

Hertford

2011 annual business confidence report



headlines

- The second half of 2011 saw a new record in company registrations in Hertford when compared to any previous second half year.
- October 2011 saw a new record in company registrations in Hertford when compared to any previous October.
- December 2011 saw a new record in company closures in Hertford when compared to any previous December.
- November 2011 saw a new record in company closures in Hertford when compared to any previous November.

contents

new company registrations

closed companies (dissolved)

net company growth

uk company share

director age

director gender

naming trends

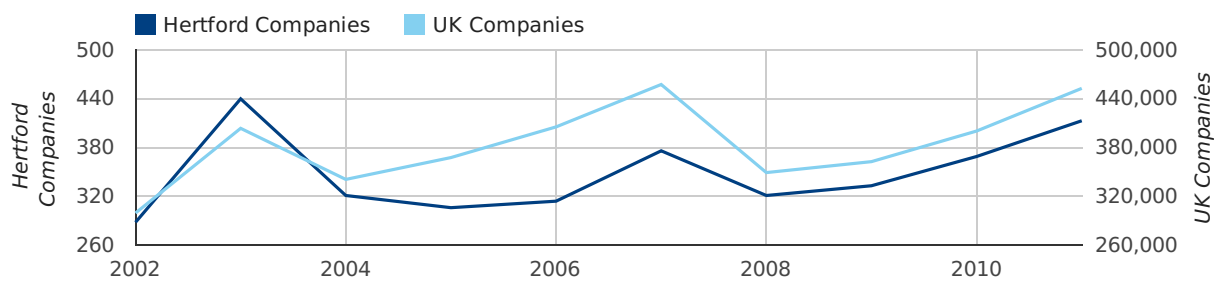
sic data

Annual Data (2011)

A total of 413 companies were formed in Hertford in 2011. This total is 11.9% higher than in 2010 and compares equally to the UK figure of a 13.1% growth compared to 400,358 the previous year.

YEAR	HERTFORD	UK
2011	413	452,870
2010	369	400,358
2009	333	362,675
2008	321	349,203
2007	376	457,649
RECORD YEAR	2003 (440)	2007 (457,649)

new companies by year



Half Year Data (Jul-Dec 2011)

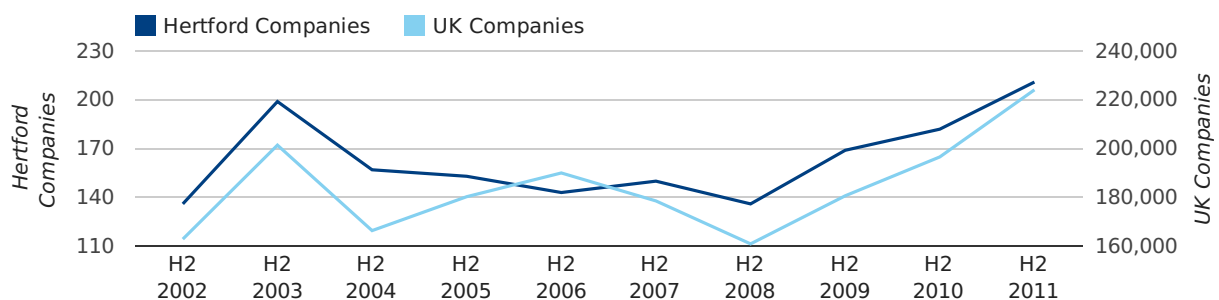
The second half of 2011 saw a new record in company registrations in Hertford when compared to any previous second half year.

In the second half of 2011 a total of 211 companies were formed in Hertford. This figure is 15.9% higher than last year, which compares well to the UK wide figure of 14.0%.

The highest total for a second half year in Hertford occurred in 2011 when a total of 211 were formed.

HALF YEAR (JUL-DEC)	HERTFORD	UK
2011	211	224,135
2010	182	196,609
% CHANGE	15.9%	14.0%
RECORD YEAR	2011 (211)	2011 (224,135)

new companies by half year



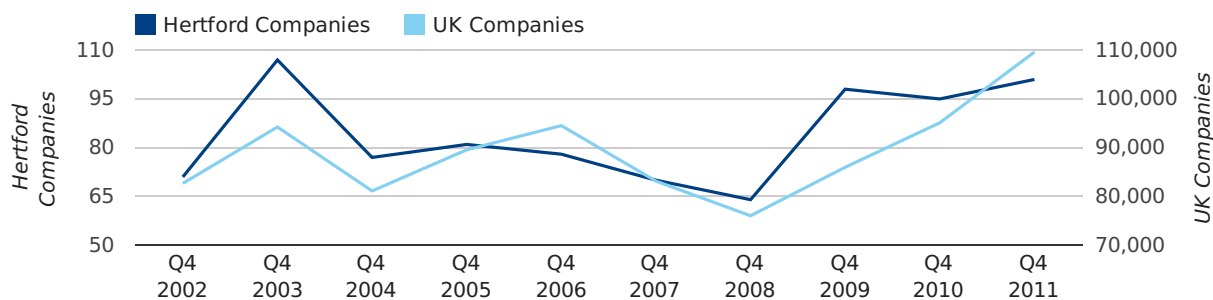
Quarterly Data (Q4 Oct-Dec 2011)

A total of 101 companies were registered in Hertford during the fourth quarter of 2011 (Oct 2011 - Dec 2011).

This figure is an increase of 6.3% 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)	HERTFORD	UK
2011	101	109,623
2010	95	95,117
% CHANGE	6.3%	15.3%
RECORD YEAR	2003 (107)	2011 (109,623)

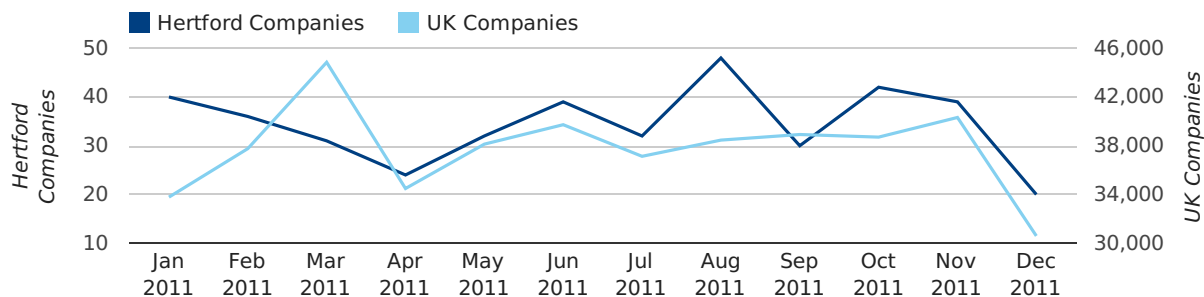
new companies by quarter



Monthly Data (Oct, Nov & Dec 2011)

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

new companies by month



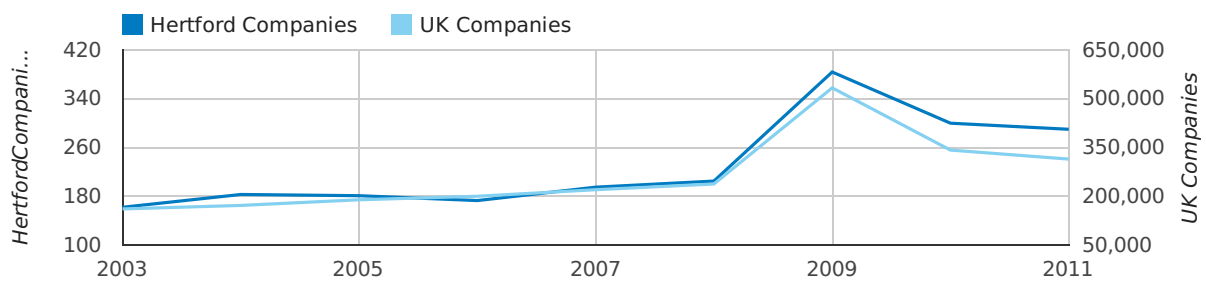
	OCTOBER	NOVEMBER	DECEMBER
NEW COMPANIES IN 2011	42	39	20
NEW COMPANIES IN 2010	41	31	23
% CHANGE	2.4%	25.8%	-13.0%
RECORD YEAR	2011 (42)	2003 (39)	2009 (42)

Annual Data (2011)

A total of 290 companies were dissolved in Hertford in 2011. This total is 3.3% lower than in 2010 and compares favourably to the UK figure of 8.1% decrease compared to the previous year.

YEAR	HERTFORD	UK
2011	290	314,523
2010	300	342,232
2009	384	533,773
2008	205	237,901
2007	195	220,295
RECORD YEAR	2009 (384)	2009 (533,773)

dissolved companies by year



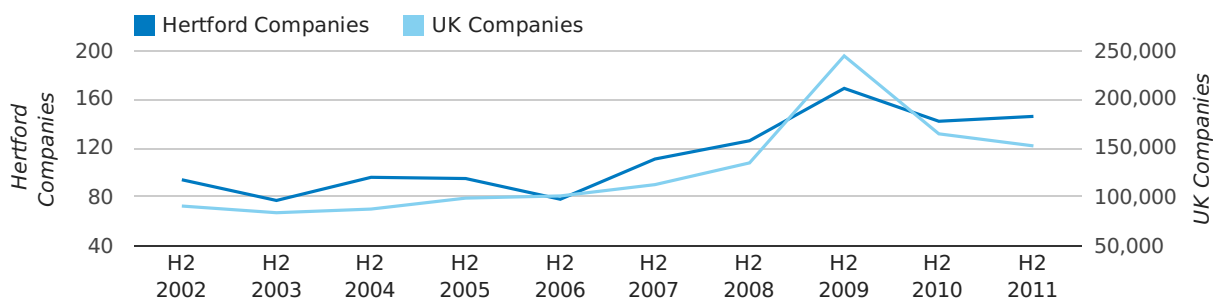
Half Year Data (Jul-Dec 2011)

In the second half of 2011 a total of 146 companies were dissolved in Hertford. This figure is 2.8% higher than last year, which compares badly to the UK wide change of -7.5%.

The highest total for a second half year in Hertford occurred in 2009 when a total of 169 were closed.

HALF YEAR (JUL-DEC)	HERTFORD	UK
2011	146	152,213
2010	142	164,601
% CHANGE	2.8%	-7.5%
RECORD YEAR	2009 (169)	2009 (244,537)

dissolved companies by half year



Quarterly Data (Q4 Oct-Dec 2011)

A total of 73 companies were dissolved in Hertford during the fourth quarter of 2011 (Oct 2011 - Dec 2011).

This figure is an increase of 19.7% versus the same period last year (Q4 2010). This figure compares poorly 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)	HERTFORD	UK
2011	73	79,983
2010	61	76,896
% CHANGE	19.7%	4.0%
RECORD YEAR	2011 (73)	2009 (85,136)

dissolved companies by quarter

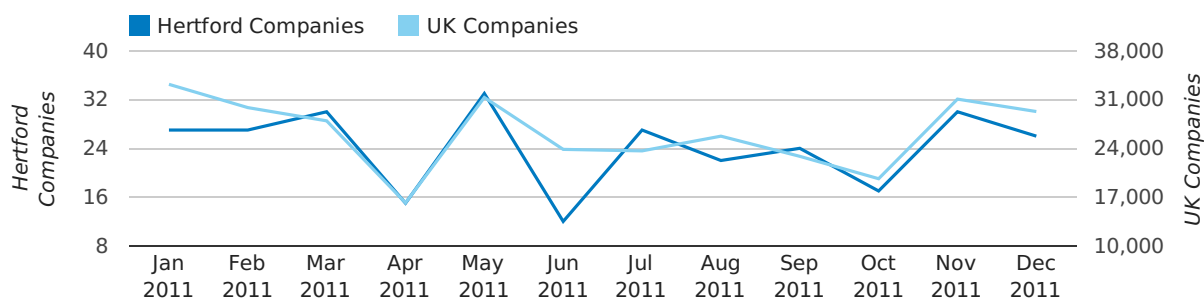


Monthly Data (Oct, Nov & Dec 2011)

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

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

dissolved companies by month



	OCTOBER	NOVEMBER	DECEMBER
CLOSED COMPANIES IN 2011	17	30	26
CLOSED COMPANIES IN 2010	20	25	16
% CHANGE	-15.0%	20.0%	63%
RECORD YEAR	2009 (27)	2011 (30)	2011 (26)

Annual Data (2011)

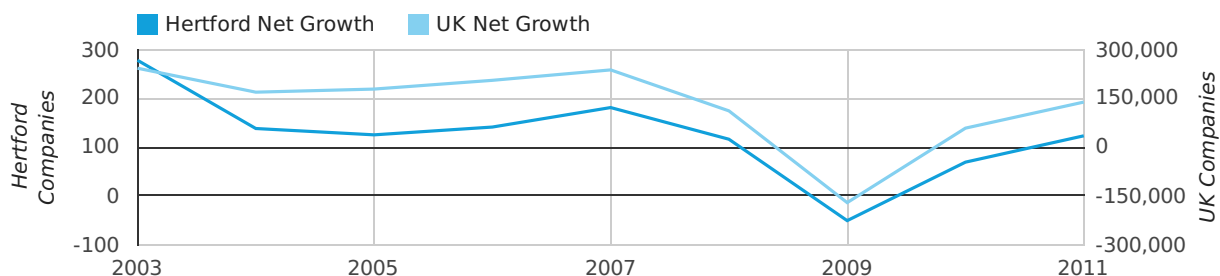
A total of 123 companies were added to the company register for Hertford in 2011. This number represents growth of 33.3% which compares unfavourably to the UK figure of 34.6%.

This number is 54 companies higher than the previous year.

The highest net company growth figure ever seen in one year came in 2003 when the Hertford company register grew by 278 companies.

YEAR	HERTFORD	UK
2011	123	138,347
2010	69	58,126
2009	-51	-171,098
2008	116	111,302
2007	181	237,354
RECORD YEAR	2003 (278)	2003 (242,543)

net growth by year

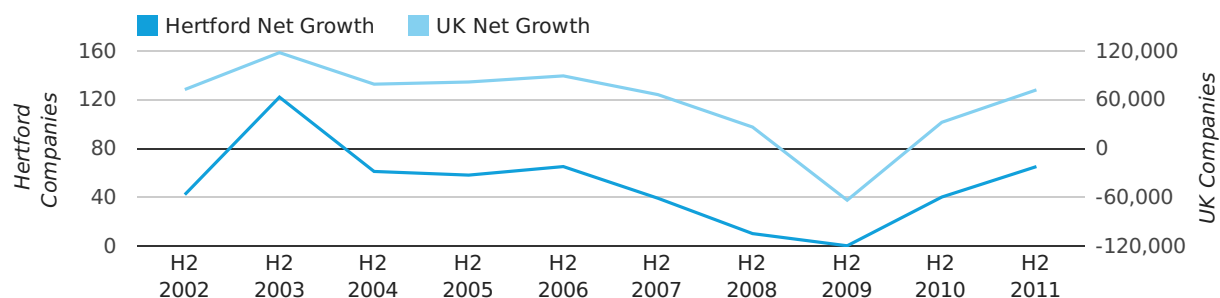


Half Year Data (Jul-Dec 2011)

In the second half of 2011 the company register for Hertford increased by 65 companies. This figure is 62.5% higher than last year, which compares badly to a UK increase of 124.7%.

HALF YEAR (JUL-DEC)	HERTFORD	UK
2011	65	71,922
2010	40	32,008
% CHANGE	62.5%	124.7%
RECORD YEAR	2003 (122)	2003 (117,772)

net growth by half year



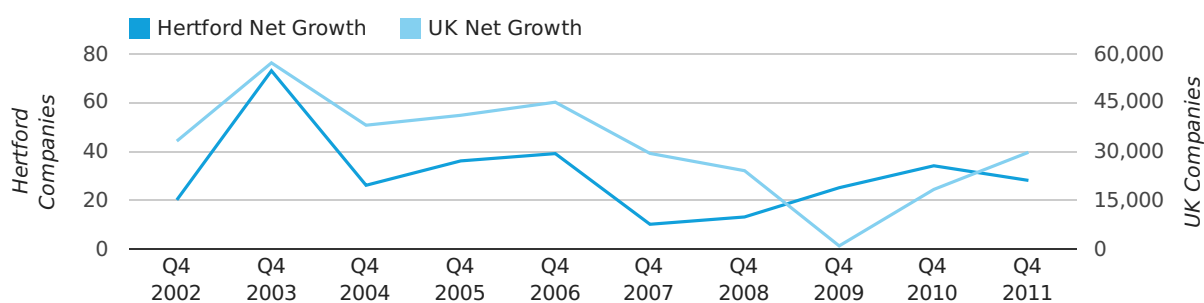
Quarterly Data (Q4 Oct-Dec 2011)

Net company growth for Hertford during the fourth quarter of 2011 (Oct 2011 - Dec 2011) was 28 companies.

This represents a decrease of 17.6% on the same period last year.

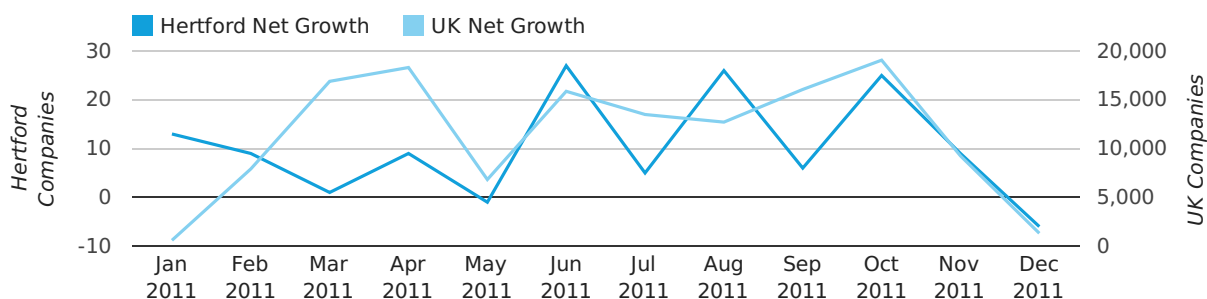
FOURTH QUARTER (OCT 2011 - DEC 2011)	HERTFORD	UK
2011	28	29,640
2010	34	18,221
% CHANGE	-17.6%	62.7%
RECORD YEAR	2003 (73)	2003 (57,175)

net growth by quarter



Monthly Data (Oct, Nov & Dec 2011)

net growth by month



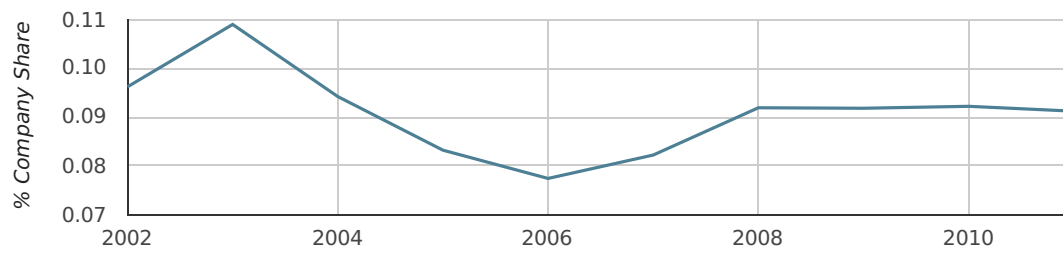
	OCTOBER	NOVEMBER	DECEMBER
NET GROWTH IN 2011	25	9	-6
NET GROWTH IN 2010	21	6	7
% CHANGE	19.0%	50.0%	-185.7%
RECORD YEAR	2003 (26)	2003 (28)	2003 (19)

Annual Data (2011)

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

YEAR	HERTFORD
2011	0.1%
2010	0.1%
2009	0.1%
2008	0.1%
2007	0.1%
RECORD YEAR (SINCE 1960)	1970 (0.2%)

company share by year

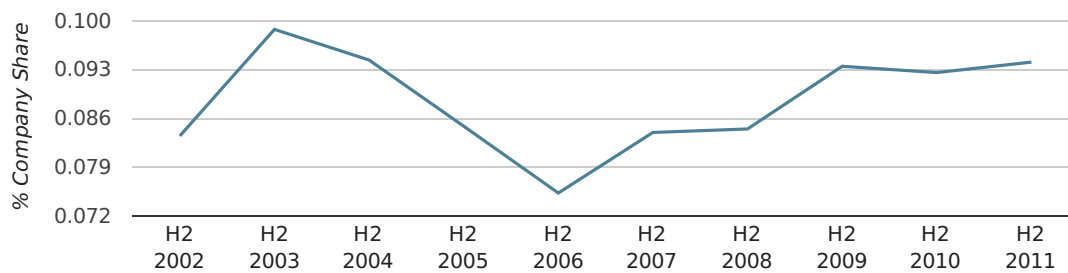


Half Year Data (Jul-Dec 2011)

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

HALF YEAR (JUL-DEC)	HERTFORD
2011	0.1%
2010	0.1%
2009	0.1%
2008	0.1%
2007	0.1%
RECORD YEAR (SINCE 1960)	1981 (0.2%)

company share by half year

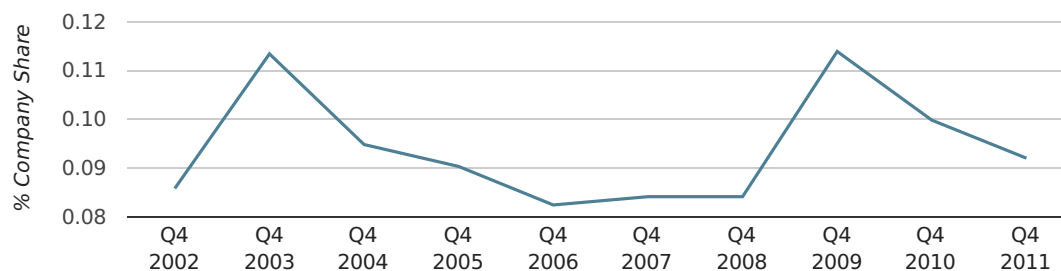


Quarterly Data (Q4 Oct-Dec 2011)

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

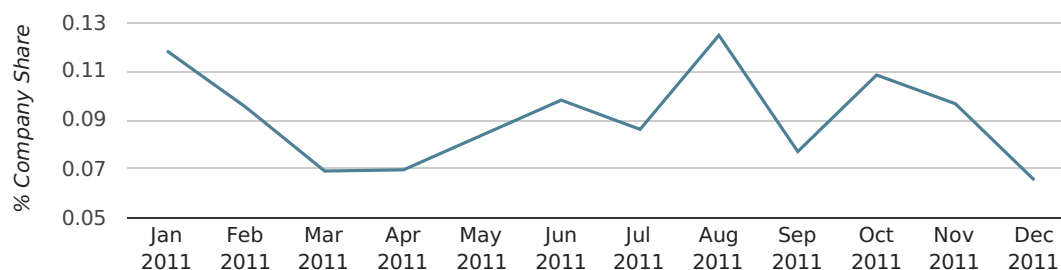
FOURTH QUARTER (OCT 2011 - DEC 2011)	HERTFORD
2011	0.1%
2010	0.1%
2009	0.1%
2008	0.1%
2007	0.1%
RECORD YEAR (SINCE 1960)	1965 (0.2%)

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	0.1%	0.1%	0.1%
% CHANGE	-11.0%	7.1%	-22.9%
RECORD YEAR	1965 (0.6%)	1970 (0.5%)	1967 (0.3%)

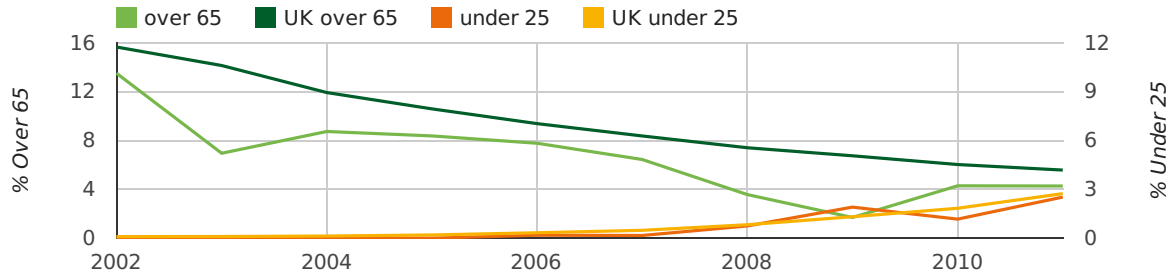
Annual Data (2011)

The average age of a director in 2011 was 45.0.

The percentage of directors under the age of 25 was 2.5% compared to the UK figure of 3.7%.

The percentage of directors over the age of 65 was 4.3% compared to the UK figure of 4.2%.

director age by year



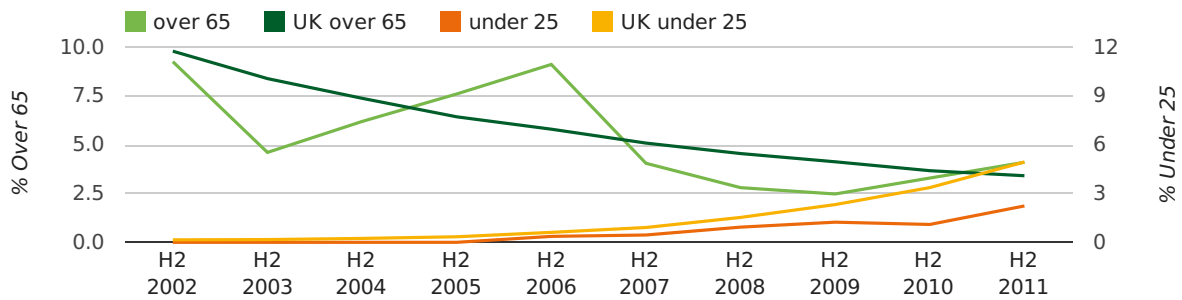
Half Year Data (Jul-Dec 2011)

The average age of a director in the second half of 2011 was 45.1.

The percentage of directors under the age of 25 was 2.2% compared to the UK figure of 4.1%.

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

director age by half year



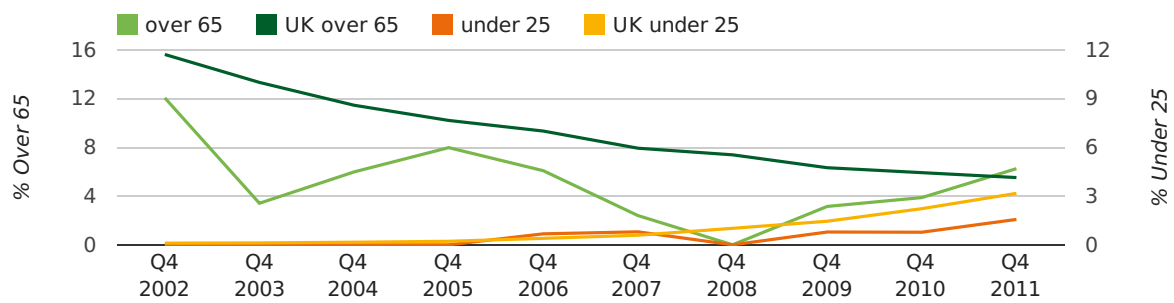
Quarterly Data (Q4 Oct-Dec 2011)

The average age of a director in the fourth quarter of 2011 was 46.3.

The percentage of directors under the age of 25 was 1.6% compared to the UK figure of 4.2%.

The percentage of directors over the age of 65 was 6.3% compared to the UK figure of 4.1%.

director age by quarter

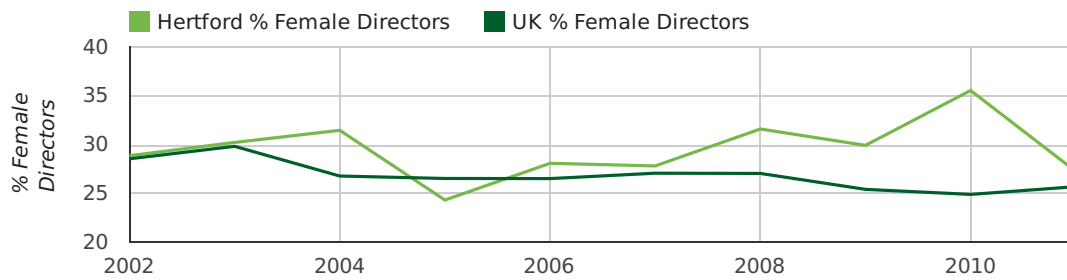


Annual Data (2011)

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

The percentage of female directors in Hertford in 2011 was 28.9%. The average for the UK during this time was 28.6%

director gender by year

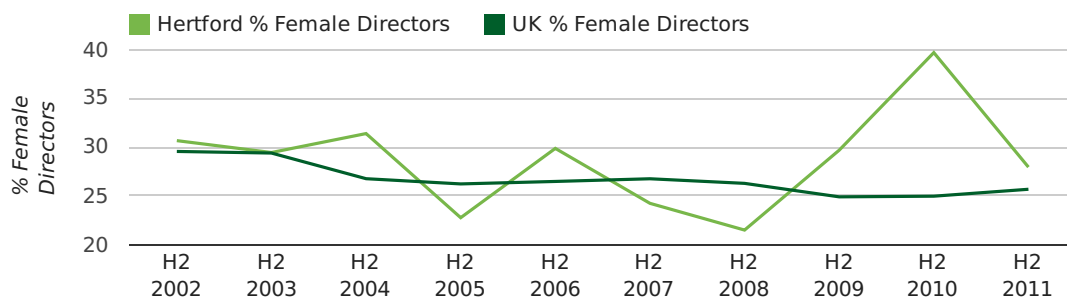


Half Year Data (Jul-Dec 2011)

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

27.9% of all director appointments in Hertford 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

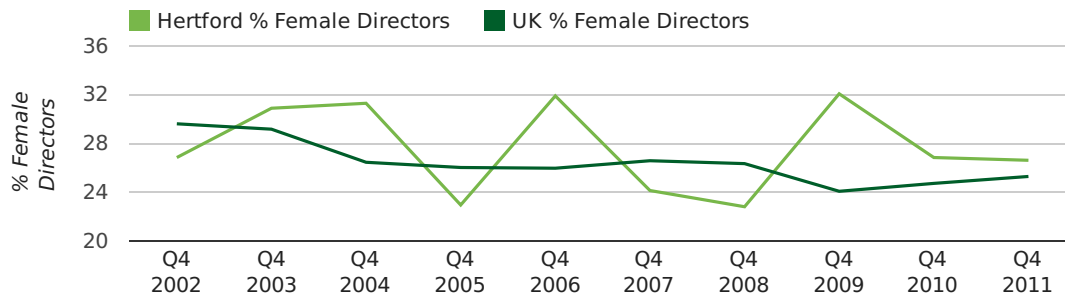


Quarterly Data (Q4 Oct-Dec 2011)

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

26.6% of all director appointments in Hertford 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
MANAGEMENT	1.61%	CONSULTING	5.07%
HERTFORD	1.34%	MANAGEMENT	4.74%
RTM	1.07%	CONSULTANCY	3.26%
CONSULTING	1.07%	PROPERTY	2.37%
LONDON	0.94%	TRADING	2.07%
ASSOCIATES	0.81%	DESIGN	1.92%
CONSTRUCTION	0.67%	ASSOCIATES	1.86%
CONSULTANCY	0.67%	ENGINEERING	1.78%
PROPERTY	0.67%	BUSINESS	1.78%
ELECTRICAL	0.67%	CONSULTANTS	1.76%
J	0.67%	CONSTRUCTION	1.73%
TRANSPORT	0.54%	MEDIA	1.71%
HAIR	0.54%	LONDON	1.63%
L	0.54%	J	1.51%
M	0.54%	INVESTMENTS	1.48%
GREHAN	0.54%	GLOBAL	1.46%
INVESTMENTS	0.54%	IT	1.41%
R	0.54%	CARE	1.39%
PALLET	0.54%	PROPERTIES	1.29%
HOUSE	0.54%	ELECTRICAL	1.29%
MOBILE	0.40%	M	1.27%
SPORTS	0.40%	BUILDING	1.26%
PROJECT	0.40%	ENERGY	1.25%
CO	0.40%	S	1.20%
CARE	0.40%	ENTERPRISES	1.20%

Previous 36 months, excluding companies less than 12 months old

SIC CODE	NUMBER OF COMPANIES	UK COMPANIES
None Supplied	142	205,525
7487 - Other business activities	58	57,052
82990 - Other business support service activities not elsewhere classified	38	32,483
70229 - Management consultancy activities other than financial management	20	17,765
98000 - Residents property management	19	2,874
7414 - Business & management consultancy	17	13,034
4545 - Other building completion	11	2,369
99999 - Dormant Company	11	21,846
9305 - Other service activities	10	9,492
68209 - Other letting and operating of own or leased real estate	9	4,082
74909 - Other professional, scientific and technical activities not elsewhere classified	9	8,671
43390 - Other building completion and finishing	9	2,832
9999 - Dormant Company	8	20,199
9800 - Residents Property Management	7	1,451
41100 - Development of building projects	7	4,331
62090 - Other information technology service activities	7	7,493
68310 - Real estate agencies	6	2,037
62020 - Information technology consultancy activities	6	12,072
64999 - Financial intermediation not elsewhere classified	6	2,946
4525 - Other special trades construction	6	1,651