

Hook

2011 annual business confidence report



headlines

- The second half of 2011 saw a new record in company closures in Hook when compared to any previous second half year.
- Q4 2011 saw a new record in company closures in Hook when compared to any previous Q4.
- December 2011 saw a new record in company closures in Hook when compared to any previous December.

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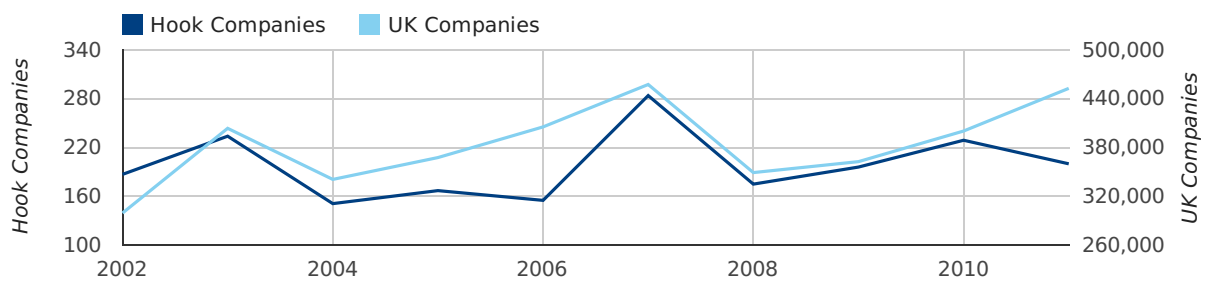
sic data

Annual Data (2011)

A total of 200 companies were formed in Hook in 2011. This total is 12.7% lower than in 2010 and compares favourably to the UK figure of a 13.1% growth compared to 400,358 the previous year.

YEAR	HOOK	UK
2011	200	452,870
2010	229	400,358
2009	196	362,675
2008	175	349,203
2007	284	457,649
RECORD YEAR	2007 (284)	2007 (457,649)

new companies by year



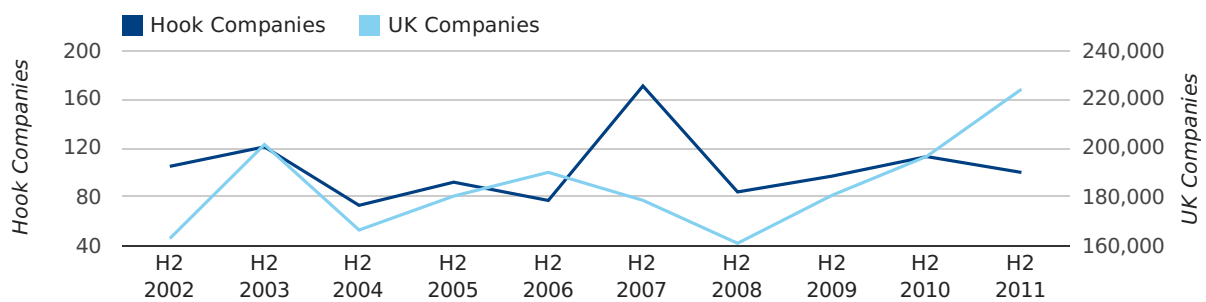
Half Year Data (Jul-Dec 2011)

In the second half of 2011 a total of 100 companies were formed in Hook. This figure is 11.5% lower than last year, which compares badly to the UK wide figure of 14.0%.

The highest total for a second half year in Hook occurred in 2007 when a total of 171 were formed.

HALF YEAR (JUL-DEC)	HOOK	UK
2011	100	224,135
2010	113	196,609
% CHANGE	-11.5%	14.0%
RECORD YEAR	2007 (171)	2011 (224,135)

new companies by half year



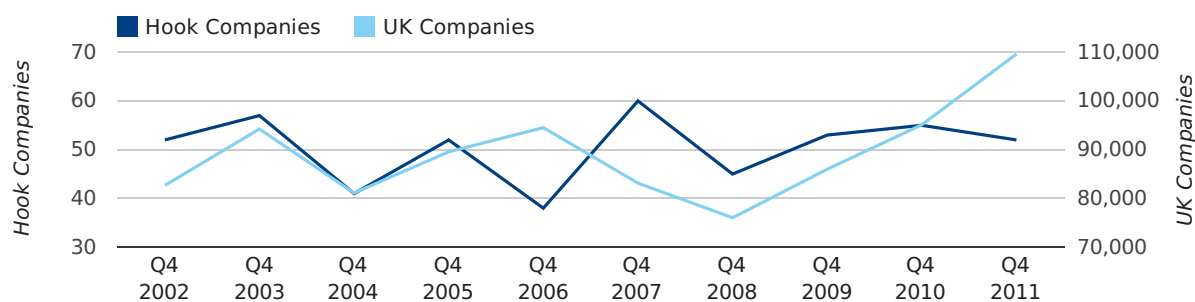
Quarterly Data (Q4 Oct-Dec 2011)

A total of 52 companies were registered in Hook during the fourth quarter of 2011 (Oct 2011 - Dec 2011).

This figure is a decrease of 5.5% 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)	HOOK	UK
2011	52	109,623
2010	55	95,117
% CHANGE	-5.5%	15.3%
RECORD YEAR	2007 (60)	2011 (109,623)

new companies by quarter



Monthly Data (Oct, Nov & Dec 2011)

new companies by month



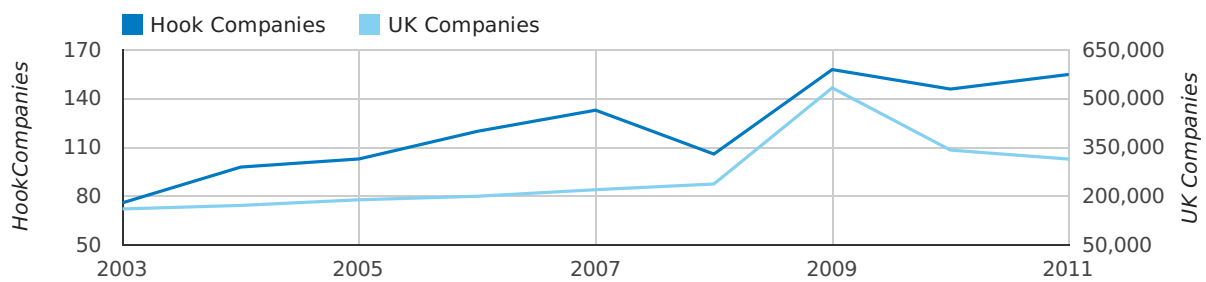
	OCTOBER	NOVEMBER	DECEMBER
NEW COMPANIES IN 2011	21	15	16
NEW COMPANIES IN 2010	20	18	17
% CHANGE	5.0%	-16.7%	-5.9%
RECORD YEAR	2007 (40)	2003 (21)	2009 (20)

Annual Data (2011)

A total of 155 companies were dissolved in Hook in 2011. This total is 6.2% higher than in 2010 and compares favourably to the UK figure of 8.1% decrease compared to the previous year.

YEAR	HOOK	UK
2011	155	314,523
2010	146	342,232
2009	158	533,773
2008	106	237,901
2007	133	220,295
RECORD YEAR	2009 (158)	2009 (533,773)

dissolved companies by year



Half Year Data (Jul-Dec 2011)

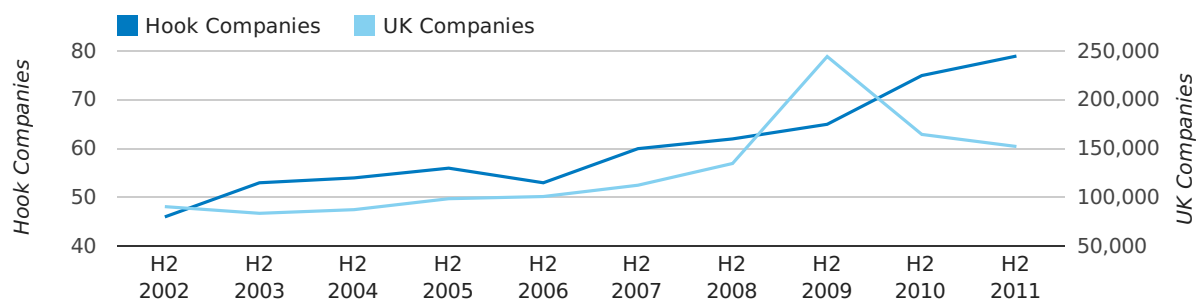
The second half of 2011 saw a new record in company closures in Hook when compared to any previous second half year.

In the second half of 2011 a total of 79 companies were dissolved in Hook. This figure is 5.3% higher than last year, which compares badly to the UK wide change of -7.5%.

The highest total for a second half year in Hook occurred in 2011 when a total of 79 were closed.

HALF YEAR (JUL-DEC)	HOOK	UK
2011	79	152,213
2010	75	164,601
% CHANGE	5.3%	-7.5%
RECORD YEAR	2011 (79)	2009 (244,537)

dissolved companies by half year



Quarterly Data (Q4 Oct-Dec 2011)

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

A total of 44 companies were dissolved in Hook during the fourth quarter of 2011 (Oct 2011 - Dec 2011).

This figure is an increase of 22.2% 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)	HOOK	UK
2011	44	79,983
2010	36	76,896
% CHANGE	22.2%	4.0%
RECORD YEAR	2011 (44)	2009 (85,136)

dissolved companies by quarter



Monthly Data (Oct, Nov & Dec 2011)

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

dissolved companies by month



	OCTOBER	NOVEMBER	DECEMBER
CLOSED COMPANIES IN 2011	11	15	18
CLOSED COMPANIES IN 2010	13	14	9
% CHANGE	-15.4%	7.1%	100%
RECORD YEAR	2006 (14)	2005 (16)	2011 (18)

Annual Data (2011)

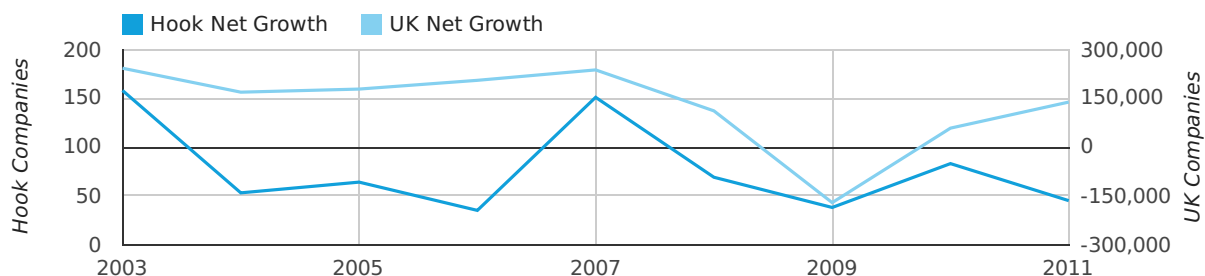
A total of 45 companies were added to the company register for Hook in 2011. This number represents growth of 19.7% which compares unfavourably to the UK figure of 34.6%.

This number is 38 companies lower than the previous year.

The highest net company growth figure ever seen in one year came in 2003 when the Hook company register grew by 158 companies.

YEAR	HOOK	UK
2011	45	138,347
2010	83	58,126
2009	38	-171,098
2008	69	111,302
2007	151	237,354
RECORD YEAR	2003 (158)	2003 (242,543)

net growth by year

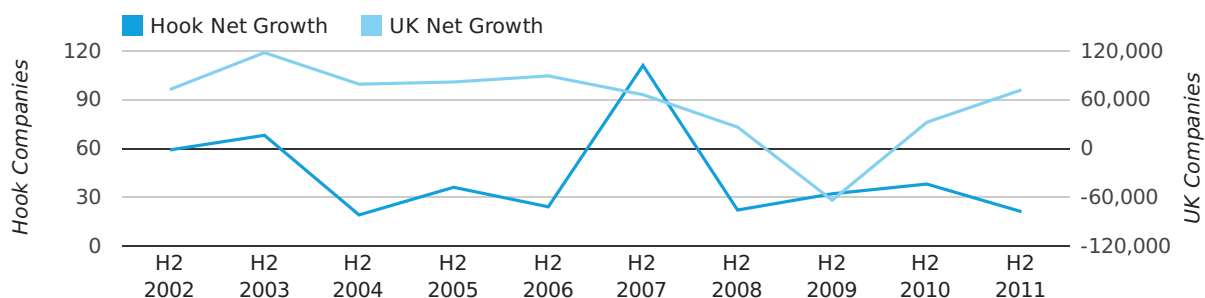


Half Year Data (Jul-Dec 2011)

In the second half of 2011 the company register for Hook increased by 21 companies. This figure is 44.7% lower than last year, which compares badly to a UK increase of 124.7%.

HALF YEAR (JUL-DEC)	HOOK	UK
2011	21	71,922
2010	38	32,008
% CHANGE	-44.7%	124.7%
RECORD YEAR	2007 (111)	2003 (117,772)

net growth by half year



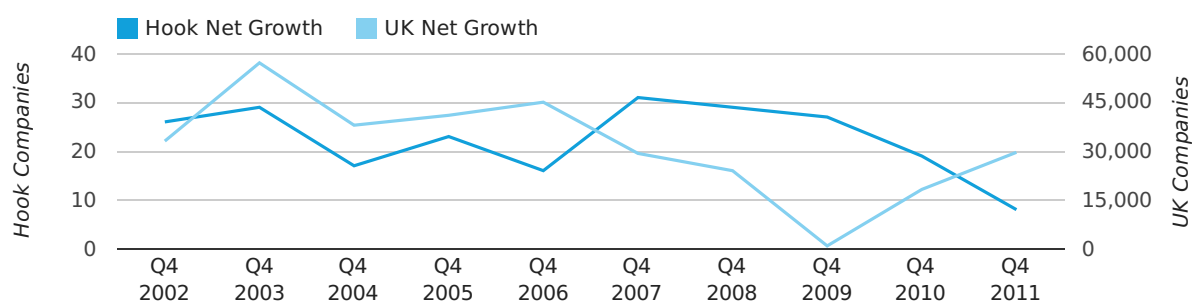
Quarterly Data (Q4 Oct-Dec 2011)

Net company growth for Hook during the fourth quarter of 2011 (Oct 2011 - Dec 2011) was 8 companies.

This represents a decrease of 57.9% on the same period last year.

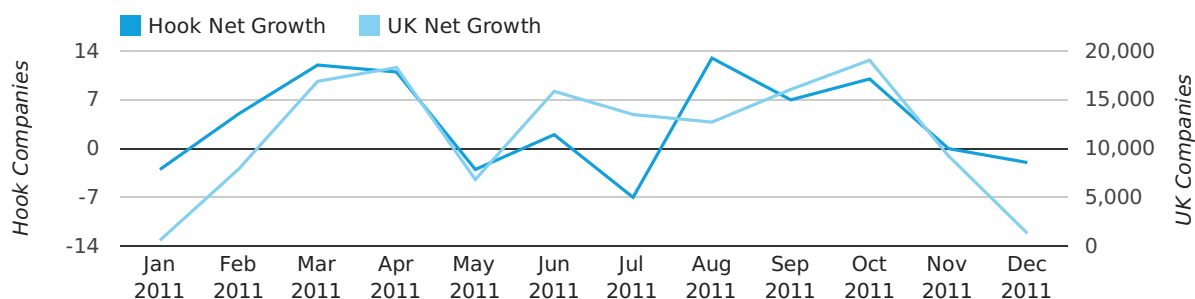
FOURTH QUARTER (OCT 2011 - DEC 2011)	HOOK	UK
2011	8	29,640
2010	19	18,221
% CHANGE	-57.9%	62.7%
RECORD YEAR	2007 (31)	2003 (57,175)

net growth by quarter



Monthly Data (Oct, Nov & Dec 2011)

net growth by month



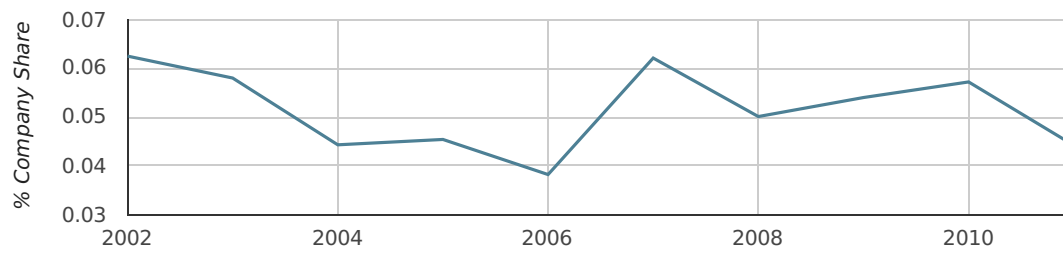
	OCTOBER	NOVEMBER	DECEMBER
NET GROWTH IN 2011	10	0	-2
NET GROWTH IN 2010	7	4	8
% CHANGE	42.9%	-100.0%	-125.0%
RECORD YEAR	2007 (27)	2003 (11)	2005 (15)

Annual Data (2011)

In 2011 Hook formed 0.0% of all UK companies. This is a decline on 2010 when Hook was responsible for 0.1% of all UK companies.

YEAR	HOOK
2011	0.0%
2010	0.1%
2009	0.1%
2008	0.1%
2007	0.1%
RECORD YEAR (SINCE 1960)	1989 (0.2%)

company share by year

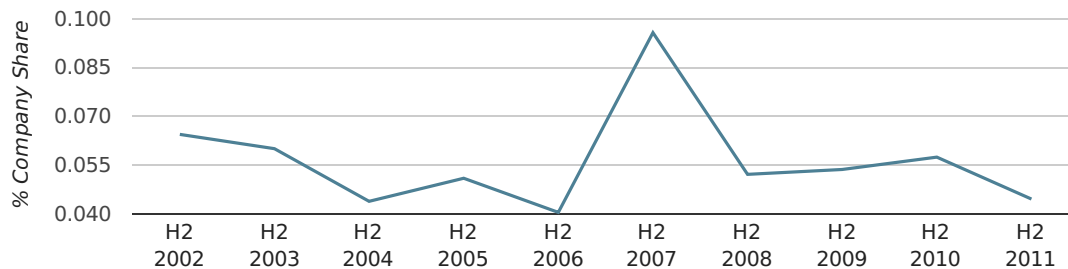


Half Year Data (Jul-Dec 2011)

In the second half of 2011 Hook formed 0.0% of all UK companies. This is less than the 2010 figure of 0.1%.

HALF YEAR (JUL-DEC)	HOOK
2011	0.0%
2010	0.1%
2009	0.1%
2008	0.1%
2007	0.1%
RECORD YEAR (SINCE 1960)	1989 (0.2%)

company share by half year

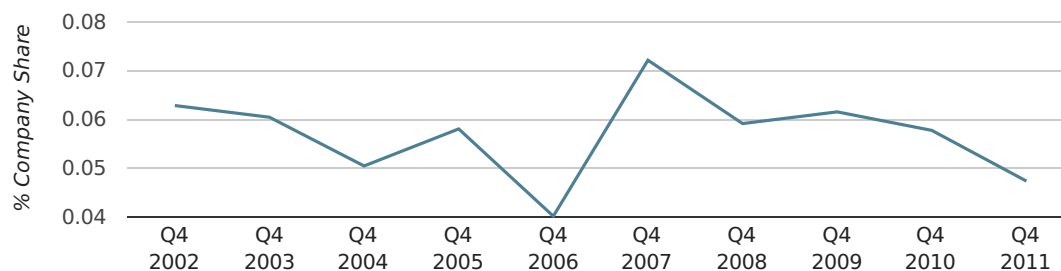


Quarterly Data (Q4 Oct-Dec 2011)

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

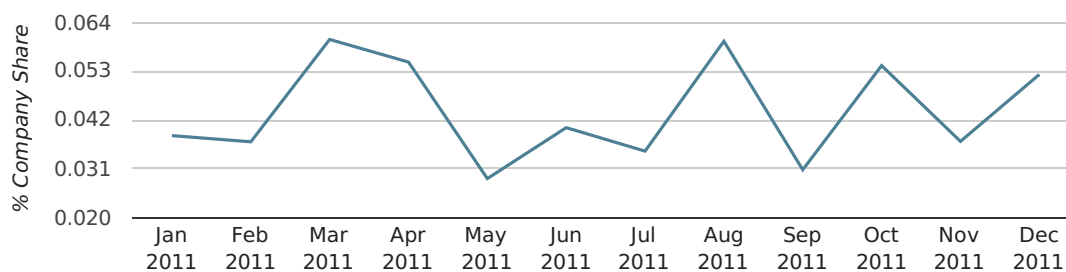
FOURTH QUARTER (OCT 2011 - DEC 2011)	HOOK
2011	0.0%
2010	0.1%
2009	0.1%
2008	0.1%
2007	0.1%
RECORD YEAR (SINCE 1960)	1989 (0.2%)

company share by quarter



Monthly Data (Oct, Nov & Dec 2011)

company share by month



	OCTOBER	NOVEMBER	DECEMBER
UK FORMATION SHARE IN 2011	0.1%	0.0%	0.1%
UK FORMATION SHARE IN 2010	0.1%	0.1%	0.1%
% CHANGE	-8.7%	-29.0%	-16.6%
RECORD YEAR	1979 (0.2%)	1974 (0.3%)	1989 (0.3%)

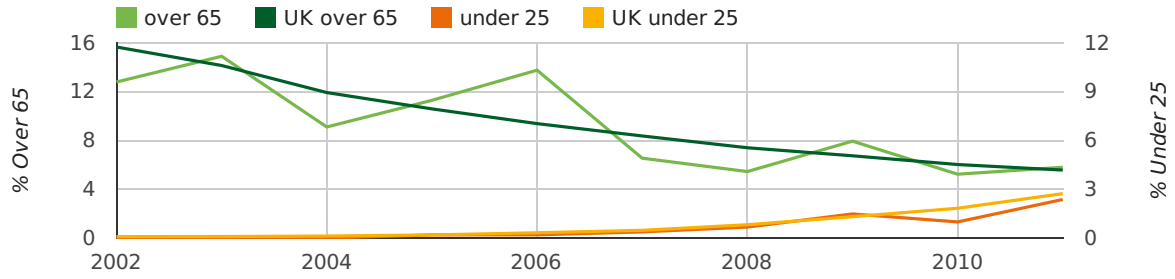
Annual Data (2011)

The average age of a director in 2011 was 47.3.

The percentage of directors under the age of 25 was 2.4% compared to the UK figure of 3.7%.

The percentage of directors over the age of 65 was 5.8% compared to the UK figure of 4.2%.

director age by year



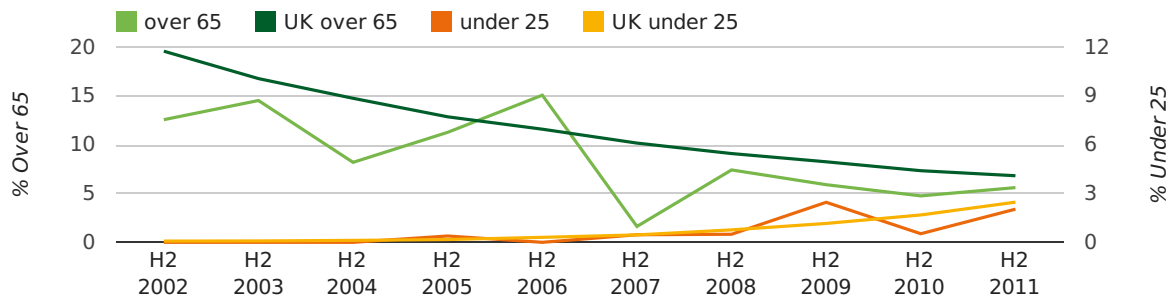
Half Year Data (Jul-Dec 2011)

The average age of a director in the second half of 2011 was 47.7.

The percentage of directors under the age of 25 was 2.0% compared to the UK figure of 4.1%.

The percentage of directors over the age of 65 was 5.6% compared to the UK figure of 4.1%.

director age by half year



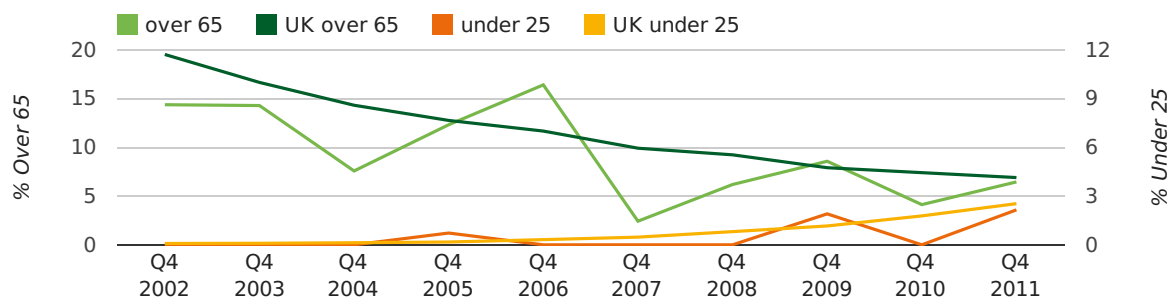
Quarterly Data (Q4 Oct-Dec 2011)

The average age of a director in the fourth quarter of 2011 was 47.2.

The percentage of directors under the age of 25 was 2.2% compared to the UK figure of 4.2%.

The percentage of directors over the age of 65 was 6.5% compared to the UK figure of 4.1%.

director age by quarter

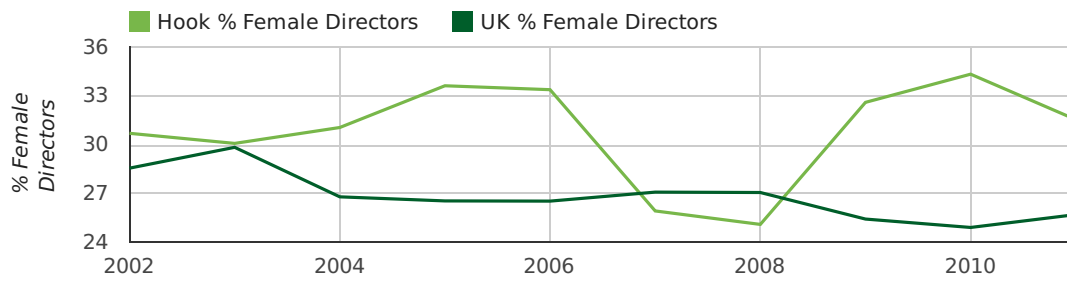


Annual Data (2011)

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

The percentage of female directors in Hook in 2011 was 30.7%. The average for the UK during this time was 28.6%

director gender by year

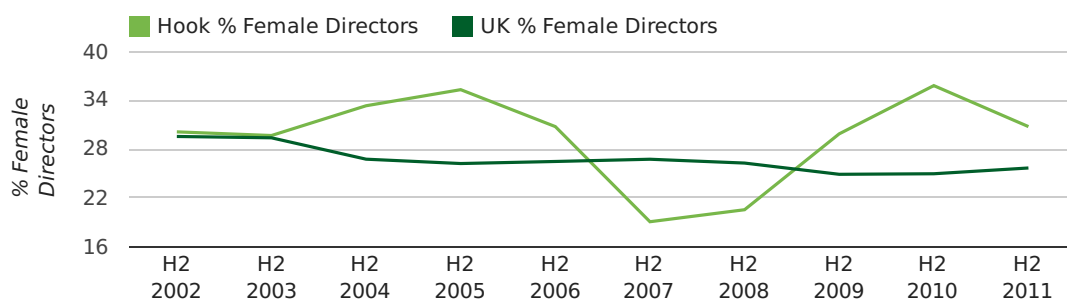


Half Year Data (Jul-Dec 2011)

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

30.8% of all director appointments in Hook 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

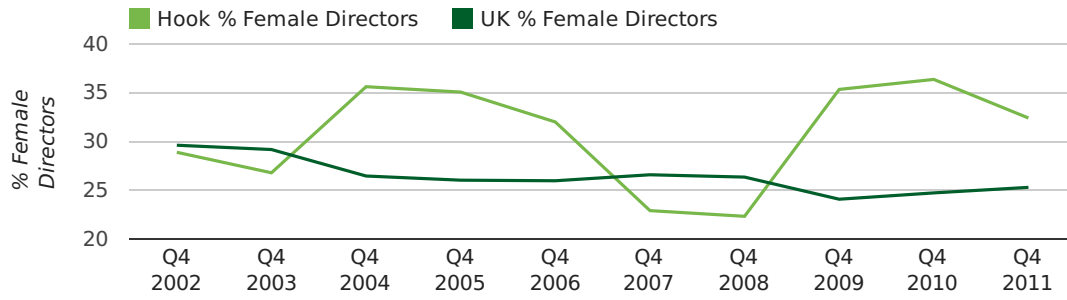


Quarterly Data (Q4 Oct-Dec 2011)

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

32.4% of all director appointments in Hook 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	3.35%	CONSULTING	5.07%
CONSULTANTS	1.03%	MANAGEMENT	4.74%
ENTERPRISES	0.77%	CONSULTANCY	3.26%
COMMUNICATIONS	0.77%	PROPERTY	2.37%
TECHNICAL	0.77%	TRADING	2.07%
FOR	0.77%	DESIGN	1.92%
MANAGEMENT	0.77%	ASSOCIATES	1.86%
IT	0.77%	ENGINEERING	1.78%
R	0.77%	BUSINESS	1.78%
PROPERTIES	0.77%	CONSULTANTS	1.76%
ACCOUNTANTS	0.52%	CONSTRUCTION	1.73%
HAMPSHIRE	0.52%	MEDIA	1.71%
INSIGHT	0.52%	LONDON	1.63%
CREATIVE	0.52%	J	1.51%
CONSULTANCY	0.52%	INVESTMENTS	1.48%
DESIGN	0.52%	GLOBAL	1.46%
FINANCIAL	0.52%	IT	1.41%
IQ	0.52%	CARE	1.39%
KIDS	0.52%	PROPERTIES	1.29%
STEVENS	0.52%	ELECTRICAL	1.29%
DRIVE	0.52%	M	1.27%
CONSTRUCTION	0.52%	BUILDING	1.26%
WILLS	0.52%	ENERGY	1.25%
LIVING	0.52%	S	1.20%
MAY	0.52%	ENTERPRISES	1.20%

Previous 36 months, excluding companies less than 12 months old

SIC CODE	NUMBER OF COMPANIES	UK COMPANIES
None Supplied	73	205,525
82990 - Other business support service activities not elsewhere classified	27	32,483
7487 - Other business activities	20	57,052
7414 - Business & management consultancy	19	13,034
70229 - Management consultancy activities other than financial management	19	17,765
62020 - Information technology consultancy activities	18	12,072
74909 - Other professional, scientific and technical activities not elsewhere classified	13	8,671
9999 - Dormant Company	12	20,199
62090 - Other information technology service activities	10	7,493
99999 - Dormant Company	8	21,846
74990 - Non-trading company	7	8,929
7222 - Other software consultancy and supply	6	7,398
4521 - General construction & civil engineering	5	5,558
7260 - Other computer related activities	5	7,667
7499 - Non-trading company	5	9,957
7440 - Advertising	5	1,765
56302 - Public houses and bars	5	2,308
96090 - Other service activities not elsewhere classified	5	11,768
45200 - Maintenance and repair of motor vehicles	5	2,452
47990 - Other retail sale not in stores, stalls or markets	4	2,699