

# Geograph Newsletter 14

*Circulated April 2020*

## Editor's intro

Welcome to the 14<sup>th</sup> Geograph Newsletter.

We are living in strange times, with restrictions on our movement as the threat of illness hangs over us all. The Trustees would like to take this opportunity first of all to send best wishes to all reading this, with the hope that you are staying safe and staying at home. Geograph-ing is something that does not, however, have to stop completely. We're all allowed our one bit of exercise each day, and there's no reason not to take your camera for a walk, especially if you don't have a dog! You will also, I am sure, have boxes full of old prints that you've been meaning to scan and upload to the site – well, there'll never be a better time than now to do it! But I'm sure I speak for all when I say I look forward to the day when I can get out and about freely with the camera and enjoy my explorations once more. Sadly, one of the events we have had to forego was the celebration of Geograph's 15<sup>th</sup> birthday in March, due to have taken place in Lichfield.



## News from around the table

The whole Board would like to wish former Trustee Robin Stott a long and happy retirement. Robin served on the Board since Geograph started, and we owe him a huge debt of gratitude for all his hard work and enthusiasm. He continues to contribute to our Social Media sites, for which we are also most grateful.

## Christine

“The most addictive website in the walking world”

Late in 2019 we put out our first press release in a long time, about our new Patron, the author Mike Parker. This prompted the Country Walking magazine to interview Mike and print a very favourable half-page article in their February 2020 edition. The article encouraged readers to use our website. “Have you discovered Geograph?” they wrote, “... you’ll love it.” Mike described the site as “what the internet was invented for: shared knowledge for curious people.... What you get is a really rounded, deep portrait of our land and how it changes.”

This kind of publicity is invaluable, so more press releases are planned, probably two or three a year.

## Mark

I've been dealing with privacy-related requests and enquiries which continue at a steady pace. My review of Geograph's cookie notice and privacy policy has

gone on the back burner while the Trustees work on our move to the cloud. My initial enquiries into how we use cookies were reassuring. We don't use any third-party analytics cookies so there is no rush on that front. I was really pleased with the response to the fund-raising appeal for our move to the cloud; it shows how committed people are to the project. The next few months will be exciting, but also slightly nerve-wracking as we pay for old and new hosting arrangements during the move.

## **Michael**

### ***The Cloud***

We have been working with Tiger to construct a platform in the Cloud that would be capable of taking on the Geograph code. The first stage of this has now been completed and the second stage is about to begin. This important project, which will make Geograph much more resilient, has the highest priority. We anticipate that the second stage will be complete by June/July this year. After the second stage we have the massive task of actually migrating the code. Thanks go to all those who responded to our appeal for funds for this vital project.

### ***Donations***

Please remember, when shopping on-line to use Give as you Live and Amazon Smile. If selling via eBay on-line please remember that you can donate a percentage of your receipts to Geograph – look for “Geograph Project Limited” when prompted. In 2019, Geograph received £173 from Give as you Live, £88 from Amazon Smile and £44 from eBay via PayPal Giving Fund - all well worth having.

### ***Accounts***

The accounts for the year ended 31st December, 2019 were approved by the board of Directors at their meeting held on 8th February.

There was a surplus of income over expenditure of some £7,250. Donations totalled £25,560; Interest earned was £60; Expenses totalled £18,370

Much of the surplus is because some of the costs relating to the migration to the Cloud have not yet been expensed.

The accounts and Annual Report have been distributed to all company members.

## **Stephen**

### ***Moderator consultation***

Thirty volunteer Moderators work hard behind the scenes to check all contributions - making sure no inappropriate or substandard images get through, looking for obvious misplaced locations, typos and factual errors in descriptions, and classifying them into suitable 'image types'. The moderators also pick up change suggestions and if necessary discuss them with the original contributor before deciding whether to accept the change. In the last few months there has been a consultation with the moderators on how the

suggestions system could be improved, and how communication among moderators is best achieved. The second stage of the consultation is still in progress and we hope to announce the outcome around the end of April.

## **Barry**

I have been working with Christine and others to make the Geograph homepage accessible to Welsh language speakers. This has involved obtaining suitable translations of the terminology on the page. Users will now see that there is now the option to use "Cymraeg" to navigate the page. There is a basic Welsh Language image search function, which I aim to improve and fine tune a bit more over the coming months.

Migration to the Cloud is progressing. It is a massive task, but I hope I shall have a lot more news next time.

**Ruth** (Newsletter editor)

### ***Back-up for Barry***

With reference to Barry's invaluable work keeping our whole database "on the road", as it were, we have identified the need for some back-up, in case Barry becomes unavailable for any reason. The costs of migration are ever-increasing, so the Trustees are looking for a volunteer. Is there anyone reading this, who is IT savvy, who would be willing to help support Barry? Training on using the Cloud would be offered where appropriate. Please use the contact link at the end of this bulletin to offer your services.

### ***Social Media***

Geograph has a presence on Facebook, both as a group and as a page. This is potentially a useful way for us to spread the word about the site, and the value of it to a wide range of potential users. Just by sharing the picture of the day with your friends you can help publicise Geograph. Recently, we posted a tutorial on uploading photos. Again, this is the kind of thing all of us need to consider sharing. Geograph is only as good as its users and contributors, but we do not want to waste our precious funds, so generously given, on advertising our product. Thus it is the job of all of us to try to make Geograph better known in the wider community, to ensure its continuing success. I am interested in any ideas for improving the Social Media platforms – so please contact the Trustees using the link below with any ideas you may have. Thank you!

### **Contact us**

Please do get in touch with us with any comments or suggestions. The address is [trustees@geograph.org.uk](mailto:trustees@geograph.org.uk) or you can comment in the Forum.

**Photo credit: Daffodils at Rudge Heath, Shropshire**

[cc-by-sa/2.0](https://creativecommons.org/licenses/by-sa/2.0/) - © [Roger Kidd](https://www.geograph.org.uk/p/4843415) - [geograph.org.uk/p/4843415](https://www.geograph.org.uk/p/4843415)

Geograph Project Limited is a company limited by guarantee registered in England & Wales no.7473967, charity no.1145621, registered office Dept 1706, 43 Owston Road, Carcroft, Doncaster, South Yorkshire, DN6 8DA.

The directors of the company and trustees of the charity are: Mark Anderson, Stephen Craven, Michael Dobb (Treasurer and Company Secretary), Peter Facey, Barry Hunter, Christine Johnstone (Chair) and Ruth Sharville.