

Cannock

2011 annual business confidence report



headlines

- 2011 was a record year for company registrations in Cannock when compared to any year in history.
- The second half of 2011 saw a new record in company registrations in Cannock when compared to any previous second half year.
- The second half of 2011 was a record second half year for company registrations in Cannock when compared to any half year in history.
- Q4 2011 saw a new record in company registrations in Cannock when compared to any previous Q4.
- Q4 2011 was a record quarter for company registrations in Cannock when compared to any quarter in history.
- December 2011 saw a new record in company registrations in Cannock when compared to any previous December.
- December 2011 was a record month for company registrations in Cannock when compared to any month in history.
- November 2011 saw a new record in company registrations in Cannock when compared to any previous November.
- The second half of 2011 saw a new record in net growth in Cannock when compared to any previous second half year.
- The second half of 2011 was a record second half year for net growth in Cannock when compared to any half year in history.
- Q4 2011 saw a new record in net growth in Cannock when compared to any previous Q4.
- Q4 2011 was a record quarter for net growth in Cannock when compared to any quarter in history.
- December 2011 saw a new record in net growth in Cannock when compared to any previous December.
- December 2011 was a record month for net growth in Cannock when compared to any month in history.
- The second half of 2011 saw a new record in UK company share in Cannock when compared to any previous second half year.
- The second half of 2011 was a record second half year for UK company share in Cannock when compared to any half year in history.
- December 2011 saw a new record in UK company share in Cannock when compared to any previous December.

contents

new company registrations

closed companies (dissolved)

net company growth

uk company share

director age

director gender

naming trends

sic data

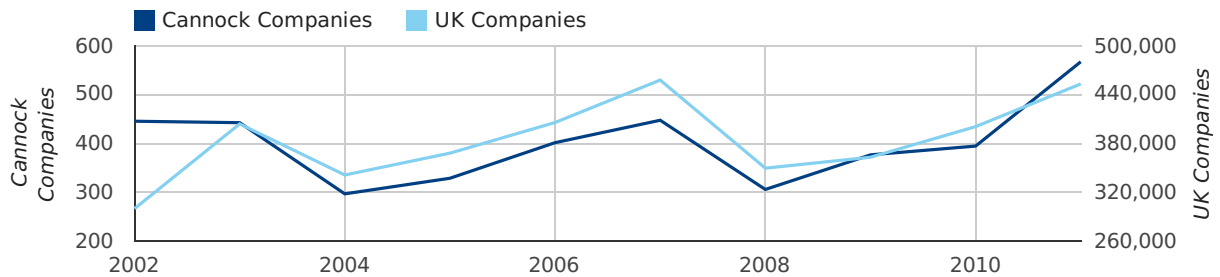
Annual Data (2011)

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

A total of 567 companies were formed in Cannock in 2011. This total is 43.9% higher than in 2010 and compares poorly to the UK figure of a 13.1% growth compared to 400,358 the previous year.

YEAR	CANNOCK	UK
2011	567	452,870
2010	394	400,358
2009	376	362,675
2008	305	349,203
2007	447	457,649
RECORD YEAR	2011 (567)	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 Cannock when compared to any previous second half year.

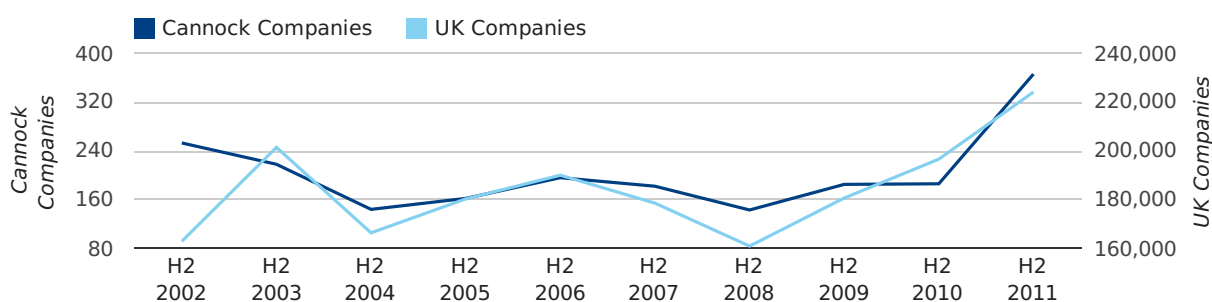
The second half of 2011 was a record second half year for company registrations in Cannock when compared to any half year in history.

In the second half of 2011 a total of 366 companies were formed in Cannock. This figure is 96.8% higher than last year, which compares well to the UK wide figure of 14.0%.

The highest total for a second half year in Cannock occurred in 2011 when a total of 366 were formed.

HALF YEAR (JUL-DEC)	CANNOCK	UK
2011	366	224,135
2010	186	196,609
% CHANGE	96.8%	14.0%
RECORD YEAR	2011 (366)	2011 (224,135)

new companies by half year



Quarterly Data (Q4 Oct-Dec 2011)

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

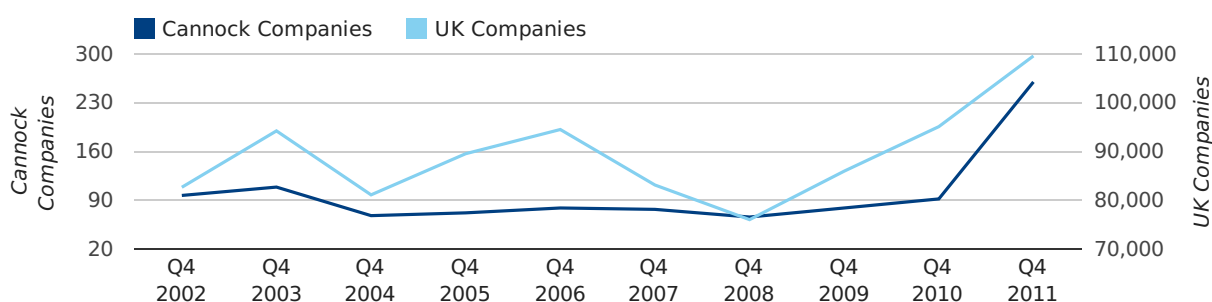
Q4 2011 was a record quarter for company registrations in Cannock when compared to any quarter in history.

A total of 260 companies were registered in Cannock during the fourth quarter of 2011 (Oct 2011 - Dec 2011).

This figure is an increase of 182.6% versus the same period last year (Q4 2010). This figure compares well 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)	CANNOCK	UK
2011	260	109,623
2010	92	95,117
% CHANGE	182.6%	15.3%
RECORD YEAR	2011 (260)	2011 (109,623)

new companies by quarter



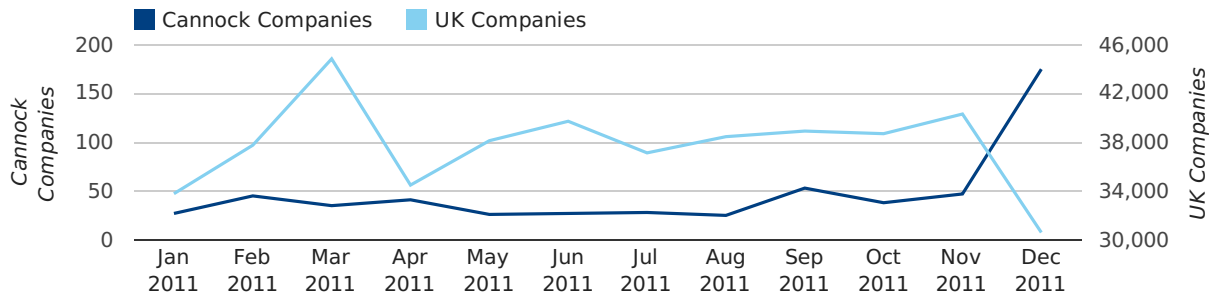
Monthly Data (Oct, Nov & Dec 2011)

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

December 2011 was a record month for company registrations in Cannock when compared to any month in history.

November 2011 saw a new record in company registrations in Cannock when compared to any previous November.

new companies by month



	OCTOBER	NOVEMBER	DECEMBER
NEW COMPANIES IN 2011	38	47	175
NEW COMPANIES IN 2010	32	33	27
% CHANGE	18.8%	42.4%	548.1%
RECORD YEAR	2002 (41)	2011 (47)	2011 (175)

Annual Data (2011)

A total of 249 companies were dissolved in Cannock in 2011. This total is 21.5% lower than in 2010 and compares unfavourably to the UK figure of 8.1% decrease compared to the previous year.

YEAR	CANNOCK	UK
2011	249	314,523
2010	317	342,232
2009	382	533,773
2008	188	237,901
2007	210	220,295
RECORD YEAR	2009 (382)	2009 (533,773)

dissolved companies by year



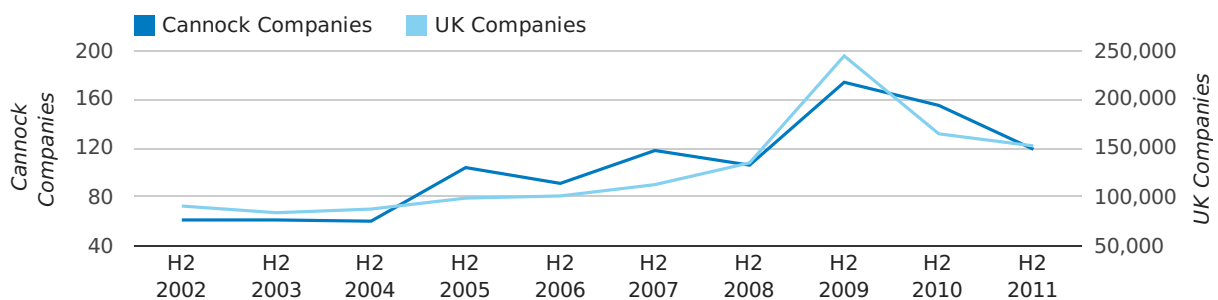
Half Year Data (Jul-Dec 2011)

In the second half of 2011 a total of 119 companies were dissolved in Cannock. This figure is 23.2% lower than last year, which compares well to the UK wide change of -7.5%.

The highest total for a second half year in Cannock occurred in 2009 when a total of 174 were closed.

HALF YEAR (JUL-DEC)	CANNOCK	UK
2011	119	152,213
2010	155	164,601
% CHANGE	-23.2%	-7.5%
RECORD YEAR	2009 (174)	2009 (244,537)

dissolved companies by half year



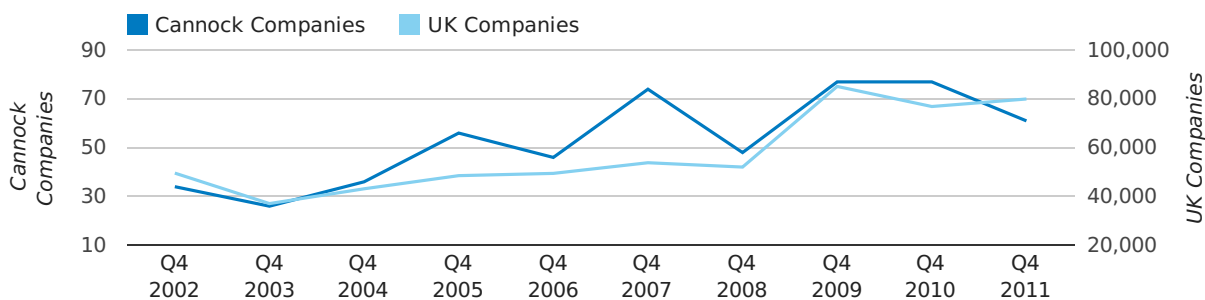
Quarterly Data (Q4 Oct-Dec 2011)

A total of 61 companies were dissolved in Cannock during the fourth quarter of 2011 (Oct 2011 - Dec 2011).

This figure is a decrease of 20.8% versus the same period last year (Q4 2010). This figure compares well to the UK as a whole, which saw an increase of 4.0% against the same period last year.

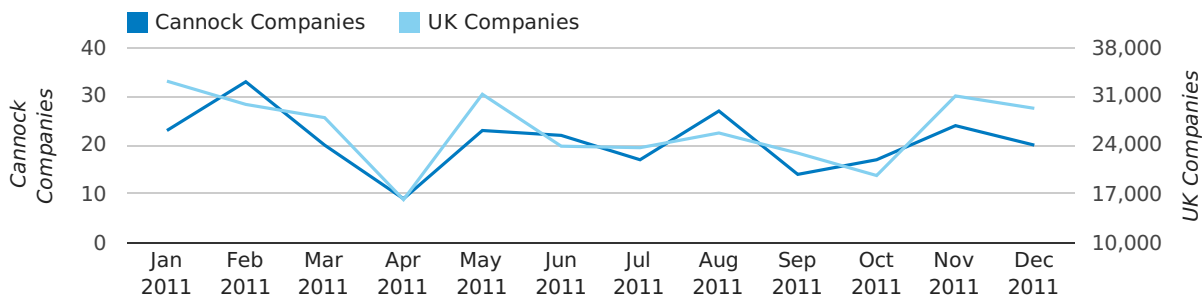
FOURTH QUARTER (OCT 2011 - DEC 2011)	CANNOCK	UK
2011	61	79,983
2010	77	76,896
% CHANGE	-20.8%	4.0%
RECORD YEAR	2010 (77)	2009 (85,136)

dissolved companies by quarter



Monthly Data (Oct, Nov & Dec 2011)

dissolved companies by month



	OCTOBER	NOVEMBER	DECEMBER
CLOSED COMPANIES IN 2011	17	24	20
CLOSED COMPANIES IN 2010	23	38	16
% CHANGE	-26.1%	-36.8%	25%
RECORD YEAR	2010 (23)	2007 (43)	2009 (30)

Annual Data (2011)

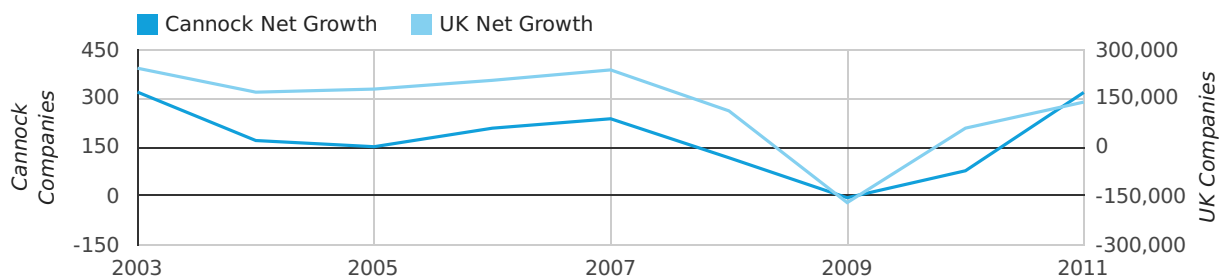
A total of 318 companies were added to the company register for Cannock in 2011. This number represents growth of 80.7% which compares favourably to the UK figure of 34.6%.

This number is 241 companies higher than the previous year.

The highest net company growth figure ever seen in one year came in 2002 when the Cannock company register grew by 348 companies.

YEAR	CANNOCK	UK
2011	318	138,347
2010	77	58,126
2009	-6	-171,098
2008	117	111,302
2007	237	237,354
RECORD YEAR	2002 (348)	2003 (242,543)

net growth by year



Half Year Data (Jul-Dec 2011)

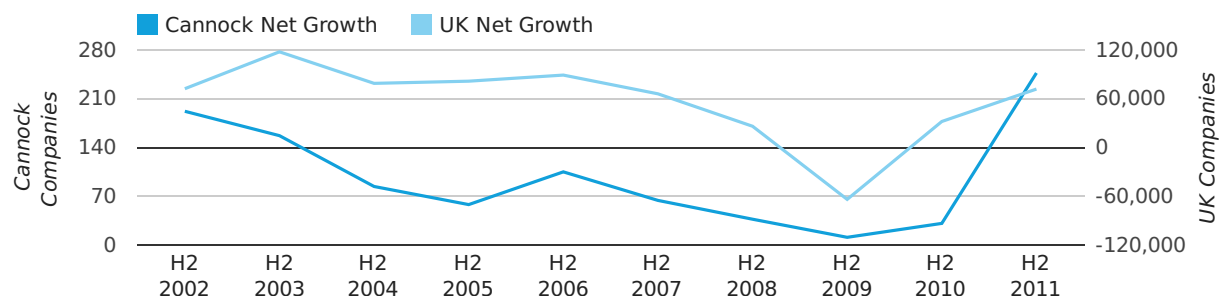
The second half of 2011 saw a new record in net growth in Cannock when compared to any previous second half year.

The second half of 2011 was a record second half year for net growth in Cannock when compared to any half year in history.

In the second half of 2011 the company register for Cannock increased by 247 companies. This figure is 696.8% higher than last year, which compares well to a UK increase of 124.7%.

HALF YEAR (JUL-DEC)	CANNOCK	UK
2011	247	71,922
2010	31	32,008
% CHANGE	696.8%	124.7%
RECORD YEAR	2011 (247)	2003 (117,772)

net growth by half year



Quarterly Data (Q4 Oct-Dec 2011)

Q4 2011 saw a new record in net growth in Cannock when compared to any previous Q4.

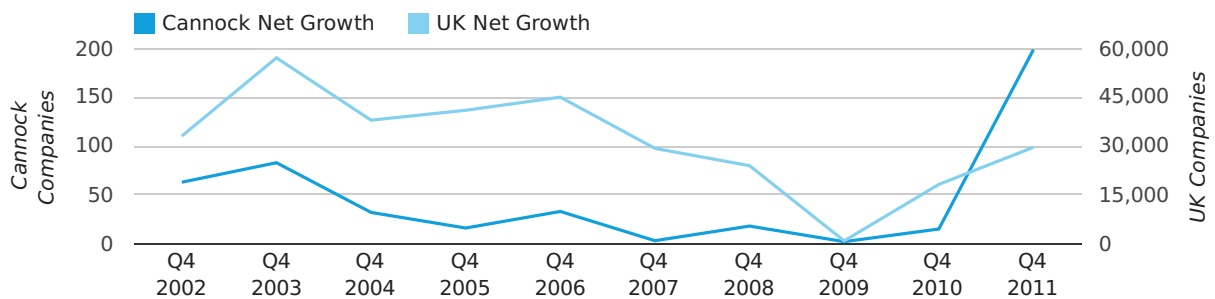
Q4 2011 was a record quarter for net growth in Cannock when compared to any quarter in history.

Net company growth for Cannock during the fourth quarter of 2011 (Oct 2011 - Dec 2011) was 199 companies.

This represents an increase of 1,226.7% on the same period last year.

FOURTH QUARTER (OCT 2011 - DEC 2011)	CANNOCK	UK
2011	199	29,640
2010	15	18,221
% CHANGE	1,226.7%	62.7%
RECORD YEAR	2011 (199)	2003 (57,175)

net growth by quarter

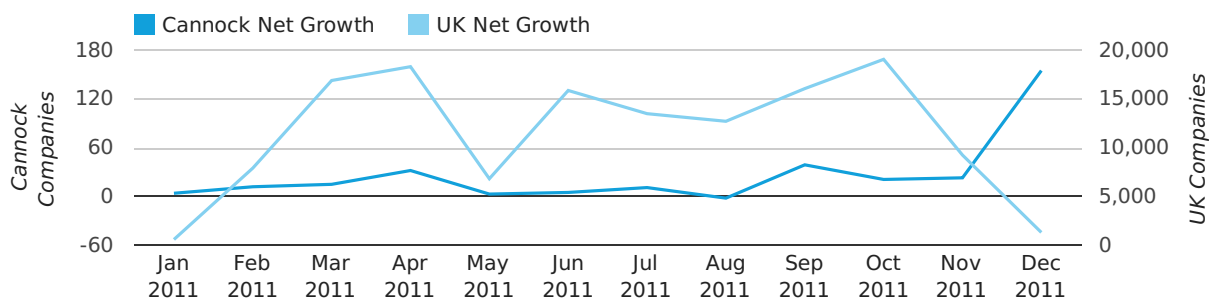


Monthly Data (Oct, Nov & Dec 2011)

December 2011 saw a new record in net growth in Cannock when compared to any previous December.

December 2011 was a record month for net growth in Cannock when compared to any month in history.

net growth by month



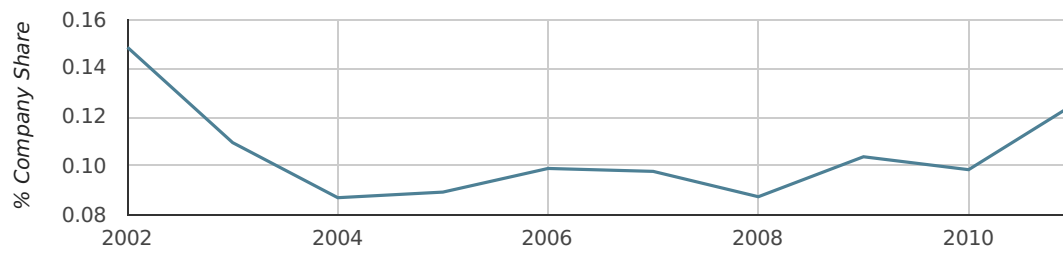
	OCTOBER	NOVEMBER	DECEMBER
NET GROWTH IN 2011	21	23	155
NET GROWTH IN 2010	9	-5	11
% CHANGE	133.3%	-560.0%	1,309.1%
RECORD YEAR	2003 (32)	2003 (30)	2011 (155)

Annual Data (2011)

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

YEAR	CANNOCK
2011	0.1%
2010	0.1%
2009	0.1%
2008	0.1%
2007	0.1%
RECORD YEAR (SINCE 1960)	1979 (0.1%)

company share by year



Half Year Data (Jul-Dec 2011)

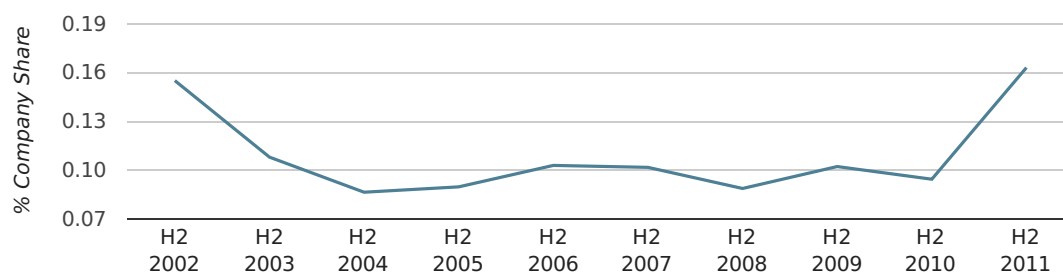
The second half of 2011 saw a new record in UK company share in Cannock when compared to any previous second half year.

The second half of 2011 was a record second half year for UK company share in Cannock when compared to any half year in history.

In the second half of 2011 Cannock formed 0.2% of all UK companies. This is more than the 2010 figure of 0.1%.

HALF YEAR (JUL-DEC)	CANNOCK
2011	0.2%
2010	0.1%
2009	0.1%
2008	0.1%
2007	0.1%
RECORD YEAR (SINCE 1960)	2011 (0.2%)

company share by half year

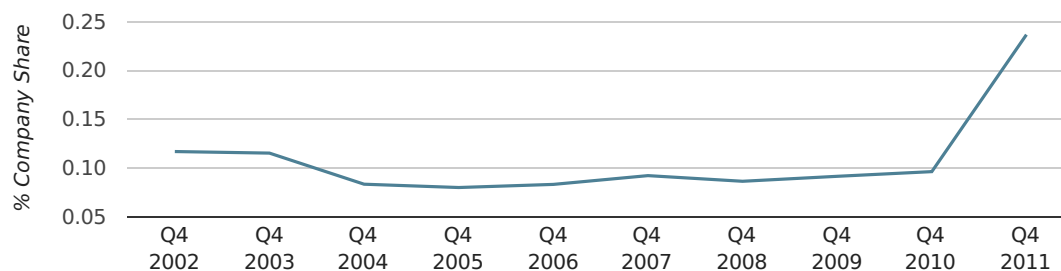


Quarterly Data (Q4 Oct-Dec 2011)

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

FOURTH QUARTER (OCT 2011 - DEC 2011)	CANNOCK
2011	0.2%
2010	0.1%
2009	0.1%
2008	0.1%
2007	0.1%
RECORD YEAR (SINCE 1960)	1962 (0.3%)

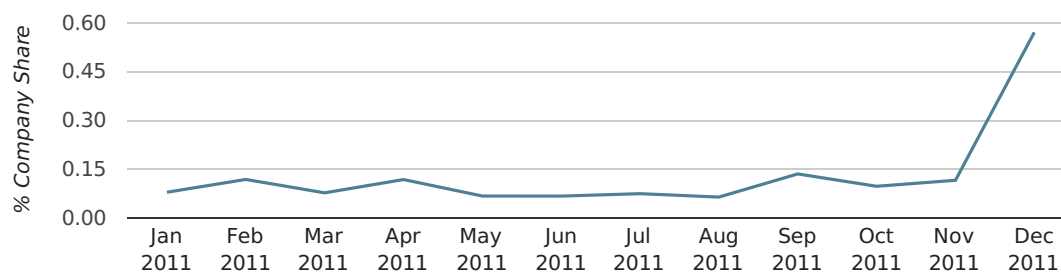
company share by quarter



Monthly Data (Oct, Nov & Dec 2011)

December 2011 saw a new record in UK company share in Cannock when compared to any previous December.

company share by month



	OCTOBER	NOVEMBER	DECEMBER
UK FORMATION SHARE IN 2011	0.1%	0.1%	0.6%
UK FORMATION SHARE IN 2010	0.1%	0.1%	0.1%
% CHANGE	3.3%	21.3%	474.8%
RECORD YEAR	1966 (0.2%)	1972 (0.3%)	2011 (0.6%)

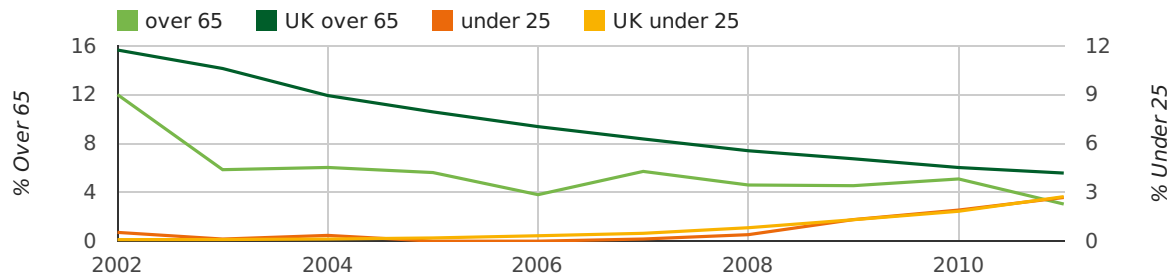
Annual Data (2011)

The average age of a director in 2011 was 42.4.

The percentage of directors under the age of 25 was 2.7% compared to the UK figure of 3.7%.

The percentage of directors over the age of 65 was 3.0% compared to the UK figure of 4.2%.

director age by year



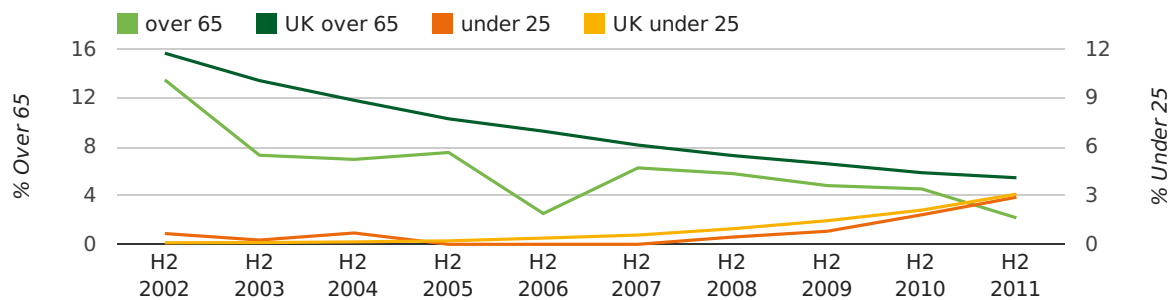
Half Year Data (Jul-Dec 2011)

The average age of a director in the second half of 2011 was 41.7.

The percentage of directors under the age of 25 was 2.9% compared to the UK figure of 4.1%.

The percentage of directors over the age of 65 was 2.2% compared to the UK figure of 4.1%.

director age by half year



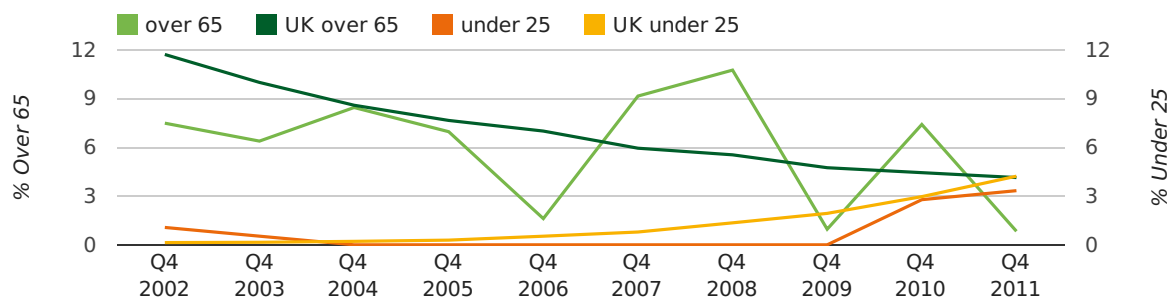
Quarterly Data (Q4 Oct-Dec 2011)

The average age of a director in the fourth quarter of 2011 was 40.2.

The percentage of directors under the age of 25 was 3.3% compared to the UK figure of 4.2%.

The percentage of directors over the age of 65 was 0.8% compared to the UK figure of 4.1%.

director age by quarter

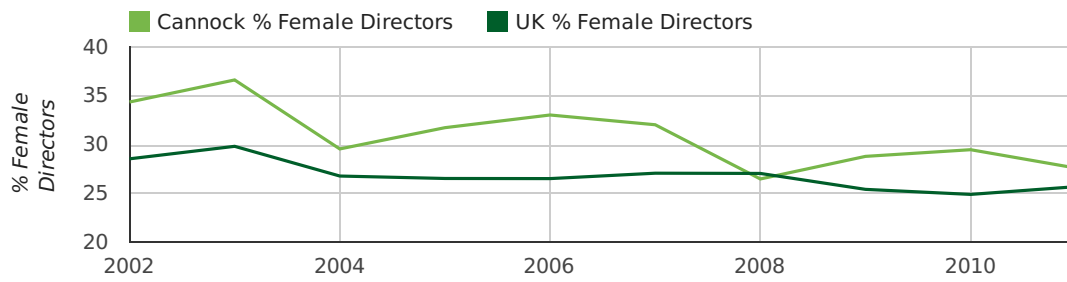


Annual Data (2011)

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

The percentage of female directors in Cannock in 2011 was 34.4%. The average for the UK during this time was 28.6%

director gender by year

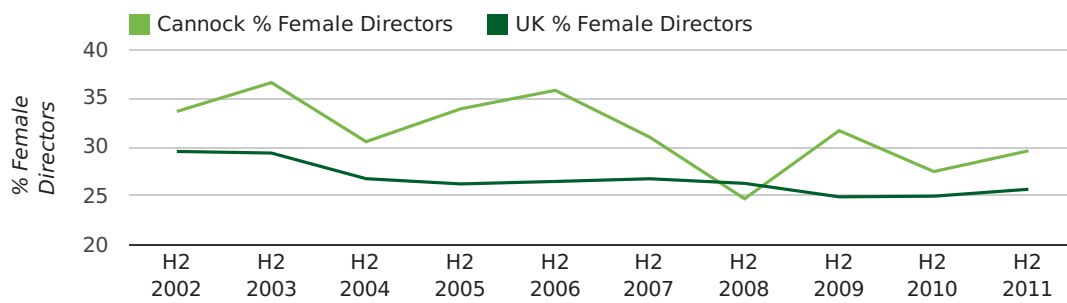


Half Year Data (Jul-Dec 2011)

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

29.6% of all director appointments in Cannock 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

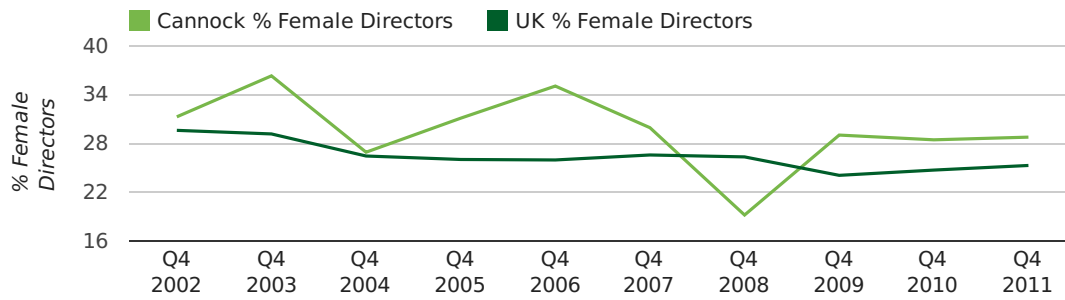


Quarterly Data (Q4 Oct-Dec 2011)

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

28.8% of all director appointments in Cannock 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
ENGINEERING	3.91%	CONSULTING	5.07%
J	1.58%	MANAGEMENT	4.74%
S	1.37%	CONSULTANCY	3.26%
M	1.37%	PROPERTY	2.37%
D	1.27%	TRADING	2.07%
G	1.27%	DESIGN	1.92%
R	1.16%	ASSOCIATES	1.86%
P	0.95%	ENGINEERING	1.78%
MANAGEMENT	0.84%	BUSINESS	1.78%
BUSINESS	0.84%	CONSULTANTS	1.76%
CONSTRUCTION	0.84%	CONSTRUCTION	1.73%
T	0.84%	MEDIA	1.71%
ELECTRICAL	0.84%	LONDON	1.63%
JOHN	0.74%	J	1.51%
GREEN	0.74%	INVESTMENTS	1.48%
K	0.74%	GLOBAL	1.46%
(MIDLANDS)	0.63%	IT	1.41%
CIVIL	0.63%	CARE	1.39%
B	0.63%	PROPERTIES	1.29%
PLANT	0.63%	ELECTRICAL	1.29%
LOGISTICS	0.63%	M	1.27%
(CANNOCK)	0.63%	BUILDING	1.26%
DESIGN	0.63%	ENERGY	1.25%
CANNOCK	0.63%	S	1.20%
W	0.63%	ENTERPRISES	1.20%

Previous 36 months, excluding companies less than 12 months old

SIC CODE	NUMBER OF COMPANIES	UK COMPANIES
None Supplied	179	205,525
7487 - Other business activities	44	57,052
96090 - Other service activities not elsewhere classified	25	11,768
82990 - Other business support service activities not elsewhere classified	21	32,483
9999 - Dormant Company	15	20,199
99999 - Dormant Company	14	21,846
9305 - Other service activities	13	9,492
62020 - Information technology consultancy activities	13	12,072
43220 - Plumbing, heat and air-conditioning installation	11	2,372
43210 - Electrical installation	11	3,175
6024 - Freight transport by road	10	2,280
74909 - Other professional, scientific and technical activities not elsewhere classified	10	8,671
70229 - Management consultancy activities other than financial management	10	17,765
43999 - Other specialised construction activities not elsewhere classified	8	3,342
43390 - Other building completion and finishing	8	2,832
4545 - Other building completion	8	2,369
4531 - Installation electrical wiring etc.	7	1,967
45200 - Maintenance and repair of motor vehicles	7	2,452
4521 - General construction & civil engineering	7	5,558
7499 - Non-trading company	7	9,957