

Enabling students entering the flexible workforce

Supporting freelancers, portfolio careers, 'slashies' and gig economy

Lydia Wakefield – Education and Training Manager
IPSE – Association of independent professionals and the Self Employed

About IPSE

- The not for profit association representing freelancers and the self employed
- Research
- Lobbying and press
- Education and training
- Membership body - over 67,000

The rise of flexible workforce

How many self-employed people are there in the UK?

How many are estimated to work in the gig-economy?

How many are freelancing as a second job?

How many freelancers in the UK?

How many would consider gig work in the future?

Who are we talking about?

- Gig economy
 - Using platforms to find single short term projects/work
- Freelancers
 - Working in different ways in different industries, effectively working for themselves on a nano-scale with multiple clients
- Slashies
 - ‘They’re multi-skilled, multi-faceted and professional life jugglers’ – The Vocal
- Portfolio workers
 - Mixing at any one time – not committed to one way of working

View points from flexible workforce

I wasn't educated that much on it whilst I was doing my degree. I think there should be more engagement around it. I think more creatives should be empowered to go in to freelance.

When at university, it wasn't really spoken about. Until I went to the careers team and they gave a lot of advice about running our own business, but that wasn't until our final year.

For me I never even considered working for myself as I went through school or university. It wasn't something that existed in my mind as an option. But now because I can see all of the advantages, I'd love to continue to continue to promote this to other people.

I didn't have much encouragement until last year when I set up. And that was only because of my ever persistent mother. I think there could definitely be more (support) especially in universities. In my university there wasn't as much of a weight on freelancing.




Experience and advice from graduates

- Mark Williams, copy-writer and journalist, English graduate

The screenshot shows the Upwork website interface. At the top, there is a navigation bar with the Upwork logo, a search bar containing 'Find Freelancers', and links for 'BROWSE', 'HOW IT WORKS', 'SIGN UP', and 'LOGIN'. A 'Become a freelancer' button is also visible. Below the navigation bar, there is a 'Back to search results' link. The main content area features a profile card for Mark W., a Copywriter & Journalist based in Llandudno, United Kingdom. His hourly rate is \$17.00/hr. The profile lists several skills: Copywriting, Creative Writing, Press Release Writing, SEO Writing, and Blog Writing, with a link to '5 more'. Below the skills, there is an 'Overview' section with a short bio: 'I'm a writer, journalist and PR consultant for hire. I know how to craft insightful, attention-grabbing content to the tightest of deadlines.' and a paragraph starting with 'Professional experience? Lots of it. Here are some of the ways I've boosted my clients' engagement with their customers:'. To the right of the profile card, there is a section titled 'To discuss your project with Mark W. sign up.' which includes a note: 'We'll connect you two when the job is posted.' Below this note are three input fields for 'First Name', 'Last Name', and 'Email', followed by a green 'Contact' button. At the bottom of this section, there is a link 'or, Post a Job' with a question mark icon.

upwork™ Find Freelancers BROWSE HOW IT WORKS SIGN UP LOGIN Become a freelancer

[Back to search results](#)

 Mark W. \$17.00 /hr

Copywriter & Journalist

Llandudno, United Kingdom

Copywriting Creative Writing Press Release Writing SEO Writing

Blog Writing 5 more

Overview

I'm a writer, journalist and PR consultant for hire. I know how to craft insightful, attention-grabbing content to the tightest of deadlines.

Professional experience? Lots of it. Here are some of the ways I've boosted my clients' engagement with their customers:

To discuss your project with Mark W. sign up.

We'll connect you two when the job is posted.

First Name

Last Name

Email

Contact

or, [Post a Job](#) ?

Experience and advice from graduates

- Nisha Haq, Photographer / Designer, Young Freelancer of the Year 2017

Nisha Haq
PHOTOGRAPHY

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A little bit about me

Hello I'm Nisha and I absolutely love what I do and that is: photographing wonderful people and lovely things. I'm a Southampton, Hampshire based **wedding and lifestyle photographer** and get buzz from travelling all over the South UK and beyond! (I've recently been to Prague, Naples, Amsterdam, Menorca & Berlin which I'll share on the [blog](#) soon.)

I really enjoy photographing [weddings](#), [engagements](#), and all sorts of [lifestyle](#) sessions. Meeting people and capturing their expressions on camera is an amazing experience as well as the little details that people treasure... I can certainly say I love my job!

I have been photographing people from all walks of life since I was 13 when I got my first digital camera that could only take up to 50 photos at a time (how times have changed!) I embarked on a fantastic 3 years at university achieving my **BA Photography degree** in 2014 where I founded the first student photography magazine, shortlisted for an international photography award as well as exhibiting work in New York & London. I was excited to do my first solo wedding commission at 23 and



Enabling students and graduates

Challenges

How can we support them?

Final thoughts

- Recognition and promotion of different ways of working
- Remove negativity around multiple roles
- Ensure they understand when they are self-employed
- Understanding professional responsibilities even when part-time
- Change language about one option careers
- Share diverse experiences and examples

Flexible working success stories to share

- Alumni
- Current students
- Being Freelance podcast - <http://www.beingfreelance.com/>
- Freelancer of the Year awards – [Inspire Finalists](#) & [Aspire Finalists](#)
- Top tips on finding work from Kelly Gilmour-Grassam – [Finding your first client](#)



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