



## Report

2017



The University of Manchester

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**Language as a commodity:  
Multilingual language provision and marketing in  
Manchester's Casino Industry**

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## 1 Research questions and methods

Inspired by the commercial multilingual landscape of Manchester, this study will explore the role of language upon marketing strategies within Manchester's casino industry. Taking into account the economic importance of multilingualism within the city, we specifically focus our discussion on the types of language provisions present in Manchester casinos, whilst simultaneously identifying the purpose of adopting more than one language when marketing products and services within the casino.

It is currently estimated that over 200 languages are spoken in Manchester; with 50% of adults being multilingual (Brown, 2013). According to Matras and Robertson (2015), in recent years, companies in the Greater Manchester area have begun to use multilingualism as both an asset and a strategy. According to previous research, using more than one language in marketing can have several different purposes. Leeman & Modan (2009), for example, note that multilingual features can be used to set up a specific customer identity. Whilst a study by Land (2000) confirms that language specific skills added to a company's competitiveness.

Findings in this report are based on three chain casinos within the city centre area of Greater Manchester. Namely, Grosvenor Manchester, Manchester235 and Manchester Genting Club. See Figure 1 for a visual representation of investigated casinos (Google, 2016). Although our research for the most part keeps with the proposed plan, due to unexpected circumstances, some minor alterations to the proposed research plan have been made. Firstly, at Manchester Genting Club, we were unable to arrange an interview with the Manager or general staff members; therefore, only primary observations were collected. Secondly, a minor alteration was made to the Manager questionnaire (Figures 5,6). In order to effectively answer our research questions, it was deemed essential to add a question about the purpose of multilingual signs from the perspective of the manager. Finally, we withdrew the term 'multilingual landscape' from our questioning matrix for staff members, as it was agreed this specialist language may be incomprehensible for general staff members.

### 2. 1. Language provisions present

#### Grosvenor Manchester

Interestingly, the Grosvenor casino had just one example of multilingual signage throughout the casino (an indicator for the lift, written in simplified Chinese characters), shown in Figure 4 in the appendix. All the other signs in the casino were written in English. The lack of Chinese signs was surprising, as the casino has a predominantly Chinese customer base, and is located in the heart of Chinatown in Manchester. During an interview with the General Manager (personal communication, 29<sup>th</sup> April 2017), it was explained that their Chinese customer base is split into two categories, old and young. The older Chinese speakers, he said, cannot read or write. Therefore, the use of signage would be somewhat redundant. In regards to accessing their

younger Chinese customer base, promotions and other information is usually displayed via social media outlets. If, at any point, there is a special promotion that needs to be advertised in the casino, it will be written by a Chinese customer and displayed in the casino for that relevant period. For example, a Chinese new year promotion. However, it usually takes around two weeks for that promotion to be acknowledged by the older Chinese customers, as it spreads by word of mouth.

Due to legal reasons, important information such as consequences of gambling, the rules of the Casino and the consequences of misconduct are presented in leaflet form. In an interview, the manager expressed that the leaflets are legally required to ensure that gamblers “know what they’re getting themselves into” (personal communication, 29<sup>th</sup> April 2017). Of these leaflets, only two are multilingual. One is written in simplified Chinese characters, and one is written in Arabic. Both of these language choices would be somewhat expected in the Manchester community as we see high numbers of Chinese and Arabic speakers in Manchester (Census Data, 2011). The use of the Persian-Arabic script in the leaflet is a smart choice as it can be read by a wider Asian readership, e.g. readers of Urdu, Persian, etc.

**Figure 13: Information collect from staff questionnaires**

**(1)- Grosvenor Manchester**

| Question   | Answers given by staff members |
|--|--------------------------------|
| Languages spoken in the casino by customers (in order of frequency spoken) | English, Chinese               |
| Languages spoken by staff other than English                               | Polish, German, French         |

As can be seen in Figure 5 in the appendix, staff members within the casino are required to speak English. This is because in order for the team to work cohesively, it was felt that everyone should speak in English. Nevertheless, as seen in Figure 13, the team is made up of various different nationalities with colleagues speaking languages such as Chinese, Polish, Romanian, French and German. A female Chinese employee is also said to help if a translation need arises (Grosvenor Casino staff member, personal communication, 29<sup>th</sup> April 2017). Additionally, the casino has a translation hotline at £45 an hour, which is made available to the customers if a translation need arises.

The lack of signs is surprising, however the Manager expressed that basic gestural signs throughout the casino industry is important as they are universal (personal communication, 29<sup>th</sup> April 2017). Therefore, it is easy to communicate notions such as 'stop' or 'ok', and be widely understood by various speakers of different languages.

### Manchester235

As can be seen in Figure 3, observations show that at Manchester235 a total of 42 multilingual or monolingual non-English signs were noted. Of the 42 signs observed, 50% were in simplified Chinese characters whilst the remaining 50% featured Persian-Arabic script. According to our observations, there seemed to be three main areas of information communicated via the permanent multilingual signage. These were:

- 1.) Information regarding the laws surrounding gambling in the UK
- 2.) The rules of various games in the casino
- 3.) Information regarding money exchange

In addition to multilingual signage, the casino provided leaflets in simplified Chinese characters (see Figure 9 in the appendix). The leaflets provided information about the various services available at the casino in addition to providing information on how to deal with gambling addictions.

During an interview with the marketing Manager of Manchester235 (Figure 6), he noted that as well as the multilingual signage and leaflets, the casino also had over 200 staff members with the combined ability to speak over 10 different languages. According to the manager, the diversity of languages spoken by staff members in the casino is an asset to the company as it ensures almost every customer that visits the casino is able to converse with a member of staff in their mother tongue. Furthermore, all translations of special promotions, games and services happen in house with the assistance of Chinese employees. The casino also translates all information on their website into simplified Chinese characters. Lastly, according to the marketing Manager, the casino almost solely markets their products and services using only Chinese and English (personal communication, 28<sup>th</sup> April 2017).

**Figure 14: Information collected from staff questionnaires (1)- Manchester235**

| Question   | Answers given by staff members  |
|--|---|
| Languages spoken in the casino by customers (in order of frequency spoken) | English, Chinese, Urdu, Arabic, Russian, Polish, Romanian, Norwegian, Swedish, Other European languages |
| Languages spoken by staff other than English                               | Hungarian, German, Polish, Russian  |

During interviews with staff members from Manchester235 (personal communication 28<sup>th</sup> April) a series of questions were posed to staff regarding the languages present within the casino. As can be seen in Figure 14, English, Chinese and Arabic were the main modes of communication amongst visitors. Staff however, had the ability to speak a wealth of other languages listed in Figure 14.

Manchester Genting Club

Despite being unable to obtain interviews with either the general Manager or the marketing Manager at Manchester Genting Club, access to the casino was granted to carry out our primary observations.

As can be seen in Figure 4, a total of 12 multilingual or monolingual non-English signs were observed. 100% of these observed multilingual signs were in simplified Chinese characters. No multilingual signage using the Roman and Persian-Arabic script were observed. According to our observations, the multilingual or monolingual non-English signage was used, primarily, to communicate information about the games available at the casino as well as outlining the rules of these games to customers. Multilingual signage in this casino also outlined reward schemes and promotions for the casino users. The multilingual or monolingual non-English signage was strategically placed in regularly visited areas such as around the bar area, the restaurant and the playing tables.

In addition to strategically placed multilingual signage, leaflets in simplified Chinese characters were also available. These leaflets communicated the finer details, such as:

- 1) How to play
- 2) Playing Safe (Help and advice on gambling responsibly)

See Figure 12 in the appendix.

Finally, machine games had the option to be played in English, Chinese or Dutch.

## 2.2 Purpose of using more than one language when marketing products and services

### Grosvenor Manchester

The primary purpose of multilingual marketing, from the perspective of the General Manager (personal communication, 29<sup>th</sup> April 2017) (Figure 5), is to appeal to the customer base that has already been established within the casino. However, as previously mentioned in section 2.1, the customer base of the Grosvenor casino is pre-established due to being located in Chinatown, where the potential surrounding customers are predominantly Chinese. Therefore, for this casino, it is not beneficial to use multilingual signage to attract other language groups.

Nevertheless, the multilingual signage that is directed towards the pre-established customer base has the purpose of ensuring that there is understanding amongst all customers of the rules and regulations within the casino, as well as accessibility to the new promotions (personal communication, 29<sup>th</sup> April 2017).

**Figure 15: Information collected from staff questionnaires (2)- Grosvenor Manchester**

|  | Answers given by staff members   |
|--|--|
| Purpose of using multilingual signage around the casino                  | <ul style="list-style-type: none"> <li>- To ensure the customers have an understanding of the rules and regulations</li> <li>- So the customers know what is going on</li> </ul>   |
| Does using multilingual signage help to attract certain language groups? | <ul style="list-style-type: none"> <li>- No. We target the multilingual signage to our customer base. The signage doesn't attract the audience; it is put in place after the audience has been established.</li> <li>- The signs are based on the customers. We only need signs in Chinese as our audience is mainly Chinese.</li> </ul> |

The staff member's perspectives on the purpose of multilingual signage were almost identical to those of the General Manager, as they briefly explained their general purpose is "so the customers know what is going on" (Grosvenor Casino, staff, personal communication 29<sup>th</sup> April 2017) (Figure 15). This could imply the basic multilingual signage within the Grosvenor casino is

to ensure everyone within the casino abides by the rules and regulations, as otherwise the casino would be at fault.

As seen in Figure 15, the staff members also suggest how multilingual signage is not implemented to attract a range of certain language groups, but instead it is tailored to the needs of the pre-established audience who are Chinese. Therefore, Grosvenor casino's utilisation of more than one language when marketing products and services is with the intention to meet the needs of their current customers, who they rely on for continuous business.

### Manchester235

According to the marketing manager (personal communication, 28<sup>th</sup> April 2017) (Figure 6), although the marketing team at the casino is aware of the linguistic diversity of Manchester as a city, they take into account their own customer base when deciding which languages to market their products and services in. As stated by the marketing manager, 90% of the casino's customers are of Chinese nationality. Taking this into account, any games, services and promotions that may be of interest to this group are translated into simplified Chinese characters.

In the opinion of the marketing manager, the primary purpose of the multilingual signage present within the casino is to ensure all customers feel equally welcome at the casino despite the language they speak. (personal communication, 28<sup>th</sup> April 2017) Moreover, marketing in Chinese ensures products and services are made accessible by their prime customer base thus resulting in increased revenue. The manager also remarked that there is an understanding within the company that securing Chinese customers has great economic advantages for the company. In early 2017, the marketing manager attended a training course on the importance of the Chinese language. This course aimed at making businesses in Manchester 'China ready'.



**Figure 16: Information collected from staff questionnaires (2)- Manchester 235**

|  | Answers given by staff members   |
|--|--|
| Purpose of using multilingual signage around the casino              | <ul style="list-style-type: none"> <li>- Helps rules/laws/services to be understood by customers who do not speak English</li> <li>- Reduces chances of croupier getting distracted whilst trying to explain rules</li> <li>- Ensures customers feel welcome, helps the casino to stay ahead of the competition and retain high levels of profits</li> <li>- Security reasons</li> </ul> |
| Using multilingual signage helps to attract certain language groups? | <ul style="list-style-type: none"> <li>- No. Customer base well established. Helps those customers to feel more welcome</li> <li>- Chinese and Arabic used predominantly as these groups find English less accessible</li> </ul>   |

During interviews with staff members from Manchester235 (personal communication 28<sup>th</sup> April), similar results regarding the purpose of marketing in more than one language were found. As can be seen in Figure 16, staff members noted that the customer base of the casino was already very well established; therefore, multilingual language provisions aim to communicate the rules, laws and services of the casino to the established non-English speaking customer base. Using more than one language in marketing products and services also ensures these language groups feel ‘welcome’ at the casino, helping Manchester235 to stay ahead of the competition and thus generate high levels of profits.

### **3. Discussion**

#### **3.1 Language provisions present:**

Firstly, in all casinos under investigation, the primary modes of language used in marketing were English, simplified Chinese characters and languages written in Persian-Arabic script. Taking into account the multilingual landscape of Manchester these findings are not surprising. According to Manchester City Council (2016) Chinese visitors held the second highest market

value of £10,217,069 in 2015 spending an average of £628 during their visit. Additionally, according to census data (2011), 7037 individuals in the Greater Manchester area listed Arabic as their first language.

All casinos under investigation had a multitude of multilingual language provisions present, including signage, leaflets and multilingual staff members. Signage was the primary language provision in 2/3 of the casinos. The purpose of this multilingual signage at both Manchester235 and Manchester Genting Club was to communicate information regarding laws, rules of the games in addition to special reward schemes and promotions. In all casinos, the majority of signage was composed of both simplified Chinese characters and English. Some signage was made up of Arabic script and Roman script. Grosvenor casino rarely used multilingual signage throughout the casino as it was said that the older Chinese customers cannot read or write and therefore signage targeted towards them would be somewhat redundant (personal communication, 29<sup>th</sup> April 2017). The mixed code signage found in the casinos supports findings of Kelly Holmes (2005:206) who notes that in multilingual marketing, a dominant and secondary code of language are frequently used. In addition to multilingual signage, monolingual signage in the Roman alphabet, Persian-Arabic script and simplified Chinese characters was also observed at all three casinos. From interviews with managers, we ascertained that multilingual signage is created and translated by the casinos on an individual basis and therefore takes into account their customer base and the individual marketing needs of the casino at a given time. This supports research by Gaiser & Matras (2016) who note that bottom-up signage in marketing is often decided by the individual business based on their customer base.

In addition to signage, leaflets were also available at all three of the casinos. Leaflets communicated the services available in the casinos, information on how to deal with gambling addictions, in addition to information on how to play the various games at the casino. From our observations, it can be seen at Grosvenor Manchester, leaflets were the primary form of multilingual language provision. This language provision is essential in ensuring customers are aware of the rules and regulations regarding game play at the casinos.

Lastly, although not essential to their job role at the Casino, management at both Grosvenor Manchester and Manchester235, both confirmed that a high percentage of staff members had the ability to speak a language other than English. At Grosvenor Manchester, the language skills of Chinese staff members are utilized for translation purposes whilst at Manchester235, the Manager noted that staff members speaking a language other than English is an 'asset' to the company (personal communication, 28<sup>th</sup> April 2017). Our findings agree with previous research by Land (2000) who ascertained that many businesses believed that language specific skills added to their competitiveness. Additionally, the diversity of language within the staff community of casinos in Greater Manchester is an apt reflection of the multilingual nature of Manchester's society.

### **3.2 Purpose of using more than one language in marketing**

As both Grosvenor Casino and Manchester235 already have a well-established customer base, their multilingual marketing is primarily aimed at retaining current customers and making them aware of various rules, laws, and promotions to ensure the best experience when visiting the casino. Although no interview data was collected from Manchester Genting Club, from our primary observations and leaflets collected we can infer that, alike to the other two casinos, marketing is aimed at the existing customer base to create awareness of the various rules, laws and promotions.

From our data, it seems all casinos are aware of the economic advantages that come about as a result of using multilingualism within marketing; with retaining a Chinese customer base holding particular economic value. These findings agree with research by Edwards (2008) who notes that the economic advantages can come about as a result of using multilingualism in marketing.

Another main aim of using various languages throughout the casino is to ensure that all customers are aware of the legal rules surrounding gambling. In Grosvenor casino, leaflets are available in both simplified Chinese and Arabic. This ensures all customers have access to information that clearly outlines the legal consequences that may arise through misconduct of gambling. If such information was not on display, or made accessible to the Chinese and Arabic community that visit Grosvenor casino, then the casino would legally be at fault. Additionally, it ensures that the customers themselves fully understand what it means to place a bet and what they are liable to pay should that bet be unsuccessful. In Manchester235, this was similarly found. However, they also provided information on how to deal with gambling addictions. As the customer base of Manchester235 is also predominantly Chinese, it is essential that helplines and information surrounding gambling, other than the rules themselves, are made available in Chinese. Furthermore, Genting Club Manchester also provided leaflets in Chinese that both outlined the legal rules of gambling, and information about how to 'play safe'.

According to Piller (2000), it has been observed that the increasing use of multilingual features are implemented to market a product or service as unique or high quality. From our observations, this is not the case for Manchester's casino industry. Instead, the casinos choose to use a multilingual approach based on the language needs of their customer base. It was not the multilingual signs that first attracted the customers, but instead the customers who inspired the need for a multilingual marketing strategy.

In conclusion, this report has added to the existing body of research on multilingualism within the city of Manchester, UK. Effectively investigating both the language provisions present within Manchester's casino industry in addition to the role of using more than one language when marketing their products and services. Further research in this field could take a comparative approach, comparing multilingual language provisions at casinos in core and periphery areas of Greater Manchester.

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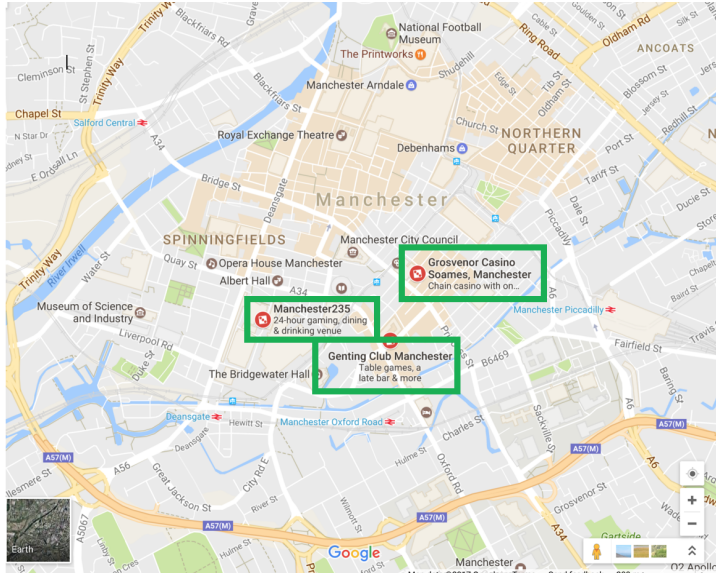
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## 5 Appendix

**Figure 1: Map of Manchester City Centre with casinos under investigation identified (source: Google Maps, 2016)**



**Figure 2: Observations by group members upon visiting the casino- Grosvenor Manchester**

| <u>Observations</u>   | <u>Results</u>   |
|---|--|
| Total number of multilingual signs/ notices   | 1 in Chinese   |
| Number of signage in Chinese & English  | 0  |
| Number of signage in Arabic & English   | 0  |
| Total number of monolingual signs/ notices  | 14 in English  |
| Nature of multilingual signage: marketing services, extra events, loyalty schemes, rules?                     | All of the signs in the casino are in English, all bar one which is in Chinese to signal the lift. They have leaflets in Mandarin Chinese and Urdu to outline the legal information behind gambling- which they are required to do by law. |
| Any other information about the casino available in a language other than English? If yes, what is available? | Yes- leaflets in Urdu and Chinese.   |
| Customer observations – number of customers; nationality of customers   | N.A- it is not in the Casino's nature to ask for ethnicity of customers when you sign up for a membership. However, upon visiting all customers in the casino were Chinese. This is probably due to the Casino being in Chinatown.         |

**Figure 3: Observations by group members upon visiting the casino- Manchester235**

| <u>Observations</u>   | <u>Results</u>   |
|---|--|
| Total number of multilingual signs/ notices   | 42   |
| Number of signage in Chinese & English  | 21   |
| Number of signage in Arabic & English   | 21   |
| Total number of monolingual signs/ notices  | 12   |
| Nature of multilingual signage: marketing services, extra events, loyalty schemes, rules?                     | Law, rules of the games, money exchange  |
| Any other information about the casino available in a language other than English? If yes, what is available? | Yes, leaflets about services provided and how to deal with gambling addictions   |
| Customer observations – number of customers; nationality of customers   | N.A – The manager didn't want group members to talk to customers to ascertain their nationality. The casino was very quiet as group members visited during the day for safety reasons. |



**Figure 4: Observations by group members upon visiting the casino- Manchester Genting Club**

| <u>Observations</u>   | <u>Results</u>   |
|---|--|
| Total number of multilingual signs  | 12   |
| Number of signage in Chinese & English  | 12   |
| Number of signage in Arabic & Chinese   | 0  |
| Total number of monolingual signs   | 10   |
| Nature of multilingual signage: marketing services, extra events, loyalty schemes, rules?                     | Rules, information regarding games.  |
| Any other information about the casino available in a language other than English? If yes, what is available? | Yes. Leaflets available in Chinese focusing on safe game play and rules of the games. Games on machines had the option to be played in English, Chinese and Dutch. |
| Customer observations – number of customers; nationality of customers   | Predominantly Chinese  |

**Figure 5: Structured questioning matrix for interviews with Management- Grosvenor Casino**

| <u>Question</u>   | <u>Results</u>   |
|---|--|
| <p>1. What multilingual language provisions are currently in place in the casino?</p>                               | <p>The casino has very little language provisions throughout the casino as their customer base falls into two categories; young and old. The older Chinese speakers, it was said, cannot read or write so there is little need for signage around the Casino. The important information regarding the casinos rules in presented through leaflets for legal reasons.</p>               |
| <p>2. Do languages you choose to market in reflect your customer base? Why?</p>                                     | <p>Yes, being in Chinatown most of customers are Chinese. Marketing materials focus on Chinese. Any games/ services/ promotions which may be of interest to the Chinese customer base are translated into Chinese. These promotions are either put out on social media sites or through word of mouth (usually takes two weeks for the Chinese promotion to go through the casino)</p> |
| <p>3. Do you take into account the variety of languages spoken in Manchester when marketing your services? Why?</p> | <p>No- we focus on the casino itself.</p>  |
| <p>4. Are staff required to speak a language other than English?</p>  | <p>It is a team rule that everyone speaks English in the Casino when on shift. However, staff members come from all over the world and speak a variety of different languages. There is a female Chinese staff member who can sometimes can translate.</p>   |
| <p>5. 5.) From your perspective, what is the purpose of using multilingual signage around the casino?</p>           | <p>To appeal to their customer base. Ensure all customers understand the rules and regulations surrounding game play at the casino. Ensure that customers are aware of</p>   |

|   |  |
|---|--|
|   | the various promotions running at the casino.  |
| 6. 6.) Do you think using multilingual signage helps to specifically attract certain language groups? | No. The customer base is already established (lots of Chinese customers due to being in Chinatown). Therefore using Chinese in publications helps for the already established customer base to understand the rules and regulations. |

**Figure 6: Structured questioning matrix for interviews with Management- Manchester 235**

| <u>Question</u>   | <u>Results</u>   |
|---|--|
| <p>1. What multilingual language provisions are currently in place in the casino?</p>                               | <p>Casino has 200 staff, with 10 languages spoken within the team (European languages in addition to Chinese)<br/>Signage- English and Chinese (big Chinese customer base), website (Chinese), physical copies with Chinese language on. The casino doesn't really market in any other language except from Chinese.</p>             |
| <p>2. Do languages you choose to market in reflect your customer base? Why?</p>                                     | <p>Chinese signage – 90% of business is Chinese. Marketing materials focus on Chinese. Any games/ services/ promotions which may be of interest to their Chinese customer base are translated into Chinese.<br/><br/>All translations of special promotions, games, services happen in house with the help of Chinese employees.</p> |
| <p>3. Do you take into account the variety of languages spoken in Manchester when marketing your services? Why?</p> | <p>Yes- Look at the customer base to help decide which languages to market their products/ services in.<br/><br/>Employ staff from all over the world to ensure they can provide a first class service for speakers of most languages. Ensures customer satisfaction.</p>  |
| <p>4. Are staff required to speak a language other than English?</p>  | <p>Staff are not required to speak a language other than English. For certain positions for example 'VIP Host position' (where it is known the customer speaks a language other than English), it may be stipulated in the job description that the candidate must speak a</p>   |

|  |  |
|--|--|
|  | <p>language other than English. Lucky as the staff that they attract are from all round the world, therefore lots of languages are spoken within the casino.</p>   |
| <p>5. From your perspective, what is the purpose of using multilingual signage around the casino?</p>    | <p>To appeal to their customer base. Ensure all customers feel equally welcome at the casino despite the language they speak. Using multilingual signage helps to provide exceptional customer service. Marketing in Chinese improves revenue</p>            |
| <p>6. Do you think using multilingual signage helps to specifically attract certain language groups?</p> | <p>Yes. Marketing manager attended a training course on the importance of Chinese. Aimed to make businesses in Manchester 'China ready'. Understanding within the company that securing Chinese customers has great economic advantages for the company.</p> |

**Figure 7.1: Grosvenor Manchester Staff Questionnaire 1**

| <u>Question</u>  | <u>Results</u>  |
|--|---|
| 1. During your shifts, which languages have you noticed being spoken in the casino?              | Chinese- most of our customer base is Chinese.  |
| 2. Do you speak a language other than English?   | No- it's not required for me to speak another language other than English.  |
| 3. From your perspective, what is the purpose of using multilingual signage around the casino?   | To ensure the customers understanding.  |
| 4. Do you think using multilingual signage help to specifically attract certain language groups? | No- we target the multilingual signage to our customer base. The signage doesn't attract the audience, the signage is put in place after the audience has been established. |

**Figure 7.2: Grosvenor Manchester Staff Questionnaire 2**

| <u>Question</u>  | <u>Results</u>   |
|--|--|
| 1. During your shifts, which languages have you noticed being spoken in the casino?              | Mainly Chinese.  |
| 2. Do you speak a language other than English?   | Yes, Polish. Some of my colleagues speak Romanian, French and German   |
| 3. From your perspective, what is the purpose of using multilingual signage around the casino?   | So that customers know what is going on.   |
| 4. Do you think using multilingual signage help to specifically attract certain language groups? | The signs are based on the customer base- that's why the only signs we see in the casino are in Chinese as our audience is mainly Chinese. Therefore we market to that audience. |

**Figure 8.1 Manchester235 Staff Questionnaire 1**

| <u>Question</u>  | <u>Results</u>  |
|--|---|
| 1. During your shifts, which languages have you noticed being spoken in the casino?              | 1.)English<br>2.)Chinese<br>3.)Other Asian languages  |
| 2. Do you speak a language other than English?   | Portuguese, Spanish, Romanian, French   |
| 3. From your perspective, what is the purpose of using multilingual signage around the casino?   | Staff cannot speak all languages so it helps the rules be more easily understood by those who cannot speak English. |
| 4. Do you think using multilingual signage help to specifically attract certain language groups? | No, the casino already has their customer base. May make those language groups feel more welcome                    |

**Figure 8.2 Manchester235 Staff Questionnaire 2**

| <u>Question</u>  | <u>Results</u>   |
|--|--|
| 1. During your shifts, which languages have you noticed being spoken in the casino?              | 1. English<br>2. Chinese<br>3. Urdu/ Arabic<br>4. Other European Languages   |
| 2. Do you speak a language other than English?   | Hungarian, German  |
| 3. From your perspective, what is the purpose of using multilingual signage around the casino?   | Ensures that customers who are unable to speak English can understand the rules and access the services they require. Security reasons. Helps customers to feel more welcome |
| 4. Do you think using multilingual signage help to specifically attract certain language groups? | No, the casino already has their customer base. Mostly for security reasons.   |



**Figure 8.3 Manchester235 Staff Questionnaire 3**

| <u>Question</u>  | <u>Results</u>  |
|--|---|
| 1. During your shifts, which languages have you noticed being spoken in the casino?              | <ol style="list-style-type: none"> <li>1. English</li> <li>2. Chinese</li> <li>3. Urdu/ Arabic</li> <li>4. Persian</li> </ol> |
| 2. Do you speak a language other than English?   | No. Staff are not allowed to speak any other language apart from English when working at the tables.                          |
| 3. From your perspective, what is the purpose of using multilingual signage around the casino?   | Ensures that customers who are unable to speak English can understand the rules and access the services they require          |
| 4. Do you think using multilingual signage help to specifically attract certain language groups? | No, the casino already has their customer base.   |

**Figure 8.4 Manchester235 Staff Questionnaire 4**

| Question  | Results  |
|---|--|
| <p>1. During your shifts, which languages have you noticed being spoken in the casino?</p>              | <ol style="list-style-type: none"> <li>1. English</li> <li>2. Chinese (Mandarin &amp; Cantonese)</li> <li>3. Urdu/ Arabic</li> <li>4. Russian</li> <li>5. Polish</li> <li>6. Romanian</li> <li>7. Norwegian</li> <li>8. Swedish</li> <li>9. Other European Languages</li> </ol>  |
| <p>2. Do you speak a language other than English?</p>   | <p>No. Staff are not allowed to speak any other language apart from English when working at the tables.</p>  |
| <p>3. From your perspective, what is the purpose of using multilingual signage around the casino?</p>   | <p>Makes rules/laws easily understandable. Reduces chances of misunderstanding occurring. Reduces the chances of the croupier getting distracted whilst trying to explain the rules. If they did get distracted this could lead to cheating.</p>   |
| <p>4. Do you think using multilingual signage help to specifically attract certain language groups?</p> | <p>No, the casino already has their customer base. Larger language groups (Chinese &amp; Arabic) are represented. Younger Europeans often speak English but Arabic and Chinese speaking customers often do not speak English. Therefore to ensure the legalities of gambling are understood, using Chinese/Arabic is essential</p> |

Figure 8.5 Manchester235 Staff Questionnaire 5

| Question   | Results  |
|--|--|
| 1. During your shifts, which languages have you noticed being spoken in the casino?              | 1. English<br>2. Chinese<br>3. Urdu/Arabic<br>4. Other European Languages  |
| 2. Do you speak a language other than English?   | Polish, German, Russian  |
| 3. From your perspective, what is the purpose of using multilingual signage around the casino?   | Ensures that customers who are unable to speak English can understand the rules/laws and access the services they require. Security reasons.   |
| 4. Do you think using multilingual signage help to specifically attract certain language groups? | No, the casino already has their customer base. Mostly for security reasons. May help to welcome certain groups, helping this casino to stay ahead of the competition and retain high levels of profits. |

Figure 9: Use of Simplified Chinese on leaflets from Manchester235



Figure 10: Use of Simplified Chinese on leaflets from Grosvenor Casino



Figure 11: Use of Arabic script on leaflets from Grosvenor Casino



Figure 12: Use of Simplified Chinese on leaflets from Genting Club Manchester

