Soon we will all be doing the side hustle

Britain is becoming a nation of side hustlers, with one in four workers having a secondary business in addition to their regular job.

This growth is “exponential”, according to the University of Reading. Its researchers found that over half of side businesses were set up in the past two years and it predicts that half the adult population will have a side hustle by 2030. Chloé Jepps, the head of research at the Association of Independent Professionals and the Self-Employed, says: “People are turning to side hustles not only as a second stream of income, but also to pursue a passion in their spare time. In fact, many use side hustles as an entry point into self-employment.”

Pippa Murray, 31, from east London, who ran her business Pip & Nut, selling natural nut butter at the weekends says: “Side hustles are to test whether something has legs, whether it could work in the real world. Early-stage testing is so important, take your time. I started selling on London’s Maltby Street market. I won three months free rental on a shed in a competition, which gave me the chance to test the idea. I was 24 and couldn’t have afforded it otherwise. We raised £120,000 on a crowdfunding website, which allowed me to press go on production.”

While those aged 25 to 34 are most likely to have a side hustle, one in five baby boomers are also getting in on the act, according to Anna Money, a business admin company.

Piers Linney, a former investor on the BBC’s Dragons’ Den, says “There’s a business in everyone and technology levels the playing field.”

Hiscox, an insurer, found that the average side hustler works an extra 6 to 15 hours a week. The most frequent form of secondary job is a business service (21.8 per cent), such as freelance writing or design work, consultancy or training. Creative outlets (20.6 per cent) are the second most common.

Reading University calculates that those with a side hustle make about 20 per cent of their income from it.

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