

Reading

q3 2011 business confidence report



headlines

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

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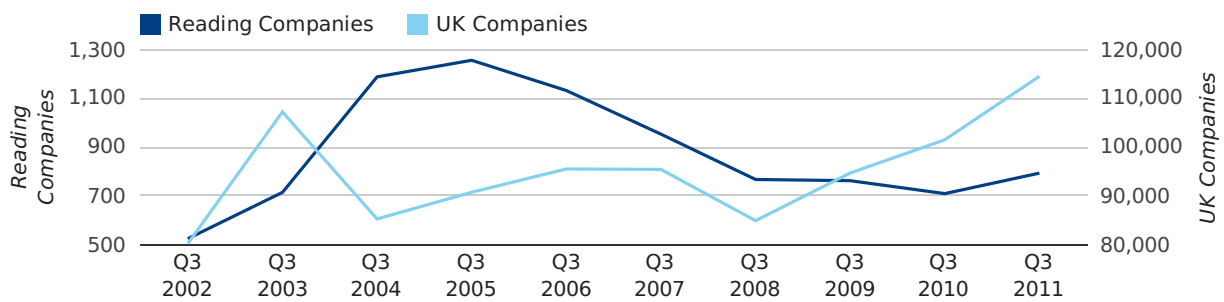
Quarterly Data (Q3 Jul-Sep 2011)

A total of 793 companies were registered in Reading during the third quarter of 2011 (Jul 2011 - Sep 2011).

This figure is an increase of 11.8% versus the same period last year (Q3 2010). This figure compares equally to the UK as a whole, which saw an increase of 12.8% against the same period last year.

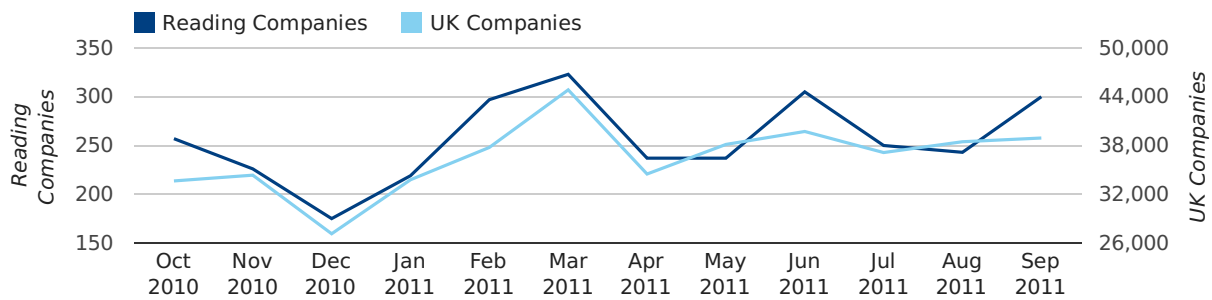
| THIRD QUARTER (JUL 2011 - SEP 2011) | READING | UK |
|-------------------------------------|--------------|----------------|
| 2011 | 793 | 114,512 |
| 2010 | 709 | 101,492 |
| % CHANGE | 11.8% | 12.8% |
| RECORD YEAR | 2005 (1,256) | 2011 (114,512) |

new companies by quarter



Monthly Data (Jul, Aug & Sep 2011)

new companies by month



| | JULY | AUGUST | SEPTEMBER |
|-----------------------|------------|------------|------------|
| NEW COMPANIES IN 2011 | 250 | 243 | 300 |
| NEW COMPANIES IN 2010 | 235 | 233 | 241 |
| % CHANGE | 6.4% | 4.3% | 24.5% |
| RECORD YEAR | 1999 (422) | 2005 (444) | 2005 (423) |

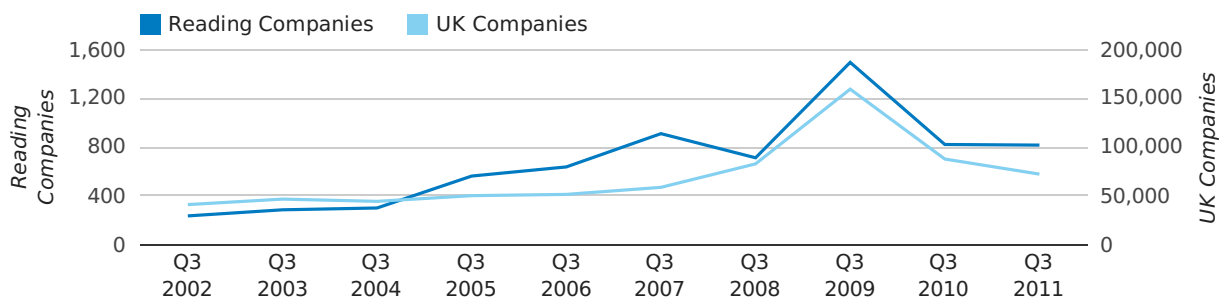
Quarterly Data (Q3 Jul-Sep 2011)

A total of 816 companies were dissolved in Reading during the third quarter of 2011 (Jul 2011 - Sep 2011).

This figure is a decrease of 0.6% versus the same period last year (Q3 2010). This figure compares poorly to the UK as a whole, which saw a decrease of 17.6% against the same period last year.

| THIRD QUARTER (JUL 2011 - SEP 2011) | READING | UK |
|-------------------------------------|--------------|----------------|
| 2011 | 816 | 72,230 |
| 2010 | 821 | 87,705 |
| % CHANGE | -0.6% | -17.6% |
| RECORD YEAR | 2009 (1,495) | 2009 (159,401) |

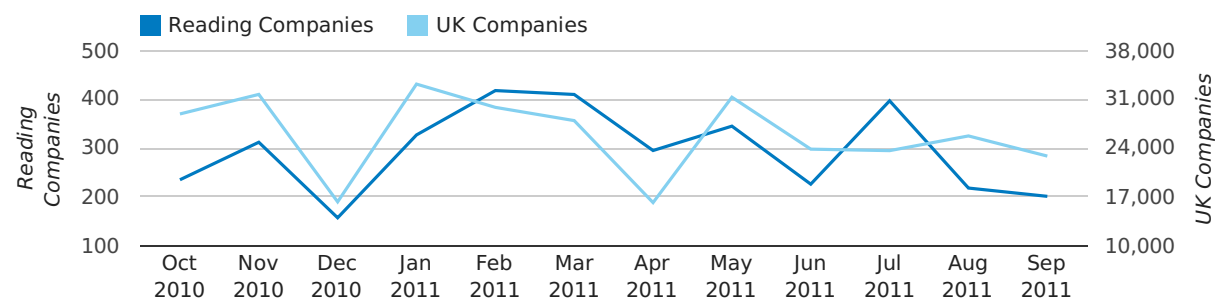
dissolved companies by quarter



Monthly Data (Jul, Aug & Sep 2011)

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

dissolved companies by month



| | JULY | AUGUST | SEPTEMBER |
|--------------------------|------------|------------|------------|
| CLOSED COMPANIES IN 2011 | 397 | 218 | 201 |
| CLOSED COMPANIES IN 2010 | 281 | 316 | 224 |
| % CHANGE | 41.3% | -31.0% | -10% |
| RECORD YEAR | 2011 (397) | 2008 (540) | 2009 (798) |

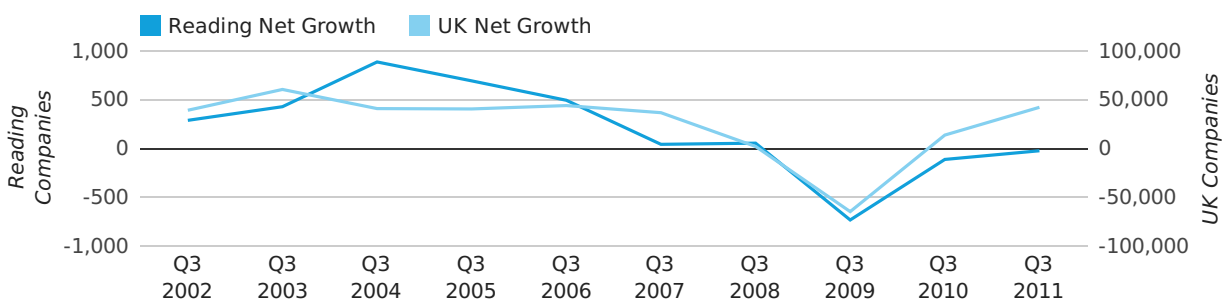
Quarterly Data (Q3 Jul-Sep 2011)

Net company growth for Reading during the third quarter of 2011 (Jul 2011 - Sep 2011) was -23 companies.

This represents an increase of 79.5% on the same period last year.

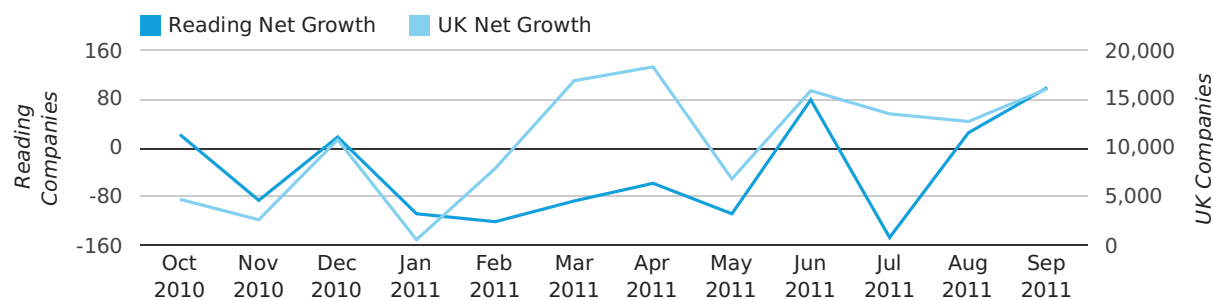
| THIRD QUARTER (JUL 2011 - SEP 2011) | READING | UK |
|-------------------------------------|------------|---------------|
| 2011 | -23 | 42,282 |
| 2010 | -112 | 13,787 |
| % CHANGE | -79.5% | 206.7% |
| RECORD YEAR | 2004 (888) | 2003 (60,597) |

net growth by quarter



Monthly Data (Jul, Aug & Sep 2011)

net growth by month



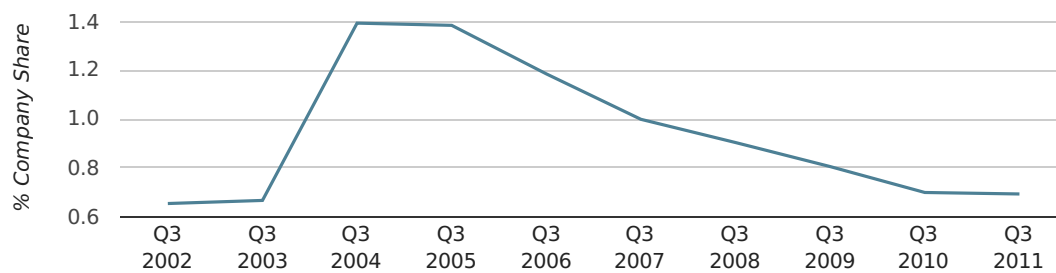
| | JULY | AUGUST | SEPTEMBER |
|--------------------|------------|------------|------------|
| NET GROWTH IN 2011 | -147 | 25 | 99 |
| NET GROWTH IN 2010 | -46 | -83 | 17 |
| % CHANGE | 219.6% | -130.1% | 482.4% |
| RECORD YEAR | 1999 (369) | 2004 (247) | 2004 (291) |

Quarterly Data (Q3 Jul-Sep 2011)

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

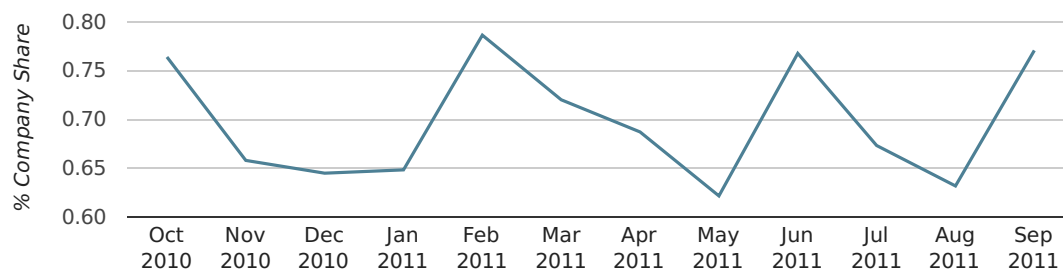
| THIRD QUARTER (JUL 2011 - SEP 2011) | READING |
|-------------------------------------|-------------|
| 2011 | 0.7% |
| 2010 | 0.7% |
| 2009 | 0.8% |
| 2008 | 0.9% |
| 2007 | 1.0% |
| RECORD YEAR (SINCE 1960) | 2004 (1.4%) |

company share by quarter



Monthly Data (Jul, Aug & Sep 2011)

company share by month



| | JULY | AUGUST | SEPTEMBER |
|----------------------------|-------------|-------------|-------------|
| UK FORMATION SHARE IN 2011 | 0.7% | 0.6% | 0.8% |
| UK FORMATION SHARE IN 2010 | 0.7% | 0.7% | 0.7% |
| % CHANGE | -2.6% | -12.2% | 12.4% |
| RECORD YEAR | 1999 (2.2%) | 2004 (1.5%) | 1964 (1.9%) |

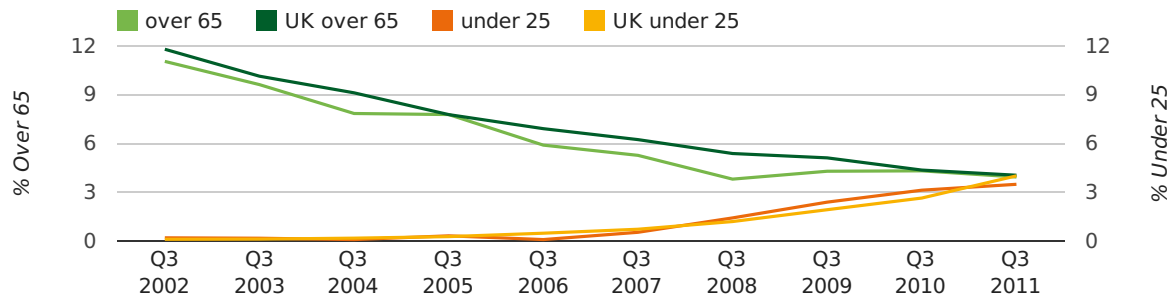
Quarterly Data (Q3 Jul-Sep 2011)

The average age of a director in the third quarter of 2011 was 43.1.

The percentage of directors under the age of 25 was 3.5% compared to the UK figure of 4.0%.

The percentage of directors over the age of 65 was 3.9% compared to the UK figure of 4.1%.

director age by quarter

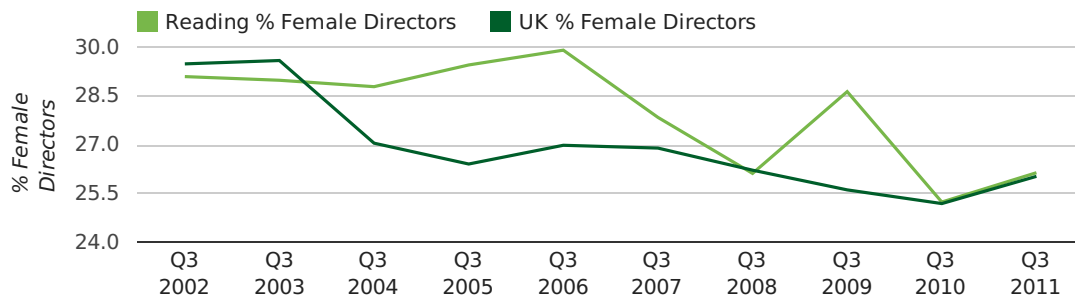


Quarterly Data (Q3 Jul-Sep 2011)

The record third quarter for female directors in Reading was in 1862 when 50.0% of all directors were female.

26.1% of all director appointments in Reading in the third quarter of 2011 were female. This compares to a UK average of 26.0% for the same period.

director gender by quarter



Previous 12 months (Sep 2010-Sep 2011)

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

| WORD | PERCENTAGE | UK WORD | UK PERCENTAGE |
|---------------|------------|--------------|---------------|
| CONSULTING | 3.13% | CONSULTING | 5.11% |
| MANAGEMENT | 2.35% | MANAGEMENT | 4.75% |
| CONSULTANCY | 1.20% | CONSULTANCY | 3.19% |
| SOLAR | 0.93% | PROPERTY | 2.41% |
| PROPERTY | 0.78% | TRADING | 2.06% |
| BUSINESS | 0.76% | DESIGN | 1.94% |
| IT | 0.76% | ASSOCIATES | 1.85% |
| TECHNOLOGIES | 0.71% | BUSINESS | 1.82% |
| READING | 0.68% | CONSULTANTS | 1.76% |
| TRADING | 0.64% | ENGINEERING | 1.74% |
| MEDIA | 0.59% | MEDIA | 1.72% |
| BERKSHIRE | 0.56% | CONSTRUCTION | 1.72% |
| MARKETING | 0.51% | LONDON | 1.63% |
| ENTERPRISES | 0.51% | J | 1.47% |
| DESIGN | 0.51% | GLOBAL | 1.46% |
| CAPITAL | 0.49% | INVESTMENTS | 1.43% |
| PROJECT | 0.46% | CARE | 1.42% |
| CONSULTANTS | 0.46% | IT | 1.38% |
| INVESTMENTS | 0.46% | BUILDING | 1.30% |
| GLOBAL | 0.44% | PROPERTIES | 1.28% |
| SECURITY | 0.44% | ELECTRICAL | 1.27% |
| TECHNOLOGY | 0.42% | M | 1.25% |
| ASSOCIATES | 0.42% | ENERGY | 1.22% |
| CLEANING | 0.42% | TRAINING | 1.21% |
| INTERNATIONAL | 0.39% | S | 1.21% |

Previous 36 months, excluding companies less than 12 months old

| SIC CODE | NUMBER OF COMPANIES | UK COMPANIES |
|--|---------------------|--------------|
| None Supplied | 1,804 | 204,493 |
| 7487 - Other business activities | 342 | 65,177 |
| 7499 - Non-trading company | 262 | 11,543 |
| 62020 - Information technology consultancy activities | 187 | 10,137 |
| 7414 - Business & management consultancy | 171 | 14,755 |
| 70229 - Management consultancy activities other than financial management | 169 | 15,760 |
| 74990 - Non-trading company | 153 | 8,064 |
| 82990 - Other business support service activities not elsewhere classified | 149 | 29,245 |
| 7222 - Other software consultancy and supply | 145 | 8,345 |
| 9999 - Dormant Company | 129 | 22,587 |
| 7260 - Other computer related activities | 103 | 8,686 |
| 99999 - Dormant Company | 93 | 18,281 |
| 9305 - Other service activities | 77 | 10,525 |
| 62090 - Other information technology service activities | 75 | 6,798 |
| 62012 - Business and domestic software development | 55 | 3,137 |
| 96090 - Other service activities not elsewhere classified | 51 | 10,018 |
| 74909 - Other professional, scientific and technical activities not elsewhere classified | 45 | 7,551 |
| 4521 - General construction & civil engineering | 40 | 6,321 |
| 98000 - Residents property management | 39 | 2,664 |
| 41100 - Development of building projects | 33 | 3,697 |