

Stoke-On-Trent

q1 2012 business confidence report



headlines

- Q1 2012 saw a new record in company registrations in Stoke-On-Trent when compared to any previous Q1.
- February 2012 saw a new record in company registrations in Stoke-On-Trent when compared to any previous February.
- January 2012 saw a new record in company registrations in Stoke-On-Trent when compared to any previous January.
- January 2012 saw a new record in net growth in Stoke-On-Trent when compared to any previous January.

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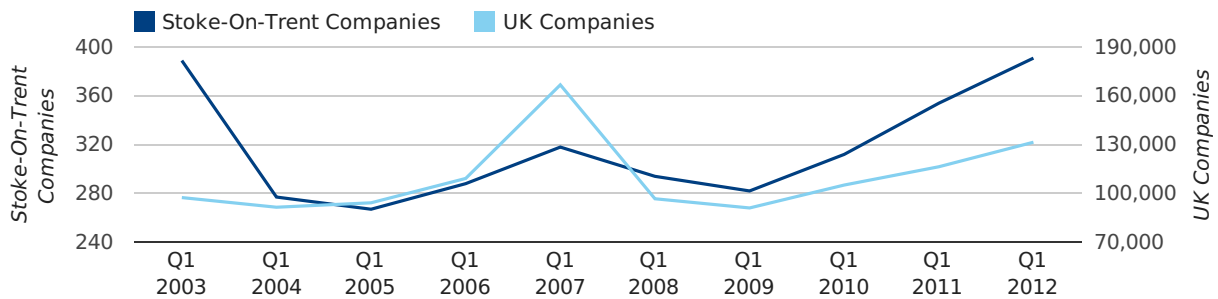
Q1 2012 saw a new record in company registrations in Stoke-On-Trent when compared to any previous Q1.

A total of 391 companies were registered in Stoke-On-Trent during the first quarter of 2012 (Jan 2012 - Mar 2012).

This figure is an increase of 10.5% versus the same period last year (Q1 2011). This figure compares equally 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)	STOKE-ON-TRENT	UK
2012	391	131,491
2011	354	116,391
% CHANGE	10.5%	13.0%
RECORD YEAR	2012 (391)	2007 (166,814)

new companies by quarter

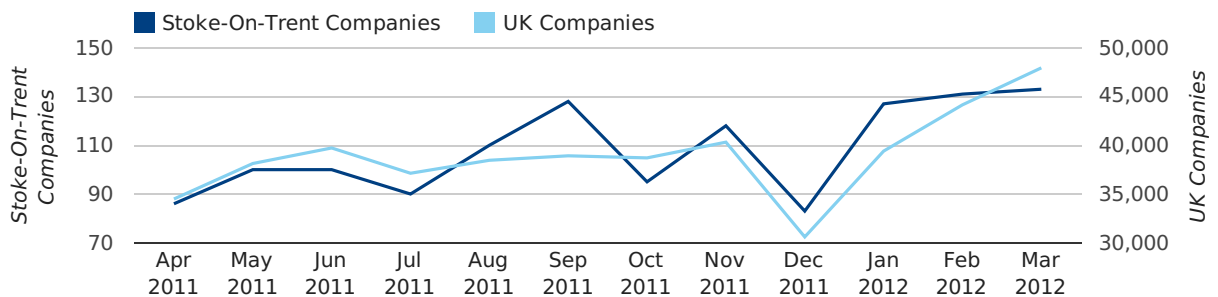


Monthly Data (Jan, Feb & Mar 2012)

February 2012 saw a new record in company registrations in Stoke-On-Trent when compared to any previous February.

January 2012 saw a new record in company registrations in Stoke-On-Trent when compared to any previous January.

new companies by month



	JANUARY	FEBRUARY	MARCH
NEW COMPANIES IN 2012	127	131	133
NEW COMPANIES IN 2011	104	125	125
% CHANGE	22.1%	4.8%	6.4%
RECORD YEAR	2012 (127)	2012 (131)	2003 (151)

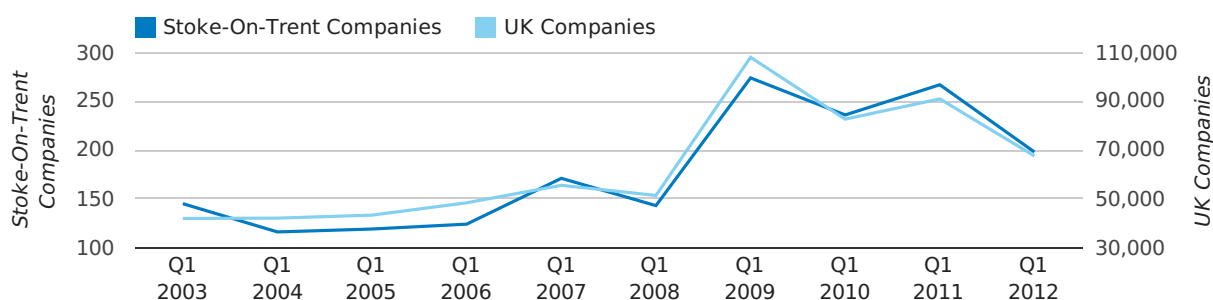
Quarterly Data (Q1 Jan-Mar 2012)

A total of 198 companies were dissolved in Stoke-On-Trent during the first quarter of 2012 (Jan 2012 - Mar 2012).

This figure is a decrease of 25.8% versus the same period last year (Q1 2011). This figure compares well to the UK as a whole, which saw a decrease of 25.7% against the same period last year.

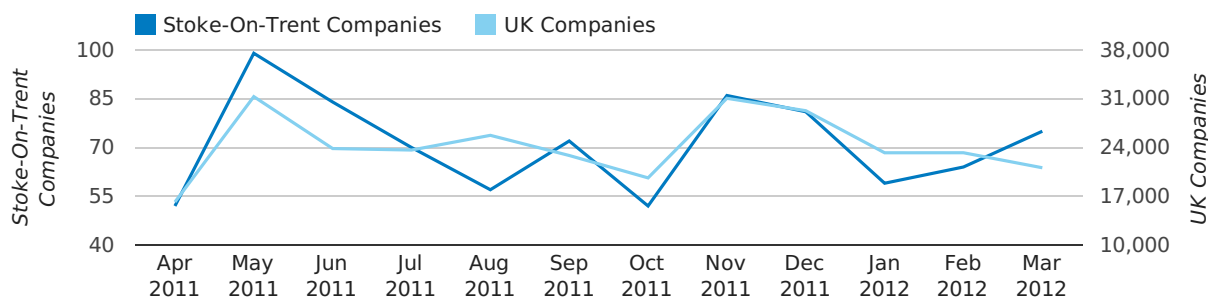
FIRST QUARTER (JAN 2012 - MAR 2012)	STOKE-ON-TRENT	UK
2012	198	67,576
2011	267	90,986
% CHANGE	-25.8%	-25.7%
RECORD YEAR	2009 (274)	2009 (108,060)

dissolved companies by quarter



Monthly Data (Jan, Feb & Mar 2012)

dissolved companies by month



	JANUARY	FEBRUARY	MARCH
CLOSED COMPANIES IN 2012	59	64	75
CLOSED COMPANIES IN 2011	103	81	83
% CHANGE	-42.7%	-21.0%	-10%
RECORD YEAR	2011 (103)	2011 (81)	2009 (156)

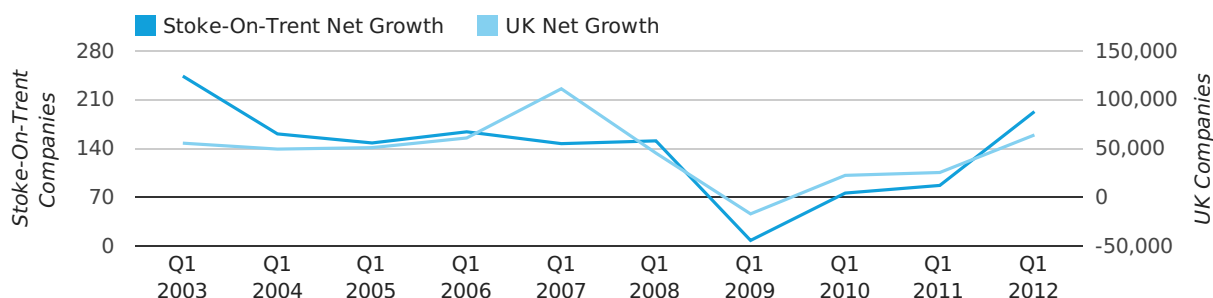
Quarterly Data (Q1 Jan-Mar 2012)

Net company growth for Stoke-On-Trent during the first quarter of 2012 (Jan 2012 - Mar 2012) was 193 companies.

This represents an increase of 121.8% on the same period last year.

FIRST QUARTER (JAN 2012 - MAR 2012)	STOKE-ON-TRENT	UK
2012	193	63,915
2011	87	25,405
% CHANGE	121.8%	151.6%
RECORD YEAR	2003 (244)	2007 (111,282)

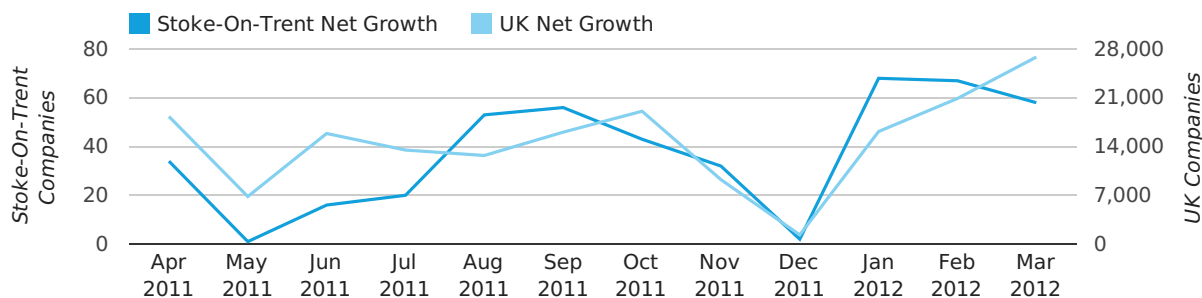
net growth by quarter



Monthly Data (Jan, Feb & Mar 2012)

January 2012 saw a new record in net growth in Stoke-On-Trent when compared to any previous January.

net growth by month



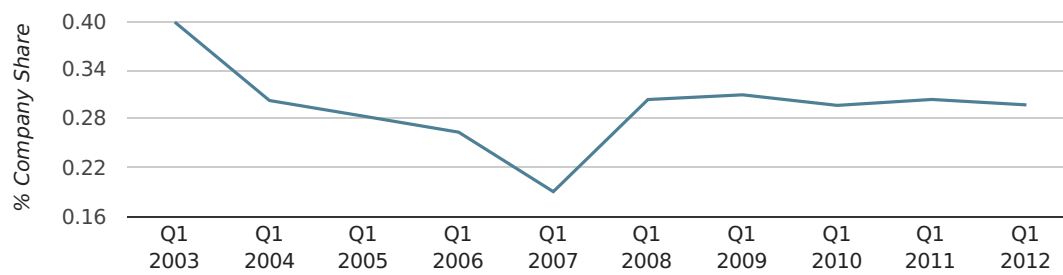
	JANUARY	FEBRUARY	MARCH
NET GROWTH IN 2012	68	67	58
NET GROWTH IN 2011	1	44	42
% CHANGE	6,700.0%	52.3%	38.1%
RECORD YEAR	2012 (68)	2003 (76)	2008 (104)

Quarterly Data (Q1 Jan-Mar 2012)

In the first quarter of 2012, Stoke-On-Trent formed 0.3% of all UK companies.

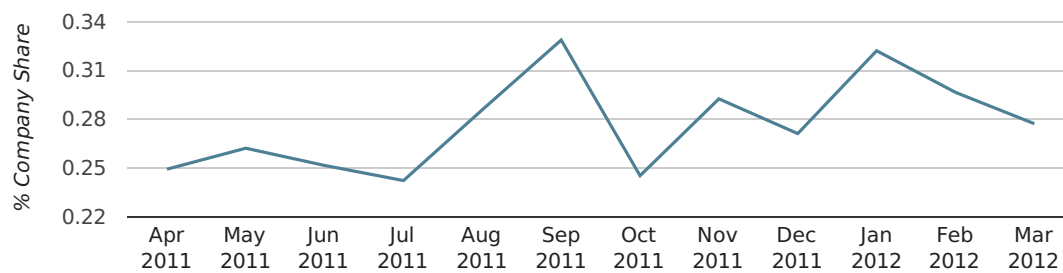
FIRST QUARTER (JAN 2012 - MAR 2012)	STOKE-ON-TRENT
2012	0.3%
2011	0.3%
2010	0.3%
2009	0.3%
2008	0.3%
RECORD YEAR (SINCE 1960)	1981 (0.6%)

company share by quarter



Monthly Data (Jan, Feb & Mar 2012)

company share by month



	JANUARY	FEBRUARY	MARCH
UK FORMATION SHARE IN 2012	0.3%	0.3%	0.3%
UK FORMATION SHARE IN 2011	0.3%	0.3%	0.3%
% CHANGE	4.7%	-10.4%	-0.5%
RECORD YEAR	1975 (0.6%)	1969 (0.9%)	1981 (0.8%)

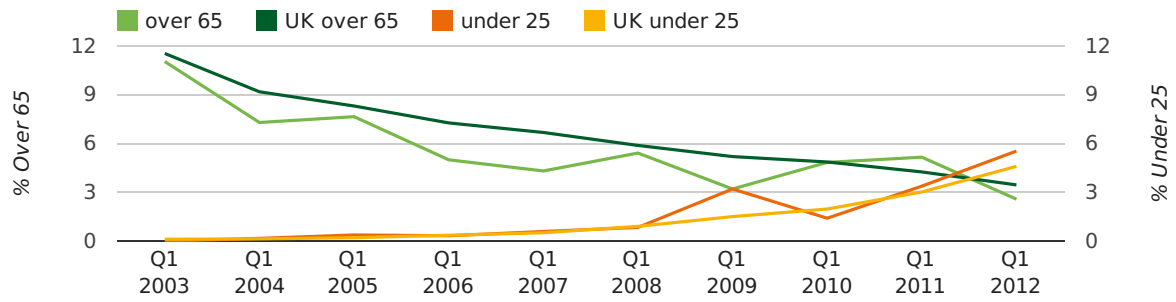
Quarterly Data (Q1 Jan-Mar 2012)

The average age of a director in the first quarter of 2012 was 41.5.

The percentage of directors under the age of 25 was 5.5% compared to the UK figure of 4.6%.

The percentage of directors over the age of 65 was 2.6% compared to the UK figure of 3.5%.

director age by quarter

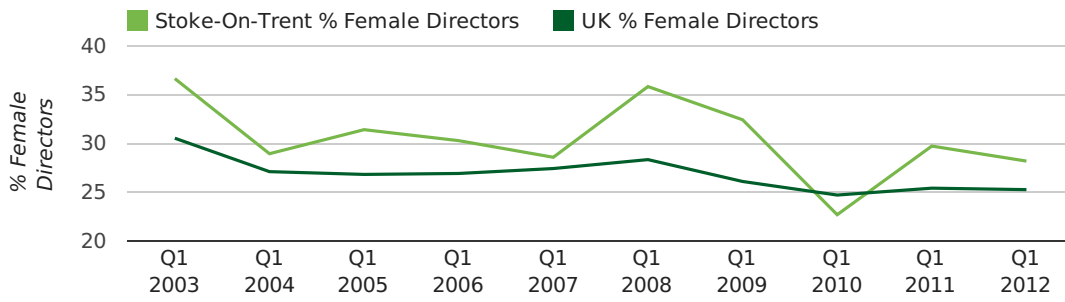


Quarterly Data (Q1 Jan-Mar 2012)

The record first quarter for female directors in Stoke-On-Trent was in 1861 when 40.0% of all directors were female.

28.2% of all director appointments in Stoke-On-Trent 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
MANAGEMENT	1.06%	CONSULTING	5.07%
ENGINEERING	0.91%	MANAGEMENT	4.74%
TRADING	0.86%	CONSULTANCY	3.30%
CONSULTANCY	0.86%	PROPERTY	2.37%
CENTRE	0.76%	TRADING	2.07%
C	0.76%	DESIGN	1.93%
D	0.76%	ENGINEERING	1.86%
J	0.76%	ASSOCIATES	1.84%
PROPERTY	0.76%	CONSULTANTS	1.79%
S	0.71%	BUSINESS	1.73%
R	0.71%	MEDIA	1.72%
PROPERTIES	0.71%	CONSTRUCTION	1.72%
TRAINING	0.66%	LONDON	1.66%
ELECTRICAL	0.61%	J	1.54%
GROUP	0.61%	INVESTMENTS	1.51%
(STOKE)	0.61%	GLOBAL	1.50%
CAR	0.61%	IT	1.40%
CONSULTING	0.61%	CARE	1.34%
DEVELOPMENTS	0.61%	PROPERTIES	1.31%
LEISURE	0.56%	ELECTRICAL	1.27%
DESIGN	0.56%	M	1.27%
COMMERCIAL	0.56%	BUILDING	1.24%
CLEANING	0.56%	ENERGY	1.20%
BUSINESS	0.50%	S	1.20%
PUB	0.50%	ENTERPRISES	1.19%

Previous 36 months, excluding companies less than 12 months old

SIC CODE	NUMBER OF COMPANIES	UK COMPANIES
None Supplied	633	216,665
7487 - Other business activities	124	52,735
99999 - Dormant Company	65	25,084
82990 - Other business support service activities not elsewhere classified	60	35,233
7414 - Business & management consultancy	38	12,113
74990 - Non-trading company	38	9,729
96090 - Other service activities not elsewhere classified	37	13,637
70229 - Management consultancy activities other than financial management	37	19,704
7499 - Non-trading company	35	9,102
9999 - Dormant Company	34	18,617
9305 - Other service activities	28	8,818
62020 - Information technology consultancy activities	23	14,303
74909 - Other professional, scientific and technical activities not elsewhere classified	22	9,892
47990 - Other retail sale not in stores, stalls or markets	21	3,129
49410 - Freight transport by road	19	2,781
7222 - Other software consultancy and supply	17	6,934
68209 - Other letting and operating of own or leased real estate	16	4,427
47910 - Retail sale via mail order houses or via Internet	16	3,439
32990 - Other manufacturing not elsewhere classified	15	1,796
4521 - General construction & civil engineering	15	5,169