

Poole

q1 2011 business confidence report



headlines

- February 2011 saw a new record in company registrations in Poole when compared to any previous February.
- January 2011 saw a new record in company registrations in Poole when compared to any previous January.
- February 2011 saw a new record in net growth in Poole when compared to any previous February.

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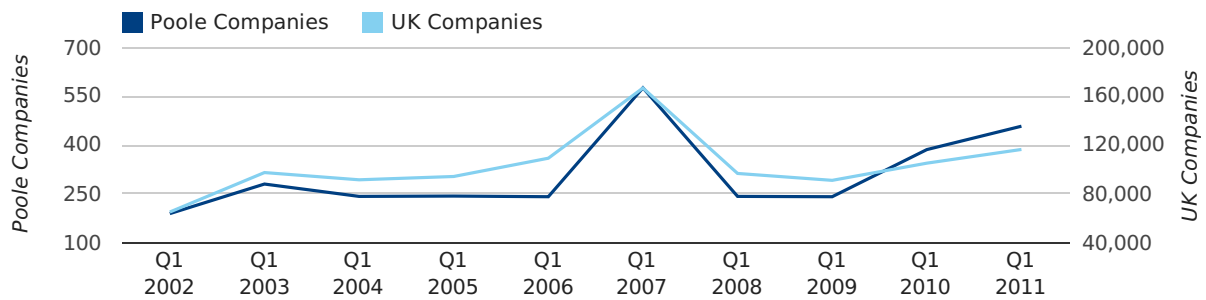
Quarterly Data (Q1 Jan-Mar 2011)

A total of 458 companies were registered in Poole during the first quarter of 2011 (Jan 2011 - Mar 2011).

This figure is an increase of 18.7% versus the same period last year (Q1 2010). This figure compares well to the UK as a whole, which saw an increase of 10.7% against the same period last year.

FIRST QUARTER (JAN 2011 - MAR 2011)	POOLE	UK
2011	458	116,391
2010	386	105,137
% CHANGE	18.7%	10.7%
RECORD YEAR	2007 (576)	2007 (166,814)

new companies by quarter

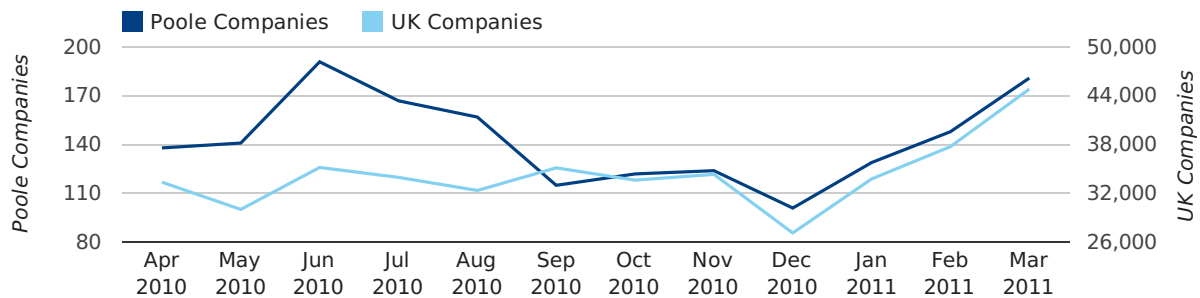


Monthly Data (Jan, Feb & Mar 2011)

February 2011 saw a new record in company registrations in Poole when compared to any previous February.

January 2011 saw a new record in company registrations in Poole when compared to any previous January.

new companies by month



	JANUARY	FEBRUARY	MARCH
NEW COMPANIES IN 2011	129	148	181
NEW COMPANIES IN 2010	101	123	162
% CHANGE	27.7%	20.3%	11.7%
RECORD YEAR	2011 (129)	2011 (148)	2007 (362)

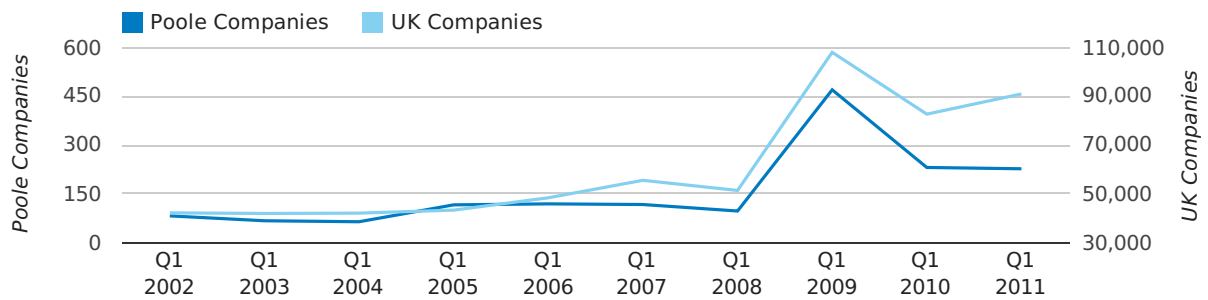
Quarterly Data (Q1 Jan-Mar 2011)

A total of 227 companies were dissolved in Poole during the first quarter of 2011 (Jan 2011 - Mar 2011).

This figure is a decrease of 1.7% versus the same period last year (Q1 2010). This figure compares well to the UK as a whole, which saw an increase of 10.0% against the same period last year.

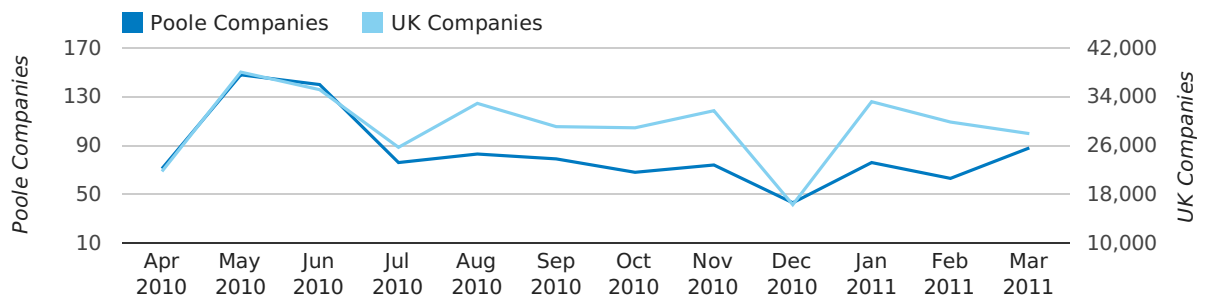
FIRST QUARTER (JAN 2011 - MAR 2011)	POOLE	UK
2011	227	90,986
2010	231	82,677
% CHANGE	-1.7%	10.0%
RECORD YEAR	2009 (470)	2009 (108,060)

dissolved companies by quarter



Monthly Data (Jan, Feb & Mar 2011)

dissolved companies by month



	JANUARY	FEBRUARY	MARCH
CLOSED COMPANIES IN 2011	76	63	88
CLOSED COMPANIES IN 2010	53	67	111
% CHANGE	43.4%	-6.0%	-21%
RECORD YEAR	2009 (151)	2010 (67)	2009 (256)

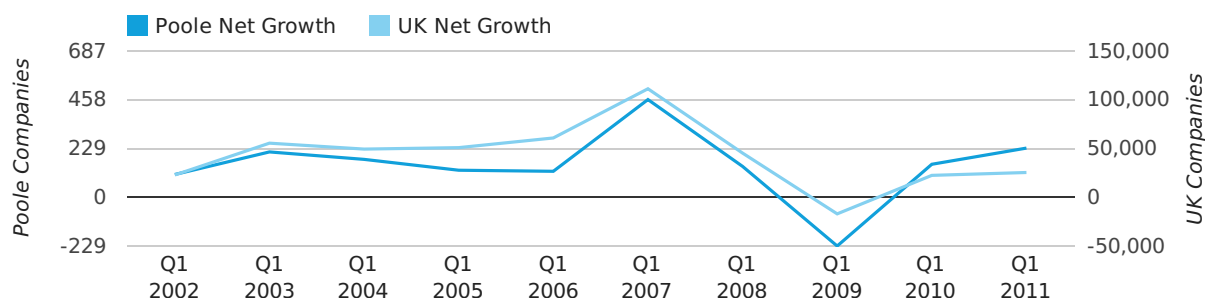
Quarterly Data (Q1 Jan-Mar 2011)

Net company growth for Poole during the first quarter of 2011 (Jan 2011 - Mar 2011) was 231 companies.

This represents an increase of 49.0% on the same period last year.

FIRST QUARTER (JAN 2011 - MAR 2011)	POOLE	UK
2011	231	25,405
2010	155	22,460
% CHANGE	49.0%	13.1%
RECORD YEAR	2007 (459)	2007 (111,282)

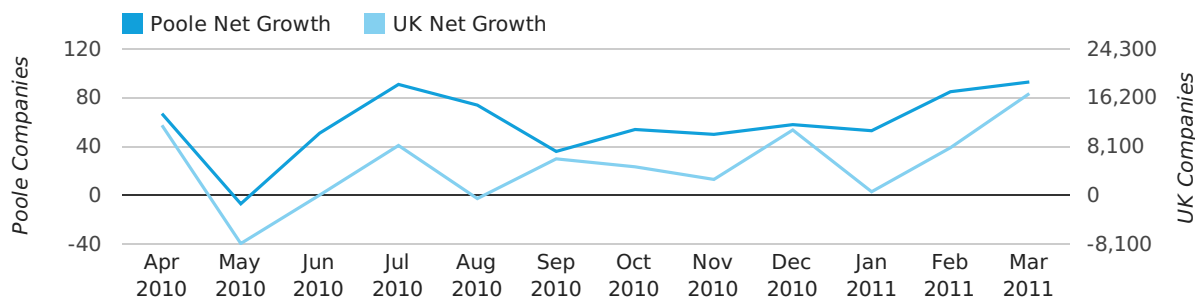
net growth by quarter



Monthly Data (Jan, Feb & Mar 2011)

February 2011 saw a new record in net growth in Poole when compared to any previous February.

net growth by month



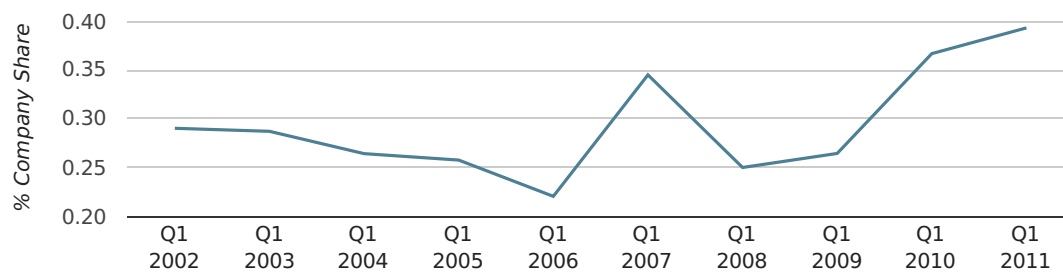
	JANUARY	FEBRUARY	MARCH
NET GROWTH IN 2011	53	85	93
NET GROWTH IN 2010	48	56	51
% CHANGE	10.4%	51.8%	82.4%
RECORD YEAR	2003 (68)	2011 (85)	2007 (332)

Quarterly Data (Q1 Jan-Mar 2011)

In the first quarter of 2011, Poole formed 0.4% of all UK companies.

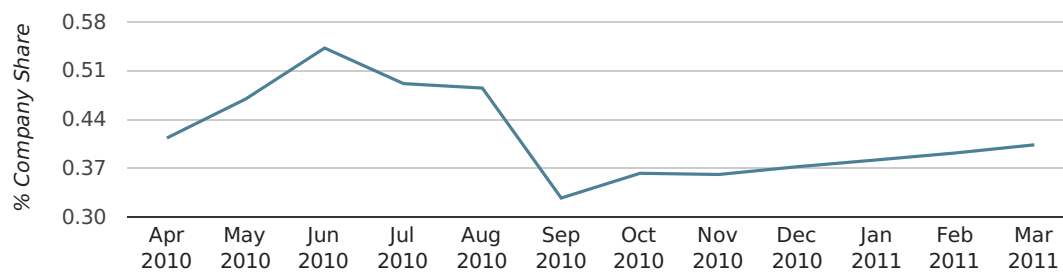
FIRST QUARTER (JAN 2011 - MAR 2011)	POOLE
2011	0.4%
2010	0.4%
2009	0.3%
2008	0.3%
2007	0.3%
RECORD YEAR (SINCE 1960)	1963 (0.5%)

company share by quarter



Monthly Data (Jan, Feb & Mar 2011)

company share by month



	JANUARY	FEBRUARY	MARCH
UK FORMATION SHARE IN 2011	0.4%	0.4%	0.4%
UK FORMATION SHARE IN 2010	0.3%	0.4%	0.4%
% CHANGE	10.2%	5.8%	6.6%
RECORD YEAR	1962 (1.0%)	1963 (0.9%)	2007 (0.5%)

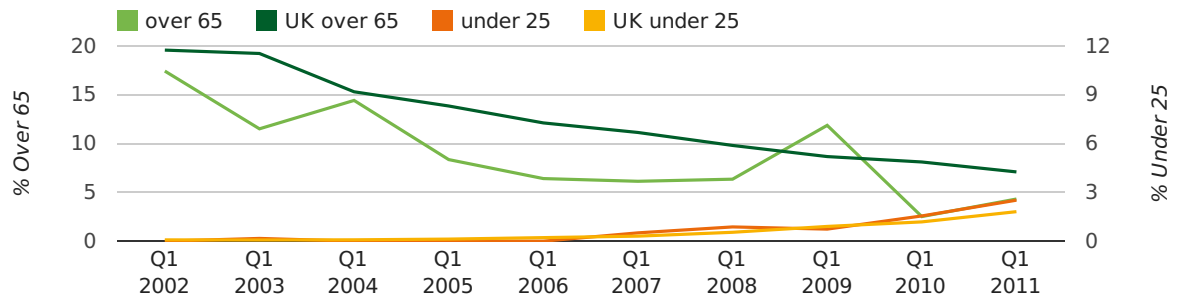
Quarterly Data (Q1 Jan-Mar 2011)

The average age of a director in the first quarter of 2011 was 44.0.

The percentage of directors under the age of 25 was 2.5% compared to the UK figure of 3.0%.

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

director age by quarter

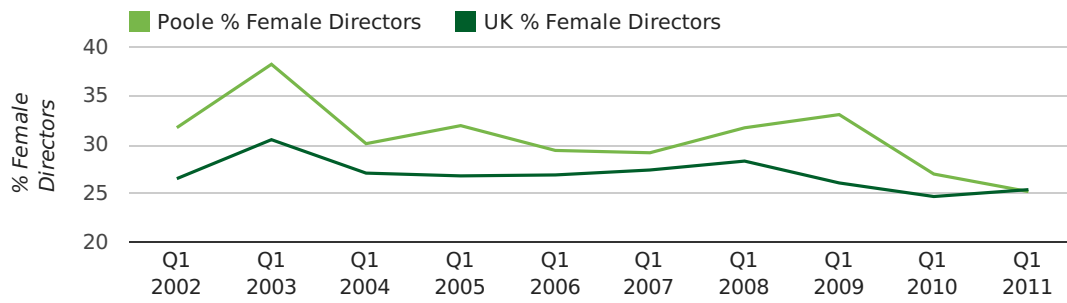


Quarterly Data (Q1 Jan-Mar 2011)

The record first quarter for female directors in Poole was in 1861 when 40.0% of all directors were female.

25.2% of all director appointments in Poole in the first quarter of 2011 were female. This compares to a UK average of 25.4% for the same period.

director gender by quarter



Previous 12 months (Mar 2010-Mar 2011)

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

WORD	PERCENTAGE	UK WORD	UK PERCENTAGE
CONSULTING	5.84%	CONSULTING	5.04%
CONSULTANCY	3.98%	MANAGEMENT	4.97%
IT	2.28%	CONSULTANCY	3.16%
MANAGEMENT	1.90%	PROPERTY	2.38%
ENGINEERING	0.89%	TRADING	2.10%
PROJECT	0.80%	DESIGN	1.93%
ASSOCIATES	0.76%	ASSOCIATES	1.92%
BUSINESS	0.72%	BUSINESS	1.87%
TRAINING	0.72%	CONSTRUCTION	1.80%
SOFTWARE	0.68%	CONSULTANTS	1.76%
DESIGN	0.68%	MEDIA	1.69%
DORSET	0.68%	ENGINEERING	1.61%
SYSTEMS	0.63%	LONDON	1.60%
(DORSET)	0.51%	CARE	1.45%
D	0.51%	J	1.45%
GREEN	0.51%	GLOBAL	1.44%
PROPERTY	0.51%	INVESTMENTS	1.43%
CONSULTANTS	0.47%	IT	1.41%
CARE	0.47%	PROPERTIES	1.36%
S	0.47%	BUILDING	1.34%
HOME	0.47%	M	1.30%
TECHNOLOGY	0.42%	ELECTRICAL	1.28%
SOLAR	0.42%	S	1.24%
FINANCIAL	0.42%	INTERNATIONAL	1.23%
PLUMBING	0.38%	SYSTEMS	1.23%

Previous 36 months, excluding companies less than 12 months old

SIC CODE	NUMBER OF COMPANIES	UK COMPANIES
None Supplied	425	202,798
7487 - Other business activities	151	60,968
7260 - Other computer related activities	135	7,789
63990 - Other information service activities not elsewhere classified	129	1,419
62020 - Information technology consultancy activities	75	10,246
96090 - Other service activities not elsewhere classified	54	10,085
62090 - Other information technology service activities	54	6,996
99999 - Dormant Company	52	18,336
82990 - Other business support service activities not elsewhere classified	46	30,253
9999 - Dormant Company	42	19,765
7414 - Business & management consultancy	30	12,916
70229 - Management consultancy activities other than financial management	28	16,150
9305 - Other service activities	26	8,740
74990 - Non-trading company	21	8,695
7499 - Non-trading company	21	11,316
43390 - Other building completion and finishing	20	2,707
68320 - Management of real estate on a fee or contract basis	19	3,220
69201 - Accounting and auditing activities	18	3,436
41100 - Development of building projects	18	3,921
5530 - Restaurants	16	4,898