

The team has expanded

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The Funding the Future team has grown in number today.

Eighteen months ago, I was responsible for dispatching almost all the content on this blog, and there was no video channel.

Admittedly, I spent quite a lot of time back then working with other academic and NGO collaborators, just about all of which activities have now ceased, but as if to compensate for this, the YouTube channel has been launched, and is now probably amongst the top three per cent of serious YouTube channels in the world, which are defined as those that publish videos likely to enjoy 5,000 or more views, on average. Our average is more than 50,000 a day.

My youngest son, Thomas, has been heavily engaged in that process.

Over that same period, and as has become increasingly apparent of late, my wife, Jacqueline, has also moved from having a decidedly backseat role where she suggested content, and also edited, but did not want acknowledgement, to being quite explicitly engaged in the development of some content, which I think has been of real benefit.

Given her own research work, looking at ethics, medicine, economics and the relationship between all those issues and well-being (and amongst her range of medical qualifications is one in medical ethics), we are also now looking at how she might expand her activities in the future, including in front of camera roles, but that might not be just yet.

However, partly in anticipation of that, our elder son, James, has now joined the team as an employee. James is a politics graduate from Leeds University. Since graduating he has been working for the Royal Borough of Kensington and Chelsea, but he has now decided that after completing his graduate training and relevant professional qualifications there that, firstly, London might not be for him after all, and, secondly, that before he decides whether to continue with a local authority career, he might get some experience in a very different type of work, which is what working for this blog

and the related YouTube channel can offer.

James will be taking on a number of responsibilities, including:

- * Producing and editing the short videos that we post in the late afternoon now. These will provide him with a perfect opportunity to also master the editing process, which forms a key part of his training in what we do.
- * Managing posts that we are now planning to put on YouTube, in addition to the polls that we already share there. The aim will be to increase awareness amongst YouTube viewers of what happens on this blog. We think that most readers here are aware of what happens on YouTube, but there appears to be little flow the other way, and so we are looking to encourage that.
- * To look at how we might increase our publication output. A number of comments have been made of late asking whether some of the series that we have been producing will be published, and James is going to take on looking at how we do this.
- * Researching some more in-depth videos on longer planning horizons than we are used to, where we think this will be advantageous. Thomas is also keen to do this, and I hope that the evidence of their input will become more apparent quite soon, with both unlikely to appear on camera as a consequence.

In case anyone thinks all of this is a little nepotistic, well, maybe it is. But I have simultaneously set James and Thomas the goal of ceasing to be employed by their parents. They are both working part-time so that they can also establish their own channels or video production activities that will be entirely independent of us. Working in the way they are at present is, therefore, as much a training exercise as it is a long-term proposition. However, when and if they succeed in that goal, we will be looking for new employees.

In the meantime, we are entering a new era with new challenges, and we hope the benefits will become clear over time.