

Ascot

2012 half year business confidence report



headlines

- April 2012 saw a new record in company closures in Ascot when compared to any previous April.

contents

new company registrations

closed companies (dissolved)

net company growth

uk company share

director age

director gender

naming trends

sic data

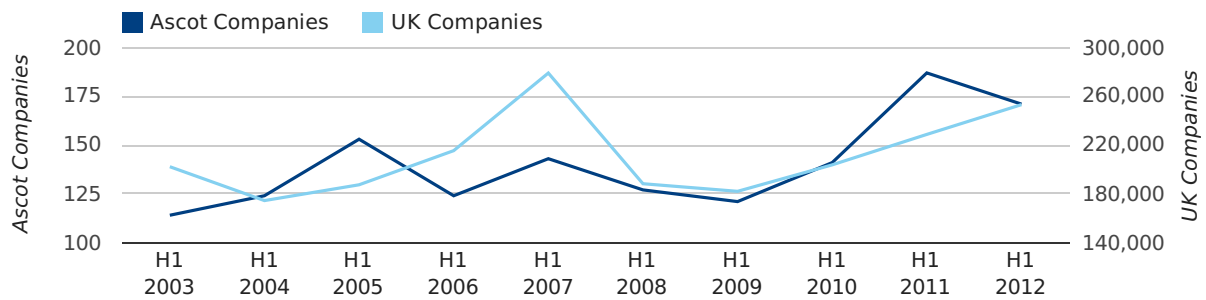
Half Year Data (Jan-Jun 2012)

In the first half of 2012 a total of 171 companies were formed in Ascot. This figure is 8.6% lower than last year, which compares badly to the UK wide figure of 10.7%.

The highest total for a first half year in Ascot occurred in 2011 when a total of 187 were formed.

HALF YEAR (JAN-JUN)	ASCOT	UK
2012	171	253,150
2011	187	228,735
% CHANGE	-8.6%	10.7%
RECORD YEAR	2011 (187)	2007 (279,097)

new companies by half year



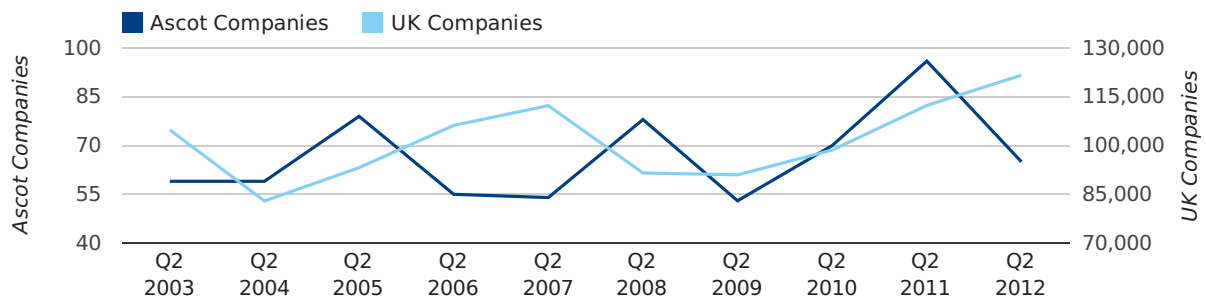
Quarterly Data (Q2 Apr-Jun 2012)

A total of 65 companies were registered in Ascot during the second quarter of 2012 (Apr 2012 - Jun 2012).

This figure is a decrease of 32.3% versus the same period last year (Q2 2011). This figure compares badly to the UK as a whole, which saw an increase of 8.3% against the same period last year.

SECOND QUARTER (APR 2012 - JUN 2012)	ASCOT	UK
2012	65	121,659
2011	96	112,344
% CHANGE	-32.3%	8.3%
RECORD YEAR	2011 (96)	2012 (121,659)

new companies by quarter



Monthly Data (Apr, May & Jun 2012)

new companies by month



	APRIL	MAY	JUNE
NEW COMPANIES IN 2012	25	19	21
NEW COMPANIES IN 2011	24	20	52
% CHANGE	4.2%	-5.0%	-59.6%
RECORD YEAR	2005 (45)	2010 (33)	2011 (52)

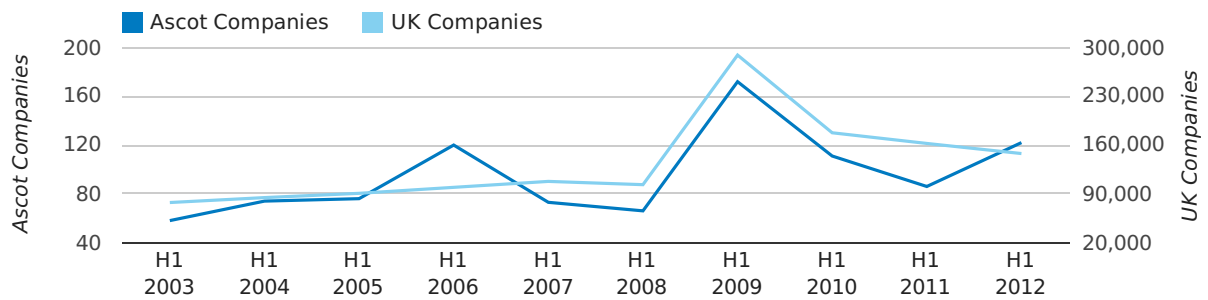
Half Year Data (Jan-Jun 2012)

In the first half of 2012 a total of 122 companies were dissolved in Ascot. This figure is 41.9% higher than last year, which compares badly to the UK wide change of -8.9%.

The highest total for a first half year in Ascot occurred in 2009 when a total of 172 were closed.

HALF YEAR (JAN-JUN)	ASCOT	UK
2012	122	147,793
2011	86	162,310
% CHANGE	41.9%	-8.9%
RECORD YEAR	2009 (172)	2009 (289,236)

dissolved companies by half year



Quarterly Data (Q2 Apr-Jun 2012)

A total of 77 companies were dissolved in Ascot during the second quarter of 2012 (Apr 2012 - Jun 2012).

This figure is an increase of 126.5% versus the same period last year (Q2 2011). This figure compares poorly to the UK as a whole, which saw an increase of 12.5% against the same period last year.

SECOND QUARTER (APR 2012 - JUN 2012)	ASCOT	UK
2012	77	80,217
2011	34	71,324
% CHANGE	126.5%	12.5%
RECORD YEAR	2009 (113)	2009 (181,176)

dissolved companies by quarter



Monthly Data (Apr, May & Jun 2012)

April 2012 saw a new record in company closures in Ascot when compared to any previous April.

dissolved companies by month



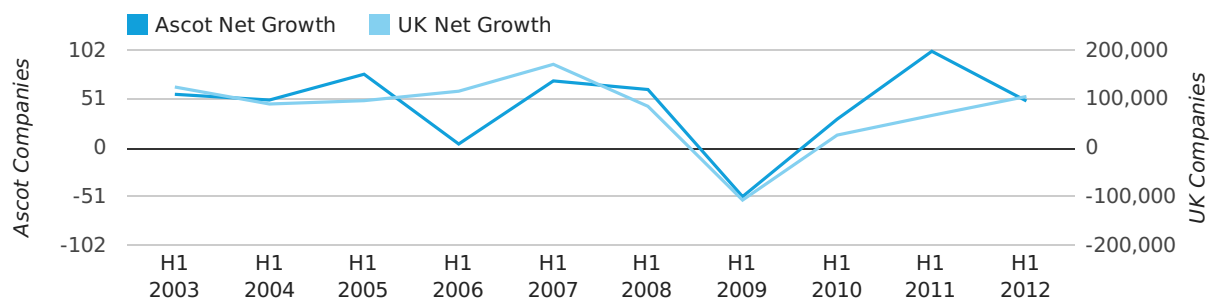
	APRIL	MAY	JUNE
CLOSED COMPANIES IN 2012	46	12	19
CLOSED COMPANIES IN 2011	11	13	10
% CHANGE	318.2%	-7.7%	90%
RECORD YEAR	2012 (46)	2009 (62)	2006 (43)

Half Year Data (Jan-Jun 2012)

In the first half of 2012 the company register for Ascot increased by 49 companies. This figure is 51.5% lower than last year, which compares badly to a UK increase of 58.6%.

HALF YEAR (JAN-JUN)	ASCOT	UK
2012	49	105,357
2011	101	66,425
% CHANGE	-51.5%	58.6%
RECORD YEAR	2011 (101)	2007 (171,296)

net growth by half year



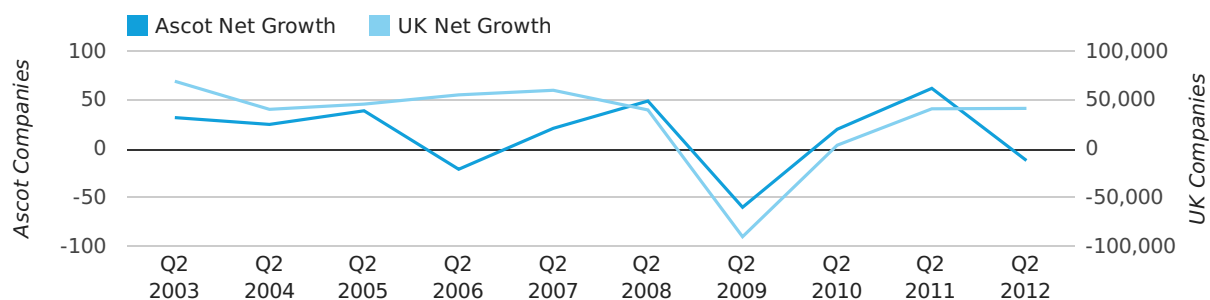
Quarterly Data (Q2 Apr-Jun 2012)

Net company growth for Ascot during the second quarter of 2012 (Apr 2012 - Jun 2012) was -12 companies.

This represents a decrease of 119.4% on the same period last year.

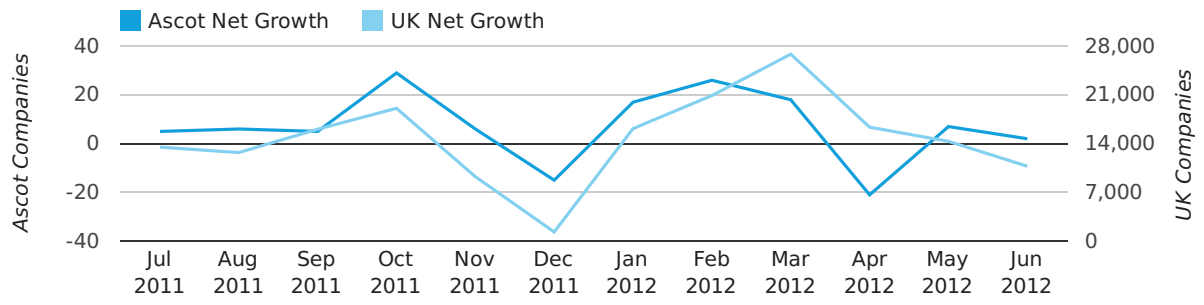
SECOND QUARTER (APR 2012 - JUN 2012)	ASCOT	UK
2012	-12	41,442
2011	62	41,020
% CHANGE	-119.4%	1.0%
RECORD YEAR	2011 (62)	2003 (69,274)

net growth by quarter



Monthly Data (Apr, May & Jun 2012)

net growth by month



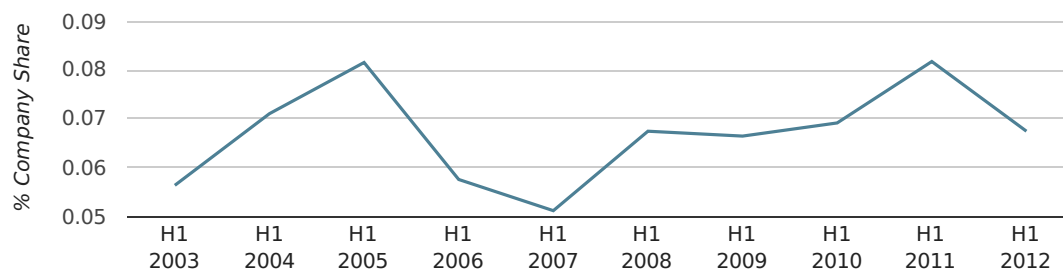
	APRIL	MAY	JUNE
NET GROWTH IN 2012	-21	7	2
NET GROWTH IN 2011	13	7	42
% CHANGE	-261.5%	0.0%	-95.2%
RECORD YEAR	2005 (37)	2000 (16)	2011 (42)

Half Year Data (Jan-Jun 2012)

In the first half of 2012 Ascot formed 0.1% of all UK companies. This is the same as the 2011 figure of 0.1%.

HALF YEAR (JAN-JUN)	ASCOT
2012	0.1%
2011	0.1%
2010	0.1%
2009	0.1%
2008	0.1%
RECORD YEAR (SINCE 1960)	1966 (0.1%)

company share by half year

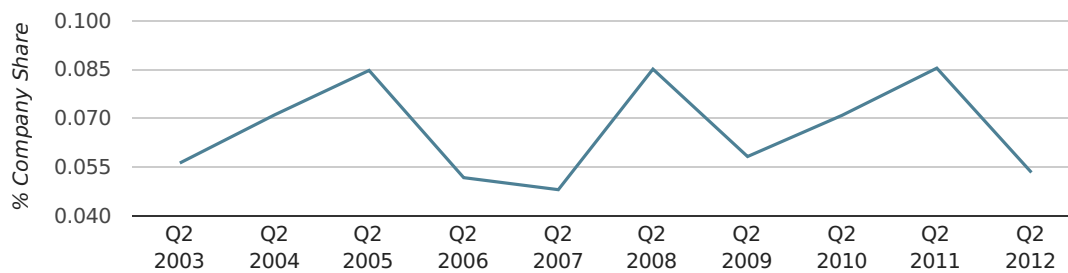


Quarterly Data (Q2 Apr-Jun 2012)

In the second quarter of 2012, Ascot formed 0.1% of all UK companies.

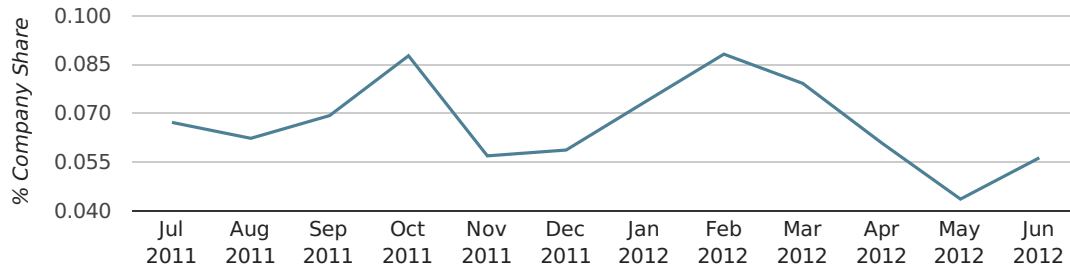
SECOND QUARTER (APR 2012 - JUN 2012)	ASCOT
2012	0.1%
2011	0.1%
2010	0.1%
2009	0.1%
2008	0.1%
RECORD YEAR (SINCE 1960)	1966 (0.1%)

company share by quarter



Monthly Data (Apr, May & Jun 2012)

company share by month



	APRIL	MAY	JUNE
UK FORMATION SHARE IN 2012	0.1%	0.0%	0.1%
UK FORMATION SHARE IN 2011	0.1%	0.1%	0.1%
% CHANGE	-12.4%	-16.8%	-56.9%
RECORD YEAR	1966 (0.4%)	1995 (0.2%)	1978 (0.1%)

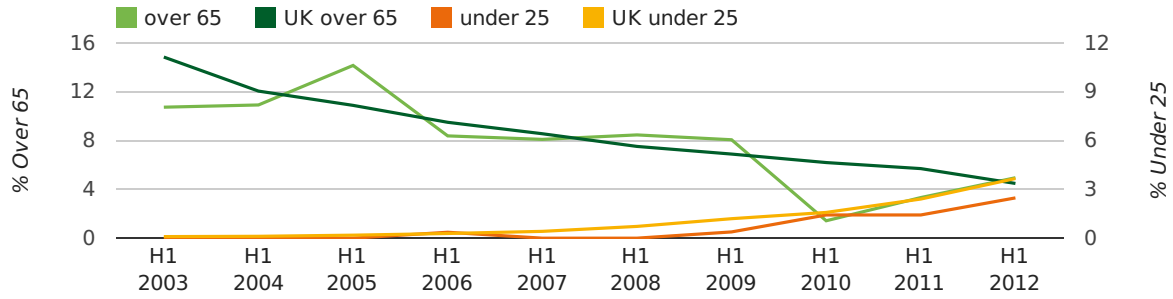
Half Year Data (Jan-Jun 2012)

The average age of a director in the first half of 2012 was 44.9.

The percentage of directors under the age of 25 was 2.5% compared to the UK figure of 4.9%.

The percentage of directors over the age of 65 was 5.0% compared to the UK figure of 3.4%.

director age by half year



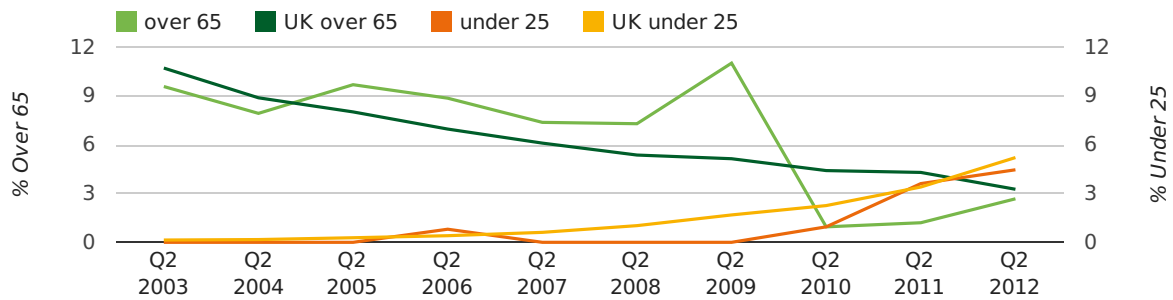
Quarterly Data (Q2 Apr-Jun 2012)

The average age of a director in the second quarter of 2012 was 44.0.

The percentage of directors under the age of 25 was 4.5% compared to the UK figure of 5.2%.

The percentage of directors over the age of 65 was 2.7% compared to the UK figure of 3.3%.

director age by quarter

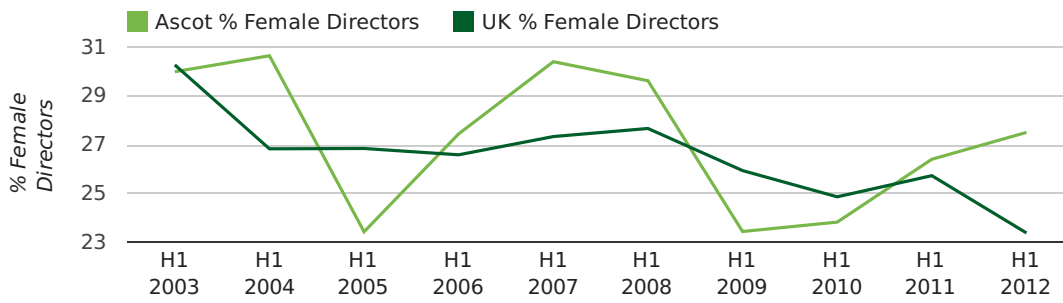


Half Year Data (Jan-Jun 2012)

The record first half year for female directors in Ascot was 1861 when 40.0% of all directors were female.

27.5% of all director appointments in Ascot in the first half of 2012 were female. This compares to a UK average of 23.4% for the same period.

director gender by half year

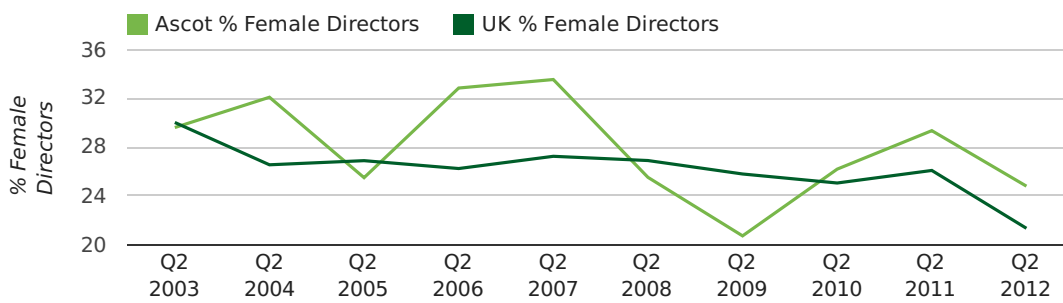


Quarterly Data (Q2 Apr-Jun 2012)

The record second quarter for female directors in Ascot was in 1866 when 66.7% of all directors were female.

24.8% of all director appointments in Ascot in the second quarter of 2012 were female. This compares to a UK average of 21.3% for the same period.

director gender by quarter



Previous 12 months (Jun 2011-Jun 2012)

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

WORD	PERCENTAGE	UK WORD	UK PERCENTAGE
CONSULTING	2.55%	CONSULTING	5.07%
MANAGEMENT	2.55%	MANAGEMENT	4.74%
CONSULTANCY	1.36%	CONSULTANCY	3.28%
DESIGN	1.02%	PROPERTY	2.35%
DEVELOPMENTS	0.85%	TRADING	2.10%
PUBLISHING	0.85%	DESIGN	1.89%
CARE	0.68%	ENGINEERING	1.87%
PLANT	0.68%	ASSOCIATES	1.82%
BOUTIQUE	0.51%	CONSULTANTS	1.78%
PROJECT	0.51%	CONSTRUCTION	1.71%
CORPORATION	0.51%	BUSINESS	1.70%
THAMES	0.51%	MEDIA	1.69%
PROJECTS	0.51%	LONDON	1.68%
PROPERTY	0.51%	J	1.57%
SERVICE	0.51%	GLOBAL	1.51%
J	0.51%	INVESTMENTS	1.48%
MARKETING	0.51%	IT	1.42%
INVESTMENT	0.51%	CARE	1.31%
ASCOT	0.51%	PROPERTIES	1.31%
CARS	0.51%	M	1.26%
SYSTEMS	0.51%	ELECTRICAL	1.23%
MARTIN	0.34%	BUILDING	1.23%
LANE	0.34%	SECURITY	1.19%
NEWGEN	0.34%	S	1.18%
MUSIC	0.34%	ENTERPRISES	1.17%

Previous 36 months, excluding companies less than 12 months old

SIC CODE	NUMBER OF COMPANIES	UK COMPANIES
None Supplied	175	244,457
82990 - Other business support service activities not elsewhere classified	41	35,447
7487 - Other business activities	30	47,029
70229 - Management consultancy activities other than financial management	30	20,390
99999 - Dormant Company	15	26,088
7414 - Business & management consultancy	14	10,978
62020 - Information technology consultancy activities	11	15,280
96090 - Other service activities not elsewhere classified	8	14,220
62090 - Other information technology service activities	7	8,258
9999 - Dormant Company	7	16,469
9305 - Other service activities	6	7,926
7260 - Other computer related activities	6	6,456
74909 - Other professional, scientific and technical activities not elsewhere classified	6	10,271
74990 - Non-trading company	5	9,706
7222 - Other software consultancy and supply	5	6,356
7499 - Non-trading company	4	8,023
41100 - Development of building projects	4	5,149
68310 - Real estate agencies	4	2,192
59111 - Motion picture production activities	4	1,580
70221 - Financial management	4	1,344