

Royston

2011 annual business confidence report



headlines

- December 2011 saw a new record in company registrations in Royston when compared to any previous December.
- The second half of 2011 saw a new record in company closures in Royston when compared to any previous second half year.
- Q4 2011 saw a new record in company closures in Royston when compared to any previous Q4.
- December 2011 saw a new record in company closures in Royston when compared to any previous December.

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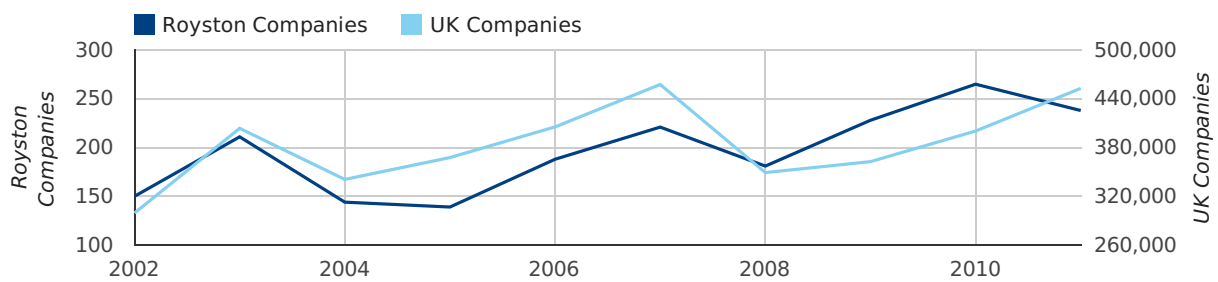
sic data

Annual Data (2011)

A total of 238 companies were formed in Royston in 2011. This total is 10.2% lower than in 2010 and compares favourably to the UK figure of a 13.1% growth compared to 400,358 the previous year.

YEAR	ROYSTON	UK
2011	238	452,870
2010	265	400,358
2009	228	362,675
2008	181	349,203
2007	221	457,649
RECORD YEAR	2010 (265)	2007 (457,649)

new companies by year



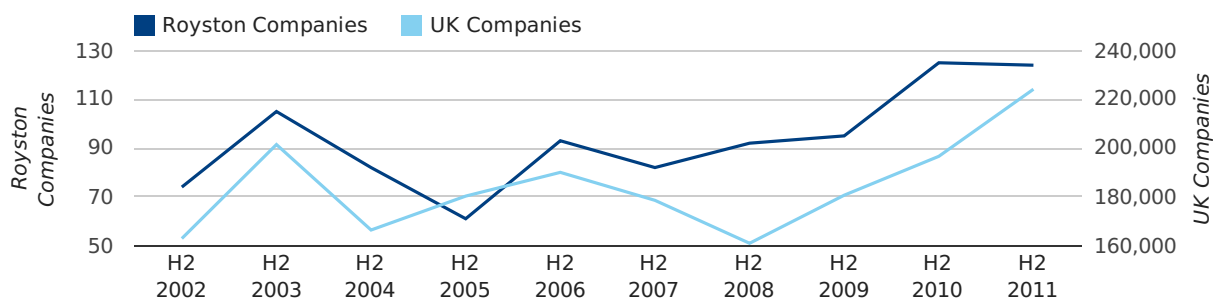
Half Year Data (Jul-Dec 2011)

In the second half of 2011 a total of 124 companies were formed in Royston. This figure is 0.8% lower than last year, which compares badly to the UK wide figure of 14.0%.

The highest total for a second half year in Royston occurred in 2010 when a total of 125 were formed.

HALF YEAR (JUL-DEC)	ROYSTON	UK
2011	124	224,135
2010	125	196,609
% CHANGE	-0.8%	14.0%
RECORD YEAR	2010 (125)	2011 (224,135)

new companies by half year



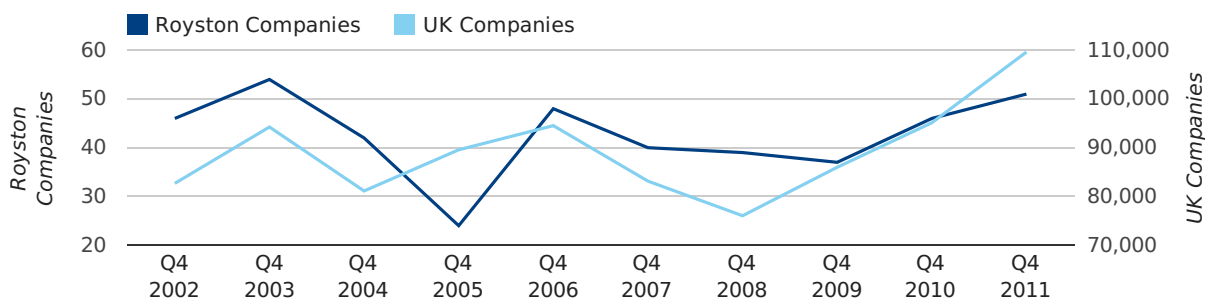
Quarterly Data (Q4 Oct-Dec 2011)

A total of 51 companies were registered in Royston during the fourth quarter of 2011 (Oct 2011 - Dec 2011).

This figure is an increase of 10.9% 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)	ROYSTON	UK
2011	51	109,623
2010	46	95,117
% CHANGE	10.9%	15.3%
RECORD YEAR	2003 (54)	2011 (109,623)

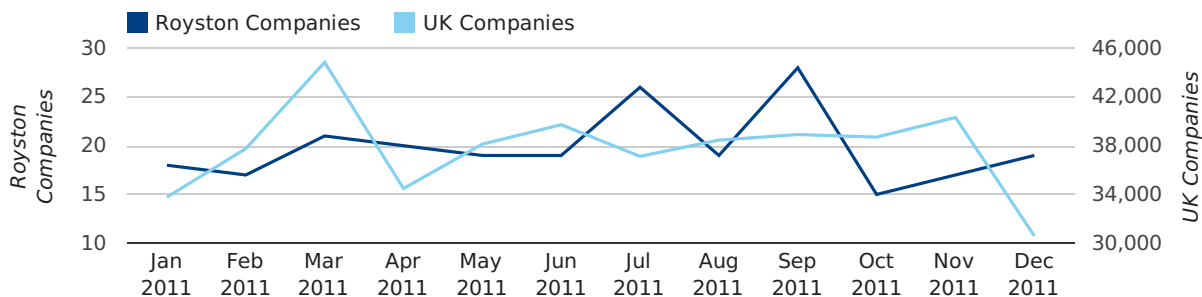
new companies by quarter



Monthly Data (Oct, Nov & Dec 2011)

December 2011 saw a new record in company registrations in Royston when compared to any previous December.

new companies by month



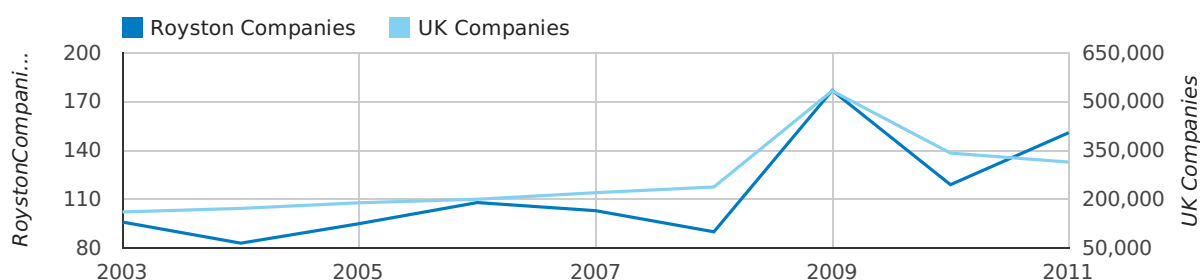
	OCTOBER	NOVEMBER	DECEMBER
NEW COMPANIES IN 2011	15	17	19
NEW COMPANIES IN 2010	21	14	11
% CHANGE	-28.6%	21.4%	72.7%
RECORD YEAR	2003 (25)	2004 (18)	2011 (19)

Annual Data (2011)

A total of 151 companies were dissolved in Royston in 2011. This total is 26.9% higher than in 2010 and compares favourably to the UK figure of 8.1% decrease compared to the previous year.

YEAR	ROYSTON	UK
2011	151	314,523
2010	119	342,232
2009	177	533,773
2008	90	237,901
2007	103	220,295
RECORD YEAR	2009 (177)	2009 (533,773)

dissolved companies by year



Half Year Data (Jul-Dec 2011)

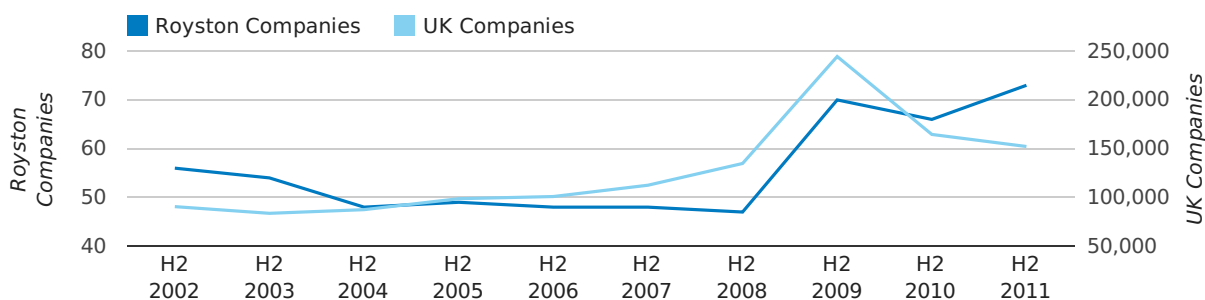
The second half of 2011 saw a new record in company closures in Royston when compared to any previous second half year.

In the second half of 2011 a total of 73 companies were dissolved in Royston. This figure is 10.6% higher than last year, which compares badly to the UK wide change of -7.5%.

The highest total for a second half year in Royston occurred in 2011 when a total of 73 were closed.

HALF YEAR (JUL-DEC)	ROYSTON	UK
2011	73	152,213
2010	66	164,601
% CHANGE	10.6%	-7.5%
RECORD YEAR	2011 (73)	2009 (244,537)

dissolved companies by half year



Quarterly Data (Q4 Oct-Dec 2011)

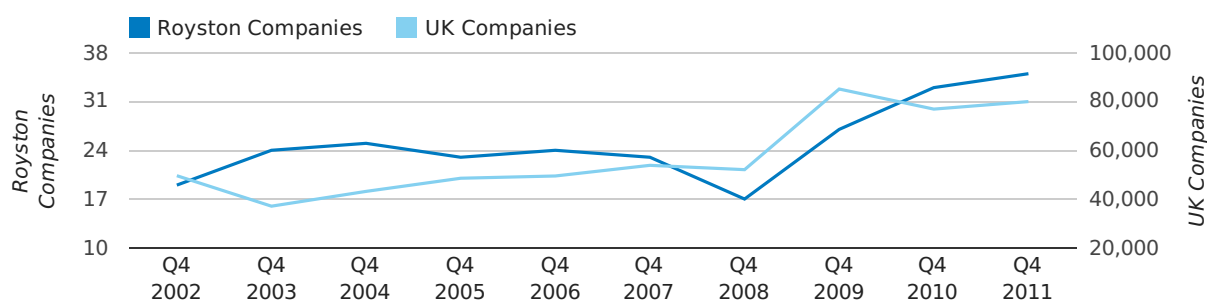
Q4 2011 saw a new record in company closures in Royston when compared to any previous Q4.

A total of 35 companies were dissolved in Royston during the fourth quarter of 2011 (Oct 2011 - Dec 2011).

This figure is an increase of 6.1% versus the same period last year (Q4 2010). This figure compares poorly 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)	ROYSTON	UK
2011	35	79,983
2010	33	76,896
% CHANGE	6.1%	4.0%
RECORD YEAR	2011 (35)	2009 (85,136)

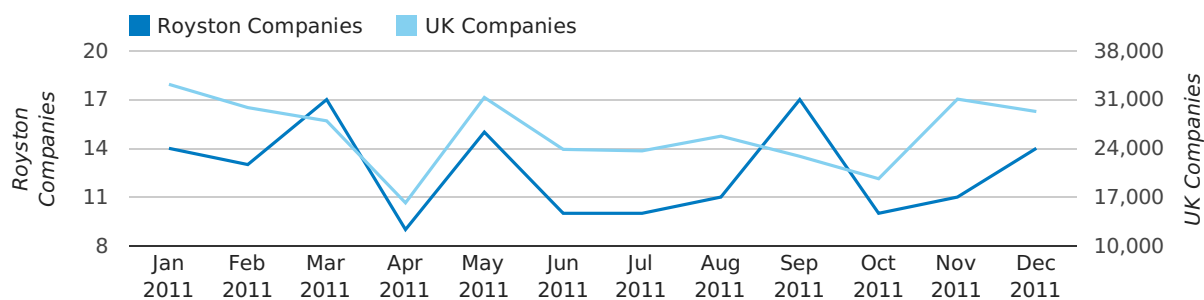
dissolved companies by quarter



Monthly Data (Oct, Nov & Dec 2011)

December 2011 saw a new record in company closures in Royston when compared to any previous December.

dissolved companies by month



	OCTOBER	NOVEMBER	DECEMBER
CLOSED COMPANIES IN 2011	10	11	14
CLOSED COMPANIES IN 2010	10	13	10
% CHANGE	0.0%	-15.4%	40%
RECORD YEAR	2006 (13)	2009 (14)	2011 (14)

Annual Data (2011)

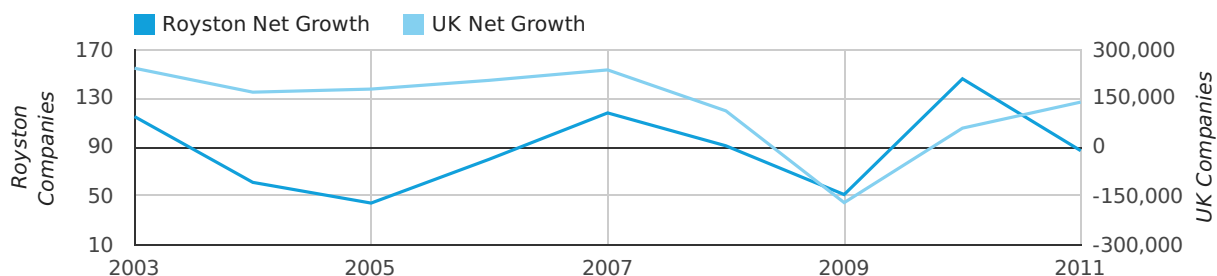
A total of 87 companies were added to the company register for Royston in 2011. This number represents growth of 32.8% which compares unfavourably to the UK figure of 34.6%.

This number is 59 companies lower than the previous year.

The highest net company growth figure ever seen in one year came in 2010 when the Royston company register grew by 146 companies.

YEAR	ROYSTON	UK
2011	87	138,347
2010	146	58,126
2009	51	-171,098
2008	91	111,302
2007	118	237,354
RECORD YEAR	2010 (146)	2003 (242,543)

net growth by year

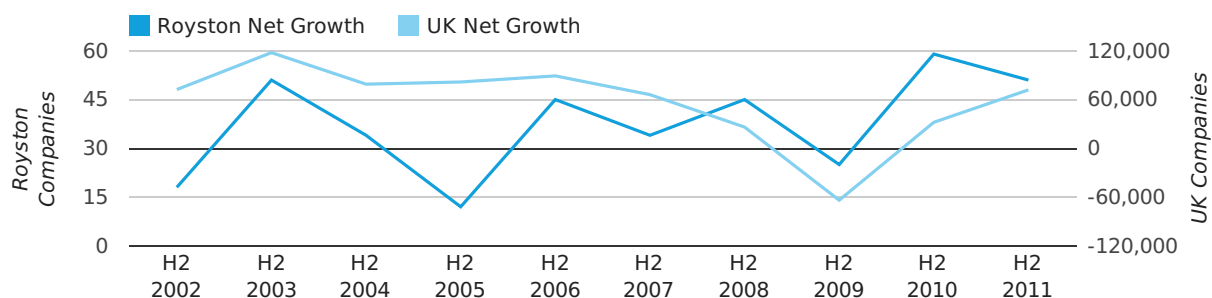


Half Year Data (Jul-Dec 2011)

In the second half of 2011 the company register for Royston increased by 51 companies. This figure is 13.6% lower than last year, which compares badly to a UK increase of 124.7%.

HALF YEAR (JUL-DEC)	ROYSTON	UK
2011	51	71,922
2010	59	32,008
% CHANGE	-13.6%	124.7%
RECORD YEAR	2010 (59)	2003 (117,772)

net growth by half year



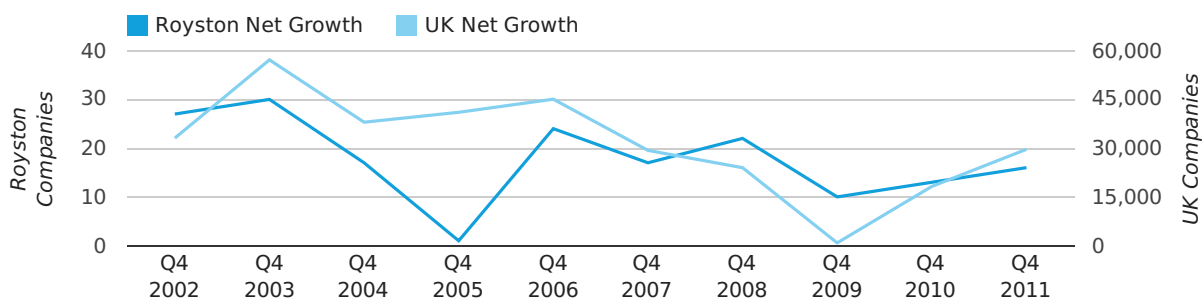
Quarterly Data (Q4 Oct-Dec 2011)

Net company growth for Royston during the fourth quarter of 2011 (Oct 2011 - Dec 2011) was 16 companies.

This represents an increase of 23.1% on the same period last year.

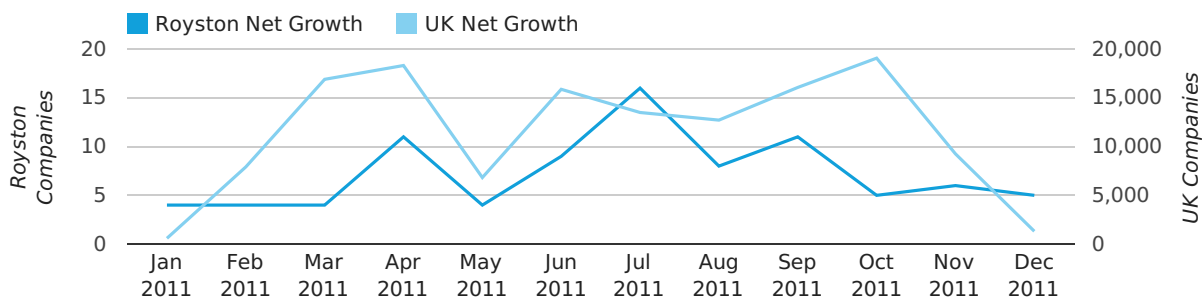
FOURTH QUARTER (OCT 2011 - DEC 2011)	ROYSTON	UK
2011	16	29,640
2010	13	18,221
% CHANGE	23.1%	62.7%
RECORD YEAR	1999 (32)	2003 (57,175)

net growth by quarter



Monthly Data (Oct, Nov & Dec 2011)

net growth by month



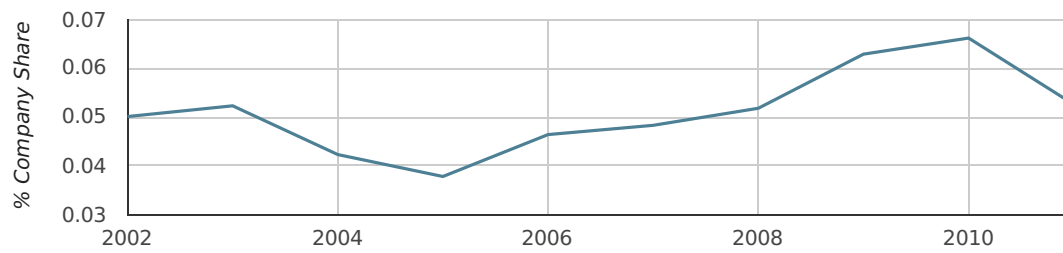
	OCTOBER	NOVEMBER	DECEMBER
NET GROWTH IN 2011	5	6	5
NET GROWTH IN 2010	11	1	1
% CHANGE	-54.5%	500.0%	400.0%
RECORD YEAR	2008 (16)	2001 (11)	2003 (11)

Annual Data (2011)

In 2011 Royston formed 0.1% of all UK companies. This is no change on 2010 when Royston was responsible for 0.1% of all UK companies.

YEAR	ROYSTON
2011	0.1%
2010	0.1%
2009	0.1%
2008	0.1%
2007	0.0%
RECORD YEAR (SINCE 1960)	1960 (0.1%)

company share by year

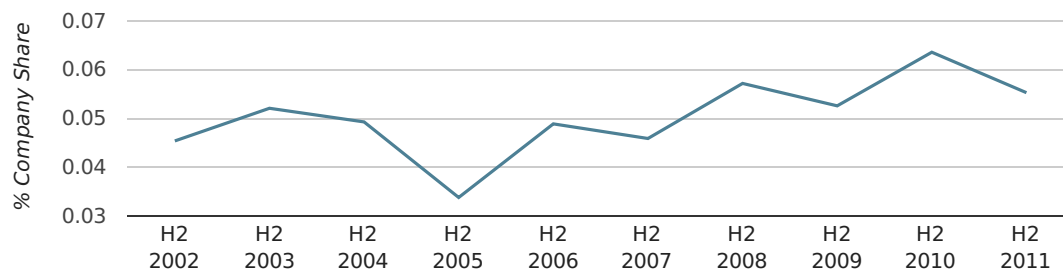


Half Year Data (Jul-Dec 2011)

In the second half of 2011 Royston formed 0.1% of all UK companies. This is the same as the 2010 figure of 0.1%.

HALF YEAR (JUL-DEC)	ROYSTON
2011	0.1%
2010	0.1%
2009	0.1%
2008	0.1%
2007	0.0%
RECORD YEAR (SINCE 1960)	1960 (0.2%)

company share by half year

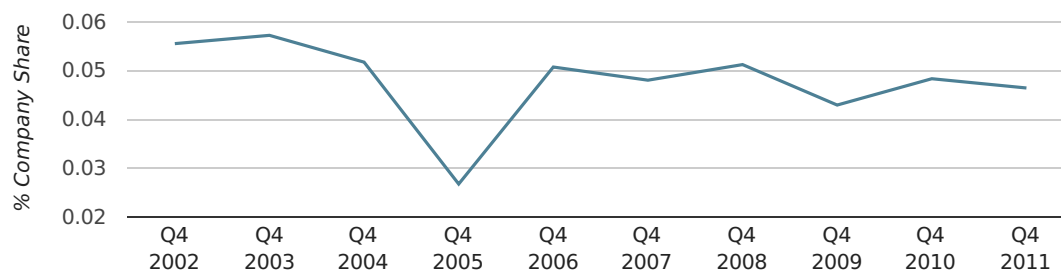


Quarterly Data (Q4 Oct-Dec 2011)

In the fourth quarter of 2011, Royston formed 0.0% of all UK companies.

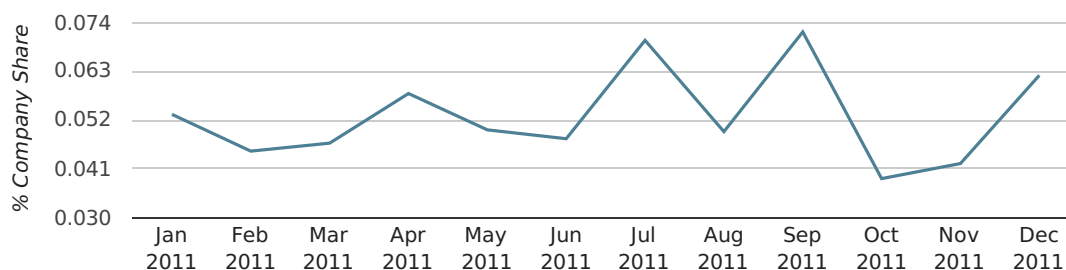
FOURTH QUARTER (OCT 2011 - DEC 2011)	ROYSTON
2011	0.0%
2010	0.0%
2009	0.0%
2008	0.1%
2007	0.0%
RECORD YEAR (SINCE 1960)	1960 (0.2%)

company share by quarter



Monthly Data (Oct, Nov & Dec 2011)

company share by month



	OCTOBER	NOVEMBER	DECEMBER
UK FORMATION SHARE IN 2011	0.0%	0.0%	0.1%
UK FORMATION SHARE IN 2010	0.1%	0.0%	0.0%
% CHANGE	-37.8%	3.4%	53.3%
RECORD YEAR	1960 (0.4%)	1968 (0.2%)	1971 (0.3%)

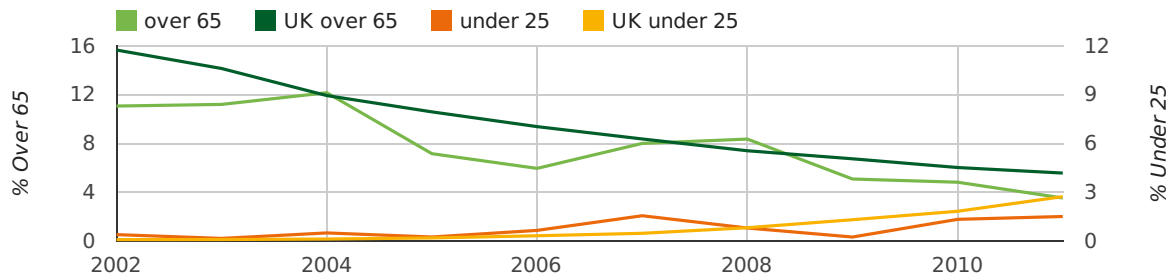
Annual Data (2011)

The average age of a director in 2011 was 46.0.

The percentage of directors under the age of 25 was 1.5% compared to the UK figure of 3.7%.

The percentage of directors over the age of 65 was 3.5% compared to the UK figure of 4.2%.

director age by year



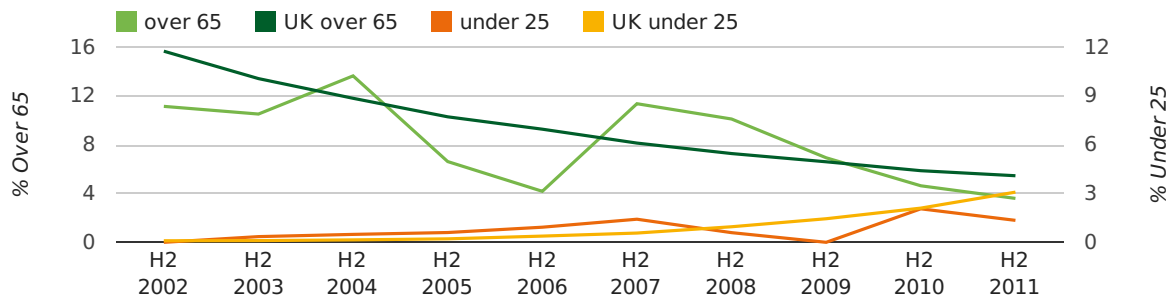
Half Year Data (Jul-Dec 2011)

The average age of a director in the second half of 2011 was 47.2.

The percentage of directors under the age of 25 was 1.4% compared to the UK figure of 4.1%.

The percentage of directors over the age of 65 was 3.6% compared to the UK figure of 4.1%.

director age by half year



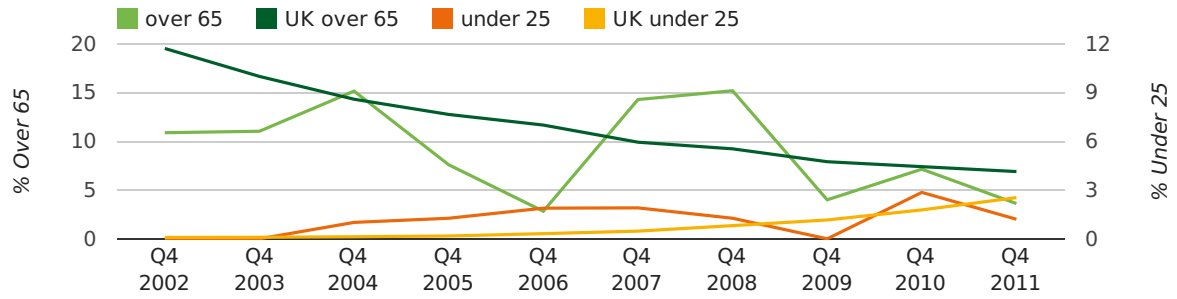
Quarterly Data (Q4 Oct-Dec 2011)

The average age of a director in the fourth quarter of 2011 was 46.3.

The percentage of directors under the age of 25 was 1.2% compared to the UK figure of 4.2%.

The percentage of directors over the age of 65 was 3.6% compared to the UK figure of 4.1%.

director age by quarter

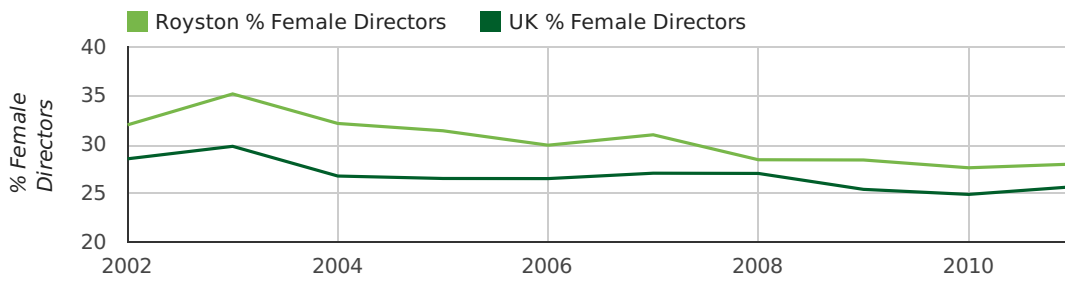


Annual Data (2011)

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

The percentage of female directors in Royston in 2011 was 32.0%. The average for the UK during this time was 28.6%

director gender by year

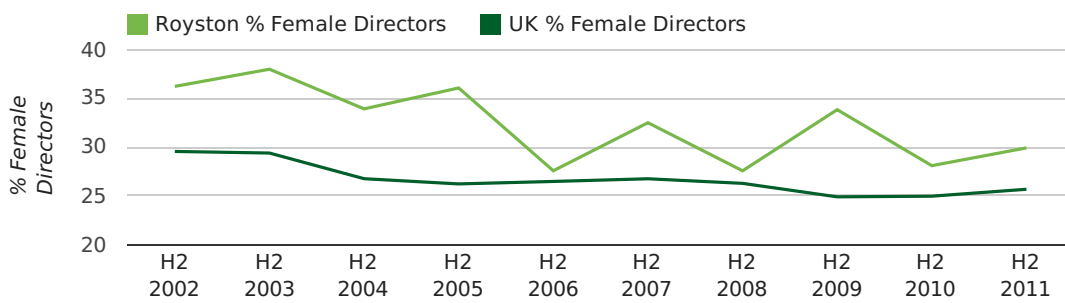


Half Year Data (Jul-Dec 2011)

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

29.9% of all director appointments in Royston 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

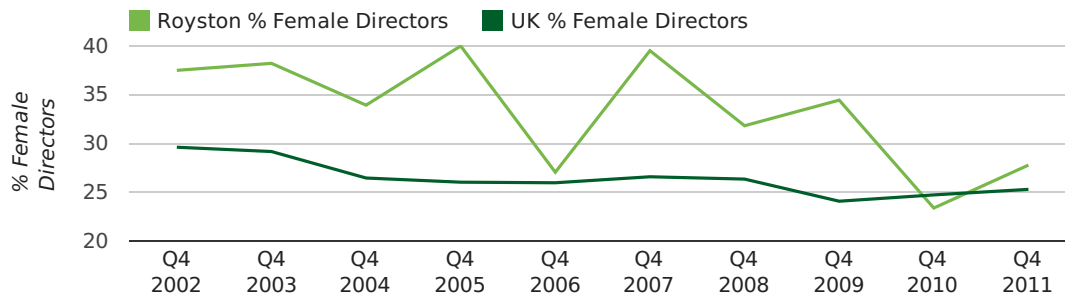


Quarterly Data (Q4 Oct-Dec 2011)

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

27.8% of all director appointments in Royston 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
CAMBRIDGE	1.32%	CONSULTING	5.07%
PROPERTIES	1.32%	MANAGEMENT	4.74%
ASSOCIATES	1.32%	CONSULTANCY	3.26%
ENTERPRISES	1.10%	PROPERTY	2.37%
ELECTRICAL	1.10%	TRADING	2.07%
CONSULTANCY	1.10%	DESIGN	1.92%
CONSULTING	0.88%	ASSOCIATES	1.86%
SOLAR	0.88%	ENGINEERING	1.78%
PROPERTY	0.88%	BUSINESS	1.78%
DESIGN	0.88%	CONSULTANTS	1.76%
M	0.66%	CONSTRUCTION	1.73%
J	0.66%	MEDIA	1.71%
MEDIA	0.66%	LONDON	1.63%
PROVIDER	0.66%	J	1.51%
VILLAGE	0.66%	INVESTMENTS	1.48%
ANDREW	0.66%	GLOBAL	1.46%
TECHNOLOGY	0.66%	IT	1.41%
TRAINING	0.66%	CARE	1.39%
MANAGEMENT	0.66%	PROPERTIES	1.29%
(ROYSTON)	0.66%	ELECTRICAL	1.29%
BUILDING	0.66%	M	1.27%
CONSULTANTS	0.66%	BUILDING	1.26%
COLLEGE	0.66%	ENERGY	1.25%
ROYSTON	0.66%	S	1.20%
JOHN	0.44%	ENTERPRISES	1.20%

Previous 36 months, excluding companies less than 12 months old

SIC CODE	NUMBER OF COMPANIES	UK COMPANIES
None Supplied	63	205,525
7487 - Other business activities	38	57,052
82990 - Other business support service activities not elsewhere classified	35	32,483
70229 - Management consultancy activities other than financial management	21	17,765
99999 - Dormant Company	18	21,846
7414 - Business & management consultancy	17	13,034
74909 - Other professional, scientific and technical activities not elsewhere classified	13	8,671
9999 - Dormant Company	12	20,199
62020 - Information technology consultancy activities	12	12,072
7499 - Non-trading company	7	9,957
4521 - General construction & civil engineering	6	5,558
7222 - Other software consultancy and supply	6	7,398
74990 - Non-trading company	6	8,929
68100 - Buying and selling of own real estate	6	2,749
96090 - Other service activities not elsewhere classified	5	11,768
9305 - Other service activities	5	9,492
43220 - Plumbing, heat and air-conditioning installation	4	2,372
86900 - Other human health activities	4	4,457
63990 - Other information service activities not elsewhere classified	4	1,787
43999 - Other specialised construction activities not elsewhere classified	4	3,342