

Sunderland

q1 2011 business confidence report



headlines

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

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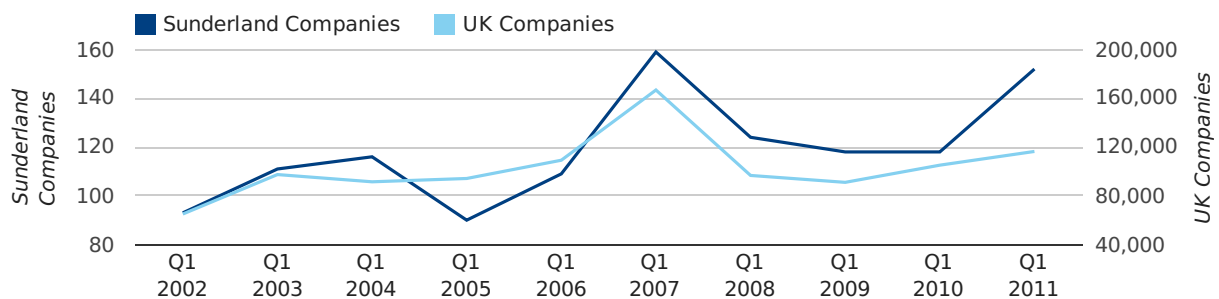
Quarterly Data (Q1 Jan-Mar 2011)

A total of 152 companies were registered in Sunderland during the first quarter of 2011 (Jan 2011 - Mar 2011).

This figure is an increase of 28.8% 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)	SUNDERLAND	UK
2011	152	116,391
2010	118	105,137
% CHANGE	28.8%	10.7%
RECORD YEAR	2007 (159)	2007 (166,814)

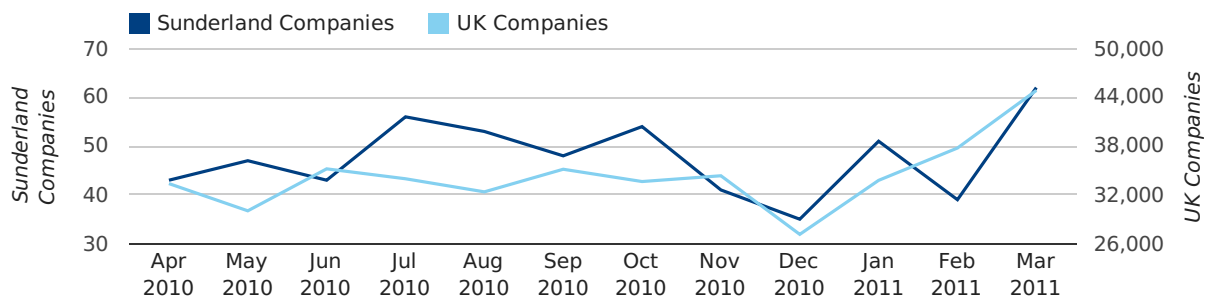
new companies by quarter



Monthly Data (Jan, Feb & Mar 2011)

January 2011 saw a new record in company registrations in Sunderland when compared to any previous January.

new companies by month



	JANUARY	FEBRUARY	MARCH
NEW COMPANIES IN 2011	51	39	62
NEW COMPANIES IN 2010	36	33	49
% CHANGE	41.7%	18.2%	26.5%
RECORD YEAR	2011 (51)	2008 (48)	2007 (79)

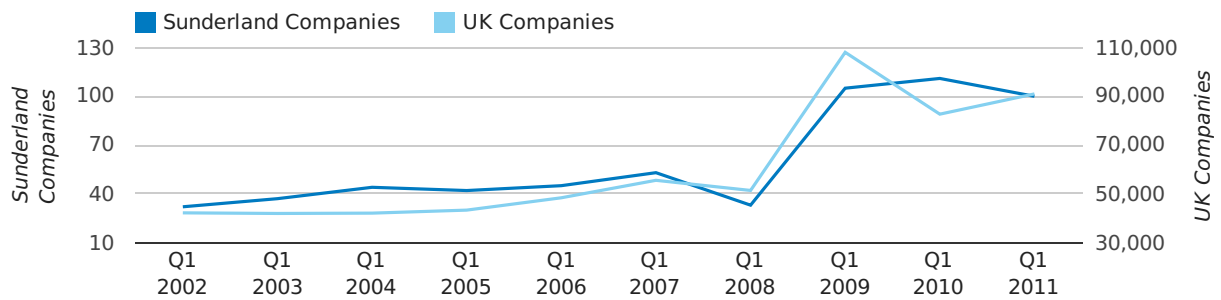
Quarterly Data (Q1 Jan-Mar 2011)

A total of 100 companies were dissolved in Sunderland during the first quarter of 2011 (Jan 2011 - Mar 2011).

This figure is a decrease of 9.9% 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)	SUNDERLAND	UK
2011	100	90,986
2010	111	82,677
% CHANGE	-9.9%	10.0%
RECORD YEAR	2010 (111)	2009 (108,060)

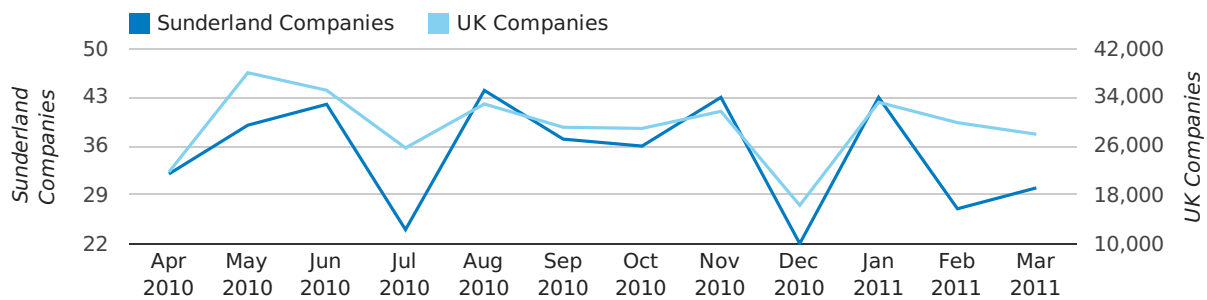
dissolved companies by quarter



Monthly Data (Jan, Feb & Mar 2011)

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

dissolved companies by month



	JANUARY	FEBRUARY	MARCH
CLOSED COMPANIES IN 2011	43	27	30
CLOSED COMPANIES IN 2010	33	29	49
% CHANGE	30.3%	-6.9%	-39%
RECORD YEAR	2011 (43)	2010 (29)	2009 (50)

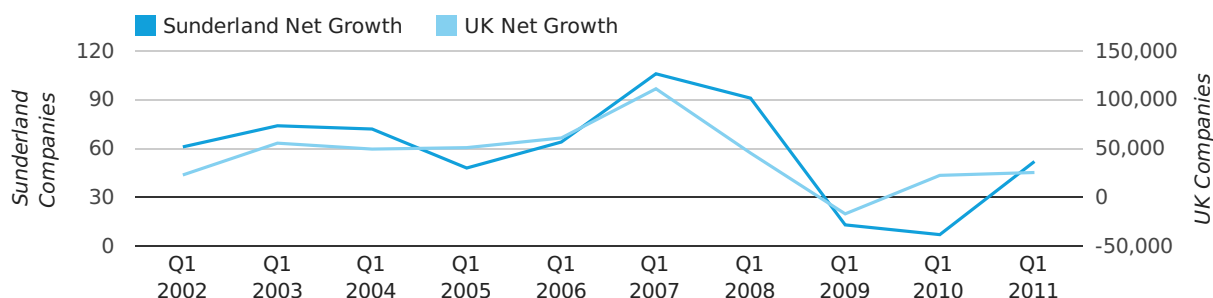
Quarterly Data (Q1 Jan-Mar 2011)

Net company growth for Sunderland during the first quarter of 2011 (Jan 2011 - Mar 2011) was 52 companies.

This represents an increase of 642.9% on the same period last year.

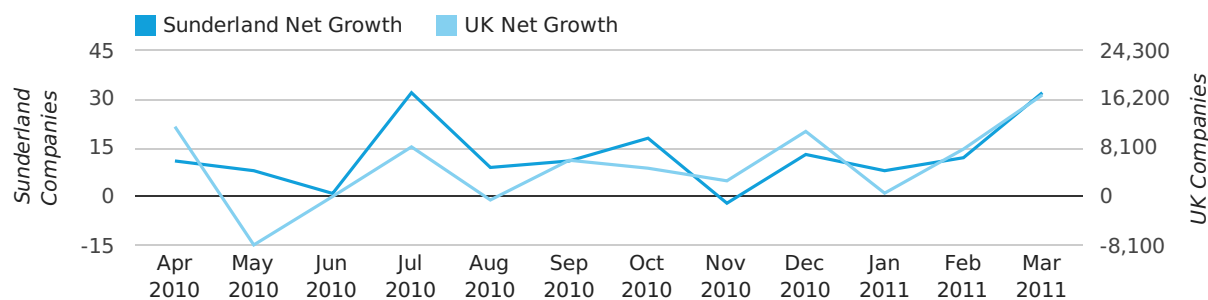
FIRST QUARTER (JAN 2011 - MAR 2011)	SUNDERLAND	UK
2011	52	25,405
2010	7	22,460
% CHANGE	642.9%	13.1%
RECORD YEAR	2007 (106)	2007 (111,282)

net growth by quarter



Monthly Data (Jan, Feb & Mar 2011)

net growth by month



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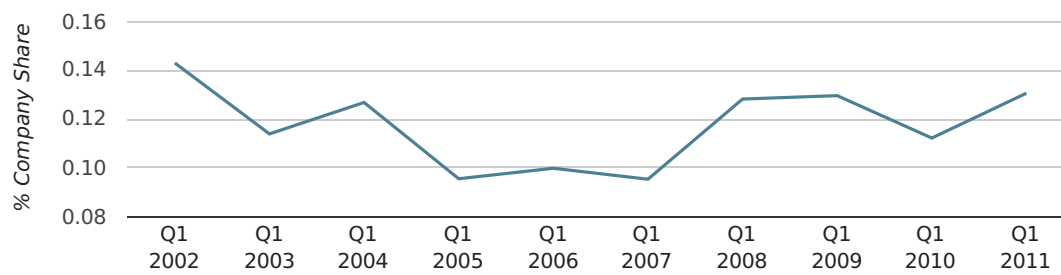
	JANUARY	FEBRUARY	MARCH
NET GROWTH IN 2011	8	12	32
NET GROWTH IN 2010	3	4	0
% CHANGE	166.7%	200.0%	0.0%
RECORD YEAR	2008 (28)	2008 (32)	2007 (56)

Quarterly Data (Q1 Jan-Mar 2011)

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

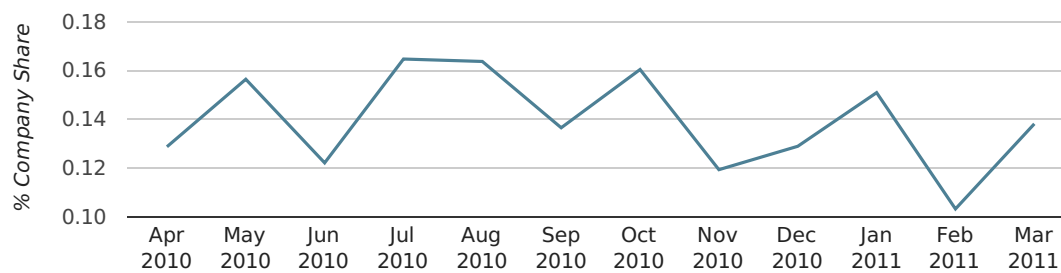
FIRST QUARTER (JAN 2011 - MAR 2011)	SUNDERLAND
2011	0.1%
2010	0.1%
2009	0.1%
2008	0.1%
2007	0.1%
RECORD YEAR (SINCE 1960)	1972 (0.4%)

company share by quarter



Monthly Data (Jan, Feb & Mar 2011)

company share by month



	JANUARY	FEBRUARY	MARCH
UK FORMATION SHARE IN 2011	0.2%	0.1%	0.1%
UK FORMATION SHARE IN 2010	0.1%	0.1%	0.1%
% CHANGE	22.3%	3.9%	20.7%
RECORD YEAR	1978 (0.6%)	1975 (0.5%)	1972 (0.4%)

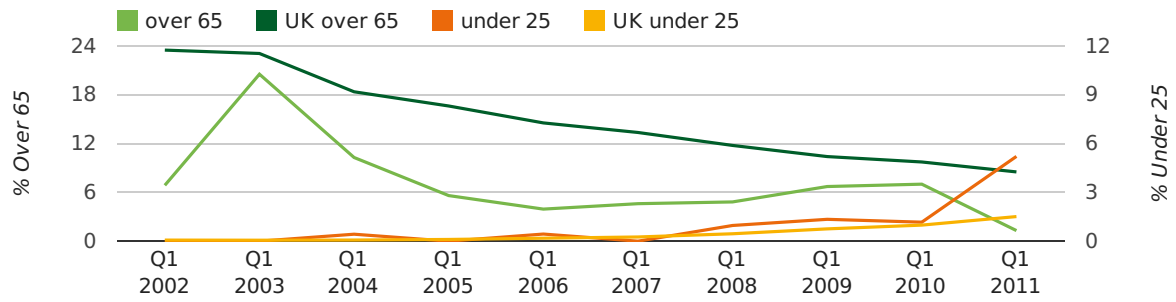
Quarterly Data (Q1 Jan-Mar 2011)

The average age of a director in the first quarter of 2011 was 42.5.

The percentage of directors under the age of 25 was 5.2% compared to the UK figure of 3.0%.

The percentage of directors over the age of 65 was 1.3% compared to the UK figure of 4.3%.

director age by quarter

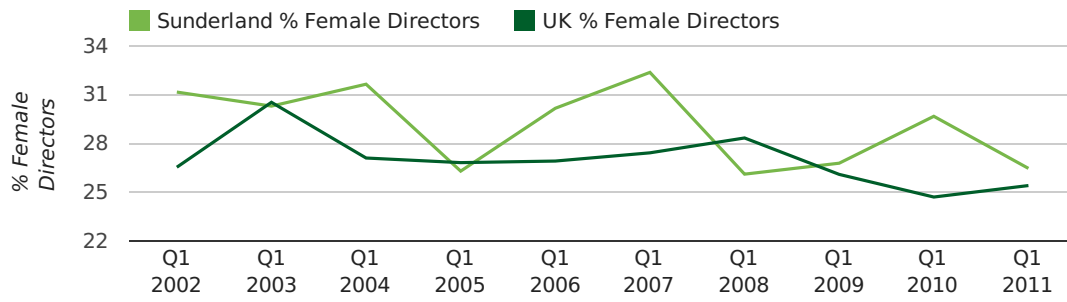


Quarterly Data (Q1 Jan-Mar 2011)

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

26.5% of all director appointments in Sunderland 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
NORTH	2.16%	CONSULTING	5.04%
EAST	2.16%	MANAGEMENT	4.97%
COMMUNITY	1.85%	CONSULTANCY	3.16%
CONTACT	1.64%	PROPERTY	2.38%
INTEREST	1.54%	TRADING	2.10%
MANAGEMENT	1.23%	DESIGN	1.93%
PROPERTY	1.03%	ASSOCIATES	1.92%
(SUNDERLAND)	1.03%	BUSINESS	1.87%
NORTHERN	0.82%	CONSTRUCTION	1.80%
C	0.82%	CONSULTANTS	1.76%
(NORTH	0.82%	MEDIA	1.69%
TRAINING	0.82%	ENGINEERING	1.61%
(NE)	0.82%	LONDON	1.60%
EAST)	0.82%	CARE	1.45%
COMMUNICATIONS	0.82%	J	1.45%
SUNDERLAND	0.72%	GLOBAL	1.44%
ELECTRICAL	0.72%	INVESTMENTS	1.43%
CONSULTANCY	0.72%	IT	1.41%
MEDIA	0.62%	PROPERTIES	1.36%
CONSTRUCTION	0.62%	BUILDING	1.34%
HOME	0.62%	M	1.30%
CITY	0.62%	ELECTRICAL	1.28%
PROPERTIES	0.62%	S	1.24%
BUSINESS	0.62%	INTERNATIONAL	1.23%
D	0.62%	SYSTEMS	1.23%

Previous 36 months, excluding companies less than 12 months old

SIC CODE	NUMBER OF COMPANIES	UK COMPANIES
None Supplied	258	202,798
7487 - Other business activities	48	60,968
9999 - Dormant Company	27	19,765
82990 - Other business support service activities not elsewhere classified	27	30,253
96090 - Other service activities not elsewhere classified	23	10,085
9305 - Other service activities	20	8,740
99999 - Dormant Company	16	18,336
7499 - Non-trading company	16	11,316
74909 - Other professional, scientific and technical activities not elsewhere classified	16	7,788
5530 - Restaurants	14	4,898
7414 - Business & management consultancy	12	12,916
7260 - Other computer related activities	11	7,789
4521 - General construction & civil engineering	11	6,183
62020 - Information technology consultancy activities	10	10,246
70229 - Management consultancy activities other than financial management	9	16,150
7222 - Other software consultancy and supply	9	7,000
62090 - Other information technology service activities	7	6,996
74990 - Non-trading company	7	8,695
68209 - Other letting and operating of own or leased real estate	7	3,895
56302 - Public houses and bars	6	1,825