next few months I will be developing work with schools, colleges, Sain Records Company, CELL and with user of other language wikis native to Britain such as Gaelic.

Robin Owain
December 2014