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**“How can Polish citizens benefit from the service
provided by an independent provider?”**

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Abstract

This research intends to try to ascertain whether Polish citizens living in the UK and more specifically in the Llanelli area require business services for support and help with problems or translation assistance, to deal with issues arising within ongoing assimilation into their new adoptive home country.

My motivation to choose this area to research, stemmed primarily from my firsthand experience of individuals who have required the necessity of these types of services, especially the within the Llanelli Polish community who cannot speak English language, who generally struggle and suffer feelings of insecurity. However in order to gauge the extent of the need for these services and the viability of a business to service these needs, further research would be required.

In order to assess the viability of this type of business service, it would be helpful for ‘Translation by Natasa’ a fledgling firm to undertake research to ascertain if this type of niche business, could have a market. One of the ways of assessing it’s viability will be to assess the impact upon potential clients, to see if and how their life could improve with using this service.

I have chosen Llanelli and the surrounding area to conduct the research, as the area has seen a large influx of Polish in recent years. I aim to firstly find out further information about why they have come to Britain and about the issues experienced in Poland. This can be done through using a qualitative research method. The method would have interviewees speak to the researcher in the familiarity of their home in their indigenous language. ‘Translating by Natasa’ deals with assisting with translation and everyday problem solving services. The quantitative research would be aimed at new and potential clients in the form of survey to see what their expectations are about the business.

The outcome of the research will be analysed and an assessment will be undertaken of where the firm could implement the results into practice. Also the results of the research could give new ideas for the business to expand or offer additional future services.

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CHAPTER 1

1.1 Introduction

In this dissertation, the researcher aims to assess how the service (such as translating, helping them overcome the language barrier with official phone calls and advice with quasi legal problems), provided to Polish citizens in Carmarthenshire and perhaps even the South Wales area, the benefit of the services will be measured by the impact on their lives. The researcher considered possible difficulties, including the potential cost of the service and the availability of the service for example opening times and the potential impact of extending the working hours to post 7p.m along with availability at weekends.

From the personal experience of the researcher, it is difficult to arrive and assimilate in a new country, especially where the language or dialect has regional variations, for Polish citizens this is especially problematic. It is not only the language they might need help with, but also guidance regarding and signposting to make everyday arrangements for example, making an appointment with bank, setting up accounts, applying for a national insurance number, registering with a doctor's surgery, registering for school places for their children or even entering into a tenancy agreement for their accommodation. The company could help and guide Polish citizens regarding all these queries, in addition to any other they might have. One advantage this bespoke business is likely to have, would be the likelihood to build not only, professional but also personal relationships with the clients. From their perspective they would experience a hassle free service in their native language, this would enable them to reduce the stress or panic that they may not meet deadlines. Furthermore they would have the reassurance and confidence and to know that there is the company with a reliable individual who that can understand their needs.

'Translating by Natasa', is a small private organisation and was established in January 2016 to help foreign citizens in Britain. The primary and the most important aim of the company is to provide services to the client, with which the client will be satisfied. The objectives can vary on daily basis, as clients have different issues to be resolved.

In order to commence this research, the researcher would look at the online journals regarding new Polish immigrants and what prevents them from attaining comprehensive English language skills. They appeared to seek out a labour market where they were likely get by with a rudimentary knowledge of the English language. Szaniawski (2013) explains that “They are flexible and they move with the demand of the labour market. It is willingness to go where the work is, that helps them to ingratiate themselves.”

News articles are also used to review and to ascertain the background and the usual trades of the foreign workers, furthermore the articles were used to try to identify where and when these Polish immigrants may relocate to Wales. “Since May 2004 more than 16,000 migrants from Eastern Europe have registered to work in Wales (1% of the employment market) with over half the applications in four local authority areas (Carmarthenshire, Cardiff, Newport and Wrexham)” (Crawley, 2013)

The stakeholders for the project would be made of two groups of people, initially the individuals who that are already clients of the business and secondly other individuals who could be potential customers. It would be beneficial to do an online survey with about 25 participants, who could be amenable to become potential customers. The prerequisite for participants would be that they had heard of the firm, but had yet to use the services, a total of between 10 to 12 questions could be directed at them. These could be posted on social network within the Polish community or left in the Polish center in Llanelli to be completed.

A further set of more specific questions could be compiled by the researcher, who could invite seven participants to complete, the questions will be compiled in the Polish language so potential customers can understand them. Researcher would then translate the replies and analyze the various views using Xcel, along with compiling empirical evidence in the form of graphs to consider the findings.

The second step would involve interviews of existing clients, where the researcher can consider less measurable issues, such as the client's to depth of feelings about the company with between four to six further questions. This questions session should take no more than 45 minutes.

However, should the interviewee require additional time, the interviewer would have the discretion to continue until interviewee has finish speaking, this will ensure as far as possible that important information is not missed. The interviews will take place in the interviewees' home, the methodology behind this is to ensure they would feel as comfortable as possible and to ensure they would be relaxed in their environment. The researcher is already providing service in the client`s homes and clients often prefer this, as it is more private. Both qualitative and quantitative survey will take place in Polish language and then it would be translated to English language for further examination.

This research should assist to develop an understanding of whether a company could survive in a small town such as Llanelli. The research should provide and insight to assess sustainability by using the frameworks of both external and internal environment. In terms of the SWOT analysis, it is anticipated that it can underline the opportunities for the business and impact for Polish community in the Carmarthenshire by doing the survey. This research could also give the researcher some answers as to what services clients and potential clients would welcome or are satisfied with, including the needs that are crucial perhaps for the individual and which the company has not yet identified. The researcher would like to form a successful niche business, a byproduct of the success would be the satisfaction that help has been provided to Polish citizens with their daily lives and burdens.

As stated in the article Polityka by Cecylia (2010), because of the technology been so forward, it gave Poles easy access in telecommunication, Polish TV cable, shops around the area and having their family and friends nearby they did not come in the contact with British as it could be said they live in their own community. This can prove difficult to adapt to new language and if any problem arise they could find themselves in the awkward position due to not been able to get involved with the society overall not just Polish community and might seek somebody to help them. The first support centre for Polish citizens opened in Llanelli from 25th September 2006 however it has closed down in February 2017 because of the lack of the funding from Welsh Assembly Government (Gov.uk, 2017). It has served community of Polish citizens since then and offer the following; “advice on employment, health care and other issues and aims to help

Poles to integrate and prevent them being exploited” (BBC, 2006). Some 1500 Poles were living in the Llanelli in 2006 as stated in BBC (2006) however according to ONS (2014) over 853000 Poles live in the UK, it showed that there are more Polish citizens than earlier and maybe Carmarthenshire area would gain from having the services and consultancy in their own language provided by company called Translating by Natasa. At the moment, the service provides and includes close relationship with clients in friendly environment where adviser is almost a family member. The clients come to the office with challenging queries sometimes but with certain objectives they are accomplished.

CHAPTER 2

2.1 Literature review

What is culture?

Moustafa H. suggests that culture is “a call for individuals to agree upon some common values that bind them in harmony” Bureau of Educational and Cultural Affairs (2011). Due to the nature of this research, the researcher will endeavor to investigate and seek to establish issues or differences foreign people comparatively to the indigenous workforce, have when working in the UK. Hofstede (2011) identifies that culture is ‘a collective programming of the mind that distinguishes one group or category of people from another’. This could be interpreted as Polish citizens working in a different country, while still valuing their social and cultural norms. Culture is essentially developed within an individual, along with environmental factors contributing to development, culture is ever changing, dynamic and learned through inheritance from family and upbringing. People who grow up in the same environment share the common attitude and behave similarly. William (2018)

Culture and Norms

Marshall (2013) described four elements of culture from a sociological point of view, he suggests norms of behavior could be different for individual countries, and furthermore could be further divided between formal and informal. The formal norms, are the laws of the country which needs to be obeyed and informal is something that is generally understood. An example of this is cited by Azimo (2016) who suggests that ‘Poles do not understand why British people do not take their shoes off when they come into the house’, whereas Poles behave in a ‘folkway’ in that it is their norm to take the shoes off as they enter a house, but it is not the same as for their British counterparts. Language also replicates this informality of gestures, also visual images can contemplate negative or positive outcomes. The linguistic society in America explained that around 6800 languages are spoken in the modern world as stated in 1howmany (2011). However it identifies that two cultures may express and accept the one word entirely differently,

for example in the UK the word ‘fag’ is the slang term for a cigarette, however the word ‘fag’ in America is a derogatory term to identify homosexual men. As noted in Azimo (2016), British people say "I am sorry", to express sympathy or merely if they bump into another individual to express a perfunctory apology, however in the Polish culture the word ‘sorry’ would be used in the formal norm, such as in court where they formally express remorse. This leads to the third element, the sanctions which are positive (rewards) or negative (fines, prison) and are of external control. Cohen (2016) mentioned that ‘positive sanctions can be tangible or intangible like hugs or smiles and also divided into formal and informal’. The formal example of this may be a situation where there would be recognition by an employer about a positive outcome an employee has achieved. It can be argued that Polish workers value this recognition in the foreign country better than perhaps the indigenous workers. This leads to the last element, sociology. Sociology can be good or bad, every individual has different values which vary in the culture, mainly it is about something that people care and can be long-term or short-term. Adkins (2011) explained that if ‘leaders have empathy in the organisation where they work then employees work hard, as they are happy and contented in their work environment. If the leader can see how important the work is, they can distill these positive values to the workforce, the leader can be viewed as the foundation and good foundations and values is imbued in the workforce. The values change during the life cycle because of the different experiences that people go through. (Javidan, 2011). It can be said that this is how the culture comes together. Due to working conditions, Poles may experience difficulties to find the time to learn English, or indeed to have a time to sort out their affairs. Therefore they could find significant convenience by utilizing the services of ‘Translating by Natasa’ to assist with their problems.

Family values

Loop (2015) indicates five cultural dimensions of Hofstede: Power/Distance, Individualism vs Collectivism, Masculinity vs Femininity, uncertainty avoidance and long-term vs short-term orientation. Factually, different countries operate differently. When comparing Poland with the UK Itim International (2016), Poland scored a very high mark of 93 for uncertainty avoidance. This means that Poles welcome rules and prefer to know what is happening, as they do not like uncertainty. For example, before they make the decision to come and live in a different country,

generally they will research the country, contact people they know who already reside there. Often friends or family members residing in the UK are contacted to ascertain who can help them in the beginning with accommodation and other psychological need this is referenced in Maslow, hierarchy of needs (Hammond & Kremer, 2013).

Nimkoff (1965) describes a small family unit as a father, mother and children and describe this the nuclear family as found in Gelles (1995:87). According to CBOS (2010) and its declaration, 'family is the highest value in the Polish society'. Migration watch UK (2012) suggests that if a single person from Poland comes to the UK, their annual earning is in the UK around £13,200. However comparatively, if a family of four comes to the UK and if only one member is working the families income from benefits in form of tax credits, housing and council tax benefit would be provided for the family unit, will give family around £28,200 annually to live on, as identified by HRMC (2017). This economic differentiation leads most immigrants to conclude that moving to the UK as a family unit is not only beneficial from the perspective of achieving strong social values, but also economically. The countries where the economy is highly developed generally spent most of their money on welfare, however this may vary in different countries as explained in Hamilton & Webster (2009:163). In Poland their estimated unemployment benefits are around 1400 zł per calendar month, which is not even equivalent to £300.00, benefits are even lower than Romanian or Bulgarian as stated in VOXEurop (2009). This evidence can lead one to the conclusion that retaining the family together is not only preferable socially, by retaining strong family and social values and support, but also economically when living in the UK. Rainy (2013) mentions that the Polish language has become the most common non-native language in the UK. The Polish community around the UK have their own shops selling Polish products, mass services in Catholic churches are frequently conducted in Polish and many not for profitable organisations where Poles can seek help have been established. The first Polish center called Welsh-Polish Mutual Association opened in Llanelli back in 2006, over ten years ago. The center opened in response to the demand in the area, as around 1500 Polish people were living in this area, according to BBC News (2006). In 2011 there was 2000 Polish citizens living in Llanelli which made up 5% of the population of the town, as described by Morgan (2014). The Poles can get help from the Welsh-Polish Mutual Association, it is a not for profit organisation and gets funding from the Welsh Assembly government and supported by Credit Union in Llanelli as found in BBC News (2006). Our Lady Queen of Peace Catholic church in Llanelli

offers mass services in the Polish language twice a month on the first and third Sunday of the months at 17:30p.m. as mentioned on the church newsletter OLQP (2017).

Poland is a hierarchical society, as found in Hofstede (2017) comparison and its high power/distance of 68 explains that the whole society knows its place and they do not question it, but merely get on with it. Countries studies (2017) explains that communists ruled the country for forty five years, during which time they have built a monocentric society, they controlled and influenced social and political framework in Poland. It can be said that communism left its mark on some people, especially ones that came over to the UK, who were aged in their 50s on arrival. Coleman (2016) explains that in the UK some workplaces are now adapting to the demands of the workforce, by adopting new breakout zones and gaming areas, because this can motivate an employee to be loyal and productive. This might be something new for Polish employees, as when working in Poland they knew their place. However in the UK they are treated like everyone else regardless of their position in the organization. They may feel more than happy and motivated and their performance could be outstanding. The general conclusion is however, when their families come over from abroad, many foreign citizens are not aware about the help from the government for their children and this can lead them to seek 'Translating by Natasa. to help them with queries.

Polish citizens in the UK

As stated in BBC Teach (2016) there are around 634,000 Poles living in the UK and around 17 million Poles have emigrated worldwide. In 2016 the total population of Poland was over 38.5 million, this can be also described as a ratio of 3:2. Bogdan et al (2015). McKinsey's report explains the economy and living standards in Poland are improving and could reach a EU-15 average by 2025, this would be at the similar level not only with Cyprus or Portugal, but with Spain and even Italy. Miriamka (2014) states that people in Poland earn less and it is hard to find employment, also the cost of living is expensive, leaving people in Poland with no disposable income. However in the UK, even earning a minimum wage, Poles can manage financially and live comfortably, as living expenses are at more affordable prices.

As read in Liang (2007:91), Blok explains that the new Europe where there is free movement of people is the "most catastrophic consequence as new migrants and crime is rising, any criminal can live within the EU". Rosas & Antola (1995:160) states that there is a free movement in European communities and economic activity for further social and political integration. As stated in Garner et al (2016:72), in the past 30 years when the Soviet Union was divided, it led to Eastern European countries having competitive elections and it has given demographic perspectives to these countries. Immigration has had a perceived increase in the crime rate. The crime that happened to the Polish citizen in Llanelli back in 2015 was described by the judge as barbaric, two men were sentenced for life, one of whom was a Polish citizen, as stated in the BBC News (2016). In 2005 there was the one rape in Carmarthenshire, perpetrated by a Polish ex-offender, but it can be said that crime such as this is rare (Kreft, 2009:15). One recently reported crime surrounded a Polish immigrant who had allegedly assaulted a shop assistant. He was arrested and charged with an offence, he appeared in the Magistrate court, where he reacted by inflicting a serious injury on himself by cutting his throat. (BBC, 2017) A crime is an act of wrongdoing and can be dangerous, but perhaps because Poles are mainly Catholics, their beliefs, it is argued may prevent them from committing a crime. Crime rates amongst Poles is relatively low and there are only a few in comparison to other nationalities and races. For example 'black people' are 6.6 times more likely to commit murder than 'white people' as indicated by Palmer (2015). 'Translating by Natasa' can support clients with some difficult situations such as being charged with or being the victim of a crime. The firm would be able to collaborate closely with solicitors, police, DWP and HMRC.

Political Analysis of Brexit

The political issues of Brexit could worry the Poles because there may be restricted movement in the UK for foreign people after the UK leaves EU (Cordon, 2017). As stated in Calame (2016), the challenges for the 21st century is technology and climate change, not just for Europe but globally. The EU was formed and evolved with limited input from the people of Europe. The political landscape of the UK and of its people appeared to rebel in the recent EU referendum and voted narrowly in favour of Brexit.

Essentially there are three generations who voted - the Baby boomers, Generation X and Millennials. Jenkinson (2016) indicates that people in their forties and younger voted for Brexit. The population of foreign born in Wales has risen to 13% between 2001 to 2011 (BBC, 2014) a significant proportion of which are Poles. The towns of Wrexham, Swansea and Newport have seen significant increases of migrants in the last decade as stated in BBC Wales (2014). This large Polish community in Wales may experience some difficulties with translating or understanding information or worrying about Brexit.

Since the referendum in June 2016, there have been many rumours regarding the possible ramifications for EU citizens in the UK, when Brexit occurs in 2019 (BBC News, 2016). Mullin & Webb (2017) explains that there are around 3.3 millions of EU citizens living in the Britain, however around 84% of those 3.3 million may not be affected but it is still not certain until the Brexit takes place. It also mentions in the article by Mullin and Webb (2017) that Visegrad four (Czechia, Hungary, Poland and Slovakia) will be equal among the British before any deal is agreed. Fenton (2017) expressed fear that Prime Minister Theresa May may use Brexit against migrants, to limit or cut off access to UK benefits like tax credits for the new migrants. Research by University College London pointed out that EU migrants pay much more taxes, around £2bn annually than they actually claim in state benefits. At the moment, everybody who passes the "habitual residence test" is entitled to claim the same amount as any indigenous citizen of the host country (BBC News, 2014). At present, Poles have received government reassurances that they should not worry about their future if they work, live and have children in the UK, i.e. those who live as family, however as there is little resolution over Brexit by 2019 it could all change. However for Poles who have lived in the host country over five years or five years when Brexit occurs is classes as being a Britain resident (Fenton, 2017).

When searching for information within the UK about British citizenship, visas, benefits, education, transport etc there is a very useful government website, [website-gov.uk](http://www.gov.uk), however it is only available in English, however a translation service could easily translate this into Polish, for Poles google (2017), translation service (Gov.UK, 2017). 'Translating by Natasa' can translate paperwork for clients to obtain UK residency or UK citizenship, can give a variety of advice.

Technological analysis

“I’m convinced that technology is advancing faster than the abilities of the people trying to use it.” (Barlow, 2013). When taking into consideration one macro-environmental factors, technology and its changes can be advantage for foreign people. Google has its own translation service, where a page is in a foreign language, it will automatically translate in the readers own language, this can be achieved just by clicking the top right corner. (Google, 2017) The client can access the websites, however if they need to contact certain individuals or organisations by phone or by email, this would be problematic. They could approach the company in Llanelli, who could offer the service of communicating orally with organisations on behalf of the immigrant and provide support for enquiries they may have. The researcher is aware that Wolfestone, which is located in Swansea, offers services online which are mainly for bigger firms, but will also accommodate clients with smaller tasks for example, to obtain a certified copy of marriage certificate, in theory accessing Wolfestone online should not be difficult. There are also guidelines to give an idea to customers how much this type of service may cost (Wolfestone, 2017). The other advantage of online technology is the marketing, because it helps the fledgling business to grow and drive competitors away. The main advantages of this type of marketing is:

- that it saves money
- consumers will recognise the brand
- immediate ability to connect with your target market
- increase credibility by consistency
- educate its current clients
- attract new opportunities- online with website
- create the new streams of network and expand the network
- create industry knowledge and rich wider audience perhaps in different countries

(Bourn, 2014). ‘Translating by Natasa’ can help their clients with some technical issues or signpost the client in the right direction, if the company cannot provide the required service. It is anticipated that as good relationships are likely to have been established for long standing clients

or recommended clients that cross referrals will be possible along with networking with other organisation.

The Economic Analysis

The economic analysis for UK labour market between November 2016 to January 2017 shows that number of working people has increased. Furthermore the number of unemployed people fell, along with unemployed people aged 16-64 (ONS, 2017). Morawiecki is more than certain that after Brexit, 1 in 4 Poles will return to their homeland, as the economy in Poland is booming and unemployment falling (Meyjes, 2016). Should this happen, who would fill in the empty places in the work place? As statistics indicate regarding the UK labour market, there are more people in employment than previous months. This may change if Poles or many other immigrants vacate the UK. Between 100,000- 200,000 Polish people alone are expected to return to their birth country since June 2016. This is not only an effect of Brexit, but also the employment choices offered to immigrants in their homeland, will provide new opportunities for people who lived in the UK.(Culliford & Krupa, 2017). 'Translating by Natasa' also can obtain and sort out the documents clients may require if they decide to go back to their homeland. The company might find it difficult to retain clients, if there is a mass exodus by immigrants returning to Poland. This could create a situation where there may not be any potential or new clients to sustain the viability of the company, if the most potential clients return to their birthplace. The company could be at risk of the closure.

The Social Factors

When considering the demographics of the company, the 4Ps of the marketing mix can help to identify the service the firm offers and how it will affect the business. It can be investigated by both research methods, in interviews and in surveys. Social factors change during the life cycle of the people, they can be affected by lifestyle that person experiences (Martin, 2014). This can change with emigration to a different country, also by the birth of a child, workplace promotion resulting from an improvement in English skills and sometimes the death of a family member.

Since April 2016, the most benefits have either changed or frozen and will remain that way for next four years. The CAP in benefits implemented in November 2016, is £20,000 in the UK and £23,000 in London (Gov.uk, 2017). This shows how the benefit system has changed, predominantly unfavorably for immigrants, however migrants will still get the same amount of the benefit as British citizens (BBC News, 2014).

For an individual who has difficulty communicating through the medium of the English language, who suffers an illness or requires to apply for pension, given their age, they may be unable to do so, without the help of the service provided by 'Translating by Natasa'. In the event of death, the family find it hard to deal with the loss of the love one let alone the finances, this is where the company can provide assistance with all the necessary arrangements and government applications for death certificates and benefits which may be available.

Summary

Little formal research appears to have been conducted regarding the Polish community and their potential need for the services provided by the company similar to those provided by 'Translating by Natasa'. The new culture may be affected by the external factors - social status, poverty, cultural differences, how a person (or group) is received by the resident society, language problems, social support, employment, finance and housing (Berry, 1992; Littlewood & Lipsedge, 1989). Furthermore, the internal factors, which are personality and the ability to adapt can be taken into account (Bhugra, 2004). Berry (1992) "conceptualises the adjustment experience as a process of acculturation, during which migrants adopt one of four possible 'strategies', integration, assimilation, separation or marginalisation"

The major issue experienced by Polish citizens is the language barrier. There is only one provider in Llanelli that provides ESOL (English for speakers of other languages), this class is provided by Carmarthenshire County Council (Carmarthenshire.Gov, 2017). Many Poles work in excess of 50 hours a week, these long working hours are driven by two factors, a strong work ethic and the desire to do well economically. Zylinski (2016) suggests that perhaps the Poles mission is to educate the British in how to perform their jobs properly. It is suggested that Polish builders can perform their job in half time with less pay than their British counterparts. Long

hours of work coupled with over time, does not leave Polish immigrants with much spare time to learn the language. These factors may drive them to seek the services provided by the company, it may be especially attractive as it has flexibility with consultation times, that suits the long hours worked by those wishing to access the service. A further soci-political issue that may drive Polish immigrants use the services of the company is the uncertainty surrounding Brexit (Fenton, 2017).

CHAPTER 3

3.1 Methodology

In this chapter the researcher will present and describe the methods that have been chosen for the research with conceptual frameworks based on a literature review. Methodology refers to how one attempts to seek out knowledge, along with the research undertaken to achieve this. It is a strategic approach that researcher uses, rather than techniques and data analysis (Wainright, 1997).

The main purpose of the study is to find out why foreign citizens would choose to use consultancy services in Llanelli. The researcher has used two methods in the research, data collected will address the objectives and the main purpose and aim. To evaluate the outcome of the research the following will be considered. Do challenges with communication skills which may prevent foreign citizens in Llanelli, accessing further job opportunities, such as a pay rise? Further consideration will be given to what links two different cultures, furthermore do Polish citizens welcome diversity. The objectives can demonstrate if 'Translating by Natasa' could be helpful in this research for immigrants.

Husserl interprets its philosophical method "phenomenology", which is the science of the pure "phenomena" (Eagleton, 1983). In this research, the phenomenon is described as the consultancy service available and needed for foreign citizens. In this instance the researcher is querying whether the Polish immigrants require the services offered by the small local company.

The literature in the research methods have two key terms namely, method and methodology. The method describes a tool that researchers chooses to measure the technique of data collection. They can be by interviews or questionnaires. However the methodology has philosophical meaning where the approach and paradigm that supports the research (Hughes, 2002).

3.2 Secondary Research

This data is in the form of the secondary research, was accessed mainly through news articles, previous researches conducted, journals and academic texts, on the culture, where the researcher tried to understand how other nationalities perceive the norms. Azimo (2016).

The secondary research showed the researcher a deeper understanding of the cultural differences between two countries. Furthermore it gave the researcher ideas of what primary research should it be studied and followed.

The researcher could identify that there has been no significant research or evidence gathering in this area. Therefore there was not a great deal of evidence for secondary research regarding services in the Llanelli area about foreign citizens. The latest input was in 2017 about the crime rates and trends in Pembrokeshire. BBC Wales (2017).

3.3 Primary research

The first step should be to identify which methodology the researcher may use and how this approach would meet the objectives of the research. Mayers (2013) describes that research design could be the practice used where the findings of analysis, interpreting and publishing are met.

3.3.1 Paradigm

Kuhn (1970) acknowledge paradigm as a cluster of beliefs which go along with the researcher, because it points out what should be studied and how the results of the study should be interpreted.

Burrell and Morgan (1979:112) seen Saunders, Lewis and Thornhill cited, there are about four paradigms in the social science research, but when the one paradigm is used others cannot be held. These four paradigms hold different research methods and different studies which are not the same as another, these are identified as:

1. Functionalist
2. Interpretive

3. Radical humanist
4. Radical structuralist

For this approach when choosing the one paradigm from the four, the functionalist should be as relevant as the climate survey, which would be made up of both approaches, qualitative and quantitative. Here, different questions are asked for different types of the clients, potential clients would be given ten questions which will be quantitative research. The qualitative approach, is generally deeper and more personal to the existing client.

Furthermore Saunders et al (2007) explains that there are two paradigms. The first, is done through quantitative research, where facts are accurately collected by the researcher. This is also called a positivist paradigm, it offers analysis and accurate data. The second paradigm is also called phenomenological research and since 2000 it has shown to be a method favoured with business management research (Malhotra & Peterson, 2001). This approach collects participants feelings and how people interpret or act in their culture, as oppose to empirical data. There are some disadvantages to interviewing participants in the form of the qualitative approach. Some participants could feel uncomfortable, because they are aware there is no anonymity, (which would be the position in a survey) as such their answers might not be completely representative of their view, as they may experience awkwardness in front of interviewer. However one advantage it has over a survey is that it can often show small gestures on participant faces, eye contact, smiles or subtle changes in voice which show certain emotions and mood to responses. This will not be measured in quantitative research. A further disadvantage that may be identified is that researcher find itself with a smaller sample of interviewees than originally planned, or insufficient responses from the survey, which could potentially affect this piece of research.

In this research Ethnography may be touched on, if cultural characteristics are highlighted and participants behaviour explain their attitudes to work or other citizens. For example the values that Poles have, norms that they use, practices they do, perhaps the main point one would be Roman Catholicism (OLQP, 2017), patterns of interaction and perspectives for future job (Groenewald, 2004). The primary data collected from anthropological research are from observations (somewhere between one month to one year) for disciplinary source for ethnography. The researcher has been keeping a journal for a period of around a month, in respect of four participants. The researcher lives and works in the community and sees

participants often on daily basis, as they also often use the services of the company, the journal keeping has been comprehensive.

"Sociology and anthropology are disciplines that, born out of concern to understand the `other`, are nevertheless also committed to an understanding of the self" (Denzin, 2003:56). The word `other` could describe the culture that Polish immigrants originate from. As the researcher is also from Eastern Europe, the culture is similar and because of this, the researcher could understand the answers that interviewees give in great detail, compared to the understanding of say perhaps an English researcher, as cultural norms are different (Marshall, 2013). Denzin (2013) explains that ethnography research is highly refined and diverse and more people using the technique than before and also the choices of lifestyle in the research is reflected in modern society.

The participants for the interview would fall between the age range of older than 18, but younger than 80 years. Interviewing this age range diversity would hope to provide a broad balance of opinion within the Polish community. The researcher will approach existing clients to conduct interviews for this research. The interviews should not exceed 45 minutes. The researcher would like to have participants from every age group, with different goals and lifestyles. The researcher will collect the data through seven participants. The interviewees would be given the choice to conduct the interview either through the medium of Polish or English. The qualitative research of seven interviewees could give a clear picture of the company 'Translating by Natasa' and its purpose.

The quantitative research examined by surveys will be accessible to everyone, as it is for potential clients to examine the services offered by the company and all interviews would be conducted confidentially and results anonymized. The interview would only consist of ten questions and would be available in two languages, Polish and English. Participants in the survey would have around five questions and would take only two to three minutes to answer, so it would not be onerous to the participant. The participant will be approached through social media online. The survey will assess new and potential clients of 'Translating by Natasa'. It can highlight issues in the company or other matters as the people who will take this survey will not know the organisation and its purpose.

3.3.2 The research process

The researcher will use both qualitative and quantitative for the primary data. For the qualitative research, the interview was chosen for the Polish clients who already use the services by the company. The survey was written with potential customers in Llanelli and surrounding areas in mind, with the intention of identifying the services needed in Llanelli.

3.3.2.1 The question design stage

The questions were carefully selected for five participants. These participants would be mature people with families and who have been in the Llanelli for some time. The researcher would like 'to get underneath their skin', and seek for them to explain and collaborate on positive or negative memories of living in Llanelli. Furthermore it would identify issues that the company may need to solve for them. If any participant struggles with the questions, assistance would be given, also more probing questions may be added if it appears necessary. As all participants would be Polish, to make them feel more comfortable, the interviewer translated the questions to Polish language and interview would be in their own language. The questions and survey were carried out from literature review findings.

3.3.2.2 Interview stage

"Interviewees are the main body of analysis (Bless & Higson-Smiths, 2000) with their "informed consent" (Bailey, 1996:11; Arksey & Knight, 1999; Street, 1998)"

(Groenewald, 2004:9)

There are two objectives to be investigated, the first is the language barrier in a new homeland and the second the cost of the services provided by the company. The interviews should have started by January 2017, but due to unforeseen circumstances of three interviewees pulling out, the researcher had to find replacements and the research was delayed.

The questions for the interview stage began with warm and open question to find out why and when the participants came to Llanelli.

The second question then followed: Tell me, why would you may need a help from ' Translating by Natasa'? The global response from all the participants was that their biggest problem was language. This question was discussed in great detail with sub-questions, to establish a clear understanding of the interviewees views and responses.

In the third question, interviewer asked: Why all participants have chosen this particular organisation for help? These answers needed probing with extra questions as responses were in the main short sentence replies. The researcher asked why this form is the best, what is different about it?

This led to the fourth question of how participants find the services provided by the firm?

The Fifth question was to explain the positive and negative experiences the participant had had with the firm. Encouragingly , participants hardly found negatives, if it was measured by ratio then it would have been 50:1.

The last question was if they would recommend the services to others and why? The consistent reply was one of praise for the company, this was often repeated. The researcher could see how genuine and grateful clients and participants were from their facial gestures, which made researcher emotional as well.

3.3.2.3 Online survey

This type of methodology was chosen for potential customers. The online idea was used because of the heavy use of social media. In 2013, one in four people in the world used social media (emarketer, 2013). The positive impact for the online survey was that it would be less time consuming, inexpensive, convenient with easy access to send it to social media where the system used for quantitative research is also analyzed for researcher. The big hope for this survey was that the researcher anticipated at least 25 questionnaires being returned. It was a disappointment when after a few weeks only 9 responses were collected. This has created an issue because if the researcher had used online and paper form questionnaire, they maybe even more responses than

25 collected. The other negative issue with an online survey, which can arise in the modern world of technology is when emails are sent to spam, this can result in delay to the research (Burns& Bush, 2006).

For this particular research, the online software system called surveymonkey.com was used because it offers free service for 100 surveys with less than ten questions. There are similar software systems which can be mentioned, such as Google Forms, freeonlinesurveys, smartsurvey or surveynuts (Google, 2017). Survey monkey was chosen because it had clear and easy to follow instructions for how to design, collect and analyze the survey. Before the survey went live, it has been sent to and filled in by client of the company. Following this, the researcher has reconsidered a few questions, moved them around and re-worded them. The survey was replaced at later date with two more interviews, participant F and participant G. Two more interviews helped the researcher to administer a more personal touch and find out why ‘Translating by Natasa’ is important for the local community.

3.3.3 Culture and ethics

This project is confidential and the researcher made sure the participants were informed of this before their interviews. In the survey, the top of the page contains information that the survey was confidential. Polish people take research very seriously and want to have everything explained in detail. Poles are generous people many of whom live by the saying: "A guest in the home, the God in the home" (Diversicare, 2006). The interviewer felt that sentiment in the interviews by the all participants, she was welcomed by the full table of goods with a drink, these touches meant that all attention is on the guest.

3.3.4 Limitations

One method from two has not been completely expressed because of the lack of respondents. The quantitative research was just conducted online and may have proven strange to the Polish community. Maybe Polish people prefer to have a personal touch and like to be interviewed. The survey and its limits can affect the research and perhaps it might have been better to have

had just a qualitative methodology with more interviewees. The Poles could indicate their feelings and trust towards the organisation. The Polish people like the personal touch as a part of their culture, they like to talk and be listened to, basically to be the center of attention, they also like to be praised (Bourne, 2014).

The interviews were more in depth, open ended and unquantifiable. As for this research, it was crucial to find out a more in-depth response, than a general one because it assist the researcher to establish if the organization provided beneficial help to Polish citizens. The services of 'Translating be Natasa' are very niche and therefor it is useful to find out from participants what needs should be met in a the small town such as Llanelli and surrounded areas. Because of the nature of their upbringing in the homeland, Poles are straight talkers and very sharp, almost impolite, as British would say. A general characteristic is that they seldom lie, they would tell the truth even if they risk hurting the feelings of the other person (Azimo, 2016). Therefore, the researcher could gather that the answers in the qualitative research would be fairly accurate, just simple and sincere answers, where the interviewer can change or add to something to its business. The interviews can be limited by the time as the most of the interviewees work, so this might prove difficult.

This research might give the interviewer answers to the questions of building a stronger niche business, where internal and external analysis can have impact effect on the business. The biggest external issue at the present is Brexit, it was consistently identified as worrying most Poles and other immigrants, they expressed feelings of insecurity and many suggested they will not remain the in the UK post Brexit (Borger, 2016). The internal marketing analysis focused on asking questions in the interview, giving positive and negative feedback from current clients of the business, competency of the service that is provided to them and also about the competition.

3.4 Conclusion

The researcher has chosen qualitative and quantitative research for the project. The qualitative research explores experiences, cultures and issues that Polish people might have and the quantitative method can examine relationship between the variable which could be characteristic

(Flipp, 2014) The quantitative research does have a hypothesis and is predictable about what might have happened in the study where qualitative research is the opposite.

The researcher used qualitative, open ended interview questions for five Polish clients and quantitative, easy to follow survey questions for potential clients for the online research. The all participants were over the age of 18, so no children were canvassed. The ethic form was signed by five interviewees and explained why they had been interviewed. For the survey, before potential clients started to fill in the questions, the small heading was put in place to inform everyone about the purpose of the survey and the research.

CHAPTER 4

4.1 Findings of the interviews

The researcher has managed to interview five participants in 2017 and continued to interview a further two more participants in 2018, due to failure of the online survey. It can be described as a meaningless survey as only nine respondents found the spare time to fill in the online survey, this small sample was insufficient to allow a valid analysis. The interviewees for the qualitative research will be known as Participant A, Participant B, Participant C, participant D, Participant E, Participant F and Participant G. The time of interviews varied from 25 minutes to 40 minutes. The women were more talkative and emotional than the men, so the interviewer had to stop and pause, during two interviews, due to participants being emotional. The interviewer gave the participants time to put themselves together. The interviews were conducted in Polish and the transcripts were translated from Polish to English (appendix). All participants were offered the choice of conducting the interview in English or Polish. The research has elaborated into three main themes and six sub themes, which will be analyzed and the main finding of the interviews will be discussed below.

Debts

The six out of seven participants described their main reason for moving to the UK because of being unable to earning enough money to cover their outgoings, which resulted in them being in a debt situation. Participant B explained that he has had a car company, was a businessman but because of the business rates in Poland, he fell into so much debt that he had to emigrate to the UK to pay it off. The thoughts that this particular participant had were suicidal, he felt he had no option other than to leave Poland. Participants C, E, F and G described that when working in Poland, there was never enough money for disposable income, even when the participant lived with their parents. *"How hard I have tried, I always ended up paying for the bills with nothing to*

left at the end of the month" (Participant E). Participant A, exclaimed in the sad voice, almost weeping, spoke about where she is from, there were so many people poor, that they have taken loans to come to the UK. *"It was horrible, firstly my husband went and then I went to help my son with children so my son can go to work"* (Participant A). The youngest of all of the participants, participant D made plain that there was not work about in Poland with a comparable salary to the UK. One very young couple with a three month old baby moved to Llanelli when aged just 19 years old. *"We had no debt but we knew if we stay in Poland, we would create debts as did not have our own home or secure jobs and I was expecting"* (Participant D)

In May 2004, the doors have opened for the Poles as they have become part of the European Union and therefor many families seek work in the Britain (Europa.eu, 2017) For most of the participants it was a new breath that they believed, they could become debt free and send money home to their families. As Participant C who is pensioner now continued, *"I came first and then my wife joint me six months after, however now there is less and less work opportunities through CSA Recruitment agency than 10 years ago"*. Now days what people earn can only cover expenses in the UK and *"I have had a few loans and credit cards so I am in more debt because there was a period that I was not working"* (Participant E)

CSA Recruitment agency in Llanelli has been created in 1992 however, Poles and other immigrants have been recruited since 2004, where they were mainly offered production work (CSA Recruitment, 2017). Participant B, C and E came to the UK in or around 2005, Participant A in 2008 and Participant D in 2014. Apart from Participant A and G, all participants have started to work through CSA Recruitment agency where they have described the similar experience. They have seen an advert in their local town and were promised lodge and help until they settle down for a small fee. However, participant A explained that in May 2004, "the small fee" in Poland was a large sum of money where her husband had taken a loan so he could come to the UK. The communication in work was in Polish language as 95% staff members in production factories were Poles. Participant B remembers that each week a full bus of new Poles arrived, "the Polish hotel" (accommodation with a small room and shared kitchen and bathroom facilities in Ty Alban, Llanelli) was full and people were always seeking a new accommodation. All of the participants explained that they were living together with others to start with, saving on their outgoings so they could send money back to Poland. Participant C smiles and continue

talking that he brought over all his children with their own families for work, to earn extra money for debts in Poland. *"You know, when you live from month to month and sometimes you had to borrow money to meet the ends for over 20 years, you have to take the risk and go somewhere where it is at least a bit better"* (Participant C). Participant E described, there are so many Poles around Llanelli that it is visible just by the clothes what they wear, who is Polish and who British and how they behave, you can notice cultural differences. Participant A replied that while living in London, she lived in a Pakistani community and she felt discriminated. There was one incident where until she spoke to her grandson in Polish language, nobody knew that her grandson was Polish and they were asked if they were Polish, they replied yes, at that point the Pakistani people spat at her. *"I was so embarrassed, I started to cry, I feel people in Llanelli welcome Poles more"* (Participant A). Participant F and G came to the UK later than other participants. Participant G came to join her husband and she is still stay at home mum.

Employment and Language

Participant A, B, C and E came to the UK with no knowledge of the English language, however Participant D has learned English in school, so could understand a little. Now after been in the UK for three years she can hold a simple conversation in English. Participants B and C were both saying that it was hard for them to pick up the English language. *"I am almost 70 and I cannot remember anything, I can only say Hello"* (Participant B). Participant C and participant E explained that they could only say their name, address, date of birth and insurance number in English and that was all. *"I can learn a simple phrases in English but then I forget them, when I had to catch the bus to Morriston hospital to visit my husband, I have remembered what to say but bus driver looked at me silly, like he did not understand me but I made sure he did"* (Participant A)

Participant E said, in Llanelli, there are Polish grocery shops, mobile hairdresser, makeup artist, car drivers who can take people to places, Polish mass at Catholic church, employment agencies, people who speak Polish works in the estate agency and there are private translators who will come anywhere with us for a fee. It is sometimes frustrating because I do not speak the English language but if the right translator is helping then it is ok. *"The workplace has offered extra*

English lessons but after 12 hour shift 5 times a week I just want to come home and rest"

(Participant D). Participant C explains although I worked long hours I have had disposable income, something I have ever experienced in Poland, now me and my wife are on a pension, we also can manage our finances that way, so we can save some. It was difficult to apply for a pension as I could not speak English apart from "the security questions". Participant B also said, " *the researcher helped me to apply for my state pension and pension credit, I only knew that I could apply when I was 62 as there was a talk in work between the employees*".

Participant A talked about issue with her husband who had been ill, she said without a help from the interviewer, it would have been impossible to keep up hospital visits, GP visits, medical statements, community nurses appointments which were crucial for his treatment. People notice that the English language is essential when something happens, mostly if they find themselves in negative or bad situation that nobody can predict. *"Simple queries like phoning my landlord and explaining why the rent will not be paid on time, I had to invite the translator to my home because it is somehow more difficult than holding a conversation "* (Participant D). Although Participant D can communicate in English, she feels unsecure and would rather pay for translator so it is done professionally and correctly.

"I always wanted to come to the UK" (Participant F) The excitement, new people and language fascinated Participant F. However she came to Manchester first and did not think her dream would break like a house of cards. She has found herself with a little money and no job. 'Translating by Natasa' is could give clients a hope in the situation that they find hopeless.

Translating

"I just do not know who to contact or where to go,when I am stuck" explained participant E. In work my colleagues say a lot for example, lately is about PPI for current account but the most of it is wrongly perceived information, as not everyone is entitled to some money. However when I asked the researcher, then it became clear what is it was all about, that only customers who were miss-sold the benefits on the current account could apply. People at work say a lot, but perhaps only 5% of it is true. Participant B mentioned that he was going to Polish Centre to make sure he has had the right information. However after a few years the employees have been replaced

with others and service that they have offered was not so good, *"the girls were not switched on to understand all issues I had"* (Participant B). *"I did not know where to seek help for my injury compensation from work"*, explained Participant C. I could not work, I had no salary, I needed help. My good friend has said I should try interviewer as I have been informed she makes the impossible, possible. Participant D was saying that it is not just the language because she has some communicative English, but to have the whole package is the problem, to know who to contact, who to see or where to go. When I had problem with child maintenance I did not have a clue where to start, but the interviewer seem to know what to do and where to phone and even telephone and online support like aftercare is there. *"It is important, there is a person who not just translate or interpret but also is there for people"* (Participant D). Participant G can relate to this statement hence she has tried a lot of different people to help her with translating, but it was money spent for nothing as she did not achieve what was needed. *"Natasa is confident and knowledgeable at her job"* (Participant G)

Culture

"I love living in Britain, I feel free" (Participant C). I noticed within ten years that British people are polite, say thank you and please words at all the times, whereas our kind of people will not say thank you, they expect everything. Participant D and E noticed that when taking their children for walks, the most of Brits just say hello and they do not know them. *"I found that bizzare but a lovely gesture"* (Participant D). *"It took me sometimes to get used to it but it was very pleasant"* (Participant E). The small gestures make so much difference in a daily routine, especially when having a hard time or bad news, British people will find empathy and time to spend time with the person where Poles just think about themselves, Participant A expressed her feelings. Not sure if this is positive or negative but in our culture it is ok to tap or stroke others a little but I can noted that when I done this to one British person they have look at me dull, Participant B explained. *"I just cannot get use to the food here, I only shop in Polish shops, even the beans taste different"* (Participant C). The all participants mentioned, they visit Polish shops regularly for the polish taste product, have Polish TV channels and are Roman Catholics as

religion is very important to them. *"I would like to know news, about what is going on in Poland that is why I have Polish TV channels"* (Participant B). The Catholic church in Llanelli now offers masses in the Polish language weekly on Sundays, the priest comes from Swansea but at least we can celebrate mass in the language that we understand and I go to church all the time said participant A. It can be seen that Poles like to keep their culture alive, do not like too much change or adaptation to different culture. Sometimes it can be because all other friends do it, so it just become routine and stereotype. *"I can adapt to British culture, do not need to socialize with Polish friends as they all change somehow when living in UK"* explained Participant F. Both, participant F and her daughter keep out of Polish community as they have experienced a few issues in the community.

Needs of 'Translating by Natasa'

Participants B, C and E knew the owner of 'Translating by Natasa' since 2013 when they used translating voluntary service. B remembers, the owner has always been enthusiastic and ready to help anybody at any hour. 'I met her through my landlady and since then I use her for all my personal matters'. *"She is an awesome and valuable person to our community"* (Participant C). It gives peace of mind when I know Natasa is dealing with my problems, because she always finishes jobs for me in no time, so I do not need to worry, Participant E opened up. Participant A could not imagine having any other translator than Natasa, as she enjoys the personal touch from beginning to the end and commented that Natasa is a very reliable person. In March of 2018 Participant A lost her husband, 'Translating by Natasa' assisted the participant with her grief and financial matters arising out of her bereavement.

"Although my English is good, I always seek out Natasa and her services just to be sure that all is done professionally" (Participant D). The all participants responded well about the positive service experienced with Natasa. Participant A especially, described that without Natasa I would not know how my husband ended up as a result of his surgeries and unable to walk. It has been very helpful that Natasa came to our home and has a transport to take my husband to hospitals because when comparing translators, others he had used previously, would not go to hospital for appointments, nor would they come to the house, another drawback with others, were that they

would only work regular business hours that it suited them rather than the customers. Participant E explained, *"I have been recommended the services provided by Natasa through friends, I have not heard negative feedback about her work and her personality and when I met her I could have not been happier, she helped me a lot"*. Participants F and G can communicate in English, do not require to use the company for small queries, but if it is a trip to doctors or legislative matters need assistance, they are confident in Natasa and her organisation.

Recommendation of the Service

"I would recommend Natasa to everyone, her ability to help and be professional are outstanding" (Participant B). Participant C continues and explains, since I have known her, I have been amazed by her results and she never left me without the answer, she always made impossible, possible. She achieves for clients, I am telling people that I know about her services. The other five participants echoed the praise voiced by participant B and C. It was interesting that no negative comments were mentioned, despite the interviewer trying to encourage the participants to voice any negative concerns by returning to the question numerous times, but none of the interviewees had any negative points to raise about the company. Participant A explained she understood that some appointments might over run and that she was happy to wait, so recognised this was beyond the interviewers control. *"I only recommend translating by Natasa"* (Participant G)

4.2 Findings of the Survey

The survey was designed for and aimed at people who did not use the services of the company. It was only short survey, also translated to the Polish language so it would make it easier for Polish people to complete. Unfortunately, the researcher only received nine responses. Although it was a small number of responses, the answers were generally similar.

In relation to gender, five males and four females participated in the survey. In respect of the age demograph, only one person over the age of 45 participated in the survey. Two people were under the age of 25 and 33.3% were in the group between the age 25-34 and the remainder represented by the group 35-44 years old. It can be summarized that younger generation used the online tool more than the over 45s.

The third question contained in the survey asked participants to rate their English skills. It demonstrated that 77.8% Poles considered that their English language was basic, one person said their English skills were communicative, there was another person who had excellent English language skills. This is a huge discovery for the researcher because it just proves that only 1 in 9 people taking part in the survey have excellent English skills. While this survey was a small sample, if the results were extrapolated across the Polish community in Llanelli and the surrounding area, it would suggest a significant proportion of the Poles experienced difficulty with language skills. This issue could be a business opportunity for the company, in that consideration could be given to assess the viability of expanding the services of the business to meet this need.

The out of hours service offered by the company, the survey suggested would benefit every potential client, from the survey, 11.1% would find it extremely useful, 11.1% slightly useful, 33.3% of people would find it moderate useful and 44.4% said that it would be very useful. This question could have contained a sub-question asking the potential clients, what would make them use the out of hours service, to help the researcher to consider how to gain a larger client base.

The fifth question was about the cost and how important this issue was to the participant. Five out of nine potential clients expressed that price was very important when choosing translating services, whereas the remaining four people were subdivided into four groups. One person ticked that it is extremely important, another expressed that it is moderately important, the third valued it as a slightly important issue and only one person felt that the price is not at all important. To evaluate this question, it can be said that there is a broad variation about attitudes to costs, perhaps when people do not have a feel for the personal service, they might seek somebody who is cheaper.

The next question was mainly concentrated on the consultant, seeking information about how would the client feels that consultant would address and understand their needs and issues? The answers were very positive as 33.3% Poles answered extremely well, 44.4% potential clients felt that consultant would understand them very well and 22.2% thought somewhat well. This question could express the trust that already potential clients have towards the company, which is a positive outcome, as it is anticipated that this perception has come from the good reputation of the company in the local area. It can also be satisfying for the consultant with the work that is already done for current clients and the word of mouth marketing.

The seventh question is about location, which is Llanelli and why would potential customer chose it? The 33.33% answered because they have heard positive feedbacks and other 33.33% because they cannot do it themselves. One person ticked because of the location, the other person felt that the company had professional work ethics and the last person chose other and explained " competent and do her job from start to end". Again, 1/3 of the Poles mentioned that they cannot do it themselves it can only mean if they cannot do it then who can? They do need somebody who can help them and when they have been told by others that the firm is reliable and have good feedback, they might try to see it themselves. The results of the question about location did not really give the researcher useful information about the perception of location and its convenience to the local Polish community.

The next question considered the participants comfort with 'Natasa'. Six out of nine people felt very comfortable around 'Natasa' and three felt extremely comfortable. The other option choices were moderately comfortably, slightly comfortable and not at all comfortable. The responses to this question has delighted the researcher, if people feel comfortable around the translator, then this will establish trust and security, providing them with the reassurance that 'Natasa', will do everything required.

The ninth question concentrated on the difficulties in contacting the company. Five out of nine expressed that it was easy to contact the firm, 33.3% ticked that it was extremely easy, whereas only one person thought it was neither easy nor difficult. This question could have contained a sub-question, perhaps asking if the customers knew how fast they would receive the reply from

the company. It can be said it is a very important for the initial reply because, it might be an emergency. Overall, it is pleasing that people can easily contact the translation services.

The last question asked, if people have ever used the services offered by 'Natasa'. The comments provided were largely positive, but one reply was special because a potential customer remembered her from a previous job three years beforehand, where the customer have used her in the bank and had received help to settle a case positively. The second comment was also very pleasant, where a customer explained that she would recommend the service to all her friends. The third person used a lot of adjectives like professional, nice, helpful, friendly, all these descriptions used for this type of service can be favourable to the growth of the reputation of the business. This online survey should be viewed with caution, as the small sample size may not be representative of the Polish population in Llanelli.

4.3 Analysis of the interviews and the survey

This survey has not been supportive and valuable. When analyzing the two research methods, the following key facts stand out:

1. Millennials are using social media and the internet significantly more than over 45 years olds. This may be explained in part by the use of smart phones. Google (2017) can now translate the whole pages for clients automatically so even older people could benefit from it. Participant C mentioned, he does not like change, does not know what social media is and only uses a landline to contact his son and daughter in Poland. This online experience can give advantages to firms like Wolfestone, who merely send an online quote and can give customer instant answer anywhere in the world (Wolfestone, 2017). As for qualitative research, only the use of social media is utilised. The general recommendations and feedback predominantly come through word of mouth success stories.
2. Quantitative researched has shown that the price point was an important consideration to five people, however it is noteworthy that these participants failed to mentioned this point

during the interviews. One reason for this was perhaps shyness to voice this directly to the researcher. The researcher made a point of asking a number of times about this question and the answers received were predominantly "*for the excellent service you pay the price otherwise it would be done unprofessionally*" (Participant B). Although Poles earn more money in the UK, than their homeland, they'd rather not spend their money and think carefully whether £20.00 is too much to pay for the service provided by 'Translating by Natasa' (Miriamka, 2014). The interviewees explained that cost is not an issue as everything is included within the quote. All participants using 'Translating by Natasa' receive the full service they pay for.

3. Family plays a vital role in Polish lives, as explained by Participant A, who came to the UK to help her son and his family. For Poles, the family is the highest value in the society (CBOS, 2010). The interviewer could note all participants when interviewed spoke about someone back in Poland, often they were close to tears, especially Participant A. She indicated if she could she would go back 'home'. Only Participant D said that there is no point going back to Poland, as there was nothing to return to. This finding did not come across in the survey, however it was evident in the interviews, which highlighted the cultural point of the high family value for Poles.
4. Communication in the English language is harder for Poles. They rely on other people who can speak English a 'bit' better, sometimes even their own children, as Participant E confessed. Even from the survey, only one person could speak excellent English. In the UK, the Polish language has become the most common spread non-native language spoken (Rainy, 2013). This just proves how many Poles live in the UK at the moment. Participant B mentions, it is visible which people are Polish and which British in Llanelli town, from the way they dress, act and most significantly the language barrier. Some employers provide courses for their workforce or ESOL classes, which are organised through government initiatives to improve immigrants English language skills (Gov.UK, 2017). As participant D explained, she was too tired after a long day in work to even go to a class and learn English. Participant F expressed that she was going to Swansea College to achieve better job opportunities.

5. The population of Polish people in Llanelli is about 5% in 2011 (Morgan, 2014). This large community of Poles and the native support network it provides often dissuades immigrants to learn English as they prefer to go and pay someone to interpret for them, than learn English. Since 2006, when the Polish Centre was formed, it helps Poles or even other nationalities in Llanelli with their day to day difficulties (BBC News, 2006). Participant E explained she likes the British, but she prefers and is more comfortable mixing with Poles exclusively. This finding perhaps leads to the culture of the Poles, that they are comfortable with their social norms, for example someone stroking another on the back, this is acceptable social norm in the Polish community. However for the British it may be construed as abuse (Cohen, 2016). This type of social integration may leave both nationalities uncomfortable when socializing with one another. The acceptable social norms are unknown to each community, therefore it is safer to stick with the same nationality, participant C explained. Participant E also mentioned that her neighbours are British and are very kind but because of the language barrier they communicate less. Due to a large number of Polish people in the South West Wales area, 'Translating by Natasa' could have enough of a workload to sustain the business into the future. However there is a concern if a number of Polish immigrants, went back to their homeland, could the company sustain growth in its field.
6. Four out of seven interviewees declared that they want to return to Poland. Brexit uncertainty bothers them, furthermore they can see that Poland's economy has progressed and the modern firms in Poland would welcome a workforce that had gained experience abroad (Culliford & Krupa, 2017). This information could affect many British firms, who are large employers of the Polish workforce, Poles are admired for their strong work ethic. Participant E said that she would like to go to Poland because of her family, to immerse them in Polish traditions, she would like her son, who is soon to start primary school to do so back in Poland. Furthermore she explained that due to being in the UK she has gained knowledge of working in a meat factory, so she felt this would be a good transferable skill which would allow her to easily find employment in Poland. When people leave this country, they need to sort out their tax and national insurance number records (Gov.Uk, 2017), they need somebody to help them with it if their language is

limited and 'Tranlating Natasa' could be that company, as it has already established links and a good reputation within the Polish community. The company should be viewed as the 'middle man', the help of the service should not necessarily need to end when customers move back to their homeland, but it could continue by using social media if difficulties arise.

7. Both, potential and current clients expressed that they liked the researcher to come to their homes, out of the hours, as they have all their paperwork there that the interviewer may require participant E discussed. Participant C continued, it is a nice gesture when the researcher comes to our home when it suits us, sometimes at 19:00. There has never have been an issue with arranging an out of hours call, furthermore, few translation companies provide this service and are punctual. Punctuality is important, it is a positive sanction and if it is gone then translator potentially may lose clients (Cohen, 2016). Poles takes punctuality very serious and lateness, even as little as five minutes can be viewed as though you have arranged the appointment for different day said participant A.
8. In both sets of researches, participants do not have problem recommending the services to other people, family or friends. From the survey, most of comments were that *"they have been already pass on the telephone number of the company to family members who had also used the services"*. Participant A also described that she, herself recommend 'Translation by Natasa' to other people, stating *"Once you are involved with Natasa, you will not chose somebody else"*. Word of mouth can have as strong an influence as sophisticated advertising. In terms of advertising another advantage is technology, which make advertising more accessible and affordable for businesses, and it reaches a wider audience more quickly, this type of advertisement can be reached in various places in the world (Bourn, 2014). Technology can also advantage this type of business, as work can be done in the UK, but the end product can be sent to Poland for the client's use, for example when dealing with pension issues on behalf of the client. Participant E explained that *"Natasa deals with all my matters when I am in Poland, she knows all my business and I completely trust her"*. This can be advantage for the firm when customer leaves the country for good as perhaps keeping in touch with client through social media can bring extra and reliable income stream.

Summary

The researcher had genuine hopes that each participant had had a positive experience of their time in the UK, unfortunately it has turned out to be a disaster for three interviewees and some emotional stories were described, so much so, the researcher was forced to stop the interview.

Most of the participants have given very similar accounts of their experiences of coming to the UK for work, apart from the participant A. This 60 years old female just came to help her son with his children for a few months and has subsequently been in the UK for 11 years so far, losing her husband recently has not made her situation easier. She blames the NHS for the situation, suggesting they left her husband to die in a foreign country.

CHAPTER 5

5.1 Conclusion

Trzeciak and Mackay (1994) look for many useful ‘ingredients’ which can form part of the conclusion. Pallant (2004) expresses the conclusion a bit differently as it needs to leave the audience with the clear impression of the essay and the purpose that has been achieved. This dissertation lead the researcher into new and unexpected findings which were achieved by the qualitative method. Following an analysis of the results of this thesis, the following conclusions were drawn.

A Brief Summary

The findings of the research point out a few main areas of why Poles came to the UK in the first instance. Since 2004, a historic expansion took place and the re-unification of Europe was born after the many years of division, many Poles found their home in the UK (European Commission, 2016). Debt is the main driving force behind foreign people arriving in the UK, in search of a better economic future. Immigrants could see the job opportunities in Britain and they did not consider communication to be a barrier. The differences in languages and community did not affect Polish immigrants decision to come to the UK, as so many came over to Britain and have made it like home (BBC Teach, 2016). However, if Poles would like to progress in the work place, the language skills are important for promotion as explained by Participant F. Due to so many Polish people settling in Llanelli the following private businesses have been established, an opening of three Polish grocery shops in Llanelli, local catholic churches regularly hold mass services in the polish language, opening centers which help Poles with daily issues and translating. Polish people mostly start their employment through the CSA Recruitment agency. The work shifts start from 06:00 until 18:00 week days. Poles like to work and their work ethics could be an example for British people, they work hard and with long hours, in order to make money, because potentially UK earnings are higher than in Poland (HMRC, 2017). Due to the working hours, clients of ‘Translating by Natasa’ like the flexibility

of out of business hour appointments, weekend appointments and even going all the way to Bridgend or Lampeter to see the clients.

Conclusion of the research

The established pattern of how the Polish immigrants arrive in the UK, is that the one person, mostly the bread winner, initially comes to the country and then this person will attract more of their family and friends, once they have set down links in the UK. This generally happens as they inform family and friends of their experience of the UK while on visits home, economic information about how much it can be earned in the UK and present the whole "new life" to people who have remained behind in Poland. Often this information raises the aspirations of other Poles to emulate the immigration model in order to achieve a better economic future. The attraction for new immigrants is that their finances would improve and participants could pay back their debts in Poland and live comfortably in Llanelli. This is generally unsustainable for most immigrants, without their families. It has been suggested that Polish citizens priorities differ to those of their British counterparts, as the family is first place. It is the highest value. Generally the immigrants wife and children would join the husband, if the bread winner came first to Britain, to find the work and accommodation (CBOS, 2010). In Llanelli, most people came through the CSA Recruitment employment agency, which was formed in 1992. This business had a connection in Lodz and the surrounding area with a Polish speaking person who had recruited in Poland, staff members for the meat factories in Wales (CSA Recruitment, 2017). Because many Poles are living in Llanelli, around 5% of the population (Morgan, 2014), they can easily communicate in their own mother tongue as the Polish language is the fastest growing non-native language spoken in the UK (Rainy, 2013). Although, Poles have settled in the UK very well, they think about the future and for almost 200,000 Poland be their future destination, they will return home (Culliford & Krupa, 2017).

The uncertainty about Brexit is perhaps urging Poles to reach that decision earlier, they are worried and do not know what will happen. Most watch their Polish TV and news stations for information about this issue and it appears to play heavily on their mind. However at the moment, it is still unknown what will happen in 2019 (Fenton, 2017). 'Translating by Natasa' should still grow even if some Poles move back to their homeland. The company would not only

provide the service to potential or current clients but also cross refer them. The organisation is actually gaining more clients. The language barriers have prevented many Poles from better job opportunities, some Polish people are still in the same job role as they were ten years ago when they came to the UK (Participant E, 2017) and are happy to do the same job for the same money, as it is still more than they would earn in Poland, where their average monthly earnings are less (Miriamka, 2014). However as Participant F disclosed, she is in Swansea College to get better at the English language and to progress in the work place. They are a few ambitious people within the Polish community who do want to improve their skills.

The language is the common issue for Poles as the findings have pointed out, they feel because of the large community in Llanelli, the English language is not required in the work place or shops. The service provided by 'Translating by Natasa' could help Poles with daily burdens that they cannot solve themselves. It is clear that Poles rely on somebody else when dealing with queries, someone who speaks better English than themselves, they want to have all paperwork correctly completed for them. From both methods, researcher found out that relying on 'Translating by Natasa' and her skills left clients satisfied, because of the outstanding service they continued to return to the business and spread by word of mouth it's good reputation, which is one of the best forms of marketing.

As technology is rapidly changing and improving, some of the services can be provided online by emails and some resources can be saved, for example less time consumed by working from home, less petrol expenses for travel, thus passing on the savings to clients. As participant E mentioned, when they went on holiday, she kept in touch through messenger with the company, in case something needed to be done or went wrong. Social media is a powerful tool in communication, it is cost effective and keeps clients and potential clients informed. However, the finding from the survey has proven that it is mainly the younger generation that uses the internet and very few over 45 year olds. Even with the interviews, three out of five did not have a computer, laptop or the smartphone let alone the internet. This lack of language experiences could be remedied with ESOL classes (Carmarthenshire.gov, 2017). However not everyone is able to commit to weekly classes after being in work all day and having family commitments. These classes mainly run during the day and not many Poles are available during the day as found in the research. It is uncertain why the times of the lessons are only available during the

day and there are no classes at weekends. Perhaps if they were run during the evenings or weekends, more people would commit.

The economy was better in the Britain and this has attracted many Poles to come from Poland and settle in Llanelli. Six out of seven participants came to the UK in hope of better life. All the interviewees come to the UK for economic migration. All the participants which were interviewed came with basic English language skills. This has had an effect on their job opportunities and career choices, as they could only get jobs through an agency, the CSA Recruitment. A feature of their employment is that most work for a minimum wage, they seldom complain that it is hard work or menial. CSA Recruitment employs mainly Poles, the interviewees were able to get by with just speaking Polish language. This mistake may have cost them an opportunity to better themselves in their careers and economically, and also to learn a new language and integrate fully into their new home. The interviews suggest that if a problem arises, people seek help, and they choose 'Translating by Natasa', the firm is very trustworthy and reliable with knowledge of the legal subjects and advice.

Why this research is important

This research has been done to assist 'Translation by Natasa' and its services, it has ascertained there is a need and a growing one within the Polish community in the Llanelli area. The researcher feels it is vital to help anybody, but to help person in the new country, where there is a language barrier and new social and legislative rules, that are unknown, is a worthwhile business. It provides business satisfaction, hearing from others who have utilized the service, that they have established a trust and security at a difficult time for them. To make the Polish people more comfortable and reassured, advising them with knowledge and experiences, can lead to returning clients for the next appointment. The participants and survey helped the researcher to get feedback, which was mostly positive. It is always a good feeling that people recommend the services to others, sometime it is as simple as just meeting somebody while shopping, start to chat and come to conclusion that 'Translating by Natasa' can help with the most queries. Polish people have lost trust and confidence in the Polish Centre in Llanelli, as Participant C indicated, he was left stuck by the Polish Centre when an incident in work happened. However 'Translating by Natasa' took his case into and resolved it, leading to the individual being paid out. The

service that company provides for the Polish and other foreign nationalities is important because of the trust and knowledge. The qualitative and quantitative research has proved that without the help and services of the company, they would not been able to resolve their matters. The positive feedback in the survey also mentioned that ‘Translating by Natasa’ is not only good at the job but also reliable, trustworthy and clever. This type of service is very niche and personal. It can be said from interviews that there is no competition for the small niche firm like ‘Translating by Natasa’ and the services it provides.

Assessment of Weaknesses

The company is made up of one individual, Natasa, she tries to help everyone but has the limitation that she cannot cover two or more customers need the service at the same time. Thought would always need to be given about not over extending Natasa, to ensure the ongoing provision the personal service. One method of achieving this is to carefully plan the appointments, commitments and working day, to provide maximum effectiveness.

The other issue which can cause the problem is annual leave. As this is a one person organization, and given the level of personal service, there is difficulty in covering holiday periods with someone new or a different translator to cover the holiday period. Participant B explained, that he do not mind waiting for his translator, he rather wait than have more problems if he went elsewhere, as he had tried this in the past only to end up in disaster.

5.2 Recommendations for the future research

After an analysis of the findings and conclusion of this thesis, the following recommendations may be offered.

The first recommendation is regarding price, the survey question number seven found, where most people who participated looked at the price, although there was some coyness to admit this. The company charges £20.00 per hour regardless of the type of service, which can range from filling in forms or going to appointments. This could be re-assessed to provide different pricing

structure for more challenging services and a lower price point for less complex services. However, this system may prove problematic, as at times, it can be harder to plan for a ten minute appointment, combined with a number of hour or half day appointments. The firm could also consider the loyalty of clients who use the service more and consider a loyalty bonus scheme by giving one free session for regular users.

The second recommendation is to have an office for the translation services, to harness the potential for clients to walk in off the street when they have query. The office can have set days and times when it is open to a public for drop in sessions. Potentially afternoons could be utilized for drop in sessions three times a week, mornings could be reserved strictly for appointments only. Participant A explained in the interview that sometimes it is hard to contact Natasa, as she does not answer the phone while having appointments. The office and the set times can provide the stability, security for clients and potential customers that somebody is there to listen their worries.

A third recommendation expands on the second, consideration could be given to whether it would be advantageous for the company to employ either an assistant or receptionist, to answer phone calls when Natasa is unable. This would ensure that all potential new clients would be captured on their first enquiry. The assistant could be trained to give simple advice on noncomplex matters, such as a telephone call to enquire about tax credits to arranging doctors appointments. This would enable Natasa to concentrate on more complex matters.

The fourth recommendation and perhaps the most challenging, is to give consideration to offering ESOL classes. Language was the biggest worry for all participants in both methods. For some clients, they have been in the country for ten years and it has been struggle to learn English. Because of the large community of Poles in Llanelli, they went by with translators but now Brexit is coming in 2019 they can see that changes will take place, most recognize that even to have a basic knowledge, is preferable than having none at all. At the moment, the ESOL classes are held and offered in Llanelli library by Carmarthenshire County Council, for a £10 annual fee. The fee is affordable but the class times are not suitable for many working Poles. It can be a business opportunity to offer private English Language lessons at weekends or in the evening, to motivate a client to learn English not just as a basic skills but also to a good conversational standard.

The fifth and final recommendation is regarding technology. As almost everybody has some sort of social media, it would be useful if the company set up a facebook page where potential and current clients can get an idea of the services offered and an easy way to contact Natasa. This method of communication, would be invaluable, as often there are times when Natasa is not contactable by phone, so an alternative way to contact her would be through the internet. The company can also set up a website to advertise services and provide information for the current weeks or future events and appointment availability. This could lead to an online booking system. This could be easier for past clients when they need to get in touch with the organisation. Often difficulties can occur with past clients, when they are back in Poland or elsewhere in the world. It is always an advantage to have connections in Llanelli, that a person or business can rely on and trust.

A Final Observation

The researcher noticed through secondary research, how many external factors impact upon the Polish community living in Llanelli and surrounding areas. The main and the most important is the family of Polish people, especially when family is left back in Poland. This can affect the person that has come to the UK, to work and to earn money to sending back for the family in their homeland. Because of the need and sense of belonging, the person will often bring the family over to the UK or go back to Poland to return to the family.

Brexit is now a worry for most immigrants, uncertainty surrounds their situation for 2019, it is having an effect on a number of immigrants and it becomes easier to leave the UK and return home. The company has this in mind, as it could have an impact on the organization. There might be a dip in demand for the translating and bespoke services offered. Inevitably, not all Polish citizens will return to Poland, for those people who stay in the UK and around Llanelli, the company offers a vital service, especially as the individual is reliable and willing to help with any matter, no matter how diverse.

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Appendices

Transcripts of Interviewees

(I- Interviewer, P- Participant, Q- Question)

All the interviews have been translated into English language

Participant B

I: Welcome Participant B, make yourself comfortable, if you would like a drink or snack please help yourself. Any special requirements?

P: No, just if we can speak in Polish language.

I: Yes, no problem. This interview is anonymous so nobody will know what is your identity. We can begin, the first question.

Q1: Why did you come to the UK?

P: I came to the UK because we have government....

I: What government

P: Government who steals, people who owed me money did not pay me, so that is why I came.

I: Ok, so you came to work in UK?

P: Yes

I: Why?

P: Because I did not have money. In Poland there was no work.

I: Was there work in the UK?

P: Yes, it was work here (UK).

I: Who told you there is work in UK?

P: One man was providing work in Llanelli to people from Poland.

I: When did you come?

P: in 2005

I: A long time ago....

P: Yes

I: How old were you in 2005?

P: 57

I: You were in good health to work hard in factory age 57?

P: Yes.

I: Is the work here hard?

P: Not that hard.

Q3: Why were you seeking Translating by Natasa and the services that Natasa provides?

P: Because, you are very good at resolving issues, help me with queries and that is why I do not want any other person to do my affairs.

I: Can you describe one situation that I helped you with?

P: I had someone else, but other person did not do the job very well.

I: Aha

P: My paperwork was all over the place, I have had always problem with my car insurance, bills etc and then I have heard about you and asked you to help me. Since you have started to help me about 4 years ago, I do not have any problems, do not receive any reminder letters and I am very happy.

I: I am happy when my client is satisfied

P: All the office queries and much more you are not afraid to resolve, you are the best.

I: Who told you about me?

P: I cannot remember, that man is probably gone back to Poland, my friend.

Q4: Is anything bad/negative about the company, what can I do to improve my services?

P: No, nothing. All is good, very good. I am extremely happy with your services and also I heard other people talking about you very nice.

I: Do people say something negative about my services too?

P: No, all is very good.

I: Did you recommend my services to anyone else?

P: Yes definitely, to my friend.

I: Why?

P: So people can go to you can solve any issues, not only office matters but also legal matters.

I: Is something like that (my services) needed in Llanelli?

P: Very much so, person like you is needed as you can solve mostly everything as I said before when you deal with my matters I do not have any reminder documents coming to me.

Q5: Do you sense that in Wales Polish people are discriminated against?

P: No, I do not feel discriminated, I am very welcomed. Even my neighbours when they see me in town, they say hello and come to ask me if I am fine. If I knew English language I think I could speak with others even more.

I: Is there a problem that you do not know much English?

P: For me, it is problem.

I: Why?

P: I cannot learn English language, it should be easier in UK.

I: Is English language needed and important in UK for a Polish person?

P: Yes.

I: Why?

P: It would be easier for me to communicate, even with neighbours but without the language its only like talking with sign language.

Q6: Is there a difference between culture? How are people behaving in Poland compared to the UK, is it different?

P: I prefer culture here. If I drive my car, I like it when people give you away, British are better. Polish person would not let other one to have your way first.

Q7: Are there a lot of Poles in Llanelli?

P: Yes

I: Why is it that so many Poles came to Llanelli?

P: There was unemployment in Poland and someone from Poland was giving and helping Poles to get work in Llanelli and this is why there is a big population of Poles here.

I: Do you think you will stay in Llanelli?

P: Yes.

I: Don't you have any family back in Poland to return to?

P: No, no close family, no girlfriend or mistress.

I: Laughing, do you have any questions for me?

P: What shall I ask? Just to finish your course as you are very clever lady.

I: Are you working at the moment?

P: I do not work anymore as I am retired now.

I: You are old now?

P: Yeah, old. If I wasn't that old I would work some more but I am old and do not have energy.

I: You must like working?

P: I love working.

I: Why?

P: When you work you live but when you don't work you do not live.

I: And you have money?

P: Yes, now I live just to pay my bills on the pension.

I: When did you start working in Poland?

P: When I was 15.

I: Is there difference between working in Poland and in the UK?

P: Yes, British people are nicer, better than Polish. When they see person working hard, they praise us, it would not happen in Poland.

I: Ok, Thank you Participant B for your interview.

Participant C

I: Today is 15th March 2017 and I am interviewing Participant C. First question is: Why did you come to the UK and when?

P: Where I come from, there was no work, me and my wife were experiencing hard times and I was looking for work in a different country and I came here, UK for six months. Within the first days I got used to the climate and living in Llanelli, I like it here and I am planning to retire here. I came in 2006, not to stay in UK forever but just to earn money, but I am still here now but do not know what will happen but for now I do not plan to go elsewhere.

I: Why do you like it in Llanelli?

P: Firstly, I like the earnings in the UK.

I: Is this important to you?

P: Very important, when I convert what I earn in UK within one day I would need to work one week back home in Poland.

I: Did you come to UK alone?

P: I have come here first alone but my wife has followed me after one month. My wife said that she will earn enough within six months and will go back to Poland but she is still here after 13 years. We are together in Llanelli, my wife has also been working for the same local business.

I: Do you still work?

P: No, I am retired now.

I: And how old are you?

P: I am 66 years old. I am now how do you say in English? "Pensioner?"

I and P: Laugh

P: It is not that bad being on the pension in UK, we live comfortably on our UK pension even if it is just the lowest pension. The government in UK looks after people who receive benefits. Our state pension is topped up with pension credit. We also have housing benefit and council tax benefit to help us with our accommodation. Also help with gas and electricity.

I: Is any help like that available in Poland?

P: As far as I know, not much benefit is offered to people in Poland. Apparently, there is help similar to housing benefit to people from "MOPS".

I: What is "MOPS"?

P: Municipal Social Welfare Centre, an organisation that helps people who are in deep poverty. These people only get £15 per calendar month, so they are in need of help.

I: Ahh Ok. How was your English back when you arrived in UK?

P: It was poor, I had problems with communication and I still have a problem with it. I am older and I find it difficult to held conversation in other language than Polish. I was never one for languages. I must thank people/translators who help Polish customers in Llanelli because they can point us in the right direction with all the matters.

I: Why do you use translators, what first made you seek a translator?

P: While I was working, I did not need the translator because some matters I could manage. I work in the firm where 90% were Polish people so I did not need English. But when I had an accident in the workplace, the translator was urgently needed. Only then I could see that it is extremely hard without the language.

I: Why did you choose Natasa and her services?

P: I have used a lot of translators that I have used before but I was not completely satisfied with their service. There was multicultural Polish center in Llanelli but their services were not very confidential. I was searching always for the right person which have proven very difficult. By luck I have heard about Natasa and after just one issue that she has resolved for me I knew I would only use her on the next occasion.

I: How would you describe the charges for the services that Natasa provides?

P: The price, you get what you pay for. However the charges of the other translators were more or less similar and I was not satisfied by their services.

I: Could you outline the positives and negatives about Natasa?

P: Positive- all my affairs are precisely done. I do not have any negatives about Natasa but perhaps it could be said that there is not enough people like Natasa. This can be classify as a negative as there are a great deal of Polish people who need help. One Natasa cannot provide service to all Poles we need more Natasa. She has made a name in Llanelli for herself, everybody wants to use her service.

I: Is the service that Natasa offers essential for Polish people in Llanelli?

P: Very much so. There should be a place in Llanelli with competent staff members where Poles could come and have their matters solved, like Natasa does it. On more than one occasion it happened to me too where translator looked at the letter and did not read it till the end and translated different meaning of the letter. These translators/interpreters are not capable of taking any matters to the end. When Natasa starts something, she makes sure it is done till the end and the clients is happy and satisfied.

I: Would you recommend Natasa and her services to others?

P: I know many Polish people around the Llanelli, so if they asked I would automatically mentioned Natasa and put her name forward. To my surprise they even said that other people have mentioned Natasa as well. I know Natasa will settle matters for everyone the same way as she would for herself.

I: Why do you think Poles need services like those which Natasa offers? Is it because of the language difficulties?

P: It is not just because of the language, people do not know in the most situation where to go, who to contact, what to do. There is difference how you deal with affairs in Poland and UK, so it is a big change for Polish people. If I mention housing benefit, the English language is not enough to deal with it, because Natasa knows what to do, where to go, what is needed for the claim.

I: Are there a lot of Polish people in Llanelli?

P: Yes. It is visible since the Polish center has been postponed in February 2017 Poles are experiencing hardship, they are panicking and everyone is recommending Natasa.

I: Thank you for your interview, do you have any questions?

P: Yes, one question, if Natasa will employ one person just in case Natasa is out of the office so someone can inform or take over in the office?

I: Hope I will find the trust in someone and will be able to employ that person. Thank you again for your interview.

Participant E

I: Good evening, I am now interviewing Participant E which is woman. How old are you?

P: 40

I: How wonderful, first question is: Why did you come to the UK and when?

P: 7th September 2007. I came to work, earn some money and send it back to Poland as it was hard to find the work in Poland and the wages were so small back home, you could not live on about £300 per month.

I: Who told you that it is better in the UK?

P: My friends who were here, they even provided me with the names, agency and the address of who to contact.

I: Were they happy here in Llanelli?

P: Very happy, they were on £7.00 per hour so "life was good".

I: Who did you come with?

P: My brother and our friend.

I: Do you have any family back in Poland?

P: Yes, my parents, son, sister and other extended family.

I: How would you describe the Britain overall? People, culture?

P: Shall I say the truth?

I: Of course.

P: Britain as a country is beautiful, British people are nice but Polish people living and working or claiming benefits are not very nice.

I: Is there a difference?

P: Yes

I: How?

P: Jealousy between each other (Polish people), being mean towards each other.

I: Are there many Poles living in Llanelli?

P: Too many

I: Is this bad or good?

P: Very bad.

I: Do you think there is discrimination towards Poles in Llanelli?

P: I must say no one has discriminated against me , my partner or son in Llanelli.

I: Is there a culture different between Poland and the UK?

P: Yes, Poles do things different when comparing two cultures.

I: Do you want to go back to Poland or stay here in Llanelli?

P: Go back, to live as normal people, see my family. I am just working and cannot see my family, I miss my life that I have before. Now days, the wages are not as good as ten years ago, so what I earn I spend on paying bills and food.

I: Where do you work at the moment?

P: CSA.

I: Who are they?

P: Polish agency of liars and taking the "piss " out of people. If that was English agency, it would be probably ok.

I: Why do you not you go to English agency?

P: Because of my limited language skills.

I: When you come to the Britain in 2007, did you have any knowledge of the English language?

P: No, I did not and I do not have the time to learn English. But when I was working with English people I was learning slowly, but then I went for vacation but I have stayed in Poland for three years and then returned again. After that when I came back I was working just with Poles from 6a.m to 6p.m. so not much chance of learning English.

I: Do you think that a person like me, who provide service to Poles is needed in Llanelli?

P: Very much so.

I: Why?

P: Well because you help with all my matters, I do not know where to start. From translating a letter, to going to doctors, arranging school appointments, well everything, nothing is trouble for you. You are punctual, trustworthy and friendly.

I: Before you met me and saw the services I provide, were you satisfied with other translators?

P: No, I tell you one of my experience, I was paying my friend for translating and I was pregnant, until about one week before the birth I did not know the hospital where to deliver the baby. This is how the others translate.

I: Do you think that only English language skills are needed by a person who provides similar services like mine?

P: No, you have to be switched on, work at a fast pace, think about tomorrow, have connections, look at news and want to help people. Someone like you is competent, friendly, always smiling, lifting the moods up, simply unique.

I: Can you describe something negative about the firm?

P: I do not have any negatives, maybe we do not see each other often enough (laughs).

I: Can you describe something positive, that I have helped you with?

P: You have come with us to Parkway Clinic where my son had 11 teeth pulled out. Your service was professional, you kept us going, always thinking positive, my son who is four now

I: Would you give my number to someone if they need help?

P: Of course, always Natasa, do not go anywhere else. I feel like you are not only a translator but also my friend that I cherish.

I: Why do you think Polish people are not fluent in English?

P: It is not easy to go to school after all day work Monday to Friday even if they could speak some English, Poles still do not know where to go what to do in the situations like benefits etc

I: What do you think of Brexit? Will people stay or go back to Poland?

P: I think they will go back home where they come from.

I: What can I improve on?

P: I don't know perhaps teach us the skills that you have??

I: Hmm I need to keep them for myself!

P: Do you have any questions??

I: Thank you Participant E for your interview.

P: I thank you too.

Participant A

I: I am interviewing participant A, she is 60. I am studying in UWTSD and I need this study work piece in order to pass my course. My first question is why did you come to Britain and when?

P: I came because my son was struggling with childcare for his first son in 2007.

I: Why?

P: So my son and his girlfriend can go to work.

I: Where did you live?

P: In London with my son and his little family.

I: Did you find other jobs?

P: No, there was no other work suitable for me, just looking after my grandson. I was always busy from morning till night. I have cleaned apartment, cooked meals, took my grandsons to parks, playgroups and when it was evening I was tired. Sometimes, other people dropped their kids with me so I looked after them too.

I: Why did you contact me?

P: I did not, my husband did.

I: But why did your husband need my service?

P: Because we cannot speak English.

I: Is the lack of language skills a problem?

P: A big problem, I look and feel like an idiot sometimes. I feel bad.

I: Why don't you learn?

P: It is hard to learn on my own, when I was preparing my grandson to school I picked up a few things but now I am not using the English language so I forgot all that I have learnt.

I: Do you have a problem when you go to the shop?

P: All the shops are now self-service so I can manage. Just need the money to spend (laughs). I was fine in London as my son helped me.

I: So, how it is in Llanelli?

P: I often collect the prescription for my husband, so I take a small note and give it to the receptionist. When I went to see my husband in hospital, I also had a little note about how to buy the bus fare daily for over a week.

I: Wouldn't it have been easier to learn the phrase?

P: Yeah after the week I thought I could have learnt it, but when I needed a ride again I was telling them what I wanted, but perhaps they did not understand me, so I showed the bus drivers the note.

I: Do you feel discriminated against in Britain?

P: Of course, in London we lived within Pakistani community, I was in a play group with my oldest grandson. The ladies came and you could only see their eyes. They asked me if I am Polish and I answered yes and they almost spit at me. From that time I understood that I am discriminated.

I: Why is it that Polish people are discriminated against?

P: I do not know, I was scared in London to wear blouse with short sleeve.

I: Comparing London and Llanelli, where is a large community of Poles?

P: I don't know, but in London it is ok if people do not know you are Polish, but when they know that I am Polish then there is distance. I went with my grandson to football training, he is nine and his English is excellent, but everyone noticed that I am Polish. Then they asked my grandson if he is Polish because until then nobody knew.

I: Maybe children are not discriminated against as they pick up English faster than adults?

P: I think so, my grandson has never complained about the racism or discrimination. When Brexit came into the question, there was talk about it in school, so when my grandson came home from school he explained that he did not want to be Polish but British.

I: Youngsters take everything to heart, more than adults!

P: Of course, I think so.

I: Does your grandson have a lot of foreign children in his classroom?

P: The school that my grandson attends there, are not many Poles but most are Muslim.

I: Maybe he can learn their language?

P: They do learn in school different cultures but it is not much about Catholicism and our culture. Also the food is more or less adapted for Muslim culture.

I: Do you want to return to London or stay in Llanelli?

P: I want to return to home.

I: Is home Poland?

P: Yes, if my husband had healthy legs we would even walk to Poland (crying the lady is very emotional).

Taking a little break

P: It is not bad in UK. It is not the same as living in Poland.

I: Do you feel a difference between culture in Poland and the UK?

P: Difference, well British people are ok. British people are full of smiles, have empathy. They do not worry much compared to Poles.

I: How is my service?

P: We would not solve any matters without Natasa's help. Even if we wanted to, the British might not want to understand us. Natasa is very needed, competent. It is advantage for us to have her that she wants to know and help us.

I: Do you have negative experience of my service?

P: No, perhaps she does not answer her phone when we need her because she is busy.

I: This is true, I will try to solve this issue.

P: Sometimes she is very needed but she is busy or on her vacation, my husband is ill when she is mostly away.

I: Would you pass on my details to others?

P: Of course, only Natasa`s we would pass on.

I: Why?

P: Because what you start and you finish asap.

I: Do you have any questions?

P: No, I understand that you have family, you need holiday that you cannot be available 24/7. I only wish you all the best and good health.

I: Thank you. How do you feel about Britain??

P: I do not know, I haven`t been working but I am grateful to Britain that they have welcomed us, poor people from Poland, gave us jobs etc (participant is emotional).

We were left without any money in Poland, have taken loan to come to UK without the language. In school we only had Russian language so not many older people can speak English. Now we are older, it is not that easy to remember.

I: Do you go to church?

P: Yes, every week. One week in polish mass, one in English. At least I would want to learn English mass.

I: A lot of people are returning to Poland, what about you?

P: Of course when my husband leg will get better we are going back.

I: Do you have any family back in Poland?

P: Yes, my youngest son, sisters and brothers. Poland has changed in ten years. I want to die in Poland.

I: When did you come to UK?

P: 10 years ago, when I was 50.

I: Did you think you will be in the UK for a decade?

P: No way, never in my dreams!! Every year I think it is last one and I will return but it never ends.

I: Now you are in Llanelli

P: Yes no friends just with my husband.

I: Maybe you can go on vacation?

P: I cannot leave my husband on his own, I am his career now.

I: Thank you very much for one of the best interviews.

Participant D

I: Today is 15th March 2017, I am going to interview Participant D. Ok, tell me when and why you came to the UK?

P: I came about two and half years ago to join my boyfriend in Llanelli and to work because in Poland there was not much work. If I found work, the wages would not last long. I finished my school and came with my daughter. I came on my birthday 27th July, I was 20. My daughter was not even one years old.

I: Do you like it in Britain?

P: Now, I do not know. It was better before than now.

I: Where did you come first? Was it Llanelli?

P: Yes, it was. We have moved often within the Llanelli area.

I: Do you like people around the Llanelli, all nationalities?

P: I don't like anything.

I: Do you want to go back to Poland?

P: No, do not see myself in Poland, there is no perspective in Poland for young families. For example, when taking into consideration child benefit which is £20 per week in the UK would buy at least the milk and nappies for the child. In Poland, the child benefit would last only for the milk. Over all, when you get your wages you choose to either to pay the bills for the accommodation or purchase the food.

I: Did you have any knowledge of the English language?

P: Yes, I have had English lessons in school.

I: Do you feel that your English language helped you with finding your job?

P: I believe so, it is necessary to have basic skills as there are more options, like I did in Toyota or Gestamp. I went to apply for the jobs on my own because I knew the language.

I: What about other things perhaps the household bills, do you need a help with them?

P: I am trying to be independent and do it myself however you have helped me now.

I: Why did you need my help?

P: I have been working night shifts and I did not have time to go and sort my private affairs. What has taken you two hours, would have taken me five days. Your service is fast and convenient.

I: What about the price for the service provided. Do you think it is important?

P: You have to pay, nothing is free. People do use their friends if someone knows the language but when the problem arise, the friendship ends. I had an experience with the broadband where a friend was trying to order the speed of the internet, I did not know what she was on about, she was clueless and she got a completely different product than I wanted. I would rather pay you and I know that is all done professionally and confidentially.

I: So the knowledge of the language is not enough?

P: Well no, because when I was purchasing the car insurance, the insurance company explained to me about the price of my policy will be more expensive because I live by the busy road and other issues which I did not understood. I then went to the Polish center in Llanelli and they have translated what I knew. It did not helped me and explained the rest because they did not understand it either. So how they are helping?

I: Why did you choose me?

P: You have helped my friends and when you came to my house first time, you knew what I needed for what affairs, I could see that you knew what you were doing, you were clear and very professional.

I: Are people like me needed in Llanelli?

P: Of course as there is nobody like you in Llanelli at the moment.

I: I should train you.

I: Could you tell me positive and negative feedbacks about the company please?

P: I cannot recall any negatives only positive feedbacks as you come when it suits me, to my home, either morning or evening, you do not have a problem with the time. You care for the client. I can honestly say that you have solved all my affairs, no negatives.

I: I am happy. If somebody else you knew needed a service like mine would you recommend me?

P: Today, my friend asked me if I could ring somewhere for her, but I said no as Natasa does my affairs so phone her.

I: Do you find there is a difference between Polish and British culture and how two nations live?

P: It suits me as when I do not fancy cooking, we just order food or go to McDonalds. Nobody is interested in others, how they look, how they dress. This I like within the British people. When I go for night out in Poland, its awful, everyone comments on how everybody look, what they wear etc.

I: How many Poles live in Llanelli?

P: Too many (laughs). You cannot have more or better than others. People gossip a lot, but it is older people that are like that, maybe their generation is so jealous. You cannot live peacefully with all Poles because they will find always something to put you down.

I: Do you plan to return to Poland?

P: No, as I do not have anything there to return to.

I: We are at the end, so do you have any questions for me?

P: No, but when will you open the office?

I: Slowly I will get there, I just need the broadband. Thank you Participant D for your interview.

Participant G

I: Good morning, today I will interview Participant G, a 34 year old woman. Make yourself comfortable.

P: Thank you.

I: Why did you come to Britain and when?

P: Why? hmmm in 2013 so I could have better life.

I: Isn't it good in Poland?

P: Not good, because the wages are not enough to cover living cost for the family in Poland. Our income was less than outgoings.

I: Why did you seek out my company?

P: Because my English language is weak.

I: Why is it weak?

P: I can only remember a few sentences from school.

I: Why do you only recall a small amount of English?

P: Because in Poland they teach us only the grammar of English language and I did not learn anything else.

I: Do you think English language skills are needed in the UK?

P: It is a must and about 70% of Poles do not speak or have even basic skills in English. What is worse they do not want to learn the language either.

I: You have been living in Llanelli for over five years, do you think you have picked some English language?

P: I did, I understand a lot but when I have to talk I just freeze. Talking over the phone is easier for me than when talking face to face, I cannot make any sound, no words come out. I am socializing with Polish people mainly but if it was other way round, was with English people I would pick out more words, maybe I would be more confident.

I: Do you work?

P: No, I am a stay at home mum but have a various hobbies that I make profit from. Perhaps one day I will want to go to work.

I: So if you are at home, you do not need English language?

P: What are you talking about, of course I need the language.

I: But why?

P: Well, if I go to doctors, my sons school or council I need to know the language to understand. It is for me harder to speak so translator will come with me.

I: Do you need someone to help you with English language?

P: It depends what for. For more complicated affairs I use you.

I: But why do you use me?

P: What do you mean?! You are the best!

I: Could you say something different, I am not the best.

P: Of course you are, what you start you finish, the service you provide is confidential and you do not take the money of people just to talk with people but you try to help and resolve all the issues. At least for me.

I: Can you tell me something negative about the firm?

P: I cannot say something negative as I would lie to you if I did. I am happy with your service.

I: Do you recommend my services to others?

P: Yes, to everyone.

I: Why?

P: Because you are the best.

I: Thank you for your interview.

It was a very fast interview as the participant was not giving me many answers, I therefore had to use more probing questions.

Participant F

I: I now have Participant F with me, she is female and 52 years old. Could you tell me why have you come to the UK and when?

P: I came in 2015, three years ago.

I: And why?

P: I had two reasons, firstly, my dream was to live somewhere else not just in Poland. Second reason was because my daughter wanted to study in secondary school in the UK. And also because of lack of finances. A lot of reasons really. I wanted to leave Poland sooner too.

I: Was this to come to the Wales?

P: No, the UK. I landed at Manchester airport. I have arranged everything online. The day before my departure the company got in touch with me to tell me there was no work. I had booked my flight so I came.

I: On your own?

P: Yes. My son booked a hostel not far from the bus station for four nights. I had arrived at 23:30 without any English skills but somehow I managed to find my hostel. I had then four days to find the job in Manchester but I ended up in Llanelli.

I: So you came from Manchester to Llanelli?

P: Yes.

I: Did you find the job online as well?

P: No, my sons girlfriend had mentioned that her friend was working through the employment agency which helps Poles in Llanelli. I had my son's girlfriends telephone number so I rang on Wednesday and they explained that the training is on Monday and I will need to come to Llanelli by Friday. I said of course I will arrive by Friday. The agency has rented out the room for me.

I: Where?

P: In the Ralph street, not far from town center. I arrived at 12:00 at the property and one lady was going to work at 16:00 and was leaving the next morning so I stayed in the house by myself.

I had one small suitcase and a book for me to learn English, nothing else. The lady left me some of her belongings to start with.

I: How did you come from Manchester?

P: By train.

I: Was it expensive?

P: I had £200 on my debit card so I used them wisely. I had a few adventures. In Poland I opened a currency account but I have blocked it when I have arrived in Manchester so I had to wait till Wednesday until the card was unblocked and I could use the card and I could withdraw cash. I only had £10 so I was eating soup for three days.

I: Is the English language compulsory?

P: It is as I did not get the job because I did not have the language. There was work in Manchester, a lot of it but because I could not speak English and did not have National Insurance number the companies could not employ me.

I: How did you manage to do the NI number?

P: In Llanelli, when I arrived I have done my NI number through CSA, the company that employed me.

I: When did your daughter come?

P: I came 13th April 2015 and she came 29th July 2015.

I: When she finished the academic year in Poland?

P: Yes, but my daughter did not want to stay in the UK, but when she came and had a look she has decided to stay.

I: Can you speak English?

P: I learnt English since I came. In 2015 I started lessons in Llanelli library but because I was also learning at home I knew more than others in the class. However I still I cannot understand people and I have a problem to speak out. Then I was going to Bigyn community center but there was a lot of turnover of students so I decided to go to College. I learn a lot of different things there, writing, reading, talking. I am very happy there and I can see the difference in my English language there, improvements after just a few months.

I: Do you just study?

P: No, I also work.

I: How do you cope with learning in college and work?

P: I have just two days off and I go to college on them days and other five days I work.

I: When do you relax at home?

P: After the college.

I: How long are your lessons?

P: Not a long but I am crazy and I go for extra lessons. Every Monday I have two hours of English and then one hour break. Then I have two hours of a computer course. On Wednesday, the first two hours are the college and then break. The next two hours I got extra English.

I: Why do you need my help?

P: Because I still do not understand people when they speak. When I prepare myself with what to say in English, I get by but when people talk back to me it is harder.

I: Why do you use me as your translator?

P: I was using the Polish center before. The center was dealing with my affairs for four months and still they could not resolve the problem. When I used you, all was done within two weeks. Since then, I would not use any other translator.

I: Could you give me any negative feedback?

P: I could think all day and I would not find the negatives.

I: Would you recommend my services to others?

P: I always give and pass your number to other people.

I: Do you have any other questions for me?

P: No

I: Thank you for your time, Participant F.