

City Street Data Profile on Ethnicity, Economy and Migration

Narborough Road, Leicester

By Suzanne Hall, Julia King and Robin Finlay
December 2015



This data emerges from an ESRC funded project on
Super-diverse Streets:
Economies and spaces of urban migration in UK cities
(ES/L009560/1)

This project is hosted by LSE Cities in the Department of Sociology at the
London School of Economics and Political Science.

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Preface

Phase 1, 'Super-diverse streets' data profiles, 2015

The 'Super-diverse streets' project is an ESRC-funded research exploration of the intersections between city streets, ethnic diversity and economic adaptations in the context of accelerated migration (ref: ES/L009560/1). The research is based on a comparative analysis across UK cities and aims to explore how urban retail economies and spaces are shaped by and shape migrant practices. The first phase of this project incorporates a qualitative survey conducted in 2015, and focuses on four 'super-diverse' high streets: Rookery Road (Birmingham); Stapleton Road (Bristol); Narborough Road (Leicester); and Cheetham Hill (Manchester). Each street was selected for its location in an ethnically diverse as well as comparatively deprived urban locale. Furthermore, Birmingham, Bristol, Leicester and Manchester are amongst the UK cities that have the highest percentage of 'country of birth' citizens from outside of the UK, after London. From this grounded perspective we trace emerging capacities as well as old and new inequalities. We also record the diversification of bodies, spaces and micro-economic networks in a world that is increasingly mobile and bordered. In total, the face-to-face surveys across four streets incorporate 910 units, 596 units include retail, service and civic activities of which 480 are retail units and 68 units were vacant. 351 proprietors were surveyed. The data incorporated in this report includes the core of our survey in both tabular and graphic form. The purpose is to provide an overview briefing of the survey data itself. Analytic perspectives of how and why migrant proprietors arrive on these specific streets, and how and why their shops both flourish and fail, are developed in further papers. Our aim in disseminating the comparative data sets for each of the four streets, is to provide detailed data to inform debates and policy around:

- the future of 'British' high streets;
- ethnic minority and/or migrant enterprise; and
- the role of historic and contemporary migrations in shaping cities and streets across the UK.

The Phase 1 survey of these four streets was conducted by Suzanne Hall, Robin Finlay and Julia King.

- To cite this report, or to use an image from it: Hall, Suzanne, King, Julia and Robin Finlay (2015) City Street Data Profile on Ethnicity, Economy and Migration: Rookery Road, Birmingham, an ESRC report, November 2015.

- To download companion reports, click on: [Rookery Road](#) (Birmingham); [Stapleton Road](#) (Bristol); and [Cheetham Hill](#) (Manchester).

For further information on the Super-diverse Streets project please go to:

<https://lsecities.net/objects/research-projects/super-diverse-streets>

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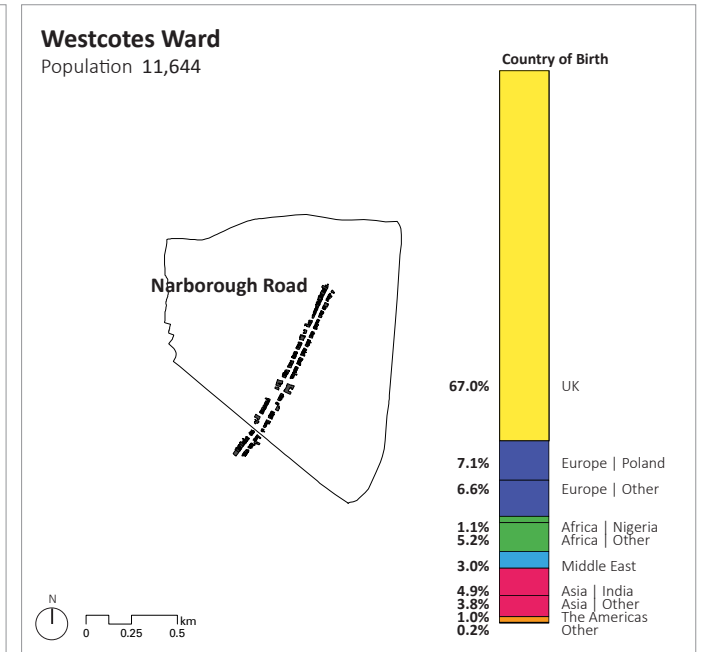
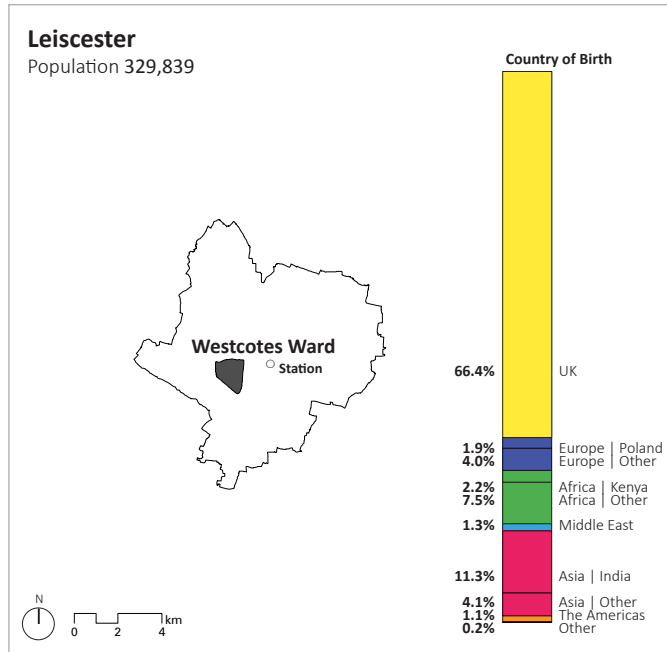
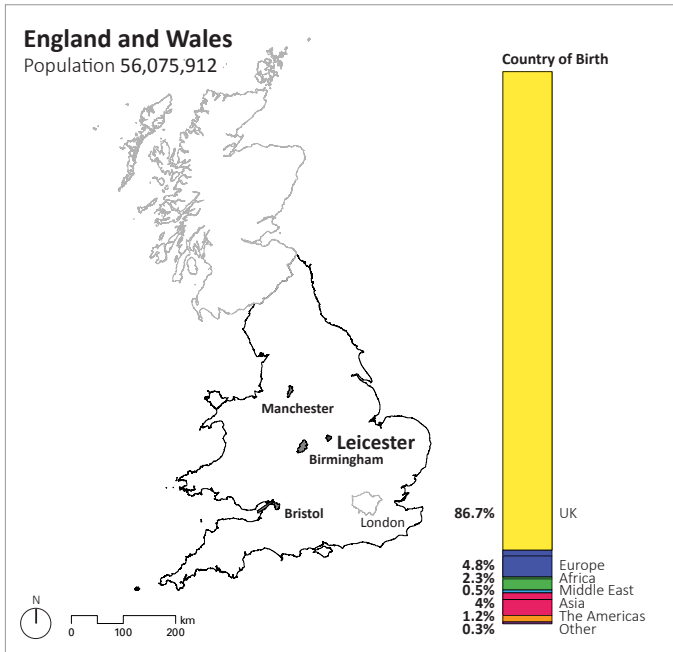
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Introduction

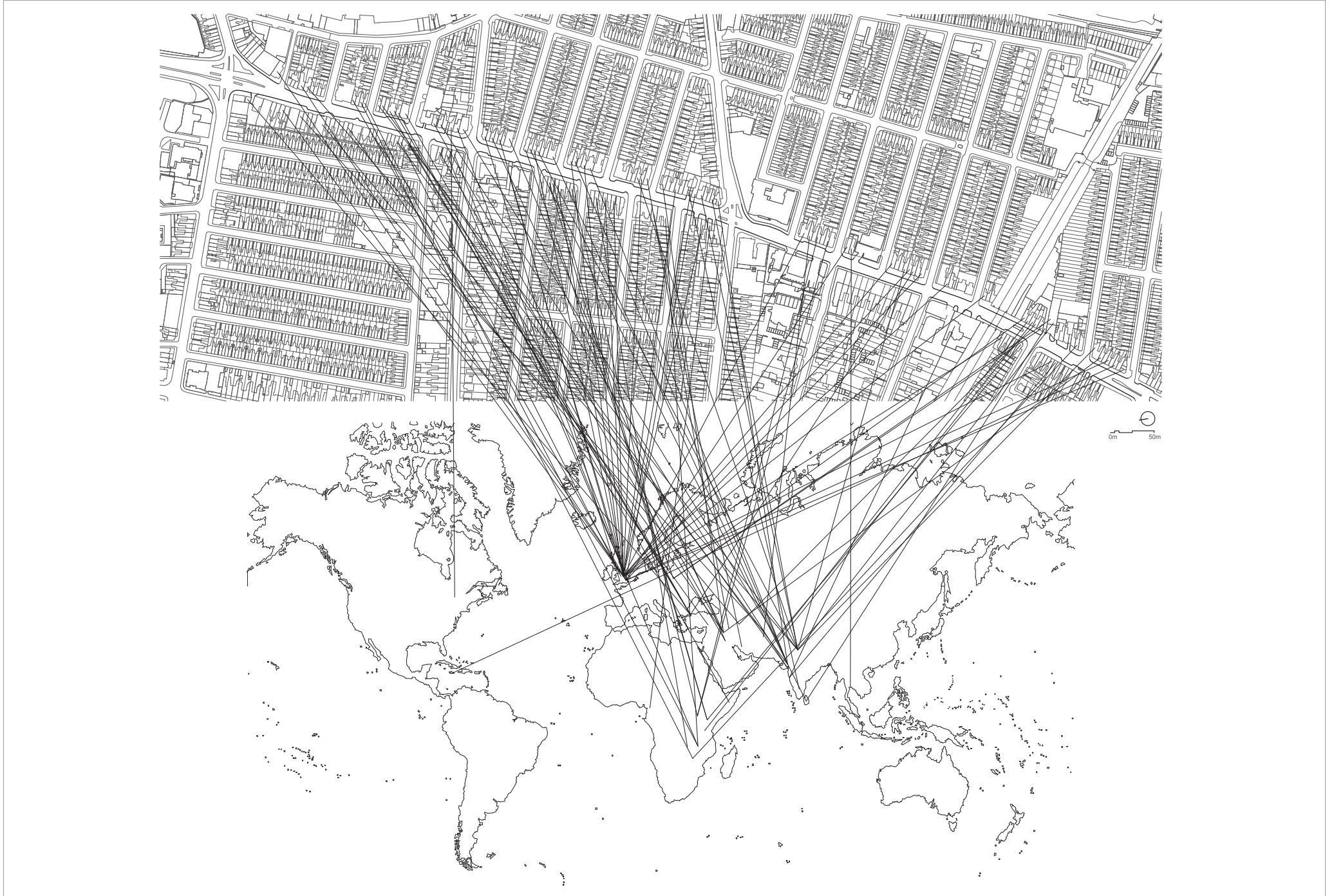
Narborough Road is located to the south-west of Leicester city centre, and falls primarily within the Westcotes Ward. Drawing on the latest national Census data from 2011, 33.6% of those living in Leicester were born outside of the UK, closely correlating with the 33% of those living in the Westcotes Ward. Narborough Road is within areas that are ranked as amongst the 10% and 20% most deprived in England, according to the Index of Multiple Deprivation, 2015. Key points to highlight with respect to our survey of proprietors along Narborough Road are:

- Of the 222 units along the street, 151 are retail units, 28 are service units and 6 are civic units.
- 9% of the non-residential units were vacant, and 43% of proprietors have been on the street for 5 years or less.
- 60% of 60 proprietors surveyed reported to have been in another area of employment before setting up shop.
- Food-related retail accounts for by far the most prominent activity on the street (44%).
- We recorded on average 4.4 jobs within respective non-residential units including retail, service and civic. Based on our average of jobs per unit, we estimate that there are approximately 814 jobs within the retail, service and civic units along the street.
- Using survey input from 56 proprietors, 54% of those employed are reportedly non-family members.
- There were 22 countries of birth represented among the 108 proprietors we surveyed. This was by far the most varied range of proprietors by country of birth across the four surveyed streets. The highest representation of countries of birth amongst the proprietors include: UK (32%); India (21%); and Turkey (7%).
- Long-established retailers on Narborough Road include proprietors from Uganda, Malawi and Kenya who fled in relation to the East African Asian refugee crisis. In the last 10 years, the origins of proprietors on Narborough Road include India, Turkey, Iraq and Kurdistan.
- 79% of proprietors speak more than one language, while 63% speak three languages or more.

City Locale



World to Street



Street Survey

Total units (excluding residential) - 204

Total surveyed - 108

Total vacant units - 19

Total retail - 151

Total services - 28

Total civic - 6

Countries of birth amongst proprietors – 22:

Afghanistan, Cameroon, Canada, India, Iran, Iraq, Jamaica, Kenya, Kurdistan, Lithuania, Malawi, Pakistan, Poland, Somalia, Sri Lanka, Tanzania, Thailand, Turkey, Uganda, UK, Zambia, Zimbabwe

Activities (excluding residential)		Employment Figures		Number of Languages Spoken		Duration (excluding residential)	
Food	44%	Independent Retail	68%	More than 1	79%	5 years or less	43%
Miscellaneous	19%	Surveyed number of Jobs	366				
Commercial Services (including health practitioners, accountants, solicitors)	15%	Family	46%*				
Beauty	9%	Non-Family	54%*	3 - 4	49%	6 - 19 years	33%
Civic (library, college, temple, community centre, church and hall X2)	3%	Average jobs per unit	4.4				
Clothing	5%	Estimated total number of Jobs	814	5 +	14%	20 + years	24%
Technology	5%						
Total	100%						

Tertiary education

Not full survey data

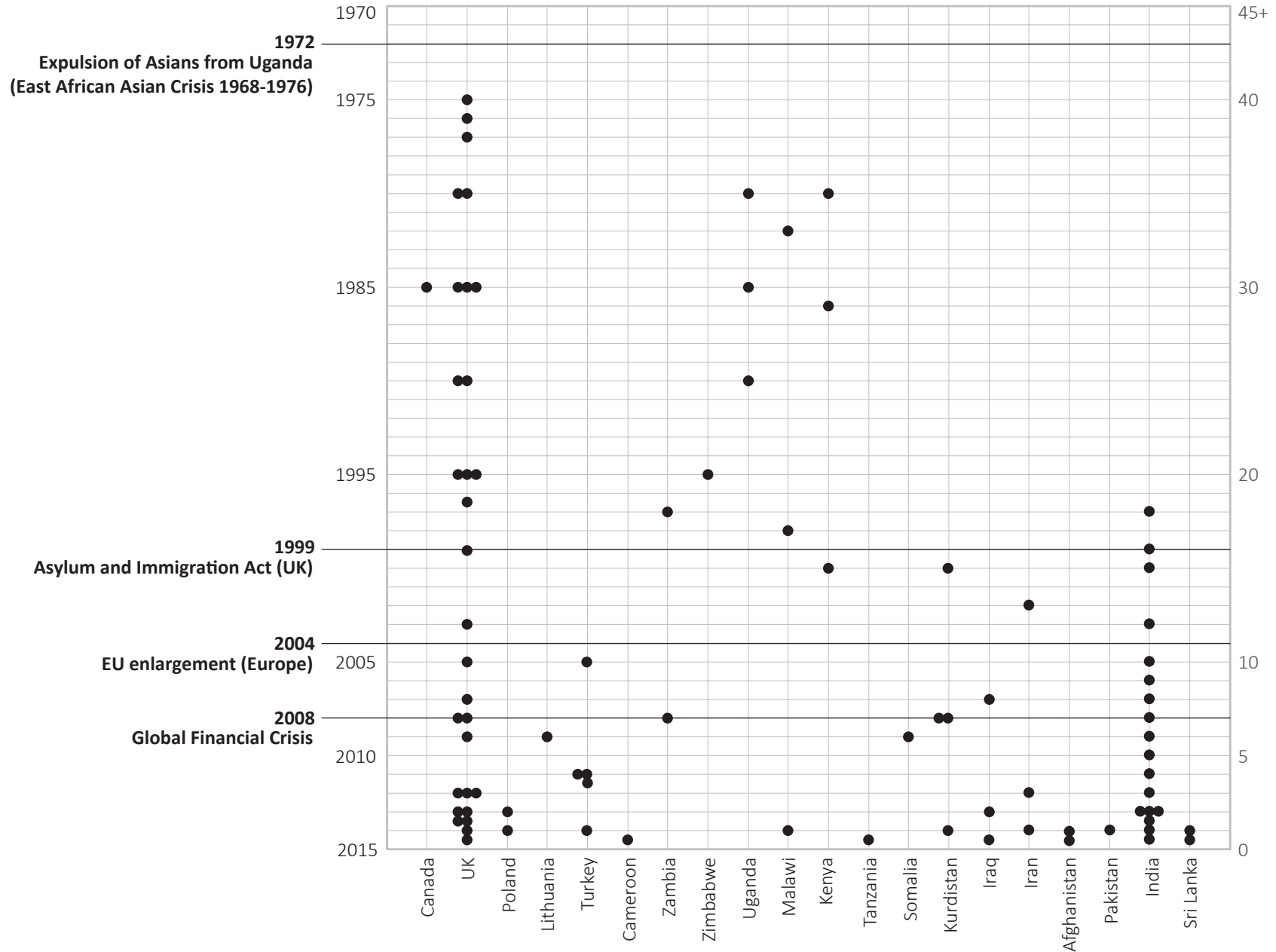
Experience of other occupation

60%: 60 proprietors surveyed responded to the question: 'What work did the proprietor do before trading in the shop?'

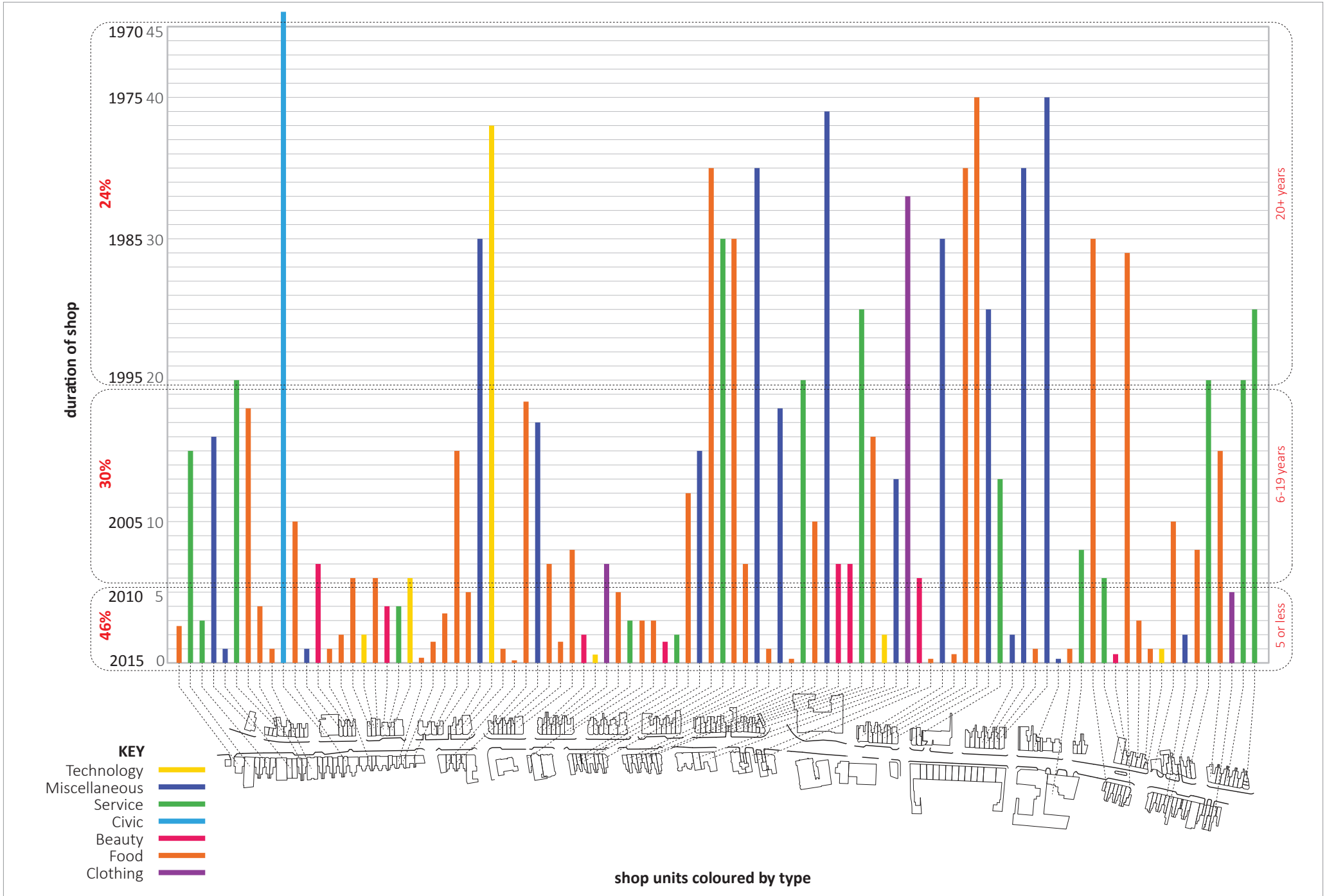
*56 proprietors surveyed responded to the question: 'How many employees are family or non-family members?'

For our purposes, a proprietor incorporates the owner of a business including retail and services. We have also included civic services in calculations for employment figures, number of languages spoken, and duration.

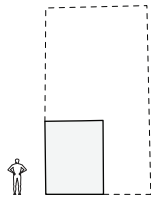
Histories of Arrival



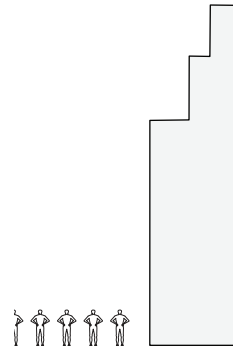
Diverse Uses



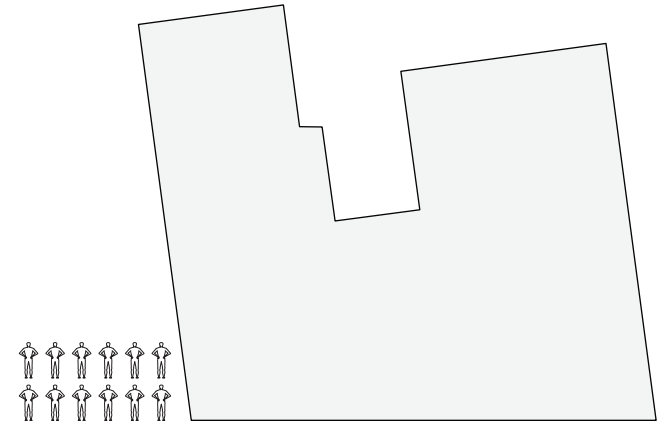
Unit Variation and Value



Smallest retail unit
sub-divided hair and nail salon
~ 10 sq m




Typical retail unit
average rent: £1000 / month *
~ 60 sq m



Largest retail unit
clothing store
~ 380 sq m

0m 4m 10m 20m

 number of employees (for 'typical unit' based on average from survey data)

* rental values drawn from fieldwork including interviews with estate agents and tenants

Streetscape



Narborough Road, Leicester (2015)

Street Layers



Street Layers

