

Cranbrook

2011 annual business confidence report



headlines

- October 2011 saw a new record in net growth in Cranbrook when compared to any previous October.

contents

new company registrations

closed companies (dissolved)

net company growth

uk company share

director age

director gender

naming trends

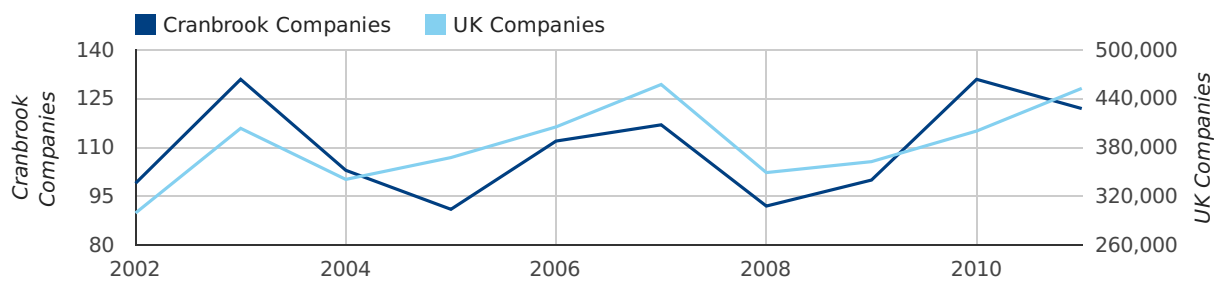
sic data

Annual Data (2011)

A total of 122 companies were formed in Cranbrook in 2011. This total is 6.9% lower than in 2010 and compares favourably to the UK figure of a 13.1% growth compared to 400,358 the previous year.

YEAR	CRANBROOK	UK
2011	122	452,870
2010	131	400,358
2009	100	362,675
2008	92	349,203
2007	117	457,649
RECORD YEAR	2010 (131)	2007 (457,649)

new companies by year



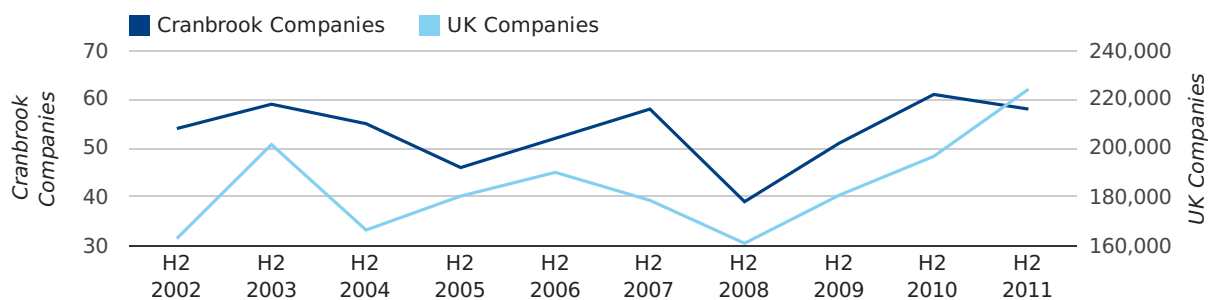
Half Year Data (Jul-Dec 2011)

In the second half of 2011 a total of 58 companies were formed in Cranbrook. This figure is 4.9% lower than last year, which compares badly to the UK wide figure of 14.0%.

The highest total for a second half year in Cranbrook occurred in 2010 when a total of 61 were formed.

HALF YEAR (JUL-DEC)	CRANBROOK	UK
2011	58	224,135
2010	61	196,609
% CHANGE	-4.9%	14.0%
RECORD YEAR	2010 (61)	2011 (224,135)

new companies by half year



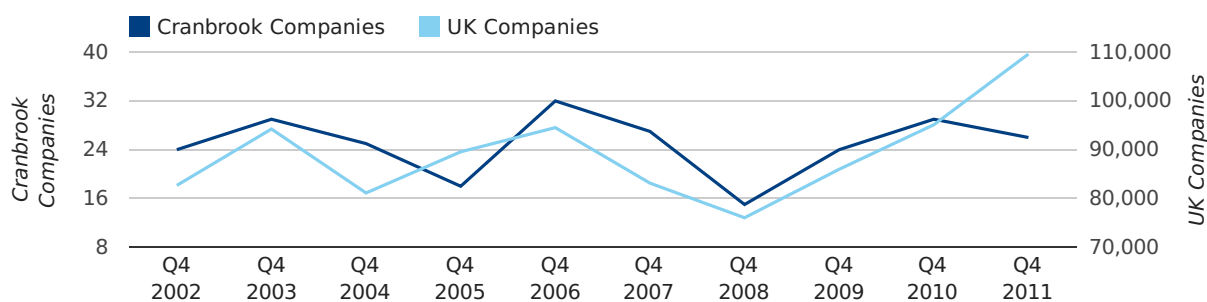
Quarterly Data (Q4 Oct-Dec 2011)

A total of 26 companies were registered in Cranbrook during the fourth quarter of 2011 (Oct 2011 - Dec 2011).

This figure is a decrease of 10.3% versus the same period last year (Q4 2010). This figure compares badly to the UK as a whole, which saw an increase of 15.3% against the same period last year.

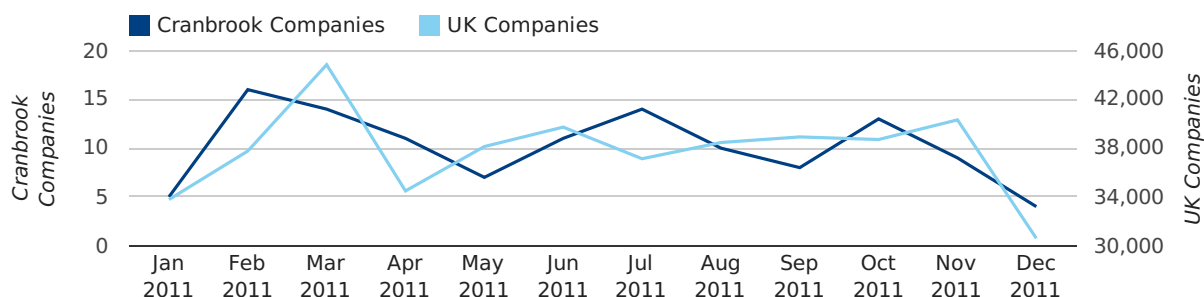
FOURTH QUARTER (OCT 2011 - DEC 2011)	CRANBROOK	UK
2011	26	109,623
2010	29	95,117
% CHANGE	-10.3%	15.3%
RECORD YEAR	2006 (32)	2011 (109,623)

new companies by quarter



Monthly Data (Oct, Nov & Dec 2011)

new companies by month



	OCTOBER	NOVEMBER	DECEMBER
NEW COMPANIES IN 2011	13	9	4
NEW COMPANIES IN 2010	8	11	10
% CHANGE	62.5%	-18.2%	-60.0%
RECORD YEAR	1997 (15)	2007 (15)	1996 (11)

Annual Data (2011)

A total of 78 companies were dissolved in Cranbrook in 2011. This total is 1.3% lower than in 2010 and compares favourably to the UK figure of 8.1% decrease compared to the previous year.

YEAR	CRANBROOK	UK
2011	78	314,523
2010	79	342,232
2009	102	533,773
2008	78	237,901
2007	77	220,295
RECORD YEAR	2009 (102)	2009 (533,773)

dissolved companies by year



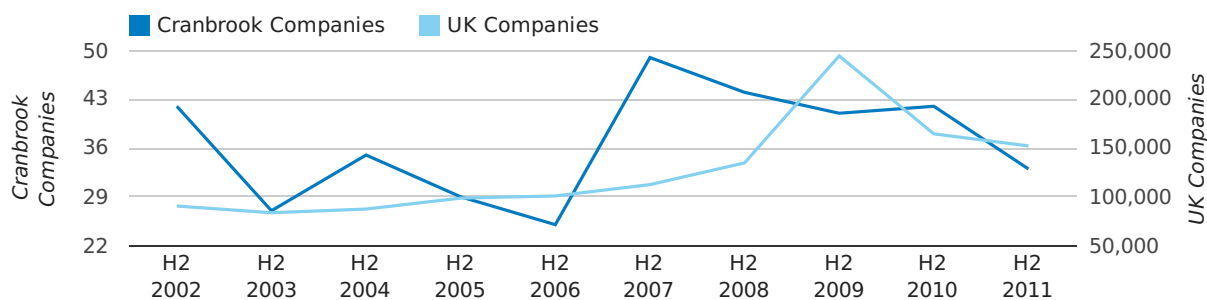
Half Year Data (Jul-Dec 2011)

In the second half of 2011 a total of 33 companies were dissolved in Cranbrook. This figure is 21.4% lower than last year, which compares well to the UK wide change of -7.5%.

The highest total for a second half year in Cranbrook occurred in 2007 when a total of 49 were closed.

HALF YEAR (JUL-DEC)	CRANBROOK	UK
2011	33	152,213
2010	42	164,601
% CHANGE	-21.4%	-7.5%
RECORD YEAR	2007 (49)	2009 (244,537)

dissolved companies by half year



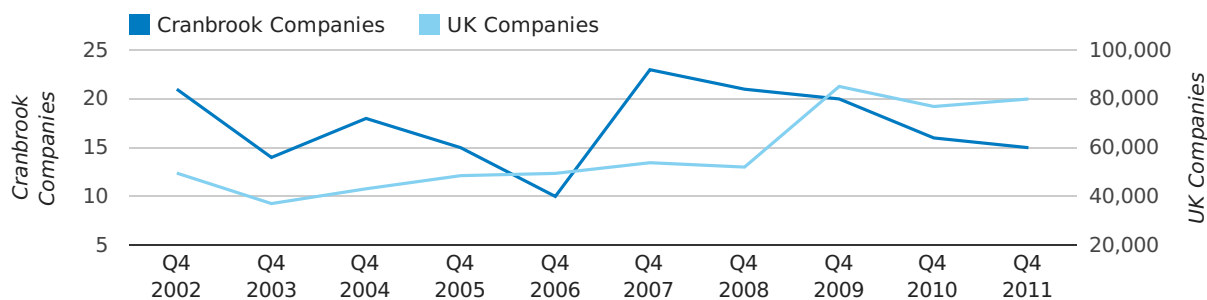
Quarterly Data (Q4 Oct-Dec 2011)

A total of 15 companies were dissolved in Cranbrook during the fourth quarter of 2011 (Oct 2011 - Dec 2011).

This figure is a decrease of 6.3% 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.

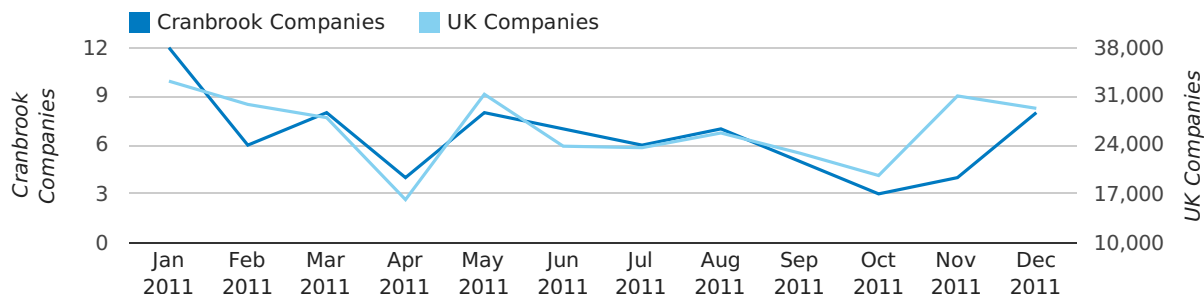
FOURTH QUARTER (OCT 2011 - DEC 2011)	CRANBROOK	UK
2011	15	79,983
2010	16	76,896
% CHANGE	-6.3%	4.0%
RECORD YEAR	2007 (23)	2009 (85,136)

dissolved companies by quarter



Monthly Data (Oct, Nov & Dec 2011)

dissolved companies by month



	OCTOBER	NOVEMBER	DECEMBER
CLOSED COMPANIES IN 2011	3	4	8
CLOSED COMPANIES IN 2010	7	6	3
% CHANGE	-57.1%	-33.3%	167%
RECORD YEAR	2009 (10)	2007 (8)	1999 (10)

Annual Data (2011)

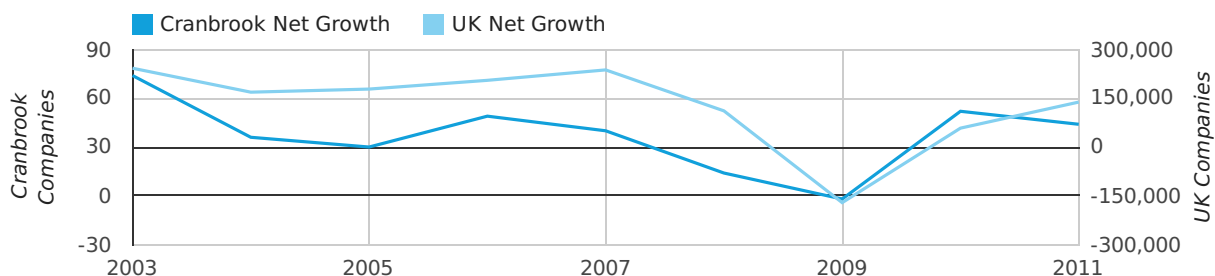
A total of 44 companies were added to the company register for Cranbrook in 2011. This number represents growth of 33.6% which compares unfavourably to the UK figure of 34.6%.

This number is 8 companies lower than the previous year.

The highest net company growth figure ever seen in one year came in 2003 when the Cranbrook company register grew by 74 companies.

YEAR	CRANBROOK	UK
2011	44	138,347
2010	52	58,126
2009	-2	-171,098
2008	14	111,302
2007	40	237,354
RECORD YEAR	2003 (74)	2003 (242,543)

net growth by year

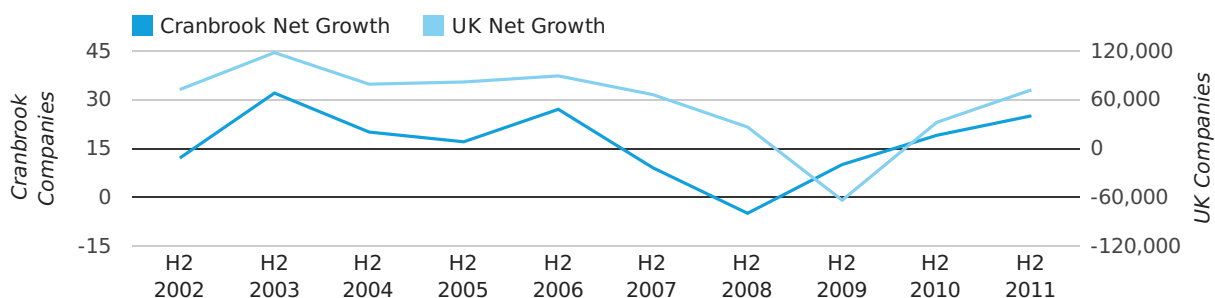


Half Year Data (Jul-Dec 2011)

In the second half of 2011 the company register for Cranbrook increased by 25 companies. This figure is 31.6% higher than last year, which compares badly to a UK increase of 124.7%.

HALF YEAR (JUL-DEC)	CRANBROOK	UK
2011	25	71,922
2010	19	32,008
% CHANGE	31.6%	124.7%
RECORD YEAR	2003 (32)	2003 (117,772)

net growth by half year



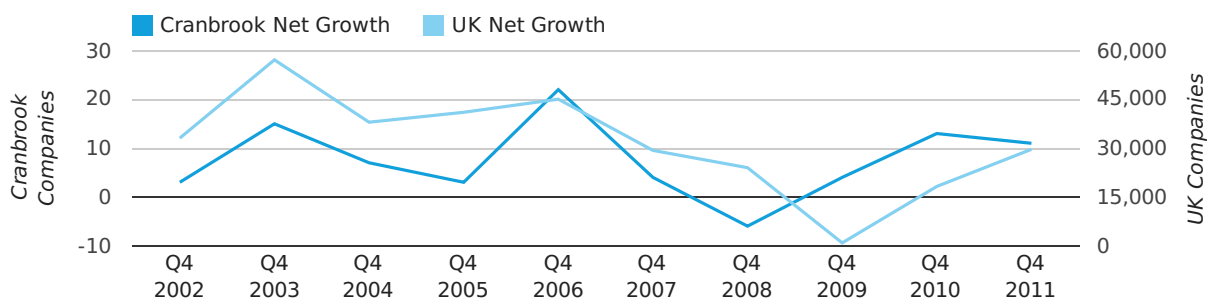
Quarterly Data (Q4 Oct-Dec 2011)

Net company growth for Cranbrook during the fourth quarter of 2011 (Oct 2011 - Dec 2011) was 11 companies.

This represents a decrease of 15.4% on the same period last year.

FOURTH QUARTER (OCT 2011 - DEC 2011)	CRANBROOK	UK
2011	11	29,640
2010	13	18,221
% CHANGE	-15.4%	62.7%
RECORD YEAR	2006 (22)	2003 (57,175)

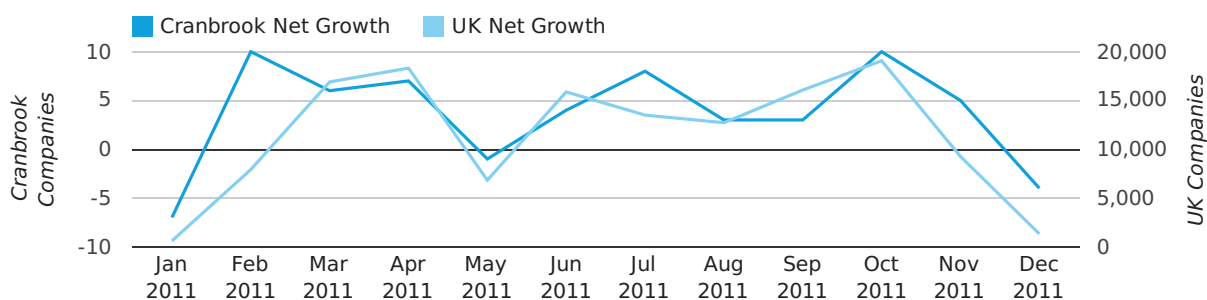
net growth by quarter



Monthly Data (Oct, Nov & Dec 2011)

October 2011 saw a new record in net growth in Cranbrook when compared to any previous October.

net growth by month



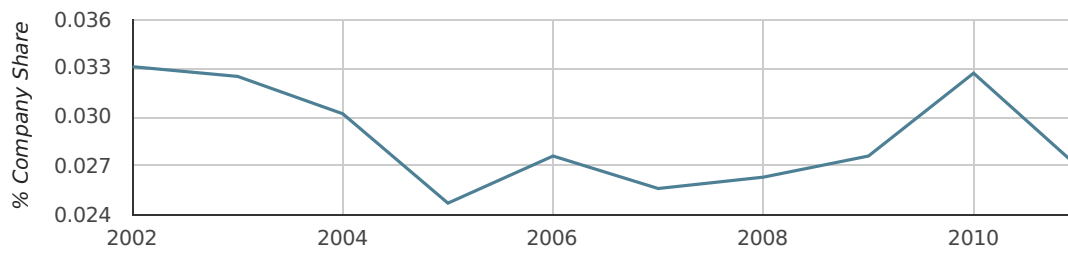
	OCTOBER	NOVEMBER	DECEMBER
NET GROWTH IN 2011	10	5	-4
NET GROWTH IN 2010	1	5	7
% CHANGE	900.0%	0.0%	-157.1%
RECORD YEAR	2011 (10)	2006 (11)	1996 (10)

Annual Data (2011)

In 2011 Cranbrook formed 0.0% of all UK companies. This is no change on 2010 when Cranbrook was responsible for 0.0% of all UK companies.

YEAR	CRANBROOK
2011	0.0%
2010	0.0%
2009	0.0%
2008	0.0%
2007	0.0%
RECORD YEAR (SINCE 1960)	1990 (0.1%)

company share by year

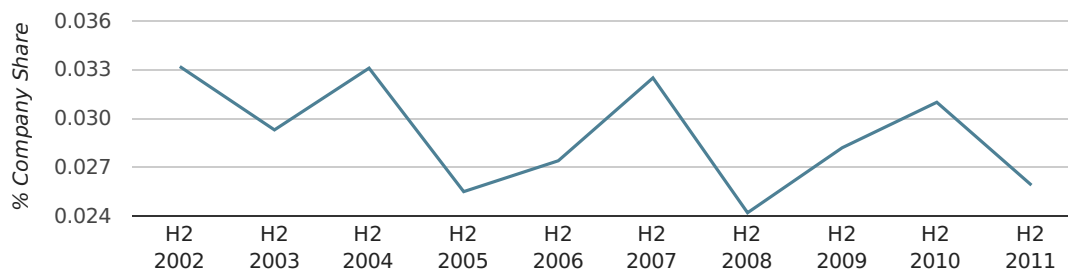


Half Year Data (Jul-Dec 2011)

In the second half of 2011 Cranbrook formed 0.0% of all UK companies. This is the same as the 2010 figure of 0.0%.

HALF YEAR (JUL-DEC)	CRANBROOK
2011	0.0%
2010	0.0%
2009	0.0%
2008	0.0%
2007	0.0%
RECORD YEAR (SINCE 1960)	1990 (0.1%)

company share by half year

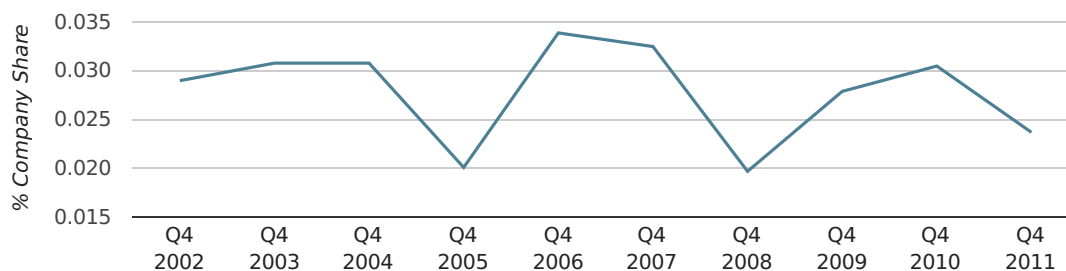


Quarterly Data (Q4 Oct-Dec 2011)

In the fourth quarter of 2011, Cranbrook formed 0.0% of all UK companies.

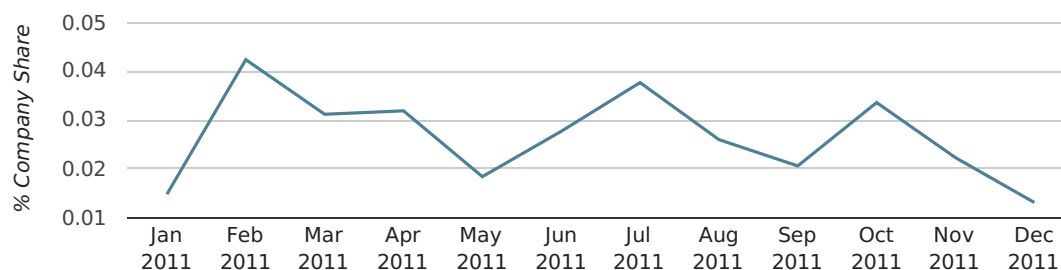
FOURTH QUARTER (OCT 2011 - DEC 2011)	CRANBROOK
2011	0.0%
2010	0.0%
2009	0.0%
2008	0.0%
2007	0.0%
RECORD YEAR (SINCE 1960)	1990 (0.1%)

company share by quarter



Monthly Data (Oct, Nov & Dec 2011)

company share by month



	OCTOBER	NOVEMBER	DECEMBER
UK FORMATION SHARE IN 2011	0.0%	0.0%	0.0%
UK FORMATION SHARE IN 2010	0.0%	0.0%	0.0%
% CHANGE	41.2%	-30.3%	-64.5%
RECORD YEAR	1968 (0.2%)	1969 (0.2%)	1990 (0.2%)

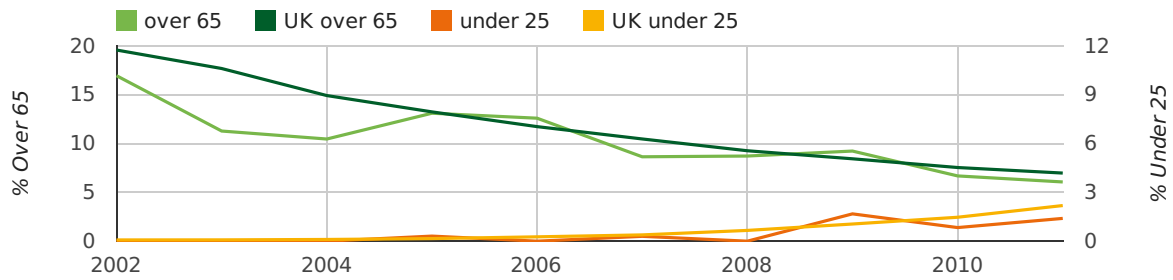
Annual Data (2011)

The average age of a director in 2011 was 47.6.

The percentage of directors under the age of 25 was 1.4% compared to the UK figure of 3.7%.

The percentage of directors over the age of 65 was 6.1% compared to the UK figure of 4.2%.

director age by year



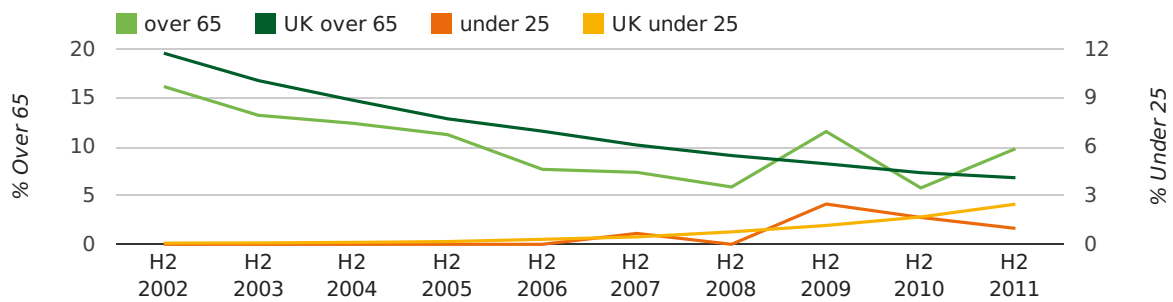
Half Year Data (Jul-Dec 2011)

The average age of a director in the second half of 2011 was 49.5.

The percentage of directors under the age of 25 was 1.0% compared to the UK figure of 4.1%.

The percentage of directors over the age of 65 was 9.8% compared to the UK figure of 4.1%.

director age by half year



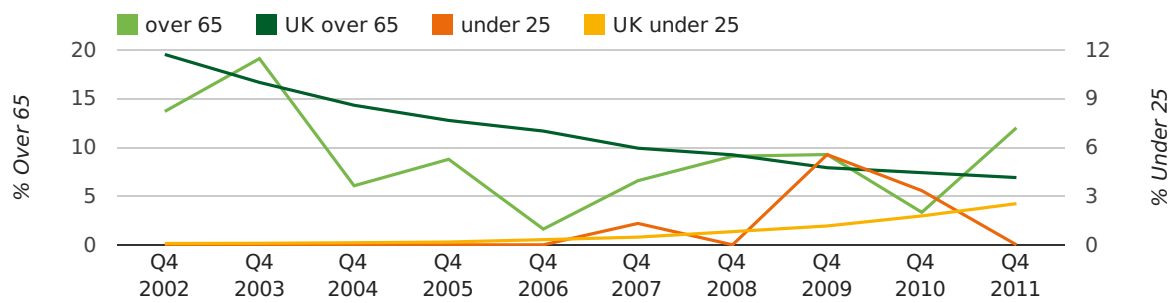
Quarterly Data (Q4 Oct-Dec 2011)

The average age of a director in the fourth quarter of 2011 was 52.7.

The percentage of directors under the age of 25 was 0.0% compared to the UK figure of 4.2%.

The percentage of directors over the age of 65 was 12.0% compared to the UK figure of 4.1%.

director age by quarter

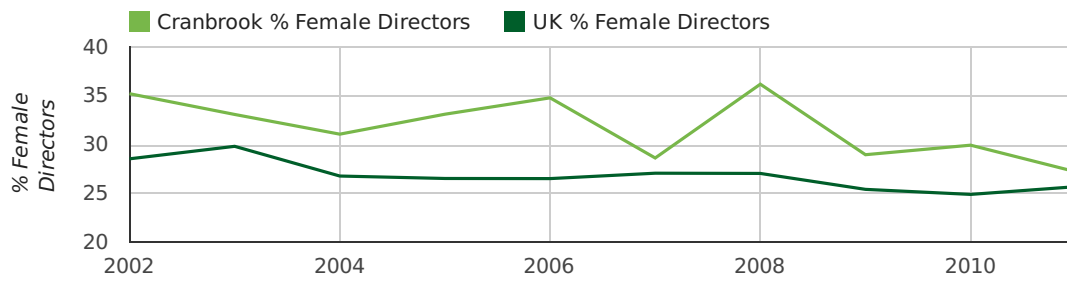


Annual Data (2011)

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

The percentage of female directors in Cranbrook in 2011 was 35.2%. The average for the UK during this time was 28.6%

director gender by year

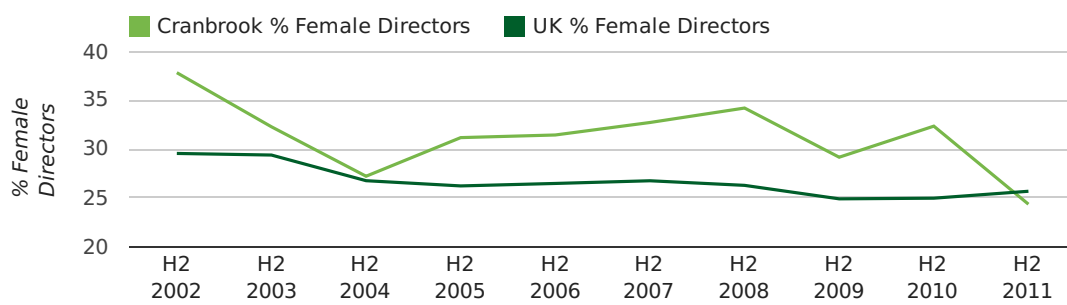


Half Year Data (Jul-Dec 2011)

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

24.3% of all director appointments in Cranbrook 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

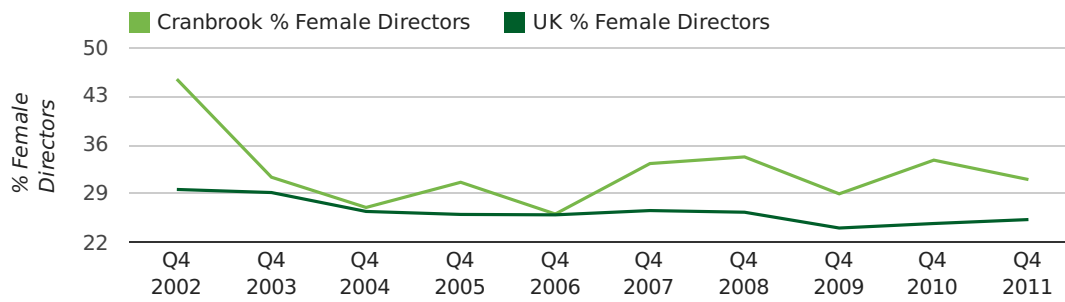


Quarterly Data (Q4 Oct-Dec 2011)

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

31.0% of all director appointments in Cranbrook 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
CONSULTANCY	2.10%	CONSULTING	5.07%
CONSULTING	1.68%	MANAGEMENT	4.74%
CRANBROOK	1.26%	CONSULTANCY	3.26%
ACADEMY	1.26%	PROPERTY	2.37%
ESTATES	1.26%	TRADING	2.07%
PARTNERS	1.26%	DESIGN	1.92%
FREEHOLD	1.26%	ASSOCIATES	1.86%
ST	1.26%	ENGINEERING	1.78%
NOVASTRIS	1.26%	BUSINESS	1.78%
PRODUCTIONS	1.26%	CONSULTANTS	1.76%
MANAGEMENT	0.84%	CONSTRUCTION	1.73%
INDEPENDENT	0.84%	MEDIA	1.71%
RESEARCH	0.84%	LONDON	1.63%
BLACK	0.84%	J	1.51%
PROPERTIES	0.84%	INVESTMENTS	1.48%
EVENTS	0.84%	GLOBAL	1.46%
INTERNATIONAL	0.84%	IT	1.41%
PARTNERSHIP	0.84%	CARE	1.39%
HOME	0.84%	PROPERTIES	1.29%
(KENT)	0.84%	ELECTRICAL	1.29%
DESIGN	0.84%	M	1.27%
WEALD	0.84%	BUILDING	1.26%
CLOSE	0.84%	ENERGY	1.25%
PROPERTY	0.84%	S	1.20%
INSURANCE	0.84%	ENTERPRISES	1.20%

Previous 36 months, excluding companies less than 12 months old

SIC CODE	NUMBER OF COMPANIES	UK COMPANIES
None Supplied	39	205,525
7487 - Other business activities	17	57,052
70229 - Management consultancy activities other than financial management	9	17,765
7011 - Development & sell real estate	7	2,287
7414 - Business & management consultancy	7	13,034
74909 - Other professional, scientific and technical activities not elsewhere classified	5	8,671
82990 - Other business support service activities not elsewhere classified	5	32,483
64999 - Financial intermediation not elsewhere classified	4	2,946
9999 - Dormant Company	4	20,199
62020 - Information technology consultancy activities	4	12,072
68100 - Buying and selling of own real estate	4	2,749
5540 - Bars	3	2,147
98000 - Residents property management	3	2,874
7415 - Holding companies including head offices	3	1,653
7499 - Non-trading company	3	9,957
7222 - Other software consultancy and supply	3	7,398
6420 - Telecommunications	3	1,171
41100 - Development of building projects	2	4,331
6603 - Non-life insurance	2	229
9305 - Other service activities	2	9,492