

Hove

2011 annual business confidence report



headlines

- 2011 was a record year for company registrations in Hove when compared to any year in history.
- The second half of 2011 saw a new record in company registrations in Hove when compared to any previous second half year.
- Q4 2011 saw a new record in company registrations in Hove when compared to any previous Q4.
- December 2011 saw a new record in company registrations in Hove when compared to any previous December.
- November 2011 saw a new record in company registrations in Hove when compared to any previous November.
- 2011 was a record year for net growth in Hove when compared to any year in history.
- The second half of 2011 saw a new record in net growth in Hove when compared to any previous second half year.
- November 2011 saw a new record in net growth in Hove when compared to any previous November.
- October 2011 saw a new record in net growth in Hove when compared to any previous October.

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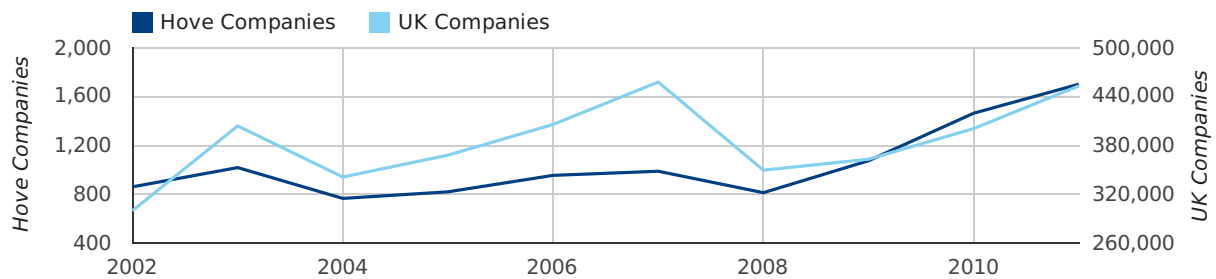
Annual Data (2011)

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

A total of 1,700 companies were formed in Hove in 2011. This total is 16.3% higher than in 2010 and compares poorly to the UK figure of a 13.1% growth compared to 400,358 the previous year.

YEAR	HOVE	UK
2011	1,700	452,870
2010	1,462	400,358
2009	1,072	362,675
2008	810	349,203
2007	986	457,649
RECORD YEAR	2011 (1,700)	2007 (457,649)

new companies by year



Half Year Data (Jul-Dec 2011)

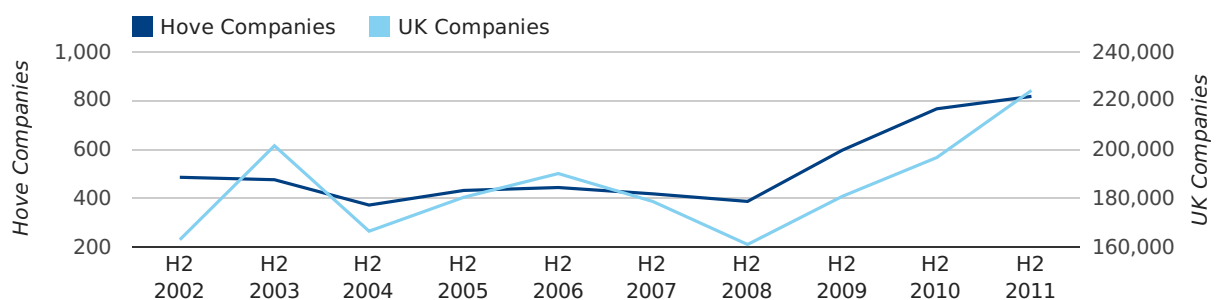
The second half of 2011 saw a new record in company registrations in Hove when compared to any previous second half year.

In the second half of 2011 a total of 817 companies were formed in Hove. This figure is 6.7% higher than last year, which compares badly to the UK wide figure of 14.0%.

The highest total for a second half year in Hove occurred in 2011 when a total of 817 were formed.

HALF YEAR (JUL-DEC)	HOVE	UK
2011	817	224,135
2010	766	196,609
% CHANGE	6.7%	14.0%
RECORD YEAR	2011 (817)	2011 (224,135)

new companies by half year



Quarterly Data (Q4 Oct-Dec 2011)

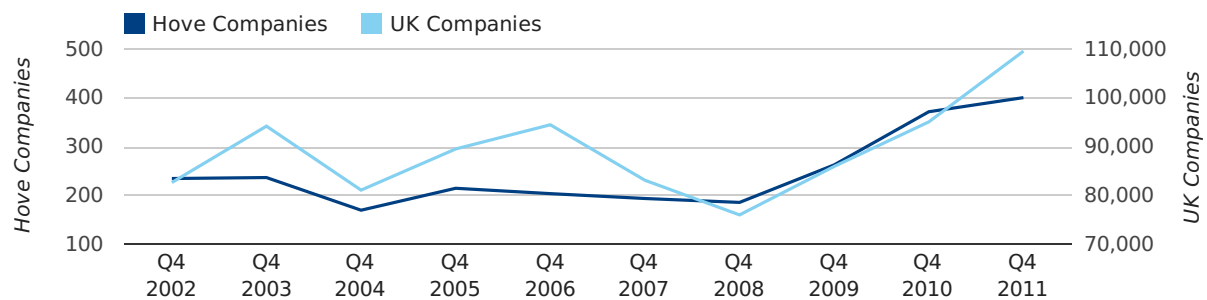
Q4 2011 saw a new record in company registrations in Hove when compared to any previous Q4.

A total of 401 companies were registered in Hove during the fourth quarter of 2011 (Oct 2011 - Dec 2011).

This figure is an increase of 7.8% 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)	HOVE	UK
2011	401	109,623
2010	372	95,117
% CHANGE	7.8%	15.3%
RECORD YEAR	2011 (401)	2011 (109,623)

new companies by quarter

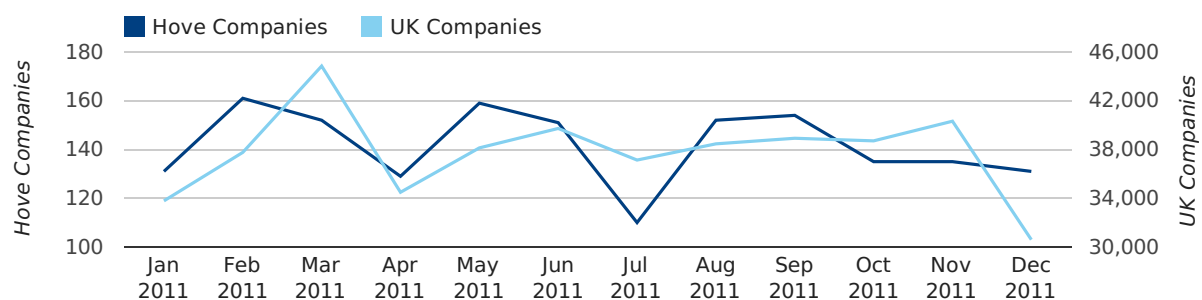


Monthly Data (Oct, Nov & Dec 2011)

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

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

new companies by month



	OCTOBER	NOVEMBER	DECEMBER
NEW COMPANIES IN 2011	135	135	131
NEW COMPANIES IN 2010	142	123	107
% CHANGE	-4.9%	9.8%	22.4%
RECORD YEAR	2010 (142)	2011 (135)	2011 (131)

Annual Data (2011)

A total of 714 companies were dissolved in Hove in 2011. This total is 1.2% lower than in 2010 and compares favourably to the UK figure of 8.1% decrease compared to the previous year.

YEAR	HOVE	UK
2011	714	314,523
2010	723	342,232
2009	879	533,773
2008	510	237,901
2007	549	220,295
RECORD YEAR	2009 (879)	2009 (533,773)

dissolved companies by year



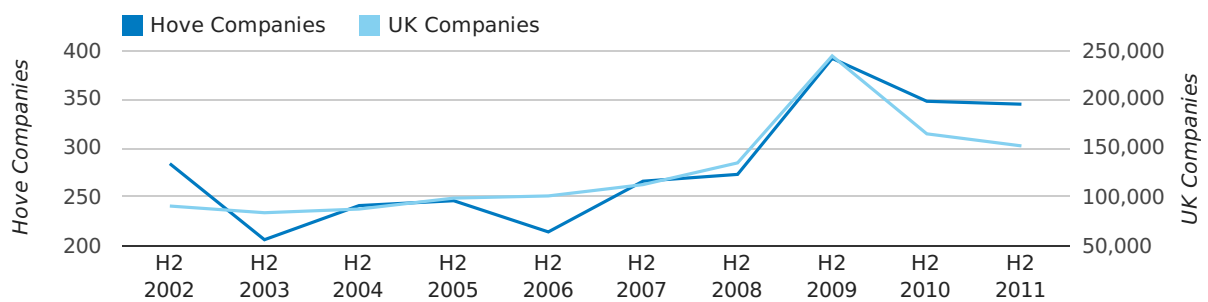
Half Year Data (Jul-Dec 2011)

In the second half of 2011 a total of 345 companies were dissolved in Hove. This figure is 0.9% lower than last year, which compares badly to the UK wide change of -7.5%.

The highest total for a second half year in Hove occurred in 2009 when a total of 392 were closed.

HALF YEAR (JUL-DEC)	HOVE	UK
2011	345	152,213
2010	348	164,601
% CHANGE	-0.9%	-7.5%
RECORD YEAR	2009 (392)	2009 (244,537)

dissolved companies by half year



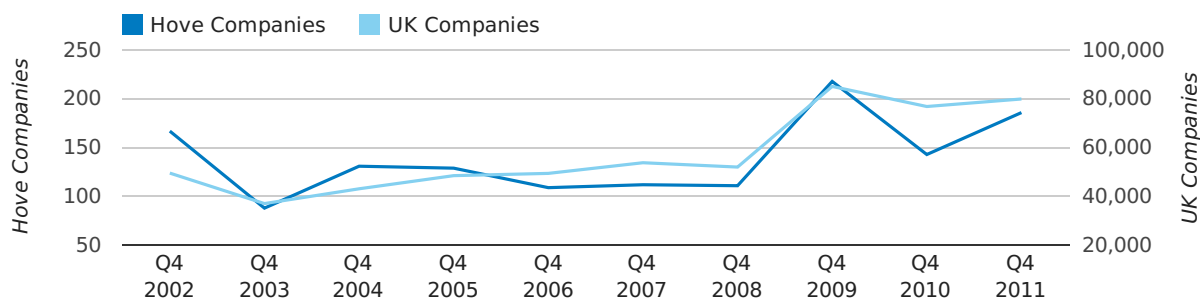
Quarterly Data (Q4 Oct-Dec 2011)

A total of 186 companies were dissolved in Hove during the fourth quarter of 2011 (Oct 2011 - Dec 2011).

This figure is an increase of 30.1% 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)	HOVE	UK
2011	186	79,983
2010	143	76,896
% CHANGE	30.1%	4.0%
RECORD YEAR	2009 (218)	2009 (85,136)

dissolved companies by quarter



Monthly Data (Oct, Nov & Dec 2011)

dissolved companies by month



	OCTOBER	NOVEMBER	DECEMBER
CLOSED COMPANIES IN 2011	49	64	73
CLOSED COMPANIES IN 2010	57	62	24
% CHANGE	-14.0%	3.2%	204%
RECORD YEAR	2002 (75)	1999 (78)	2009 (88)

Annual Data (2011)

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

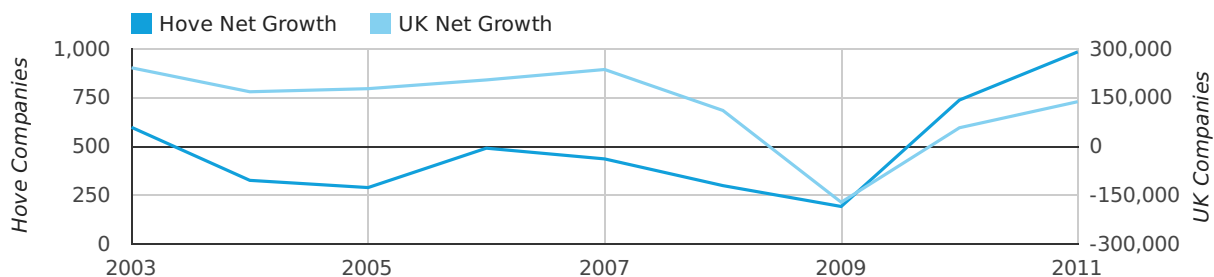
A total of 986 companies were added to the company register for Hove in 2011. This number represents growth of 67.4% which compares favourably to the UK figure of 34.6%.

This number is 247 companies higher than the previous year.

The highest net company growth figure ever seen in one year came in 2011 when the Hove company register grew by 986 companies.

YEAR	HOVE	UK
2011	986	138,347
2010	739	58,126
2009	193	-171,098
2008	300	111,302
2007	437	237,354
RECORD YEAR	2011 (986)	2003 (242,543)

net growth by year



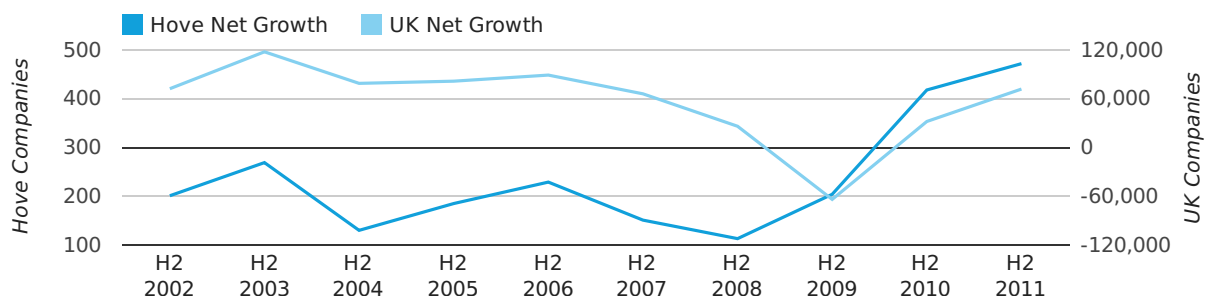
Half Year Data (Jul-Dec 2011)

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

In the second half of 2011 the company register for Hove increased by 472 companies. This figure is 12.9% higher than last year, which compares badly to a UK increase of 124.7%.

HALF YEAR (JUL-DEC)	HOVE	UK
2011	472	71,922
2010	418	32,008
% CHANGE	12.9%	124.7%
RECORD YEAR	2011 (472)	2003 (117,772)

net growth by half year



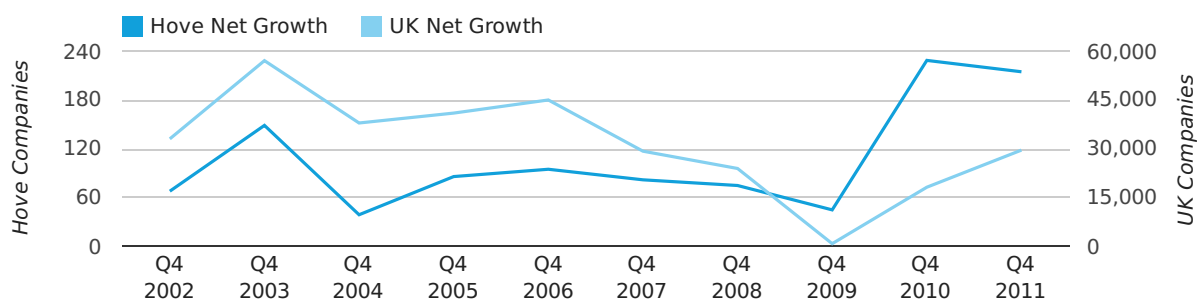
Quarterly Data (Q4 Oct-Dec 2011)

Net company growth for Hove during the fourth quarter of 2011 (Oct 2011 - Dec 2011) was 215 companies.

This represents a decrease of 6.1% on the same period last year.

FOURTH QUARTER (OCT 2011 - DEC 2011)	HOVE	UK
2011	215	29,640
2010	229	18,221
% CHANGE	-6.1%	62.7%
RECORD YEAR	2010 (229)	2003 (57,175)

net growth by quarter

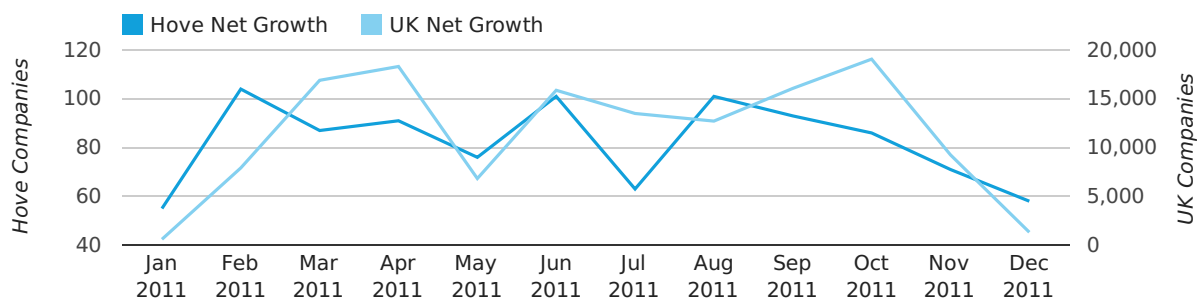


Monthly Data (Oct, Nov & Dec 2011)

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

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

net growth by month



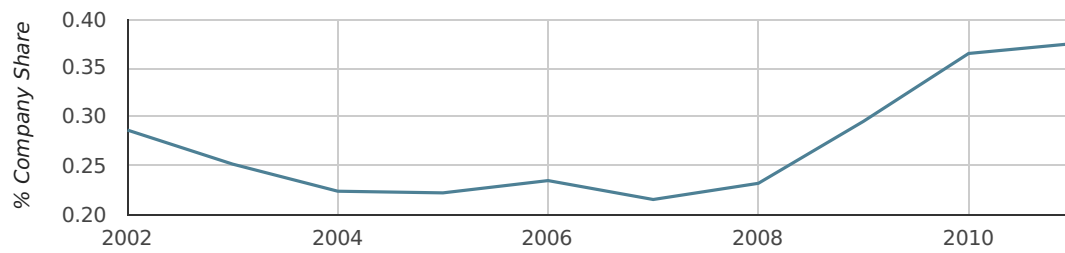
	OCTOBER	NOVEMBER	DECEMBER
NET GROWTH IN 2011	86	71	58
NET GROWTH IN 2010	85	61	83
% CHANGE	1.2%	16.4%	-30.1%
RECORD YEAR	2011 (86)	2011 (71)	2010 (83)

Annual Data (2011)

In 2011 Hove formed 0.4% of all UK companies. This is no change on 2010 when Hove was responsible for 0.4% of all UK companies.

YEAR	HOVE
2011	0.4%
2010	0.4%
2009	0.3%
2008	0.2%
2007	0.2%
RECORD YEAR (SINCE 1960)	1960 (0.5%)

company share by year

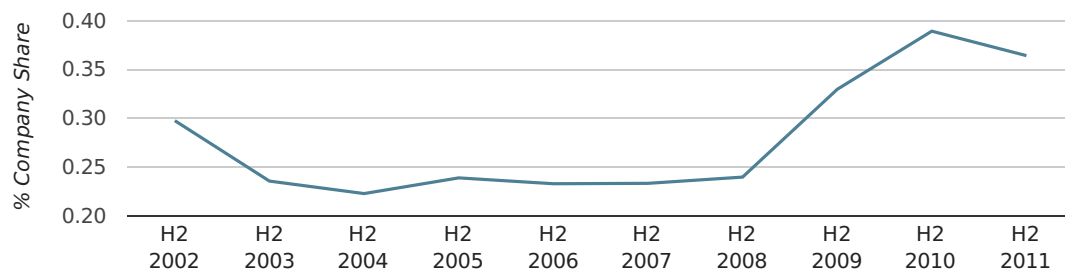


Half Year Data (Jul-Dec 2011)

In the second half of 2011 Hove formed 0.4% of all UK companies. This is the same as the 2010 figure of 0.4%.

HALF YEAR (JUL-DEC)	HOVE
2011	0.4%
2010	0.4%
2009	0.3%
2008	0.2%
2007	0.2%
RECORD YEAR (SINCE 1960)	1960 (0.5%)

company share by half year

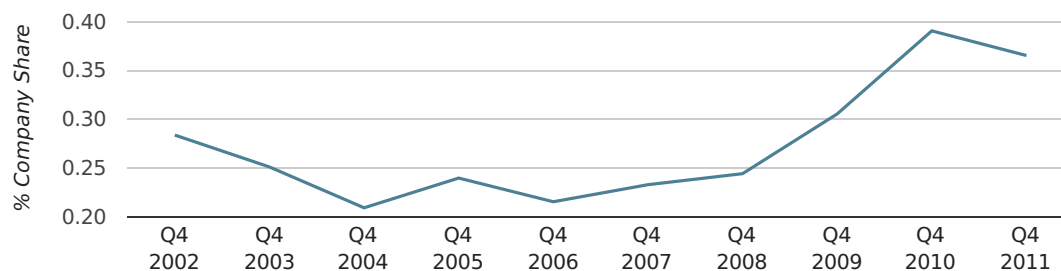


Quarterly Data (Q4 Oct-Dec 2011)

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

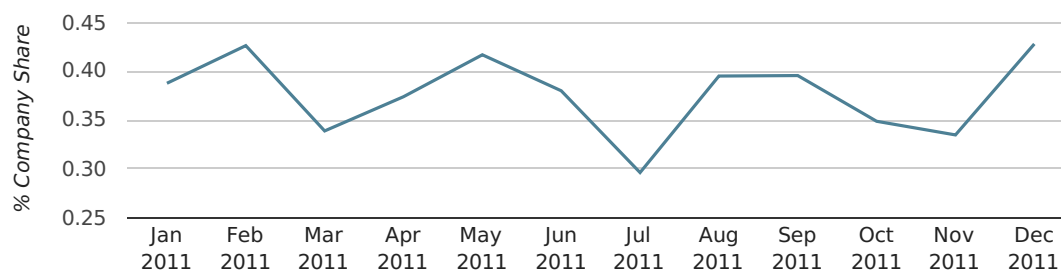
FOURTH QUARTER (OCT 2011 - DEC 2011)	HOVE
2011	0.4%
2010	0.4%
2009	0.3%
2008	0.2%
2007	0.2%
RECORD YEAR (SINCE 1960)	1966 (0.8%)

company share by quarter



Monthly Data (Oct, Nov & Dec 2011)

company share by month



	OCTOBER	NOVEMBER	DECEMBER
UK FORMATION SHARE IN 2011	0.3%	0.3%	0.4%
UK FORMATION SHARE IN 2010	0.4%	0.4%	0.4%
% CHANGE	-17.4%	-6.5%	8.6%
RECORD YEAR	1966 (1.0%)	1966 (1.1%)	1969 (0.9%)

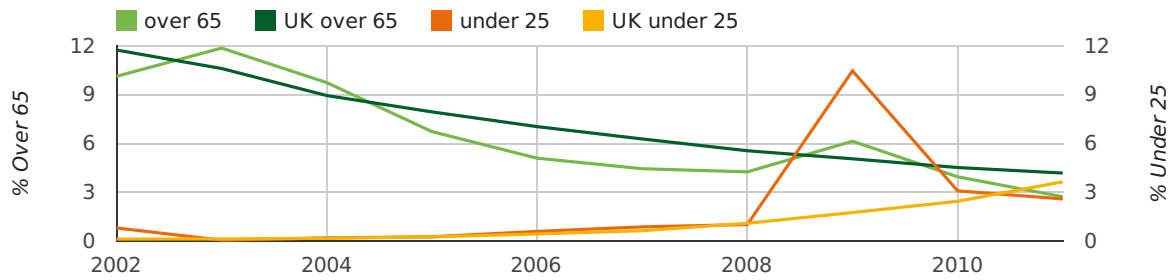
Annual Data (2011)

The average age of a director in 2011 was 41.8.

The percentage of directors under the age of 25 was 2.6% compared to the UK figure of 3.7%.

The percentage of directors over the age of 65 was 2.7% compared to the UK figure of 4.2%.

director age by year



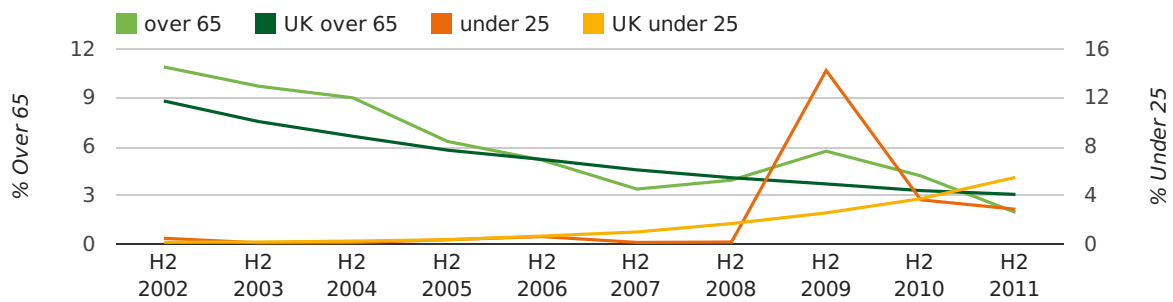
Half Year Data (Jul-Dec 2011)

The average age of a director in the second half of 2011 was 41.2.

The percentage of directors under the age of 25 was 2.9% compared to the UK figure of 4.1%.

The percentage of directors over the age of 65 was 2.0% compared to the UK figure of 4.1%.

director age by half year



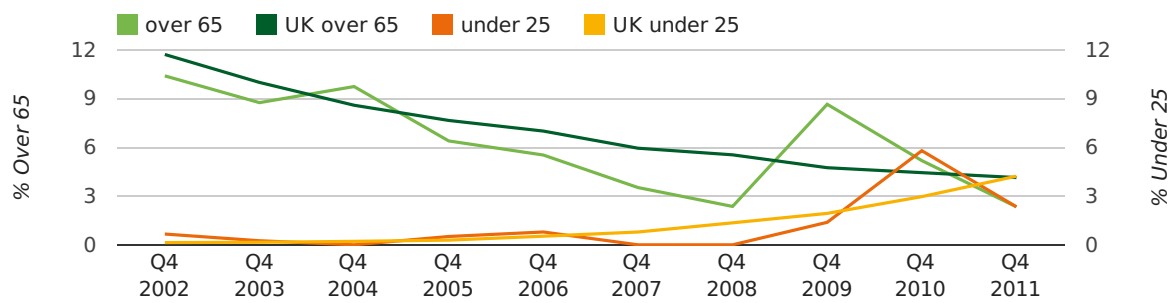
Quarterly Data (Q4 Oct-Dec 2011)

The average age of a director in the fourth quarter of 2011 was 41.6.

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The percentage of directors over the age of 65 was 2.3% compared to the UK figure of 4.1%.

director age by quarter

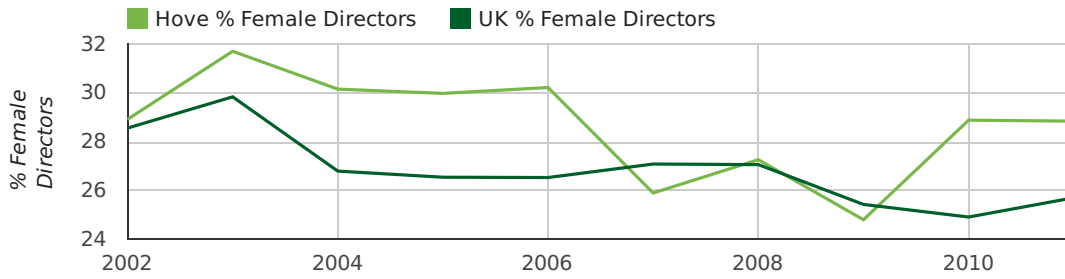


Annual Data (2011)

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

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

director gender by year

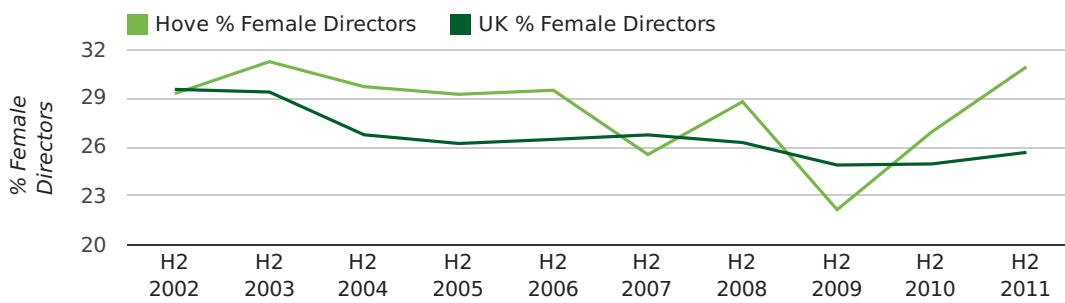


Half Year Data (Jul-Dec 2011)

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

30.9% of all director appointments in Hove 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

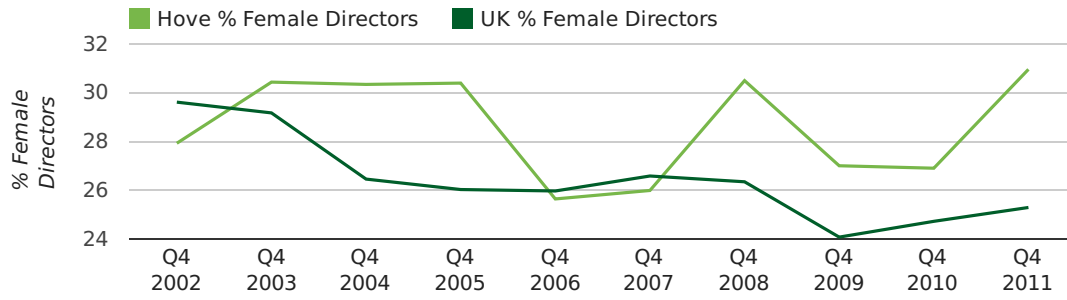


Quarterly Data (Q4 Oct-Dec 2011)

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

31.0% of all director appointments in Hove 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	3.04%	CONSULTING	5.07%
IT	1.72%	MANAGEMENT	4.74%
CONSULTANCY	1.31%	CONSULTANCY	3.26%
BRIGHTON	1.23%	PROPERTY	2.37%
DESIGN	1.15%	TRADING	2.07%
SOFTWARE	1.03%	DESIGN	1.92%
MEDIA	0.82%	ASSOCIATES	1.86%
MANAGEMENT	0.78%	ENGINEERING	1.78%
SYSTEMS	0.70%	BUSINESS	1.78%
PROPERTY	0.66%	CONSULTANTS	1.76%
SUSSEX	0.57%	CONSTRUCTION	1.73%
CONSULTANTS	0.57%	MEDIA	1.71%
DIGITAL	0.57%	LONDON	1.63%
PRODUCTIONS	0.53%	J	1.51%
BUSINESS	0.53%	INVESTMENTS	1.48%
ROAD	0.53%	GLOBAL	1.46%
HOVE	0.49%	IT	1.41%
DEVELOPMENT	0.45%	CARE	1.39%
ASSOCIATES	0.45%	PROPERTIES	1.29%
ENGINEERING	0.45%	ELECTRICAL	1.29%
TECHNOLOGY	0.45%	M	1.27%
M	0.41%	BUILDING	1.26%
J	0.41%	ENERGY	1.25%
LONDON	0.41%	S	1.20%
TRAINING	0.37%	ENTERPRISES	1.20%

Previous 36 months, excluding companies less than 12 months old

SIC CODE	NUMBER OF COMPANIES	UK COMPANIES
None Supplied	374	205,525
7487 - Other business activities	200	57,052
62090 - Other information technology service activities	120	7,493
62020 - Information technology consultancy activities	111	12,072
70229 - Management consultancy activities other than financial management	97	17,765
7260 - Other computer related activities	93	7,667
82990 - Other business support service activities not elsewhere classified	82	32,483
7222 - Other software consultancy and supply	82	7,398
7414 - Business & management consultancy	67	13,034
7011 - Development & sell real estate	57	2,287
99999 - Dormant Company	53	21,846
68100 - Buying and selling of own real estate	49	2,749
74909 - Other professional, scientific and technical activities not elsewhere classified	48	8,671
62012 - Business and domestic software development	47	3,714
9999 - Dormant Company	37	20,199
96090 - Other service activities not elsewhere classified	31	11,768
98000 - Residents property management	29	2,874
90030 - Artistic creation	22	1,732
7499 - Non-trading company	19	9,957
74100 - specialised design activities	19	1,530