

Community Leaders Survey 2025-26 - Key Results, Reflections and Recommendations

Key Results

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 19th January 2026 and ran for 2 weeks until Monday 2nd 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 Google Mail Merge, with a reminder email sent a week before the survey ended because our account on Qualtrics doesn't allow for the survey to be sent via email via Qualtrics.

The survey covers the period 1st Feb 2025 - 31st January 2026, in line with the Wikimedia UK reporting year.

The survey was sent to 372 individuals (significantly higher than in 2025, when it was sent to 229 individuals), 42 people responded, representing a 11% response rate, compared to a response rate of 14% in 2025. Reasons why there were a higher number of recipients for this years' Community Leaders Survey may include;

- New volunteers coming through outreach activities.
- This year we organised and delivered an International Train the Trainer with an additional 25 people taking part.
- A return to pre-Covid levels of interaction and interest.
- New staff members within the team (Topics for Impact Coordinator and the Education Lead) has resulted in an increase in our outreach activities.

Because the survey was sent via Google Mail, there was the opportunity to see which emails hadn't been delivered. Of the 372 recipients 40 emails couldn't be delivered, therefore the actual response rate is 13%, which is still slightly lower than last year. Because the survey was sent via Google Mail using an anonymous link, it is unclear what the completion rate is of the survey as Qualtrics doesn't record that data.

This year, more respondents defined their role as a volunteer for WMUK (62%) compared to last year (55%) and there was a slight decrease in the number of respondents who defined their role as a member of staff at a partner organisation (31% in 2025-26 compared to 33% in 2024-25).

In general, 93% of volunteers reported that they felt appreciated by Wikimedia UK for the work they do and 86% feel supported by Wikimedia UK staff. 90% of volunteers enjoy volunteering for Wikimedia UK and 95% are likely to continue engaging with / volunteering

with Wikimedia UK. 93% of respondents would recommend Wikimedia UK as a place to volunteer. Respondents reported the things they liked most about volunteering are; building connections and being part of a community of like minded people, as well as learning new skills, personal growth and contributing to open knowledge. 100% of staff at partner organisations feel supported by Wikimedia UK.

Engagement and Satisfaction

Similar to last year, the top three volunteer activities are training (Wikipedia and Wikidata), event organisation / hosting and public speaking / advocacy. This year we had a significant increase in the number of volunteers supporting Communication activities (11% compared to 6% in 2024-25) and a slight decrease in the number of people responding who have been engaged in Governance and Trustee activities (5% this year compared to 10% last year). The top two staff member activities are; member of staff at an organisation that partners with Wikimedia UK and managing people who work on Wikimedia projects. This year we had an increase in members of staff at partner organisations that partner with Wikimedia UK and a decrease in Wikimedians in Residence.

This year there is a broader spread between those who have volunteered / engaged more regularly and consistently and those who have volunteered /engaged with our work occasionally compared to last year. In comparison to last year, we see an increase in respondents engaging with our work once a month or more (50% engage with our work at least once a month or more in 2025-26 compared to 33% in 2024/25). There is also a subsequent decline in respondents who engage with our work once every three months or less. (48% engage with our work once every three months or less in 2025-26 compared to 67% in 2024-25). 2% stated that they haven't volunteered in the last year (compared to 0% in the 2025 survey and 13% the year before). There is a marked increase in respondents engaging with our work a few times a month (24% in 2025-26 compared to 6% in 2024-25).

Based on last year's survey results and feedback we received from the community expressing a lack of time to devote to delivering Wikimedia events, we launched the [Mini Wiki blog](#) in February 2025 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 has informally involved volunteers to support the running of the Wiki Loves Earth and Monuments Competitions in the UK. In 2025, we formalised this involvement with a role description which included all the different ways volunteers can become involved (communications and publicity, outreach, data management and judging), which are less time intensive compared to running Wikimedia events. From this year's survey data we can infer that these new initiatives have been successful in engaging volunteers more regularly, through a range of different activities.

95% of volunteer respondents said they would be likely to continue engaging or volunteering with Wikimedia UK compared to 94% in 2024-25 and 93% in 2023-24, with the remainder feeling neutral.

90% of volunteers enjoy volunteering with Wikimedia UK with the remaining 10% feeling neutral, which is slightly lower than last year (95%).

In general, 93% of volunteers reported that they felt appreciated by Wikimedia UK for the work they do and 86% feel supported by Wikimedia UK staff. 93% of respondents would recommend Wikimedia UK as a place to volunteer. There were comments from volunteers that they enjoyed building connections and being part of a community of like minded people, as well as learning new skills, personal growth and contributing to open knowledge. 100% of staff at partner organisations feel supported by Wikimedia UK. Wikimedia UK has been actively promoting volunteer grants and increased the overall budget. During 2025/26, Wikimedia UK supported 13 projects with a total of £4882, which is far in excess of the original budget of £2,000, made possible by an underspend in other areas.

On an aggregate level, 90% of respondents felt that the work they do is important, which has decreased slightly from the previous year where it was 95%. The remainder (10%) felt neutral about the importance of their volunteering for Wikimedia UK.

When asked if there was anything Wikimedia UK could do to improve their experience one person commented that they would like Wikimedia UK to “be more inclusive of members with broader political beliefs and representative of the volunteer community”. Wikimedia UK is committed to fostering an equitable, diverse, and inclusive environment within our community, our workforce, and our services. We recognise that achieving equity goes beyond equal treatment, it requires proactive efforts to identify and remove systemic barriers that prevent full participation. [Wikimedia UK's EDI policy](#), updated in March 2025, affirms our commitment to ensuring fairness, dignity, and respect for all individuals (including staff, volunteers & Trustees), regardless of background, identity, or personal characteristics. We also have an EDI framework and action plan that guides our work in this area.

One person commented that they would like more direction from Wikimedia UK on projects they could carry out in their community (particularly Wikidata projects). In a similar vein, another person commented they would like “*more opportunities to get involved, and a deeper role for volunteers in partnerships*”. Wikimedia UK will explore ways volunteers can become involved in partnerships and projects within their own communities.

There was also a suggestion for more chances to get together in person and online. Wikimedia UK organises quarterly catch-ups for accredited trainers and this year we also introduced bi-monthly edit-a-thons for the community to learn how to edit, ask questions and edit in community. We also hosted our fourth annual online [Community Celebration](#). This yearly event was an opportunity for our community to gather online, share and celebrate the incredible work that's taken place over the last year to support Wikimedia projects and open knowledge in the UK. The event included lightning talks from the community and we also announced the Wikimedian of the Year Awards. We held an in-person Away Day in January 2026, in Leeds, for Wikimedians in Residence, for the opportunity to learn and exchange ideas with other Wikimedians in Residence and Wikimedia UK programmes team.

This year Wikimedia UK will be hosting in-person events in London, Wales and Scotland to mark Wikipedia's 25th birthday and Wikimedia UK's 15th birthday.

Another person commented they would like more support to be able to participate as the “current workshop support” wasn’t sufficient. It is unclear as to what workshop they attended and what support they would like from Wikimedia UK. Their response to other questions in the survey was very positive stating that they learnt new skills and will definitely continue engaging with Wikimedia UK. As mentioned previously, this year we offered an online version of Train the Trainer to people outside of the UK. This was a standalone course and wasn’t accompanied by the same level of support we offer trainers in the UK, like mentorship and regular trainer catch-ups. If we do carry out another Train the Trainer for people outside of the UK, we will be more clear about expectations and level of support offered by Wikimedia UK.

Skills, Training and Development

A lower percentage of respondents received training this year (71% compared to 76% in 2024-25). However, of those who received training a higher number felt the training was relevant to their needs (87% in 2025-26 compared to 80% in 2024-25).

In response to feedback from the community around having opportunities to improve Wiki-skills and connecting with other community members—and as part of the overall training package for the community—we introduced the [Community Sandbox Sessions](#). These sessions were open to everyone in the community and not just limited to Wikimedia UK accredited trainers. There were 5 sessions during 2025/26 on various topics like Wikidata, Wikisource, being an admin on en.wiki, editing calmly in controversial areas and Wikimedia and smell related content. These sessions were delivered by the community for the community and administrative support and publicity was provided by Wikimedia UK. A total of 115 people attended these sessions.

We had a wide range of training requests from Community Leaders. These included additional Train the Trainer courses, Wikidata, Wikimedia Commons and Copyright, and how to do mass uploads, amongst many others. Wikimedia UK will continue to be led by suggestions from the community, aligning training content with the needs of the community to help shape our 2026/27 offering of training to the community. There is still a question around whether the communication about training is reaching community leaders. Wikimedia UK will continue to advertise our offerings widely through multiple communication channels.

As well as running our flagship Train the Trainer course for those in the UK to learn how they can share their knowledge on Wikipedia editing to new editors and communities, we also offered an online Train the Trainer course to those outside of the UK to learn how they can provide Wikipedia training to people within their own communities.

This year, we also offered new trainers the opportunity to be matched with an experienced Wikimedia UK trainer who could offer on-wiki and for-wiki support and mentoring during their first two Wikimedia events. We hosted a Wikimedians in Residence Away Day in January 2026, in Leeds, similar to last year, with the opportunity to learn and exchange ideas with other Wikimedians in Residence.

79% of volunteers felt that volunteering has increased their confidence (compared to 68% in 2024-25). 71% reported learning new skills as a result of engaging or volunteering with Wikimedia UK. This figure is lower than last year where 85% reported learning new skills as a result of engaging or volunteering. There has been a downward trend in this figure over the last two years. 22% felt neutral and 7% felt engagement / volunteering hasn't really helped them to learn a new skill.

This is the first year we have asked respondents to provide additional information on the skills they have learnt / developed as a result of volunteering with Wikimedia UK . The answers to this question were varied and involved both on-wiki and for-wiki skills but also multi-disciplinary skills. Capacity building and working with partner organisations in a Wiki context was mentioned multiple times. Multi-disciplinary skills included public speaking, project management, communication skills, and how to support different people at training events.

We introduced two new questions this year to understand whether participation in Wikimedia UK activities contributes to learning something about different group(s) and whether participation enables respondents to feel equipped to make positive changes in their communities. 90% of respondents felt they had learnt something new about a group / groups different to them. The other 10% felt neutral. 93% of respondents felt equipped to make positive changes in their communities.

We see an increase in respondents stating that participation in Wikimedia UK activities encouraged them to take part in other non-wiki activities (64% in 2025-26 compared to 52% in 2024-25). One respondent elaborated on this, saying that "The recent course on dealing with challenging or controversial issues has been immediately applied to my personal life and am reflecting on it for my other volunteering roles." Another person stated that "getting people together face to face ... leads to all sorts of other things that can't always be quantified but it's crucial to building a strong community."

Equity, Diversity and Inclusion

When asked to what extent volunteers agree with the following question; "I believe volunteers and community leaders are treated fairly regardless of age, disability, gender reassignment, marriage and civil partnerships, pregnancy and maternity, race, religion or belief, sex, sexual orientation or other differences by Wikimedia UK" 81% agreed to some extent (significantly higher than last year's 72%). 17% said they were neutral. 2% said they did not really agree with the statement, which is lower than the previous year (9% in 2024-25).

This year, we changed the wording to make it clear to respondents who is treated fairly by whom based on feedback we received last year. We also added in all the protected characteristics to make clear Wikimedia UK's legal obligations under the Equality Act 2010.

Comments received in this section indicated a range of attitudes and approaches around Equity, Diversity & Inclusion work.

Notably some respondents didn't feel qualified to respond as they were from a dominant demographic and one person did not feel able to respond as they were based in Africa and weren't aware of the national context in the UK.

One person commented they feel Wikimedia UK is doing a "great job" of working towards treating people fairly regardless of their protected characteristics. They went on to comment that they have however experienced "racist and sexist" discriminatory behaviour at meet-ups. They haven't offered any further details of the discriminatory behaviour or where this took place. Meet-ups are organised by the community themselves and are well established communities of Wikimedians. Wikimedia UK are not involved in organising these meet-ups but have in the past have supported new or developing meetups with financial assistance in the form of a volunteer grant. The respondent went on to say they "hope as an attendee and ally I provided a good response and I think that is one thing we can do."

One person commented that they feel there is "some soft discrimination against males, specifically white males". The respondent gave "the consistent dominance of a female executive leadership" as an example of that, and saying that they felt that it was "unlikely" to be "dealt with in the foreseeable future". They also commented that they believed that there exists a "soft discrimination against those with more conservative political beliefs that reduces the neutrality of the movement."

Wikimedia UK is committed to fostering an equitable, diverse, and inclusive environment within our community, our workforce, and our services. We recognise that achieving equity goes beyond equal treatment, it requires proactive efforts to identify and remove systemic barriers that prevent full participation. [Wikimedia UK's EDI policy](#), updated in March 2025, affirms our commitment to ensuring fairness, dignity, and respect for all individuals (including staff, volunteers & Trustees), regardless of background, identity, or personal characteristics. We also have an EDI framework and action plan that guides our work in this area.

Wikimedia UK supports and is bound by the Wikimedia Universal Code of Conduct: https://foundation.wikimedia.org/wiki/Policy: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.

One person commented how responsive Wikimedia UK staff were with problem solving issues to do with receiving their stipend to participate in the International Train the Trainer. Another person commented that the fact that Wikimedia UK responded to the request from countries outwith the UK for a Train the Trainer demonstrates that Wikimedia UK are finding ways to ensure their programmes are inclusive.

Demographic - Key Results and Reflections

15 people went on to complete the demographic survey. The sample size is fairly small and we are assuming it is representative of the Wikimedia UK community.

In the demographic survey, we see that there is more parity between community leaders who identify as male and female compared to previous years, with the balance tipping to respondents describing their gender as female. 53% described their gender as female and 47% described their gender as male. However, there was no representation from non-binary people, or trans individuals.

80% of respondents are straight/heterosexual with 13% identifying as bisexual. There is no representation from people identifying as gay/lesbian, similar to last year. 7% preferred not to say.

The majority of volunteers, 60%, are between 35-54 (67% in 2024-25), and 13% said they were between 25-34 and 13% said they were 55-64. There is an increase in respondents in the 25-34 age category and no representation from respondents below 24 years. There is an increase in respondents who stated they are 75 years or older.

20% of respondents come from a Black or Asian background, which has increased from last year (13%). 66% of respondents are from a White background, which is significantly lower than last year (80%). 7% were from any other mixed background and 7% stating they are from “any other ethnic group” (Latino). In this year’s call out for the Train the Trainer course, Wikimedia UK explicitly stated “we are actively seeking and would particularly welcome applicants from Black, South Asian and minority groups; women; and members of the LGBT+ community.” and we will continue to explore pipelines for engaging underrepresented groups of community leaders.

93% of respondents have a degree or a higher qualification. This is similar to previous years. 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. The remainder said they had a Level 5 NVQ, Certificate of higher education or equivalent.

20% 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 67% stated that their physical or mental health condition reduces their ability to carry out their day-to-day activities to some extent.

13% said they were neurodivergent and the majority (80%) said they weren’t. 7% of respondents were not sure.

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

Recommendations

- Continue CPD style training events for volunteer trainers and where possible and appropriate open up training to the wider Wikimedia UK community.
- Keep promoting Volunteer Project Grants where possible through all our communication channels.

- 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 and explore the possibility of another International Train the Trainer.
- Although Wikimedia UK has made some headway with involving community leaders from marginalised communities, Wikimedia UK must keep ensuring that representation of volunteers from marginalised communities is at the forefront of its volunteer campaigns.
- Continue to 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, like communications, partnership building.
- Continue to offer opportunities for community leaders to meet regularly both in-person and online.
- Explore ways Wikimedia UK can provide more specific suggestions for potential projects or topic areas for volunteers who would appreciate a more directive approach.
- Explore ways volunteers can have more of an active role in partnership work where appropriate.
- 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 Earth and Folklore.
- Develop and refine mentoring systems for new volunteer trainers. Explore offering this out to trainers who 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.