

Gerrards Cross

2011 annual business confidence report



headlines

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

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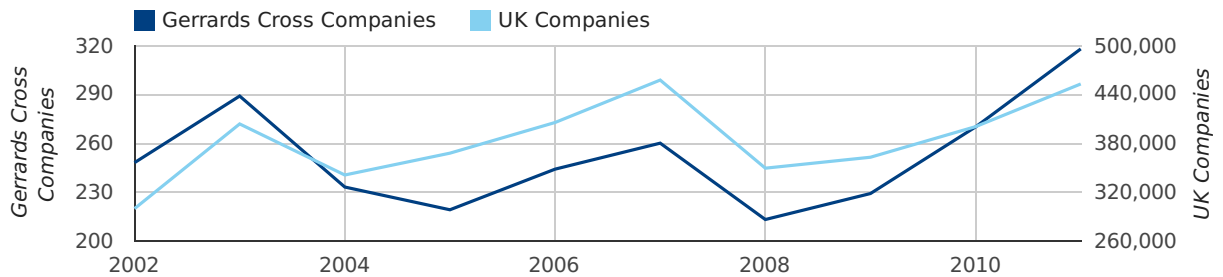
Annual Data (2011)

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

A total of 318 companies were formed in Gerrards Cross in 2011. This total is 17.8% higher than in 2010 and compares poorly to the UK figure of a 13.1% growth compared to 400,358 the previous year.

| YEAR | GERRARDS CROSS | UK |
|-------------|----------------|----------------|
| 2011 | 318 | 452,870 |
| 2010 | 270 | 400,358 |
| 2009 | 229 | 362,675 |
| 2008 | 213 | 349,203 |
| 2007 | 260 | 457,649 |
| RECORD YEAR | 2011 (318) | 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 Gerrards Cross when compared to any previous second half year.

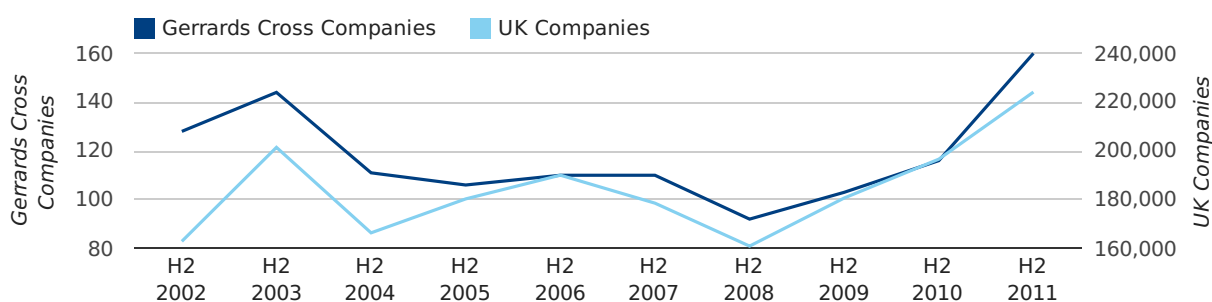
The second half of 2011 was a record second half year for company registrations in Gerrards Cross when compared to any half year in history.

In the second half of 2011 a total of 160 companies were formed in Gerrards Cross. This figure is 37.9% higher than last year, which compares well to the UK wide figure of 14.0%.

The highest total for a second half year in Gerrards Cross occurred in 2011 when a total of 160 were formed.

| HALF YEAR (JUL-DEC) | GERRARDS CROSS | UK |
|---------------------|----------------|----------------|
| 2011 | 160 | 224,135 |
| 2010 | 116 | 196,609 |
| % CHANGE | 37.9% | 14.0% |
| RECORD YEAR | 2011 (160) | 2011 (224,135) |

new companies by half year



Quarterly Data (Q4 Oct-Dec 2011)

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

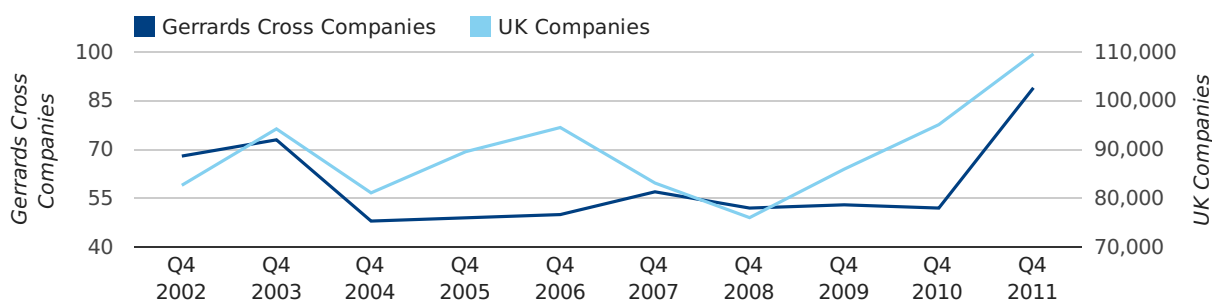
Q4 2011 was a record quarter for company registrations in Gerrards Cross when compared to any quarter in history.

A total of 89 companies were registered in Gerrards Cross during the fourth quarter of 2011 (Oct 2011 - Dec 2011).

This figure is an increase of 71.2% 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) | GERRARDS CROSS | UK |
|--------------------------------------|----------------|----------------|
| 2011 | 89 | 109,623 |
| 2010 | 52 | 95,117 |
| % CHANGE | 71.2% | 15.3% |
| RECORD YEAR | 2011 (89) | 2011 (109,623) |

new companies by quarter



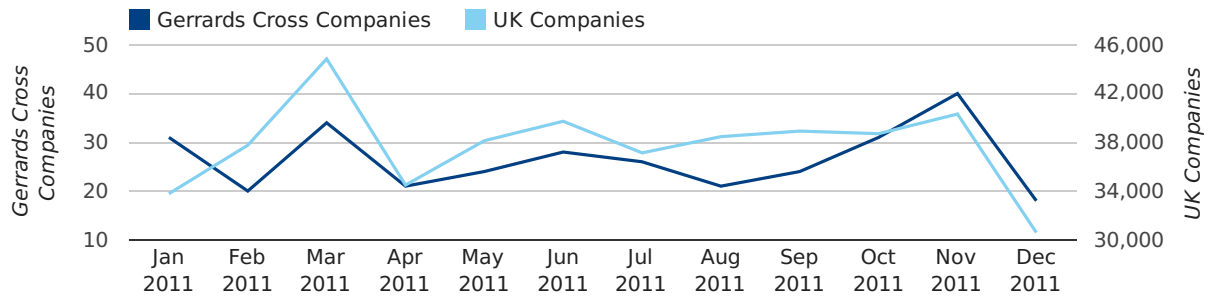
Monthly Data (Oct, Nov & Dec 2011)

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

November 2011 was a record month for company registrations in Gerrards Cross when compared to any month in history.

October 2011 saw a new record in company registrations in Gerrards Cross when compared to any previous October.

new companies by month



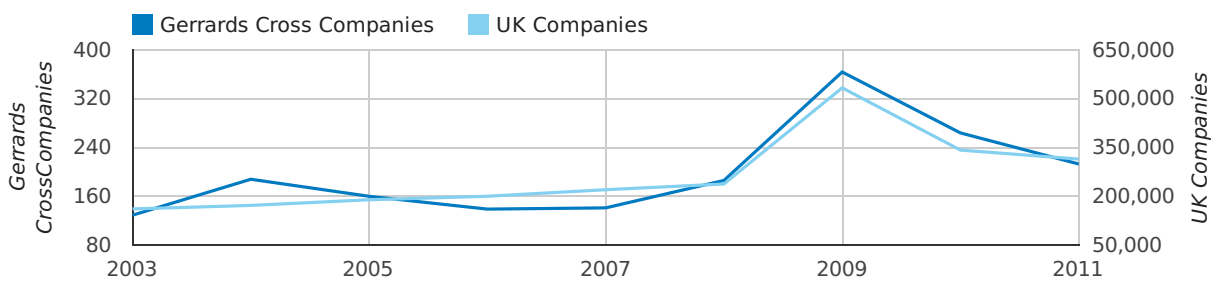
| | OCTOBER | NOVEMBER | DECEMBER |
|-----------------------|-----------|-----------|-----------|
| NEW COMPANIES IN 2011 | 31 | 40 | 18 |
| NEW COMPANIES IN 2010 | 14 | 22 | 16 |
| % CHANGE | 121.4% | 81.8% | 12.5% |
| RECORD YEAR | 2011 (31) | 2011 (40) | 2003 (21) |

Annual Data (2011)

A total of 213 companies were dissolved in Gerrards Cross in 2011. This total is 19.3% lower than in 2010 and compares unfavourably to the UK figure of 8.1% decrease compared to the previous year.

| YEAR | GERRARDS CROSS | UK |
|-------------|----------------|----------------|
| 2011 | 213 | 314,523 |
| 2010 | 264 | 342,232 |
| 2009 | 364 | 533,773 |
| 2008 | 186 | 237,901 |
| 2007 | 141 | 220,295 |
| RECORD YEAR | 2009 (364) | 2009 (533,773) |

dissolved companies by year



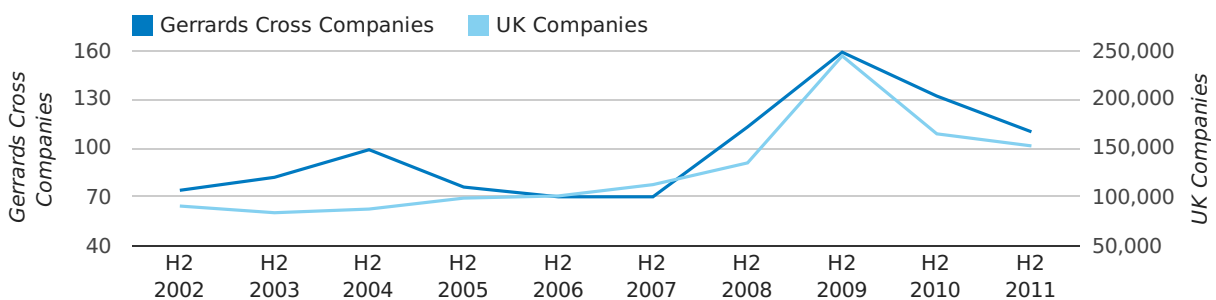
Half Year Data (Jul-Dec 2011)

In the second half of 2011 a total of 110 companies were dissolved in Gerrards Cross. This figure is 16.7% lower than last year, which compares well to the UK wide change of -7.5%.

The highest total for a second half year in Gerrards Cross occurred in 2009 when a total of 159 were closed.

| HALF YEAR (JUL-DEC) | GERRARDS CROSS | UK |
|---------------------|----------------|----------------|
| 2011 | 110 | 152,213 |
| 2010 | 132 | 164,601 |
| % CHANGE | -16.7% | -7.5% |
| RECORD YEAR | 2009 (159) | 2009 (244,537) |

dissolved companies by half year



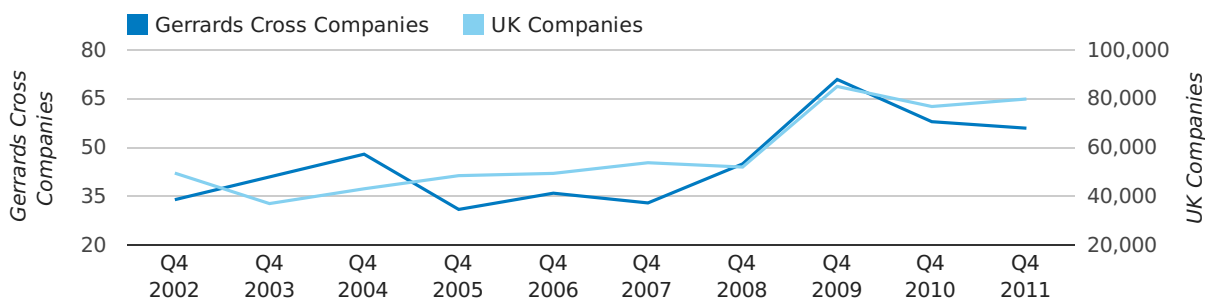
Quarterly Data (Q4 Oct-Dec 2011)

A total of 56 companies were dissolved in Gerrards Cross during the fourth quarter of 2011 (Oct 2011 - Dec 2011).

This figure is a decrease of 3.4% 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.

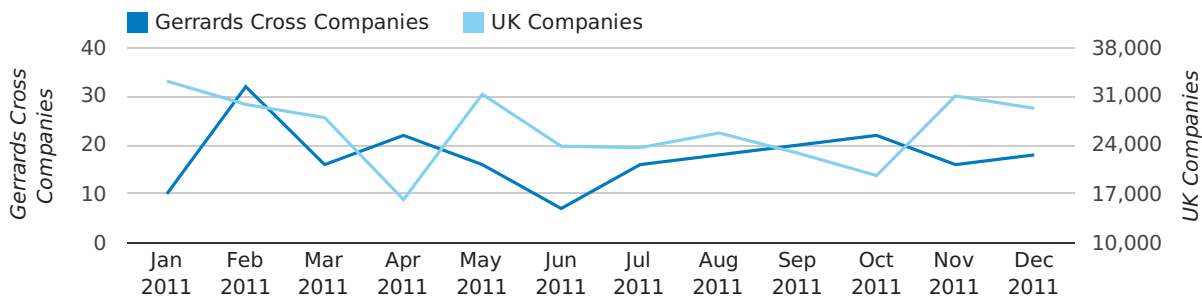
| FOURTH QUARTER (OCT 2011 - DEC 2011) | GERRARDS CROSS | UK |
|--------------------------------------|----------------|---------------|
| 2011 | 56 | 79,983 |
| 2010 | 58 | 76,896 |
| % CHANGE | -3.4% | 4.0% |
| RECORD YEAR | 2009 (71) | 2009 (85,136) |

dissolved companies by quarter



Monthly Data (Oct, Nov & Dec 2011)

dissolved companies by month



| | OCTOBER | NOVEMBER | DECEMBER |
|--------------------------|-----------|-----------|-----------|
| CLOSED COMPANIES IN 2011 | 22 | 16 | 18 |
| CLOSED COMPANIES IN 2010 | 9 | 40 | 9 |
| % CHANGE | 144.4% | -60.0% | 100% |
| RECORD YEAR | 1997 (28) | 2010 (40) | 2009 (21) |

Annual Data (2011)

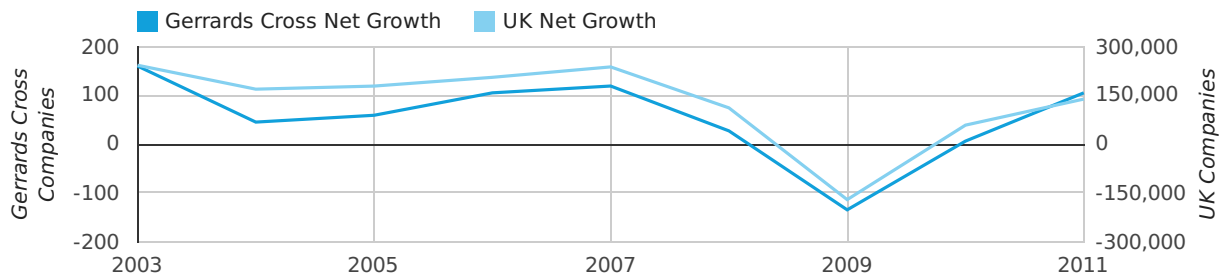
A total of 105 companies were added to the company register for Gerrards Cross in 2011. This number represents growth of 38.9% which compares favourably to the UK figure of 34.6%.

This number is 99 companies higher than the previous year.

The highest net company growth figure ever seen in one year came in 1995 when the Gerrards Cross company register grew by 179 companies.

| YEAR | GERRARDS CROSS | UK |
|-------------|----------------|----------------|
| 2011 | 105 | 138,347 |
| 2010 | 6 | 58,126 |
| 2009 | -135 | -171,098 |
| 2008 | 27 | 111,302 |
| 2007 | 119 | 237,354 |
| RECORD YEAR | 1995 (179) | 2003 (242,543) |

net growth by year

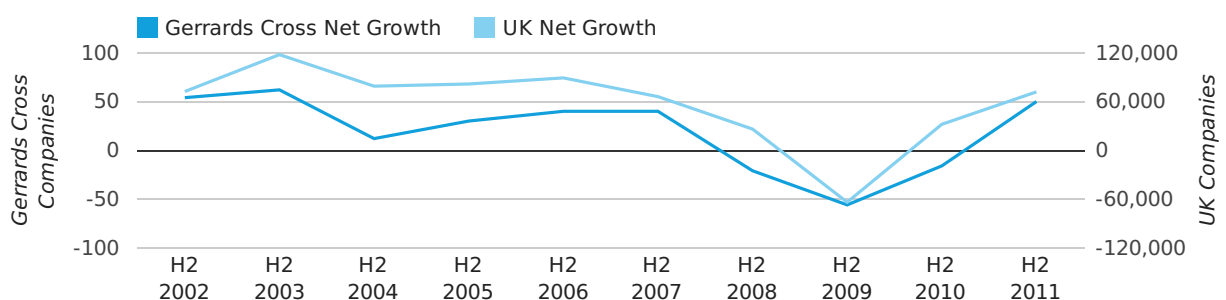


Half Year Data (Jul-Dec 2011)

In the second half of 2011 the company register for Gerrards Cross increased by 50 companies. This figure is 412.5% lower than last year, which compares badly to a UK increase of 124.7%.

| HALF YEAR (JUL-DEC) | GERRARDS CROSS | UK |
|---------------------|----------------|----------------|
| 2011 | 50 | 71,922 |
| 2010 | -16 | 32,008 |
| % CHANGE | -412.5% | 124.7% |
| RECORD YEAR | 1995 (84) | 2003 (117,772) |

net growth by half year



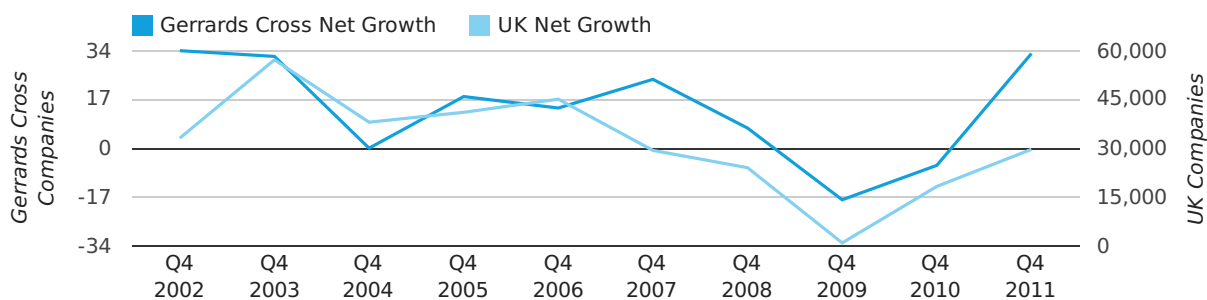
Quarterly Data (Q4 Oct-Dec 2011)

Net company growth for Gerrards Cross during the fourth quarter of 2011 (Oct 2011 - Dec 2011) was 33 companies.

This represents an increase of 650.0% on the same period last year.

| FOURTH QUARTER (OCT 2011 - DEC 2011) | GERRARDS CROSS | UK |
|--------------------------------------|----------------|---------------|
| 2011 | 33 | 29,640 |
| 2010 | -6 | 18,221 |
| % CHANGE | -650.0% | 62.7% |
| RECORD YEAR | 1996 (41) | 2003 (57,175) |

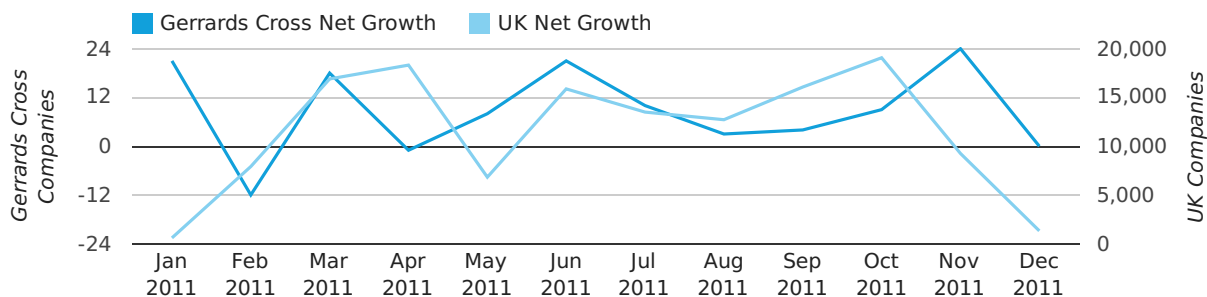
net growth by quarter



Monthly Data (Oct, Nov & Dec 2011)

November 2011 saw a new record in net growth in Gerrards Cross when compared to any previous November.

net growth by month



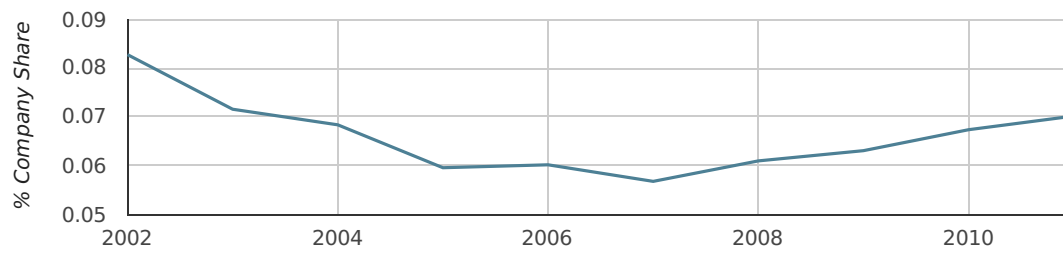
| | OCTOBER | NOVEMBER | DECEMBER |
|--------------------|-----------|-----------|-----------|
| NET GROWTH IN 2011 | 9 | 24 | 0 |
| NET GROWTH IN 2010 | 5 | -18 | 7 |
| % CHANGE | 80.0% | -233.3% | -100.0% |
| RECORD YEAR | 2003 (22) | 2011 (24) | 1996 (13) |

Annual Data (2011)

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

| YEAR | GERRARDS CROSS |
|--------------------------|----------------|
| 2011 | 0.1% |
| 2010 | 0.1% |
| 2009 | 0.1% |
| 2008 | 0.1% |
| 2007 | 0.1% |
| RECORD YEAR (SINCE 1960) | 1964 (0.2%) |

company share by year

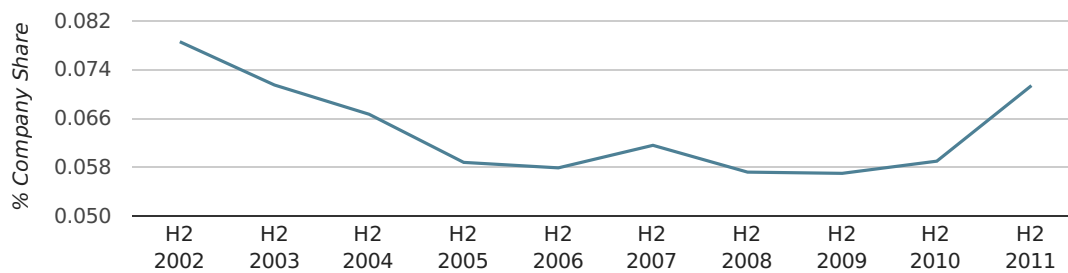


Half Year Data (Jul-Dec 2011)

In the second half of 2011 Gerrards Cross formed 0.1% of all UK companies. This is the same as the 2010 figure of 0.1%.

| HALF YEAR (JUL-DEC) | GERRARDS CROSS |
|--------------------------|----------------|
| 2011 | 0.1% |
| 2010 | 0.1% |
| 2009 | 0.1% |
| 2008 | 0.1% |
| 2007 | 0.1% |
| RECORD YEAR (SINCE 1960) | 1964 (0.3%) |

company share by half year

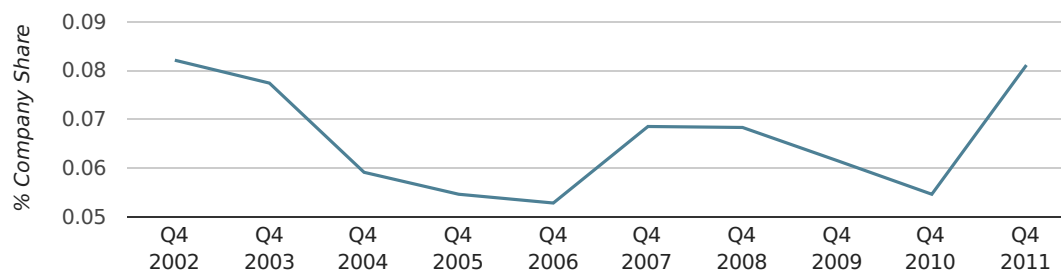


Quarterly Data (Q4 Oct-Dec 2011)

In the fourth quarter of 2011, Gerrards Cross formed 0.1% of all UK companies.

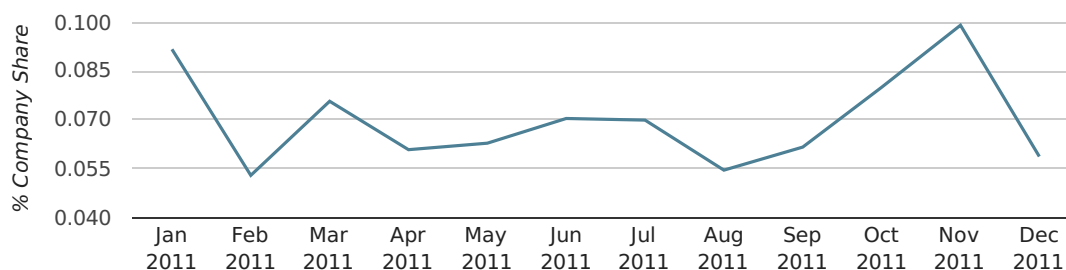
| FOURTH QUARTER (OCT 2011 - DEC 2011) | GERRARDS CROSS |
|--------------------------------------|----------------|
| 2011 | 0.1% |
| 2010 | 0.1% |
| 2009 | 0.1% |
| 2008 | 0.1% |
| 2007 | 0.1% |
| RECORD YEAR (SINCE 1960) | 1963 (0.3%) |

company share by quarter



Monthly Data (Oct, Nov & Dec 2011)

company share by month



| | OCTOBER | NOVEMBER | DECEMBER |
|----------------------------|-------------|-------------|-------------|
| UK FORMATION SHARE IN 2011 | 0.1% | 0.1% | 0.1% |
| UK FORMATION SHARE IN 2010 | 0.0% | 0.1% | 0.1% |
| % CHANGE | 92.5% | 54.8% | -0.3% |
| RECORD YEAR | 1961 (0.4%) | 1977 (0.4%) | 1974 (0.5%) |

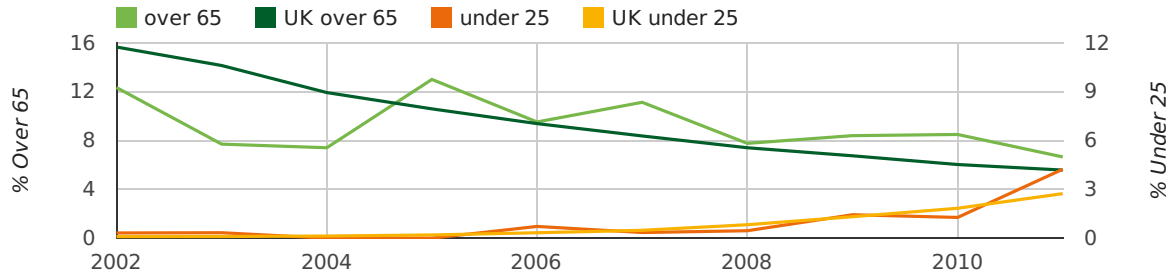
Annual Data (2011)

The average age of a director in 2011 was 47.4.

The percentage of directors under the age of 25 was 4.2% compared to the UK figure of 3.7%.

The percentage of directors over the age of 65 was 6.7% compared to the UK figure of 4.2%.

director age by year



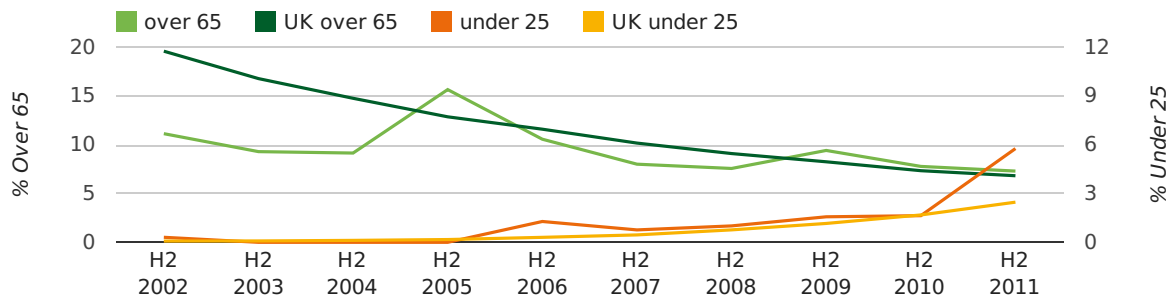
Half Year Data (Jul-Dec 2011)

The average age of a director in the second half of 2011 was 46.2.

The percentage of directors under the age of 25 was 5.8% compared to the UK figure of 4.1%.

The percentage of directors over the age of 65 was 7.3% compared to the UK figure of 4.1%.

director age by half year



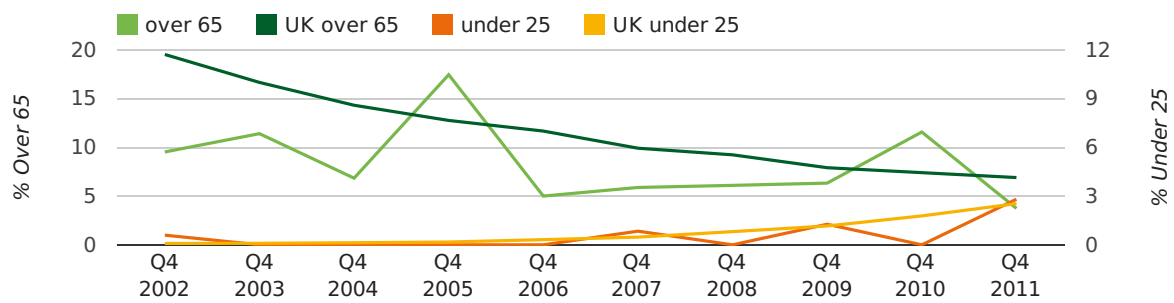
Quarterly Data (Q4 Oct-Dec 2011)

The average age of a director in the fourth quarter of 2011 was 45.7.

The percentage of directors under the age of 25 was 2.8% compared to the UK figure of 4.2%.

The percentage of directors over the age of 65 was 3.7% compared to the UK figure of 4.1%.

director age by quarter

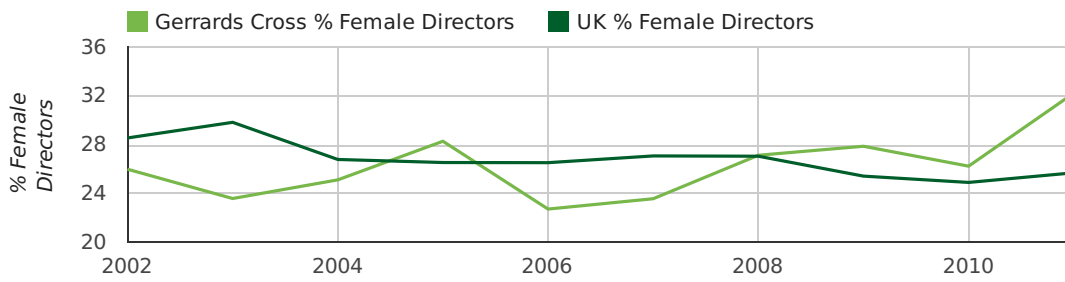


Annual Data (2011)

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

The percentage of female directors in Gerrards Cross in 2011 was 26.0%. The average for the UK during this time was 28.6%

director gender by year

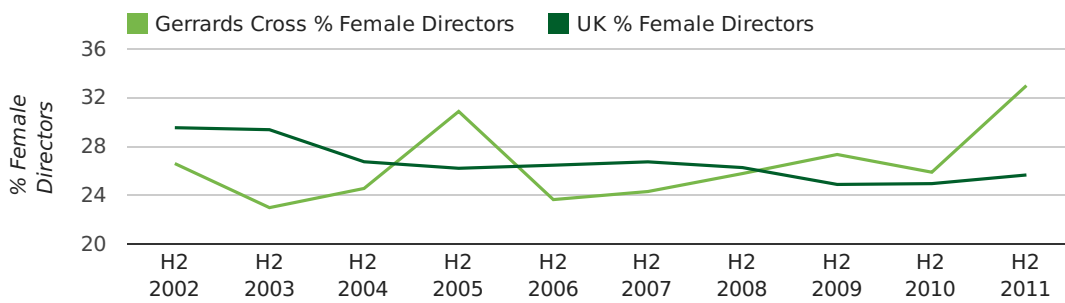


Half Year Data (Jul-Dec 2011)

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

33.0% of all director appointments in Gerrards Cross 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

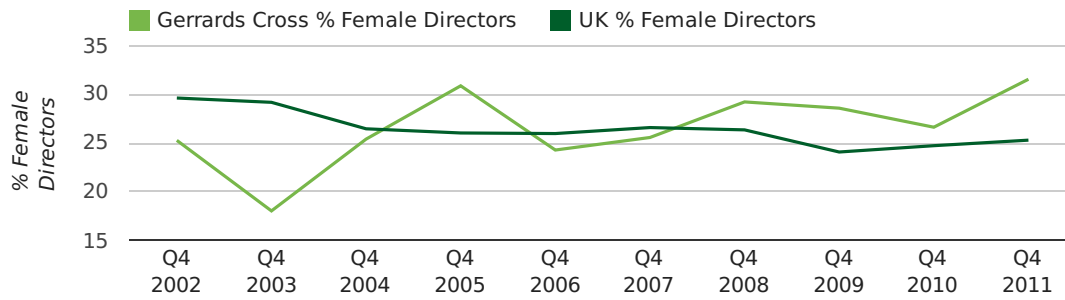


Quarterly Data (Q4 Oct-Dec 2011)

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

31.5% of all director appointments in Gerrards Cross 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 | 1.60% | CONSULTING | 5.07% |
| ASSOCIATES | 1.07% | MANAGEMENT | 4.74% |
| MANAGEMENT | 1.07% | CONSULTANCY | 3.26% |
| PROPERTY | 1.07% | PROPERTY | 2.37% |
| MEDICAL | 0.89% | TRADING | 2.07% |
| PROPERTIES | 0.71% | DESIGN | 1.92% |
| CARE | 0.71% | ASSOCIATES | 1.86% |
| PLASTERING | 0.71% | ENGINEERING | 1.78% |
| MEDIA | 0.71% | BUSINESS | 1.78% |
| FINANCIAL | 0.71% | CONSULTANTS | 1.76% |
| TV | 0.53% | CONSTRUCTION | 1.73% |
| ENGINEERING | 0.53% | MEDIA | 1.71% |
| INVESTMENTS | 0.53% | LONDON | 1.63% |
| PARK | 0.53% | J | 1.51% |
| FUELDEFEND | 0.53% | INVESTMENTS | 1.48% |
| BUSINESS | 0.53% | GLOBAL | 1.46% |
| BESPOKE1 | 0.53% | IT | 1.41% |
| ENTERPRISES | 0.53% | CARE | 1.39% |
| PARTNERS | 0.53% | PROPERTIES | 1.29% |
| IT | 0.53% | ELECTRICAL | 1.29% |
| J | 0.53% | M | 1.27% |
| SERVICE | 0.53% | BUILDING | 1.26% |
| HOME | 0.53% | ENERGY | 1.25% |
| CHALFONT | 0.53% | S | 1.20% |
| GROUP | 0.53% | ENTERPRISES | 1.20% |

Previous 36 months, excluding companies less than 12 months old

| SIC CODE | NUMBER OF COMPANIES | UK COMPANIES |
|--|---------------------|--------------|
| None Supplied | 98 | 205,525 |
| 7487 - Other business activities | 39 | 57,052 |
| 82990 - Other business support service activities not elsewhere classified | 33 | 32,483 |
| 70229 - Management consultancy activities other than financial management | 23 | 17,765 |
| 9305 - Other service activities | 19 | 9,492 |
| 74909 - Other professional, scientific and technical activities not elsewhere classified | 16 | 8,671 |
| 96090 - Other service activities not elsewhere classified | 16 | 11,768 |
| 7414 - Business & management consultancy | 14 | 13,034 |
| 9999 - Dormant Company | 10 | 20,199 |
| 7499 - Non-trading company | 10 | 9,957 |
| 62020 - Information technology consultancy activities | 8 | 12,072 |
| 86220 - Specialists medical practice activities | 8 | 1,474 |
| 41202 - Construction of domestic buildings | 7 | 2,598 |
| 99999 - Dormant Company | 7 | 21,846 |
| 62090 - Other information technology service activities | 6 | 7,493 |
| 5530 - Restaurants | 5 | 5,013 |
| 7222 - Other software consultancy and supply | 5 | 7,398 |
| 69201 - Accounting and auditing activities | 4 | 3,633 |
| 68209 - Other letting and operating of own or leased real estate | 4 | 4,082 |
| 7260 - Other computer related activities | 4 | 7,667 |