

Croydon

2011 half year business confidence report



headlines

- The first half of 2011 saw a new record in company registrations in Croydon when compared to any previous first half year.
- The first half of 2011 was a record first half year for company registrations in Croydon when compared to any half year in history.
- Q2 2011 saw a new record in company registrations in Croydon when compared to any previous Q2.
- June 2011 saw a new record in company registrations in Croydon when compared to any previous June.
- May 2011 saw a new record in company registrations in Croydon when compared to any previous May.

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Half Year Data (Jan-Jun 2011)

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

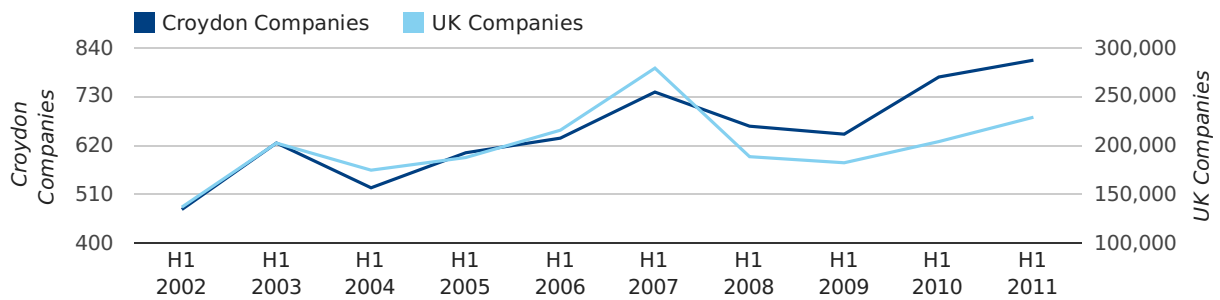
The first half of 2011 was a record first half year for company registrations in Croydon when compared to any half year in history.

In the first half of 2011 a total of 812 companies were formed in Croydon. This figure is 4.9% higher than last year, which compares badly to the UK wide figure of 12.3%.

The highest total for a first half year in Croydon occurred in 2011 when a total of 812 were formed.

HALF YEAR (JAN-JUN)	CROYDON	UK
2011	812	228,735
2010	774	203,749
% CHANGE	4.9%	12.3%
RECORD YEAR	2011 (812)	2007 (279,097)

new companies by half year



Quarterly Data (Q2 Apr-Jun 2011)

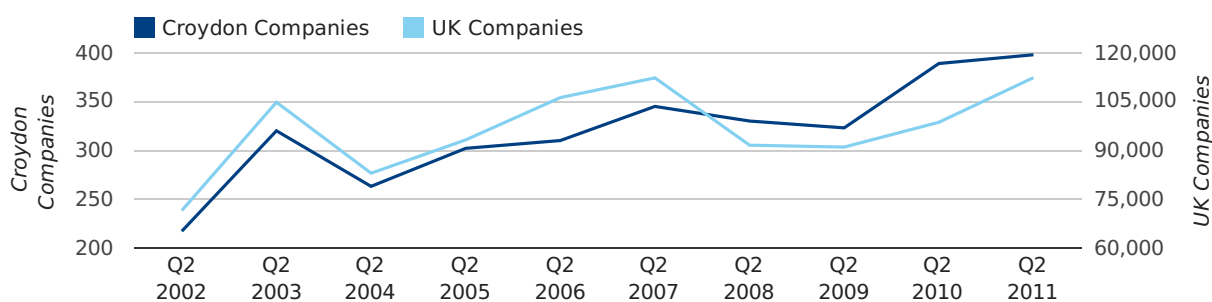
Q2 2011 saw a new record in company registrations in Croydon when compared to any previous Q2.

A total of 398 companies were registered in Croydon during the second quarter of 2011 (Apr 2011 - Jun 2011).

This figure is an increase of 2.3% versus the same period last year (Q2 2010). This figure compares badly to the UK as a whole, which saw an increase of 13.9% against the same period last year.

SECOND QUARTER (APR 2011 - JUN 2011)	CROYDON	UK
2011	398	112,344
2010	389	98,612
% CHANGE	2.3%	13.9%
RECORD YEAR	2011 (398)	2011 (112,344)

new companies by quarter

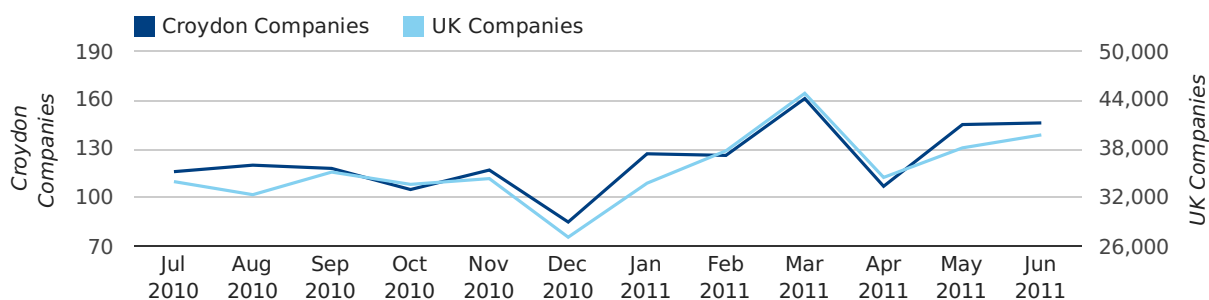


Monthly Data (Apr, May & Jun 2011)

June 2011 saw a new record in company registrations in Croydon when compared to any previous June.

May 2011 saw a new record in company registrations in Croydon when compared to any previous May.

new companies by month



	APRIL	MAY	JUNE
NEW COMPANIES IN 2011	107	145	146
NEW COMPANIES IN 2010	142	117	130
% CHANGE	-24.6%	23.9%	12.3%
RECORD YEAR	2010 (142)	2011 (145)	2011 (146)

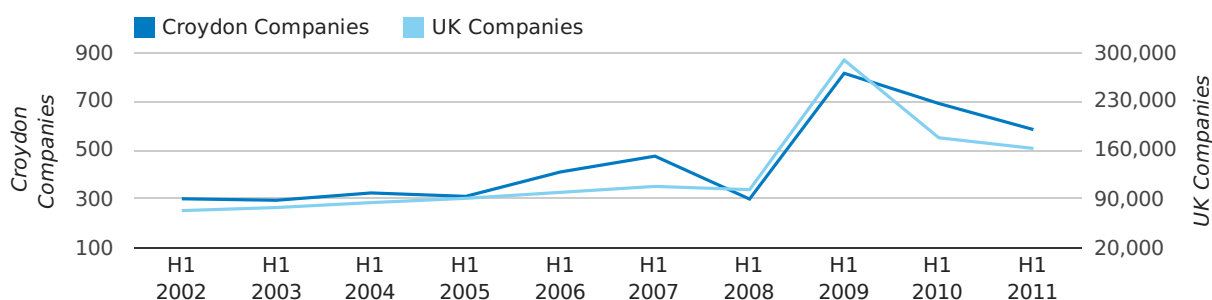
Half Year Data (Jan-Jun 2011)

In the first half of 2011 a total of 584 companies were dissolved in Croydon. This figure is 15.5% lower than last year, which compares well to the UK wide change of -8.6%.

The highest total for a first half year in Croydon occurred in 2009 when a total of 815 were closed.

HALF YEAR (JAN-JUN)	CROYDON	UK
2011	584	162,310
2010	691	177,631
% CHANGE	-15.5%	-8.6%
RECORD YEAR	2009 (815)	2009 (289,236)

dissolved companies by half year



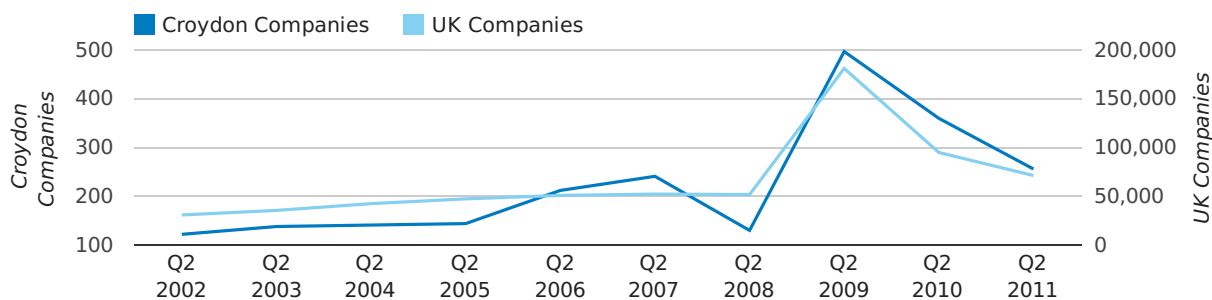
Quarterly Data (Q2 Apr-Jun 2011)

A total of 256 companies were dissolved in Croydon during the second quarter of 2011 (Apr 2011 - Jun 2011).

This figure is a decrease of 28.9% versus the same period last year (Q2 2010). This figure compares well to the UK as a whole, which saw a decrease of 24.9% against the same period last year.

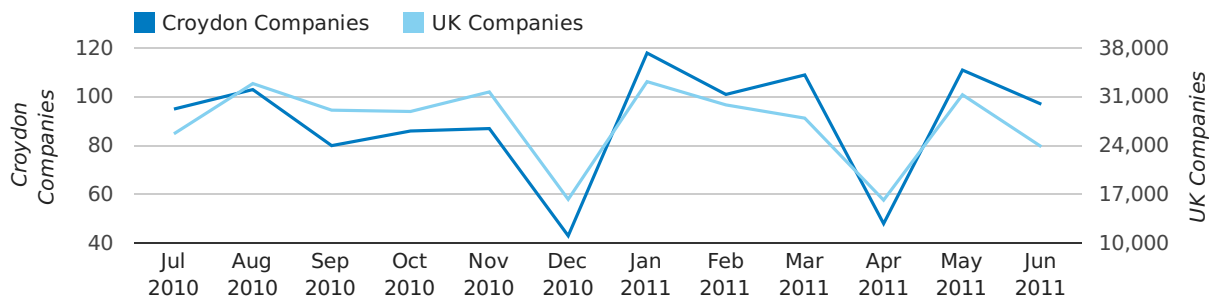
SECOND QUARTER (APR 2011 - JUN 2011)	CROYDON	UK
2011	256	71,324
2010	360	94,954
% CHANGE	-28.9%	-24.9%
RECORD YEAR	2009 (497)	2009 (181,176)

dissolved companies by quarter



Monthly Data (Apr, May & Jun 2011)

dissolved companies by month



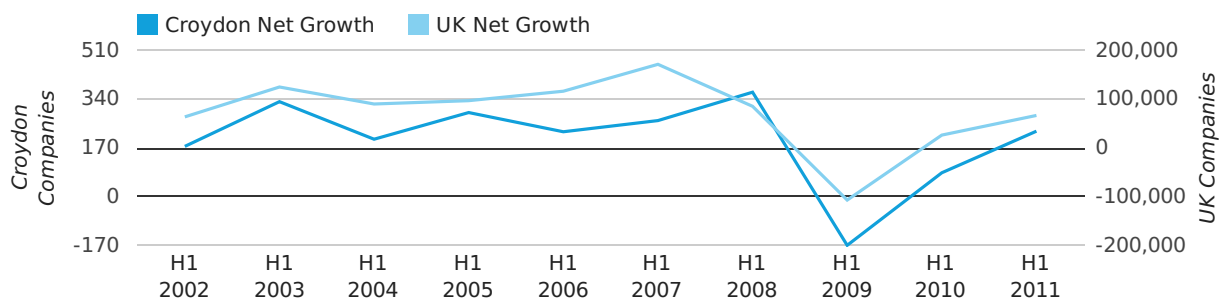
	APRIL	MAY	JUNE
CLOSED COMPANIES IN 2011	48	111	97
CLOSED COMPANIES IN 2010	81	124	155
% CHANGE	-40.7%	-10.5%	-37%
RECORD YEAR	2009 (175)	2009 (208)	2010 (155)

Half Year Data (Jan-Jun 2011)

In the first half of 2011 the company register for Croydon increased by 228 companies. This figure is 174.7% higher than last year, which compares well to a UK increase of 154.3%.

HALF YEAR (JAN-JUN)	CROYDON	UK
2011	228	66,425
2010	83	26,118
% CHANGE	174.7%	154.3%
RECORD YEAR	2008 (364)	2007 (171,296)

net growth by half year



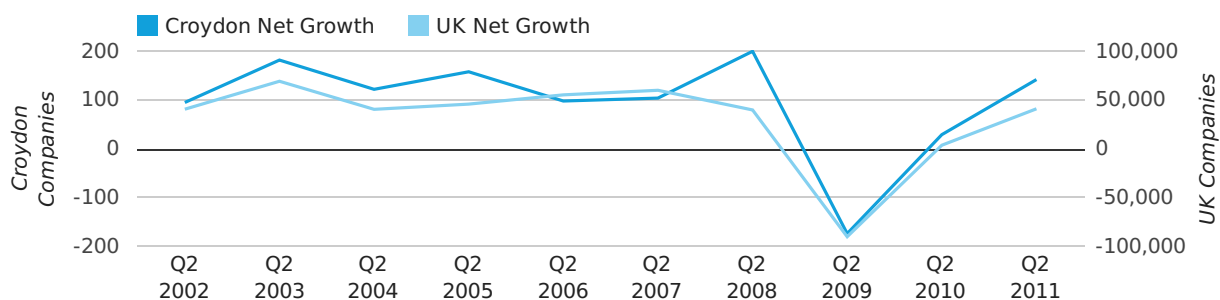
Quarterly Data (Q2 Apr-Jun 2011)

Net company growth for Croydon during the second quarter of 2011 (Apr 2011 - Jun 2011) was 142 companies.

This represents an increase of 389.7% on the same period last year.

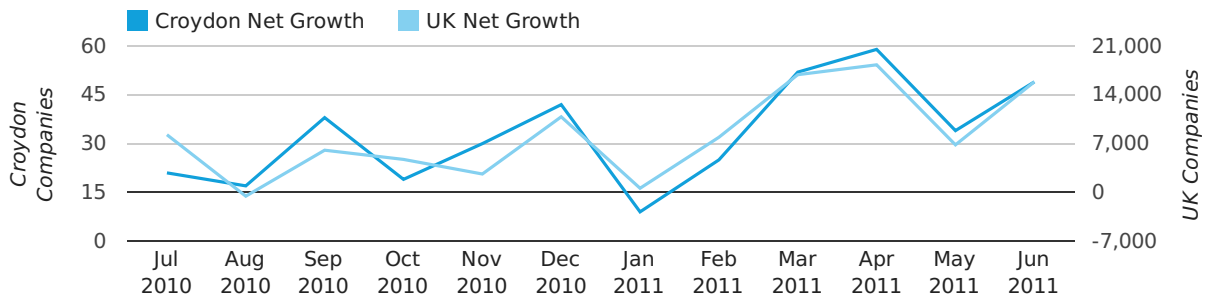
SECOND QUARTER (APR 2011 - JUN 2011)	CROYDON	UK
2011	142	41,020
2010	29	3,658
% CHANGE	389.7%	1,021.4%
RECORD YEAR	2008 (200)	2003 (69,274)

net growth by quarter



Monthly Data (Apr, May & Jun 2011)

net growth by month



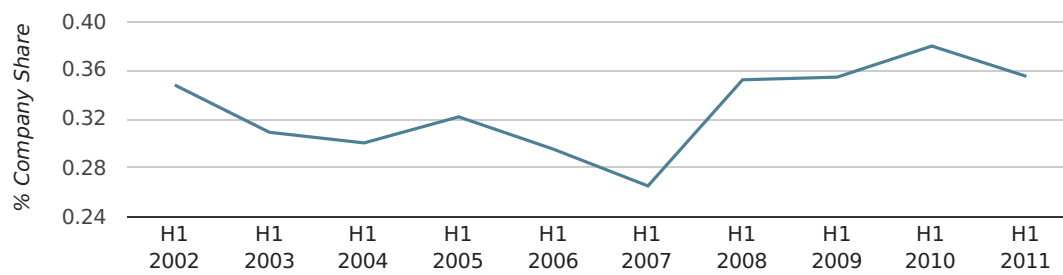
	APRIL	MAY	JUNE
NET GROWTH IN 2011	59	34	49
NET GROWTH IN 2010	61	-7	-25
% CHANGE	-3.3%	-585.7%	-296.0%
RECORD YEAR	1997 (90)	2005 (73)	2008 (74)

Half Year Data (Jan-Jun 2011)

In the first half of 2011 Croydon formed 0.4% of all UK companies. This is the same as the 2010 figure of 0.4%.

HALF YEAR (JAN-JUN)	CROYDON
2011	0.4%
2010	0.4%
2009	0.4%
2008	0.4%
2007	0.3%
RECORD YEAR (SINCE 1960)	1970 (0.6%)

company share by half year

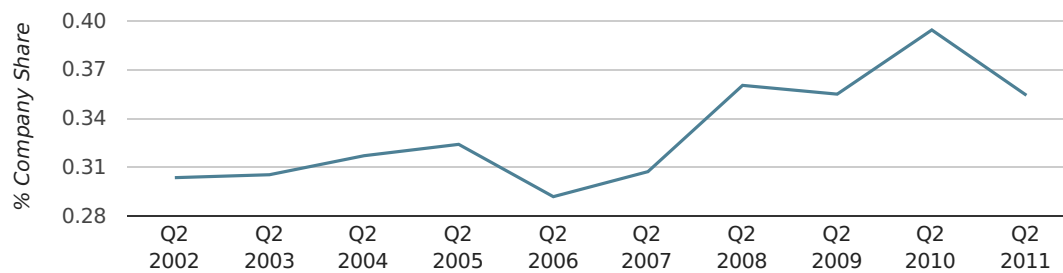


Quarterly Data (Q2 Apr-Jun 2011)

In the second quarter of 2011, Croydon formed 0.4% of all UK companies.

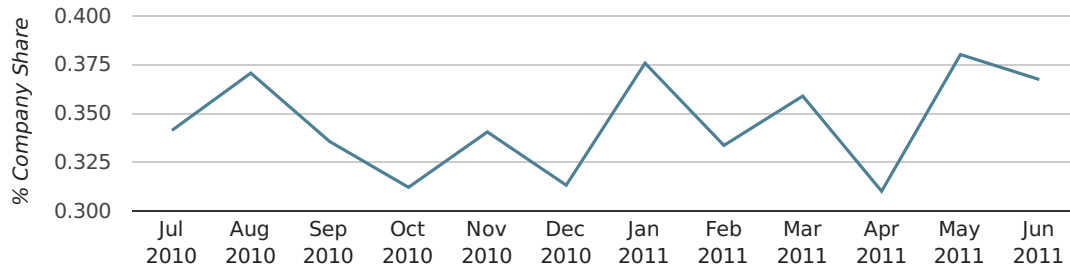
SECOND QUARTER (APR 2011 - JUN 2011)	CROYDON
2011	0.4%
2010	0.4%
2009	0.4%
2008	0.4%
2007	0.3%
RECORD YEAR (SINCE 1960)	1987 (0.6%)

company share by quarter



Monthly Data (Apr, May & Jun 2011)

company share by month



	APRIL	MAY	JUNE
UK FORMATION SHARE IN 2011	0.3%	0.4%	0.4%
UK FORMATION SHARE IN 2010	0.4%	0.4%	0.4%
% CHANGE	-27.1%	-2.4%	-0.5%
RECORD YEAR	1971 (0.9%)	1970 (1.0%)	1967 (0.8%)

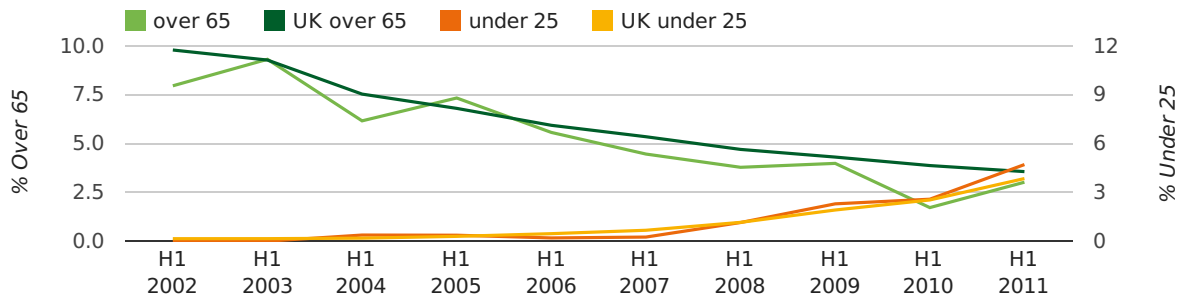
Half Year Data (Jan-Jun 2011)

The average age of a director in the first half of 2011 was 40.9.

The percentage of directors under the age of 25 was 4.7% compared to the UK figure of 3.2%.

The percentage of directors over the age of 65 was 3.0% compared to the UK figure of 4.3%.

director age by half year



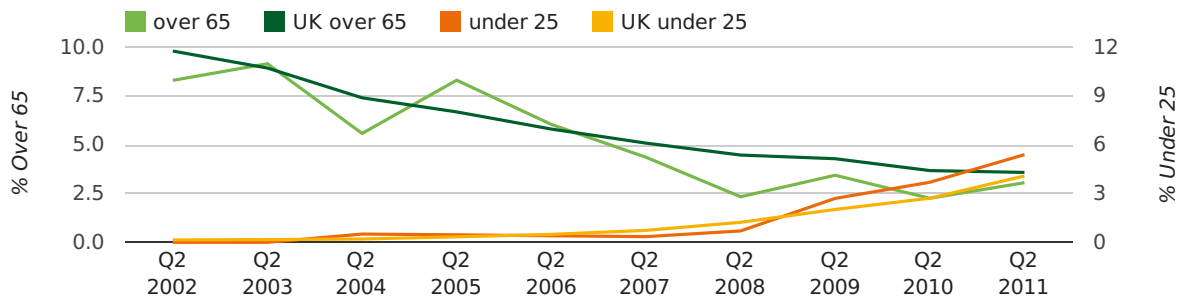
Quarterly Data (Q2 Apr-Jun 2011)

The average age of a director in the second quarter of 2011 was 40.9.

The percentage of directors under the age of 25 was 5.4% compared to the UK figure of 3.4%.

The percentage of directors over the age of 65 was 3.1% compared to the UK figure of 4.3%.

director age by quarter

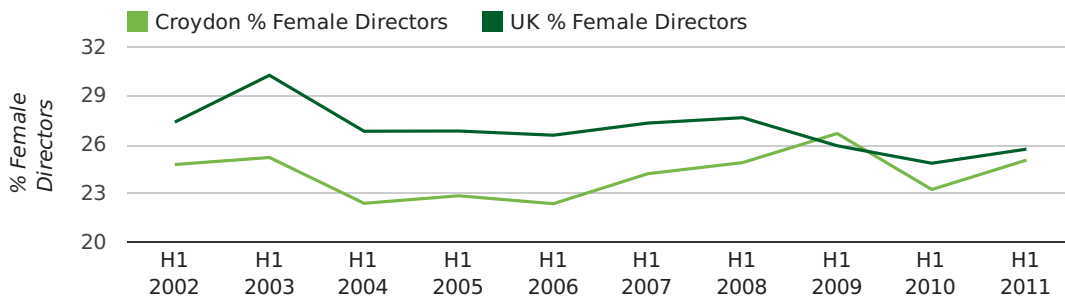


Half Year Data (Jan-Jun 2011)

The record first half year for female directors in Croydon was 1857 when 40.0% of all directors were female.

25.1% of all director appointments in Croydon in the first half of 2011 were female. This compares to a UK average of 25.7% for the same period.

director gender by half year

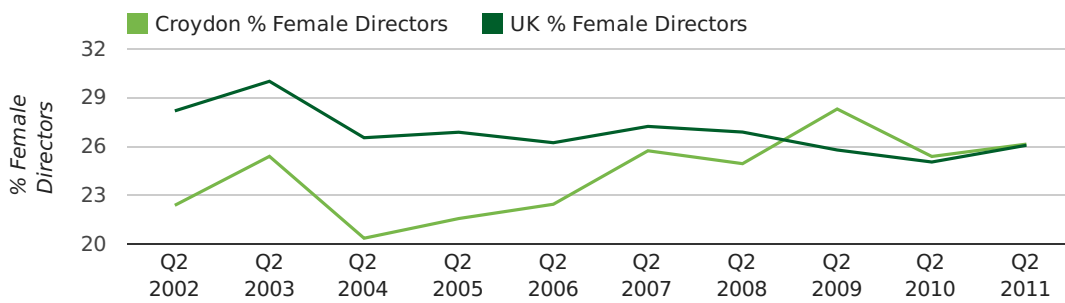


Quarterly Data (Q2 Apr-Jun 2011)

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

26.2% of all director appointments in Croydon in the second quarter of 2011 were female. This compares to a UK average of 26.1% for the same period.

director gender by quarter



Previous 12 months (Jun 2010-Jun 2011)

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

WORD	PERCENTAGE	UK WORD	UK PERCENTAGE
MANAGEMENT	2.34%	CONSULTING	5.09%
CONSULTING	1.65%	MANAGEMENT	4.86%
LONDON	1.19%	CONSULTANCY	3.17%
PROPERTY	0.92%	PROPERTY	2.43%
CONSULTANCY	0.92%	TRADING	2.05%
GLOBAL	0.78%	DESIGN	1.94%
CROYDON	0.74%	ASSOCIATES	1.92%
CONSTRUCTION	0.74%	BUSINESS	1.87%
ENTERPRISES	0.74%	CONSTRUCTION	1.77%
CARE	0.74%	CONSULTANTS	1.76%
IT	0.69%	MEDIA	1.73%
TRADING	0.69%	ENGINEERING	1.67%
BUILDING	0.60%	LONDON	1.60%
CONSULTANTS	0.60%	GLOBAL	1.46%
INVESTMENTS	0.60%	J	1.44%
SECURITY	0.55%	CARE	1.44%
BUSINESS	0.55%	INVESTMENTS	1.42%
S	0.55%	IT	1.39%
MEDIA	0.55%	BUILDING	1.32%
DEVELOPMENT	0.51%	PROPERTIES	1.31%
INTERNATIONAL	0.46%	ELECTRICAL	1.30%
TECHNOLOGY	0.46%	M	1.27%
SYSTEMS	0.46%	S	1.23%
CO	0.41%	ENTERPRISES	1.20%
FOOD	0.41%	SYSTEMS	1.20%

Previous 36 months, excluding companies less than 12 months old

SIC CODE	NUMBER OF COMPANIES	UK COMPANIES
None Supplied	785	202,072
7487 - Other business activities	184	60,758
82990 - Other business support service activities not elsewhere classified	77	30,647
9999 - Dormant Company	55	20,111
99999 - Dormant Company	49	18,918
7414 - Business & management consultancy	49	13,053
62020 - Information technology consultancy activities	47	10,545
9305 - Other service activities	43	9,063
70229 - Management consultancy activities other than financial management	39	16,419
62090 - Other information technology service activities	37	7,095
96090 - Other service activities not elsewhere classified	37	10,322
98000 - Residents property management	34	2,888
7260 - Other computer related activities	33	7,849
7222 - Other software consultancy and supply	29	7,143
74909 - Other professional, scientific and technical activities not elsewhere classified	25	7,835
4521 - General construction & civil engineering	25	5,928
96020 - Hairdressing and other beauty treatment	23	2,091
86900 - Other human health activities	23	4,154
74990 - Non-trading company	22	8,481
41100 - Development of building projects	20	3,852