

Potters Bar

q1 2012 business confidence report



headlines

- Q1 2012 saw a new record in company registrations in Potters Bar when compared to any previous Q1.
- February 2012 saw a new record in company registrations in Potters Bar when compared to any previous February.
- January 2012 saw a new record in company registrations in Potters Bar when compared to any previous January.
- February 2012 saw a new record in net growth in Potters Bar when compared to any previous February.
- January 2012 saw a new record in net growth in Potters Bar when compared to any previous January.

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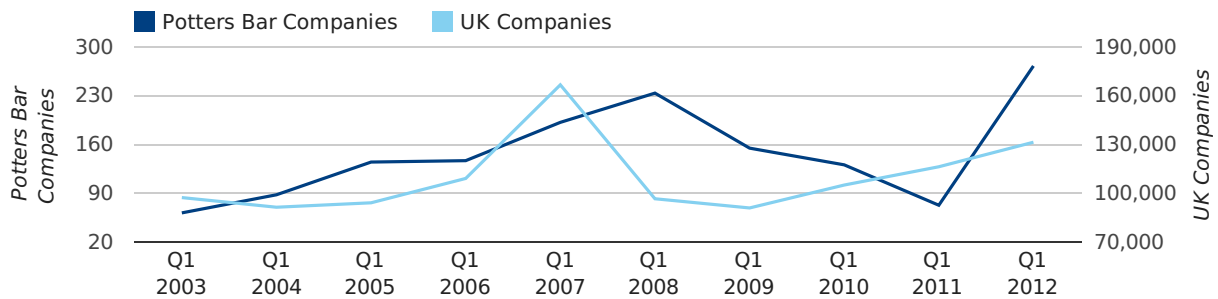
Q1 2012 saw a new record in company registrations in Potters Bar when compared to any previous Q1.

A total of 273 companies were registered in Potters Bar during the first quarter of 2012 (Jan 2012 - Mar 2012).

This figure is an increase of 274.0% versus the same period last year (Q1 2011). This figure compares well to the UK as a whole, which saw an increase of 13.0% against the same period last year.

| FIRST QUARTER (JAN 2012 - MAR 2012) | POTTERS BAR | UK |
|-------------------------------------|-------------|----------------|
| 2012 | 273 | 131,491 |
| 2011 | 73 | 116,391 |
| % CHANGE | 274.0% | 13.0% |
| RECORD YEAR | 2012 (273) | 2007 (166,814) |

new companies by quarter

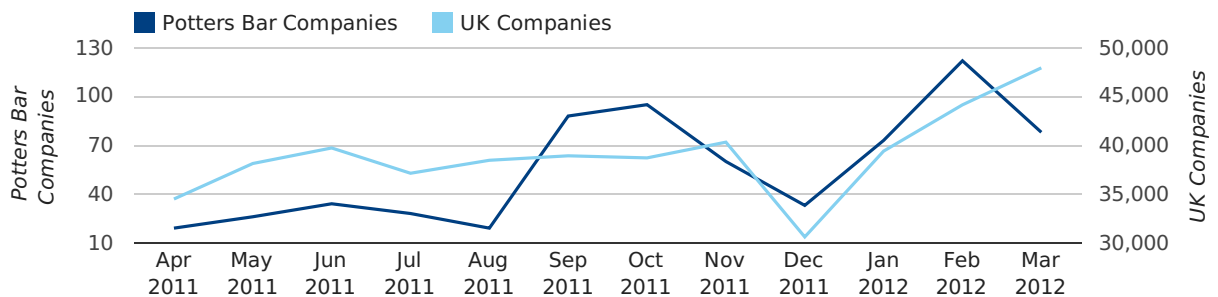


Monthly Data (Jan, Feb & Mar 2012)

February 2012 saw a new record in company registrations in Potters Bar when compared to any previous February.

January 2012 saw a new record in company registrations in Potters Bar when compared to any previous January.

new companies by month



| | JANUARY | FEBRUARY | MARCH |
|-----------------------|-----------|------------|-----------|
| NEW COMPANIES IN 2012 | 73 | 122 | 78 |
| NEW COMPANIES IN 2011 | 21 | 25 | 27 |
| % CHANGE | 247.6% | 388.0% | 188.9% |
| RECORD YEAR | 2012 (73) | 2012 (122) | 2008 (95) |

Quarterly Data (Q1 Jan-Mar 2012)

A total of 98 companies were dissolved in Potters Bar during the first quarter of 2012 (Jan 2012 - Mar 2012).

This figure is a decrease of 44.9% versus the same period last year (Q1 2011). This figure compares well to the UK as a whole, which saw a decrease of 25.7% against the same period last year.

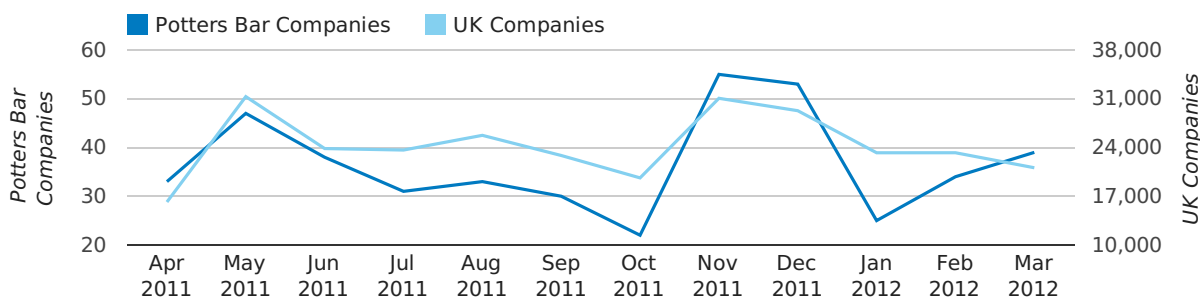
| FIRST QUARTER (JAN 2012 - MAR 2012) | POTTERS BAR | UK |
|-------------------------------------|-------------|----------------|
| 2012 | 98 | 67,576 |
| 2011 | 178 | 90,986 |
| % CHANGE | -44.9% | -25.7% |
| RECORD YEAR | 2011 (178) | 2009 (108,060) |

dissolved companies by quarter



Monthly Data (Jan, Feb & Mar 2012)

dissolved companies by month



| | JANUARY | FEBRUARY | MARCH |
|--------------------------|-----------|-----------|------------|
| CLOSED COMPANIES IN 2012 | 25 | 34 | 39 |
| CLOSED COMPANIES IN 2011 | 79 | 41 | 58 |
| % CHANGE | -68.4% | -17.1% | -33% |
| RECORD YEAR | 2011 (79) | 2010 (49) | 2009 (106) |

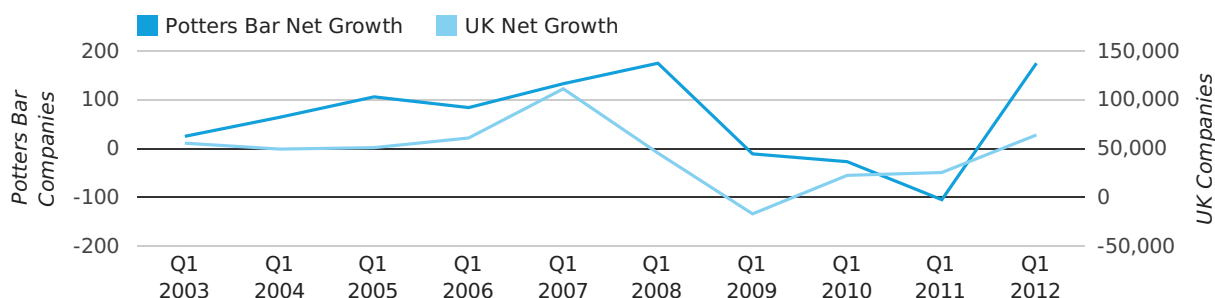
Quarterly Data (Q1 Jan-Mar 2012)

Net company growth for Potters Bar during the first quarter of 2012 (Jan 2012 - Mar 2012) was 175 companies.

This represents an increase of 266.7% on the same period last year.

| FIRST QUARTER (JAN 2012 - MAR 2012) | POTTERS BAR | UK |
|-------------------------------------|-------------|----------------|
| 2012 | 175 | 63,915 |
| 2011 | -105 | 25,405 |
| % CHANGE | -266.7% | 151.6% |
| RECORD YEAR | 2008 (175) | 2007 (111,282) |

net growth by quarter

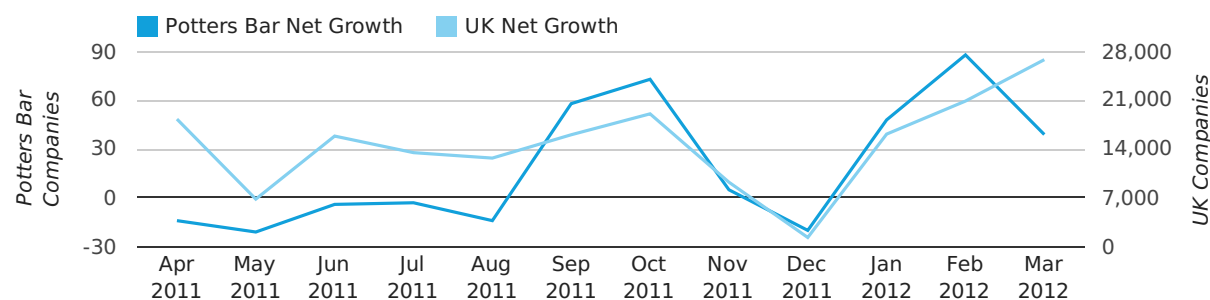


Monthly Data (Jan, Feb & Mar 2012)

February 2012 saw a new record in net growth in Potters Bar when compared to any previous February.

January 2012 saw a new record in net growth in Potters Bar when compared to any previous January.

net growth by month



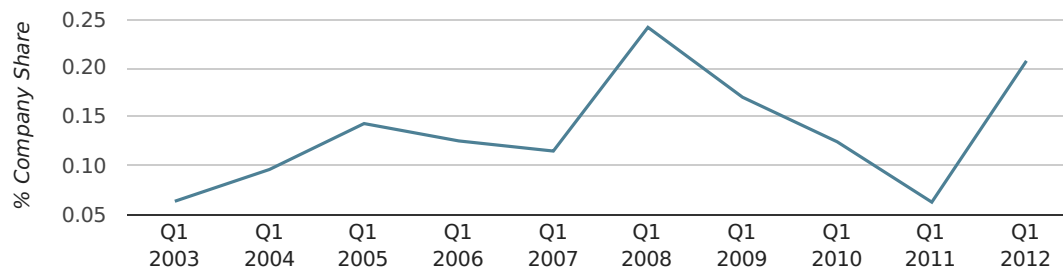
| | JANUARY | FEBRUARY | MARCH |
|--------------------|-----------|-----------|-----------|
| NET GROWTH IN 2012 | 48 | 88 | 39 |
| NET GROWTH IN 2011 | -58 | -16 | -31 |
| % CHANGE | -182.8% | -650.0% | -225.8% |
| RECORD YEAR | 2012 (48) | 2012 (88) | 2008 (94) |

Quarterly Data (Q1 Jan-Mar 2012)

In the first quarter of 2012, Potters Bar formed 0.2% of all UK companies.

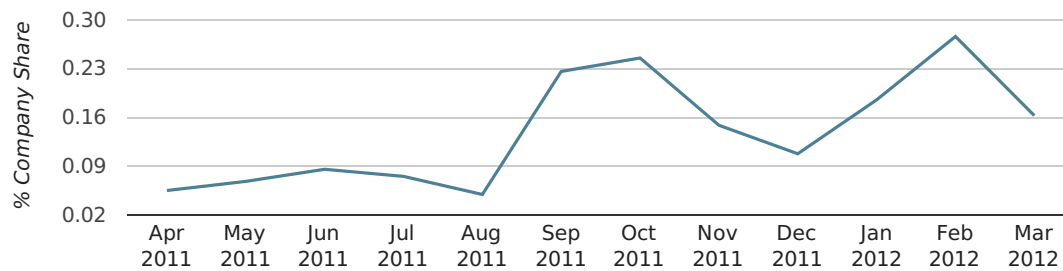
| FIRST QUARTER (JAN 2012 - MAR 2012) | POTTERS BAR |
|-------------------------------------|-------------|
| 2012 | 0.2% |
| 2011 | 0.1% |
| 2010 | 0.1% |
| 2009 | 0.2% |
| 2008 | 0.2% |
| RECORD YEAR (SINCE 1960) | 1969 (0.3%) |

company share by quarter



Monthly Data (Jan, Feb & Mar 2012)

company share by month



| | JANUARY | FEBRUARY | MARCH |
|----------------------------|-------------|-------------|-------------|
| UK FORMATION SHARE IN 2012 | 0.2% | 0.3% | 0.2% |
| UK FORMATION SHARE IN 2011 | 0.1% | 0.1% | 0.1% |
| % CHANGE | 197.9% | 317.4% | 170.3% |
| RECORD YEAR | 1969 (0.4%) | 1960 (0.4%) | 2008 (0.3%) |

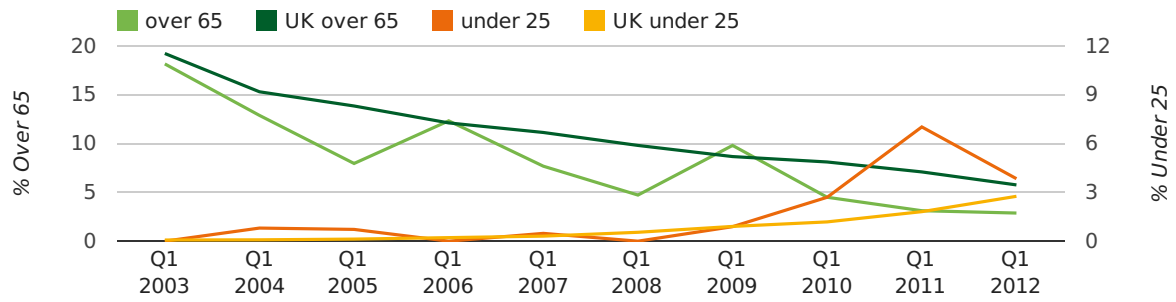
Quarterly Data (Q1 Jan-Mar 2012)

The average age of a director in the first quarter of 2012 was 42.9.

The percentage of directors under the age of 25 was 3.8% compared to the UK figure of 4.6%.

The percentage of directors over the age of 65 was 2.9% compared to the UK figure of 3.5%.

director age by quarter

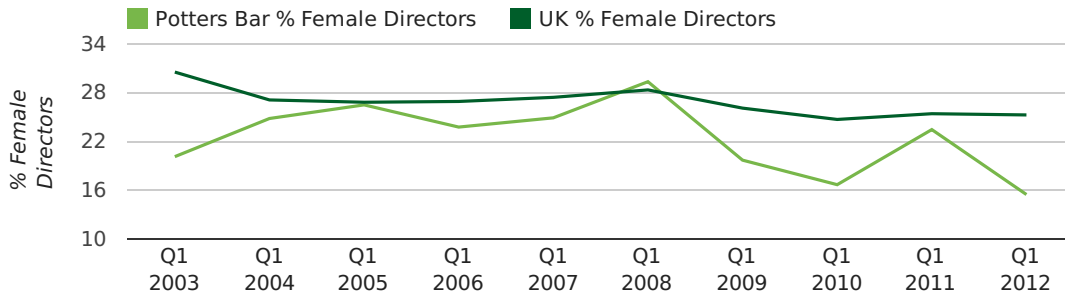


Quarterly Data (Q1 Jan-Mar 2012)

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

15.5% of all director appointments in Potters Bar in the first quarter of 2012 were female. This compares to a UK average of 25.3% for the same period.

director gender by quarter



Previous 12 months (Mar 2011-Mar 2012)

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

| WORD | PERCENTAGE | UK WORD | UK PERCENTAGE |
|-------------|------------|--------------|---------------|
| SALES | 6.04% | CONSULTING | 5.07% |
| ALLIANCE | 2.19% | MANAGEMENT | 4.74% |
| MANAGEMENT | 1.88% | CONSULTANCY | 3.30% |
| PROJECTS | 1.67% | PROPERTY | 2.37% |
| UNIVERSAL | 1.46% | TRADING | 2.07% |
| TRADE | 1.46% | DESIGN | 1.93% |
| EXPRESS | 1.15% | ENGINEERING | 1.86% |
| BUSINESS | 1.04% | ASSOCIATES | 1.84% |
| IMPORT | 1.04% | CONSULTANTS | 1.79% |
| TRADING | 0.94% | BUSINESS | 1.73% |
| EXPORT | 0.94% | MEDIA | 1.72% |
| CONTRACTS | 0.94% | CONSTRUCTION | 1.72% |
| UNITED | 0.83% | LONDON | 1.66% |
| INDUSTRIAL | 0.83% | J | 1.54% |
| IMPEX | 0.83% | INVESTMENTS | 1.51% |
| PRODUCTS | 0.73% | GLOBAL | 1.50% |
| RESOURCES | 0.73% | IT | 1.40% |
| CONSULTANCY | 0.73% | CARE | 1.34% |
| MERCHANTS | 0.73% | PROPERTIES | 1.31% |
| INDUSTRIES | 0.73% | ELECTRICAL | 1.27% |
| CAPITAL | 0.73% | M | 1.27% |
| ENERGY | 0.73% | BUILDING | 1.24% |
| SYSTEMS | 0.73% | ENERGY | 1.20% |
| J | 0.73% | S | 1.20% |
| COMMERCIAL | 0.63% | ENTERPRISES | 1.19% |

Previous 36 months, excluding companies less than 12 months old

| SIC CODE | NUMBER OF COMPANIES | UK COMPANIES |
|--|---------------------|--------------|
| None Supplied | 377 | 216,665 |
| 7487 - Other business activities | 95 | 52,735 |
| 82990 - Other business support service activities not elsewhere classified | 41 | 35,233 |
| 7260 - Other computer related activities | 26 | 7,154 |
| 96090 - Other service activities not elsewhere classified | 17 | 13,637 |
| 70229 - Management consultancy activities other than financial management | 13 | 19,704 |
| 99999 - Dormant Company | 13 | 25,084 |
| 74990 - Non-trading company | 11 | 9,729 |
| 7412 - Accounting, auditing; tax consult | 11 | 2,379 |
| 86900 - Other human health activities | 11 | 5,066 |
| 68100 - Buying and selling of own real estate | 11 | 3,072 |
| 62020 - Information technology consultancy activities | 11 | 14,303 |
| 7414 - Business & management consultancy | 10 | 12,113 |
| 8532 - Social work without accommodation | 9 | 1,131 |
| 62090 - Other information technology service activities | 9 | 8,145 |
| 43210 - Electrical installation | 7 | 3,573 |
| 43390 - Other building completion and finishing | 7 | 3,228 |
| 7420 - Architectural, technical consult | 7 | 1,483 |
| 5530 - Restaurants | 7 | 4,633 |
| 68209 - Other letting and operating of own or leased real estate | 6 | 4,427 |