



Impact Report

What we're doing for our members – and what to expect.

2019 / 2020

ipse The Association of
Independent Professionals
and the Self-Employed

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A word from our CEO



For the self-employed in particular, 2020 has been an extremely strange year. They began the year fearing upheaval from the changes to IR35. In a matter of weeks, however, self-employment – and the UK – were transformed in unimagined ways.

At IPSE, we understand that in times like these, you, our members, need advice and support more than ever. Even more than that, we understand you need us to listen – to understand your concerns and challenges. Only this way can we accurately represent your voice in government and the media, and craft our membership packages to help with your changing needs.

Since the start of the pandemic, we've built up more lines of communication with you – giving you the latest news and developments and also getting your feedback and ideas. Since March, we've had weekly newsletters and webinars to keep in touch. As well as the Members' Forum, we're now launching member committees – starting with Policy and Research – to get your input in each part of IPSE.

Most importantly, we conducted a membership survey to understand what you want and how we can improve. With it, we've made big improvements to IPSE, giving you more from your membership, getting you more involved in our policy work and direction – and helping you understand all of your membership benefits.

This report is a summary of the improvements we've made, the impact we've had for you, and what else you can expect in the coming year. Reading it, I've never been prouder to lead the only organisation dedicated to representing the UK's self-employed.

Rest assured that no matter how strange the times, we are working harder than ever to understand and meet your needs.

Derek Cribb, CEO of IPSE

IPSE at a glance in 2019/2020

Why your membership matters



You're supporting the UK's only **dedicated voice** for the self-employed.



With IPSE, you get vital **support and advice** too – everything from illness and injury cover to tax and legal advice lines.



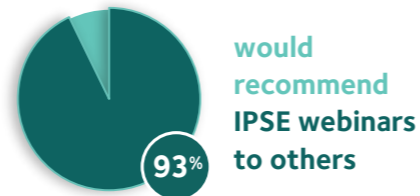
With **tax rises looming** for the self-employed, it's more important than ever freelancers have a voice.



Our **tax investigation** cover keeps you protected in an uncertain environment (and will still be relevant even after IR35 changes – because of retrospective investigations).

Community of
16,000+
full voting members

6.8 years
the average length of
time people have been
members of IPSE



£
180
thousand
£180,000 claimed through insurances

£
138
thousand
Our members saved £138,000 through IPSE Rewards

7,070
attendees at IPSE webinars



932
members supported through the tax and VAT helplines



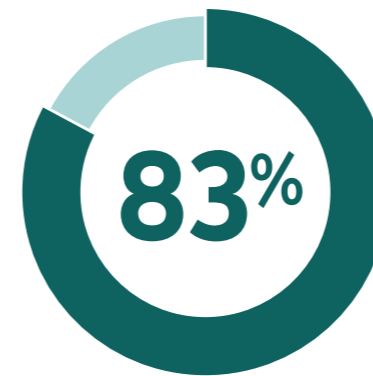
1,134
members supported through the legal helplines



600
contracts professionally reviewed

Representing our members

2019-20 has been an exceptionally busy period for IPSE's lobbying and campaign work. From our efforts to delay the introduction of IR35 in the private sector to our response to the coronavirus crisis, with a General Election and Brexit to contend with as well, we have been working hard to highlight the importance of the self-employed in a rapidly changing political environment.



of our members think that **representation in government** is one of the most useful member benefits



Thank you for all the tireless work with IR35 and COVID-19 – it's been amazing to see all the effort and support through this time.

Feedback from member survey



Meetings with top government ministers

Over the last year we have met with government ministers at the highest level, including **Chancellor Rishi Sunak**, **Financial Secretary to the Treasury Jesse Norman** and **Small Business Minister Paul Scully**, as well as key ministers with responsibility for self-employment policies in the Business Department and the Department for Work & Pensions to discuss issues around self-employment and represent the interests of the sector.

Key political meetings

We have appeared in front of influential political audiences, such as the **Commons Business Select Committee** and **Treasury Select Committee** to discuss coronavirus support, the **Lords Finance Bill Committee** on IR35 and the **London Assembly** to highlight the importance of freelancers in the capital.

Consultation submissions

IPSE have provided **10 submissions to consultations** in the last year, including detailed responses to the government's planned **introduction of IR35 into the private sector**, the Loan Charge review, BEIS's research into late payment in the creative sector and parliamentary committee **inquiries on tax and coronavirus**.

Review into the Loan Charge

IPSE met with **Sir Amyas Morse**, Chair of the Independent Review into the Loan Charge, to highlight IPSE's position on disguised remuneration – with several recommendations in his final report echoing IPSE's policy suggestions.



“

As we've developed the scheme, I'm grateful for the conversations I've had with the Federation of Small Businesses, the Association of Independent Professionals and the Self-Employed, and a range of trade unions, including the Trades Union Congress.

Rishi Sunak, March 26, announcing introduction of the Self-Employment Income Support Scheme (SEISS)

”

Our achievements in government

IPSE has been at the forefront of the national debate on government policies impacting the self-employed. While we have not been able to win every battle, we have secured important policy wins for the benefit of the self-employed. We are the only national body solely dedicated to speaking up for the flexible workforce, often in the face of considerable government opposition – we will continue to represent you in Westminster in the years ahead.



General Election

- **Secured policy commitments in the 2019 General Election** on a range of self-employment issues, from late payment to broadband, in the four main party manifestos and a commitment to review IR35 from the Conservatives, Labour and Liberal Democrats during the campaign – as well as a pledge from the Conservatives to review and reform the small business and self-employed tax system.



IR35

- **IPSE mounted a national campaign that brought major media and public attention and helped delay IR35 until April 2021.**
- While we could not secure a further delay to implementation, in the face of an 80-seat government majority we **forced a Commons vote on an amendment to the roll-out of IR35 in the Finance Bill that won the support of 254 MPs** – including the Labour Party and prominent Conservative backbenchers – demonstrating the strength of opposition to the changes.
- We also **secured the small business exemption for IR35**, which will benefit contractors working for small clients.



Late payments

- As well as driving the creation of the Office of the Small Business Commissioner, which is now clamping down on late payment in the UK, we have **gained further government commitments on payment practices that will soon see clients fined and 'named and shamed' for non-payment.**



Making Tax Digital

- We have successfully argued for **a more flexible timetable for the Making Tax Digital programme** to make sure freelancers are not adversely affected and to ensure a "soft landing" approach to implementation.



The government must find a practical solution to supporting the many limited company directors who are missing out on support because they pay themselves in dividends. **IPSE has presented the Treasury with a ready-made solution and we urge the government to accept and implement this proposal.**

Treasury Select Committee report to the Chancellor, 15 June



Coronavirus

- IPSE proposed an emergency fund for the self-employed at the onset of the coronavirus crisis and **was instrumental in the government's decision to create the Self-Employment Income Support Scheme**, which has been used by more than 2.7 million people.
- Although SEISS was not everything IPSE called for and excluded limited companies, **IPSE is still driving a major campaign to draw attention to the gaps in support** (particularly limited company directors).
- Following our evidence to the Treasury Select Committee, the **Committee gave its support to IPSE's proposal to include limited company directors' dividends in SEISS** – adopting it in their recommendations to the Treasury.



Pensions

- Following our report 'How to solve the self-employed pensions crisis', we have **worked with the Department for Work & Pensions to run a series of trials with IPSE members to test messaging, presentation treatments and tools to encourage increased saving among the self-employed.**



Universal Credit

- After IPSE repeatedly raised concerns, **the government has removed the punitive 'Minimum Income Floor' from Universal Credit** when self-employed applicants make a claim, ensuring the self-employed are not penalised for simply having volatile incomes.



Loan Charge

- IPSE's response to the Loan Charge scandal and subsequent independent review **urged the government to go after the promoters of disguised remuneration schemes – this is exactly what government has now pledged to do with proposals announced in July 2020.**

Key 2019/2020 campaigns

Campaign: Coronavirus response

- IPSE led the UK-wide campaign to support the self-employed during coronavirus and to plug the gaps in support (such as limited companies). We created a petition securing over **200,000 signatures** and a **joint letter to the Prime Minister and Chancellor backed by over 30 other organisations**.
- IPSE's policy team made **dozens of media appearances in support of the campaign**, including on BBC TV and Radio, Sky News, ITV, LBC and Channel 5, as well as extensive print and online coverage.
- To support our members, we created a comprehensive **COVID Support Hub** outlining practical advice and FAQs for the self-employed, and provided a template furlough letter to be used by company directors. The COVID Support Hub has been viewed over **17,500 times** since its creation in March.
- IPSE's policy team personally answered over **1,000 email queries** from members and the wider self-employed community on support options during the coronavirus.

“

I wanted to thank you and the team for your work getting the self-employed and independent consultants onto the Chancellor's radar. The speed at which support was made available to the majority of self-employed was really impressive and no doubt thanks to your campaigning efforts.

Email from member to policy team

”

Petition secured over
200,000
signatures



Personally responded to
1,000+
email queries



Dozens of media appearances

COVID Support Hub
17,500
views

Campaign: #5MillionVotes at the General Election

- We published our '**5 Million Votes**' manifesto outlining **40 policy recommendations** to support the self-employed – the manifesto was supported by an active lobbying and media campaign and secured important commitments in each party platform.
- We held **four panels at Conservative and Labour Party conferences in 2019**, with senior politicians such as Treasury Minister Jesse Norman MP and Rachel Reeves MP taking part in debates about the future of freelancing in the run-up to the 2019 Election.
- We held **two hustings events during the 2019 General Election**, attended by more than **150 freelancers** in the audience, with panellists from every major party including Cabinet Minister Liz Truss MP, the Lib Dems' Sir Ed Davey and Labour Shadow Business Spokesperson Bill Esterson MP.

Launched
5 Million
votes manifesto

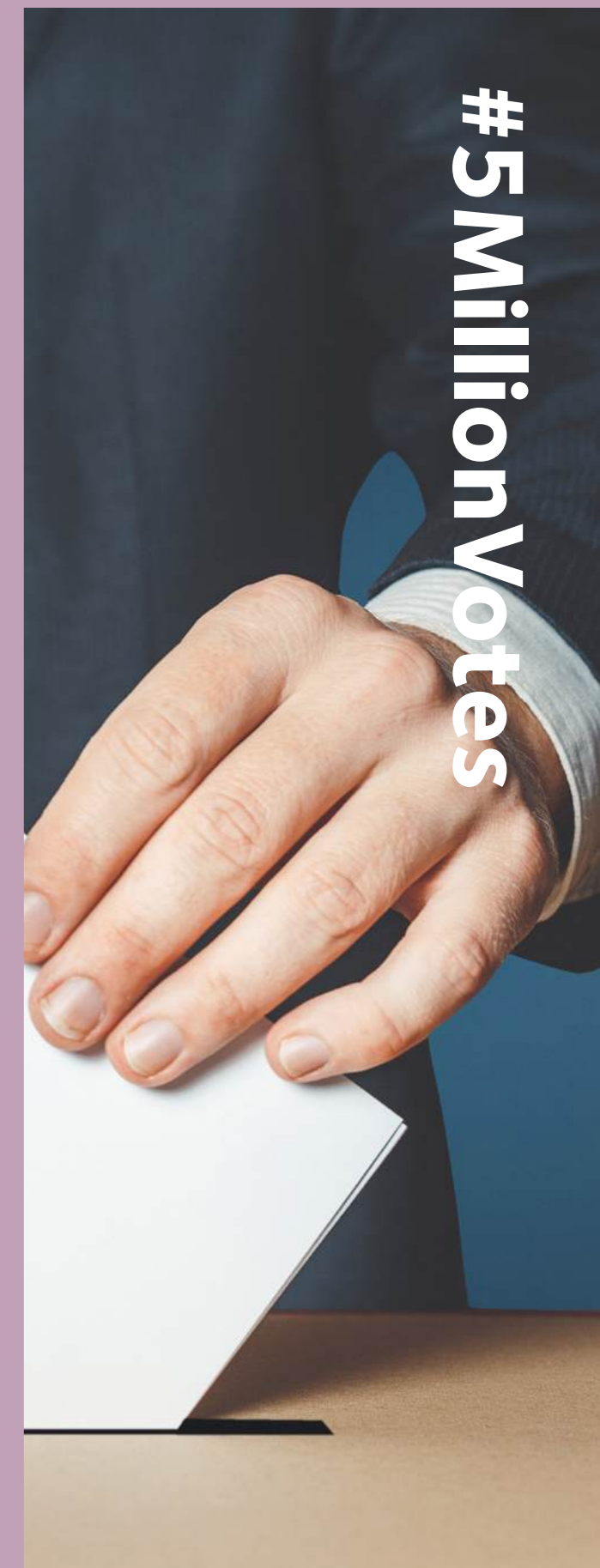


Held **4**
panels at party
conferences

Hosted **2**
hustings events



#5MillionVotes



Campaign: Stop IR35

- **IR35 remains a core issue for IPSE** and we continue to lobby government for its abolition.
- We **protested the introduction of IR35 changes** ahead of April 2020 outside Westminster with hundreds of contractors and **gave evidence to the House of Lords Sub-Finance Bill Committee's IR35 inquiry.**
- We conducted an **extensive engagement campaign with MPs** and a **major media push** – featuring in the FT, Times, Telegraph, City AM, on the BBC's Today Programme, as well as an **'IR35 Special' on LBC.**
- Working with other organisations and dozens of cross-party MPs, and with the active help of IPSE members, we mounted a campaign to delay the introduction of IR35 further until 2023 – **we forced a vote in the Commons but unfortunately the Amendment to the Finance Bill was defeated despite considerable opposition** and backbench Conservative support.
- We launched our **IR35 Hub** to help contractors and clients navigate the changes to IR35 coming into the private sector.
- **IPSE remains firmly opposed to the private sector changes. We continue to call for the policy to be reversed.**



We welcome this delay. It is right not to impose unnecessary burdens on business at such a difficult time. However, given the dysfunctionality of the existing system, we call on the government to use the extra time to rethink fundamentally its approach to the legislation. [The government] has severely underestimated the costs to business of implementing the changes. It did not take full account of concerns raised by stakeholders... We propose that the government implement one of the simpler, less burdensome alternatives to the off-payroll rules that stakeholders have advanced.

House of Lords Finance Bill Sub-Committee report to the Chancellor on IR35, 27 April



Protested IR35 changes and forced a vote

Launched IR35 HUB

EXTENSIVE media push >>>>



Continuing to campaign for a fairer tax system

IPSE in the news

Press coverage

IPSE has always worked hard to raise awareness about the importance of contracting, self-employment and the causes that matter most to you, but this year we have gained an especially large amount of coverage campaigning for you. In fact, our online reach from July 2019 to July 2020 was over **4 billion with a reach of over 1 billion in March 2020 alone!**

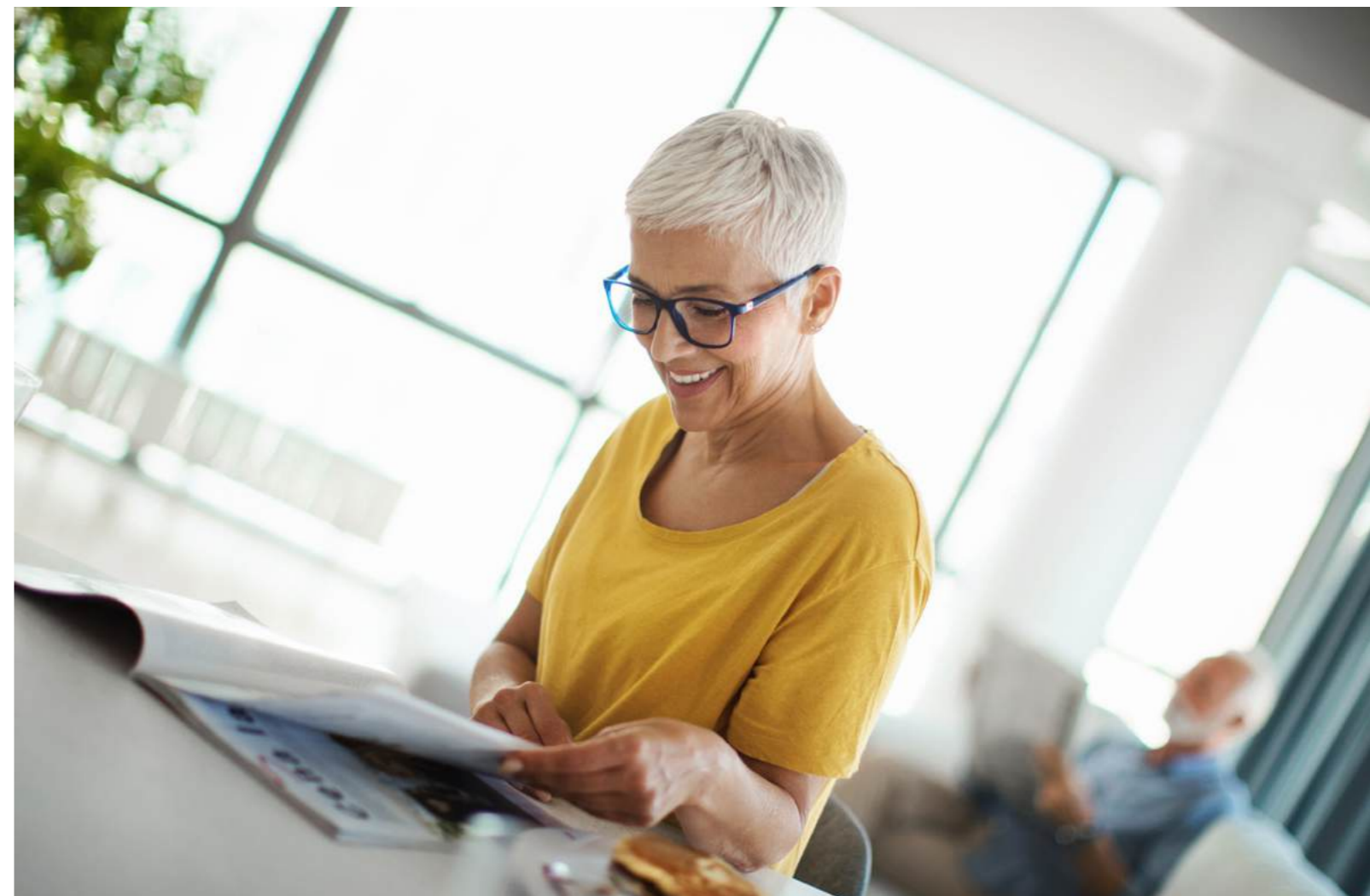
Reach of over

4 billion
in the last year




Nice to discover a company that is positive and proactive about self-employment!

Feedback from member survey



IPSE in the news



Derek Cribb - BBC News
Lack of support for limited company directors



Andy Chamberlain - BBC News
How the self-employed have been affected during the pandemic



Alasdair Hutchison - BBC News
Support for the self-employed during the pandemic



Ryan Barnett - BBC South Today
Economical impact of COVID-19 on the self-employed



Andy Chamberlain - House of Lords
Giving IR35 evidence to the House of Lords inquiry



Andy Chamberlain - FT
Businesses at risk from IR35 off-payroll tax reforms



Alasdair Hutchison - House of Lords
The impact of COVID-19 on businesses and workers



IR35 coverage

After securing a review into the changes to IR35, we mounted up pressure on the government to scrap them. This and the arrival of the coronavirus pandemic led to the changes being postponed. During the course of the campaign, we appeared on:



Plus many other outlets



Coronavirus support

Campaigning first for self-employed support and then to get limited companies included in it (which we continue to push), we have appeared on:



Plus many other outlets

We're always working hard to raise awareness about other key issues in the press too – from late payment and parental leave to Making Tax Digital. Watch out for more big campaigns and coverage in the year ahead.

IPSE Research

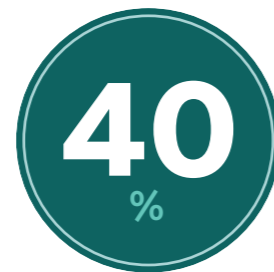
IPSE's research team ran a packed schedule of research throughout the year to explore the self-employed landscape, examine the key issues and concerns of the sector and gather evidence to support IPSE's policy positions.

Exploring the self-employed and freelance landscape

Each year we conduct research with Kingston University to understand the characteristics of both the overall solo self-employed sector and the highly skilled subset of freelancers.

In our most recent report '**Self-Employed Landscape**', we looked at the changes that have taken place since the previous year and since 2008, when we released our first report.

In 2019, through our report '**What makes a freelancer?**', we also explored some of the key reasons that the UK population are increasingly turning to freelancing, highlighted the challenges freelancers encounter in self-employment and identified the areas where they need more support.



There has been an overall increase of **40% in self-employment** since 2008



The solo self-employed contributed an estimated **£305 billion to the UK economy** in 2019



The key reasons people go freelance are for the flexibility (88%) and control over work (88%) it offers



Freelancers' biggest worries are **irregularity of income (60%), not being financially prepared for retirement (56%) and late payment by clients (46%).**

Identifying and supporting vulnerable groups

With the rise of self-employment since 2008, some of the key areas of growth were among women and the disabled self-employed. Gender equality in the workplace has been a widely talked about topic across the media, government and industry for many years now. However, discussions have almost exclusively focused on employees and very little is known about the experiences of women in self-employment. Our '**Women in Self-Employment**' report shines a light on this group to understand more about the challenges they face that may differ from their male counterparts.



The number of highly skilled female freelancers has increased by **69% since 2008**



75% of women say finding work in self-employment is challenging



There is a **43 per cent** gender pay gap in self-employment

Another group that are increasingly choosing to work for themselves are disabled people. In fact, since 2013, the number of self-employed disabled people has risen by 41 per cent. In our report '**Making self-employment work for disabled people**' we answer some of the burning questions about this under-researched sector such as: who are the disabled self-employed, what are their motivations for entering self-employment, what are the key challenges they face and how can we better support them?

Self-employed people in the UK registered disabled



This is up eight per cent since 2018 and 41 per cent since 2013.

Supporting freelancers' wellbeing

IPSE's '**Taking time off as a freelancer**' report explores how much time the UK's freelancers are taking off work, how this impacts their wellbeing and productivity and what measures they can adopt to effectively prepare for a holiday. It also provides recommendations for government and clients on how they can better support freelancers to take time off.



of freelancers would like to take more time off



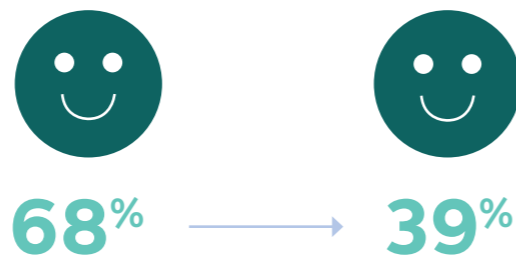
of freelancers feel unable to take time off when feeling unwell

Supporting freelancers' mental health

At the end of June 2020, IPSE conducted a bespoke piece of research to understand more about how the coronavirus pandemic is affecting the mental wellbeing of freelancers. The report also looked at how self-employment itself affects mental health, how the mental health of freelancers has been impacted by the coronavirus pandemic, what measures have been taken to maintain positive mental health and what more freelancers need to support their mental health.



of freelancers felt that moving to self-employment had at least a **somewhat positive impact on their mental health**



Before the coronavirus outbreak, **68 per cent of freelancers rated their mental health as excellent or good, compared to only 39 per cent after the outbreak.**



Measures freelancers would find useful to help support their mental health



25%

Drop in earnings

Monitoring freelancers' confidence in their businesses and the economy

IPSE's Confidence Index remains one of the most crucial resources in IPSE's research agenda. Produced quarterly, the survey tracks the business performance and the economic outlook of UK freelancers and details the factors behind their confidence to make sure their interests are represented in government and beyond.

Unfortunately, concerns over Brexit and the coronavirus pandemic have made the last year a worrying time for freelancers. The first quarter (Q1) of 2020 saw their confidence in both their businesses and the UK economy drop to record lows. The situation didn't get much better in Q2 2020, when freelancers experienced a **25 per cent drop in earnings, and spare capacity reached a record high of 5.5 weeks out of a possible 13.**

Supporting freelancers during the coronavirus pandemic

Coronavirus is both a health and economic crisis, deeply affecting the self-employed. To ensure that they are well-understood and fairly supported, we conducted two pieces of research on the topic. In March 2020, we published **a piece of research** highlighting how the coronavirus crisis was already affecting the self-employed, their businesses and incomes. The report also examined how people felt about the support from government and whether it was enough to sustain them.

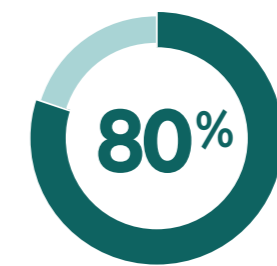
A month after, in April, we **collaborated with the University of Edinburgh Business School** to shed light on the most recent developments and found that **three-quarters of freelancers had seen their incomes fall, and by an average of 76 per cent. 69 per cent were experiencing cash flow concerns**, up from less than 10 per cent prior to COVID-19, and **one in five expected their business to close down altogether.**



of freelancers are concerned about the financial impact of coronavirus on them and their self-employed businesses



said that the demand for the freelance work they do had already decreased in the early days of the crisis



increase in freelancers' stress levels due to the coronavirus pandemic

We have also conducted several other pieces of research to help support policy development including:



Commissioned research – In 2019, working with Savanta ComRes, IPSE carried out a large-scale piece of research to gain a broader and more representative picture of the self-employed and their key support needs.



IR35 in the private sector – IPSE's research into the changes to IR35 in the private sector conducted in February 2020 showed not only serious concern among freelancers, but also deep worries and a lack of preparation among clients.



Late payment – Our research revealed that the problem of late payment continues to hurt the self-employed, with most self-employed people (60%) saying they have experienced a delay in payment from a client and half (50%) having completed work they were never paid for.

IPSE Benefits

As well as supporting you with information, representation and lobbying, IPSE membership also gives you access to many benefits to help you protect yourself and make a success out of your business. These include, insurances to keep you protected, helplines and resources to answer your questions, as well as a wide range of discounts to get you the best deals for the things you need.

The benefits you said you find most useful:



In the last year alone, IPSE members have **claimed over £180,000 in business interruption and tax claims** through IPSE insurances enabling their business to continue to thrive.



£180,000

claimed through insurances

Since August 2019, our members have made **923 calls to the free tax and VAT helplines and a further 1,134 calls to the legal helplines** to get expert support and advice.



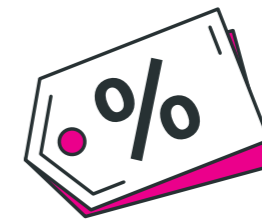
923 calls to tax and VAT helplines
1,134 calls to legal helplines



In the last year IPSE members have submitted over

600

contracts to be professionally reviewed.



Through IPSE Rewards, our members have **redeemed over 33,000 discounts saving a total of at least £138,000** on the things they need most.

33k
discounts

£138k
saved

Membership support

To help you navigate the benefits, services and partner offers available, we have a dedicated membership team on-hand to answer your queries.



In the last year the team have answered over **3,600** calls from members and **7,000** emails.



Four in five IPSE members are satisfied with the high level of professionalism of our representatives (82%) and the length of time to respond to a call or email (79%).



IPSE partners

At IPSE, we partner with businesses that specifically solve challenges that our members tell us they experience. In a world where there is so much choice and the self-employed are time-poor, we save our members time by recommending trusted companies and solutions. Plus, as a membership body, we can organise bulk deals, so we save you money on the solutions you need.

Our partnerships are always structured with the member in mind. We meet with prospective partners multiple times before agreeing a partnership to make sure they're the right people to help you.

Then, when we know they're the right match, as well as negotiating discounts, we also work with our partners to provide you with expert advice.

Who we partner with:



Nutmeg: online investment management service

Partnership offers: Different saving and investment options, a pension and investment advice.

Member benefit: 6 months free on their portfolio management fees, 25% off financial advice and access to tools and guides.



STARLING BANK

Starling Bank: digital, mobile-only challenger bank

Partnership offers: Modern, time efficient business banking.

Member benefit: No monthly fees or overseas charges, accountancy software integrations, access to the SEISS.



Markel Direct: specialist insurer of contractors, freelancers and self-employed professionals

Partnership offers: Peace of mind that you're fully covered for the unexpected.

Member benefit: 10% discount on contractor insurance, including PI, PL, EL and more.



Markel Law: innovative legal services business

Partnership offers: Practical DIY templates and guidance as well as downloadable contracts for everyday legal issues.

Member benefit: Up to a 69% discount for a year's subscription.



Zipcar for business: car/van hire offering business mobility

Partnership offers: Flexible mobility for all types of self-employed professionals. Reduced liability on the balance sheet.

Member benefit: First year membership for free, £30 driving credit, 29% off weekday driving rates and 15% off Flex.



AA: Breakdown cover

Partnership offers: Money saved on keeping your vehicle moving.

Member benefit: Up to 69% off business breakdown cover.



CMME: mortgage broking specialists for independent professionals

Partnership offers: Expert assistance in securing your dream property, irrespective of where you are on your self-employed journey.

Member benefit: £50 amazon voucher for all completed mortgages.



8,500 attendees

Engaging our members

IPSE runs a series of events each year, including our flagship annual National Freelancers Day, the IPSE Awards, the MyMoney events, as well as many other webinars and workshops.

Our events are crafted with our members in mind, covering the issues you tell us you want support with. In the last year, our topics have ranged from **marketing & branding, winning work, social media** and **financial masterclasses**, to vital **COVID-19 advice, wellbeing guidance** and **CV tips**.

Since March this year, we've had to adapt to lockdown and the new COVID world.

Despite the challenges however, in this last year alone, we've had over **8,500 attendees** across all our different events.



National Freelancers Day

In 2020, for the first time ever, National Freelancers Day was held online. The day was structured around four key themes:



Personal wellbeing – helping freelancers thrive in a post-pandemic world



Winning work – how to grow your business



Finance – financial skills and updates on latest coronavirus support



Taking charge – how to protect yourself in the right way



That was great. I've been to a couple of virtual events this year and this was by far the most informative and the most smoothly run. Thank you everyone!

Sarah Carrington,
Copywriter & Content Developer



NFD in numbers



20 speakers
13 sessions

including sessions from our headline sponsor **Markel** and our premium sponsor **CMME**.



370 attendees

75,833 
impressions across IPSE social channels

#NFD #NationalFreelancersDay
1,200x 

29m **total circulation**
17m broadcast reach
12.5m online reach

“

Through the COVID-19 pandemic, IPSE's communication has been vital. Their advice on business support is well-informed and clearly written. IPSE understands that business owners don't have the time to be delving through Google results for relevant, helpful and unbiased information. IPSE has provided the facts and interpreted government guidelines succinctly and has kept me up to date with the government help I'm eligible for.

I've just renewed my subscription for another year, and they were happy to switch me to paying 12 monthly instalments instead of a lump sum. Renewing my IPSE membership was very easy. IPSE informed me by email of when to expect payments to leave my account, and I received support on the phone when I wanted to change from an annual to a monthly payment plan.

Thank you IPSE, I'm proud to be a member.

Grace Abell, graphic designer from York

”



IPSE Awards

The IPSE Awards, now in their seventh year, recognise and celebrate the innovation and excellence of freelancers across the UK. Each year, we've been astonished by the standard of submissions and proud to bring these exceptional freelancers together to celebrate their work and their way of working.

Sadly, although we had **145 brilliant entrants** this year, because of coronavirus and lockdown, we weren't able to run the awards.

We had so many talented submissions this year that we decided to create a showcase on LinkedIn to promote them, and their truly remarkable work.

From next year, we look forward to many more years of awards and celebrating the UK's freelancing community. For now, we can look back at three past winners to find out what the awards meant to them and their businesses.



145
Nominations



New to Freelancing award

Adam Pearson

IPSE's New to Freelancing award showcases the most talented self-employed people in the UK that have, in under two years, launched their own successful business. This award is about celebrating the achievements of freelancers who have only recently taken the brave step of working for themselves. In 2019, the award went to freelance researcher for the public, cultural and not-for-profit sectors, Adam Pearson.

"It was a really proud moment and came as a complete shock," he says, "I'll never forget the reaction I got from fellow freelancers, both in the room and online. That was the best."

Adam used the prize money (and a bit of his own funds) to properly invest in a re-brand of his business, which involved collaborative efforts from a variety of fellow freelancers:

"It was great because not only did I end up with a new brand and website I'm really proud of, but it was an opportunity to show just what can be done when freelancers come together."

Beyond the re-brand, winning the award has had a significant impact on Adam's life as a freelancer:

"It's definitely given me a lot more confidence in myself. It's also helped me open a few doors locally to speak about freelancing at business events and in schools. Talking to young people about different career options is something I really enjoy."



Freelancer of the Year

Rachel Mason

The IPSE Freelancer of the Year award is given to one outstanding freelancer each year. The award is designed to recognise and celebrate the innovation and excellence of freelancers in the UK.

“I still can’t believe I won Freelancer of the Year!” says Rachel Mason, who won the award in 2019.

“It was the most surreal and overwhelming moment in my career. Knowing that the panel had chosen me from all the talented entrants is something that filled me with humility and confidence simultaneously.”

The songwriter, musical director, arranger and vocal coach used her prize money to start her own artist management company, Listen In Colour so that she could support and mentor young musicians starting out in their careers. She also created Lyrical Light, a songwriting workshop for people struggling with postnatal depression, just as she had after giving birth.

In addition to helping her make an impact on others’ lives, Rachel has felt the impact of winning the awards on her business too:

“I have been featured in the press, interviewed on radio and have made many new contacts all from this win. I also had fantastic support from IPSE and mentoring from AON to help me look at future plans.”



Project of the Year

Olivier Jamin

An award that was only introduced in recent years, the Freelance Project of the Year award celebrates specific successful freelancer projects rather than the business as a whole. In 2019, Multi-talented Deaf contemporary artist, Olivier Jamin took home the award.

“The other nominees are very successful freelancers so I was proud to be shortlisted alongside them. At the awards evening, when my name was called out as the winner, I was speechless. As a Deaf freelancer I felt extremely happy to win the award knowing that other deaf people may be inspired by my success. There is a lot of self-doubt amongst the Deaf community so winning this award shows what it is possible to achieve.”

Olivier used his winnings to network and make arrangements to give back to the community with a series of accessible events:

“The prize money is allocated to carrying out various projects in the community. Along with the IPSE award money and other funding sources I managed to secure a schedule of events arranged throughout 2020. Due to the COVID-19 (Coronavirus) global pandemic situation the projects have been postponed but will take place.”

Although some of his plans have had to be postponed, Olivier says that winning the award has helped him make useful connections and increase his network.

“I am very proud to display the IPSE logo on my business material. There is still a lot of work to do to promote myself, the Deaf community and strive to gain more recognition alongside hearing peers.”



Webinars

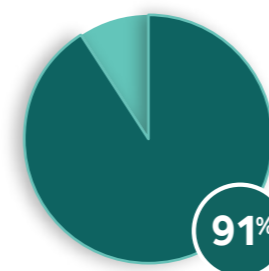
Throughout the last year we have held **48 webinars** with a total of **7,070 attendees**. All our webinar topics are decided based on feedback from you, our members, to make sure they’re as relevant as we can make them. And, to ensure you get the opportunity to give your input, each webinar includes ample time for individual questions. We’ve also now used our back-catalogue to create an exclusive member-only library of advice.

Since March, we’ve been hosting weekly webinars to support you with advice and guidance during the coronavirus pandemic. In fact, our webinars are even listed on the government website as an official source of advice on coronavirus business support.

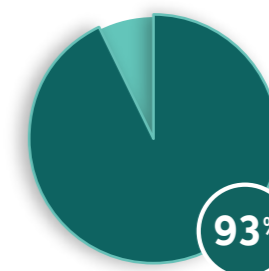
Since March, we’ve had more than **20 policy webinars, with over 4,865 attendees** – listening to guests including Small Business Minister Paul Scully and Liberal Democrat Leader Sir Ed Davey.

“ I have really appreciated the IPSE webinars during the pandemic. It’s been great to feel connected to the membership. Many thanks!
”
Webinar attendee, July 2020

“ Thank you to IPSE for the ongoing webinar program through this difficult time. It has been very supportive to know that I am not alone in dealing with the situation.
”
Webinar attendee, May 2020



91% of webinar attendees found the topics covered useful



93% would recommend IPSE webinars to others



48x
webinars

7,070
attendees

Social media engagement

Through our range of social media channels, we share the latest news, information and advice on issues that affect our members and the wider self-employed sector. We also use the channels to gather feedback on the areas where people need more support and the key issues of concern.

Twitter



3 accounts:

@teamIPSE
@ipsewestminster
@modernworkmag

Total followers:

26,434

Facebook



2 pages:

@teamIPSE
@modernworkmag

Total followers:

8,738



**New IPSE
Facebook
group**

Instagram



1 account:

@teamIPSE

Total followers:

2,268

LinkedIn



**Page
and group**

Page followers:

7,385

Group members:

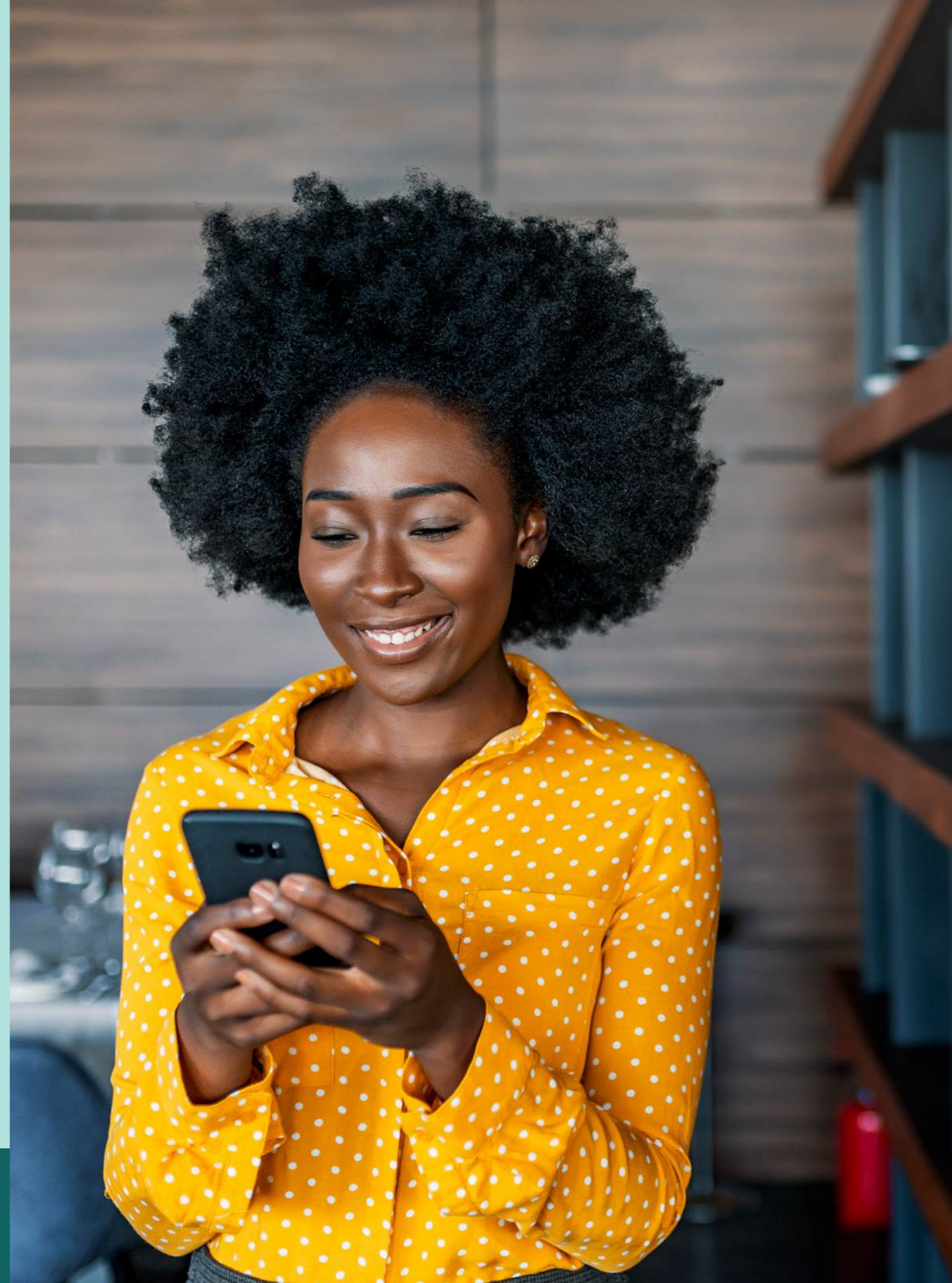
5,119

Since it was founded, IPSE has been dedicated to representing and championing the UK's self-employed. We've created a new showcase page on LinkedIn so that we can continue to do this by highlighting self-employed people who have made an impact on their industry, fellow self-employed peers, or even the country as a whole.

Across all social channels in the past year



9,029,585 impressions



Looking to the future

The top three reasons that members join IPSE



Why your membership matters

As an IPSE member, not only do you get a host of benefits from tax investigation cover to dedicated advice lines; you're also backing the **UK's only dedicated voice for the self-employed**. We're here because we believe it's vital that Britain's freelancers and self-employed are represented in government, in the media, and to the country. And we couldn't do it without you.

Your voice on IR35, coronavirus and much more

Since we were first founded in 1999 to campaign against IR35, we've expanded to represent freelancers on dozens of different issues. Although we haven't got everything we wanted on IR35, we've won significant concessions over the years, such as the small business exemption and several delays.

Besides IR35, we've also **fought and won many big policy battles for the self-employed**. We drove the creation of the Office of the Small Business Commissioner, which is clamping down on late payment; we called for an emergency support fund during coronavirus (and are still pushing hard to fill the gaps in it); and, in 2017, we forced then-Chancellor Philip Hammond to u-turn on raising self-employed National Insurance Contributions.

Right now, **your membership is more important than ever** as we face worrying rumours of new tax hikes – just as IR35 and coronavirus are already reversing the growth of our dynamic sector. **IPSE is preparing to fight hard against this, and we need your continued support.**

Here to protect and support

As well as being part of the **only dedicated voice for the UK self-employed, your membership also gives you a host of vital support and benefits**. Since our membership survey, you'll already have seen major additions to your benefits, including a large discount on the Markel Law Hub (including hundreds of template contracts, letters and guides), a library of advice webinars, new ways to get involved in IPSE policy and much more.

Your existing benefits like IR35 and tax insurance are still vitally important too – not only in the run-up to the IR35 changes, but also after because HMRC can still investigate retrospectively for six years. On top of this, however, we are also creating new guides to show you round your other benefits like jury cover, partner discounts and tax advice lines. You can also expect many exciting additions to your benefit package in the coming months.

You said, we did:

We'd like to thank everyone who took part in the member survey this year: it's proved an invaluable way of understanding what you, our members, want from IPSE. We're working hard to respond to it and give you more from your membership. We've already made a lot of changes:

	You said	We did
Finding work	50% of you said you are concerned about not being able to find self-employed/contract work and 42% would like more support finding work.	IPSE is creating a member-led jobs board to help you connect with new clients and projects.
Advice and support	Support, information and advice are some of the things you said you value most about your membership.	We now have an exclusive library of advice webinars just for members and we are continually adding to our resources.
Legal tools	63% of you were interested in discounted access to legal tools and services.	We have negotiated a 69% discount on access to the Markel Law Hub, offering hundreds of guides, as well as template letters and contracts.
Member benefits	You said you wanted us to make it easier for you to find out about the benefits and services on offer through your membership.	We are introducing new fortnightly guides and profiles helping you get the most out of all the different features of your membership. We are also including a new section in the newsletter explaining and showing you how to access different features of your membership.
Engagement opportunities	You said you wanted more opportunities to engage with IPSE.	We now have a new page showing all the ways to get involved with IPSE and help shape the direction of our campaigns.
Website	You said the navigation of the website needed improving.	We are currently reviewing the website and making changes to improve the navigation and user experience.

Campaigns and policy focuses for the coming year

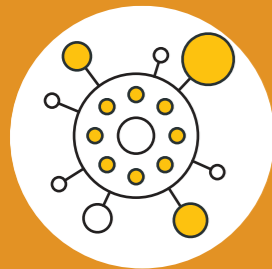
The year ahead looks set to be extremely challenging for the whole self-employed community, with the economy slowly recovering from lockdown, IR35 changes set to go ahead in April 2021 and government threatening new tax hikes for the self-employed. IPSE will be there to support members through this and represent you at the highest levels of government to ensure the voice of the self-employed is heard.

We will be focused on three areas:



Creating a fairer tax system:

Pushing back against any government attempts to increase self-employed taxes such as NICs, helping members through the IR35 changes and calling for a fundamental review of the tax system to make it work for the self-employed (which will also make the changes to IR35 redundant).



A better environment for freelancers:

Building a supportive policy and political environment for freelancing post-COVID, with an emphasis on making life easier for the self-employed across a range of issues such as late payment and access to later life savings.



Boosting contracting:

Engaging directly with clients and hiring organisations to highlight the value of contractors and ensure they are treated fairly, through the development of a Client Code of Conduct for Engaging Flexible Workers.

All of our work will be underpinned by member engagement. The best way to make your voice heard is to answer our regular surveys. You can also get involved in our new Policy and Research Committee, which was set up to allow IPSE to seek guidance from members on the issues facing the self-employed and how best to position ourselves on them.



How members can get involved

There are also now a host of ways to get more involved with IPSE. Get involved now – after all, it's your IPSE:

- Join one of our new member committees to help shape the direction of IPSE
- Sign up to our Facebook and LinkedIn groups to connect with us and other members
- Get involved in our campaigns and help us by sharing news and comments
- Get information about all our latest news and events through our newsletter
- Join us for our weekly webinars on everything from business support to managing your expenses
- Follow us on social media
- Contact us directly with your questions and queries.

We've made a lot of improvements in the last few months, but there's much more to come: keep in touch and soon we'll be announcing more ways we're giving you more from your membership.



What it means to be an IPSE member

Our history

IPSE has been representing the interests of the self-employed since 1999. IPSE was originally formed as the Professional Contractors Group to provide independent contractors and consultants with a representative voice in opposition to IR35.

Over time IPSE evolved from a single-issue campaign group to a fully-fledged, not-for-profit professional body, and into the only dedicated UK voice for the self-employed.

Our mission

IPSE's mission is to represent and promote the interests of the UK's self-employed population. We achieve this through a comprehensive policy agenda, research programme and services to members which make the lives of self-employed professionals easier. We endeavour to be the most appreciated source of protection and information for independent professionals in the UK. We work to provide legislators and regulators with authoritative and comprehensive policies to enhance the ability of freelancers, contractors and independent professionals to succeed.

Our promise to you

We will continue to:

- Maximise our influence
- Increase and diversify the membership
- Minimise threats to freelancing
- Meet members' needs
- Help members develop their businesses

IPSE's diversity statement

We, like our members, will be diverse and inclusive. We celebrate multiple approaches and points of view. We believe diversity drives innovation and that difference is an essential part of success. We are growing our broad network of people, programmes and tools to help employees and members grow and manage their careers.

Meet your team

Your leadership team:

Derek Cribb – Chief Executive
Suneeta Johal – Director of Commercial Development
Andrew Chamberlain – Director of Policy
Robbie Fulton – Director of Operations
Collette Hearn – Finance Director

Your policy team:

Alasdair Hutchison – Policy Development Manager
Ryan Barnett – Economic Policy Adviser

Your press team:

Tristan Grove – Head of Press and PR

Your research team:

Chloe Jepps – Head of Research
Inna Yordanova – Senior Researcher

Your membership team:

Kristina Drinkwater – Head of Membership
Nicholas Solarte – Membership Co-ordinator
Patrick Carter – Membership Co-ordinator

Your events team:

Sarah Harper – Head of Events

Your partnership team:

Victoria Rodwell – Head of Partnerships
Peter Thompson – Partnerships Manager

Your marketing team:

Toby Tetrault – Head of Marketing
Christina McLean – Digital Marketing Executive
Faye Newman – Campaign Marketing Executive
Dieter Feyerabend – Graphic Designer
Jessica Hayden – Multimedia Content Editor

Your IT team:

Karl Wells – IT Support Manager
Alex Wong – IT Support Analyst

Your finance team:

Linda Higgins – Management Accountant

IPSE support team:

Kate Krawczyk – Executive Assistant
Beatrice Rivero – HR Advisor
Gregor Hain – Project Manager



Freelancers

IPSE has also engaged over 20 freelancers in the last year including: MHC Design, Sergio Triay, Stover Media, Blue Cricket, Moreno Marketing, James Cadbury, Miranda Asher, and Lea Hartkopf.

ipse