

Hertford

q1 2011 business confidence report



headlines

- January 2011 saw a new record in company registrations in Hertford when compared to any previous January.
- Q1 2011 saw a new record in company closures in Hertford when compared to any previous Q1.
- February 2011 saw a new record in company closures in Hertford when compared to any previous February.
- January 2011 saw a new record in company closures in Hertford when compared to any previous January.

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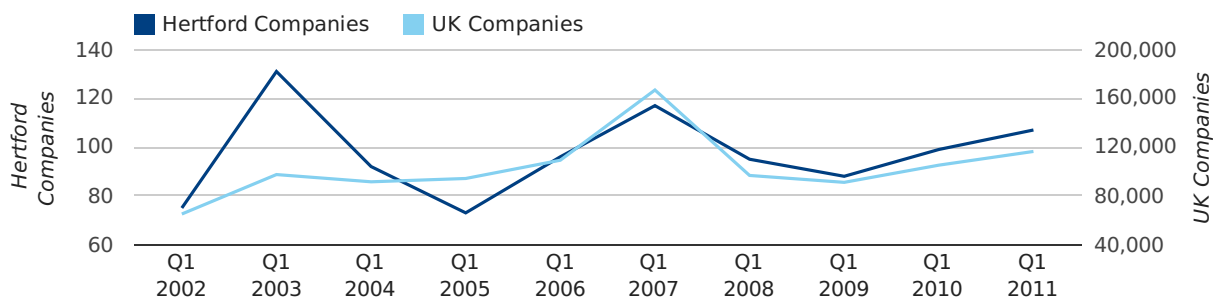
Quarterly Data (Q1 Jan-Mar 2011)

A total of 107 companies were registered in Hertford during the first quarter of 2011 (Jan 2011 - Mar 2011).

This figure is an increase of 8.1% versus the same period last year (Q1 2010). This figure compares equally to the UK as a whole, which saw an increase of 10.7% against the same period last year.

FIRST QUARTER (JAN 2011 - MAR 2011)	HERTFORD	UK
2011	107	116,391
2010	99	105,137
% CHANGE	8.1%	10.7%
RECORD YEAR	2003 (131)	2007 (166,814)

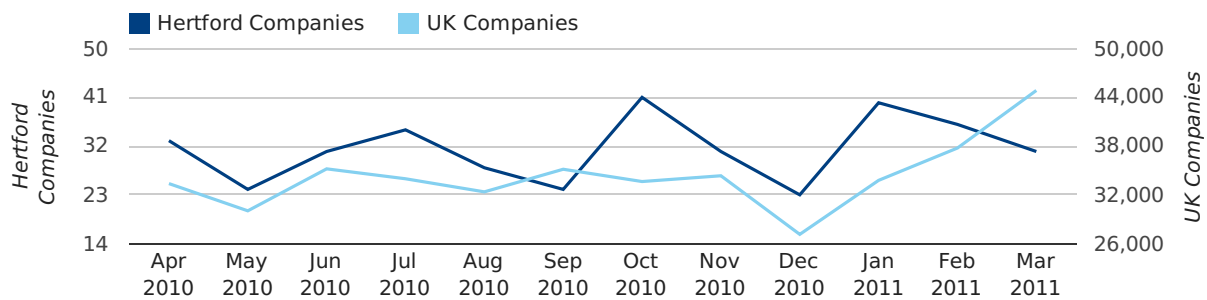
new companies by quarter



Monthly Data (Jan, Feb & Mar 2011)

January 2011 saw a new record in company registrations in Hertford when compared to any previous January.

new companies by month



	JANUARY	FEBRUARY	MARCH
NEW COMPANIES IN 2011	40	36	31
NEW COMPANIES IN 2010	25	32	42
% CHANGE	60.0%	12.5%	-26.2%
RECORD YEAR	2011 (40)	2008 (40)	2003 (61)

Quarterly Data (Q1 Jan-Mar 2011)

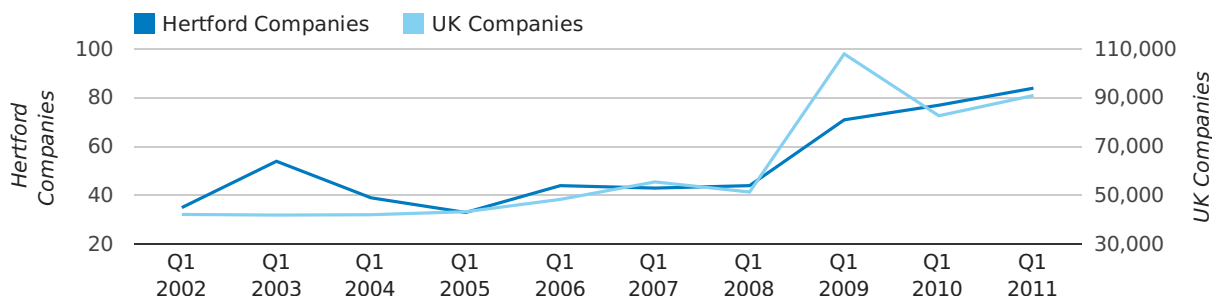
Q1 2011 saw a new record in company closures in Hertford when compared to any previous Q1.

A total of 84 companies were dissolved in Hertford during the first quarter of 2011 (Jan 2011 - Mar 2011).

This figure is an increase of 9.1% versus the same period last year (Q1 2010). This figure compares well to the UK as a whole, which saw an increase of 10.0% against the same period last year.

FIRST QUARTER (JAN 2011 - MAR 2011)	HERTFORD	UK
2011	84	90,986
2010	77	82,677
% CHANGE	9.1%	10.0%
RECORD YEAR	2011 (84)	2009 (108,060)

dissolved companies by quarter

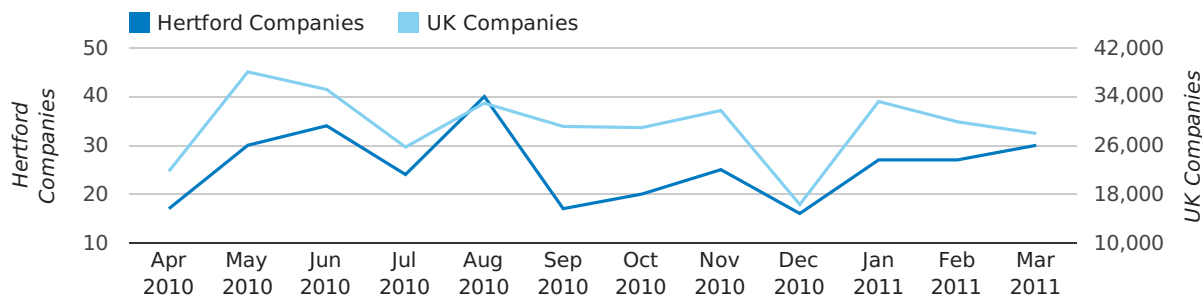


Monthly Data (Jan, Feb & Mar 2011)

February 2011 saw a new record in company closures in Hertford when compared to any previous February.

January 2011 saw a new record in company closures in Hertford when compared to any previous January.

dissolved companies by month



	JANUARY	FEBRUARY	MARCH
CLOSED COMPANIES IN 2011	27	27	30
CLOSED COMPANIES IN 2010	17	25	35
% CHANGE	58.8%	8.0%	-14%
RECORD YEAR	2011 (27)	2011 (27)	2009 (37)

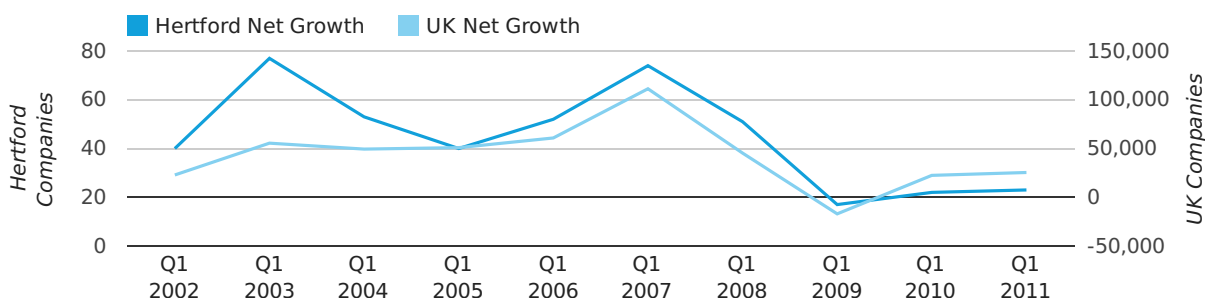
Quarterly Data (Q1 Jan-Mar 2011)

Net company growth for Hertford during the first quarter of 2011 (Jan 2011 - Mar 2011) was 23 companies.

This represents an increase of 4.5% on the same period last year.

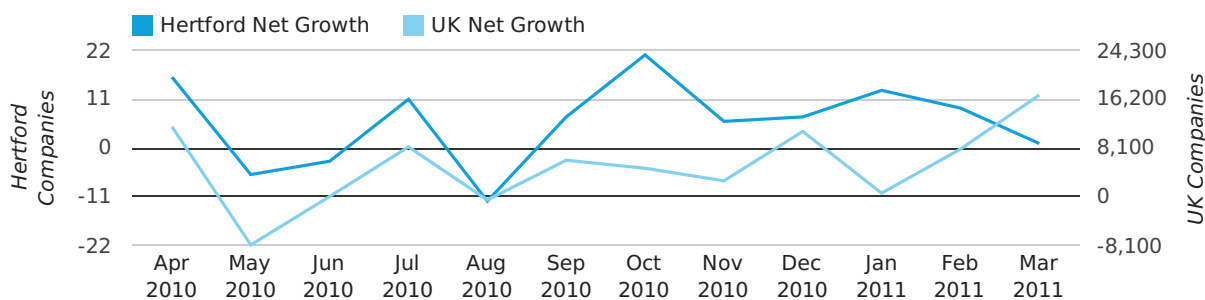
FIRST QUARTER (JAN 2011 - MAR 2011)	HERTFORD	UK
2011	23	25,405
2010	22	22,460
% CHANGE	4.5%	13.1%
RECORD YEAR	2003 (77)	2007 (111,282)

net growth by quarter



Monthly Data (Jan, Feb & Mar 2011)

net growth by month



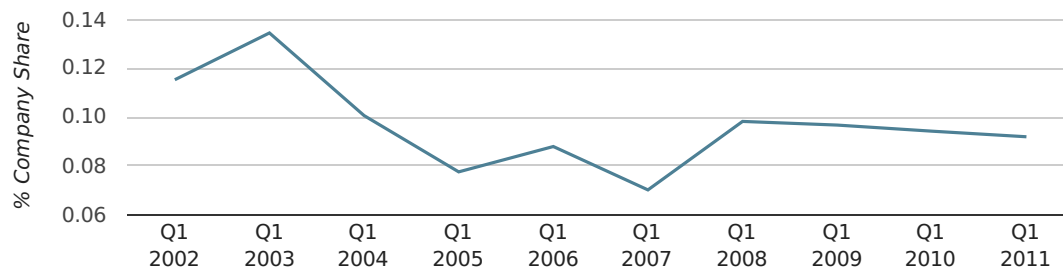
	JANUARY	FEBRUARY	MARCH
NET GROWTH IN 2011	13	9	1
NET GROWTH IN 2010	8	7	7
% CHANGE	62.5%	28.6%	-85.7%
RECORD YEAR	2004 (19)	2005 (23)	2003 (45)

Quarterly Data (Q1 Jan-Mar 2011)

In the first quarter of 2011, Hertford formed 0.1% of all UK companies.

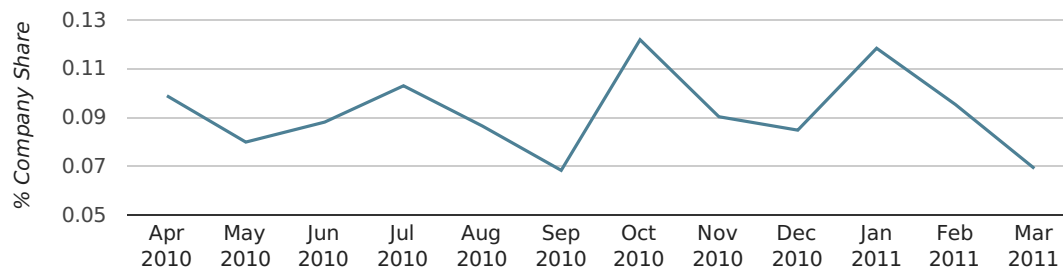
FIRST QUARTER (JAN 2011 - MAR 2011)	HERTFORD
2011	0.1%
2010	0.1%
2009	0.1%
2008	0.1%
2007	0.1%
RECORD YEAR (SINCE 1960)	1963 (0.3%)

company share by quarter



Monthly Data (Jan, Feb & Mar 2011)

company share by month



	JANUARY	FEBRUARY	MARCH
UK FORMATION SHARE IN 2011	0.1%	0.1%	0.1%
UK FORMATION SHARE IN 2010	0.1%	0.1%	0.1%
% CHANGE	38.0%	-1.0%	-29.6%
RECORD YEAR	1970 (0.4%)	1974 (0.5%)	1960 (0.5%)

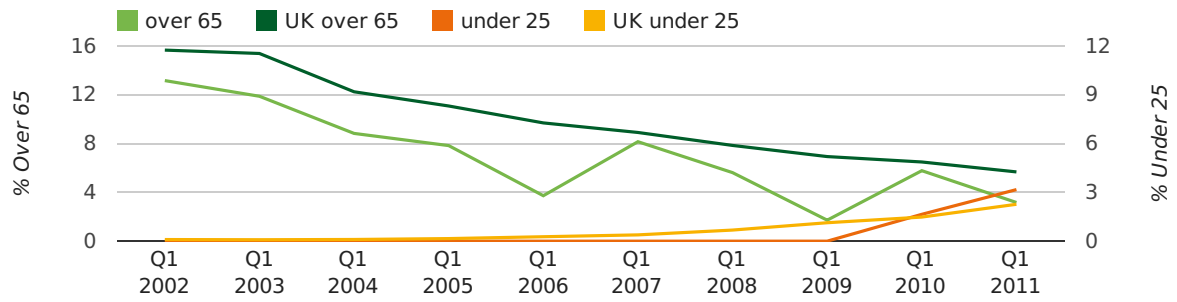
Quarterly Data (Q1 Jan-Mar 2011)

The average age of a director in the first quarter of 2011 was 45.1.

The percentage of directors under the age of 25 was 3.2% compared to the UK figure of 3.0%.

The percentage of directors over the age of 65 was 3.2% compared to the UK figure of 4.3%.

director age by quarter

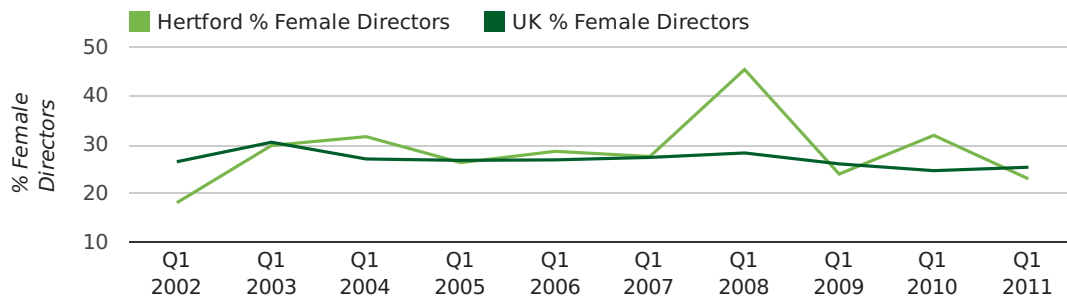


Quarterly Data (Q1 Jan-Mar 2011)

The record first quarter for female directors in Hertford was in 1861 when 40.0% of all directors were female.

23.0% of all director appointments in Hertford in the first quarter of 2011 were female. This compares to a UK average of 25.4% for the same period.

director gender by quarter



Previous 12 months (Mar 2010-Mar 2011)

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

WORD	PERCENTAGE	UK WORD	UK PERCENTAGE
MANAGEMENT	1.76%	CONSULTING	5.04%
RTM	1.47%	MANAGEMENT	4.97%
CONSULTING	1.47%	CONSULTANCY	3.16%
HERTFORD	1.32%	PROPERTY	2.38%
LONDON	1.18%	TRADING	2.10%
ASSOCIATES	1.03%	DESIGN	1.93%
PROPERTY	0.88%	ASSOCIATES	1.92%
BUILDING	0.74%	BUSINESS	1.87%
S	0.74%	CONSTRUCTION	1.80%
CONSTRUCTION	0.74%	CONSULTANTS	1.76%
MEDIA	0.74%	MEDIA	1.69%
M	0.59%	ENGINEERING	1.61%
C	0.59%	LONDON	1.60%
BUSINESS	0.59%	CARE	1.45%
RIGHTSHOT	0.59%	J	1.45%
ELECTRICAL	0.59%	GLOBAL	1.44%
CONSULTANCY	0.59%	INVESTMENTS	1.43%
TRADING	0.44%	IT	1.41%
SALONS	0.44%	PROPERTIES	1.36%
DEVELOPMENTS	0.44%	BUILDING	1.34%
ENGINEERING	0.44%	M	1.30%
E	0.44%	ELECTRICAL	1.28%
PROPERTIES	0.44%	S	1.24%
J.	0.44%	INTERNATIONAL	1.23%
IT	0.44%	SYSTEMS	1.23%

Previous 36 months, excluding companies less than 12 months old

SIC CODE	NUMBER OF COMPANIES	UK COMPANIES
None Supplied	134	202,798
7487 - Other business activities	50	60,968
82990 - Other business support service activities not elsewhere classified	46	30,253
70229 - Management consultancy activities other than financial management	21	16,150
7414 - Business & management consultancy	18	12,916
98000 - Residents property management	17	3,154
62090 - Other information technology service activities	14	6,996
4545 - Other building completion	11	2,483
9305 - Other service activities	10	8,740
96090 - Other service activities not elsewhere classified	8	10,085
9999 - Dormant Company	8	19,765
74909 - Other professional, scientific and technical activities not elsewhere classified	8	7,788
43390 - Other building completion and finishing	7	2,707
74990 - Non-trading company	7	8,695
43220 - Plumbing, heat and air-conditioning installation	6	2,312
45200 - Maintenance and repair of motor vehicles	6	2,259
68209 - Other letting and operating of own or leased real estate	6	3,895
4521 - General construction & civil engineering	6	6,183
99999 - Dormant Company	6	18,336
43210 - Electrical installation	5	3,172