

# Waterlooville

q1 2011 business confidence report



## headlines

- February 2011 saw a new record in company closures in Waterlooville when compared to any previous February.

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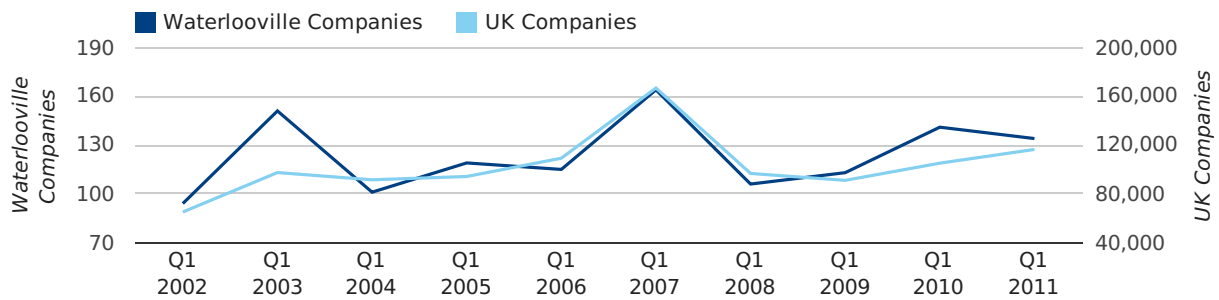
### Quarterly Data (Q1 Jan-Mar 2011)

A total of 134 companies were registered in Watlooville during the first quarter of 2011 (Jan 2011 - Mar 2011).

This figure is a decrease of 5.0% versus the same period last year (Q1 2010). This figure compares badly to the UK as a whole, which saw an increase of 10.7% against the same period last year.

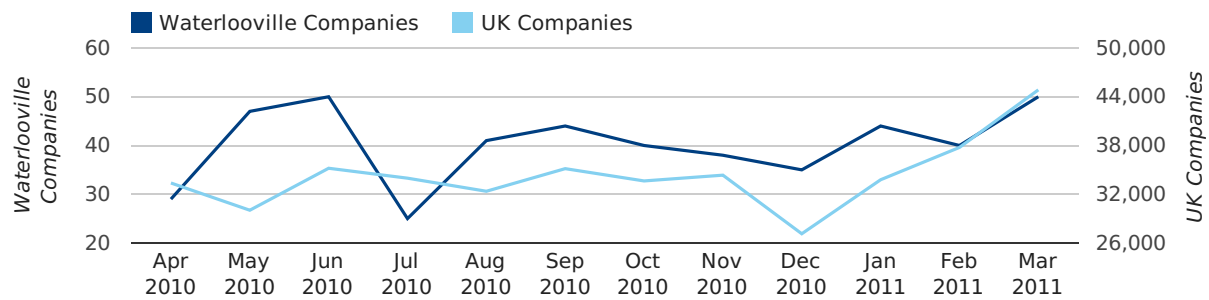
FIRST QUARTER (JAN 2011 - MAR 2011)	WATERLOOVILLE	UK
2011	134	116,391
2010	141	105,137
% CHANGE	-5.0%	10.7%
RECORD YEAR	2007 (164)	2007 (166,814)

### new companies by quarter



### Monthly Data (Jan, Feb & Mar 2011)

### new companies by month



	JANUARY	FEBRUARY	MARCH
NEW COMPANIES IN 2011	44	40	50
NEW COMPANIES IN 2010	42	39	60
% CHANGE	4.8%	2.6%	-16.7%
RECORD YEAR	2003 (55)	2007 (56)	2007 (66)

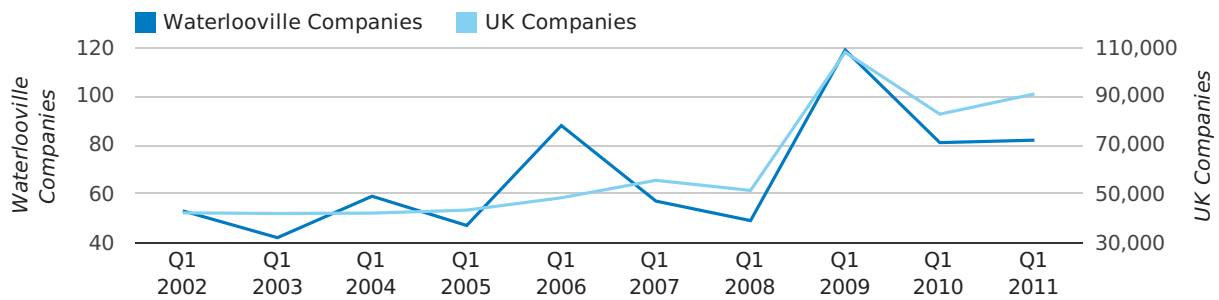
### Quarterly Data (Q1 Jan-Mar 2011)

A total of 82 companies were dissolved in Watlooville during the first quarter of 2011 (Jan 2011 - Mar 2011).

This figure is an increase of 1.2% 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)	WATERLOOVILLE	UK
2011	82	90,986
2010	81	82,677
% CHANGE	1.2%	10.0%
RECORD YEAR	2009 (119)	2009 (108,060)

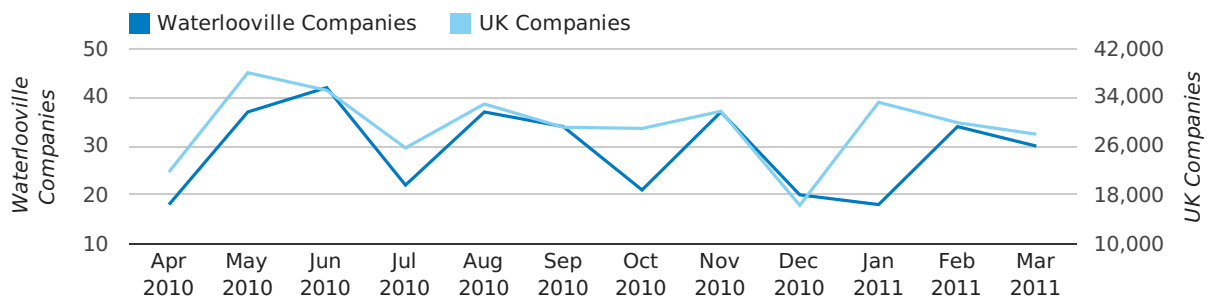
### dissolved companies by quarter



### Monthly Data (Jan, Feb & Mar 2011)

February 2011 saw a new record in company closures in Watlooville when compared to any previous February.

### dissolved companies by month



	JANUARY	FEBRUARY	MARCH
CLOSED COMPANIES IN 2011	18	34	30
CLOSED COMPANIES IN 2010	27	22	32
% CHANGE	-33.3%	54.5%	-6%
RECORD YEAR	2006 (55)	2011 (34)	2009 (77)

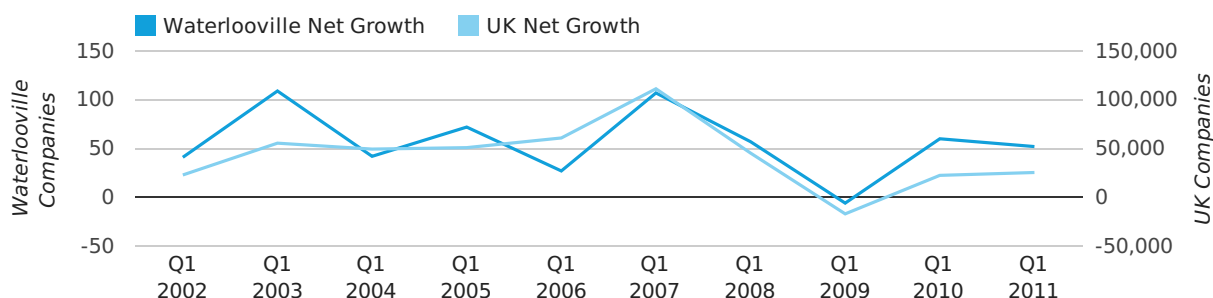
### Quarterly Data (Q1 Jan-Mar 2011)

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

This represents a decrease of 13.3% on the same period last year.

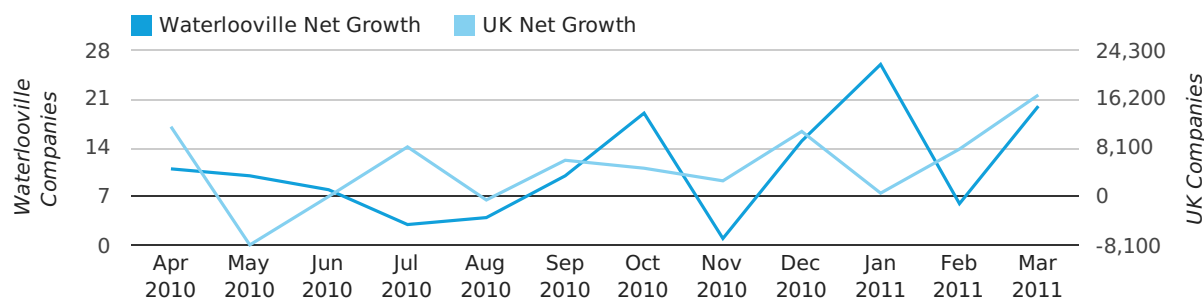
FIRST QUARTER (JAN 2011 - MAR 2011)	WATERLOOVILLE	UK
2011	52	25,405
2010	60	22,460
% CHANGE	-13.3%	13.1%
RECORD YEAR	2003 (109)	2007 (111,282)

### net growth by quarter



### Monthly Data (Jan, Feb & Mar 2011)

### net growth by month



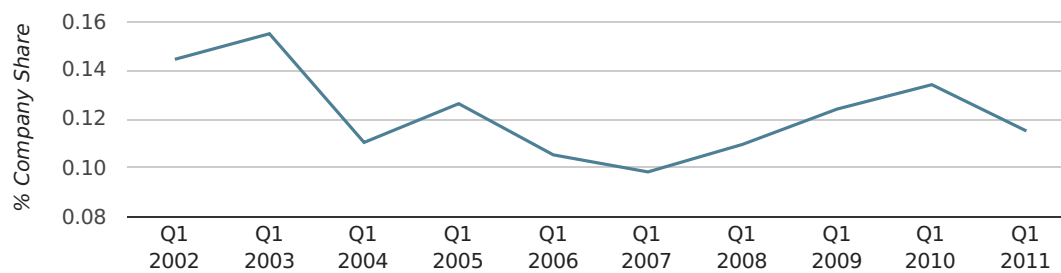
	JANUARY	FEBRUARY	MARCH
NET GROWTH IN 2011	26	6	20
NET GROWTH IN 2010	15	17	28
% CHANGE	73.3%	-64.7%	-28.6%
RECORD YEAR	2003 (40)	2007 (42)	2007 (46)

### Quarterly Data (Q1 Jan-Mar 2011)

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

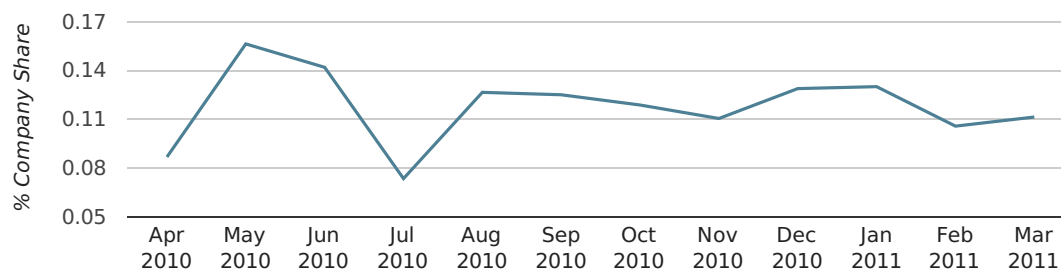
FIRST QUARTER (JAN 2011 - MAR 2011)	WATERLOOVILLE
2011	0.1%
2010	0.1%
2009	0.1%
2008	0.1%
2007	0.1%
RECORD YEAR (SINCE 1960)	1970 (0.2%)

### company share by quarter



### Monthly Data (Jan, Feb & Mar 2011)

### company share by month



	JANUARY	FEBRUARY	MARCH
UK FORMATION SHARE IN 2011	0.1%	0.1%	0.1%
UK FORMATION SHARE IN 2010	0.1%	0.1%	0.1%
% CHANGE	-9.6%	-9.8%	-20.5%
RECORD YEAR	1970 (0.4%)	1964 (0.3%)	1974 (0.2%)

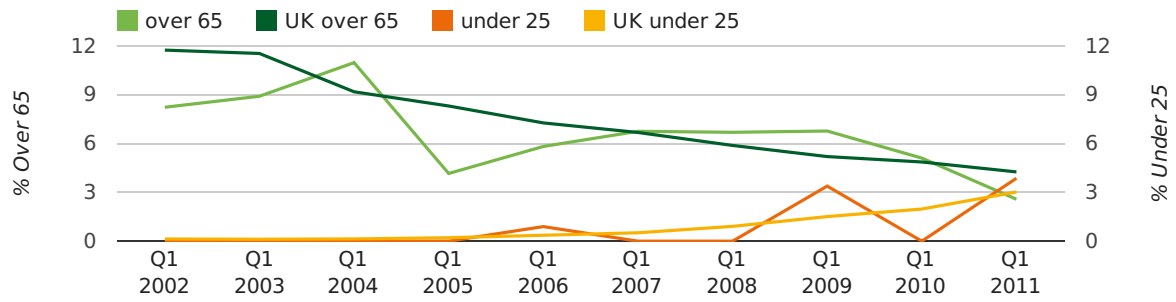
### Quarterly Data (Q1 Jan-Mar 2011)

The average age of a director in the first quarter of 2011 was 44.1.

The percentage of directors under the age of 25 was 3.9% compared to the UK figure of 3.0%.

The percentage of directors over the age of 65 was 2.6% compared to the UK figure of 4.3%.

#### director age by quarter

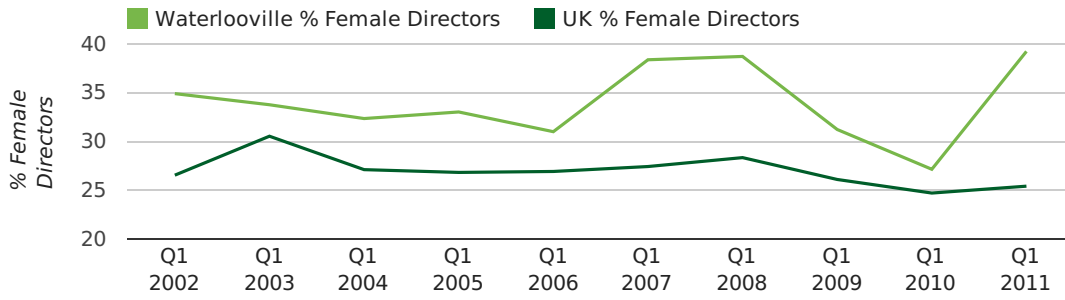


### Quarterly Data (Q1 Jan-Mar 2011)

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

39.2% of all director appointments in Waterloooville 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
CONSULTING	1.30%	CONSULTING	5.04%
MANAGEMENT	0.95%	MANAGEMENT	4.97%
J	0.95%	CONSULTANCY	3.16%
HOLDINGS	0.83%	PROPERTY	2.38%
CONSULTANCY	0.83%	TRADING	2.10%
BUSINESS	0.83%	DESIGN	1.93%
HAMPSHIRE	0.83%	ASSOCIATES	1.92%
ROOFING	0.71%	BUSINESS	1.87%
R	0.71%	CONSTRUCTION	1.80%
CARE	0.71%	CONSULTANTS	1.76%
DESIGN	0.71%	MEDIA	1.69%
HIRE	0.71%	ENGINEERING	1.61%
BUILDING	0.59%	LONDON	1.60%
PROPERTY	0.59%	CARE	1.45%
C	0.59%	J	1.45%
TRAINING	0.59%	GLOBAL	1.44%
CONSULTANTS	0.59%	INVESTMENTS	1.43%
ELECTRICAL	0.59%	IT	1.41%
BUILDERS	0.59%	PROPERTIES	1.36%
SOLAR	0.59%	BUILDING	1.34%
M	0.59%	M	1.30%
ASSOCIATES	0.59%	ELECTRICAL	1.28%
GROUNDWORKS	0.59%	S	1.24%
PORTSMOUTH	0.59%	INTERNATIONAL	1.23%
S	0.47%	SYSTEMS	1.23%

## Previous 36 months, excluding companies less than 12 months old

SIC CODE	NUMBER OF COMPANIES	UK COMPANIES
None Supplied	152	202,798
7487 - Other business activities	84	60,968
9999 - Dormant Company	37	19,765
70229 - Management consultancy activities other than financial management	29	16,150
82990 - Other business support service activities not elsewhere classified	27	30,253
74990 - Non-trading company	21	8,695
99999 - Dormant Company	20	18,336
74909 - Other professional, scientific and technical activities not elsewhere classified	20	7,788
4521 - General construction & civil engineering	17	6,183
7414 - Business & management consultancy	16	12,916
62020 - Information technology consultancy activities	12	10,246
7499 - Non-trading company	12	11,316
7415 - Holding companies including head offices	11	1,769
62090 - Other information technology service activities	11	6,996
86230 - Dental practice activities	10	1,418
43210 - Electrical installation	10	3,172
43220 - Plumbing, heat and air-conditioning installation	10	2,312
7260 - Other computer related activities	10	7,789
43999 - Other specialised construction activities not elsewhere classified	9	3,097
4534 - Other building installation	9	2,285