

Stafford

q1 2012 business confidence report



headlines

- Q1 2012 saw a new record in company registrations in Stafford when compared to any previous Q1.
- Q1 2012 was a record quarter for company registrations in Stafford when compared to any quarter in history.
- February 2012 saw a new record in company registrations in Stafford when compared to any previous February.
- January 2012 saw a new record in company registrations in Stafford when compared to any previous January.

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Quarterly Data (Q1 Jan-Mar 2012)

Q1 2012 saw a new record in company registrations in Stafford when compared to any previous Q1.

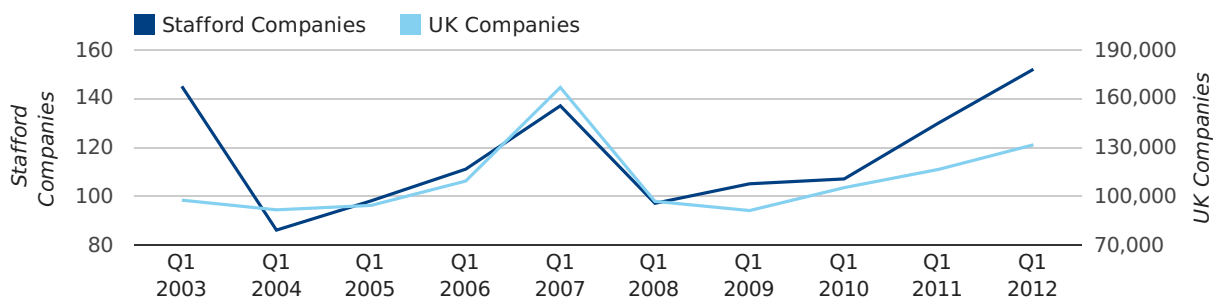
Q1 2012 was a record quarter for company registrations in Stafford when compared to any quarter in history.

A total of 152 companies were registered in Stafford during the first quarter of 2012 (Jan 2012 - Mar 2012).

This figure is an increase of 16.9% versus the same period last year (Q1 2011). This figure compares well to the UK as a whole, which saw an increase of 13.0% against the same period last year.

FIRST QUARTER (JAN 2012 - MAR 2012)	STAFFORD	UK
2012	152	131,491
2011	130	116,391
% CHANGE	16.9%	13.0%
RECORD YEAR	2012 (152)	2007 (166,814)

new companies by quarter

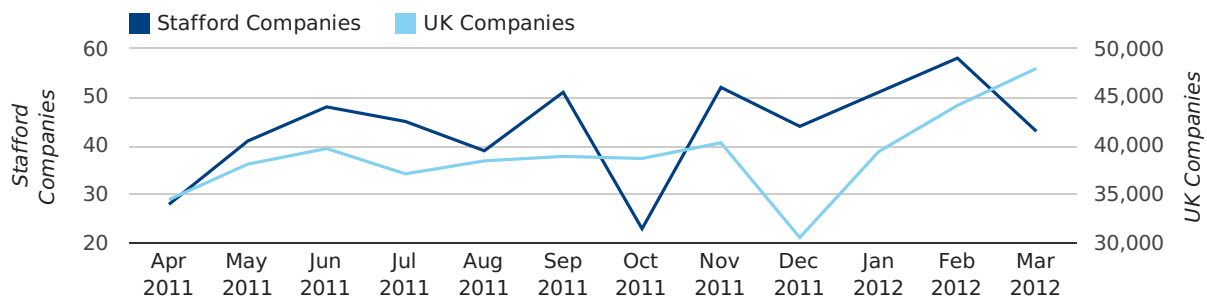


Monthly Data (Jan, Feb & Mar 2012)

February 2012 saw a new record in company registrations in Stafford when compared to any previous February.

January 2012 saw a new record in company registrations in Stafford when compared to any previous January.

new companies by month



	JANUARY	FEBRUARY	MARCH
NEW COMPANIES IN 2012	51	58	43
NEW COMPANIES IN 2011	38	34	58
% CHANGE	34.2%	70.6%	-25.9%
RECORD YEAR	2012 (51)	2012 (58)	2011 (58)

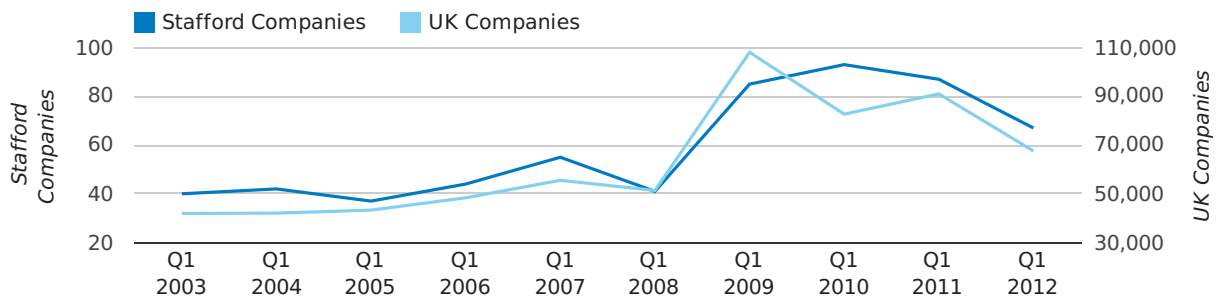
Quarterly Data (Q1 Jan-Mar 2012)

A total of 67 companies were dissolved in Stafford during the first quarter of 2012 (Jan 2012 - Mar 2012).

This figure is a decrease of 23.0% versus the same period last year (Q1 2011). This figure compares poorly to the UK as a whole, which saw a decrease of 25.7% against the same period last year.

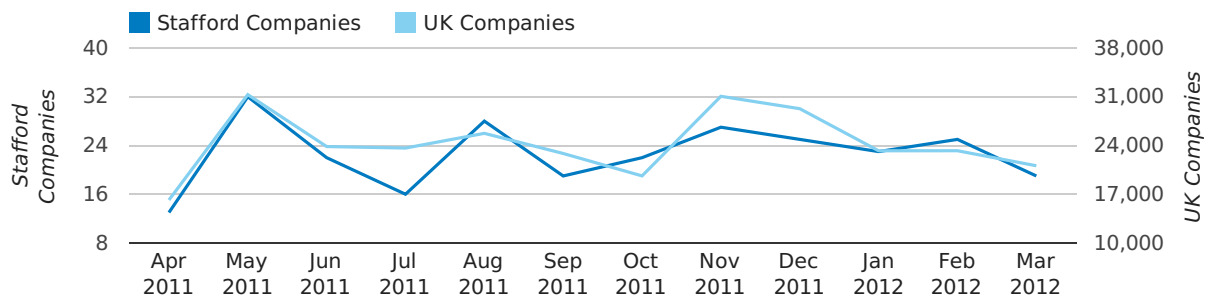
FIRST QUARTER (JAN 2012 - MAR 2012)	STAFFORD	UK
2012	67	67,576
2011	87	90,986
% CHANGE	-23.0%	-25.7%
RECORD YEAR	2010 (93)	2009 (108,060)

dissolved companies by quarter



Monthly Data (Jan, Feb & Mar 2012)

dissolved companies by month



	JANUARY	FEBRUARY	MARCH
CLOSED COMPANIES IN 2012	23	25	19
CLOSED COMPANIES IN 2011	25	31	31
% CHANGE	-8.0%	-19.4%	-39%
RECORD YEAR	2011 (25)	2011 (31)	2009 (54)

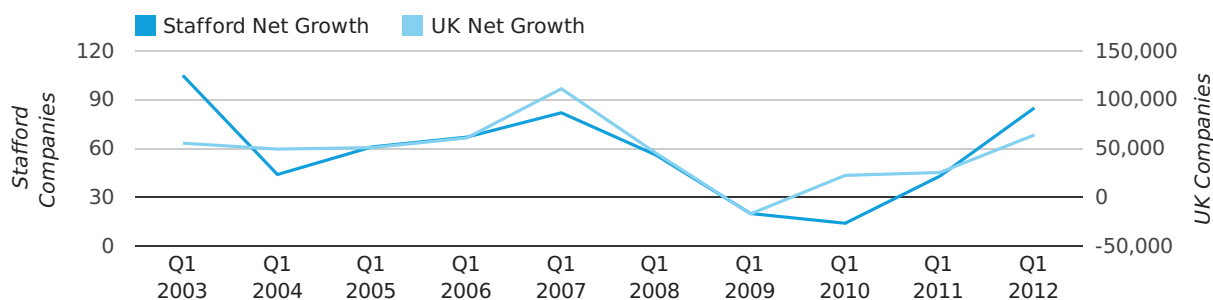
Quarterly Data (Q1 Jan-Mar 2012)

Net company growth for Stafford during the first quarter of 2012 (Jan 2012 - Mar 2012) was 85 companies.

This represents an increase of 97.7% on the same period last year.

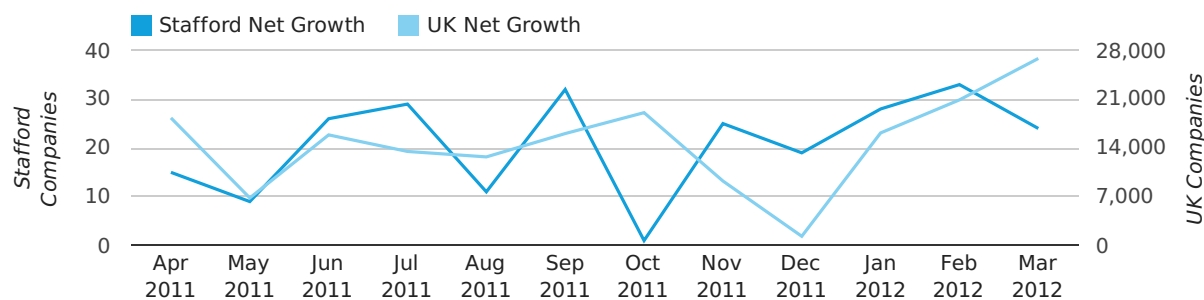
FIRST QUARTER (JAN 2012 - MAR 2012)	STAFFORD	UK
2012	85	63,915
2011	43	25,405
% CHANGE	97.7%	151.6%
RECORD YEAR	2003 (105)	2007 (111,282)

net growth by quarter



Monthly Data (Jan, Feb & Mar 2012)

net growth by month



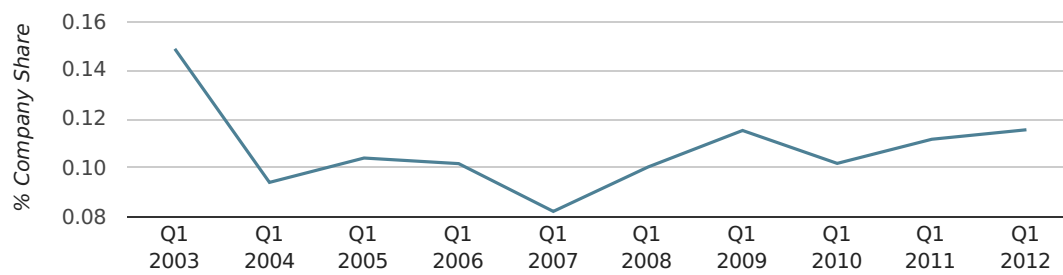
	JANUARY	FEBRUARY	MARCH
NET GROWTH IN 2012	28	33	24
NET GROWTH IN 2011	13	3	27
% CHANGE	115.4%	1,000.0%	-11.1%
RECORD YEAR	2003 (34)	2007 (40)	2003 (42)

Quarterly Data (Q1 Jan-Mar 2012)

In the first quarter of 2012, Stafford formed 0.1% of all UK companies.

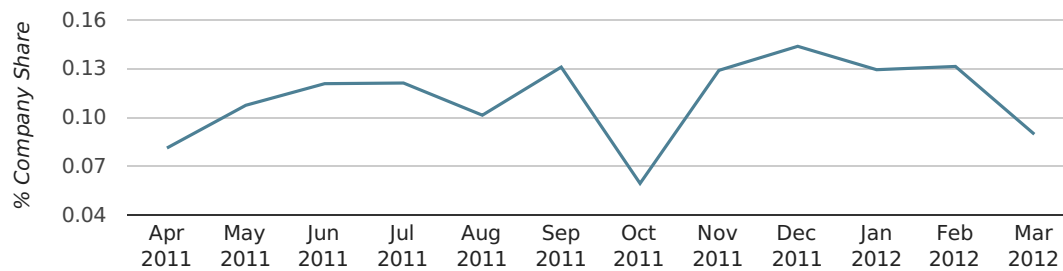
FIRST QUARTER (JAN 2012 - MAR 2012)	STAFFORD
2012	0.1%
2011	0.1%
2010	0.1%
2009	0.1%
2008	0.1%
RECORD YEAR (SINCE 1960)	1965 (0.3%)

company share by quarter



Monthly Data (Jan, Feb & Mar 2012)

company share by month



	JANUARY	FEBRUARY	MARCH
UK FORMATION SHARE IN 2012	0.1%	0.1%	0.1%
UK FORMATION SHARE IN 2011	0.1%	0.1%	0.1%
% CHANGE	15.0%	46.0%	-30.6%
RECORD YEAR	1974 (0.4%)	1960 (0.4%)	1965 (0.4%)

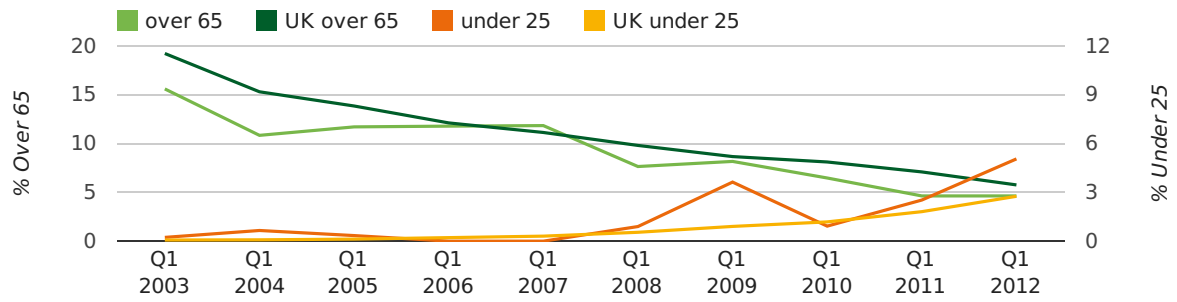
Quarterly Data (Q1 Jan-Mar 2012)

The average age of a director in the first quarter of 2012 was 44.8.

The percentage of directors under the age of 25 was 5.1% compared to the UK figure of 4.6%.

The percentage of directors over the age of 65 was 4.6% compared to the UK figure of 3.5%.

director age by quarter

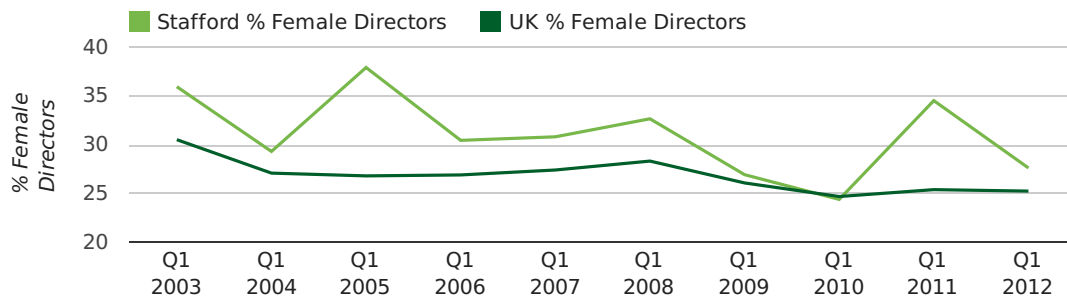


Quarterly Data (Q1 Jan-Mar 2012)

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

27.6% of all director appointments in Stafford in the first quarter of 2012 were female. This compares to a UK average of 25.3% for the same period.

director gender by quarter



Previous 12 months (Mar 2011-Mar 2012)

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

WORD	PERCENTAGE	UK WORD	UK PERCENTAGE
CONSULTANCY	1.72%	CONSULTING	5.07%
STAFFORD	1.29%	MANAGEMENT	4.74%
MANAGEMENT	1.18%	CONSULTANCY	3.30%
CONSULTING	0.97%	PROPERTY	2.37%
(STAFFORD)	0.97%	TRADING	2.07%
TRADING	0.86%	DESIGN	1.93%
TRAINING	0.75%	ENGINEERING	1.86%
PROPERTIES	0.65%	ASSOCIATES	1.84%
HEALTH	0.65%	CONSULTANTS	1.79%
STAFFORDSHIRE	0.65%	BUSINESS	1.73%
B	0.65%	MEDIA	1.72%
BUILDING	0.65%	CONSTRUCTION	1.72%
CARE	0.65%	LONDON	1.66%
CONSTRUCTION	0.54%	J	1.54%
DESIGN	0.54%	INVESTMENTS	1.51%
ENTERPRISES	0.54%	GLOBAL	1.50%
LEISURE	0.54%	IT	1.40%
J	0.54%	CARE	1.34%
FARM	0.54%	PROPERTIES	1.31%
MEDIA	0.54%	ELECTRICAL	1.27%
SOLAR	0.54%	M	1.27%
ASSOCIATES	0.54%	BUILDING	1.24%
G	0.43%	ENERGY	1.20%
HOME	0.43%	S	1.20%
PROJECT	0.43%	ENTERPRISES	1.19%

Previous 36 months, excluding companies less than 12 months old

SIC CODE	NUMBER OF COMPANIES	UK COMPANIES
None Supplied	172	216,665
7487 - Other business activities	56	52,735
70229 - Management consultancy activities other than financial management	27	19,704
9999 - Dormant Company	24	18,617
82990 - Other business support service activities not elsewhere classified	22	35,233
99999 - Dormant Company	19	25,084
86900 - Other human health activities	15	5,066
7032 - Manage real estate, fee or contract	12	2,097
62012 - Business and domestic software development	11	4,356
62020 - Information technology consultancy activities	11	14,303
74909 - Other professional, scientific and technical activities not elsewhere classified	11	9,892
62090 - Other information technology service activities	11	8,145
43210 - Electrical installation	10	3,573
96020 - Hairdressing and other beauty treatment	10	2,798
7260 - Other computer related activities	10	7,154
96090 - Other service activities not elsewhere classified	10	13,637
9305 - Other service activities	9	8,818
7414 - Business & management consultancy	9	12,113
41100 - Development of building projects	8	4,984
68320 - Management of real estate on a fee or contract basis	8	3,448