

Rugeley

2011 annual business confidence report



headlines

- November 2011 saw a new record in company registrations in Rugeley when compared to any previous November.
- October 2011 saw a new record in company closures in Rugeley when compared to any previous October.

contents

new company registrations

closed companies (dissolved)

net company growth

uk company share

director age

director gender

naming trends

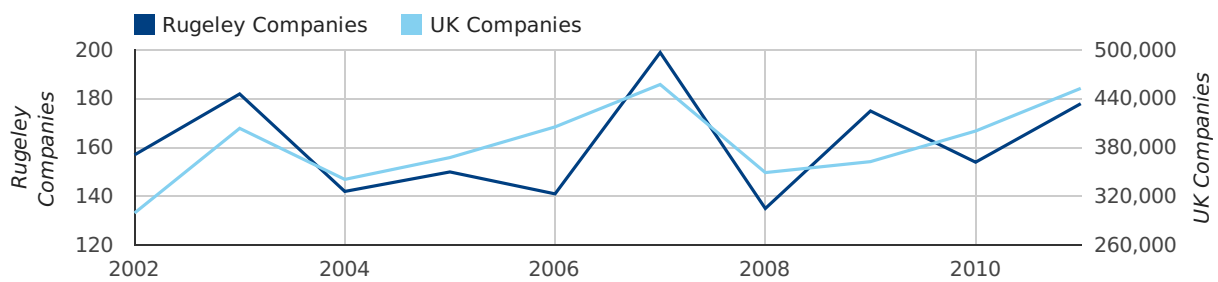
sic data

Annual Data (2011)

A total of 178 companies were formed in Rugeley in 2011. This total is 15.6% higher than in 2010 and compares poorly to the UK figure of a 13.1% growth compared to 400,358 the previous year.

YEAR	RUGELEY	UK
2011	178	452,870
2010	154	400,358
2009	175	362,675
2008	135	349,203
2007	199	457,649
RECORD YEAR	2007 (199)	2007 (457,649)

new companies by year



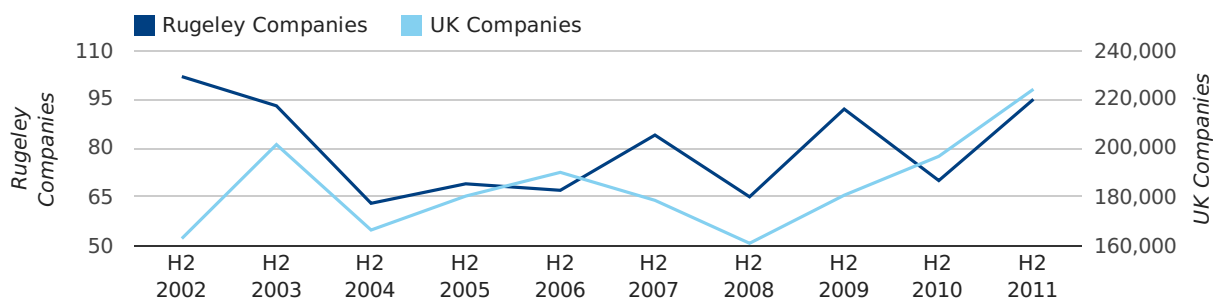
Half Year Data (Jul-Dec 2011)

In the second half of 2011 a total of 95 companies were formed in Rugeley. This figure is 35.7% higher than last year, which compares well to the UK wide figure of 14.0%.

The highest total for a second half year in Rugeley occurred in 2002 when a total of 102 were formed.

HALF YEAR (JUL-DEC)	RUGELEY	UK
2011	95	224,135
2010	70	196,609
% CHANGE	35.7%	14.0%
RECORD YEAR	2002 (102)	2011 (224,135)

new companies by half year



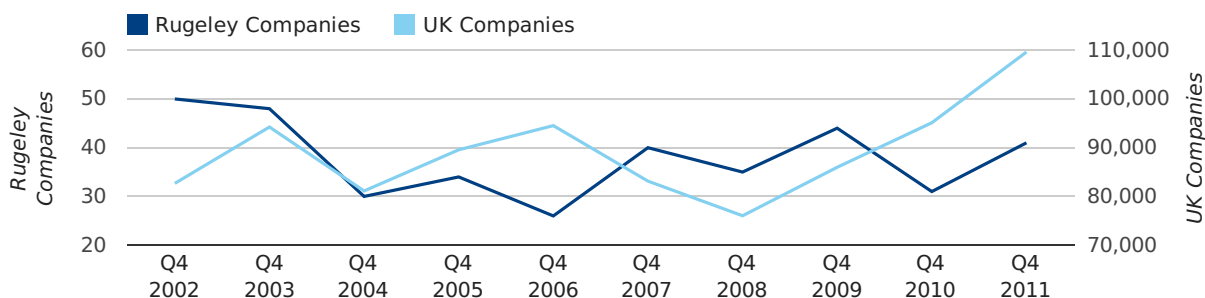
Quarterly Data (Q4 Oct-Dec 2011)

A total of 41 companies were registered in Rugeley during the fourth quarter of 2011 (Oct 2011 - Dec 2011).

This figure is an increase of 32.3% versus the same period last year (Q4 2010). This figure compares well 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)	RUGELEY	UK
2011	41	109,623
2010	31	95,117
% CHANGE	32.3%	15.3%
RECORD YEAR	2002 (50)	2011 (109,623)

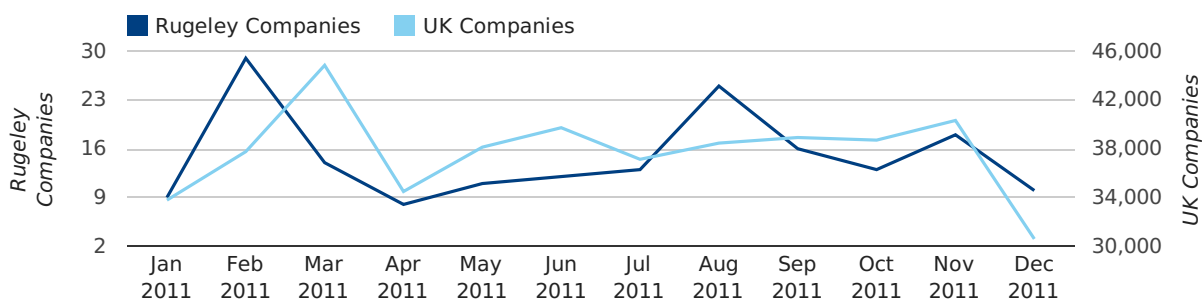
new companies by quarter



Monthly Data (Oct, Nov & Dec 2011)

November 2011 saw a new record in company registrations in Rugeley when compared to any previous November.

new companies by month



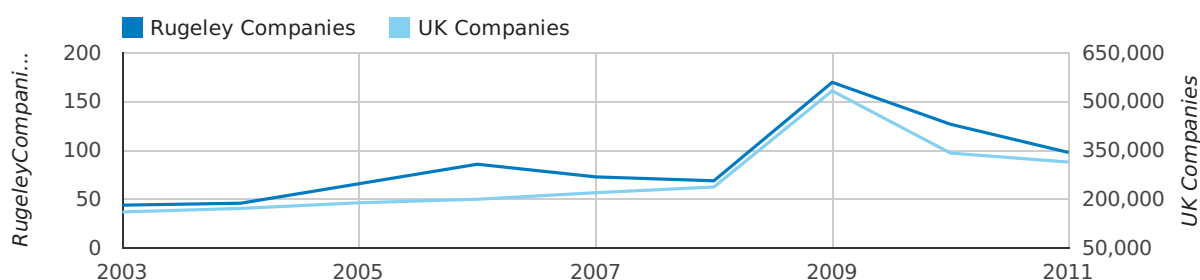
	OCTOBER	NOVEMBER	DECEMBER
NEW COMPANIES IN 2011	13	18	10
NEW COMPANIES IN 2010	18	8	5
% CHANGE	-27.8%	125.0%	100.0%
RECORD YEAR	2002 (24)	2011 (18)	2009 (15)

Annual Data (2011)

A total of 98 companies were dissolved in Rugeley in 2011. This total is 22.8% lower than in 2010 and compares unfavourably to the UK figure of 8.1% decrease compared to the previous year.

YEAR	RUGELEY	UK
2011	98	314,523
2010	127	342,232
2009	170	533,773
2008	69	237,901
2007	73	220,295
RECORD YEAR	2009 (170)	2009 (533,773)

dissolved companies by year



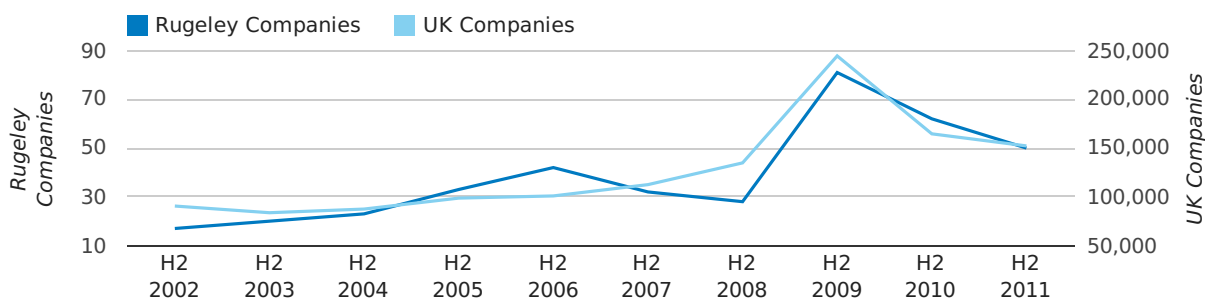
Half Year Data (Jul-Dec 2011)

In the second half of 2011 a total of 50 companies were dissolved in Rugeley. This figure is 19.4% lower than last year, which compares well to the UK wide change of -7.5%.

The highest total for a second half year in Rugeley occurred in 2009 when a total of 81 were closed.

HALF YEAR (JUL-DEC)	RUGELEY	UK
2011	50	152,213
2010	62	164,601
% CHANGE	-19.4%	-7.5%
RECORD YEAR	2009 (81)	2009 (244,537)

dissolved companies by half year



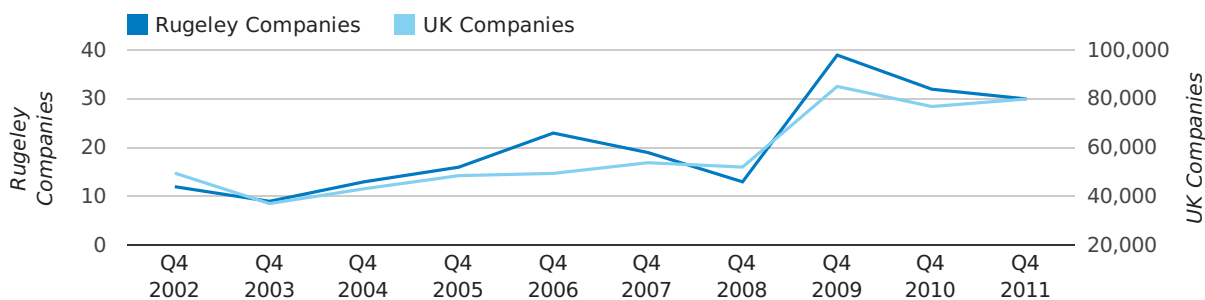
Quarterly Data (Q4 Oct-Dec 2011)

A total of 30 companies were dissolved in Rugeley during the fourth quarter of 2011 (Oct 2011 - Dec 2011).

This figure is a decrease of 6.3% 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)	RUGELEY	UK
2011	30	79,983
2010	32	76,896
% CHANGE	-6.3%	4.0%
RECORD YEAR	2009 (39)	2009 (85,136)

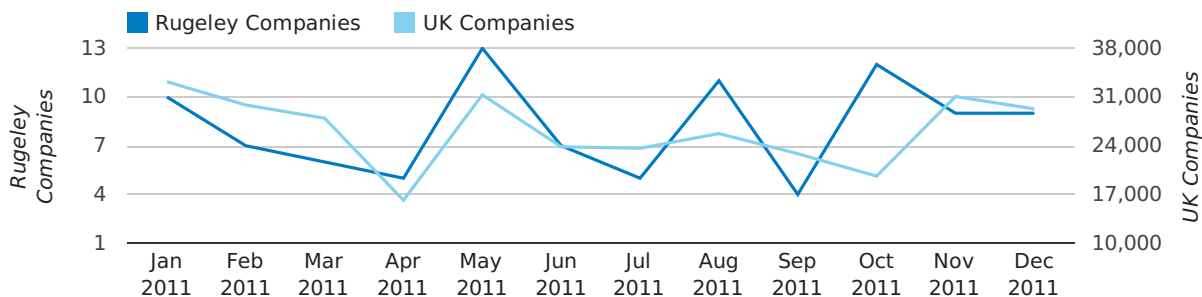
dissolved companies by quarter



Monthly Data (Oct, Nov & Dec 2011)

October 2011 saw a new record in company closures in Rugeley when compared to any previous October.

dissolved companies by month



	OCTOBER	NOVEMBER	DECEMBER
CLOSED COMPANIES IN 2011	12	9	9
CLOSED COMPANIES IN 2010	9	14	9
% CHANGE	33.3%	-35.7%	0%
RECORD YEAR	2011 (12)	2010 (14)	2009 (16)

Annual Data (2011)

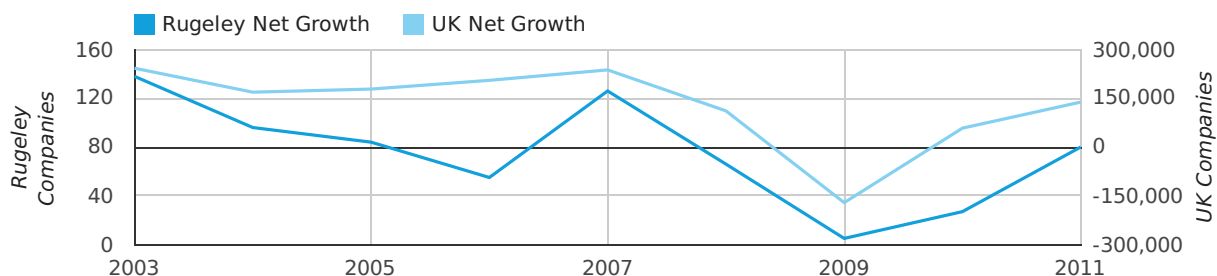
A total of 80 companies were added to the company register for Rugeley in 2011. This number represents growth of 51.9% which compares favourably to the UK figure of 34.6%.

This number is 53 companies higher than the previous year.

The highest net company growth figure ever seen in one year came in 2003 when the Rugeley company register grew by 138 companies.

YEAR	RUGELEY	UK
2011	80	138,347
2010	27	58,126
2009	5	-171,098
2008	66	111,302
2007	126	237,354
RECORD YEAR	2003 (138)	2003 (242,543)

net growth by year

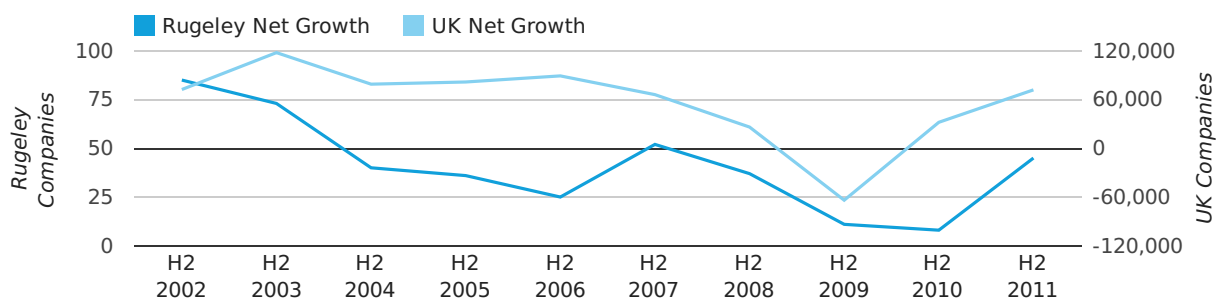


Half Year Data (Jul-Dec 2011)

In the second half of 2011 the company register for Rugeley increased by 45 companies. This figure is 462.5% higher than last year, which compares well to a UK increase of 124.7%.

HALF YEAR (JUL-DEC)	RUGELEY	UK
2011	45	71,922
2010	8	32,008
% CHANGE	462.5%	124.7%
RECORD YEAR	2002 (85)	2003 (117,772)

net growth by half year



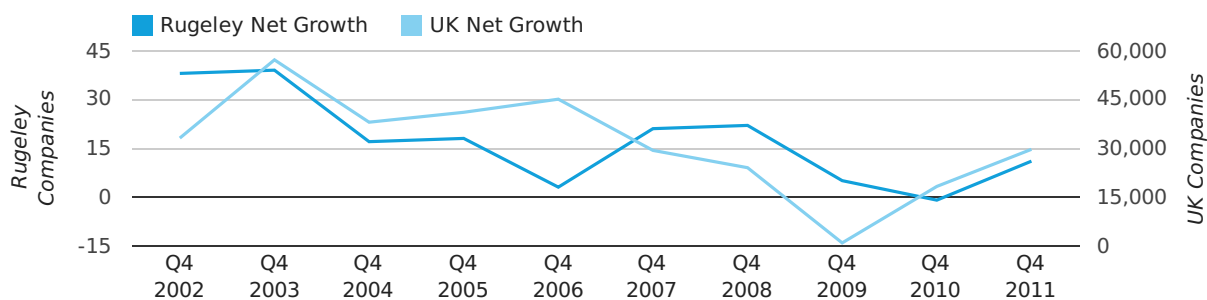
Quarterly Data (Q4 Oct-Dec 2011)

Net company growth for Rugeley during the fourth quarter of 2011 (Oct 2011 - Dec 2011) was 11 companies.

This represents an increase of 1,200.0% on the same period last year.

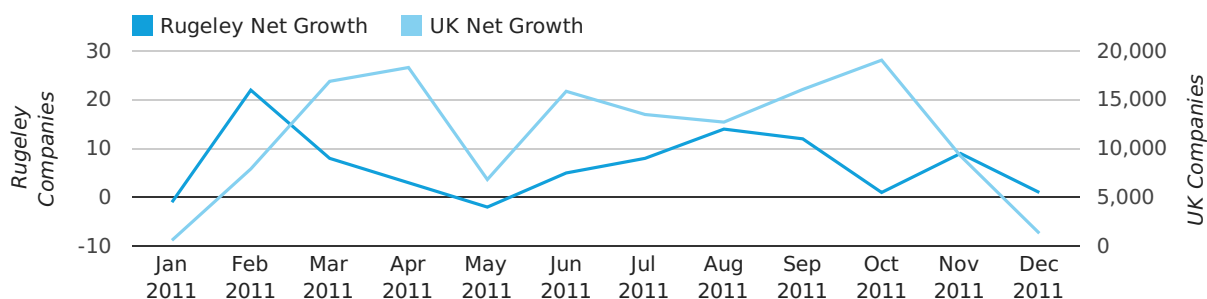
FOURTH QUARTER (OCT 2011 - DEC 2011)	RUGELEY	UK
2011	11	29,640
2010	-1	18,221
% CHANGE	-1,200.0%	62.7%
RECORD YEAR	2003 (39)	2003 (57,175)

net growth by quarter



Monthly Data (Oct, Nov & Dec 2011)

net growth by month



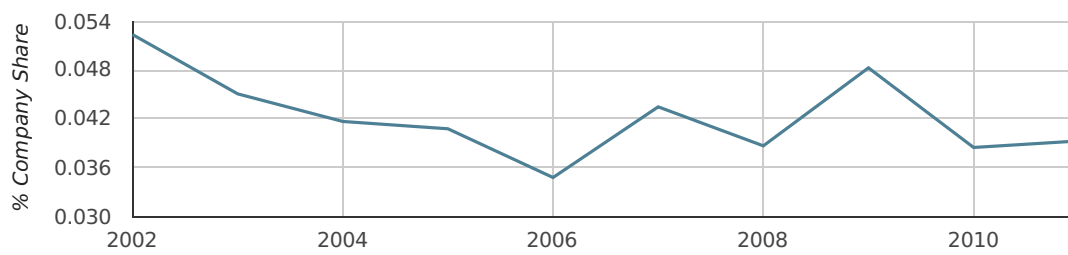
	OCTOBER	NOVEMBER	DECEMBER
NET GROWTH IN 2011	1	9	1
NET GROWTH IN 2010	9	-6	-4
% CHANGE	-88.9%	-250.0%	-125.0%
RECORD YEAR	2002 (18)	2003 (16)	2002 (9)

Annual Data (2011)

In 2011 Rugeley formed 0.0% of all UK companies. This is no change on 2010 when Rugeley was responsible for 0.0% of all UK companies.

YEAR	RUGELEY
2011	0.0%
2010	0.0%
2009	0.0%
2008	0.0%
2007	0.0%
RECORD YEAR (SINCE 1960)	1967 (0.1%)

company share by year

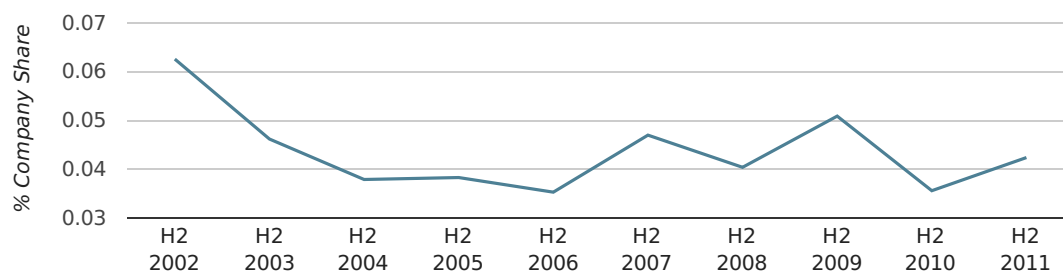


Half Year Data (Jul-Dec 2011)

In the second half of 2011 Rugeley formed 0.0% of all UK companies. This is the same as the 2010 figure of 0.0%.

HALF YEAR (JUL-DEC)	RUGELEY
2011	0.0%
2010	0.0%
2009	0.1%
2008	0.0%
2007	0.0%
RECORD YEAR (SINCE 1960)	1974 (0.1%)

company share by half year

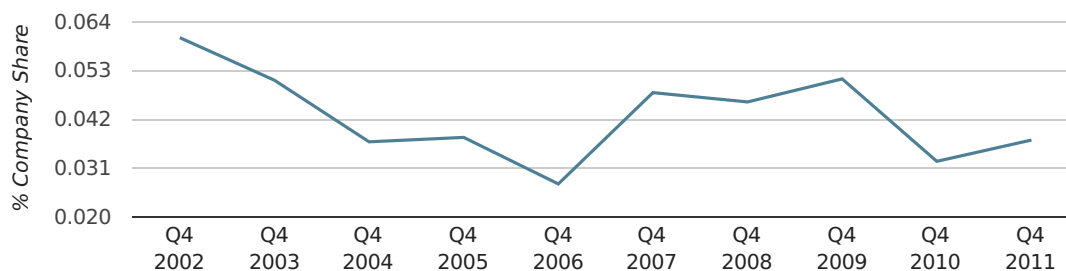


Quarterly Data (Q4 Oct-Dec 2011)

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

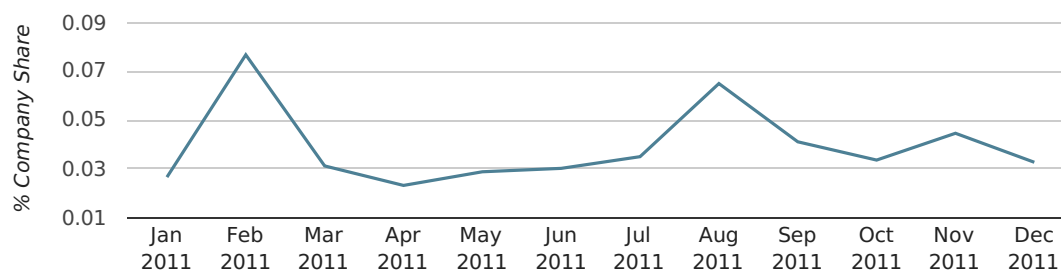
FOURTH QUARTER (OCT 2011 - DEC 2011)	RUGELEY
2011	0.0%
2010	0.0%
2009	0.1%
2008	0.0%
2007	0.0%
RECORD YEAR (SINCE 1960)	1967 (0.2%)

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%	0.0%
UK FORMATION SHARE IN 2010	0.1%	0.0%	0.0%
% CHANGE	-37.2%	91.4%	77.7%
RECORD YEAR	1967 (0.4%)	1969 (0.2%)	1964 (0.3%)

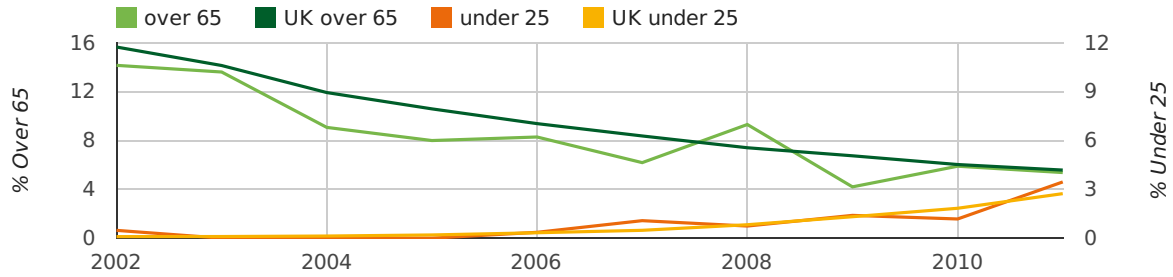
Annual Data (2011)

The average age of a director in 2011 was 44.7.

The percentage of directors under the age of 25 was 3.5% compared to the UK figure of 3.7%.

The percentage of directors over the age of 65 was 5.4% compared to the UK figure of 4.2%.

director age by year



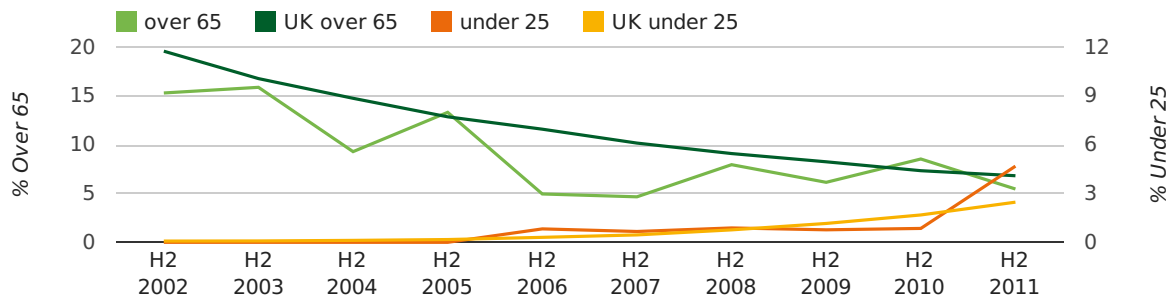
Half Year Data (Jul-Dec 2011)

The average age of a director in the second half of 2011 was 43.4.

The percentage of directors under the age of 25 was 4.7% compared to the UK figure of 4.1%.

The percentage of directors over the age of 65 was 5.5% compared to the UK figure of 4.1%.

director age by half year



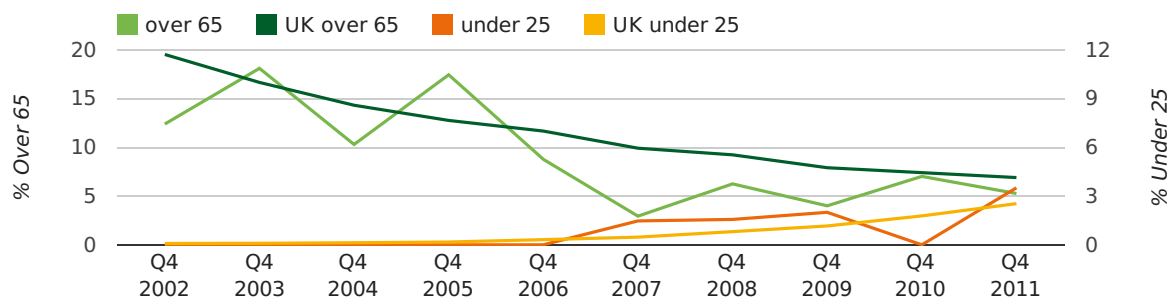
Quarterly Data (Q4 Oct-Dec 2011)

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

The percentage of directors under the age of 25 was 3.5% compared to the UK figure of 4.2%.

The percentage of directors over the age of 65 was 5.3% compared to the UK figure of 4.1%.

director age by quarter

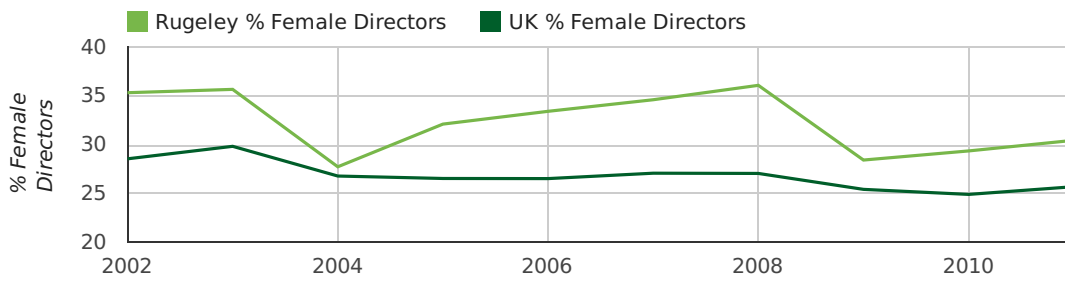


Annual Data (2011)

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

The percentage of female directors in Rugeley in 2011 was 35.3%. The average for the UK during this time was 28.6%

director gender by year

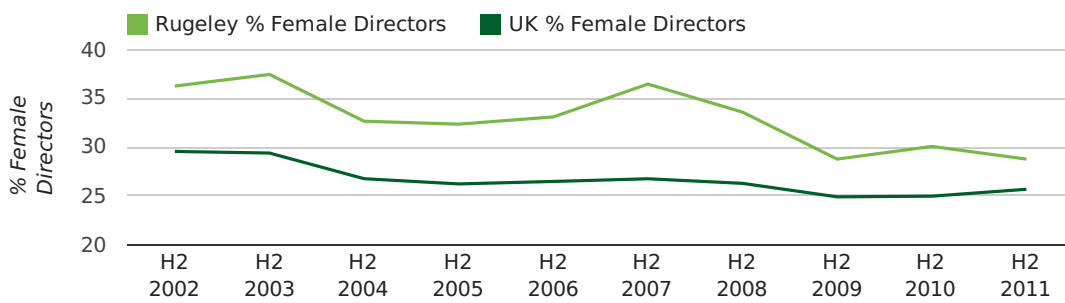


Half Year Data (Jul-Dec 2011)

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

28.8% of all director appointments in Rugeley 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

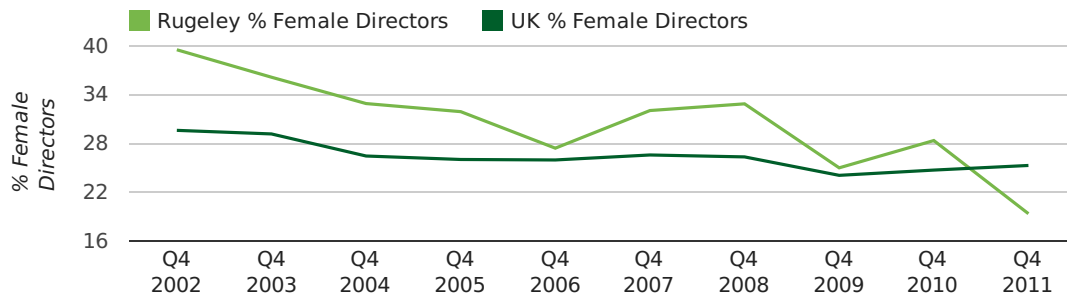


Quarterly Data (Q4 Oct-Dec 2011)

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

19.4% of all director appointments in Rugeley 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
HAIR	1.39%	CONSULTING	5.07%
J	1.11%	MANAGEMENT	4.74%
MANAGEMENT	1.11%	CONSULTANCY	3.26%
SPORTS	1.11%	PROPERTY	2.37%
C	0.83%	TRADING	2.07%
CONSULTING	0.83%	DESIGN	1.92%
BEAUTY	0.83%	ASSOCIATES	1.86%
ENGINEERING	0.83%	ENGINEERING	1.78%
SECURITY	0.83%	BUSINESS	1.78%
S	0.83%	CONSULTANTS	1.76%
MEDIA	0.83%	CONSTRUCTION	1.73%
PROPERTIES	0.83%	MEDIA	1.71%
IT	0.83%	LONDON	1.63%
ELECTRICAL	0.56%	J	1.51%
TRANSPORT	0.56%	INVESTMENTS	1.48%
SPACE	0.56%	GLOBAL	1.46%
SOLAR	0.56%	IT	1.41%
WINDOW	0.56%	CARE	1.39%
W	0.56%	PROPERTIES	1.29%
WASTE	0.56%	ELECTRICAL	1.29%
DESIGN	0.56%	M	1.27%
G	0.56%	BUILDING	1.26%
ENVIRONMENTAL	0.56%	ENERGY	1.25%
R	0.56%	S	1.20%
RENEWABLES	0.56%	ENTERPRISES	1.20%

Previous 36 months, excluding companies less than 12 months old

SIC CODE	NUMBER OF COMPANIES	UK COMPANIES
None Supplied	61	205,525
7487 - Other business activities	23	57,052
82990 - Other business support service activities not elsewhere classified	20	32,483
9999 - Dormant Company	13	20,199
99999 - Dormant Company	13	21,846
70229 - Management consultancy activities other than financial management	6	17,765
49410 - Freight transport by road	6	2,392
4521 - General construction & civil engineering	6	5,558
43999 - Other specialised construction activities not elsewhere classified	6	3,342
62020 - Information technology consultancy activities	5	12,072
43210 - Electrical installation	4	3,175
41201 - Construction of commercial buildings	4	1,500
68209 - Other letting and operating of own or leased real estate	4	4,082
9305 - Other service activities	3	9,492
42990 - Construction of other civil engineering projects not elsewhere classified	3	1,441
70100 - Activities of head offices	3	2,662
78200 - Temporary employment agency activities	3	1,128
7414 - Business & management consultancy	3	13,034
41202 - Construction of domestic buildings	3	2,598
6024 - Freight transport by road	3	2,280