Wikimedia UK
Strategic Report 2019/20

Introduction

Wikimedia UK is the national chapter for the global Wikimedia movement and projects, of which Wikipedia is the best known. Wikimedia UK works in partnership with organisations from the cultural and education sectors and beyond in order to unlock content, remove barriers to knowledge, develop new ways of engaging with the public and enable learners to benefit fully from the educational potential of the Wikimedia projects.

Wikimedia UK's strategy is informed by and supports the strategic direction of the global Wikimedia movement. Our work focuses on the knowledge and communities that have been left out by structures of power and privilege; breaking down the barriers that prevent people and organisations from accessing and contributing to free knowledge, and supporting the development of technical solutions to help eradicate inequality and bias on the Wikimedia projects.

Our **vision** is of a more tolerant, informed and democratic society.

Our **mission** is to be the platform which enables the long-term sustainable development and use of open knowledge in the UK.

We are currently delivering activities across four interconnected programme strands, as follows:

— Increasing Knowledge Equity

— Developing Digital Literacy

— Changing Policy and Practice

— Growing Wikimedia UK's Profile and Capacity

This report provides an overview of our initiatives and achievements during the financial year 2019/20, and includes key information about the charity's finances. For more detailed information and explanatory notes on our income and expenditure, please see our 2019/20 Annual Report and Accounts, which are published online.

A message from Nick Poole, Chair of the Board

I am pleased to write a short note to this Strategic Report as the incoming Chair of Wikimedia UK. It is customary in a note such as this to thank the departing Chair for their work and on this occasion I have not one but two people I would like to acknowledge.

Firstly, Josie Fraser, our dynamic and inspirational former Chair (2017- 2020). Those of you that know Josie will know her as a pioneer and motivating force in open knowledge and open education. It was a privilege to serve under her leadership, which saw Wikimedia UK emerge as an influential force in our global movement.

And secondly to Michael Maggs, our Chair between 2014 and 2017, who has stepped down this year from Wikimedia UK's Board and Governance Committee.

Michael will be known to many of you as a leading figure in our community. The entire Board and I owe him a debt of thanks for his wisdom, expertise, grace under pressure and a tireless focus on moving our community forward.

While I am thanking people - I wanted to take a moment to acknowledge Wikimedia UK's CEO Lucy Crompton-Reid and her professional staff team for their hard work and diligence in advancing the cause of open knowledge in the UK.

And, of course, I would like to acknowledge our community - the incredible volunteers who provide the driving force, expertise and passion that has enabled us as the UK chapter to contribute so much to the global Wikimedia movement.

I'd like to take a moment to share the priorities that motivate me as the current Chair of Wikimedia UK. I am proud to work with the current Board to maintain the legacy of good governance established in recent years. As a result of their work, Wikimedia UK is a well-run, accountable charity with a sustainable income model and a clear sense of purpose.

Alongside good governance, my priority will be to continue to push for equity, equality and representation in the advancement of open knowledge. Our story should be everyone's story - we have an opportunity and a duty to use our platform to oppose injustice and inequality and to stand in solidarity with people whose voices are marginalised in our community and in our society.

And finally, I am committed to working with the Board, the CEO and her team to strengthen Wikimedia UK's position as the UK chapter of this global movement. Our UK community has so much to offer and so much to learn from our counterparts around the world and I want to ensure that our voice is strong and influential in the global dialogue about our future direction.

I commend this Strategic Report to you as an accurate record of the work of the Charity during the previous year and I look forward to working with you to achieve even more in the year ahead!

A message from Lucy Crompton-Reid, Chief Executive

I'm proud to be in my fifth year as Chief Executive of Wikimedia UK, and to be part of a committed staff team and a passionate national and international community of people who support free and open knowledge. This includes trustees, community leaders, contributors and other volunteers, as well as our partners within the cultural and education sectors and beyond. This report includes some of the highlights of the chapter's work during our financial year 2019/20, which covers the period from 1st February 2019 to 31st January 2020. However, writing this message in May 2020, it's impossible not to reflect on the dramatic changes that have occurred since the start of our new financial year, as we experience a global pandemic that is unprecedented in our lifetimes.

In 2019, we finalised our new strategy for 2019 - 2022. Within the framing of that strategy, we stated that the global open knowledge movement stands for fundamental principles of equality, intellectual freedom and freedom of expression, and stands against discrimination, hate speech, censorship and the enclosure of knowledge. Worldwide, we said, we must be prepared to defend these principles against the rising tide of the politics of inequality, separation, exclusion and polarisation – and our strategy set out how Wikimedia UK would play our role in this global defence of our shared values. However, we weren't aware when writing this strategy that a global pandemic was about to play out that would deepen inequalities and increase misinformation; or that the murder of George Floyd would shine a light on systemic racism everywhere, and serve to propel the Black Lives Matter movement into mainstream consciousness.

I've never been more proud of this community than in the past few months, as I've seen people's kindness and compassion for others come to the fore during a time of global crisis. I've been humbled by the sheer amount of time, energy and knowledge that so many people have brought to ensuring that people are able to access accurate and up-to-date information about Covid-19 and its impact around the world. I've also seen contributors and partners consider how Wikimedia can do better in representing the lives, achievements, history and struggles of black people; addressing the systemic bias that exists within our projects, as a mirror of our wider society.
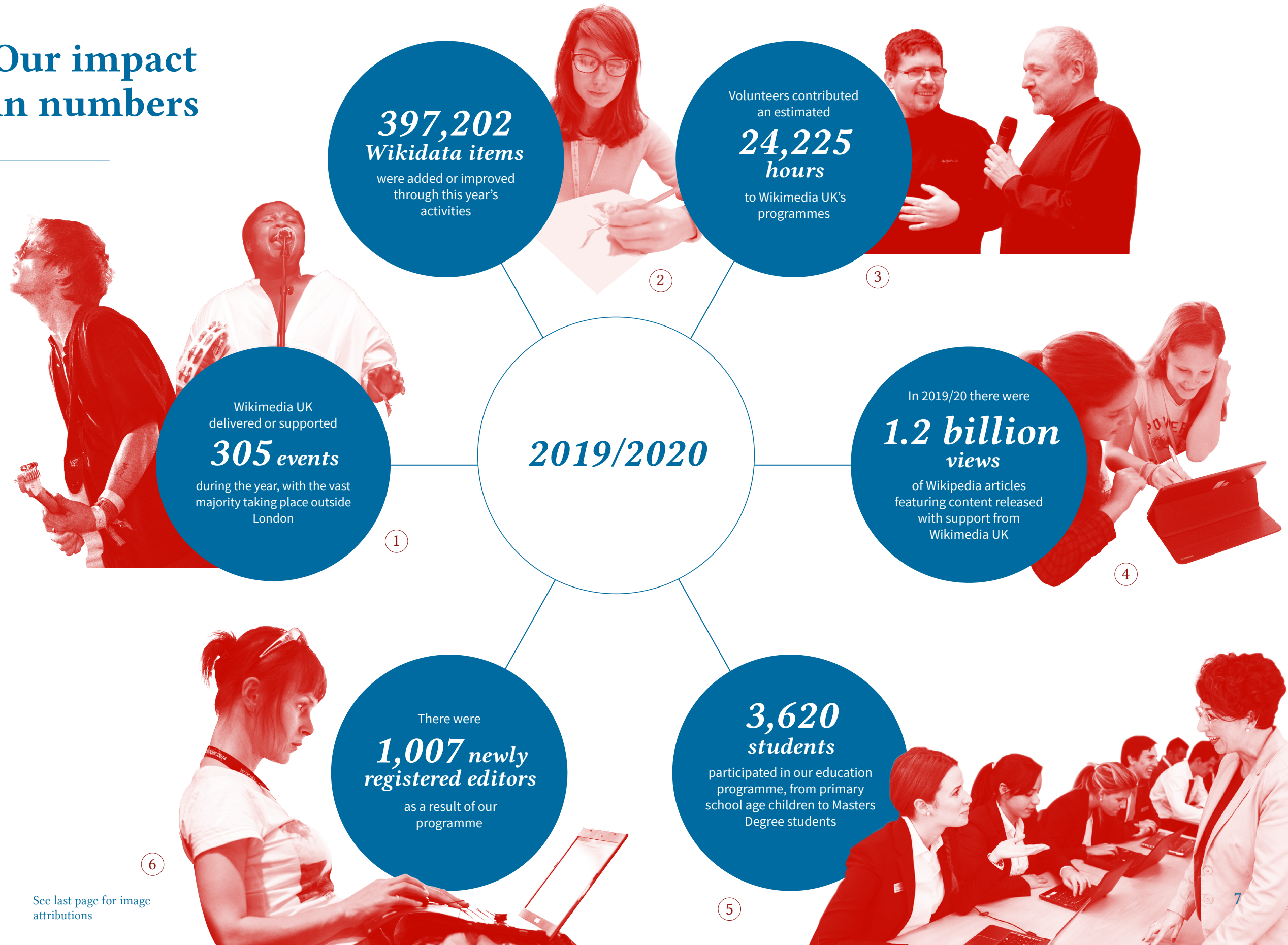
At this moment of global reckoning – from the pandemic claiming lives in the hundreds of thousands and livelihoods in their millions, to protests against racism around the world, to our climate emergency – Wikimedia's editors are a force to be reckoned with. The vision of Wikipedia is that every single human being can freely share in the sum of all knowledge. That vision has never been more important, and I'm grateful that so many people here in the UK – from editors to donors – are enabling us to achieve it.

Our impact in numbers

2019/2020

397,202 Wikidata items were added or improved through this year's activities ②

Volunteers contributed an estimated **24,225 hours** to Wikimedia UK's programmes ③

Wikimedia UK delivered or supported **305 events** during the year, with the vast majority taking place outside London ①

In 2019/20 there were **1.2 billion views** of Wikipedia articles featuring content released with support from Wikimedia UK ④

There were **1,007 newly registered editors** as a result of our programme ⑥

3,620 students participated in our education programme, from primary school age children to Masters Degree students ⑤

See last page for image attributions

Increasing Knowledge Equity

The overall goal of this programme is to increase engagement with and representation of marginalised people and subjects. The key themes of this work in 2019/20 were:

— Minority and indigenous languages, with a focus on the Celtic Knot

— Technology for diversity

— Addressing the Gender Gap

— Cultural Heritage

— Community development

The key celebration and knowledge sharing event in terms of minority languages was the Celtic Knot 2019 conference, which took place in Cornwall and focused on very small languages. Our ongoing work within the broader Celtic Knot theme emcompasses our important partnership with the National Library of Wales, with highlights of that programme in 2019 being the WiciPobl (Wiki People) and WiciLlen (Wiki Literature) projects, both of which were part funded by the Welsh government.

We are also committed to supporting other minority language wikis, beyond those in the Celtic Knot. In 2019 this work included training events for

Turkish and Kurdish speaking editors and supporting the long standing academic volunteer editing group LingWiki, based at SOAS University of London.

Increasingly, our work to support the diversification of Wikimedia draws on technology-driven solutions. Examples of this include connecting LingWiki with a computational linguist to explore the use of Lexemes (lexical data on Wikidata) for testing and improving data models; drawing on the power of Wikidata to generate and amplify underrepresented content through the Scottish Witchcraft project; and working with Banner Repeater to develop schema for artists' publishing. Technology is also being used for wider heritage capture and dissemination, for example through the various Wikidata projects delivered by Aberdeen's data hacking initiative Code the City, including one on Commemorative Plaques.

We also supported the Dumfries Stonecarving Project in Scotland to document and research the stonecarving heritage of Dumfries, in collaboration with local photography groups. This beautiful element of Scottish heritage is largely overlooked and the project has helped redress this through Wikimedia. It's also a great example of using digital in cultural preservation.

We continued to support and facilitate work focused on the gender gap, with the annual Art+Feminism campaign in March providing a particular focus for these activities. Other gender gap activities included work to improve coverage of female engineers on Wikipedia and Wikidata with the Women's Engineering Society, based at the University of Leeds, and the monthly virtual editathons organised by the Women's Classics Committee. Our partnership with Adidas during the Women's World Cup was also focused on the gender gap - specifically in terms of women football - and attracted significant mainstream media coverage.

We delivered a range of other events throughout 2019 that were targeted at specific audiences. These included a partnership event with Article 19 and Pen International focused on the situation for writers and journalists in Turkey. This led to very useful contributions made across a range of articles in both English and Turkish, and was so popular that we organised a follow up editing event focused on Turkish history and culture. We also held editathons to coincide with specific events - such as Bolton Pride and Black History Month - and supported two volunteers to attend Wikipedia for Peace at Europride Vienna 2019, organised by Wikimedia Austria.

Developing Digital Literacy

Wikimedia UK believes that engaging with Wikipedia and the other Wikimedia projects – particularly through becoming a contributor – enables learners to understand, navigate and critically evaluate knowledge and information. In partnership with the education sector, we put that belief into practice through a range of interventions that support the development of digital and information literacy skills for primary school pupils through to Masters Degree students.

During the 2019/20 financial year, 3,620 young people participated in our educational courses - compared to 1,287 in the previous year. This included students from 20 university courses, who contributed to Wikimedia as a formal part of their degree. In 2019 we adapted our annual digital literacy skills survey, changing our methodology from a single survey at the end of a course to include a set of benchmarking questions at the start of students' engagement with Wikimedia. Analysis of these survey results show that participating in

Wikimedia UK's education programme results in consistently higher levels of confidence in a range of critical areas; such as collaborative working, using data, and understanding open knowledge and copyright issues.

2019 was an important year for our residencies within higher education. The Wikimedian in Residence at the University of Edinburgh was made a permanent position – after first being appointed at the end of 2015 – and continued to deliver a wide-ranging and impactful programme of work that reaches across and beyond the university. 2019 also saw the launch of a new Wikimedian in Residence programme at Coventry University, based within the Disruptive Media Learning Lab.

The extensive programme of Wikimedia activities at Edinburgh has inspired many other institutions to engage with Wikimedia. This became particularly evident while we were working with our Wikimedian in Residence there on a new publication about Wikimedia in education, featuring case studies from the university and other educational settings across the UK. The gender gap has continued to be an important theme of the Edinburgh residency, with the potential for working with Wikipedia to improve gender representation embedded in the university's Athena

SWAN plan. This commitment to addressing the gender gap was recognised by the British Society for the History of Science Outreach, with a 'Highly Commended' award in the Ayrton Prize 2019 for our Wikimedian in Residence's ongoing series of Women in Red editing events. The work of the residency also made national news through a project to make Scottish witch trial data more readily accessible, drawing on information held in Wikidata.

In Wales, our collaboration with WiciMôn picked up momentum during 2019, resulting in a wide range of innovative projects for and with young people. Groups of secondary school students in Anglesey completed the Welsh Baccalaureate Community Challenge, receiving training in editing

before leading their own workshops with teachers, local primary school pupils and care home residents. Building on this work, Menter Môn and the National Library of Wales secured funding from the Welsh Government for a pilot project to create new educational materials for schools. Working in consultation with Wikimedia UK as well as teachers, subject specialists and WJEC – the Welsh examining body – the project focuses on the one hundred most important events and themes for the history curriculum in Welsh schools. Participants are using existing Wikipedia content and learning resources to develop quality articles and supporting media, taking into account the different ages and abilities of pupils, with these new resources being published on the Welsh Government's learning platform as well as Wicipedia Cymraeg.

International Women's Day 2019 - Wikipedia editathon at the University of Edinburgh. Photograph by Jackie Aim CC BY-SA 4.0. tinyurl.com/yb3u9xhq

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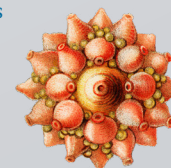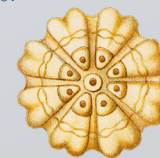
Changing Policy and Practice

One of Wikimedia UK's strategic aims for 2019 to 2022 is to create changes in policy and practice that enable open knowledge to flourish. Our objectives under this aim include supporting individual organisations to adopt more open policies and practice, as well as promoting sector-level change towards open knowledge. Our advocacy work in public policy at a national and international level also falls under this programme strand.

Wikimedia UK AGM 2019 in Bristol. Photograph by John Lubbock. CC BY-SA 4.0. tinyurl.com/yccezbtx

An ornamental geranium (Geranium species): flowering stem. Watercolour. Credit: Wellcome Collection. CC BY-SA 4.0. tinyurl.com/ycku897a

Wikimedians in Residence play a crucial role in advocating for open knowledge both within and beyond their institutions. Indeed, the pivotal role that these appointments play in creating sustainable change towards openness is made clear in our report, published in March 2019, on the long term impact of our Wikimedians in Residence programme. This report also revealed the substantial impact residents have far beyond their host institutions.

Speaking at events and conferences for the cultural and education sectors remains an important advocacy tool, as it enables us to reach people at a sector wide level. In 2019/20, over 2000 people attended presentations given by our staff or volunteers. These included talks from our Chief Executive, Lucy Crompton-Reid, at the University of Oxford and National Trust's joint conference Women & Power: Redressing the Balance, and the Association of Learning Technology's (ALT) Annual Conference. Lucy also gave keynote speeches at CILIP Scotland's Annual Conference in Dundee, and the London College of Communication's Academic Leaders Forum.

In 2019 we responded to several public policy consultations concerning our work. This included the government's White Paper on Online Harms, which could have a significant impact on our work, given the proposals for an online regulatory framework. On the theme of online harms, Wikimedia UK initiated a collaboration with the Samaritans and other partners within the Wikimedia movement, to help to refine Wikipedia's policies and practice on suicide-related content.

Despite Brexit looming, we continued to participate in European-wide advocacy campaigns, particularly regarding the EU Copyright Directive. We took part in a targeted – albeit ultimately unsuccessful – campaign urging MEPs to vote against Article 13 in the final vote on the Directive in March 2019. Our Chief Executive also spoke about the directive at a Westminster Media Forum policy event, and has been invited to contribute to a follow up event in 2020, on the future of the UK's copyright framework.

Growing Wikimedia's Capacity and Profile

In our strategy for 2019 - 2022, we created a new programme strand to unify some previously disparate aspects of our work under the aim of developing our capacity and profile as a leading organisation for open knowledge. We are committed to developing our community of contributors, volunteers and members, as well as increasing our support for technical innovation, whilst ensuring the longevity of our work through the development of a diverse and sustainable funding model. This programme strand also encompasses our role as an ally and advocate within the open movement, both in the UK and internationally.

Our work with volunteers is a key way of building and sustaining Wikimedia UK's delivery capacity. It also provides additional support and opportunities to volunteers, as a way of giving back to the community and acknowledging the vital role that they play within the Wikimedia movement. In 2019 we were able to deliver another of our renowned Train the Trainer courses, which focuses on developing cohorts of trainers to become lead volunteers and community organisers. Working with a new facilitator and a revised syllabus, the course took place over a long weekend in Glasgow, the participants of which still provide ongoing support and a network of peers for each other.

In addition to training opportunities, we continued to look for ways of providing other forms of support and development for volunteers, such as helping photographers secure passes to events (which in 2019 included two free photography passes to Glastonbury Festival) encouraging volunteers to give public talks, and inviting contributions to our blog. It has been fantastic to see so many volunteers from our events go on to organise editing workshops and other Wikimedia activities in their own settings and with their own local communities. Many of our partnerships, events and activities in 2019/20 were organised by community leaders in partnership with Wikimedia UK, with 451 lead volunteers of whom nearly half (45%) were women.

In order to learn from our community and support them more effectively, we run an annual community leaders survey at the end of the activity year. The findings from the 2020 survey are similar to those of last year, with 88% of respondents saying that they would recommend Wikimedia UK, 84% feeling valued and 82% having developed new skills.

In 2019 we continued to develop our creative online content, with a particular highlight being the launch of a long-form video on our work on the gender gap. We also grew our presence on social media. In terms of print and traditional media, Wikimedia UK's work featured in a number of significant publications during the year, including articles in the prestigious art magazine Apollo and online magazine Museums Practice about our partnership with Khalili Collections; Fortune publishing a long read about our Election Night editathon; and both Metro and Stylist Magazine covering our event with Adidas for the Women's World Cup. We also contributed articles to Byline Times, the Scotsman and Wonk Magazine and were quoted in articles in the Daily Mail and the Telegraph.

A National and International Organisation

Wikimedia UK is a national charity, with staff based in Scotland and Wales as well as the Head Office in London. One of the objectives within our 2019 - 2022 strategy is to widen our geographic reach, and last year 81% of Wikimedia UK's events - 246 out of 305 - took place outside London, including 69 events in Wales and 88 in Scotland. We also organised events with participants from France, Spain, Germany and Sweden, and delivered events and activities that led to the creation of new articles in 13 languages and the improvement of articles in 55 languages. This year, for the first time, we are trying to measure the reach of images released by Wikimedia UK, which as of 31st January 2020 had been used on 321 different wikis (including Wikipedia, Wikidata, Wikibooks etc, in multiple languages).

As one of the Wikimedia movement's largest and most established chapters, Wikimedia UK plays an active role in the international Wikimedia community. As in previous years, the charity delivered widespread events and engagement activities across the country as part of the global campaigns #1lib1ref (designed to engage librarians), Art+Feminism (focused on improving coverage of women, art and related issues on Wikimedia) and Wiki Loves Monuments (the world's largest photographic competition).

2019/20 has been a crucial year in the development of the Wikimedia 2030 movement strategy, which will be moving to the implementation phase in 2020/21. Wikimedia UK has continued to support the strategic development process, with our Director of Programmes and

Evaluation contributing a significant amount of time and expertise as Co-ordinator for one of the strategy working groups, and one of our Programme Co-ordinators sitting on another of the groups. In 2019, Wikimedia UK also held two movement strategy consultation events, funded by the Wikimedia Foundation. The first of these was a strategy salon for UK community members, while the second was a youth consultation event, which we held at the Menai Science Park in Anglesey in partnership with Menter Môn.

Finances and Risk Management

Wikimedia UK's income in 2019/20, at **£734,671**, was slightly higher than the previous year, with our charitable expenditure on projects also higher at **£672,290**. We ended the financial year with a small surplus of £10,306, bringing our total reserves to **£238,044**. This is well within the charity's target of holding between three and six months of operating costs in reserve.

The board of trustees agreed a breakeven budget for the 2020/21 financial year. However given the Covid-19 pandemic and the economic impact that this is having, the executive team has reforecast income and expenditure; with our projections indicating that we may need to make a modest draw on our reserves during the year.

At the start of the 2019/20 financial year we identified our major risk to be damage to our public profile as a result of some unexpected issue related to Wikipedia or the Wikimedia movement. This did not materialise in 2019/20 however this remains one of the major risks for 2020/21. In February 2020 – i.e. at the start of the new financial year - the other major risk identified was a reduction in our Annual Plan Grant due to changing strategic priorities of the Foundation or decreased revenue. Since the beginning of the 2020/21 financial year, new risks have emerged as a result of the Covid-19 pandemic. These include the impact of the shutdown on our partners within the cultural and education sectors, as well as the potential impact on our own ability to raise funds and deliver activities. However these risks are not considered to be an existential threat to the organisation.
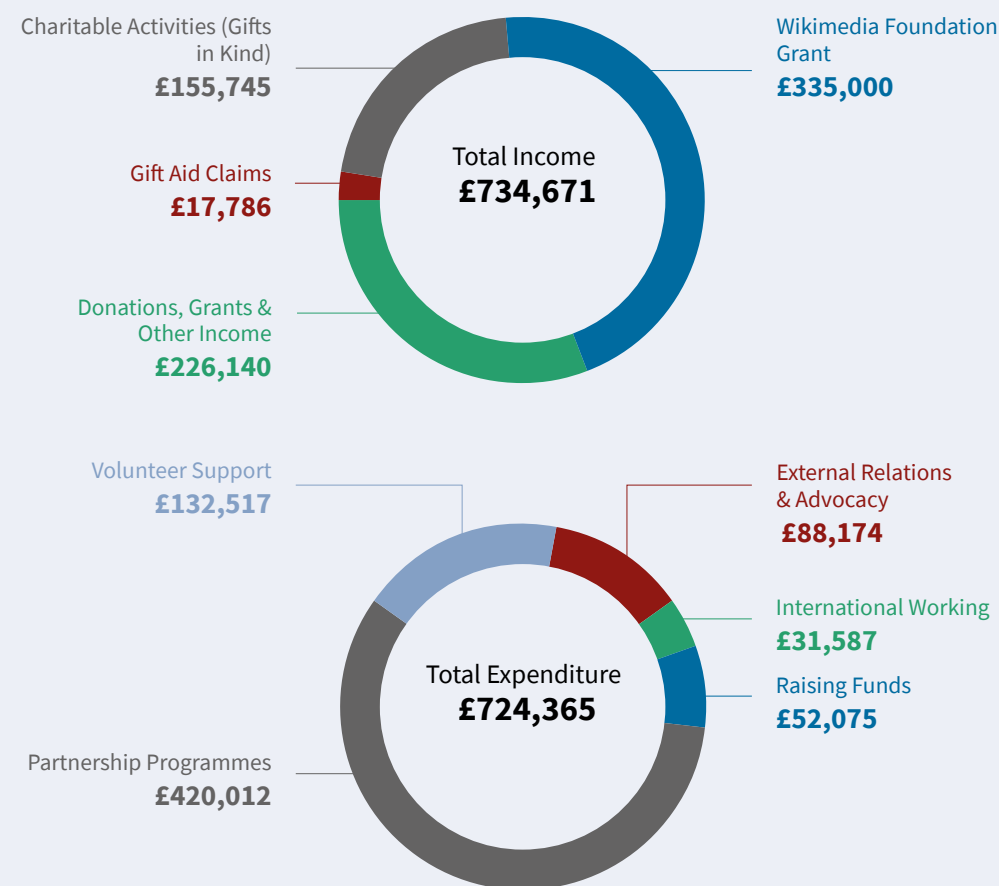
Audit

The figures presented in this strategic report are taken from the audited Annual Report and Accounts for the year to 31 January 2020. The auditor's report on the annual accounts and the auditor's statement were unqualified.

Signed on behalf of the Board, as approved on 17th June 2020:

Nick Poole

Chair of the Board

Charitable Activities (Gifts in Kind)
£155,745

Gift Aid Claims
£17,786

Donations, Grants & Other Income
£226,140

Total Income
£734,671

Wikimedia Foundation Grant
£335,000

Volunteer Support
£132,517

Partnership Programmes
£420,012

Total Expenditure
£724,365

External Relations & Advocacy
£88,174

International Working
£31,587

Raising Funds
£52,075

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Lucy Crompton-Reid

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Images p6–7 (L–R)

1. Fontaines dc Glastonbury 2019 Williams Green Conor Curley. Photograph by Simoncromptonreid. CC BY-SA 4.0. tinyurl.com/ycmu6v83

1. Bantu Continua Uhuru Consciousness at 2019 Glastonbury Festival. Photographs by Edward Hands. CC BY-SA 4.0. tinyurl.com/yd27utuy

2. BBC 100 Women Wikipedia editathon at Broadcasting House London. Photograph by Henry Iddon/BBC. CC BY-SA 4.0. tinyurl.com/yaxrlwuo

3. Financial literacy prices ceremony, Wikiconference 2013, Prague. Photograph by Honza Groh . CC BY-SA 3.0. tinyurl.com/y83pkh6y

4. Students using a tablet computer. CC0 1.0. Photograph by Aigner Ronja & Kohlmeier Michelle tinyurl.com/ychg9xfb

5. Classroom Interaction. CC BY-SA 4.0. tinyurl.com/ybboh2mp

6. Wikimania 2014 at the Barbican in London. Photograph by Sebastiaan ter Burg. CC BY 2.0. tinyurl.com/yac4xllc

Cover image

Ruins of Kilchurn Castle at sunrise in Argyll and Bute, Scotland. Photograph by MHoser. CC BY-SA 4.0. tinyurl.com/yc6s2qmg

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Dracontium pertusum and Dionaea muscipula. Credit: Wellcome Collection, London. CC BY-SA 4.0. tinyurl.com/y8eb9cz8

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