

# Making it work: The 'side hustle'

We recently surveyed just under 5,000 students and graduates on the topic of 'side hustles' and here are our findings...



**42%**

students and graduates have a side hustle



**87%**

would consider starting a side hustle if they didn't already have one



**60%**

have a side hustle as their cost of living is too high



**43%**

wouldn't be able to afford their rent without their side hustle

## What's the appeal?



**£3,369**

is earned by the average side-hustler



**1 in 3**

have a side hustle for extra experience



**43%**

believe their side hustle helps develop entrepreneurial skills



**61%**

say their side hustle improves their quality of life

Students and graduates are being creative with their side hustles choices, with roles including: a nightclub lighting designer, a trampoline park party host and a tattoo artist.

# How can 'side hustles' benefit your business?

Students and graduates are looking for a start-up style culture in their current and future workplaces, here's some advice for creating this culture and supporting side hustles.

## The benefits

- Side hustles allow young people to build numerous employability skills, such as:
  - Commercial awareness
  - Communication / networking skills
  - Entrepreneurial spirit
  - Creativity (41% cite that their side hustle is a creative outlet)
  - Financial and operational management
- Students and graduates joining your company will understand:
  - Their own skillset
  - Objectives and business strategy
  - Learning and development from their own projects

## Tips for supporting side hustles

- Create flexibility in the workplace, so that employees can spend time developing their side hustle - they are more likely to be motivated by the projects in their day-to-day roles if they are trusted with flexibility
- Run a show and tell day - where employees are able to share their side hustles and what they have achieved as a result
- Ask interviewees if they have a side hustle and encourage them to put this information on their CV
- Harness entrepreneurial spirit and create a start-up style culture by:
  - Having open communication
  - Promoting creative problem solving
  - Ensuring everyone understands their place and role in the business
  - Encouraging collaboration



Case study:

## Milkround encourages side hustles



Kallum Challenger, Senior Account Manager at Milkround discusses her side hustle and the benefits of taking on passion projects below.

### What is your side hustle?

I run my own food blog on Instagram, providing reviews and creating content for restaurants/food brands in London.

### How many hours a week would you say you spend on this?

I spend roughly 15-20 hours per week on my side hustle.

### Has your side hustle enabled you to develop any skills?

It has definitely opened up my creative side which I didn't know I really had, in terms of creating great-looking content for brands/restaurants. It has allowed me to gain networking skills as I have to attend events by myself and meet and interact with people I have never met before. I've also developed my negotiation skills further by speaking with restaurants and agencies about terms and expectations.

Case study:

## Highlight on The Elephant Room



THE ELEPHANT ROOM

Shannie Mears is Chief Talent Officer at The Elephant Room, a creative advertising company with a significant focus on diversity. Shannie is passionate about wider networks and passion projects, which help to fuel business success.

### What benefits have you experienced, as a result of encouraging side hustles?

We actively encourage employees to pursue the things they love. We work in advertising, so knowing culture differences is important and at the heart of what we do. Our founders do projects outside of work, which we can then bring back into client meetings. We are much more inclined to generate interesting conversations and new opportunities because of our side hustles.

### Do you have an example of a particular project or side hustle, which has contributed to company success?

Shannie has a side hustle called Girls, let's talk, which is about connecting young women and allowing conversations to enter the space without judgement. Clients love this and it's led to one client hosting Shannie's event, having employees attend as a part of a listening tool, enabling us to understand an audience that was hard to reach before.

### Do you have any tips for employers, to help them inspire and support employees who have side hustles?

Trust your employees and see how you can contribute to growth. People perform better when they're happy and know that they are supported in their ideas. Continue to introduce new and innovative ways.