

Annual Review 2017

ipse
For one, for all

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 not-for-profit organisation owned and run by its members.

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

IPSE aims to be the principle and definitive source of knowledge about freelancing and self-employment in the UK. We work with leading academic institutions and research agencies to provide empirical evidence about evolving market trends. This research supports our work with government and industry and delivers key market intelligence to help our members with business planning.

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CONTENTS

FORWARD	5
IPSE POLICY WORK	6
IPSE IN THE NEWS	9
RESEARCH	10
THE CENTRE FOR RESEARCH ON SELF-EMPLOYMENT	13
IPSE MAGAZINE	14
AWARD-WINNING COMMERCIAL TEAM	16
NATIONAL FREELANCERS DAY	18
FREELANCER OF THE YEAR AWARDS	20
UNIVERSITY PARTNERSHIPS AND IPSE ACADEMY	21
IPSE WOMEN	22



Forward

With so many substantial policy victories, an influential manifesto, landmark research, countless fantastic member partnerships, our biggest National Freelancers Day, and a record-breaking year in the press; 2017 was certainly one of the most successful and exciting years in IPSE's history.

At a time when the overwhelming benefits of self-employment are stimulating a surge in the number of people working for themselves; whether freelancer or consultant, contractor or interim, our mission continues to be supporting and championing anyone going it alone.

However, despite the fact that the self-employed contribute £255 billion to the UK economy every year – enough to fund the NHS, twice – this flexible, dynamic and highly-skilled subset of our workforce is underappreciated and under attack from the Government.

We were there to warn against ill-advised policy suggestions relating to issues such as NICs and IR35, but at the same time IPSE also exists to support sustainable and beneficial strategies that allow the self-employed to drive growth and innovation such as the Government's Taylor Review of modern employment practices.

Despite the challenges they face, both inherently and those imposed on them, self-employment carries overwhelming advantages which we cannot forget. This section of our workforce, from young professionals working in the gig economy to retirees supplementing their pensions, is continuing to drive the UK through the uncertain political and economic times ahead.

With so many challenges, and significant plans afoot in 2018 – including the planning for IPSE's 20th anniversary in 2019 – the next 12 months promises to be another busy and exciting time.



James Collings, IPSE Chariman

IPSE policy work

NATIONAL INSURANCE CONTRIBUTIONS

One of IPSE's biggest policy successes of 2017 was in response to the Spring Budget in March. In an ill-judged move, Chancellor Philip Hammond tried to use the Budget to raise National Insurance Contributions for sole traders to 11 per cent.

IPSE's policy and press teams quickly co-ordinated a hard-hitting campaign against the decision. Launching press releases, detailed blogs and preparing quotes for numerous publications, they drew attention to the government's pledge not to raise NICs, and argued that the self-employed pay lower taxes because of the higher risks they take.

The policy and press teams secured coverage for IPSE in the Guardian, the Daily Star, BBC News, the Financial Times, the Independent, City AM, the Daily Mail and the Daily Telegraph. In an article on BBC News, for example, IPSE Chief Executive Chris Bryce commented: "The Chancellor should not forget that growth in self-employment has driven our labour market in recent years and punitive rises in tax will make many people have second thoughts about striking out on their own."

IPSE's policy and press teams also gained coverage on BBC Radio 4, BBC Radio Scotland and BBC Radio Northampton. And IPSE spokespeople appeared on Sky News and BBC News not once but twice to make the case for the self-employed.

In a matter of days, the Chancellor bowed to pressure from IPSE and other organisations and was forced into an embarrassing u-turn. National Insurance Contributions for the self-employed remained unchanged.



Philip Hammond:
Autumn Budget
2017

IR35 IN THE PRIVATE SECTOR

Another of the policy team's biggest successes came from the Autumn Budget.

In the weeks before it was due to be announced in November, rumours were rife in newspapers like the Times that the Chancellor was planning to extend the disastrous changes to IR35 from the public sector to the private sector.

The changes – which were rolled out in the public sector in April – essentially shifted responsibility for determining IR35 status from contractors themselves to their clients. Because determining IR35 status is difficult, however, many public sector bodies simply hedged their bets and put all their contractors under IR35. This did serious damage to thousands of self-employed people, causing them to leave the public sector in droves. It led to problems across the public sector – from delays to major projects to skills

shortages in the NHS.

Faced with the prospect of even greater damage in the private sector, IPSE's press and policy teams were quick to mobilise a response. They gained coverage in City AM and the Daily Mail and published articles in the Telegraph, the Spectator, Politics Home and Guido Fawkes warning of the damage done in the public sector.

IPSE's policy team also launched a campaign encouraging members to write to their MPs and explain the damage the changes would do to their businesses. They particularly encouraged members in seats with Conservative MPs and large numbers of self-employed people to get involved.

When Budget day arrived, IPSE's hard work paid off. The Chancellor delayed any possible further changes until after a full impact assessment of the changes to IR35 in the public sector. IPSE will be working hard to make sure this accurately reflects the damage done across the sector.

Paul Uppal
appointed as the
small business
commissioner



SMALL BUSINESS COMMISSIONER

Another of the policy team's major successes this year was persuading the government to listen to IPSE and appoint a small business commissioner. IPSE had been calling on the government to create a small business commissioner position – along the lines of the model adopted in New South Wales – for several years.

The aim was to put an official in place who would champion the rights of the self-employed and tackle some of the biggest challenges they face – particularly late payments and free work. For too long now,

“Paul Uppal was appointed as small business commissioner.”

businesses have been getting away with paying freelancers late – or not at all – and causing them significant problems. Worse, in some industries – especially the creative sector – there is an increasing expectation that freelancers will take on work just for the promise of credit and exposure.

Although the Government committed to installing a Small Business Commissioner the year before, it was only in 2017 that they chose Paul Uppal for the post. IPSE responded to the appointment of the entrepreneur and former MP for Wolverhampton South West by saying: "As someone who ran his own business, Mr Uppal knows how difficult being self-employed can be. He needs to use his experience to fight for the interests of our smallest firms."

Now IPSE is working closely with Mr Uppal to champion the interests of the self-employed and clamp down on late payments and free work.

One significant step in the right direction was the introduction of a new Small Business Commissioner Complaints handling service towards the end of 2017, to help self-employed people across the UK deal with poor payment practices. The office of the Small Business Commissioner also launched its new website with guidance on self-employed rights and how to handle

payment issues.

THE TAYLOR REVIEW

2017 was also the year of the Taylor Review of Modern Working Practices, the UK's biggest-ever report on self-employment and the modern labour market.

Led by Matthew Taylor, the Chief Executive of the Royal Society of Arts, the review consisted of 10 public evidence-gathering sessions and a nationwide tour to 'define good work'.

IPSE's policy team was heavily involved in the evidence-gathering process, using both its panel session and its official submission to lay out clear steps to make sure self-employment remains a positive and attractive way of working.

Top of the list was the introduction of a statutory definition of self-employment. While both employee and worker status are clearly defined in UK law, there is still no definition of self-employment. Introducing a statutory definition of self-employment would not only clear the confusion in the gig economy and stop unscrupulous companies exploiting vulnerable workers; it would also protect the freedom and rights of legitimately self-employed people.

IPSE's policy team also drew attention to the problem of pension provision for the self-employed, and stressed the need to consider new measures to encourage them to save for later life. Another key focus was training: we emphasised the importance of skills development for the self-employed and called for new measures to incentivise training.

When the Taylor Review was published in July, it was clear IPSE had made a significant contribution. Not only did the review acknowledge that self-employment is a positive choice for most people; it also agreed that it should be more clearly distinguished from other employment statuses.

The report also shared IPSE's concern about the lack of pension provision for the self-employed, and recommended exploring potential new systems to incentivise and support saving.

Although there were uncertainties about its call for a new 'Dependent Worker' status, overall the Taylor Review included many astute assessments and positive recommendations. IPSE will be working closely with the Government throughout 2018 to help push through its best proposals.



Matthew Taylor published his report into modern working practices in July



raise the personal allowances to £11,000

Don't strangle the self-employed: IPSE launched its pwn manifesto ahead of the general election



IPSE in the news

From the UK to the US, China to Australia; IPSE had a record-breaking year in the media spotlight in 2017. Reaching more than 500 million people – over 100 million more than 2016 – IPSE was prominent across print, online and broadcast platforms to increase our standing as the go-to, authoritative voice for self-employment.

Whether it was the well-publicised Spring Budget NIC's U-turn or landmark gig economy employment tribunals, offering membership to Uber partner drivers or concerted campaigns against VAT and IR35 proposals in the Autumn Budget; IPSE and self-employment was never far from the headlines in 2017.

Whether it was providing expert insight, presenting hard-hitting case studies, or publishing persuasive opinion editorials; both proactively and reactively, IPSE had its finger on the pulse throughout 2017 with 123

mentions in the national media. Some of the highlights included:

- The Guardian – 22 mentions
- The Daily Mail – 15
- City A.M – 14
- Financial Times – 11
- BBC.co.uk – 9
- The Times – 8
- The Independent – 7
- The Telegraph – 6.

In addition, there were countless mentions in the regional newspapers ensuring that the self-employed had a voice from Land's End to John O'Groats.

IPSE also made significant waves in the broadcast world with no fewer than 94 mentions or appearances across television and radio platforms.

As well as numerous appearances on both

national and local radio, chief executive Chris Bryce and Deputy Director of Policy Andy Chamberlain became regular live guests on both the BBC and Sky TV.

Meanwhile, in one of the year's more interesting pieces of coverage, IPSE made its debut in Asia when Chamberlain was interviewed by China's largest independent television station – Phoenix TV – about the Government's NICs u-turn in March.

In what was a prolific year for online coverage, which included nine mentions on news wires of Reuters and the Press Association, many of the highlights came on the web pages of Politics Home. In nine blogs and responses on the most viewed and valued specialist online news source in parliament, IPSE ensured it was front and centre in the corridors of power.

Never before has self-employment been as central in the media agenda.

PENSION AUTO-ENROLMENT

For some time, IPSE has been voicing concerns about the low pension uptake among the self-employed. In a blog late in 2017, for example, Senior Policy Advisor Jonathan Lima-Matthews called it a 'ticking time bomb'. The policy team also raised concerns in its official submission to the Taylor Review, calling for the Government to explore new measures to encourage saving.

IPSE was delighted, therefore, when the Department for Work and Pensions (DWP) announced that it would be conducting a far-reaching review into pension auto-enrolment and whether it could be made to work for the self-employed.

During the course of the review, IPSE worked closely with senior officials across the DWP, submitting evidence and helping to ensure the review accurately reflected the pensions difficulties faced by people throughout the self-employed community.

IPSE's contribution was so important that in the final report, it said: "We will continue to work on filling important evidence gaps in relation to our understanding of the diversity of self-employment and, as part of this, will look forward to the outcomes of research in the field from HMRC and the Association of Independent Professionals and the Self-Employed (IPSE)."

The CRSE also had a significant impact on the report, with their research into the diversity of self-employment cited not once but

twice. As a result, the report fully accepted not only that self-employment is extremely varied, but also that one-size-fits-all solutions would not be effective. Because of this and the report's recommendation that the Government should test a range of different auto-enrolment interventions for different segments of the flexible labour force, it represents a significant step forward in the Government's approach to the self-employed.

GENERAL ELECTION 2017

Theresa May's snap election was the biggest political event of 2017 and, even though it clashed with National Freelancers Day, IPSE still managed to make it one of its biggest successes of the year.

“Our manifesto supports the risk-takers, rewards the go-getters and champions the innovators.”

As soon as the election was announced, IPSE's policy and press teams set about creating a smart, polished manifesto called *A Contract with the Self-Employed*. Pulling together policies, research and case studies, the manifesto set out who the self-employed are, how their rise is changing the political and economic landscape, and what policies the next government would need to put in place to give them the support they need.

In his announcement on the website, IPSE Chief Executive Chris Bryce said: "Our manifesto supports the risk-takers, rewards the go-getters, and champions the innovators – the self-employed; those who are driving the economy, stimulating growth and adding flexibility to the UK."

Top of IPSE's list of policy recommendations was a statutory definition of self-employment – to not only guarantee the rights of vulnerable workers in the gig economy, but also protect the freedom of the legitimately self-employed. Another key proposal was a full review of the UK tax system to make it fairer and more efficient for the modern flexible labour market.

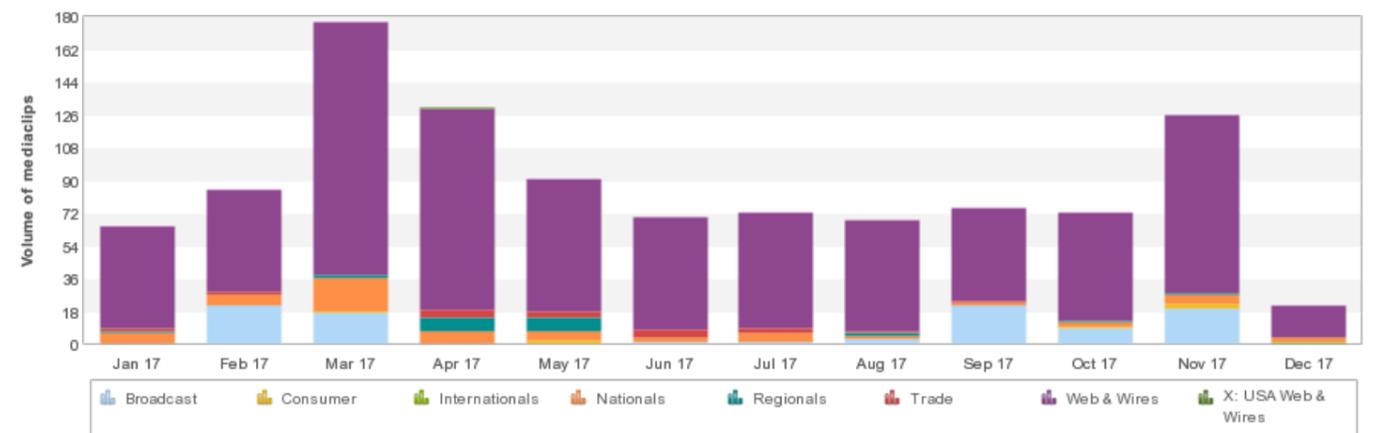
IPSE also called for better pension provision for the self-employed, tax-deductible training for new skills and infrastructure improvements including faster broadband, incentives for work-hub use and creation, and greater powers for the Small Business Commissioner.

An eye-catching poster campaign was also commissioned to accompany the manifesto, and both were launched on 30 May at a major event on London's South Bank. From there, the manifesto was sent to hundreds of MPs across Parliament, and the campaign posters were driven around London, Birmingham, Bristol, Manchester and Leeds. The hard-hitting campaign not only raised the profile of the self-employed across the UK, but also caught the attention of numerous key politicians.

Total media mentions: 1,052

Total circulation: 500,667,569

The cost of purchasing advertising with an equivalent reach: £2,621,383

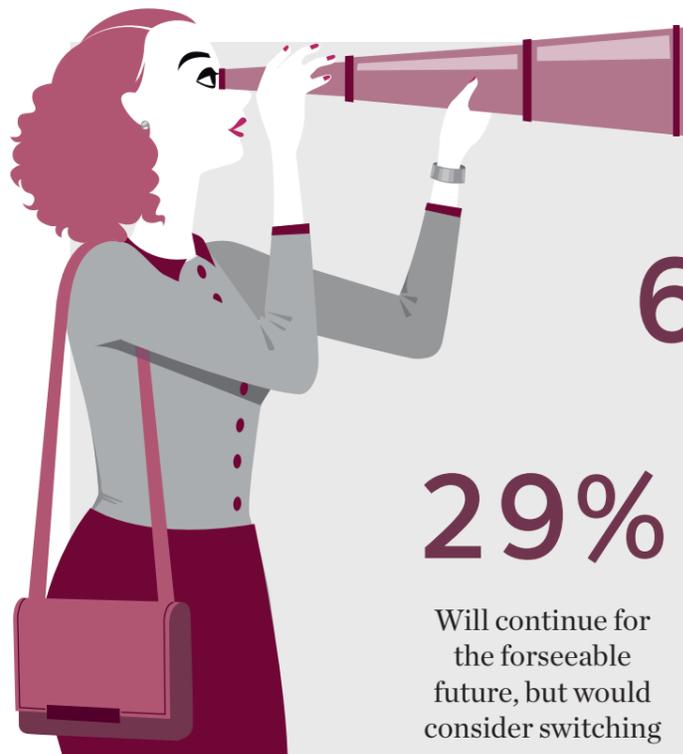


*Figures taken from Gorkana Media Monitoring data from 1/1/17 to 31/12/17

Research

With self-employment experiencing an unabated boom, the need to understand this heterogeneous section of the UK's workforce has never been greater. To support a comprehensive policy agenda and improve understanding of self-employment among policymakers and the media, IPSE's expert research team continued to produce numerous hard-hitting, insightful and effective research papers throughout 2017.

From exploring the motivations behind working for yourself to comprehensive and evolving reports about freelancers' business outlook; IPSE's research team continued to increase its already burgeoning reputation as one of the most trusted, reliable and insightful sources of information on self-employment. Here are just a few of the highlights:



Work intentions

How long people intend to work as a freelancer

64% Intend to carry on freelancing for the foreseeable future

29%

Will continue for the foreseeable future, but would consider switching

3%

Want to switch to working for someone else as soon as possible

4%

Don't know

TO BE OR NOT TO BE A FREELANCER: JOB SATISFACTION AND WELLBEING.

With the number of self-employed people increasing at a rapid rate and showing no signs of slowing, IPSE set out to answer the questions: what motivates people to go out on their own, and are freelancers happier than they would be in regular employment?

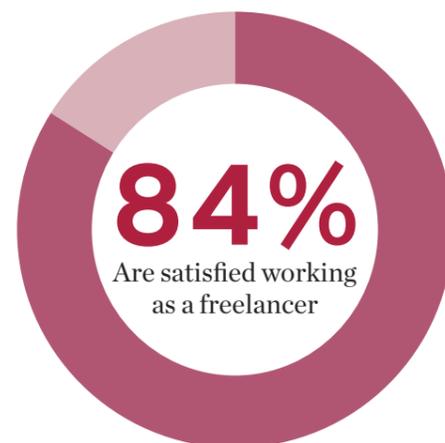
Exploring the link between working for yourself and work/life satisfaction, IPSE conducted a survey among freelancers to explore the psychological benefits of freelancing and how this might be contributing to the growth of the sector.

Surveying over 1,000 freelancers, the study found that it was "overwhelmingly clear" that freelancing had a "significantly positive" effect on wellbeing. More than four in five (84%) were "very satisfied" with working for themselves compared to just 64

per cent of employees who felt the same.

Exploring the reasons behind these positive experiences, it was clear that confidence in their ability to handle challenges (95%) and their pride in their work (91%) were the biggest factors. It also emerged that better work-life balance, greater control over their work and increased earning potential are the biggest factors driving people to go freelance.

The report also investigated factors that could reduce both wellbeing and satisfaction, finding that exactly 50 per cent of freelancers occasionally feel stressed working for themselves. According to 30 per cent of respondents, worries about financial security and finding work were the biggest factors behind this. The report, released to mark IPSE's biggest National Freelancers Day to date, was featured in the Financial Times.



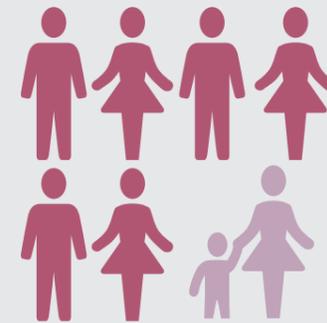
2 million freelancers in the UK

1.77 million freelance as their main jobs

A further **234,000** work freelance in second jobs

Between 2008 and 2016 the number of freelancers in the UK increased by **43%**

Mothers working as freelancers



1 in 7 of all freelancers are working mums (**302,000**)



Between 2008 and 2016 the number of mothers working as freelancers increased by **79%**

generating £119 billion to the UK economy. The report and its findings (many of which are illustrated overleaf) were featured in articles in both the Daily Mail and the Independent.

THE FREELANCER CONFIDENCE INDEX

The Confidence Index remains one of the most crucial resources in IPSE's research agenda. Produced quarterly, the survey tracks both the business performance and the economic outlook of independent professionals and the self-employed in the UK and details the compounding factors behind their confidence.

The FCI is the only authoritative indicator on freelancers' business performance, and is used by the Bank of England and other organisations to assess inflationary pressures. It provides a regular insight into: freelancers' business confidence, UK economy confidence, daily rates of pay, quarterly earnings and the amount of time spent working per quarter.

This data provides an important insight that helps ensure that freelancers are accurately represented and continue to be central to government policy.

Unfortunately, however, concerns over Brexit and government policy made 2017 a worrying year for freelancers. The second quarter of 2017 saw the confidence of the UK's two million freelancers fall to the lowest level on record and, over the course of the year, the news didn't get much better.

While the trends are worrying, a semblance of good news can be found in the fact that freelancers have consistently responded that they have more faith in their own business performance than that of the wider UK economy.

With many research projects already commissioned and under way, 2018 promises to be another busy year in IPSE's research department.

Gender split



41% Female

59% Male

EXPLORING THE FREELANCE WORKFORCE IN 2016

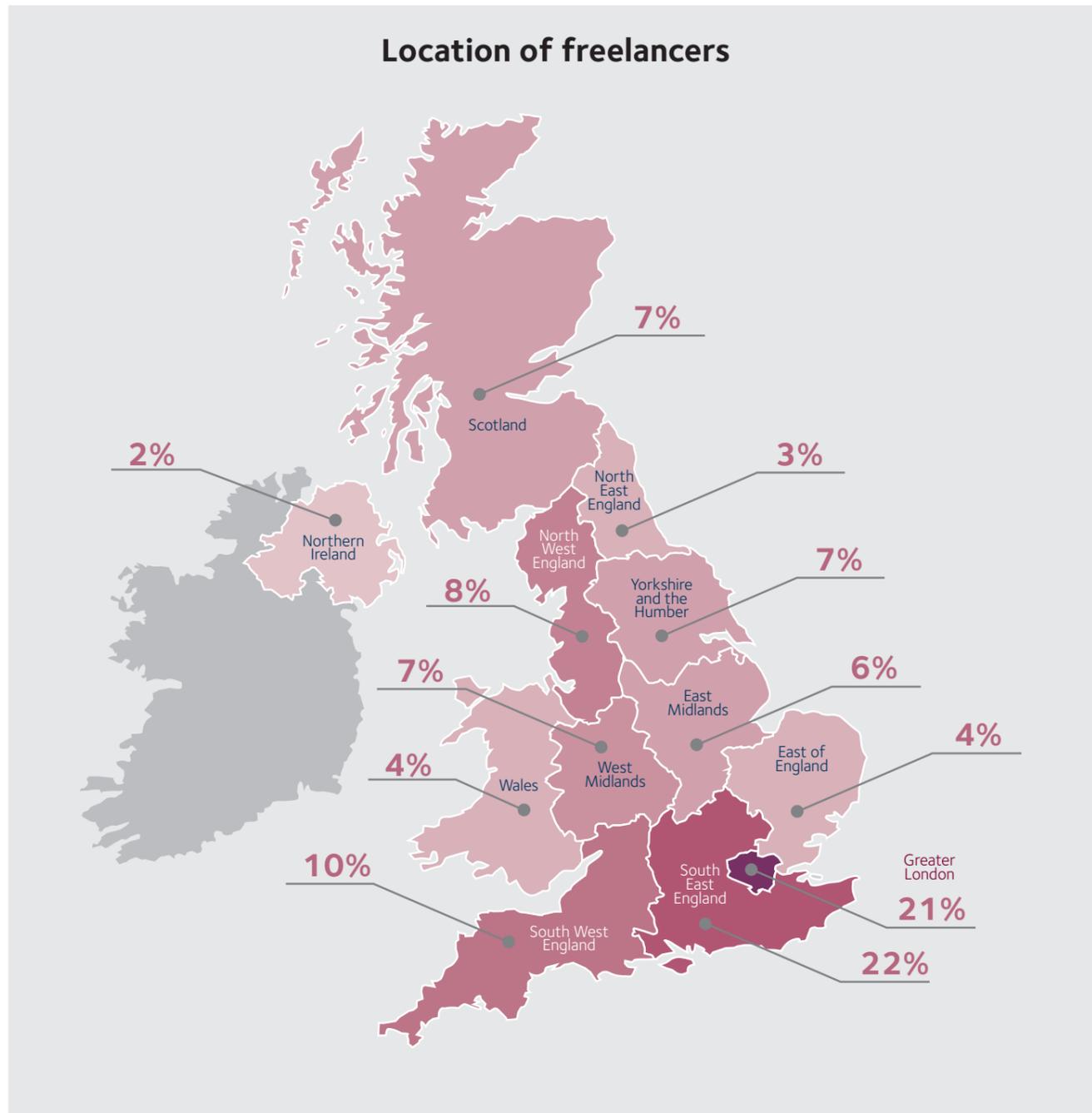
Following a number of successful reports in recent years, IPSE drew up a report on the makeup of the UK's freelance workforce in collaboration with Professor John Kitching of Kingston University's Small Business Research Centre. Drawing on a broad range of data between 2008 and 2016, including freelancers' occupations, working times, locations, average ages, gender and a whole host of other factors; the report formed the evidential background for many of IPSE most effective policy, press and commercial campaigns in 2017.

Drawn from official UK government sources to develop a contemporary picture of the UK's freelance workforce, the report found that freelancers contribute a stag-

RESEARCH SUPPORT/ENABLING POLICY DEVELOPMENT

- Conduct and commission research – In 2017, working with ComRes, IPSE carried out integrated research with our own members to gain a broader and more representative picture of the self-employed.
- Saving for later life – Due in early 2018, this report is the culmination of focus groups and a large-scale survey exploring the issues and barriers around saving for retirement among the self-employed. Working with a range of pension providers, civil servants and industry experts, the report will reflect on the outcomes of the research to inform the development of practical solutions for helping the self-employed save for later life.
- Training – Exploring methods to better prepare the next generation of the self-employed and identify ways in which government can provide ongoing support and advice, as well as facilitate accessible and quality options for life-long learning.
- Brexit – IPSE set out to determine what the best result of the Brexit negotiations would look like for the self-employed. Based on consultations with our members and data from a wider survey of the self-employed, this research supports IPSE's ongoing consultation with government and calls for a Brexit deal that works for both the self-employed and wider UK economy.

Centre for Research on Self-Employment



Percentages do not sum to 100 due to rounding

Just two years after its inception, the CRSE (Centre for Research on Self Employment) went from strength-to-strength in 2017, not only did it publish its most significant work to date; in the process, it also established itself as the leading think tank working to improve the understanding and appreciation of self-employment.

In 2017, the CRSE – a collaboration of top academics at the forefront of self-employment studies, from around the world – delivered on its mission to produce leading edge, robust and multidisciplinary research. IPSE is proud to have helped drive the creation of this pioneering think tank, motivated and informed by real business practice and public policy. Using its demand-driven approach to inform public policy, the CRSE, aiming to illustrate the diversity of self-employment, published its first significant research report.

THE TRUE DIVERSITY OF SELF-EMPLOYMENT

In November, the CRSE, in conjunction with the Institute for Employment Studies (IES), in November published *The True Diversity of Self-Employment* – a landmark study. The paper identified nine very distinct segments of the UK's self-employed workforce based on three indicators: their security, levels of independence and earnings.

By segmenting the UK's diverse self-employed population, the report uncovered

some significant issues and presented a series of differentiated, tailored policy suggestions to help nurture each distinct subset of the self-employed workforce.

While the report was in its final stages, Professor Andrew Burke, Dean of Trinity Business School Dublin and Chair of the CRSE, and Nigel Meager, Director of the Institute for Employment Studies, were invited

“This research was credited in a paper published by the DWP.”

to present the paper's preliminary findings at both the Conservative and Labour Party Conferences.

The findings of this research were credited as a source in a paper published by the Department for Work and Pensions about automatic enrolment entitled: *Maintaining the Momentum*.

THE TAYLOR REVIEW

During its embryonic existence, the CRSE has been engaging with MPs, civil servants, stakeholders and other think tanks to better understand their policy priorities, and therefore identify areas of potential research. There was proof of this growing reach and influence when the CRSE was invited to submit evidence to the Government-commis-

sioned Taylor Review of Modern Employment Practices.

Led by Matthew Taylor, Chief Executive of the RSA, the report was predicated on defining 'good work' and made a series of policy recommendations in order to help the self-employed thrive.

In the official submission, Andrew Burke warned against broad, one-policy-fits-all approaches to self-employment, which run the risk of damaging the UK economy. He also emphasised how important it is to maintain the flexibility and freedom of the legitimately self-employed, while also protecting and supporting the falsely self-employed.

OTHER EVENTS AND A VIEW TO THE FUTURE

At the European Academy of Management (EURAM) conference, the CRSE hosted a symposium on 'Freelancing and the transformation of organisations, innovation and careers' which shed further light on the growth of self-employment in the academic world.

By building on 2017's successes, the CRSE is sure to go from strength to strength in 2018. The launch of a new programme of regular work, which will include the production of quarterly reports to improve the integration of research-based evidence into policymaking. The first of these will be published as part of IPSE's Policy Conference.

IPSE Magazine

IPSE magazine remains the UK's only publication dedicated to providing reliable news, information and advice for freelancers and the self-employed.

As the UK's largest representative body for this sector, we have a lot to share, particularly in terms of research and policy issues.

Highlights from 2017 included:

- An interview with Carolyn Fairbairn, the first female director general of the Confederation of British Industry (CBI);
- An insight into the NASA and their work with freelancers;
- Prime Minister Theresa May's personal message to the self-employed ahead of the snap General Election;
- An exclusive interview with Matthew Taylor following the publication of his review into modern working practices.

With the announcement of the snap General Election in May, issue 61 was an election special edition and featured a statement from each of the major parties in the UK. Issue 62 highlighted the glitz and

glamour from our most successful National Freelancers Day (NFD) and Freelancer of the Year Awards yet.

A printed copy of the magazine is available at IPSE events and co-working spaces. Members, and those who have subscribed to the magazine, can find a digital version on our website and via the Issuu platform.

“More than 40,000 people receive each edition of IPSE Magazine.”

Each month we also send out a newsletter, picking out some of our key features. In total, over 40,000 people receive each edition of the magazine.

In 2016, the magazine underwent a re-vamp and became a digital-first publication. In 2017, we continued to improve the look and feel of the magazine; paying close atten-

tion to how copy and images are presented.

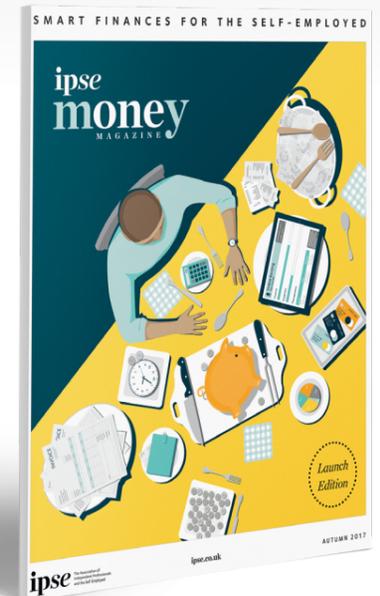
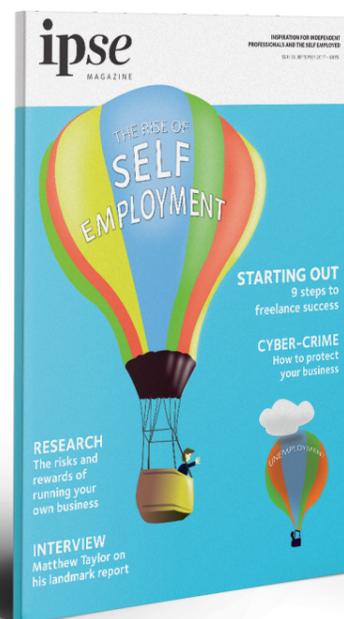
We also began the process to rebrand the magazine and give it an entirely new identity. We held two focus groups in the summer, where we had a wide variety of participants from IT contractors to illustrators, some of who are IPSE members.

As a result, we were able to gauge what did and did not work in the magazine, and then used this information to produce a new publication.

We finished 2017 with the final edition of IPSE magazine in its current form. 2018 will see the launch of the brand-new magazine – *Modern Work*.

In 2017, IPSE also successfully launched a new, quarterly magazine – *My Money* – which aims to provide financial advice to freelancers and the self-employed.

My Money is a digital-first publication, with its content shared widely online, both on the IPSE website and through the Issuu platform, with special print runs for events.



ISSUE 60



ISSUE 64

Award-winning commercial team

AWARDS

2017 was the first time the commercial team entered the Trade Association Forum Awards, and on their first appearance, walked away with a trophy.

We won the commercial initiative of the year award. The awards recognise, reward and promote best practice amongst trade associations in the UK. We won the award based on the establishment of our partnership network that provides our members with access to tools, resources and services to assist in running their business and setting up their futures.

Winners of the Commercial Initiative Award



Award winning: Patrik Wagner, Corinne Stuart and Alex Mahon

PARTNERSHIPS

This year, we have welcomed Uber partner drivers to our membership, this has allowed us to expand our representation of the self-employed.

This subset of our membership face many of the same challenges and similarly enjoy the many benefits of being self-employed. Welcoming these members has positively contributed to IPSE being able to demonstrate the value of the self-employed across all sectors of the UK economy.

Extending our partnership network has also been a priority for the team, we have added HSBC, Close Brothers, Experian, Hitachi Capital and AXA-PPP, amongst others.

This has given us the scope to provide valuable resources to members that allow them to more effectively manage both their business and personal life.

Our partnerships also allow us to host an increased number of events, including the *My Money Roadshow* and roundtables with key stakeholders.

In 2018 we look forward to continuing to grow this network in order to provide our members with even more resources and information.

OUR PARTNERS

- HSBC
- Intuit Quickbooks
- Aegon
- CMME
- Close brothers
- Wix
- Experian
- LHS
- AXA PPP
- Freelancer

MY MONEY ROADSHOW

In the wake of our new finance magazine, *My Money*, IPSE hit the road for a series of money roadshow events across the UK, in a bid to raise awareness about the importance of financial planning.

The events took place in Edinburgh, Manchester and finished at HSBC's flagship building in Canary Wharf in London. It gave self-employed people the chance to speak to, and get advice from, financial experts on a host of topics – from saving for later life to getting a mortgage.

One of the main features of the events was the chance for freelancers, contractors, consultants and anyone considering becoming

self-employed to book 30-minute, one-to-one slots with experts from IPSE's partner organisations.

This included HSBC, Close Brothers Asset Management, CMME who provide mortgages for independent professionals and Kingsbridge Contractor Insurance. IPSE's partners gave advice about a huge range of freelance finance subjects.

Then to round off the UK-wide roadshow, there was an evening reception, with talks from leading financial experts on everything from managing money as a freelancer to getting paid faster for contracts. Not to mention drinks and plenty of opportunities to network with like-minded self-employed people from across the UK.



National Freelancers Day



THE DAY

“Amazing”, “invaluable”, “inspiring”, “brilliant” – National Freelancers Day 2017 certainly went down well with the IPSE awards finalists. And with good reason; with more than 400 attendees and over 20 exciting events across the country, this was IPSE’s biggest and best National Freelancers Day yet.

Held on 8 June, this year’s NFD consisted of a host of workshops and talks during the day, followed by the Freelancer of the Year Awards in the evening.

And this year, there was a major addition to the day’s line-up: as well as the main London event at Kings Place, for the first time IPSE also hosted two satellite events.

One took place at Ziferblat co-working space in Manchester and the second at Deskclodge work-hub in Bristol. Both included not only talks and networking opportunities, but also live streaming of the London event.

At the main London event, freelancers from across the UK and beyond converged on Kings Place, a breath-taking exhibition centre overlooking Regent’s Canal.

Pouring in throughout the afternoon, guests were treated to talks and workshops, with everyone from Freelancer Club director Matt Dowling and the 2016 Freelancer of the Year Emmeline Pidgen, to former minister Doug Henderson and IPSE’s own director of policy, Simon McVicker.

Spread across six rooms and two floors,

the talks had something for everyone, from young professionals just starting out on their own, to experienced freelancers looking to build up their client list. There was even a

“With more than 400 attendees and over 20 events, this was IPSE’s biggest National freelancers day yet.”

student zone dedicated to giving students the support and knowledge to make it on their own.

The rest of the talks and workshops covered everything from managing freelancer finances and securing higher-paid contracts, to the general election and the future of freelancing – particularly in the UK.

Guests also had the chance to browse stalls laid on by some of the leading names from the world of freelancing, including HSBC, CMME, Close Brothers, Kingsbridge and the British Library Business and IP Centre.

THE PRESS

To coincide with NFD, we also released our research on freelancer satisfaction *To be or*

not be a freelancer. The study achieved wide circulation and reached just under 20,000 people through HR Magazine alone.

NFD also coincided with the General Election, which along with its unexpected results, stole much of the limelight on the day. Unfortunately, this meant that coverage figures for the day were a little down in comparison to June 2016.

Despite this difficulty, NFD still received a lot of coverage through many of the trade publications including, *contractoruk.com* and *contractorcalculator.co.uk*.

In the run up to the day, IPSE was also involved in a social media campaign with The Guardian, which called on freelancers to share their office grand designs.

Freelancer of the Year Awards



Award winners: (left to right) Chichi Eruchalu, Simon Best (from Middlesex University), Nisha Haq, Luke Nicholson, Melissa Holloway, Adam Smith (representing Freelance Folk)



All-round funny woman: Ellie Taylor



The real business of NFD got underway in the evening with the Freelancer of the Year Awards and fittingly enough, it was hosted by comedian Ellie Taylor.

The 2017 Freelancer of the Year Awards were the biggest yet, and not just because of the audience. IPSE also had more awards this year than ever before.

As well as the Aspire and Inspire Freelancer of the Year Awards, there were also two Inspire runners-up, who each took away £2,500 as well as a whole range of business support products.

There were prizes for the IPSE University Partner of the Year and the Co-Working Space of the Year too. Not to mention a completely new award for 2017: the IPSE Ambassador of the Year, celebrating the people who provide the products and services that support freelance professionals, from knowledge hubs to membership organisations and support groups.

Taking the Inspire Freelancer of the Year 2017 crown was accent coach Luke Nicholson. Through his business, Improve your Accent, Luke has taught students from 70 counties how to master the spoken English language.

“IPSE has more awards this year than ever before.”

The first runner-up for the Inspire award was business strategist and coach, Chichi Eruchalu. Chichi spent several years working in corporate banking but decided to take the plunge and become self-employed after she had her two children.

The second runner-up was Melissa Holloway – an in-demand medical copywriter with two businesses. The first business is M Holloway, where Melissa provides a copywriting

and consulting service. The second, her most recent venture, is called Speaking Diabetes, where she works with NHS stakeholders, companies and investors to help increase the adoption of diabetes services.

The winner of the Aspire Freelancer of the Year 2017 was Southampton-born photographer Nisha Haq. Nisha became a freelancer straight after graduating and bowled the judges with her passion and enthusiasm for professional wedding and lifestyle photography.

Katy Carlisle, founder of Freelance Folk, won the first ever Ambassador of the Year Award, primarily for finding the freelancer pop-up group, which offers self-employed people the chance to work, chat and socialise together.

Work.Life was crowned IPSE’s Co-working Space of the Year and Middlesex University, named as IPSE’s University Partner of the Year.

University Partnerships

UNIVERSITY PARTNERS

IPSE exists not just to promote the interests of the established self-employed community, but also to help and support people who aspire to work for themselves. And, for a long time, one of the biggest barriers to people entering self-employment has been a lack of early education on it.

Not enough is being done in schools, colleges and universities to inform young people about the opportunities in self-employment and how to access them. In fact, research shows that just two per cent of freelancers found out about the possibility of working for themselves in university. In 2016, IPSE’s Education and Training team set out to change this.

IPSE’s University Partnership programme was launched to help higher education institutions not only raise awareness about the opportunities in self-employment, but also give them a head-start in their freelance careers. And in 2017, the partnerships programme went from strength to strength, signing up London South Bank University and Birkbeck University. They joined existing partners Nottingham Trent University, Loughborough University, the University of Sussex, the University of Liverpool, Middlesex University and the University of the Arts, London College of Fashion.

STUDENT EVENTS

Another way IPSE’s Education and Training team reached out to young people aspiring to work for themselves was through a new series of ‘Freelancing for Students’ events. Launched in November, the first was held at London Southbank University, on the theme ‘Get prepared, get work, get paid.’

With over 40 students from 13 different universities attending, the event was a major success. The audience heard from four expert speakers: IPSE’s own Lydia Wakefield and Olaitan Ajimobi, entrepreneur and author Junior Ogunyemi and Freelancer Club Director Matt Dowling. Covering everything from the benefits of freelancing while at university to the importance of focus and how to set freelancing rates, they gave the students invaluable insights and advice on kick-starting their self-employed careers.

Then it was onto a panel discussion with three successful young freelancers: accent coach and IPSE Inspire Freelancer of the Year 2017 Luke Nicholson, photographer and IPSE Aspire Freelancer of the Year 2017 Nisha Haq, and physiotherapist, project manager and PhD student Miranda Asher.

After its highly successful launch event in London, the ‘Freelancing for Students’ series will be taking off across the country in 2018.



Lydia Wakefield gives a talk to enterprise educators at the IEEC in Glasgow

“About 10 per cent of our students in the school of art and design who go on to become freelancers in the first six months of graduating. We want to introduce support and help for the students before they leave us to build a solid base around self-employment and entrepreneurship.”

Linda Marchant
Nottingham Trent University



Junior Ogunyemi gives a talk at the first open student event held at London South Bank University

IPSE women



Self-employed women are the majority of the new self-employed. There are now more than 1.5 million self-employed women in the UK, accounting for over one-third of our self-employed population. Driven by personal preference, the rise of female self-employment represents a structural change in the UK labour market.

While men still dominate the self-employed population, 58 per cent of newly self-employed people are women – half a million more women are now working for themselves compared to 2005.

As an organisation IPSE works on behalf of the breadth and diversity of self-employment, and prides itself on representing the growing cohort of women who choose to work for themselves.

As such, IPSE has made key commitments

to signify the support it shows for self-employed women.

- **Balanced representation.** IPSE has committed to fully representing women across our events and publications
- **Policy development.** IPSE will continue to pursue a policy agenda which places issues which disproportionately affect women to the fore such as Universal Credit and fairer maternity pay
- **Internal representation.** IPSE is an equal opportunity employer and is committed to having a diverse workforce.

IPSE is also one of the leading supporters of the Women in Work All Party Parliamentary Group making a significant contribution to their report 'Making the Industrial Strategy work for women'.

Around 58% of newly self-employed people are women

1 in 7 freelancers are now working mums

More self-employed women work part-time – up by 290,000 in the last 10 years

93% of women say it is hard to combine a successful career with caring responsibilities

Flexibility and independence are most common reasons why people go self-employed



Imogen Farhan speaks at the APPG meeting on the gig economy with chair Gillian Keegan (right) and Professor Maria Savona from the University of Sussex (centre).



Lydia Wakefield talks about training for the self-employed with Gillian Keegan (Centre) and MP Trudy Harrison (left)

