

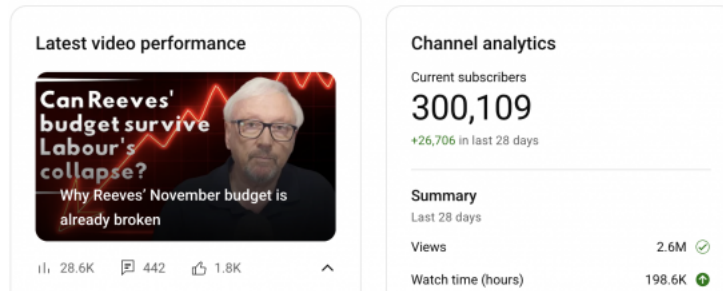
Funding the Future

300,000

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Sometime during the course of last night, our YouTube channel got its 300,000th subscriber. At the start of the year, that total was under 100,000; in April 2024, it was just 8,000.

Channel dashboard



I will be honest; I cannot help but be pleased about this. Returning to YouTube, as I did in April 2024, has proved to be demanding, time-consuming, an enormous learning process, and fairly successful.

In the last 12 months, we've had more than 31 million video views and over 2 million hours of watch time.

256,000 of those subscribers have arrived in that period.

The result is that we have been able to spread our message further and wider, as this volume of traffic is more than three times that of this blog. Audiences are also, to some extent, more engaged on YouTube: the response to our polls suggests this.

This exercise has also enabled me to turn my son, Tom, who is responsible for much of the recording and editing on these videos, into a near full-time employee of Tax Research LLP, which publishes both this blog and the videos. His brother has now joined him to expand our work further.

I have to thank Thomas, in particular, for all he has done to achieve this. Like me, he started out not knowing a great deal about how to make video, and whilst we acknowledge that we still have a lot to learn, we know a great deal more than we did.

I should also thank Jacqueline, because we frequently discuss video topics and edits, and she provides critical feedback on a regular basis that has been incredibly helpful.

What I have learned is that there is an appetite for political and economic change amongst people who can see that neoliberalism has failed. People realise there has to be a different way of doing things, and I hope I am carefully and patiently laying out that alternative so others can share stories about what is possible.

The one thing that I can be sure of is that, so long as I am able, I am going to keep doing this. I enjoy coming up with the content; most of the time, I enjoy recording it, though every now and again, I need a second attempt to get something right, and as we have learned more, the editing processes involved in this exercise have become very much simpler, which has reduced my time involvement.

Data from an organisation called VidIQ suggests that a channel of our size is probably in the top 0.3 per cent of all YouTube channels in the world, and if we narrow that range down to only serious channels, which they define as those that have a reasonable chance of publishing videos that will attract 5,000 views, then we are probably in the top 3 per cent of channels in the world. That's not bad going, but if it keeps growing, we won't be complaining.