

Vinay - Only in Leicester

I discovered something, that was initially not on my radar, and that was that Leicester is actually an international Asian business centre. One day I was sitting in a jeweller's shop and I was interviewing the owner, because I was interviewing people from all the Asian-owned shops in Leicester for a project at that time. A man walked in from Canada with a lump of gold in his hand. He asks the jeweller to take the gold and turn it into jewellery for his daughter, and my eyes popped out! All the way from Canada to ask that! I spoke to the shop's owner, and he said this was not unusual.

He told me there were customers from all over England, but also from abroad. I began to ask on my other interviews where their customers were actually from. Many obviously had a local range of customers, but quite a number of shops on Melton Road and Narborough Road had a national and international customer base. There were grocery shops on Narborough Road for example where 80% of the trade was from customers from London, because prices here were cheaper. This is in fact still a pattern today.