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A Linguistic profile of the Claremont Road, Manchester

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Contents

1. Background

This study is of linguistic interest, as the Claremont Road in Moss Side is a multicultural centre, and a hotspot of multicultural activity with significant ethnic diversity. The local services in the area cater for the needs of the surrounding community, with clothes shops, newsagents, small supermarkets, banks, betting shops and hair salons all providing goods and services for the local community. Each business tends to cater to specific ethnic groups and, in turn, specific languages. With many businesses catering for many different linguistic communities, it would perhaps suggest that there are several dominant languages spoken within the area. Due to this continuous interaction within the community, it is possible that multilingualism will be apparent in this area. Languages will be in contact in both domestic and professional situations, and we will study the correlation between these different sectors of the community. This has directly affected the geographical area with the style and layout of the shops and services, as well as the communication with the local community.

We aim to approach individuals in both the shops and the houses on Claremont Road and in the surrounding area. This will hopefully give us a representative cross section of the languages spoken in the community.

Historically, Greater Manchester has seen many changes in the ethnicity of if its population, leading to the multicultural society of today as the data in (figure 1) shows. Moss Side has an above average number of non-white ethnic groups leading to the existence of a great variety of languages. The data of this study also shows that Moss Side has the highest percentage of Black Caribbean and Black African residents in the Greater Manchester area, these people may have immigrated into the area, meaning it is likely that multilingualism will be present.
[http://courses.essex.ac.uk/lg/lg102/bengalicsexs.pdf :2010]

The specific area we are studying gives clues as to its linguistic diversity, with over 30 shops associated with varying ethnic groups. The types of shops vary greatly along Claremont road, and include a Kurdish Café called 'Super Taste', a Sudanese electrical retailer called 'Sudan Satellite and PC' and also a supplier of Pakistani, Indian, Somali and Jamaican food called 'Shoaib supermarket', all differing in ethnicity. Many shop fronts display languages using the Arabic script, such as Urdu, with restaurants in particular showing links with languages other than English. Other establishments include a betting shop and a NatWest bank branch. We intend to look at how all of these stores accommodate for various languages.

It is also possible that children living within the area will not have English as their primary language, as the local school is very much multilingual, as an Ofsted report suggests:

> Claremont is a large school in which the vast majority of pupils belong to minority ethnic groups. There are 24 languages spoken in school and about three quarters of the pupils are learning English as an additional language, which is five times higher than the national average. There is a constant turnover of pupils with more than a third arriving or leaving each year, many from abroad and some as refugees or asylum seekers.

[http://www.ofsted.gov.uk/oxedu_reports/display/(id)/110075 **: 2010**]

This will make a fascinating study into multilingualism as the *'vast majority of pupils belong to minority ethnic groups'* therefore highlights an area of high ethnic diversity and thus high linguistic diversity.

If such multilingualism exists in the local school it is probable that the shops and houses also located on the Claremont road, accommodate for some of the languages spoken in the school. This will form part of our investigation.

2. Aims

Claremont road is an area of ethnic diversity. As language is an important part of people's identity it is vital to look at how language is being used and whether it is being maintained. Our aims must be to answer the following questions:

1. Do languages spoken in shops correspond with those spoken by people in the surrounding area?

2. Which languages are being maintained and how?

3. Is there sufficient provision for all foreign languages on the Claremont Road in the surrounding area?

3. Plan

Our method for this study is to design two questionnaires that will be left with the participant to complete and then collected later. The first will be a questionnaire for the shop owners along Claremont Road. We will ask what languages they come into contact with at work, when interacting with customers and suppliers and whether the languages of the area are found to be mutually comprehensible. These questions will cover the professional domain, concerning workers and their interaction with the local population. To differ from this, the second questionnaire is designed for the residents of the local community, whose houses are close to the Claremont Road. This questionnaire is aimed to be far more personal, and to investigate the individual lifestyle of each participant. The questions will concern age, home life and primary languages used in the home, as well as any number of children there may be in a household. By studying the children's languages, it will be possible to draw conclusions on particular language maintenance, and the services provided in schools to promote bilingualism for individuals in the community. We aim to visit and interview as many of the 30 shops and services along the Claremont Road as possible, with a corresponding 15 houses sporadically chosen from the surrounding streets around the main strip. This should hopefully create a linguistic correlation between the different sectors of the community, with accurate and representative results that reflect the linguistic diversity of the area. We will add the results and answers into charts, graphs and tables for linguistic analysis in order to create a solid linguistic profiling of the area.

We have also decided to conduct two short interviews to improve the quantity of our results, which will therefore increase the accuracy of our conclusions.

In addition to the questionnaires and interviews that will be used to collect information for the project, we will also study other forms of documentation, including an Ofsted report from a local primary school for the area. This can be found in the web address below:

[http://www.ofsted.gov.uk/oxedu_reports/display/(id)/110075]

This report quotes a vast number of different languages spoken in just one school, and how the school deals with teaching in such a multilingual community. Data on ethnicity from the council [see figure 1] also provides adequate statistics on population and immigration, comparing Britain with Greater Manchester, and then Moss Side. This may help process and make accurate analysis from the results we collect. The NatWest bank branch that services a large sector of the local

population may require translations or bilingual employees, who are able to interact with the community that use these services which will be interesting to study. There are also some Mosques in the nearby area, which may cater for the multi-lingual community.

We anticipate conducting our study from Friday 23rd April to Monday 26th April. If insufficient information is collected within the three days, we will continue our fieldwork until we collect enough information from the area and local population, with the aim to obtain sufficient and accurate results. We will then hopefully draw conclusions from the results on the 27th April. This will allow sufficient time to write the 2nd part of the assignment before the deadline on the 21st of May.

4. Relevant issues.

Before we conduct our study into language in and throughout the surrounding area of Claremont Road we must consider various relevant issues. There are many general issues that must be taken into consideration: Claremont road is home to a variety of languages possibly influenced by surrounding areas such as Rusholme, which is adjacent to the area. Another general issue that will be relevant to our study is availability. We must make sure we approach shops at appropriate times to ensure that the shopkeepers do not rush interviews or questionnaires and therefore we can obtain accurate information. In relation to this, we must ensure that the questionnaire is comprehensive and not too long so that the information we receive is as accurate as possible.

There are also relevant issues relating to language maintenance. The main issue is the age of the participants. This is crucial as research into Bangladesh immigrants in Manchester indicates that the second generation move towards 'language shift', because younger speakers lose fluency in their native language and the dominant language (in this case English) becomes their first language (Baker & Jones, 1998, 151). Language maintenance will therefore be different depending on the age of the participant. The study also highlights differences between generations in terms of code mixing, which is defined by Wardhaugh (1992) as the deliberate mixing of two languages without an associated topic change. The results indicate that the first generation use English words and phrases in Bangladesh sentences, whereas the second generation do the exact opposite (Bangladesh words and phrases in English sentences). We must therefore be aware of this when conducting interviews in our study to assess whether this correlates to the bilingual population of Moss Side. In light of this information we must consider the age of the participants and if they have children. If

they do have children we must take into consideration what languages they are exposed to and what level of fluency they are capable of in each language. Therefore age is a vital issue when considering the study of language shift and maintenance.

We also aim to study whether there are sufficient provisions for every language along Claremont Road and the surrounding area. We must therefore guarantee that we collect information from a diverse selection of people speaking different languages, ensuring that our data considers all languages in the area and the provisions available. This may be an issue as we may not be able to collect data from all languages as our choice of participants will be sporadic.

Evidence from large establishments such as NatWest and the local community centre will be crucial to our study as it will show if all languages are provided for sufficiently. Other shops such as 'Afro Hair Styling' however, will be specific to certain language users but are also significant when studying linguistic diversity on Claremont road.

The observer's paradox is an issue that may severely affect the accuracy of our study. In terms of interviewing, the participants may use a language they view as more prestigious if they are fluent in more than one, which will affect the results of our study.

Domain analysis is something to consider when conducting our study: part of this is Conceptualisation of Variance which indicates the importance to acknowledge who speaks which language to whom, where and when. This is significant as complex switching could be a result, which we must be aware of as this is crucial to our study of linguistic diversity on Claremont road.

5. Data and Maps

Derived Experimental Ethnic Estimates based on Experimental Mid-Year Estimate for Statistical Wards: Manchester Mid-2007

In percentages

All persons	All Ages	All White groups	Mixed	Indian	Pakistani	Bangla-deshi	Black Caribbean	Black African	Chinese	Other ethnic groups	All Non-White Ethnic groups	
Ancoats & Clayton	14,779	89.7%	2.3%	0.8%	1.2%	0.1%	0.8%	1.5%	2.0%	1.6%	10.3%	100.0%
Ardwick	15,862	52.0%	5.3%	3.8%	4.8%	2.4%	3.7%	12.1%	8.9%	6.9%	48.0%	100.0%
Baguley	14,467	93.3%	2.0%	0.8%	0.7%	0.3%	0.7%	0.6%	0.7%	0.7%	6.7%	100.0%
Bradford	13,108	85.0%	2.9%	0.7%	0.8%	0.2%	1.1%	3.1%	4.2%	2.0%	15.0%	100.0%
Brooklands	12,813	92.0%	2.1%	1.3%	0.4%	0.0%	0.5%	0.7%	1.3%	1.6%	8.0%	100.0%
Burnage	14,577	79.3%	3.4%	2.2%	7.2%	1.3%	1.1%	1.0%	1.4%	3.0%	20.7%	100.0%
Charlestown	13,012	94.2%	1.9%	0.3%	0.7%	0.0%	0.4%	0.8%	0.8%	0.8%	5.8%	100.0%
Cheetham	18,229	46.1%	5.2%	4.6%	26.0%	0.4%	1.7%	4.0%	3.1%	9.1%	53.9%	100.0%
Chorlton	12,874	81.3%	2.6%	3.0%	6.4%	0.4%	1.7%	1.2%	1.3%	2.0%	18.7%	100.0%
Chorlton Park	12,806	79.9%	4.6%	2.0%	3.8%	0.3%	2.2%	2.0%	1.4%	3.7%	20.1%	100.0%
City Centre	10,965	65.9%	2.2%	7.2%	1.5%	0.2%	0.6%	2.0%	17.0%	3.3%	34.1%	100.0%
Crumpsall	15,025	73.2%	3.1%	2.7%	12.9%	0.1%	1.1%	2.4%	0.7%	3.8%	26.8%	100.0%
Didsbury East	13,686	82.4%	2.7%	3.9%	4.0%	1.0%	0.5%	1.2%	1.7%	2.5%	17.6%	100.0%
Didsbury West	12,104	85.3%	2.3%	3.9%	1.9%	0.7%	0.7%	0.7%	1.5%	2.9%	14.7%	100.0%
Fallowfield	14,571	68.6%	4.7%	5.3%	8.0%	1.0%	2.2%	3.8%	2.1%	4.3%	31.4%	100.0%
Gorton North	14,741	87.8%	2.6%	0.3%	1.8%	0.1%	1.0%	1.9%	2.4%	2.0%	12.2%	100.0%
Gorton South	16,335	82.4%	3.2%	1.0%	5.5%	0.4%	1.7%	1.9%	1.2%	2.6%	17.6%	100.0%
Harpurhey	16,949	90.1%	2.5%	0.3%	1.1%	0.1%	0.7%	1.5%	2.3%	1.4%	9.9%	100.0%
Higher Blackley	13,931	93.4%	0.9%	0.8%	1.3%	0.1%	0.5%	0.5%	1.5%	0.9%	6.6%	100.0%
Hulme	13,377	62.1%	6.1%	2.5%	1.6%	0.2%	6.5%	9.5%	5.4%	6.1%	37.9%	100.0%
Levenshulme	14,258	70.1%	3.0%	4.6%	13.0%	1.1%	1.6%	1.7%	1.8%	3.1%	29.9%	100.0%
Longsight	14,568	38.7%	4.1%	5.1%	28.7%	8.4%	3.3%	3.6%	2.3%	5.6%	61.3%	100.0%
*MP&NH	15,855	92.3%	1.6%	1.2%	0.9%	0.2%	0.7%	0.6%	1.6%	0.9%	7.7%	100.0%
Moss Side	17,537	45.1%	6.3%	3.3%	4.1%	1.3%	10.6%	16.5%	3.7%	9.0%	54.9%	100.0%
Moston	14,322	90.3%	2.5%	0.4%	0.5%	0.0%	0.7%	1.4%	2.3%	1.7%	9.7%	100.0%
Northenden	14,614	92.5%	2.3%	0.8%	1.3%	0.1%	0.6%	0.7%	0.7%	1.1%	7.5%	100.0%
Old Moat	13,838	79.7%	4.9%	2.9%	3.4%	1.1%	1.2%	1.7%	1.4%	3.5%	20.3%	100.0%
Rusholme	13,768	52.2%	3.2%	7.0%	12.0%	7.7%	2.0%	5.2%	5.1%	5.6%	47.8%	100.0%
Sharston	15,484	94.2%	2.6%	0.3%	0.6%	0.0%	0.5%	0.6%	0.5%	0.8%	5.8%	100.0%
Whalley Range	14,083	51.4%	4.3%	6.3%	21.4%	0.7%	4.3%	3.2%	1.9%	6.6%	48.6%	100.0%
Withington	11,629	76.7%	3.3%	5.4%	5.9%	0.9%	0.8%	1.6%	2.1%	3.2%	23.3%	100.0%
Woodhouse Park	13,969	93.9%	1.9%	0.5%	0.3%	0.2%	0.3%	0.9%	1.1%	0.8%	6.1%	100.0%
Manchester MYE	**458,136**	**75.8%**	**3.3%**	**2.7%**	**6.1%**	**1.0%**	**1.9%**	**3.1%**	**2.7%**	**3.4%**	**24.2%**	**100.0%**

*Miles Platting and Newton Heath

Figure 1.

Council population data. Available at:

http://www.manchester.gov.uk/download/10536/a7b_derived_ethnic_group_estimate_by_ward_2007_percentage
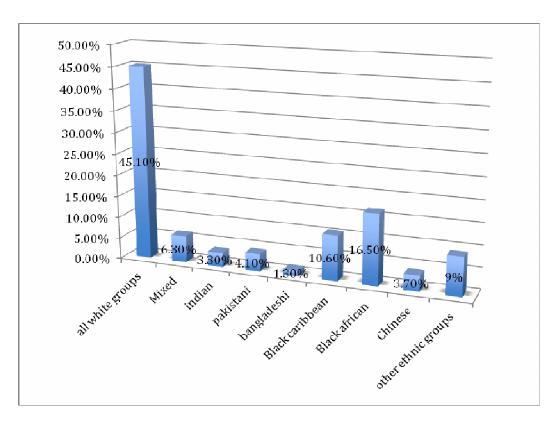
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Figure 2. Moss Side Ethnic group percentages

Figure 3. Claremont Road and the surrounding area

6. Questionnaires

Household Questionnaire

Please specify your age? (X in the box):

16-25 ☐   **26-35** ☐   **36-45** ☐   **46 and over** ☐

Please specify your ethnicity? (X in the box):

White (UK including Northern Ireland) ☐   **Asian** Indian ☐

Other (Please specify) _____

Pakistani ☐

Bangladeshi ☐

Black Caribbean ☐

African ☐   Other (please specify)_____

Other (please specify)_____

What is your native language?

_____
_____

Within the family which language/s do you speak? (if the answer is multiple please specify)

_____
_____

Amongst friends which language do you speak most?

_____
_____

What language do you use the most at work?

_____
_____

What languages can you speak? (please specify languages and mark an X where you think is appropriate for your ability)

Language	Basic	Fluent

Do you feel that your primary language is accommodated for sufficiently in the area?

_____
_____

Section B. (If this section does not apply to you then you have completed the questionnaire)

Children

How old is/are your child/children?(if more than one child belongs to the category use the extra boxes displayed)

0-5 ☐ ☐ ☐   6-11 ☐ ☐ ☐   12-16 ☐ ☐ ☐

What languages does your child/children speak?

_____
_____

Which language do they use primarily in school?

_____
_____

Which language do they use primarily at home?

_____
_____

What languages can they speak? (please specify languages and mark an X where you think is appropriate for their ability)

Language	Basic	Fluent

Do you feel that their first language is accommodated for in the area?

_____
_____
_____

Questionnaire for Shops

Please specify your age (X in the box):

16-25 ☐   **26-35** ☐   **36-45** ☐   **46 and over** ☐

Please specify your ethnicity (X in the box):

White (UK including Northern Ireland) ☐   **Asian** Indian ☐

Other (Please specify) _____

Pakistani ☐

Bangladeshi ☐

Black Caribbean ☐

African ☐   Other (please specify)_____

Other (please specify)_____

If none of the above apply please specify _____

What service does your establishment provide?
_____
_____
_____
_____

Do you provide for a specific target audience or is your establishment for the general population? (if your shop is for a specific target audience please specify the audience and what products you provide)

_____
_____
_____
_____

What languages can you speak? (please specify languages and mark an X where you think is appropriate for your ability)

Language	Basic	Fluent

What is the main language you use in your place of work?

_____
_____
_____
_____

What is the primary language you speak at home?

_____
_____
_____
_____

Does your language differ when speaking to customers and suppliers, if so please specify what languages and to who you speak them to?

_____
_____
_____
_____

7. Summary of interest and method

The Claremont road is an area of significant linguistic interest due to its multicultural population. This is shown in Figure 2, which indicates that the white population of the area is in the minority. This therefore highlights the area as highly diverse, which will make a study of multilingualism very interesting. There are over thirty shops in the surrounding area of Claremont road, which also suggests that the area is a multicultural environment. For example the 'Shoaib supermarket' which supplies Pakistani, Indian, Somali and Jamaican citizens of the area, which as shown in Figure 2 are the most populated minority groups of the area. Especially Black Caribbean and Black African who are highly populated minority groups of Moss Side and, as Figure 1 indicates, Moss Side has the highest population of these minority groups in Greater Manchester, which will make these groups a significant part of our study of multilingualism in and around the Claremont road.

In total, we studied fifteen shops to coincide with the fifteen houses we originally planned to study, which we decided was sufficient enough to create a linguistic profile of Claremont road to an accurate and reliable standard.
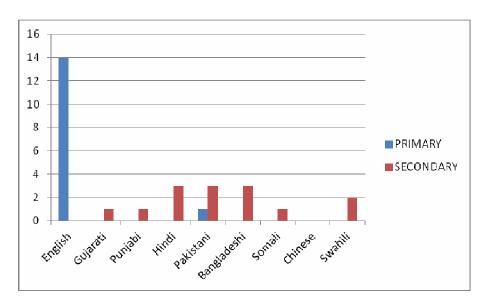
The main aims in our study had to be accommodated for sufficiently in order for our study to be successfully conclusive. Our first aim (see main aims [2.]) is accommodated for, through the correlation between questionnaires provided to shop owners and local residents. The second aim relating to language maintenance is accommodated for in the children's section of the questionnaire provided to local residents. The third aim is provided for through the questionnaires with the addition of information from the local NatWest. These accommodations however were not sufficient enough to formulate comprehensive and reliable conclusions. Therefore we decided to amend our research plan and include interviewing participants to acquire a broader range of information. These short interviews involved discussing with employees of the local bank (NatWest) to see if sufficient provisions were provided (see aim 3. in main aims) and also residents to directly discover if languages were being maintained and to what extent.

We managed to be successful in collecting sufficient information for our study within the time limit of three days (23rd April – 26th April) giving us ample time to correlate and conclude our findings to a high quality. This was surprising as the addition of interviewing participants to our methodology led our group to believe that more time would be necessary, however we found the three days were sufficient enough to complete everything in our methodology accurately.
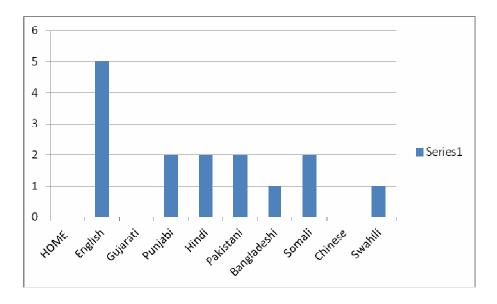
8. Findings

AIM 1: Do languages spoken in shops correspond with those spoken by people in the surrounding area?

WORK	English	Gujarati	Punjabi	Hindi	Pakistani	Bangladeshi	Somali	Chinese	Swahili
PRIMARY	14	0	0	0	1	0	0	0	0
SECONDARY	0	1	1	3	3	3	1	0	2

HOME	English	Gujarati	Punjabi	Hindi	Pakistani	Bangladeshi	Somali	Chinese	Swahili
	5	0	2	2	2	1	2	0	1

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It is important to consider the use of language in the home as well as at work when studying the entire social aspect of the Moss Side area. The graph demonstrating the languages spoken in the work place shows that 93.3% of the people questioned speak English as a primary language in their place of work. Out of the fifteen people interviewed, fourteen people spoke two languages, a primary and a secondary, but one spoke only Hindi. This is shown in the table and graph where only fourteen people have a secondary language. These results demonstrate a willingness among the shopkeepers to integrate into a British society, and also that English is a universal language used by most of the customers. The specialist shops, for example 'Sunrise Caribbean' & 'Swahili Dishes', were the ones that most often employed the use of a secondary language, often relating to the sort of products or service provided.

The languages that are spoken in the shops correlate with the languages of area and those spoken by the residents. Those shops which provide for a specific ethnicity used English as a universal language and also used a secondary language. The relationship between the establishments and the people living in the area is important for social interaction as well as business transaction. The first table shows an anomalous result in the form of a shopkeeper, who could only speak Pakistani and had no secondary language. He remained alone among all the others and clearly did not have as much of a relationship with any customers except for the ones who spoke Pakistani too. As well as Pakistani, other languages spoken at work and in the home include Punjabi, Hindi, Bangladeshi, Somali and Swahili. English is still a dominant language in this instant with 33.3% of people speaking it in the home. Even though English is spoken by the majority in work and home environments, many secondary languages are still present.
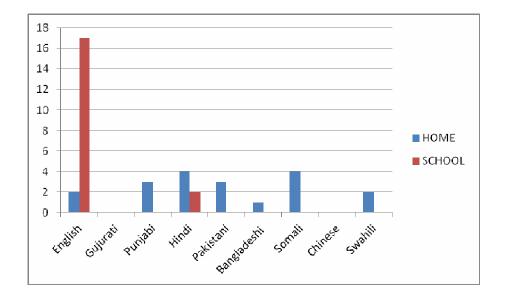
It is clear to see from the tables of results that English is the dominant language in both home and work environments. This spreads across a few ethnicities including Afro-Caribbean and Asian as well as British Caucasian.

In the graphs and tables, one option for a language spoken was 'Chinese'. Though there are many languages such as Mandarin and Cantonese, we did not come across any people of an Oriental-Asian ethnicity and decided it would be easier to group the languages together under one heading.

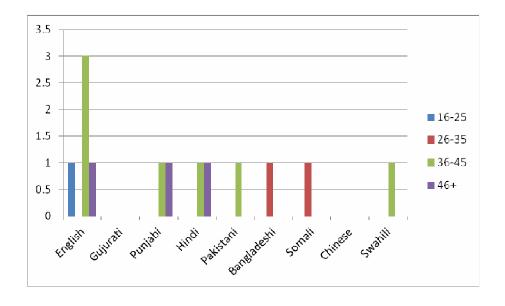**AIM 2: Which languages are being maintained and how?**

In order to answer this question, we collected specific data from the questionnaires that would be relevant to this area. We paid particular attention to the language spoken by children both at home and at school - this would cover their native background as well as considering their language spoken at school. After having completed our domestic surveys and analysed the results, we found that the homes with children had a higher distribution of languages spoken in the house as opposed to at school. Unsurprisingly, the relevant bar graph clearly shows that there is a high influx of English spoken at school, as opposed to at home. 17 out of 19 children recorded spoke English at school. During the study, we came across a new Hindi family to the area that were not yet fluent in English, who had 2 young children who did not yet speak English at school, which the school had made allowances for. In comparison, only 2 children spoke English in the home, with Hindi and Somali having the highest frequency for other languages spoken. From the questionnaires, we gained a suggestion of the primary language spoken within the family. The other primary languages spoken by children we came across were: Punjabi, Pakistani, Bangladeshi and Swahili.

CHILDREN	English	Gujurati	Punjabi	Hindi	Pakistani	Bangladeshi	Somali	Chinese	Swahili
HOME	2	0	3	4	3	1	4	0	2
SCHOOL	17	0	0	2	0	0	0	0	0

From the questionnaires we created a table comparing the ages of the adults at home compared with the language they spoke at home. We found an interesting correlation between age and language: the older the person, the more likely it is they speak a foreign language, a reason for this is that speakers could have emigrated from their native country to England. There were fewer young adults interviewed. The highest proportion of people interviewed were those in the 36-45 age category. The greatest proportion of houses questioned were found to speak English in the home, with Punjabi, Hindi, Pakistani, Bangladeshi, Somali and Swahili also appearing as languages spoken in the domestic domain of the area. The greater proportion of English speaking homes contained both British Caucasian and Afro-Caribbean ethnicities. Few of the five English speaking households found, had children living in the house, which coincides with the children's linguistic data, which showed only two children speaking English at home.

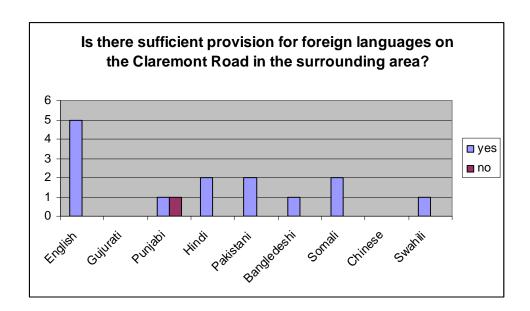| DOMESTIC	16-25	26-35	36-45	46+	
English	1		3	1	5 houses
Gujurati	0	0	0	0	0 houses
Punjabi			1	1	2 houses
Hindi			1	1	2 houses
Pakistani		1	1		2 house
Bangladeshi		1			1 house
Somali		1	1		2 house
Chinese	0	0	0	0	0 houses
Swahili	0	0	1	0	1 house

As well as the questionnaires, we also conducted some interviews with the local residents of the area. The interviewees that were willing to give extra useful information said that they knew other people in the area who spoke their language, with some shops that catered for their cultural elements, such as food and clothing. There were a few institutions in the area that could cater for the diverse linguistic cross-section of the area, and English is seen as a universal language that can be applied by the majority of the population. It is, therefore, seen as the easiest option for communication.

There were a greater proportion of older adult speakers, who spoke their native language within the home. This in itself demonstrates the older speakers' individual ethnic maintenance and reluctance to conform to their new surrounding culture. When conducting our surveys, we considered the fact that younger speakers may be of second generation and so more likely to speak English and take on the British culture. From both our results from the children's questionnaire and the domestic languages spoken, we can conclude that fewer younger adults speak their native language fluently or with primary consideration in the home, whereas (young) children are recorded to speak their native language in the house. This may be an inaccurate result, as some families may be new to the area and others may have lived in Moss Side for generations. The overall attitude towards language maintenance is that native languages, that are considered foreign to Britain, are mainly kept within the home, and the interaction outside the domestic domain sees English as a common language shared by the majority of the population. There is no way of telling whether the young children will maintain their native language in the future, but the implication is that as they grow into young adults they will apply English more frequently.

After having collected and analysed our results, we found that a diverse number of native languages are being maintained within the home, whereas they are less frequently found in the public domain of the Moss Side area. We found there was a higher frequency of English, Hindi, Punjabi and Somali languages spoken in the vicinity. The other languages we came across during the study were Bangladeshi and Swahili. From our study, all these languages are being maintained to an extent, through family authority and local social interaction. However, the formal maintenance of these languages is seen to be vastly overruled by an English dominant that acts more as a common ground that all the foreign language speakers can share.

AIM 3: Is there sufficient provision for all foreign languages on Claremont Road and in the surrounding area?

It is no surprise that English speaking families of the area believe that their language is sufficiently provided for. However we were surprised to discover that speakers of the minority languages believed that their language was provided for sufficiently. The participants speaking the minority languages as a whole indicated in the domestic questionnaire that they spoke English at work and that they could speak the language fluently.

The shops we visited provided custom that was dominantly in English but had obvious bilingualism such as: Sunrise Caribbean & Swahili Dishes. This therefore highlights that the minority groups living in and around the area of Claremont road are comfortable having English as their universal language and believe that their language, although not provided for in abundance, is provided for sufficiently enough.

The participant who indicated his/her language was not sufficiently provided for was a 46+ Punjabi speaking resident. The age is interesting as this resident may be new to the area and feels that his/her language is not provided sufficiently enough for him/her to complete everyday necessities. Or more plausibly the resident may have lived in the area for decades and can speak English fluently but feels the language is an important part of his/her identity and therefore would like to see it applied more often in the area.

We also visited the local NatWest on Claremont road to investigate whether a general establishment that needs to cater for all would provide provisions for the local population.

The leaflets provided were not specialised and coincided with every NatWest in England highlighting no reference to any other language than English. We also interviewed a member of staff with two short questions to gain more perspective on whether there was sufficient accommodation for all languages. The first question simply asked if the establishment provides multilingual staff to accommodate customers who are not fluent in English. The employee responded, indicating that the establishment did not specifically provide multilingual staff, but there were staff who could speak more than one language. The employee suggested a colleague could speak English and Hindi. The second and final question asked if the staff member believed the establishment provided sufficient information to accommodate the multicultural society. The employee then highlighted that the customers of the bank all spoke English fluently and so believed the establishments provisions were sufficient enough.

9. Conclusion

We were able to collect sufficient data to formulate a linguistic profile of the Claremont Road and its surrounding area. The information we collected allowed us to address our three main aims and create an accurate conclusion. We discovered that English is used as a universal language between minority language speakers, outside the domestic environment, whereas within the domestic domain, minority languages are far more frequently spoken among the family. We also found that young children spoke their native language within the home, but used the English language in school. The elder minority language users (46+) were more likely to hold on to their language identity and use their native tongue, whereas younger adults tended to use English more frequently, as they may have adapted more readily to the British environment. Finally, we established that the minority languages are not provided for in abundance within the area, but the local residents feel they are sufficient as they have adapted to using the English language and culture as a norm.

If we were to be given the chance to conduct this survey again, we would pose the additional question within the questionnaires of how long each interviewee had lived in the area. This would be a crucial factor that would affect our results as the new residents of the area may not yet have adapted to the English language and culture of Moss Side. We only noticed this flaw when analysing our data. It would also be interesting in the future to note whether the children we have studied would have kept their mother tongue or conformed to the English speaking surroundings, as we had noticed with the young adults in this study. Overall, the results from our study were accurate enough to allow us to formulate a reliable linguistic profile of the Claremont Road.