

Reading

q1 2011 business confidence report



headlines

- February 2011 saw a new record in company closures in Reading when compared to any previous February.
- January 2011 saw a new record in company closures in Reading when compared to any previous January.

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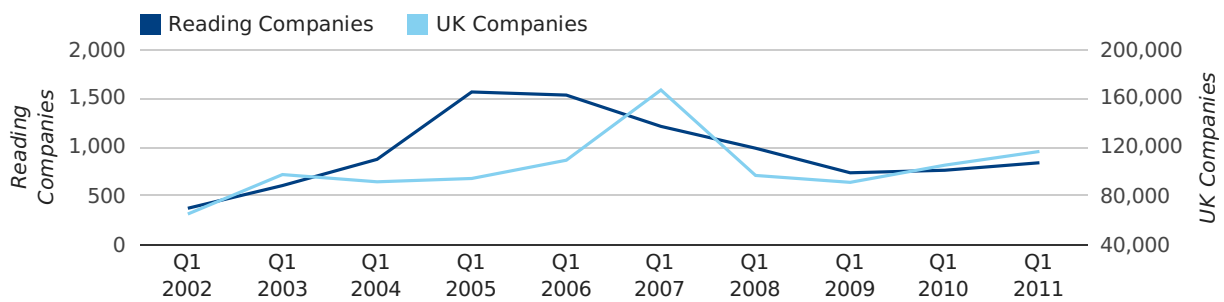
Quarterly Data (Q1 Jan-Mar 2011)

A total of 839 companies were registered in Reading during the first quarter of 2011 (Jan 2011 - Mar 2011).

This figure is an increase of 10.1% versus the same period last year (Q1 2010). This figure compares equally to the UK as a whole, which saw an increase of 10.7% against the same period last year.

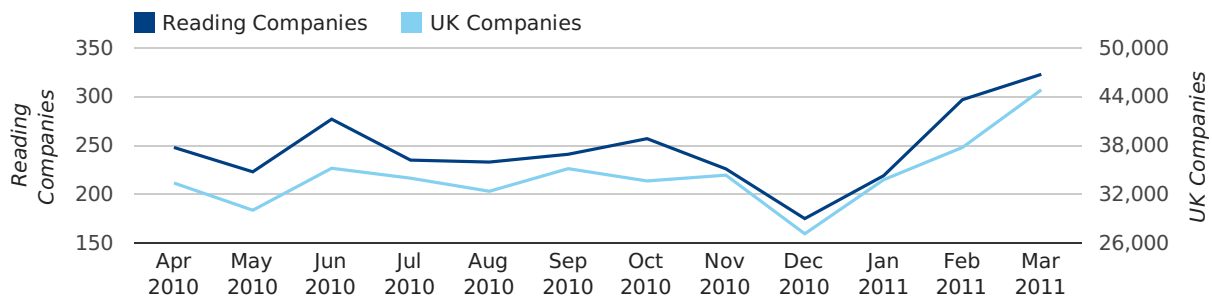
FIRST QUARTER (JAN 2011 - MAR 2011)	READING	UK
2011	839	116,391
2010	762	105,137
% CHANGE	10.1%	10.7%
RECORD YEAR	2005 (1,565)	2007 (166,814)

new companies by quarter



Monthly Data (Jan, Feb & Mar 2011)

new companies by month



	JANUARY	FEBRUARY	MARCH
NEW COMPANIES IN 2011	219	297	323
NEW COMPANIES IN 2010	231	240	291
% CHANGE	-5.2%	23.8%	11.0%
RECORD YEAR	2006 (459)	2005 (549)	2006 (595)

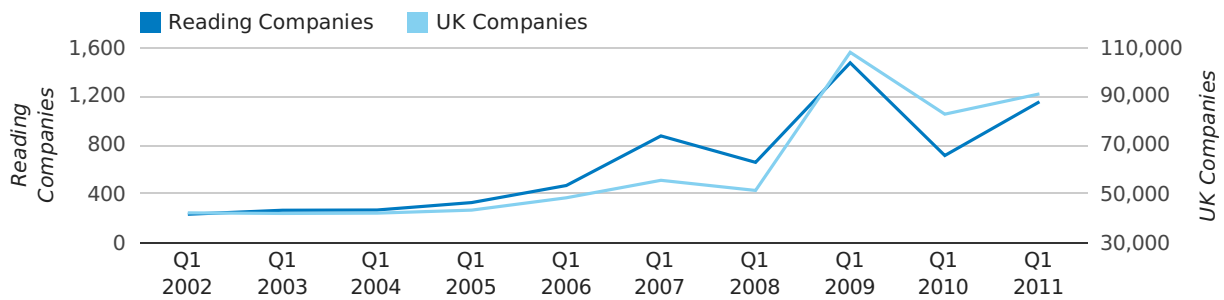
Quarterly Data (Q1 Jan-Mar 2011)

A total of 1,155 companies were dissolved in Reading during the first quarter of 2011 (Jan 2011 - Mar 2011).

This figure is an increase of 61.8% versus the same period last year (Q1 2010). This figure compares poorly 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)	READING	UK
2011	1,155	90,986
2010	714	82,677
% CHANGE	61.8%	10.0%
RECORD YEAR	2009 (1,475)	2009 (108,060)

dissolved companies by quarter

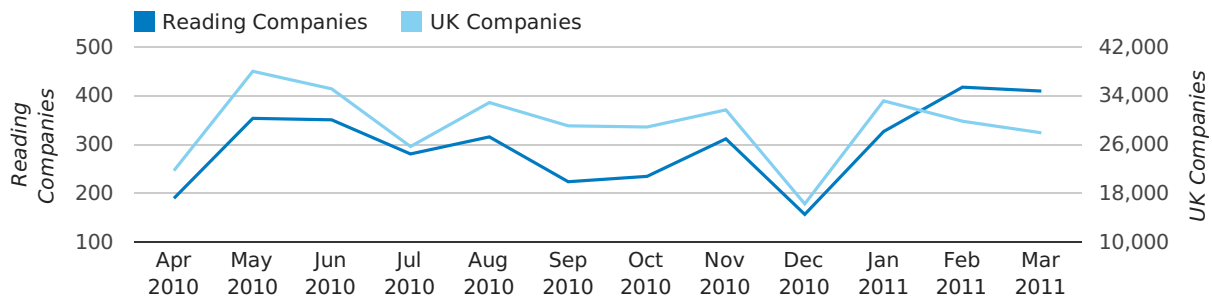


Monthly Data (Jan, Feb & Mar 2011)

February 2011 saw a new record in company closures in Reading when compared to any previous February.

January 2011 saw a new record in company closures in Reading when compared to any previous January.

dissolved companies by month



	JANUARY	FEBRUARY	MARCH
CLOSED COMPANIES IN 2011	327	418	410
CLOSED COMPANIES IN 2010	189	219	306
% CHANGE	73.0%	90.9%	34%
RECORD YEAR	2011 (327)	2011 (418)	2009 (1,041)

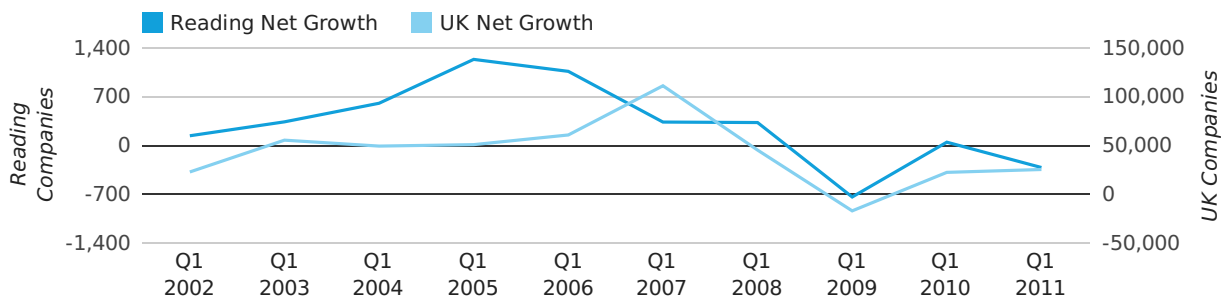
Quarterly Data (Q1 Jan-Mar 2011)

Net company growth for Reading during the first quarter of 2011 (Jan 2011 - Mar 2011) was -316 companies.

This represents a decrease of 758.3% on the same period last year.

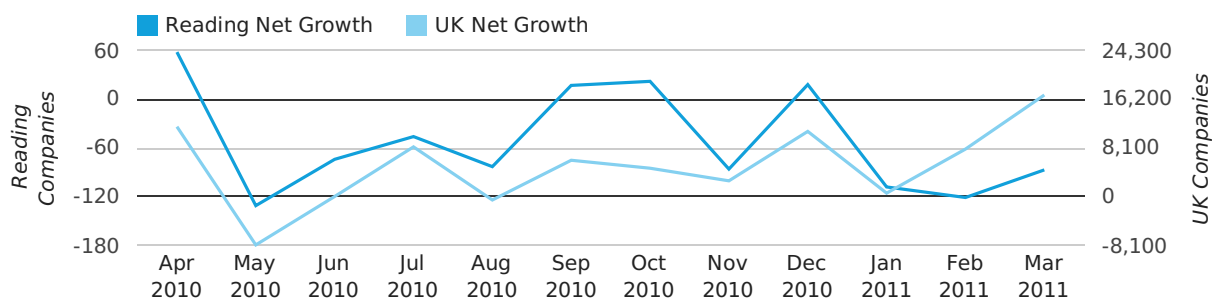
FIRST QUARTER (JAN 2011 - MAR 2011)	READING	UK
2011	-316	25,405
2010	48	22,460
% CHANGE	-758.3%	13.1%
RECORD YEAR	2005 (1,237)	2007 (111,282)

net growth by quarter



Monthly Data (Jan, Feb & Mar 2011)

net growth by month



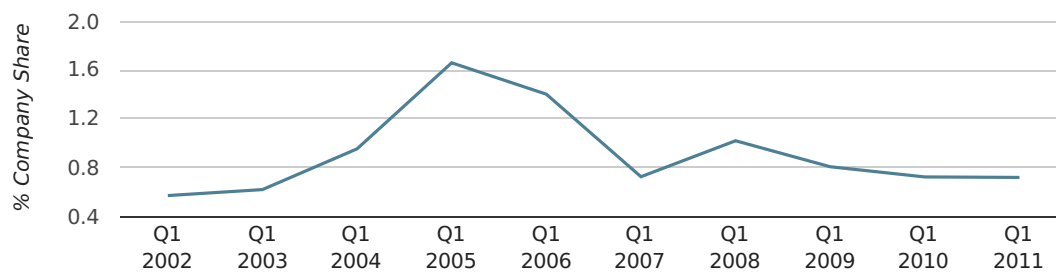
	JANUARY	FEBRUARY	MARCH
NET GROWTH IN 2011	-108	-121	-87
NET GROWTH IN 2010	42	21	-15
% CHANGE	-357.1%	-676.2%	480.0%
RECORD YEAR	2005 (346)	2005 (441)	2006 (463)

Quarterly Data (Q1 Jan-Mar 2011)

In the first quarter of 2011, Reading formed 0.7% of all UK companies.

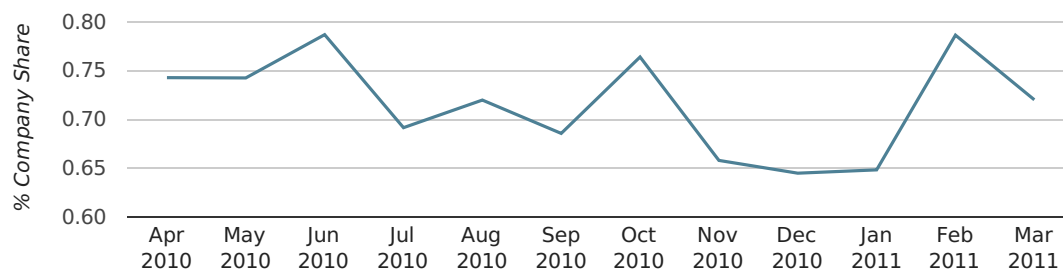
FIRST QUARTER (JAN 2011 - MAR 2011)	READING
2011	0.7%
2010	0.7%
2009	0.8%
2008	1.0%
2007	0.7%
RECORD YEAR (SINCE 1960)	2005 (1.7%)

company share by quarter



Monthly Data (Jan, Feb & Mar 2011)

company share by month



	JANUARY	FEBRUARY	MARCH
UK FORMATION SHARE IN 2011	0.6%	0.8%	0.7%
UK FORMATION SHARE IN 2010	0.8%	0.7%	0.7%
% CHANGE	-18.2%	8.8%	5.9%
RECORD YEAR	2005 (1.6%)	2005 (1.7%)	2005 (1.7%)

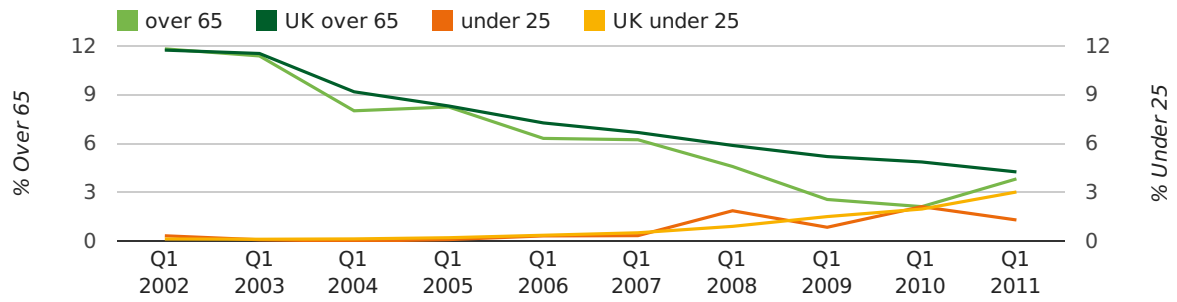
Quarterly Data (Q1 Jan-Mar 2011)

The average age of a director in the first quarter of 2011 was 44.2.

The percentage of directors under the age of 25 was 1.3% compared to the UK figure of 3.0%.

The percentage of directors over the age of 65 was 3.8% compared to the UK figure of 4.3%.

director age by quarter

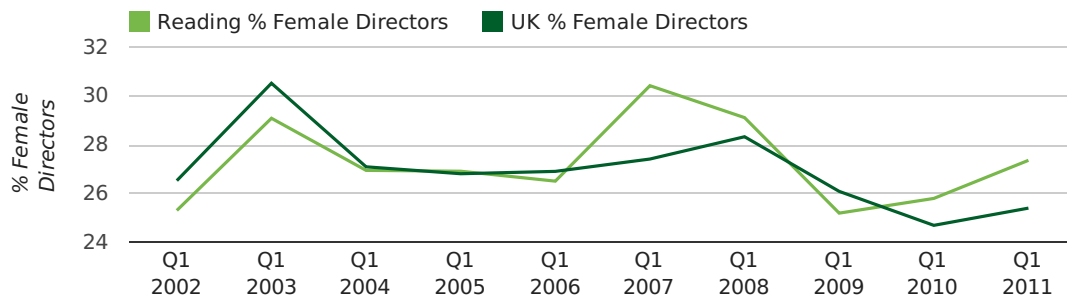


Quarterly Data (Q1 Jan-Mar 2011)

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

27.4% of all director appointments in Reading 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	2.99%	CONSULTING	5.04%
MANAGEMENT	1.94%	MANAGEMENT	4.97%
CONSULTANCY	1.13%	CONSULTANCY	3.16%
BUSINESS	0.96%	PROPERTY	2.38%
READING	0.75%	TRADING	2.10%
SOLAR	0.75%	DESIGN	1.93%
IT	0.73%	ASSOCIATES	1.92%
TRADING	0.68%	BUSINESS	1.87%
PROPERTY	0.58%	CONSTRUCTION	1.80%
ASSOCIATES	0.55%	CONSULTANTS	1.76%
SERVICE	0.50%	MEDIA	1.69%
BERKSHIRE	0.48%	ENGINEERING	1.61%
GLOBAL	0.48%	LONDON	1.60%
MEDIA	0.48%	CARE	1.45%
TECHNOLOGIES	0.48%	J	1.45%
MARKETING	0.48%	GLOBAL	1.44%
ENTERPRISES	0.45%	INVESTMENTS	1.43%
ENGINEERING	0.45%	IT	1.41%
ENERGY	0.45%	PROPERTIES	1.36%
CAPITAL	0.40%	BUILDING	1.34%
ROAD	0.38%	M	1.30%
SYSTEMS	0.38%	ELECTRICAL	1.28%
DESIGN	0.38%	S	1.24%
CLEANING	0.38%	INTERNATIONAL	1.23%
CONSULTANTS	0.38%	SYSTEMS	1.23%

Previous 36 months, excluding companies less than 12 months old

SIC CODE	NUMBER OF COMPANIES	UK COMPANIES
None Supplied	1,987	202,798
7487 - Other business activities	350	60,968
7499 - Non-trading company	299	11,316
62020 - Information technology consultancy activities	186	10,246
70229 - Management consultancy activities other than financial management	172	16,150
82990 - Other business support service activities not elsewhere classified	170	30,253
74990 - Non-trading company	168	8,695
7414 - Business & management consultancy	150	12,916
7222 - Other software consultancy and supply	125	7,000
9999 - Dormant Company	115	19,765
99999 - Dormant Company	100	18,336
7260 - Other computer related activities	98	7,789
62090 - Other information technology service activities	78	6,996
9305 - Other service activities	70	8,740
96090 - Other service activities not elsewhere classified	53	10,085
62012 - Business and domestic software development	52	3,168
74909 - Other professional, scientific and technical activities not elsewhere classified	49	7,788
98000 - Residents property management	38	3,154
4521 - General construction & civil engineering	35	6,183
70100 - Activities of head offices	32	2,849