

Birkenhead

2012 half year business confidence report



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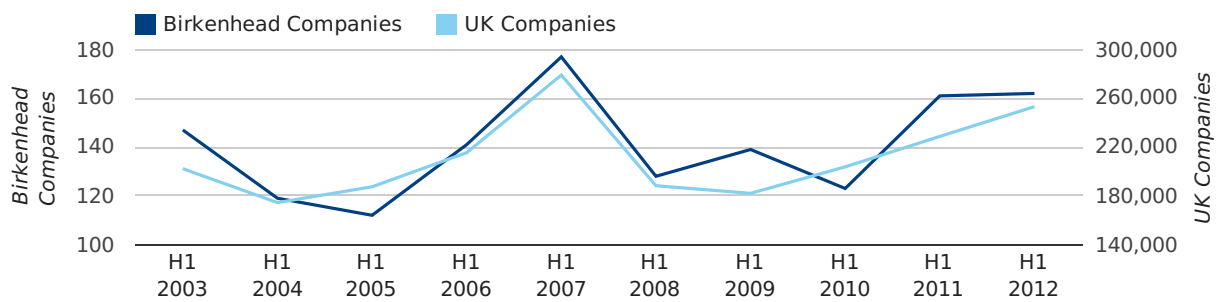
Half Year Data (Jan-Jun 2012)

In the first half of 2012 a total of 162 companies were formed in Birkenhead. This figure is 0.6% higher than last year, which compares badly to the UK wide figure of 10.7%.

The highest total for a first half year in Birkenhead occurred in 2007 when a total of 177 were formed.

HALF YEAR (JAN-JUN)	BIRKENHEAD	UK
2012	162	253,150
2011	161	228,735
% CHANGE	0.6%	10.7%
RECORD YEAR	2007 (177)	2007 (279,097)

new companies by half year



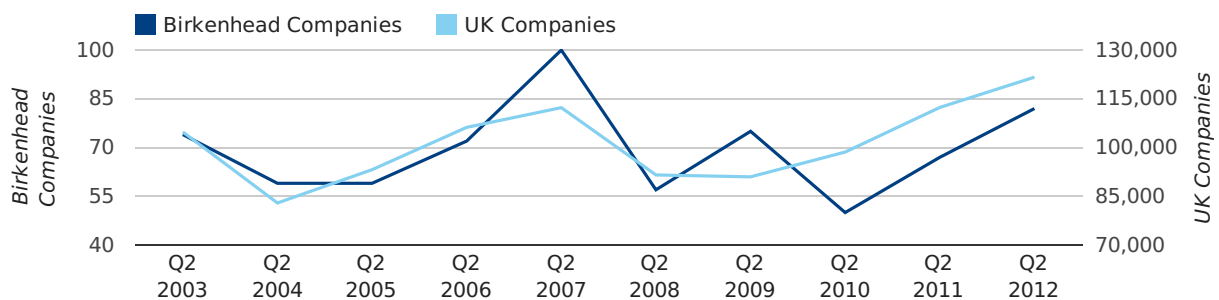
Quarterly Data (Q2 Apr-Jun 2012)

A total of 82 companies were registered in Birkenhead during the second quarter of 2012 (Apr 2012 - Jun 2012).

This figure is an increase of 22.4% versus the same period last year (Q2 2011). This figure compares well to the UK as a whole, which saw an increase of 8.3% against the same period last year.

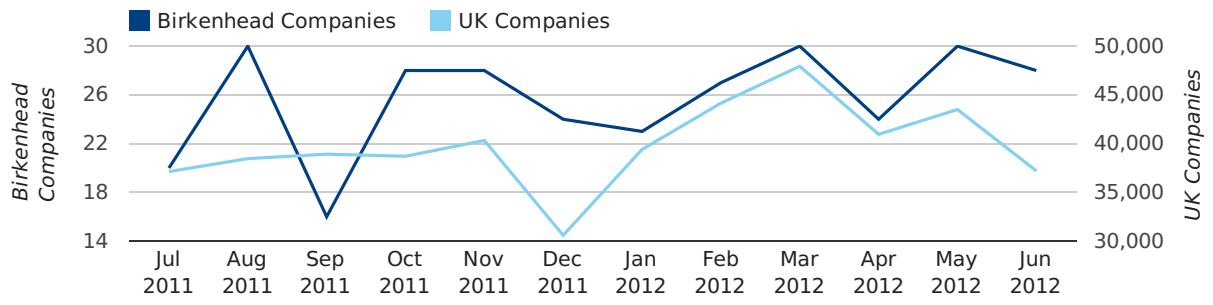
SECOND QUARTER (APR 2012 - JUN 2012)	BIRKENHEAD	UK
2012	82	121,659
2011	67	112,344
% CHANGE	22.4%	8.3%
RECORD YEAR	2007 (100)	2012 (121,659)

new companies by quarter



Monthly Data (Apr, May & Jun 2012)

new companies by month



	APRIL	MAY	JUNE
NEW COMPANIES IN 2012	24	30	28
NEW COMPANIES IN 2011	20	21	26
% CHANGE	20.0%	42.9%	7.7%
RECORD YEAR	2007 (35)	2007 (33)	2002 (35)

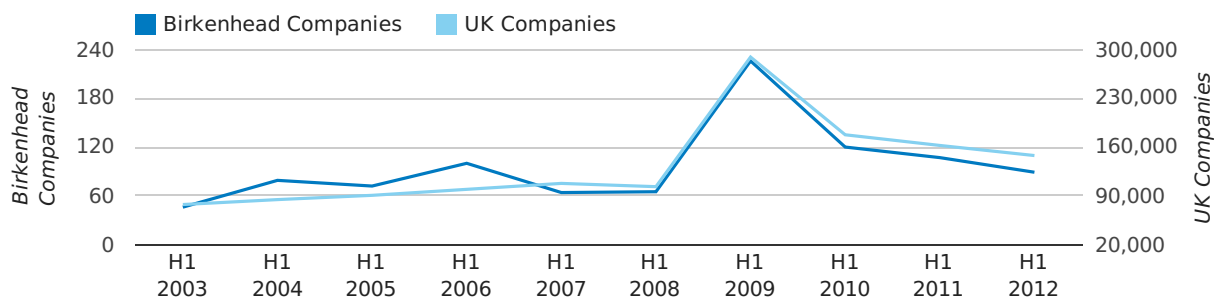
Half Year Data (Jan-Jun 2012)

In the first half of 2012 a total of 89 companies were dissolved in Birkenhead. This figure is 16.8% lower than last year, which compares well to the UK wide change of -8.9%.

The highest total for a first half year in Birkenhead occurred in 2009 when a total of 226 were closed.

HALF YEAR (JAN-JUN)	BIRKENHEAD	UK
2012	89	147,793
2011	107	162,310
% CHANGE	-16.8%	-8.9%
RECORD YEAR	2009 (226)	2009 (289,236)

dissolved companies by half year



Quarterly Data (Q2 Apr-Jun 2012)

A total of 42 companies were dissolved in Birkenhead during the second quarter of 2012 (Apr 2012 - Jun 2012).

This figure is a decrease of 4.5% versus the same period last year (Q2 2011). This figure compares well to the UK as a whole, which saw an increase of 12.5% against the same period last year.

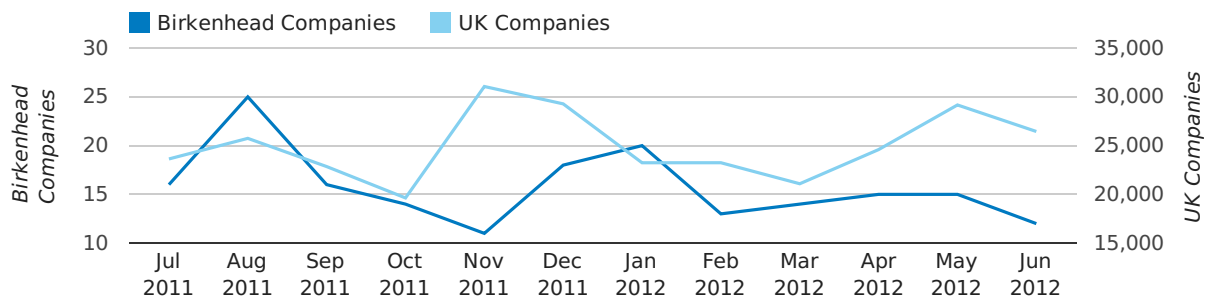
SECOND QUARTER (APR 2012 - JUN 2012)	BIRKENHEAD	UK
2012	42	80,217
2011	44	71,324
% CHANGE	-4.5%	12.5%
RECORD YEAR	2009 (130)	2009 (181,176)

dissolved companies by quarter



Monthly Data (Apr, May & Jun 2012)

dissolved companies by month



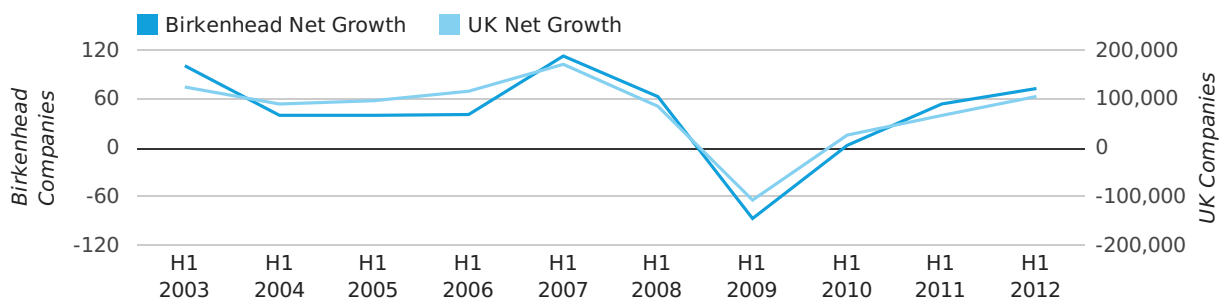
	APRIL	MAY	JUNE
CLOSED COMPANIES IN 2012	15	15	12
CLOSED COMPANIES IN 2011	10	18	16
% CHANGE	50.0%	-16.7%	-25%
RECORD YEAR	2009 (43)	2009 (54)	2009 (33)

Half Year Data (Jan-Jun 2012)

In the first half of 2012 the company register for Birkenhead increased by 73 companies. This figure is 35.2% higher than last year, which compares badly to a UK increase of 58.6%.

HALF YEAR (JAN-JUN)	BIRKENHEAD	UK
2012	73	105,357
2011	54	66,425
% CHANGE	35.2%	58.6%
RECORD YEAR	2007 (113)	2007 (171,296)

net growth by half year



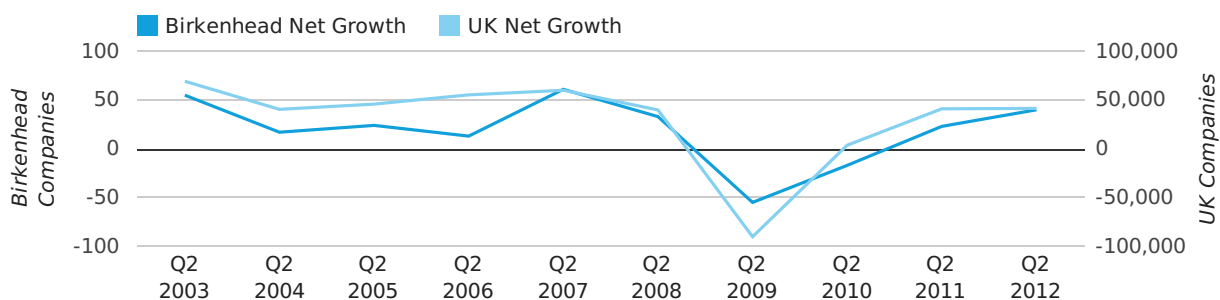
Quarterly Data (Q2 Apr-Jun 2012)

Net company growth for Birkenhead during the second quarter of 2012 (Apr 2012 - Jun 2012) was 40 companies.

This represents an increase of 73.9% on the same period last year.

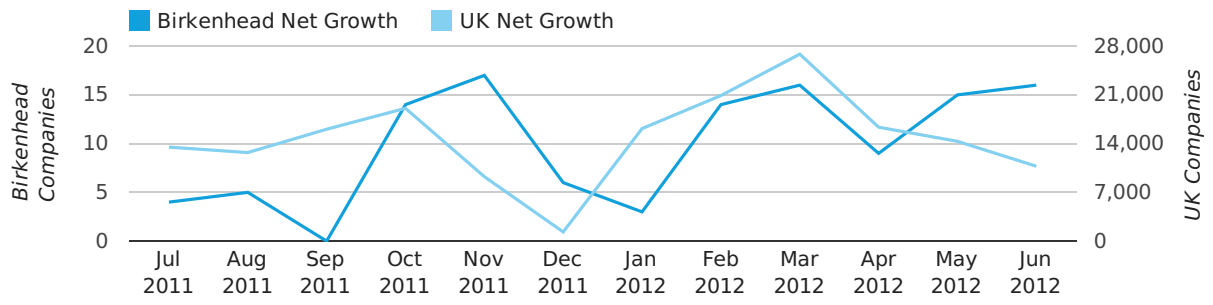
SECOND QUARTER (APR 2012 - JUN 2012)	BIRKENHEAD	UK
2012	40	41,442
2011	23	41,020
% CHANGE	73.9%	1.0%
RECORD YEAR	2007 (61)	2003 (69,274)

net growth by quarter



Monthly Data (Apr, May & Jun 2012)

net growth by month



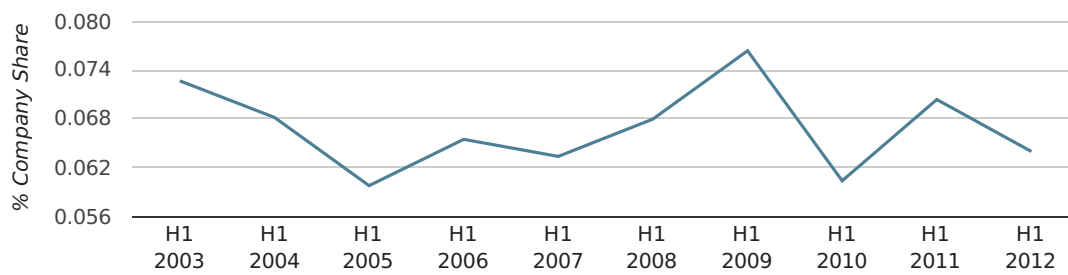
	APRIL	MAY	JUNE
NET GROWTH IN 2012	9	15	16
NET GROWTH IN 2011	10	3	10
% CHANGE	-10.0%	400.0%	60.0%
RECORD YEAR	2007 (28)	2003 (18)	2002 (31)

Half Year Data (Jan-Jun 2012)

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

HALF YEAR (JAN-JUN)	BIRKENHEAD
2012	0.1%
2011	0.1%
2010	0.1%
2009	0.1%
2008	0.1%
RECORD YEAR (SINCE 1960)	1986 (0.1%)

company share by half year

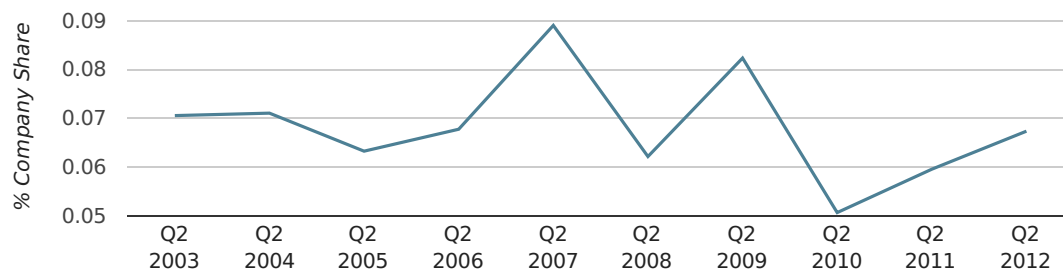


Quarterly Data (Q2 Apr-Jun 2012)

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

SECOND QUARTER (APR 2012 - JUN 2012)	BIRKENHEAD
2012	0.1%
2011	0.1%
2010	0.1%
2009	0.1%
2008	0.1%
RECORD YEAR (SINCE 1960)	1960 (0.2%)

company share by quarter



Monthly Data (Apr, May & Jun 2012)

company share by month



	APRIL	MAY	JUNE
UK FORMATION SHARE IN 2012	0.1%	0.1%	0.1%
UK FORMATION SHARE IN 2011	0.1%	0.1%	0.1%
% CHANGE	1.0%	25.2%	15.1%
RECORD YEAR	1960 (0.3%)	1970 (0.5%)	1960 (0.3%)

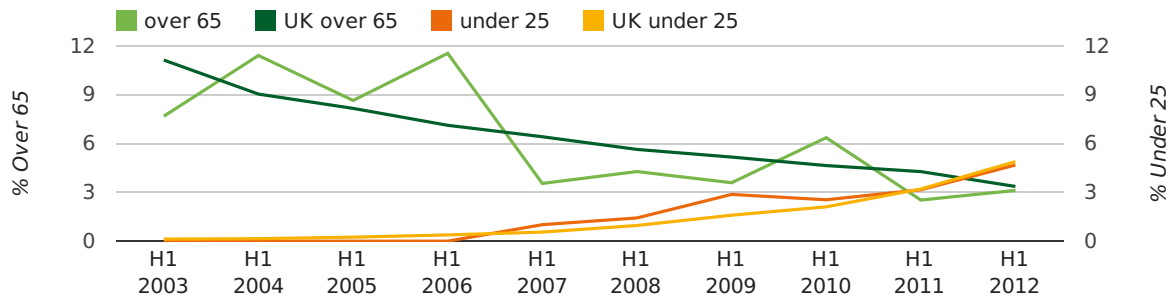
Half Year Data (Jan-Jun 2012)

The average age of a director in the first half of 2012 was 43.6.

The percentage of directors under the age of 25 was 4.7% compared to the UK figure of 4.9%.

The percentage of directors over the age of 65 was 3.1% compared to the UK figure of 3.4%.

director age by half year



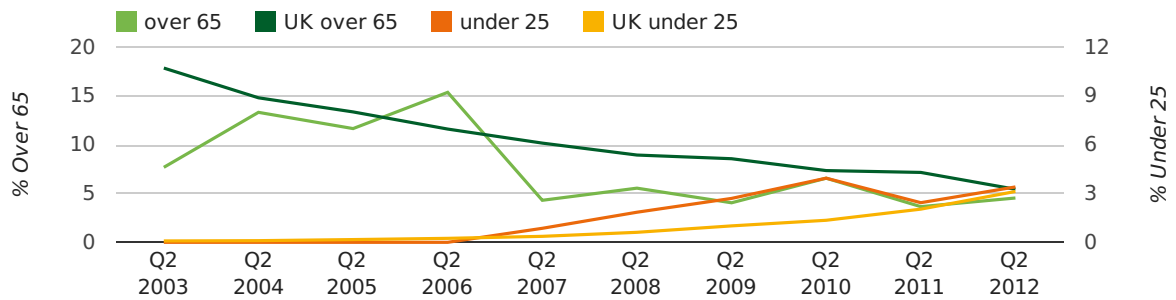
Quarterly Data (Q2 Apr-Jun 2012)

The average age of a director in the second quarter of 2012 was 44.1.

The percentage of directors under the age of 25 was 3.4% compared to the UK figure of 5.2%.

The percentage of directors over the age of 65 was 4.5% compared to the UK figure of 3.3%.

director age by quarter

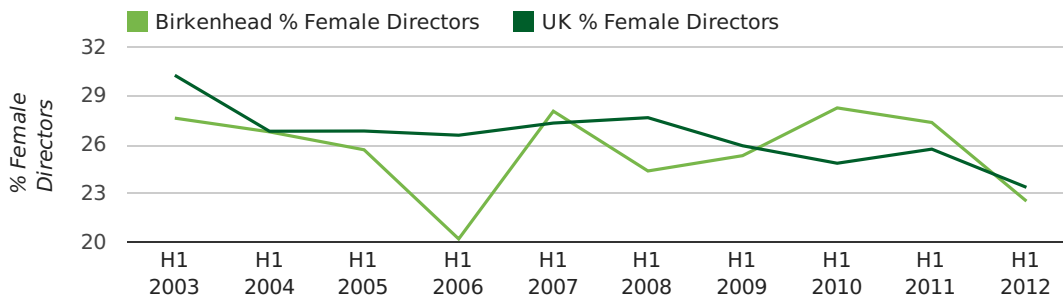


Half Year Data (Jan-Jun 2012)

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

22.5% of all director appointments in Birkenhead 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

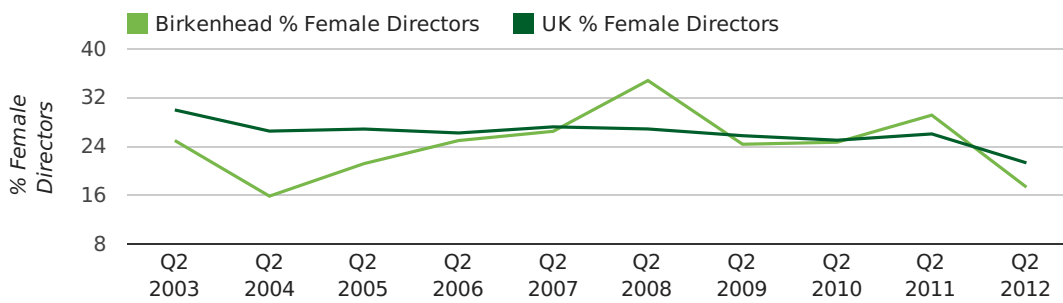


Quarterly Data (Q2 Apr-Jun 2012)

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

17.3% of all director appointments in Birkenhead 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
WIRRAL	3.48%	CONSULTING	5.07%
(NW)	1.92%	MANAGEMENT	4.74%
(WIRRAL)	1.57%	CONSULTANCY	3.28%
COMMUNITY	1.57%	PROPERTY	2.35%
VERY	1.05%	TRADING	2.10%
CENTRE	1.05%	DESIGN	1.89%
CONSTRUCTION	0.87%	ENGINEERING	1.87%
WEST	0.87%	ASSOCIATES	1.82%
ENGINEERING	0.87%	CONSULTANTS	1.78%
NORTH	0.87%	CONSTRUCTION	1.71%
TOTAL	0.70%	BUSINESS	1.70%
PROPERTY	0.70%	MEDIA	1.69%
MANAGEMENT	0.70%	LONDON	1.68%
TRAINING	0.70%	J	1.57%
GLOBAL	0.70%	GLOBAL	1.51%
LIVERPOOL	0.70%	INVESTMENTS	1.48%
SYSTEMS	0.70%	IT	1.42%
HOUSE	0.70%	CARE	1.31%
D	0.70%	PROPERTIES	1.31%
BUSINESS	0.70%	M	1.26%
4	0.70%	ELECTRICAL	1.23%
BUILDING	0.70%	BUILDING	1.23%
HIRE	0.52%	SECURITY	1.19%
J	0.52%	S	1.18%
VEHICLES	0.52%	ENTERPRISES	1.17%

Previous 36 months, excluding companies less than 12 months old

SIC CODE	NUMBER OF COMPANIES	UK COMPANIES
None Supplied	167	244,457
7487 - Other business activities	35	47,029
99999 - Dormant Company	25	26,088
74990 - Non-trading company	16	9,706
9999 - Dormant Company	16	16,469
96090 - Other service activities not elsewhere classified	11	14,220
82990 - Other business support service activities not elsewhere classified	11	35,447
70229 - Management consultancy activities other than financial management	10	20,390
7414 - Business & management consultancy	9	10,978
43210 - Electrical installation	7	3,557
9305 - Other service activities	6	7,926
70100 - Activities of head offices	6	2,678
68209 - Other letting and operating of own or leased real estate	6	4,535
56302 - Public houses and bars	5	2,913
68320 - Management of real estate on a fee or contract basis	5	3,365
7499 - Non-trading company	5	8,023
74909 - Other professional, scientific and technical activities not elsewhere classified	5	10,271
68100 - Buying and selling of own real estate	4	3,143
4545 - Other building completion	4	1,943
96020 - Hairdressing and other beauty treatment	4	2,993