Taking Care of Business: Migrant Entrepreneurs And The Making Of Britain  
Student Booklet



Interview - Costa Coffee – Sergio Costa (as told to his daughter before he died in March 2022).

**Where were you born and what was your childhood like?**

I was born in 1949 near Baselica, a village in the province of Parma, Italy. I was ten when I came to England. We lived in a very peaceful part of Emiglia Romagna, surrounded by beautiful valleys bursting with the bountiful riches of natural produce of the region.

**What made you and your family decide to come to Britain?**

In the 1950s many people began emigrating from Italy to England and America. Like many, my father believed the opportunity was far greater for his sons to be raised in a capital city rather than the small town where we were born. With family already settling abroad, the decision to close our home and move to England was a big one and we encompassed this important journey to this unknown country, unaware how and if life would indeed work out for us. I suppose my parents made this decision based on the positive departure of those before them and we followed suit, travelling by train and boat to arrive in the UK.

**What were your first few years in the UK like?**

We moved from our house in Italy to a small flat in Vauxhall. We huddled in one room for a while. The first few years were strenuous, and I recall episodes when food was sometimes hard to come by. Our poor English language was a barrier and my parents had no choice but to work behind the scenes where they did not need to liaise with customers. My brothers and I were young enough to learn English – especially my younger brother and I, as we went to school in the UK.

**What challenges did you face as newcomers to the country?**

We came from rural mountains to the city of London in 1959. Nothing was like what we left behind. My uncle arrived in 1955 before us, and was given an Alien Registration Card. Back then, over 600 immigrants arrived in Britain and were recorded as ‘aliens’ in the legal terminology of the time between 1918 and 1957. We strived for a better future and for a few years we were dependent on working for others until my father opened a café in Lambeth Walk.

**What made you decide to start a coffee business?**

In 1969 I married and, shortly after, met a kind coffee merchant called Mr Langdon as he dropped a few boxes of coffee on the pavement before me. I assisted to pick them up and he instantly took a liking to me and offered me a job, which I gladly accepted. I was fascinated for the first time in something that I was curious to learn more about. Fulfilled in working for Langdon’s Coffee & Provisions Ltd, I began to progress. The company was based in Crutched Friars in the City of London and before long, I signed many new clients to the business from the circle of Italian restaurants and cafes. Mr Langdon was impressed with me and offered me 25% of his business. My first child, a daughter, was born in 1970 and shortly after, and this prompted me to start my own coffee company. I respectfully returned the shares free of charge to Mr Langdon, and faithfully promised I would not take one of his customers, but I would find my own. I began my new venture on my own. But going back, as the company grew, I employed more staff and after a few years my brother joined me, and we renamed the company and incorporated it on 28th July 1976 as CB COSTA BROS COFFEE CO. LIMITED.

**Now Britain is a nation of cafes and coffee shops, but that wasn’t the case when you started. Did you have to work hard to market your coffee and cafe?**

Yes, we worked very hard to make this country recognise true coffee and especially the way to drink espresso and cappuccino. Espresso being not more than 40 ml of strong creamy black coffee and cappuccino: a shot of espresso with white frothy milk and a sprinkle of chocolate. We attended catering exhibitions and, in the early days back in 1976, people would try it and leave it on the counter – they did not like espresso and for many years staff training was revolved around the serving technique and introducing the customer to a strong, short espresso.

**Why did you decide to sell the business?**

New coffee chains were on the high street and equally expanding in the UK. Coffee shops were the new trend and large companies were coming across the big pond with coffee shops beginning to sprout everywhere. These new cafes diluted the authentic coffee shops we created, giving birth to a more casual drinking experience with larger seating areas and an extended menu. Exciting times ahead for us all – however, I was approached by more than one company with a view to buying COSTA. I was taken by surprise, and I had to think long and hard about this proposition. As much as I did not want to sell my company, after over 25 years working to build my name, I felt it was the perfect opportunity to tender the business cautiously. We sold to an established company that continued to build the brand successfully and I am grateful for all their worldwide achievements thus far with my family name.

**What are you most proud of when it comes to your business life?**

I have many proud moments in the coffee industry and have met incredibly fascinating people along the way. I am proud of the many awards I have received in the industry, and grateful for all these momentous occasions and the recognition given to me and my family. But making Britain an Italian espresso and cappuccino loving nation has been an enormous achievement for me. I started from nothing – just with my dad and with my own self-belief and of course, with my family and a very good team behind me. COSTA is still here today, and it stands phenomenal! I have not lost my passion for coffee and not a day goes by that I positively debate something innovative to contribute towards the great coffee bean.

**TASK 1 - Underline/highlight key aspects of Sergio Costa’s story.**

**You could focus on: Why he came to Britain, why he set up his business, what were his motivations.**

**TASK 2 - Answer the following questions about Sergio Costa’s story:**

1. Where did Sergio Costa migrate from?

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1. Why did his family migrate to Britain? Is it an example of forced or voluntary migration?

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1. What was Sergio’s experience of Britain at first?

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1. What were immigrants called between 1918-1957? What would be the impact of this label for these immigrants?

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1. Why did Sergio set up his own coffee business? Who inspired him?

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1. What has been the impact of Costa in the UK?

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Interview - Rosa’s Thai – Saiphin Moore

I grew up in Thailand in the mountains, in a place called Phetchabun Khao Kho. My family had a farm and I started making money selling vegetables in the big town nearby.

I used to love watching noodle sellers in the market. When I was 14, I started my own noodle shop outside my house. Every morning I would get up at about 4am and go down to the town on my motorbike to get ingredients.

I left my hometown when I was 18 to work as a nanny in Hong Kong. I started fitting in catering jobs around my babysitting duties. I met my husband, an Englishman, and we eventually decided to move to the UK.

When I came to London, I was very empty. I started catering in my apartment and delivering to offices, and then set up a market stall in Brick Lane. What made my food different was that I cooked the way I ate, not the way the customer wanted.  
Making authentic food was really important to me…

The one dish that I love to make is Pad Thai. It reminds me of my childhood, because the place where I grew up is where they produce the best tamarind.  
And the most important ingredients in Pad Thai sauce are tamarind and palm sugar

I always wanted to have my own restaurant. My husband and I planned to have not only one but a few restaurants because we believed in ourselves. I’m so proud that we set up the business and it’s become very well known.

When I sold my 80% stake in the restaurant to an investor, I gave my staff bonuses so that some of them could buy a house in Thailand. When I handed the envelope to them with their bonus and made them cry with happiness, that was my proudest moment.

**TASK 1 - Underline/highlight key aspects of Saiphin Moore’s story.**

**You could focus on: Why she came to Britain, why she set up her business, what were her motivations.**

**TASK 2 - Answer the following questions about Saiphin Moore’s story:**

1. Where did Saiphin Moore migrate from?

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1. What was her first experience of business?

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1. Why did she come to Britain? Is it an example of forced or voluntary migration?

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1. What was Saiphin’s experience of Britain at first? How did she feel?

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1. What was important to Saiphin when she set up her restaurant?

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1. What was the impact of Saiphin selling her stake in the restaurant to an investor?

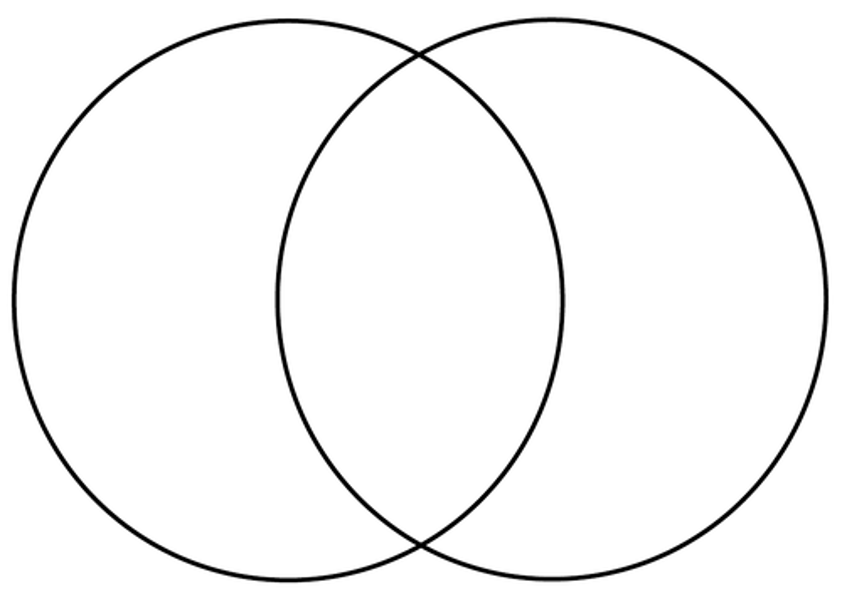
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Use the venn diagram below to compare the experiences of Sergio Costa (Costa Coffee) and Saiphin Moore (Rosa’s Thai).







Dame Stephanie ‘Steve’ Shirley

Watch the video and answer the following questions:

1. Why did Stephanie migrate to England?

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1. What was the programme called that she came on?

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1. How did these early experiences impact her future life?

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1. How did Stephanie access her mathematics education?

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1. Why did Stephanie not go to university?

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1. What barriers did Stephanie face in her working life?

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1. How did she overcome these barriers?

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1. How did Stephanie support her staff in her company?

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Marks and Spencer

1. Where was Michael Marks from?

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1. Where was Thomas Spencer from?

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1. Why did Michael Marks leave his country?

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1. What is a pogrom?

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1. Could Jews live across the whole of the Russian Empire?

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1. How long did it take Michael Marks to travel to Britain?

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1. Why did Michael Marks go to Leeds?

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1. When did Marks and Spencer begin working together?

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1. What was their slogan in the penny bazaar?

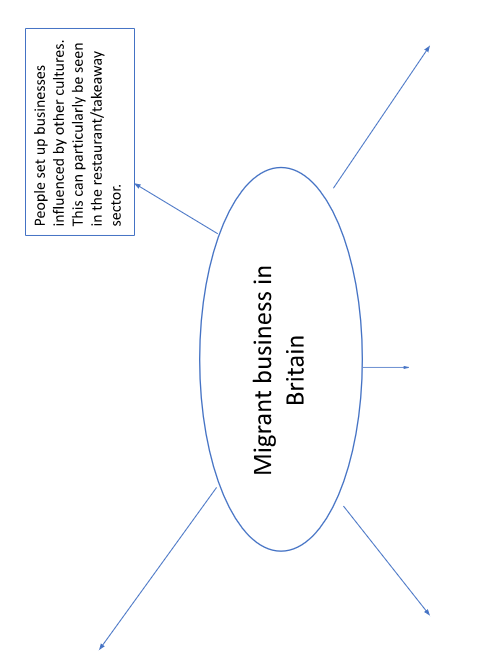
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1. Why does Marks’ story resonate with Amanda?

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**Task -** Write an informative article about how migration has shaped British business. Use the success criteria and tick off when you have completed each bullet point.

Success Criteria:

* Create a headline that highlights **positive impacts of migration on British business**.
* Explain what migration is.
* Use formal language.
* Include specific examples e.g. Costa Coffee.
* Include different examples from different sectors e.g. entertainment, restaurants, clothing.
* Use subject specific vocabulary e.g. economy, entrepreneur, diversity, workforce.

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