

Hove

2011 half year business confidence report



headlines

- The first half of 2011 saw a new record in company registrations in Hove when compared to any previous first half year.
- The first half of 2011 was a record first half year for company registrations in Hove when compared to any half year in history.
- Q2 2011 saw a new record in company registrations in Hove when compared to any previous Q2.
- June 2011 saw a new record in company registrations in Hove when compared to any previous June.
- May 2011 saw a new record in company registrations in Hove when compared to any previous May.
- The first half of 2011 saw a new record in net growth in Hove when compared to any previous first half year.
- The first half of 2011 was a record first half year for net growth in Hove when compared to any half year in history.
- Q2 2011 saw a new record in net growth in Hove when compared to any previous Q2.
- Q2 2011 was a record quarter for net growth in Hove when compared to any quarter in history.
- June 2011 saw a new record in net growth in Hove when compared to any previous June.
- May 2011 saw a new record in net growth in Hove when compared to any previous May.

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Half Year Data (Jan-Jun 2011)

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

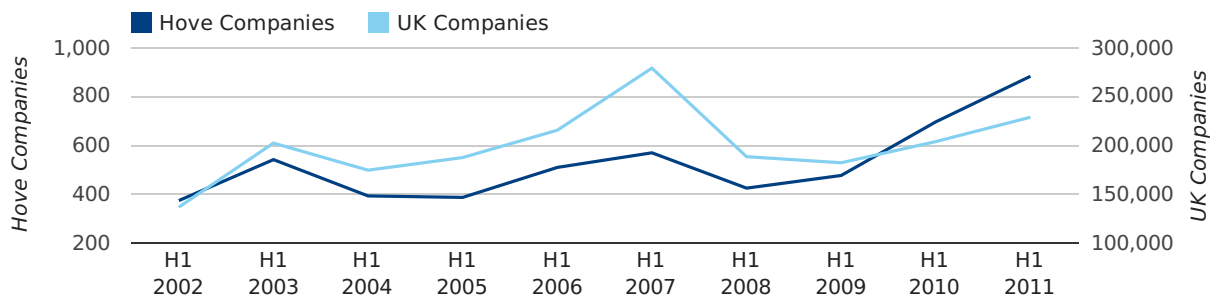
The first half of 2011 was a record first half year for company registrations in Hove when compared to any half year in history.

In the first half of 2011 a total of 883 companies were formed in Hove. This figure is 26.9% higher than last year, which compares well to the UK wide figure of 12.3%.

The highest total for a first half year in Hove occurred in 2011 when a total of 883 were formed.

| HALF YEAR (JAN-JUN) | HOVE | UK |
|---------------------|------------|----------------|
| 2011 | 883 | 228,735 |
| 2010 | 696 | 203,749 |
| % CHANGE | 26.9% | 12.3% |
| RECORD YEAR | 2011 (883) | 2007 (279,097) |

new companies by half year



Quarterly Data (Q2 Apr-Jun 2011)

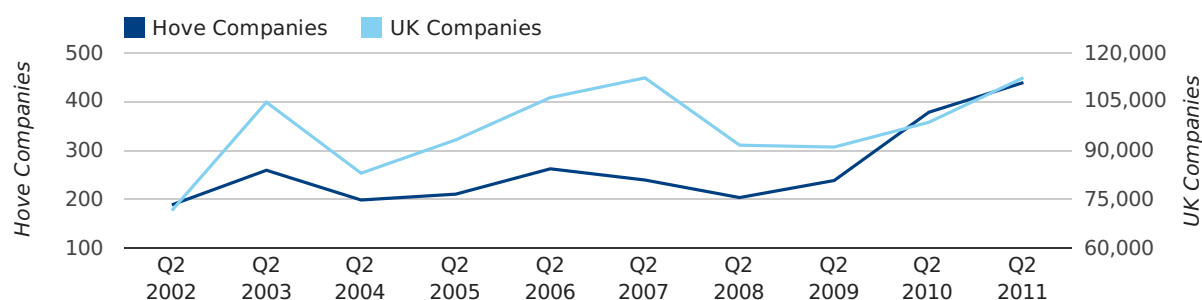
Q2 2011 saw a new record in company registrations in Hove when compared to any previous Q2.

A total of 439 companies were registered in Hove during the second quarter of 2011 (Apr 2011 - Jun 2011).

This figure is an increase of 16.1% versus the same period last year (Q2 2010). This figure compares well to the UK as a whole, which saw an increase of 13.9% against the same period last year.

| SECOND QUARTER (APR 2011 - JUN 2011) | HOVE | UK |
|--------------------------------------|------------|----------------|
| 2011 | 439 | 112,344 |
| 2010 | 378 | 98,612 |
| % CHANGE | 16.1% | 13.9% |
| RECORD YEAR | 2011 (439) | 2011 (112,344) |

new companies by quarter



Monthly Data (Apr, May & Jun 2011)

June 2011 saw a new record in company registrations in Hove when compared to any previous June.

May 2011 saw a new record in company registrations in Hove when compared to any previous May.

new companies by month



| | APRIL | MAY | JUNE |
|-----------------------|------------|------------|------------|
| NEW COMPANIES IN 2011 | 129 | 159 | 151 |
| NEW COMPANIES IN 2010 | 139 | 116 | 123 |
| % CHANGE | -7.2% | 37.1% | 22.8% |
| RECORD YEAR | 2010 (139) | 2011 (159) | 2011 (151) |

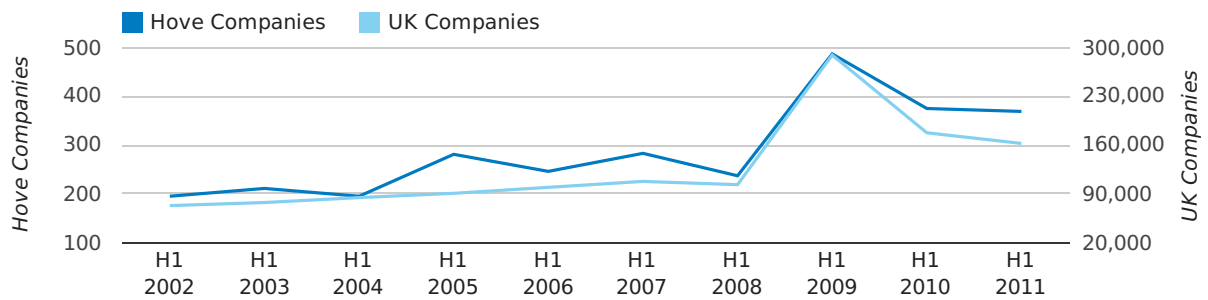
Half Year Data (Jan-Jun 2011)

In the first half of 2011 a total of 369 companies were dissolved in Hove. This figure is 1.6% lower than last year, which compares badly to the UK wide change of -8.6%.

The highest total for a first half year in Hove occurred in 2009 when a total of 487 were closed.

| HALF YEAR (JAN-JUN) | HOVE | UK |
|---------------------|------------|----------------|
| 2011 | 369 | 162,310 |
| 2010 | 375 | 177,631 |
| % CHANGE | -1.6% | -8.6% |
| RECORD YEAR | 2009 (487) | 2009 (289,236) |

dissolved companies by half year



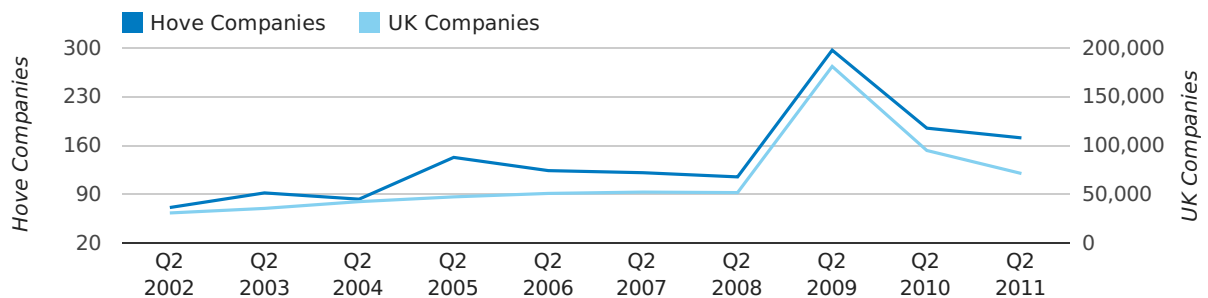
Quarterly Data (Q2 Apr-Jun 2011)

A total of 171 companies were dissolved in Hove during the second quarter of 2011 (Apr 2011 - Jun 2011).

This figure is a decrease of 7.6% versus the same period last year (Q2 2010). This figure compares poorly to the UK as a whole, which saw a decrease of 24.9% against the same period last year.

| SECOND QUARTER (APR 2011 - JUN 2011) | HOVE | UK |
|--------------------------------------|------------|----------------|
| 2011 | 171 | 71,324 |
| 2010 | 185 | 94,954 |
| % CHANGE | -7.6% | -24.9% |
| RECORD YEAR | 2009 (297) | 2009 (181,176) |

dissolved companies by quarter



Monthly Data (Apr, May & Jun 2011)

dissolved companies by month



| | APRIL | MAY | JUNE |
|--------------------------|-----------|------------|-----------|
| CLOSED COMPANIES IN 2011 | 38 | 83 | 50 |
| CLOSED COMPANIES IN 2010 | 43 | 85 | 57 |
| % CHANGE | -11.6% | -2.4% | -12% |
| RECORD YEAR | 2009 (83) | 2009 (137) | 2009 (77) |

Half Year Data (Jan-Jun 2011)

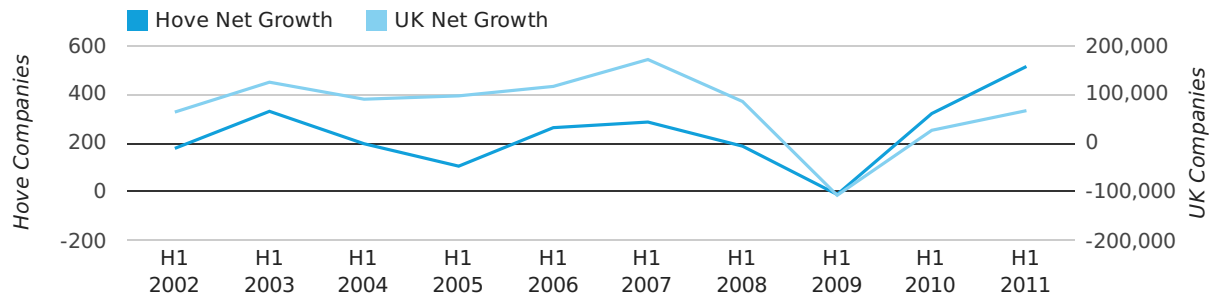
The first half of 2011 saw a new record in net growth in Hove when compared to any previous first half year.

The first half of 2011 was a record first half year for net growth in Hove when compared to any half year in history.

In the first half of 2011 the company register for Hove increased by 514 companies. This figure is 60.1% higher than last year, which compares badly to a UK increase of 154.3%.

| HALF YEAR (JAN-JUN) | HOVE | UK |
|---------------------|------------|----------------|
| 2011 | 514 | 66,425 |
| 2010 | 321 | 26,118 |
| % CHANGE | 60.1% | 154.3% |
| RECORD YEAR | 2011 (514) | 2007 (171,296) |

net growth by half year



Quarterly Data (Q2 Apr-Jun 2011)

Q2 2011 saw a new record in net growth in Hove when compared to any previous Q2.

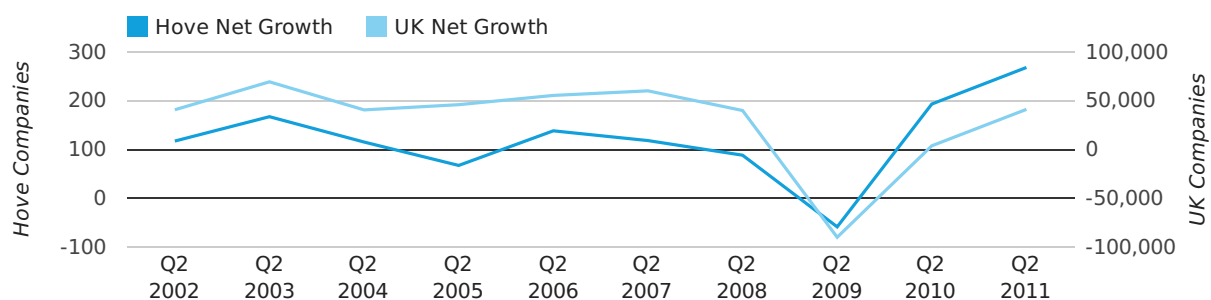
Q2 2011 was a record quarter for net growth in Hove when compared to any quarter in history.

Net company growth for Hove during the second quarter of 2011 (Apr 2011 - Jun 2011) was 268 companies.

This represents an increase of 38.9% on the same period last year.

| SECOND QUARTER (APR 2011 - JUN 2011) | HOVE | UK |
|--------------------------------------|------------|---------------|
| 2011 | 268 | 41,020 |
| 2010 | 193 | 3,658 |
| % CHANGE | 38.9% | 1,021.4% |
| RECORD YEAR | 2011 (268) | 2003 (69,274) |

net growth by quarter

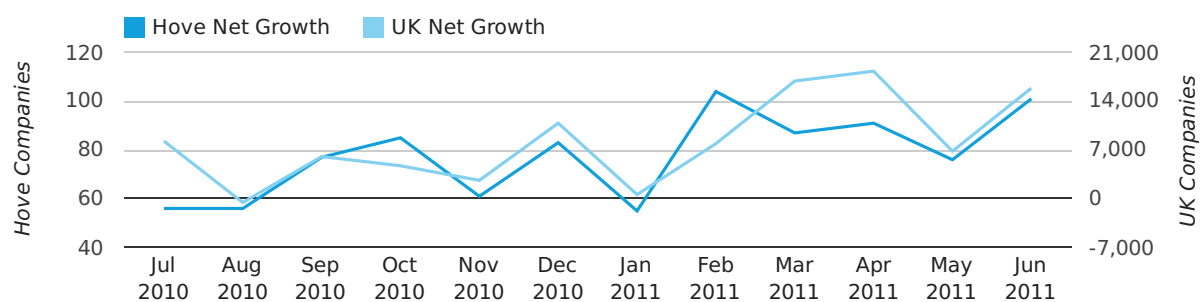


Monthly Data (Apr, May & Jun 2011)

June 2011 saw a new record in net growth in Hove when compared to any previous June.

May 2011 saw a new record in net growth in Hove when compared to any previous May.

net growth by month



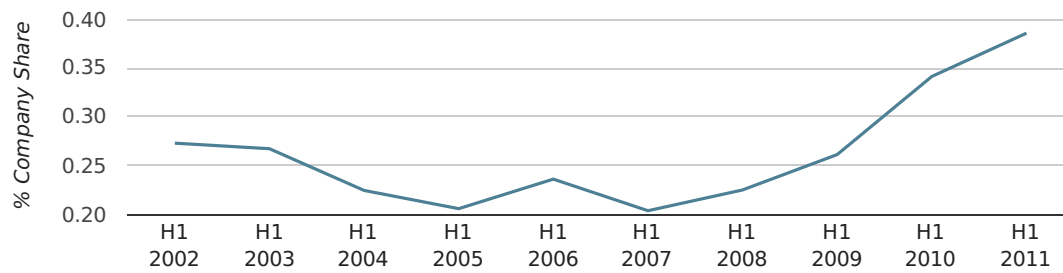
| | APRIL | MAY | JUNE |
|--------------------|-----------|-----------|------------|
| NET GROWTH IN 2011 | 91 | 76 | 101 |
| NET GROWTH IN 2010 | 96 | 31 | 66 |
| % CHANGE | -5.2% | 145.2% | 53.0% |
| RECORD YEAR | 2010 (96) | 2011 (76) | 2011 (101) |

Half Year Data (Jan-Jun 2011)

In the first half of 2011 Hove formed 0.4% of all UK companies. This is more than the 2010 figure of 0.3%.

| HALF YEAR (JAN-JUN) | HOVE |
|--------------------------|-------------|
| 2011 | 0.4% |
| 2010 | 0.3% |
| 2009 | 0.3% |
| 2008 | 0.2% |
| 2007 | 0.2% |
| RECORD YEAR (SINCE 1960) | 1960 (0.5%) |

company share by half year

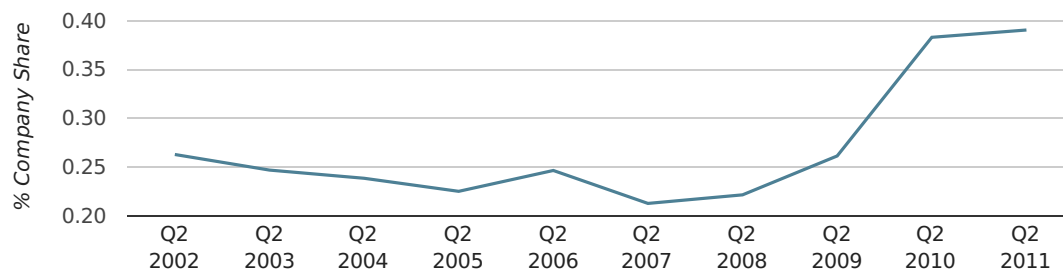


Quarterly Data (Q2 Apr-Jun 2011)

In the second quarter of 2011, Hove formed 0.4% of all UK companies.

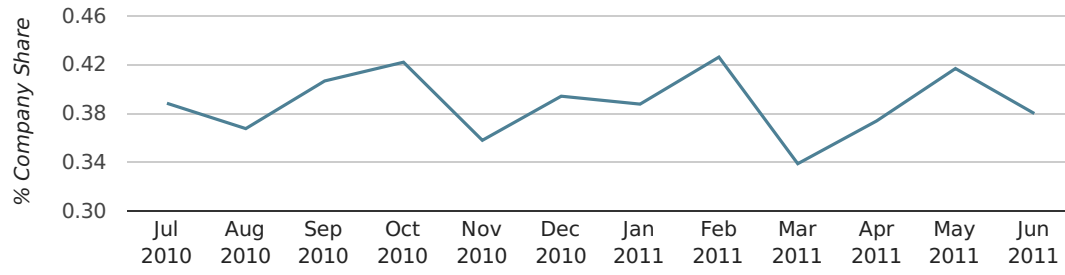
| SECOND QUARTER (APR 2011 - JUN 2011) | HOVE |
|--------------------------------------|-------------|
| 2011 | 0.4% |
| 2010 | 0.4% |
| 2009 | 0.3% |
| 2008 | 0.2% |
| 2007 | 0.2% |
| RECORD YEAR (SINCE 1960) | 1961 (0.5%) |

company share by quarter



Monthly Data (Apr, May & Jun 2011)

company share by month



| | APRIL | MAY | JUNE |
|----------------------------|-------------|-------------|-------------|
| UK FORMATION SHARE IN 2011 | 0.4% | 0.4% | 0.4% |
| UK FORMATION SHARE IN 2010 | 0.4% | 0.4% | 0.3% |
| % CHANGE | -10.2% | 7.9% | 8.8% |
| RECORD YEAR | 1971 (0.6%) | 1960 (0.7%) | 1973 (0.6%) |

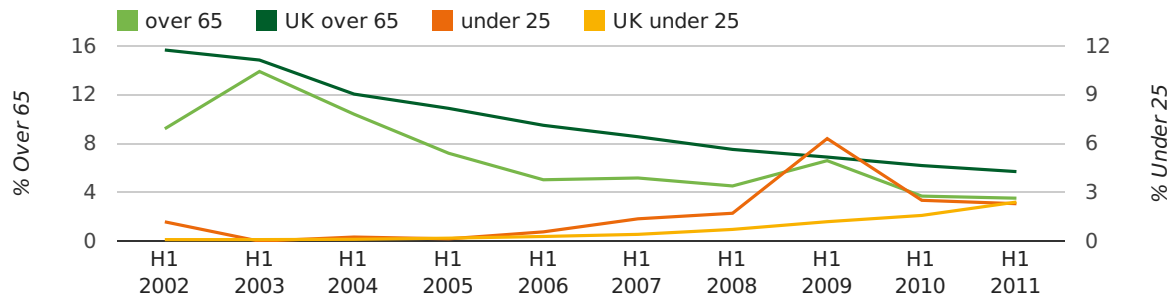
Half Year Data (Jan-Jun 2011)

The average age of a director in the first half of 2011 was 42.5.

The percentage of directors under the age of 25 was 2.3% compared to the UK figure of 3.2%.

The percentage of directors over the age of 65 was 3.5% compared to the UK figure of 4.3%.

director age by half year



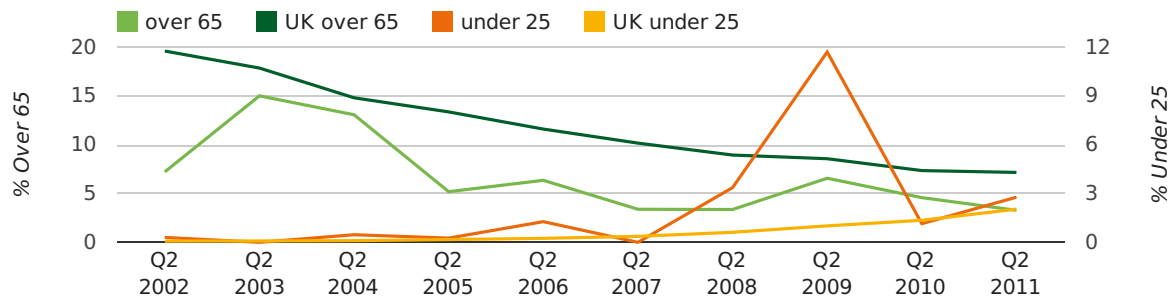
Quarterly Data (Q2 Apr-Jun 2011)

The average age of a director in the second quarter of 2011 was 42.2.

The percentage of directors under the age of 25 was 2.8% compared to the UK figure of 3.4%.

The percentage of directors over the age of 65 was 3.3% compared to the UK figure of 4.3%.

director age by quarter

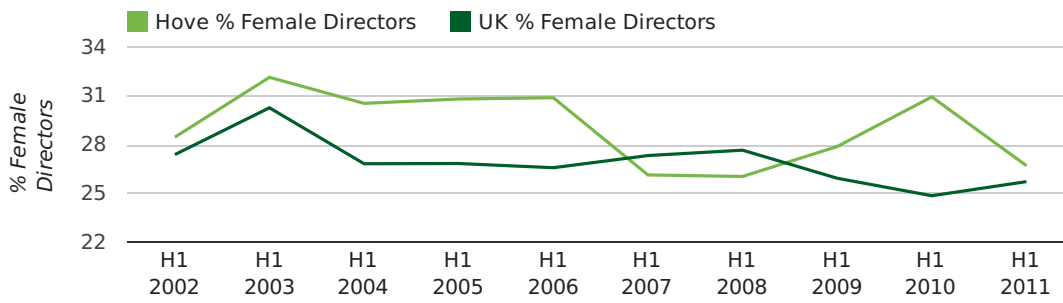


Half Year Data (Jan-Jun 2011)

The record first half year for female directors in Hove was 1861 when 40.0% of all directors were female.

26.7% of all director appointments in Hove in the first half of 2011 were female. This compares to a UK average of 25.7% for the same period.

director gender by half year

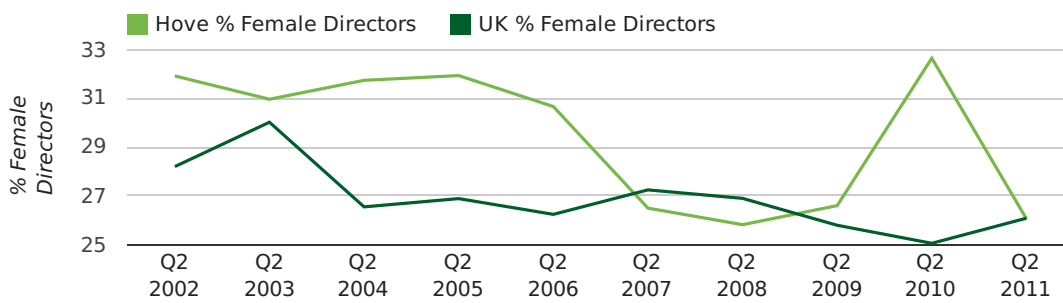


Quarterly Data (Q2 Apr-Jun 2011)

The record second quarter for female directors in Hove was in 1866 when 66.7% of all directors were female.

26.1% of all director appointments in Hove in the second quarter of 2011 were female. This compares to a UK average of 26.1% for the same period.

director gender by quarter



Previous 12 months (Jun 2010-Jun 2011)

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

| WORD | PERCENTAGE | UK WORD | UK PERCENTAGE |
|-------------|------------|--------------|---------------|
| CONSULTING | 3.52% | CONSULTING | 5.09% |
| CONSULTANCY | 1.40% | MANAGEMENT | 4.86% |
| IT | 1.32% | CONSULTANCY | 3.17% |
| MEDIA | 1.02% | PROPERTY | 2.43% |
| DESIGN | 1.02% | TRADING | 2.05% |
| BRIGHTON | 0.98% | DESIGN | 1.94% |
| HOVE | 0.93% | ASSOCIATES | 1.92% |
| MANAGEMENT | 0.93% | BUSINESS | 1.87% |
| BUSINESS | 0.76% | CONSTRUCTION | 1.77% |
| SYSTEMS | 0.76% | CONSULTANTS | 1.76% |
| DIGITAL | 0.72% | MEDIA | 1.73% |
| SOFTWARE | 0.72% | ENGINEERING | 1.67% |
| ROAD | 0.64% | LONDON | 1.60% |
| PRODUCTIONS | 0.55% | GLOBAL | 1.46% |
| J | 0.51% | J | 1.44% |
| ASSOCIATES | 0.51% | CARE | 1.44% |
| SUSSEX | 0.51% | INVESTMENTS | 1.42% |
| TRADING | 0.51% | IT | 1.39% |
| CREATIVE | 0.51% | BUILDING | 1.32% |
| CONSULTANTS | 0.51% | PROPERTIES | 1.31% |
| RTM | 0.47% | ELECTRICAL | 1.30% |
| BUILDING | 0.47% | M | 1.27% |
| DEVELOPMENT | 0.42% | S | 1.23% |
| (SUSSEX) | 0.42% | ENTERPRISES | 1.20% |
| HAMILTON | 0.42% | SYSTEMS | 1.20% |

Previous 36 months, excluding companies less than 12 months old

| SIC CODE | NUMBER OF COMPANIES | UK COMPANIES |
|--|---------------------|--------------|
| None Supplied | 379 | 202,072 |
| 7487 - Other business activities | 186 | 60,758 |
| 62090 - Other information technology service activities | 94 | 7,095 |
| 70229 - Management consultancy activities other than financial management | 75 | 16,419 |
| 82990 - Other business support service activities not elsewhere classified | 74 | 30,647 |
| 62020 - Information technology consultancy activities | 73 | 10,545 |
| 7260 - Other computer related activities | 69 | 7,849 |
| 7011 - Development & sell real estate | 59 | 2,491 |
| 68100 - Buying and selling of own real estate | 50 | 2,543 |
| 74909 - Other professional, scientific and technical activities not elsewhere classified | 47 | 7,835 |
| 7414 - Business & management consultancy | 44 | 13,053 |
| 99999 - Dormant Company | 43 | 18,918 |
| 7222 - Other software consultancy and supply | 41 | 7,143 |
| 9999 - Dormant Company | 35 | 20,111 |
| 62012 - Business and domestic software development | 32 | 3,262 |
| 98000 - Residents property management | 29 | 2,888 |
| 96090 - Other service activities not elsewhere classified | 25 | 10,322 |
| 90030 - Artistic creation | 22 | 1,536 |
| 7499 - Non-trading company | 20 | 10,955 |
| 9305 - Other service activities | 17 | 9,063 |