



# Geograph Newsletter 17

August 2022

Welcome to the latest Newsletter.

I (Ruth) am starting with an important announcement. I have to say I don't like to think about "that" festival late in December, when sitting in the garden in glorious sunshine, but some things have to be done.

## **Announcement**

The Trustees are pleased to announce that a calendar will again be produced this year, for 2023, to be ready in time for Christmas.

Follow-up comments from members last year were almost uniformly complimentary and as a result the basic format of the calendar will be unchanged. There will be some minor adjustments, the most obvious of which is that the calendar will be wire-bound rather than stapled.

We are however making a change to the pricing strategy. Last year, we charged a simple single price inclusive of delivery and packaging. This year there will be a separate element, per order, to reflect that there are some fixed costs per order, regardless of the number of calendars ordered. These include post and packing – which turns out to be essentially the same per order - and a print setting-up cost for each individual order. The latter was not apparent in advance of last year's production as the printers had not expected that there would be so many separate small orders. Normally this would be absorbed into the unit costs, but it was sufficient in our case that an extra charge would have been made. To Geograph's good fortune, due to a technical problem during production, this element was waived, but we will not be able to take advantage of that this year.

In addition, the current general economic situation means that there have been very significant increases in the cost of materials, which has had an effect on the unit price quoted for this year. To offset this, a reassessment of delivery methods means that we should be paying somewhat less on these than last year.

Based on the above, the prices for this year will be £8 per calendar plus a standing charge of £3 per order to contribute to the above elements. The minimum order of 2 calendars will be retained.

Despite the increase, the Trustees consider that in comparison with the main commercial producers of personalised calendars, we are still offering you an extremely competitive price.

If orders are similar in numbers and quantity to last year, we estimate that the revenue to Geograph will be much the same, perhaps a bit more. However, if every order was to be increased by just a single calendar, the additional revenue would be well into three figures.

### **New for 2023 – 'The best of Geograph' calendar – your vote will count**

This year we are following up the suggestion made by several members that there is scope for a calendar featuring the 'best' photographs by members.

The Trustees are pleased to announce that Philip Halling ('Hillrover'), has volunteered to co-ordinate the selection of photographs, calling upon his many years of experience with co-ordinating the weekly PoTY selections.

The exact procedure has not yet been finalised, but the selection will be determined by members voting from a suitable shortlist. PoTY shortlists will form the basis of initial selection ensuring that the shortlist that members will be voting on does not represent a single person's choice.

Members will have the choice of ordering their personalised calendar, the 'best of Geograph' calendar, or, of course, some of each. The 'best of Geograph' version will only be printed to order.

Please keep your eyes peeled for a further announcement about voting, and full details of deadlines for ordering.

### **Other news from the Trustees**

#### **Mark**

I had a great time in Swindon [at the AGM] which is a town with a lot more to it than I expected! Good to catch up with fellow Geographers and chat about all things Geograph. I continue to contribute to discussions around complaints and take care of any Data Protection issues that pop up. I've been doing more work on getting Geograph pages saved to the Wayback Machine at [archive.org](https://archive.org). By the end of July, we had archived everything up to image number 7,241,000 which means that I am usually just a few hours or days behind the moderators. I'm also checking older images just to make sure that they are saved. If I had to guess, I'd say that I'm finding between 1 in 100,000 to 1 in a million which haven't and those are being added to the archive as part of the same process. Like everyone else involved in Geograph, I want the project to continue long-term but it's always good to have a back-up.

## **Stephen**

The moderation process continues behind the scenes, and all seems to be going smoothly at present. Please don't forget the 30 or so volunteer moderators who help us keep up our standards of accuracy and decency.

I'm still working on a promotional video, but we're lacking a contribution from an education user. If you know a teacher, student or researcher who has used our images in the course of their work and would be willing to record a short (under 1 minute) video clip for us, please let me know.

## **Michael**

In addition to the regular ongoing management of Geograph's finances, I recently arranged and hosted the midsummer meet and Annual General Meeting in Swindon. The event was held at STEAM, the museum of the Great Western Railway. The following day I led a circular walk from the stone circles at Avebury via Silbury Hill, East Kennett Long Barrow, The Sanctuary and The Ridgeway.

Following the approval of the accounts for 2021 and the Annual Report, I have filed them with Companies House and The Charity Commission.

## **Barry**

It was good to meet everyone again who could make it to Swindon, an enjoyable few days.

My time has mainly been passively monitoring the site, and making sure things tick over ok. The main development has been a mini-application to allow easier access to edit the Geograph Source Code. Our code has always been open source, and accessible to edit via various tools, most recently using GIT along with GITHUB, which while very powerful and versatile, is not very approachable by beginners (I barely count myself as intermediate!). So you can get access to edit the code (risk free!) and perhaps address little niggles. More details on the discussion forum.

## **Christine**

I've continued to Zoom in to Board meetings and to contribute as time and expertise allow. It was good to meet Geographers in person again at the AGM and spend an interesting afternoon using old canal and railway routes to explore Swindon's southern suburbs.

## **David**

We have now been operating the Geograph advertising trial for almost two months, following an extended period of experimentation. As currently configured, ads should only be seen on Geograph pages by users who are not logged in. This means that members who are contributing images or regularly browsing the site while logged in should find that they are currently unaffected, while casual users and those who simply find Geograph images through Google searches will see pop-up ads on some types of Geograph pages. The team working on this really do understand how irritating it can be

if an ad obscures a menu option or thumbnail image, but at the same time we are seeking to ensure that revenue to Geograph is maximised and it is very hard to know how ads will appear on every different type of device and screen size! The funding model is a mixture of tiny payments generated per ad view and ad click, so the precise return cannot be calculated in advance and we are only just beginning to have a useful time series. The current configuration is generating \$3-5 per day, so it is clear that this will not supply a large proportion of Geograph's income, but does look capable of making a worthwhile contribution, alongside donations and our other fundraising efforts, with the added benefit that no day-to-day volunteer effort is required. We still have work to do to find the optimal configuration which produces maximum revenue for minimum irritation. Look out for a consultation with members, most likely after the September meeting of the Board.

As several other trustees have mentioned, it was a real treat to see some real faces, previously only known on Geograph Zoom calls, and to put faces to some familiar usernames at the recent meet-up following the AGM!

### **Ruth**

I really enjoyed catching up with friends at the AGM in Swindon. Sadly it was just for the day for us, but it was well worth it. I do need to give you the latest media update. I think I informed the AGM that our article in "The Peoples' Friend" magazine was scheduled for next year. In fact, they plan to publish it in their edition coming out on September 28<sup>th</sup> this year. Look out for it!

### **Contact us**

As ever we value comments and suggestions, whether on the "Trustees" section of the Forum, or direct to us by email to [trustees@geograph.org.uk](mailto:trustees@geograph.org.uk)

Image credit

### **Eastbourne Pier**

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