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Report

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The linguistic profile of the businesses in the Curry Mile, Rusholme

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Introduction

Due to the high ethnic diversity of Rusholme it was decided to investigate the language use in businesses in the Curry Mile. Since the original research plan the businesses were finalised and the following were investigated:

Business Name	Type of Business
Burooj	Clothes store
Hair Tonic	Barbers
Pound Saver	Variety Store
Atlas	Dry cleaners and laundrette
E &K	Solicitors and Estate Agents
Dania	Satellite and TV store
Mid Way Halal Meat store	Supermarket
Alankar	Clothes store
Top Jewellers	Jewellery store
Pharmacy	Pharmacy
Al Nawaz	Restaurant
Rusholme Wine and Newsagents	Newsagents
Kansas Fried Chicken	Takeaway
Delhi Sweet Centre	Confectioners
Wall Street Western Union	Money Transfer/ Bureau de change
Shere Khan	Restaurant
Saajan	Restaurant
Sanam Sweet house	Confectioners
The Sweet Box	Confectioners
Kash	Jewellery and Fashion

Due to time constraints upon this project it was only possible to research twenty businesses and therefore conclusions cannot be further generalised to all businesses in the Curry Mile.

Aims of Research

By obtaining data from the above mentioned businesses in the Curry Mile area of Rusholme, we aim to provide answers to the following questions:

- Are the languages used in the business affected by the customer base
- How do businesses accommodate for non-English speakers
- Is there a link between language used at home and at work

Changes to the initial plan

It was decided the most efficient way to gain information was to ask participants questions based upon a pre-formulated questionnaire. We believed we would gain more qualitative information by conversing with the participant rather than asking them to fill out a form.

Using a Dictaphone was problematic as eighteen out of twenty participants requested not to be recorded. The two recordings that were obtained proved to be of insufficient sound quality. This, however, did not affect our research, as detailed notes were taken during the course of each interview.

After the two initial interviews, it was apparent that participants were uncomfortable answering question 9, "What generation are you?" It was found that this question could not be rephrased without appearing intrusive and therefore was omitted from the original research questions. This compromised one aspect of our research project as we were unable to correlate the languages the participant spoke, to what generation they were.

Ten participant observations were undertaken, as originally planned, however only seven will be discussed further below, as these provided the most significant findings to either contradict or confirm the corresponding questionnaires.

Findings

Participant observation enabled us to gain a further insight into two of our research questions:

- Are the languages used in the business affected by the customer base?
- How do businesses accommodate for non-English speakers?

Alankar

Whilst waiting to interview the participant, a spontaneous business phone call was observed. It was noted that the participant was code switching between English and another unknown language, which after later discussion we found out to be Gujarati. As the Indian and Pakistani communities in Rusholme constitute 17.7% of the population (Rusholme Health Fact Sheet) it can be expected that “you can often hear Gujarati spoken in shops” (Holmes 2001: 63).

Furthermore, we noted that code switching took place on a regular basis in the shop. When discussing with the participant why she used code switching she explained that she wanted to help her employees develop their English. This was because most of her employee’s first language was Gujarati. This involved the owner addressing employees in Gujarati and employees responding in English.

During the observation at times when there were various customers within the store, the employees only spoke English amongst each other. The owner stated that reverting back to speaking only English was a method to accommodate for all customers. This demonstrates the employees use English as a lingua franca. This shows language use within this workplace is affected by the customer base.

When employees spoke to customers on a one to one basis, it was observed that English was not commonly used. This was explained by the employees, as they said they wanted to provide a more personal service to customers. When the customer’s native language was

known, employees would use this language for communication, therefore accommodating for the customer's individual needs.

Shere Khan

The observation in Shere Khan involved two aspects. Firstly, an observation was conducted in the kitchen where there were five employees working. During the fifteen minute observation, it became apparent that English was not being used in conversation between employees.

In comparison, the observation in the restaurant showed employees communicating in English. When the interview was then conducted with one of the waiters, it was discovered that he preferred to work in the restaurant as opposed to the kitchen, as he wanted to improve his level of English. He would not be able to develop his English by working in the kitchen, as he commented that the kitchen staff only spoke Urdu.

It appears from the observation that the business does not fully accommodate for non-English speaking employees as they are not able to work in the restaurant area. However this is understandable, as high level of communication is needed between the customers and the waiters. As the customer base is predominantly English speaking, it is therefore reasonable to expect only English speaking employees to work in the restaurant area. Even though non-English speaking employees are not able to work front of house, they are able to work in the kitchen area and in this way are accommodated for. However, many of the waiters speak both Urdu and English so as a result communication is not a problem between kitchen and waiting staff, " selecting a particular code...making it easier to discuss a particular topic" (Holmes 2001:25).

Top Jewellers

When interviewing an employee in 'Top Jewellers' the information gathered from the questionnaire was contradictory to the observations that were made. The participant stated he communicated with his colleagues in English and all advertisements were also in English. However, Arabic signs were seen around the store and on various occasions the participant

spoke to his colleagues in another language before answering the questions. The participant therefore under reported his use of other languages.

The participant in Top Jewellers demonstrated “*we-type solidarity*” when communicating with colleagues as it “is deemed suitable for in-group and informal activities” whereas the use of English when communicating with us demonstrated “*they-orientated*” which is considered appropriate to out-group and more formal relationships (Wardhaugh 1998:104).

Even though the participant stated he communicated with customers and colleagues only in English he clearly has the ability to accommodate for non-English speaking customers. The Arabic signs are also indicators that the business does have provisions for non-English literate customers, which again was underreported.

Pharmacy

The results obtained from the participant in the Pharmacy were conflicting. Despite classing himself as ‘English’ and stating that English was his first language, he struggled to understand and answer the questions, suggesting English is not his first language.

In a like wise manner to Top Jewellers, he sought help from colleagues, when he struggled to understand questions, who were quick to give their own answers. Importantly the participant claimed he did not experience difficulties with language use in the work place, which was not agreed with by his co-worker. From this it can be concluded that a paradox was created due to being observed and as a result the participant over reported his use of English.

Overall, the results do not provide credible evidence to form any conclusions. To some extent it can be assumed he could accommodate for a non-English speaking customer, as he is able to speak Urdu and Punjabi. However, provisions are limited as all leaflets and signs were in English.

Kansas Chicken

An interesting finding during observation in Kansas Chicken was that the participant could not communicate fluently with customers in English. It was noted that he would ask the customer to repeat on various occasions and sometimes ask them to point to the order on the menu. When discussing this with the participant afterwards, he stated that he struggles with his English but enjoys the opportunity to practice and improve his language use.

The Kansas Chicken interview appeared to display the most honest answers when discussing the questionnaire. The problems the participant admitted he experienced at work, arose from his rudimentary level of English. Furthermore, he was the only person observed who spoke only one other language, Kurdish.

Despite collating only a small representation of the businesses in Rusholme, the results showed that Kurdish was not spoken in any of the workplaces approached. Only one other participant approached, spoke Kurdish and this was restricted in its use at home rather than the workplace. Therefore on the basis of our findings, it seems logical that the participant in Kansas Chicken experiences the most problems in communicating at work.

Kansas Chicken does not provide provisions for non-English speaking customers and the reason could be due to the fact they sell westernised produce.

Saajan

Whilst conducting a participant observation in the family run business, Saajan, it was observed that there was a variety of languages used by employees to communicate with one another. When the participant communicated with his parents, he predominantly used an unknown language, but sometimes switched to English for certain words. This correlates with Holmes (2001: 42) as “borrowing of this kind generally involves single words and is motivated by lexical need.”

However, when speaking to family members of a similar age to himself, he communicated only in English, this could simply be due to a generation difference in language use, whereby

younger generations are more westernised. After questioning the participant, it was found that the language used for communication with his parents was Punjabi.

The participant also discussed how he uses Punjabi at home, and this shows the language used at home has transcended into the workplace. However, this may only be exemplified in this observation as he works alongside his family, so he may fall into using the language they use together at home.

This observation has highlighted an issue that we did not expect to find through participant observations. However, as this business is family run, it gave us a clear insight into languages used at home and at work.

Kash

During the participant observation in Kash, it was clear that the language used for communication between both customers and employees was solely English. However, it was noted, that the products sold within the business were aimed at 'Asian customers'¹. Due to the predominantly Asian customer base, it could be assumed that customers would communicate in languages other than English, however as a result of the observation, the opposite was found.

A product that was of particular interest was skin whitening cream. After discussion with the business owner we were made aware that he introduced this product as there was a demand from his Asian customer base.

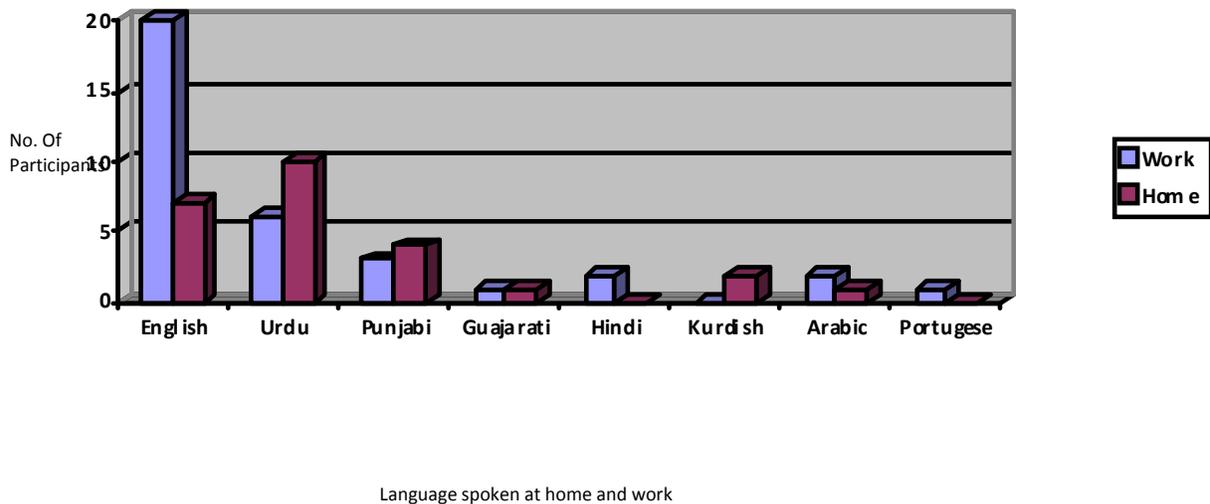
These results proved to be interesting as they show that languages used in this business are not affected by the customer base, however they do accommodate for a variety of ethnic groups in the products they sell.

¹ See interview - Kash

Evaluation

From both questionnaire data and participant observations, we have been able to evaluate the following trends:

Figure 2.1 – Comparison of languages spoken at home and in work:



One of the original aims of the investigation was to establish whether language use at home transcended into the workplace. From the investigation, the above data was collected and this graph shows an inconsistency, as the use of Urdu is the most commonly used language at home, whereas English is the most commonly used at work.

From *figure 2.1*, it can be concluded that language use at home does not directly influence language use at work. However multilingualism at home can be beneficial in that individuals can communicate with a more diverse customer base in the workplace.

Also from *figure 2.1*, it is clear that both Hindi and Portugese serve a purpose within the workplace, however, these languages are not used as a form of communication at home. Due to the 'influx of Brazilians'² in the Rusholme area, two of the businesses investigated, found the use of Portugese to communicate with customers in the workplace beneficial. Businesses where Hindi is used do so in order to accommodate for their native Hindi

² See interview – E&K and Solicitors

speaking customers. This can suggest that languages spoken at work do not have a major effect on what languages are chosen to be spoken at home.

Figure 2.2- Participants Nationality Compared to Languages Spoken at Home

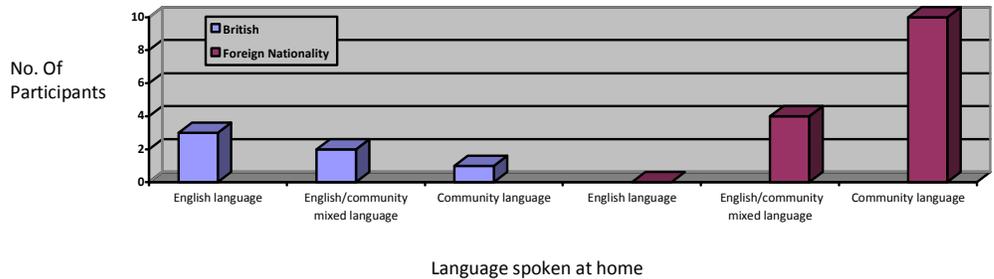


Figure 2.2 shows the comparison of the nationality of participants to the primary language reportedly spoken at home. All results were collated from the answers given to the guideline questionnaire. All non-English languages identified have been classified in figure 2.2 as community languages. Lamb (2009:4) states that by using this term it reinforces the fact that languages are part of the local community.

From the investigation it was established that all of the participants used English at work. However, none of the participants that classified themselves as having a foreign nationality used English solely at home. Therefore by using English in the workplace, participants are accommodating for English speaking customers. This exemplifies that multilingualism is present at home and work, but English is imperative in the workplace and not at home.

Results were mixed as to whether the businesses investigated have provisions in place for non-English speakers or not. Half of the businesses did have provisions in place; however these provisions did vary in nature.

Many of the businesses investigated, considered having multilingual members of staff to be a provision for non- English speaking customers, and as a result, these businesses reported little or no difficulties dealing with customers speaking community languages.

Other businesses provide provisions for speakers of community languages through advertising both inside and outside the business. To exemplify, Hair Tonic has a prominent English and Arabic sign, and in this way a provision is in place as the sign can be understood by people who can read the Arabic script and therefore encourages a more diverse customer base.

Also, inside the Western Union, instructions on how to transfer money were available in both English and another community language, which after discussion with participant was found to be Urdu. This was interesting, as when asked, the participant commented on how many different languages are used to communicate with customers, however there are only written provisions in place in Urdu. This correlates with *figure 2.1* as Urdu is the most prevalent community language spoken in the workplace.

With regards to the provisions in place for community language speakers, the mixed results could be due to the varied nature of the businesses investigated. An important point to be made here is that no participants were found to speak only English in the workplace, showing that accommodating for community language speakers is paramount within the businesses investigated.

According to Fishman's (1964:42) "Domain analysis table" we have classified participants from the businesses investigated into what we feel are their correct domains, in relation to how they use language.

Figure 2.3- Domain Analysis table

Bilingual Functioning Type	Domain Overlap Type	
	Overlapping Domains	Non-Overlapping Domains
Compound (“Independent” or fused)	<p>2. Second stage: More immigrants know more English and therefore can speak to each other in mother tongue or in English (still mediated by the mother tongue) in several domains of behaviour. Increased interference.</p>	<p>1. Initial Stage The immigrant learns English via his mother tongue. English is used only in those few domains (work sphere, governmental sphere) in which mother tongue cannot be used. Minimal interference. Only a few immigrants know a little English.</p>
Coordinate (“Independent”)	<p>3. Third stage: The languages function independently of each other. The bilingual is at its maximum. Domain overlap is at its maximum. The second generation during childhood. Stabilized interference.</p>	<p>4. Fourth stage: English has displaced the mother tongue from all but the most private or restricted domains. Interference declines. In most cases both language function independently; in other words the mother tongue is mediated by English (reverse direction of Stage1, but same type</p>

Figure 2.4- Domain Analysis of Participants in Businesses Investigated

Bilingual Functioning Type	Domain Overlap Type	
	Overlapping Domains	Non-Overlapping Domains
Compound (“Independent” or fused)	Pound Saver Halal meat store Alankar Alnawaz Rusholme Wine and Newsagents Wall Street Western Union The Sweet Box Sanam	Atlas Dry Cleaners Top Jewellers Pharmacy Kansas Chicken Delhi Sweet Store
Coordinate (“Independent”)	Burooj Hair Tonic Dania Shere Khan Saajan	E &K Solicitors Kash

As shown in *figure 2.4* the majority of participants fell into “category two.” Our results showed that although all participants displayed a mixture of aptitude when using English, most were at the stage where they still needed to use words from their mother tongue, when struggling with English. The interference of their mother tongue when using English displayed language overlapping, however, we found that a higher proportion of participants were not using the two languages independently.

The participants from E & K Solicitors and Kash are both classified in “stage four.” They regarded their mother tongue to be English, yet both commented on coming from a Portuguese and Indian background respectively and are bilingual³. This therefore shows that English has taken over as their mother tongue and according to the cycle, eventually all businesses will end up in “stage four.” It would be interesting to carry out a secondary study to investigate the progress of participants within this cycle.

³ Kash participant speaks English and Urdu. E&K participant speaks English and Portuguese.

Conclusion

Overall from the investigation it can be concluded that languages used in the business are affected by the customer base. There were few written provisions in place for community language speakers, but most participants considered being able to speak a variety of languages a form of accommodating for non-English speakers. There is no direct link between the language used at home and in work, as the language used at work is determined by the language used by customers and colleagues as suggested in Wardhaugh (1998:95) as “context determines language choice.” However, it is clear that multilingual speakers are more likely to use a more varied selection of languages.

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Blackwell

Appendices

Business: Burooj

Type: Clothes Store

What ethnic group would you class yourself as?

Pakistani

What is your job role within this business?

Manager

What is your native language?

English

What other languages can you speak?

Urdu and Punjabi

What language do you use at home?

Urdu

What language do you use at work to communicate with colleagues?

English and Urdu

What language do you use at work to communicate with customers?

English and Urdu

Give us some information about your customer base.

Middle Eastern, South Asian, English

Do you provide any provisions for non English speakers, if so what languages?

Arabic logo outside store, some Arabic tags- mostly English tags

Are your products aimed at a particular ethnic group?

Yes- Middle Eastern and South Aisan

Do you encounter any difficulties as a result of multilingualism?

No difficulties due to range of languages spoken

Comments: "Dubai, Manchester, Islamabad" underneath logo outside

Business: Hair Tonic

Type: Barbers

What ethnic group would you class yourself as?

British

What is your job role within this business?

Stylist

What is your native language?

Guajarati

What other languages can you speak?

English, Urdu, Hindi, Punjabi, Kurdish and Sign Language

What language do you use at home?

Guajarati and English- mixed

What language do you use at work to communicate with colleagues?

English

What language do you use at work to communicate with customers?

English

Give us some information about your customer base.

Wide range of customers

Do you provide any provisions for non English speakers, if so what languages?

Arabic logo

Are your products aimed at a particular ethnic group?

No

Do you encounter any difficulties as a result of multilingualism?

No difficulties as staff speak many languages

Comments: Arabic sign very prominent outside store

Business: Pound Saver

Type: Convenient store

What ethnic group would you class yourself as?

Asian British

What is your job role within this business?

Owner

What is your native language?

Urdu

What other languages can you speak?

English, Urdu, German, Punjabi, Gujarati and some Arabic

What language do you use at home?

Urdu

What language do you use at work to communicate with colleagues?

English

What language do you use at work to communicate with customers?

All

Give us some information about your customer base.

University customers- mixed

Do you provide any provisions for non English speakers, if so what languages?

Can speak different languages

Are your products aimed at a particular ethnic group?

No

Do you encounter any difficulties as a result of multilingualism?

No

Comments: English Tags, participant commented he likes to speak different languages to try and improve and learn especially with Arabic

Business: Atlas

Type: Dry cleaners and laundrette

What ethnic group would you class yourself as?

Kurdish

What is your job role within this business?

Customer Service

What is your native language?

Kurdish

What other languages can you speak?

Arabic, Indian, English, Turkish

What language do you use at home?

Kurdish

What language do you use at work to communicate with colleagues?

English

What language do you use at work to communicate with customers?

English and Indian

Give us some information about your customer base.

Mixed

Do you provide any provisions for non English speakers, if so what languages?

Some Arabic signs but not instructions for using the machines

Are your products aimed at a particular ethnic group?

N/A

Do you encounter any difficulties as a result of multilingualism?

No difficulties due to range of languages spoken

Comments: extracts from the Koran around the store

Business: E &K

Type: Solicitors and Estate Agents

What ethnic group would you class yourself as?

White British

What is your job role within this business?

Reception

What is your native language?

English

What other languages can you speak?

Portuguese

What language do you use at home?

English

What language do you use at work to communicate with colleagues?

English and Portuguese

What language do you use at work to communicate with customers?

English

Give us some information about your customer base.

English- Brazilian influx

Do you provide any provisions for non English speakers, if so what languages?

No

Are your products aimed at a particular ethnic group?

N/A

Do you encounter any difficulties as a result of multilingualism?

Yes but solved by translators

Comments: Participant commented usually foreign clients bring translators, the business does not offer this service

Business: Dania

Type: Satellite and TV store

What ethnic group would you class yourself as?

Middle Eastern

What is your job role within this business?

Owner

What is your native language?

Arabic

What other languages can you speak?

English and Portuguese

What language do you use at home?

Arabic

What language do you use at work to communicate with colleagues?

English and Arabic

What language do you use at work to communicate with customers?

English and Arabic

Give us some information about your customer base.

Mixed- University students

Do you provide any provisions for non English speakers, if so what languages?

All price tags and signs in English

Are your products aimed at a particular ethnic group?

Yes- Arabic keyboard stickers and Arabic and Urdu magazines

Do you encounter any difficulties as a result of multilingualism?

No difficulties due to range of languages spoken

Comments:

Business: Midway Halal Meat Store

Type: Supermarket

What ethnic group would you class yourself as?

Pakistani

What is your job role within this business?

Manager

What is your native language?

Punjabi

What other languages can you speak?

Urdu and English

What language do you use at home?

Punjabi

What language do you use at work to communicate with colleagues?

English – some Punjabi

What language do you use at work to communicate with customers?

English

Give us some information about your customer base.

Mixed

Do you provide any provisions for non English speakers, if so what languages?

No- all price tags in English

Are your products aimed at a particular ethnic group?

Middle Eastern-Most products have English and Arabic writing- only about 1% have Arabic writing only

Do you encounter any difficulties as a result of multilingualism?

Sometimes- customers just say the English product name

Comments: observed a lot of merchandise with Arabic writing

Business: Alankar

Type: Clothes Store

What ethnic group would you class yourself as?

Hindi

What is your job role within this business?

Owner

What is your native language?

Guajarati

What other languages can you speak?

Hindi and English- can understand Bengali and Urdu as a result of customer interaction

What language do you use at home?

Guajarati

What language do you use at work to communicate with colleagues?

English and Guajarati

What language do you use at work to communicate with customers?

English, Guajarati and Hindi- try to make customers feel comfortable

Give us some information about your customer base.

Muslim from Pakistan , Benghali and English

Do you provide any provisions for non English speakers, if so what languages?

Staff speak a wide variety of languages- advertising always in English including tags

Are your products aimed at a particular ethnic group?

Everybody

Do you encounter any difficulties as a result of multilingualism?

No

Comments: waited to do questionnaire whilst participant was on the phone- observed participant code mixing English with Guajarati. Has different suppliers which she speaks both Hindu and English to. Does not speak languages around customers that the don't understand. Observed English customers

Business: Top Jewellers

Type: Jewellery Store

What ethnic group would you class yourself as?

British

What is your job role within this business?

Salesman

What is your native language?

Urdu

What other languages can you speak?

English and Punjabi

What language do you use at home?

Urdu

What language do you use at work to communicate with colleagues?

English

What language do you use at work to communicate with customers?

English

Give us some information about your customer base.

Varies- mixed

Do you provide any provisions for non English speakers, if so what languages?

All English signs and adverts

Are your products aimed at a particular ethnic group?

Products are for all

Do you encounter any difficulties as a result of multilingualism?

No

Comments: participant stated he communicates in English with colleagues however we heard another language being used. Also we saw Arabic signs around the store → underreporting

Business: Pharmacy

Type: Pharmacy

What ethnic group would you class yourself as?

English

What is your job role within this business?

Sales assistant

What is your native language?

English

What other languages can you speak?

Urdu and Punjabi

What language do you use at home?

Urdu

What language do you use at work to communicate with colleagues?

English

What language do you use at work to communicate with customers?

English

Give us some information about your customer base.

Mixed

Do you provide any provisions for non English speakers, if so what languages?

Punjabi signs

Are your products aimed at a particular ethnic group?

No product specific medicine

Do you encounter any difficulties as a result of multilingualism?

Some difficulties “ If they ask in another language I’ll tell them”

Comments: feel participant was unwilling with answers, observers paradox possibly as on the way out we heard employers talking in another language

Business: Alnawaz

Type: Indian Restaurant

What ethnic group would you class yourself as?

Pakistani

What is your job role within this business?

Waiter

What is your native language?

Urdu

What other languages can you speak?

Punjabi, Pakistani, English

What language do you use at home?

Urdu

What language do you use at work to communicate with colleagues?

English

What language do you use at work to communicate with customers?

English

Give us some information about your customer base.

mixed

Do you provide any provisions for non English speakers, if so what languages?

No- menus just in English

Are your products aimed at a particular ethnic group?

No

Do you encounter any difficulties as a result of multilingualism?

Few problems- most people ENglish

Comments: participant found it difficult to understand questions and struggled to answer in English

Business: Rusholme Wine and Newsagents **Type:** Newsagents

What ethnic group would you class yourself as?

Pakistani- British family

What is your job role within this business?

Sales assistant

What is your native language?

Pakistani

What other languages can you speak?

English, Urdu and a little Arabic

What language do you use at home?

Urdu

What language do you use at work to communicate with colleagues?

English and Urdu

What language do you use at work to communicate with customers?

English, Arabic and Urdu

Give us some information about your customer base.

Mixed

Do you provide any provisions for non English speakers, if so what languages?

Arabic posters but prices in English

Are your products aimed at a particular ethnic group?

Mobile packages to ring certain countries

Do you encounter any difficulties as a result of multilingualism?

No difficulties due to range of languages spoken

Comments: Participant commented he likes to speak Arabic when possible to try and improve

Business: Kansas Fried Chicken

Type: Takeaway

What ethnic group would you class yourself as?

Kurdish

What is your job role within this business?

Sales assistant

What is your native language?

Kurdish

What other languages can you speak?

Arabic and English

What language do you use at home?

Kurdish

What language do you use at work to communicate with colleagues?

English

What language do you use at work to communicate with customers?

English

Give us some information about your customer base.

Pakistan, Arab, Indian and English

Do you provide any provisions for non English speakers, if so what languages?

All menus in English

Are your products aimed at a particular ethnic group?

Halal meat is used

Do you encounter any difficulties as a result of multilingualism?

Some- English not too good so struggles sometimes

Comments: Halal meat is advertised outside

Business: Delhi Sweet Centre

Type: Sweet store

What ethnic group would you class yourself as?

English

What is your job role within this business?

Sales assistant

What is your native language?

Punjabi- from Pakistan

What other languages can you speak?

Urdu "speaks little English"

What language do you use at home?

Punjabi

What language do you use at work to communicate with colleagues?

Urdu and Punjabi

What language do you use at work to communicate with customers?

English

Give us some information about your customer base.

mixture

Do you provide any provisions for non English speakers, if so what languages?

Menu all in English

Are your products aimed at a particular ethnic group?

Asian sweets

Do you encounter any difficulties as a result of multilingualism?

Biggest difficulty speaking English(despite classing himself as English)

Comments: participant received phone call speaking in a different language and also spoke to his colleague in another language half way through the survey. 'Centre' v 'Center' both are used outside, influence of American and English

Business: Wall Street Western Union

Type: Money transfer

What ethnic group would you class yourself as?

Indian

What is your job role within this business?

Cashier

What is your native language?

Hindi

What other languages can you speak?

Marathi, English

What language do you use at home?

English, Marathi

What language do you use at work to communicate with colleagues?

English, Hindi

What language do you use at work to communicate with customers?

English, Hindi

Give us some information about your customer base.

Mixed

Do you provide any provisions for non English speakers, if so what languages?

Urdu signs

Are your products aimed at a particular ethnic group?

N/A – Worldwide money transfer

Do you encounter any difficulties as a result of multilingualism?

Sometimes

Comments: Urdu signs on the door and inside the shop as a there are a lot of Pakistani customers who predominantly speak Urdu

Business: Shere Khan

Type: Indian Restaurant

What ethnic group would you class yourself as?

Pakistani

What is your job role within this business?

Waiter

What is your native language?

Urdu, Punjabi

What other languages can you speak?

English

What language do you use at home?

Urdu

What language do you use at work to communicate with colleagues?

English

What language do you use at work to communicate with customers?

English, Urdu

Give us some information about your customer base.

Mixed

Do you provide any provisions for non English speakers, if so what languages?

Multilingual staff

Are your products aimed at a particular ethnic group?

N/A

Do you encounter any difficulties as a result of multilingualism?

Very little

Comments: Customers in the kitchen speak Urdu/native languages as they do not deal with customers.

Business: Saajan

Type: Asian curries (take out)

What ethnic group would you class yourself as?

British

What is your job role within this business?

Sales assistant

What is your native language?

Punjabi

What other languages can you speak?

Urdu, English

What language do you use at home?

Urdu, English

When communicating with brother and sister – English

When communicating with mother and father – Punjabi / English (mixed)

What language do you use at work to communicate with colleagues?

Punjabi

What language do you use at work to communicate with customers?

English

Give us some information about your customer base.

Asian/ mixed

Do you provide any provisions for non English speakers, if so what languages?

Urdu advertising

Are your products aimed at a particular ethnic group?

Urdu, English

Do you encounter any difficulties as a result of multilingualism?

No

Business: The Sweet Box

Type: Ice cream / dessert restaurant

What ethnic group would you class yourself as?

Pakistani

What is your job role within this business?

Manager

What is your native language?

Urdu, Punjabi

What other languages can you speak?

English

What language do you use at home?

Urdu, English

What language do you use at work to communicate with colleagues?

Urdu, English – dependent on colleague

What language do you use at work to communicate with customers?

English only

Give us some information about your customer base.

Mixed

Do you provide any provisions for non English speakers, if so what languages?

Not really

Are your products aimed at a particular ethnic group?

N/A

Do you encounter any difficulties as a result of multilingualism?

No difficulties

Business: Sanam

Type: Sweet house and restaurant

What ethnic group would you class yourself as?

Pakistani

What is your job role within this business?

Manager

What is your native language?

Urdu

What other languages can you speak?

Urdu, English, Punjabi

What language do you use at home?

Mostly Urdu

What language do you use at work to communicate with colleagues?

Urdu, English

What language do you use at work to communicate with customers?

Mostly English – depends on customer

Give us some information about your customer base.

Mixed

Do you provide any provisions for non English speakers, if so what languages?

Signs are in English mainly, but says Halal in Urdu

Are your products aimed at a particular ethnic group?

No, Halal aimed at Asian customer base

Do you encounter any difficulties as a result of multilingualism?

No difficulties

Business: Kash

Type: Jewellery and fashion retailer

What ethnic group would you class yourself as?

Indian

What is your job role within this business?

Owner

What is your native language?

English

What other languages can you speak?

Urdu

What language do you use at home?

English

What language do you use at work to communicate with colleagues?

English

What language do you use at work to communicate with customers?

Mostly English, sometimes Urdu.

Give us some information about your customer base.

Mixed

Do you provide any provisions for non English speakers, if so what languages?

No

Are your products aimed at a particular ethnic group?

Jewellery mainly Asian customers,

Clothes – westernised.

Skin lightening cream – Asian customers.

Do you encounter any difficulties as a result of multilingualism?

No difficulties