

Stoke-On-Trent

2011 annual business confidence report



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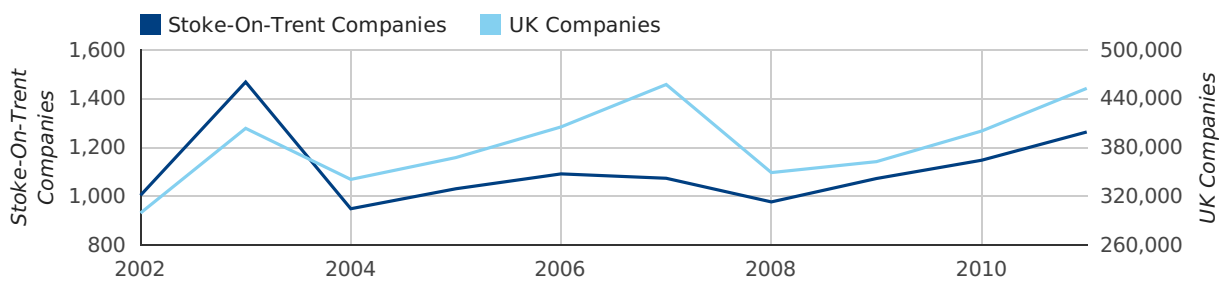
sic data

Annual Data (2011)

A total of 1,264 companies were formed in Stoke-On-Trent in 2011. This total is 10.1% higher than in 2010 and compares equally to the UK figure of a 13.1% growth compared to 400,358 the previous year.

YEAR	STOKE-ON-TRENT	UK
2011	1,264	452,870
2010	1,148	400,358
2009	1,073	362,675
2008	977	349,203
2007	1,074	457,649
RECORD YEAR	2003 (1,469)	2007 (457,649)

new companies by year



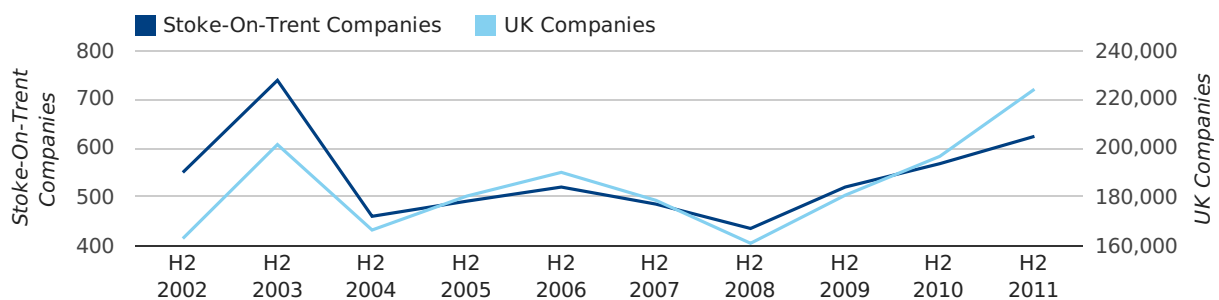
Half Year Data (Jul-Dec 2011)

In the second half of 2011 a total of 624 companies were formed in Stoke-On-Trent. This figure is 9.9% higher than last year, which compares badly to the UK wide figure of 14.0%.

The highest total for a second half year in Stoke-On-Trent occurred in 2003 when a total of 739 were formed.

HALF YEAR (JUL-DEC)	STOKE-ON-TRENT	UK
2011	624	224,135
2010	568	196,609
% CHANGE	9.9%	14.0%
RECORD YEAR	2003 (739)	2011 (224,135)

new companies by half year



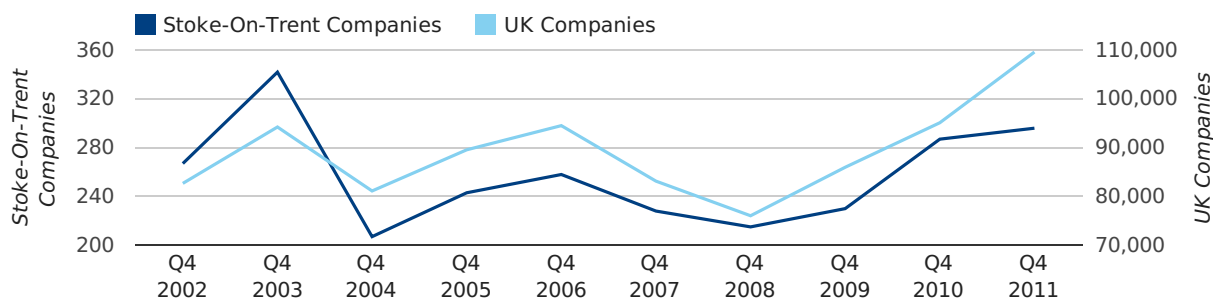
Quarterly Data (Q4 Oct-Dec 2011)

A total of 296 companies were registered in Stoke-On-Trent during the fourth quarter of 2011 (Oct 2011 - Dec 2011).

This figure is an increase of 3.1% 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.

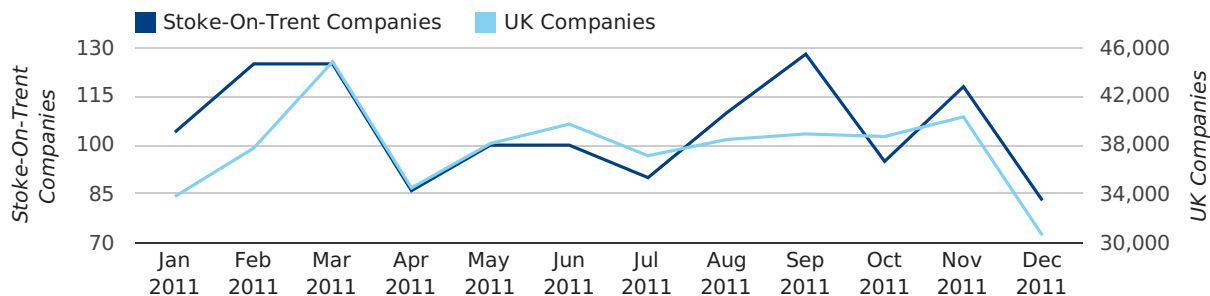
FOURTH QUARTER (OCT 2011 - DEC 2011)	STOKE-ON-TRENT	UK
2011	296	109,623
2010	287	95,117
% CHANGE	3.1%	15.3%
RECORD YEAR	2003 (342)	2011 (109,623)

new companies by quarter



Monthly Data (Oct, Nov & Dec 2011)

new companies by month



	OCTOBER	NOVEMBER	DECEMBER
NEW COMPANIES IN 2011	95	118	83
NEW COMPANIES IN 2010	104	99	84
% CHANGE	-8.7%	19.2%	-1.2%
RECORD YEAR	2003 (117)	2003 (134)	2003 (91)

Annual Data (2011)

A total of 920 companies were dissolved in Stoke-On-Trent in 2011. This total is 11.0% lower than in 2010 and compares unfavourably to the UK figure of 8.1% decrease compared to the previous year.

YEAR	STOKE-ON-TRENT	UK
2011	920	314,523
2010	1,034	342,232
2009	1,366	533,773
2008	603	237,901
2007	634	220,295
RECORD YEAR	2009 (1,366)	2009 (533,773)

dissolved companies by year



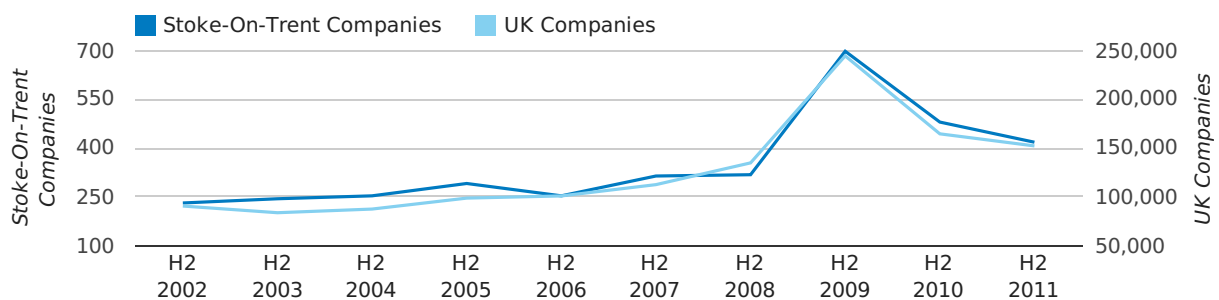
Half Year Data (Jul-Dec 2011)

In the second half of 2011 a total of 418 companies were dissolved in Stoke-On-Trent. This figure is 12.9% lower than last year, which compares well to the UK wide change of -7.5%.

The highest total for a second half year in Stoke-On-Trent occurred in 2009 when a total of 698 were closed.

HALF YEAR (JUL-DEC)	STOKE-ON-TRENT	UK
2011	418	152,213
2010	480	164,601
% CHANGE	-12.9%	-7.5%
RECORD YEAR	2009 (698)	2009 (244,537)

dissolved companies by half year



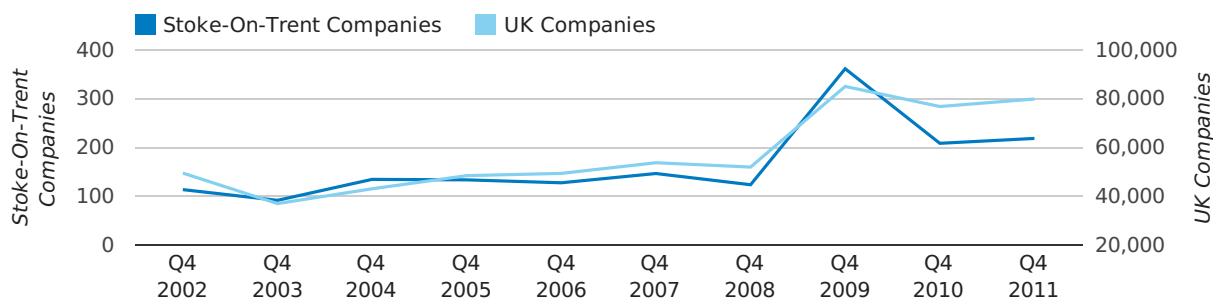
Quarterly Data (Q4 Oct-Dec 2011)

A total of 219 companies were dissolved in Stoke-On-Trent during the fourth quarter of 2011 (Oct 2011 - Dec 2011).

This figure is an increase of 4.8% 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.

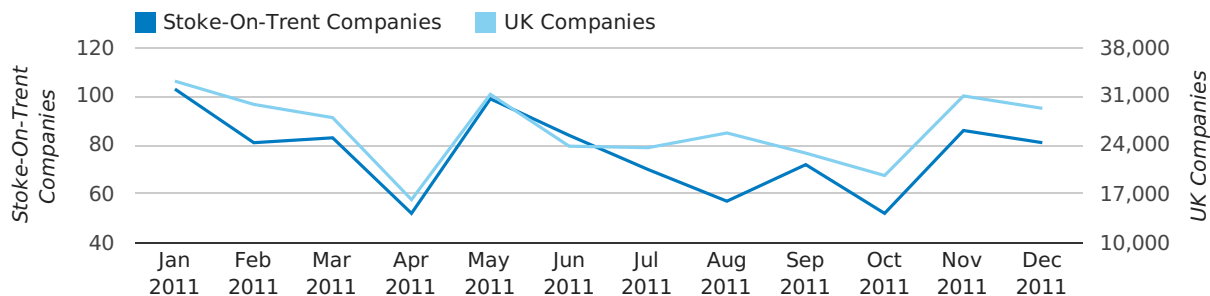
FOURTH QUARTER (OCT 2011 - DEC 2011)	STOKE-ON-TRENT	UK
2011	219	79,983
2010	209	76,896
% CHANGE	4.8%	4.0%
RECORD YEAR	2009 (362)	2009 (85,136)

dissolved companies by quarter



Monthly Data (Oct, Nov & Dec 2011)

dissolved companies by month



	OCTOBER	NOVEMBER	DECEMBER
CLOSED COMPANIES IN 2011	52	86	81
CLOSED COMPANIES IN 2010	82	84	43
% CHANGE	-36.6%	2.4%	88%
RECORD YEAR	2009 (116)	2009 (113)	2009 (133)

Annual Data (2011)

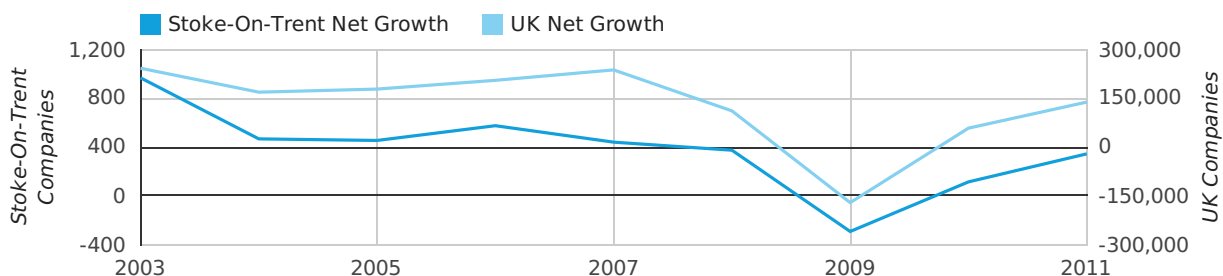
A total of 344 companies were added to the company register for Stoke-On-Trent in 2011. This number represents growth of 30.0% which compares unfavourably to the UK figure of 34.6%.

This number is 230 companies higher than the previous year.

The highest net company growth figure ever seen in one year came in 2003 when the Stoke-On-Trent company register grew by 968 companies.

YEAR	STOKE-ON-TRENT	UK
2011	344	138,347
2010	114	58,126
2009	-293	-171,098
2008	374	111,302
2007	440	237,354
RECORD YEAR	2003 (968)	2003 (242,543)

net growth by year

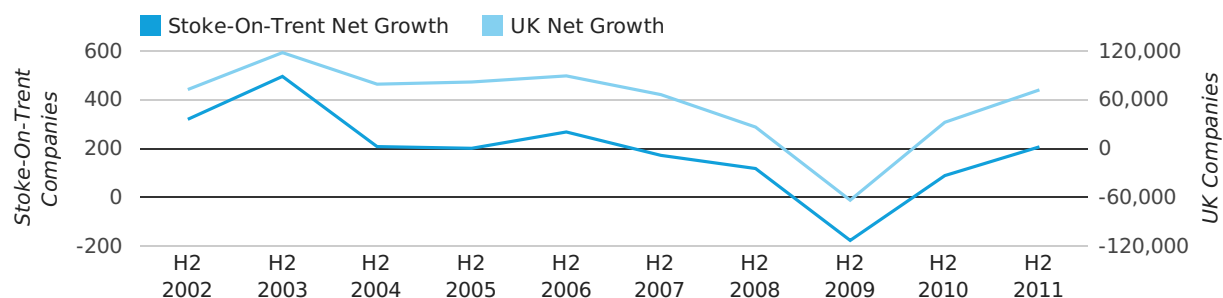


Half Year Data (Jul-Dec 2011)

In the second half of 2011 the company register for Stoke-On-Trent increased by 206 companies. This figure is 134.1% higher than last year, which compares well to a UK increase of 124.7%.

HALF YEAR (JUL-DEC)	STOKE-ON-TRENT	UK
2011	206	71,922
2010	88	32,008
% CHANGE	134.1%	124.7%
RECORD YEAR	2003 (495)	2003 (117,772)

net growth by half year



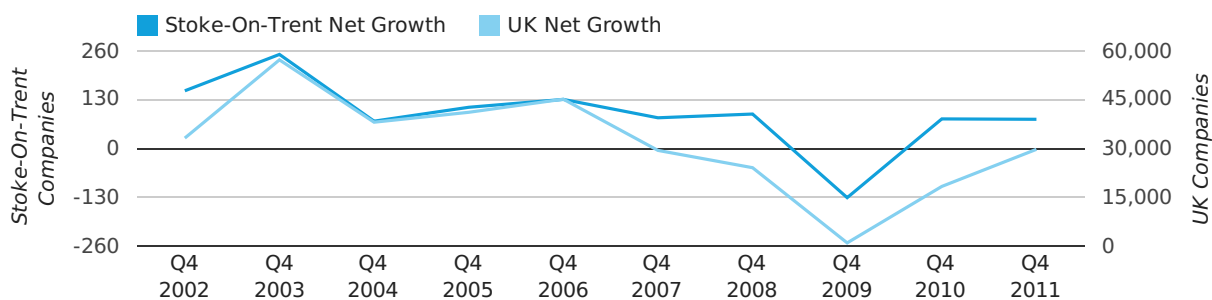
Quarterly Data (Q4 Oct-Dec 2011)

Net company growth for Stoke-On-Trent during the fourth quarter of 2011 (Oct 2011 - Dec 2011) was 77 companies.

This represents a decrease of 1.3% on the same period last year.

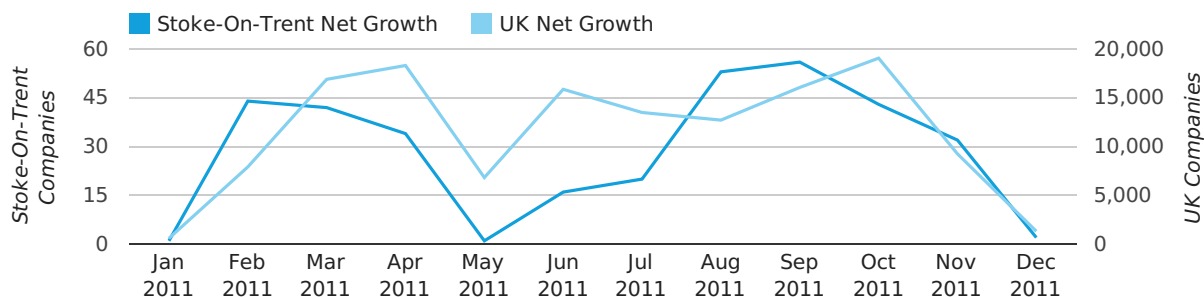
FOURTH QUARTER (OCT 2011 - DEC 2011)	STOKE-ON-TRENT	UK
2011	77	29,640
2010	78	18,221
% CHANGE	-1.3%	62.7%
RECORD YEAR	2003 (250)	2003 (57,175)

net growth by quarter



Monthly Data (Oct, Nov & Dec 2011)

net growth by month



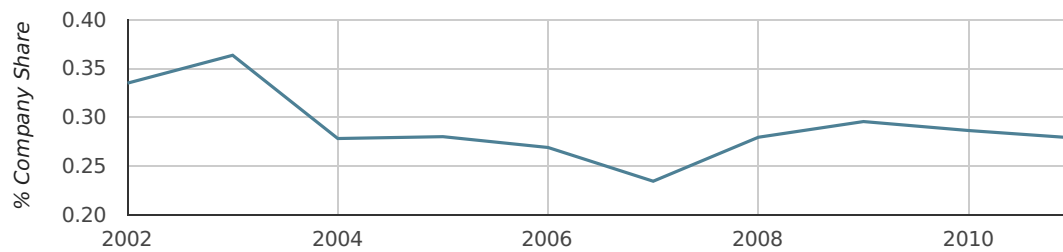
	OCTOBER	NOVEMBER	DECEMBER
NET GROWTH IN 2011	43	32	2
NET GROWTH IN 2010	22	15	41
% CHANGE	95.5%	113.3%	-95.1%
RECORD YEAR	2003 (92)	2003 (103)	2003 (55)

Annual Data (2011)

In 2011 Stoke-On-Trent formed 0.3% of all UK companies. This is no change on 2010 when Stoke-On-Trent was responsible for 0.3% of all UK companies.

YEAR	STOKE-ON-TRENT
2011	0.3%
2010	0.3%
2009	0.3%
2008	0.3%
2007	0.2%
RECORD YEAR (SINCE 1960)	1977 (0.5%)

company share by year

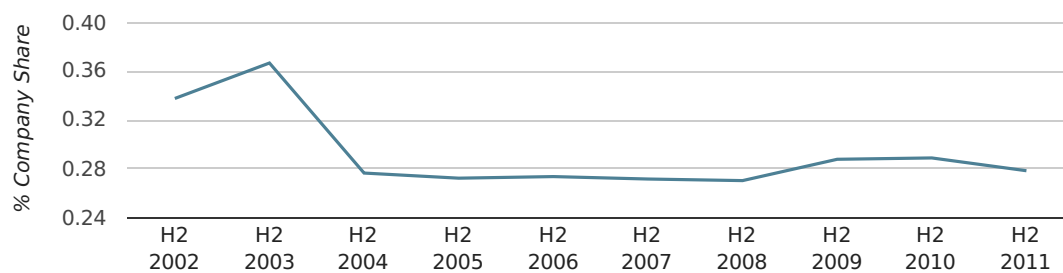


Half Year Data (Jul-Dec 2011)

In the second half of 2011 Stoke-On-Trent formed 0.3% of all UK companies. This is the same as the 2010 figure of 0.3%.

HALF YEAR (JUL-DEC)	STOKE-ON-TRENT
2011	0.3%
2010	0.3%
2009	0.3%
2008	0.3%
2007	0.3%
RECORD YEAR (SINCE 1960)	1977 (0.6%)

company share by half year

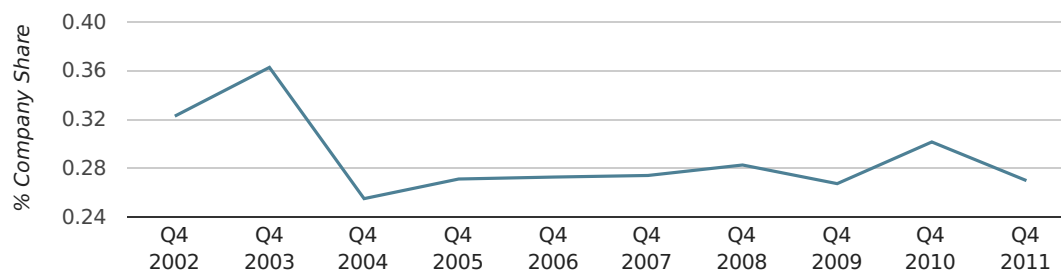


Quarterly Data (Q4 Oct-Dec 2011)

In the fourth quarter of 2011, Stoke-On-Trent formed 0.3% of all UK companies.

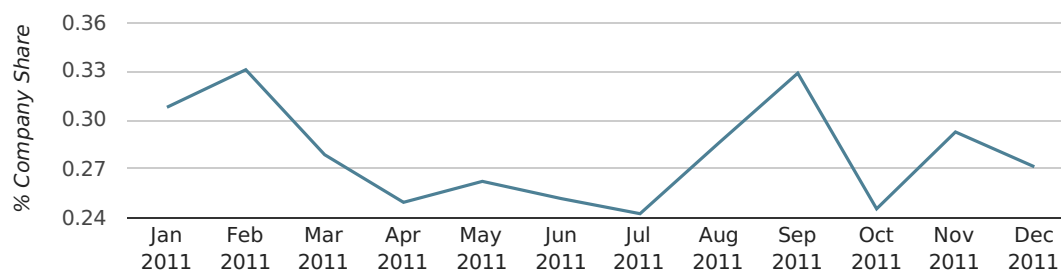
FOURTH QUARTER (OCT 2011 - DEC 2011)	STOKE-ON-TRENT
2011	0.3%
2010	0.3%
2009	0.3%
2008	0.3%
2007	0.3%
RECORD YEAR (SINCE 1960)	1975 (0.7%)

company share by quarter



Monthly Data (Oct, Nov & Dec 2011)

company share by month



	OCTOBER	NOVEMBER	DECEMBER
UK FORMATION SHARE IN 2011	0.2%	0.3%	0.3%
UK FORMATION SHARE IN 2010	0.3%	0.3%	0.3%
% CHANGE	-20.6%	1.6%	-12.4%
RECORD YEAR	1977 (1.0%)	1975 (1.1%)	1970 (0.7%)

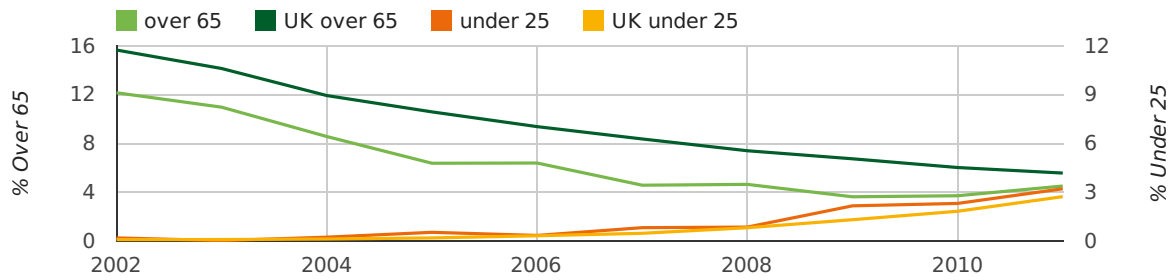
Annual Data (2011)

The average age of a director in 2011 was 43.4.

The percentage of directors under the age of 25 was 3.2% compared to the UK figure of 3.7%.

The percentage of directors over the age of 65 was 4.5% compared to the UK figure of 4.2%.

director age by year



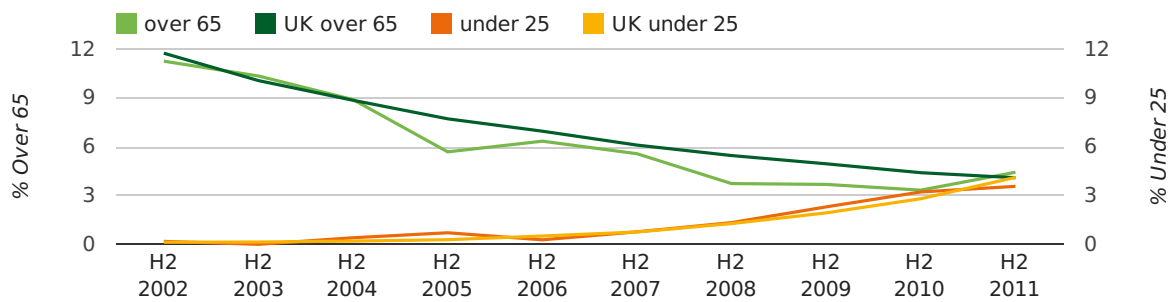
Half Year Data (Jul-Dec 2011)

The average age of a director in the second half of 2011 was 43.3.

The percentage of directors under the age of 25 was 3.6% compared to the UK figure of 4.1%.

The percentage of directors over the age of 65 was 4.4% compared to the UK figure of 4.1%.

director age by half year



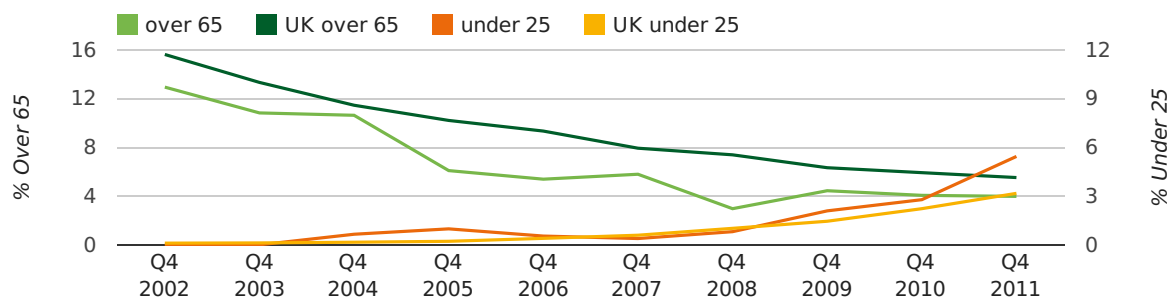
Quarterly Data (Q4 Oct-Dec 2011)

The average age of a director in the fourth quarter of 2011 was 42.6.

The percentage of directors under the age of 25 was 5.4% compared to the UK figure of 4.2%.

The percentage of directors over the age of 65 was 4.0% compared to the UK figure of 4.1%.

director age by quarter

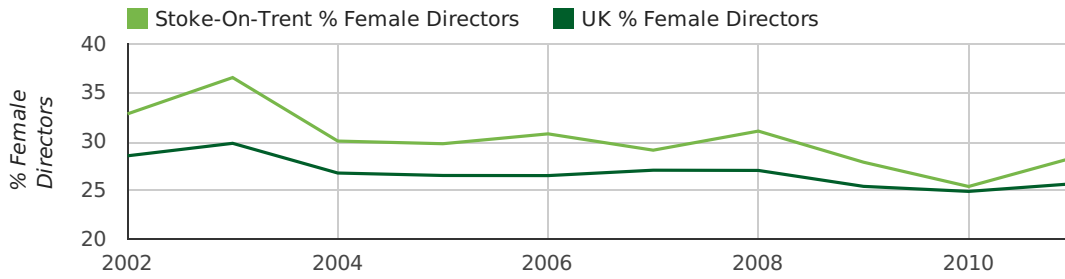


Annual Data (2011)

The record year for female directors in Stoke-On-Trent was 1857 when 36.4% of all directors were female.

The percentage of female directors in Stoke-On-Trent in 2011 was 32.9%. The average for the UK during this time was 28.6%

director gender by year

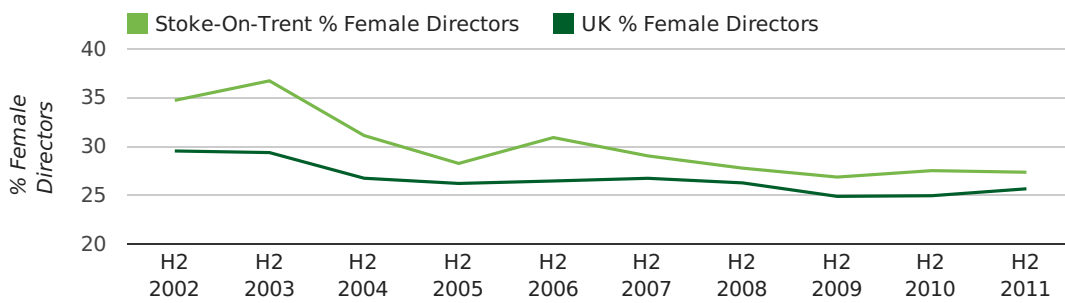


Half Year Data (Jul-Dec 2011)

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

27.4% of all director appointments in Stoke-On-Trent 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

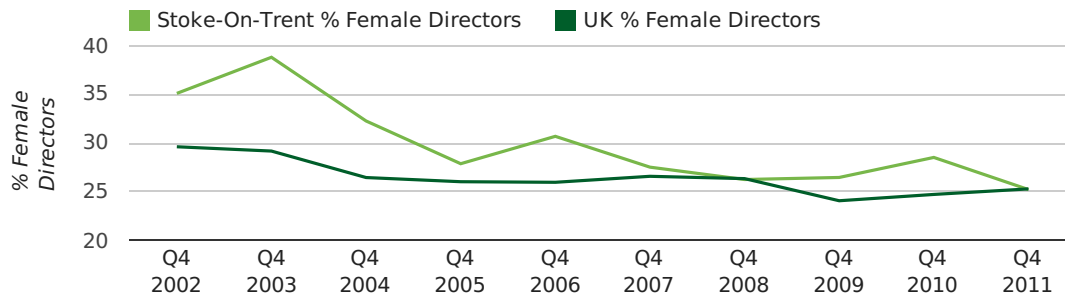


Quarterly Data (Q4 Oct-Dec 2011)

The record fourth quarter for female directors in Stoke-On-Trent was in 1977 when 31.1% of all directors were female.

25.2% of all director appointments in Stoke-On-Trent 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	1.14%	CONSULTING	5.07%
ENGINEERING	0.94%	MANAGEMENT	4.74%
CONSULTANCY	0.88%	CONSULTANCY	3.26%
PROPERTY	0.83%	PROPERTY	2.37%
DESIGN	0.78%	TRADING	2.07%
TRADING	0.78%	DESIGN	1.92%
PROPERTIES	0.73%	ASSOCIATES	1.86%
BUSINESS	0.73%	ENGINEERING	1.78%
C	0.73%	BUSINESS	1.78%
CONSTRUCTION	0.68%	CONSULTANTS	1.76%
MARKETING	0.68%	CONSTRUCTION	1.73%
J	0.62%	MEDIA	1.71%
MULLER	0.62%	LONDON	1.63%
ESTATES	0.62%	J	1.51%
DEVELOPMENTS	0.62%	INVESTMENTS	1.48%
CARE	0.62%	GLOBAL	1.46%
CAR	0.62%	IT	1.41%
R	0.57%	CARE	1.39%
T	0.57%	PROPERTIES	1.29%
PUB	0.57%	ELECTRICAL	1.29%
S	0.57%	M	1.27%
(STOKE)	0.52%	BUILDING	1.26%
HOUSE	0.52%	ENERGY	1.25%
COMMUNITY	0.52%	S	1.20%
MEDIA	0.47%	ENTERPRISES	1.20%

Previous 36 months, excluding companies less than 12 months old

SIC CODE	NUMBER OF COMPANIES	UK COMPANIES
None Supplied	600	205,525
7487 - Other business activities	127	57,052
82990 - Other business support service activities not elsewhere classified	56	32,483
99999 - Dormant Company	55	21,846
9999 - Dormant Company	40	20,199
74990 - Non-trading company	39	8,929
7414 - Business & management consultancy	39	13,034
7499 - Non-trading company	38	9,957
96090 - Other service activities not elsewhere classified	35	11,768
9305 - Other service activities	34	9,492
70229 - Management consultancy activities other than financial management	32	17,765
47990 - Other retail sale not in stores, stalls or markets	17	2,699
7222 - Other software consultancy and supply	17	7,398
5530 - Restaurants	16	5,013
74909 - Other professional, scientific and technical activities not elsewhere classified	16	8,671
62020 - Information technology consultancy activities	16	12,072
4521 - General construction & civil engineering	15	5,558
49410 - Freight transport by road	15	2,392
6024 - Freight transport by road	14	2,280
68209 - Other letting and operating of own or leased real estate	14	4,082