

Stafford

q1 2011 business confidence report



headlines

- March 2011 saw a new record in company registrations in Stafford when compared to any previous March.
- February 2011 saw a new record in company closures in Stafford when compared to any previous February.
- January 2011 saw a new record in company closures in Stafford when compared to any previous January.

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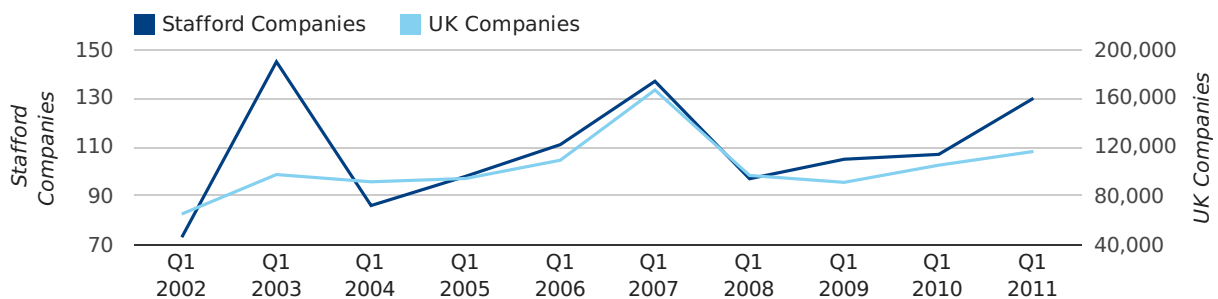
Quarterly Data (Q1 Jan-Mar 2011)

A total of 130 companies were registered in Stafford during the first quarter of 2011 (Jan 2011 - Mar 2011).

This figure is an increase of 21.5% versus the same period last year (Q1 2010). This figure compares well to the UK as a whole, which saw an increase of 10.7% against the same period last year.

FIRST QUARTER (JAN 2011 - MAR 2011)	STAFFORD	UK
2011	130	116,391
2010	107	105,137
% CHANGE	21.5%	10.7%
RECORD YEAR	2003 (145)	2007 (166,814)

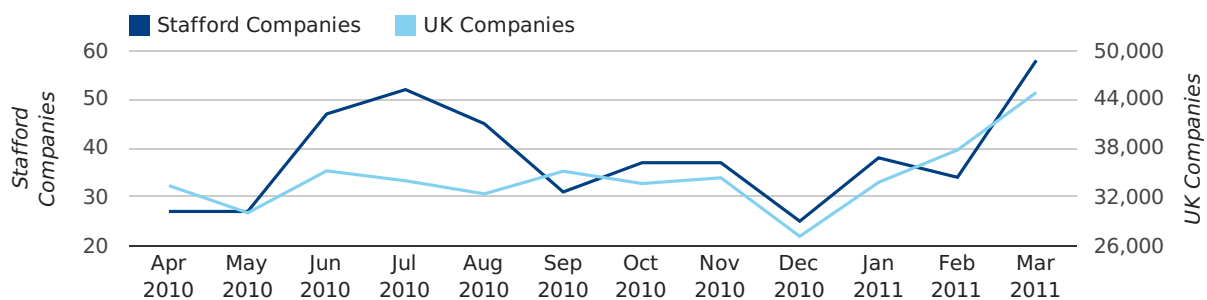
new companies by quarter



Monthly Data (Jan, Feb & Mar 2011)

March 2011 saw a new record in company registrations in Stafford when compared to any previous March.

new companies by month



	JANUARY	FEBRUARY	MARCH
NEW COMPANIES IN 2011	38	34	58
NEW COMPANIES IN 2010	36	29	42
% CHANGE	5.6%	17.2%	38.1%
RECORD YEAR	2003 (50)	2007 (53)	2011 (58)

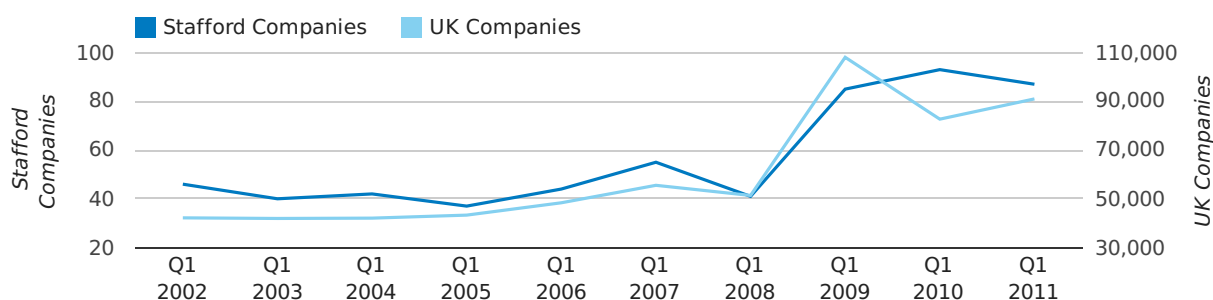
Quarterly Data (Q1 Jan-Mar 2011)

A total of 87 companies were dissolved in Stafford during the first quarter of 2011 (Jan 2011 - Mar 2011).

This figure is a decrease of 6.5% versus the same period last year (Q1 2010). This figure compares well to the UK as a whole, which saw an increase of 10.0% against the same period last year.

FIRST QUARTER (JAN 2011 - MAR 2011)	STAFFORD	UK
2011	87	90,986
2010	93	82,677
% CHANGE	-6.5%	10.0%
RECORD YEAR	2010 (93)	2009 (108,060)

dissolved companies by quarter

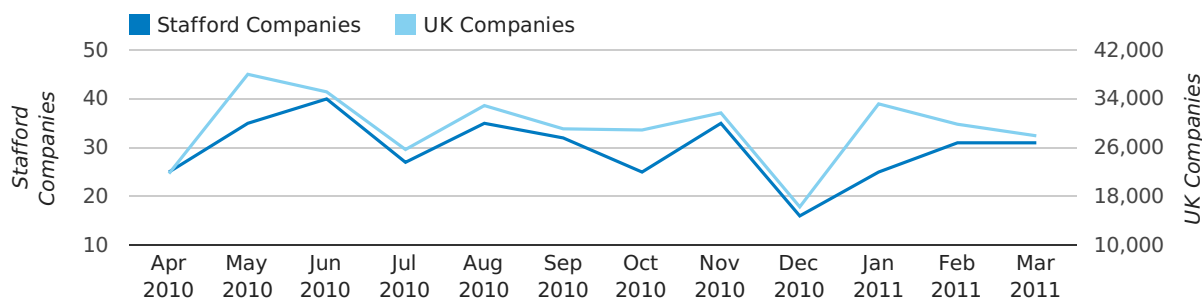


Monthly Data (Jan, Feb & Mar 2011)

February 2011 saw a new record in company closures in Stafford when compared to any previous February.

January 2011 saw a new record in company closures in Stafford when compared to any previous January.

dissolved companies by month



	JANUARY	FEBRUARY	MARCH
CLOSED COMPANIES IN 2011	25	31	31
CLOSED COMPANIES IN 2010	23	28	42
% CHANGE	8.7%	10.7%	-26%
RECORD YEAR	2011 (25)	2011 (31)	2009 (54)

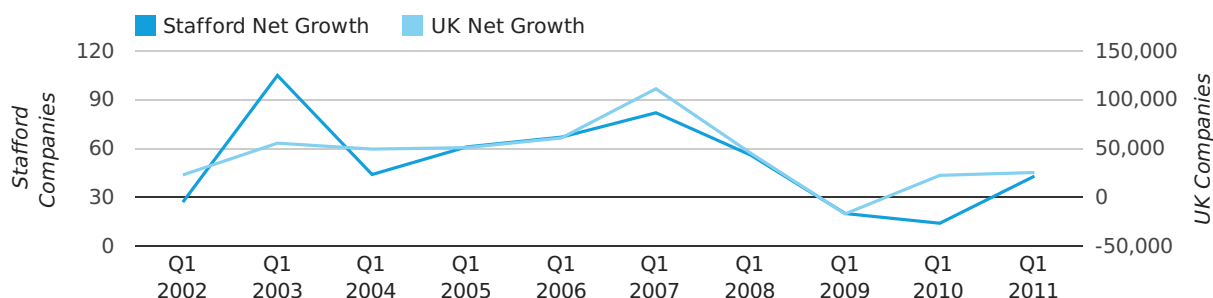
Quarterly Data (Q1 Jan-Mar 2011)

Net company growth for Stafford during the first quarter of 2011 (Jan 2011 - Mar 2011) was 43 companies.

This represents an increase of 207.1% on the same period last year.

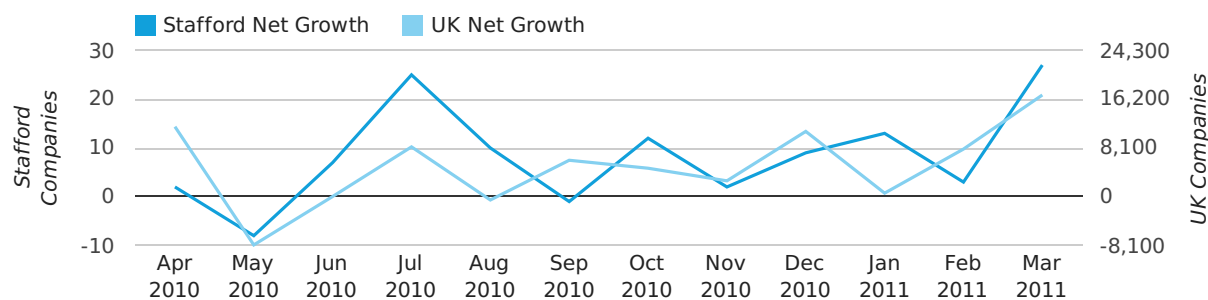
FIRST QUARTER (JAN 2011 - MAR 2011)	STAFFORD	UK
2011	43	25,405
2010	14	22,460
% CHANGE	207.1%	13.1%
RECORD YEAR	2003 (105)	2007 (111,282)

net growth by quarter



Monthly Data (Jan, Feb & Mar 2011)

net growth by month



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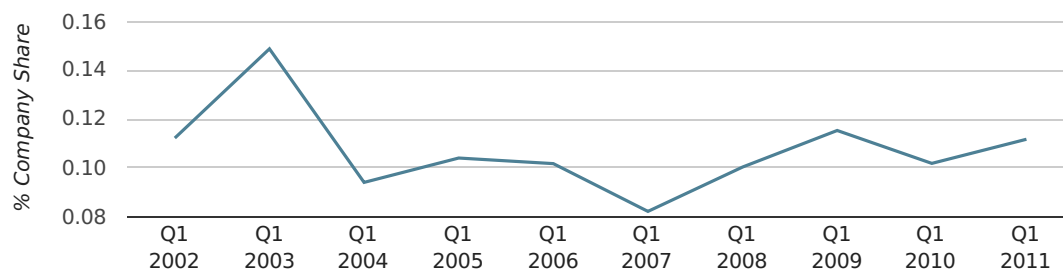
	JANUARY	FEBRUARY	MARCH
NET GROWTH IN 2011	13	3	27
NET GROWTH IN 2010	13	1	0
% CHANGE	0.0%	200.0%	0.0%
RECORD YEAR	2003 (34)	2007 (40)	2003 (42)

Quarterly Data (Q1 Jan-Mar 2011)

In the first quarter of 2011, Stafford formed 0.1% of all UK companies.

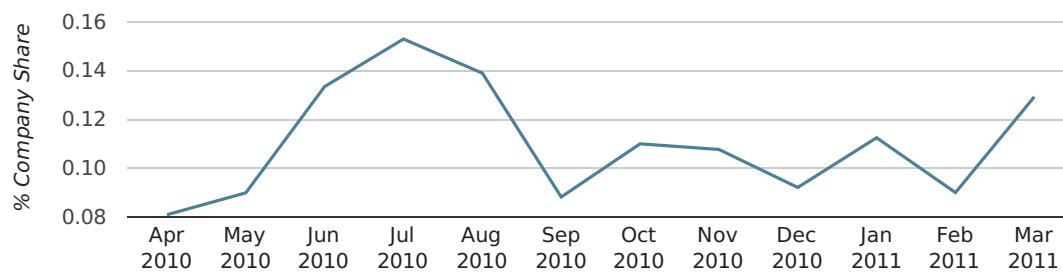
FIRST QUARTER (JAN 2011 - MAR 2011)	STAFFORD
2011	0.1%
2010	0.1%
2009	0.1%
2008	0.1%
2007	0.1%
RECORD YEAR (SINCE 1960)	1965 (0.3%)

company share by quarter



Monthly Data (Jan, Feb & Mar 2011)

company share by month



	JANUARY	FEBRUARY	MARCH
UK FORMATION SHARE IN 2011	0.1%	0.1%	0.1%
UK FORMATION SHARE IN 2010	0.1%	0.1%	0.1%
% CHANGE	-8.9%	3.1%	31.7%
RECORD YEAR	1974 (0.4%)	1960 (0.4%)	1965 (0.4%)

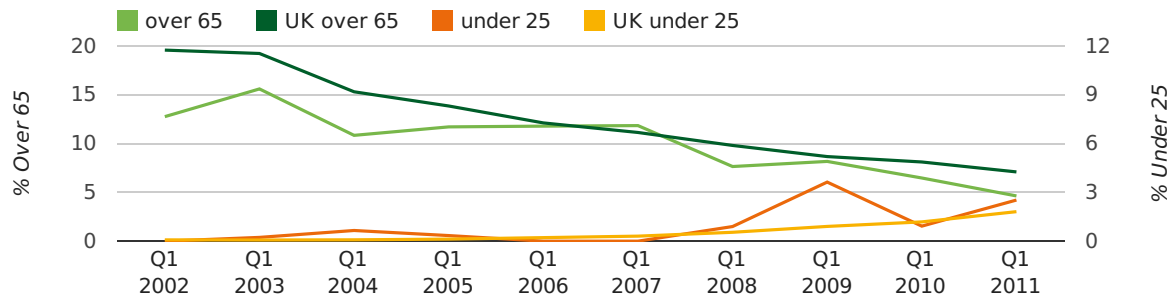
Quarterly Data (Q1 Jan-Mar 2011)

The average age of a director in the first quarter of 2011 was 45.3.

The percentage of directors under the age of 25 was 2.5% compared to the UK figure of 3.0%.

The percentage of directors over the age of 65 was 4.6% compared to the UK figure of 4.3%.

director age by quarter

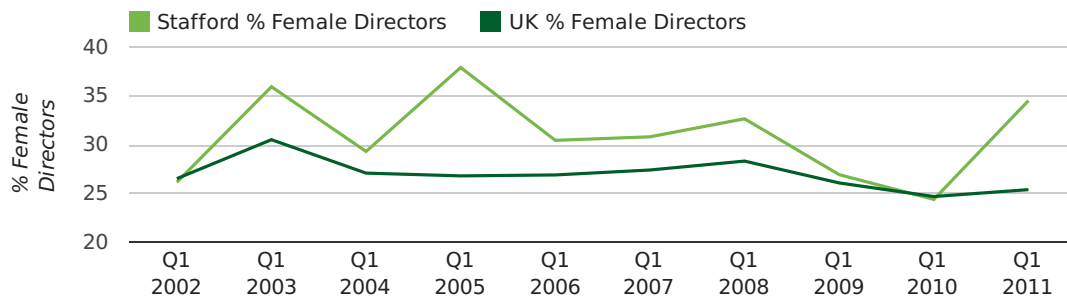


Quarterly Data (Q1 Jan-Mar 2011)

The record first quarter for female directors in Stafford was in 1861 when 40.0% of all directors were female.

34.5% of all director appointments in Stafford in the first quarter of 2011 were female. This compares to a UK average of 25.4% for the same period.

director gender by quarter



Previous 12 months (Mar 2010-Mar 2011)

Excluding: LIMITED, LTD, &, UK, SERVICES, THE, (UK), AND, LTD., A, LLP, SOLUTIONS, COMPANY, OF.

WORD	PERCENTAGE	UK WORD	UK PERCENTAGE
MANAGEMENT	1.60%	CONSULTING	5.04%
CONSULTANCY	1.35%	MANAGEMENT	4.97%
STAFFORD	1.11%	CONSULTANCY	3.16%
TRADING	0.98%	PROPERTY	2.38%
CONSULTING	0.98%	TRADING	2.10%
STAFFORDSHIRE	0.86%	DESIGN	1.93%
P	0.86%	ASSOCIATES	1.92%
MEDICAL	0.74%	BUSINESS	1.87%
(STAFFORD)	0.74%	CONSTRUCTION	1.80%
J	0.74%	CONSULTANTS	1.76%
IT	0.74%	MEDIA	1.69%
ASSOCIATES	0.74%	ENGINEERING	1.61%
SUPPORT	0.61%	LONDON	1.60%
CONSTRUCTION	0.61%	CARE	1.45%
C	0.61%	J	1.45%
DESIGN	0.61%	GLOBAL	1.44%
LANE	0.61%	INVESTMENTS	1.43%
MEDIA	0.49%	IT	1.41%
TO	0.49%	PROPERTIES	1.36%
PRODUCTIONS	0.49%	BUILDING	1.34%
SYSTEMS	0.49%	M	1.30%
TRAINING	0.49%	ELECTRICAL	1.28%
PROJECT	0.49%	S	1.24%
PROPERTIES	0.49%	INTERNATIONAL	1.23%
PROPERTY	0.49%	SYSTEMS	1.23%

Previous 36 months, excluding companies less than 12 months old

SIC CODE	NUMBER OF COMPANIES	UK COMPANIES
None Supplied	165	202,798
7487 - Other business activities	54	60,968
9999 - Dormant Company	25	19,765
70229 - Management consultancy activities other than financial management	22	16,150
82990 - Other business support service activities not elsewhere classified	21	30,253
99999 - Dormant Company	13	18,336
7414 - Business & management consultancy	13	12,916
96020 - Hairdressing and other beauty treatment	11	2,073
7260 - Other computer related activities	11	7,789
7499 - Non-trading company	10	11,316
9305 - Other service activities	10	8,740
62090 - Other information technology service activities	8	6,996
86900 - Other human health activities	8	4,092
43210 - Electrical installation	8	3,172
74909 - Other professional, scientific and technical activities not elsewhere classified	8	7,788
7222 - Other software consultancy and supply	8	7,000
74990 - Non-trading company	8	8,695
68209 - Other letting and operating of own or leased real estate	8	3,895
8514 - Other human health activities	7	2,423
62020 - Information technology consultancy activities	7	10,246