

Southsea

2011 annual business confidence report



headlines

- 2011 was a record year for company registrations in Southsea when compared to any year in history.
- The second half of 2011 saw a new record in company registrations in Southsea when compared to any previous second half year.
- Q4 2011 saw a new record in company registrations in Southsea when compared to any previous Q4.
- November 2011 saw a new record in company registrations in Southsea when compared to any previous November.
- Q4 2011 saw a new record in company closures in Southsea when compared to any previous Q4.
- November 2011 saw a new record in company closures in Southsea when compared to any previous November.

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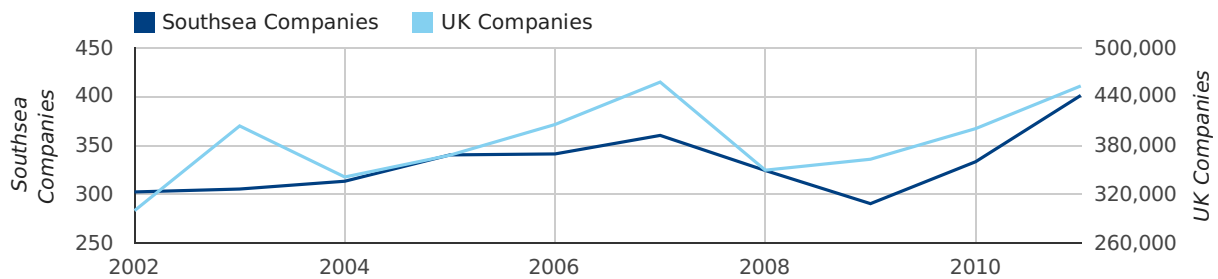
Annual Data (2011)

2011 was a record year for company registrations in Southsea when compared to any year in history.

A total of 401 companies were formed in Southsea in 2011. This total is 20.4% higher than in 2010 and compares poorly to the UK figure of a 13.1% growth compared to 400,358 the previous year.

YEAR	SOUTHSEA	UK
2011	401	452,870
2010	333	400,358
2009	290	362,675
2008	324	349,203
2007	360	457,649
RECORD YEAR	2011 (401)	2007 (457,649)

new companies by year



Half Year Data (Jul-Dec 2011)

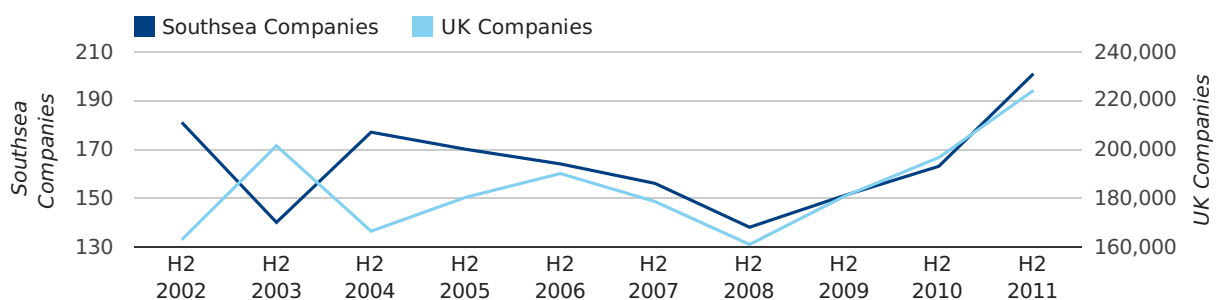
The second half of 2011 saw a new record in company registrations in Southsea when compared to any previous second half year.

In the second half of 2011 a total of 201 companies were formed in Southsea. This figure is 23.3% higher than last year, which compares well to the UK wide figure of 14.0%.

The highest total for a second half year in Southsea occurred in 2011 when a total of 201 were formed.

HALF YEAR (JUL-DEC)	SOUTHSEA	UK
2011	201	224,135
2010	163	196,609
% CHANGE	23.3%	14.0%
RECORD YEAR	2011 (201)	2011 (224,135)

new companies by half year



Quarterly Data (Q4 Oct-Dec 2011)

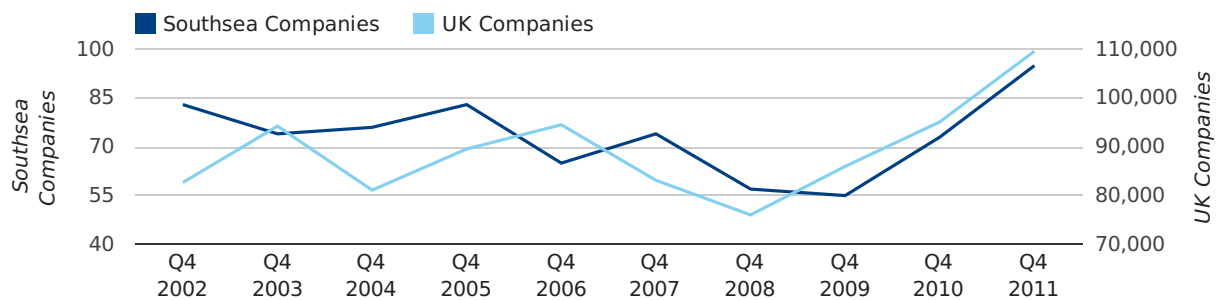
Q4 2011 saw a new record in company registrations in Southsea when compared to any previous Q4.

A total of 95 companies were registered in Southsea during the fourth quarter of 2011 (Oct 2011 - Dec 2011).

This figure is an increase of 30.1% 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)	SOUTHSEA	UK
2011	95	109,623
2010	73	95,117
% CHANGE	30.1%	15.3%
RECORD YEAR	2011 (95)	2011 (109,623)

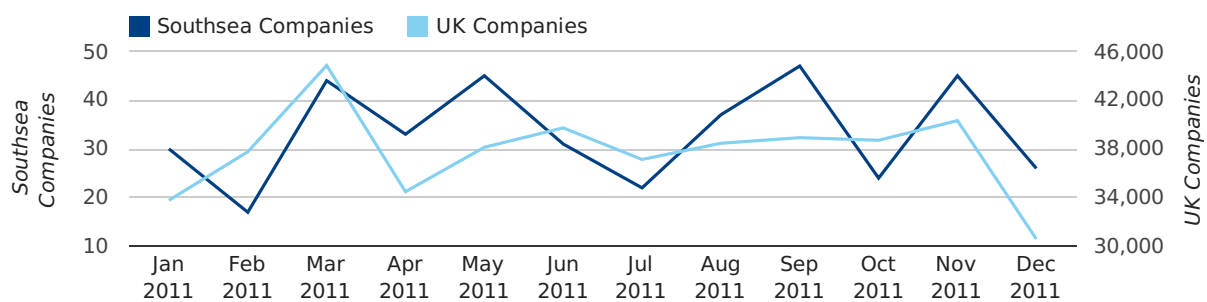
new companies by quarter



Monthly Data (Oct, Nov & Dec 2011)

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

new companies by month



	OCTOBER	NOVEMBER	DECEMBER
NEW COMPANIES IN 2011	24	45	26
NEW COMPANIES IN 2010	22	31	20
% CHANGE	9.1%	45.2%	30.0%
RECORD YEAR	2002 (32)	2011 (45)	2005 (31)

Annual Data (2011)

A total of 283 companies were dissolved in Southsea in 2011. This total is 19.6% lower than in 2010 and compares unfavourably to the UK figure of 8.1% decrease compared to the previous year.

YEAR	SOUTHSEA	UK
2011	283	314,523
2010	352	342,232
2009	458	533,773
2008	216	237,901
2007	187	220,295
RECORD YEAR	2009 (458)	2009 (533,773)

dissolved companies by year



Half Year Data (Jul-Dec 2011)

In the second half of 2011 a total of 126 companies were dissolved in Southsea. This figure is 6.0% lower than last year, which compares badly to the UK wide change of -7.5%.

The highest total for a second half year in Southsea occurred in 2009 when a total of 177 were closed.

HALF YEAR (JUL-DEC)	SOUTHSEA	UK
2011	126	152,213
2010	134	164,601
% CHANGE	-6.0%	-7.5%
RECORD YEAR	2009 (177)	2009 (244,537)

dissolved companies by half year



Quarterly Data (Q4 Oct-Dec 2011)

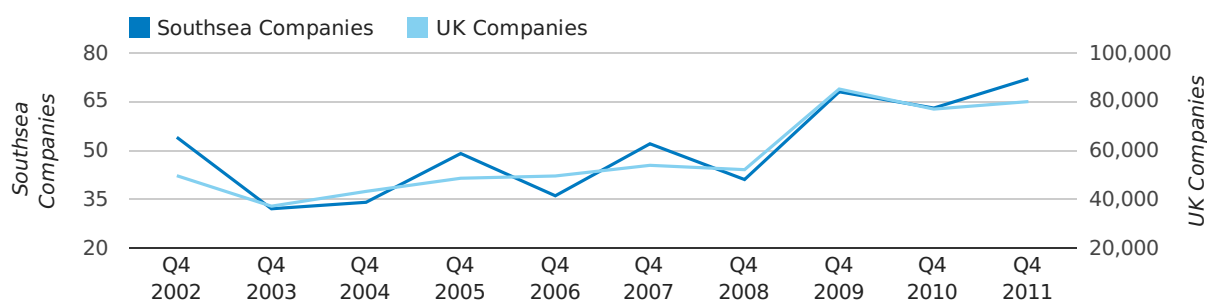
Q4 2011 saw a new record in company closures in Southsea when compared to any previous Q4.

A total of 72 companies were dissolved in Southsea during the fourth quarter of 2011 (Oct 2011 - Dec 2011).

This figure is an increase of 14.3% 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)	SOUTHSEA	UK
2011	72	79,983
2010	63	76,896
% CHANGE	14.3%	4.0%
RECORD YEAR	2011 (72)	2009 (85,136)

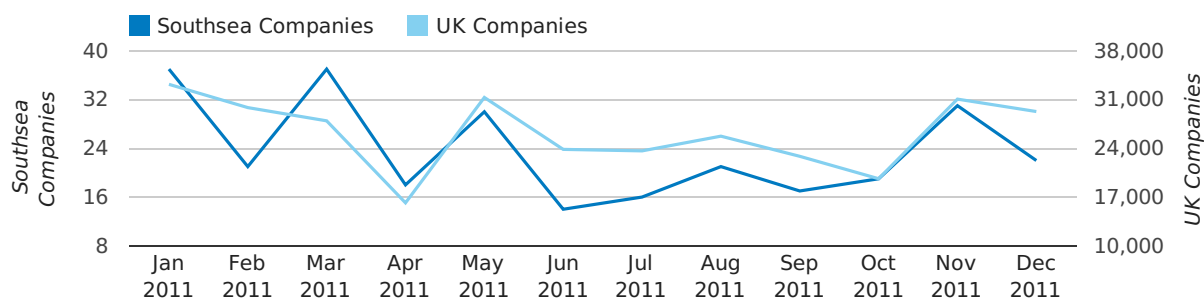
dissolved companies by quarter



Monthly Data (Oct, Nov & Dec 2011)

November 2011 saw a new record in company closures in Southsea when compared to any previous November.

dissolved companies by month



	OCTOBER	NOVEMBER	DECEMBER
CLOSED COMPANIES IN 2011	19	31	22
CLOSED COMPANIES IN 2010	23	30	10
% CHANGE	-17.4%	3.3%	120%
RECORD YEAR	2010 (23)	2011 (31)	2009 (27)

Annual Data (2011)

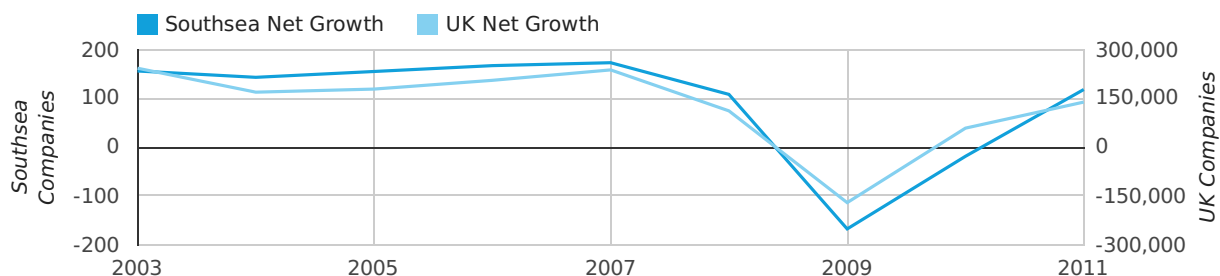
A total of 118 companies were added to the company register for Southsea in 2011. This number represents growth of 35.4% which compares favourably to the UK figure of 34.6%.

This number is 137 companies higher than the previous year.

The highest net company growth figure ever seen in one year came in 2007 when the Southsea company register grew by 173 companies.

YEAR	SOUTHSEA	UK
2011	118	138,347
2010	-19	58,126
2009	-168	-171,098
2008	108	111,302
2007	173	237,354
RECORD YEAR	2007 (173)	2003 (242,543)

net growth by year

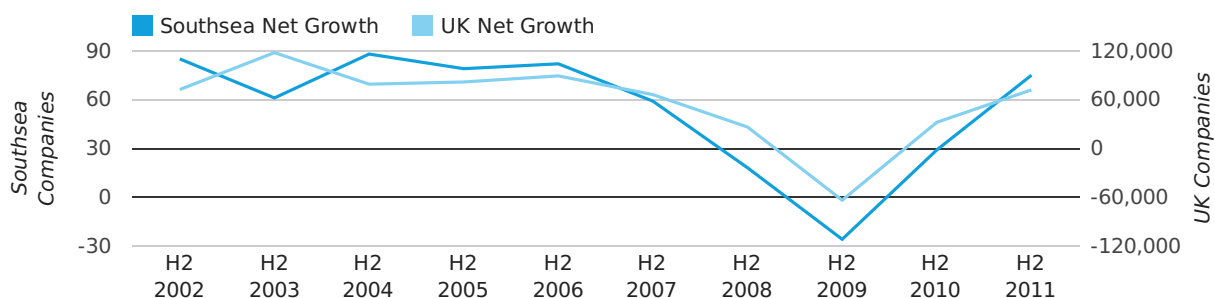


Half Year Data (Jul-Dec 2011)

In the second half of 2011 the company register for Southsea increased by 75 companies. This figure is 158.6% higher than last year, which compares well to a UK increase of 124.7%.

HALF YEAR (JUL-DEC)	SOUTHSEA	UK
2011	75	71,922
2010	29	32,008
% CHANGE	158.6%	124.7%
RECORD YEAR	2004 (88)	2003 (117,772)

net growth by half year



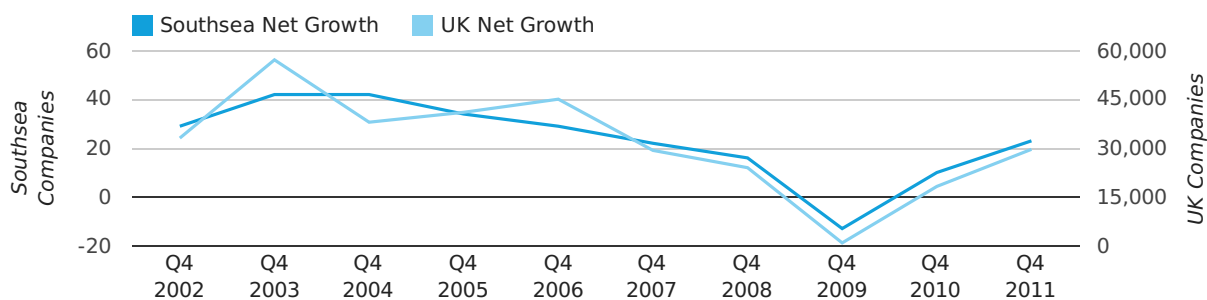
Quarterly Data (Q4 Oct-Dec 2011)

Net company growth for Southsea during the fourth quarter of 2011 (Oct 2011 - Dec 2011) was 23 companies.

This represents an increase of 130.0% on the same period last year.

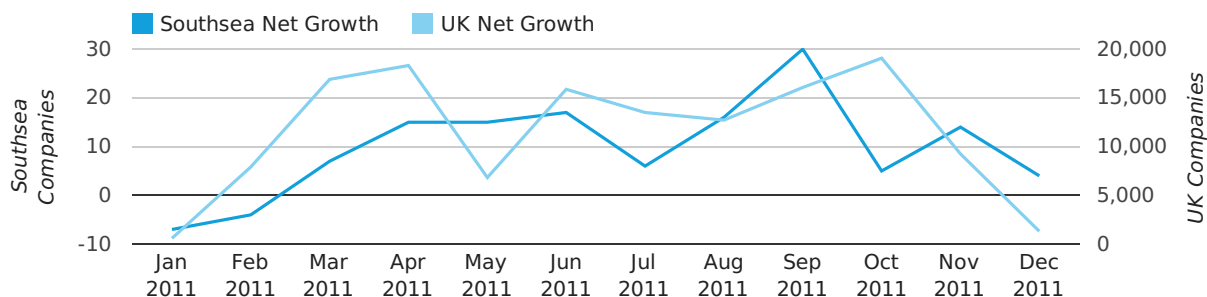
FOURTH QUARTER (OCT 2011 - DEC 2011)	SOUTHSEA	UK
2011	23	29,640
2010	10	18,221
% CHANGE	130.0%	62.7%
RECORD YEAR	2004 (42)	2003 (57,175)

net growth by quarter



Monthly Data (Oct, Nov & Dec 2011)

net growth by month



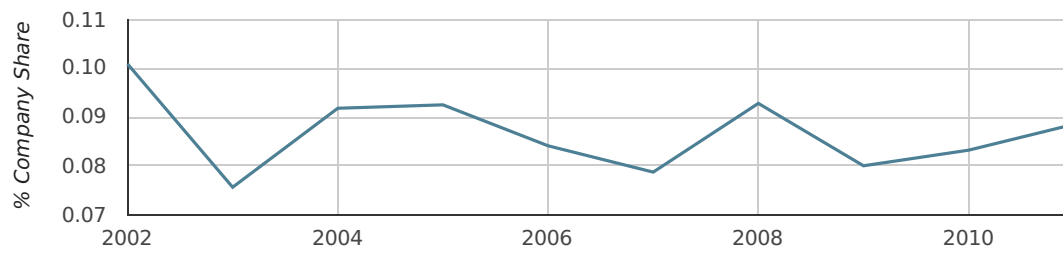
	OCTOBER	NOVEMBER	DECEMBER
NET GROWTH IN 2011	5	14	4
NET GROWTH IN 2010	-1	1	10
% CHANGE	-600.0%	1,300.0%	-60.0%
RECORD YEAR	2008 (24)	2006 (15)	2005 (20)

Annual Data (2011)

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

YEAR	SOUTHSEA
2011	0.1%
2010	0.1%
2009	0.1%
2008	0.1%
2007	0.1%
RECORD YEAR (SINCE 1960)	1968 (0.1%)

company share by year

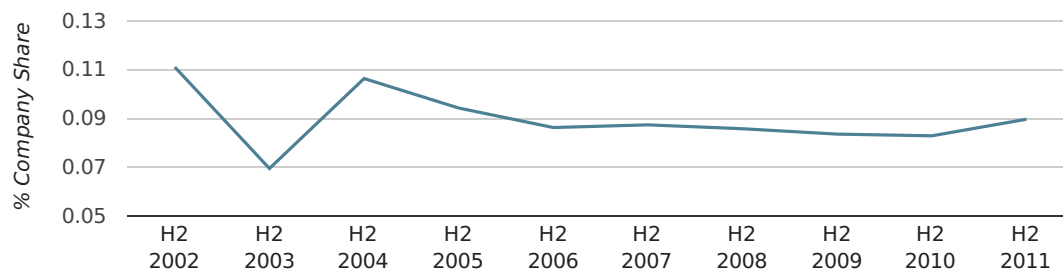


Half Year Data (Jul-Dec 2011)

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

HALF YEAR (JUL-DEC)	SOUTHSEA
2011	0.1%
2010	0.1%
2009	0.1%
2008	0.1%
2007	0.1%
RECORD YEAR (SINCE 1960)	1998 (0.1%)

company share by half year

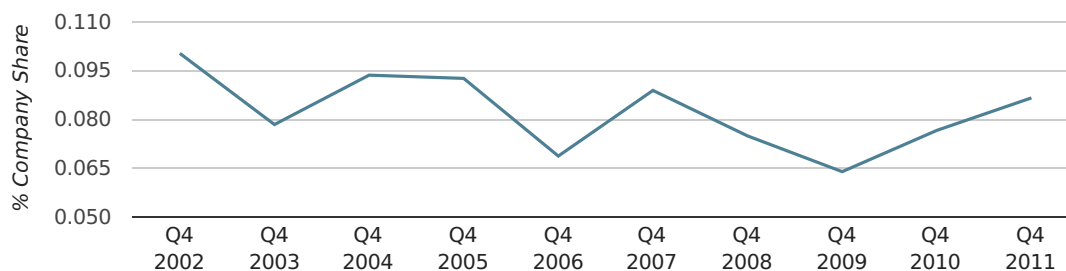


Quarterly Data (Q4 Oct-Dec 2011)

In the fourth quarter of 2011, Southsea formed 0.1% of all UK companies.

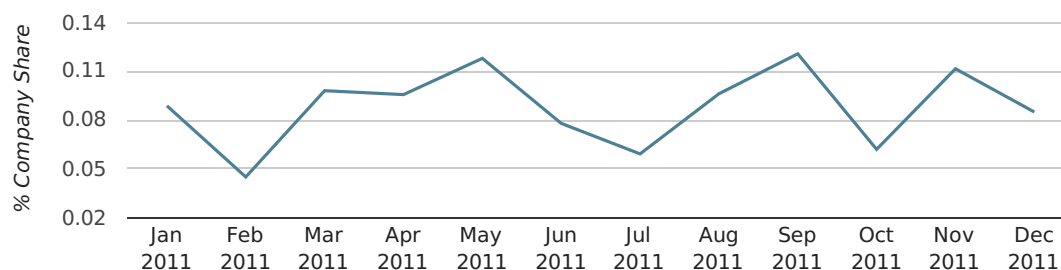
FOURTH QUARTER (OCT 2011 - DEC 2011)	SOUTHSEA
2011	0.1%
2010	0.1%
2009	0.1%
2008	0.1%
2007	0.1%
RECORD YEAR (SINCE 1960)	1996 (0.1%)

company share by quarter



Monthly Data (Oct, Nov & Dec 2011)

company share by month



	OCTOBER	NOVEMBER	DECEMBER
UK FORMATION SHARE IN 2011	0.1%	0.1%	0.1%
UK FORMATION SHARE IN 2010	0.1%	0.1%	0.1%
% CHANGE	-5.2%	23.6%	15.3%
RECORD YEAR	1961 (0.2%)	1960 (0.2%)	1992 (0.1%)

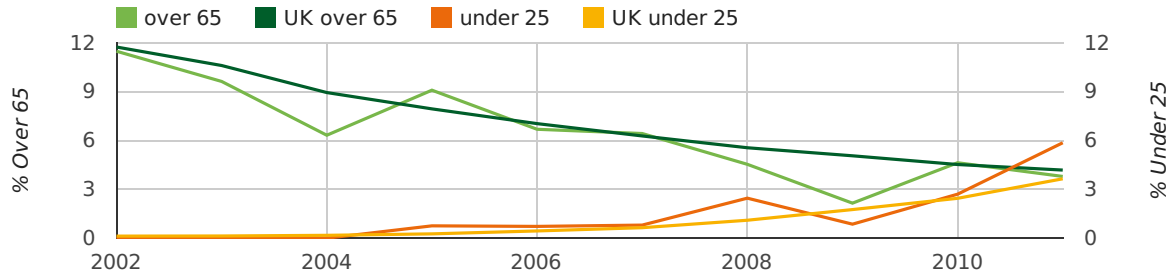
Annual Data (2011)

The average age of a director in 2011 was 42.2.

The percentage of directors under the age of 25 was 5.9% compared to the UK figure of 3.7%.

The percentage of directors over the age of 65 was 3.8% compared to the UK figure of 4.2%.

director age by year



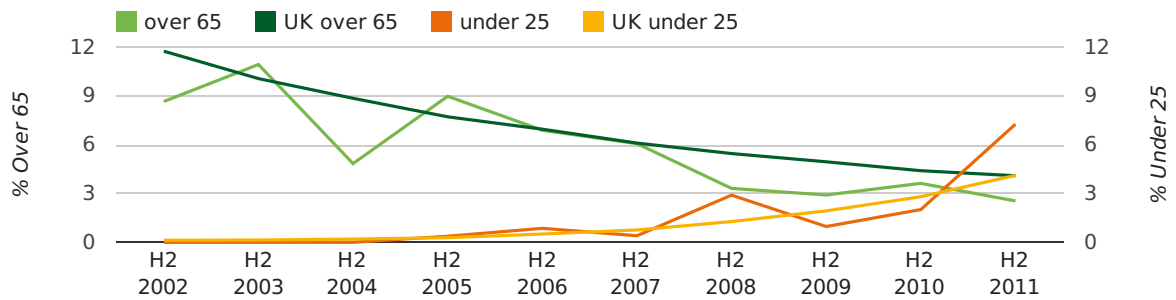
Half Year Data (Jul-Dec 2011)

The average age of a director in the second half of 2011 was 41.0.

The percentage of directors under the age of 25 was 7.3% compared to the UK figure of 4.1%.

The percentage of directors over the age of 65 was 2.5% compared to the UK figure of 4.1%.

director age by half year



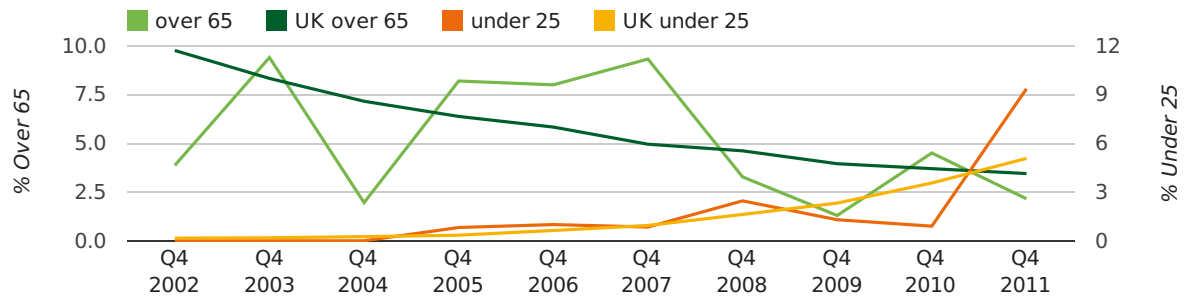
Quarterly Data (Q4 Oct-Dec 2011)

The average age of a director in the fourth quarter of 2011 was 39.8.

The percentage of directors under the age of 25 was 9.4% 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

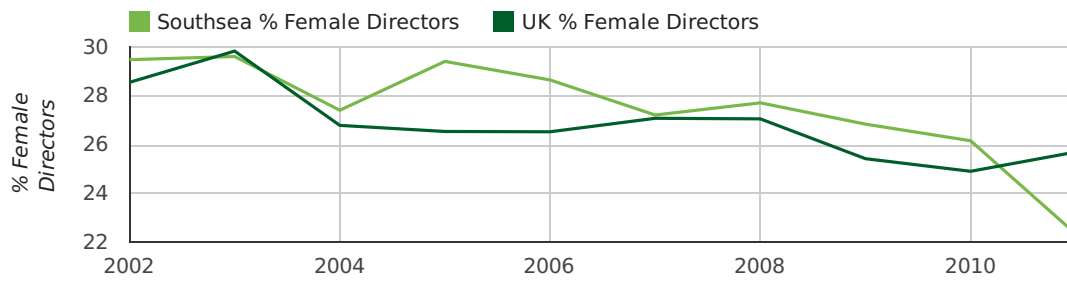


Annual Data (2011)

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

The percentage of female directors in Southsea in 2011 was 29.5%. The average for the UK during this time was 28.6%

director gender by year

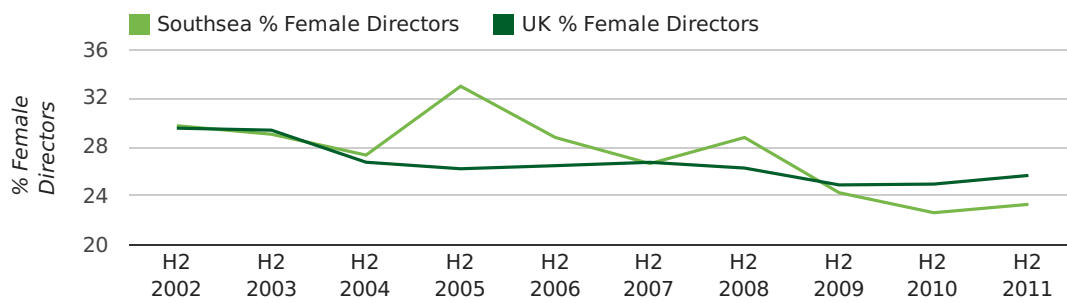


Half Year Data (Jul-Dec 2011)

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

23.3% of all director appointments in Southsea 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

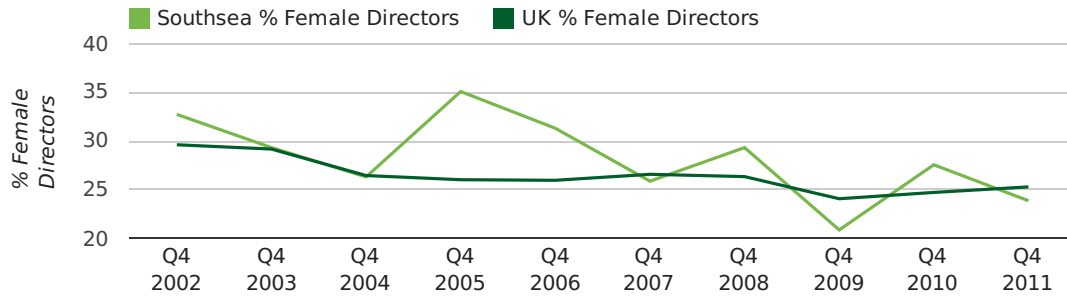


Quarterly Data (Q4 Oct-Dec 2011)

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

23.9% of all director appointments in Southsea 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
MANAGEMENT	1.56%	CONSULTING	5.07%
CONSULTING	1.28%	MANAGEMENT	4.74%
SOUTHSEA	0.99%	CONSULTANCY	3.26%
PORTSMOUTH	0.85%	PROPERTY	2.37%
SOUTHERN	0.85%	TRADING	2.07%
STUDENT	0.71%	DESIGN	1.92%
BUILDING	0.71%	ASSOCIATES	1.86%
CATERING	0.71%	ENGINEERING	1.78%
CONSTRUCTION	0.71%	BUSINESS	1.78%
CONSULTANCY	0.71%	CONSULTANTS	1.76%
MEDIA	0.71%	CONSTRUCTION	1.73%
NMA	0.71%	MEDIA	1.71%
PERFORMANCE	0.71%	LONDON	1.63%
ENGINEERING	0.57%	J	1.51%
CO	0.57%	INVESTMENTS	1.48%
CONSULTANTS	0.57%	GLOBAL	1.46%
ASSOCIATES	0.57%	IT	1.41%
ESTATE	0.57%	CARE	1.39%
SALES	0.57%	PROPERTIES	1.29%
HEATING	0.43%	ELECTRICAL	1.29%
SPICE	0.43%	M	1.27%
K	0.43%	BUILDING	1.26%
PROPERTY	0.43%	ENERGY	1.25%
FOOD	0.43%	S	1.20%
CARS	0.43%	ENTERPRISES	1.20%

Previous 36 months, excluding companies less than 12 months old

SIC CODE	NUMBER OF COMPANIES	UK COMPANIES
None Supplied	201	205,525
7487 - Other business activities	44	57,052
82990 - Other business support service activities not elsewhere classified	23	32,483
99999 - Dormant Company	18	21,846
7414 - Business & management consultancy	10	13,034
9305 - Other service activities	9	9,492
96090 - Other service activities not elsewhere classified	9	11,768
9999 - Dormant Company	9	20,199
7260 - Other computer related activities	9	7,667
5530 - Restaurants	8	5,013
98000 - Residents property management	7	2,874
62020 - Information technology consultancy activities	7	12,072
7222 - Other software consultancy and supply	7	7,398
5552 - Catering	7	2,110
62090 - Other information technology service activities	7	7,493
7499 - Non-trading company	7	9,957
56101 - Licensed restaurants	6	2,159
70229 - Management consultancy activities other than financial management	6	17,765
41100 - Development of building projects	5	4,331
43999 - Other specialised construction activities not elsewhere classified	5	3,342