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Report

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The University
of Manchester

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Do the services in Central Manchester have language policies in practice and do they cater for the diversity of languages spoken?

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Introduction

The most recent report describing the state of Manchester's population shows that as of 2002, 12.6% of the population of Manchester was made up from ethnic minorities, the largest minority group being Pakistani at 3.8%. At this time one in eight of all Pakistanis and one in twelve of all Bangladeshis in Britain were residing in the Greater Manchester area. 'The cultural diversity is expected to increase over time, given existing trends.' (manchester2002-uk.com) 'In the 2006 Labour Force Survey, English was not the first language at home for 6 per cent of the UK population aged 16 and older.' (statistics.gov.uk)

With this in mind we want to find out what language policies, if any, are in practice within Manchester's services to accommodate for the range of languages spoken by these minority groups, many of whom may not speak English fluently.

Services within this multicultural and multilingual community were of particular interest to our research group because of the public's reliance on them for health care, leisure and assistance in accessing resources.

We are interested in:

- Which languages are spoken by service users in Central Manchester
- What language policies exist within the services in Central Manchester
- For which languages do the services have provisions
- Whether employees working within the services believe language provisions are important and should be implemented whether or not the store has a language policy in place

Hypothesis

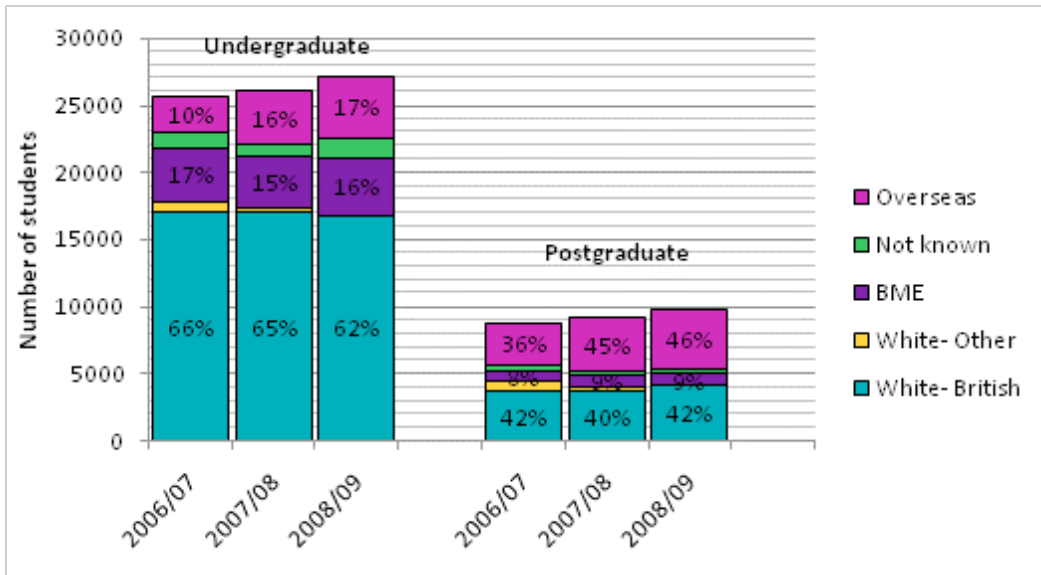
We expect to find extensive and sufficient policies in practice within Manchester's services to provide for the multilingual speakers that live and visit the area.

Aims and Expectations

The services we have chosen to investigate include two Boots stores, two opticians, two tourist attractions and two retail stores. These services cover a variety of necessities sought after by the community.

The Boots stores we have chosen to investigate both contain pharmacies that provide medical care for the public. One is located on the corner of Portland Street at the top of Oxford Road. Due to its close proximity with China Town, we are expecting language provisions in place that cater for the English and Chinese language as a bare minimum. The other store is located on Market Street. Its city centre location also leads us to believe it will cater for a variety of languages. As Boots is a worldwide corporation we hope to find translated leaflets, multilingual signage and possibly translators.

In terms of the opticians we will be investigating, we are expecting excellent language facilities. One is located within the University of Manchester's Student Union. The University is likely to be home to numerous students from a wide range of ethnicities. As stated on the University Of Manchester website, 48% of undergraduate students studying at the University of Manchester from 2008 to 2009 were not White – British, revealing it to be culturally diverse.



Graph taken from the University of Manchester Website showing the ethnic diversity of its students.

The other optician is situated within Piccadilly Gardens and is just a few stores away from the tourist information centre we will be investigating. For this reason we expect a language policy to be in place, as foreign tourists are likely to be directed to this store if they are seeking an optician. Signage and leaflets printed in minority languages and in store translators are expected.

Due to the city centre location of the retail stores we will be investigating in Manchester, we expect them to cater for multilingual speakers. One retail store is located in St. Anne's Square and the other is situated in Exchange Square. We will use these retail stores as a general representation of how retail stores in the city centre area accommodate for minority languages. Rather than providing translated leaflet or signage, we are expecting multilingual employees as a cost effective alternative. Whether or not this would be a substantial enough provision is something to consider and something that might be revealed within our service user questionnaire.

We expect that the two tourist services stated below will cater for the community and tourists. These services depend upon visitors and will be expected to have language provisions in place. This could include leaflets in various languages, headphone translations, in store translators and signage in minority languages.

The art gallery we will be investigating is located on Oxford Road and is likely to attract multilingual tourists visiting the city. A 2002 study found that 'of all the towns and cities in England, according to the British Tourist Association, Manchester attracted the third highest number of foreign visitors in 1997' (manchester2002-uk.com). Despite being a dated fact, with the Commonwealth games being held in Manchester in 2002 and the Olympic Games being held in London, with certain events being held in Manchester, in 2012, foreign tourism will surely increase.

The tourist information centre, much like the art gallery, is expected to provide services for those who speak little to no English. Of all of the services available in Manchester we expect tourists and those living in the Greater Manchester area to visit the tourist information Centre before any other services, as it is a primary resource. The tourist information centre is situated in Piccadilly Gardens at the heart of Manchester's city centre.

Multilingual signage in and around the services is something we will consider whilst carrying out our questionnaires. We would expect to see such signage predominately in and around the public services, such as the art gallery and the tourist information centre. The importance of signage has been commented on by Edwards (2004), as they provide 'valuable information to none English speakers on where to go and what to do; at the same time they draw attention of English speakers to the rights and needs of other language communities.'

Language Policies

'Language policy is the means by which governments and other groups (e.g. some local authorities in England) set out their intentions to safeguard, develop and exploit the capacity in languages among the people they represent. '(cilt.org)

When investigating language policies within the UK and Manchester it became apparent that there are no clear language policies in place. Without pressure from the Government or local councils it is up to the owners of the private services and the local councils who run the public services to decide how they deal with the issue of multilingualism. Many of these services will be expected to react upon demand from their users.

A minority languages sociolinguistic status can be greatly improved if it is made an official language. The Basque Country now has two official languages, as Basque was promoted in 1982. This increases the pressure on services to provide assistance for speakers of the language. As of 2003 29.4% of the population were fluent in Basque. 59.2% of the population remained monolingual Spanish speakers with Spanish remaining the dominant language. However, Basques new status has resulted in an increased use of the language among youths when speaking with friends. (Lasagabaster, 2007; 65-67)

Our service user questionnaire will look at the domains in which minority language speakers use their language and whether or not its lack of official status hinders them from using it in public. An increase in language status results in an increase in language users and an increase in the number of the domains users feel comfortable in speaking in it.

Australia's language policy (The National Language Policy on Language 1987) has embraced minority languages from its communities. It ensures that these ethnicities have an identity and equal language rights. However, the 1991 National Language and Literacy Policy emphasised the need for the public to have the ability to use the English Language fluently in all contexts, written and orally. This suggests Australia's intentions are to maintain English as the dominant language (Julios, 2008; 49). Whilst Australia's message on the promotion of minority languages has its contradictions, a similar policy to that of The National Language Policy, would be beneficial to those living in Manchester who do not want to have their cultural identity taken from them when they step outside their front door because they have no choice but to use English to get by when using local services. The fact that non-English speakers have a right to equal health care, leads us to believe that the Boots pharmacies will have a language policy in practice. 'Access to health services is protected by several kinds of legislation... equal access to health care for non-English speakers is ensured through international human rights legislation.' (Edwards, 2004; 54)

Within all of the services we expect translated multilingual leaflets or information booklets. 'Information is a vital aspect of service provision. Large numbers of government departments produce information leaflets in minority languages. The standard of translation is sometimes an issue.' (Edwards, 2004; 70) We will explore the issue of leaflet translation inaccuracies by means of questioning the service users. We will use the user's native intuition as a guide towards the satisfactory standards of the leaflets and translations available.

Services that do not have a language policy in place to ensure that their multilingual users are catered for create language barriers. The effect on service users is a 'lack of awareness of existing services and how to access them, difficulty in making appointments and accessing basic information,... low... satisfaction with cross language encounters, which may lead to reluctance to return,... inability to communicate adequately with... staff.' (hablamosjuntos.org)

In order to look at the language policies within Manchester and within the services we will be investigating, we will look at their websites and email the services directly. An example email can be found in the appendix.

Methodology

In order to elicit the information needed to conduct our study we will produce two separate questionnaires. The first will be aimed at the services themselves, as we want to know how diverse the multilingual service users are and what provisions are in place to cater for these users. The second will be aimed at the service users to see whether the provisions the services claim to have in place are useful to those who need them.

We will use a mixture of quantitative and qualitative questions within the questionnaire to elicit a variety of facts and opinions from the service providers and service users. Quantitative questions will reveal statistical information. We will use tick boxes to indicate age, gender, length of time living in Britain and number of languages spoken for the service users and the estimated percentage of multilingual speakers who visit the service for the service providers. Qualitative questions will reveal the how and why.

Moyer (2008; 27) states that 'the aim of the qualitative approach is not only to understand experience from the point of view of members of the group, but also to adopt a theoretical framework that provides an explanation of localised practices in a wider societal context.'

A copy of the service provider and service user questionnaire is featured in the appendix and contains the quantitative and qualitative questions that should provide us with the information we are seeking. Tick boxes and short questions in the service provider and service user questionnaire would hopefully encourage those with little time on their hands

to participate. Difficulties in finding willing participants could be an issue that arises. Tick boxes and short questions will also aid those who speak little English, as they are more likely to understand what is being asked of them.

We believe that within Manchester we have bilingualism without diglossia. This means that bilingual or multilingual speakers choose their individual language preference based on situation and context. 'Dislocated immigrants and their children are particularly inclined to use their mother tongue for intragroup communication.' (Fishman, 1967; 34&35)

In our service users questionnaire we will explore these social patterns by asking participants to tell us about their linguistic choices.

Example from the service user's questionnaire within appendix –

What language/s do you use in these various environments?

At Home:

With Friends:

At Work or University:

Within the community:

If Manchester provides the multilingual services as we expected above, then multilingual speakers should be able to speak their native language within all of these domains.

To summarise Fishman's point (1965; 90) regarding the importance of language choice within these domains, group membership is vital in showing security and acceptance within the community.

Preceding the questionnaire will be an ethical form (also featured in the appendix). All of our participants will remain anonymous, be provided with an explanation of what will come of their answers, be provided with contact details that will allow them to opt out of the study or seek further information regarding it and be thanked for their time.

We will use stratified sampling, in that service users will be chosen at random, but only those who look like they are not natively English will be asked to participate as they are more likely to be multilingual. The difficulties with this method are that you can not predict just by looking at someone whether or not they are multilingual. A lot of the predictions will

be based around ethnic stereotyping. We also want to sample participants from a range of ages and a mixture of both males and females.

We are aiming to question approximately twenty service users along with the eight service providers. We will conduct our service users questionnaires around Oxford Road, Piccadilly Gardens and along Market Street. This will enable us to seek out a wider range of ages, ethnicities and languages spoken in order to give a more accurate and comparative representation of the city as a whole.

Our main aim is to gain a greater insight into the policies in place within Manchester's services and to explore whether or not they meet the needs of a constantly changing city. This will be in terms of the increasing varieties of ethnicities of the people living and working within it and the range of languages they speak. We hope to find promotion, representation and acceptance of these minority languages reflected in these policies and provisions.

Results

Our aim was to investigate the language policies of various services within Manchester. We focused our research on Oxford Road and the City Centre handing out questionnaires to employees, who would inform us of the provisions their service has in place. The qualitative data from multilingual service users, telling us about their experiences with Manchester's services, should give us a good understanding of how Manchester caters for its multilingual population and the tourists it attracts.

Of the eight services we aimed to investigate, all of them were successful in providing us with data, both quantitative and qualitative. Employees filled out our questionnaires willingly and without hesitation. Their eagerness to participate could be due to the fact that they want to represent their service in a positive light.

We also have twenty service user questionnaires completed by multilingual speakers targeted along Oxford Road and Market Street. A problem we faced in acquiring participants was their unwillingness to give up their time and difficulties in targeting multilingual speaker. You cannot tell by looking at a person whether they are a monolingual English speaker, bilingual or multilingual. We found those who completed the

questionnaire did not always provide detailed or valuable information. Many ticked more boxes than required or gave limited qualitative data when asked to explain their answer further. Not all of the service users we targeted were fluent in English and struggled in understanding what was being asked of them. This highlighted to us the need for language provisions if such users could not read, write or fluently speak English. One participant relied on his friend to translate the questions and assist him with spelling. We were grateful for his participation but found his results to be confusing as even his friend had misunderstood the questions, questions that native English speakers had no difficulty with when we tested them before distribution.

We have so far discovered that Manchester does not enforce language policies on its service providers and that it is up to the individual companies to decide whether they have a language policy or any provisions in place.

We have sectioned our results under headings according to the function of services. This allows us to firstly, compare two services of the same type and provide a conclusion, and secondly, to allow us to then compare all the service types based on the conclusions we have come to. We hope our range of services will reflect Manchester's multilingual provisions as a whole.

Boots Pharmacies

The Boots stores we chose to investigate both contain pharmacies. We asked the pharmacists in these stores to fill out the questionnaire, as we were interested as to whether these health care services catered for multilingual speakers. Due to the enormity of the corporation we had high expectations for its provisions, ranging from leaflets and signage, to translators and multilingual employees.

The first store we questioned was located on the corner of Portland Street at the top of Oxford Road. Due to its close proximity with China Town, we expected language provisions in place that cater for the English and Chinese language as a bare minimum.

The first thing that became apparent when entering the store was the English and Chinese signage. Each section of the store, e.g. shampoos and conditioners, had a sign in both languages showing consideration for the local Chinese community.



This store believed that between 40 – 49% of the service users spoke more than one language, including English. We regarded this as a significant number of multilingual speakers when considering the population of minority cultures residing in the area.

The pharmacist revealed that she spoke English and Cantonese, meaning that she would be able to communicate with customers who spoke little to no English or would prefer to speak their native, minority language. However, this only aids Chinese speakers showing a lack of consideration for other minorities.

The languages spoken by the majority of customers included; Cantonese (a Chinese language), English, Mandarin (a Chinese language) and Hausa (an African language). In relation to Hausa, the use of this language came as a surprise to us as we had not encountered it before. There is not an African community associated with this area.

We asked if the service provided any multilingual or language aid service/s to help customers who are not fluent in English. The Pharmacist further highlighted the provisions in place for the Chinese community, stating that aids were available for Chinese speakers. However, she did not state that any other languages were catered for. A Chinese speaking pharmacist is on duty at all times. She believed that speaking a wide range of languages was important, especially with medicines and counselling on health advice. Despite her belief on how necessary a range of multilingual provisions are, this store prioritises the Chinese language due to its proximity to China Town. In this store Chinese is the majority as opposed to the minority with a high demand for Chinese language

assistance. The company would lose out on customers if they did not consider this language in its signage or interactions with employees.

The Boots website claims that they employ over 12% of people from an ethnic minority background with policies in place to ensure diversity within the company. This allows them to reflect the diversity of people within the community. However, there are no provisions in place that ensure people from these minority backgrounds speak a language other than English and will be able to assist non-native English speakers. Language ability is not Boots main concern in this hiring process. (boots-uk.com)

The Boots on Market Street did not have the same signage available. This suggests there is no other majority language other than English spoken by the service users at this store and so there is less demand for such translations.

The store apparently attracts 30 – 39% of users who speak another language, including English. This shows a 10% decrease from the Portland Street store.

The Pharmacist questioned only spoke English and could not guarantee that a certain language would always be catered for by a member of staff. Although, other members of staff (perhaps not specifically pharmacists') spoke; Cantonese, Spanish, Mandarin, Urdu and another language that was not intelligible.

Languages spoken by customers include Cantonese, Spanish, French, Mandarin and Urdu. The fact that a member of staff is likely to be available to translate most languages is a positive. However, no other language aids were stated.

The pharmacist believed language provisions were necessary to ensure the patient was clear as to how to take their prescribed medication properly.

Opticians

The first store we questioned was located within the University Campus. The optician's employee believed that between 20 – 29% of the service users spoke more than one language, including English. We felt this was a low percentage despite the multicultural diversity of the University.

This employee spoke English, French, Hindi, Punjabi, Marathi and Gujarati. Although this may appear impressive for the individual, this is completely independent of the service. She stated that the optician's provides no multicultural or language aid service to help customers that are not fluent in English. Despite this there was a NHS supplied translated leaflet in Arabic. This was the only language catered for other than English.

The languages spoken by customers included; English, Hindi and German. German is the second most encounter language after English. This shows that despite their awareness of the various languages spoken by customers, they do not have any provisions in place for them.

The optician in Piccadilly Gardens said that they have 50-59% of customers speaking a language other than or as well as English. Despite this, the employee only spoke English. Languages spoken by other employees included English, and Chinese. It might not be guaranteed that a Chinese employee will be available to assist Chinese speakers. The optician's employee believed this to be a sufficient enough provision and stated that there was no language policy in place. The store is close to China town and the owner is Chinese. Therefore, we would have expected provisions for the Chinese language as a bare minimum.

Languages spoken by customers include; English, Chinese and African, and with over half of customers speaking another language as well as English we would expect better aids to assist them.

Tourist Attraction

The first tourist attraction we chose to investigate was located at Oxford Road, close to the university campus. The Art Gallery's employee stated that between 30% - 39% of customers spoke more than one language, including English. Due to the nature of the service and the proximity of the university, this percentage was expected. Consequently, we anticipated to see multilingual services in place to not only attract tourists, but, aid those living in the wider community.

The employee spoke English, Urdu and Punjabi. Again, although these languages are impressive for the speaker, they do not reflect the majority of customers visiting the gallery. The customers are mostly believed to speak English, French and Chinese. After visiting the gallery ourselves and asking the employee, it became apparent that there were no multilingual language services or aids in place. We expected to see visual signs of different languages or possibly headsets providing information about the main attractions of site. However, these were not provided and upon questioning the gallery, although they recognise the importance of multilingual aids, they gave no explanation or reason of they do not provide these provisions.

The next tourist attraction we decided to examine was located near to Piccadilly Gardens and is a tourist information centre. Of all the services we sought to investigate, we expected this service in particular to have the widest range of multilingual aids, as well as language policies in place. On arrival of the tourist attraction, we were hoping to notice multilingual signage, maps, leaflets, or even information on translators on site for various languages. However, the increasing pattern emerged that none of these services were available. The centres door indicated that the languages spoken by employees were Spanish and German. This shows a focus on tourism as oppose to communities living in Manchester.



When talking to an employee within the store, she believed that sufficient multilingual aids were already in place by stating the majority of the staff were bilingual. She further estimated the percentage of customers that spoke another language, was between 40% -

49%. Again, this figure was expected as a high proportion of tourists are believed to visit the centre, speaking various languages.

The general languages believed to be spoken by the customers are English, Spanish, Chinese and Scandinavian. On the first sight of these languages, Scandinavian came as a surprise to our research group. Although, this language is not normally associated as a frequent language used within Manchester, it highlights the need for multilingual services to aid for foreign tourism.

We emailed all of the services as we felt these stores needed further investigation. We found the reply from the tourist centre particularly interesting. They said, 'Unfortunately at the moment due to funding we only produce our maps and brochures which we display in the visitor centre about Manchester in English' (see appendix for email 1). The purpose of the tourist information centre is to provide such material. It is evident from this response that they do not provide for the majority of service users, despite acknowledging these aids are needed. This tourist centre is funded by Manchester City Council who have full control and decisions over the service and its allocation of funds. In comparison, privately funded services have more money to accommodate these service users.

Retail stores

The first clothing retail store we chose to investigate was located in St. Ann's Square. An employee believed that 40% - 49% of customers spoke more than one language including English. English, French, German, Icelandic and Italian are the languages that employees believed they come into contact with most. This well known British chain attracts tourists from a variety of nationalities.

Languages spoken by employees included English, Italian, French, Spanish, Urdu and German. We believe these languages are a good representation of the service users, and are catered for only as long as an employee is actually in the store at the appropriate time. Furthermore, the employee acknowledged it is important to cater for a variety of languages.

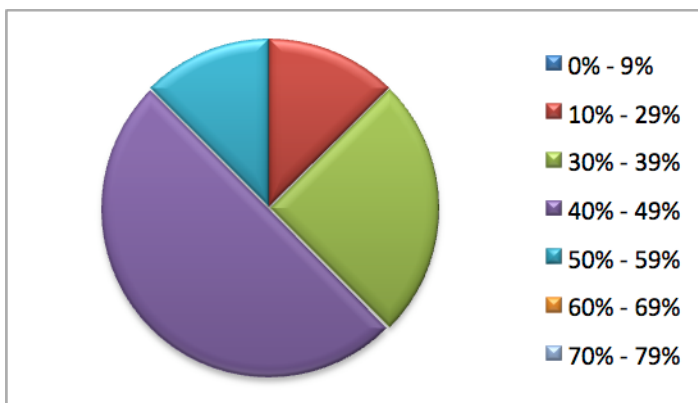
The other retail store is located in Exchange Square in the city centre of Manchester. The employee believed between 40%-49% of customers spoke more than one language,

including English. The general languages spoken by the majority of customers are thought to include English, Mandarin, Polish, Spanish and Arabic. This store is known to attract a lot of foreign custom for its prestigious store name and various top brand names.

The employee spoke English, Spanish and French but commented that staff should not be purely employed based on their language abilities. When enquiring about the language aids and services in place, the employee described a technical system in the store that locates speakers of different languages and what department they work in. This includes more than 15 languages. The employee further commented that the language most used in the store apart from English is Mandarin, as the retail chain has a strong Asian presence.

Discussion

A graph to show the estimated percentage of multilingual users visiting the stores.



The graph represents the estimated percentage of multilingual speakers that visit our chosen stores. We consider it to show a snapshot of the situation in Manchester at present. It presents a visual relationship between the amounts of monolingual/English speakers to multilingual speakers that use the services. The chart above shows only a small proportion, 12.5%, that actually has the majority of multilingual speakers which is 50% - 59%. The other 12.5% of services believe to be visited by 10% - 29% of these users. Interestingly, a quarter of the services investigated only had 30% -39% of multilingual customers. This graph notably shows 50% of the services under investigation believed that 40% - 49% of customers spoke more than one language including English. This shows that the demand for policies and provisions within services is present. The

results gathered from this study show a lack of policies in place and limited provisions, such as, multilingual staff, signage and leaflets.

As a sideline, we also focussed on the thoughts and opinions of the service users to gauge a perspective from multilingual speakers about the aids provided for them. There was a mixed response in regards to the feedback we received, with both negative and positive views on the provisions in place.

Two French speakers commented on how the French language is not accommodated for in Manchester and that they often have to pay for translators. A Spanish speaker on the other hand praised the fact that there is a Spanish language centre on Deansgate, which provides facilities for her. This raises the question of how many languages should Manchester be expected to cater for? Is there a strong need to cater for such European languages within Manchester? This is a question that could be explored under further investigation.

A Chinese speaker stated that, "In China town, I am catered for well. Everyone there speaks Mandarin. Elsewhere not so much, so I chose therefore to visit China town more often." (Service user questionnaire, see appendix.) A further positive perspective was provided by an Arabic speaker who claimed that she saw Arabic translations within GP surgery and that her doctor spoke to her in Arabic. A Gujarati speaker on the other hand claimed that translated leaflets were often hidden and that members of staff in stores often became frustrated with her due to the language barrier.

When carrying out our research, the services stressed that they found the need for multilingual aids and provisions to be vital and they felt that their store should be providing them. Everyone asked valued and respected the importance of services and provisions for minority languages, yet it is highly evident that these are not in place and rarely provided. This can be seen to be a result of wider implications.

The service users were also asked what languages they speak in particular domains. None of the users stated that they used their native language within the community, instead switching to English. Over three quarters of the participants asked also found the within the workplace and at University, English was their chosen language to communicate in. Those who did use their native tongue worked within their language community, e.g. a Mandarin speaker working in a restaurant in China town. If services

provided for other cultures native languages, these ethnic minorities would be able to speak their minority language within all domains, as all spoke little to no English at home. English was used least with the participant's parents and grandparents.

Funding has been raised as a key issue, as in the case of the tourist information centre. It appears that there is a hierarchy of importance in the allocation of funds, and provisions for minority languages are not at the top. This can be dependent on what the service is however and where their funding comes from. The Tourist Information centre is a public service, with funding coming from the local council. Therefore, the members of staff at these stores do not have the overall say as to where funds are distributed. Privately owned companies have entire control over the provisions that they put place, yet despite all members of staff in these services actively encouraging aids for multilingual services, they are still not in place. The further reduction in government funding to local authorities in recent years may also be seen to have a detrimental effect on multilingual aids provided in the future.

It is important to comment on the fact that the majority of services claimed to have a variety of languages spoken by their bilingual staff. Although this is highly impressive and can be seen to be useful, it is by no means obligatory or necessary in regards to working in the stores. It was interesting to note that one employee questioned in the opticians was extremely apologetic and embarrassed to write down that he only spoke English. He felt that in such a multilingual setting, he should be able to speak at least one other language.

Ethical issues must also be considered in any investigation, especially in relation to minority languages. It is evident that the issue of discussing minorities in Manchester may be considered controversial, and problems may arise even if all ethical guidelines are followed. In the case of our investigation, despite providing an opt out form (see appendix) and approaching the topic with great sensitivity, one service user was uncooperative, suggesting that we were against the maintenance of minority languages in Manchester and that we were suggesting that he should speak English.

If we were to conduct this investigation again, there are several aspects that we would revise. Firstly, we believe in order to fully investigate the issue, more time would be needed. We would aim to plan our time more efficiently in order to gather a wider variety of services and service users. In collecting our data, we would also alter our

questionnaires as we believe that they could be clearer and used to elicit more detailed information. Many participants simply gave one answered responses, such as yes or no. We felt that this research project required more qualitative data to gain an in-depth knowledge about the views of our participants.

Concluding remarks

In investigating the question, do the services in Central Manchester have language policies in practice and do they cater for the diversity of languages provided, the resounding answer is that there are no policies in place and that provisions are limited. From our investigation, we have concluded that there is not one predominant minority language within Manchester. The results show a varied distribution of minority languages, and as a result the services we have investigated would struggle to provide for all of them. It is evident that services could not provide suitable provisions for all languages, as it would not be cost effective for both the service and the user.

'A multilingual city is one where different languages become part of the organic development of the community as a whole' (SUMES, 1994; 7). On reflection this is what we expected to find in Manchester. Our hope was that Manchester had become a multicultural city that had evolved with its diverse population. However, what we have found is that in Manchester there are so many different language communities that are separate and not part of the 'whole.'

Ideally in the future the members of these communities will not feel segregated from the city and will feel more included, as services provide for their minority languages. In providing for other languages Manchester would reveal its acceptance of its multicultural population.

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Appendix

Ethical Form

Please take a moment to allow us to ask you some questions.

Who we are and what our aim is:

We are students from the University of Manchester looking at multilingualism in the city of Manchester. We are interested in which language/s you speak, who you speak them to and whether you feel services in Manchester cater for your language.

Confidentiality:

Your questionnaire will remain anonymous; we do not need to know your name and we do not need any contact details from you.

Opting Out:

Participation is optional, but would be gratefully appreciated.

Further Questions:

If at any time you wish to opt out of our investigation into multilingualism in Manchester or if you have any further questions regarding our research feel free to ask for our email address.

Thank you for your time

Services Questionnaire

SERVICES QUESTIONNAIRE

As a general percentage how many customers do you have that speak more than one language including English?

- 10% - 19%
- 20% - 29%
- 30% - 39%
- 40% - 49%
- 50% - 59%
- 60% - 69%
- 70% - 79%
- 80% - 89%
- 90+

What are the general languages spoken by the majority of your customers?

-
-
-
-

-

Do you provide any multilingual or language aid service/s to help customers that are not fluent in English?

If yes state below.

If not, why do you not think this is necessary?

.....
.....
.....
.....
.....
.....
.....
.....

FOR THE PERSON FROM THE SERVICE

What language/s do you speak?

-
-
-

Do you think that it is important to speak a variety of languages to provide the best service for a variety of clients?

.....
.....
.....
.....

Is there another language/s that you find you have to use a lot other than English?

2

3

4+

PLEASE CAN YOU STATE WHICH LANGUAGES THESE ARE:

Language 1

Language 2

Language 3

Language 4

Any other languages spoken:

.....
.....

How long have you lived in Britain?

All your life

1 – 11 months

1 - 9 years

10 – 19 years

20 – 29 years

30 + years

FAMILY

What language/s do you use within these various environments?

At Home:

With Friends:

At Work or University:

Within the Community:

COMMUNICATION

What default language setting do you have or prefer to have on your mobile phone?

.....

When you text friends and family what language/s do you text in?

.....

If you have Facebook, what language do you have as its default setting?

.....

When you speak to friends and family via Facebook and other social networks which language/s do you type in?

.....

.....

SERVICES

Do you think the services in Manchester cater for the different language/s you speak other than English?

If yes/no please explain below

.....
.....
.....
.....
.....
.....
.....
.....
.....

Email to Services

I am currently a second year English Language student at The University of Manchester undertaking a study based upon multi-lingualism in Manchester.

As part of my research, I am interested in the policies that services, such as yourselves, have in place for different languages throughout Manchester.

It would greatly be appreciated if you could provide any information regarding this, for example - if you have a policy in place regarding contact with different languages, if you provide aid for those who do not speak English (in the form of leaflets etc), and if this is the case, what languages that you are actually equipped to deal with and generally how decisions on language policy are taken and implemented.

Any information that is provided can remain 100% confidential, and full details of the study can be provided upon request.

I appreciate that you are very busy, but any information that you could provide would be fantastic.

Many thanks,

Louise Harper
The University of Manchester

Email response for the Tourist Information Centre

From: Touristinformation@visitmanchester.com

[Touristinformation@visitmanchester.com]

Sent: 23 February 2011 12:18

To: Louise Harper

Subject: RE: Enquiry

Hello Louise,

Thank you for your enquiry.

Unfortunately at the moment due to funding we only produce our maps and brochures which we display in the Visitor Centre about Manchester in English. Most of our staff speak at least one other language and between us we cover most European languages.

You can find out more information about the Tourism Strategy for Manchester here:

<http://www.themanchestertouristboard.com/>

<http://www.themanchestertouristboard.com/xsdbimgs/Tourism%20Strategy.pdf>

When in Manchester our friendly, knowledgeable staff will be pleased to welcome you to our Visitor Centre and can help with ideas for visits and events information.

<http://www.visitmanchester.com/#/articles/visitor-information-centre.aspx>

We operate an accommodation booking service and can also help you to book travel, theatre tickets and events. We also sell discounted tickets for Legoland Discovery Centre, Tatton Park and Chester Zoo.

Manchester is a vibrant international destination which also acts as a gateway to the Northwest and its appeal lies in its diverse nightlife, exciting retail opportunities and varied leisure facilities.

Original Modern explains the essence of Manchester, two simple words that define what sets Manchester apart. It explains Manchester's spirit, its indefatigable energy for progress and change, that 'do something' attitude, that desire to be different that always has and always will exist within the City. Original Modern is what runs through Manchester's blood.

You can view our website www.visitmanchester.com for lots more ideas of things you can see and do during your stay in Manchester.

If you require any further assistance please do not hesitate to contact us again.