

A photograph of a woman with curly hair, wearing a green sweater, smiling while working on a laptop. The image is overlaid with a dark green tint. The text is centered over the image.

# Impact Report

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

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# A word from our CEO



**Derek Cribb, CEO of IPSE**

*As we reflect on the past two years at IPSE, I'd like to thank all of our members and the wider self-employed community for your continued support. IPSE is defined by its members and we will always listen to you and build our work around you.*

*IPSE is now approaching its 25th anniversary. In that time, our focus has widened dramatically, but we remain steadfast in our support for the sector as the UK's only not-for-profit membership organisation dedicated to the self-employed.*

## Changes to membership –

With the self-employed landscape almost unrecognisable from just a few years ago, owing to the IR35 reforms and the impact of the pandemic, we wanted to refresh our membership offering to better reflect the ways the self-employed now operate.

Based on feedback from members in our annual membership survey and during our in-person meetings, we've tailored our membership categories to provide you with the support that your business needs.

Along with these changes, we've also worked hard to bring about exciting new benefits such as access to AndCo's unlimited co-working spaces and Markel's Business Hub.

I hope you'll agree that our new membership categories offer more of what you need at even greater value, wherever you are in your self-employed journey. Likewise, I also hope you share our enthusiasm for these changes to spur a new era of growth for IPSE.

Let's not forget, the more members we have, the louder our voice and impact.

## Representing you at the highest levels of government –

From meetings at 10 Downing Street and conversations with Ministers to giving evidence to Parliamentary Select Committees and engaging with opposition parties, IPSE continues to be the voice of freelancing at Westminster and beyond.

The past two years have also seen IPSE proactively react to the emergence of new concerns for the self-employed whilst continuing our campaigns on the key issues impacting the sector.

We've stood up for our members when it comes to HMRC's investigations under Managed Service Company (MSC) legislation. We've launched research exposing the devastating flaws and impacts of IR35. And we've worked closely with government to bring about the IR35 set-off mechanism, which we hope will boost the availability of outside IR35 roles.

Our representation of the sector will be as important as ever as we approach an election in 2024 and we will only be stepping up our efforts to influence policymakers and champion the self-employed.

## The IPSE community

Finally, you told us that you wanted to see IPSE facilitate additional ways to connect with fellow freelancers and we listened.

We've expanded our Member Meet-Up's, bringing regionalised events across the UK where members were able to share their experiences, feed into IPSE's Manifesto for the 2024 election and feedback to senior members of staff on the overall direction of your organisation.

I can testify from meeting many of our members over the past two years that we have an incredibly diverse and talented membership. That many have offered to volunteer their time, through our Success Sessions initiative, to offer advice and guidance to members in the earlier stages of their journey, is a testament to the IPSE community we're building.

As you will see from this report, IPSE continues to serve a vital function for its members and the wider self-employed community. Your membership makes all this possible and ensure the self-employed have a voice in the UK.

# IPSE at a glance in 2022/2023

IPSE, the Association of Independent Professionals and the Self-Employed, is the voice of the UK's 4.3 million self-employed population, including sole traders, freelancers and contractors.

As a not-for-profit association run by its members, IPSE campaigns on behalf of its members and the wider self-employed community for a fair environment where self-employment is an aspirational and sustainable career option.

## Our mission

Empowering, protecting and connecting our members for success, making IPSE the association of choice for the self-employed.



### We empower you

We empower our members with the right tools that help create a healthy and rewarding business now, and for the future. Helping our members develop their careers through inspirational and practical content, financial and wellbeing services for peace of mind.



### We protect you

We protect our members by campaigning and influencing government to create a fair business environment that encourages self-employment as a career choice. We help our members understand and manage their business risks, safe in the knowledge that we can provide tailored insurances and helplines that protect against the unforeseen.



### We connect you

We connect our members to a strong and supported network of fellow IPSE members, staff and experts that can be relied upon to advise on their needs. Helping our members source expertise, engage with policymakers and collaborate together to access business opportunities.

Community of **8,000** voting members



**£139K**

£139,385 claimed through insurances



**3,050**

attendees across 105 IPSE events



**187**

contracts professionally reviewed.



**1,727**

members supported through the tax and legal helplines

“

I have been an IPSE member for more than 3 years. The features and benefits of my membership have been super valuable to me. I always recommend them to other contractors.

Feedback from Trustpilot

”

“

IPSE is a terrific organisation and their work in representing the self-employed to government is much appreciated. I only wish more of the self-employed community were aware of their work in this area!

Feedback from the IPSE Membership Survey 2022

”

“

It's just really reassuring to feel that there are people out there who've been going through the same things. If I want some advice, it's nice to know I'm part of a network that's able to help.

Interview with IPSE Member in 2022

”

“

If you are a Freelancer then you really should join IPSE for help & support, they are excellent!

Feedback from Trustpilot

”

# IPSE Member Benefits

IPSE membership provides access to a whole range of benefits to help protect and support members through the complexities of self-employment.

These include insurances to keep our members protected, helplines and resources to answer their questions and a wide range of discounts to help them get the best deals for the things they need.

Whether it's answering your questions and queries or helping you make a claim through our insurances, the IPSE membership team has been working tirelessly to support members over the past two years.

## Over the past two years:



The IPSE membership team has responded to almost 20,000 emails whilst also answering more than 3,000 telephone enquiries.

**20,000** emails

**3,000** telephone enquiries



1,727 members supported through the tax and legal helplines

**1,727** people supported



IPSE members have claimed a total of £139,385 through insurances

**£139,385** claimed



187 contracts professionally reviewed

**187** contracts

## Here's what IPSE members have said about IPSE's membership support and benefits:



IPSE have a great support team - always responsive to queries and professional, insightful webinars. I get great value from my membership.

**Feedback from Trustpilot**



Just last week I rang IPSE's legal helpline to see if I could get some clarification about contracting a sub-contractor and the advice was really good and reassuring - plus they emailed me the right contracts straight away - all done and dusted super quickly.

**Feedback from Trustpilot**



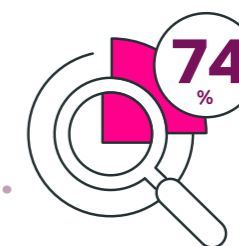
## The benefits our members said they find most useful:



Tax investigation cover



Business Advice and Guidance



Pre-tax Investigation Cover



Tax Compliance Meeting Costs

**Feedback from IPSE Membership Survey 2022**

# IPSE Community

## The IPSE Community

Over the last two years, we have expanded our efforts to build a vibrant and diverse IPSE community.

We've facilitated more networking events than ever before, rolling out our regionalised member meet-ups across the UK. These discussions have created opportunities for members to share their experiences with fellow freelancers, to feed into IPSE's Manifesto for the 2024 election, and provided a platform for members to give their feedback to senior members of staff on the direction of the organisation.

## Success Sessions

A new initiative for 2023, IPSE's Success Sessions connect experienced IPSE members with those starting out on their self-employed journey, providing them with a valuable source of advice, ideas and a friendly point of contact should they need it.

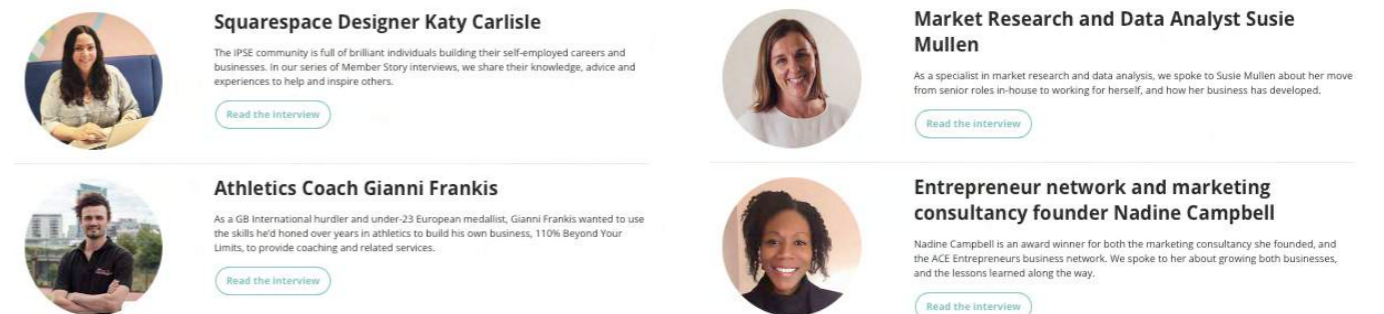
These experts are available to discuss a whole host of issues, ranging from dealing with the tax system and cyber security to setting rates and finding work.



## Member Stories

Another new addition to IPSE's community hub, the IPSE Member Stories series, showcases several self-employed individuals as they navigate the ups and downs of their career.

Members share their real life self-employed stories including challenges, successes and top tips for others considering or already in self-employment.



## IPSE Member Directory

In order to further facilitate networking between IPSE members, we've introduced a brand-new IPSE Member Directory. The online directory allows members to showcase their work and search for other members by location, skillset and industry.



## Member Journey's

Another new initiative for 2023, IPSE's Member Journey's charts those starting out in self-employment.

Giving up their time to be interviewed by IPSE staff, these members share their experience of going self-employed and what they would recommend and what they would perhaps change if they were to do it all again.

We've regularly featured these stories in our weekly newsletter and we've already gone back for follow-up interviews to chart what's changed since they first shared their story with us.



MY JOURNEY

**Pam Taylor**

Pam Taylor had a successful career in corporate project management, but she always dreamed of being self-employed. She was hesitant to make the leap, but when she was laid off, she decided it was now or never.



MY JOURNEY

**Colin Campbell**

Colin Campbell has been working in IT for over 40 years, and he's seen it all. From the early days of mainframes to the latest cloud-based technologies, Colin has been there and done it all.



MY JOURNEY

**Mark Reynolds**

Mark Reynolds is a self-employed engineer who specializes in road safety. He has over 30 years of experience in the industry, and he is passionate about making roads safer for everyone.



MY JOURNEY

**Katie Lee**

Katie Lee is the founder and CEO of Superstar Learners, an online tutoring company that helps students reach their full potential. Katie has a passion for education and believes that every student can succeed with the right support.



MY JOURNEY

**Becca Barnard**

Becca is passionate about helping unpublished authors get their work published, and is committed to making the publishing industry more accessible to everyone.



MY JOURNEY

**Maxine Binger**

Maxine Binger is a parent, teacher, and entrepreneur who is on a mission to transform children's reading experiences. She is the founder of Koobool, an online platform that allows children to share book reviews with each other.

## The IPSE Incubator

Our tailored 12-month programme for those new to self-employment continues to connect and support those embarking on their self-employed journey.

Members on the IPSE Incubator programme benefit from advice and support provided through dedicated videos, guides and live webinars.



“

I have enjoyed taking part in the Incubator programme and thankful for the opportunity. I had been freelancing on and off for many years but never attended a structured course on Freelancing, so I found the experience really useful. Thank you IPSE!”

**Feedback from IPSE Incubator 12-month Survey**

”



*If you would be interested in sharing your experience of self-employment or want to know more about how to get involved with the IPSE community, please contact: [policyqueries@ipse.co.uk](mailto:policyqueries@ipse.co.uk).*

# Representing our members

For almost 25 years, IPSE has been the voice of IPSE members and the wider self-employed community.

If you work for yourself – whether you call yourself a freelancer, contractor, self-employed, sole trader or side hustler – IPSE exists to fight your corner.

Campaigning at Westminster and beyond, IPSE has led the fight against IR35, highlighting the devastating impact of the legislation on the self-employed. In 2022, we had a breakthrough when government overturned the damaging Chapter 10 reforms. Whilst government

has since reneged on this pledge, we continue to impress the need for reforms to the rules.

We work across the political spectrum to secure a fairer and more prosperous environment for the future of self-employment.

Using member's experiences and views shared during webinars, focus groups, surveys or through our Policy and Research Committee, we're able to relay the concerns of the sector to policymakers.

*We're always looking for new additions to our Policy and Research Committee, so if you would be interested in joining, please contact [policyqueries@ipse.co.uk](mailto:policyqueries@ipse.co.uk).*

We also build relationships with key industry partners to ensure self-employed voices are heard with key players outside of government.

And, we are one of the UK's leading sources of research into self-employment, with our research receiving consistent media coverage and shaping policy by offering

some of the most up-to-date information and insight on today's self-employed landscape.

71% of members joined IPSE to support its campaigning on issues such as tax policy – IPSE Membership Survey 2022

“

Throughout my time working as a contractor (in the defence industry) I felt that IPSE would fight my corner, which gave me the confidence to continue. Since, IPSE has grown, now dealing with a much wider range of issues. May it long continue!

**Feedback from IPSE Membership Survey 2022**

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## The IPSE policy team fed into key parliamentary committees and government consultations:

- All-Party Parliamentary Group on Financial Resilience, Oral Evidence March 2022, Saving, Spending, Surviving: a holistic view of people's financial resilience during the pandemic
- HM Treasury, Written Response February 2022, Call for evidence: umbrella company market
- Department for Business, Energy and Industrial Strategy, Written Response April 2022, Labour Market Enforcement Strategy 2023 to 2024: call for evidence
- Matt Warman MP, Written Evidence June 2022, Future of Work Review
- HMRC, Written Response October 2022, Improving the data HMRC collects from its customers
- Office of Tax Simplification, Written Evidence October 2022, Review of hybrid and distance working: call for evidence
- Department for Business, Energy and Industrial Strategy, Written Response July 2022, Post-pandemic economic growth: UK labour markets
- House of Lords, Written Evidence October 2022, UK Labour supply inquiry
- HMRC, Written Response March 2023, Consultation on calculating holiday entitlement for part-year and irregular hours workers
- Department for Business, Energy & Industrial Strategy, Written Response April 2023, Payment and Cashflow Review: The Reporting on Payment Practices and Performance Regulations 2017 and the Limited Liability Partnerships
- Department for Business & Trade, Written Response February 2023, Statutory Review of the Small Business Commissioner
- HMRC, Written Response March 2023, Expanding the cash basis
- HMRC, Written Response April 2023, Consultation on off-payroll working (IR35) – calculation of PAYE liability in cases of non-compliance
- HMRC, Written Response July 2023, Consultation on tougher consequences for promoters of tax avoidance
- Public Accounts Committee, Written Evidence November 2022, Covid-19 Employment Support Schemes
- Public Accounts Committee, Written Evidence June 2023, Progress with Making Tax Digital
- HM Treasury, Written Response June 2023, Tackling non-compliance in the umbrella company market
- National Audit Office, Oral and Written Evidence February 2022, Investigation into the implementation of IR35 tax reforms
- National Audit Office, Oral and Written Evidence October 2022, Delivery of employment support schemes in response to the Covid-19 pandemic
- House of Lords, Oral Evidence November 2023, The Economic Affairs Finance Bill Sub-Committee, Draft Finance Bill 2023-24

### IPSE sits on the following boards and forums:

- Prompt Payment Code Compliance Board
- The Employment Status and Intermediaries Forum (Formerly known as the IR35 Forum)
- HMRC Timely Payment Working Group
- Trade Advisory Group
- Business Action Council
- SME Action Group with Small Business Minister Kevin Hollinrake
- Making Tax Digital Programme Progress Forum
- The Association for the Future of Work



# Key 2022/2023 campaigns

## Managed Service Company Legislation

Since April 2021, when IPSE first heard reports from members that HMRC were issuing demands for life-changing amounts of unpaid employment tax under Managed Service Company (MSC) Legislation, IPSE has been actively supporting around 50 members caught-up in these investigations.

The IPSE community has recognised the significant distress caused by these investigations and the potential for any contractor engaging an accountant to be caught-up in future. In fact, when we asked members as part of the Membership Survey in 2022, 36 per cent of IPSE members wanted IPSE to be campaigning on MSC legislation.

That's why, as well as supporting these members with advice and providing regular Q&A sessions with our tax partners Markel, IPSE launched a letter-writing campaign to raise awareness of HMRC's aggressive enforcement of MSC legislation amongst politicians.

These investigations threaten any contractor using a specialist accountancy services provider. In IPSE's view, the UK's smallest businesses should not be targeted for simply engaging an accountant when navigating the notoriously complex tax system.

The letter-writing campaign has so-far resulted in over 50 MPs being contacted and facilitated meetings between IPSE and MPs as well as with HMRC's lead official on MSC legislation.

We continue to support IPSE members as the situation develops and we will keep on pressing Ministers in the Treasury, backbench MPs and government officials about the need to halt these investigations.

## Maternity Allowance

For too long, lower maternity pay and the burden of childcare costs have hindered freelance mothers. As such, in 2023 we launched IPSE's campaign to align the Maternity Allowance with Statutory Maternity Pay, putting an end to the system that results in self-employed mothers receiving less than their employee counterparts.

Presently, employed mothers can claim 90 per cent of their average weekly earnings for the first six weeks. Self-employed mothers are excluded from receiving this initial payment.

There is little justification for such a blatant discrepancy between the employed and the self-employed when it comes to this crucial first six weeks. That's why IPSE is now calling for this initial payment to also be available to self-employed mothers.



pushing to align **Maternity Allowance** with **Statutory Maternity Pay**



IPSE's support from when the Managed Service Company notices started to go out has been incredible

**Feedback from IPSE Membership Survey 2022**



## Tax Reform

IPSE has continued to campaign for reform and simplification of the UK tax system. In particular, we continue to push for a complete overhaul of the IR35 tax rules, including scrapping the rules altogether. Our efforts even contributed to the short-lived abolition of the off-payroll working rules at the so called 'mini-budget' in 2021 – a measure which was, unfortunately, reversed.

The fact that the then Chancellor, Kwasi Kwarteng, recognised the significant disruption the rules bring to UK businesses only underlines the importance of IPSE's work to demonstrate the devastating impact of the reforms.

We believe that the current tax system is outdated and should be simplified. We want to see HMRC attempt to engender good relations with taxpayers rather than impose an oppressive regime and threaten retrospective investigations.

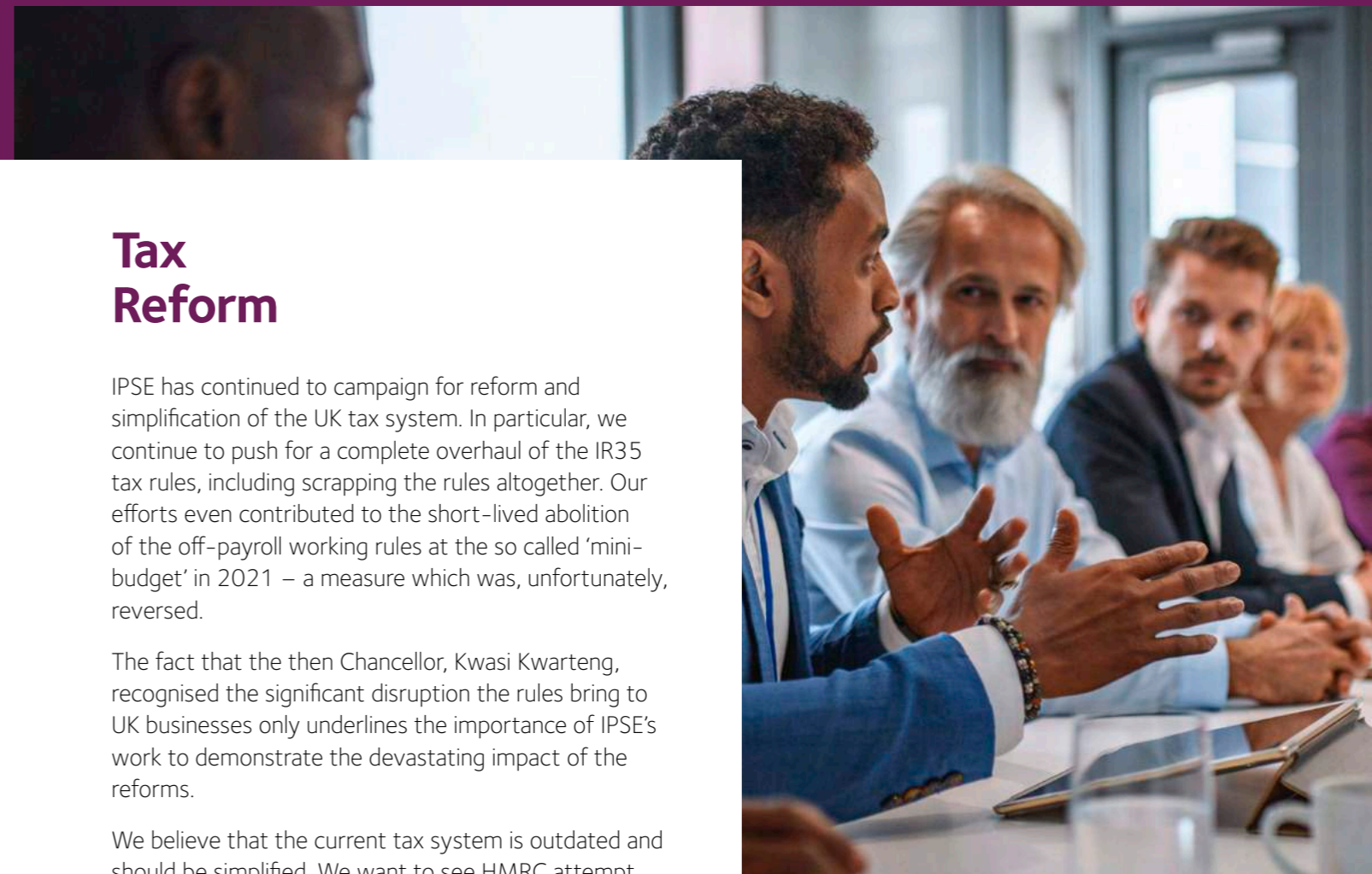
We will continue to push for a full review of the UK tax system and work closely with HMRC to bring about a more positive environment for the self-employed.

IPSE pushing for **REFORM** of tax system



IPSE has tremendous gravitas and influence toward legislation & tax policy

**Feedback from IPSE's 2023 Membership Survey**



# IPSE in the news

## Late Payment

IPSE was the first organisation to call for the UK's standard commercial payment terms to be reduced to 30 days.

The scourge of poor payment practices continue to hold the self-employed back. IPSE's research has revealed that its prevalence has only increased since the onset of the pandemic and cost of living crisis.

With a seat on the Prompt Payment Code Compliance Board, IPSE continues to jointly monitor and act against major UK businesses with poor payment practices. We also work closely with the Small Business Commissioner to raise awareness of the issue, with our research on late payment receiving media coverage in Forbes.

We were also pleased to see Government adopt our calls for the Small Business Commissioner to be given additional powers and resources to proactively tackle late payment from businesses.

## Making Tax Digital

We have long called for a more realistic and flexible timetable for the Making Tax Digital (MTD) roll-out. The government has since listened to these calls and delayed the rollout, taking into account the difficulties of the transition to taxpayers.

We have worked closely with HMRC's Timely Payment Working Group and the Making Tax Digital Programme Progress Forum to ensure that future expansions of MTD are proportionate for self assessment taxpayers.

Similarly, we continue to call for HMRC to reconsider their plans to make the reporting and payment of tax more frequent under MTD.

We will continue to advise our members on the progress of MTD and update them on any changes to either the timetable or the reporting requirements.

Our Press and PR work is a vital tool for championing self-employment and advancing many of our policy positions. We aim to act as the definitive source of research and comment on all matters concerning the self-employed, ultimately being the voice for our members and the wider self-employed community.

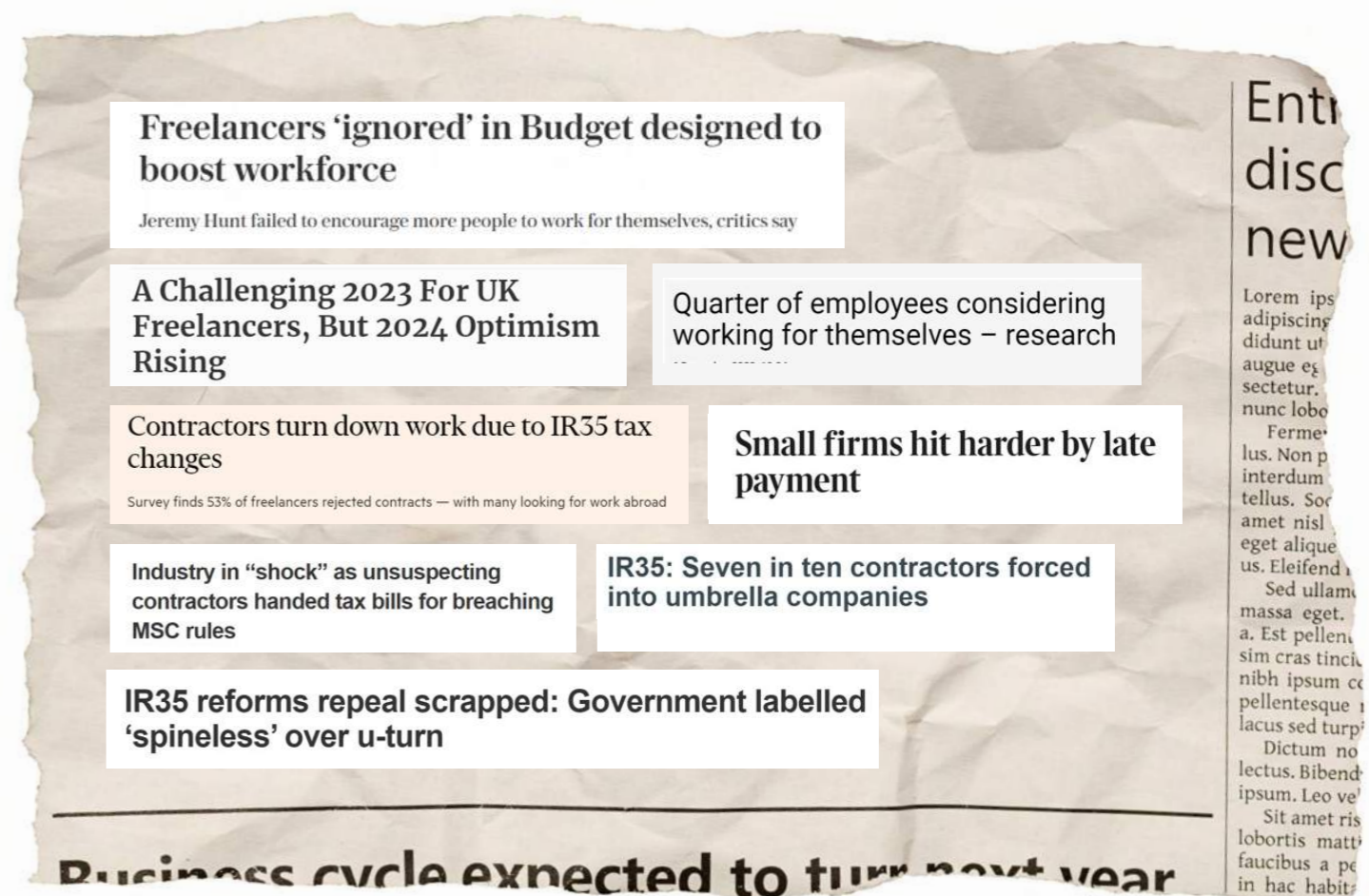
Over the past two years, we have:

- Featured on BBC Breakfast
- Appeared in the Telegraph 35 times
- Placed exclusives in the Financial Times and the Telegraph on IR35 and our response to the Budget
- Regularly featured on BBC Radio 4's Money Box programme
- Frequent guest on LBC radio
- Quoted in National publications 357 times
- Appeared in International publications 165 times



**a seat on Prompt Payment Code Compliance Board**

**Successfully argued for a more flexible timetable**  
Making Tax Digital programme



# IPSE Research

## understanding the sector

IPSE continues to be at the forefront of research into freelancing and self-employment. We work with our members, leading academic institutions and stakeholders to shed light on the interests, needs and concerns of freelancers so we can champion them in government and across industry.

Our research is vital in supporting IPSE's campaigning and in securing media coverage. Over the past two years, our Research Team undertook research in the following areas:

### IPSE's Freelancer Confidence Index

Our quarterly assessment of freelancers, the 'Freelancer Confidence Index', tracks the state of the self-employment throughout the year, measuring key metrics on confidence, debt, turnover and job-satisfaction over time.

Not only does this research feed into the Bank of England, we're able to track and report the impact of economic trends and government policies.

The top three factors lowering freelancers' business performance over the past two years are:

- Government tax policy relating to freelancing
- State of the UK economy
- Government regulation relating to hiring freelancers

### Women and disabled in self-employment

Our two data briefs for 2023 focused on two important and growing sections within self-employment, hearing the experiences of these groups whilst developing clear policy recommendations for government to further embrace these cohorts.

The research revealed:

- Freelance women now comprise almost half (46%) of the freelance workforce
- 15 per cent of freelancers are working mums
- The number of disabled self-employed workers has risen by 39 per cent since 2013

### IPSE's Annual Self-Employed Landscape

Released annually, the IPSE Self-Employed Landscape report provides a snapshot of how the sector's size, demographics and economic impact have changed in the past year.

This report is quickly becoming the authoritative source for all data relating to the self-employed and is regularly cited in publications and articles long after publication.

For 2023, the report revealed the following:

£331bn // Solo self-employed contribution to the UK economy

336,000 // 16% of freelancers are working mums 

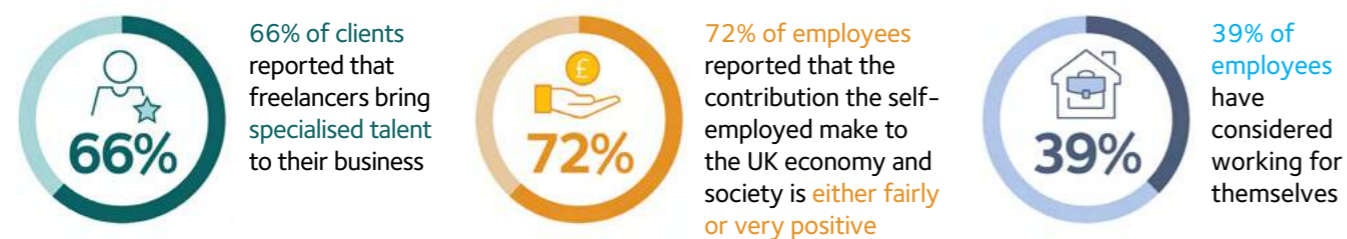
51% // Over half of freelancers have been operating in this way for over 10 years

## Making the case for freelancers

New for 2022, this landmark piece of research looked at the intentions of employees and how they viewed the contribution of the self-employed sector to both the UK economy and wider society.

Launched as part of IPSE's National Freelancers Day, the research aimed to challenge the stigma around self-employment and demonstrate the vital role they play in the modern economy.

The key highlights of the report included:

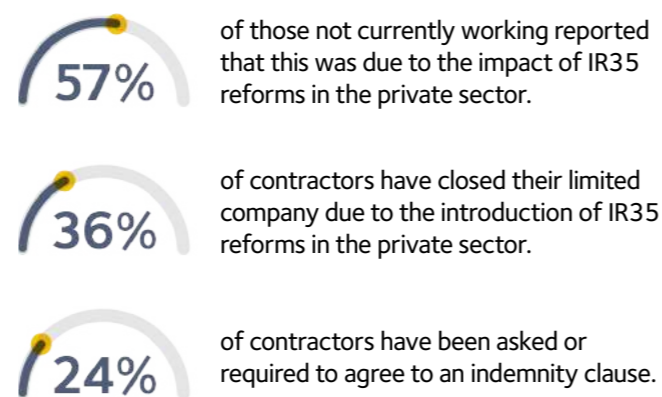


## IR35

2023 saw the release of IPSE's inaugural IR35 Spotlight report, reviewing the continuing impact of the IR35 reforms on the sector. The report received strong media coverage, including an exclusive published in the Financial Times.

Notably, the report revealed that whilst blanket assessments may be down on our previous research from 2021, as many as one in ten clients were continuing to adopt blanket approaches.

Some of the other key highlights of the report include:



Our research into IR35 has also focused on the impact on UK businesses and their ability to hire flexible talent. Some of the key takeaways from this research:



## Training and skills

IPSE's research has also revealed this year that public policy often fails to cater to self-employed individuals looking to upskill or retrain and our policy recommendations outlined how government could seek to boost the skillset of the sector.

The key findings of the report:



## Barriers to financial products

The research also took a closer look at the specific challenges of the self-employed when it comes to securing a mortgage or saving for later life. Whilst the addition of new tailored products specifically designed for the self-employed are welcome, IPSE's analysis has identified further areas where government and industry can do more to support the sector.

The report revealed the following:



## Understanding the umbrella company market

Following the introduction of the IR35 reforms in 2021, an increasing number of self-employed individuals were forced to operate via an umbrella company – many for the first time.

It was therefore vitally important for IPSE to evaluate the state of the umbrella company market to understand how the individuals within it were now operating.

The key findings of the report included:



74% of umbrella company workers were either somewhat or very dissatisfied about working via an umbrella company.



61% of umbrella company workers reported that there were no advantages to working via an umbrella company.



38% of umbrella company workers did not understand how holiday pay is calculated and administered when operating through an umbrella company.

## Reviewing the prevalence of late payment and nonpayment

Alongside our close work with the Small Business Commissioner and the other members of the Prompt Payment Board, our report into the prevalence of late and nonpayment supported a major IPSE campaign of 2023; for the UK's standard commercial payment terms to be reduced to 30 days.

The research revealed that:



Freelancers estimate that they are currently owed an average of

**£5,230**

For work they have completed

- One in five (20%) freelancers are finding themselves without the money to cover basic living costs.
- One in five (18%) are waiting over three months beyond the payment deadline for payment from a client



# IPSE Events

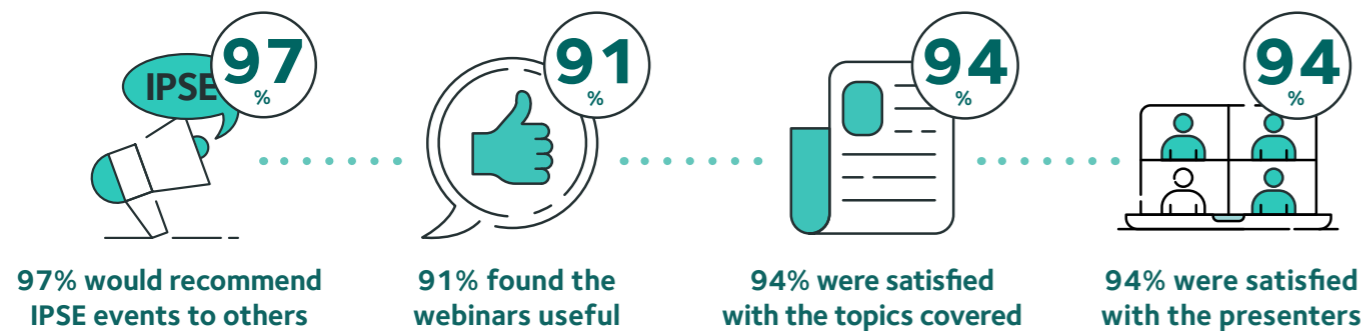
## Virtual Events

IPSE's events prove a valuable tool of support and inspiration for members and we've continued our busy schedule of events over the past two years.

We source experts in their field to provide advice and support to members and the wider self-employed community.

Our events over the past two years have covered a diverse range of topics, from dealing with the tax system and video marketing to growing your business and mental wellbeing, to name a few.

In addition to our live webinars, the webinar library now houses all of the content for IPSE members to exclusively access on demand.



“Please keep the virtual events going – so informative and they are so good for not feeling alone. I've just paid my fees for another year's membership with IPSE – totally worth it!”

Feedback from IPSE Event Feedback Survey

“I think IPSE events, the 5 or so I have attended, are always excellent. They are so targeted to me as a self-employed person, I derive so much value and peace of mind from the knowledge transmitted, that I prioritise attendance for the topics that interest me (of which you do many!). I am really just saying thanks – please keep up this good and necessary work. I feel very supported by this organisation”

“I am always impressed by the quality of the events and speakers IPSE selects. I have found them all to be really insightful, clear and filled with great advice!”



## National Freelancers Day 2022

Our flagship National Freelancers Day was held on 16 June, 2022, and proved extremely popular with attendees from across the self-employed sector. We were able to offer over 30 events on a broad range of topics aimed at seasoned freelancers, as well as those new to self-employment.

We also used the day to reiterate the importance of the UK's freelance sector, launching our research 'Making the Case for freelancers' with the aim of challenging negative perceptions of self-employment and uncover the workforce's own plans to go freelance in future.



“This was the first time I had attended the conference and it has left me feeling really fired up about my next steps. It's refreshing to have spent a day on my business, rather than in it. I have a notebook full of ideas as a result. Thank you.”

Feedback from the IPSE NFD Feedback Survey

**100%** of attendees were satisfied with the overall experience of the day

Social stats across all IPSE channels on 16 June, 2022 (day of NFD):

**40,215** impressions across social channels on the day & **818** engagements.

Online circulation: **21.3M**

**#NFD 2022**  
**#NationalFreelancersDay**

1,503 mentions | 630 shares | 7k likes  
7.9k interactions (engagements) | 11.3M reach

“Happy to have been able to participate in the National Freelancers Day for the first time! So much learning from different experts and opportunities to network and connect with professionals from different industries. Definitely will be there again in future years!”

# IPSE Freelancer Awards

The IPSE Freelancer Awards for both 2022 and 2023 proved hugely successful events. We were able to come together to celebrate the very best entrepreneurs in our IPSE community at the spectacular venues of the Barbican Conservatory and Landing Forty Two in the Leadenhall Building.



Over 240 applications across the two years



Handed out 22 awards to our worthy winners



100% of attendees would recommend the event to others

“The venue was amazing! I loved the variety among the people and projects shortlisted for awards. It was great to see a nice turnout as well.”

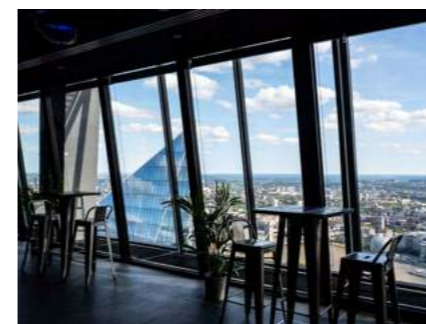
“The wow factor of the evening was my highlight, all being together, for such a fab occasion – with so many other amazing freelancers!”



## Social stats from the IPSE Freelancer Awards:

Overall social media reach: 596,000

Total likes: 2434



# IPSE Partnerships

IPSE partners with businesses which specifically provide tailored solutions and products that you need to run your business – at preferential rates.

Our partnerships are always structured with the member in-mind.

We try to save you time by recommending businesses we believe offer helpful and innovative solutions. We also negotiate a greater financial saving on our members' behalf than they would achieve by going to the business directly.

We meet with prospective partners multiple times before agreeing a partnership to ensure their motivations for working with IPSE and our members are aligned with our mission.

We also offer members exclusive deals and discounts through the IPSE Marketplace and IPSE rewards sections of our website to save you and your business both time and money.



## Who we partner with:



### AA: Breakdown cover

**Partnership offers:** Money saved on keeping your vehicle moving.

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



### AndCo: Co-working spaces

**Partnership offers:** Access to unlimited co-working spaces across the

**Member benefits:** Free access to co-working spaces and discount on meeting rooms



### CMME and Contractor Wealth: mortgage broking and financial specialists

**Partnership offers:** Mortgage advice and financial planning specifically for contractors

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



### 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 around everyday legal issues.

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



### Tide Bank: digital, challenger bank

**Partnership offers:** Award-Winning, smart & simple business banking.

**Member benefit:** Open a free business account and get £75



# IPSE Advice

We are constantly developing and updating our advice and knowledge sections to provide our members with information from experts on a range of topics.

Whether you're new to self-employment or a seasoned professional, we have advice guides on all aspects of self-employment so that you always have the resources and information you need.

Our advice pages now include sections on the following areas:

- Financial wellbeing
- Growing your self-employed business
- How to become a...
- Insurance
- IR35
- Managed Service Company Legislation
- Legal guidance
- Mental wellbeing
- New to self-employment
- Networking & community for the self-employed
- Physical wellbeing
- Securing your self-employed future
- Self-employed families and parents
- Self-employed tax
- Social wellbeing
- Stress awareness
- Ways of working
- Winning work



## 4/5 (78%)

think that advice and support is one of the most useful member benefits



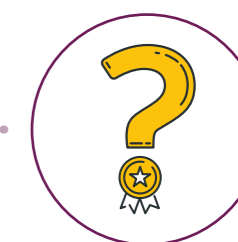
Insurance



IR35



Ways of working



Winning work

“ Really helpful advice and a friendly team who are there to help whenever I need anything. I'd recommend. ”

**Feedback from Trustpilot**

# Social media engagement

IPSE has a range of online channels for members and the wider self-employed community to connect, including Twitter/X, Facebook, Instagram and LinkedIn. We use these channels to share news and information, offer advice and support and gather feedback from our community.

We've also introduced social media takeovers for each of our IPSE Freelancer Award winners to showcase a day in their life. These have so far featured across four social media channels, with 17 of our award winners sharing their experiences within self-employment to the wider IPSE community.

## Twitter



**2 accounts:**  
@teamIPSE  
@ipsewestminster

**Total followers:**  
**20,969**

## Facebook



**Page and group**  
@teamIPSE  
IPSE Community

**Total followers:**  
**10,345**     **Facebook group:**  
**650+**

## Instagram



**1 account:**  
@teamIPSE

**Total followers:**  
**2,704**

## Youtube



**1 account:**  
@teamIPSE

**Page subscribers:**  
**605**

We've also introduced the popular features of the video of the week within our newsletter as well as a new jargon-busting short video series aimed at those new to self-employment.

## LinkedIn



**Page and group**  
IPSE

**Page followers:**  
**11,064**

**Group members:**  
**5,265**

A new initiative for 2023, the fortnightly LinkedIn newsletter provides thought leadership content from IPSE's policy team on a range of political and economic topics.

**LinkedIn Newsletter subscribers**  
**3,292**

Join the conversation with thousands of other freelancers and make sure you don't miss a thing.

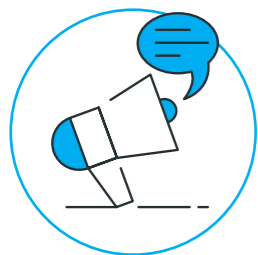


# Other ways to connect with IPSE

As well as our social media platforms, IPSE has a whole range of other ways that members can engage with IPSE and each other:



- Keep up to date with **IPSE's weekly newsletter** – Join our 35,000 subscribers to stay up to date with news, events and more. You may also want to join over 3,000 subscribers on our fortnightly **LinkedIn newsletter** that provides thought leadership from IPSE's Policy Team.



- Look out for ways to get involved with **IPSE's campaigns** – Whether it's writing a letter to your MP, signing a petition, sharing your views through our research or spreading the word across your networks, there are always ways you can help amplify IPSE's voice.



- Join one of **IPSE's committees** – We have two member committees that help steer IPSE in the right direction. If you are interested in joining either the Member Forum or the Policy & Research Committee, please just get in touch.



- Join our **events and webinars** – IPSE has a packed programme of webinars throughout the year, check the website, newsletters or social channels to keep up to date with upcoming events.



- Join our **member meet-ups** – IPSE is now running regular member meetups so that members can connect with each other and share their experiences.



- Connect with members via **IPSE Community Forums** – Talk to fellow members, seek support and advice and share your experiences by logging onto the IPSE Community Forums.

# What it means to be an IPSE member

## IPSE's vision

A fair environment where self-employment is an aspirational and sustainable career option.

## IPSE 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.

## IPSE values

### Our members are at the heart of every decision

As a not-for-profit organisation, everything we do is for our members and anything we earn is put back into providing them with the best support we can offer. We have a responsibility to back our members through representation, advice, and support.

### We provide outstanding services and unmatched expertise to the UK's self-employed

Through consistent and comprehensive research, we are experts in what the UK's self-employed want and need to thrive. We use this knowledge to make evidence-based decisions and deliver quality services and support.

### We treat everyone with respect

We value everyone equally, encourage diversity, treat people with dignity and recognise each others' achievements. We demonstrate integrity as an organisation by being trustworthy, transparent, and honest. We are accountable to one another and empower every voice through open, courageous dialogue.

### We are change-makers

When things aren't the way they should be, we have the bravery to challenge the status quo. We aren't afraid to raise our hand, or to try new things. To fail fast and adapt to change. To react and take proactive actions to change the situation for the better.

### We find strength in numbers

Building communities and creating meaningful connections with others allows for ideas, skills and knowledge to be shared. We seek answers to problems through collaboration; between our teams internally; other organisations; government and crucially, our members. We are the focal point for making these connections.

### 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 Senior Leadership team:

**Derek Cribb** – Chief Executive  
**Andy Chamberlain** – Director of Policy  
**Vicks Rodwell** – Director of Membership  
**Ankita Patel** – Director of Finance and HR

### Your Membership team:

**Kristina Drinkwater** – Head of Membership  
**Eugene Bongo** – Membership Account Manager  
**Richard Gal** – Membership Co-ordinator  
**Maxine Mensah** – Member Relations Executive

### Your Events team

**Sarah Harper** – Head of Events

### Your Policy, Press and Research team:

**Fred Hicks** – Senior Policy and Communications Adviser  
**Joshua Toovey** – Senior Research and Policy Officer

### Your Partnership team

**Tracey Clinton** – Partnership Manager

### Your Marketing team:

**Toby Tetrault** – Head of Marketing  
**Christina McLean** – Digital Marketing Manager  
**Elisa Basile** – Senior Brand Designer  
**Lucy Smith** – Social Media and Content Executive

### Your IT team

**Vicky Regimon** – IT Support Engineer  
**Jake Atkinson** – CRM Manager

### Your Finance team

**Karen Ward** – Finance and HR Assistant

## Freelancers

IPSE has also engaged a number of freelancers in the last year including:

**Samuel Vigne, John Kitching, Kim Huggins, Way of the Web, Dwi'n Rhys, DM Insights, Stover Media, Dieter Feyerabend, Orla Lyons-Hamilton, Bright Green Events, Lisa Lynas, Faye Dicker, Liz Randell, Mervyn Pilley and Line and Dot Creative**



*ipse*