



WIKIMEDIA
UK

(A COMPANY LIMITED BY GUARANTEE)

ANNUAL REPORT
AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 JANUARY 2022

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Full name Wikimedia UK

Registered Company Number 06741827

Registered Charity Number: England and Wales 1144513, Scotland SC048644

Directors and Charity Trustees

Monisha Shah – Chair (co-opted July 2021)

Lorna Campbell – Vice Chair

Jane Carlin – (Chair of A)

Martha Woodward – Treasurer (A)

Sangeet Bhullar – (G)

Andrea Chandler

Rod Ward – (G)

Kelly Foster

Caroline Ball (elected 2021)

Julian Akodoye (elected 2021)
Manieson

Mark Cruikshank (co-opted April 2022)

G: Governance Committee; A: Audit and Risk Committee

Former Directors and Charity Trustees

Nick Poole – Chair (term ended July 2021)

Doug Taylor (term ended July 2021)

Chief Executive

Lucy Crompton-Reid

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MESSAGE FROM THE CHAIR OF THE BOARD, MONISHA SHAH

I am delighted to be writing my first 'Message from the Chair of the Board' for Wikimedia UK's Annual Report for the financial year ending 31st January 2022. I joined the board in July 2021 as Chair Elect and took on the Chair role from 1st October. The past year has been a rich one for me as I've got to know the staff, trustees and wider community of Wikimedia UK, and learnt more about the open knowledge movement.

Huge thanks are due to all colleagues and Trustees who have welcomed and supported me in my new role. I am grateful to Lorna Campbell, Acting Chair from July to October 2021, for her generous insights into the organisation and the workings of the Board. Lorna returned to her role as Vice Chair following my formal appointment to the Chair role, where she has continued to play a valuable role in the governance of the charity.

I would particularly like to thank Nick Poole, who retired from his trustee role after six years in July 2021, and who I know to have been a strategic, empathetic and highly knowledgeable Chair of the Board from March 2020 until his retirement. Thanks must also be extended to Doug Taylor, who also retired in July 2021 after serving for six years - in his second time on the board.

Finally, I would like to express my gratitude to Jan-Bart de Vreede, Chair of Wikimedia Netherlands, who has been a source of support and friendship in connecting with Wikimedia chapters in other parts of the world.

I know that 2021 continued to present particular challenges for the staff team, as they responded to the changing realities of the COVID-19 pandemic. I would like to thank the whole team for their continued work and commitment over the past year. The same is true of our organisational partners, of course. The past couple of years have been some of the most challenging ever experienced by the cultural and education sectors, and the resilience shown by our partner institutions, and their ongoing commitment to open knowledge and digital literacy inspires faith in our purpose and a greater commitment to our mission.

As a newcomer to Wikimedia UK one of the things I have found most impressive is the enormous contribution made to our mission and vision by volunteers. Whilst in-person meetings and events have naturally been limited over the past months, I look forward to meeting volunteers, members and other stakeholders over the next few years, and finding out more about how Wikimedia UK can best work with you to help achieve open knowledge for all.

MESSAGE FROM THE CHIEF EXECUTIVE, LUCY CROMPTON-REID

This is the seventh time I've had the privilege of introducing Wikimedia UK's Annual Report, which describes our activities during the year and sets out our financial statements for 2021/22. I can reflect on the past year with a great deal of pride at what has been achieved through our work, despite a very challenging external context. I hope that you will enjoy reading this report.

I'm delighted to note that the staff team has grown during the year. Following the appointment of Natasha Iles as Head of Development and Communications in October 2020, and the recruitment of a Fundraising Development Coordinator in January 2021, in the summer of 2021 we appointed two people in a job share to support the delivery of our new Connected Heritage project, funded by the National Lottery Heritage Fund. 2021 also saw the launch of several new Wikimedians in Residence programmes, notably at the British Library and the National Institute of Health Research. These residents form part of our extended staff community, alongside long standing Wikimedians at institutions such as National Library of Wales and the University of Edinburgh.

Despite the myriad challenges presented by COVID-19, our Wikimedians in Residence programme continues to go from strength to strength, with 12 residencies supported by Wikimedia UK during 2021/22 in total. Many of these projects, in keeping with our strategic aims and objectives, involve the residents working with host institutions to actively explore how best to increase the engagement and representation of minoritised people and subjects. We were particularly pleased to be able to collaborate with the University of the Arts, London on the expansion of their Decolonising Wikipedia Network, working with a member of UAL staff who was seconded to Wikimedia UK for one day a week during the 2021/22 academic year. Indeed, this collaboration won the Wikimedia UK Partnership of the Year Award in 2021, with an Honourable Mention for the Scotland, Slavery and Black History project at the University of Edinburgh.

One of the incredible things about Wikipedia and the other Wikimedia projects is the potential reach of content released onto the platform. Over the last three years - since we introduced this metric - articles created or improved through our programmes accumulated 250 million views, with images released by our partners receiving 15 billion views in total. We also reach a global audience, with articles improved in 90 different language Wikipedias over the past year alone.

None of the achievements outlined in this report would be possible without the community leaders and other volunteers that play such an important role in our work. Thank you so much for your tireless commitment to open knowledge. In particular, special thanks to Marco Cafolla - winner of the 2021 UK Wikimedian of the Year - and Ian Watt, who received an Honourable Mention in this category; plus Abd Alsattar Ardati and Lucy Moore who jointly won the 2021 award for Up and Coming Wikimedian. I would also like to thank our organisational partners, for whom the past two years have been immensely challenging. Your ingenuity, courage and commitment have been extraordinary. And finally, thank you to the Wikimedia UK staff team, who are always a joy to work with and who continue to carry the flame for open knowledge into new communities, areas and institutions.

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, training in specific areas such as finance or copyright law, and participation in events and conferences organised by Wikimedia UK. 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 less formally constituted Advisory Boards for Development, Partnerships and Technology, which many trustees also sit on (as well as external members).

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. Salaries for all staff are reviewed annually as part of our 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.

During 2021 - 22, Wikimedia UK was 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** were 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

During the latter half of 2021 - with input from staff, trustees and our wider community - we developed Wikimedia UK's next three year strategy, covering the period February 2022 to January 2025. The new aims and objectives for this period represent an iteration of the past two strategic plans. They are accompanied by a new set of organisational values which will inform all of our work, and sit within a new organisational Theory of Change. Highlights of our strategic framework for 2022 - 2025 are included in this report under the Future Plans section.

3. ACTIVITIES, ACHIEVEMENTS AND PERFORMANCE

2021/22 was a year characterised by effective and innovative delivery, set within the context of the continued challenges represented by the ongoing COVID-19 pandemic. The emergence of a new, highly infectious strain of COVID (Omicron) disrupted our initial plans of returning to some in-person work in Autumn 2021. Despite this, we drew on our strong and mature organisational structure and flexible delivery plans to continue achieving well against our strategic priorities and targets. Some of the highlights of our work in 2021/22 included:

- The content shared on Wikipedia and the other Wikimedia projects through our activities reached a huge global audience. In addition to working on English Wikipedia, articles were created in a further 21 languages, while articles were improved on 90 different language Wikipedias in total.
- After a successful fundraising bid to the National Heritage Lottery Fund's Digital Skills for Heritage initiative, in 2021 we launched our 18-month long 'Connected Heritage' programme, working with over 100 small heritage organisations in England and Wales to expand their digital skills and enable the sharing and preservation of heritage on Wikimedia. This project involves several new staff and is shown in these accounts as a restricted fund.
- We also secured funding from the National Lottery Community Fund for a 'Supporting Young People Through Digital Literacy' project in partnership with MenterMon in Wales. This is enabling us to support the delivery of Wikimedia activities in the Welsh language in a cohort of schools in North Wales, with plans to explore delivery in other areas of the country.
- We successfully launched, formalised or extended a number of Wikimedian in Residence partnerships, illustrating the strong track record of this programme and its growing profile and recognition within the UK. In total, we supported 12 Wikimedians in Residence programmes during 2021/22, including the launch of a new residency at the National Institute for Health Research.
- We continued to encourage and support our major partners to make underrepresented knowledge a priority. This is particularly visible within the Wikimedians in Residence projects that launched during 2021, such as at the British Library.
- We worked with the University of Arts London on expanding their Decolonising Wikipedia project, with this work led by a member of UAL staff who was seconded to Wikimedia UK for one day a week during the 2021/22 academic year.
- Despite the ongoing pandemic-related challenges experienced by the education sector, in 2021/22 we worked with 11 university courses. Encouragingly, in Autumn we were able to launch four Wikimedia in the Classroom courses, including one partnership with a Further Education institution (Edinburgh College).
- We participated in the Wiki Loves Earth competition for the first time, which created an exciting focus for content work in Wales over the summer of 2021.
- We delivered an exciting programme of volunteer support activities in 2021, with volunteer training, grants, support for on-wiki communities (including Welsh and Scots), and volunteer programmes at partner organisations.
- We reached all of our core grant metric targets, with the exception of 'Total audience and reach', which was severely disrupted by changes in social media analytics.

OVERVIEW OF METRICS

Wikimedia UK collects a wide range of data about our programmes. For the period 2019 - 2022 this included five main 'global metrics', as agreed with our major funder, the Wikimedia Foundation. In 2021/22 the results of these were as follows:

- **843,440 articles** were added or improved, significantly exceeding our target of 450,000, as well as our result last year (761,672) and the year before (397,202). A significant number of these articles (around 270k) were improved via a bot, the development of which was funded by a project grant from Wikimedia UK to a member of our volunteer community.
- There were **1,218** newly registered editors, compared to 797 in 2020/21. This demonstrates how our work in higher education is beginning to bounce back, as well as the value of initiatives such as Wiki Loves Earth.
- In total, there were slightly fewer participants than in the past two years - however at **7,040** we just exceeded our target of 7,000.
- **28,667 volunteer hours** were recorded. This figure exceeded our target of 25,000, but was slightly lower compared to our record of **31,696** last year. Around half of these hours were spent attending Wikimedia UK's events and training, while a significant number (11,929) represent student participation in Wikipedia in the Classroom courses.
- Our total recorded audience was down this year, at **56,445** (compared to 104,266 in 2020/21). However this apparent drop was due to an issue accessing accurate numbers for social media engagement, when several platforms changed their analytics tools.

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

Volunteers

Based on the results of our annual community leaders survey, we have maintained a high level of volunteer satisfaction, with 95% feeling valued by Wikimedia UK (compared to 100% last year). 91% would recommend Wikimedia UK (compared to 95% last year) and 81% have developed new skills as a result of their engagement with us over the past year (compared to 87% in 2020/21).

Diversity

In 2021/22, slightly fewer than half (42%) of leading volunteers were women. Whilst this is less than the previous year (52%) this is still a positive result in the Wikimedia context. Nearly half of our events (46%) focused on underrepresented knowledge and we worked across a very broad range of languages.

Reach and Impact

Over 843,000 content pages (excluding Wikimedia Commons) were created or improved through our programmes in 2021/22. This figure includes the creation of over 287,000 articles. We started measuring the reach of the content generated through our programme in 2019. By the end of January 2022, articles created or improved through our work had accumulated 250 million views, with images released through our partnerships receiving 15 billion views in total. We recorded 17 policy touchpoints during the year (compared to 28 in 2020/21) and 10 policy changes (compared to 8 in the previous year).

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 2021/22 this work fell into the following key areas:

Participation in international campaigns and initiatives

Wikimedia UK continues to play a leading role in the delivery of the minority languages conference, Celtic Knot. In 2021 this took place in partnership with Wikimedia Norway, as the Arctic Knot Conference. As in previous years we participated in several global campaigns including - for the first time - running Wiki Loves Earth in Wales.

Movement strategy

Work on the implementation of the movement-wide strategy has been significantly impacted by the pandemic and the lack of in person events, as well as changes in senior leadership and organisational structure at the Wikimedia Foundation. Despite this, Wikimedia UK was able to secure some funding from the Wikimedia Foundation in September 2021 - to which we also contributed some of our own funds - to deliver a discrete project in relation to high impact topics and knowledge gaps (known as initiative Cluster H). We aim to build on this work during 2022.

Rebranding

During the first half of the year, our Chief Executive was one of two Affiliate representatives to join the Wikimedia Foundation ad-hoc Brand Committee as an advisor. As a result of this work, a new way forward for branding was approved by the Foundation Board of Trustees in September 2021.

Peer learning and support

Wikimedia UK continues to play a leadership role within the movement, advising and supporting many smaller affiliates on programmes activities, convening meetings between Affiliates and senior staff of the Wikimedia Foundation, and contributing to thought leadership within the movement.

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 2021/22 financial year we experienced audience tracking issues across our social media platforms, anecdotally we believe our audience was at least maintained at 2020/21 levels. With additional resources we trialled new engagement techniques including weekly YouTube interviews during Women's History Month and Instagram stories for Small Charities Week in June. During September our website was relaunched, providing us with a clearer and more engaging platform for current and potential supporters and partners.

Media coverage

There has been positive coverage over the year in relation to our established and new Wikimedians in Residencies, from articles in The Scotsman to inclusion in OpenUK Ambassadors and a BBC Radio Cymru interview promoting Wiki Loves Earth in Wales 2021. To coincide with the UN's World Day for Cultural Diversity in May 2021, we featured on Thomson Reuters Foundation News with an Op Ed piece. The campaign highlighted our research on cultural bias and simultaneously featured on Wikimedia Foundation's Diff, all our social channels and mailing groups.

Events and conferences

Whilst Covid led to cancelled events and conferences in 2020/21, much of 2021/22 was planned as online activity. In the latter part of the year we worked with the International Institute for Conservation of Historic and Artistic Works to organise a 24-hour editathon during COP26 and took part in the Dcarbon8 annual conference in September. Our Chief Executive, Lucy Crompton-Reid, continues to be a key spokesperson for the charity. During 2021/22 she was a panel member for a Westminster Media Forum policy seminar on copyright; joined a panel discussing the online regulatory framework at the Good Web Festival organised by Demos; spoke about information literacy at the Polymath Festival; Chaired an Aspen UK seminar on the Future of Libraries; and was the only representative of the open sector on a Cultural Heritage webinar organised by CEPEC (Coordination of European Picture Agencies Stock, Press and Heritage). Our Director of Programmes and Evaluation, Daria Cybulska, gave a talk at 'Museums and Tech 2021: Data Tales conference' on the power of Wikidata.

Policy and Advocacy

Shifting institutional policies towards open access continues to be a key objective of many of our Wikimedians in Residence, with some key achievements in this area highlighted in the Partnership Programmes section of this report. We continued to make progress in terms of both sector level advocacy and public policy. Our Director of Programmes participated in an Arts and Humanities Research Council funded book writing sprint which resulted in the publication of The Collective Wisdom Handbook: Perspectives on crowdsourcing in cultural heritage. This features several of Wikimedia UK's projects, and will be followed up by a White Paper with recommendations for funders. Meanwhile our Chief Executive joined the Creative Commons Copyright Platform Working Group on the Ethics of Open Sharing, resulting in a [policy position paper](#) launched in November 2021. Our CEO was also part of the creation and launch of the Media and Information Literacy Alliance (MILA) in the latter half of the year, joining the inaugural executive board in early 2022.

We continued to respond to relevant public policy consultations. In 2021, this included a post-implementation review of the repeal of section 52 of the Copyright, Designs and Patents Act 1988, conducted by the UK Intellectual Property Office (UKIPO). Our response was broadly that the repeal of section 52 had led to an expansion in copyright to the detriment of the public domain, and had a negative effect on the legitimate activities of cultural heritage organisations. We also participated in a roundtable consultation on Artificial Intelligence and Intellectual Property, also run by UKIPO.

A more substantial piece of work in terms of public policy was our response to the UK government's call to evidence on the Draft Online Safety Bill. This has potentially significant implications for Wikipedia, as well as the free knowledge ecosystem more broadly, and as a Chapter we liaised with others within the Wikimedia movement as well as open sector allies including Creative Commons and Open Rights Group to formulate and refine our response. In summary, we argued that the appointment of a regulator with the powers to monitor and remove online content that would be legally protected as free speech is a backward step which would not achieve the stated aim of protecting vulnerable populations, and could have serious unintended consequences for educational platforms including Wikipedia. We also cautioned that the Bill grants too much power to large technology companies to surveil users.

Partnership Programmes

Working in partnership with institutions from the cultural and education sectors forms the heart of our programme at Wikimedia UK. Over the past six years, there has been a strong focus on underrepresented knowledge, with this work coalescing around the key themes of underrepresented cultural heritage, minority languages, the gender gap and diverse contributors. Another key programme strand is digital and information literacy. Some brief highlights of our work in these areas is included here, although for more insight into this area of our work we would suggest reading our Strategic Report, or our Impact Report to the Wikimedia Foundation.

Underrepresented heritage

This area of our work continues to grow in terms of both scale and impact. Our focus on underrepresented heritage is particularly visible within the Wikimedians in Residence projects launched during 2020 and 2021. This includes the British Library, where the residency was set up with a decolonisation angle expressed in the partnership agreement; Khalili Collections, where there has been a particular focus on working with and sharing the Islamic Art Collection; and the Decolonising Wikipedia Network at the University of the Arts London. This latter project is being led by artist and educator Lucy Panesar, seconded to Wikimedia UK for one day per week for the 2021/22 academic year in a knowledge exchange programme to support the Network.

Minority and indigenous languages

During 2021 some key activities in this area included the participation of Wales in the Wiki Loves earth competition; a Palestine-Wales-Cornwall editathon; editing events for the Scots Wiki community; and the National Library of Wales mapping project, supported by the Welsh Government, which included adding audio pronunciation files recorded by school children to Wikidata items for Welsh places.

Diverse contributors

Throughout 2021/22 we organised activities which supported and engaged with diverse communities. Highlights of this work included LGBT+ network events at the University of Strathclyde; events focused on women's contributions to the First World War effort at the Devil's Porridge Museum; regular Women in Red events at the University of Edinburgh; Humanist UK's World Contraception Day Wikithon, and a collaboration with accessibility charity VocalEyes.

Climate change and sustainability

During 2021 we started to develop our emerging climate change programme strand, exploring ways in which Wikimedia UK can support communities and organisations in sharing climate information. There is a growing interest from all sectors in working on climate-related issues, with COP26 in Glasgow in 2021 providing a key focus for activities. We worked with the International Institute for Conservation of Historic and Artistic Works to organise a 24-hour editathon during COP26. We also partnered with The Wolfson College Interdisciplinary Research Hub on Sustainability & Conservation at the University of Oxford, to deliver training and an editing event for students, and gave a talk on engaging with Wikimedia at DecarboN8's annual conference.

Digital Literacy

The pandemic continued to impact on our work in higher education in 2021/22, however we were pleased to launch four new Wikimedia in the Classroom courses in Autumn 2021 (out of 11 in total during the year), including our first further education partnership (with Edinburgh College). We were also pleased that our annual digital skills survey showed incremental increases across all areas surveyed (Finding information online, Creating online content, Collaborating online, Identifying reliable information, Understanding and using data, Understanding open knowledge, Understanding open data, Understanding copyright and the public domain).

Following a grant of £9,000 from National Lottery Community Fund we were able to invest further in the partnership with MenterMon in Wales. This funding gave us a chance to re-energise the education work in schools in Anglesey, and explore scaling up this work across Wales.

Volunteer Support

We started the 2021/22 year in lockdown, with restrictions and apprehension over in person meetings characterising much of the financial year. As such, the vast majority of our programme continued to take place online, including volunteer support and development. As we look forward to 2022 - 2025, we plan to develop and deliver a hybrid programme that allows for some in person meetings and events - recognising the importance of these face to face connections, particularly in growing a sustainable volunteer community. Our work with volunteers in 2021/22 mainly fell into the following areas:

Project grants

We awarded several project grants during the year, including two for online competitions (the Core Contest and the Take the Lead contest), and one for Wiki Loves Earth in Wales. We are hoping to further develop, support and promote project grants in 2022/23 through the appointment of a part time Volunteer Coordinator.

Online community building and training

We have supported our communities by creating online meeting spaces and peer networks for them. We delivered a second online Train the Trainers course, with a specific focus on recruiting participants that have previously been underrepresented within our cohort of Wikimedia trainers. We also delivered a targeted series of Wikidata workshops in Autumn 2021. As observed in 2020, online community meetings continue to be popular, although some in-person meetups are now starting to take place in some areas.

Annual survey

We run an annual community leaders survey at the end of each financial year to find out how our lead volunteers have found the experience over the past year, and what we could improve. The response rate was slightly higher than last year and broadly very positive. 92% of respondents said that they would recommend Wikimedia UK, compared to 100% last year and 88% in the 2020 survey. 94% said that they would be likely to continue engaging with us, and the same percentage found the training that they had received relevant to their needs. As noted above, during the time period covered by this survey, and in response to the results of the 2020/21 survey, we ran a series of Wikidata training courses aimed at the Community Leaders group, and a Train the Trainer course which was aimed at increasing and diversifying the volunteer pool.

Within the survey, which is quite extensive, we differentiate between volunteers and people working within partner institutions for some questions. In response to the volunteer only questions, 95% reported feeling appreciated for the work that they do, the same percentage said that they enjoyed the volunteering that they do, and 100% of volunteers felt that the work they do is important. When asked what they enjoyed about volunteering, we saw strong themes emerge of sharing skills and knowledge, contributing toward open knowledge and knowledge equity, of the experience of community, and connecting to others. Another recurrent theme was empowerment of the self and others.

4. FUTURE PLANS

2021/22 was the final year in our three year strategy for 2019 - 2022. During the second half of 2021, staff, trustees and community worked together to develop our new three year plan for 2022 - 2025. This included a review of our vision, mission, values and long term outcomes, and the creation of new strategic pillars and themes, all of which are shared here.

Our organisational vision sets out the long term change we would like to see from our work, while our mission statement describes our purposes and overall intention. The long term outcomes are the changes that we want and need to achieve on route to achieving our vision, while our organisational values are the guiding principles for our work, and describe the behaviour of staff and board members when we are at our best.

For the 2022 - 2025 strategy we are describing the main programmatic areas of our work as strategic themes, while the work that we do to ensure the right conditions to support these themes - and that essentially underpin all of our activities - are our strategic pillars.

Our VISION is of a more informed, democratic and equitable society through open knowledge

Our MISSION is to enable people to engage with open knowledge and access reliable information in order to develop their understanding of the world, and make informed decisions about issues that affect them.

We strive to act with integrity in upholding and inspiring the following VALUES:

- Equity
- Inclusivity
- Collaboration
- Creativity
- Boldness

We are working towards the following LONG TERM OUTCOMES:

- Wikimedia reflects our diverse society and works to overcome systemic bias
- Our work has increased free, ethical access to knowledge and information
- Our work has supported the development of high levels of information literacy
- Wikimedia users are able to understand the climate crisis and their role within it
- Wikimedia UK is recognised as a leading organisation for open knowledge

In working towards Wikimedia UK's long term outcomes, in the period 2022 - 2025 we will continue to work on our key STRATEGIC THEMES of Knowledge Equity and Information Literacy. We will also explore and develop activities around our emerging theme of Climate and Environment. In developing and delivering projects and programmes around these three themes, we will make use of the unique opportunities available in the UK to make a meaningful contribution to the work of the global Wikimedia movement.

Within the area of **Knowledge Equity** we will continue to advocate for the release of content relating to underrepresented people and subjects, and champion untold stories. In the period 2022 to 2025 we want to embed the principles outlined in our Equity, Diversity and Inclusion Framework, ensuring that our projects and programmes are evidence-based and shaped by underrepresented communities as co-creators. To do this we will need to develop our approach to engaging ethically with knowledge communities; building trust and focusing on quality content and better sharing rather than an extractive approach. We also aim to work with the global movement to develop and deliver the implementation plan for movement strategy initiatives related to underrepresented knowledge, including bridging content gaps.

The theme of **Information Literacy** also builds on our work over the past six years. Within this we plan to continue working in partnership with the higher education sector in the delivery of institution-wide Wikimedian in Residence programmes and course-level participation in the creation of open knowledge through Wikimedia in the Classroom assignments. A particular focus of our work in the next three years will be to scale up our activities in the secondary sector, developing a UK-wide offer for schools. This will require external funding as well as multi-partner

working. At a public policy level, we will continue to participate in cross-sector and interdisciplinary initiatives to advocate for the importance of information literacy skills across society, and to lobby for the inclusion of Wikimedia within education curricula.

The theme of **Climate and Environment** is a relatively new programmatic area for us. As such, we are still exploring different approaches to this work, but are excited by the partnerships and projects that we are starting to develop. We want to explore the role Wikimedia UK could play in supporting existing editors and groups, and identify organisations from within our current cohort of partners to pilot and evaluate joint projects related to climate change.

In order for Wikimedia UK to create the change that we want to see in these thematic areas, a number of other things need to be in place. These STRATEGIC PILLARS underpin successful delivery across all areas of our work:

- Equity, diversity and inclusion embedded across the organisation
- A thriving national and international community
- Public profile and recognition of the organisation and Wikimedia projects
- A positive legislative environment for open knowledge in the UK
- Organisational resilience and sustainability

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 was £345,000, and we have secured a grant of £355,000 for the 2022/23 financial year. As described in last year's report, in 2020 we were awarded an additional restricted grant of £120,000 from the Wikimedia Foundation to support the development of our own fundraising capacity over the following three years. This has enabled us to recruit a dedicated Fundraising Development Coordinator, appointed in January 2021. Some of the restricted grant from the Foundation is also supporting the employment costs of the Head of Development and Communications, who joined the Senior Management Team in October 2020.

The fundraising focus of the 2021/22 Interim Development Strategy was to stem donor attrition and grow unrestricted income from our donors, alongside developing restricted income from Trusts and Foundations to deliver project funding. It was a year of trial and review as we sought to understand what triggered current donors to stay engaged and what aspects of our work successfully recruited new donors. Restricted funding finished the year 27% ahead of the Project Funding Budget at £74,000, driven by a successful application to the National Lottery Heritage Fund

to deliver Digital Skills for Heritage over a two-year period. Across unrestricted income we delivered year on year small donation (gifts under £1,000) growth, achieving our highest small donations income in 5 years, 4% ahead of the previous year at £214,000.

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. As in previous years, the charity received no complaints about our fundraising activities during the 2021/22 financial year.

6. FINANCES AND RISK

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 as a result of the ongoing economic impact of the pandemic. The budget also included a new restricted grant from the National Lottery Heritage Fund (NLHF), confirmed in March 2021, to deliver a digital heritage project (ending in March 2023). Expenditure levels were expected to be similar to previous years, except in staff, with the creation of new staff posts funded by restricted grants.

In the event, total income for the year and 2021/22 came to £860,000, compared to £867,000 the previous year. Of this total, unrestricted income of £786,000 was 5% higher than previous year (2021: 746,000), as most income streams improved. The NLHF grant accounted for most of the restricted funding of £74,000 received in 2021/22, compared to £121,000 received in the previous year, primarily from the Wikimedia Foundation and directed towards capacity building. £12,000 of the NLHF grant represented full cost recovery and is taken to unrestricted funds by a transfer between funds (see note 19 to the financial statements).

Expenditure on fundraising rose to £115,000 (2021: 79,000), in part funded by restricted income, and charitable spend on projects rose significantly to £716,000 (2021: £616,000). Unrestricted income from charitable activities and charitable expenditure on projects included £179,000 (2021: £154,000) of gifts-in-kind.

Wikimedia UK ended the financial year 2021/22 with a surplus on unrestricted funds of £47,000 (2021: £52,000), and as a result total unrestricted reserves increased to £338,000. A portion of these reserves, £20,000, was set aside by the trustees as a designated fund to support future programme delivery costs. The balance of £102,000 in restricted funds will cater for the NLHF project in 2022/23, and capacity building over the next two years. Total reserves – unrestricted, designated and restricted, rose to £439,000 (2021: £411,000).

WIKIMEDIA UK
TRUSTEES' ANNUAL REPORT
FOR THE YEAR ENDED 31 JANUARY 2022

Summarised SoFA	2021/22			2020/21		
	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
Total Income	786,468	73,786	860,254	746,439	121,000	867,439
Fundraising	75,613	40,000	115,613	78,646	-	78,646
Project spend	675,884	40,613	716,497	615,617	-	615,617
Fund transfers	12,466	(12,466)	-	-	-	-
Net surplus/(deficit)	47,437	(19,293)	28,144	52,176	121,000	173,176

The approved budget for 2022/23 has projected expenditure of £982,000 and forecast income of just over £906,000. We are expecting to spend restricted funds down significantly, particularly in delivery of the NLHF digital heritage project. The budget also includes a small deficit in unrestricted funds.

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.

Our Reserves Policy 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.

Our Wikimedia Foundation grant for 2022/23 was received in February 2022 and the reserve cover required at that point would have been £265,000. Adding an additional four weeks of operating costs, in accordance with our policy, brings this figure to £320,000. Our optimal reserves range for the year - enabling us to account for an appropriate balance between the need to spend income when it is received and maintain operational integrity - is therefore assessed as being between £295,000 and £345,000.

Our year-end free reserves (which excludes fixed assets and designated funds), at £313,000 against the previous year-end's free reserves of £285,000, are comfortably within this range.

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 2021/22 financial year, the following **major risks** were identified:

- Damage to public profile as a result of an issue related to Wikipedia or the wider Wikimedia movement
- Impact of Covid-19, economic recession and/or Brexit on partner institutions leads to reduction in programme delivery
- Reduction in our Annual Plan Grant due to changing strategic priorities of the Foundation or decreased revenue

None of these risks materialised during the year. As we entered the 2022/23 financial year, the key remaining risk was the possibility of damage to the charity's public profile due to an issue related to Wikipedia. New risks identified as we entered the start of the new year - albeit not assessed as being major risks at this point in time - include the reliability of the tools used by our programmes team and partners to deliver and monitor our activities, and the impact of the war in Ukraine and the cost of living crisis on individual donations.

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 2022/23 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 8th July 2022.

A handwritten signature in black ink that reads "Monisha Shah". The signature is written in a cursive, flowing style.

Monisha Shah
Chair of the Board

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 2022 which comprise Statement 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 2022 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 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.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 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
- the information given in the financial statements is inconsistent in any material respect with the trustees' report; 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 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 145 of the Charities Act 2011 and 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and report in accordance with the Acts and relevant regulations made or having effect thereunder.

AUDITOR'S REPORT TO THE MEMBERS OF WIKIMEDIA UK FOR THE YEAR ENDED 31 JANUARY 2022

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 (Accounts and Reports) Regulations 2008, Regulation 10 of the Charities Accounts (Scotland) Regulations 2006 etc.) and 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 when auditing that significant accounting estimate 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.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: <http://www.frc.org.uk/auditorsresponsibilities> <http://www.frc.org.uk/auditors/audit-assurance/auditor-s-responsibilities-for-the-audit-of-the-fi/description-of-the-auditor%E2%80%99s-responsibilities-for> [https://www.frc.org.uk/auditors/audit-assurance/standards-and-guidance/2010-ethical-standards-for-auditors-\(1\)](https://www.frc.org.uk/auditors/audit-assurance/standards-and-guidance/2010-ethical-standards-for-auditors-(1)). This description forms part of our auditor's report.

Use of our report

This report is made solely to the charity's trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008 and Regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charity's 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 charity and the charity'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

8 July 2022

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 2022

		Unrestricted Funds	Restricted Funds	Total Funds 2022	Total Funds 2021
	Notes	£	£	£	£
INCOME FROM:					
Grants	3	345,000	73,786	418,786	455,000
Donations & legacies	4	251,149	-	251,149	252,748
Charitable activities	6	179,348	-	179,348	154,412
Investments	5	222	-	222	227
Other	7	10,749	-	10,749	5,052
Total Voluntary Income		786,468	73,786	860,254	867,439
EXPENDITURE					
Raising Funds	8	75,613	40,000	115,613	78,646
Charitable activities:	9				
International Working		51,084	-	51,084	24,360
External relations and advocacy		97,781	1,400	99,181	68,102
Partnership programmes		411,156	36,814	447,970	416,023
Volunteer Support		115,863	2,399	118,262	107,132
Total expenditure		751,497	80,613	832,110	694,263
Net income/(expenditure)		34,971	(6,827)	28,144	173,176
Fund transfers		12,466	(12,466)	-	-
Net income/(expenditure)		47,437	(19,293)	28,144	173,176
Reconciliation of funds:					
Fund balances brought forward		290,220	121,000	411,220	238,044
Fund balances carried forward		337,657	101,707	439,364	411,220

The notes on pages 27 to 39 form part of these financial statements.

WIKIMEDIA UK
BALANCE SHEET
AS AT 31 JANUARY 2022

			2022	2021
	Notes	£	£	£
FIXED ASSETS				
Tangible Assets	17		4,298	5,127
CURRENT ASSETS				
Debtors	11	41,780		36,799
Cash at bank and in hand		436,873		646,989
		<u>478,653</u>		<u>683,788</u>
Creditors: amounts falling due within one year	12	(43,587)		(275,647)
NET CURRENT ASSETS			435,066	408,141
Creditors: amounts falling due after one year	12		-	(2,048)
NET ASSETS			<u>439,364</u>	<u>411,220</u>
FUNDS				
Unrestricted funds			317,657	290,220
Designated funds			20,000	-
Restricted funds			<u>101,707</u>	<u>121,000</u>
TOTAL CHARITY FUNDS			<u>439,364</u>	<u>411,220</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 8th July 2022 and signed on its behalf by



Martha Woodward
Treasurer

Company Registration No. 06741827

The notes on pages 27 to 39 form part of the financial statements.

WIKIMEDIA UK
STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 JANUARY 2022

	Notes	Total Funds	
		2022	2021
		£	£
Net cash provided by operating activities	18	(208,171)	230,244
Cash flows from investing activities:			
Interest	5	222	227
Purchase of fixed assets	17	<u>(2,167)</u>	<u>(3,154)</u>
Net cash used in investing activities		<u>(1,945)</u>	<u>(2,927)</u>
Change in cash and cash equivalents in the year		(210,116)	227,317
Cash and cash equivalents brought forward		646,989	419,672
Cash and cash equivalents carried forward		<u>436,873</u>	<u>646,989</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 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 in excess of 28,867 hours in the financial year) 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.

2 NET INCOME

Net income is stated after charging the following:

	2022	2021
	£	£
Auditor's fees	7,600	7,440
Tax return services	600	600
	<u>8,200</u>	<u>8,040</u>
Depreciation - see note 17	<u>2,996</u>	<u>4,402</u>

3 UNRESTRICTED GRANTS RECEIVABLE

	2022	2021
	£	£
Wikimedia Foundation Inc	<u>345,000</u>	<u>335,000</u>

RESTRICTED GRANTS RECEIVABLE

	2022	2021
	£	£
Wikimedia Foundation Inc	5,236	120,000
National Lottery Community Fund	9,000	-
National Lottery Heritage Fund	59,550	-
	<u>73,786</u>	<u>120,000</u>

4 DONATIONS AND LEGACIES

	2022	2021
	£	£
Major gifts	16,116	26,891
Other cash donations	213,186	205,873
Campaigns	1,286	-
Gift Aid	20,561	19,984
	<u>251,149</u>	<u>252,748</u>

5 INVESTMENT INCOME

	2022	2021
	£	£
Bank interest	<u>222</u>	<u>227</u>

6 INCOME FROM CHARITABLE ACTIVITIES

Gifts in kind income recognised in the year includes:

Donor	Nature of gift	2022 £	2021 £
National Library of Wales	Wikimedian in Residence host costs	53,298	52,690
Edinburgh University	Wikimedian in Residence host costs	46,793	46,607
Coventry University	Wikimedian in Residence host costs	5,471	16,411
Khalili Collections	Wikimedian in Residence host costs	12,000	12,000
Science Museum	Wikimedian in Residence host costs	28,000	14,000
Banner Repeater	Wikimedian in Residence host costs	5,000	7,184
British Library	Wikimedian in Residence host costs	19,607	-
National Institute for Health Research	Wikimedian in Residence host costs	5,394	-
University of the Arts London	Wikimedian in Residence host costs	3,785	-
Society of Antiquaries Scotland	Wikimedian in Residence host costs	-	4,000
		<u>179,348</u>	<u>152,892</u>
Other		-	1,520
		<u>179,348</u>	<u>154,412</u>

7 OTHER INCOME	2022	2021
	£	£
Training and Consultancy	10,749	5,502
8 RAISING FUNDS	2022	2021
	£	£
Direct costs - external	13,740	12,988
Direct costs - staff	35,874	38,433
Management & Administration costs	25,999	27,225
Unrestricted costs	75,613	78,646
Staff costs met from restricted funds	40,000	-
Total costs	115,613	78,646

Fundraising external direct costs includes £11,074 paid as fees for the processing of donations received by direct debit (2021: £11,435).

9 ANALYSIS OF EXPENDITURE AND SUPPORT COSTS

	Raising funds	External relations	International working	Partnership programme	Volunteer support	2022 Total
	£	£	£	£	£	£
Direct costs	13,740	8,294	4,162	184,480	3,382	214,058
Direct staff costs	35,874	55,866	29,357	111,532	72,643	305,272
Total direct costs	49,614	64,160	33,519	296,012	76,025	519,330
Governance and support costs						
Office costs	11,440	14,794	7,729	50,666	17,530	102,159
Governance	4,164	5,385	2,813	18,442	6,381	37,185
Finance and reporting	3,888	5,028	2,627	17,219	5,957	34,719
Other	4,329	5,598	2,925	19,173	6,633	38,658
Other staff costs	2,178	2,816	1,471	9,644	3,337	19,446
Total support costs	25,999	33,621	17,565	115,144	39,838	232,167
Total unrestricted	75,613	97,781	51,084	411,156	115,863	751,497
Use of restricted funds	40,000	1,400	-	36,814	2,399	80,613
Total costs	115,613	99,181	51,084	447,970	118,262	832,110

2021 ANALYSIS FOR COMPARATIVE

	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 unrestricted	78,646	68,102	24,360	416,023	107,132	694,263
Use of restricted funds	-	-	-	-	-	-
Total costs	78,646	68,102	24,360	416,023	107,132	694,263

The basis of apportionment of support costs is provided in note 1(d) on page 27.

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	2022 Total
	£	£	£	£
National Library of Wales	53,298	-	-	53,298
Edinburgh University	46,793	-	-	46,793
Coventry University	5,471	-	-	5,471
Khalili Collections	12,000	-	-	12,000
Science Museum	28,000	-	-	28,000
Banner Repeater	5,000	-	-	5,000
British Library	19,607	-	-	19,607
National Institute for Health Research	5,394	-	-	5,394
University of the Arts London	3,785	-	-	3,785
Other direct costs	-	-	5,132	5,132
	<u>179,348</u>	<u>-</u>	<u>5,132</u>	<u>184,480</u>

2021 ANALYSIS FOR COMPARATIVE

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

11 DEBTORS	2022	2021
	£	£
Prepayments	10,448	11,636
Other debtors	23,504	20,355
Gift aid receivable	7,828	4,808
	<u>41,780</u>	<u>36,799</u>

12 CREDITORS	2022	2021
	£	£
Trade creditors	10,237	3,816
Accruals	13,882	11,284
Taxation and social security	12,144	10,693
Rent free period - short term	2,048	3,683
Pension contributions	3,109	2,588
Company Cards	2,167	2,083
Deferred Income	-	241,500
Amounts falling due within one year	<u>43,587</u>	<u>275,647</u>
 Rent free period - long term - 1-2 years	 -	 2,048
 Total creditors	 <u>43,587</u>	 <u>277,695</u>

13 RELATED PARTY TRANSACTIONS

There was a purchase of merchandise costing £1,021 for Wiknik events from Checkmate Corporate Gifts whose proprietor is a related party.

I4 OPERATING LEASES

At 31 January 2022, Wikimedia UK had total minimum lease payments under operating leases as set out below:

Equipment	2022	2021
	£	£
Amount due within 1 year	352	1,056
Amount due in 1-5 years	-	352

Land and Buildings

Amount due within 1 year	30,480	52,252
Amount due in 1-5 years	-	30,480
	<u>30,832</u>	<u>84,140</u>

At the balance sheet date Wikimedia UK was negotiating an extension of its office lease for a further year, but was not committed.

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

	2022	2021
	No.	No.
Full-time	8	6
Part-time	5	4
	<u>13</u>	<u>10</u>

Total employee costs were as follows:

	£	£
Salaries	425,951	343,110
National insurance	38,539	30,963
Pension contributions - see note 1(j)	25,490	20,258
	<u>489,980</u>	<u>394,331</u>

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

	No.	No.
£70,000 - £79,999	1	1

16 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 £242,702 (2021: £210,208).

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 (2001: none). Expenses amounting to £106 (2021 - £626) were paid to or on behalf of 4 (2021 - 10) trustees during the year in respect of travel, accommodation, subsistence and conferences (2021 - travel, accommodation, subsistence and conferences).

17 TANGIBLE FIXED ASSETS

	Computer Equipment	Furniture	Leasehold Improve- ments	Total
Cost	£	£	£	£
At 1 February 2021	22,123	4,409	4,762	31,294
Additions	2,167	-	-	2,167
Disposals	-	-	-	-
At 31 January 2022	24,290	4,409	4,762	33,461
Depreciation				
At 1 February 2021	17,744	3,661	4,762	26,167
Charge for year	2,740	256	-	2,996
Disposals	-	-	-	-
At 31 January 2022	20,484	3,917	4,762	29,163
Net Book Value				
At 31 January 2022	3,806	492	-	4,298
At 31 January 2021	4,379	748	-	5,127

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

	2022 £	2021 £
Net movement in funds	28,145	173,176
Add back depreciation	2,996	4,402
Deduct interest income	(222)	(227)
Decrease (increase) in debtors	(4,981)	4,190
Increase (decrease) in creditors	(234,108)	48,703
Net cash used in operating activities	(208,170)	230,244

19 Summary of fund movements

Fund name	Fund balances				Fund balances
	b/fwd	Income	Expenditure	transfers	c/fwd
	£	£	£	£	£
General Fund	290,220	786,468	751,497	(7,534)	317,657
Designated Fund	-	-	-	20,000	20,000
Total unrestricted funds	290,220	786,468	751,497	12,466	337,657
Restricted Funds					-
Wikimedia Foundation	120,000	-	40,000	-	80,000
Individual donor	1,000	-	1,000	-	-
Wikimedia Foundation	-	3,836	1,399	-	2,437
National Lottery Heritage Fund	-	59,550	27,814	(12,466)	19,270
National Lottery Community Fund	-	9,000	9,000	-	-
Wikimedia Foundation	-	1,400	1,400	-	-
Total restricted funds	121,000	73,786	80,613	(12,466)	101,707
Total Funds	411,220	860,254	832,110	-	439,364

The transfer from restricted funds to unrestricted funds represents the full cost recovery element of the grant received from the National Lottery Heritage Fund.

The restrictions on the grants and donation listed above are:

Grantor/Donor	Restricted purpose
Wikimedia Foundation	Fundraising capacity building
Individual donor	Train the trainers
Wikimedia Foundation	Wikimania
National Lottery Heritage Fund	Digital Skills training
National Lottery Community Fund	Wici Môn
Wikimedia Foundation	Movement Strategy