

Wallasey

2011 half year business confidence report



headlines

- The first half of 2011 saw a new record in company registrations in Wallasey when compared to any previous first half year.
- The first half of 2011 was a record first half year for company registrations in Wallasey when compared to any half year in history.
- Q2 2011 saw a new record in company registrations in Wallasey when compared to any previous Q2.
- Q2 2011 was a record quarter for company registrations in Wallasey when compared to any quarter in history.
- June 2011 saw a new record in company registrations in Wallasey when compared to any previous June.
- April 2011 saw a new record in company registrations in Wallasey when compared to any previous April.
- Q2 2011 saw a new record in net growth in Wallasey when compared to any previous Q2.
- Q2 2011 was a record quarter for net growth in Wallasey when compared to any quarter in history.
- June 2011 saw a new record in net growth in Wallasey when compared to any previous June.
- April 2011 saw a new record in net growth in Wallasey when compared to any previous April.

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Half Year Data (Jan-Jun 2011)

The first half of 2011 saw a new record in company registrations in Wallasey when compared to any previous first half year.

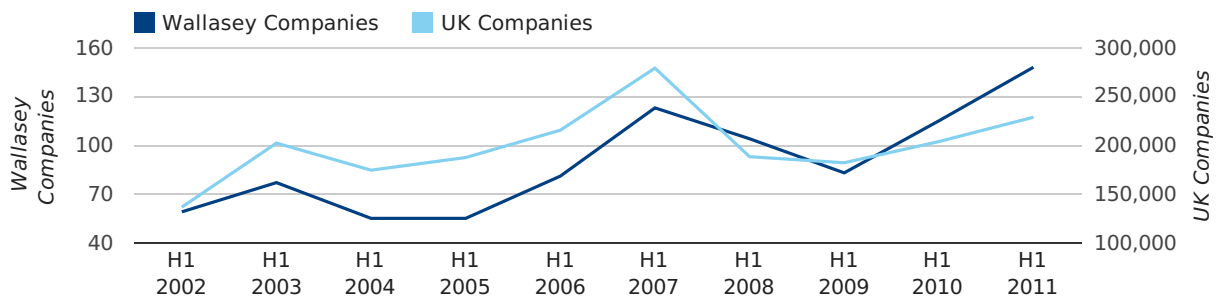
The first half of 2011 was a record first half year for company registrations in Wallasey when compared to any half year in history.

In the first half of 2011 a total of 148 companies were formed in Wallasey. This figure is 28.7% higher than last year, which compares well to the UK wide figure of 12.3%.

The highest total for a first half year in Wallasey occurred in 2011 when a total of 148 were formed.

HALF YEAR (JAN-JUN)	WALLASEY	UK
2011	148	228,735
2010	115	203,749
% CHANGE	28.7%	12.3%
RECORD YEAR	2011 (148)	2007 (279,097)

new companies by half year



Quarterly Data (Q2 Apr-Jun 2011)

Q2 2011 saw a new record in company registrations in Wallasey when compared to any previous Q2.

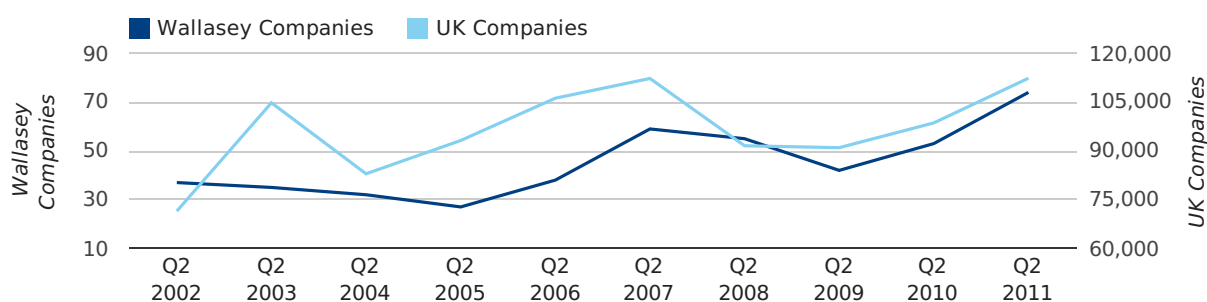
Q2 2011 was a record quarter for company registrations in Wallasey when compared to any quarter in history.

A total of 74 companies were registered in Wallasey during the second quarter of 2011 (Apr 2011 - Jun 2011).

This figure is an increase of 39.6% versus the same period last year (Q2 2010). This figure compares well to the UK as a whole, which saw an increase of 13.9% against the same period last year.

SECOND QUARTER (APR 2011 - JUN 2011)	WALLASEY	UK
2011	74	112,344
2010	53	98,612
% CHANGE	39.6%	13.9%
RECORD YEAR	2011 (74)	2011 (112,344)

new companies by quarter

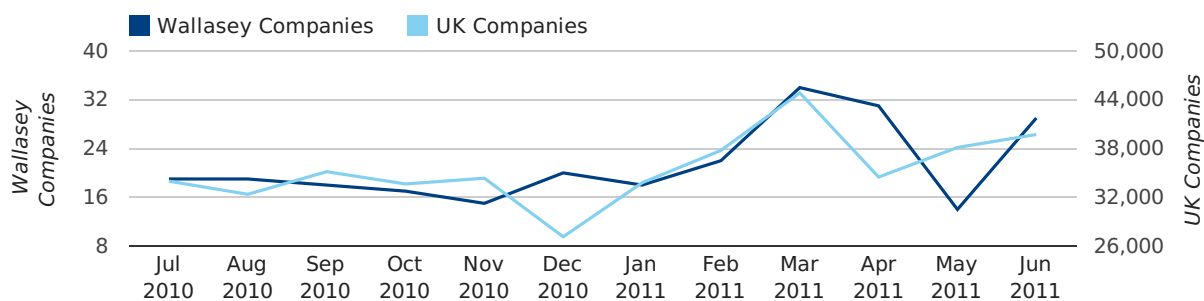


Monthly Data (Apr, May & Jun 2011)

June 2011 saw a new record in company registrations in Wallasey when compared to any previous June.

April 2011 saw a new record in company registrations in Wallasey when compared to any previous April.

new companies by month



	APRIL	MAY	JUNE
NEW COMPANIES IN 2011	31	14	29
NEW COMPANIES IN 2010	23	19	11
% CHANGE	34.8%	-26.3%	163.6%
RECORD YEAR	2011 (31)	2010 (19)	2011 (29)

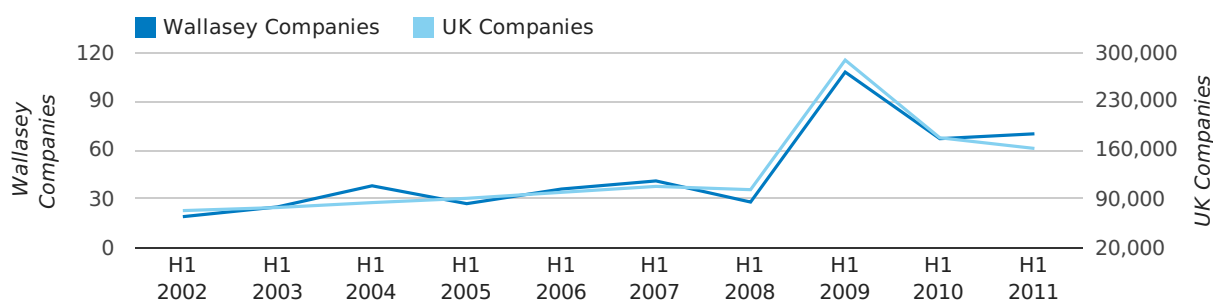
Half Year Data (Jan-Jun 2011)

In the first half of 2011 a total of 70 companies were dissolved in Wallasey. This figure is 4.5% higher than last year, which compares badly to the UK wide change of -8.6%.

The highest total for a first half year in Wallasey occurred in 2009 when a total of 108 were closed.

HALF YEAR (JAN-JUN)	WALLASEY	UK
2011	70	162,310
2010	67	177,631
% CHANGE	4.5%	-8.6%
RECORD YEAR	2009 (108)	2009 (289,236)

dissolved companies by half year



Quarterly Data (Q2 Apr-Jun 2011)

A total of 28 companies were dissolved in Wallasey during the second quarter of 2011 (Apr 2011 - Jun 2011).

This figure is a decrease of 17.6% versus the same period last year (Q2 2010). This figure compares poorly to the UK as a whole, which saw a decrease of 24.9% against the same period last year.

SECOND QUARTER (APR 2011 - JUN 2011)	WALLASEY	UK
2011	28	71,324
2010	34	94,954
% CHANGE	-17.6%	-24.9%
RECORD YEAR	2009 (62)	2009 (181,176)

dissolved companies by quarter



Monthly Data (Apr, May & Jun 2011)

dissolved companies by month



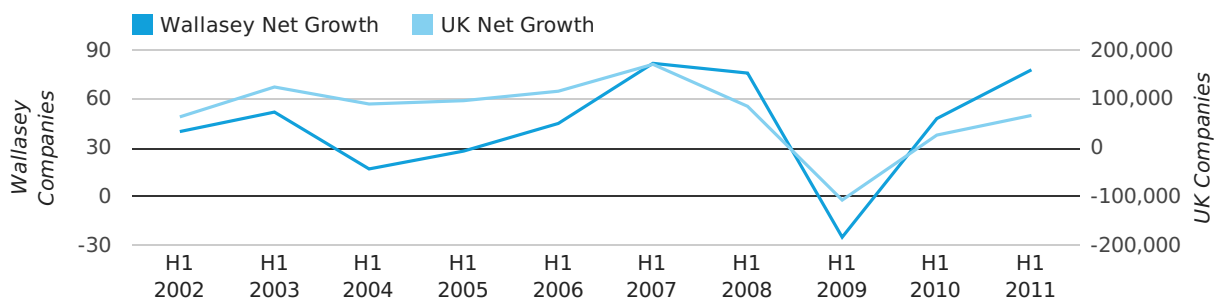
	APRIL	MAY	JUNE
CLOSED COMPANIES IN 2011	5	15	8
CLOSED COMPANIES IN 2010	11	13	10
% CHANGE	-54.5%	15.4%	-20%
RECORD YEAR	2009 (18)	2009 (29)	2009 (15)

Half Year Data (Jan-Jun 2011)

In the first half of 2011 the company register for Wallasey increased by 78 companies. This figure is 62.5% higher than last year, which compares badly to a UK increase of 154.3%.

HALF YEAR (JAN-JUN)	WALLASEY	UK
2011	78	66,425
2010	48	26,118
% CHANGE	62.5%	154.3%
RECORD YEAR	2007 (82)	2007 (171,296)

net growth by half year



Quarterly Data (Q2 Apr-Jun 2011)

Q2 2011 saw a new record in net growth in Wallasey when compared to any previous Q2.

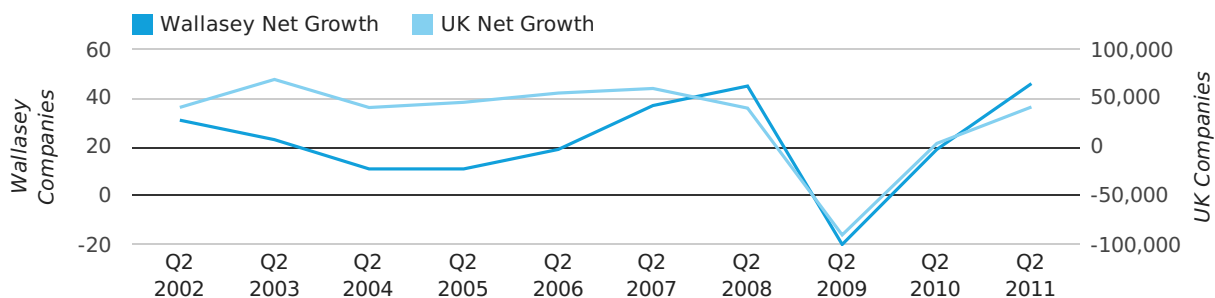
Q2 2011 was a record quarter for net growth in Wallasey when compared to any quarter in history.

Net company growth for Wallasey during the second quarter of 2011 (Apr 2011 - Jun 2011) was 46 companies.

This represents an increase of 142.1% on the same period last year.

SECOND QUARTER (APR 2011 - JUN 2011)	WALLASEY	UK
2011	46	41,020
2010	19	3,658
% CHANGE	142.1%	1,021.4%
RECORD YEAR	2011 (46)	2003 (69,274)

net growth by quarter

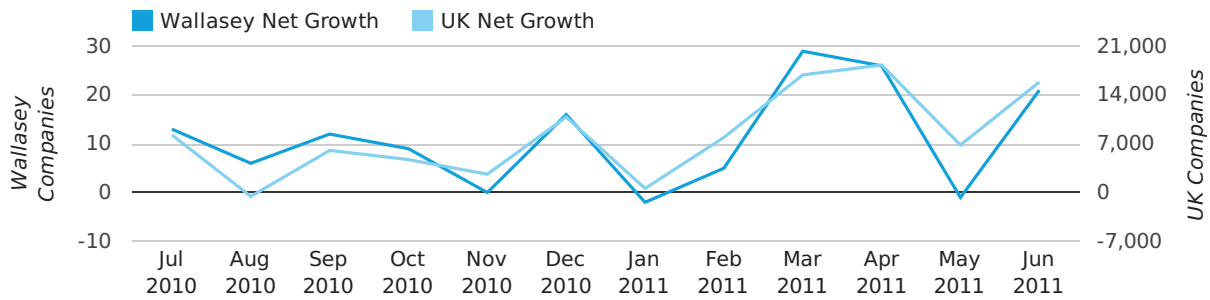


Monthly Data (Apr, May & Jun 2011)

June 2011 saw a new record in net growth in Wallasey when compared to any previous June.

April 2011 saw a new record in net growth in Wallasey when compared to any previous April.

net growth by month



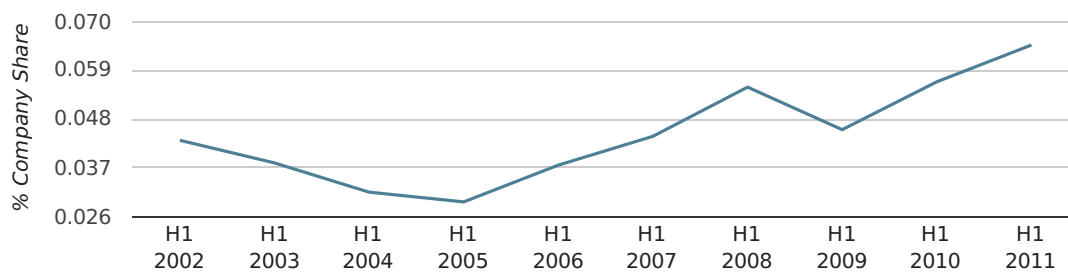
	APRIL	MAY	JUNE
NET GROWTH IN 2011	26	-1	21
NET GROWTH IN 2010	12	6	1
% CHANGE	116.7%	-116.7%	2,000.0%
RECORD YEAR	2011 (26)	2006 (13)	2011 (21)

Half Year Data (Jan-Jun 2011)

In the first half of 2011 Wallasey formed 0.1% of all UK companies. This is the same as the 2010 figure of 0.1%.

HALF YEAR (JAN-JUN)	WALLASEY
2011	0.1%
2010	0.1%
2009	0.0%
2008	0.1%
2007	0.0%
RECORD YEAR (SINCE 1960)	1962 (0.1%)

company share by half year

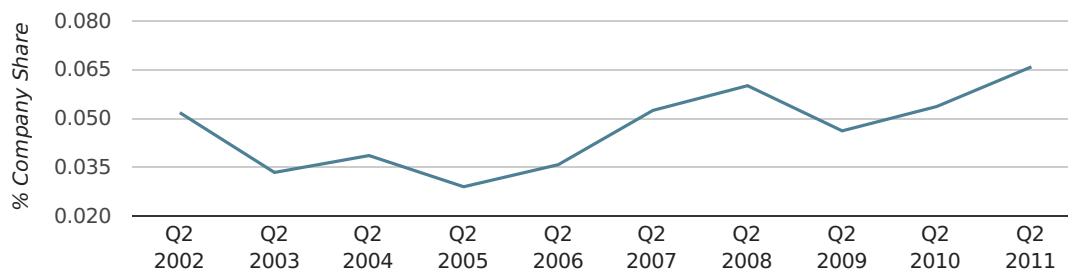


Quarterly Data (Q2 Apr-Jun 2011)

In the second quarter of 2011, Wallasey formed 0.1% of all UK companies.

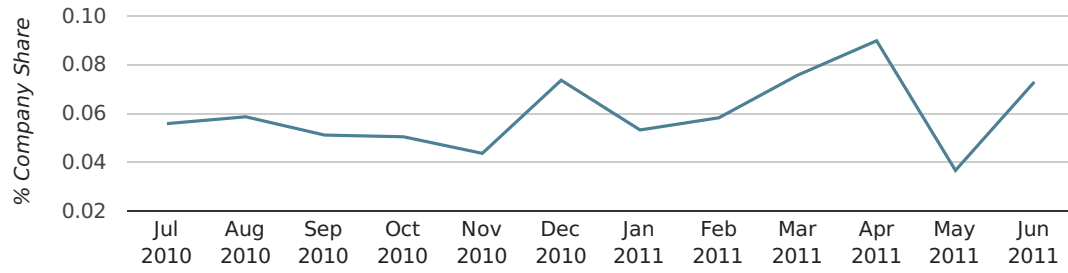
SECOND QUARTER (APR 2011 - JUN 2011)	WALLASEY
2011	0.1%
2010	0.1%
2009	0.0%
2008	0.1%
2007	0.1%
RECORD YEAR (SINCE 1960)	1972 (0.1%)

company share by quarter



Monthly Data (Apr, May & Jun 2011)

company share by month



	APRIL	MAY	JUNE
UK FORMATION SHARE IN 2011	0.1%	0.0%	0.1%
UK FORMATION SHARE IN 2010	0.1%	0.1%	0.0%
% CHANGE	30.5%	-42.0%	133.2%
RECORD YEAR	1969 (0.2%)	1960 (0.1%)	1966 (0.4%)

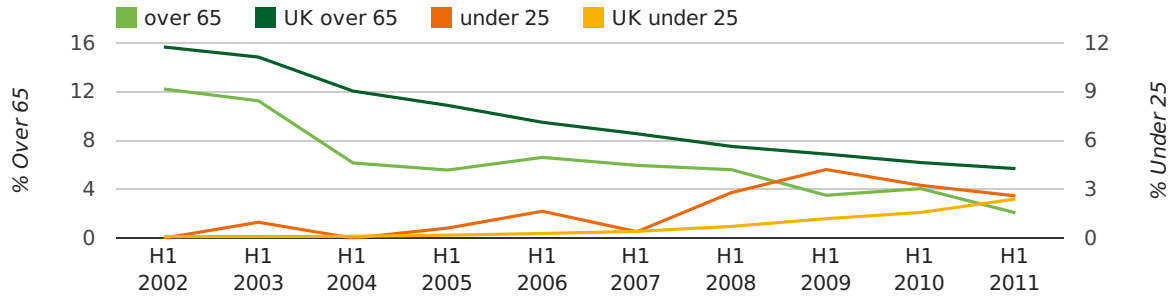
Half Year Data (Jan-Jun 2011)

The average age of a director in the first half of 2011 was 44.5.

The percentage of directors under the age of 25 was 2.6% compared to the UK figure of 3.2%.

The percentage of directors over the age of 65 was 2.1% compared to the UK figure of 4.3%.

director age by half year



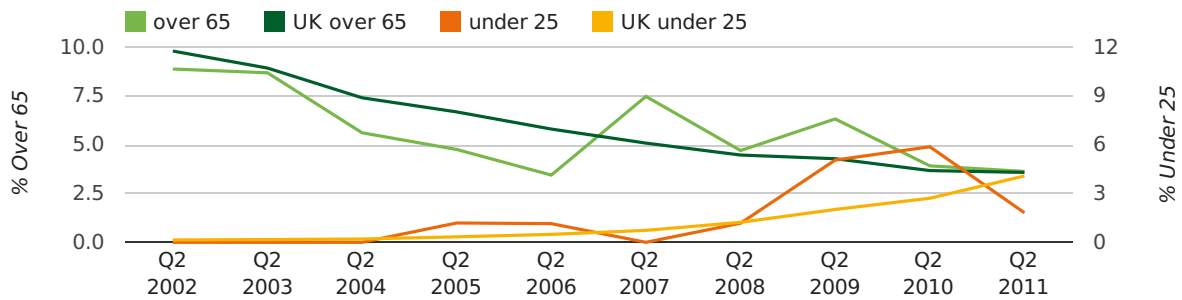
Quarterly Data (Q2 Apr-Jun 2011)

The average age of a director in the second quarter of 2011 was 44.9.

The percentage of directors under the age of 25 was 1.8% compared to the UK figure of 3.4%.

The percentage of directors over the age of 65 was 3.6% compared to the UK figure of 4.3%.

director age by quarter

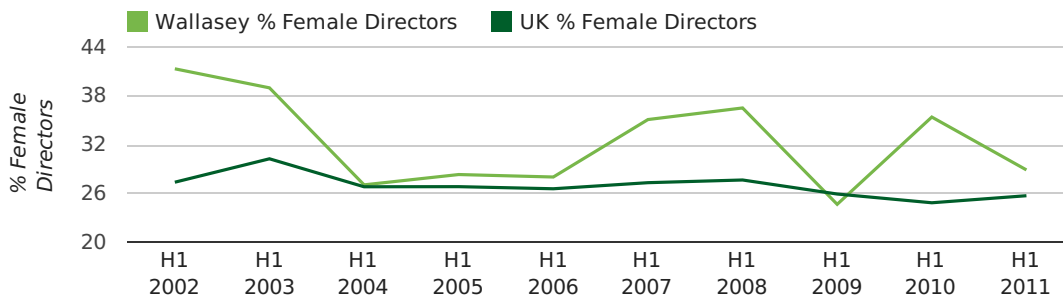


Half Year Data (Jan-Jun 2011)

The record first half year for female directors in Wallasey was 1861 when 40.0% of all directors were female.

28.9% of all director appointments in Wallasey in the first half of 2011 were female. This compares to a UK average of 25.7% for the same period.

director gender by half year

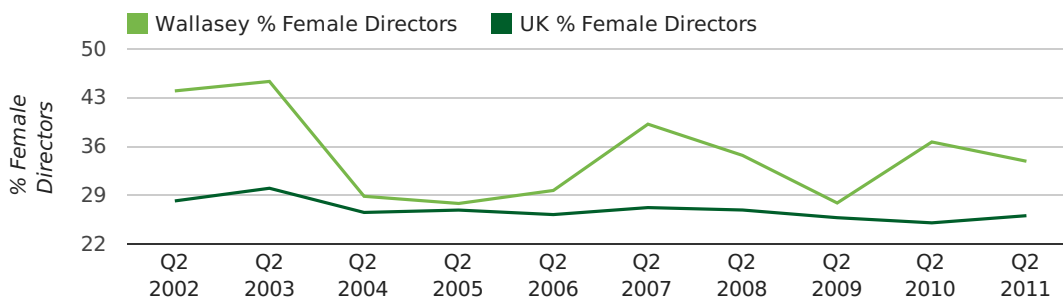


Quarterly Data (Q2 Apr-Jun 2011)

The record second quarter for female directors in Wallasey was in 1866 when 66.7% of all directors were female.

33.9% of all director appointments in Wallasey in the second quarter of 2011 were female. This compares to a UK average of 26.1% for the same period.

director gender by quarter



Previous 12 months (Jun 2010-Jun 2011)

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

WORD	PERCENTAGE	UK WORD	UK PERCENTAGE
(WIRRAL)	1.45%	CONSULTING	5.09%
WIRRAL	1.24%	MANAGEMENT	4.86%
CENTRE	1.24%	CONSULTANCY	3.17%
ENGINEERING	0.83%	PROPERTY	2.43%
ELECTRICAL	0.83%	TRADING	2.05%
BUILDING	0.83%	DESIGN	1.94%
TRAINING	0.83%	ASSOCIATES	1.92%
CONSULTANCY	0.83%	BUSINESS	1.87%
MANAGEMENT	0.83%	CONSTRUCTION	1.77%
CONSULTING	0.83%	CONSULTANTS	1.76%
HOUSE	0.83%	MEDIA	1.73%
PLUMBING	0.83%	ENGINEERING	1.67%
1ST	0.62%	LONDON	1.60%
INSPECTION	0.62%	GLOBAL	1.46%
CARBON	0.62%	J	1.44%
M	0.62%	CARE	1.44%
(NORTH	0.62%	INVESTMENTS	1.42%
WEST)	0.62%	IT	1.39%
GLOBAL	0.62%	BUILDING	1.32%
CONSTRUCTION	0.62%	PROPERTIES	1.31%
MAINTENANCE	0.62%	ELECTRICAL	1.30%
ENERGY	0.62%	M	1.27%
MEDIA	0.62%	S	1.23%
TECHNOLOGIES	0.62%	ENTERPRISES	1.20%
CONSULTANTS	0.41%	SYSTEMS	1.20%

Previous 36 months, excluding companies less than 12 months old

SIC CODE	NUMBER OF COMPANIES	UK COMPANIES
None Supplied	98	202,072
7487 - Other business activities	40	60,758
82990 - Other business support service activities not elsewhere classified	29	30,647
9999 - Dormant Company	13	20,111
99999 - Dormant Company	8	18,918
70229 - Management consultancy activities other than financial management	7	16,419
64999 - Financial intermediation not elsewhere classified	6	2,739
69201 - Accounting and auditing activities	5	3,394
96020 - Hairdressing and other beauty treatment	5	2,091
4521 - General construction & civil engineering	5	5,928
9305 - Other service activities	4	9,063
9262 - Other sporting activities	4	1,642
62012 - Business and domestic software development	4	3,262
7411 - Legal activities	4	1,272
7260 - Other computer related activities	4	7,849
43210 - Electrical installation	3	3,085
41100 - Development of building projects	3	3,852
5248 - Other retail specialised stores	3	2,037
4525 - Other special trades construction	3	1,676
62090 - Other information technology service activities	3	7,095