

Geograph Project Limited

Company Newsletter No 7

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Trustees, 22 November 2016, Royal Leamington Spa

1 The role of the trustees

In June the Geograph Project passed a milestone – five million images submitted. As Sebastian said at the AGM: “We’re not stopping! The intention is to keep going as long as possible.” Thus our aim as trustees is to enable the project to continue indefinitely.

2 Strategic plan

To achieve this, as reported before, we’ve agreed a document that addresses five strategic responsibilities or objectives:

- A: To secure the resources required to deliver the Geograph websites;
- B: The financial resilience of the Geograph charity;
- C: To deliver educational outcomes to a range of users;
- D: To improve outreach; and
- E: To develop the Geograph websites.

The practical steps towards fulfilling these objectives are set out in an action plan. They have their own scope, priorities, timescales and costs where known. The main item on our agenda in November was the first six-monthly review of this plan. The elements are mostly unchanged but some deadlines have been extended.

3 High priority

One high priority goal, to relieve Barry of the burden of system administration, has been met by outsourcing the management of our servers to Tiger Computing Ltd. We are confident that as the team at Tiger gets to know our system, Barry will have more time for site development. Geograph’s financial position is satisfactory, however we must significantly increase our income to cover the cost of Tiger Computing. There are several possibilities to consider. Steve will review where we are in the quest for sponsorship. We need to be clear about what we really mean with sponsorship and what we have to offer sponsors; we’ll discuss it when we meet in January. In the meantime Christine will advertise on Reach for a volunteer professional fundraiser: <https://reachskills.org.uk>

4 Education

Geograph’s supporters in Ordnance Survey would like us to continue to maintain a website for schools: <http://schools.geograph.org.uk> We plan to redesign the existing unfinished schools’ site. Sebastian has already tabled some feedback from students; we’ll discuss it next time. The new site should offer useful support for History and Local Area Studies as well as Geography. We can all have a think about the new site’s content, what it should do, and how it might look. To fund it, Christine will submit a grant application – “a long shot” – revised for provision of a Welsh-language home page.

5 Outreach

We'd like to increase public usage of the main site; an advert will be placed with Reach for a volunteer marketing strategy developer to advise us. Barry has added Geograph to Wikipedia's list of online image archives, and to the category Photo_archives. Another initiative we shall work on is to exchange links with institutions and clubs. For example, a transport museum's website would have a link to relevant material on Geograph. There will be a role for volunteers to assemble the material and write the linking articles. There may be scope for links from commercial organisations to photos on Geograph.

6 Moderation and moderators

Roger Jones (Roga) kindly volunteered to consolidate the guidelines that underpin all we do as contributors and moderators. Sebastian welcomed Roger's initiative and offered whatever help he needs. Moderators are volunteers who provide an essential service to the project and the websites. Robin will arrange regional workshops for sharing thoughts and know-how and putting faces to names.

7 Other business

- We appointed Steve Fareham a director of Geograph Project Limited.
- Michael has taken on the role of Company Secretary.
- We agreed that these newsletters should be available to all site users.
- We continue to be concerned about aspects of the forum: they create a risk of reputational damage and possible consequent loss of funding and indeed members. We'll review the actions open to us in 2017. We have to strike the right balance between freedom of speech and avoidance of 'trolling'.
- A concern had been raised about photos taken from drones in violation of the CAA drone code: we will not knowingly publish such photos.
- On a related topic, Peter is consulting in the forum about changing 'photographer's coordinates' to 'camera coordinates'. See <http://www.geograph.org.uk/discuss/index.php?&action=vthread&forum=2&topic=29287>
- We've been approached by the Milestone Society. They would like to donate their photo collection to Geograph. Barry will import the images, to be moderated in the normal way.

Sebastian Ballard, chair

We welcome your feedback at trustees@geograph.org.uk

Geograph Project Limited is a company limited by guarantee registered in England & Wales No 7473967, charity No 1145621, registered office 49 Station Road, Polegate, East Sussex BN26 6EA.

The directors of the company and trustees of the charity are: Sebastian Ballard (Chairman), Michael Dibb (Treasurer and Company Secretary), Peter Facey, Stephen Fareham, Barry Hunter, Christine Johnstone and Robin Stott.