

Basingstoke

2011 annual business confidence report



headlines

- The second half of 2011 saw a new record in company registrations in Basingstoke when compared to any previous second half year.
- Q4 2011 saw a new record in company registrations in Basingstoke when compared to any previous Q4.
- December 2011 saw a new record in company registrations in Basingstoke when compared to any previous December.
- Q4 2011 saw a new record in company closures in Basingstoke when compared to any previous Q4.
- November 2011 saw a new record in company closures in Basingstoke when compared to any previous November.

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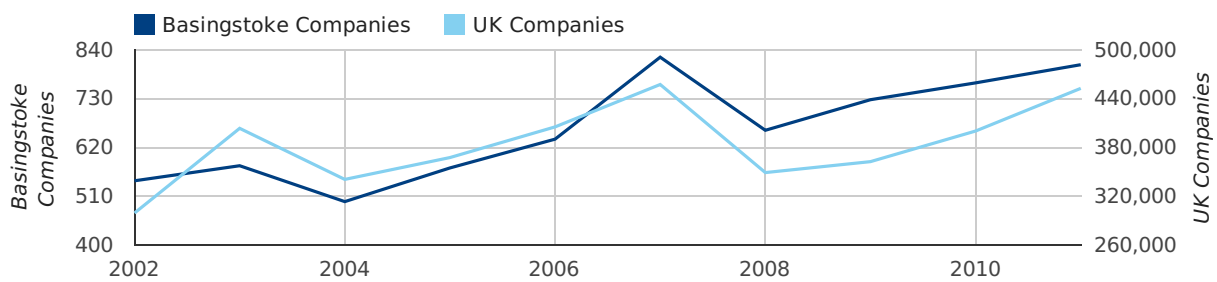
sic data

Annual Data (2011)

A total of 807 companies were formed in Basingstoke in 2011. This total is 5.4% higher than in 2010 and compares equally to the UK figure of a 13.1% growth compared to 400,358 the previous year.

YEAR	BASINGSTOKE	UK
2011	807	452,870
2010	766	400,358
2009	728	362,675
2008	659	349,203
2007	824	457,649
RECORD YEAR	2007 (824)	2007 (457,649)

new companies by year



Half Year Data (Jul-Dec 2011)

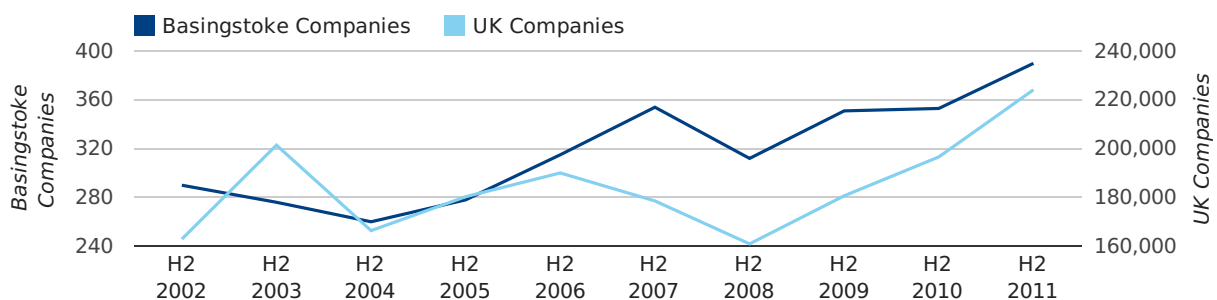
The second half of 2011 saw a new record in company registrations in Basingstoke when compared to any previous second half year.

In the second half of 2011 a total of 390 companies were formed in Basingstoke. This figure is 10.5% higher than last year, which compares badly to the UK wide figure of 14.0%.

The highest total for a second half year in Basingstoke occurred in 2011 when a total of 390 were formed.

HALF YEAR (JUL-DEC)	BASINGSTOKE	UK
2011	390	224,135
2010	353	196,609
% CHANGE	10.5%	14.0%
RECORD YEAR	2011 (390)	2011 (224,135)

new companies by half year



Quarterly Data (Q4 Oct-Dec 2011)

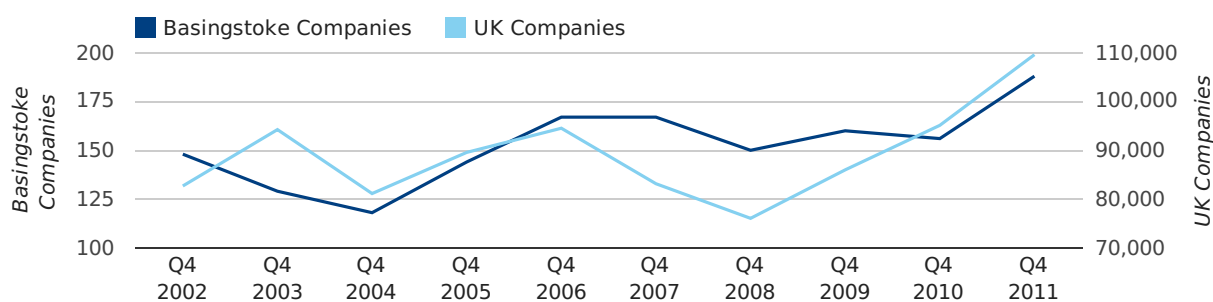
Q4 2011 saw a new record in company registrations in Basingstoke when compared to any previous Q4.

A total of 188 companies were registered in Basingstoke during the fourth quarter of 2011 (Oct 2011 - Dec 2011).

This figure is an increase of 20.5% 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)	BASINGSTOKE	UK
2011	188	109,623
2010	156	95,117
% CHANGE	20.5%	15.3%
RECORD YEAR	2011 (188)	2011 (109,623)

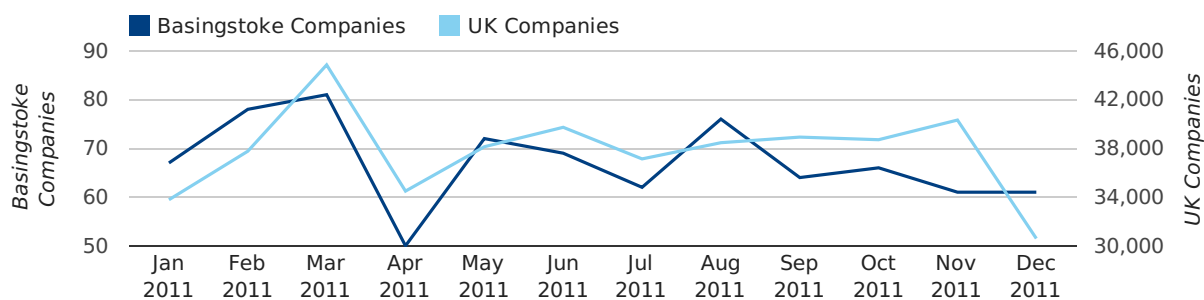
new companies by quarter



Monthly Data (Oct, Nov & Dec 2011)

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

new companies by month



	OCTOBER	NOVEMBER	DECEMBER
NEW COMPANIES IN 2011	66	61	61
NEW COMPANIES IN 2010	62	54	40
% CHANGE	6.5%	13.0%	52.5%
RECORD YEAR	2007 (72)	2009 (63)	2011 (61)

Annual Data (2011)

A total of 591 companies were dissolved in Basingstoke in 2011. This total is 5.9% higher than in 2010 and compares favourably to the UK figure of 8.1% decrease compared to the previous year.

YEAR	BASINGSTOKE	UK
2011	591	314,523
2010	558	342,232
2009	724	533,773
2008	329	237,901
2007	339	220,295
RECORD YEAR	2009 (724)	2009 (533,773)

dissolved companies by year



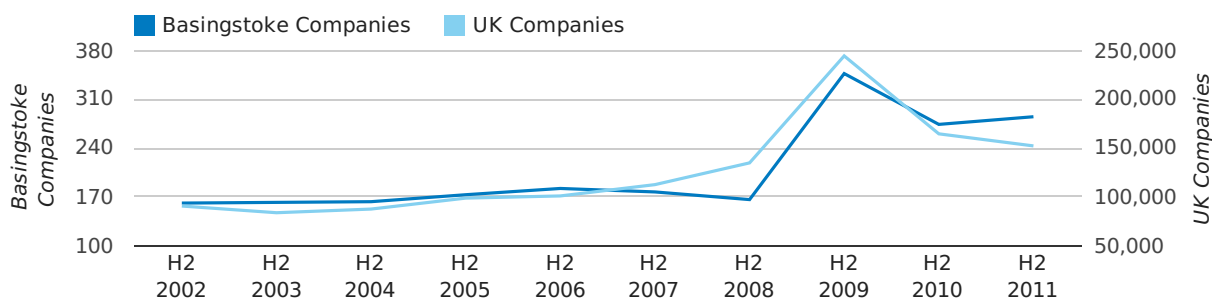
Half Year Data (Jul-Dec 2011)

In the second half of 2011 a total of 285 companies were dissolved in Basingstoke. This figure is 4.0% higher than last year, which compares badly to the UK wide change of -7.5%.

The highest total for a second half year in Basingstoke occurred in 2009 when a total of 347 were closed.

HALF YEAR (JUL-DEC)	BASINGSTOKE	UK
2011	285	152,213
2010	274	164,601
% CHANGE	4.0%	-7.5%
RECORD YEAR	2009 (347)	2009 (244,537)

dissolved companies by half year



Quarterly Data (Q4 Oct-Dec 2011)

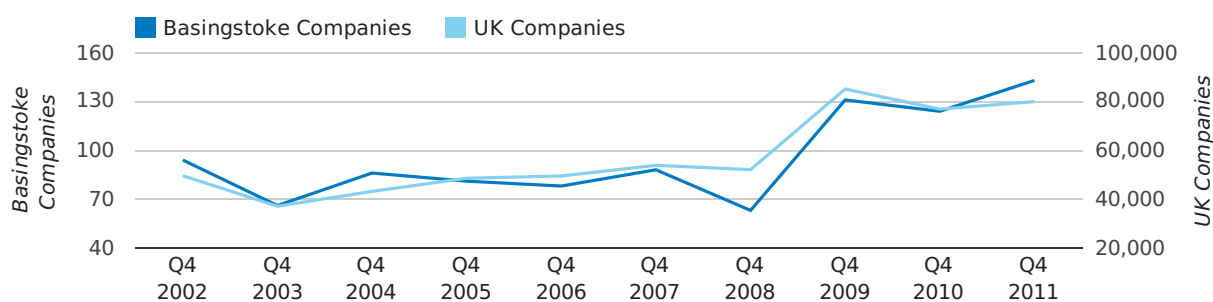
Q4 2011 saw a new record in company closures in Basingstoke when compared to any previous Q4.

A total of 143 companies were dissolved in Basingstoke during the fourth quarter of 2011 (Oct 2011 - Dec 2011).

This figure is an increase of 15.3% 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)	BASINGSTOKE	UK
2011	143	79,983
2010	124	76,896
% CHANGE	15.3%	4.0%
RECORD YEAR	2011 (143)	2009 (85,136)

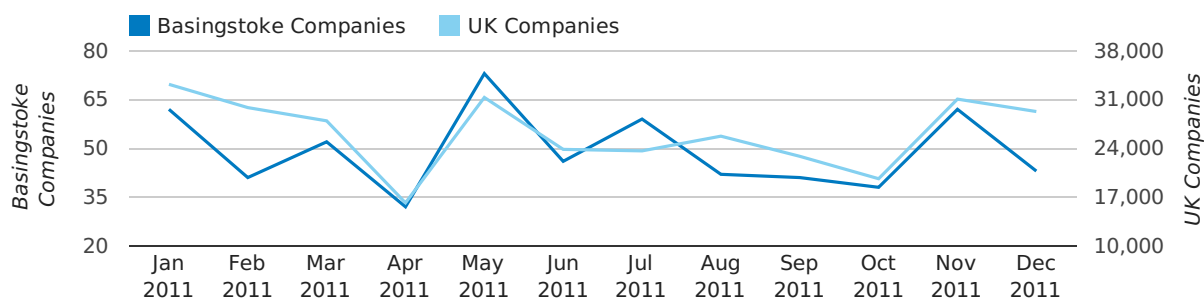
dissolved companies by quarter



Monthly Data (Oct, Nov & Dec 2011)

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

dissolved companies by month



	OCTOBER	NOVEMBER	DECEMBER
CLOSED COMPANIES IN 2011	38	62	43
CLOSED COMPANIES IN 2010	49	48	27
% CHANGE	-22.4%	29.2%	59%
RECORD YEAR	2000 (55)	2011 (62)	2009 (52)

Annual Data (2011)

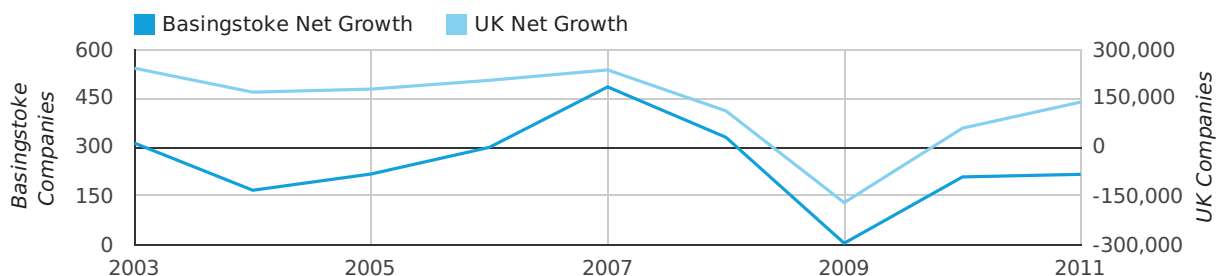
A total of 216 companies were added to the company register for Basingstoke in 2011. This number represents growth of 28.2% which compares unfavourably to the UK figure of 34.6%.

This number is 8 companies higher than the previous year.

The highest net company growth figure ever seen in one year came in 2007 when the Basingstoke company register grew by 485 companies.

YEAR	BASINGSTOKE	UK
2011	216	138,347
2010	208	58,126
2009	4	-171,098
2008	330	111,302
2007	485	237,354
RECORD YEAR	2007 (485)	2003 (242,543)

net growth by year

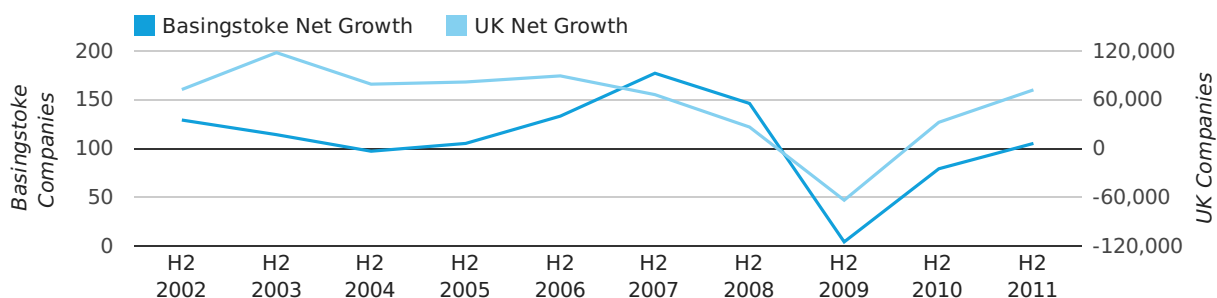


Half Year Data (Jul-Dec 2011)

In the second half of 2011 the company register for Basingstoke increased by 105 companies. This figure is 32.9% higher than last year, which compares badly to a UK increase of 124.7%.

HALF YEAR (JUL-DEC)	BASINGSTOKE	UK
2011	105	71,922
2010	79	32,008
% CHANGE	32.9%	124.7%
RECORD YEAR	2007 (177)	2003 (117,772)

net growth by half year



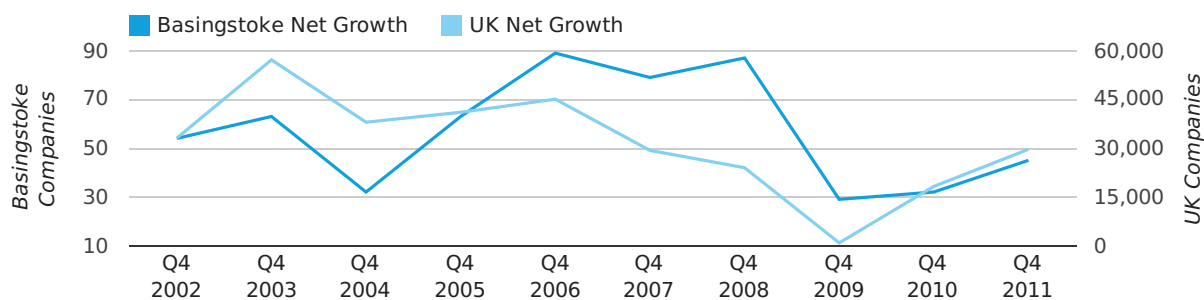
Quarterly Data (Q4 Oct-Dec 2011)

Net company growth for Basingstoke during the fourth quarter of 2011 (Oct 2011 - Dec 2011) was 45 companies.

This represents an increase of 40.6% on the same period last year.

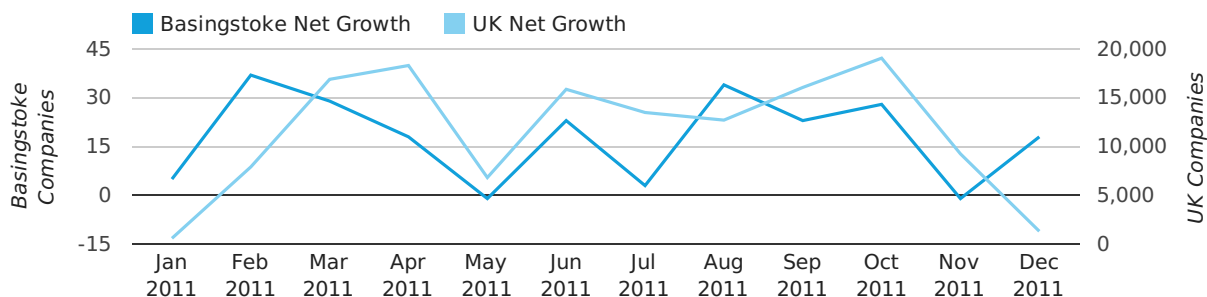
FOURTH QUARTER (OCT 2011 - DEC 2011)	BASINGSTOKE	UK
2011	45	29,640
2010	32	18,221
% CHANGE	40.6%	62.7%
RECORD YEAR	2006 (89)	2003 (57,175)

net growth by quarter



Monthly Data (Oct, Nov & Dec 2011)

net growth by month



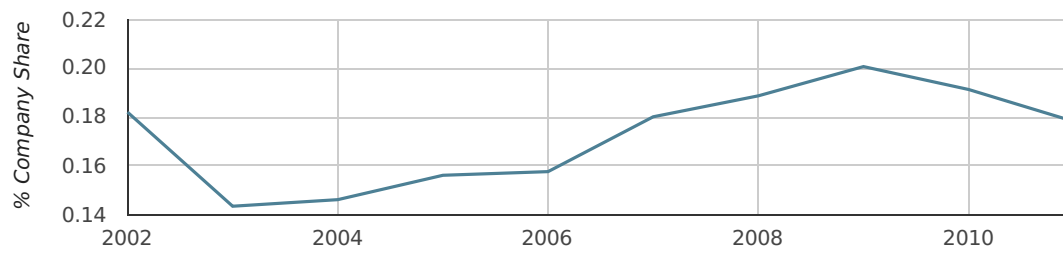
	OCTOBER	NOVEMBER	DECEMBER
NET GROWTH IN 2011	28	-1	18
NET GROWTH IN 2010	13	6	13
% CHANGE	115.4%	-116.7%	38.5%
RECORD YEAR	2008 (47)	2008 (39)	2006 (28)

Annual Data (2011)

In 2011 Basingstoke formed 0.2% of all UK companies. This is no change on 2010 when Basingstoke was responsible for 0.2% of all UK companies.

YEAR	BASINGSTOKE
2011	0.2%
2010	0.2%
2009	0.2%
2008	0.2%
2007	0.2%
RECORD YEAR (SINCE 1960)	1990 (0.2%)

company share by year

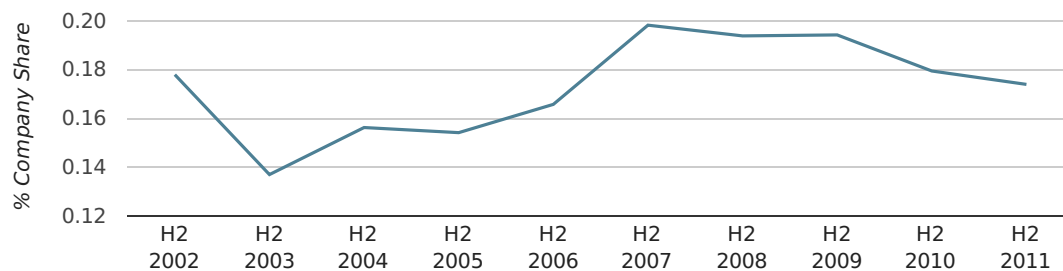


Half Year Data (Jul-Dec 2011)

In the second half of 2011 Basingstoke formed 0.2% of all UK companies. This is the same as the 2010 figure of 0.2%.

HALF YEAR (JUL-DEC)	BASINGSTOKE
2011	0.2%
2010	0.2%
2009	0.2%
2008	0.2%
2007	0.2%
RECORD YEAR (SINCE 1960)	1965 (0.3%)

company share by half year

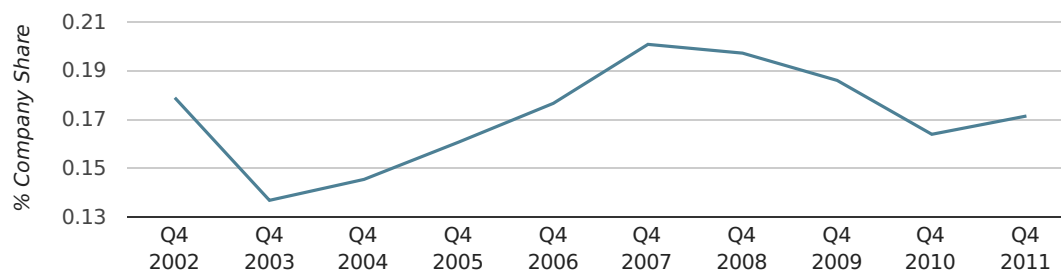


Quarterly Data (Q4 Oct-Dec 2011)

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

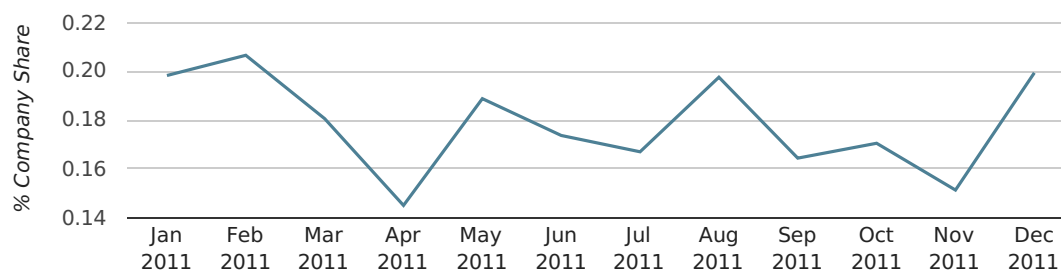
FOURTH QUARTER (OCT 2011 - DEC 2011)	BASINGSTOKE
2011	0.2%
2010	0.2%
2009	0.2%
2008	0.2%
2007	0.2%
RECORD YEAR (SINCE 1960)	1975 (0.3%)

company share by quarter



Monthly Data (Oct, Nov & Dec 2011)

company share by month



	OCTOBER	NOVEMBER	DECEMBER
UK FORMATION SHARE IN 2011	0.2%	0.2%	0.2%
UK FORMATION SHARE IN 2010	0.2%	0.2%	0.1%
% CHANGE	-7.5%	-3.8%	35.3%
RECORD YEAR	1968 (0.7%)	1970 (0.5%)	1962 (0.5%)

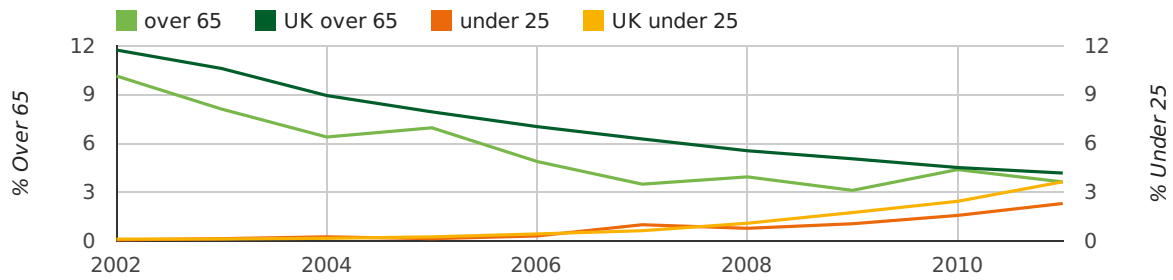
Annual Data (2011)

The average age of a director in 2011 was 44.0.

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 3.6% compared to the UK figure of 4.2%.

director age by year



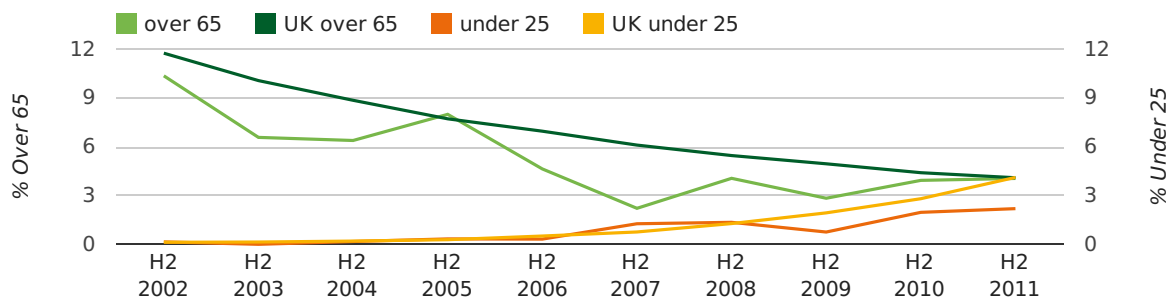
Half Year Data (Jul-Dec 2011)

The average age of a director in the second half of 2011 was 43.7.

The percentage of directors under the age of 25 was 2.2% compared to the UK figure of 4.1%.

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

director age by half year



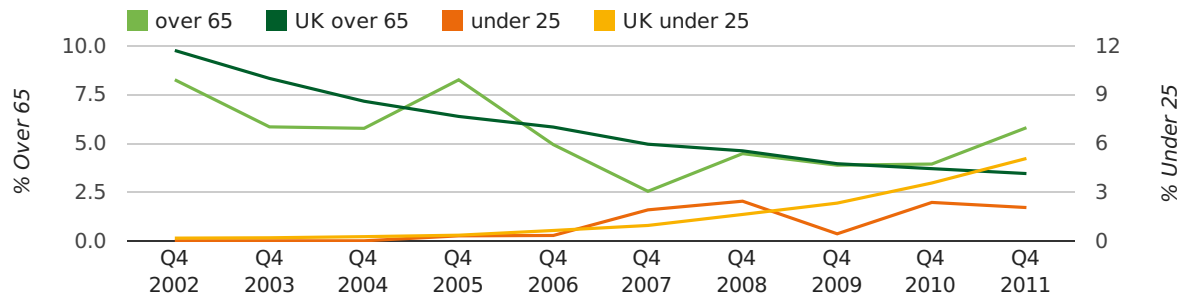
Quarterly Data (Q4 Oct-Dec 2011)

The average age of a director in the fourth quarter of 2011 was 44.9.

The percentage of directors under the age of 25 was 2.0% compared to the UK figure of 4.2%.

The percentage of directors over the age of 65 was 5.8% compared to the UK figure of 4.1%.

director age by quarter

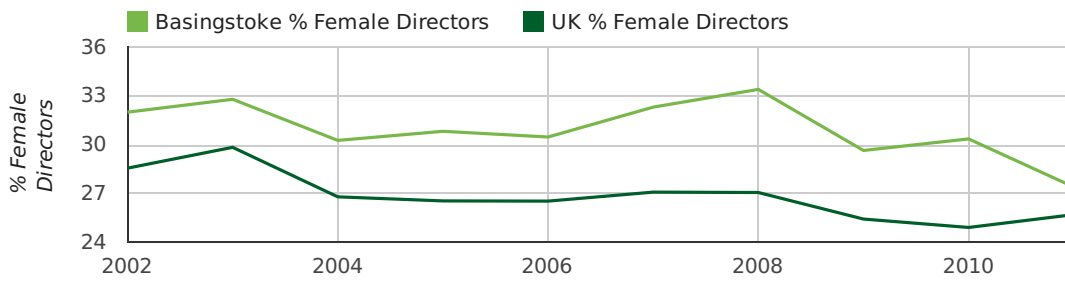


Annual Data (2011)

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

The percentage of female directors in Basingstoke in 2011 was 32.0%. The average for the UK during this time was 28.6%

director gender by year

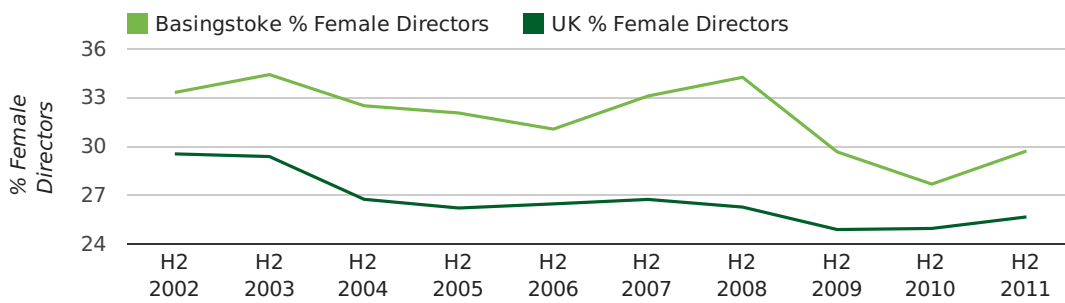


Half Year Data (Jul-Dec 2011)

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

29.7% of all director appointments in Basingstoke 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

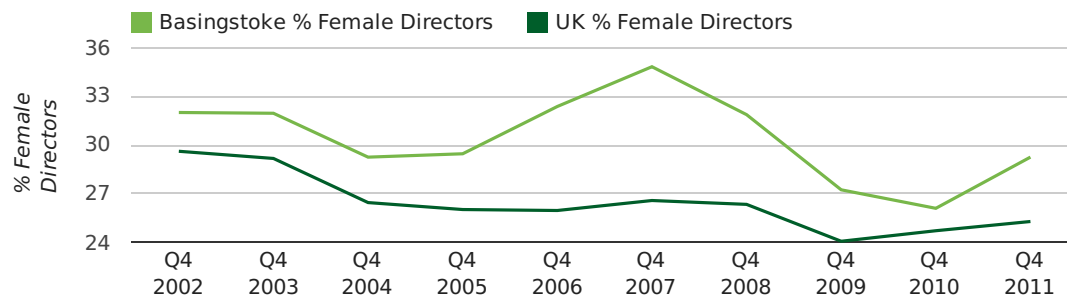


Quarterly Data (Q4 Oct-Dec 2011)

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

29.3% of all director appointments in Basingstoke 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, &, UK, SERVICES, THE, (UK), AND, LTD., A, LLP, SOLUTIONS, COMPANY, OF.

WORD	PERCENTAGE	UK WORD	UK PERCENTAGE
CONSULTING	2.99%	CONSULTING	5.07%
MANAGEMENT	1.49%	MANAGEMENT	4.74%
IT	1.49%	CONSULTANCY	3.26%
CONSULTANCY	1.02%	PROPERTY	2.37%
ASSOCIATES	0.94%	TRADING	2.07%
SYSTEMS	0.79%	DESIGN	1.92%
MEDIA	0.79%	ASSOCIATES	1.86%
PROPERTY	0.71%	ENGINEERING	1.78%
DESIGN	0.63%	BUSINESS	1.78%
CONSULTANTS	0.63%	CONSULTANTS	1.76%
BASINGSTOKE	0.63%	CONSTRUCTION	1.73%
ENTERPRISES	0.55%	MEDIA	1.71%
BUSINESS	0.55%	LONDON	1.63%
TECHNOLOGIES	0.55%	J	1.51%
ENGINEERING	0.47%	INVESTMENTS	1.48%
CARE	0.47%	GLOBAL	1.46%
FINANCIAL	0.47%	IT	1.41%
PLUMBING	0.47%	CARE	1.39%
MARKETING	0.47%	PROPERTIES	1.29%
SECURITY	0.39%	ELECTRICAL	1.29%
ACCOUNTANTSTEAM	0.39%	M	1.27%
ENERGY	0.39%	BUILDING	1.26%
HAMPSHIRE	0.39%	ENERGY	1.25%
CLEANING	0.39%	S	1.20%
PROJECT	0.39%	ENTERPRISES	1.20%

Previous 36 months, excluding companies less than 12 months old

SIC CODE	NUMBER OF COMPANIES	UK COMPANIES
None Supplied	339	205,525
7487 - Other business activities	82	57,052
82990 - Other business support service activities not elsewhere classified	67	32,483
70229 - Management consultancy activities other than financial management	66	17,765
7414 - Business & management consultancy	51	13,034
9999 - Dormant Company	49	20,199
62020 - Information technology consultancy activities	49	12,072
7260 - Other computer related activities	44	7,667
7222 - Other software consultancy and supply	25	7,398
62090 - Other information technology service activities	24	7,493
99999 - Dormant Company	22	21,846
9305 - Other service activities	19	9,492
74909 - Other professional, scientific and technical activities not elsewhere classified	18	8,671
86900 - Other human health activities	15	4,457
74990 - Non-trading company	15	8,929
96090 - Other service activities not elsewhere classified	13	11,768
43220 - Plumbing, heat and air-conditioning installation	12	2,372
69201 - Accounting and auditing activities	12	3,633
61900 - Other telecommunications activities	11	1,386
45200 - Maintenance and repair of motor vehicles	11	2,452