

# Ascot

2011 annual business confidence report



## headlines

- 2011 was a record year for company registrations in Ascot when compared to any year in history.
- The second half of 2011 saw a new record in company registrations in Ascot when compared to any previous second half year.
- December 2011 saw a new record in company closures in Ascot when compared to any previous December.
- 2011 was a record year for net growth in Ascot when compared to any year in history.
- October 2011 saw a new record in net growth in Ascot when compared to any previous October.

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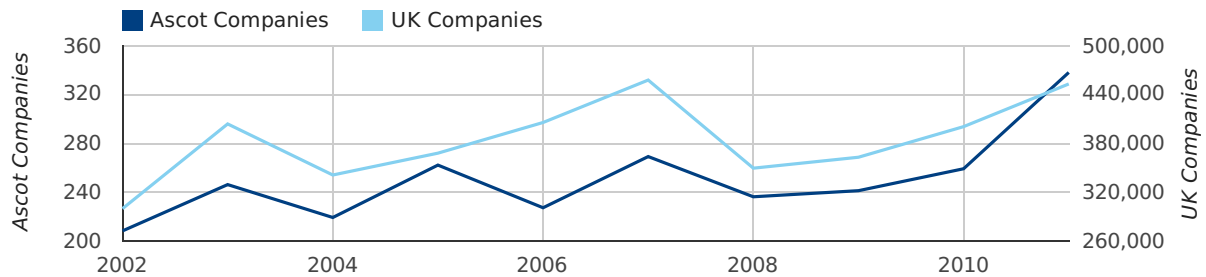
## Annual Data (2011)

2011 was a record year for company registrations in Ascot when compared to any year in history.

A total of 338 companies were formed in Ascot in 2011. This total is 30.5% higher than in 2010 and compares poorly to the UK figure of a 13.1% growth compared to 400,358 the previous year.

| YEAR        | ASCOT      | UK             |
|-------------|------------|----------------|
| 2011        | 338        | 452,870        |
| 2010        | 259        | 400,358        |
| 2009        | 241        | 362,675        |
| 2008        | 236        | 349,203        |
| 2007        | 269        | 457,649        |
| RECORD YEAR | 2011 (338) | 2007 (457,649) |

### new companies by year



## Half Year Data (Jul-Dec 2011)

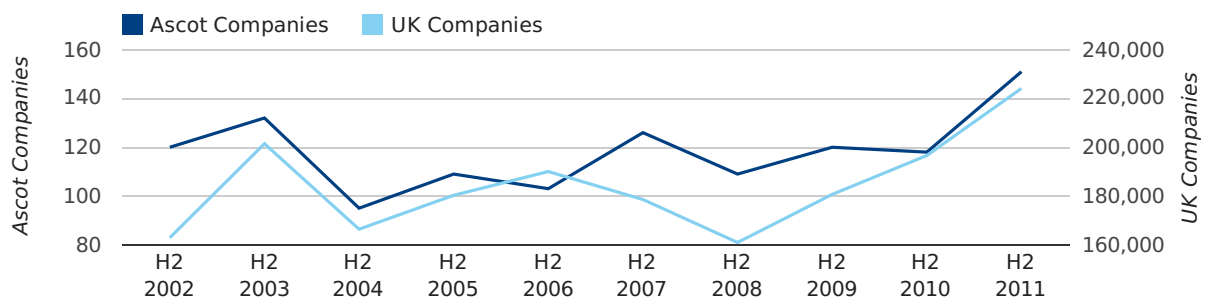
The second half of 2011 saw a new record in company registrations in Ascot when compared to any previous second half year.

In the second half of 2011 a total of 151 companies were formed in Ascot. This figure is 28.0% higher than last year, which compares well to the UK wide figure of 14.0%.

The highest total for a second half year in Ascot occurred in 2011 when a total of 151 were formed.

| HALF YEAR (JUL-DEC) | ASCOT      | UK             |
|---------------------|------------|----------------|
| 2011                | 151        | 224,135        |
| 2010                | 118        | 196,609        |
| % CHANGE            | 28.0%      | 14.0%          |
| RECORD YEAR         | 2011 (151) | 2011 (224,135) |

### new companies by half year



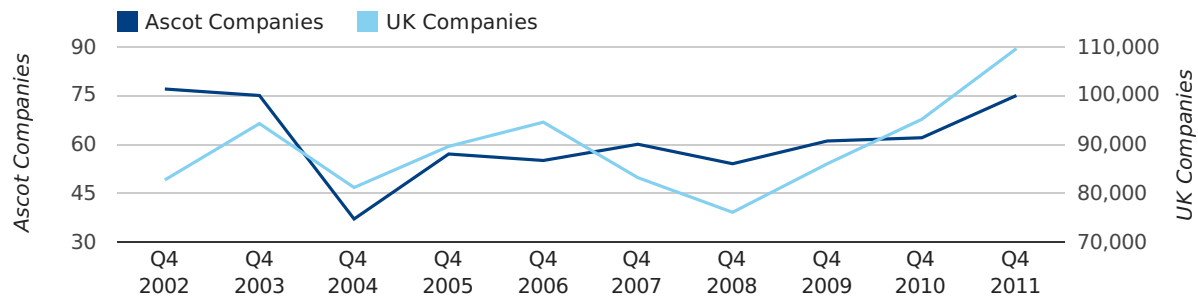
## Quarterly Data (Q4 Oct-Dec 2011)

A total of 75 companies were registered in Ascot during the fourth quarter of 2011 (Oct 2011 - Dec 2011).

This figure is an increase of 21.0% versus the same period last year (Q4 2010). This figure compares equally to the UK as a whole, which saw an increase of 15.3% against the same period last year.

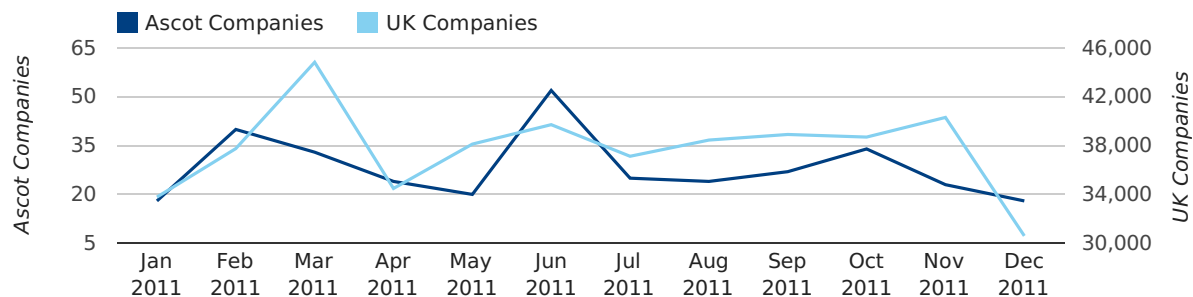
| FOURTH QUARTER (OCT 2011 - DEC 2011) | ASCOT     | UK             |
|--------------------------------------|-----------|----------------|
| 2011                                 | 75        | 109,623        |
| 2010                                 | 62        | 95,117         |
| % CHANGE                             | 21.0%     | 15.3%          |
| RECORD YEAR                          | 2002 (77) | 2011 (109,623) |

### new companies by quarter



## Monthly Data (Oct, Nov & Dec 2011)

### new companies by month



|                       | OCTOBER   | NOVEMBER  | DECEMBER  |
|-----------------------|-----------|-----------|-----------|
| NEW COMPANIES IN 2011 | 34        | 23        | 18        |
| NEW COMPANIES IN 2010 | 23        | 21        | 18        |
| % CHANGE              | 47.8%     | 9.5%      | 0.0%      |
| RECORD YEAR           | 2002 (37) | 2003 (30) | 2007 (19) |

### Annual Data (2011)

A total of 201 companies were dissolved in Ascot in 2011. This total is 4.1% higher than in 2010 and compares favourably to the UK figure of 8.1% decrease compared to the previous year.

| YEAR        | ASCOT      | UK             |
|-------------|------------|----------------|
| 2011        | 201        | 314,523        |
| 2010        | 193        | 342,232        |
| 2009        | 301        | 533,773        |
| 2008        | 140        | 237,901        |
| 2007        | 166        | 220,295        |
| RECORD YEAR | 2009 (301) | 2009 (533,773) |

### dissolved companies by year



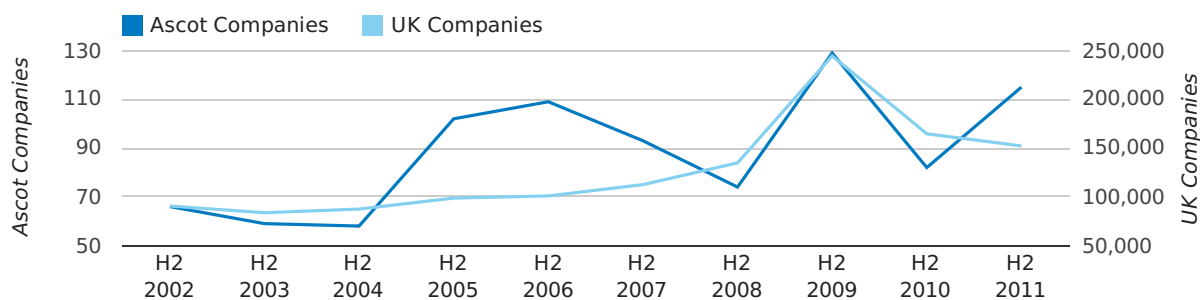
### Half Year Data (Jul-Dec 2011)

In the second half of 2011 a total of 115 companies were dissolved in Ascot. This figure is 40.2% higher than last year, which compares badly to the UK wide change of -7.5%.

The highest total for a second half year in Ascot occurred in 2009 when a total of 129 were closed.

| HALF YEAR (JUL-DEC) | ASCOT      | UK             |
|---------------------|------------|----------------|
| 2011                | 115        | 152,213        |
| 2010                | 82         | 164,601        |
| % CHANGE            | 40.2%      | -7.5%          |
| RECORD YEAR         | 2009 (129) | 2009 (244,537) |

### dissolved companies by half year



## Quarterly Data (Q4 Oct-Dec 2011)

A total of 55 companies were dissolved in Ascot during the fourth quarter of 2011 (Oct 2011 - Dec 2011).

This figure is an increase of 31.0% versus the same period last year (Q4 2010). This figure compares poorly to the UK as a whole, which saw an increase of 4.0% against the same period last year.

| FOURTH QUARTER (OCT 2011 - DEC 2011) | ASCOT     | UK            |
|--------------------------------------|-----------|---------------|
| 2011                                 | 55        | 79,983        |
| 2010                                 | 42        | 76,896        |
| % CHANGE                             | 31.0%     | 4.0%          |
| RECORD YEAR                          | 2006 (59) | 2009 (85,136) |

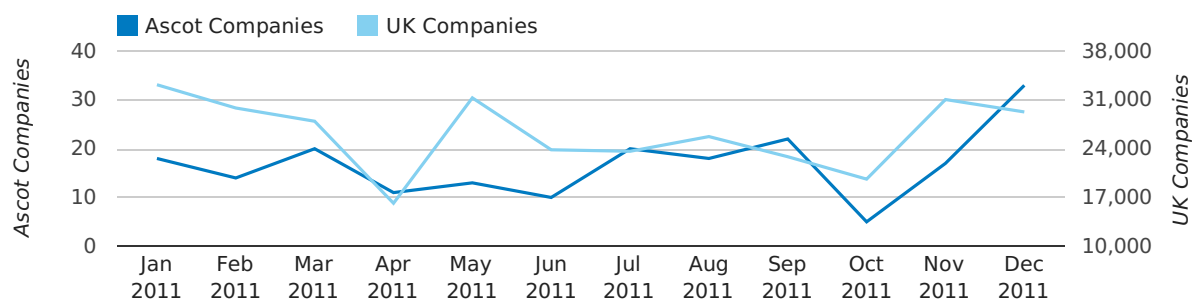
### dissolved companies by quarter



## Monthly Data (Oct, Nov & Dec 2011)

December 2011 saw a new record in company closures in Ascot when compared to any previous December.

### dissolved companies by month



|                          | OCTOBER   | NOVEMBER  | DECEMBER  |
|--------------------------|-----------|-----------|-----------|
| CLOSED COMPANIES IN 2011 | 5         | 17        | 33        |
| CLOSED COMPANIES IN 2010 | 14        | 19        | 9         |
| % CHANGE                 | -64.3%    | -10.5%    | 267%      |
| RECORD YEAR              | 2006 (26) | 2006 (23) | 2011 (33) |

### Annual Data (2011)

2011 was a record year for net growth in Ascot when compared to any year in history.

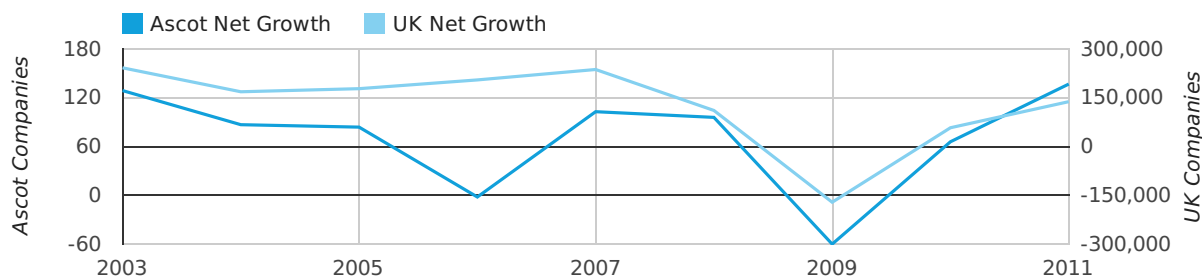
A total of 137 companies were added to the company register for Ascot in 2011. This number represents growth of 52.9% which compares favourably to the UK figure of 34.6%.

This number is 71 companies higher than the previous year.

The highest net company growth figure ever seen in one year came in 2011 when the Ascot company register grew by 137 companies.

| YEAR        | ASCOT      | UK             |
|-------------|------------|----------------|
| 2011        | 137        | 138,347        |
| 2010        | 66         | 58,126         |
| 2009        | -60        | -171,098       |
| 2008        | 96         | 111,302        |
| 2007        | 103        | 237,354        |
| RECORD YEAR | 2011 (137) | 2003 (242,543) |

### net growth by year

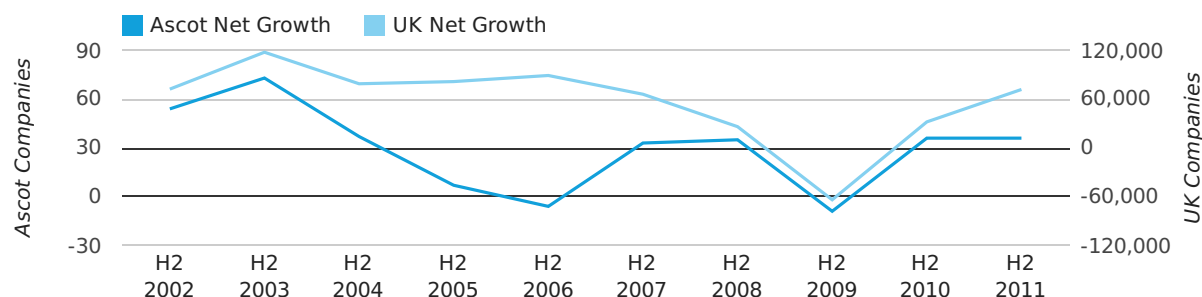


### Half Year Data (Jul-Dec 2011)

In the second half of 2011 the company register for Ascot increased by 36 companies. This figure is 0.0% higher than last year, which compares badly to a UK increase of 124.7%.

| HALF YEAR (JUL-DEC) | ASCOT     | UK             |
|---------------------|-----------|----------------|
| 2011                | 36        | 71,922         |
| 2010                | 36        | 32,008         |
| % CHANGE            | 0.0%      | 124.7%         |
| RECORD YEAR         | 2003 (73) | 2003 (117,772) |

### net growth by half year



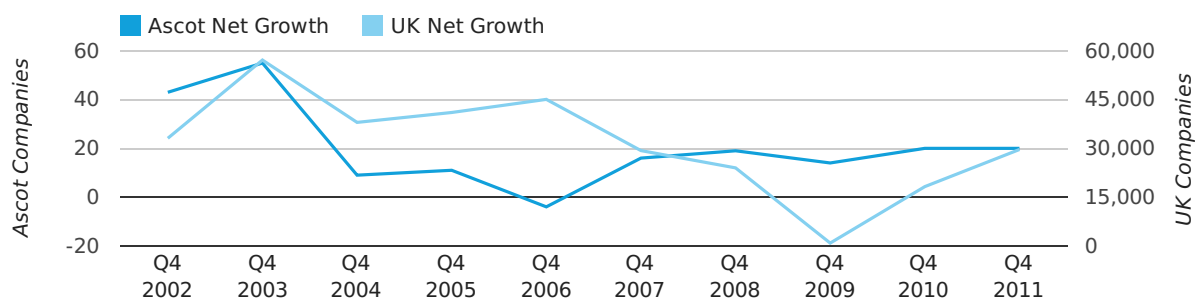
## Quarterly Data (Q4 Oct-Dec 2011)

Net company growth for Ascot during the fourth quarter of 2011 (Oct 2011 - Dec 2011) was 20 companies.

This represents an increase of 0.0% on the same period last year.

| FOURTH QUARTER (OCT 2011 - DEC 2011) | ASCOT     | UK            |
|--------------------------------------|-----------|---------------|
| 2011                                 | 20        | 29,640        |
| 2010                                 | 20        | 18,221        |
| % CHANGE                             | 0.0%      | 62.7%         |
| RECORD YEAR                          | 2003 (55) | 2003 (57,175) |

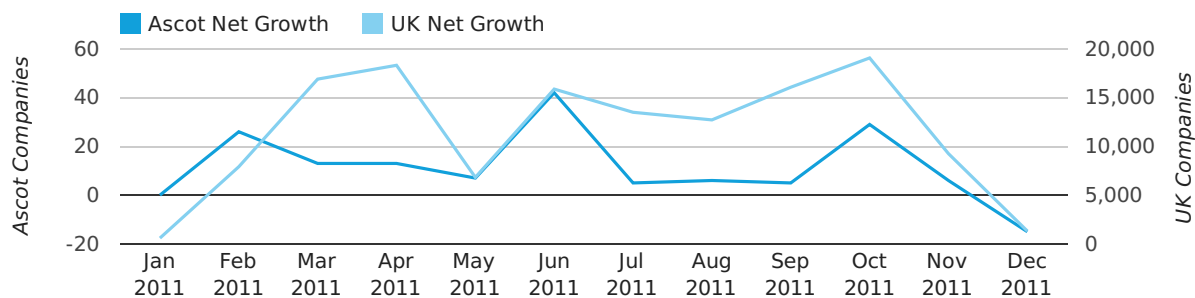
### net growth by quarter



## Monthly Data (Oct, Nov & Dec 2011)

October 2011 saw a new record in net growth in Ascot when compared to any previous October.

### net growth by month



|                    | OCTOBER   | NOVEMBER  | DECEMBER  |
|--------------------|-----------|-----------|-----------|
| NET GROWTH IN 2011 | 29        | 6         | -15       |
| NET GROWTH IN 2010 | 9         | 2         | 9         |
| % CHANGE           | 222.2%    | 200.0%    | -266.7%   |
| RECORD YEAR        | 2011 (29) | 2003 (19) | 1998 (13) |

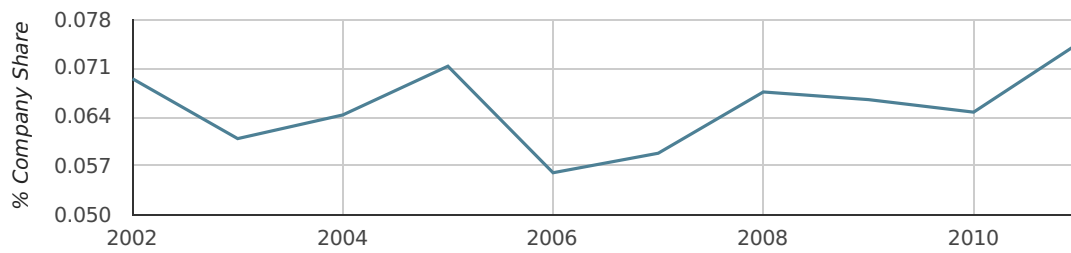


### Annual Data (2011)

In 2011 Ascot formed 0.1% of all UK companies. This is no change on 2010 when Ascot was responsible for 0.1% of all UK companies.

| YEAR                     | ASCOT       |
|--------------------------|-------------|
| 2011                     | 0.1%        |
| 2010                     | 0.1%        |
| 2009                     | 0.1%        |
| 2008                     | 0.1%        |
| 2007                     | 0.1%        |
| RECORD YEAR (SINCE 1960) | 1961 (0.1%) |

### company share by year

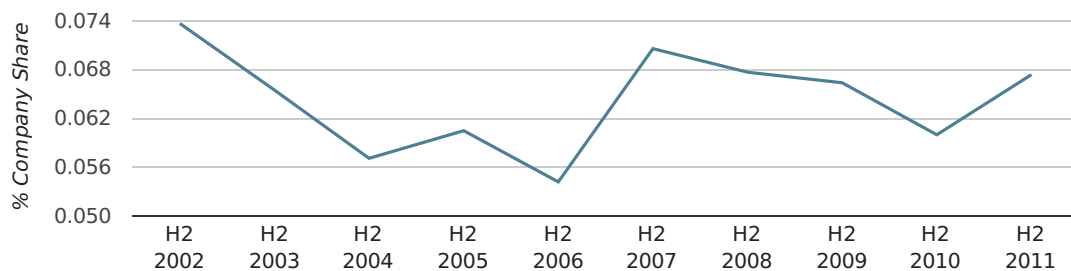


### Half Year Data (Jul-Dec 2011)

In the second half of 2011 Ascot formed 0.1% of all UK companies. This is the same as the 2010 figure of 0.1%.

| HALF YEAR (JUL-DEC)      | ASCOT       |
|--------------------------|-------------|
| 2011                     | 0.1%        |
| 2010                     | 0.1%        |
| 2009                     | 0.1%        |
| 2008                     | 0.1%        |
| 2007                     | 0.1%        |
| RECORD YEAR (SINCE 1960) | 1962 (0.1%) |

### company share by half year

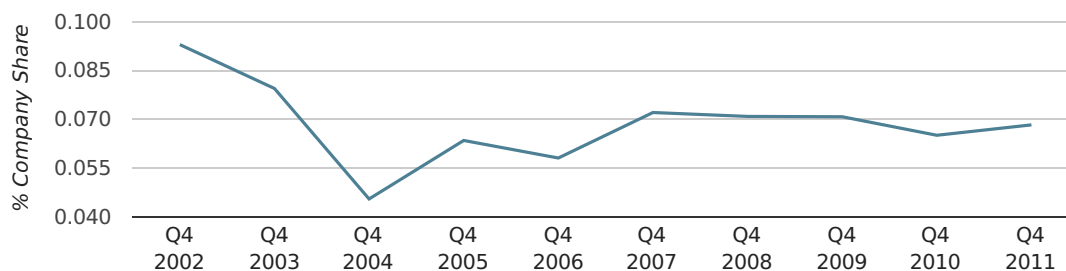


## Quarterly Data (Q4 Oct-Dec 2011)

In the fourth quarter of 2011, Ascot formed 0.1% of all UK companies.

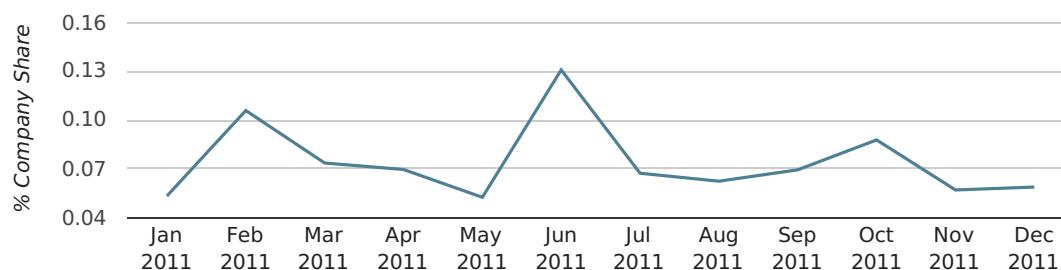
| FOURTH QUARTER (OCT 2011 - DEC 2011) | ASCOT       |
|--------------------------------------|-------------|
| 2011                                 | 0.1%        |
| 2010                                 | 0.1%        |
| 2009                                 | 0.1%        |
| 2008                                 | 0.1%        |
| 2007                                 | 0.1%        |
| RECORD YEAR (SINCE 1960)             | 1987 (0.1%) |

### company share by quarter



## Monthly Data (Oct, Nov & Dec 2011)

### company share by month



|                            | OCTOBER     | NOVEMBER    | DECEMBER    |
|----------------------------|-------------|-------------|-------------|
| UK FORMATION SHARE IN 2011 | 0.1%        | 0.1%        | 0.1%        |
| UK FORMATION SHARE IN 2010 | 0.1%        | 0.1%        | 0.1%        |
| % CHANGE                   | 28.4%       | -6.7%       | -11.3%      |
| RECORD YEAR                | 1985 (0.3%) | 1987 (0.2%) | 1967 (0.3%) |

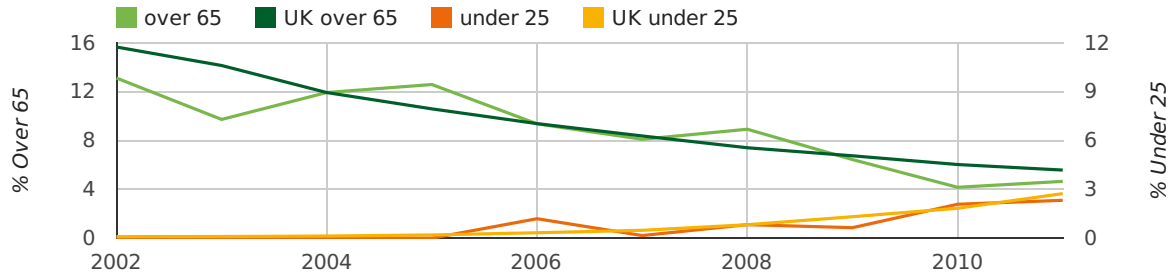
### Annual Data (2011)

The average age of a director in 2011 was 44.8.

The percentage of directors under the age of 25 was 2.3% compared to the UK figure of 3.7%.

The percentage of directors over the age of 65 was 4.7% compared to the UK figure of 4.2%.

#### director age by year



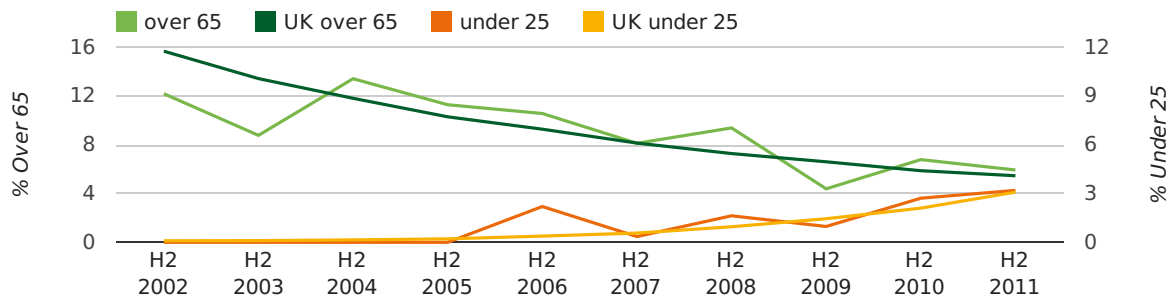
### Half Year Data (Jul-Dec 2011)

The average age of a director in the second half of 2011 was 45.7.

The percentage of directors under the age of 25 was 3.2% compared to the UK figure of 4.1%.

The percentage of directors over the age of 65 was 5.9% compared to the UK figure of 4.1%.

#### director age by half year



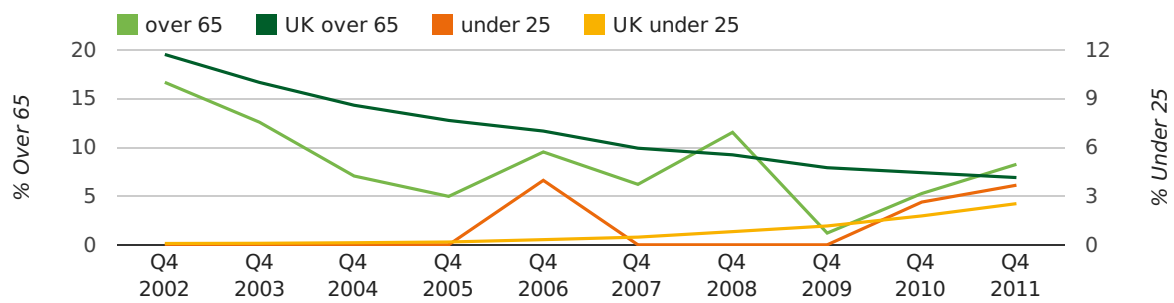
## Quarterly Data (Q4 Oct-Dec 2011)

The average age of a director in the fourth quarter of 2011 was 46.8.

The percentage of directors under the age of 25 was 3.7% compared to the UK figure of 4.2%.

The percentage of directors over the age of 65 was 8.3% compared to the UK figure of 4.1%.

### director age by quarter

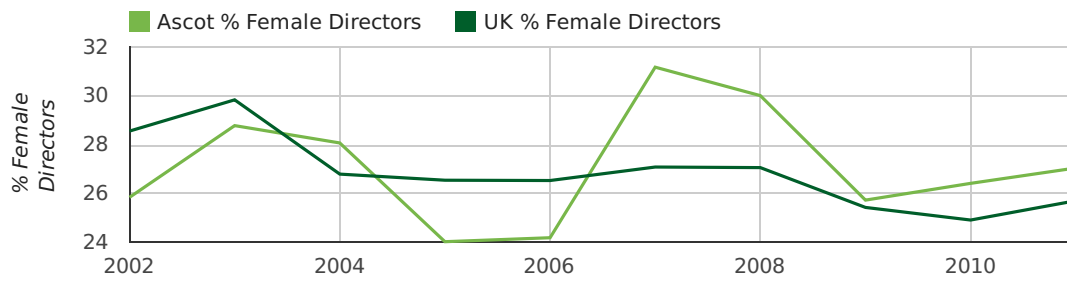


### Annual Data (2011)

The record year for female directors in Ascot was 1857 when 36.4% of all directors were female.

The percentage of female directors in Ascot in 2011 was 25.8%. The average for the UK during this time was 28.6%

#### director gender by year

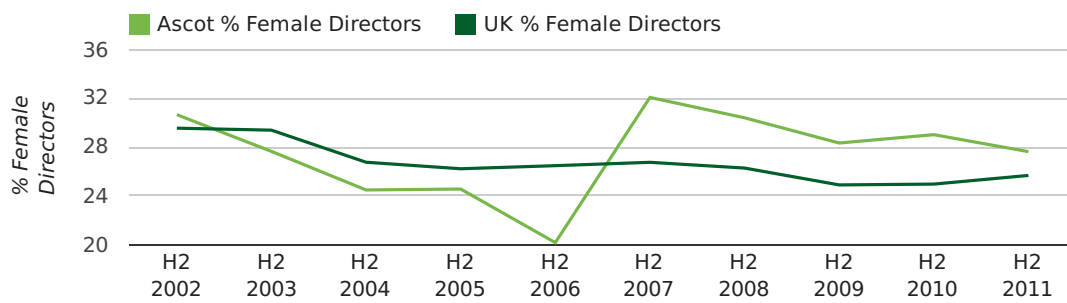


### Half Year Data (Jul-Dec 2011)

The record second half year for female directors in Ascot was 1860 when 42.9% of all directors were female.

27.6% of all director appointments in Ascot in the second half of 2011 were female. This compares to a UK average of 25.7% for the same period.

#### director gender by half year

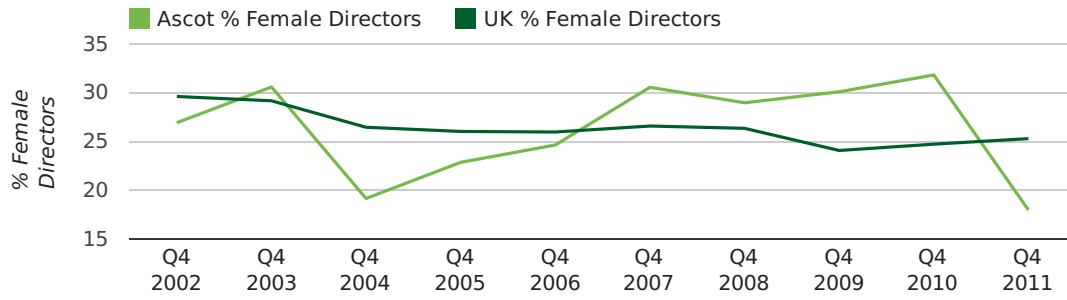


## Quarterly Data (Q4 Oct-Dec 2011)

The record fourth quarter for female directors in Ascot was in 1977 when 31.1% of all directors were female.

18.0% of all director appointments in Ascot in the fourth quarter of 2011 were female. This compares to a UK average of 25.3% for the same period.

### director gender by quarter



## Previous 12 months (Dec 2010-Dec 2011)

Excluding: LIMITED, LTD, &amp;, UK, SERVICES, THE, (UK), AND, LTD., A, LLP, SOLUTIONS, COMPANY, OF.

| WORD         | PERCENTAGE | UK WORD      | UK PERCENTAGE |
|--------------|------------|--------------|---------------|
| PUBLISHING   | 4.20%      | CONSULTING   | 5.07%         |
| CONSULTANCY  | 1.85%      | MANAGEMENT   | 4.74%         |
| CONSULTING   | 1.68%      | CONSULTANCY  | 3.26%         |
| MANAGEMENT   | 1.34%      | PROPERTY     | 2.37%         |
| SYSTEMS      | 0.84%      | TRADING      | 2.07%         |
| DESIGN       | 0.67%      | DESIGN       | 1.92%         |
| J            | 0.67%      | ASSOCIATES   | 1.86%         |
| GOLD         | 0.67%      | ENGINEERING  | 1.78%         |
| SUNNINGDALE  | 0.67%      | BUSINESS     | 1.78%         |
| MARKETING    | 0.67%      | CONSULTANTS  | 1.76%         |
| CONSULTANTS  | 0.50%      | CONSTRUCTION | 1.73%         |
| MUSIC        | 0.50%      | MEDIA        | 1.71%         |
| CORPORATION  | 0.50%      | LONDON       | 1.63%         |
| SERVICE      | 0.50%      | J            | 1.51%         |
| FLYING       | 0.50%      | INVESTMENTS  | 1.48%         |
| MEDIA        | 0.50%      | GLOBAL       | 1.46%         |
| CARE         | 0.50%      | IT           | 1.41%         |
| POWER        | 0.50%      | CARE         | 1.39%         |
| PUBLICATIONS | 0.50%      | PROPERTIES   | 1.29%         |
| GOLF         | 0.50%      | ELECTRICAL   | 1.29%         |
| CARS         | 0.50%      | M            | 1.27%         |
| WORKS        | 0.50%      | BUILDING     | 1.26%         |
| ASCOT        | 0.50%      | ENERGY       | 1.25%         |
| S            | 0.50%      | S            | 1.20%         |
| INVESTMENT   | 0.50%      | ENTERPRISES  | 1.20%         |

## Previous 36 months, excluding companies less than 12 months old

| SIC CODE   | NUMBER OF COMPANIES | UK COMPANIES |
|--|---------------------|--------------|
| None Supplied  | 104                 | 205,525      |
| 7487 - Other business activities   | 30                  | 57,052       |
| 82990 - Other business support service activities not elsewhere classified               | 23                  | 32,483       |
| 70229 - Management consultancy activities other than financial management                | 21                  | 17,765       |
| 9999 - Dormant Company   | 20                  | 20,199       |
| 7414 - Business & management consultancy   | 18                  | 13,034       |
| 99999 - Dormant Company  | 13                  | 21,846       |
| 62020 - Information technology consultancy activities                                    | 12                  | 12,072       |
| 62090 - Other information technology service activities                                  | 8                   | 7,493        |
| 7222 - Other software consultancy and supply   | 8                   | 7,398        |
| 4521 - General construction & civil engineering  | 7                   | 5,558        |
| 9305 - Other service activities  | 7                   | 9,492        |
| 7260 - Other computer related activities   | 7                   | 7,667        |
| 74909 - Other professional, scientific and technical activities not elsewhere classified | 6                   | 8,671        |
| 96090 - Other service activities not elsewhere classified                                | 5                   | 11,768       |
| 74990 - Non-trading company  | 5                   | 8,929        |
| 4534 - Other building installation   | 4                   | 2,091        |
| 43220 - Plumbing, heat and air-conditioning installation                                 | 4                   | 2,372        |
| 7011 - Development & sell real estate  | 4                   | 2,287        |
| 68100 - Buying and selling of own real estate  | 4                   | 2,749        |