

Hoddesdon

2011 annual business confidence report



headlines

- December 2011 saw a new record in company registrations in Hoddesdon when compared to any previous December.
- Q4 2011 saw a new record in company closures in Hoddesdon when compared to any previous Q4.
- December 2011 saw a new record in company closures in Hoddesdon when compared to any previous December.
- November 2011 saw a new record in company closures in Hoddesdon when compared to any previous November.

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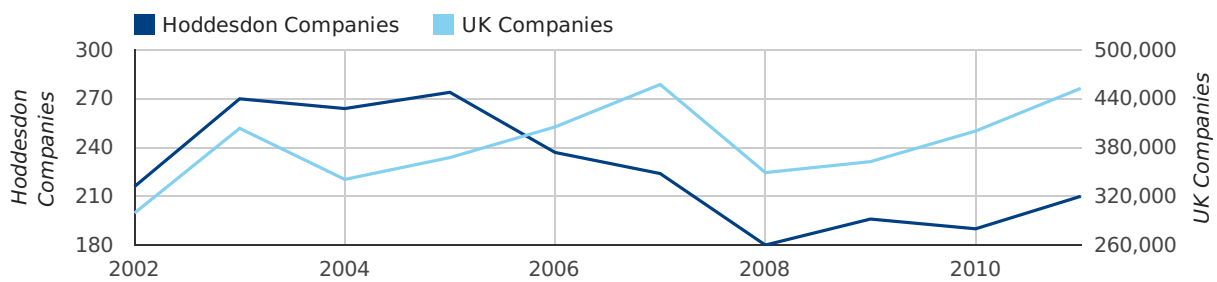
sic data

Annual Data (2011)

A total of 210 companies were formed in Hoddesdon in 2011. This total is 10.5% higher than in 2010 and compares equally to the UK figure of a 13.1% growth compared to 400,358 the previous year.

YEAR	HODDESDON	UK
2011	210	452,870
2010	190	400,358
2009	196	362,675
2008	180	349,203
2007	224	457,649
RECORD YEAR	2005 (274)	2007 (457,649)

new companies by year



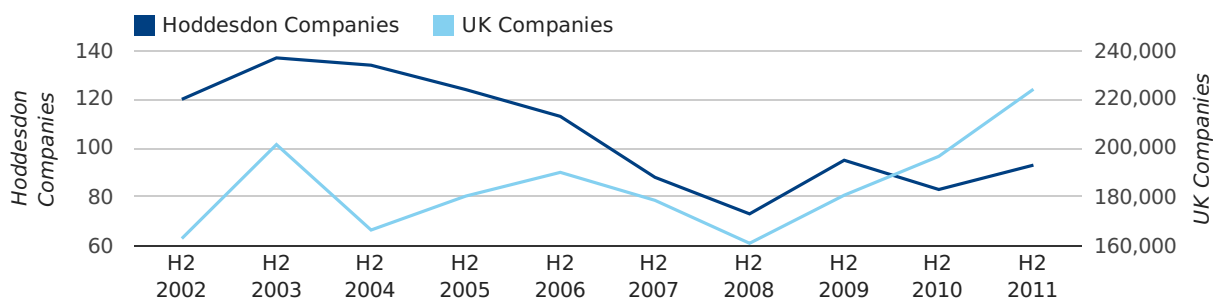
Half Year Data (Jul-Dec 2011)

In the second half of 2011 a total of 93 companies were formed in Hoddesdon. This figure is 12.0% higher than last year, which compares badly to the UK wide figure of 14.0%.

The highest total for a second half year in Hoddesdon occurred in 2003 when a total of 137 were formed.

HALF YEAR (JUL-DEC)	HODDESDON	UK
2011	93	224,135
2010	83	196,609
% CHANGE	12.0%	14.0%
RECORD YEAR	2003 (137)	2011 (224,135)

new companies by half year



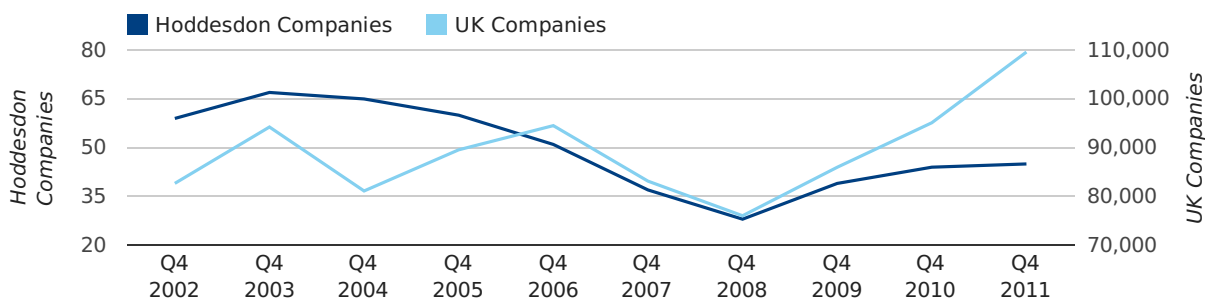
Quarterly Data (Q4 Oct-Dec 2011)

A total of 45 companies were registered in Hoddesdon during the fourth quarter of 2011 (Oct 2011 - Dec 2011).

This figure is an increase of 2.3% 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)	HODDESDON	UK
2011	45	109,623
2010	44	95,117
% CHANGE	2.3%	15.3%
RECORD YEAR	2003 (67)	2011 (109,623)

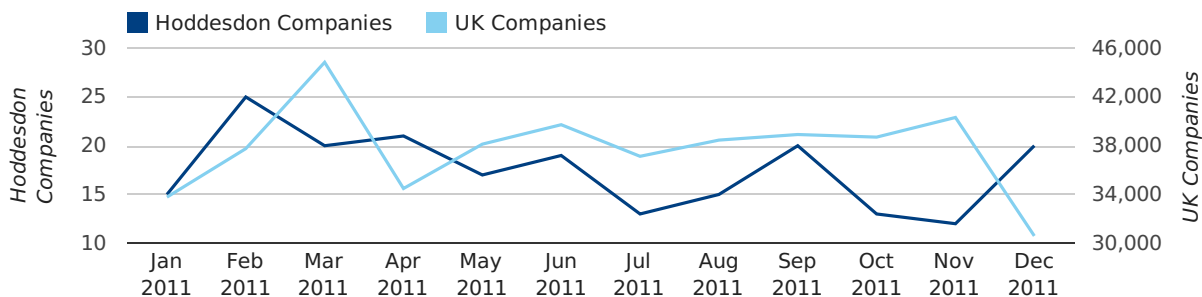
new companies by quarter



Monthly Data (Oct, Nov & Dec 2011)

December 2011 saw a new record in company registrations in Hoddesdon when compared to any previous December.

new companies by month



	OCTOBER	NOVEMBER	DECEMBER
NEW COMPANIES IN 2011	13	12	20
NEW COMPANIES IN 2010	15	19	10
% CHANGE	-13.3%	-36.8%	100.0%
RECORD YEAR	2004 (31)	2003 (30)	2011 (20)

Annual Data (2011)

A total of 154 companies were dissolved in Hoddesdon in 2011. This total is 10.0% higher than in 2010 and compares favourably to the UK figure of 8.1% decrease compared to the previous year.

YEAR	HODDESDON	UK
2011	154	314,523
2010	140	342,232
2009	200	533,773
2008	85	237,901
2007	101	220,295
RECORD YEAR	2009 (200)	2009 (533,773)

dissolved companies by year



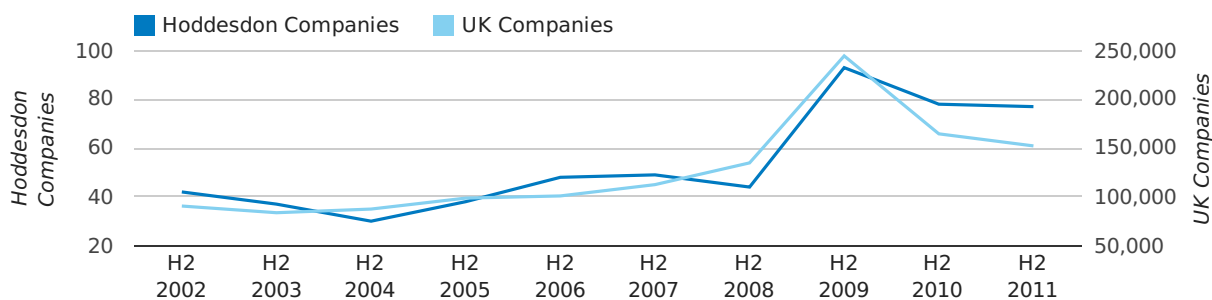
Half Year Data (Jul-Dec 2011)

In the second half of 2011 a total of 77 companies were dissolved in Hoddesdon. This figure is 1.3% lower than last year, which compares badly to the UK wide change of -7.5%.

The highest total for a second half year in Hoddesdon occurred in 2009 when a total of 93 were closed.

HALF YEAR (JUL-DEC)	HODDESDON	UK
2011	77	152,213
2010	78	164,601
% CHANGE	-1.3%	-7.5%
RECORD YEAR	2009 (93)	2009 (244,537)

dissolved companies by half year



Quarterly Data (Q4 Oct-Dec 2011)

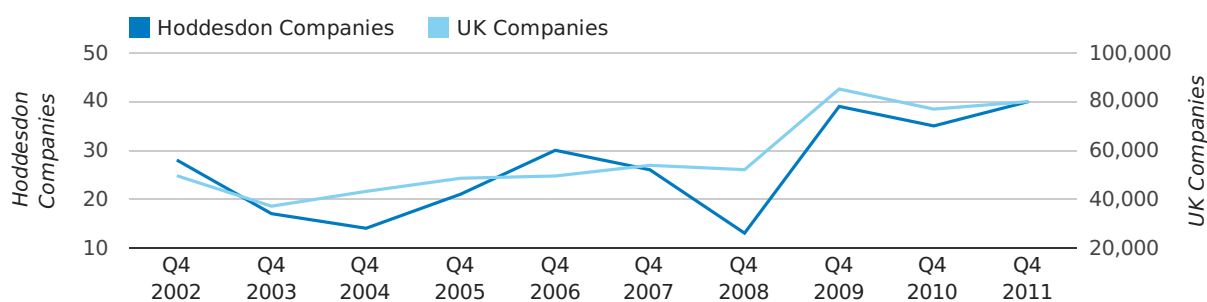
Q4 2011 saw a new record in company closures in Hoddesdon when compared to any previous Q4.

A total of 40 companies were dissolved in Hoddesdon during the fourth quarter of 2011 (Oct 2011 - Dec 2011).

This figure is an increase of 14.3% 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)	HODDESDON	UK
2011	40	79,983
2010	35	76,896
% CHANGE	14.3%	4.0%
RECORD YEAR	2011 (40)	2009 (85,136)

dissolved companies by quarter

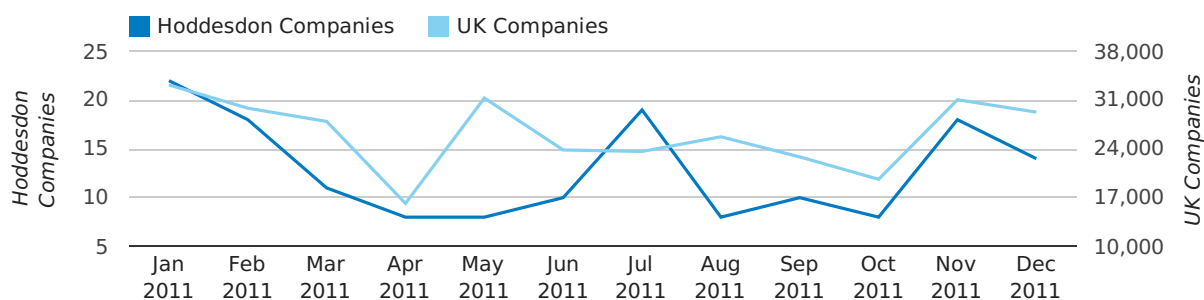


Monthly Data (Oct, Nov & Dec 2011)

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

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

dissolved companies by month



	OCTOBER	NOVEMBER	DECEMBER
CLOSED COMPANIES IN 2011	8	18	14
CLOSED COMPANIES IN 2010	15	8	12
% CHANGE	-46.7%	125.0%	17%
RECORD YEAR	2010 (15)	2009 (18)	2011 (14)

Annual Data (2011)

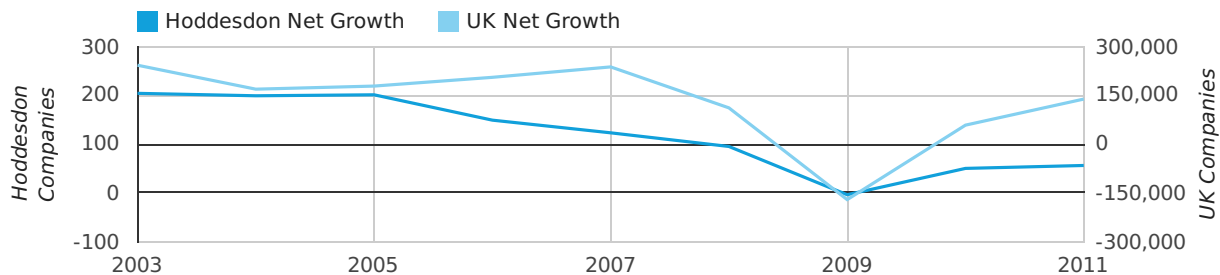
A total of 56 companies were added to the company register for Hoddesdon in 2011. This number represents growth of 29.5% which compares unfavourably to the UK figure of 34.6%.

This number is 6 companies higher than the previous year.

The highest net company growth figure ever seen in one year came in 2003 when the Hoddesdon company register grew by 204 companies.

YEAR	HODDESDON	UK
2011	56	138,347
2010	50	58,126
2009	-4	-171,098
2008	95	111,302
2007	123	237,354
RECORD YEAR	2003 (204)	2003 (242,543)

net growth by year

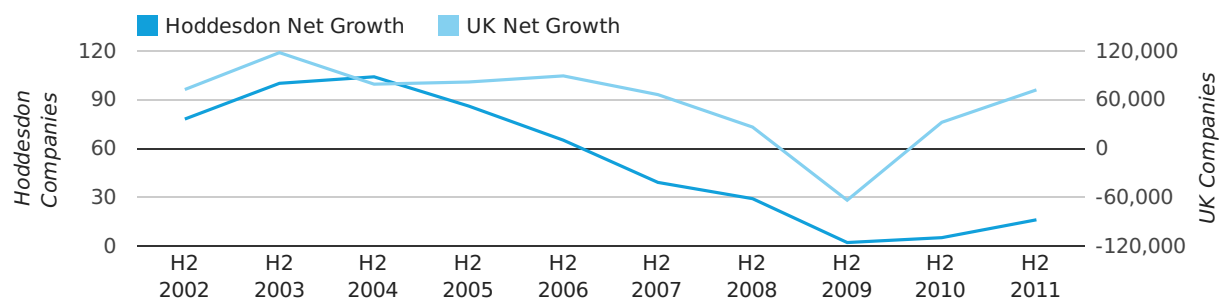


Half Year Data (Jul-Dec 2011)

In the second half of 2011 the company register for Hoddesdon increased by 16 companies. This figure is 220.0% higher than last year, which compares well to a UK increase of 124.7%.

HALF YEAR (JUL-DEC)	HODDESDON	UK
2011	16	71,922
2010	5	32,008
% CHANGE	220.0%	124.7%
RECORD YEAR	2004 (104)	2003 (117,772)

net growth by half year



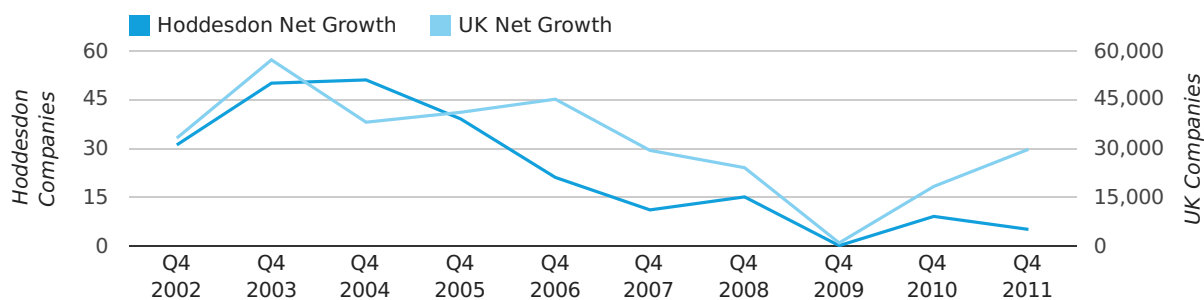
Quarterly Data (Q4 Oct-Dec 2011)

Net company growth for Hoddesdon during the fourth quarter of 2011 (Oct 2011 - Dec 2011) was 5 companies.

This represents a decrease of 44.4% on the same period last year.

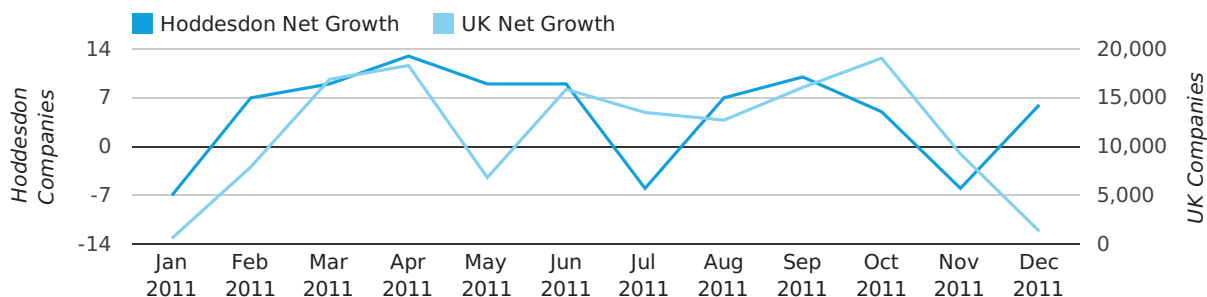
FOURTH QUARTER (OCT 2011 - DEC 2011)	HODDESDON	UK
2011	5	29,640
2010	9	18,221
% CHANGE	-44.4%	62.7%
RECORD YEAR	2004 (51)	2003 (57,175)

net growth by quarter



Monthly Data (Oct, Nov & Dec 2011)

net growth by month



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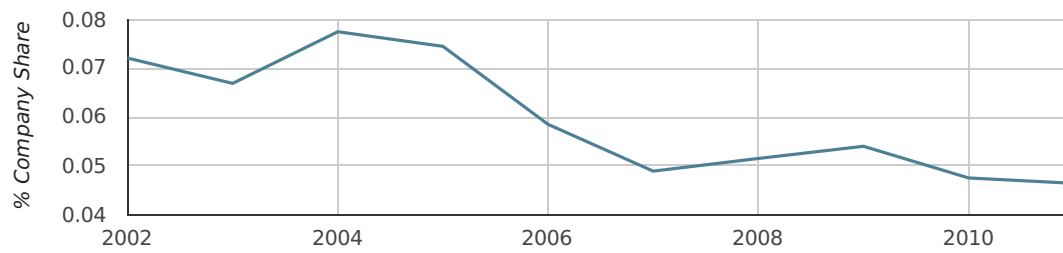
	OCTOBER	NOVEMBER	DECEMBER
NET GROWTH IN 2011	5	-6	6
NET GROWTH IN 2010	0	11	-2
% CHANGE	0.0%	-154.5%	-400.0%
RECORD YEAR	2004 (25)	2003 (24)	2003 (11)

Annual Data (2011)

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

YEAR	HODDESDON
2011	0.0%
2010	0.0%
2009	0.1%
2008	0.1%
2007	0.0%
RECORD YEAR (SINCE 1960)	1985 (0.1%)

company share by year

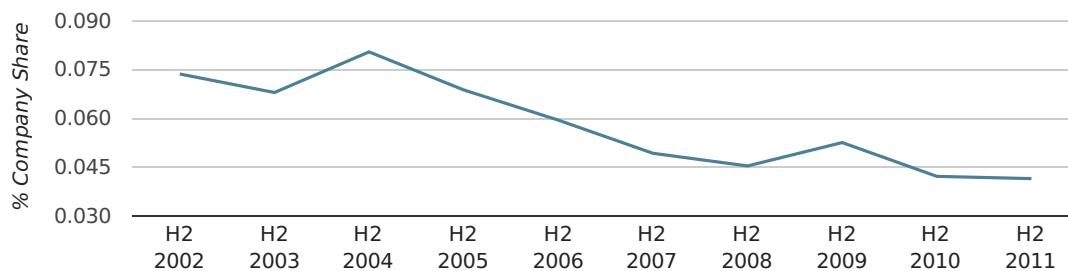


Half Year Data (Jul-Dec 2011)

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

HALF YEAR (JUL-DEC)	HODDESDON
2011	0.0%
2010	0.0%
2009	0.1%
2008	0.0%
2007	0.0%
RECORD YEAR (SINCE 1960)	1969 (0.1%)

company share by half year

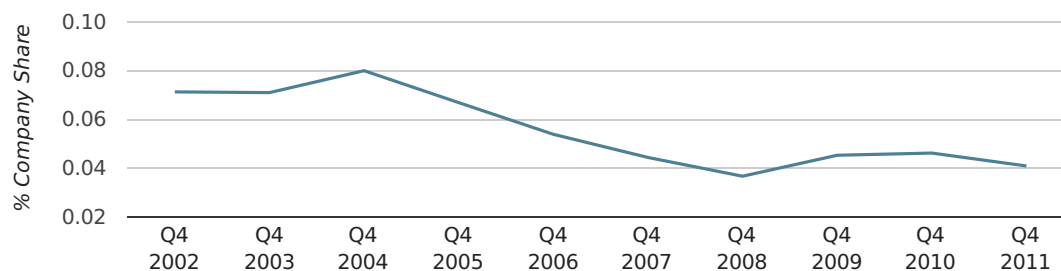


Quarterly Data (Q4 Oct-Dec 2011)

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

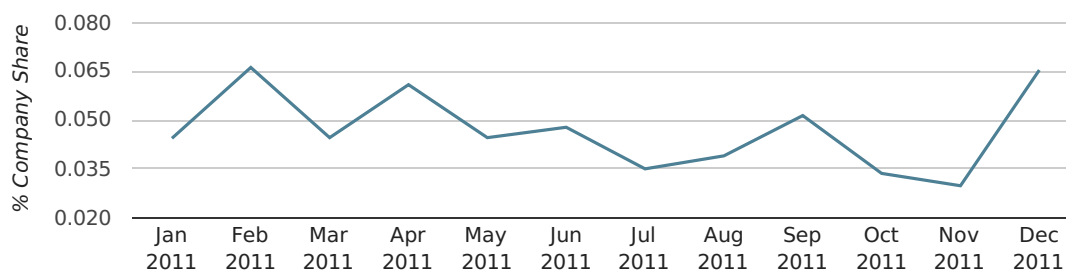
FOURTH QUARTER (OCT 2011 - DEC 2011)	HODDESDON
2011	0.0%
2010	0.0%
2009	0.0%
2008	0.0%
2007	0.0%
RECORD YEAR (SINCE 1960)	1969 (0.2%)

company share by quarter



Monthly Data (Oct, Nov & Dec 2011)

company share by month



	OCTOBER	NOVEMBER	DECEMBER
UK FORMATION SHARE IN 2011	0.0%	0.0%	0.1%
UK FORMATION SHARE IN 2010	0.0%	0.1%	0.0%
% CHANGE	-24.7%	-46.1%	77.2%
RECORD YEAR	1975 (0.4%)	1969 (0.4%)	1978 (0.4%)

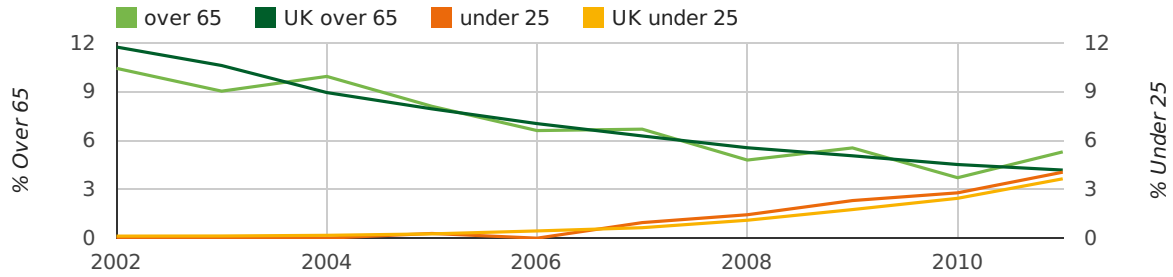
Annual Data (2011)

The average age of a director in 2011 was 43.9.

The percentage of directors under the age of 25 was 4.1% compared to the UK figure of 3.7%.

The percentage of directors over the age of 65 was 5.3% compared to the UK figure of 4.2%.

director age by year



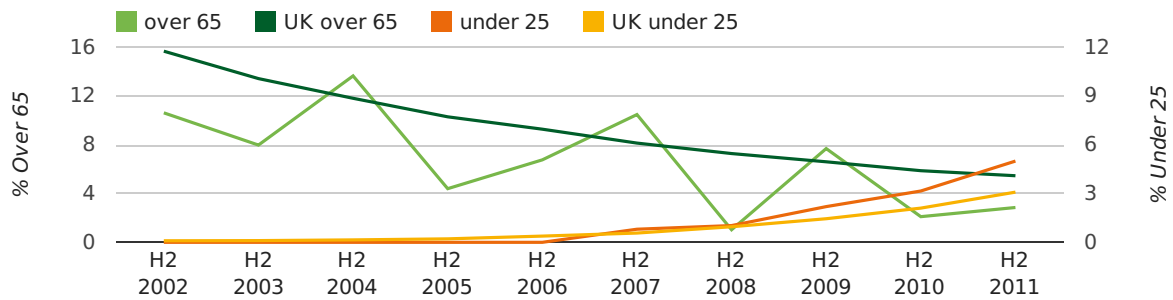
Half Year Data (Jul-Dec 2011)

The average age of a director in the second half of 2011 was 42.8.

The percentage of directors under the age of 25 was 5.0% compared to the UK figure of 4.1%.

The percentage of directors over the age of 65 was 2.9% compared to the UK figure of 4.1%.

director age by half year



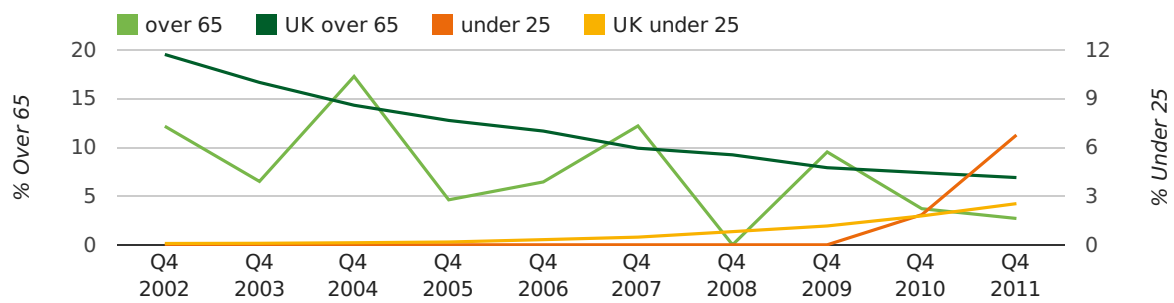
Quarterly Data (Q4 Oct-Dec 2011)

The average age of a director in the fourth quarter of 2011 was 43.0.

The percentage of directors under the age of 25 was 6.8% compared to the UK figure of 4.2%.

The percentage of directors over the age of 65 was 2.7% compared to the UK figure of 4.1%.

director age by quarter

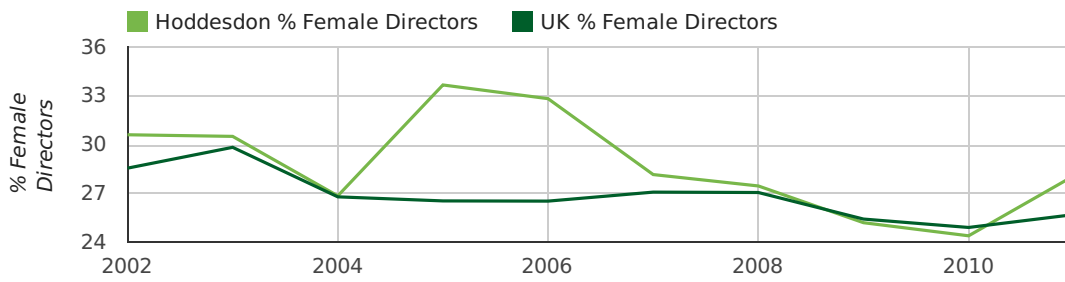


Annual Data (2011)

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

The percentage of female directors in Hoddesdon in 2011 was 30.6%. The average for the UK during this time was 28.6%

director gender by year

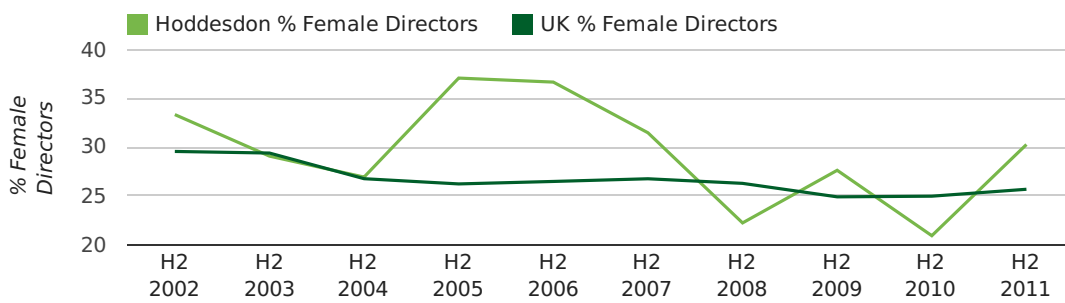


Half Year Data (Jul-Dec 2011)

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

30.3% of all director appointments in Hoddesdon 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

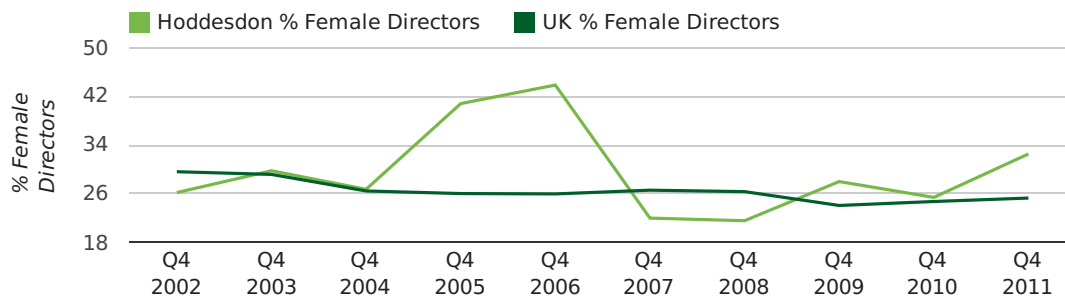


Quarterly Data (Q4 Oct-Dec 2011)

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

32.5% of all director appointments in Hoddesdon 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	2.03%	CONSULTING	5.07%
SALADS	1.52%	MANAGEMENT	4.74%
FILM	1.02%	CONSULTANCY	3.26%
S	1.02%	PROPERTY	2.37%
M	1.02%	TRADING	2.07%
CORPORATION	1.02%	DESIGN	1.92%
G	1.02%	ASSOCIATES	1.86%
CAR	1.02%	ENGINEERING	1.78%
SYSTEMS	1.02%	BUSINESS	1.78%
BRITANNIA	0.76%	CONSULTANTS	1.76%
L	0.76%	CONSTRUCTION	1.73%
CLEANING	0.76%	MEDIA	1.71%
CO	0.76%	LONDON	1.63%
BUILDERS	0.76%	J	1.51%
UPLOAD	0.76%	INVESTMENTS	1.48%
RUMENS	0.76%	GLOBAL	1.46%
FIELD	0.76%	IT	1.41%
SCHOOL	0.76%	CARE	1.39%
JAMES	0.76%	PROPERTIES	1.29%
ELECTRICAL	0.76%	ELECTRICAL	1.29%
(HODDESDON)	0.76%	M	1.27%
MAINTENANCE	0.76%	BUILDING	1.26%
CONTRACTS	0.51%	ENERGY	1.25%
LEGACY	0.51%	S	1.20%
ENTERPRISES	0.51%	ENTERPRISES	1.20%

Previous 36 months, excluding companies less than 12 months old

SIC CODE	NUMBER OF COMPANIES	UK COMPANIES
None Supplied	70	205,525
99999 - Dormant Company	24	21,846
7487 - Other business activities	19	57,052
98000 - Residents property management	12	2,874
4521 - General construction & civil engineering	9	5,558
9999 - Dormant Company	9	20,199
96090 - Other service activities not elsewhere classified	8	11,768
70229 - Management consultancy activities other than financial management	8	17,765
62090 - Other information technology service activities	8	7,493
74909 - Other professional, scientific and technical activities not elsewhere classified	7	8,671
7011 - Development & sell real estate	7	2,287
7414 - Business & management consultancy	7	13,034
43210 - Electrical installation	6	3,175
62020 - Information technology consultancy activities	6	12,072
74990 - Non-trading company	5	8,929
0112 - Grow vegetables & nursery products	5	102
7499 - Non-trading company	5	9,957
43320 - Joinery installation	4	1,158
56103 - Take-away food shops and mobile food stands	4	2,264
78109 - Other activities of employment placement agencies	4	1,784