
Feeding the goldfish – and other jobs busy Londoners will pay for

OVERWORKED Londoners are willing to pay agencies up to £35 an hour to do domestic chores like feeding the goldfish, organising a plumber and collecting dry cleaning, a study reveals today.

With the capital's professionals being cash-rich but time-poor, the US trend for contracting out time-consuming or mundane domestic tasks is catching on here.

Many companies offer staff the services of lifestyle management

By Juliette Garside

agencies, to make up for working long hours. The study analysed the requests handled by lifestyle agency Buy:time, and found that among the most common jobs were booking and letting in tradesmen.

But there were also more personal requests, such as finding a partner through dating agencies, booking holidays, completing tax returns,

organising children's birthday parties, and even alphabetically arranging a CD collection.

Buy:time founder Claire Brynteson, 33, said: "Our customers' list of things to do gets longer every day. Handing it over to someone else is a relief." But Helen Whitten, of the Work Life Balance Trust, warned: "Paying someone to amuse your kids for an afternoon should not be a substitute for spending time with them."