



WIKIMEDIA
UK

(A COMPANY LIMITED BY GUARANTEE)

ANNUAL REPORT
AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 JANUARY 2021

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WIKIMEDIA UK
ANNUAL REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 JANUARY 2021

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LEGAL AND ADMINISTRATIVE INFORMATION

Full name Wikimedia UK

Registered Company Number 06741827

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

Directors and Charity Trustees

Nick Poole – Chair (appointed 21 March 2020, (Chair of G))

Josie Fraser – Chair (resigned 21 March 2020), (Chair of G))

Lorna Campbell – Vice Chair (G)

Jane Carlin – (Chair of A)

Martha Woodward – Treasurer (A)

Sangeet Bhullar – (G)

Andrea Chandler

Doug Taylor

Rod Ward – (G)

Kelly Foster (appointed 18 July 2020)

G: Governance Committee; A: Audit and Risk Committee

Chief Executive

Lucy Crompton-Reid

WIKIMEDIA UK
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MESSAGE FROM THE CHAIR OF THE BOARD, NICK POOLE

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

Looking back over the past six years on the Wikimedia UK Board, the thing that stands out for me above all else is the people I have been fortunate to meet and to work with along the way. This is a unique, multi-faceted and deeply committed community. Whether it is the individual editors and contributors with whom I have met and laughed at events and get-togethers, or the dedicated volunteers who keep the infrastructure of open knowledge running and evolving. Whether the brilliant, dedicated staff team working under the visionary leadership of Lucy Crompton-Reid or the fellow trustees with whom I have spent countless hours poring over matters of governance, strategy and finance. It has been a profound honour to be able to play a part in this community, and as I step down from the Board I hope to continue to play no less active a role in supporting its development in future.

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

This in turn has enabled us to become a real platform for action and for change. I would single out for special mention the extraordinary efforts of the Wikimedia UK Programmes team, whose track record of delivery and impact would be formidable in an organisation twice our size. I'd highlight the veritable army of Wikimedians in Residence who are helping to drive a permanent culture shift in some of our world-leading cultural and heritage institutions. I'd highlight the powerful cross-border collaborations that have enabled us to explore and discover the richness of our many languages, identities and stories.

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

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

MESSAGE FROM THE CHIEF EXECUTIVE, LUCY CROMPTON-REID

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

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

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

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

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

1. STRUCTURE, GOVERNANCE AND MANAGEMENT

Wikimedia UK is a charitable company limited by guarantee. It was incorporated on 5th November 2008 as company number 06741827; registered as a charity in England and Wales on 3rd November 2011; and registered as a charity in Scotland on 22 August 2018. Under its Articles of Association the company is governed by a Board of up to seven elected directors and up to four co-opted directors who are the charity trustees for charity law purposes. Terms for elected members are three years, with the possibility of re-election subject to a maximum continuous period of up to six years. Terms for co-opted England and Wales trustees are two years, with the possibility of re-appointment subject to a maximum continuous period of up to six years.

Wikimedia UK encourages all who support its charitable aims and objectives, and who are willing to abide by its membership rules, to join as voting company members. Admission to company membership is by online application to the Charity, with authority for agreeing new members delegated by the board to the Chief Executive. All members of the charity are entitled to stand for the board of trustees, and elections are held at our Annual General Meeting according to the election rules inscribed in our constitution. Co-opted board members can join at any time during the year and are appointed to meet specific skills gaps. Occasionally the charity will advertise for a new co-opted trustee, or they might be identified through our existing networks and members.

The Board is committed to best practice in charitable governance. All trustees are inducted to the charity through a programme of one-to-one meetings and formal external training where necessary. Trustees are also sent a trustee induction pack that combines external advice and key internal documents. Training and development opportunities are available to serving trustees throughout their time on the board, such as attendance of conferences and events for trustees in the voluntary sector, formal training in specific areas such as finance or copyright law, and participation in events and conferences organised by Wikimedia UK or the global Wikimedia movement. There are two formal board committees - the Audit and Risk Committee and the Governance Committee - which meet quarterly prior to full board meetings; both of which include specialist external members with full voting rights. There are also several less formally constituted Advisory Boards which many trustees also sit on. These currently include a Partnerships Advisory Board, Technology Advisory Board and Development Advisory Board.

The charity is managed on a day-to-day basis by the Chief Executive, with a Scheme of Delegation to facilitate fully accountable, effective and efficient management of the charity. Other key management personnel include the Director of Programmes and Evaluation, the Director of Finance and Operations and Head of Development and Communications. The latter is a new post, created in 2020. The Chief Executive's salary was initially set by the board on the advice of an external third sector recruitment agency, and is reviewed by the board. Salaries for other posts are set by the Chief Executive and reviewed annually as part of our annual budget planning cycle.

The company has a Chapter Agreement with the Wikimedia Foundation, the public non-profit organisation that operates Wikipedia and its sister websites and owns the Wikimedia trademarks. Each party agrees to support the work of the other and agrees not to engage in activities that might negatively impact the work or reputation of the other.

2. OBJECTS AND AIMS

The trustees confirm that they have complied with the duty in Section 17(5) of the Charities Act 2011 to have due regard to the general guidance issued by the Charity Commission on public benefit, including the guidance 'Public Benefit: Running a Charity (PB2)'. The Objects of the Charity are, for the benefit of the public, to promote and support the widest possible public access to, use of and contribution to Open Content of an encyclopaedic or educational nature or of similar utility to the general public, in particular the Open Content supported and provided by Wikimedia Foundation, Inc., based in San Francisco, California, USA.

Wikimedia UK believes that open access to knowledge is a fundamental right, and a driver for social and economic development. 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. This commitment to knowledge equity is reflected in our strategy, culture and programme delivery.

Wikimedia UK is working towards the following long-term **outcomes**:

- Our work has significantly increased free, online access to knowledge and information
- Wikimedia reflects our diverse society and is free from systemic bias
- Learners in the UK are able to understand and effectively engage with open knowledge
- High levels of information literacy have strengthened civil society and democratic processes
- Wikimedia UK is recognised as a leading organisation for open knowledge

Our **strategic aims for 2019 - 2022** are to:

- Increase engagement with and representation of marginalised people and subjects
- Work with partners to develop digital, data and information literacy through Wikimedia
- Create changes in policy and practice that enable open knowledge to flourish
- Develop our capacity and profile as a leading organisation for open knowledge

We are currently delivering activities across four interconnected programme strands, which relate directly to our strategic aims. Given the significant impact of Covid-19 on our partners, supporters, contributors and ourselves, we decided to revisit the assumptions underpinning our current programme at our board awayday in September 2020. In particular, we took a fresh look at our external environment, and explored a number of emerging programmatic themes, including the climate crisis and health information. Whilst our overarching strategy for 2019 - 2022 remains relevant, our delivery models have changed significantly over the past year, and there has been a much stronger focus on organisational resilience and adaptability.

3. ACTIVITIES, ACHIEVEMENTS AND PERFORMANCE

PROGRAMME HIGHLIGHTS

2020 was an extraordinary year for everyone, and Wikimedia UK was no exception. However, as a charity we have a lot to be proud of over the past year, both in terms of how we responded to the pandemic - supporting our staff, volunteers and partners in the sudden pivot to online working - and in the innovative and impactful programme we have been able to deliver. Some of the highlights of our varied programme across the year include:

- Working with the London College of Communication's Student Changemakers programme to design and launch a new Decolonising Wikipedia Network
- Exploring the theme of threatened heritage, bearing in mind our new programmatic commitment to climate issues and drawing on our internal expertise in archaeology
- Building on the successful partnership model of content generation between Llên Natur (the nature website for Wales), Welsh Wikipedia and Wikidata to scale up this work into six other Celtic languages
- Working with Wikimedia Ireland to deliver Celtic Knot 2020 online, which had over 100 registered participants. The event offered a valuable mix of talks to inspire and inform attendees, and workshops/troubleshooting spaces to help attendees work through barriers they experience on their language wikis
- Organising and facilitating a movement strategy workshop focused on minority language communities
- Supporting and growing the Scots wiki editing community through a series of events and other interventions, following significant international media interest in the actions of a single editor
- Supporting the Wikimedian in Residence at the Society of Antiquaries of Scotland, who has extensively reviewed the work of the Society and produced a report detailing potential policy changes and a wide range of project ideas to engage with Wikimedia and embed open practices
- Designing and delivering an online version of our well regarded Train the Trainers programme, which was key to supporting the skills and resilience of our volunteer training community
- Supporting the ongoing collaboration between the Welsh Government, National Library of Wales and language enterprise MenterMon in the delivery of a Wikipedia-based education programme in Welsh secondary schools
- Supporting the high impact, innovative work developed and delivered by the Wikimedian at the University of Edinburgh, and launching a new booklet of case studies of Wikimedia in UK education in partnership with the University
- Successfully advocating for the Welsh and Scottish Governments to move significant elements of their content onto open licences, with both governments changing their images on Flickr to a Wikimedia-compatible licence, and the Welsh Government also releasing their videos on an open licence, over 200 of which have now been shared on Wikimedia.
- Working closely with the British Library to develop the internal case and secure funding for a second Wikimedian in Residence, who will be working within the Digital Scholarship Department but with a broad remit across the Library
- Presenting our work and policy positions at a wide range of online events and conferences, including the Creative Commons Global Summit and two Westminster Media Forum policy seminars
- Joining the National Lottery Heritage Fund's Licensing Review Advisory Group and securing a change of policy that means all digital outputs from NLHF funded projects are now required to be released under an open licence
- Supporting the UN's VERIFIED campaign against misinformation - particularly relating to vaccines - and helping to amplify key messages through the participation of our partners and allies

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OVERVIEW OF METRICS

2020/21 was also an impressive year in terms of outputs. Wikimedia UK collects a wide range of data about our programmes, with five main 'global metrics' agreed with our major funder, the Wikimedia Foundation. The results of these were as follows:

- There were **8729 participants** in our programmes, compared to 7,475 in 2019/20 and a target of 7000. This includes people attending online events and conferences, participating in editing and other training sessions, and learning to edit the Wikimedia projects within a school or university setting.
- **761,672 articles** were added or improved, compared to 397,202 last year and a target of 250,000. Many of these were Wikidata articles, with around 645,000 items improved/edited by the Welsh Wikidata Scholar at the National Library of Wales.
- **31,696 volunteer hours** were recorded; with around half of these contributing to our knowledge equity programme strand, over 11,000 hours recorded as part of our digital literacy work, and the remainder (over 3000 hours) on policy and advocacy.
- Our total audience was **104,266** - an increase on previous years - including our social media followers, event participants and leading volunteers. This result reflects a renewed focus on our communications and increased profile and visibility around Wikipedia's 20th birthday.

The only global metric where we didn't exceed our target was newly registered editors, where we achieved **797** compared to a target of 1500. The pandemic affected this metric heavily, with fewer new participants at online training sessions (compared to in person events). There were also fewer students participating in Wikipedia in the Classroom, with many courses being paused or cancelled in response to the pandemic.

Some of the highlights of Wikimedia UK's other metrics include:

Volunteers

Based on the results of our annual community leaders survey, 100% of volunteers feel valued by Wikimedia UK, 95% would recommend Wikimedia UK and 87% have developed new skills as a result of their engagement with us over the past year.

Diversity

In 2020/21, around half (52%) of leading volunteers were women; which is broadly in line with the gender split between lead volunteers over the past five years, and something we are particularly proud of given that the Wikimedia community is generally quite male-dominated. This year, half of our events focused on underrepresented knowledge - in other words, they were focused on our first strategic aim which is about the engagement and representation of marginalised people and subjects.

Reach and Impact

We started measuring the reach of the content generated through our programme last year. In 2020/21, articles created or improved through our work received just under 15 million views, with images released through our partnerships receiving 1.425 billion views. We recorded 28 policy touchpoints during the year and 8 policy changes.

CHARITABLE ACTIVITIES

Wikimedia UK delivers a wide and varied programme in order to deliver on our strategic aims and objectives, and to achieve the metric results outlined above. Within this report, we include an overview of the work delivered under our four main budget lines for charitable activities: international working, external relations and advocacy, partnership programmes and volunteer support.

International Working

As one of the Wikimedia movement's largest and most established chapters, Wikimedia UK plays an active role in the international Wikimedia community. During 2020/21 this work fell into the following key areas:

Participation in international campaigns and initiatives

Unfortunately, many of our planned events for Art+Feminism 2020 had to be cancelled, as we were entering the UK's first national lockdown in March. We were pleased however that despite the pandemic, we had a very good response to Wiki Loves Monuments - the world's largest photographic competition - later in the year.

Movement strategy

In 2020 there should have been two key 'in person' moments to help turn the movement strategy recommendations into an implementation plan - the Wikimedia Summit in Berlin in April and Wikimania in Bangkok in August. As both of these events had to be cancelled, the Wikimedia Foundation instead initiated a series of online conversations in late 2020/early 2021. Wikimedia UK was involved in facilitating a number of these events. We also took a leading role in planning and delivering the global discussions relating to our key area of interest - and one of the priority areas emerging from community discussions across the movement - knowledge gaps and high impact topics. As we move into 2021/22 we have continued to play an active role in turning the strategy into concrete plans, as one of the largest affiliates in the movement and as thought leaders in the ongoing strategic development work.

Rebranding

The Wikimedia Foundation's rebranding project continued during the first half of 2020, with Wikimedia UK holding an online consultation meeting about the proposals and feeding into ongoing discussions with our own community and the Foundation. Following widespread community criticism about the Foundation's approach, they decided to pause the rebranding project in summer 2020. Early in 2021, they asked for movement leaders to advise an ad hoc board brand committee, and our Chief Executive was put forward by the other Executive Directors to represent Chapters in this group of community advisors.

Peer learning and support

As noted above, all in person events in 2020 were cancelled due to the pandemic. Despite this, Wikimedia UK continued to play a leadership role within the movement, advising and supporting many smaller affiliates on programmes activities, and facilitating a number of meetings between different senior staff from the Wikimedia Foundation and the other Chapters.

External Relations and Advocacy

External Relations at Wikimedia UK encompasses a range of activities including social media engagement, online creative content, the Wikimedia UK blog, fundraising and member communications, outreach to the press and print materials. This work relates to our strategic goal for 2019 - 2022 of developing our capacity and profile as a leading organisation for open knowledge. It also relates to our goal to create changes in policy and practice that enable open knowledge to flourish - overlapping with some of the objectives of our partnerships programmes in this area.

Online engagement

During the 2020/21 financial year we have grown our online audiences including social media followers. This growth was particularly towards the end of the year, as a result of increased capacity within external relations following the creation of, and appointment to, the new post of Head of Development and Communications; and as a result of communications activities in connection with Wikipedia's 20th birthday in January 2021.

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Media coverage

With limited communications capacity for much of the year, we were limited in the amount of media coverage that we could generate. However, our proactive PR work around the 20th birthday resulted in both print and broadcast coverage about Wikimedia UK. This included articles in First News (the UK newspaper for young readers) and digital platform The Federal, plus radio interviews on BBC Radio 4, BBC Radio Cymru, Times Radio and Radio France Internationale.

Events and conferences

Whilst Covid has meant the cancellation of all in person events from the middle of March onwards, our team attended - and often spoke at - a surprising number of online conferences. Our Chief Executive, Lucy Crompton-Reid, continues to be a key spokesperson for the charity. During the 2020/21 financial year she gave two presentations at Westminster Media Forum policy webinars - one looking at the future of copyright regulation in the UK and the other focused on arts and culture, particularly in the light of Covid-19. She also gave a presentation at the Creative Commons Global Summit on our work in partnership with the cultural sector to open up access to heritage content and to increase the representation of marginalised people and subjects on Wikimedia.

Print Materials

As staff were working remotely during most of the 2020/21 year, we produced limited print materials in the year - with a new Strategic Report (for 2019/20) in July 2020, and multilingual postcards for Scotland and Wales.

Public Policy

2020/21 has been unexpectedly rich in policy and advocacy activities, in spite of the lack of in person events. Some of these activities relate directly to the pandemic, whilst others related to our ongoing priorities including copyright policy and information literacy. We responded to formal consultations run by OSCR (the Scottish charity regulator, on the impact of Covid-19 on charities operating in Scotland), the National Data strategy consultation run by the UK Government's Department for Digital, Culture, Media and Sport, and the UKRI (UK Research and Innovation) consultation on the review of its Open Access Policy. We were particularly pleased that our Chief Executive was invited to join the National Lottery Heritage Fund's Licensing Review Advisory Group, which resulted in a change of policy that requires all digital outputs from NLHF funded projects to be released under an open licence.

Advocacy

Working to counter misinformation remained one of our key focus areas in 2020. Cross-sector interest in information literacy continues, and we're actively engaging with the relevant conversations; including a multi-partner initiative led by InformAll to encourage the recognition of information literacy as a key pillar of school education. We also supported the United Nations' VERIFIED campaign to tackle misinformation during the pandemic, particularly relating to vaccines; amplifying the key messages through our own social media and using our relationships to bring on board other organisations working in the field of media and information literacy including Ofcom, Mozilla and the Information Literacy Group.

Partnership Programmes

Wikimedia UK works in partnership with the cultural and education sectors to demystify and drive engagement in open knowledge. We are pleased to have delivered a well balanced programme of activities during 2020, including projects focused on the Celtic Knot languages, underrepresented heritage, gender gap, technology for underrepresented knowledge and digital literacies (including media, information and data literacy).

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Organisational resilience has been a key theme in 2020, after an initial period during which staff, volunteers and partners were trying to navigate the changes brought about by the pandemic and rapidly adapt projects and programmes to the new context. We have trialled new approaches, invested in supporting our community, and shared extensively with the Wikimedia movement. We continued to learn from delivering online events, experimenting with design, tools, and approaches. This meant clearer and better planned events for partner organisations, and a lot of learning and development for the team.

We continued to develop our relationship and programme delivery with our major partners (including working with the British Library, Science Museum, and other cultural institutions involved in the Arts and Humanities Research Council's Towards a National Collection programme. At the same time, we were able to engage with smaller, nimble organisations who have been responding dynamically to the lockdown context. For example, both Society of Antiquaries Scotland and Humanists UK were able to set up new Wikimedia projects in 2020, perhaps partly because they host Wikimedians in Residence who can direct them to innovative solutions.

As partnership programmes form the core of our delivery, there are many projects and activities that we could include here. Rather than being a comprehensive report, it is therefore a short summary of our work within different areas.

Minority and indigenous languages

Within our minority languages work we continue to focus on the Celtic Knot; and were particularly pleased to have made the early decision to move the annual Celtic Knot conference - held in partnership with Wikimedia Community Ireland in 2020 - to an online only event. This was highly successful, engaging with larger and more geographically dispersed audiences than previous in person conferences have been able to do, and acting as a 'proof of concept' for moving events online both for Wikimedia UK and the wider movement. Indeed, the greater accessibility and reach of online events has wider significance than in relation to minority and indigenous languages work. It has benefited our whole programme, as an unforeseen consequence of the pandemic, and is something that we will integrate much more strategically and purposefully into future activities.

During 2020/21, we continued to work with the Welsh editing community, and this year applied some of the technical developments initially created for the Welsh Wikipedia to other minority language wikis, such as the Cornish wiki. In a significant development, we also invested time and resources in supporting the Scots Wiki community.

Underrepresented heritage

Across this area of work we have been putting an increasing emphasis on decolonisation, focusing on content and communities that have not only been underrepresented on Wikimedia, but also historically deprioritised and misrepresented. We have deepened existing partnerships to deliver meaningful knowledge equity projects - for example the University of Edinburgh's Scotland, Slavery and Black History project, and the London College of Communication's Decolonising Wikipedia Network - and built connections with key organisations already active in the field.

Within our programmatic work focused on underrepresented heritage, and drawing on our internal expertise in archaeology, we have also been exploring the theme of threatened heritage. This often intersects with environmental issues, which is an angle we anticipate building on in our upcoming strategy (2022 - 2025).

Diverse contributors

Diversifying Wikimedia's contributors remains a key focus of our partnership work; running alongside and supporting our strategic aim to increase knowledge equity. Our latest annual community leaders survey shows that whilst we are achieving our targets in terms of gender, and a

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third of respondents reported having a physical or mental health condition, there was quite a strong skew towards people who are over 30, cisgender, white, with a post-graduate qualification within our volunteer community.

With this in mind, we are keen to support and develop a wide range of volunteers and communities who represent - and contribute to - knowledge that is currently missing. This includes speakers of indigenous and minority languages, migrants, women and LGBT+ communities, amongst others. As part of this work we are piloting and developing different models of engagement, including supporting some people's time through project grants where this will enable them to participate. People (and their knowledge) who are currently underrepresented in the Wikimedia movement are missing partly because they experience multiple barriers to participation. The knowledge that's underrepresented can also be harder to find and curate. Taking a proactive approach to inclusion can then mean, for example, allocating resources to fund research time, or enable participation by experts. Whilst we are mindful that this is a complex topic within Wikimedia, we are keen to explore it alongside the global movement - particularly in relation to strategic initiatives to increase sustainability.

Digital Literacy

During 2020 our work in higher education was, to some degree, a victim of the pandemic. The charity supported nine active Wikimedia courses during the year compared to 20 in the previous year. However, at the University of Edinburgh - where there is a long term Wikimedian in post - both formal and informal activities for students as continued; demonstrating the value of having an embedded presence within an institution. The work supported by Wikimedia UK in secondary schools in Wales continued to some degree, although this was also somewhat impacted by Covid.

Volunteer Support

Investing in the resilience of our volunteer community has been a strong focus in 2020/1. Within the challenging context of the global pandemic and accompanying lockdowns, health concerns and economic fallout, we wanted to maintain the connection with our community leaders, while also helping them build skills necessary to adapt to the lockdown reality. Our work with volunteers can be broadly categorised as follows:

Online community building and training

We have supported our communities by creating online meeting spaces and peer networks for them. Designing and delivering an online Train the Trainers course was a key step in developing the skills and resilience of our volunteer trainers, most of whom reported feeling much more equipped and confident to deliver online editing and other workshops after this training. We also noted that meetups organised by and for the community were generally better attended, as moving these online enabled people who would not otherwise have participated (due to the cost or time of travel, or other factors) to do so.

Project grants

Our small grants for volunteers supported a range of activities included the provision of prizes for a Summer De-stubathon organised by a volunteer (where editors turn 'stub' pages into full articles); books and reference materials to support the creation of new articles; hardware to ensure that a volunteer-created Pi Bot (an automated account that makes repetitive edits to various Wikimedia projects that would be very tedious to do manually) is able to run more reliably; and editing activities run by the Wikipedia Collaboration of Dental Schools.

Supporting indigenous language contributors

In 2020/21 we put an increasing emphasis on supporting volunteer editors contributing to Celtic Knot language Wikipedias. This included training on Wikidata and Quick Statements for Welsh

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editors, technical support and community building for the Cornish Wikipedia, and close collaboration with the Scots wiki community following a high profile issue regarding a specific editor.

Annual survey

In order to learn from our community and support volunteers more effectively, we run an annual community leaders survey at the end of each financial year. We had a good response rate to the survey in January 2021 and generally very positive feedback. 100% of respondents said that they would recommend Wikimedia UK, compared to 88% last year, and 100% also reporting that they felt appreciated by the charity, compared to 84% last year. Of those who received training from Wikimedia UK, 89% felt that this was relevant to their needs - compared to 92% last year - and 87% had developed new skills as a result of their involvement with us, compared to 82% in 2019/20.

4. FUTURE PLANS

Wikimedia UK generally develops an annual delivery plan for the year ahead in the autumn/winter of the preceding year. Given the significant impact of Covid-19 on the charity as well as on our partners, supporters and contributors, we decided to revisit the assumptions underpinning our existing programme at the board away day in September 2020. In particular, we took a fresh look at our external environment, and explored a number of emerging programmatic themes.

In the light of the pandemic and particularly the shift to remote/online activities, a clear need for a lighter and more flexible programme has emerged, with a new focus on organisational resilience.

In 2021/22, the final year of our three strategy covering the period February 2019 - January 2022, Wikimedia UK will continue to deliver work across four separate but highly interconnected programme strands, which relate to our strategic aims. An overview of our plans under each programme is included below.

Programme One: Increasing Knowledge Equity

Wikimedia UK has been focused on underrepresented knowledge for the past five years, with this work coalescing around the key themes of underrepresented cultural heritage, minority languages, the gender gap and diverse contributors. The movement for equality and civil rights is facing significant challenges worldwide and we believe that open knowledge and knowledge equity have a central role to play in securing social justice for all.

Over the past two years, we have also been developing a particular thematic focus on decolonisation, both as this affects cultural institutions (decolonising collections) and the education sector (decolonising curricula). In Autumn 2020, we commissioned a piece of research into the way in which non-western visual arts are covered on Wikimedia, to test our assumptions about how certain types of content is represented. We hope that this research will inform our programme in 2021, and possibly serve as a template for exploring other knowledge gaps.

Programme Two: Developing Digital Literacy

In the UK, as in other parts of the world, societal fragmentation is increasing, driven by media and political polarisation, and fuelled by misinformation and disinformation. Wikimedia can play an important role in combatting these issues, and in developing the information and media literacy skills that are fundamental to a well functioning civil society. Wikimedia UK believes that engaging with the Wikimedia projects – particularly through becoming a contributor – enables learners to understand, navigate and critically evaluate information as well as develop an appreciation for the role and importance of open education. Using Wikimedia in the curriculum can teach students key skills in information literacy, collaboration, writing, editing, information synthesis, source evaluation and data science.

With many pupils unable to attend school for long periods of 2020 and early 2021, there has been increased awareness of home-schooling and the importance of access to free, accurate online information. At the same time, this year has seen higher than ever levels of misinformation - with Ofcom (the UK communications regulator) reporting that young people are the most affected - and a further decline in trust in the news media, according to Reuters Institute for the Study of Journalism. Within this context, working with school-age students is becoming an increasing priority. Planned activities in this area for 2021 include a joint information and media literacy project for 16 - 18 year olds with social enterprise Shout Out UK (subject to external funding), as well as a continuation of the ground-breaking education work being delivered in Wales with our partners Menter Mon.

WIKIMEDIA UK
TRUSTEES' ANNUAL REPORT
FOR THE YEAR ENDED 31 JANUARY 2021

Programme Three: Changing Policy and Practice

This programme is about the changes that we are working towards at an institutional, sectoral and public policy level to enable open knowledge to flourish. It involves a wide range of activities and local, national and international partnerships across a range of sectors, with a particular focus on culture, education, the open movement and civil society. Our Wikimedians in Residence are particularly crucial in helping us to achieve institutional change, advocating for open policies and practice and working to develop and embed these to ensure sustainability.

At a sector wide and public policy level, our policy priorities in 2021 will be around open licensing (particularly in the context of Brexit and the UK Government's decision not to adopt the EU Copyright Directive); knowledge equity (a key strategic priority for both Wikimedia UK and the wider Wikimedia movement); and misinformation. Some of our emerging plans around the latter theme include participation in a UK based working group to influence future policy on school education and curriculum content, and involvement in a cross-sector transatlantic group on misinformation relating to barriers to COVID-19 vaccine takeup.

Wikimedia UK continues to contribute financially and strategically to the work of the EU Free Knowledge Advocacy Group, although inevitably our involvement is considerably less than it used to be prior to Brexit. This group has defined a new strategic goal, which is that Wikimedia shapes crucial conversations on legislation that concerns our movement. Within this overarching goal there are two concrete objectives, which are to be the voice of 'good tech' and self-governing communities; and to bring evidence-based expertise to keep the internet open. The group's public policy priorities in 2021 are the Digital Services Act, Artificial Intelligence (AI) and Data Governance, as well as to wrap up work on the Terrorist Content Regulation, E-evidence and the transposition of the Copyright Directive into individual country legislation.

Programme Four: Growing Wikimedia UK's Profile and Capacity

Our fourth strategic aim is focused on developing Wikimedia UK's capacity and profile, as this underpins the success of all of our other work. Some of the activities that fall under this programme strand are largely externally focused - such as volunteer development and international working - while others are more internal, such as fundraising and organisational development. As highlighted above, in the context of the pandemic we have been particularly focused on our own organisational resilience and capacity, and supporting that of our partners. We have also been placing more of an emphasis on documenting and communicating our work, particularly regarding our learning around online delivery and new models of engagement.

The cultural and education sectors, with whom Wikimedia UK works most closely, have arguably been the most profoundly affected by the pandemic and accompanying shutdown in the UK (with the obvious exception of the medical profession and other frontline workers). We were already concerned about the impact of Brexit on both of these sectors, but now the pandemic has brought existential challenges to many cultural organisations and higher education institutions which will take some years to play out fully. Within this context, and given the extent to which our programme delivery is supported and largely funded by our partners, the need to establish a sustainable business model underpinned by diverse and stable funding becomes even more imperative. To this end, we are very pleased and grateful to have been awarded additional funding from the Wikimedia Foundation towards the development of our fundraising capacity over the next few years.

Strategic Planning for 2022 - 2025

Work on the charity's strategic plan for 2022 to 2025 will be starting in Summer 2021 and culminating in early 2022, and will involve discussion and consultation with staff, trustees, volunteers, partners and other stakeholders.

5. FUNDRAISING

Wikimedia UK receives around half of our funding in the form of an unrestricted grant from the Wikimedia Foundation. The majority of the remainder of our cash income is raised largely through individual donations; either by direct debit, or through other payment mechanisms such as Paypal or credit card. Donations received through digital platforms such as Facebook and Amazon Smile represent a small but growing proportion of our income. We also record gifts in kind, the majority of which are related to our partners' expenditure on Wikimedians in Residence.

In 2021/22 our Annual Plan Grant from the Wikimedia Foundation, at £345,000, has increased by £10,000 (approximately 3%). At the time of writing this report, the Foundation has recently published a new grants strategy, and the process for applying for funding in 2022/23 is not yet clear. However, chapters who are in receipt of an Annual Plan Grant have been given verbal assurances that no funding cuts are currently planned. As indicated above, in 2020 we were also awarded an additional restricted grant of £120,000 from the Wikimedia Foundation, to support the development of our own fundraising capacity over the next three years.

In October 2020 Wikimedia UK appointed a Head of Development and Communications; a new post, created to lead a small team in the development and delivery of our fundraising and external relations activities. This post is part-funded by the capacity-building grant from the Wikimedia Foundation. In January 2021, we appointed a new full time Fundraising Development Co-ordinator - funded entirely through this grant - to join this team and support the growth of voluntary income.

Wikimedia UK is registered with the Fundraising Regulator - the independent regulator of charitable fundraising in England, Wales and Northern Ireland - and is fully compliant with that scheme. No third parties (such as freelance fundraisers or commercial participators) undertake fundraising on Wikimedia UK's behalf. The charity received no complaints about our fundraising activities during the 2020/21 financial year.

6. FINANCES AND RISK

Wikimedia UK ended the financial year 2020/21 with a surplus on unrestricted funds of £52,176 (2020: £10,306). Income and the surplus on restricted funds amounted to a further £121,000. Compared with 2019/20, out of a total unrestricted income that was slightly up, at 746,439 (2020: £734,671), our charitable expenditure on projects was somewhat lower than the previous year, £615,617 (2020: £672,290). Income from charitable activities and charitable expenditure on projects include £154,412 (2020: £155,745) of gifts-in-kind.

The board of trustees agreed a breakeven budget for the 2021/22 financial year at the March 2021 board meeting. This included cautious projections for voluntary income, taking into account expected shrinkages across the charity sector in 2021. It also includes a new grant from the National Lottery Heritage Fund, confirmed in March 2021, to deliver a connected heritage project over the next two years. Expenditure levels are similar to previous years, except in staff, where some positions are now supported through restricted grants.

Reserves

A level of general reserves is required to buffer the charity from financial risks including delay on receipt of grant or reduction in grant or income from donations, while other sources of income are sought. Reserves are also held, should the trustees deem it necessary or desirable to designate funds for particular or exceptional purposes or to reorganise or close parts or all of the operations of the charity.

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During 2020 the charity reviewed its existing approach to calculating an annual reserves target and made some significant changes. Our new Reserves Policy - approved by the board in December 2020 - is based on a risk-based methodology. It states that the annual calculation of a target range of unrestricted reserves is based on an analysis of the potential financial risks facing the organisation and the losses or costs that would occur if the risk that would cause the greatest draw on our reserves materialised. The reserves target includes an additional four weeks of operating costs, to recognise the likelihood of a short time lag between a risk materialising and the charity being able to make and enact decisions in response.

A prudent assessment of the potential financial impact of risk events on reserves during the financial year 2021/22 is estimated at £195k, based on the new methodology agreed by the board and taking the failure of our main bank, Unity, as the principal risk. Adding an additional four weeks of operating costs, in accordance with our policy, brings this figure to £245k. Our optimal reserves range for the year - enabling us to strike an appropriate balance between the need to spend income when it is received and maintain operational integrity - is therefore assessed as being between £220k and 270k.

Our year-end free reserves (which excludes fixed assets), at £285,093 against the previous year-end's free reserves of £231,669, are at the upper end of this range. On that basis, at the March 2021 board meeting the trustees agreed a proposal to create a designated fund of £20,000 for programme delivery costs.

Risk Management

The risk register is maintained and updated on a quarterly basis by the Chief Executive, and reviewed by ARC before discussion of any key risks by the whole board of trustees. At the start of the 2020/21 financial year, the threat of a global pandemic was still an emerging risk. Covid-19 related risks, which grew in significance in the first quarter of the financial year, included the impact of the shutdown and economic recession on our partners (which could lead to a reduction in Gifts and Kind and a significant impact on programme delivery) as well as on our own ability to raise funds. Probably the clearest area in which this risk has materialised to some degree is in our education programme, as a number of planned Wikipedia courses were postponed or cancelled. However, we are very pleased that we have been able to continue delivering a varied and full programme, and that so far the impact on our own fundraising has been negligible.

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

As described above, the organisation's target reserves level is now determined on an annual basis by an assessment of our financial risks. It's worth noting that the biggest financial risk to the organisation in 2021/22 is judged to be the failure of our major bank, Unity Trust Bank; however this is not, in itself, considered to be a major risk.

7. STATEMENT OF TRUSTEES' RESPONSIBILITIES

The trustees, who are also directors for the purposes of company law, are responsible for preparing the trustees' report and financial statements in accordance with applicable law and United Kingdom Accounting Standards. Company law requires the trustees to prepare financial statements for each financial period that give a true and fair view of the state of affairs of the charity and of the income and expenditure of the charity for that period.

In preparing these financial statements, the trustees are required to:

- Select suitable accounting policies and then apply them consistently
- Make judgements and estimates that are reasonable and prudent
- State whether applicable United Kingdom Accounting Standards have been followed subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statements on a going-concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping proper accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the charity, enabling them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and taking reasonable steps for the prevention and detection of fraud and other irregularities.

So far as each of the directors at the time the report is approved are aware:

- There is no relevant audit information of which the auditors are unaware and;
- They have taken all the steps they ought to have taken to make themselves aware of any relevant information and to establish that the auditors are aware of that information.

Signed on behalf of the Board, as approved on 17th June 2021



Nick Poole
Chair of the Board

AUDITOR'S REPORT TO THE MEMBERS OF WIKIMEDIA UK
FOR THE YEAR ENDED 31 JANUARY 2021

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF WIKIMEDIA UK

Opinion

We have audited the financial statements of Wikimedia UK (the 'charitable company') for the year ended 31 January 2021 which comprise Statements of Financial Activities, the Balance Sheet, the Statement of Cash Flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 January 2021 and of the charity's incoming resources and application of resources, including its income and expenditure for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and Regulations 8 of the Charities Accounts (Scotland) Regulations 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the trustees' annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the trustees' annual report. Our opinion on the charitable company

AUDITOR'S REPORT TO THE MEMBERS OF WIKIMEDIA UK FOR THE YEAR ENDED 31 JANUARY 2021

financial statements does not cover the other information and we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' annual report, which includes the strategic report and the directors' report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report included within the trustees' annual report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of our knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the strategic report and the directors' report included within the trustees' annual report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 require us to report to you if, in our opinion:

- adequate and proper accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the trustees' report and from the requirement to prepare a strategic report.

Responsibilities of trustees

As explained more fully in the statement of trustees' responsibilities statement, the trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going

AUDITOR'S REPORT TO THE MEMBERS OF WIKIMEDIA UK FOR THE YEAR ENDED 31 JANUARY 2021

concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with the Acts and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

- We obtained an understanding of the charitable company and the sector in which they operate to identify laws and regulations that could reasonably be expected to have a direct effect on the financial statements. We obtained our understanding in this regard through discussions with management, industry research and experience of the sector.
- We determined the principal laws and regulations relevant to the charitable company in this regard to be those arising from the Companies Act 2006, Charities Act 2011, Charities and Trustee Investment (Scotland) Act 2005, Financial Reporting Standard 102, and relevant employee legislation.
- We designed our audit procedures to ensure the audit team considered whether there were any indications of non-compliance by the charitable company with those laws and regulations. These procedures included, but were not limited to enquiries of management, and the review of minutes.
- We also identified the risks of material misstatement of the financial statements due to fraud. We considered, in addition to the non-rebuttable presumption of a risk of fraud arising from management override of controls, that valuation of donations in kind was also a risk. We reviewed the assumptions and judgements made by management with no issues arising.
- As in all of our audits, we addressed the risk of fraud arising from management override of controls by performing audit procedures which included, but were not limited to: the testing of journals; reviewing accounting estimates for evidence of bias; and evaluating the business rationale of any significant transactions that are unusual or outside the normal course of business.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

**AUDITOR'S REPORT TO THE MEMBERS OF WIKIMEDIA UK
FOR THE YEAR ENDED 31 JANUARY 2021**

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006, and to the charitable company's trustees, as a body, in accordance with Regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charitable company's members and trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company, the charitable company's members as a body and the charitable company's trustees as a body, for our audit work, for this report, or for the opinions we have formed.



**Alastair Duke (Senior statutory auditor)
For and on behalf of PKF Littlejohn LLP
Statutory Auditor**

15 Westferry Circus
Canary Wharf
London E14 4HD



PKF Littlejohn LLP is eligible for appointment as auditor of the charity by virtue of its eligibility for appointment as auditor of a company under section 1212 of the Companies Act 2006

WIKIMEDIA UK
STATEMENT OF FINANCIAL ACTIVITIES
INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT
FOR THE YEAR ENDED 31 JANUARY 2021

		Unrestricted Funds £	Restricted Funds £	Total Funds 2021 £	Total Funds 2020 £
Notes					
INCOME FROM:					
Grants	3	335,000	120,000	455,000	336,980
Donations & legacies	4	251,748	1,000	252,748	239,825
Charitable activities	6	154,412	-	154,412	155,745
Investments	5	227	-	227	312
Other	7	5,052	-	5,052	1,809
Total Voluntary Income		746,439	121,000	867,439	734,671
EXPENDITURE					
Raising Funds	8,9	78,646	-	78,646	52,075
Charitable activities:	9				
International Chapter Support		24,360	-	24,360	31,587
External relations		68,102	-	68,102	88,174
Programmes		416,023	-	416,023	420,012
Volunteer Support		107,132	-	107,132	132,517
Total expenditure		694,263	-	694,263	724,365
Net income		52,176	121,000	173,176	10,306
Taxation		-	-	-	-
Net income		52,176	121,000	173,176	10,306
Reconciliation of funds:					
Fund balances at 31 January 2020		238,044	-	238,044	227,738
Fund balances at 31 January 2021		290,220	121,000	411,220	238,044

WIKIMEDIA UK
BALANCE SHEET
AS AT 31 JANUARY 2021

	Notes	£	2021 £	2020 £
FIXED ASSETS				
Tangible Assets	17		5,127	6,375
CURRENT ASSETS				
Debtors	11	36,799	40,989	
Cash at bank and in hand		<u>646,989</u>	<u>419,672</u>	
		683,788	460,661	
Creditors: amounts falling due within one year	12	<u>(275,647)</u>	<u>(228,992)</u>	
NET CURRENT ASSETS			408,141	231,669
Creditors: amounts falling due after one year	12		<u>(2,048)</u>	-
NET ASSETS			<u>411,220</u>	<u>238,044</u>
FUNDS				
Unrestricted funds			290,220	238,044
Restricted funds			<u>121,000</u>	-
TOTAL CHARITY FUNDS			<u>411,220</u>	<u>238,044</u>

These financial statements have been prepared in accordance with the special provisions relating to small companies within Part 15 of the Companies Act 2006.

Approved by the Board of Trustees on 17th June 2021 and signed on its behalf by



Treasurer

Company Registration No. 06741827

The notes on pages 26 to 36 form an integral part of these accounts.

WIKIMEDIA UK
STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 JANUARY 2021

	Notes	Total Funds 2021 £	Total Funds 2020 £
Net cash provided by operating activities	18	230,244	205,535
<i>Cash flows from investing activities:</i>			
Interest	5	227	312
Purchase of fixed assets	17	<u>(3,154)</u>	<u>(4,110)</u>
Net cash used in investing activities		<u>(2,927)</u>	<u>(3,798)</u>
Change in cash and cash equivalents in the year		227,317	201,737
Cash and cash equivalents brought forward		<u>419,672</u>	<u>217,935</u>
Cash and cash equivalents carried forward		<u>646,989</u>	<u>419,672</u>

1 ACCOUNTING POLICIES

a) Accounting Framework

These financial statements are prepared on a going concern basis, under the historical cost convention. At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements. The trustees have considered the impact of the COVID-19 outbreak and the measures taken to contain it when forming their assessment of going concern. Although the ultimate impact of the outbreak cannot be assessed with certainty, because of the nature of the operations, the trustees do not consider that the outbreak will impact the ability of the charity to continue in business and meet its liabilities as they fall due for at least twelve months from the date of approval of the financial statements.

The Charitable Company is a public benefit entity for the purposes of FRS 102 and therefore the charity prepared its financial statements in accordance with the Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (The FRS 102 Charities SORP), including Update Bulletins 1 & 2, and the Companies Act 2006.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest pound.

b) Income

Grant and donation income is included in the Statement of Financial Activities once there is entitlement, the economic benefit is considered probable, and the amount can be reliably quantified.

c) Expenditure

Expenditure is charged inclusive of Value Added Tax.

d) Allocation of staff costs to projects and apportionment of governance and support costs

Staff costs attributable to project-work as direct costs and staff costs, other overheads apportionable as support costs and governance costs, have been allocated to the expenditure headings in the Statement of Financial Activities as follows:

Staff time spent on carrying out each project's activity, or on fundraising, has been determined from returns by staff for each month and evaluated at the individual's total salary cost to calculate the actual cost of direct staff time spent for each activity.

Governance and support costs have been apportioned pro rata to total direct costs per activity. An analysis of governance and support costs and the results of these attributions and apportionments are given in note 9.

e) Volunteers

The trustees gratefully acknowledge the significant contribution made by volunteers who gave freely of their time (totalling 31,696 hours) and expertise.

f) Fixed Assets

Individual items or sets of related items costing over £500 are capitalised.

The rates and bases used during the year were as follows:

Computer equipment	33.33% straight line
Furniture	33.33% straight line
Leasehold improvements	33.33% straight line

g) Investments

The Charity's wholly owned subsidiary company, Cultural Outreach Limited, is the holder of intellectual property rights donated for the work of the Charity. As the company is dormant and its assets are immaterial to the group, consolidated accounts have not been prepared.

h) Grants Awarded

Grants awarded by the Charity are recognised in full as expenditure on charitable activities in the Statement of Financial Activities in the period in which a binding commitment arises.

i) Gifts In Kind

(i) Tangible gifts-in-kind

Tangible gifts-in-kind are recognised at their fair value.

(ii) Donated services or facilities

Donated services or facilities are recognised at their estimated value to the charity where the value is quantifiable and measurable. The valuation basis is the price the charity estimates it would pay in the open market for a service or facility of equivalent utility.

(iii) Wikimedians in Residence

Where either

- (a) a grant is made under an agreement in respect of a Wikimedian in Residence and the host organisation contributes towards the cost, or
- (b) a grant has been made for our benefit by another grant maker direct to that host institution

a gift-in-kind is recognised equal in value to the amount the charity would have been willing to pay to secure the residency.

j) Pensions

The charity provides a defined contributions pension scheme for its employees and contributions payable for the year are charged to the Statement of Financial Activities.

k) Financial instruments

Cash and cash equivalents include cash at banks and in hand and short term deposits with a maturity date of three months or less.

Debtors and creditors receivable or payable within one year of the reporting date are carried at their transaction price. The company had no other (i.e. non-basic) financial instruments as at the year-end.

l) Critical accounting estimates and areas of judgement

In preparing financial statements it is necessary to make certain judgements, estimates and assumptions that affect the amounts recognised in the financial statements. There are no estimates or judgments that have a material effect on amounts recognised in the financial statements.

WIKIMEDIA UK
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 JANUARY 2021

2 NET INCOME

Net income is stated after charging the following:

	2021	2020
	£	£
Auditor's fees	7,440	8,800
Tax return services	600	600
	<u>8,040</u>	<u>9,400</u>
Depreciation - see note 17	<u>4,402</u>	<u>4,692</u>

3 GRANTS RECEIVABLE

	2021	2020
	£	£
Wikimedia Foundation Inc	<u>455,000</u>	<u>336,980</u>

4 DONATIONS AND LEGACIES

	2021	2020
	£	£
Major gifts	26,891	28,396
Other cash donations	205,873	193,643
Gift Aid	19,984	17,786
	<u>252,748</u>	<u>239,825</u>

5 INVESTMENT INCOME

	2021	2020
	£	£
Bank interest	<u>227</u>	<u>312</u>

6 INCOME FROM CHARITABLE ACTIVITIES

Gifts in kind income recognised in the year includes:

Donor	Nature of gift	2021 £	2020 £
Edinburgh University	Wikimedian in Residence host costs	46,607	44,893
National Library of Wales	Wikimedian in Residence host costs	52,690	49,241
Bodleian Libraries	Wikimedian in Residence host costs	-	17,398
Scottish Library & Information Council	Wikimedian in Residence host costs	-	960
Menter Mon	Wikimedian in Residence host costs	-	23,333
Banner Repeater	Wikimedian in Residence host costs	7,184	8,979
Coventry University	Wikimedian in Residence host costs	16,411	10,941
Society of Antiquaries Scotland	Wikimedian in Residence host costs	4,000	-
Khalili Collections	Wikimedian in Residence host costs	12,000	-
Science Museum	Wikimedian in Residence host costs	14,000	-
		<u>152,892</u>	<u>155,745</u>
Coventry University	Wiki Education Summit Venue	1,520	-
		<u>154,412</u>	<u>155,745</u>

7 OTHER INCOME

	2021 £	2020 £
Miscellaneous	<u>5,052</u>	<u>1,809</u>

8 RAISING FUNDS

	2021 £	2020 £
Direct costs - external	12,988	13,184
Direct costs - staff	38,433	20,203
Management & Administration costs	<u>27,225</u>	<u>18,688</u>
	<u>78,646</u>	<u>52,075</u>

Fundraising external direct costs includes £11,435 paid as fees for the processing of donations received by direct debit (2020: £11,908)

9 ANALYSIS OF EXPENDITURE AND SUPPORT COSTS

	Raising funds	External relations	International working	Partnership programme	Volunteer support	2021 Total
	£	£	£	£	£	£
Direct costs	12,988	8,570	265	169,264	3,010	194,097
Direct staff costs	38,433	35,957	15,662	102,740	67,036	259,828
Total direct costs	51,421	44,527	15,927	272,004	70,046	453,925
Governance and support costs						
Office costs	10,957	9,488	3,394	57,962	14,926	96,727
Governance	3,629	3,142	1,124	19,196	4,943	32,034
Finance and reporting	4,027	3,487	1,247	21,300	5,485	35,546
Other	4,034	3,494	1,250	21,343	5,496	35,617
Other staff costs	4,578	3,964	1,418	24,218	6,236	40,414
Total support costs	27,225	23,575	8,433	144,019	37,086	240,338
Total costs	78,646	68,102	24,360	416,023	107,132	694,263

2020 ANALYSIS FOR COMPARATIVE

	Raising funds	External relations	International working	Partnership programme	Volunteer support	2020 Total
	£	£	£	£	£	£
Direct costs	13,184	13,416	2,165	170,156	12,270	211,191
Direct staff costs	20,203	43,116	18,087	99,129	72,692	253,227
Total direct costs	33,387	56,532	20,252	269,285	84,962	464,418
Governance and support costs						
Office costs	8,219	13,915	4,985	66,288	20,914	114,321
Governance	3,237	5,481	1,963	26,108	8,237	45,026
Finance and reporting	2,275	3,853	1,380	18,351	5,790	31,649
Other	4,194	7,102	2,544	33,829	10,673	58,342
Other staff costs	763	1,291	463	6,151	1,941	10,609
Total support costs	18,688	31,642	11,335	150,727	47,555	259,947
Total costs	52,075	88,174	31,587	420,012	132,517	724,365

The basis of apportionment of support costs is provided in note 1(d) on page 26.

10 ANALYSIS OF PROGRAMMES DIRECT COSTS

The following gifts in kind expenditure, grants made and other costs were incurred by the charity in respect of Wikimedians in residence and other partnerships in the year.

	Gifts in kind expenditure	Grants made	Other costs	2021 Total
	£	£	£	£
Edinburgh University	46,607	-	-	46,607
National Library of Wales	52,690	500	-	53,190
Banner Repeater	7,184	5,000	-	12,184
Coventry University	16,411	-	-	16,411
Society of Antiquaries of Scotland	4,000	-	-	4,000
Khalili Collections	12,000	-	-	12,000
Science Museum	14,000	-	-	14,000
Other direct costs	-	-	10,872	10,872
	<u>152,892</u>	<u>5,500</u>	<u>10,872</u>	<u>169,264</u>

2020 ANALYSIS FOR COMPARATIVE

	Gifts in kind expenditure	Grants made	Other costs	2020 Total
	£	£	£	£
Edinburgh University	44,893	-	-	44,893
National Library of Wales	49,241	-	-	49,241
Bodleian Libraries	17,398	-	-	17,398
Scottish Library & Information Council	960	-	-	960
Menter Mon	23,333	-	-	23,333
Banner Repeater	8,979	-	-	8,979
Coventry University	10,941	-	-	10,941
Society of Antiquaries of Scotland	-	5,000	-	5,000
Other direct costs	-	-	9,411	9,411
	<u>155,745</u>	<u>5,000</u>	<u>9,411</u>	<u>170,156</u>

WIKIMEDIA UK
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 JANUARY 2021

11 DEBTORS	2021	2020
	£	£
Prepayments	11,636	12,776
Other debtors	20,355	24,433
Gift aid receivable	4,808	3,780
	<u>36,799</u>	<u>40,989</u>

Other debtors includes £20,000 rent deposit repayable after more than one year

12 CREDITORS	2021	2020
	£	£
Trade creditors	3,816	7,874
Accruals	11,284	10,006
Taxation and social security	10,693	8,902
Rent free period - short term	3,683	2,047
Pension contributions	2,588	2,371
Company Cards	2,083	2,185
Deferred Income	241,500	195,607
Amounts falling due within one year	<u>275,647</u>	<u>228,992</u>
 Rent free period - long term - 1-2 years	 2,048	 -
Rent free period - long term - 2-5 years	-	-
	<u>2,048</u>	<u>-</u>
 Total creditors	 <u>277,695</u>	 <u>228,992</u>

13 RELATED PARTY TRANSACTIONS

There were no related party transactions.

14 OPERATING LEASES

At 31 January 2021, Wikimedia UK had total minimum lease payments under operating leases as set out below:

Equipment	2021	2020
	£	£
Amount due within 1 year	1,056	1,056
Amount due in 1-5 years	352	1,408
Land and Buildings		
Amount due within 1 year	52,252	28,022
Amount due in 1-5 years	30,480	-
	<u>84,140</u>	<u>30,486</u>

15 ANALYSIS OF STAFF COSTS AND STAFF NUMBERS

The average number of employees in Wikimedia UK in the year to 31 January 2021 was as

	2021	2020
	No.	No.
Full-time	6	7
Part-time	4	4
	<u>10</u>	<u>11</u>
Total employee costs were as follows:	£	£
Salaries	343,110	340,735
National insurance	30,963	30,612
Pension contributions - see note 1(j)	20,258	20,448
Redundancy pay	-	3,091
	<u>394,331</u>	<u>394,886</u>

The number of employees with total employee benefits of more than £60,000 was:

	No.	No.
£80,000 - £89,999	-	1
£90,000 - £99,999	1	-

16 THE COST OF KEY MANAGEMENT PERSONNEL AND TRUSTEE REMUNERATION AND EXPENSES

The key management personnel of the charity comprise the Trustees, the Chief Executive, the Director of Finance and Operations, the Director of Programmes and Evaluation and the Head of Development & Communications. The total cost of employee benefits of the key management personnel was £210,208 (2020: £176,406).

No trustee received any remuneration or other benefit from employment by Wikimedia UK during the year nor any payment for professional or other services supplied to the charity (2020: none). Expenses amounting to £626 (2020 - £3,899) were paid to or on behalf of 4 (2020 - 7) trustees during the year in respect of travel, accommodation, subsistence and conferences (2020 - travel, accommodation, subsistence and conferences).

17 TANGIBLE FIXED ASSETS

	Computer Equipment	Furniture	Leasehold Improve- ments	Total
Cost	£	£	£	£
At 1 February 2020	19,738	3,640	4,762	28,140
Additions	2,385	769	-	3,154
Disposals	-	-	-	-
At 31 January 2021	22,123	4,409	4,762	31,294
Depreciation				
At 1 February 2020	14,585	3,344	3,836	21,765
Charge for year	3,159	317	926	4,402
Disposals	-	-	-	-
At 31 January 2021	17,744	3,661	4,762	26,167
Net Book Value				
At 31 January 2021	4,379	748	-	5,127
At 1 February 2020	5,153	296	926	6,375

18 Reconciliation of net movement in funds to net cash flow from operating activities

	2021	2020
	£	£
Net movement in funds	173,176	10,306
Add back depreciation	4,402	4,692
Add back loss on disposal	-	-
Deduct interest income	(227)	(312)
Decrease (increase) in debtors	4,190	(2,322)
Increase (decrease) in creditors	48,703	193,171
Net cash used in operating activities	230,244	205,535

19 Summary of fund movements

Fund name	Fund balances b/fwd £	Income £	Expenditure £	Fund balances c/fwd £
Unrestricted fund	238,044	746,439	694,263	290,220
Restricted Funds				
Fundraising	-	120,000	-	120,000
Train the trainers	-	1,000	-	1,000
Total restricted funds	-	121,000	-	121,000
Totals Funds	238,044	867,439	694,263	411,220

