



Report

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**Linguistic Landscape of
Longsight and Levenshulme**

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1. Introduction

The linguistic landscape is the “visibility and salience of languages on public and commercial signs in a given territory or region” (Landry and Bourhis, 1997, p. 23). Through our study into the linguistic landscape of Longsight and Levenshulme, we aimed to establish which languages were used in the two areas, which ones were most visible in the public spaces of these districts, and whether there was a correlation between these results. We additionally gathered information regarding the domain use of the languages present in these communities.

Our original four research questions are stated below, with the addition of a fifth which we added subsequent to our data collection, due to the fact that the amount of qualitative data our enquiry yielded exceeded our expectations:

1. Which languages are visibly represented in the streets of our chosen communities?
2. Which of these play the most dominant roles in the linguistic landscape?
3. What are the incentives behind the display of particular minority languages?
4. Does the linguistic make-up of the area parallel the results of the 2011 census?
5. Which languages are used within which domains?

1.1 Influences from previous work

We based our research and methodology around similar previous studies such as Backhaus (2006)’s study of multilingual signage in Tokyo. This investigation involved the counting of all visible signage, both monolingual and multilingual in specific areas of Tokyo, and subsequently calculating the percentage of signs which were monolingual and which were multilingual. Backhaus then proceeded to categorise the multilingual signage according to each identified individual language, and following this, determined the relative prevalence of each of these languages, thus providing a reliable indication of the dominance of different languages in Tokyo. We have applied comparable techniques to our own study in order to collect quantitative data, also in heavily populated commercial areas, by tallying the total of

both English monolingual signs and multilingual signage. Moreover, we photographically recorded all instances of minority language representation in the public space within our designated area (see Appendix). Edelman (2010) included a comparison of his results with existing statistical data in the Amsterdam and Friesland regions, which we echoed in our own work, through the employment of data provided in the 2011 census for the wards of Longsight and Levenshulme.

1.2 Methodology

In addition to qualitative research as undertaken by Backhaus, we have also included a qualitative aspect to our research by enquiring about the motivations behind displaying multilingual signage and the usage of different languages across domains through a questionnaire.

1.2.1 Changes to methodology

Our methodology largely matched our original plan, which was to calculate the percentage of multilingual signage present in the two areas and to ask the business owners about their motives behind featuring multilingual signage. However, since the results gathered from the two areas of Longsight and Levenshulme displayed strong similarities with regards to the linguistic spread and employment of minority languages, we decided that our research did not warrant a comparative study. Instead, we analysed our collated data as one unit, focusing on Stockport Road, a commercial street which runs through and connects the two wards.

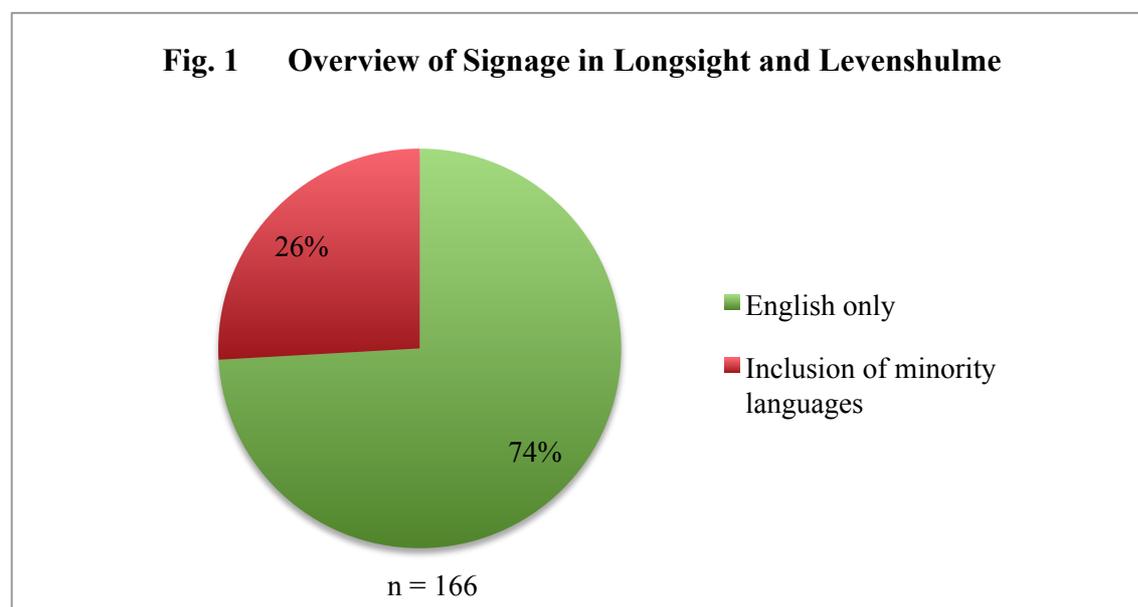
We also simplified our questionnaire in order to improve its comprehensibility for the informants, which thus led to increased efficiency of the communication with people who might have struggled to understand our original questions. In practice, the questionnaire provided us with a base upon which to conduct informal interviews, which meant that we could avoid having to request that participants complete the document themselves. This saved us time throughout the process and also allowed for a more comfortable, less formal environment, which yielded more extensive and informative answers.

2. Findings

Subsequent to the completion of our fieldwork in the two areas, we were able to compile our quantitative and qualitative data, providing a base for the analysis of the linguistic landscape. Following this, we could conclude whether our results corresponded with those of the 2011 census.

An overview of our investigation findings is provided below, and the evaluation of this data in greater detail will be included in section 3.

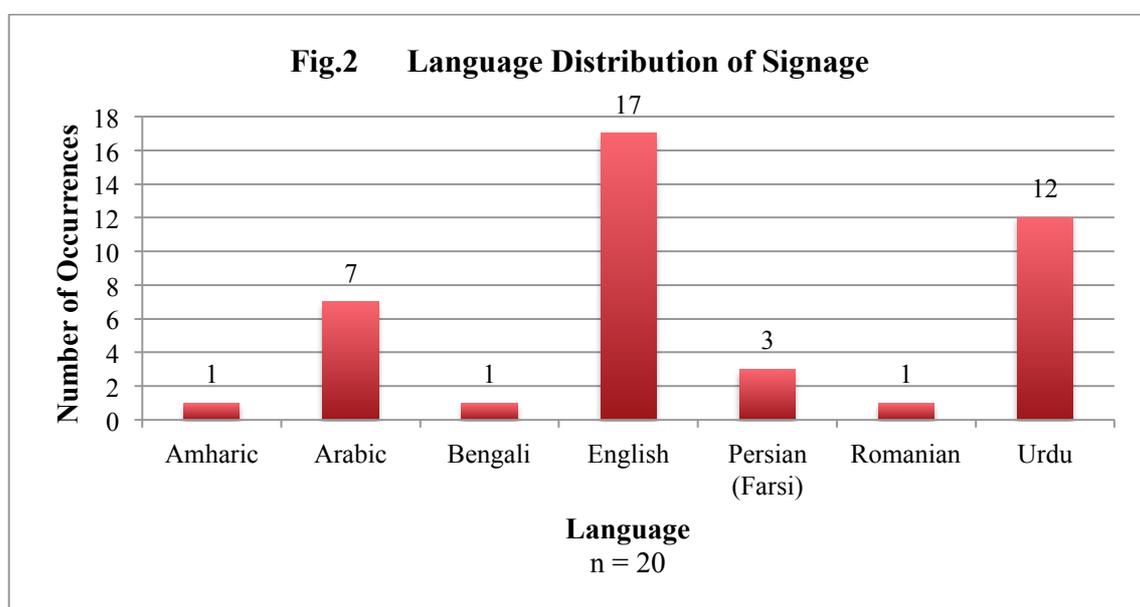
2.1 Quantitative overview of signage



Concerning the production of our quantitative data, we recorded the number of businesses and their featuring of languages on their signage in both of the areas by means of a tally system in order to compare the use of English and minority languages, through which the above results were obtained (see Figure 1). Overall, the percentage of monolingual English signs in the public space counted for 74.1% of the total, meaning that 25.9% gave prominence to minority languages.

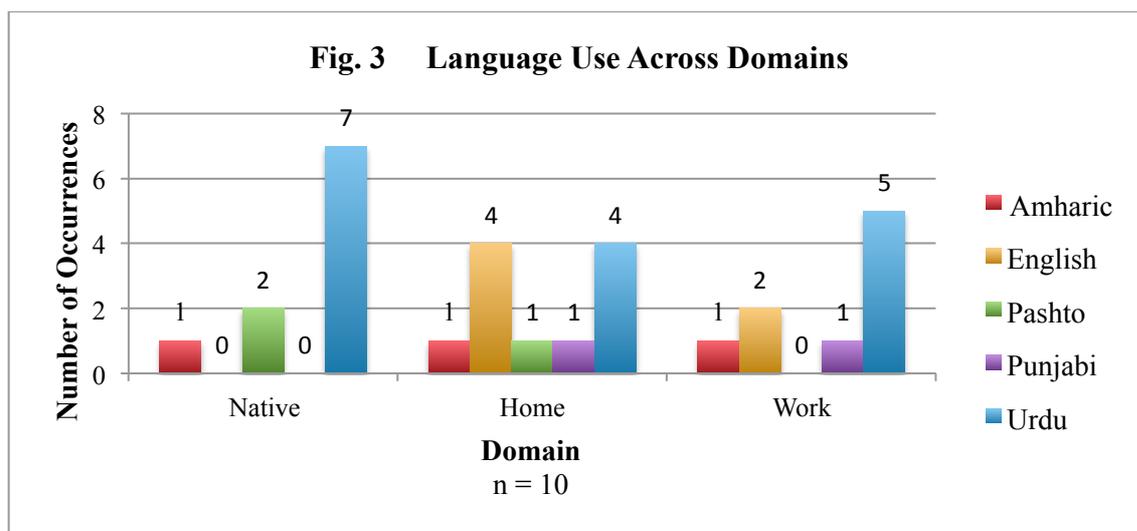
2.2 Language distribution of signage

The following data was compiled from a smaller sample of 20 respondents whose businesses displayed minority languages, and who were willing to participate in our research. This reduced sample size is due to the fact that we were often unable to identify languages featured on signs without the help of local employers and employees. We were unable to include the remaining 23 businesses exhibiting minority languages in our investigation, because they were either closed temporarily, no longer operating, unwilling to cooperate, or the employees simply did not have a sufficient amount of time in which to answer our questions.



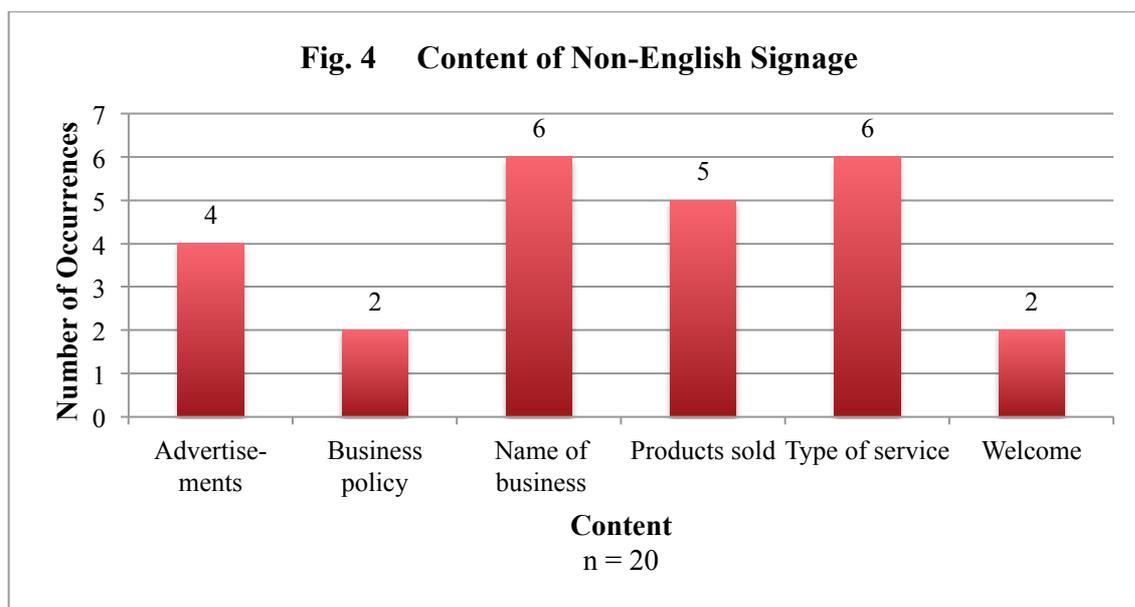
The results from our investigation into language distribution in both areas revealed that although English was indeed the most dominant language, featuring in 17 of the 20 multilingual signs analysed, Urdu was also widely adopted, namely in 12 signs. Arabic was present on 7 signs, demonstrating that this language is also of importance in Longsight and Levenshulme. Persian appeared on 3 occasions, and the remaining languages Amharic, Bengali, and Romanian featured once (see Figure 2).

2.3 Language use across domains



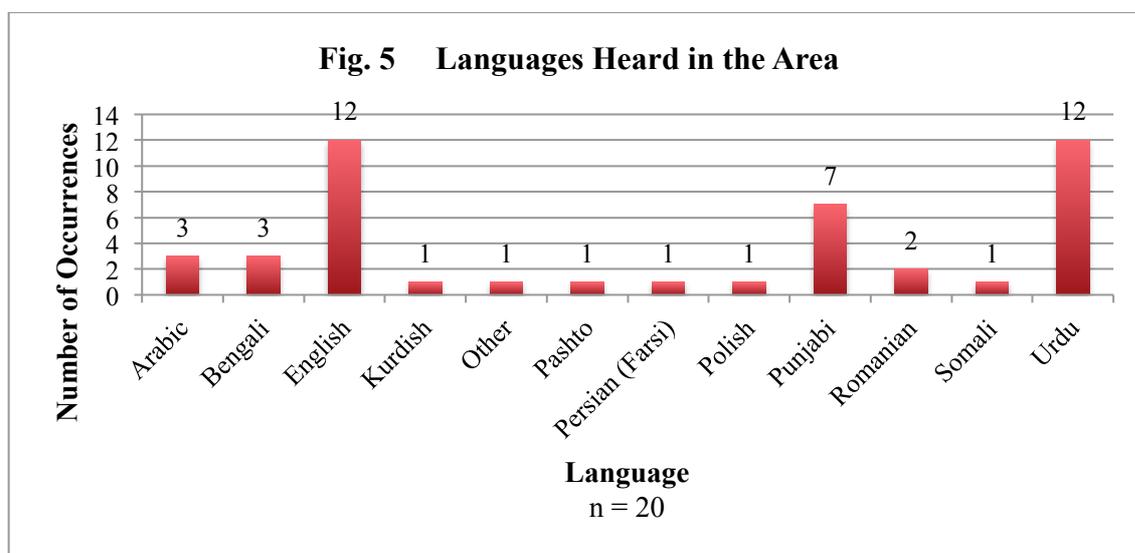
Our research into language use across domains among residents of Longsight and Levenshulme substantiated that Urdu was dominant in all three; that is to say that it was the principal native language of our informants, and the majority additionally employed this language in their home environment as well as at work. On the topic of native languages, 4 business owners were native speakers of Urdu, 2 of Pashto, and 1 of Amharic. In the home setting, both English and Urdu were adopted by 4 residents, while the other languages Amharic, Pashto and Punjabi only produced 1 result each. Regarding the use of languages in the work environment, 5 employed Urdu, 2 English, and Amharic and Punjabi were adopted by 1 informant each (see Figure 3).

2.4 Content of non-English signage



We accumulated data concerning the type of information displayed on signs featuring languages other than English. According to our findings, 6 informants featured minority languages to exhibit the name of their business and the same number decided to display the type of service they were providing. 5 demonstrated the products sold within their shop or restaurant, 4 promoted advertisements, 2 presented their business policy and a further 2 informants featured minority languages in order to welcome customers.

2.5 Perceptions of languages present in the area



Lastly, we asked informants to report which languages they heard most frequently in the areas. It is necessary to acknowledge that this data is limited in the sense that it is based on people's perceptions alone and, therefore, cannot be relied upon to make accurate generalisations about languages spoken in the public space. As Figure 5 shows, Urdu and English were the most commonly heard, as each was reported by 12 participants. Punjabi also yielded 7 responses, which demonstrates its prevalence over the remaining minority languages, which we deemed to be statistically insignificant.

3. Discussion

3.1 Language representation in the areas

In response to our original research questions regarding the visibly represented languages in the two areas' public spaces and the relative dominance of each, we found that the vast majority of businesses only displayed English signage. The fact that 74.1% of all businesses featured English alone confirms its dominance and importance along this commercial stretch of Stockport Road. This further signifies that English is used broadly and seems to act as a lingua franca between members of different speech communities. Within the 25.9% of shops and restaurants which did include languages other than English, Urdu was most commonly featured. This additionally corresponded with our informants' perceptions concerning the most frequently used languages within the areas in general, as 60.0% listed Urdu and English among the most regularly heard languages in public spaces within Longsight and Levenshulme. Furthermore, our data mirrors the findings produced in the 2011 census, in the sense that English was reported to have been the main language of 71.8% of respondents, and Urdu followed as the second most prevalent, counting for 10.3% (ONS, 2011a/2011b).

According to the census data, a large variation of minority languages are employed in Longsight and Levenshulme. Our questionnaire provided respondents with a choice of the 14 main languages as reported in the census, with the option to add any not included. These 14 languages and their number of speakers are displayed in Table 1 below:

Table 1. Combined census data for ‘main language’

Language	No. of speakers
English	21088
Urdu	3019
Arabic	1088
Punjabi	815
Polish	540
Bengali	303
Pashto	210
Kurdish	202
Persian (Farsi)	198
Romanian	167
Somali	144
Chinese	121
Spanish	118
French	104

(Source: ONS, 2011a/2011b)

However, the linguistic landscape only reflects a small proportion of this list; namely Arabic, Bengali, English, Persian (Farsi), Romanian and Urdu. Moreover, one instance of Amharic occurred despite being poorly represented in the census data, concerning only 4 citizens. However, the owner of this particular business was not a resident of either Long-sight or Levenshulme. The use of Amharic in this shop could be attributed to the fact that all of the products on offer were specific to Ethiopian culture. From this we can infer that the Amharic language is spoken more widely than suggested by the census results, as the 2011 survey only allowed participants to submit one ‘main language’ response, and Amharic speakers may not have considered it to be their main language.

3.2 Incentives behind the inclusion of minority languages in signage

We also explored the motivations behind the display of minority languages, for which responses of limited variation were produced. This is a result of our change in methodology from participants’ own completion of the questionnaire to using the questions as a base for our interviews. Consequently, underreporting occurred because of the lack of prompts which

would have been provided by the questionnaire response options. However, we were able to accumulate supplementary qualitative information by means of additional comments from informants and our own observations.

With regards to how decisions on multilingual signs are taken, 19 out of 20 informants claimed that it was the boss' responsibility, while the remaining respondent stated that "the market decides". The importance of the market's influence on signage was further emphasised by the fact that the principal purpose of minority language inclusion on signs was to communicate their products and services to consumers, more specifically to broaden their customer base with a view to increase sales. Support for these incentives can be seen in Figure 4, which displays the content of non-English signage. As well as the promotion of products sold and type of service offered, signs exhibited different advertisements, such as election campaign flyers and local event information posters, business policies, and welcome messages (see Figures 6 and 7). These welcome messages were included on the exterior of businesses to communicate with members of a particular religious group. According to one of our informants, he had included an Arabic welcome sign for the Muslim community, as is cultural convention, despite the fact that he did not speak Arabic himself. The use of such signs appealing to a person's cultural identity can further broaden business prospects along with creating a sense of community within the area.



Fig. 6 Arabic welcome sign



Fig. 7 Arabic welcome sign

3.3 Language use across domains

To obtain a more accurate representation of language use in the two areas, we incorporated questions referring to different domains; namely in the workplace and home environment, as compared to the informants' mother tongue.

As shown in Figure 3, English was spoken in the home setting by 4 out of 10 participants, although none of the informants categorised themselves as native speakers. Reasons for this apparent disparity were suggested by two of our respondents. One claimed to speak English within the home to converse with his wife, and the other adopted English in this setting solely to communicate with her children who had been brought up through the UK education system. They had therefore attended lessons exclusively taught in English, and were thus lacking competence in their parents' heritage language through limited exposure and practice. This particular example is indicative of the difficulties in maintaining heritage languages across generations who have been raised in a different cultural environment. Furthermore, the continuation of such phenomena into future generations may potentially result in the depletion of minority languages in England over the course of time.

In stark contrast to the dominant role played by English in the linguistic landscape, its presence is significantly limited within the work domain and absent among the native languages of our resident informants. In these domains, Urdu is the most prevalent (see Figure 3). Supplementary to our quantitative data on this topic, an informant stated that "it's all about community. There are many privately spoken languages that you don't hear in the general public area, but are spoken frequently at home". This supports the idea that the use of a mutual minority language within social circles can reinforce a sense of cultural identity and is a means of strengthening bonds between members of the group. This statement regarding the private nature of some languages may also account for the absence of certain minority languages in the linguistic landscape featured in the public sphere.

For example, despite the fact that Punjabi has been documented by the most recent census as the fourth most common main language within the Longsight and Levenshulme

areas and was also reported to have been heard frequently by our participants, it fails to present itself as part of the linguistic landscape (ONS, 2011a/2011b).

4. Conclusion

Within the linguistic landscape of the two Manchester areas of Longsight and Levenshulme, a range of different languages can be observed. Among these, English and Urdu are the most prevalent, which reflects the 'main language' results of the 2011 census. The inclusion of minority languages on signage serves numerous purposes; namely to communicate with and to broaden the number of customers and thus improving business performance, to welcome members of religious groups to their businesses, and to increase the sense of community among residents. In accordance with this point, although English is dominant in the linguistic landscape, minority languages are more prevalent within private domains and are more frequently spoken both at home and in the workplace.

Our work is a relevant addition to the existing collection of research into linguistic landscapes, as it still remains to be a relatively new line of enquiry within the linguistic field. This aspect of language study is particularly pertinent in multicultural cities or urban areas, and Manchester as "the UK's language capital" (The University of Manchester, 2013) provides a rich source of data for such work.

Although our research is promising as a foundation for linguistic analysis of the two areas, we propose several courses which future research could take. First, our limited sample size did not allow for reliable generalisations to be made, but restricted us to the identification of general trends within the designated research zones. Repeating this investigation on a larger scale, covering the wards in their entirety, would yield a more reliable and exhaustive set of data from which to draw more accurate and specific conclusions. Second, this study highlighted that signage produced by the local business population reflected the needs of the residents, however, further research could explore whether government produced language materials would equally mirror the demographics.

Furthermore, the restriction of Punjabi to private domains seemed to be anomalous within our data collection. Although a slight deviation from the field of linguistic landscape research, the reasons for this phenomenon could be pursued in future investigations. Collectively, the completion of these proposed studies would be a valuable contribution to the documentation of Manchester's minority speech communities.

Word count: 2709

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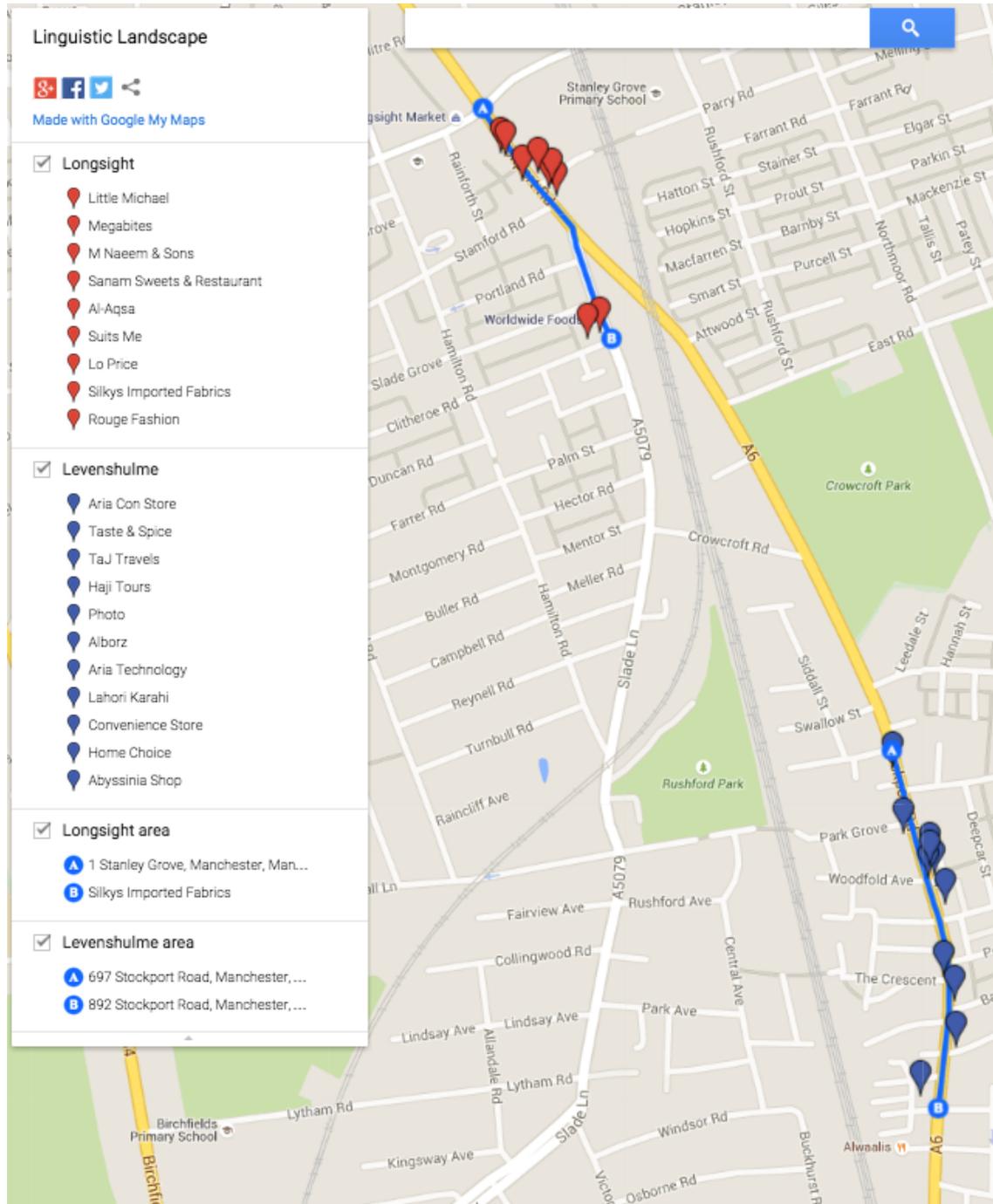
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Appendix

Map of our designated areas and our informants



(Source: www.google.com/maps/d/viewer?mid=zZ4ZgPK9JdB8.kAAQ4ofqYWdk)

Pictures of signage in Longsight and Levenshulme

<https://www.flickr.com/gp/96653510@N03/90K97q>

Questionnaire

Name of business:

Type of business:

Which languages are on the signs outside your business?

- | | | |
|----------------------------------|--|-----------------------------------|
| <input type="checkbox"/> Arabic | <input type="checkbox"/> Kurdish | <input type="checkbox"/> Romanian |
| <input type="checkbox"/> Bengali | <input type="checkbox"/> Panjabi | <input type="checkbox"/> Somali |
| <input type="checkbox"/> Chinese | <input type="checkbox"/> Pashto | <input type="checkbox"/> Spanish |
| <input type="checkbox"/> English | <input type="checkbox"/> Persian/Farsi | <input type="checkbox"/> Urdu |
| <input type="checkbox"/> French | <input type="checkbox"/> Polish | <input type="checkbox"/> Other: |

Who decides what languages go onto signs?

Who do you want to communicate with through these signs?

What do the signs say?

- Name of business
- Type of service provided
- Products sold
- Specific services (e.g. Halal meat)
- Other advertisements (e.g. job advertisements)
- Other:

Why did you choose this/these particular language(s)?

Please choose up to 4 options.

- I speak it
- Employees speak it
- Customers speak it
- To show that we can communicate in these languages
- To show diversity
- To show that products are authentic
- To get more customers
- To open up opportunities in the community
- Other:

Which languages do you hear in your business?

- | | | |
|----------------------------------|--|-----------------------------------|
| <input type="checkbox"/> Arabic | <input type="checkbox"/> Kurdish | <input type="checkbox"/> Romanian |
| <input type="checkbox"/> Bengali | <input type="checkbox"/> Panjabi | <input type="checkbox"/> Somali |
| <input type="checkbox"/> Chinese | <input type="checkbox"/> Pashto | <input type="checkbox"/> Spanish |
| <input type="checkbox"/> English | <input type="checkbox"/> Persian/Farsi | <input type="checkbox"/> Urdu |
| <input type="checkbox"/> French | <input type="checkbox"/> Polish | <input type="checkbox"/> Other: |

Which languages do you hear most in the area?

- | | | |
|----------------------------------|--|-----------------------------------|
| <input type="checkbox"/> Arabic | <input type="checkbox"/> Kurdish | <input type="checkbox"/> Romanian |
| <input type="checkbox"/> Bengali | <input type="checkbox"/> Panjabi | <input type="checkbox"/> Somali |
| <input type="checkbox"/> Chinese | <input type="checkbox"/> Pashto | <input type="checkbox"/> Spanish |
| <input type="checkbox"/> English | <input type="checkbox"/> Persian/Farsi | <input type="checkbox"/> Urdu |
| <input type="checkbox"/> French | <input type="checkbox"/> Polish | <input type="checkbox"/> Other: |

Which languages do you use at work?

- | | | |
|----------------------------------|--|-----------------------------------|
| <input type="checkbox"/> Arabic | <input type="checkbox"/> Kurdish | <input type="checkbox"/> Romanian |
| <input type="checkbox"/> Bengali | <input type="checkbox"/> Panjabi | <input type="checkbox"/> Somali |
| <input type="checkbox"/> Chinese | <input type="checkbox"/> Pashto | <input type="checkbox"/> Spanish |
| <input type="checkbox"/> English | <input type="checkbox"/> Persian/Farsi | <input type="checkbox"/> Urdu |
| <input type="checkbox"/> French | <input type="checkbox"/> Polish | <input type="checkbox"/> Other: |

Which language do you use most at work?

What is your native language?

Which languages are you fluent in?

- | | | |
|----------------------------------|--|-----------------------------------|
| <input type="checkbox"/> Arabic | <input type="checkbox"/> Kurdish | <input type="checkbox"/> Romanian |
| <input type="checkbox"/> Bengali | <input type="checkbox"/> Panjabi | <input type="checkbox"/> Somali |
| <input type="checkbox"/> Chinese | <input type="checkbox"/> Pashto | <input type="checkbox"/> Spanish |
| <input type="checkbox"/> English | <input type="checkbox"/> Persian/Farsi | <input type="checkbox"/> Urdu |
| <input type="checkbox"/> French | <input type="checkbox"/> Polish | <input type="checkbox"/> Other: |

Do you live in the Longsight/Levenshulme area?

- Yes
 No

If yes: Which language do you use most at home?

Do you think that the Manchester City Council offers enough resources and services in languages other than English?

- Yes
 No

Do you have any additional comments about language use in the area

Questionnaire responses

Code	Name of Business	Type of Business	Languages of Signage	Decision	Desired Audience	Content
LoS0 1	Little Michael	Shop	English, Urdu	Boss	Job seekers	Other advertisements (e.g. job advertisements)
LoR0 2	Megabites	Restaurant / Takeaway	Arabic, English	Boss	Customers	Products sold
LoS0 3	M Naeem & Sons	Shop	English, Urdu	Boss	Customers, the public	Type of service provided
LoR0 4	Sanam Sweets & Restaurant	Restaurant / Takeaway	English, Urdu	Boss	Customers	Name of business
LoR0 5	Al-AQSA	Restaurant / Takeaway	Arabic, English	Boss	Customers	Name of business
LoS0 6	Suits Me	Shop	Bengali, English, Urdu	Boss	Customers	Specific services (e.g. Halal meat), Business policy
LoS0 7	Lo Price	Shop	Arabic, English	Boss	Customers	Welcome (religious)
LoS0 8	Silkys Imported Fabrics	Shop	English, Urdu	Boss	Customers, the Asian population	Products sold
LoS0 9	Rouge Fashion	Shop	Arabic, English	Boss	Customers	Products sold, Specific services (e.g. Halal meat)
LeS0 1	Abyssinia Shop	Shop	English, Amharic	Boss	Customers	Name of business
LeR0 2	Alborz	Restaurant / Takeaway	English, Persian (Farsi)	Boss	Customers	Name of business
LeR0 3	Lahori Karahi	Restaurant / Takeaway	Urdu	Boss	Customers	Products sold, Opening hours etc.
LeS0 4	Corner-shop	Shop	Arabic, English, Urdu, Ro-	Boss	Customers	Other advertisements (e.g. job advertise-

			manian			ments)
LeR05	Taste 'n' Spice	Restaurant / Takeaway	Arabic, Urdu	Boss	Customers	Welcome (religious)
LeT06	TaJ Travels	Travel agency	English, Urdu	the market	Customers	Type of service provided, direct translations of services
LeS07	Aria Con Store	Shop	English, Persian (Farsi)	Boss	Customers	Name of business, Products sold
LeS08	Photo	Shop	English, Urdu	Boss	Customers	Other advertisements (e.g. job advertisements)
LeS09	Home Choice	Shop	Arabic, English, Urdu	Boss	Customers	Other advertisements (e.g. job advertisements), ads for Services and charities in the area
LeT10	Haji Tours	Travel agency	Urdu	Boss	Customers	Name of business, Type of service provided
LeS11	Aria Technology	Shop	English, Persian (Farsi)	Boss	Customers	Type of service provided

Code	Motivations	Business Observations	Area Observations	Work (all)	Work (most)	Native
LoS0 1	I speak it	English, Urdu	English	Urdu	Urdu	Urdu
LoR0 2	Customers speak it	English	Urdu	English, Polish, Urdu, accented English	English	English, Urdu
LoS0 3	I speak it, Employees speak it, Customers speak it	Bengali, Panjabi, Pashto, Urdu	Bengali, English, Panjabi	Bengali, Panjabi, Urdu	Bengali	Urdu
LoR0 4	Customers speak it	English, Panjabi, Urdu	Panjabi	Panjabi	Panjabi	Urdu
LoR0 5	Customers speak it, To show that products are authentic	Arabic, English, Panjabi	English	English	English	Pashto
LoS0 6	I speak it	Arabic, Bengali, English, Panjabi, Urdu	Urdu	Urdu	Urdu	Urdu
LoS0 7	Religious reasons	Arabic, English, Kurdish, Panjabi, Urdu	Urdu	English	English	Urdu
LoS0 8	Customers speak it	English	Urdu	English, Urdu	English	Panjabi
LoS0 9	Customers speak it	English, Panjabi, Urdu	English, Panjabi, Urdu	English	English	Panjabi
LeS01	I speak it, Customers speak it	Arabic, English, Amharic	English	Amharic	Amharic	Amharic
LeR0 2	Customers speak it, To show that products are authentic	English, Persian (Farsi)	English, Urdu	English, Persian (Farsi)	Farsi	Farsi
LeR0 3	Customers speak it, To get more customers	English, Panjabi, Urdu	Panjabi	Panjabi, Urdu	Panjabi	English
LeS04	Customers speak it		Arabic, Bengali, Panjabi, Urdu, Romanian	English, Urdu	Urdu	Urdu
LeR0 5	Customers speak it, Re-	English, Urdu, Hindi	English, Urdu	English, Urdu	Urdu	Urdu

	religious reasons					
LeT06	Customers speak it	English, Urdu	English	Urdu	Urdu	Pashto
LeS07	I speak it, Customers speak it	English, Persian (Farsi)	English, Urdu	English, Persian (Farsi)	English	Farsi
LeS08	Customers speak it	English	Arabic, English, Panjabi, Urdu, Hindi	English, Urdu	English	Urdu
LeS09	Customers speak it, To show diversity, To open up opportunities in the community	Arabic, Bengali, Chinese, English, Kurdish, Panjabi, Pashto, Persian (Farsi), Somali, Spanish, Urdu, Italian	Arabic, Bengali, English, Kurdish, Panjabi, Pashto, Persian (Farsi), Polish, Romanian, Somali, Urdu	Arabic, Bengali, English, French, Gujarati, Swahili	English	English
LeT10	Customers speak it, To show that we can communicate in these languages	English, Urdu	English	English, Panjabi, Urdu, Greek	English	Urdu
LeS11	Customers speak it	Arabic, Bengali, English, Kurdish, Panjabi, Pashto, Persian (Farsi), Polish, Somali, Urdu	Urdu	English, Persian (Farsi)	English, Farsi	Farsi

Code	Fluency	Resident	Home	City Council	Comments
LoS01	English, Urdu	Yes	Panjabi	Yes	
LoR02	English	Yes	English, Urdu	Yes	Muslims know Arabic, which is why it's on our signs. I cannot read it.
LoS03	English, Urdu	No		I don't know	Many people still use their native language, even when their kids use mainly English and Arabic and may not even speak/be fluent in their parents' native language.
LoR04	Urdu	Yes	Urdu	No	95% of our customers speak Urdu. The Council should provide more non-English resources.
LoR05	English, Pashto, Persian (Farsi), Urdu	Yes	English, Pashto	No	I also know some Arabic and Italian.
LoS06	Urdu	Yes	Urdu	Yes	
LoS07	English, Panjabi, Urdu	No		No	The council does nothing.
LoS08	English, Urdu	No		No	
LoS09	English	No		Yes	
LeS01	Amharic	Yes	Amharic	I don't know	
LeR02	English, Persian (Farsi), Turkish, Greek	No		No	
LeR03	English, Panjabi, Urdu	No		No	
LeS04	English, Panjabi, Urdu, Hindi	Yes	English	I don't know	Romanians speak Romanian wherever they go.
LeR05	English, Panjabi, Urdu	Yes	Urdu	Yes	
LeT06	English, Pashto, Persian	Yes	English	Yes	

	(Farsi), Urdu, Dutch				
LeS07	Persian (Farsi)	No		Yes	
LeS08	English, Urdu	Yes	English	Yes	
LeS09	English, Panjabi, Urdu, Gujarati, Hindi	No		I don't know	It's all about community. There are many privately spoken languages that you don't hear in the general public area.
LeT10	English, Urdu	No		I don't know	Young people intentionally use slang so that older people won't understand them.
LeS11	English, Persian (Farsi)	No		No	

Consent form

LELA20102 Societal Multilingualism



The University of Manchester

I hereby agree to allow for my questionnaire responses to be included in the data analysis for a report on the topic of Societal Multilingualism in Manchester.

I understand that my responses will remain anonymous and no personal details will be passed on to any third parties.

I agree for photographs of the business' signage to be published within the report.

I understand that I can withdraw from the questionnaire process at any point without having to provide reason for this.

I understand that the data collected in this study will be published online to the University of Manchester website.

Date:

Signature: