

Queen Edith's News email

Circulation has risen week-on-week to over 1600, of which usually over 1000 are measurably opened, an incredibly high percentage. We are now using the email for all events, and we're building a reference section at the end of each issue. The latest addition to this – local job opportunities – is proving very popular. We think this is the largest circulation email newsletter in the city.

Queen Edith's magazine

We published four editions in 2021 but we've decided on three being more suitable in 2022, as we don't want to ask too much of our volunteer deliverers. We have over 100 of these deliverers, which is amazing, but with an expanded circulation of over 5500 copies, we could always do with more. If anyone could spare an hour to deliver some copies to your neighbours, let us know. It's quite fun! There's an item in the email newsletter where you can respond. The forthcoming edition of the magazine is at the end of this month, and it's our biggest ever by far. The advertising support is really quite something.

Campaigns

We think that we did a really good job during the pandemic at getting out messages about vaccination and general advice. Our other focus during the last year was a campaign to make people aware that it's very easy to register for a postal vote in local elections, as we thought that many people wouldn't want to come out to vote in the pandemic, and might just give voting a miss. We didn't want that. This campaign was a huge success. The number of postal votes from Queen Edith's residents rose by over 50%, and was the highest of any ward in the city, with over 1 in 5 residents voting this way, and (we believe) *over half of all votes received*.