

City Street Data Profile on Ethnicity, Economy and Migration

Cheetham Hill, Manchester

By Suzanne Hall, Julia King and Robin Finlay
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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 [Narborough Road](#) (Leicester).

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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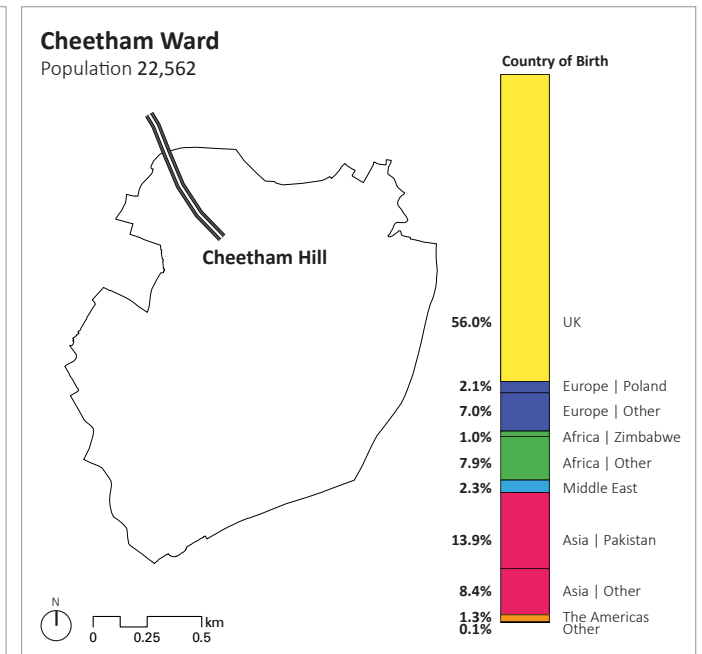
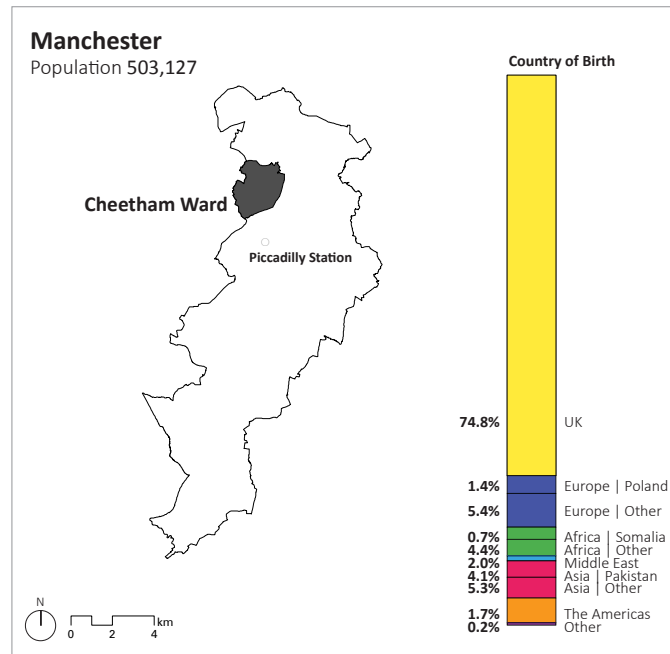
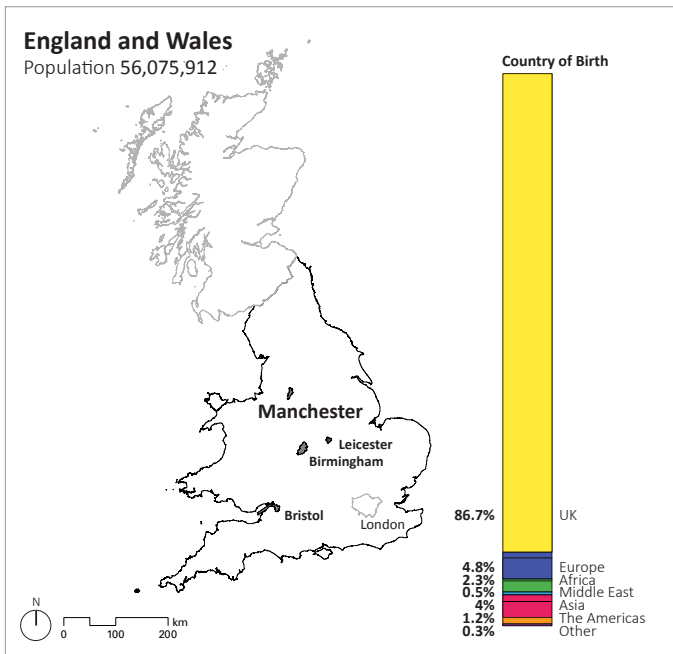
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Introduction

Cheetham Hill is located to the north-west of Manchester city centre, and falls primarily within the Cheetham Ward. Drawing on the latest national Census data from 2011, 25.2% of those living in Manchester were born outside of the UK, and this figure increases to 44% for those living in the Cheetham Ward. Cheetham Hill Road is within areas that are ranked 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 Cheetham Hill are:

- Of the 186 units along the street, 127 are retail units, 34 are service units and 3 are civic units.
- 8% of the non-residential units were vacant (the lowest vacancy rate across the four streets we surveyed), and 50% of proprietors have remained on the street for 5 years or less.
- 78% of 27 proprietors surveyed reported to have a tertiary education.
- While food-related retail accounts for the most prominent activity on the street (33%), there is a significant professionals 'services' sector (21%), including a notable concentration of solicitors' offices that specialise in immigration law and related services.
- We recorded on average 4.3 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 705 jobs within the retail, service and civic units along the street.
- Using survey input from 60 proprietors, 66% of those employed are reportedly non-family members.
- There were 12 countries of birth represented among the 79 proprietors we surveyed. The highest representation of countries of birth amongst the proprietors include: Pakistan (41%); UK (31%); and Iraq (7%).
- Long-established retailers on Cheetham Hill include proprietors from Pakistan. In the last 10 years, the origins of proprietors on Cheetham Hill include Pakistan, Iraq and Afghanistan.
- 93% of proprietors speak more than one language, while 69% speak three languages or more.

City Locale



World to Street



Street Survey

Total units (excluding residential) - 178

Total surveyed - 79

Total vacant units - 14

Total retail - 127

Total services - 34

Total civic - 3

Countries of birth amongst proprietors – 12:

Afghanistan, India, Iraq, Ivory Coast, Netherlands, Nigeria, Pakistan, Palestine, Poland, Thailand, UK, Zimbabwe

Activities (excluding residential)		Employment Figures		Number of Languages Spoken		Duration (excluding residential)	
Food	33%	Independent Retail	54%	More than 1	93%	5 years or less	50%
Miscellaneous	17%	Surveyed number of Jobs	289				
Commercial Services (including health practitioners, accountants, solicitors)	21%	Family	34%*				
Beauty	11%	Non-Family	66%*	3 - 4	58%	6 - 19 years	25%
Civic (church, community centre, housing association)	2%	Average jobs per unit	4.3	5 +	11%	20 + years	25%
Clothing	11%	Estimated total number of Jobs	705				
Technology	5%						
Total	100%						

Tertiary education

78%: 27 proprietors surveyed responded to the question: 'Does the proprietor have a qualification?'

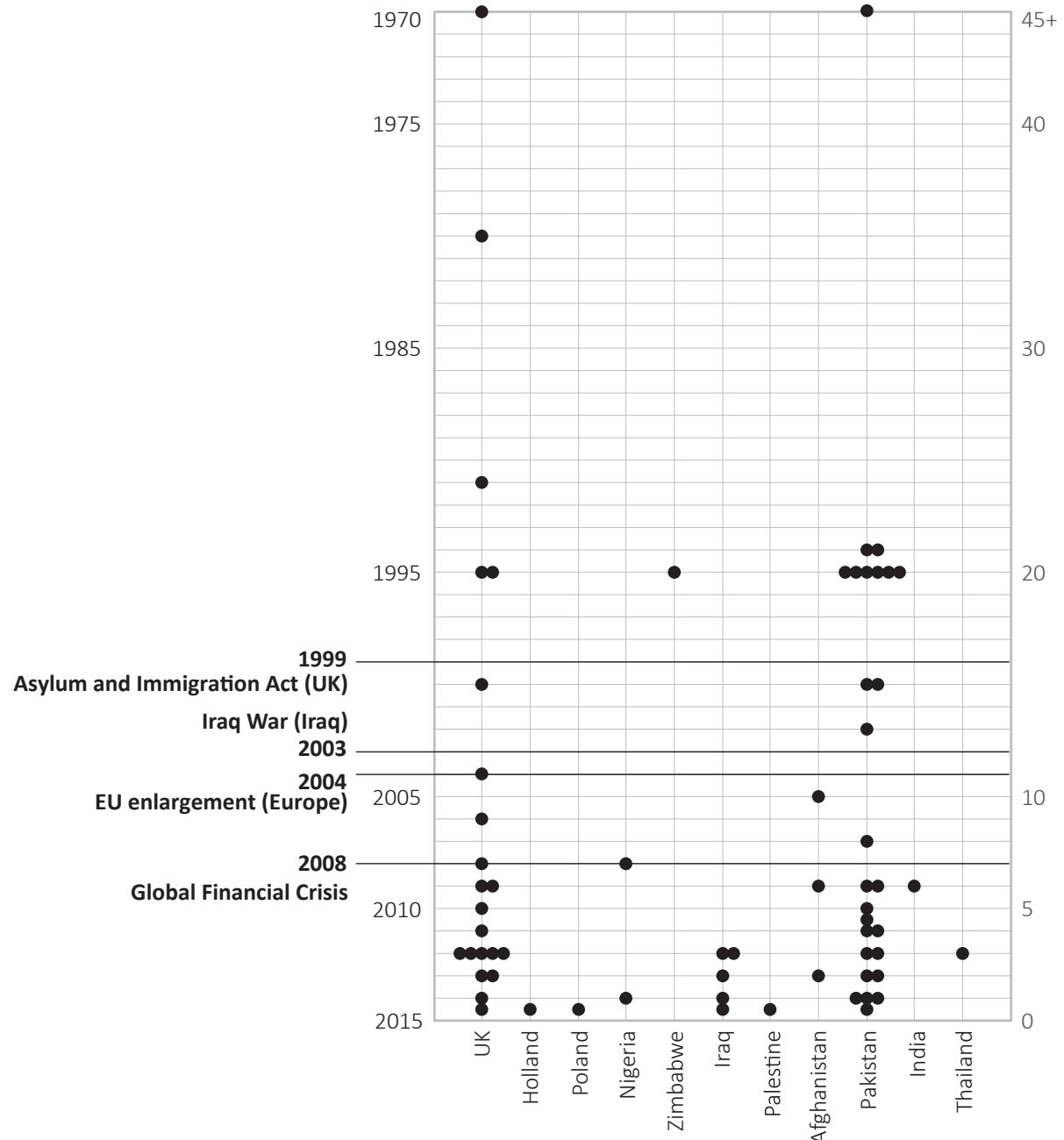
Experience of other occupation

72%: 46 proprietors surveyed responded to the question: 'What work did the proprietor do before trading in the shop?'

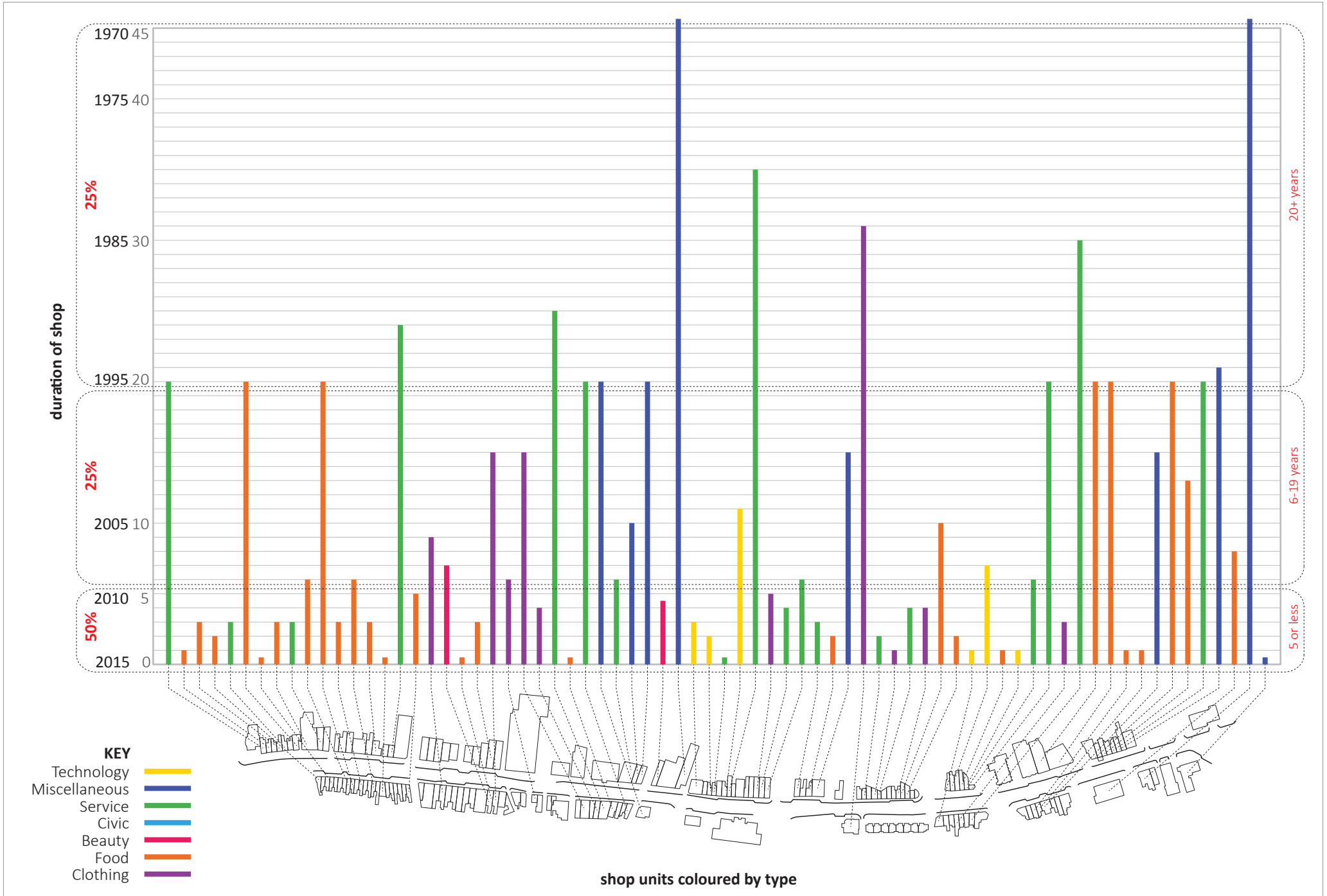
*60 proprietors surveyed responded to the question: 'How many employees are family or non-family members?'

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.

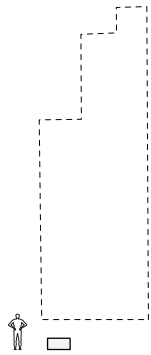
Histories of Arrival



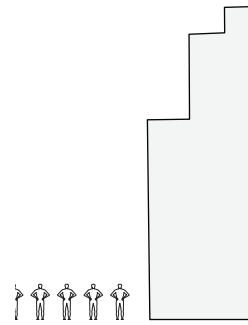
Diverse Uses



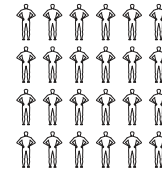
Unit Variation and Value



Smallest retail unit
lebara mobile phone kiosk
~ 0.6 sq m




Typical retail unit
average rent: £1000- £1300 / month *
~ 66 sq m



Largest retail unit
local independent supermarket
~ 1000 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



Cheetham Hill, Manchester (2015)