

Longfield

2011 annual business confidence report



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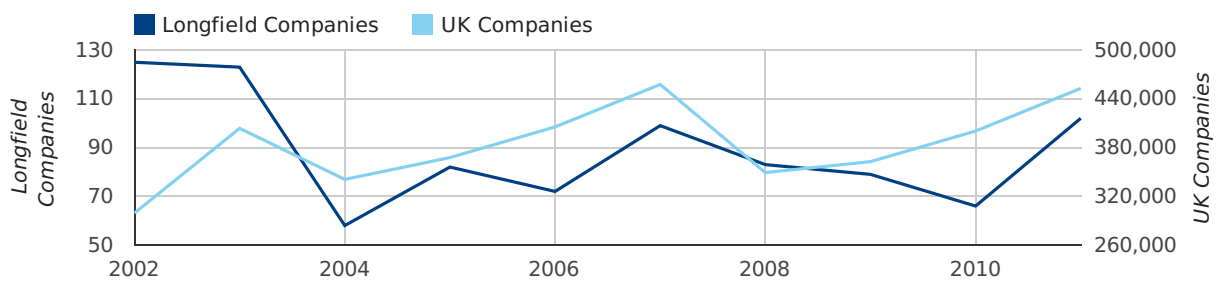
sic data

Annual Data (2011)

A total of 102 companies were formed in Longfield in 2011. This total is 54.5% higher than in 2010 and compares poorly to the UK figure of a 13.1% growth compared to 400,358 the previous year.

YEAR	LONGFIELD	UK
2011	102	452,870
2010	66	400,358
2009	79	362,675
2008	83	349,203
2007	99	457,649
RECORD YEAR	2002 (125)	2007 (457,649)

new companies by year



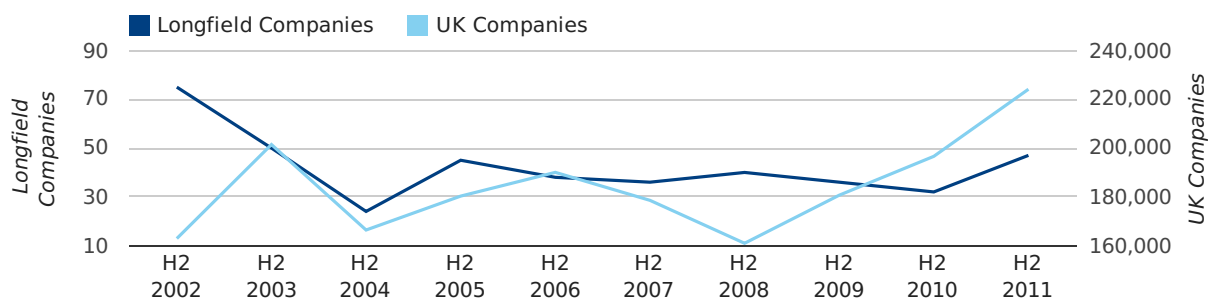
Half Year Data (Jul-Dec 2011)

In the second half of 2011 a total of 47 companies were formed in Longfield. This figure is 46.9% higher than last year, which compares well to the UK wide figure of 14.0%.

The highest total for a second half year in Longfield occurred in 2002 when a total of 75 were formed.

HALF YEAR (JUL-DEC)	LONGFIELD	UK
2011	47	224,135
2010	32	196,609
% CHANGE	46.9%	14.0%
RECORD YEAR	2002 (75)	2011 (224,135)

new companies by half year



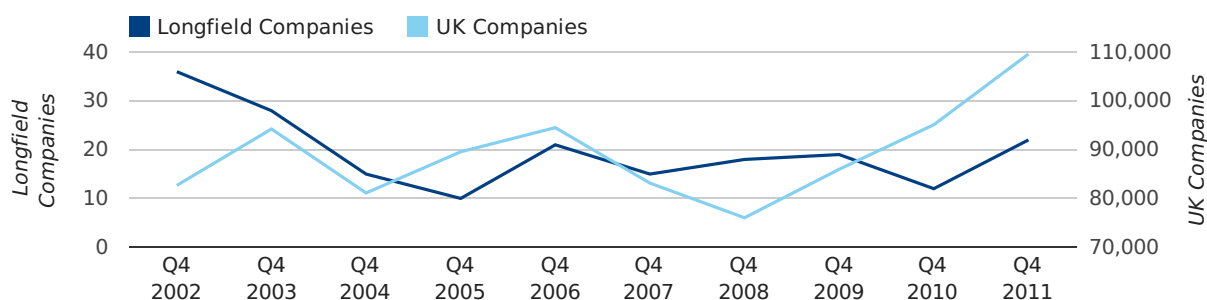
Quarterly Data (Q4 Oct-Dec 2011)

A total of 22 companies were registered in Longfield during the fourth quarter of 2011 (Oct 2011 - Dec 2011).

This figure is an increase of 83.3% versus the same period last year (Q4 2010). This figure compares well to the UK as a whole, which saw an increase of 15.3% against the same period last year.

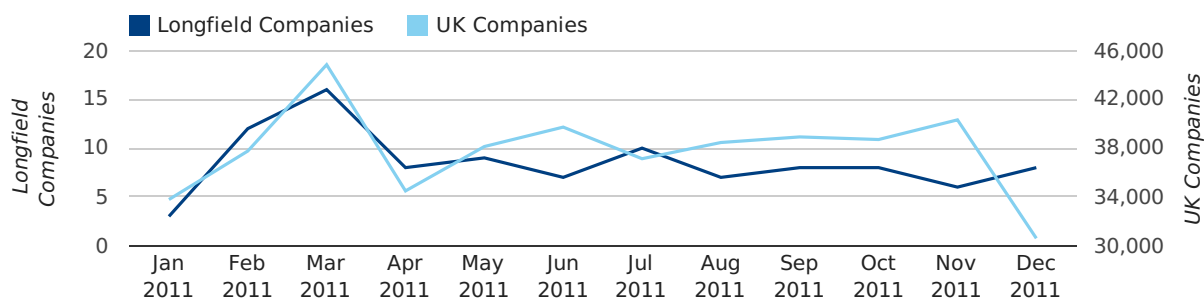
FOURTH QUARTER (OCT 2011 - DEC 2011)	LONGFIELD	UK
2011	22	109,623
2010	12	95,117
% CHANGE	83.3%	15.3%
RECORD YEAR	2000 (38)	2011 (109,623)

new companies by quarter



Monthly Data (Oct, Nov & Dec 2011)

new companies by month



Warning: number_format() expects parameter 1 to be double, string given in /var/clients/duport/v3/website/confidence-reports/includes/parseBlurb.php(96) : eval()'d code on line 1 Warning: Division by zero in /var/clients/duport/v3/website/confidence-reports/includes/parseBlurb.php(96) : eval()'d code on line 1 Warning: Division by zero in /var/clients/duport/v3/website/confidence-reports/includes/parseBlurb.php(96) : eval()'d code on line 1

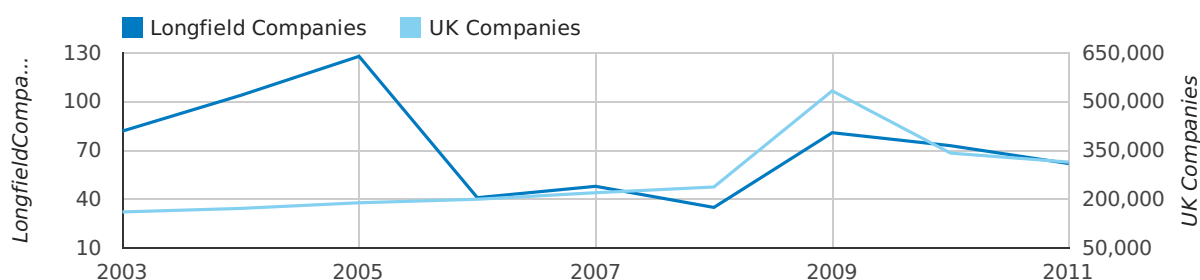
	OCTOBER	NOVEMBER	DECEMBER
NEW COMPANIES IN 2011	8	6	8
NEW COMPANIES IN 2010	5	7	
% CHANGE	60.0%	-14.3%	0.0%
RECORD YEAR	2002 (22)	2000 (11)	2003 (13)

Annual Data (2011)

A total of 62 companies were dissolved in Longfield in 2011. This total is 15.1% lower than in 2010 and compares unfavourably to the UK figure of 8.1% decrease compared to the previous year.

YEAR	LONGFIELD	UK
2011	62	314,523
2010	73	342,232
2009	81	533,773
2008	35	237,901
2007	48	220,295
RECORD YEAR	2005 (128)	2009 (533,773)

dissolved companies by year



Half Year Data (Jul-Dec 2011)

In the second half of 2011 a total of 27 companies were dissolved in Longfield. This figure is 25.0% lower than last year, which compares well to the UK wide change of -7.5%.

The highest total for a second half year in Longfield occurred in 2004 when a total of 61 were closed.

HALF YEAR (JUL-DEC)	LONGFIELD	UK
2011	27	152,213
2010	36	164,601
% CHANGE	-25.0%	-7.5%
RECORD YEAR	2004 (61)	2009 (244,537)

dissolved companies by half year



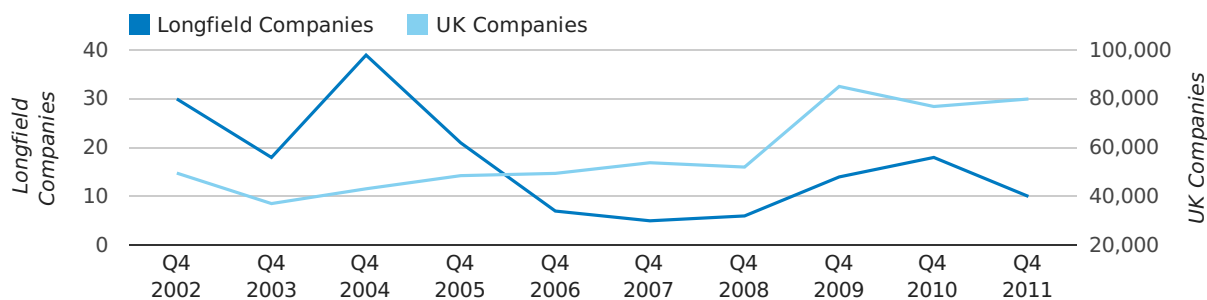
Quarterly Data (Q4 Oct-Dec 2011)

A total of 10 companies were dissolved in Longfield during the fourth quarter of 2011 (Oct 2011 - Dec 2011).

This figure is a decrease of 44.4% versus the same period last year (Q4 2010). This figure compares well 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)	LONGFIELD	UK
2011	10	79,983
2010	18	76,896
% CHANGE	-44.4%	4.0%
RECORD YEAR	2004 (39)	2009 (85,136)

dissolved companies by quarter



Monthly Data (Oct, Nov & Dec 2011)

dissolved companies by month



	OCTOBER	NOVEMBER	DECEMBER
CLOSED COMPANIES IN 2011	4	3	3
CLOSED COMPANIES IN 2010	9	6	3
% CHANGE	-55.6%	-50.0%	0%
RECORD YEAR	2004 (14)	2002 (14)	2004 (13)

Annual Data (2011)

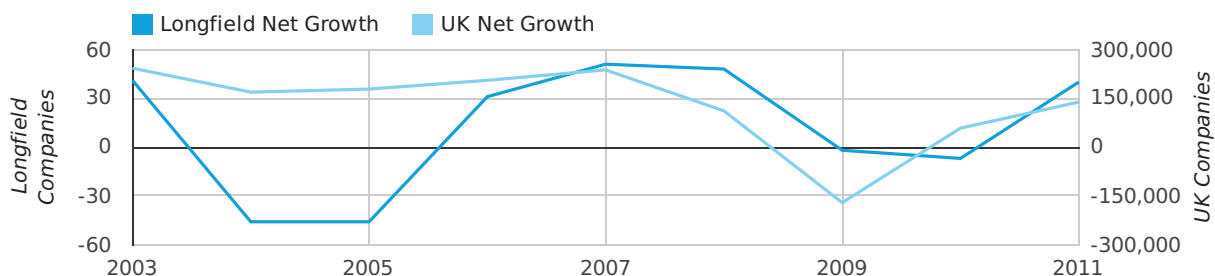
A total of 40 companies were added to the company register for Longfield in 2011. This number represents growth of 60.6% which compares favourably to the UK figure of 34.6%.

This number is 47 companies higher than the previous year.

The highest net company growth figure ever seen in one year came in 2000 when the Longfield company register grew by 84 companies.

YEAR	LONGFIELD	UK
2011	40	138,347
2010	-7	58,126
2009	-2	-171,098
2008	48	111,302
2007	51	237,354
RECORD YEAR	2000 (84)	2003 (242,543)

net growth by year

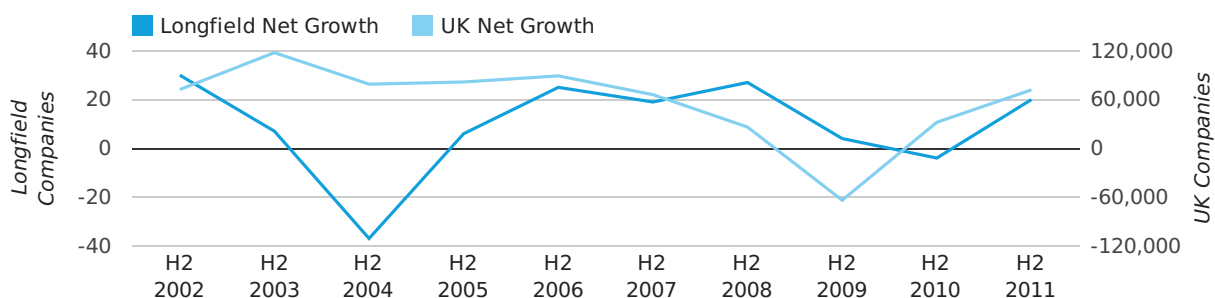


Half Year Data (Jul-Dec 2011)

In the second half of 2011 the company register for Longfield increased by 20 companies. This figure is 600.0% lower than last year, which compares badly to a UK increase of 124.7%.

HALF YEAR (JUL-DEC)	LONGFIELD	UK
2011	20	71,922
2010	-4	32,008
% CHANGE	-600.0%	124.7%
RECORD YEAR	2000 (52)	2003 (117,772)

net growth by half year



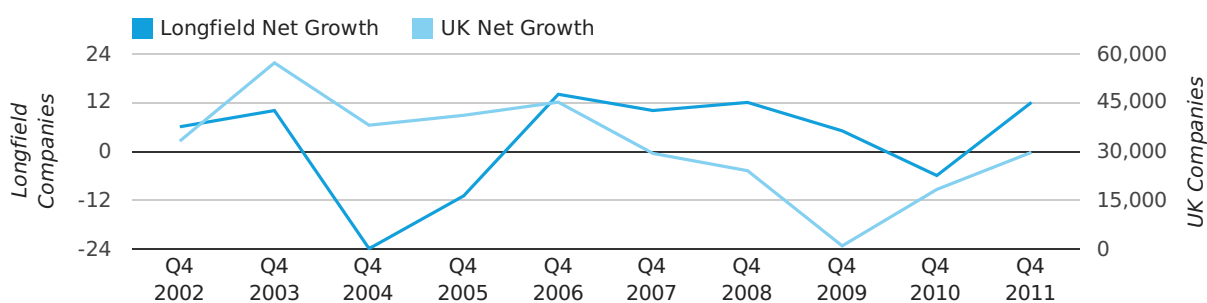
Quarterly Data (Q4 Oct-Dec 2011)

Net company growth for Longfield during the fourth quarter of 2011 (Oct 2011 - Dec 2011) was 12 companies.

This represents an increase of 300.0% on the same period last year.

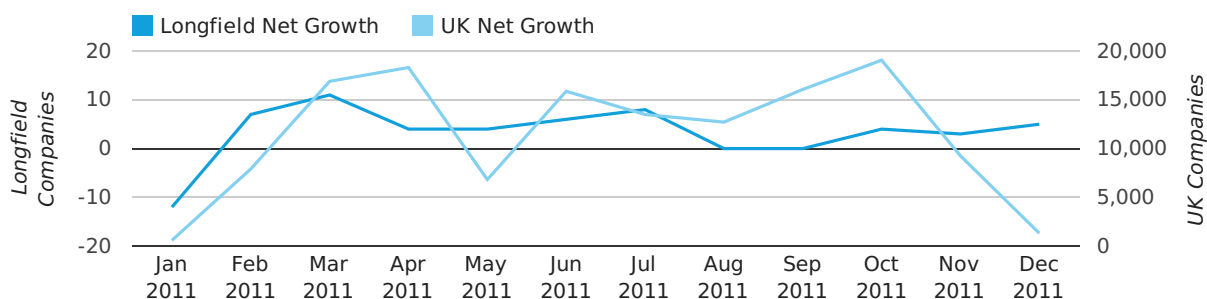
FOURTH QUARTER (OCT 2011 - DEC 2011)	LONGFIELD	UK
2011	12	29,640
2010	-6	18,221
% CHANGE	-300.0%	62.7%
RECORD YEAR	2000 (29)	2003 (57,175)

net growth by quarter



Monthly Data (Oct, Nov & Dec 2011)

net growth by month



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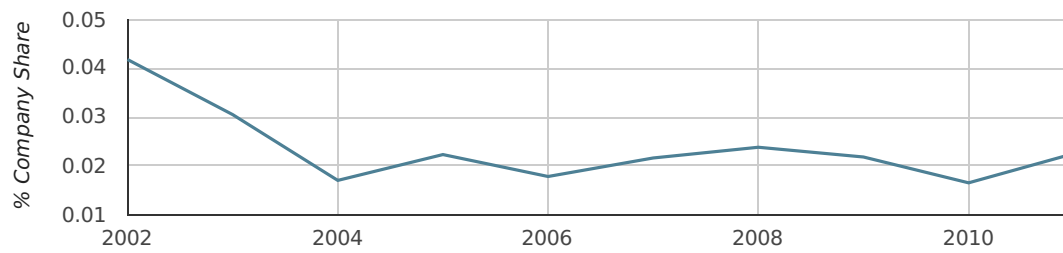
	OCTOBER	NOVEMBER	DECEMBER
NET GROWTH IN 2011	4	3	5
NET GROWTH IN 2010	-4	1	
% CHANGE	-200.0%	200.0%	0.0%
RECORD YEAR	2002 (13)	2001 (9)	2000 (12)

Annual Data (2011)

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

YEAR	LONGFIELD
2011	0.0%
2010	0.0%
2009	0.0%
2008	0.0%
2007	0.0%
RECORD YEAR (SINCE 1960)	1980 (0.0%)

company share by year

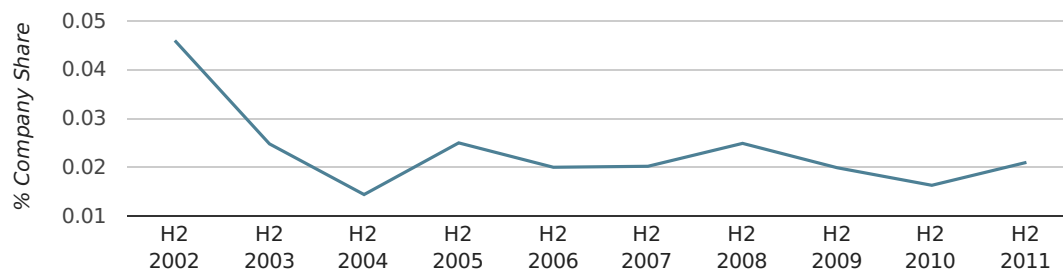


Half Year Data (Jul-Dec 2011)

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

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

company share by half year

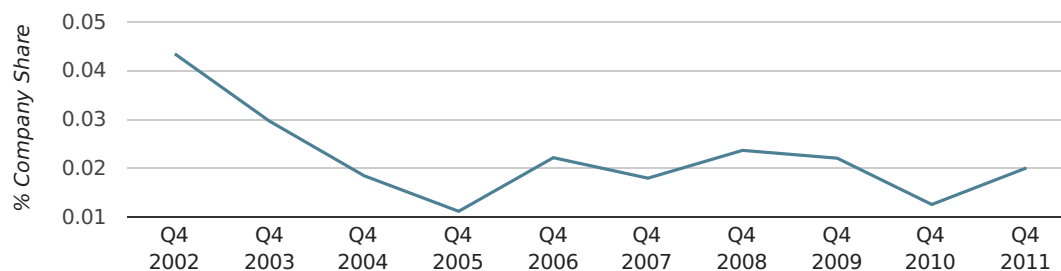


Quarterly Data (Q4 Oct-Dec 2011)

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

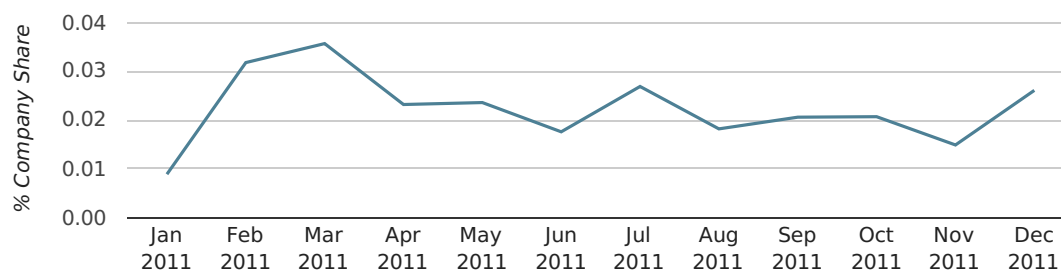
FOURTH QUARTER (OCT 2011 - DEC 2011)	LONGFIELD
2011	0.0%
2010	0.0%
2009	0.0%
2008	0.0%
2007	0.0%
RECORD YEAR (SINCE 1960)	2000 (0.1%)

company share by quarter



Monthly Data (Oct, Nov & Dec 2011)

company share by month



Warning: number_format() expects parameter 1 to be double, string given in /var/clients/duport/v3/website/confidence-reports/includes/parseBlurb.php(96) : eval()'d code on line 1 Warning: Division by zero in /var/clients/duport/v3/website/confidence-reports/includes/parseBlurb.php(96) : eval()'d code on line 1 Warning: Division by zero in /var/clients/duport/v3/website/confidence-reports/includes/parseBlurb.php(96) : eval()'d code on line 1

	OCTOBER	NOVEMBER	DECEMBER
UK FORMATION SHARE IN 2011	0.0%	0.0%	0.0%
UK FORMATION SHARE IN 2010	0.0%	0.0%	%
% CHANGE	38.9%	-27.0%	0.0%
RECORD YEAR	1964 (0.1%)	1962 (0.2%)	1965 (0.2%)

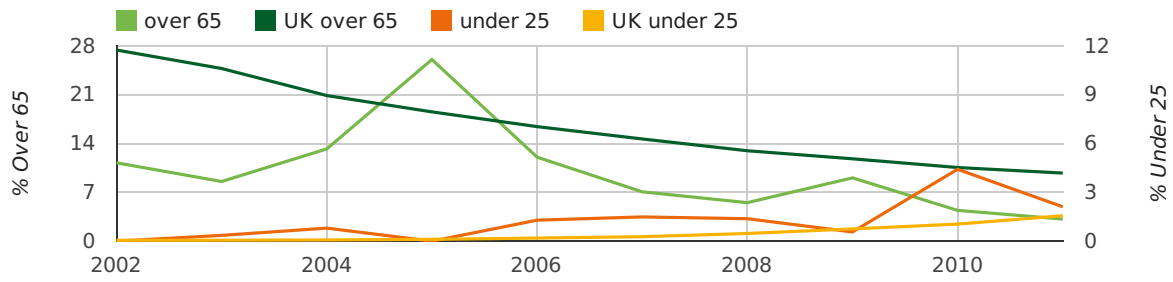
Annual Data (2011)

The average age of a director in 2011 was 45.2.

The percentage of directors under the age of 25 was 2.1% compared to the UK figure of 3.7%.

The percentage of directors over the age of 65 was 3.2% compared to the UK figure of 4.2%.

director age by year



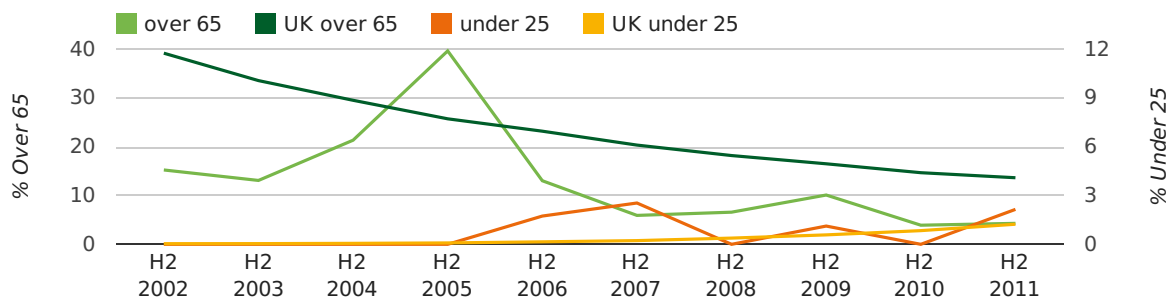
Half Year Data (Jul-Dec 2011)

The average age of a director in the second half of 2011 was 44.8.

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 4.3% compared to the UK figure of 4.1%.

director age by half year



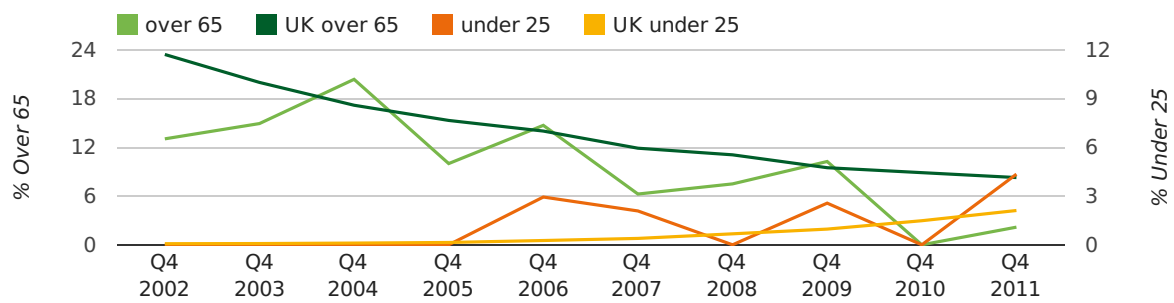
Quarterly Data (Q4 Oct-Dec 2011)

The average age of a director in the fourth quarter of 2011 was 43.5.

The percentage of directors under the age of 25 was 4.3% compared to the UK figure of 4.2%.

The percentage of directors over the age of 65 was 2.2% compared to the UK figure of 4.1%.

director age by quarter

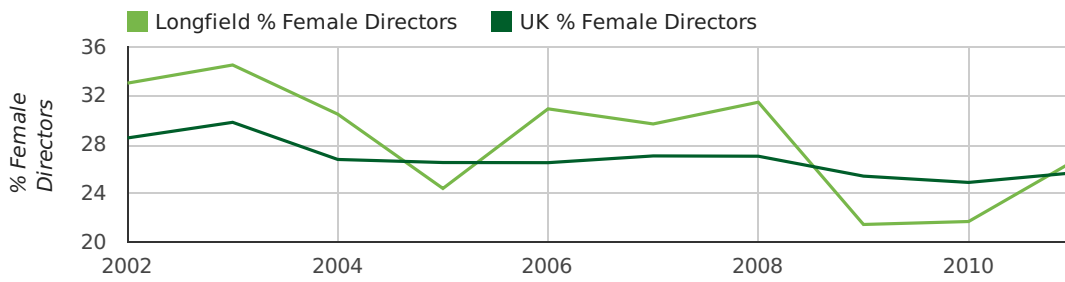


Annual Data (2011)

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

The percentage of female directors in Longfield in 2011 was 33.1%. The average for the UK during this time was 28.6%

director gender by year

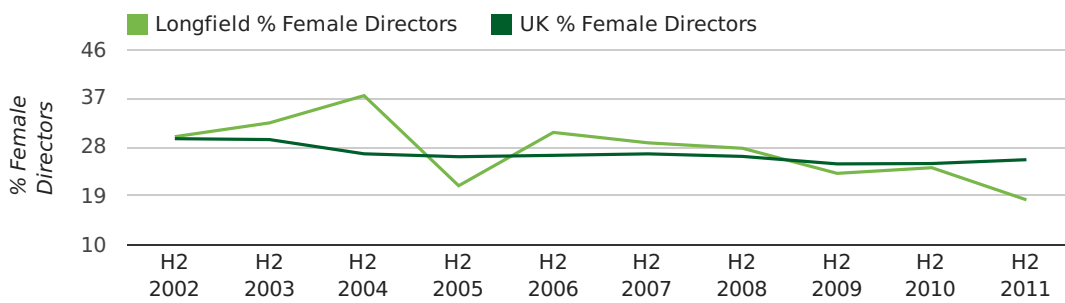


Half Year Data (Jul-Dec 2011)

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

18.3% of all director appointments in Longfield 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

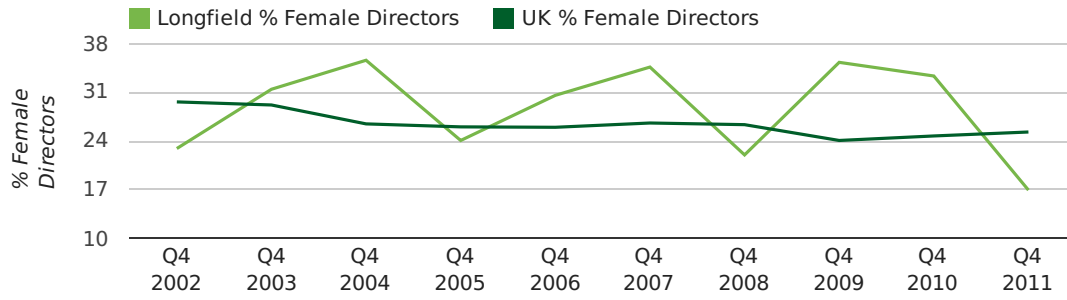


Quarterly Data (Q4 Oct-Dec 2011)

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

16.9% of all director appointments in Longfield 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	1.90%	CONSULTING	5.07%
CLEANING	1.90%	MANAGEMENT	4.74%
J	1.43%	CONSULTANCY	3.26%
CONSULTANCY	1.43%	PROPERTY	2.37%
(KENT)	1.43%	TRADING	2.07%
PROPERTY	1.43%	DESIGN	1.92%
HEATING	0.95%	ASSOCIATES	1.86%
AGGREGATES	0.95%	ENGINEERING	1.78%
HOUSE	0.95%	BUSINESS	1.78%
C	0.95%	CONSULTANTS	1.76%
VALLEY	0.95%	CONSTRUCTION	1.73%
RESTAURANTS	0.95%	MEDIA	1.71%
ENTERPRISES	0.95%	LONDON	1.63%
BRETT	0.95%	J	1.51%
KENT	0.95%	INVESTMENTS	1.48%
DEVELOPMENTS	0.95%	GLOBAL	1.46%
ENGINEERING	0.95%	IT	1.41%
PROJECTS	0.95%	CARE	1.39%
CONTRACTORS	0.95%	PROPERTIES	1.29%
HEALTH	0.95%	ELECTRICAL	1.29%
CONSTRUCTION	0.95%	M	1.27%
MANAGEMENT	0.95%	BUILDING	1.26%
GILL	0.95%	ENERGY	1.25%
HOME	0.95%	S	1.20%
GJ	0.48%	ENTERPRISES	1.20%

Previous 36 months, excluding companies less than 12 months old

SIC CODE	NUMBER OF COMPANIES	UK COMPANIES
None Supplied	35	205,525
7487 - Other business activities	9	57,052
9999 - Dormant Company	7	20,199
7499 - Non-trading company	6	9,957
82990 - Other business support service activities not elsewhere classified	5	32,483
4531 - Installation electrical wiring etc.	4	1,967
70229 - Management consultancy activities other than financial management	4	17,765
4521 - General construction & civil engineering	3	5,558
86220 - Specialists medical practice activities	3	1,474
7414 - Business & management consultancy	3	13,034
62020 - Information technology consultancy activities	3	12,072
41100 - Development of building projects	3	4,331
9305 - Other service activities	2	9,492
47990 - Other retail sale not in stores, stalls or markets	2	2,699
78109 - Other activities of employment placement agencies	2	1,784
78200 - Temporary employment agency activities	2	1,128
4525 - Other special trades construction	2	1,651
46130 - Agents involved in the sale of timber and building materials	2	196
74100 - specialised design activities	2	1,530
33140 - Repair of electrical equipment	2	356