

# Stafford

2011 annual business confidence report



## headlines

- December 2011 saw a new record in company registrations in Stafford when compared to any previous December.
- November 2011 saw a new record in company registrations in Stafford when compared to any previous November.

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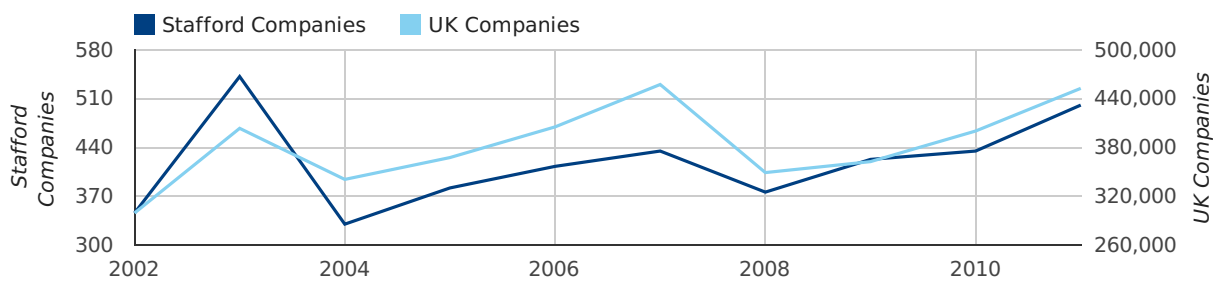
sic data

### Annual Data (2011)

A total of 501 companies were formed in Stafford in 2011. This total is 15.2% higher than in 2010 and compares poorly to the UK figure of a 13.1% growth compared to 400,358 the previous year.

YEAR	STAFFORD	UK
2011	501	452,870
2010	435	400,358
2009	423	362,675
2008	376	349,203
2007	435	457,649
RECORD YEAR	2003 (542)	2007 (457,649)

### new companies by year



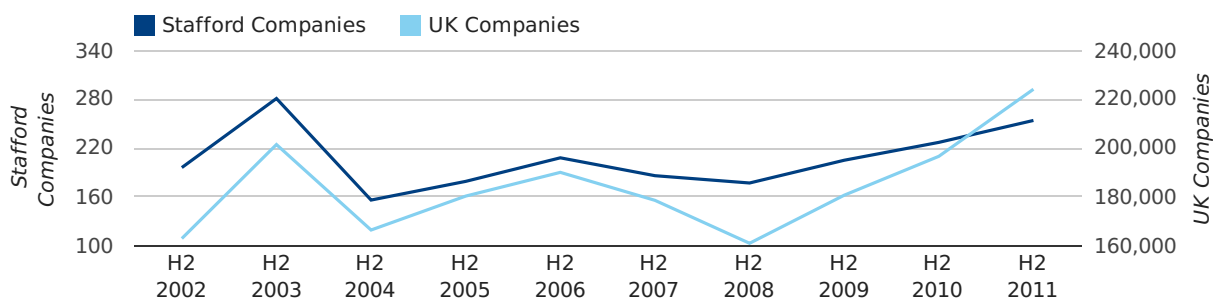
### Half Year Data (Jul-Dec 2011)

In the second half of 2011 a total of 254 companies were formed in Stafford. This figure is 11.9% higher than last year, which compares badly to the UK wide figure of 14.0%.

The highest total for a second half year in Stafford occurred in 2003 when a total of 281 were formed.

HALF YEAR (JUL-DEC)	STAFFORD	UK
2011	254	224,135
2010	227	196,609
% CHANGE	11.9%	14.0%
RECORD YEAR	2003 (281)	2011 (224,135)

### new companies by half year



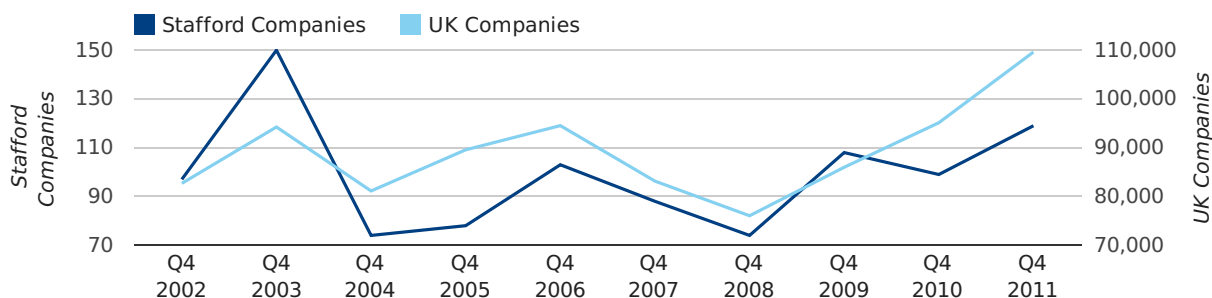
## Quarterly Data (Q4 Oct-Dec 2011)

A total of 119 companies were registered in Stafford during the fourth quarter of 2011 (Oct 2011 - Dec 2011).

This figure is an increase of 20.2% versus the same period last year (Q4 2010). This figure compares equally 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)	STAFFORD	UK
2011	119	109,623
2010	99	95,117
% CHANGE	20.2%	15.3%
RECORD YEAR	2003 (150)	2011 (109,623)

### new companies by quarter

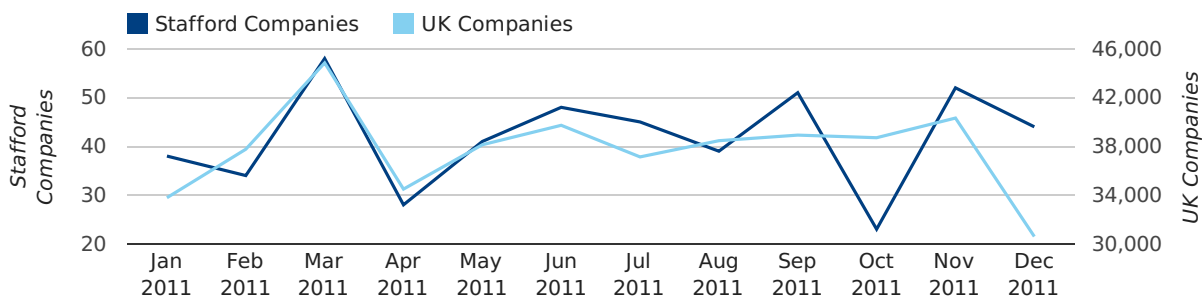


## Monthly Data (Oct, Nov & Dec 2011)

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

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

### new companies by month



	OCTOBER	NOVEMBER	DECEMBER
NEW COMPANIES IN 2011	23	52	44
NEW COMPANIES IN 2010	37	37	25
% CHANGE	-37.8%	40.5%	76.0%
RECORD YEAR	2003 (63)	2011 (52)	2011 (44)

### Annual Data (2011)

A total of 291 companies were dissolved in Stafford in 2011. This total is 19.8% lower than in 2010 and compares unfavourably to the UK figure of 8.1% decrease compared to the previous year.

YEAR	STAFFORD	UK
2011	291	314,523
2010	363	342,232
2009	415	533,773
2008	199	237,901
2007	189	220,295
RECORD YEAR	2009 (415)	2009 (533,773)

### dissolved companies by year



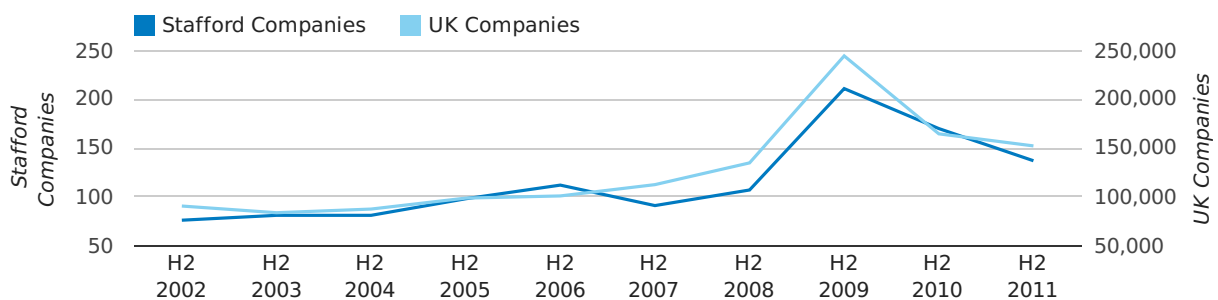
### Half Year Data (Jul-Dec 2011)

In the second half of 2011 a total of 137 companies were dissolved in Stafford. 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 Stafford occurred in 2009 when a total of 211 were closed.

HALF YEAR (JUL-DEC)	STAFFORD	UK
2011	137	152,213
2010	170	164,601
% CHANGE	-19.4%	-7.5%
RECORD YEAR	2009 (211)	2009 (244,537)

### dissolved companies by half year



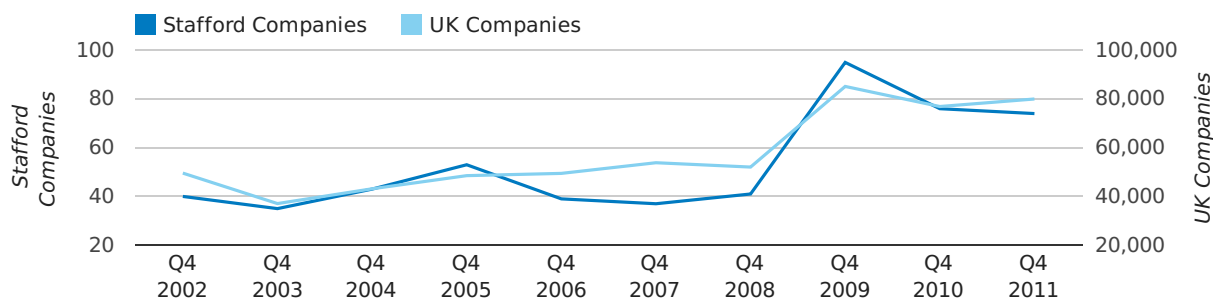
## Quarterly Data (Q4 Oct-Dec 2011)

A total of 74 companies were dissolved in Stafford during the fourth quarter of 2011 (Oct 2011 - Dec 2011).

This figure is a decrease of 2.6% 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)	STAFFORD	UK
2011	74	79,983
2010	76	76,896
% CHANGE	-2.6%	4.0%
RECORD YEAR	2009 (95)	2009 (85,136)

### dissolved companies by quarter



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

### dissolved companies by month



	OCTOBER	NOVEMBER	DECEMBER
CLOSED COMPANIES IN 2011	22	27	25
CLOSED COMPANIES IN 2010	25	35	16
% CHANGE	-12.0%	-22.9%	56%
RECORD YEAR	2009 (32)	2010 (35)	2009 (30)

### Annual Data (2011)

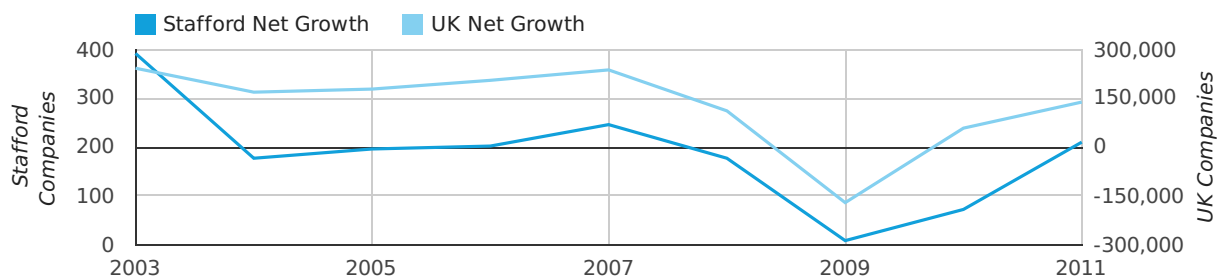
A total of 210 companies were added to the company register for Stafford in 2011. This number represents growth of 48.3% which compares favourably to the UK figure of 34.6%.

This number is 138 companies higher than the previous year.

The highest net company growth figure ever seen in one year came in 2003 when the Stafford company register grew by 392 companies.

YEAR	STAFFORD	UK
2011	210	138,347
2010	72	58,126
2009	8	-171,098
2008	177	111,302
2007	246	237,354
RECORD YEAR	2003 (392)	2003 (242,543)

### net growth by year

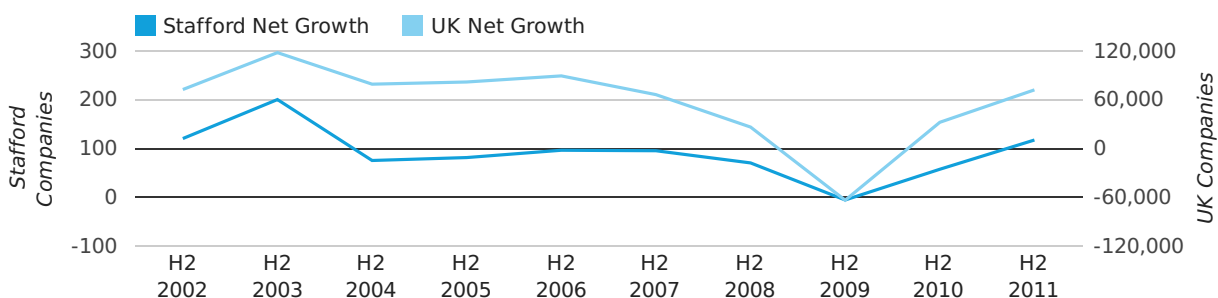


### Half Year Data (Jul-Dec 2011)

In the second half of 2011 the company register for Stafford increased by 117 companies. This figure is 105.3% higher than last year, which compares badly to a UK increase of 124.7%.

HALF YEAR (JUL-DEC)	STAFFORD	UK
2011	117	71,922
2010	57	32,008
% CHANGE	105.3%	124.7%
RECORD YEAR	2003 (200)	2003 (117,772)

### net growth by half year



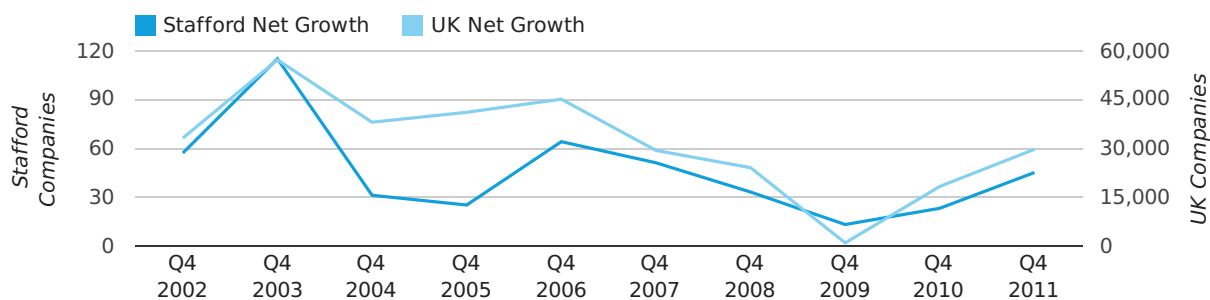
## Quarterly Data (Q4 Oct-Dec 2011)

Net company growth for Stafford during the fourth quarter of 2011 (Oct 2011 - Dec 2011) was 45 companies.

This represents an increase of 95.7% on the same period last year.

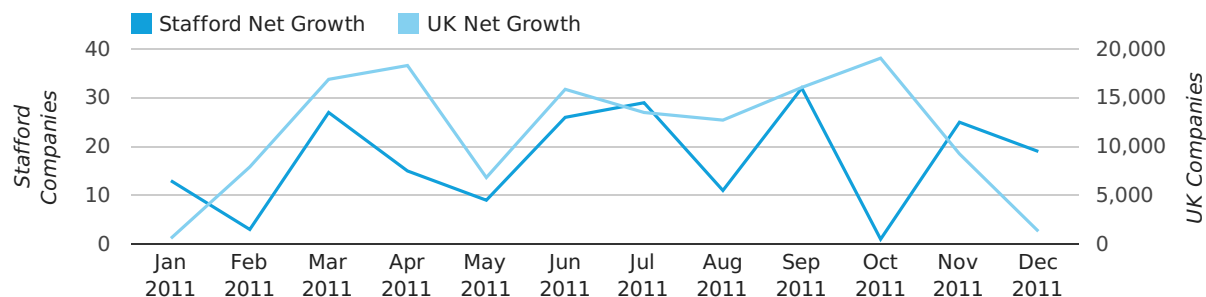
FOURTH QUARTER (OCT 2011 - DEC 2011)	STAFFORD	UK
2011	45	29,640
2010	23	18,221
% CHANGE	95.7%	62.7%
RECORD YEAR	2003 (115)	2003 (57,175)

### net growth by quarter



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

### net growth by month



	OCTOBER	NOVEMBER	DECEMBER
NET GROWTH IN 2011	1	25	19
NET GROWTH IN 2010	12	2	9
% CHANGE	-91.7%	1,150.0%	111.1%
RECORD YEAR	2003 (51)	2003 (33)	2003 (31)

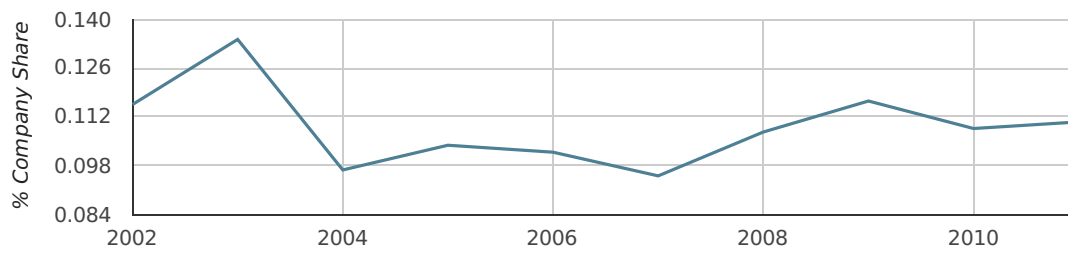


### Annual Data (2011)

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

YEAR	STAFFORD
2011	0.1%
2010	0.1%
2009	0.1%
2008	0.1%
2007	0.1%
RECORD YEAR (SINCE 1960)	1978 (0.2%)

### company share by year

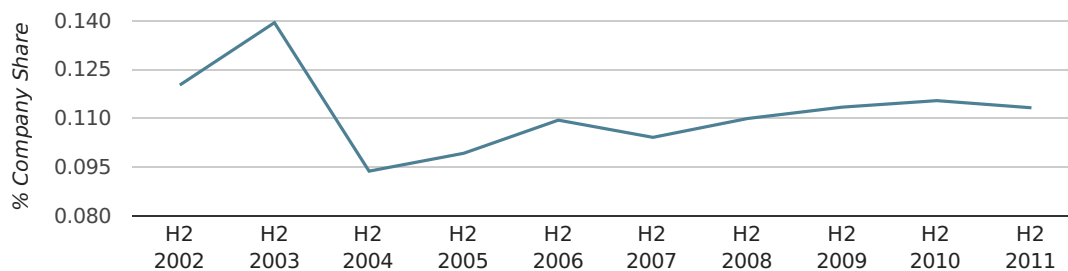


### Half Year Data (Jul-Dec 2011)

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

HALF YEAR (JUL-DEC)	STAFFORD
2011	0.1%
2010	0.1%
2009	0.1%
2008	0.1%
2007	0.1%
RECORD YEAR (SINCE 1960)	1984 (0.1%)

### company share by half year

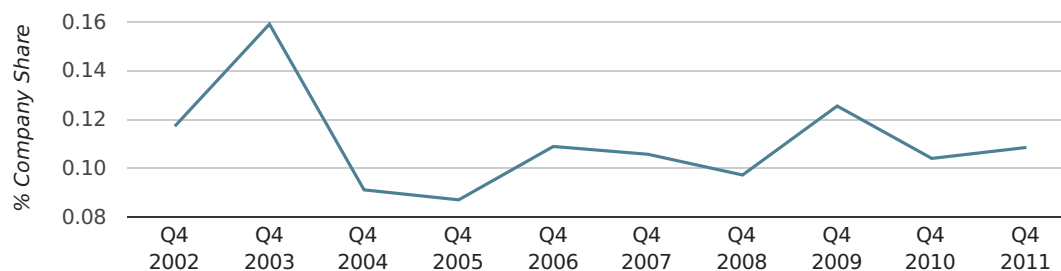


## Quarterly Data (Q4 Oct-Dec 2011)

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

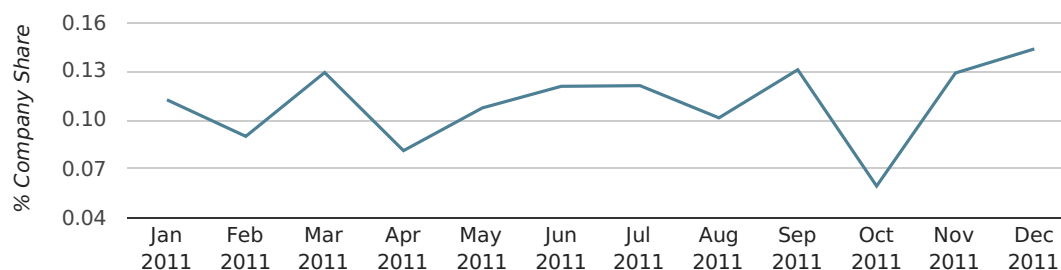
FOURTH QUARTER (OCT 2011 - DEC 2011)	STAFFORD
2011	0.1%
2010	0.1%
2009	0.1%
2008	0.1%
2007	0.1%
RECORD YEAR (SINCE 1960)	1984 (0.2%)

### company share by quarter



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

### company share by month



	OCTOBER	NOVEMBER	DECEMBER
UK FORMATION SHARE IN 2011	0.1%	0.1%	0.1%
UK FORMATION SHARE IN 2010	0.1%	0.1%	0.1%
% CHANGE	-46.0%	19.8%	56.1%
RECORD YEAR	1987 (0.2%)	1982 (0.2%)	1984 (0.3%)

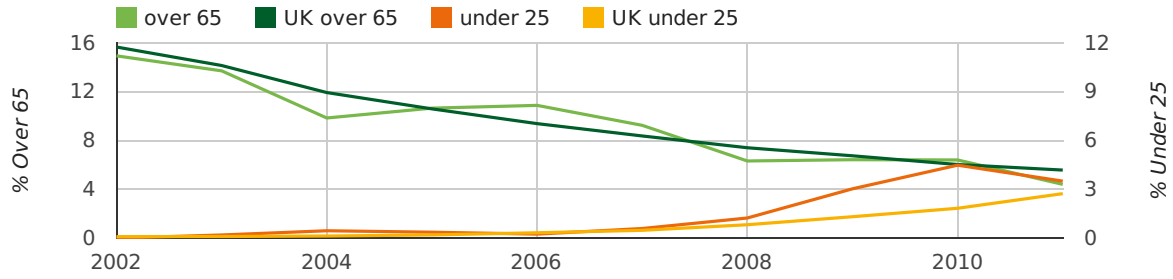
### Annual Data (2011)

The average age of a director in 2011 was 45.3.

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 4.4% compared to the UK figure of 4.2%.

#### director age by year



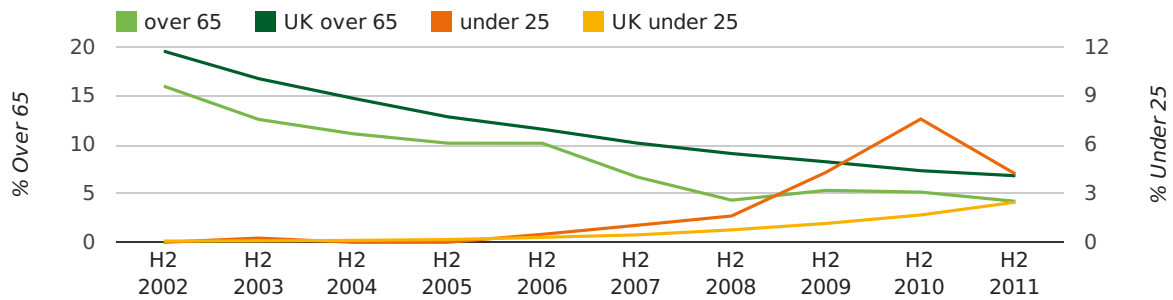
### Half Year Data (Jul-Dec 2011)

The average age of a director in the second half of 2011 was 45.4.

The percentage of directors under the age of 25 was 4.2% compared to the UK figure of 4.1%.

The percentage of directors over the age of 65 was 4.2% compared to the UK figure of 4.1%.

#### director age by half year



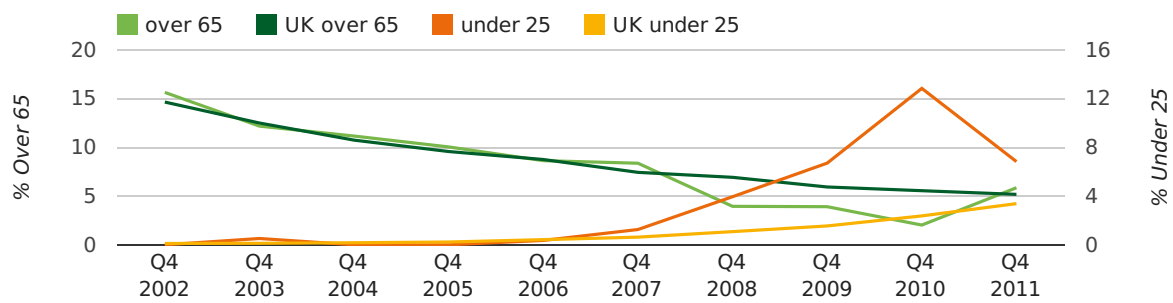
## Quarterly Data (Q4 Oct-Dec 2011)

The average age of a director in the fourth quarter of 2011 was 45.4.

The percentage of directors under the age of 25 was 6.8% compared to the UK figure of 4.2%.

The percentage of directors over the age of 65 was 5.9% compared to the UK figure of 4.1%.

### director age by quarter

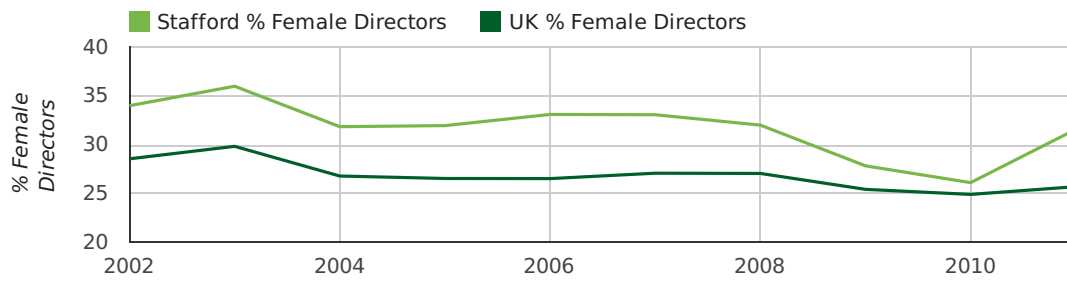


### Annual Data (2011)

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

The percentage of female directors in Stafford in 2011 was 34.0%. The average for the UK during this time was 28.6%

#### director gender by year

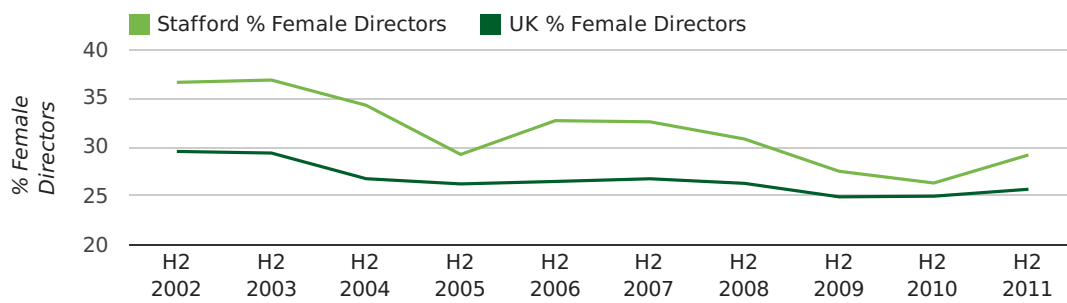


### Half Year Data (Jul-Dec 2011)

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

29.2% of all director appointments in Stafford 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

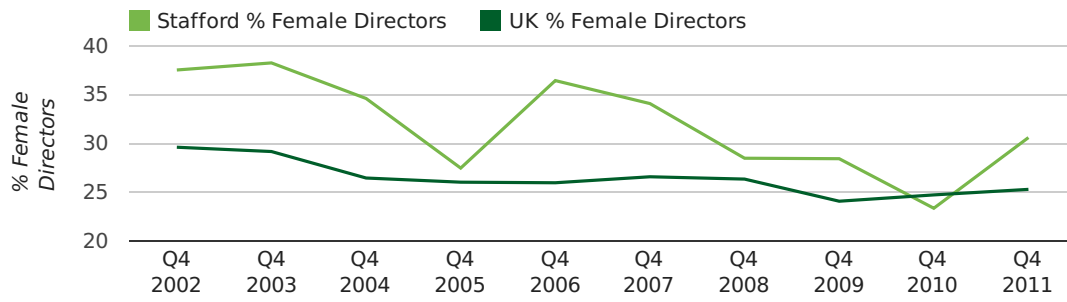


## Quarterly Data (Q4 Oct-Dec 2011)

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

30.6% of all director appointments in Stafford 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, &amp;, UK, SERVICES, THE, (UK), AND, LTD., A, LLP, SOLUTIONS, COMPANY, OF.

WORD	PERCENTAGE	UK WORD	UK PERCENTAGE
CONSULTANCY	1.43%	CONSULTING	5.07%
TRADING	1.10%	MANAGEMENT	4.74%
STAFFORD	0.99%	CONSULTANCY	3.26%
CONSULTING	0.88%	PROPERTY	2.37%
(STAFFORD)	0.88%	TRADING	2.07%
HOME	0.77%	DESIGN	1.92%
BUILDING	0.77%	ASSOCIATES	1.86%
J	0.77%	ENGINEERING	1.78%
STAFFORDSHIRE	0.66%	BUSINESS	1.78%
CONSTRUCTION	0.66%	CONSULTANTS	1.76%
PROPERTIES	0.66%	CONSTRUCTION	1.73%
SOCIAL	0.55%	MEDIA	1.71%
MANAGEMENT	0.55%	LONDON	1.63%
DESIGN	0.55%	J	1.51%
ENTERPRISES	0.55%	INVESTMENTS	1.48%
TRAINING	0.55%	GLOBAL	1.46%
B	0.55%	IT	1.41%
ASSOCIATES	0.55%	CARE	1.39%
CARE	0.44%	PROPERTIES	1.29%
CONSULTANTS	0.44%	ELECTRICAL	1.29%
DEVELOPMENT	0.44%	M	1.27%
GREEN	0.44%	BUILDING	1.26%
AT	0.44%	ENERGY	1.25%
MEDIA	0.44%	S	1.20%
M	0.44%	ENTERPRISES	1.20%

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

SIC CODE	NUMBER OF COMPANIES	UK COMPANIES
None Supplied	165	205,525
7487 - Other business activities	62	57,052
9999 - Dormant Company	26	20,199
70229 - Management consultancy activities other than financial management	24	17,765
82990 - Other business support service activities not elsewhere classified	21	32,483
99999 - Dormant Company	18	21,846
86900 - Other human health activities	13	4,457
7260 - Other computer related activities	12	7,667
7032 - Manage real estate, fee or contract	12	2,198
9305 - Other service activities	11	9,492
62012 - Business and domestic software development	10	3,714
7414 - Business & management consultancy	10	13,034
62020 - Information technology consultancy activities	10	12,072
68209 - Other letting and operating of own or leased real estate	10	4,082
43210 - Electrical installation	9	3,175
96020 - Hairdressing and other beauty treatment	9	2,380
62090 - Other information technology service activities	9	7,493
96090 - Other service activities not elsewhere classified	8	11,768
7222 - Other software consultancy and supply	8	7,398
74909 - Other professional, scientific and technical activities not elsewhere classified	8	8,671