

Community Leaders Survey 2025 - Key Results, Reflections and Recommendations

Key Results and Reflections

The Community Leaders Survey is sent out annually to lead volunteers and staff members at partner organisations. The survey is hosted on Qualtrics and designed in line with Wikimedia Foundation Guidelines for use of that platform. The survey was opened on Monday 3rd February and ran for 2 weeks until Monday 17th February at midday. There was an option for respondents to enter a Prize Draw for the opportunity to win a £50 Waterstones' voucher. This year we sent an anonymous link to the survey via Mailchimp, with a reminder email sent a week before the survey ended because Qualtrics didn't allow for the survey to be sent via email via Qualtrics.

The survey covers the period 1st Feb 2024 - 31st January 2025, in line with the Wikimedia UK reporting year. The survey was sent to 229 individuals (fewer than in 2024, when it was sent to 270 individuals), 33 people responded, representing a 14.41% response rate, compared to a response rate of 11.11% in 2024. Because the survey was sent via Mailchimp using an anonymous link, it is unclear what the completion rate is of the survey as Qualtrics doesn't record that data.

We received a fairly small sample size and we're mindful this may not be fully representative of Wikimedia UK Community Leaders, however, we can still extract insight from the answers we did receive. This year, 55% defined their role as a volunteer and there was an increase in respondents who stated they were a member of staff at a partner organisation (33%). 12% stated that they are both staff at a partner organisation and a volunteer.

In general, 95% of volunteers reported that they felt appreciated by Wikimedia UK for the work they do and over 95% feel supported by Wikimedia UK staff. 87% of staff at partner organisations feel supported by Wikimedia UK staff with the remaining respondents feeling neutral. This year, Wikimedia UK held an online [Community Celebration Event](#), with lightning talks given by members of the community and a Wikimedian of the Year awards ceremony to recognise and celebrate the work of volunteers and partners. We also focused training efforts on a CPD model of training with a range of workshops being offered (online and in-person) and we held an in-person meet-up for Wikimedians in Residence in Leeds. Similar to last year, 94% of respondents said they would be likely to continue engaging or volunteering with Wikimedia UK.

We see a broad likelihood that 88% of respondents would recommend Wikimedia UK as a place to volunteer, with the remaining 12% feeling neutral. Respondents reported that the things they liked most about volunteering are; building connections and being part of a community of like minded people, learning new things, seeing the impact of their volunteering and enthusing new editors.

Similar to the last few years we see a further move towards occasional participation (67% engage with our work once every three months or less in 2025 compared to 47% in 2024). The number of respondents who engage with our work at least once a month or more has

also decreased (33% engage with our work at least once a month or more in 2025 compared to 40% in 2024) increasing the gap between those who volunteer more frequently and those who volunteer occasionally. There has been a decrease in respondents stating that they haven't volunteered in the last year (0% in 2025 compared to 13.33% in 2024).

Interestingly, there is an increase in the number of respondents who stated that they volunteer once a week or more (15.16% in 2025 compared to 0% in 2024) highlighting again the polarisation of respondents who volunteer more frequently and those who volunteer occasionally. This trend could be for a multitude of reasons and is something that the whole voluntary sector is facing; financial pressures, time pressures and other competing commitments could be reasons. In October 2024, Wikimedia UK as part of a CPD training programme for Trainers held a session on *Making Impact with Minimal Time Commitment* to showcase ways in which volunteers who are time short can get involved in Wikimedia Projects. In February 2025 Wikimedia UK launched [Mini Wiki](#) to highlight tools and tasks that can be done when people are time short but still want to stay involved in Open Knowledge projects. Wikimedia UK will continue to explore ways to broaden the range of volunteering opportunities at Wikimedia UK.

Of those who did receive training (76%), 80% found it relevant to their needs, compared to 96% in 2024. Although this figure is lower than last year, only one person from the sample said they didn't feel the training was relevant to their needs, the remainder felt neutral. In 2024, we experimented with a CPD model of training, with a range of workshops being offered to existing trainers rather than taking on a new cohort. We received positive feedback from the evaluation of the CPD training with 100% of attendees rating the sessions as 4 and above, so we are fairly confident this specific approach was useful to our community. The one respondent who said that training wasn't relevant to their needs added that they would like Train the Trainer to be focused on new editors, which may be a possible explanation for the lower figure this year. We will continue CPD training for existing volunteers in 2025/26, taking on board the training needs suggested, and monitoring closely to ensure that the communications are clear as to the content of the training, and what volunteers can expect to learn from the training, to ensure that it is relevant to their needs. As always we will continue to be led by suggestions from the community, as well as offering opportunities as they arise through our work.

85% reported learning new skills as a result of engaging or volunteering. Just over half of respondents said participation in Wikimedia UK activities has encouraged them to take part in other non-wiki activities, highlighting the impact of volunteering beyond on-wiki. One person commented how they have been invited to write a chapter in a book on Feminist Library practices, whilst another person shared how they have founded a new charity and managed to secure grants for a charity and commented they wouldn't have had the skills or confidence to do that before working with Wikimedia UK.

We had a wide range of training requests from Community Leaders. These include; training on wiki volunteer tools and features on Wikimedia projects, training on how to coach new editors and running edit-a-thons (TtT), Mix 'n' Match, Wikidata, OpenRefine for Wikidata, Wikimedia Commons, specialised topics for advanced editors, Wikisource, Wikiquote, Wiktionary and Project Management for Wikimedians in Residence. One respondent commented here on the divide between volunteers who edit and those who run community

events and felt it was necessary for Wikimedia UK to address this division. Wikimedia UK promotes both on-wiki and for-wiki volunteering, and we are conscious that we need to cater to both those whose primary focus is their editing, and those who may also engage in activities such as running events.

When asked to what extent you agree with the following question; "I believe that Wikimedia UK volunteers and community leaders are treated fairly regardless of race, gender, sexual orientation or other differences" 72% agreed, significantly lower than 2024 (83.33%). 19% said they were neutral. 9% said they did not really agree with the statement.

To expand on their answer to this, one person commented that there is an anti Welsh / Cornish / Gaelic attitude whilst another held the opposing view that spending tends to favour Scotland and Wales over England as reasons why they did not agree with this statement. Wikimedia UK employs two Programme Managers, one with responsibility for Scotland, Wales, Northern Ireland and Volunteering across the UK, and another with responsibility for England and Major Projects. Programme Coordinators are in place for general work, and for Wales & Languages. Wikimedia UK regularly supports work with the Welsh and Scots Wikipedias, and also supports work with Scottish Gaelic and Cornish Wikipedias, although less frequently. In 2024, Wikimedia UK organised and hosted the [Celtic Knot Wikimedia Languages Conference](#) to bring people together to share their experiences of working on sharing information in minority and minoritised languages.

Other comments received in this section indicated a range of attitudes and approaches around Equity, Diversity & Inclusion work. One person commented that the question was unclear as to whom Wikimedia UK community and volunteers were being treated by. Notably some respondents didn't feel qualified to respond as they were from a dominant demographic and some thought that although Wikimedia UK had the best intentions, there are many external barriers to achieving our goals.

One person commented that Wikimedia UK is built on inclusivity and celebrates diversity, whilst another had applied techniques they had learnt from Wikimedia UK to her day job to make meetings accessible. Another person suggested we use the full set of protected characteristics when listing biases in this question. The clarity in wording on this question is something we will look into for next year.

Wikimedia UK supports the [Wikimedia Universal Code of Conduct](#) and anticipates being able to participate in and cascade learning from training on the code and its enforcement guidelines as that project develops.

94% of volunteer respondents said they would be likely to continue engaging or volunteering with Wikimedia UK compared with 93% in 2024, with the remainder feeling neutral and 95% reported they enjoy volunteering for Wikimedia UK. There were many comments from volunteers that they enjoyed feeling part of a community that shares their values of open knowledge and education as well as learning new things and seeing the impact of their volunteering. One person commented that they enjoy contributing to the Welsh Language presence on the internet and another person commented that they enjoyed enthusing new editors to become engaged. 95% of volunteers felt the volunteering work they do is important, which has increased from the previous year where it was 86%.

When asked if there was anything Wikimedia UK could do to improve their experience one person requested some support for Community Meet-ups such as coffee for participants. The availability of [project grants](#) for volunteers may still not be reaching sufficient community members, despite a significant increase in applications to the fund in the 2024/5 period. Wikimedia UK should therefore continue to emphasise project grants.

Amongst staff at partner organisations, one comment referred to being mindful of overly focusing on activities in London / South England and GLAM organisations. The same person went on to say focused attention on other strands of work in other languages and other countries and encouraging takeup in areas that are not equally as immediately understood as GLAM work in England would be welcome.

In the 2024/5 period, 56% of all in-person events supported and tracked by WMUK occurred outside of London, in a decrease from previous years. WMUK remain committed both to supporting and actively pursuing work across the country, sectors, and the spread of Wikimedia projects.

Demographic - Key Results and Reflections

The sample size is fairly small and we are assuming that it is representative of the Wikimedia UK community. 48.48% of respondents went on to complete the demographic survey, which is a slight decrease from last year. In the demographic survey, we see that a high proportion of those who responded are men (56.25%), and 38% women, with no representation from non-binary people, or trans individuals.

68.75% of respondents are straight/heterosexual with 12.50% identifying as bisexual. There is no representation from people identifying as gay/lesbian. 12.50% preferred not to say and 6.25% identified "In another way."

The majority of volunteers, 67%, are between 35-54, which is a younger demographic compared to last year. There were 12.5% of volunteers between the ages of 18-24 and 19% of volunteers are between 55-74.

6.5% of respondents come from a Black / Black British Caribbean background and 6.5% come from an Asian Chinese background, which has increased from last year (0%). However, like last year, there wasn't any representation from respondents from a South Asian background. 80% of respondents are from a White background, which is slightly lower than last year (83.33%) with the remaining respondents stating they are from another ethnic group (Welsh).

94% of respondents have a degree or a higher qualification. Given the small sample size, and that the respondent group includes a number of those working in universities and cultural institutions, we would likely expect to see a high proportion of individuals who have been university educated.

33% of respondents have a physical or mental health condition lasting or expected to last 12

months or more, which is lower than last year. Of those, 60% stated that their physical or mental health condition reduces their ability to carry out their day-to-day activities to some extent.

This year we asked people if they are neurodivergent. The majority (60%) said they weren't, however 20% of respondents were not sure and 6.67% responded that they were neurodivergent.

Wikimedia UK needs to continue to ensure that accessibility for people who have a physical or mental health condition or have neurodivergent traits is part of the support we offer to volunteers and members of staff at partner organisations from the start of their engagement with Wikimedia UK.

Recommendations

- Continue training events for existing volunteer trainers. As we had a wide variety of requests from the survey, we will conduct a short poll to see what would be of most value and relevant to volunteers in order to help us narrow down this years' training offer. We will monitor closely to ensure that the communications are clear as to the content of the training, and what volunteers can expect to learn from the training, to ensure that it is relevant to their needs.
- Open up training, up until now primarily focussed on volunteer trainers, to the wider Wikimedia UK community (where possible / appropriate).
- The availability of project grants for volunteers may still not be reaching sufficient community members, despite a significant increase in applications to the fund in the 2024/5 period. Wikimedia UK should therefore continue to emphasise this.
- Deliver a Train the Trainer course for a new cohort of community leaders who haven't had a chance to take part in this training.
- Continue to explore how Wikimedia UK increases representation of community leaders from marginalised communities.
- Explore pipelines for engaging volunteer editors from underrepresented communities.
- Continue to offer a diverse range of volunteering options for people who want to get involved in other areas of Wikimedia UK.
- Continue to offer options for volunteers who are time short but still want to contribute to Wikimedia projects through projects like Mini Wiki and supporting engagement in movement wide campaigns like Wiki Loves Monuments and Wiki Loves Folklore.
- Explore a buddying system for new volunteers or those that have had a break or volunteer infrequently and need extra support.
- Wikimedia UK to continue to closely monitor accessibility needs of volunteers and to continue to develop our understanding of people who have physical and mental health conditions.