

Reading

2011 annual business confidence report



contents

new company registrations

closed companies (dissolved)

net company growth

uk company share

director age

director gender

naming trends

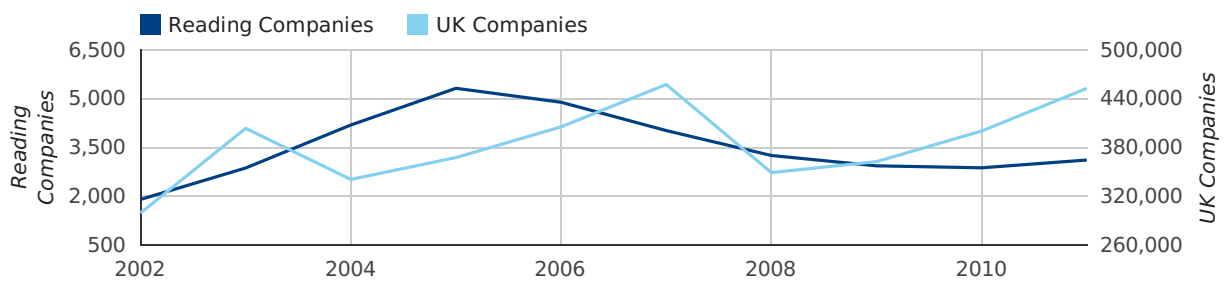
sic data

Annual Data (2011)

A total of 3,116 companies were formed in Reading in 2011. This total is 8.3% higher than in 2010 and compares equally to the UK figure of a 13.1% growth compared to 400,358 the previous year.

YEAR	READING	UK
2011	3,116	452,870
2010	2,877	400,358
2009	2,938	362,675
2008	3,256	349,203
2007	4,023	457,649
RECORD YEAR	2005 (5,324)	2007 (457,649)

new companies by year



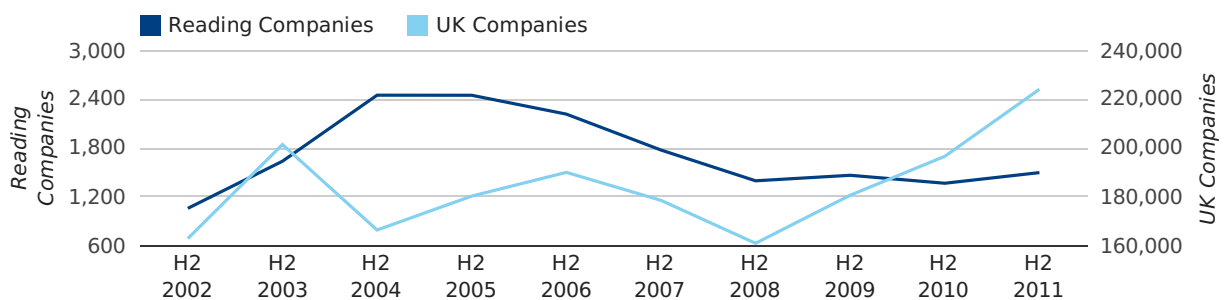
Half Year Data (Jul-Dec 2011)

In the second half of 2011 a total of 1,498 companies were formed in Reading. This figure is 9.6% higher than last year, which compares badly to the UK wide figure of 14.0%.

The highest total for a second half year in Reading occurred in 2004 when a total of 2,451 were formed.

HALF YEAR (JUL-DEC)	READING	UK
2011	1,498	224,135
2010	1,367	196,609
% CHANGE	9.6%	14.0%
RECORD YEAR	2004 (2,451)	2011 (224,135)

new companies by half year



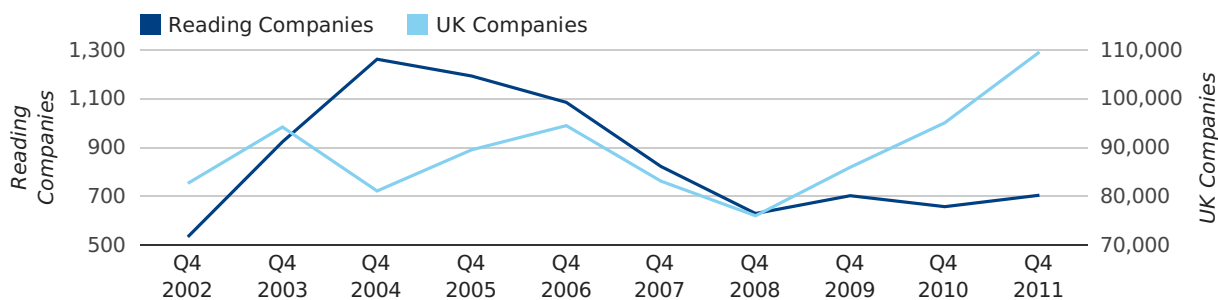
Quarterly Data (Q4 Oct-Dec 2011)

A total of 705 companies were registered in Reading during the fourth quarter of 2011 (Oct 2011 - Dec 2011).

This figure is an increase of 7.1% versus the same period last year (Q4 2010). This figure compares badly to the UK as a whole, which saw an increase of 15.3% against the same period last year.

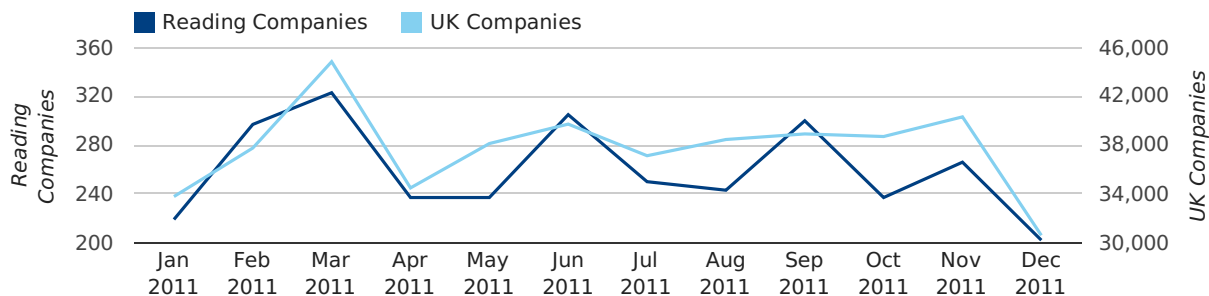
FOURTH QUARTER (OCT 2011 - DEC 2011)	READING	UK
2011	705	109,623
2010	658	95,117
% CHANGE	7.1%	15.3%
RECORD YEAR	2004 (1,263)	2011 (109,623)

new companies by quarter



Monthly Data (Oct, Nov & Dec 2011)

new companies by month



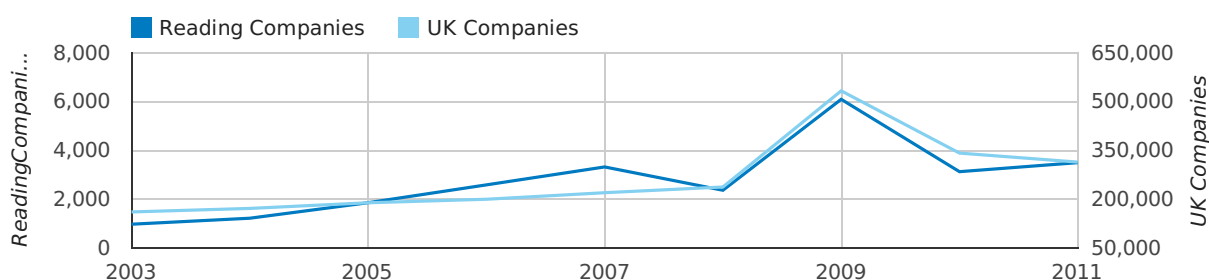
	OCTOBER	NOVEMBER	DECEMBER
NEW COMPANIES IN 2011	237	266	202
NEW COMPANIES IN 2010	257	226	175
% CHANGE	-7.8%	17.7%	15.4%
RECORD YEAR	2005 (398)	2004 (487)	2004 (409)

Annual Data (2011)

A total of 3,504 companies were dissolved in Reading in 2011. This total is 11.8% higher than in 2010 and compares favourably to the UK figure of 8.1% decrease compared to the previous year.

YEAR	READING	UK
2011	3,504	314,523
2010	3,134	342,232
2009	6,103	533,773
2008	2,371	237,901
2007	3,328	220,295
RECORD YEAR	2009 (6,103)	2009 (533,773)

dissolved companies by year



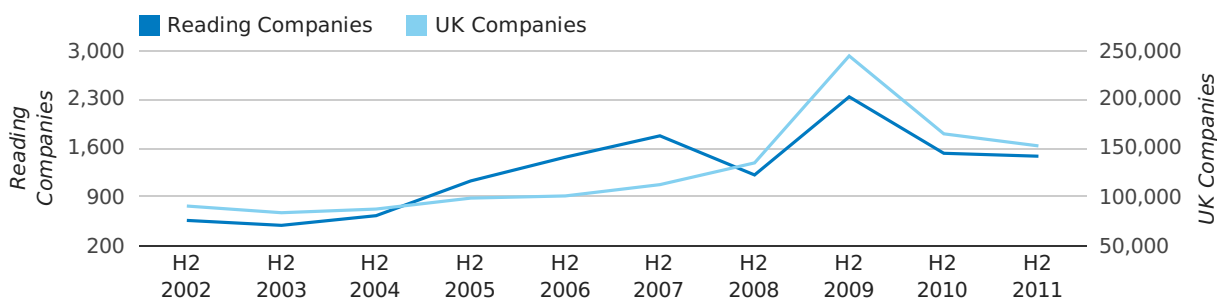
Half Year Data (Jul-Dec 2011)

In the second half of 2011 a total of 1,483 companies were dissolved in Reading. This figure is 2.8% lower than last year, which compares badly to the UK wide change of -7.5%.

The highest total for a second half year in Reading occurred in 2009 when a total of 2,336 were closed.

HALF YEAR (JUL-DEC)	READING	UK
2011	1,483	152,213
2010	1,525	164,601
% CHANGE	-2.8%	-7.5%
RECORD YEAR	2009 (2,336)	2009 (244,537)

dissolved companies by half year



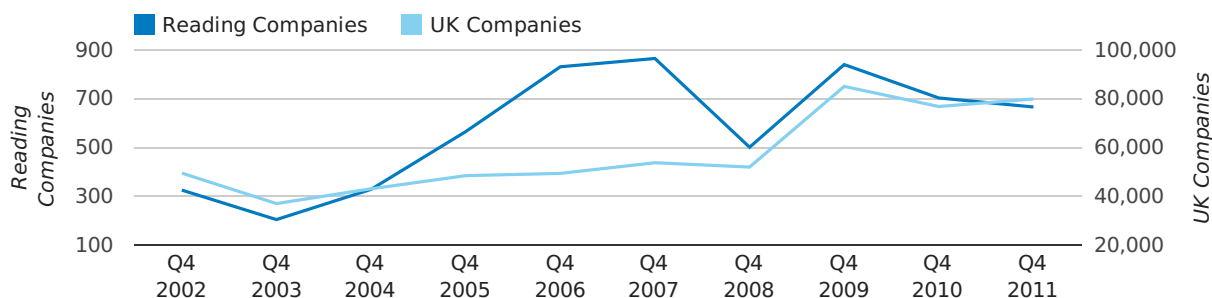
Quarterly Data (Q4 Oct-Dec 2011)

A total of 667 companies were dissolved in Reading during the fourth quarter of 2011 (Oct 2011 - Dec 2011).

This figure is a decrease of 5.3% 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.

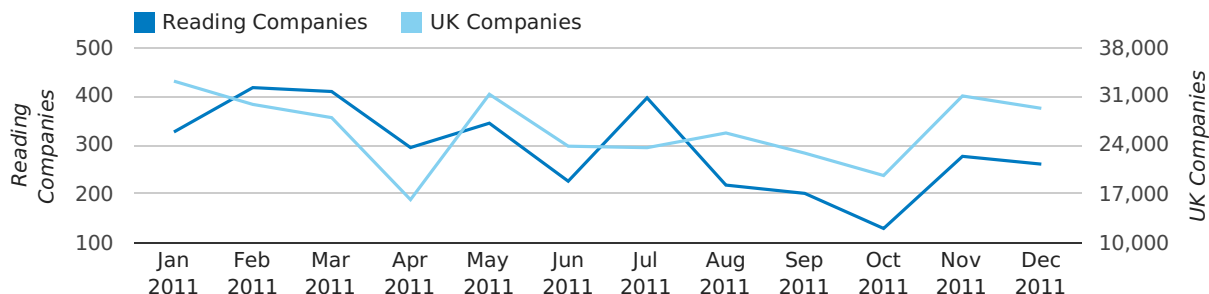
FOURTH QUARTER (OCT 2011 - DEC 2011)	READING	UK
2011	667	79,983
2010	704	76,896
% CHANGE	-5.3%	4.0%
RECORD YEAR	2007 (866)	2009 (85,136)

dissolved companies by quarter



Monthly Data (Oct, Nov & Dec 2011)

dissolved companies by month



	OCTOBER	NOVEMBER	DECEMBER
CLOSED COMPANIES IN 2011	129	277	261
CLOSED COMPANIES IN 2010	235	312	157
% CHANGE	-45.1%	-11.2%	66%
RECORD YEAR	2006 (339)	2007 (375)	2008 (317)

Annual Data (2011)

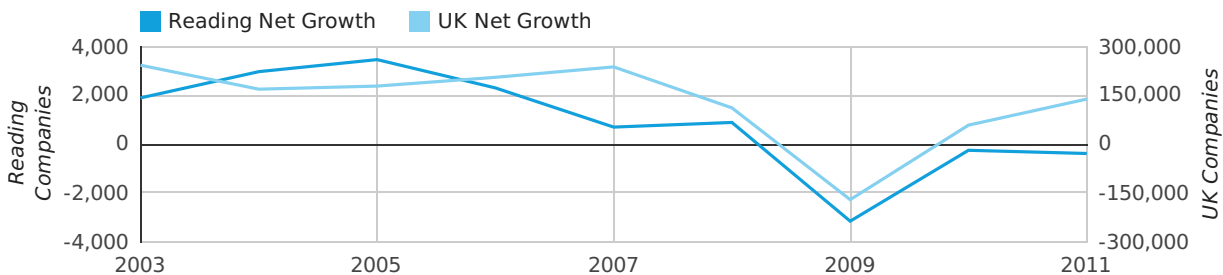
A total of -388 companies were removed to the company register for Reading in 2011. This number represents decline of 13.5% which compares unfavourably to the UK figure of 34.6%.

This number is 131 companies lower than the previous year.

The highest net company growth figure ever seen in one year came in 2005 when the Reading company register grew by 3,464 companies.

YEAR	READING	UK
2011	-388	138,347
2010	-257	58,126
2009	-3,165	-171,098
2008	885	111,302
2007	695	237,354
RECORD YEAR	2005 (3,464)	2003 (242,543)

net growth by year

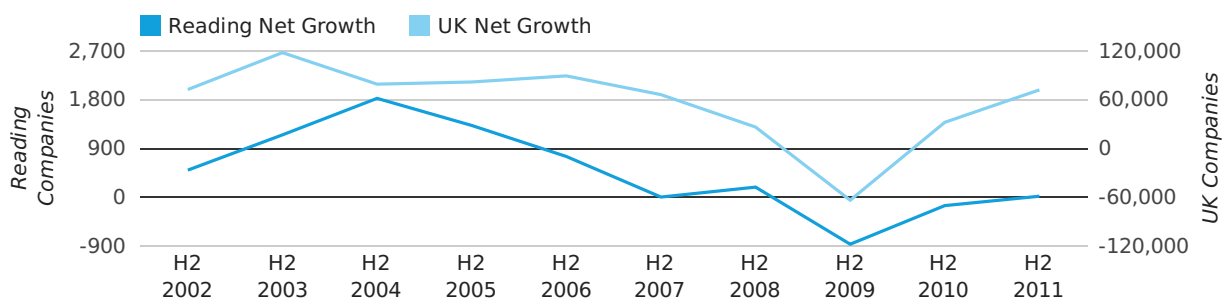


Half Year Data (Jul-Dec 2011)

In the second half of 2011 the company register for Reading increased by 15 companies. This figure is 109.5% lower than last year, which compares badly to a UK increase of 124.7%.

HALF YEAR (JUL-DEC)	READING	UK
2011	15	71,922
2010	-158	32,008
% CHANGE	-109.5%	124.7%
RECORD YEAR	2004 (1,822)	2003 (117,772)

net growth by half year



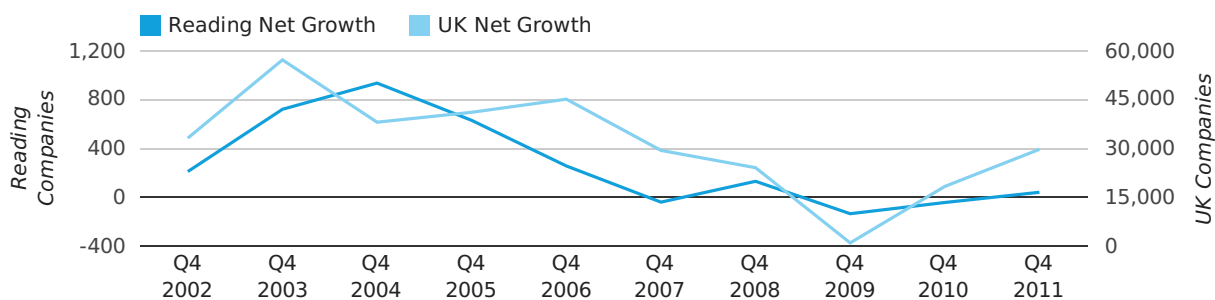
Quarterly Data (Q4 Oct-Dec 2011)

Net company growth for Reading during the fourth quarter of 2011 (Oct 2011 - Dec 2011) was 38 companies.

This represents an increase of 182.6% on the same period last year.

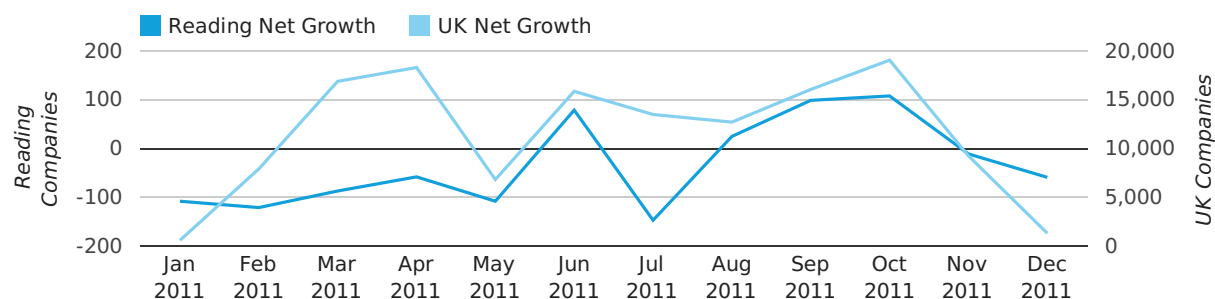
FOURTH QUARTER (OCT 2011 - DEC 2011)	READING	UK
2011	38	29,640
2010	-46	18,221
% CHANGE	-182.6%	62.7%
RECORD YEAR	2004 (934)	2003 (57,175)

net growth by quarter



Monthly Data (Oct, Nov & Dec 2011)

net growth by month



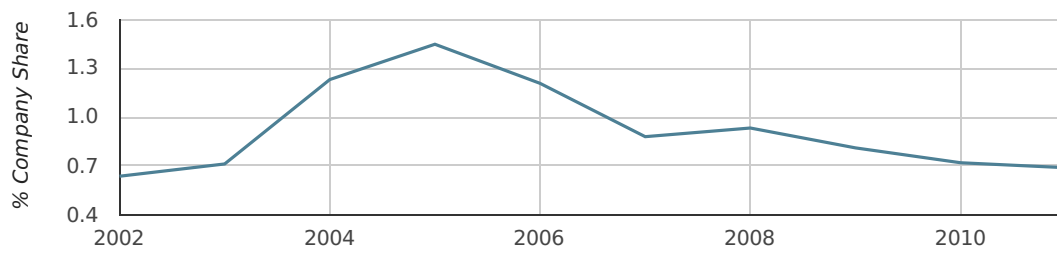
	OCTOBER	NOVEMBER	DECEMBER
NET GROWTH IN 2011	108	-11	-59
NET GROWTH IN 2010	22	-86	18
% CHANGE	390.9%	-87.2%	-427.8%
RECORD YEAR	2004 (260)	2004 (382)	2003 (305)

Annual Data (2011)

In 2011 Reading formed 0.7% of all UK companies. This is no change on 2010 when Reading was responsible for 0.7% of all UK companies.

YEAR	READING
2011	0.7%
2010	0.7%
2009	0.8%
2008	0.9%
2007	0.9%
RECORD YEAR (SINCE 1960)	2005 (1.4%)

company share by year

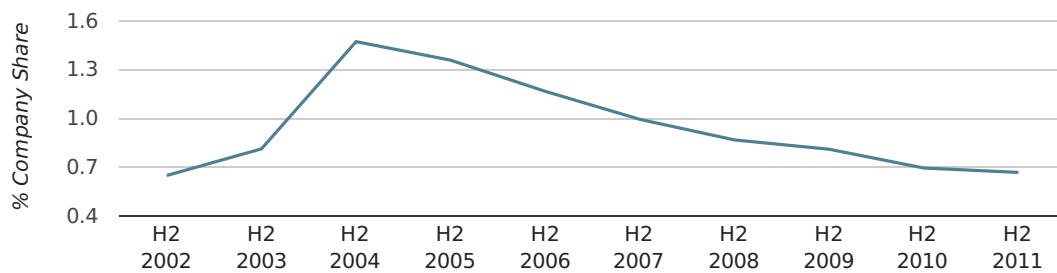


Half Year Data (Jul-Dec 2011)

In the second half of 2011 Reading formed 0.7% of all UK companies. This is the same as the 2010 figure of 0.7%.

HALF YEAR (JUL-DEC)	READING
2011	0.7%
2010	0.7%
2009	0.8%
2008	0.9%
2007	1.0%
RECORD YEAR (SINCE 1960)	2004 (1.5%)

company share by half year

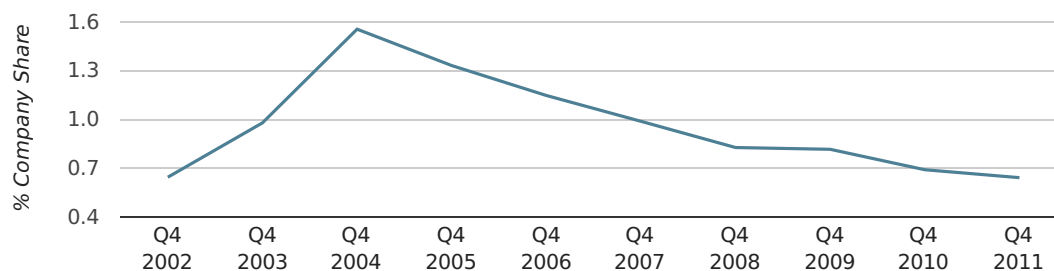


Quarterly Data (Q4 Oct-Dec 2011)

In the fourth quarter of 2011, Reading formed 0.6% of all UK companies.

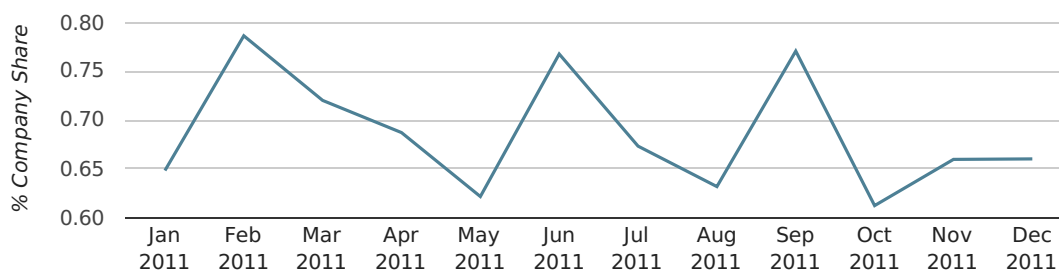
FOURTH QUARTER (OCT 2011 - DEC 2011)	READING
2011	0.6%
2010	0.7%
2009	0.8%
2008	0.8%
2007	1.0%
RECORD YEAR (SINCE 1960)	2004 (1.6%)

company share by quarter



Monthly Data (Oct, Nov & Dec 2011)

company share by month



	OCTOBER	NOVEMBER	DECEMBER
UK FORMATION SHARE IN 2011	0.6%	0.7%	0.7%
UK FORMATION SHARE IN 2010	0.8%	0.7%	0.6%
% CHANGE	-19.9%	0.3%	2.4%
RECORD YEAR	2005 (1.3%)	2004 (1.7%)	2004 (1.8%)

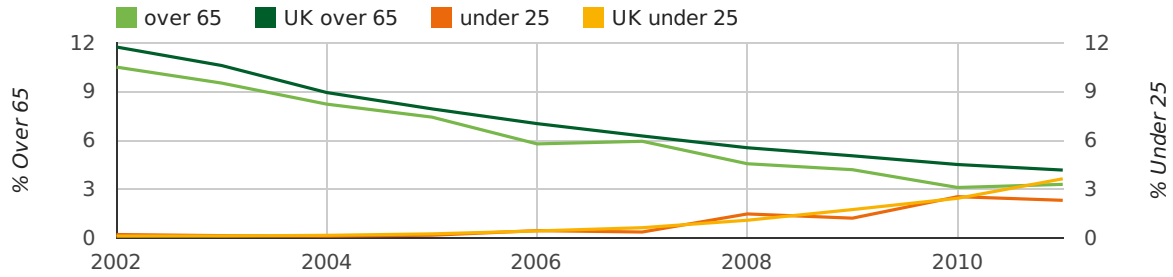
Annual Data (2011)

The average age of a director in 2011 was 43.5.

The percentage of directors under the age of 25 was 2.3% compared to the UK figure of 3.7%.

The percentage of directors over the age of 65 was 3.3% compared to the UK figure of 4.2%.

director age by year



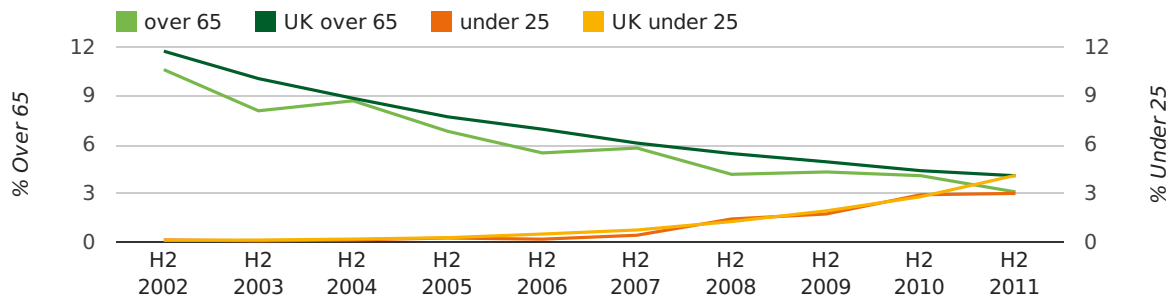
Half Year Data (Jul-Dec 2011)

The average age of a director in the second half of 2011 was 43.0.

The percentage of directors under the age of 25 was 3.0% compared to the UK figure of 4.1%.

The percentage of directors over the age of 65 was 3.1% compared to the UK figure of 4.1%.

director age by half year



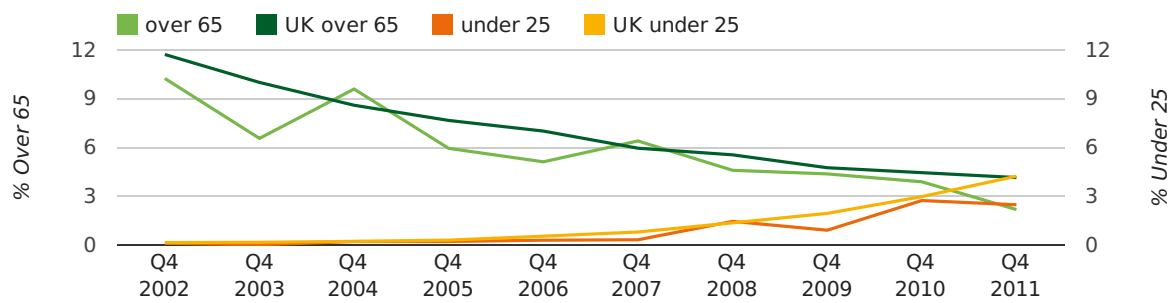
Quarterly Data (Q4 Oct-Dec 2011)

The average age of a director in the fourth quarter of 2011 was 42.8.

The percentage of directors under the age of 25 was 2.5% 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

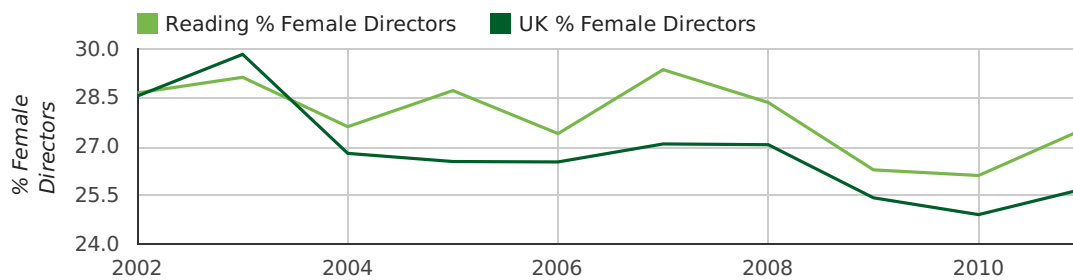


Annual Data (2011)

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

The percentage of female directors in Reading in 2011 was 28.7%. The average for the UK during this time was 28.6%

director gender by year

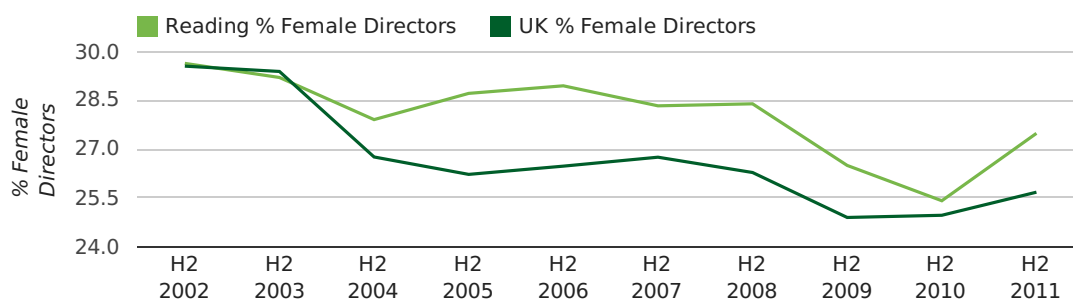


Half Year Data (Jul-Dec 2011)

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

27.5% of all director appointments in Reading 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

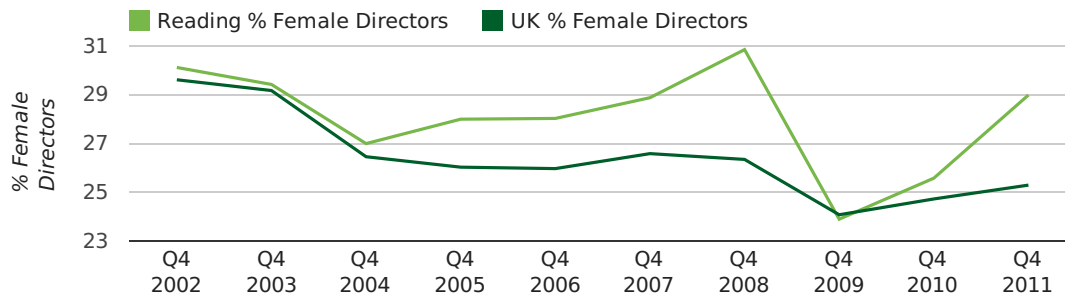


Quarterly Data (Q4 Oct-Dec 2011)

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

29.0% of all director appointments in Reading 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	2.88%	CONSULTING	5.07%
MANAGEMENT	2.40%	MANAGEMENT	4.74%
CONSULTANCY	1.28%	CONSULTANCY	3.26%
SOLAR	0.87%	PROPERTY	2.37%
IT	0.77%	TRADING	2.07%
PROPERTY	0.77%	DESIGN	1.92%
BUSINESS	0.75%	ASSOCIATES	1.86%
READING	0.75%	ENGINEERING	1.78%
TECHNOLOGIES	0.68%	BUSINESS	1.78%
CONSULTANTS	0.65%	CONSULTANTS	1.76%
MEDIA	0.58%	CONSTRUCTION	1.73%
MARKETING	0.56%	MEDIA	1.71%
ASSOCIATES	0.56%	LONDON	1.63%
PARTNERS	0.53%	J	1.51%
BERKSHIRE	0.53%	INVESTMENTS	1.48%
SECURITY	0.48%	GLOBAL	1.46%
TRADING	0.48%	IT	1.41%
CAPITAL	0.48%	CARE	1.39%
CLEANING	0.46%	PROPERTIES	1.29%
INTERNATIONAL	0.46%	ELECTRICAL	1.29%
INVESTMENTS	0.46%	M	1.27%
CONSTRUCTION	0.44%	BUILDING	1.26%
DESIGN	0.44%	ENERGY	1.25%
PROJECT	0.44%	S	1.20%
SYSTEMS	0.44%	ENTERPRISES	1.20%

Previous 36 months, excluding companies less than 12 months old

SIC CODE	NUMBER OF COMPANIES	UK COMPANIES
None Supplied	1,768	205,525
7487 - Other business activities	292	57,052
7499 - Non-trading company	214	9,957
62020 - Information technology consultancy activities	199	12,072
70229 - Management consultancy activities other than financial management	192	17,765
74990 - Non-trading company	173	8,929
82990 - Other business support service activities not elsewhere classified	155	32,483
7414 - Business & management consultancy	152	13,034
7222 - Other software consultancy and supply	129	7,398
9999 - Dormant Company	110	20,199
7260 - Other computer related activities	93	7,667
99999 - Dormant Company	92	21,846
62090 - Other information technology service activities	84	7,493
9305 - Other service activities	71	9,492
62012 - Business and domestic software development	64	3,714
96090 - Other service activities not elsewhere classified	61	11,768
74909 - Other professional, scientific and technical activities not elsewhere classified	50	8,671
98000 - Residents property management	42	2,874
41100 - Development of building projects	36	4,331
4521 - General construction & civil engineering	35	5,558