

# St Leonards-On-Sea

2011 annual business confidence report



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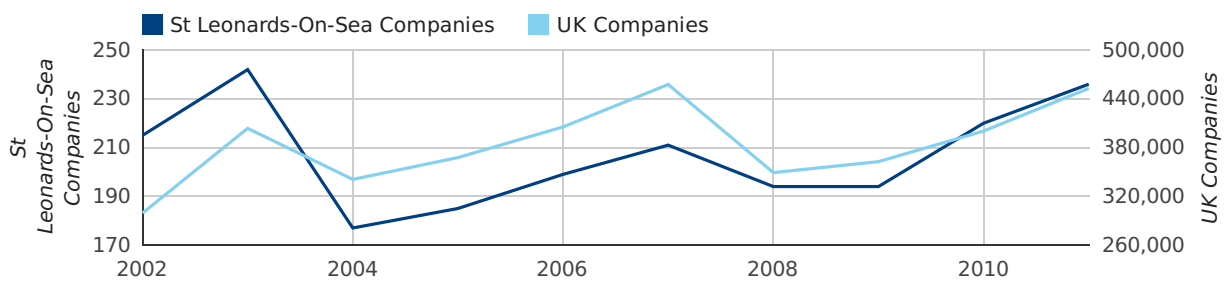
sic data

### Annual Data (2011)

A total of 236 companies were formed in St Leonards-On-Sea in 2011. This total is 7.3% higher than in 2010 and compares equally to the UK figure of a 13.1% growth compared to 400,358 the previous year.

| YEAR        | ST LEONARDS-ON-SEA | UK             |
|-------------|--------------------|----------------|
| 2011        | 236                | 452,870        |
| 2010        | 220                | 400,358        |
| 2009        | 194                | 362,675        |
| 2008        | 194                | 349,203        |
| 2007        | 211                | 457,649        |
| RECORD YEAR | 2003 (242)         | 2007 (457,649) |

### new companies by year



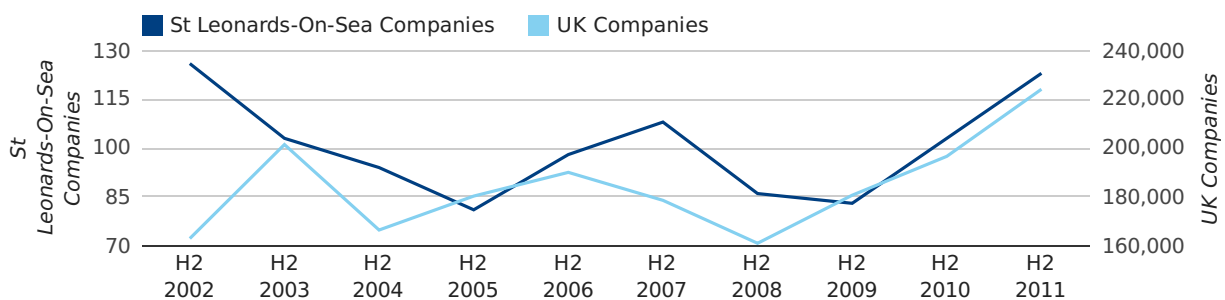
### Half Year Data (Jul-Dec 2011)

In the second half of 2011 a total of 123 companies were formed in St Leonards-On-Sea. This figure is 19.4% higher than last year, which compares well to the UK wide figure of 14.0%.

The highest total for a second half year in St Leonards-On-Sea occurred in 2002 when a total of 126 were formed.

| HALF YEAR (JUL-DEC) | ST LEONARDS-ON-SEA | UK             |
|---------------------|--------------------|----------------|
| 2011                | 123                | 224,135        |
| 2010                | 103                | 196,609        |
| % CHANGE            | 19.4%              | 14.0%          |
| RECORD YEAR         | 2002 (126)         | 2011 (224,135) |

### new companies by half year



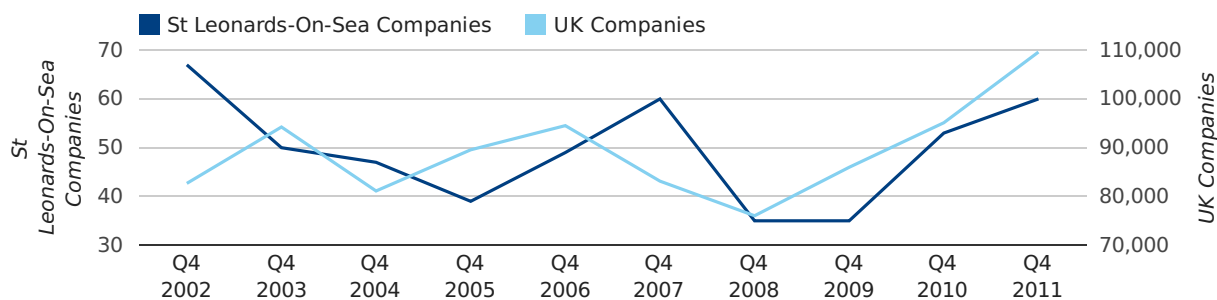
## Quarterly Data (Q4 Oct-Dec 2011)

A total of 60 companies were registered in St Leonards-On-Sea during the fourth quarter of 2011 (Oct 2011 - Dec 2011).

This figure is an increase of 13.2% 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.

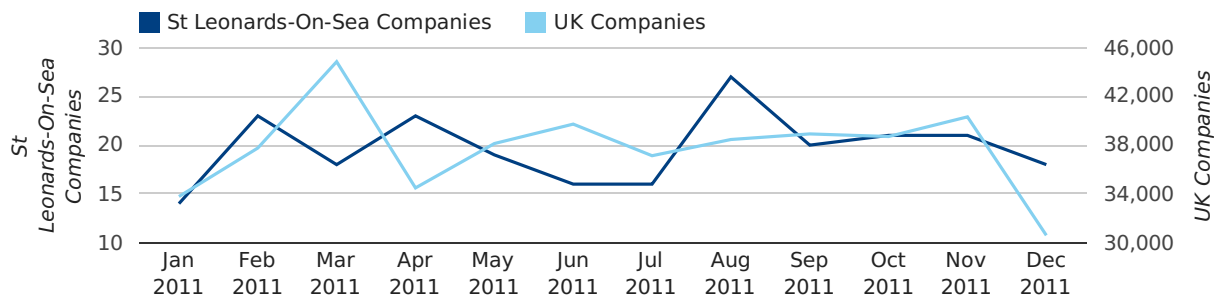
| FOURTH QUARTER (OCT 2011 - DEC 2011) | ST LEONARDS-ON-SEA | UK             |
|--------------------------------------|--------------------|----------------|
| 2011                                 | 60                 | 109,623        |
| 2010                                 | 53                 | 95,117         |
| % CHANGE                             | 13.2%              | 15.3%          |
| RECORD YEAR                          | 2002 (67)          | 2011 (109,623) |

### new companies by quarter



## Monthly Data (Oct, Nov & Dec 2011)

### new companies by month



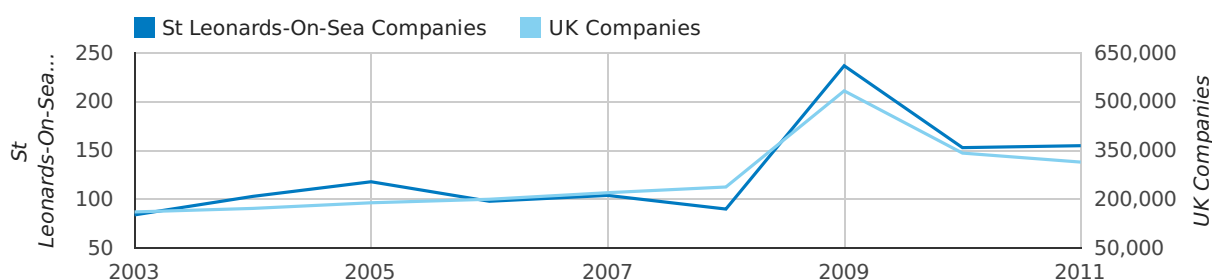
|                       | OCTOBER   | NOVEMBER  | DECEMBER  |
|-----------------------|-----------|-----------|-----------|
| NEW COMPANIES IN 2011 | 21        | 21        | 18        |
| NEW COMPANIES IN 2010 | 21        | 17        | 15        |
| % CHANGE              | 0.0%      | 23.5%     | 20.0%     |
| RECORD YEAR           | 2002 (27) | 2006 (24) | 2002 (21) |

### Annual Data (2011)

A total of 155 companies were dissolved in St Leonards-On-Sea in 2011. This total is 1.3% higher than in 2010 and compares favourably to the UK figure of 8.1% decrease compared to the previous year.

| YEAR        | ST LEONARDS-ON-SEA | UK             |
|-------------|--------------------|----------------|
| 2011        | 155                | 314,523        |
| 2010        | 153                | 342,232        |
| 2009        | 237                | 533,773        |
| 2008        | 90                 | 237,901        |
| 2007        | 104                | 220,295        |
| RECORD YEAR | 2009 (237)         | 2009 (533,773) |

### dissolved companies by year



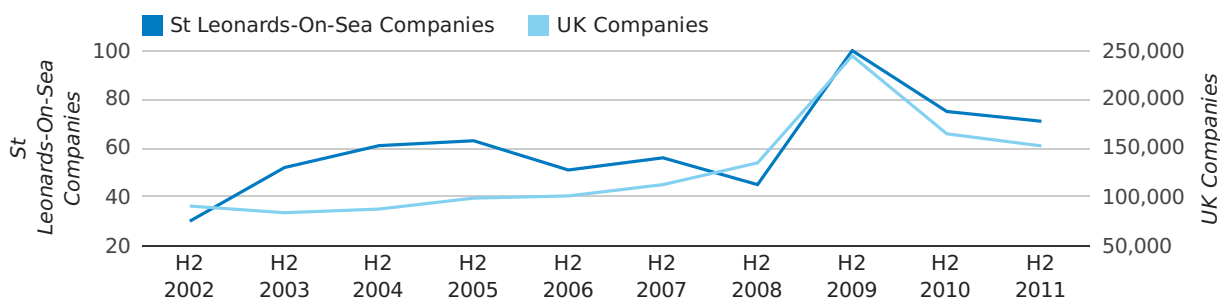
### Half Year Data (Jul-Dec 2011)

In the second half of 2011 a total of 71 companies were dissolved in St Leonards-On-Sea. This figure is 5.3% lower than last year, which compares badly to the UK wide change of -7.5%.

The highest total for a second half year in St Leonards-On-Sea occurred in 2009 when a total of 100 were closed.

| HALF YEAR (JUL-DEC) | ST LEONARDS-ON-SEA | UK             |
|---------------------|--------------------|----------------|
| 2011                | 71                 | 152,213        |
| 2010                | 75                 | 164,601        |
| % CHANGE            | -5.3%              | -7.5%          |
| RECORD YEAR         | 2009 (100)         | 2009 (244,537) |

### dissolved companies by half year



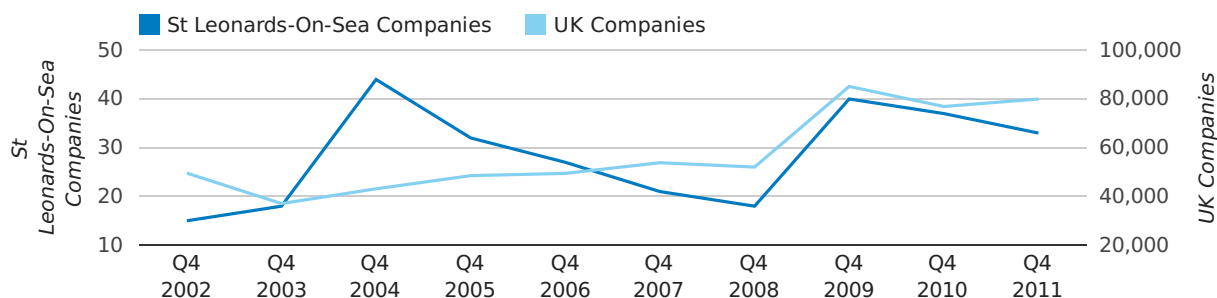
## Quarterly Data (Q4 Oct-Dec 2011)

A total of 33 companies were dissolved in St Leonards-On-Sea during the fourth quarter of 2011 (Oct 2011 - Dec 2011).

This figure is a decrease of 10.8% 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.

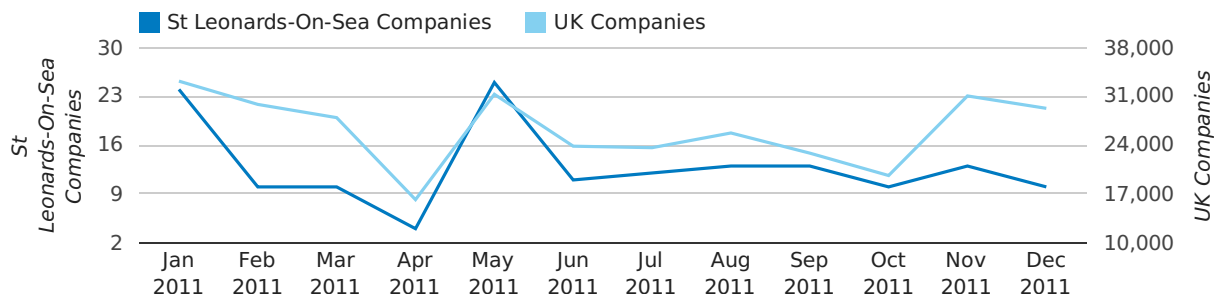
| FOURTH QUARTER (OCT 2011 - DEC 2011) | ST LEONARDS-ON-SEA | UK            |
|--------------------------------------|--------------------|---------------|
| 2011                                 | 33                 | 79,983        |
| 2010                                 | 37                 | 76,896        |
| % CHANGE                             | -10.8%             | 4.0%          |
| RECORD YEAR                          | 2004 (44)          | 2009 (85,136) |

### dissolved companies by quarter



## Monthly Data (Oct, Nov & Dec 2011)

### dissolved companies by month



|                          | OCTOBER   | NOVEMBER  | DECEMBER  |
|--------------------------|-----------|-----------|-----------|
| CLOSED COMPANIES IN 2011 | 10        | 13        | 10        |
| CLOSED COMPANIES IN 2010 | 15        | 14        | 8         |
| % CHANGE                 | -33.3%    | -7.1%     | 25%       |
| RECORD YEAR              | 2010 (15) | 2004 (17) | 1997 (20) |

### Annual Data (2011)

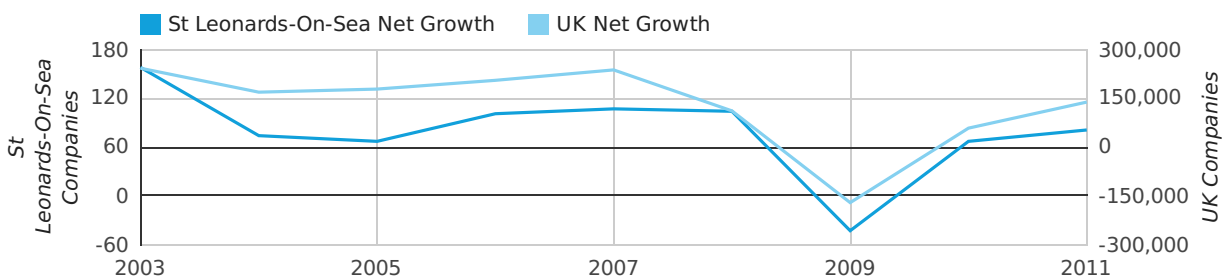
A total of 81 companies were added to the company register for St Leonards-On-Sea in 2011. This number represents growth of 36.8% which compares favourably to the UK figure of 34.6%.

This number is 14 companies higher than the previous year.

The highest net company growth figure ever seen in one year came in 2003 when the St Leonards-On-Sea company register grew by 158 companies.

| YEAR        | ST LEONARDS-ON-SEA | UK             |
|-------------|--------------------|----------------|
| 2011        | 81                 | 138,347        |
| 2010        | 67                 | 58,126         |
| 2009        | -43                | -171,098       |
| 2008        | 104                | 111,302        |
| 2007        | 107                | 237,354        |
| RECORD YEAR | 2003 (158)         | 2003 (242,543) |

### net growth by year

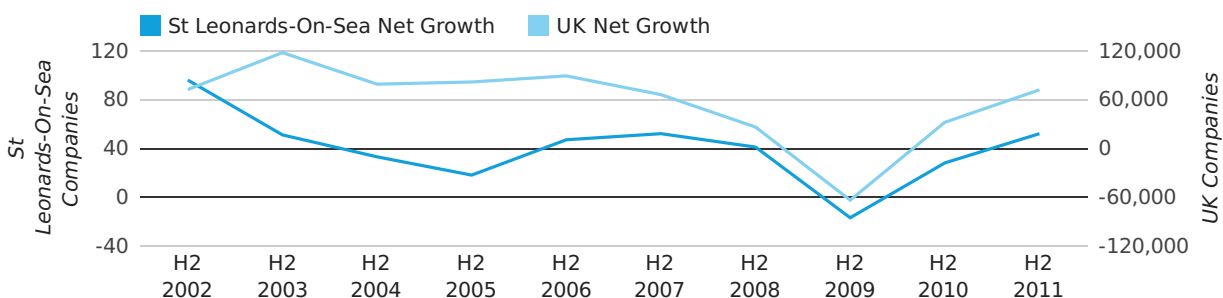


### Half Year Data (Jul-Dec 2011)

In the second half of 2011 the company register for St Leonards-On-Sea increased by 52 companies. This figure is 85.7% higher than last year, which compares badly to a UK increase of 124.7%.

| HALF YEAR (JUL-DEC) | ST LEONARDS-ON-SEA | UK             |
|---------------------|--------------------|----------------|
| 2011                | 52                 | 71,922         |
| 2010                | 28                 | 32,008         |
| % CHANGE            | 85.7%              | 124.7%         |
| RECORD YEAR         | 2002 (96)          | 2003 (117,772) |

### net growth by half year



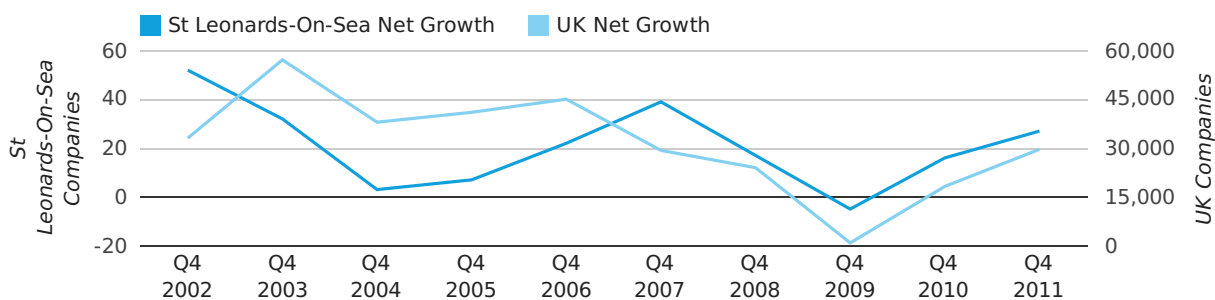
## Quarterly Data (Q4 Oct-Dec 2011)

Net company growth for St Leonards-On-Sea during the fourth quarter of 2011 (Oct 2011 - Dec 2011) was 27 companies.

This represents an increase of 68.8% on the same period last year.

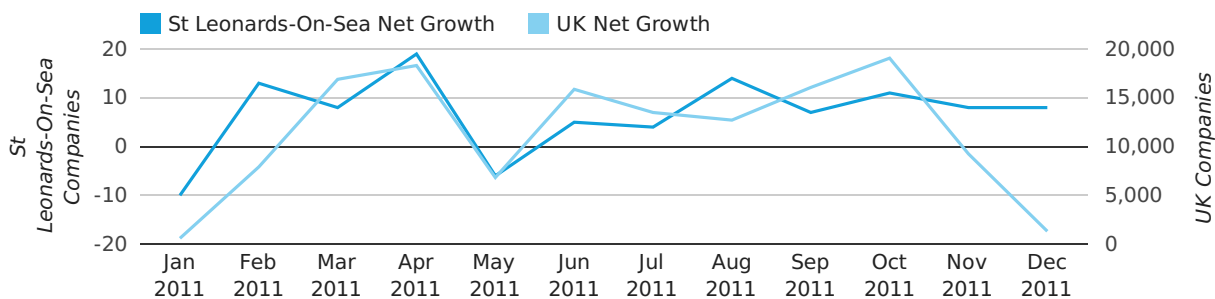
| FOURTH QUARTER (OCT 2011 - DEC 2011) | ST LEONARDS-ON-SEA | UK            |
|--------------------------------------|--------------------|---------------|
| 2011                                 | 27                 | 29,640        |
| 2010                                 | 16                 | 18,221        |
| % CHANGE                             | 68.8%              | 62.7%         |
| RECORD YEAR                          | 2002 (52)          | 2003 (57,175) |

### net growth by quarter



## Monthly Data (Oct, Nov & Dec 2011)

### net growth by month



|                    | OCTOBER   | NOVEMBER  | DECEMBER  |
|--------------------|-----------|-----------|-----------|
| NET GROWTH IN 2011 | 11        | 8         | 8         |
| NET GROWTH IN 2010 | 6         | 3         | 7         |
| % CHANGE           | 83.3%     | 166.7%    | 14.3%     |
| RECORD YEAR        | 2002 (22) | 2006 (17) | 2002 (17) |

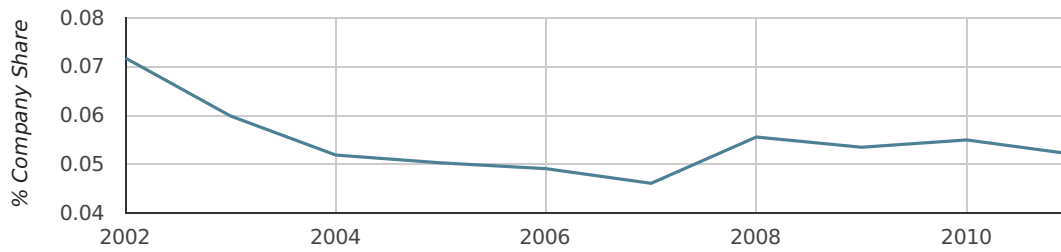


### Annual Data (2011)

In 2011 St Leonards-On-Sea formed 0.1% of all UK companies. This is no change on 2010 when St Leonards-On-Sea was responsible for 0.1% of all UK companies.

| YEAR                     | ST LEONARDS-ON-SEA |
|--------------------------|--------------------|
| 2011                     | 0.1%               |
| 2010                     | 0.1%               |
| 2009                     | 0.1%               |
| 2008                     | 0.1%               |
| 2007                     | 0.0%               |
| RECORD YEAR (SINCE 1960) | 1963 (0.1%)        |

#### company share by year

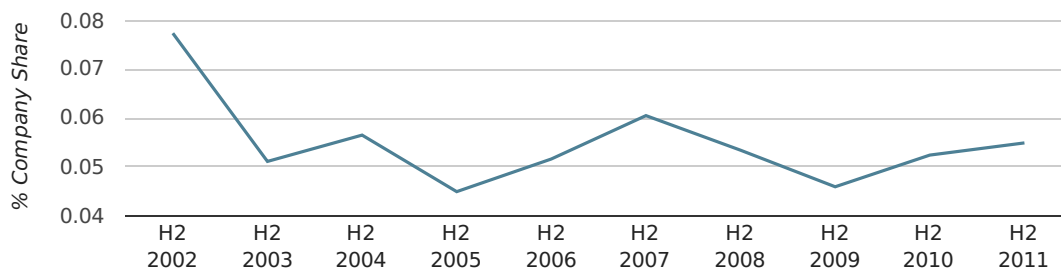


### Half Year Data (Jul-Dec 2011)

In the second half of 2011 St Leonards-On-Sea formed 0.1% of all UK companies. This is the same as the 2010 figure of 0.1%.

| HALF YEAR (JUL-DEC)      | ST LEONARDS-ON-SEA |
|--------------------------|--------------------|
| 2011                     | 0.1%               |
| 2010                     | 0.1%               |
| 2009                     | 0.0%               |
| 2008                     | 0.1%               |
| 2007                     | 0.1%               |
| RECORD YEAR (SINCE 1960) | 1963 (0.1%)        |

#### company share by half year

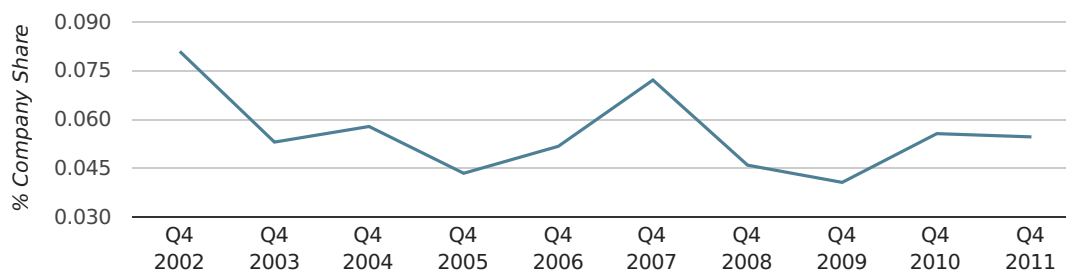


## Quarterly Data (Q4 Oct-Dec 2011)

In the fourth quarter of 2011, St Leonards-On-Sea formed 0.1% of all UK companies.

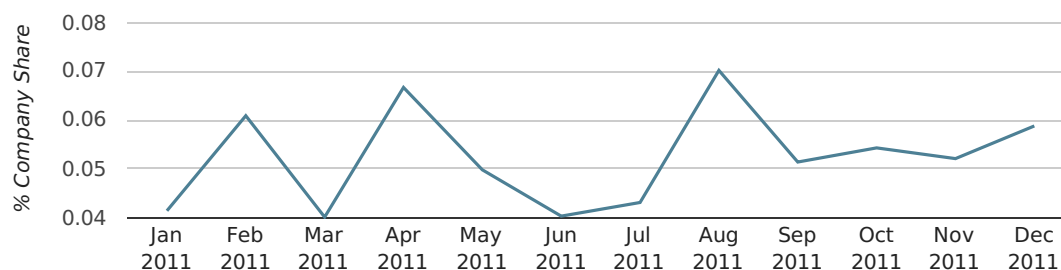
| FOURTH QUARTER (OCT 2011 - DEC 2011) | ST LEONARDS-ON-SEA |
|--------------------------------------|--------------------|
| 2011                                 | 0.1%               |
| 2010                                 | 0.1%               |
| 2009                                 | 0.0%               |
| 2008                                 | 0.0%               |
| 2007                                 | 0.1%               |
| RECORD YEAR (SINCE 1960)             | 1963 (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%        | 0.0%        | 0.1%        |
| % CHANGE                   | -13.0%      | 5.3%        | 6.3%        |
| RECORD YEAR                | 1960 (0.2%) | 1969 (0.2%) | 1962 (0.3%) |

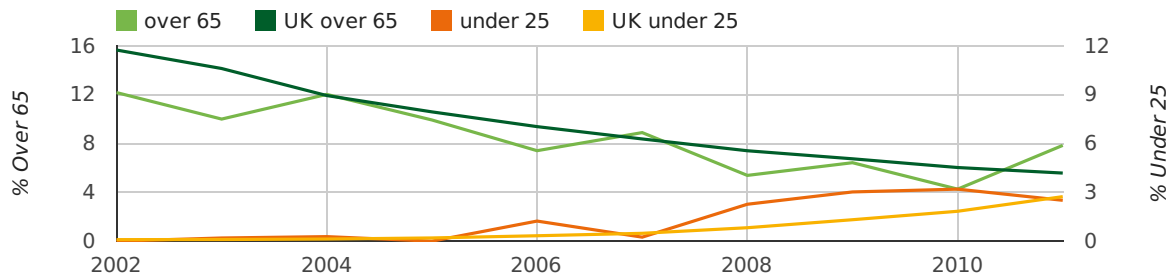
### Annual Data (2011)

The average age of a director in 2011 was 46.6.

The percentage of directors under the age of 25 was 2.5% compared to the UK figure of 3.7%.

The percentage of directors over the age of 65 was 7.9% compared to the UK figure of 4.2%.

#### director age by year



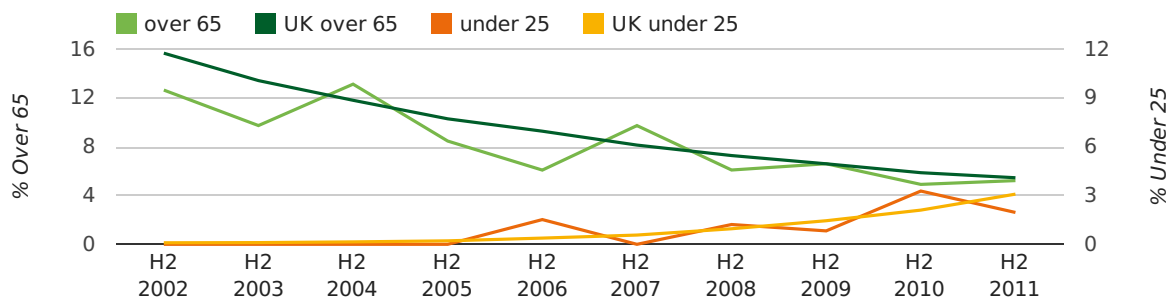
### Half Year Data (Jul-Dec 2011)

The average age of a director in the second half of 2011 was 44.9.

The percentage of directors under the age of 25 was 2.0% compared to the UK figure of 4.1%.

The percentage of directors over the age of 65 was 5.2% compared to the UK figure of 4.1%.

#### director age by half year



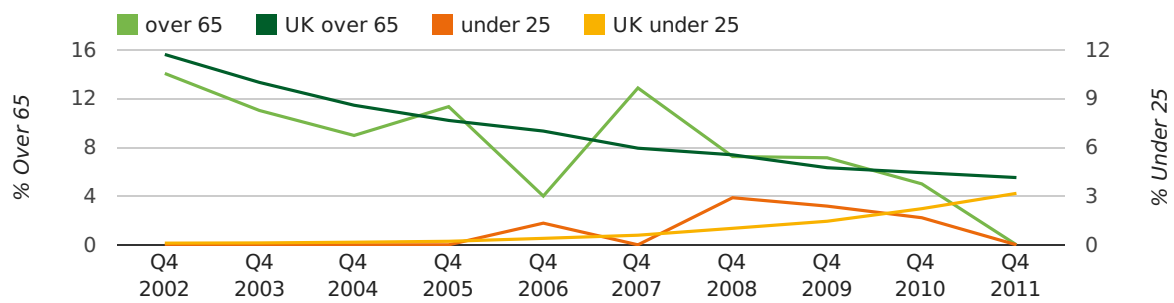
## Quarterly Data (Q4 Oct-Dec 2011)

The average age of a director in the fourth quarter of 2011 was 43.8.

The percentage of directors under the age of 25 was 0.0% compared to the UK figure of 4.2%.

The percentage of directors over the age of 65 was 0.0% compared to the UK figure of 4.1%.

### director age by quarter

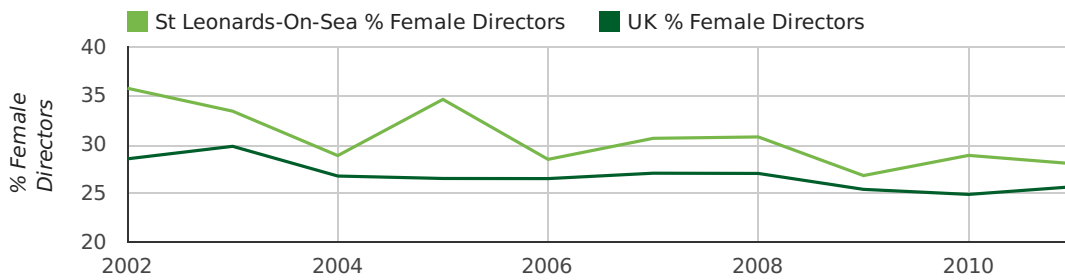


### Annual Data (2011)

The record year for female directors in St Leonards-On-Sea was 1857 when 36.4% of all directors were female.

The percentage of female directors in St Leonards-On-Sea in 2011 was 35.8%. The average for the UK during this time was 28.6%

#### director gender by year

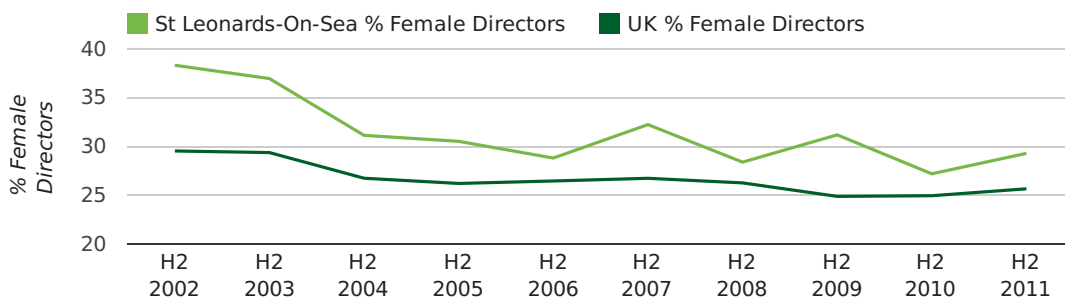


### Half Year Data (Jul-Dec 2011)

The record second half year for female directors in St Leonards-On-Sea was 1860 when 42.9% of all directors were female.

29.3% of all director appointments in St Leonards-On-Sea 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

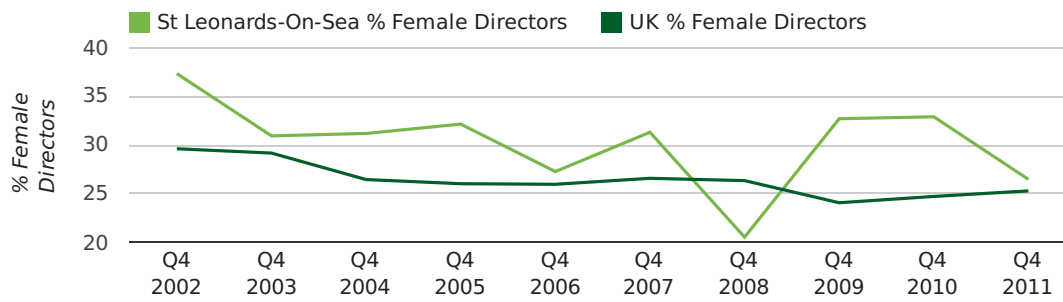


## Quarterly Data (Q4 Oct-Dec 2011)

The record fourth quarter for female directors in St Leonards-On-Sea was in 1977 when 31.1% of all directors were female.

26.5% of all director appointments in St Leonards-On-Sea 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 |
|--------------|------------|--------------|---------------|
| HASTINGS     | 1.35%      | CONSULTING   | 5.07%         |
| MANAGEMENT   | 1.35%      | MANAGEMENT   | 4.74%         |
| PROJECT      | 1.13%      | CONSULTANCY  | 3.26%         |
| R            | 1.13%      | PROPERTY     | 2.37%         |
| AZUR         | 1.13%      | TRADING      | 2.07%         |
| MEDIA        | 1.13%      | DESIGN       | 1.92%         |
| PROPERTY     | 1.13%      | ASSOCIATES   | 1.86%         |
| CONSULTING   | 1.13%      | ENGINEERING  | 1.78%         |
| RTM          | 0.90%      | BUSINESS     | 1.78%         |
| D            | 0.90%      | CONSULTANTS  | 1.76%         |
| B            | 0.68%      | CONSTRUCTION | 1.73%         |
| PRODUCTIONS  | 0.68%      | MEDIA        | 1.71%         |
| K            | 0.68%      | LONDON       | 1.63%         |
| (SUSSEX)     | 0.68%      | J            | 1.51%         |
| CONTRACTORS  | 0.68%      | INVESTMENTS  | 1.48%         |
| ST           | 0.68%      | GLOBAL       | 1.46%         |
| CONSTRUCTION | 0.68%      | IT           | 1.41%         |
| LEONARDS     | 0.68%      | CARE         | 1.39%         |
| 2            | 0.68%      | PROPERTIES   | 1.29%         |
| ALLIANCE     | 0.68%      | ELECTRICAL   | 1.29%         |
| MAINTENANCE  | 0.68%      | M            | 1.27%         |
| 1066         | 0.68%      | BUILDING     | 1.26%         |
| ESTATE       | 0.45%      | ENERGY       | 1.25%         |
| SUSSEX       | 0.45%      | S            | 1.20%         |
| INVESTMENTS  | 0.45%      | ENTERPRISES  | 1.20%         |

## Previous 36 months, excluding companies less than 12 months old

| SIC CODE   | NUMBER OF COMPANIES | UK COMPANIES |
|--|---------------------|--------------|
| None Supplied  | 96                  | 205,525      |
| 7487 - Other business activities   | 25                  | 57,052       |
| 99999 - Dormant Company  | 13                  | 21,846       |
| 96090 - Other service activities not elsewhere classified                  | 12                  | 11,768       |
| 9800 - Residents Property Management                                       | 9                   | 1,451        |
| 62090 - Other information technology service activities                    | 7                   | 7,493        |
| 4521 - General construction & civil engineering                            | 7                   | 5,558        |
| 47910 - Retail sale via mail order houses or via Internet                  | 7                   | 2,740        |
| 43290 - Other construction installation                                    | 7                   | 1,559        |
| 82990 - Other business support service activities not elsewhere classified | 6                   | 32,483       |
| 86900 - Other human health activities                                      | 6                   | 4,457        |
| 5530 - Restaurants   | 6                   | 5,013        |
| 7011 - Development & sell real estate                                      | 6                   | 2,287        |
| 70229 - Management consultancy activities other than financial management  | 6                   | 17,765       |
| 74990 - Non-trading company  | 5                   | 8,929        |
| 7260 - Other computer related activities                                   | 5                   | 7,667        |
| 7499 - Non-trading company   | 5                   | 9,957        |
| 43210 - Electrical installation  | 4                   | 3,175        |
| 68209 - Other letting and operating of own or leased real estate           | 4                   | 4,082        |
| 62020 - Information technology consultancy activities                      | 4                   | 12,072       |