

Trowbridge

2011 annual business confidence report



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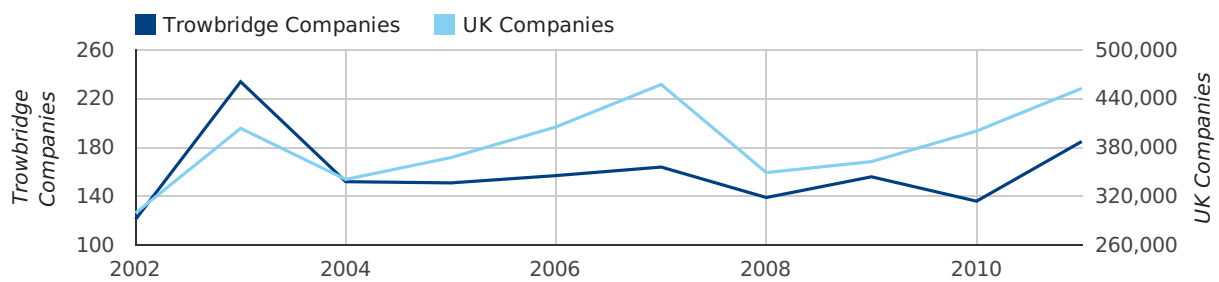
sic data

Annual Data (2011)

A total of 185 companies were formed in Trowbridge in 2011. This total is 36.0% higher than in 2010 and compares poorly to the UK figure of a 13.1% growth compared to 400,358 the previous year.

YEAR	TROWBRIDGE	UK
2011	185	452,870
2010	136	400,358
2009	156	362,675
2008	139	349,203
2007	164	457,649
RECORD YEAR	2003 (234)	2007 (457,649)

new companies by year



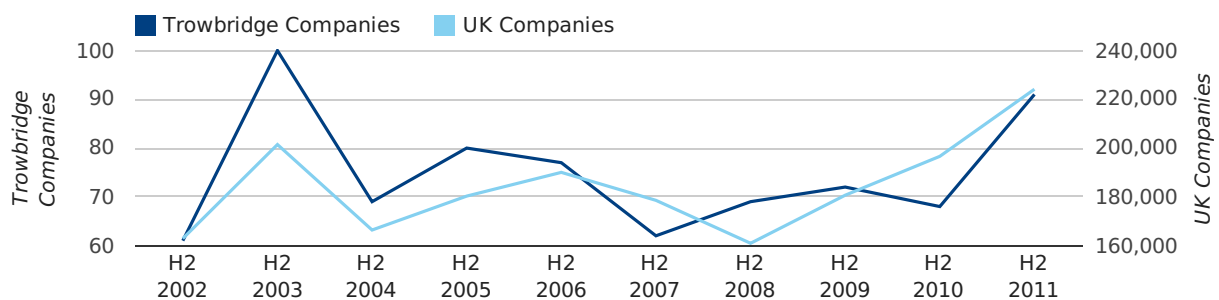
Half Year Data (Jul-Dec 2011)

In the second half of 2011 a total of 91 companies were formed in Trowbridge. This figure is 33.8% higher than last year, which compares well to the UK wide figure of 14.0%.

The highest total for a second half year in Trowbridge occurred in 2003 when a total of 100 were formed.

HALF YEAR (JUL-DEC)	TROWBRIDGE	UK
2011	91	224,135
2010	68	196,609
% CHANGE	33.8%	14.0%
RECORD YEAR	2003 (100)	2011 (224,135)

new companies by half year



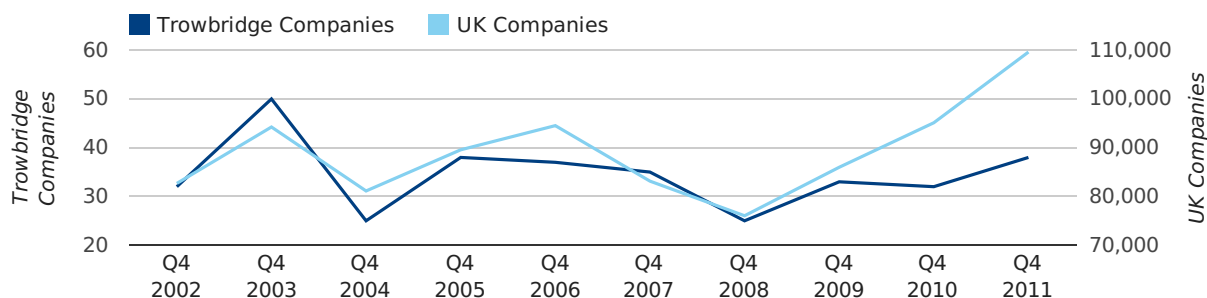
Quarterly Data (Q4 Oct-Dec 2011)

A total of 38 companies were registered in Trowbridge during the fourth quarter of 2011 (Oct 2011 - Dec 2011).

This figure is an increase of 18.8% 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.

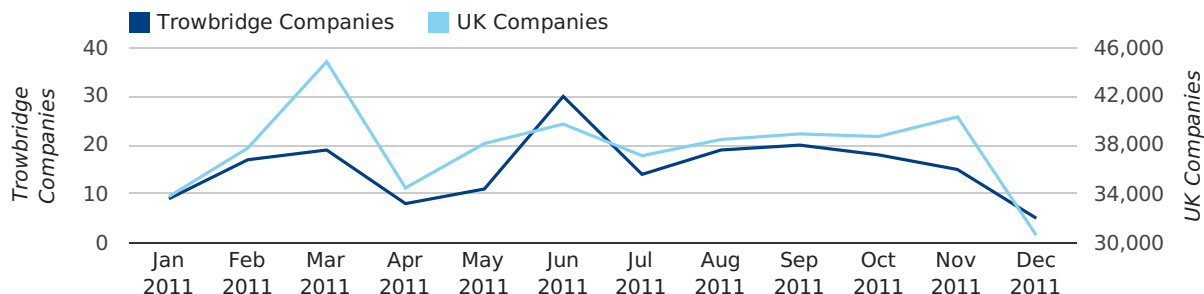
FOURTH QUARTER (OCT 2011 - DEC 2011)	TROWBRIDGE	UK
2011	38	109,623
2010	32	95,117
% CHANGE	18.8%	15.3%
RECORD YEAR	2003 (50)	2011 (109,623)

new companies by quarter



Monthly Data (Oct, Nov & Dec 2011)

new companies by month



	OCTOBER	NOVEMBER	DECEMBER
NEW COMPANIES IN 2011	18	15	5
NEW COMPANIES IN 2010	12	14	6
% CHANGE	50.0%	7.1%	-16.7%
RECORD YEAR	2003 (27)	2002 (17)	2005 (14)

Annual Data (2011)

A total of 114 companies were dissolved in Trowbridge in 2011. This total is 20.3% lower than in 2010 and compares unfavourably to the UK figure of 8.1% decrease compared to the previous year.

YEAR	TROWBRIDGE	UK
2011	114	314,523
2010	143	342,232
2009	186	533,773
2008	95	237,901
2007	94	220,295
RECORD YEAR	2009 (186)	2009 (533,773)

dissolved companies by year



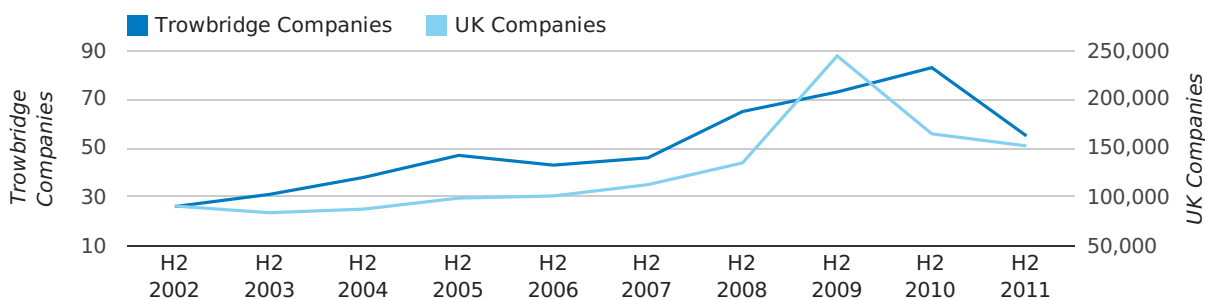
Half Year Data (Jul-Dec 2011)

In the second half of 2011 a total of 55 companies were dissolved in Trowbridge. This figure is 33.7% lower than last year, which compares well to the UK wide change of -7.5%.

The highest total for a second half year in Trowbridge occurred in 2010 when a total of 83 were closed.

HALF YEAR (JUL-DEC)	TROWBRIDGE	UK
2011	55	152,213
2010	83	164,601
% CHANGE	-33.7%	-7.5%
RECORD YEAR	2010 (83)	2009 (244,537)

dissolved companies by half year



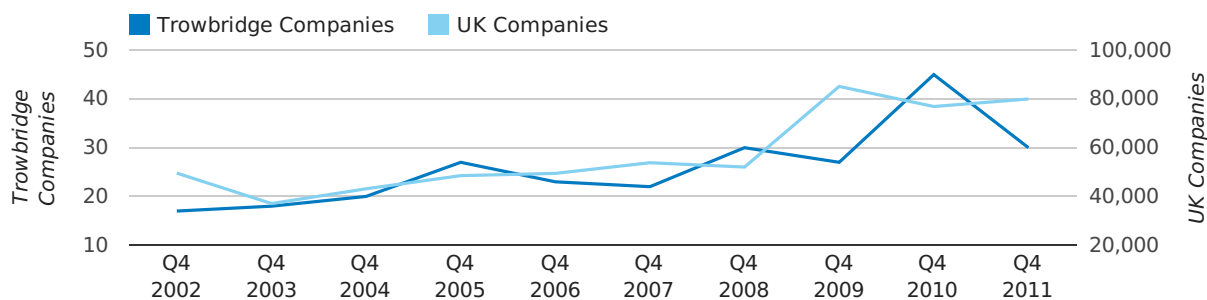
Quarterly Data (Q4 Oct-Dec 2011)

A total of 30 companies were dissolved in Trowbridge during the fourth quarter of 2011 (Oct 2011 - Dec 2011).

This figure is a decrease of 33.3% 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.

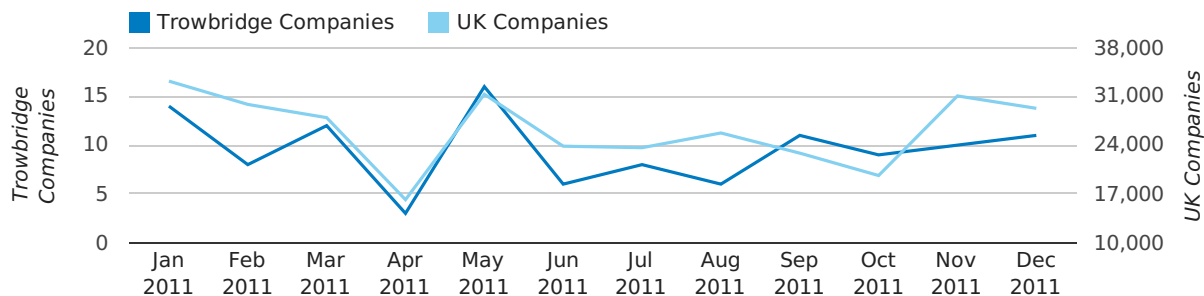
FOURTH QUARTER (OCT 2011 - DEC 2011)	TROWBRIDGE	UK
2011	30	79,983
2010	45	76,896
% CHANGE	-33.3%	4.0%
RECORD YEAR	2010 (45)	2009 (85,136)

dissolved companies by quarter



Monthly Data (Oct, Nov & Dec 2011)

dissolved companies by month



	OCTOBER	NOVEMBER	DECEMBER
CLOSED COMPANIES IN 2011	9	10	11
CLOSED COMPANIES IN 2010	23	18	4
% CHANGE	-60.9%	-44.4%	175%
RECORD YEAR	2010 (23)	2010 (18)	2008 (17)

Annual Data (2011)

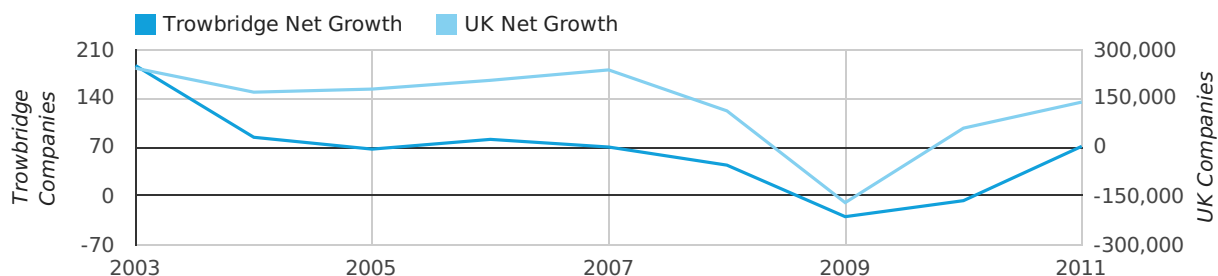
A total of 71 companies were added to the company register for Trowbridge in 2011. This number represents growth of 52.2% which compares favourably to the UK figure of 34.6%.

This number is 78 companies higher than the previous year.

The highest net company growth figure ever seen in one year came in 2003 when the Trowbridge company register grew by 187 companies.

YEAR	TROWBRIDGE	UK
2011	71	138,347
2010	-7	58,126
2009	-30	-171,098
2008	44	111,302
2007	70	237,354
RECORD YEAR	2003 (187)	2003 (242,543)

net growth by year

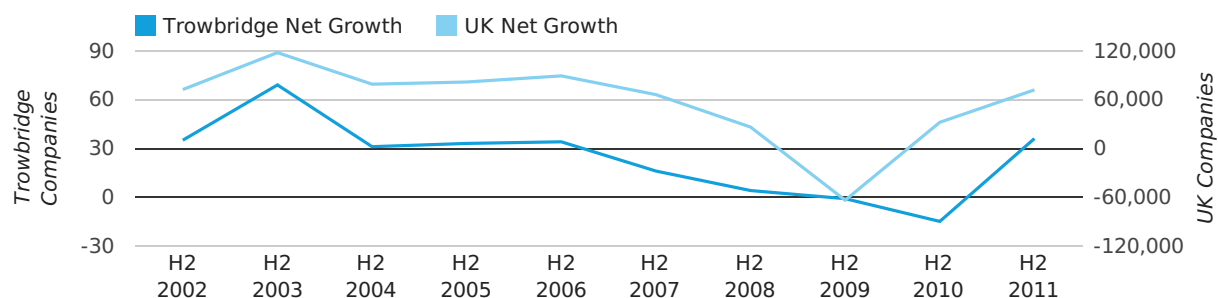


Half Year Data (Jul-Dec 2011)

In the second half of 2011 the company register for Trowbridge increased by 36 companies. This figure is 340.0% lower than last year, which compares badly to a UK increase of 124.7%.

HALF YEAR (JUL-DEC)	TROWBRIDGE	UK
2011	36	71,922
2010	-15	32,008
% CHANGE	-340.0%	124.7%
RECORD YEAR	2003 (69)	2003 (117,772)

net growth by half year



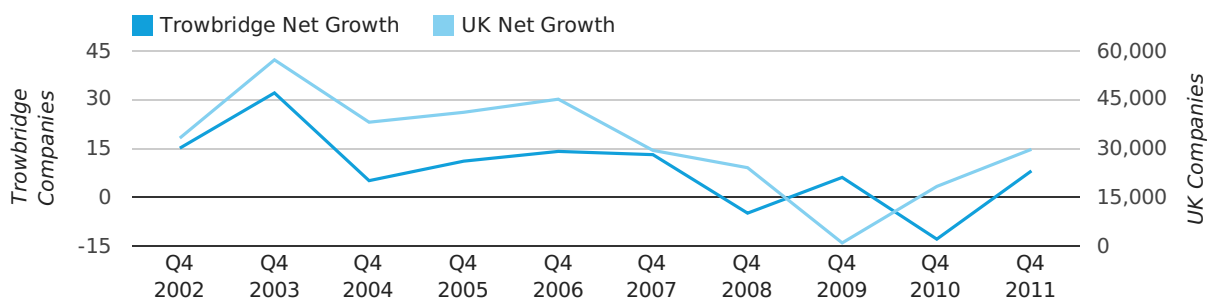
Quarterly Data (Q4 Oct-Dec 2011)

Net company growth for Trowbridge during the fourth quarter of 2011 (Oct 2011 - Dec 2011) was 8 companies.

This represents an increase of 161.5% on the same period last year.

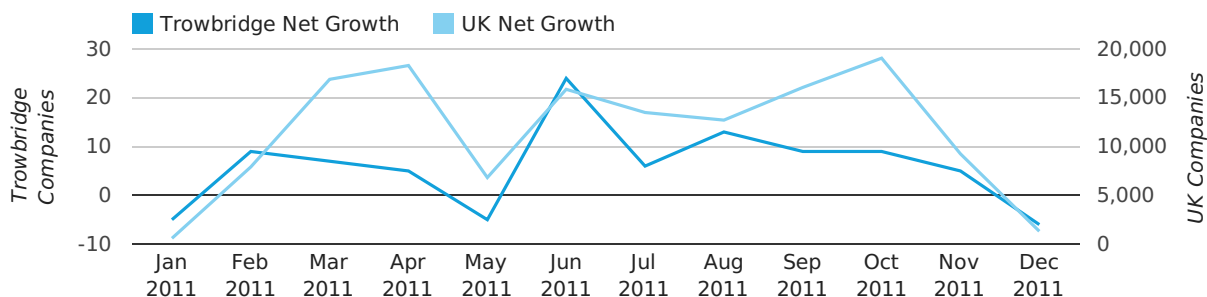
FOURTH QUARTER (OCT 2011 - DEC 2011)	TROWBRIDGE	UK
2011	8	29,640
2010	-13	18,221
% CHANGE	-161.5%	62.7%
RECORD YEAR	2003 (32)	2003 (57,175)

net growth by quarter



Monthly Data (Oct, Nov & Dec 2011)

net growth by month



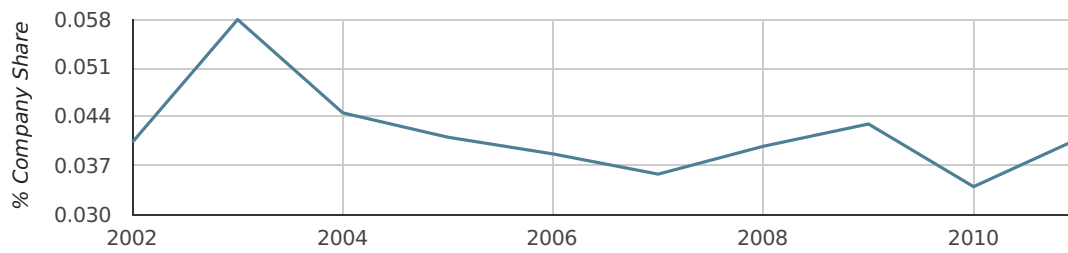
	OCTOBER	NOVEMBER	DECEMBER
NET GROWTH IN 2011	9	5	-6
NET GROWTH IN 2010	-11	-4	2
% CHANGE	-181.8%	-225.0%	-400.0%
RECORD YEAR	2003 (21)	2006 (10)	2003 (7)

Annual Data (2011)

In 2011 Trowbridge formed 0.0% of all UK companies. This is no change on 2010 when Trowbridge was responsible for 0.0% of all UK companies.

YEAR	TROWBRIDGE
2011	0.0%
2010	0.0%
2009	0.0%
2008	0.0%
2007	0.0%
RECORD YEAR (SINCE 1960)	1965 (0.1%)

company share by year

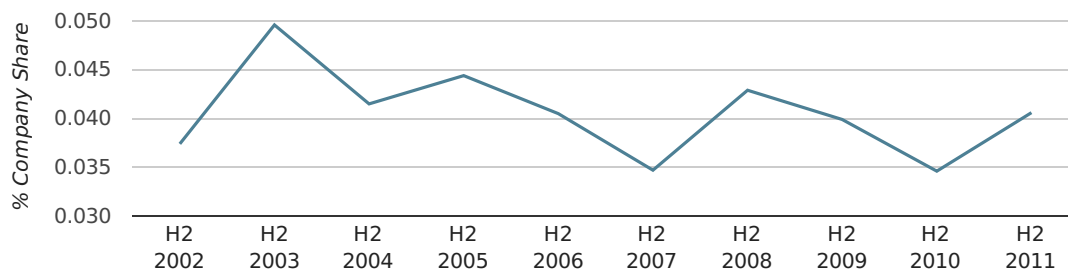


Half Year Data (Jul-Dec 2011)

In the second half of 2011 Trowbridge formed 0.0% of all UK companies. This is the same as the 2010 figure of 0.0%.

HALF YEAR (JUL-DEC)	TROWBRIDGE
2011	0.0%
2010	0.0%
2009	0.0%
2008	0.0%
2007	0.0%
RECORD YEAR (SINCE 1960)	1965 (0.1%)

company share by half year

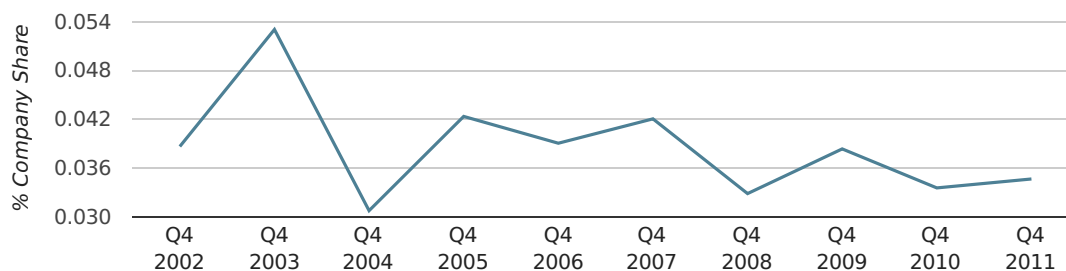


Quarterly Data (Q4 Oct-Dec 2011)

In the fourth quarter of 2011, Trowbridge formed 0.0% of all UK companies.

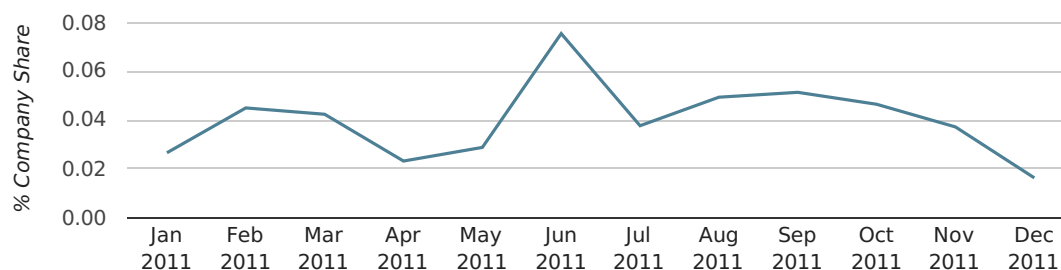
FOURTH QUARTER (OCT 2011 - DEC 2011)	TROWBRIDGE
2011	0.0%
2010	0.0%
2009	0.0%
2008	0.0%
2007	0.0%
RECORD YEAR (SINCE 1960)	1965 (0.2%)

company share by quarter



Monthly Data (Oct, Nov & Dec 2011)

company share by month



	OCTOBER	NOVEMBER	DECEMBER
UK FORMATION SHARE IN 2011	0.0%	0.0%	0.0%
UK FORMATION SHARE IN 2010	0.0%	0.0%	0.0%
% CHANGE	30.3%	-8.8%	-26.2%
RECORD YEAR	1965 (0.2%)	1963 (0.2%)	1965 (0.4%)

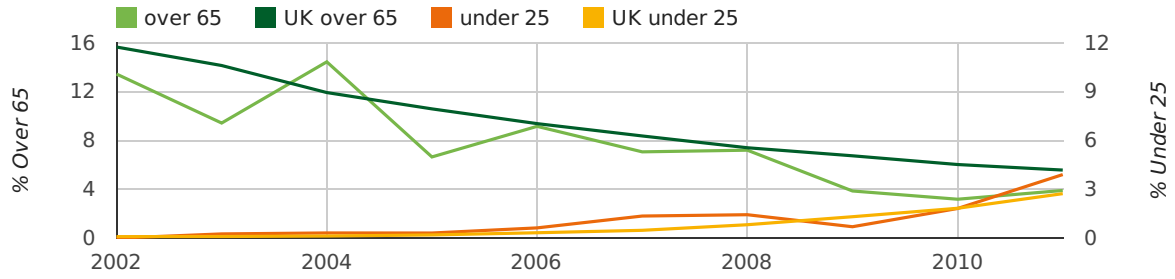
Annual Data (2011)

The average age of a director in 2011 was 44.5.

The percentage of directors under the age of 25 was 3.9% compared to the UK figure of 3.7%.

The percentage of directors over the age of 65 was 3.9% compared to the UK figure of 4.2%.

director age by year



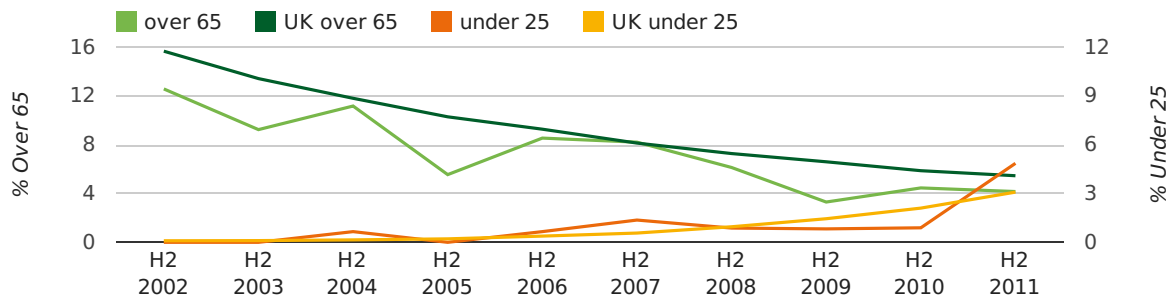
Half Year Data (Jul-Dec 2011)

The average age of a director in the second half of 2011 was 43.8.

The percentage of directors under the age of 25 was 4.9% 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



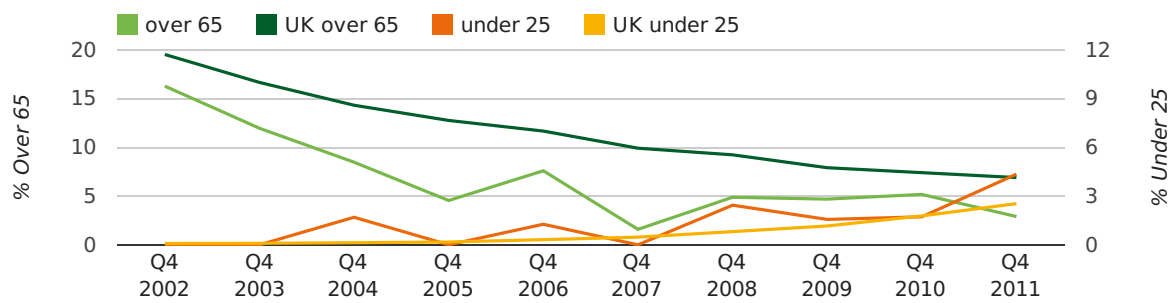
Quarterly Data (Q4 Oct-Dec 2011)

The average age of a director in the fourth quarter of 2011 was 43.4.

The percentage of directors under the age of 25 was 4.3% compared to the UK figure of 4.2%.

The percentage of directors over the age of 65 was 2.9% compared to the UK figure of 4.1%.

director age by quarter

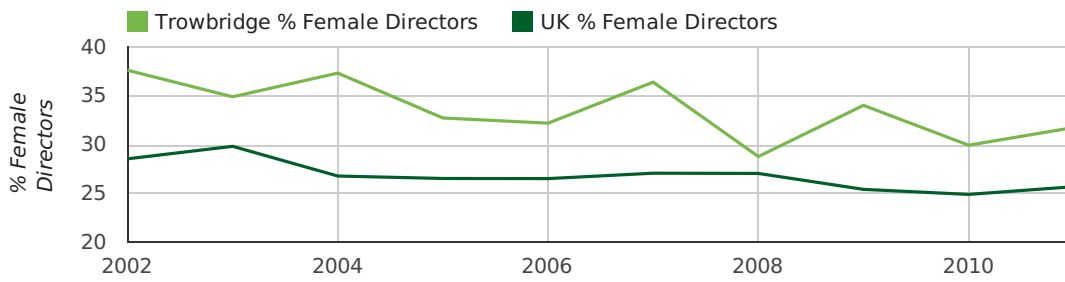


Annual Data (2011)

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

The percentage of female directors in Trowbridge in 2011 was 37.7%. The average for the UK during this time was 28.6%

director gender by year

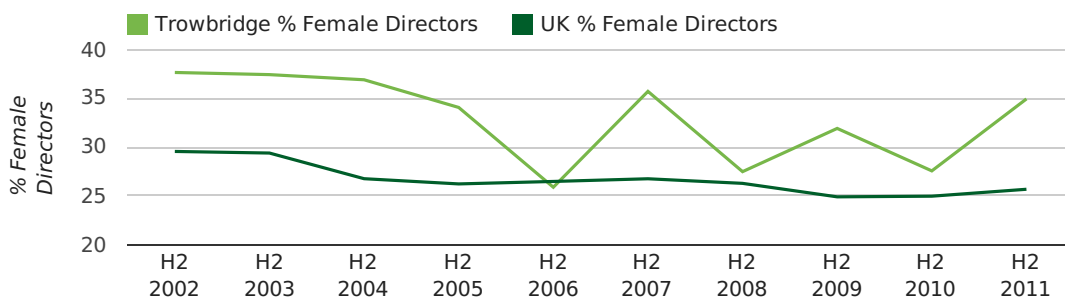


Half Year Data (Jul-Dec 2011)

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

34.9% of all director appointments in Trowbridge 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

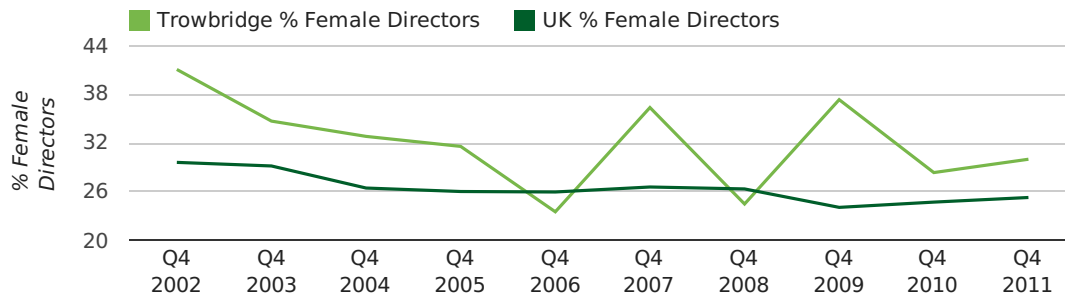


Quarterly Data (Q4 Oct-Dec 2011)

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

30.0% of all director appointments in Trowbridge 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	2.16%	CONSULTING	5.07%
CONSULTANCY	1.62%	MANAGEMENT	4.74%
CONSULTING	1.08%	CONSULTANCY	3.26%
J	1.08%	PROPERTY	2.37%
(TROWBRIDGE)	0.81%	TRADING	2.07%
NO	0.81%	DESIGN	1.92%
DEVELOPMENTS	0.81%	ASSOCIATES	1.86%
M	0.81%	ENGINEERING	1.78%
WILTSHIRE	0.81%	BUSINESS	1.78%
ASSOCIATES	0.81%	CONSULTANTS	1.76%
CENTRE	0.81%	CONSTRUCTION	1.73%
1	0.81%	MEDIA	1.71%
WINE	0.81%	LONDON	1.63%
G	0.81%	J	1.51%
-	0.81%	INVESTMENTS	1.48%
DESIGNS	0.54%	GLOBAL	1.46%
TROWBRIDGE	0.54%	IT	1.41%
WEST)	0.54%	CARE	1.39%
BATH	0.54%	PROPERTIES	1.29%
LEARNING	0.54%	ELECTRICAL	1.29%
CONSUMER	0.54%	M	1.27%
JPCI	0.54%	BUILDING	1.26%
(SOUTH	0.54%	ENERGY	1.25%
ENTERTAINMENT	0.54%	S	1.20%
ACADEMY	0.54%	ENTERPRISES	1.20%

Previous 36 months, excluding companies less than 12 months old

SIC CODE	NUMBER OF COMPANIES	UK COMPANIES
None Supplied	67	205,525
7487 - Other business activities	18	57,052
70229 - Management consultancy activities other than financial management	11	17,765
7414 - Business & management consultancy	8	13,034
62020 - Information technology consultancy activities	8	12,072
9999 - Dormant Company	7	20,199
82990 - Other business support service activities not elsewhere classified	7	32,483
96090 - Other service activities not elsewhere classified	5	11,768
7222 - Other software consultancy and supply	5	7,398
47990 - Other retail sale not in stores, stalls or markets	5	2,699
99999 - Dormant Company	4	21,846
5530 - Restaurants	4	5,013
74909 - Other professional, scientific and technical activities not elsewhere classified	4	8,671
4525 - Other special trades construction	3	1,651
9305 - Other service activities	3	9,492
45200 - Maintenance and repair of motor vehicles	3	2,452
56103 - Take-away food shops and mobile food stands	3	2,264
4521 - General construction & civil engineering	3	5,558
47910 - Retail sale via mail order houses or via Internet	3	2,740
7260 - Other computer related activities	3	7,667