FREELANCE WORK & SELF EMPLOYMENT WITHIN CREATIVE INDUSTRIES

A presentation delivered to young people at events and in college/school, de-mystifying what it means to work in a freelance capacity, how to register as self employed, and where to look for work as a freelancer in the creative industries.

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ARTS COUNCIL ENGLAND

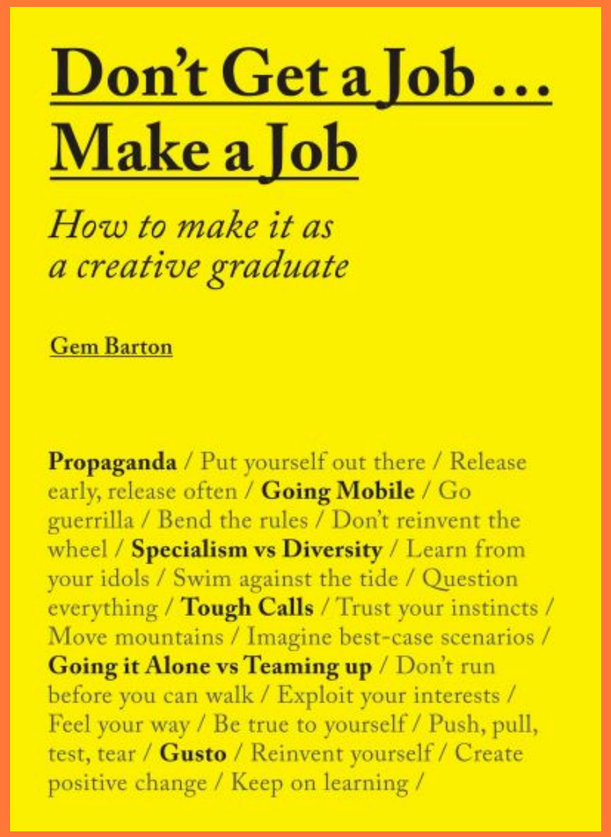
What is self employment?

- Working for yourself, rather than an employer
- Run your own business in which you:
    - sell items regularly to make a profit
    - make items to sell for profit
    - are paid for a service you provide

Why choose self employment?

- Choose when you work
- Choose where you work
- Choose who you work with and for
- Benefit directly from the work you put in
- Exploring new places
- Variety of experiences
- Learning new things about yourself

How to become self employed?



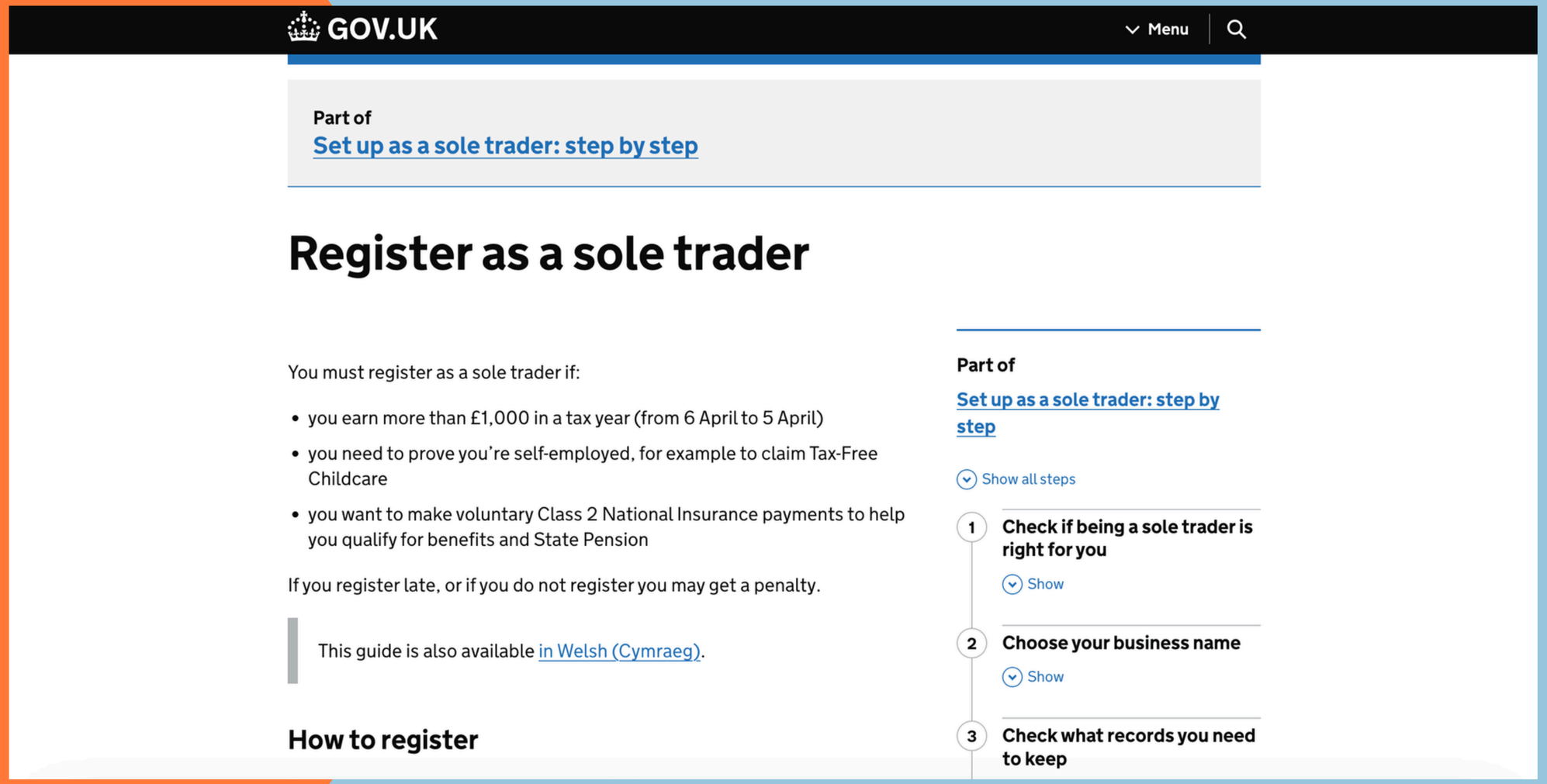
"Don't Get a Job... Make a Job"

"Imagine for one moment that there are no employers, no firms to send your CV to, no interviews to be had – what would you do?"

"Have big ideas and don't be afraid of them. In fact, nurture your weirdest ideas, feed them, water them, and let them grow into wild and wondrous things no one else could ever dream of."

– Author Gem Barton, 2016

Register your business



gov.uk– register as a sole trader

Sole Trader:

- Has ‘unlimited liability’ which means owners are personally responsible for all of the debts of the business
- Simplest business structure

Limited Company:

- Has ‘limited liability’ which means owners are responsible for business debts only up to the value of their financial investment

Keep track of finances

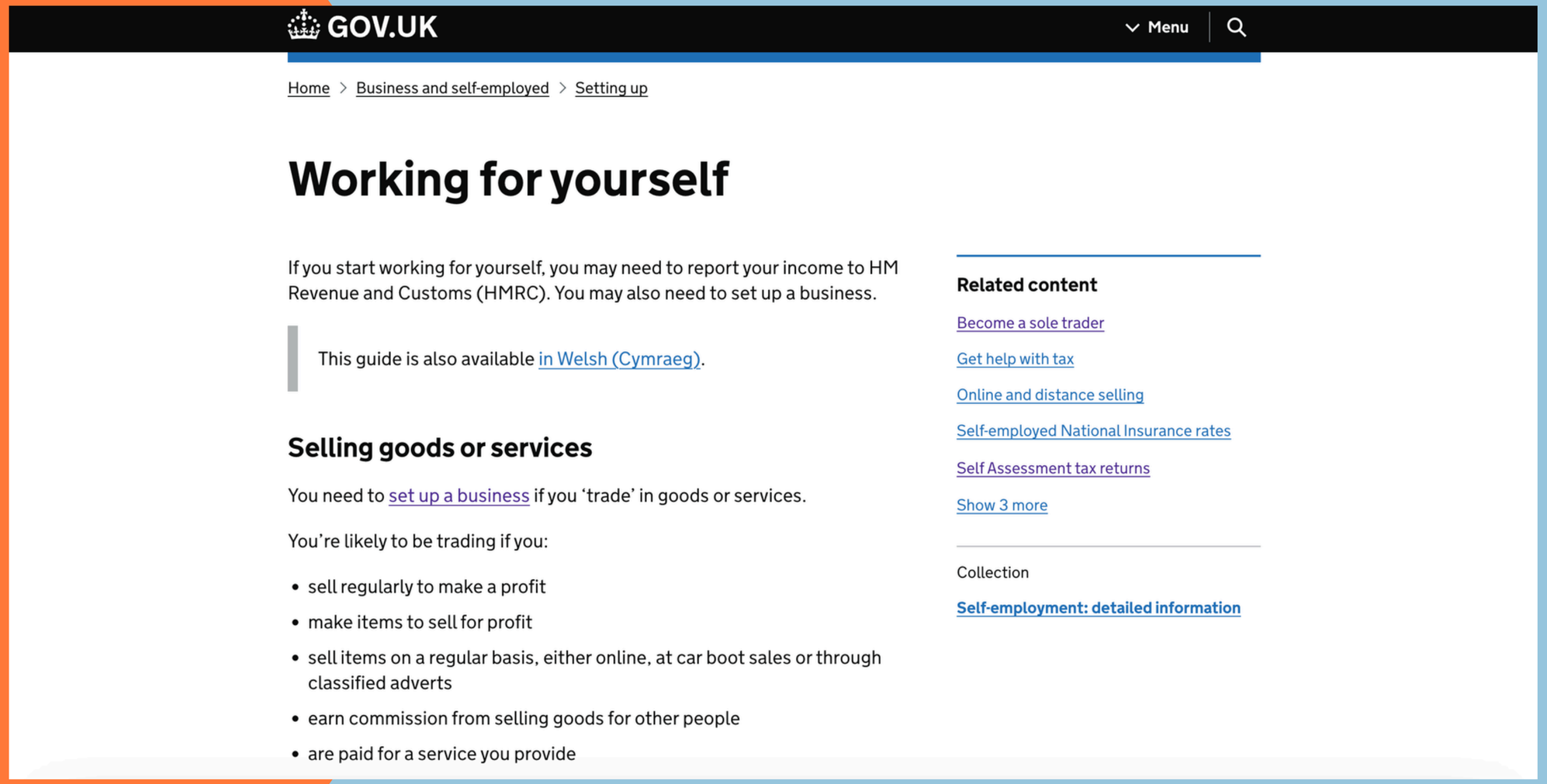
Finance:

- Send clients **invoices** which let clients know how much to pay you and where to pay it
- Keep track of your **income** and **expenditure**, you will need to report this to **HMRC** (His Majesty's Revenue and Customs).
- You can do your own accounting or employ an accountant
- There are apps to help you keep track of your income and expenditure

Report your income & pay tax

Income Tax:

- All employed and self employed workers are required to pay tax on annual earings above £12,570
- Self employed workers are required to report their income and expenses annually to HMRC
- Tax is used by the government to help provide funding for public services like the NHS



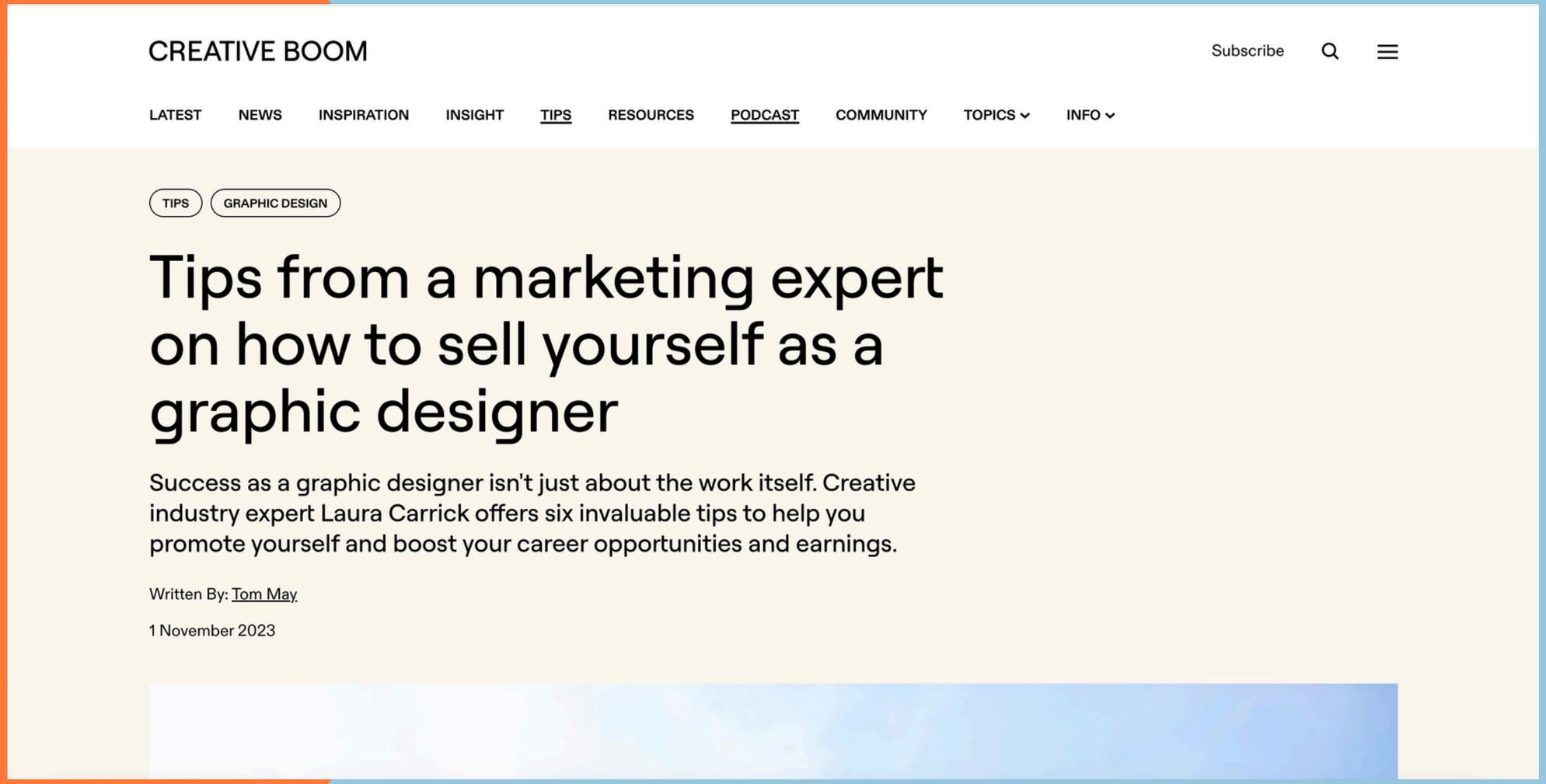
gov.uk– submiting self assessed tax return

Marketing and promotion

Marketing and promotion:

- Get your business out there
- Connect with potential clients
- Create a network/ community

Digital – website, email
Social Media – LinkedIn, Instagram, TikTok, Facebook
Print – posters, flyers, business cards
Journalism – testimonials, reviews, articles

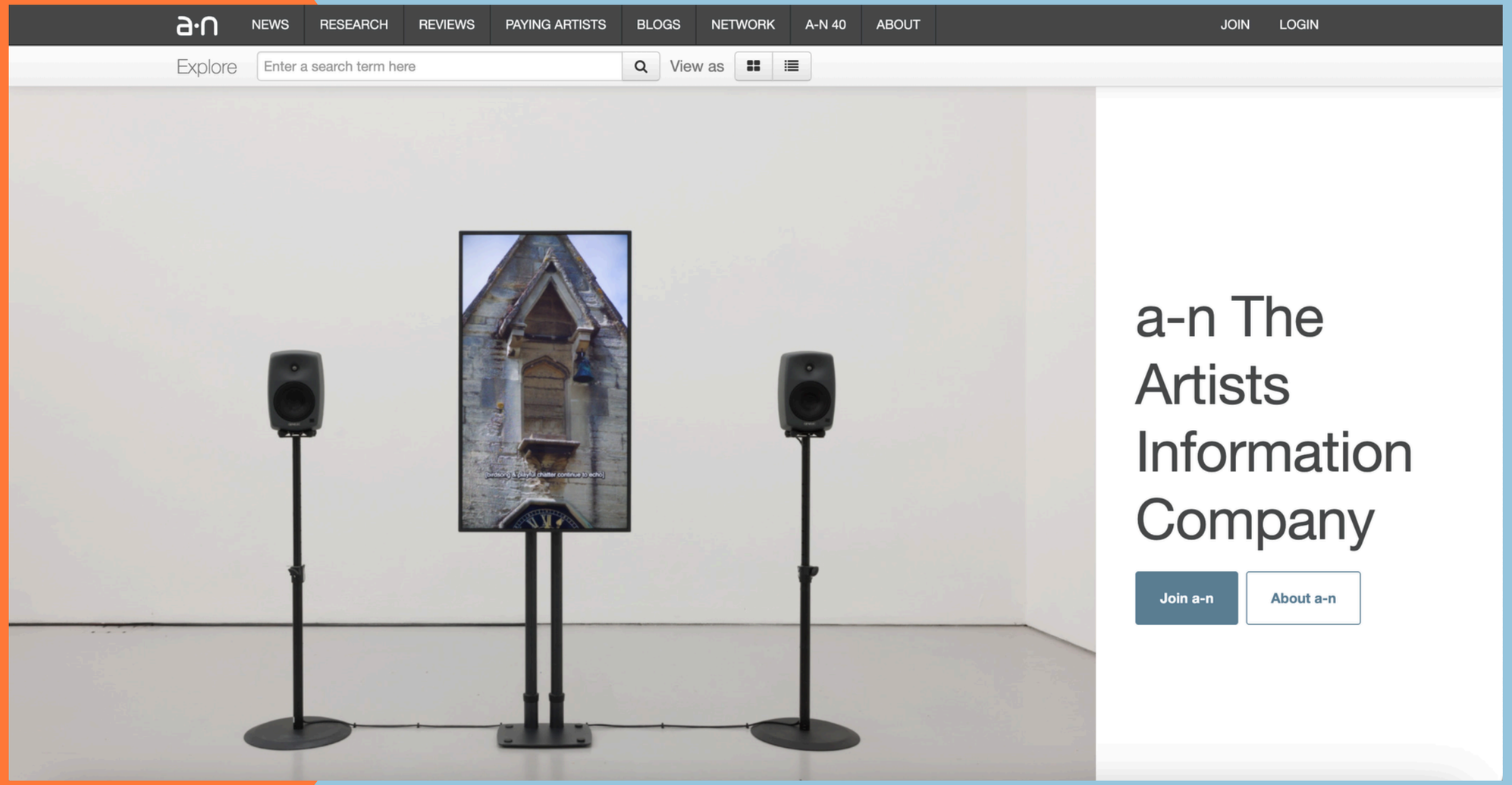


creativeboom.com – news, articles and tips on being a creative including: marketing

Insurance

Insurance:

- As a self employed person, **Public Liability insurance** can protect you from financial losses if someone is injured or their property is damaged due to your activities, such as events, workshops, exhibitions or studio visits
- It's not legally mandatory, but it’s good professional practice



a-n.co.uk – Public Liability insurance and other insurance policies

Support

- There are plenty of organisations that can offer guidance and support in navigating a creative career as a self employed person
- **Trade Unions:** a union is a formal organisation of workers which aims to improve and maintain working conditions
- **Networks:** can be formal or informal organisations of people (not always workers) with common interests

Latest News: International Women's Day →

Artists' Union England

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Wetlybirds project at Eastside Projects, photo by Oliver Riley

Artists' Union England represents artists

Our members work in disciplines including:

Visual Art, Applied Arts, Socially Engaged Art, Moving Image, Sound and Performance

Membership Criteria

Get

* In order to join, you must be an artist living or working in England for at leas

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Home | Get support | Get involved | Training | About | Join Us | Login

IT security incident: more information

What can we help you with?

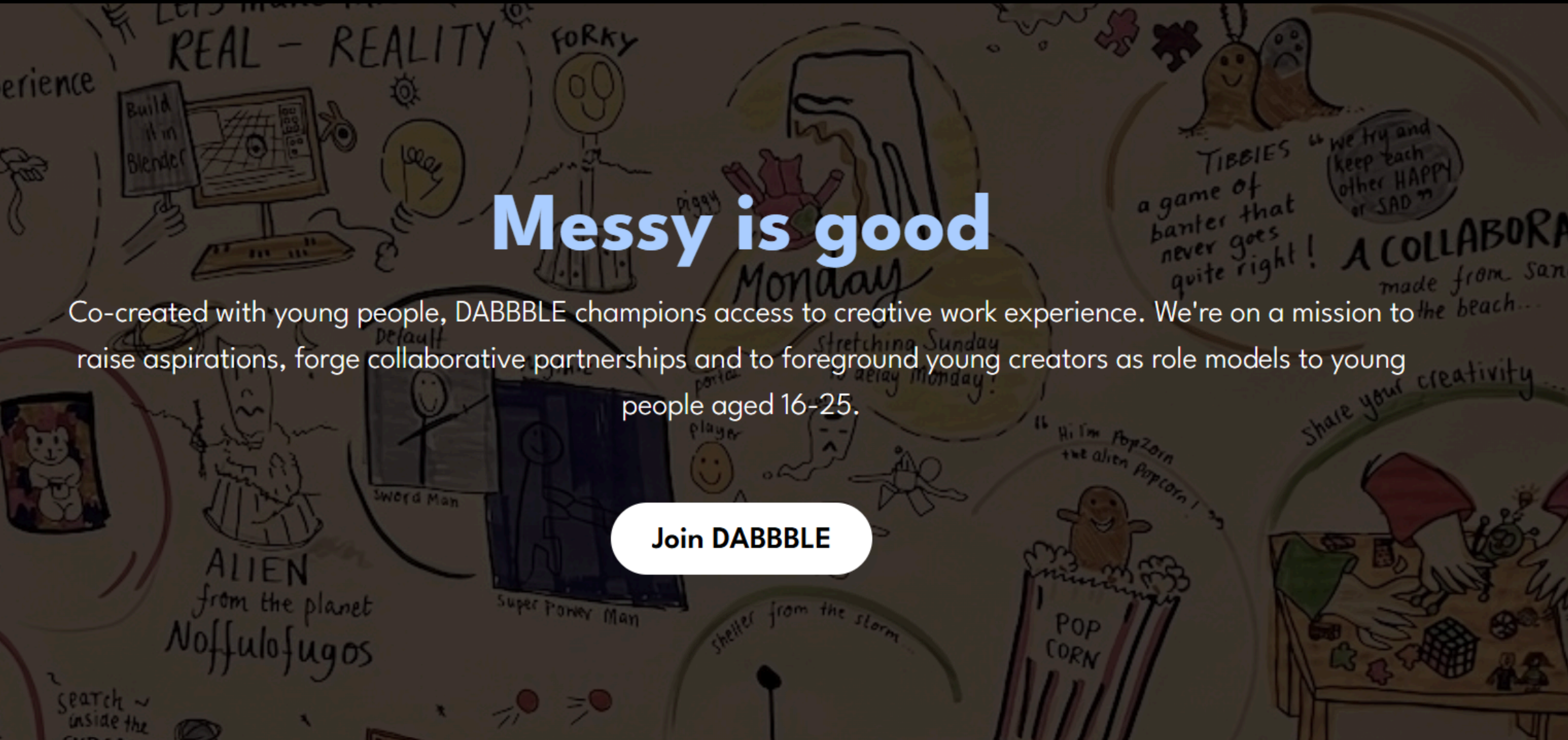
Search



Key skills to develop

- Self motivation and confidence
- Networking
- Ability to communicate
- Branding and design
- Social Media literacy
- Budgeting and finance
- Time management

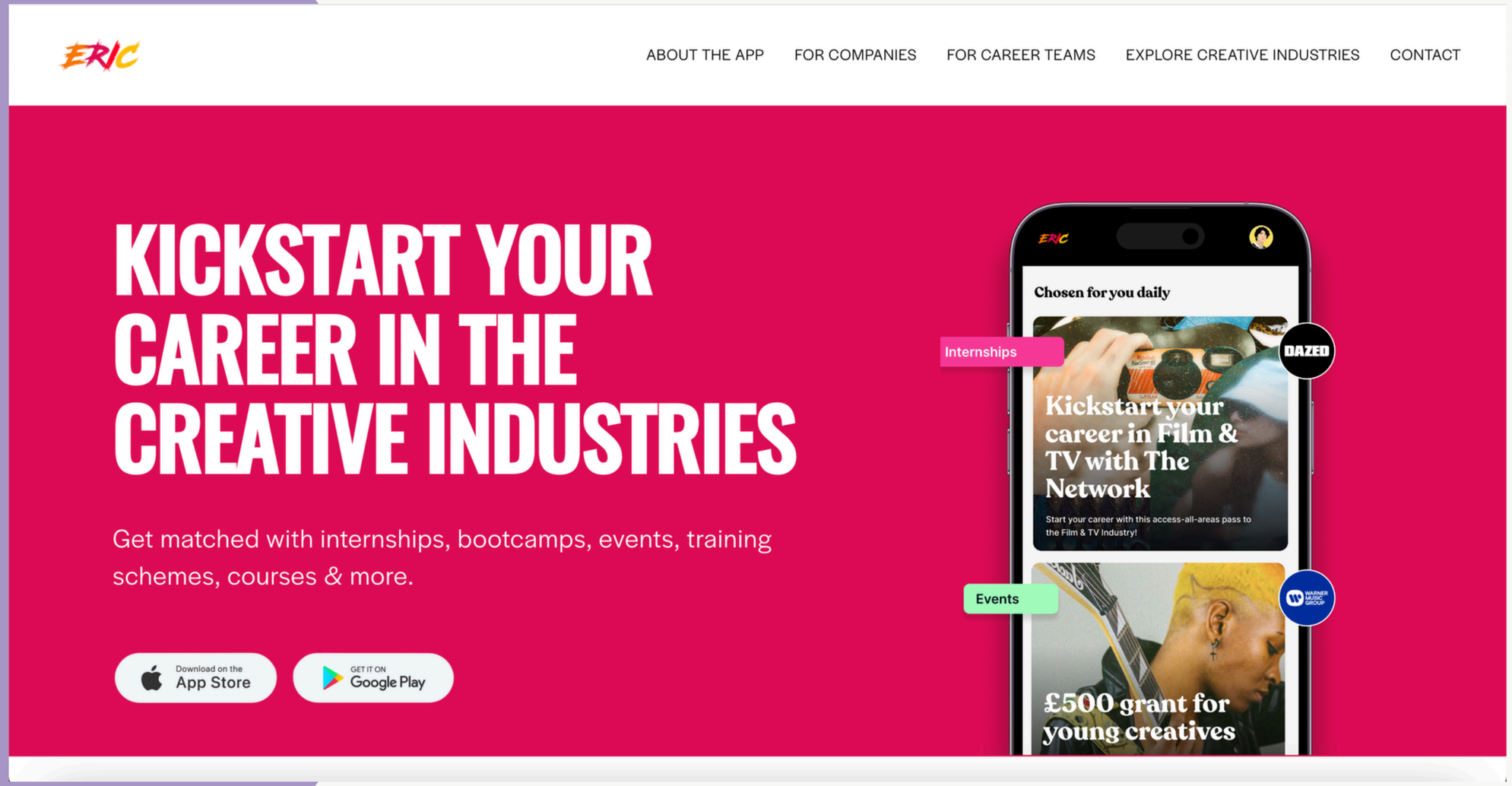
Opportunities



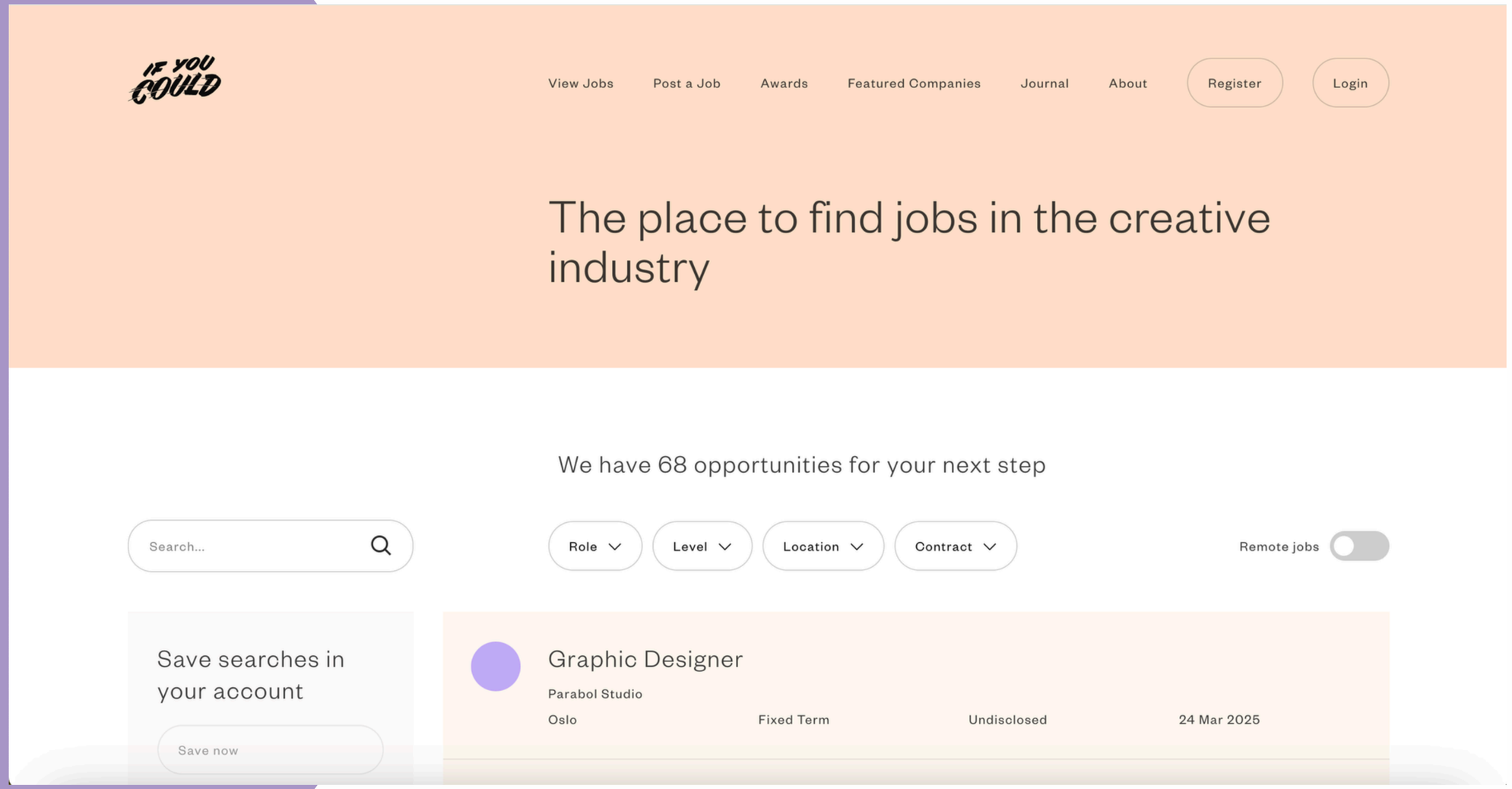
Messy is good

Co-created with young people, DABBBLE champions access to creative work experience. We're on a mission to raise aspirations, forge collaborative partnerships and to foreground young creators as role models to young people aged 16-25.

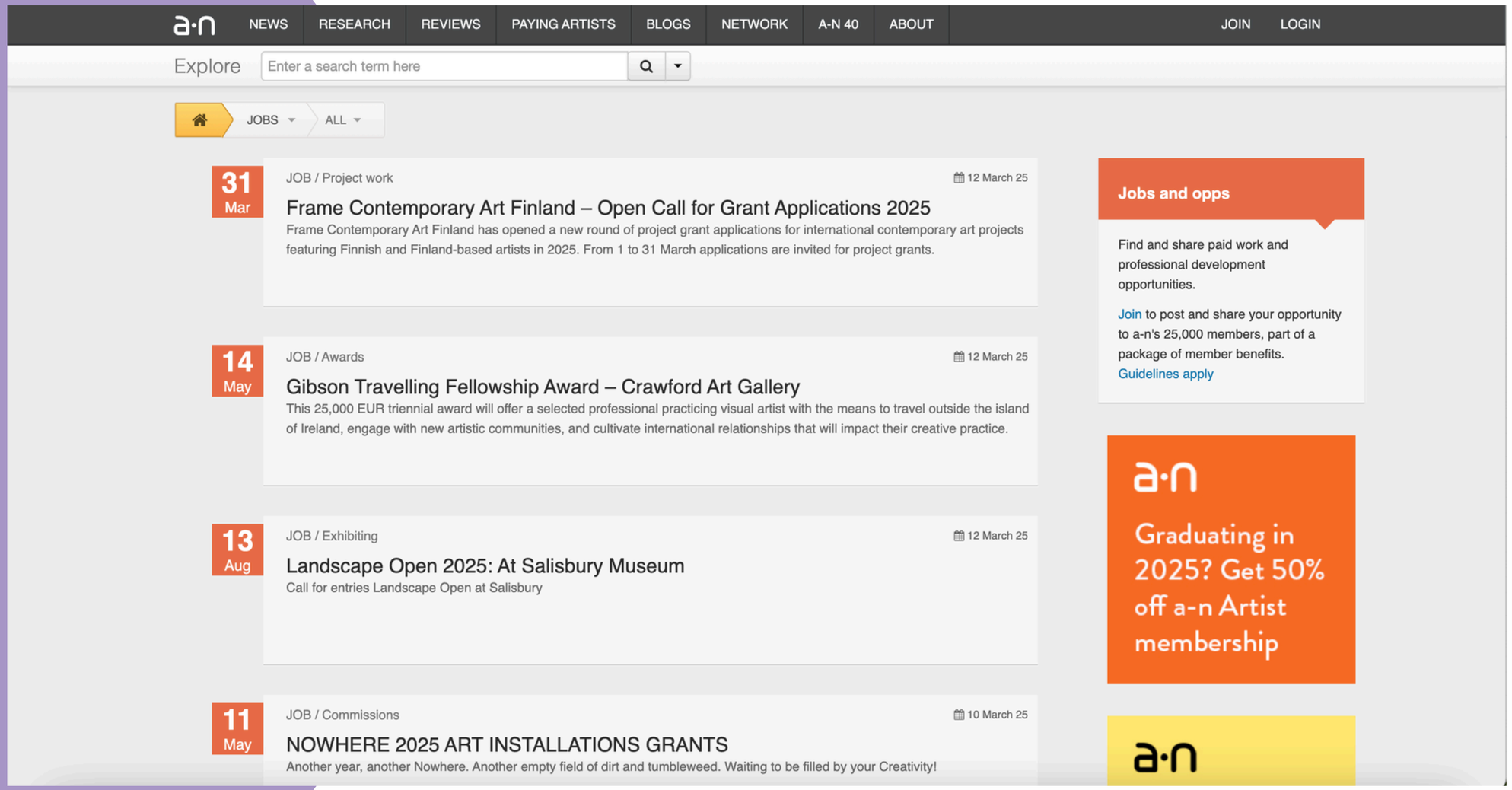
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meet-eric.com ERIC App for creative opportunities



ifyoucouldjobs.com – Creative Industry jobs – employed and freelance



a-n.co.uk – Professional Membership, opportunities, insurance, legal support

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