
ipse

Annual Review 2016



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IPSE's Freelancer of the Year finalists attend a judging day at the Metal Box Factory, London

IPSE – The voice of freelancing

IPSE, the Association of Independent Professionals and the Self-Employed, is the voice of independent professionals in the UK – all 1.91 million of them.

We make sure freelancers, interims, consultants and contractors are represented to Government

We make sure freelancers, interim managers, consultants and contractors are represented to government. By producing insightful, hard-hitting research and effective policy campaigns, we fight for better legislation to help the self-employed run their businesses and, ultimately, ensure our economy remains one of the most flexible in the world.

That's not all: 2016 has been one of the most important periods in IPSE's 17-year history. Our achievements range from repeat visits to No. 10 Downing Street to our first ever Policy Conference which attracted key decision makers from Westminster and beyond.

We're also here to give our members the help they need to run their businesses with peace of mind. IPSE members have access to legal advice, cover for sickness and many of the benefits employees receive. We work with partner organisations to offer our members best-in-class services so they can spend more time running their businesses.



James Collings, IPSE Chairman



IPSE policy work

The Small Business Commissioner

Late payment is a big deal for freelancers; it always has been. As many as three-quarters of IPSE members said this was the number 1 concern they face when running their businesses. An unpaid £1,000 might be small potatoes to a global company with a big budget, but for the self-employed it's the difference between being able to run a business or not, perhaps between making the monthly mortgage payments or not.

IPSE produced a self-employment manifesto ahead of the 2015 general election. It specifically called for the Government to introduce a new post to address this problem: the Small Business Commissioner. Armed with the power to publicly name and shame rogue clients in need of a culture change, the Commissioner's role would be to act as an intermediary between client and freelancer in the event of a dispute.

The Government listened, and the role was formally announced in the Queen's Speech in June 2015.

"Small businesses are not always sure where to turn to help them sort out disputes with other businesses," reads the foreword of the Enterprise Bill, in which the Commissioner was introduced. It's true; not only are the smallest businesses most often taken advantage of, they're the least resourced to be able to address the problem – and the least able to weather the storm. The Commissioner will be somewhere to turn in times of need.

This was a significant development for small businesses throughout the UK – and it was driven by the efforts of the IPSE policy team.

The Self-Employment Review

In 2015, Julie Deane, founder of the Cambridge Satchel Company, was approached by the team at No. 10 Downing Street with a mission: find out more about the issues faced by the self-employed and advise the Government on how best to tackle them.

IPSE's input was invaluable in ensuring that the review left no stone unturned

Working for yourself can be the best feeling in the world, but No. 10 recognised that that doesn't mean it's easy. Many things employees take for granted – maternity pay, pensions and holiday pay, to name a few – aren't a given for the self-employed and can cause big problems. Ms Deane sought feedback from hundreds of micro-business owners and consulted IPSE extensively to develop 10 recommendations on supporting micro-business.

IPSE's input was invaluable in ensuring that the review left no stone unturned. It focused on advice and support (as suggested in IPSE's education manifesto), on more flexible financial solutions and on equal financial treatment for the self-employed (a cornerstone of all IPSE policy work). The review was well received and IPSE welcomed its findings. The Government knows what has to be done; now it needs to make it happen.



Julie Deane OBE, author of the Self Employment Review

Tax relief for work-related travel and subsistence

People who work for themselves report a much higher spend on travelling for work, and the consequent accommodation costs, than employees. These costs add up fast; some IPSE members told us that 20 per cent of their total earnings – amounting to thousands or even tens of thousands of pounds – are swallowed up by the cost of travelling to and from their workplace. They are entitled to claim tax relief on this expenditure, lessening a burden which, for some, represents the difference between running their business and shutting up shop.

IPSE conducted thorough research, and discovered that 45,000 freelancers could be forced out of business if the plans went ahead

The Government floated plans to curtail this relief, and IPSE members were seriously and rightly concerned. As the leading voice of the UK's self-employed, it was imperative for IPSE to ensure that this proposal was reconsidered.

IPSE conducted thorough research, and discovered that 45,000 freelancers could be forced out of business if the plans went ahead. The team lobbied HM Revenue and Customs and the Government and conducted an extensive media campaign, which included IPSE members appearing on BBC Radio 5 live Breakfast to talk about why this tax relief is essential to running their businesses. It was an overwhelming success; the plans were shelved and the self-employed need not worry about a significant and unexpected tax bill. IPSE's efforts were further rewarded when this campaign bagged us the Most Effective Voice win at the prestigious Association Awards.

Intra-company transfers

Intra-company transfer rules allow companies to transfer specialist or senior staff between countries, usually a perfectly legitimate practice. But outsourcing companies have sometimes abused the rules, using information and communications technology (ICT) permits to supply low-cost labour to British companies at the expense of UK contractors.

This has had an unfair impact on contractors, particularly in the IT sector, for many years and IPSE has campaigned hard for a new approach. Finally, in March 2016, the Government listened to IPSE's calls. There will now be a higher minimum salary threshold for those recruited using ICT permits, levelling the playing field for UK contractors. These contractors, essential to UK economic growth, can now get on with running their businesses in the knowledge that they'll be paid what they deserve.

VAT MOSS

IPSE and other groups have campaigned hard for the European Commission to change course on its damaging VAT Mini One Stop Shop (VAT MOSS) policy. It was a well-intended policy, designed to tackle aggressive tax avoidance by large multi-national companies, but had the unintended impact of hurting micro-businesses most of all.

For all organisations selling digital services directly to customers in the EU, VAT liability switched from where the digital service is sold to the country where the customer is based. This created significant administrative problems for our smallest businesses which were faced with data collection and accounting procedures that they found difficult to manage. Along with other organisations and individuals, we called on Brussels and Westminster to have the regulations amended – regularly attending the Treasury's SME VAT Forum, encouraging MPs to table parliamentary questions and lobbying MEPs and the Commission through EFIP (our sister organisation in Brussels).

After having responded to consultations, in December 2016 the Commission finally brought forward measures to ameliorate the impact for micro-businesses. This is a significant victory for the smallest firms, ensuring that innovative micro-businesses continue to thrive.

Freelancing in numbers

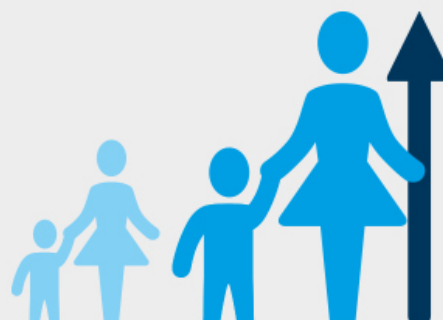


Mothers working as freelancers

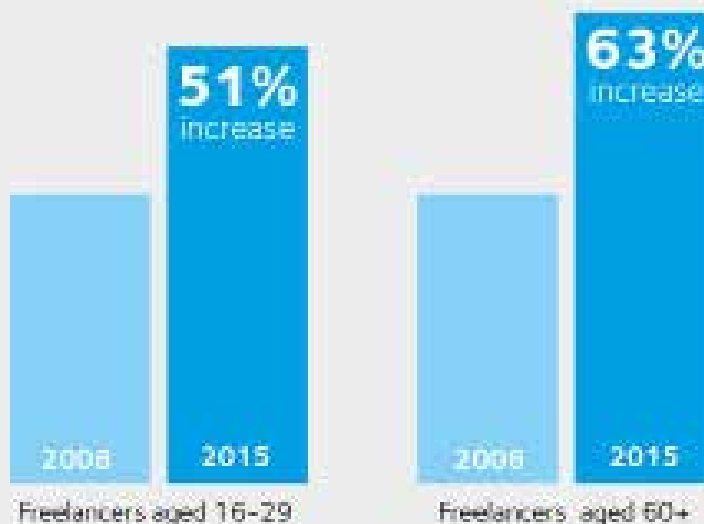
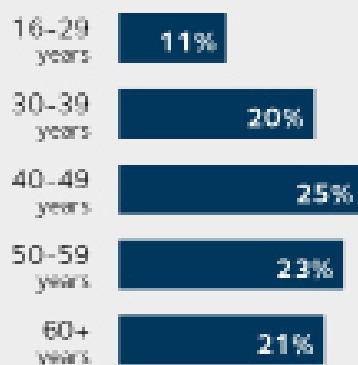
1 in 7 of all freelancers are working mums (287,000)



Between 2008 and 2015 the number of mothers working as freelancers increased by 70%



The largest proportion of freelancers are 40-49 years of age (25%)



Landmark research

There's a good reason why IPSE is the leading authority on self-employment: our expert research team is on permanent lookout for ways we can better understand our members' working lives and, more importantly, how we can improve them. IPSE's research projects shed light on the ups and downs of running a solo business, and identify macro trends in the labour market to give us the bigger picture too.

The year was one of the biggest yet for research. Here's why:

Policy-based research

Representing the self-employed to government requires watertight evidence to back up our assertions. IPSE's policy-based research is, therefore, some of our most important, forming the basis of our public policy recommendations and, ultimately, improving self-employment legislation for everyone.

• Freelancers and the EU referendum

The run-up to the EU referendum showed that freelancers, much like the rest of the nation, were deeply divided on the UK's future in or out of the union. Some 49 per cent of our members told us they would vote Remain, while 41 per cent said they would vote Leave. IPSE maintained a neutral position throughout the process, but our findings were a valuable indicator of the potential differences in opinion among almost two million UK micro-businesses. This information was also given directly to the Prime Minister, informing the Government's plans for engaging with business as the referendum approached.



• Saving for the future

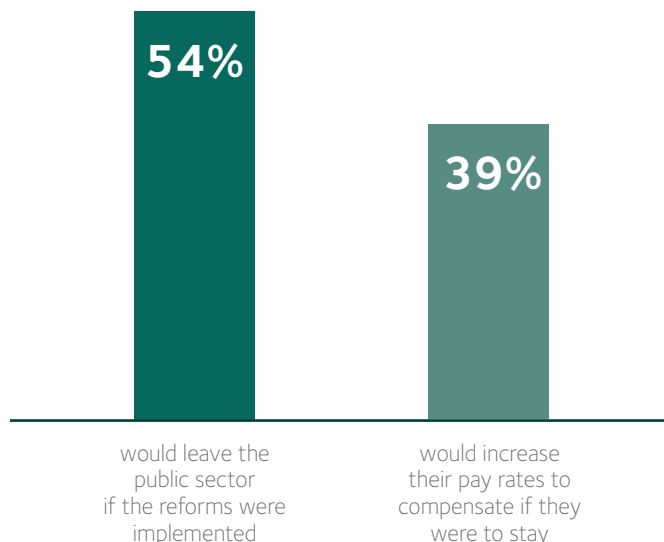
The self-employed often find it harder to prepare for the future than any other group. IPSE research showed that almost half of freelancers are unable to access the Government's Lifetime ISA (LISA) scheme thanks to its age cap of 40. The research supported IPSE's call for a more flexible pension solution for the self-employed. IPSE presented the Government with this research, laying the foundations for more effective policy in the future.

Freelancers who are unable to use the Lifetime ISA

47%

• Reforming IR35 rules

The Government was indicating that it would continue with its plans for IR35 rules on disguised employment as the Autumn Statement approached. IPSE needed to demonstrate the detrimental consequences of these plans, and conducted a major survey of members. A majority (54 per cent) told us that if the reforms were implemented, they would leave the public sector. Four in ten (39 per cent) said they would increase their pay rates to compensate



if they were to stay. This research gave us a clear picture of the damage the public sector will sustain as a result.

The Economic Impact of Personal Service Companies

This is a central issue for IPSE members, stretching all the way back to the formation of IPSE's predecessor, Professional Contractors Group, in 1999. It's been 17 years since the Government effectively declared war on freelancers and contractors who work using Personal Service Companies (PSCs), and we've been committed to fighting their case ever since.

In 2016, the Government stepped up its efforts to penalise those who, perfectly legitimately, use a PSC. We responded by commissioning industry-leading research body Oxford Economics to provide solid evidence of the value of this way of working.

The report showed that the UK's 307,000 PSCs made a direct impact of £21.3 billion on the UK economy in 2015, plus an additional £16.6 billion when taking supply chains and spending power into account. That's 30 per cent more than the contribution of the average worker, and this research bolstered our case against the Government's crackdown on PSCs.



Exploring the Freelance Workforce in 2015

In one of the most comprehensive reviews of freelancing conducted in the UK, IPSE enlisted Professor John Kitching of Kingston University's Small Business Research Centre to analyse a vast amount of Office for National Statistics data, tracking trends in micro-business growth and profiling freelancers' personal, work and organisational characteristics. The report considered how freelancers' average age, gender, occupation, working time, location and a

whole host of other factors changed between 2008 and 2015. The report also identified the economic contribution of freelancers in 2015: an enormous £109 billion. It gives us a unique insight into the nature and size of the freelance workforce, underpinning our policy development, lobbying efforts, press output and commercial strategy.

The Freelancer Confidence Index

This quarterly economic survey is one of our most important research streams, creating a deeper understanding of the issues that freelancers in the UK are facing and how they feel about the future performance of their freelance business and the economy. The survey includes a recurring series of questions aimed at identifying inflationary pressures, overall business confidence and trends in the economy. A supplementary set of bespoke questions is also included each quarter to explore particular issues that are pertinent at the time, the results of which provide IPSE with the vital evidence required to help improve the self-employment landscape.

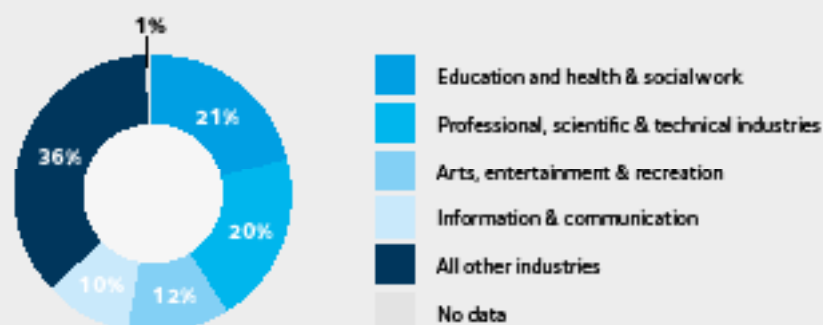
The surveys undertaken in 2016 highlighted a significant decline in business confidence and confidence in the economy, largely attributed to Brexit. Many freelancers, however, have faith in their own ability to beat the odds, with factors such as being innovative, building a reputable brand and targeting new markets identified as the main drivers of freelancers' business success.

Understanding Independent Professionals in the EU, 2015

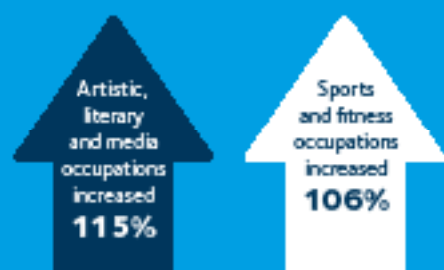
It's no surprise that the UK has seen a sharp upturn in self-employment in recent years. Of more significance, though, is how this trend is reflected throughout the EU: IPSE established that between 2008 and 2015 the number of freelancers across the EU-28 soared from 7.7 million to 9.6 million.

Launched on National Freelancers Day, the research report included an in-depth analysis of micro-business growth, delving into European freelancers' age, country and gender distribution, main sectors of activity and skill levels.

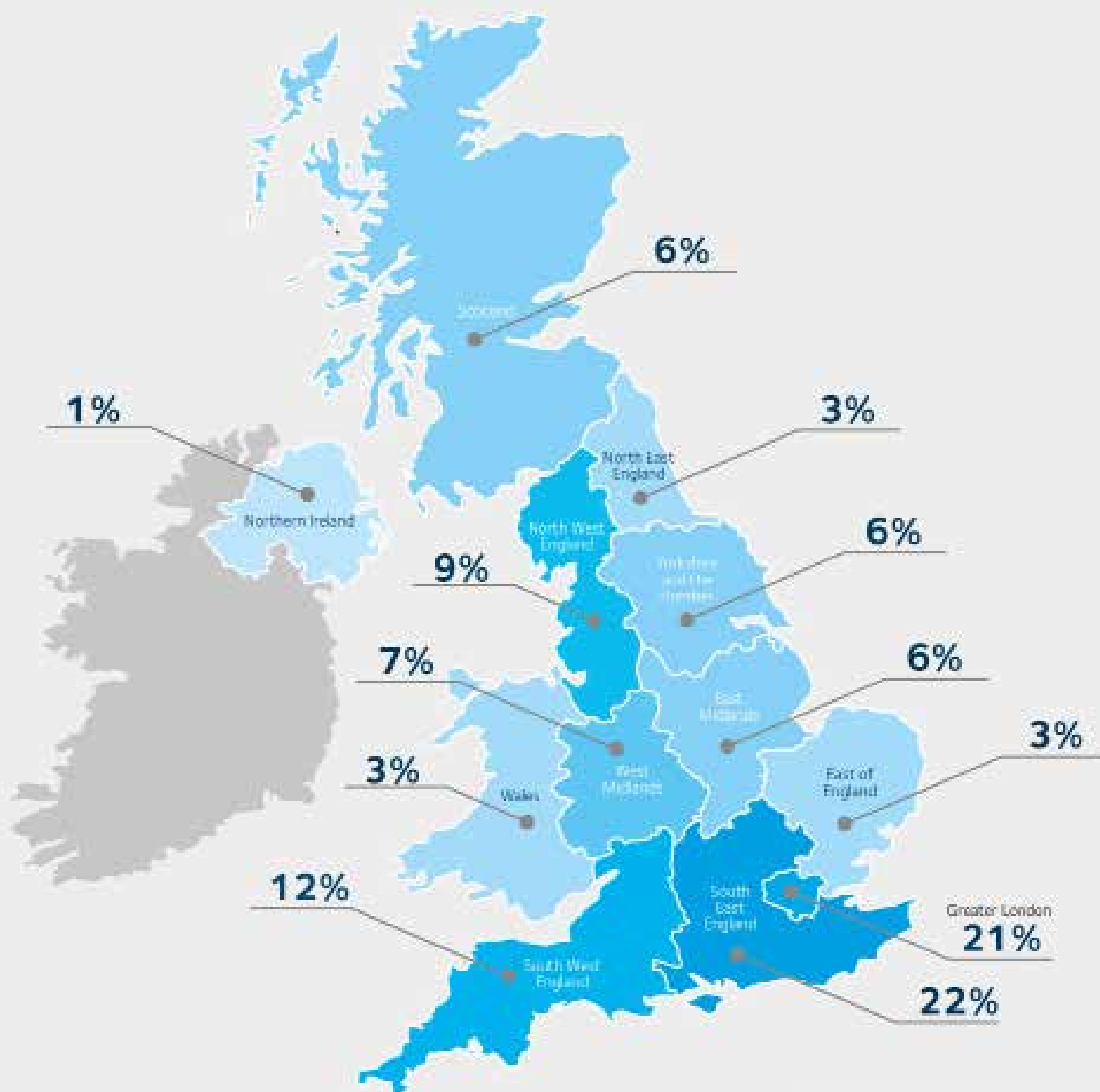
Freelance workers are present in all major industry groups



Fastest growing occupational groups since 2008



Location of freelancers



IPSE magazine

IPSE Magazine exists as a means to share relevant information with the community that IPSE represents – people who work for themselves. The magazine remains the UK's only publication dedicated to freelance business, lifestyle and policy issues and is a reliable source of information, advice and research.

As the UK's largest representative body for independent professionals and the self-employed, we have much to share in the way of information and advice. The publication has changed over time, as has the association, to become an all-encompassing read. Today it covers all issues related to freelancers, contractors, independent professionals and the self-employed.

57 per cent preferred to read a digital version of the magazine

Regular features include city guides, political insight pieces, technology reviews and personal success stories. Special features present the latest sector insights, ranging from reviews of trends to expert financial advice, to interviews with members of the Government and with industry practitioners working on innovative new projects. Contributing articles are written by some of the most talented freelance writers working in the UK today.

In 2016, IPSE Magazine went through a revolution. In early March, the magazine was re-launched as a digital-first publication, with a limited print run distributed to events and shared workspaces.

This met with readers' preference: research among IPSE members in 2015 revealed that 56.8 per cent preferred to read a digital version of the magazine. Readers can find each story as a standalone news article on the IPSE website or read the magazine as a whole through the Issuu digital publishing platform,

In total, 40,000 people receive each edition of the magazine

which provides the editorial team with a wealth of information about which articles are being read and for how long. This ensures that articles are commissioned to meet the needs and interests of the widest readership possible.

Greater attention has been paid to the content, ensuring that there is a wide selection and that every article is relevant to the audience. Our goal is that there must be something for everyone. There is also increased member engagement, with one newsletter per month going to those who have shown a specific interest in the magazine, or who have subscribed through the website. In total, 40,000 people receive each edition of the magazine.

Printed copies are available at IPSE events and co-working spaces. The number of co-working spaces that receive a copy has increased, and IPSE members will soon be able to find out online where it is stocked. IPSE Magazine is now not only a respected publication in its own right, it also acts as a powerful tool to further spread brand awareness of IPSE.

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BILLION REASONS TO BE A FREELANCER

POLICY CONFERENCE

THESE PEOPLE JOINED US:

DAVID CAMERON
ANNA SOUBRY
JULIE DEANE
BILL ESTERSON
SUE LAWLEY
DECLAN CURRY
HANNAH BARDELL

FREELANCER
AWARDS
IPSE | GA

EU
REFERENDUM
WHAT MEMBERS THINK

INTERNATIONAL
WOMEN'S DAY
EVENT COVERAGE

Drawing Power

Emmeline Pidgen

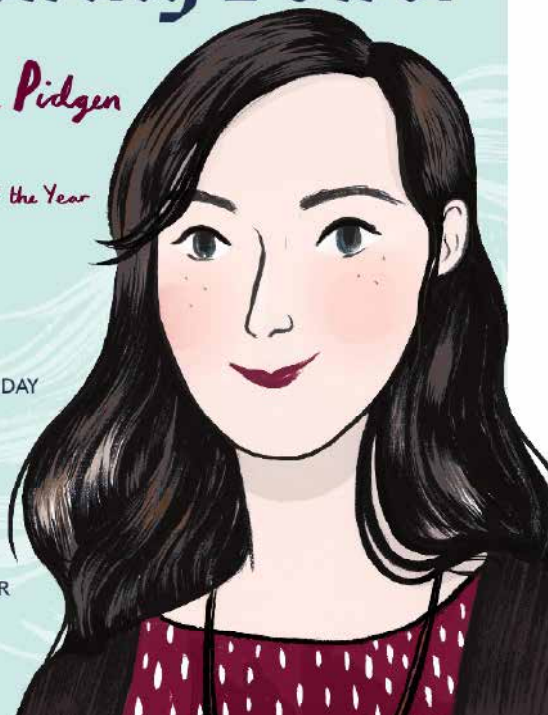
IPSE-QA

Freelancer of the Year

NATIONAL
FREELANCERS DAY
ALL THE NEWS
FROM THE EVENT

BE FREE TO
CREATE
OUR CAMPAIGN
FOR CREATIVE
FREELANCERS

PUBLIC SECTOR
CONTRACTORS
UNDER ATTACK



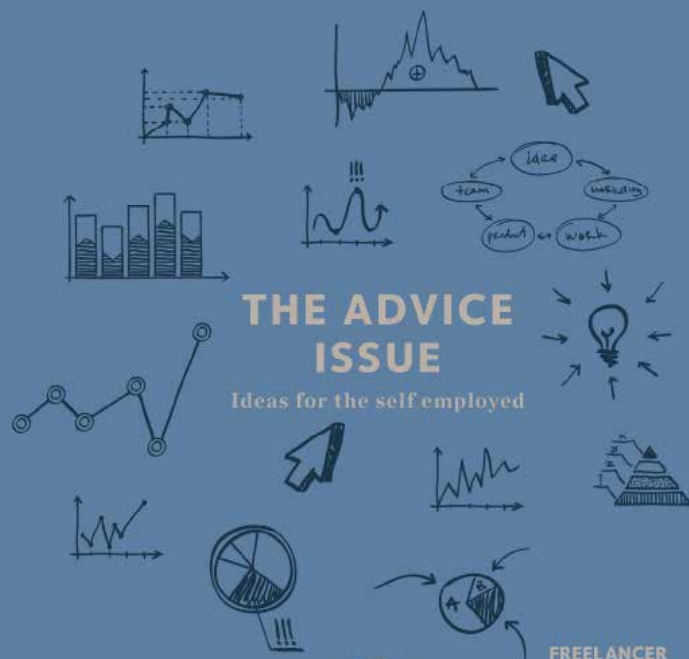
AN OPEN DOOR TO OPPORTUNITY?



THE GREAT PUBLIC
SECTOR EXODUS

THE ECONOMIC
IMPACT OF PSCs

NO FREE WORK:
THE SHOCKING TRUTH



THE ADVICE ISSUE

Ideas for the self employed

IS A WEBSITE
ESSENTIAL?

The pros and
cons revealed

BUSINESS
PLANNING

A guide on how
to get started

FREELANCER
CONFIDENCE
INDEX

How has Brexit
affected views?

MARKETING
CHECKLIST

Top tips for
your business



IPSE in No. 10 Downing Street

IPSE has the ear of the people who matter. We often meet with policy makers at the highest level to represent the interests of the self-employed, including the Prime Minister and her team in No. 10 Downing Street. Chief Executive Chris Bryce went through Britain's most famous door a total of five times in 2016.

The first two meetings focused primarily on Britain's membership of the EU and what it means for the self-employed. Ahead of the referendum, Chris told the then Prime Minister David Cameron what IPSE members wanted to see in his renegotiation,

Chief Executive Chris Bryce went through Britain's most famous door a total of five times in 2016

expressing particular concern about excessive regulation. Our own research had already shown that making regulation less burdensome was important to most freelancers (59 per cent of IPSE members).

Mr Cameron laid out his proposed package of UK membership reforms to IPSE and other business groups, hoping to garner support and gather feedback. The "new deal" would include a commitment to cutting red tape – although the proposals clearly didn't go far enough.

When Chris next visited Downing Street, post-referendum, there was, of course, a new incumbent: a new Prime Minister with a different team, a different style and different priorities. IPSE wasted no time in arranging a meeting in August, having prepared extensively for both a Remain and a Leave result. Chris was armed with our six-point plan for Brexit – outlining how it must be an opportunity, not a risk, for the self-employed – and delivered it to Small Business Minister Margot James, Business Secretary Greg Clark and Prime Minister Theresa May.

The plan called for continued access to the single market, removal of the burden of regulation on small businesses and the building of infrastructure to support growth, among other things. It was well received by the PM, who recognised that independent professionals' specialist skills and expertise will be fundamental to her "joined-up industrial strategy".

November's meeting immediately followed the Autumn Statement and addressed the concerns of IPSE and other business groups about the Government's economic strategy.

These meetings show that IPSE's policy work is hitting home in Westminster; years of building connections with policy makers and producing ground-breaking research are paying off. We'll be continuing this work through 2017 and beyond. As we gain a clearer understanding of what Brexit looks like, the self-employed can rest assured they're being heard loud and clear by the Government.



OPPOSITE Prime Minister David Cameron addresses the IPSE Policy Conference

LEFT CEO Chris Bryce meets with Prime Minister Theresa May

IPSE Policy Conference



It took many months of planning, dozens of the most knowledgeable experts on self-employment and one stunning venue – and it was an absolute success.

26 April was IPSE's landmark Policy Conference, our flagship event to boost engagement with decision makers and to make sure the voice of the UK's 1.9 million freelancers is heard louder than ever before.

One Great George Street, in central London, was our home for the day. Leading politicians, heads of industry, friends of IPSE and, of course, the self-employed gathered to tackle the big issues facing independent professionals in 2016 and beyond.

IPSE enlisted Prime Minister David Cameron to open the conference with a speech on the importance of self-employment via video message. He outlined the invaluable contribution of the self-employed to the UK economy – and it couldn't have been better timed. Our own research, launched that day, showed this economic contribution totalled a staggering £109 billion in 2015. "You are part of that record number of self-employed Brits," he said. "Let's back the self-employed. Let's be proud of the sole traders of this great nation."

There were some heavyweights from outside the world of politics too; leading journalist Sue Lawley took the helm for the first half of the day, followed by veteran broadcaster Declan Curry through the afternoon. Both got to grips with the issues expertly and both proved to be formidable referees as the discussions ran their course.

We hosted a number of sessions throughout the day – a panel discussion, a Q&A, a head-to-head debate – on how to devise better policy for the self-employed and how to ensure micro-businesses don't come second to their larger competitors.

The Government-commissioned Deane Review of Self Employment – hailed by IPSE as a "love letter to freelancers" – was a key point of focus as it made a number of recommendations on how to make it easier to be self-employed in the UK. IPSE has repeatedly called for the review's recommendations to be implemented in full, particularly the need for more flexible financial solutions, fairer maternity pay and better education and advice for the self-employed. Today was no exception.

The star of the show, however, was Anna Soubry MP, the first ever Minister for Small Business. She chatted with Sue about how the Government could do more for the self-employed – a big win for IPSE’s policy-making agenda and a moment for the delegates to see the Government recognise it could do more for IPSE members.

The Minister felt that much had already been achieved, but accepted that some issues still needed attention. Late payment, for example, is a serious problem for many freelancers and can potentially cripple a business. The Small Business Commissioner is a step forward in tackling this issue, but we still don’t know whether the Commissioner will have teeth.

The star of the show was Anna Soubry, the first ever Minister in the cabinet for Small Business

Ms Soubry’s shadow cabinet counterpart, Bill Esterson MP, then gave the afternoon keynote, on how Labour can and must deliver for business. It was clear that freelancers are a priority for Mr Esterson – as you’d expect, given his wife is self-employed.

David Morris, the Conservative MP and official Self Employment Ambassador, closed the conference with a firm commitment to further IPSE’s cause. Formerly self-employed himself, he has a good understanding of the plight of the self-employed and it was reassuring when he declared: “I will be your champion in Parliament.”



The day was a big hit with the media. We received serious attention, with pride of place going to a full-page feature on self-employment in The Times, which drew heavily on IPSE’s own messaging and raised our profile as an organisation. On top of that, a journalist from the Guardian’s Small Business Network attended the event in person, live-tweeting throughout and referencing IPSE in a follow-up feature for the site.

The Guardian’s live-tweets certainly proved helpful – all tweets using the event’s #IPSEpc16 hashtag could be seen on “Twitter boards” positioned throughout the room, updating in real time and demonstrating the scale of our online engagement. So many people were tweeting about the day it was difficult to keep track – but on several occasions we were trending second in the entire UK!

Ultimately, the Conference achieved its goal; IPSE played an active role in ensuring the issues facing the self-employed are firmly on the map among policy makers and the press. Having used the event to effectively lay out our big policy calls for the future of self-employment, the task now is to ensure that they are acted upon. With a new government in Whitehall and some new considerations for IPSE following Brexit, it’s going to take some work. But we certainly made our mark.



ABOVE A delegate puts a question to the panel

LEFT Minister for Small Business Anna Soubry MP and Sue Lawley OBE



CLOCKWISE FROM TOP LEFT: Shadow Small Business Minister Bill Esterson MP, Conference host Declan Curry, Small Business Minister Anna Soubry MP, Conference host Sue Lawley OBE, IPSE Construction Committee Chair David Jackson

National Freelancers Day and Freelancer of the Year Awards



A lot can happen in nine hours. That's how long it takes to play six football matches. The time to fly from London to Delhi. An entire working day. And it's how long National Freelancers Day 2016, followed by the annual IPSE-QA Freelancer of the Year Awards, trended on Twitter on a fine summer's day in June.

Getting the nation involved

Designed to celebrate the UK's 1.91 million freelancers, that flexible, highly skilled pool of experts who contributed £109 billion to the economy in 2015, National Freelancers Day is the biggest event in the IPSE calendar.

The research featured on BBC Radio 4 through the morning, and the Guardian and the Independent, among others

Marking the day's significance, we launched a major piece of research showing that these workers are driving an employment revolution throughout Europe – their numbers have soared from 7.7 million to 9.6 million in just a few years. The research found that Western Europe is the most popular place to go freelance; the UK, France and the Netherlands alone saw a combined 1.2 million people launching a new solo business between 2008 and 2015.

As ever, we hit the headlines in a big way. The research featured on BBC Radio 4 through the morning, and the Guardian and the Independent, among others, covered us too.

We commandeered the Hospital Club, Covent Garden, for the celebrations. In a wholly new format for 2016, we organised a number of workshops with key influencers, including Google and leading ad agency Saatchi Masius, for guests to hone their skills.

Rewarding the brightest and best

Four months earlier we'd asked the nation's freelancers to tell us why they're great at what they do. With the chance of winning £5,000 for their business and a whole host of other prizes, hundreds of freelancers applied to become the 2016 IPSE-QA Freelancer of the Year. We received entries from every sector and from every region of the country, and whittling them down to fifteen finalists wasn't easy.

A huge variety of freelancers made the cut – a forensic scientist, a textile designer and an illustrator were among this year's finalists. Once again we opted for two category winners: the Aspire Award for freelancers aged 23 and under and the Inspire Award for those with more experience.

The tension was palpable as the host Tom Rosenthal, a comedian best known for starring in Friday Night Dinner, kicked off proceedings with a surprise development. The freelance talents of textile designer Alice Selwood, aged 22, were so demonstrably close to those of the winner that we introduced an unplanned runner-up prize for the 'Inspire' category. Alice walked away with £1,000.





Lauren Razavi, a 23-year-old journalist who made her name on titles including the Guardian, VICE News and the New Statesman, was crowned the Inspire winner with a cash prize of £3,000, plus a training package of £5,000 from sponsor QA.

A huge variety of freelancers made the cut – a forensic scientist, a textile designer and an illustrator were among this year's finalists

Next up were the Aspire runners-up, each receiving training and £2,500. Entrepreneur Richard Jeffs and Welsh language translator Lowri Roberts fought off stiff competition to win the joint second-place awards.

But the overall winner, taking home £5,000 in cash, training worth another £5,000 and national publicity, was in a league of her own. She's Emmeline Pidgen, a Lancashire-based illustrator with a wealth of graphic novels, editorials and advertising under her belt, and the judges felt her passion for freelancing was unparalleled.

All fifteen of the finalists were proud to be recognised as the brightest and best freelancers in the country, and each made the news in their respective regions. Since the Awards, our winners have shown continued commitment to IPSE and to freelancing. Emmeline and Lauren have both contributed to IPSE Magazine and supported IPSE events.



TOP IPSE's Inspire finalists

ABOVE IPSE's Aspire Finalists

LEFT IPSE Awards host Tom Rosenthal

IPSE in the news

Wherever you find your news, be it broadsheet or tabloid, print or online, there's a very good chance you'll have come across IPSE in 2016. We've been in The Times, Telegraph, Guardian and BBC News to name just a few. Regular Financial Times readers may have spotted us a total 16 times, and perhaps also an IPSE guest appearance on the popular FT Money podcast.

It was a big year for broadcast news coverage too; we were mentioned on the airwaves a total of 70 times in 2016 with coverage on BBC Radio 2, BBC Radio 4, BBC Radio 5live, LBC and almost every regional BBC station.

Then there's our online coverage. IPSE was mentioned in almost a thousand online news stories over the course of the year, demonstrating the strength of our brand as the leading industry experts. Highlights included the Huffington Post, Forbes.com and Mailonline.

Total media mentions:

1,119

Total potential reach of IPSE
media mentions (people):

393m

The cost of buying the coverage IPSE's
media team obtained

Data taken from Gorkana Media Monitoring figures from 1/1/16 to 31/12/16

£1,746,921

The Centre for Research on Self-Employment

In 2015, through a combined effort by IPSE and leading academics with interests in the areas of freelancing and self-employment, a platform for research and innovation was formed – the Centre for Research on Self-Employment (CRSE). This international research think tank is the first of its kind working to improve understanding of the self-employment sector.

Established in response to the need both to recognise the heterogeneity of the self-employed workforce and to adapt to a more flexible labour market, the CRSE's mission is to produce new research that will add value to practitioners and inform public policy.

The CRSE has established a presence across the globe and significantly strengthened the link between research and its impact on policy and industry

The CRSE launch event in 2015 was commended for its convening power and recognised as a finalist for Event of the Year at the Trade Association Forum annual awards. Following its successful launch, the

CRSE has established a presence across the globe and significantly strengthened the link between research and its impact on policy and industry.

Growing influence

Over the past 12 months, the CRSE has been engaging with MPs, civil servants and other think tanks in order to better understand their policy priorities and to shape a demand-driven research agenda. The CRSE will continue to leverage the insight of the international research network to respond to government consultations and produce new research to help overcome public policy challenges relating to the self-employed.

The future of self-employment research

The Global Workshop on Freelancing and Self-Employment Research is the CRSE's landmark event. It brings together international scholars at the forefront of self-employment studies to explore research in this area. The 2016 workshop was held at Brighton Business School in November, attended by experts from Kingston University, UK, Kozminski University, Poland, Erasmus University Rotterdam, Netherlands, Université catholique de Louvain, Belgium, and from as far away as Santa Clara University, USA. Each shared their research with a focus on translating it into policies that support the self-employed.



Raising the profile of self-employment research

The CRSE raised the profile of self-employment research by initiating a new research trajectory at the European Academy of Management (EURAM) conference. A conference stream on self-employment introduced by the CRSE was included in the 2016

The CRSE published the Handbook of Research on Freelancing and Self-Employment – the first authoritative source on freelancing and self-employment research

conference, and a symposium on self-employment will again feature as part of the 2017 conference programme. This partnership goes a long way towards building a more powerful network of academics focusing on self-employment research and broadens the depth of knowledge exchange in this area.



Providing a comprehensive analysis of the sector

Key to the CRSE's work is providing a comprehensive analysis of the sector through the dissemination and publication of new research. As well as maintaining a growing online library of interdisciplinary research from leading academics, the CRSE published the Handbook of Research on Freelancing and Self-Employment – the first authoritative source on freelancing and self-employment research. Research papers presented at the annual workshops have also been selected for publication in esteemed academic journals, including special issues of Small Business Economics, the Journal of Management & Organization and the International Review of Entrepreneurship.

Growing global network

The lifeblood of the CRSE is its academic network that continues to conduct pioneering research into the self-employment sector. The network continued to grow in 2016, with the research workshop receiving more than double the amount of submissions it had acquired the previous year, coming from across the global. The academic research network spans the USA, Australia, the UK and Europe, and its members bring a wealth of knowledge and insight, providing the basis for international comparisons of self-employment trends.



ABOVE Andrew Burke,
CRSE Chair

LEFT Simon Best,
Middlesex University

Award-winning IPSE

All in all, 2016 was a ground-breaking year for IPSE. We didn't go unnoticed, and we'll probably be needing a bigger virtual mantelpiece for 2017. We've stuffed the current one full of awards wins, runner-up trophies and nominations and there's very little space left.

Members of the press team, education and training team, policy team and IT team all played a vital role and were deservedly recognised in 2016. Here are the stars of the show:

Most Effective Voice, Association Awards – Winner

The self-employed spend more on work travel than any other group. So when the Government announced changes to the rules on these kinds of expenses, IPSE had to take action. A successful lobbying campaign – including face-to-face meetings with HM Revenue and Customs, direct contact with the Chancellor of the Exchequer and an evidence-based consultation response – ensured that the plans were shelved. Despite stiff competition for the Most Effective Voice award, the team's efforts were rewarded.

BIS Sector Representation, Trade Association Forum Awards – Winner

This was, according to the judges, one of the most difficult categories to win. But IPSE still took home the trophy, thanks to the policy team's ability to properly engage with government and make changes happen. Particular highlights were IPSE's grass-roots lobbying and media campaigns, and our efforts to motivate our members.

Best Conference Development, Association Awards – Nominee

Our ability to engage with policy makers has been growing steadily in recent years, and the Policy Conference put us in an even stronger position. Bringing together political heavyweights, business leaders, journalists and experts in self-employment, IPSE created a high-profile platform to raise awareness of self-employment and its contribution to the economy. It was an unequivocal success, bagging it a nomination for Best Conference Development in its very first year.



ABOVE centre: Suneeta Johal, Head of Research, Education and Training, centre left: Andy Chamberlain, Deputy Director of Policy, centre right: Simon McVicker, Director of Policy and External Affairs
OPPOSITE Suneeta Johal, Head of Research, Education & Training & Daniel Wallace, IT Department Manager



Event of the Year, TAF Awards – Nominee (highly commended)

IPSE's Policy Conference was recognised a second time when it came a close second for this award. The judges were impressed by the overall concept, with particular praise for our involvement of top academics. IPSE's careful spend of budget for maximum effect also earned us the "highly commended" credential.

Young Executive of the Year, Association Awards – Nominees

Not one, not two, but three members of IPSE staff were nominated for this award. Head of Press and PR James Gribben was first up. Under his leadership, the press team have almost tripled the nationwide circulation of IPSE's press coverage in 2016, and we have featured in almost every national news outlet at some point during the year. If we had paid for the equivalent print space in advertising, it would have cost £1,746,921.

Lydia Wakefield, Education and Training Manager, was nominated because she has devised and implemented a number of brand-new initiatives since she joined the organisation in 2015. IPSE Academy, student memberships and the University Partnerships are all her brainchildren.

Andy Chamberlain, Deputy Director of Policy and External Affairs, was the third nominee, having worked to ensure that the Government introduced a number of policies which ultimately make life better for vast numbers of self-employed workers. He represents IPSE at the most senior levels of government, as well as issuing comprehensive guidance for the self-employed on key political issues.

Magazine of the Year, Trade Association Forum Awards – Nominee

IPSE Magazine went from strength to strength in 2016 and it was rewarding to see its progress recognised by the judges. They singled out its "join and subscribe" sections and extensive back library as particular highlights, and were impressed by the quality and suitability of the content to IPSE members.

Website of the Year, Trade Association Forum Awards – Nominee

Bagging IPSE another close second place was our brand-new website. It includes a more "professional and slick" interface, lots of available information and some "great graphics". Its navigability and high level of responsiveness were also acknowledged.

University Partnerships and IPSE Academy

University Partnerships

We know that people from all manner of backgrounds choose to become self-employed. So, in 2016, IPSE's education and training team devised a new way to reach out to some of the most promising future freelancers: students. Through IPSE's University Partnership programme, we support higher education institutions to deliver top-class enterprise education, ultimately giving students the best possible head-start on their journey to self-employment.

The partnerships have resulted in a total of 1,400 student memberships as at the end of 2016

Research shows that only two per cent of independent professionals found out about this way of working while at university. Our University Partnerships exist to turn this around, focusing on improving awareness among students of self-employment as a viable career opportunity, building understanding of what it means to be self-employed and how to succeed in this kind of work.

It's good news for IPSE's membership figures, too: the partnerships have resulted in a total of 1,400 student memberships as at the end of 2016.

IPSE Academy

Staying ahead of the game is essential for any freelancer in a competitive market. Yet the typical micro-business owner is, unfortunately, far less likely to take on training opportunities than a comparable employee. Their reasoning is obvious: when you work for yourself, time spent training is time you're not earning and most courses run on weekdays during office hours. Unlike many employees, the self-employed must also pay the course fees themselves and, again unlike for employees, not all courses are tax deductible.

IPSE University Partnerships

- Nottingham Trent University, School of Art and Design
- Middlesex University
- University of Sussex
- University of the Arts, London College of Fashion
- University of Liverpool
- Loughborough University

There was a clear need to improve training opportunities for the self-employed, and so the education and training team created IPSE Academy. We teamed up with top training providers BPP, QA, Media Training Ltd and Monkfeet, giving IPSE members access to a whole host of training opportunities at a discounted rate. Spanning all kinds of disciplines from basic finance training to advanced technical qualifications, many of the courses can also be taken online at the user's own pace.



LEFT IPSE Education and Training Manager Lydia Wakefield

Women in Freelancing Network

The number of freelancing women in the UK grew by 36 per cent between 2008 and 2015. That's a big jump and there isn't much in the way of support out there for this rapidly growing group.

IPSE has always existed to advise and support independent professionals, and the decision was made to launch the Women in Freelancing Network (WFN). Its aims are simple: to bring independent, self-employed business women together as part of a professional network.

The strategy has been to focus on highly informative content from charismatic speakers, making best use of existing IPSE connections.

Caroline Morgan, one of the founders of the WFN and an active member of the IPSE board, opened every event in 2016 with a rousing speech about how we hope to inspire as we continue our work, which included information about IPSE and how to join.

Two large events were held in 2016. The first was a panel session and series of interviews beneath the giant chandeliers in St Ermin's Hotel, London, for International Women's Day. There were also three webinars entitled "Getting others to tell your story", "How to win more work using personal branding" and "Continuous development – how to stay ahead of the game as a freelancer".

The strategy for events such as this has been to focus on highly informative and relatable content from charismatic speakers, making best use of existing IPSE connections.

The International Women's Day event was well attended. Around 80 guests were presented with an eminent panel line-up consisting of Vicki Owen, Daily Mail; Flick Drummond MP, Women and Work All Party Parliamentary Group Co-chair; Kate Taylor, founder of Up Coaching; and finally Hannah Martin, Talented Ladies Club Editorial Director. Topics discussed ranged from the challenges of becoming a one-woman-band and being all parts of a company at once, to the difficulty of dealing with toxic clients.



IPSE's Women in Freelancing Network Panel

The event was a great success, hosted smoothly by business journalist and broadcaster Penny Haslam. As it was held in partnership with the Talented Ladies Club, there was also a slightly higher turnout than usual and increased opportunities to recruit new IPSE members.

The second event of 2016 was focused on one internationally renowned speaker, all the way from Canada. Kim Duke is the founder of the Sales Divas and gave a very entertaining and informative speech entitled "How to sell when you hate selling" at Etc. venues. It was clear that many in the room left with valuable insights into the art of selling.

Kim shared knowledge gained from over two decades of experience working with top clients and speaking at events around the world. She also revealed some interesting facts, including: "Email marketing has a conversion rate forty times higher than social media."

About IPSE

IPSE is the largest association of independent professionals in the EU, representing over 67,000 freelancers, contractors and consultants from every sector of the economy. It's a notfor-profit organisation owned and run by its members.

We believe that flexibility in the labour market is crucial to Britain's economic success, and dedicate our work to improving the landscape for the freelance way of working through our active and influential voice in government and industry.

With highly professional staff working for you, IPSE has the unique ability to demonstrate the economic value of freelancing to those in power and ensure freelancing is both considered and supported in all areas of regulation and policy. As well as being a campaigning body, IPSE provides a wide range of support services to help its members succeed in business, including tax and legal helplines, IR35 support, and compensation for illness/injury.

Founded in 1999 by a community of freelance contractors, IPSE has become the leading authority on freelancing in the UK. The association is governed by its members and any member is eligible to stand for election to the Consultative Council, and from there, for election to the Board of Directors.

IPSE

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