

Basingstoke

q1 2011 business confidence report



headlines

- February 2011 saw a new record in company registrations in Basingstoke when compared to any previous February.
- Q1 2011 saw a new record in company closures in Basingstoke when compared to any previous Q1.
- January 2011 saw a new record in company closures in Basingstoke when compared to any previous January.

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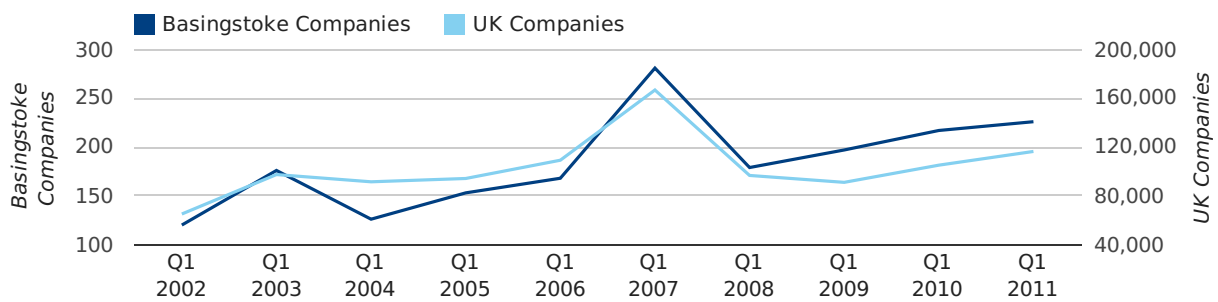
Quarterly Data (Q1 Jan-Mar 2011)

A total of 226 companies were registered in Basingstoke during the first quarter of 2011 (Jan 2011 - Mar 2011).

This figure is an increase of 4.1% versus the same period last year (Q1 2010). This figure compares badly to the UK as a whole, which saw an increase of 10.7% against the same period last year.

FIRST QUARTER (JAN 2011 - MAR 2011)	BASINGSTOKE	UK
2011	226	116,391
2010	217	105,137
% CHANGE	4.1%	10.7%
RECORD YEAR	2007 (281)	2007 (166,814)

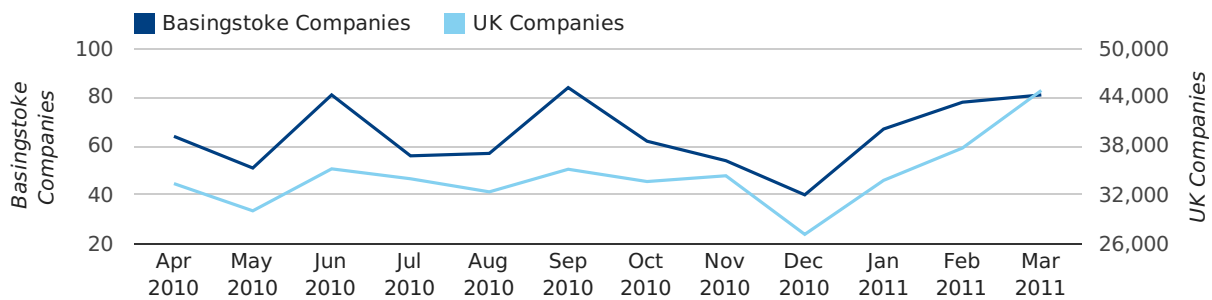
new companies by quarter



Monthly Data (Jan, Feb & Mar 2011)

February 2011 saw a new record in company registrations in Basingstoke when compared to any previous February.

new companies by month



	JANUARY	FEBRUARY	MARCH
NEW COMPANIES IN 2011	67	78	81
NEW COMPANIES IN 2010	77	57	83
% CHANGE	-13.0%	36.8%	-2.4%
RECORD YEAR	2010 (77)	2011 (78)	2007 (144)

Quarterly Data (Q1 Jan-Mar 2011)

Q1 2011 saw a new record in company closures in Basingstoke when compared to any previous Q1.

A total of 155 companies were dissolved in Basingstoke during the first quarter of 2011 (Jan 2011 - Mar 2011).

This figure is an increase of 8.4% versus the same period last year (Q1 2010). This figure compares well to the UK as a whole, which saw an increase of 10.0% against the same period last year.

FIRST QUARTER (JAN 2011 - MAR 2011)	BASINGSTOKE	UK
2011	155	90,986
2010	143	82,677
% CHANGE	8.4%	10.0%
RECORD YEAR	2011 (155)	2009 (108,060)

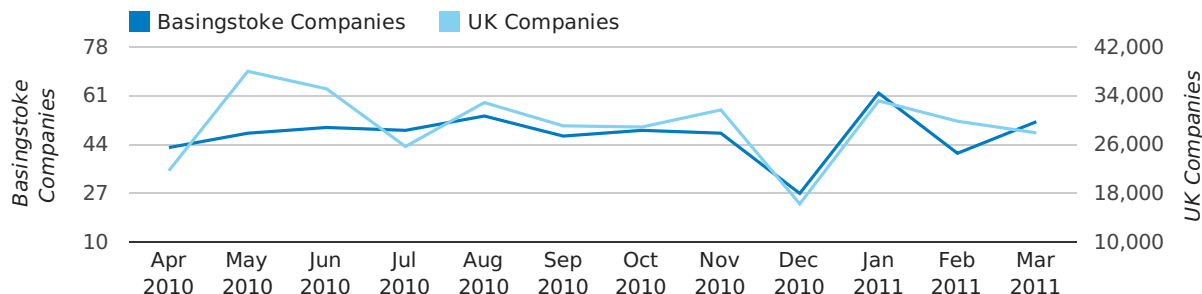
dissolved companies by quarter



Monthly Data (Jan, Feb & Mar 2011)

January 2011 saw a new record in company closures in Basingstoke when compared to any previous January.

dissolved companies by month



	JANUARY	FEBRUARY	MARCH
CLOSED COMPANIES IN 2011	62	41	52
CLOSED COMPANIES IN 2010	25	57	61
% CHANGE	148.0%	-28.1%	-15%
RECORD YEAR	2011 (62)	2010 (57)	2009 (90)

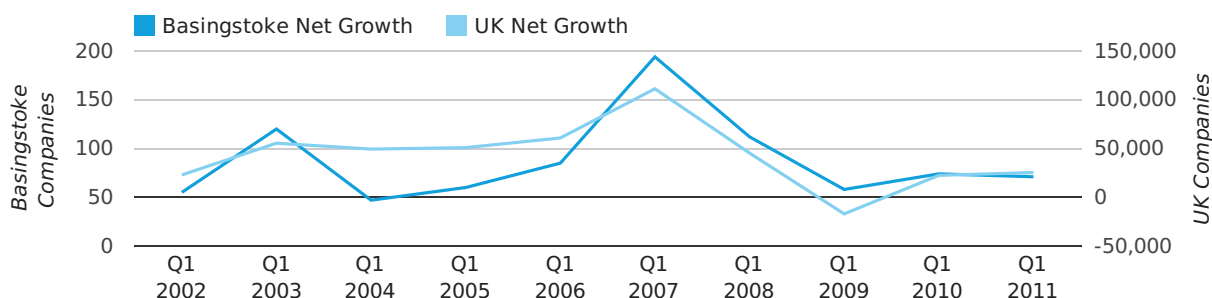
Quarterly Data (Q1 Jan-Mar 2011)

Net company growth for Basingstoke during the first quarter of 2011 (Jan 2011 - Mar 2011) was 71 companies.

This represents a decrease of 4.1% on the same period last year.

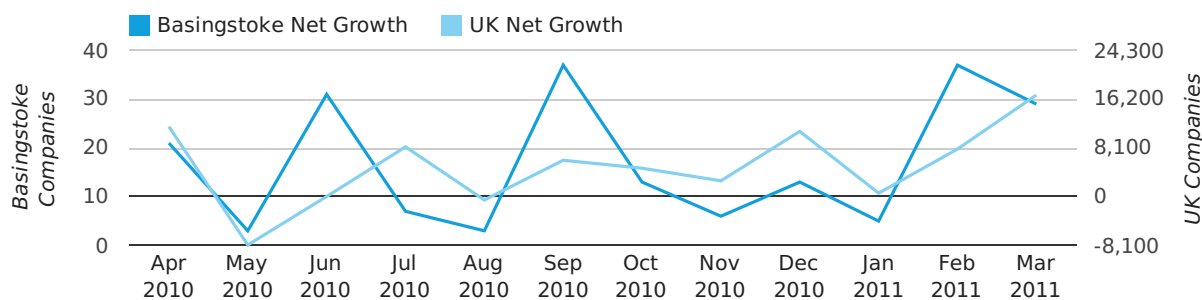
FIRST QUARTER (JAN 2011 - MAR 2011)	BASINGSTOKE	UK
2011	71	25,405
2010	74	22,460
% CHANGE	-4.1%	13.1%
RECORD YEAR	2007 (194)	2007 (111,282)

net growth by quarter



Monthly Data (Jan, Feb & Mar 2011)

net growth by month



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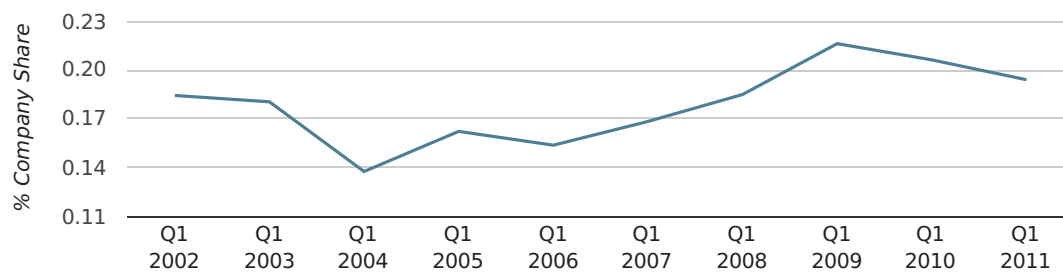
	JANUARY	FEBRUARY	MARCH
NET GROWTH IN 2011	5	37	29
NET GROWTH IN 2010	52	0	22
% CHANGE	-90.4%	0.0%	31.8%
RECORD YEAR	2010 (52)	2007 (56)	2007 (121)

Quarterly Data (Q1 Jan-Mar 2011)

In the first quarter of 2011, Basingstoke formed 0.2% of all UK companies.

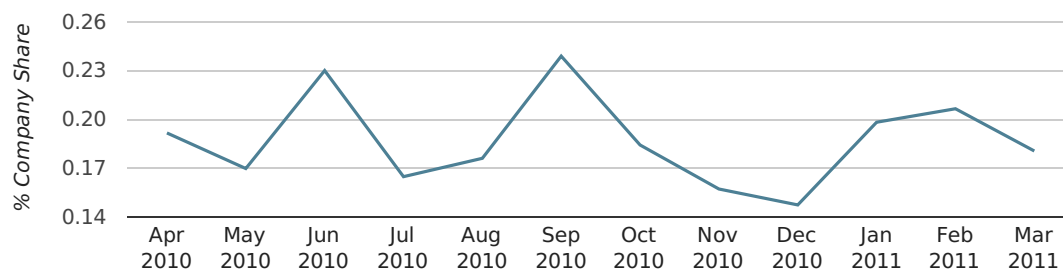
FIRST QUARTER (JAN 2011 - MAR 2011)	BASINGSTOKE
2011	0.2%
2010	0.2%
2009	0.2%
2008	0.2%
2007	0.2%
RECORD YEAR (SINCE 1960)	1966 (0.4%)

company share by quarter



Monthly Data (Jan, Feb & Mar 2011)

company share by month



	JANUARY	FEBRUARY	MARCH
UK FORMATION SHARE IN 2011	0.2%	0.2%	0.2%
UK FORMATION SHARE IN 2010	0.3%	0.2%	0.2%
% CHANGE	-24.9%	20.4%	-6.9%
RECORD YEAR	1966 (0.7%)	1967 (0.4%)	1962 (0.5%)

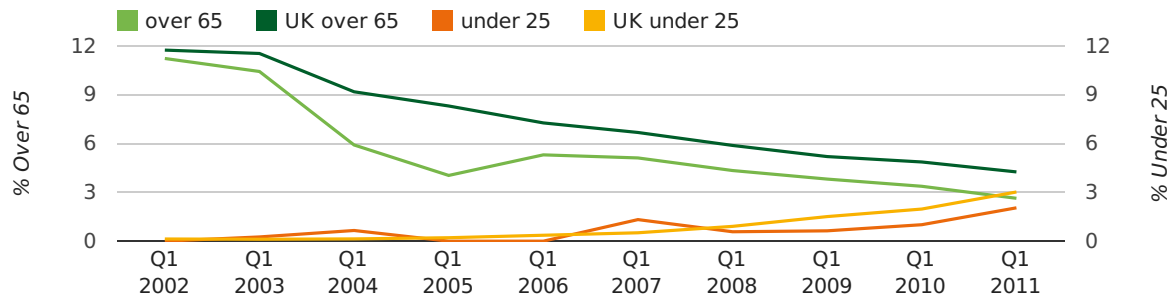
Quarterly Data (Q1 Jan-Mar 2011)

The average age of a director in the first quarter of 2011 was 43.9.

The percentage of directors under the age of 25 was 2.1% compared to the UK figure of 3.0%.

The percentage of directors over the age of 65 was 2.6% compared to the UK figure of 4.3%.

director age by quarter

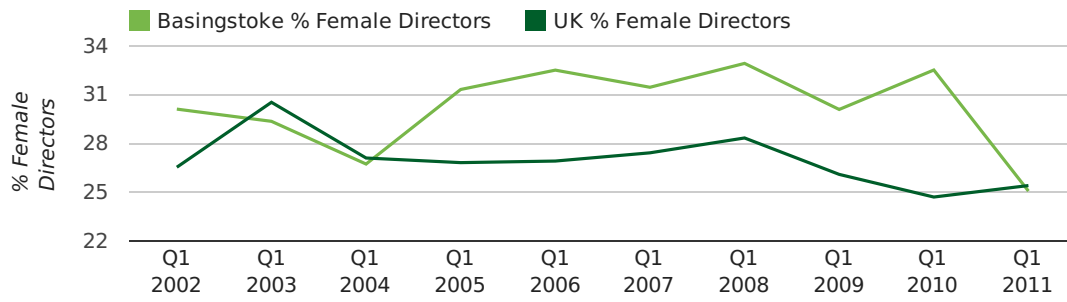


Quarterly Data (Q1 Jan-Mar 2011)

The record first quarter for female directors in Basingstoke was in 1861 when 40.0% of all directors were female.

25.1% of all director appointments in Basingstoke in the first quarter of 2011 were female. This compares to a UK average of 25.4% for the same period.

director gender by quarter



Previous 12 months (Mar 2010-Mar 2011)

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

WORD	PERCENTAGE	UK WORD	UK PERCENTAGE
CONSULTING	2.77%	CONSULTING	5.04%
ASSOCIATES	1.03%	MANAGEMENT	4.97%
CONSULTANCY	0.95%	CONSULTANCY	3.16%
BUSINESS	0.87%	PROPERTY	2.38%
MANAGEMENT	0.87%	TRADING	2.10%
SYSTEMS	0.79%	DESIGN	1.93%
TECHNOLOGIES	0.63%	ASSOCIATES	1.92%
ACCOUNTANCY	0.55%	BUSINESS	1.87%
T	0.55%	CONSTRUCTION	1.80%
ENTERPRISES	0.55%	CONSULTANTS	1.76%
CONSULTANTS	0.55%	MEDIA	1.69%
FOR	0.55%	ENGINEERING	1.61%
HAMPSHIRE	0.55%	LONDON	1.60%
R	0.55%	CARE	1.45%
IT	0.55%	J	1.45%
TRAINING	0.55%	GLOBAL	1.44%
ELECTRICAL	0.48%	INVESTMENTS	1.43%
HOME	0.48%	IT	1.41%
PROJECT	0.48%	PROPERTIES	1.36%
MARKETING	0.40%	BUILDING	1.34%
DEVELOPMENT	0.40%	M	1.30%
PLUMBING	0.40%	ELECTRICAL	1.28%
MEDIA	0.40%	S	1.24%
D	0.40%	INTERNATIONAL	1.23%
ENGINEERING	0.40%	SYSTEMS	1.23%

Previous 36 months, excluding companies less than 12 months old

SIC CODE	NUMBER OF COMPANIES	UK COMPANIES
None Supplied	347	202,798
7487 - Other business activities	85	60,968
70229 - Management consultancy activities other than financial management	65	16,150
82990 - Other business support service activities not elsewhere classified	59	30,253
9999 - Dormant Company	49	19,765
62020 - Information technology consultancy activities	42	10,246
7260 - Other computer related activities	39	7,789
7414 - Business & management consultancy	39	12,916
7222 - Other software consultancy and supply	30	7,000
99999 - Dormant Company	27	18,336
9305 - Other service activities	24	8,740
62090 - Other information technology service activities	22	6,996
74990 - Non-trading company	21	8,695
7499 - Non-trading company	17	11,316
86900 - Other human health activities	14	4,092
74909 - Other professional, scientific and technical activities not elsewhere classified	14	7,788
43220 - Plumbing, heat and air-conditioning installation	13	2,312
96090 - Other service activities not elsewhere classified	13	10,085
4545 - Other building completion	12	2,483
61900 - Other telecommunications activities	11	1,228