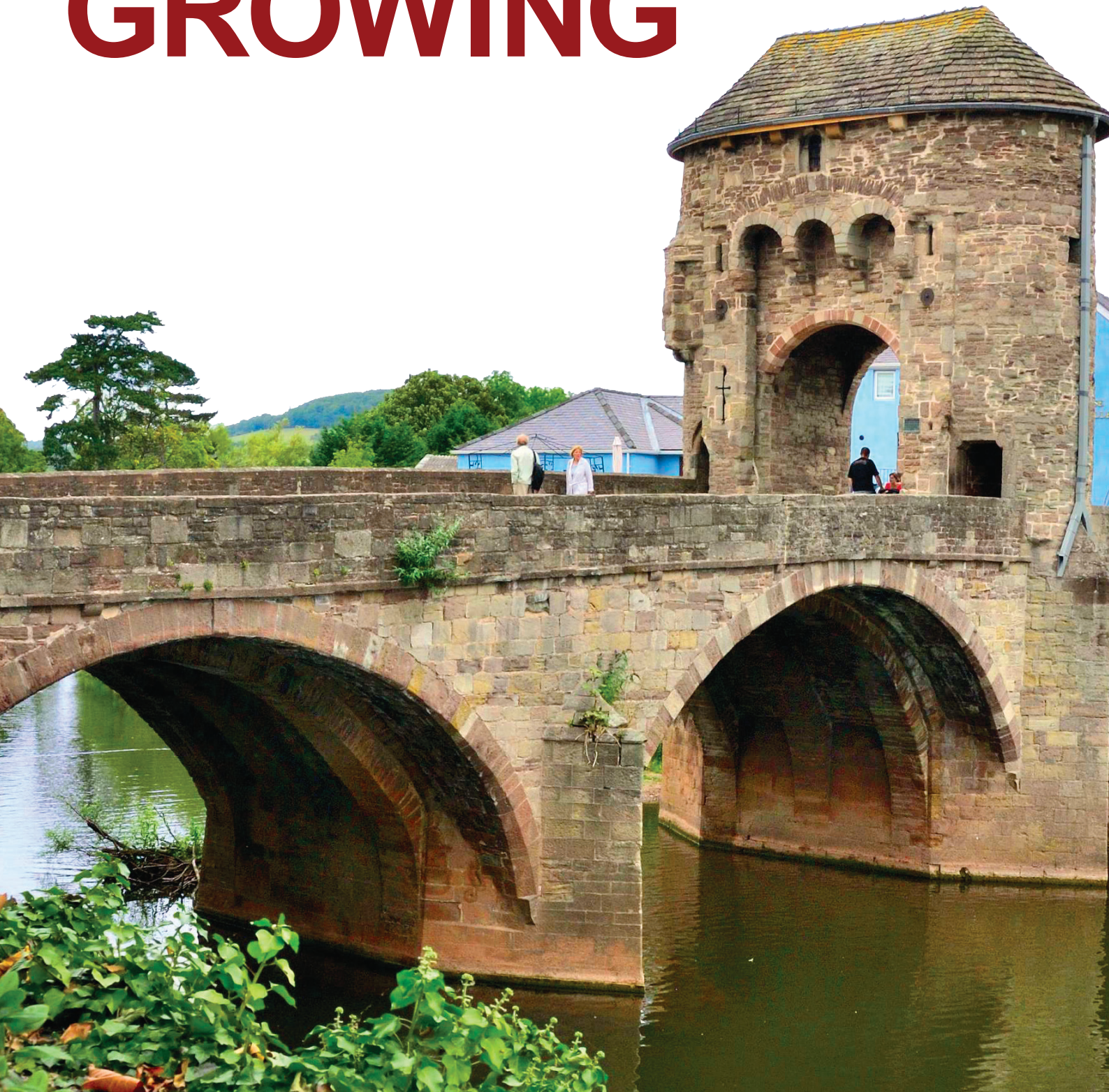


# SHAPING SHARING GROWING



# Contents



Message from Roger Bamkin, 2011–12 Chair	3
Message from Jon Davies, Chief Executive	3
2011-2012 by the numbers	4
The year in fundraising	5
When Wikipedia went dark for a day: the blackout	6
Our key media stories	7
Wikimedia gets GLAM – Galleries, Libraries, Archives and Museums	8
Building a legacy – working in education	9
MonmouthpediA: A case study in innovation	10
Wikimedia Foundation evaluation summary	11

The image on the front cover shows the historic Monnow Bridge in the town of Monmouth, Wales. We've chosen this as our front cover because Monmouth is becoming the world's first Wikipedia town. See page ten for more details.

Report created by the volunteers, trustees and staff of Wikimedia UK.

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**Staff members:** Jon Davies (*Chief Executive*), Richard Symonds (*Office and Development Manager*), Daria Cybulska (*Events Organiser*), Stevie Benton (*Communications Organiser*)

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## A message from Roger Bamkin, 2011–12 Chair

**E**ighteen months ago I decided to “come out” and attend a Wikipedian event at the British Museum organised by the board and Liam Wyatt. This was the first time I met many people who were to become leading members of the movement and my friends. Last April I was the UK’s second Wikipedian in Residence, we had launched QRpedia and I’d been elected chair of Wikimedia UK. All we had to do was become a registered charity, convince a sceptical movement that we could run a £1 million fundraiser, find staff and an office and continue to create new and exciting events. What chance was there that we would achieve all that?



Here you will find an annual report that volunteers and employees who had battled all year could be proud of. I’m thrilled to see the comments from Ting and Liam that underline the success we as volunteers have had. However the effort is unsustainable without professional support and we now have four employees who can help us take our mission further.

Wikimedia has enabled me to meet some wonderful people and QRpedia has put me into contact with enthusiasts around the world. I remember telling you that “we had a billion pound product and we are going places”. I think we still have that product and we have moved down the road towards our goal. I am particularly pleased that Monmouthpedia shows that we can still innovate and have Wikimedia led projects. I have had the honour to serve an amazing charity and to work with some wonderful people. Thank you.

**“ I have had the honour to serve an amazing charity and to work with some wonderful people ”**

## A message from Jon Davies, Chief Executive

**T**his has been an amazing twelve months for Wikimedia UK and I am so pleased to have played a part in it. To become your Chief Executive was quite an experience in itself. Although I had been editing pages in a modest way I really didn’t have a sense of how much went on behind the pages but after five interviews, including a sort of ‘X-Factor’ visit to the London Wikimeet, all had become clear.

We now have a UK base with staff, coffee and, most crucially, space for visitors and volunteers. Our building is accessible 24/7 and we have already held several great volunteer events. We have a core staff of four – Richard Symonds, Daria Cybulska, Stevie Benton and myself. Each of us are there to help the community and deliver our very ambitious programme of events and activities. I hope all of us will be familiar faces soon and that we can take some of the administrative burden off the shoulders of the volunteers who have done such an amazing job.

This annual report looks back at the achievements of the past twelve months but also forward to what we hope to achieve. Most credit must be given to the trustees and volunteers who made so much happen so quickly! 2012 will be a year for volunteers, trustees and staff together. I can’t wait to write next year’s report.



**“ Most credit must be given to the trustees and volunteers who made so much happen so quickly! ”**

# 2011–2012

## by the **NUMBERS**



**5** World website ranking (unique visitors)

**4** 

Number of staff recruited this year


**7** Number of board members



**25** UK community Wikimeets

around **480** million unique visitors per month

**165**   
Members at end of 2010-11

**330**   
Members at end of 2011-12

Membership increase this year

**↑ 165**

### Some key moments from the year



# The year in FUNDRAISING

The tremendous generosity of donors, project users and the general public meant that our annual fundraiser attracted over £1 million in donations for the first time. It's this generosity that makes Wikimedia's work possible and everyone involved would like to say a huge, heartfelt thank you. This represents an astonishing 81% increase on the 2010 fundraiser and we received over 42,000 individual donations during November and December 2011.

Donations total aside, this was a year of other significant fundraising firsts, too. Thanks to our new status as a registered charity, we were able to claim Gift Aid on UK donations for the first time, leading to around a further £88,000 at no extra cost to donors. Around 50% of donations were Gift-Aided.

We also utilised direct debit as a fundraising method for the first time, which provides us with a regular, predictable income. In fact, nearly a third of the donations we received were via this method, helping us to remain on a steady financial footing for years to come.

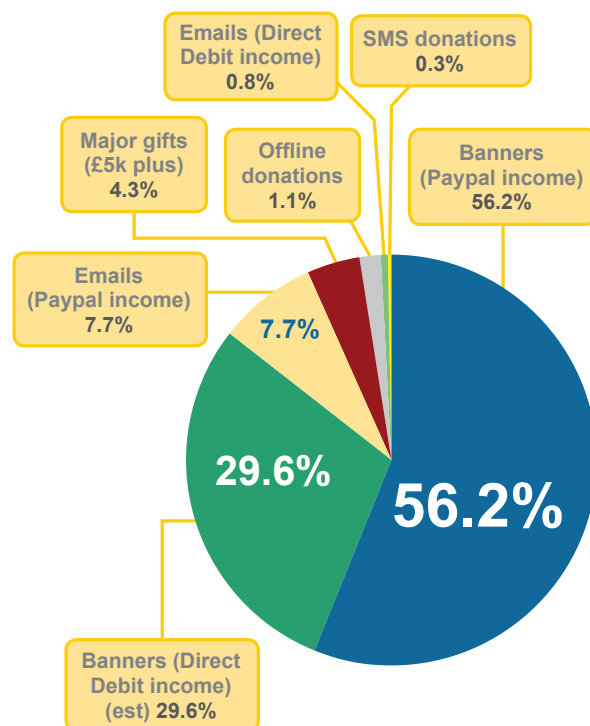
Another first saw people promising to leave a legacy benefiting Wikimedia UK in their wills. These touching acts were both generous and inspiring.

Most people are familiar with our annual fundraising message from Wikipedia's founder, Jimmy Wales, but this year other messages were also shared from a dozen men and women who create and edit content on Wikipedia. Just over half the money we raised goes to the Wikimedia Foundation to ensure Wikipedia and other projects remain running and the rest supports our programme work in the UK.

The banner appeal didn't take place in isolation but was significantly supported by other activity. This included sending email messages to previous donors and a limited amount of direct mail. We also switched to more urgent messages towards the end of the appeal, which led to a further spike in donations.

The lessons we've learned from the 2011–2012 fundraiser should prove very valuable. For example, one surprising discovery was that images on leafy, green backgrounds appeared to raise more money than the cut-out pictures that had previously been standard. Once again, we're very grateful to everyone who has donated their time, effort and funds to keep our projects operational.

“ The tremendous generosity of donors makes our work possible and everyone involved would like to say a huge, heartfelt ‘thank you’ ”



# When WIKIPEDIA went DARK for a day

On 18 January 2012 the English language Wikipedia was blacked out in protest against two proposed pieces of US legislation – the Stop Online Piracy Act (SOPA) and the PROTECT IP Act (PIPA). The blackout was decided upon after extensive online discussion by the English Wikipedia community. The protest gained widespread mainstream media coverage with almost every news outlet highlighting the story in one way or another. The reasons for the blackout are well described in this article by Steve Virgin, written as a Wikipedia, which first appeared in the New Statesman magazine on 17 January 2012.

“Over the last few weeks, the Wikipedia community has been discussing proposed actions that the community might take with relation to proposed legislation in the United States called Stop Online Piracy Act (SOPA) in the House of Representatives, and the PROTECT IP Act (PIPA) in the U.S. Senate.

“If passed, these would seriously damage the free and open Internet, including Wikipedia. With more than 2,000 Wikipedians commenting on this legislation from all over the world, and a clear majority in favour of taking action, this was the first time the English Wikipedia has ever staged a public protest of this nature, and it’s a decision that wasn’t lightly made.

“It was felt that both SOPA and PIPA are pieces of clumsily drafted legislation that are dangerous for the internet and freedom of speech. It provides powers

“ We want the internet to remain free and open, everywhere, for everyone ”

to regulatory authorities to force internet companies to block foreign sites offering ‘pirated’ material that violates U.S. copyright laws. If implemented, ad networks could be required to stop online ads and search engines would be barred from directly linking to websites ‘found’ to be in breach of copyright.

“However, leaving to one side the fact that there are more than enough adequate remedies for policing copyright violations under existing laws, in most jurisdictions, these draft bills go too far and in the framing SOPA and PIPA totally undermine the notion of due process in law and place the burden of proof on the distributor of content in the case of any dispute over copyright ownership.

“Therefore, any legitimate issues that copyright holders may have get drowned out by poorly-framed draconian powers to block, bar, or shut down sites as requested by industry bodies or their legal representatives. Copyright holders have legitimate issues, but there are ways of approaching the issue that don’t involve censorship.

“Wikipedia depends on a legal infrastructure that makes it possible for us to operate. This needs other sites to be able to host user-contributed material; all Wikipedia then does is to frame the information in context and make sense of it for its millions of users.

“Knowledge freely shared has to be published somewhere for anyone to find and use it. Where it can be censored without due process, it hurts the speaker, the public, and Wikipedia. Where you can only speak if you have sufficient resources to fight legal challenges, or, if your views are pre-approved by someone who does, will mean that the same narrow set of ideas already popular will continue to be all anyone has meaningful access to.

“All around the world, we’re seeing the development of legislation intended to fight online piracy, and regulate the Internet in other ways, that hurt online freedoms. Our concern extends beyond SOPA and PIPA: they are just part of the problem. We want the Internet to remain free and open, everywhere, for everyone.”

Partly as a result of the protest, SOPA and PIPA have been indefinitely postponed.



# Our key MEDIA STORIES

Even aside from the Wikipedia blackout, 2011–2012 was a year in which Wikimedia UK and Wikipedia were never far from the headlines. Some of the media highlights are pictured on this page. Prominent topics that we've covered elsewhere include our charitable status and the annual fundraiser but there's been plenty more to talk about.

An area that drew particular attention was the naming on Wikipedia of some people who were the subject of so-called super-injunctions. While the information was removed as it didn't come from reliable sources, it led to significant debates on the nature of privacy and libel laws in outlets such as the BBC, The Guardian, the Daily Mail and The Independent.

Our work with Cancer Research UK is an excellent example of the media promoting the need for experts to contribute to editing and creating content that has a large appeal. After noting that Wikipedia pages appear higher in search rankings for cancer information than their own website, the charity is encouraging cancer experts to get involved in Wikimedia projects to ensure that people affected by cancer have easy access to the best information. The story was picked up by the BBC, The Times and New Scientist.

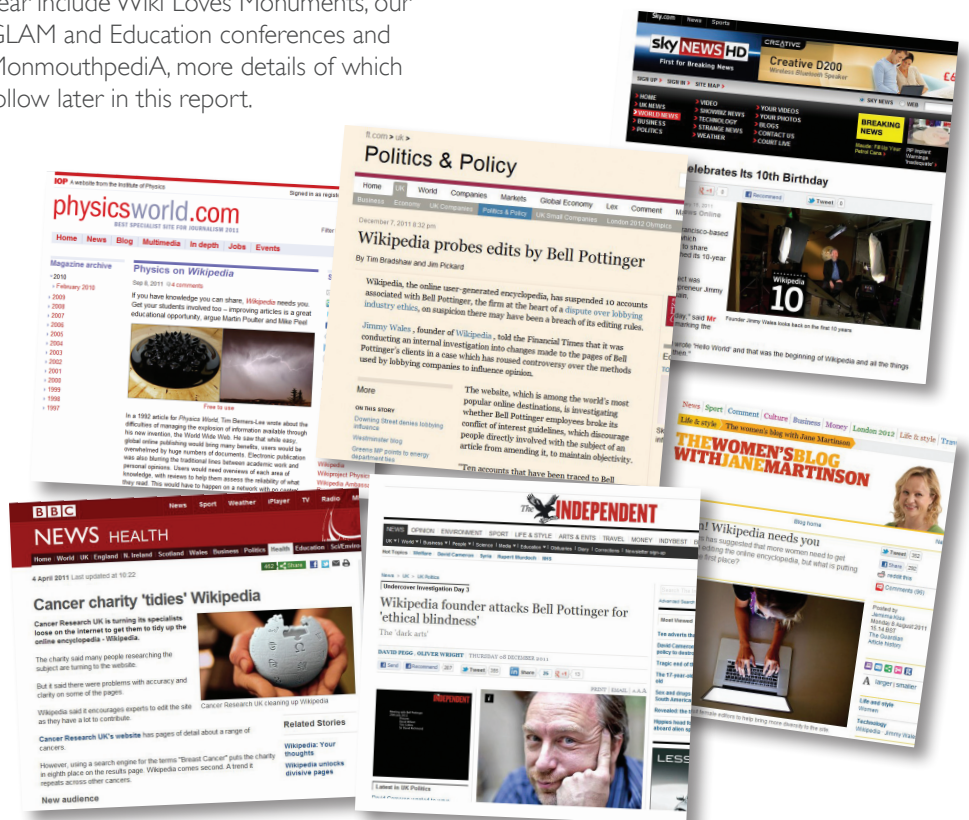
Elsewhere, the efforts we've been making to attract new contributors and editors from different backgrounds has been acknowledged, with outlets such as Mac World and The Guardian running the story.

The coverage we've received hasn't always been unequivocally positive. There have been reports of PR companies editing

Wikipedia pages to show clients in the best possible light, going against the principle of neutrality of tone. This led to exchanges of strong opinions in the media, including The Telegraph, the Financial Times, The Independent and many more websites and print publications.

Another recurring hot topic was vandalism. Notable instances this year that drew some criticism in the press included mischievous edits to the page of a Rugby World Cup referee, and the falsely reported deaths of actor Rowan Atkinson. Some of the stories that we can predict will be high profile in the coming year include Wiki Loves Monuments, our GLAM and Education conferences and MonmouthpediA, more details of which follow later in this report.

“ Our work with Cancer Research UK is an excellent example of the media promoting the need for experts to contribute ”



# Wikimedia gets **GLAM**

Galleries, Libraries,  
Archives & Museums



**G**alleries, libraries, archives and museums (GLAM) hold a vast amount of all human knowledge. Wikimedia UK's mission is to preserve and make knowledge available and it is vital we engage with GLAM organizations and communities to share their information online, and find new ways of doing this effectively. 2011–2012 saw a massive growth in our GLAM programme. Led by trustee Fae, our network of GLAM enthusiasts have contributed a great deal of work in this field and write regular updates for our community.

At the British Museum, Fae has moved our partnership forward with the digital and curator teams to support several editathons and gained commitment for a Wikipedian in Residence position. The National Archives have started a programme of digitization and release on Wikimedia Commons of World War II artworks and The Land has established our partnership with the National Maritime Museum for releasing data on ships to support Wikipedia article accuracy and expansion.

Derby Museum was the first GLAM institution to partner with us to install QR codes for their exhibits, an initiative driven by Roger Bamkin. Visitors can access Wikipedia articles live on their smartphones and the initiative went on to inspire the MonmouthpediA project. Wikimedians worked with the museum to develop The Wright Challenge, which produced over 1,200 articles in 28 languages relating to the museum's collections.

Herbert Art Gallery & Museum in Coventry is Wikimedia UK's longest-running GLAM partnership outside of London. Several local Wikimedians have worked together with the museum to arrange edit-a-thons and meet-ups,

facilitate image donations and encourage improvement of related content on Wikimedia projects.

2012–13 will see us build on our work with the GLAM sector, most notably with our GLAM-Wiki 2012 event in September, in partnership with the British Library, taking centre stage.

If you represent a GLAM institution and would like to find out more about working with Wikimedia UK, or if you are interested in getting involved as a volunteer, please contact us at [glam@wikimedia.org.uk](mailto:glam@wikimedia.org.uk)

**L**iam Wyatt was a volunteer Wikipedian in Residence at the British Museum during mid-2009.

"When I started at the British Museum as their volunteer Wikipedian in Residence I had high hopes that the London Wikipedia community would get involved and be inspired. Little did I know just how inspired they would be!

"Now, less than three years later, it is fair to say that Wikimedia UK has caught "GLAM fever" and has a portfolio full of successfully completed as well as ongoing projects. It is no insult to the other members of the global Wikimedia community to say that the UK is arguably the most active and successful of the Wikimedia Chapters in GLAM-Wikimedia partnerships.

"The British Library's call for a Wikipedian in Residence is the first time that competitive public funding has been successfully obtained for Wikipedia work, helping to demonstrate the great public value Wikimedia projects bring. In another world-first, MonmouthpediA is proof that councils can seamlessly integrate their programs for preserving physical heritage, improving online presence, promoting tourism and providing public access to technology for their towns and cities."



# Building a **LEGACY** Our work in **EDUCATION**

**C**ontributing to Wikimedia projects, such as Wikipedia, Wikiversity and Wikibooks, is an educational opportunity in the fullest sense, developing sophisticated collaboration, scholarly writing and critical thinking skills at the same time as subject knowledge. Improving an article can be a demanding project in both formal and informal education, for a talented student or a whole class.

We are working with some of the country's most respected and innovative institutions to explore how Wikimedia projects can benefit UK education. In partnership with universities and support bodies, we are gradually establishing Wikimedia as part of the landscape of higher and secondary education. Some examples of this work are below.

## Campus Ambassadors

June 2011 saw the first ever Campus Ambassador training event in the UK, taking place at Imperial College, London. Alex Stinson, a Campus Ambassador from the United States, worked with trainees based at Imperial College, University of Bristol, and University of Cambridge.

## Wikimedia Outreach Ambassador

The University of Bristol continued its close relationship with Wikimedia UK, hosting events including two sessions about Wikipedia for the local Girl Geek Dinners group. Over the summer, it supported a unique paid internship to explore co-working between Wikimedia UK and a university. Sam Knight, a physics student, met with various groups to discuss how Wikimedia UK can promote innovative education, and inform the public about research.

## Student outreach

Wikipedians at Imperial College, the country's first Wikipedia student society, is here to stay, with a new president and new partnerships with other student societies. In October, we ran our first ever stall at a university Fresher's Fair, at the University of Warwick. The Wikimedia UK web site now has advice, support and suggested activities for any students wanting to set up their own Wikipedia society.

## Free Speech project

Wikimedia UK, along with Wikipedians at Imperial College, provided training to a group of postgraduates at the University of Oxford, who are improving Wikipedia articles on free speech, across multiple languages, as part of the Free Speech Debate project led by Prof. Timothy Garton Ash.

## Campus Wikilounges

Wikimedia volunteers provided "Wikilounge" events in University of Manchester and University of Liverpool, giving free, in-person help for students and staff in making informed use of Wikipedia.

## Part of the national landscape

Wikimedia UK is working with national advisory bodies to make sure that relevant information about the Wikimedia projects is available to teaching staff, support staff and educational developers. This included co-authoring, with the JISC Centre for Educational Technology and Interoperability Standards, a guide to Wikimedia Commons as a platform for Open Educational Resources. We're also working with the JISC on a project marking the centenary of World War I.

## Bringing in the experts

In the past year, we have run training events with members of the Medical Research Council, the Institute of Physics, the Geological Society, Cancer Research UK, the Royal Society of Chemistry, and the conservation charity Wildscreen. Through meetings, presentations and conferences, we have started relationships with other scholarly bodies which will result in events in the coming year. We contributed a feature article to the September issue of Physics World, urging physicists to get involved in Wikipedia. The new "expert outreach" section of our web site shows scientists and scholars how the Wikimedia projects can raise public interest in their research.



# MonmouthpediA

a case study in

## INNOVATION

What do you get when you bring together a community of Wikipedians, an engaged local council, a town with a rich cultural heritage, motivated volunteers, and a creative use of new technology? You get MonmouthpediA – a project to create the world's first Wikipedia town in Monmouth, Wales.

The project aims to cover every single notable place, people, artefacts, flora, fauna and other things in Monmouth in as many languages as possible, but with a special focus on Welsh. This is a different scale of WikiProject. Monmouthshire County

Council is working to install free town-wide Wi-Fi for this project.

MonmouthpediA uses QRpedia codes, a type of bar code a smartphone can read through its camera that takes you to a Wikipedia article in your language. QR codes are extremely useful, as physical signs have no way of displaying the same amount of information and in a potentially huge number of languages as Wikipedia can.

Articles will have coordinates (geotags) to allow a virtual tour of the town using Wikipedia's mobile apps (or the

Wikipedia layer on OpenStreetMap or Google Streetview) and will be available in augmented reality software including Layar.

At the time of writing, the project has resulted in over 450 new articles in 26 languages, 145 improved articles, over 1000 images, 23 Did You Know? mentions and an extra 400,000 views of Monmouth-related content per year.

Why not pay a visit to Monmouth to take a look for yourself? You could even consider making your home town the next Wikipedia town...



# EVALUATION SUMMARY

from Ting Chen, Chair, Wikimedia Foundation

## Dear Wikimedia UK,

Last September you invited me to visit your board meeting in Derby. It was very insightful for me to see which topics you are working on, how you are working on them, and the interactions within your board and between your board and your visitors. Both I and the Wikimedia Foundation are very grateful for your invitation, your hospitality and your openness.

We talked about a lot of important issues there. Some of them, like the charity status, you have already achieved within the year. Other topics, like the planning and development of the chapter, are going well and progressing. I am especially happy to see that you have successfully got your first employees, which is changing the chapter into a more professionally-organised company.

I remember the session where you planned for the future, the potential, all the things you can do, the volunteers you can organise. For me it is one of the most impressive sessions I ever attended on a chapter's board meeting, because it

reminds me again why we have chapters, why chapters are important for the Foundation: they organise volunteers, provide help, gather ideas and do really cool things. And one of the most cool things I ever saw is the QR codes in the meeting venue, the Derby Museum. It is innovative, it is useful and helpful, and it is a really magnificent thing.

For me chapters are brothers and sisters. And the UK chapter is one of the most promising shooting stars of the last year. Disputes among brothers and sisters can be the most painful disputes. We had a lot to dispute in the last year, and we will continue these disputes in this year,

and maybe also in the coming years. But nevertheless we are brothers and sisters, we share the same vision, in our deepest belief, we also share the same goal. And this is why we need to keep talking with each other, in good faith to each other's motivation, and try hard to understand each other's points of view.

I want to once again congratulate you for your achievements, and thank you for the wonderful things you did in the past year, and look forward to see what you will do in the coming years.

With love and honest respect,

**Ting Chen**

**“The UK chapter is one of the most promising shooting stars of the last year”**



# Imagine a world in which every single person on the planet is given free access to the sum of all human knowledge.

Over the past year, Wikimedia UK has been officially recognised as a charity, set up an office with four full-time staff, and raised a million pounds in its record-breaking fundraiser. This report shows the variety of ways we are working towards the Wikimedia goal of free knowledge for everyone.



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