

Waterlooville

2011 annual business confidence report



headlines

- Q4 2011 saw a new record in company closures in Waterlooville when compared to any previous Q4.

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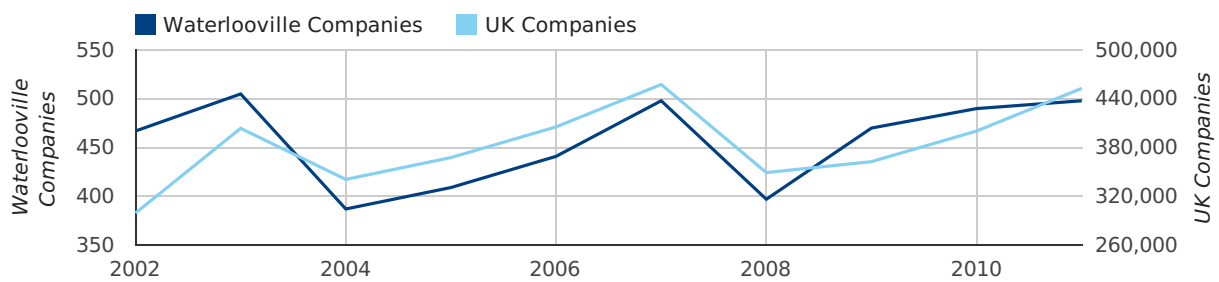
sic data

Annual Data (2011)

A total of 498 companies were formed in Watlooville in 2011. This total is 1.6% higher than in 2010 and compares favourably to the UK figure of a 13.1% growth compared to 400,358 the previous year.

YEAR	WATERLOOVILLE	UK
2011	498	452,870
2010	490	400,358
2009	470	362,675
2008	397	349,203
2007	498	457,649
RECORD YEAR	2003 (505)	2007 (457,649)

new companies by year



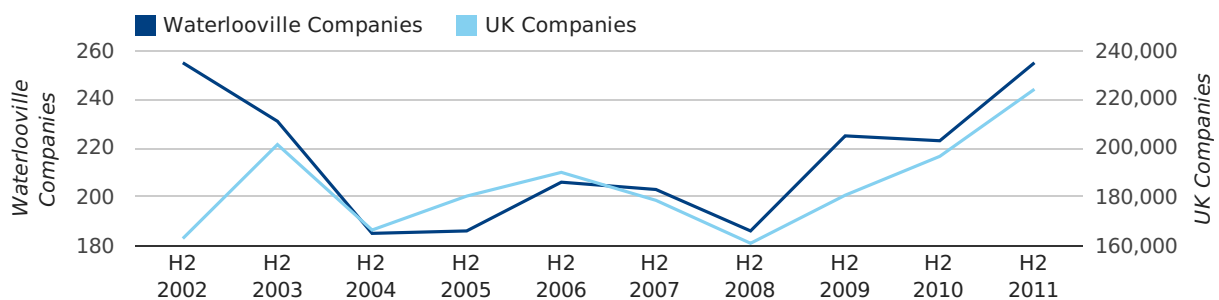
Half Year Data (Jul-Dec 2011)

In the second half of 2011 a total of 255 companies were formed in Waterloooville. This figure is 14.3% higher than last year, which compares well to the UK wide figure of 14.0%.

The highest total for a second half year in Waterloooville occurred in 2002 when a total of 255 were formed.

HALF YEAR (JUL-DEC)	WATERLOOVILLE	UK
2011	255	224,135
2010	223	196,609
% CHANGE	14.3%	14.0%
RECORD YEAR	2002 (255)	2011 (224,135)

new companies by half year



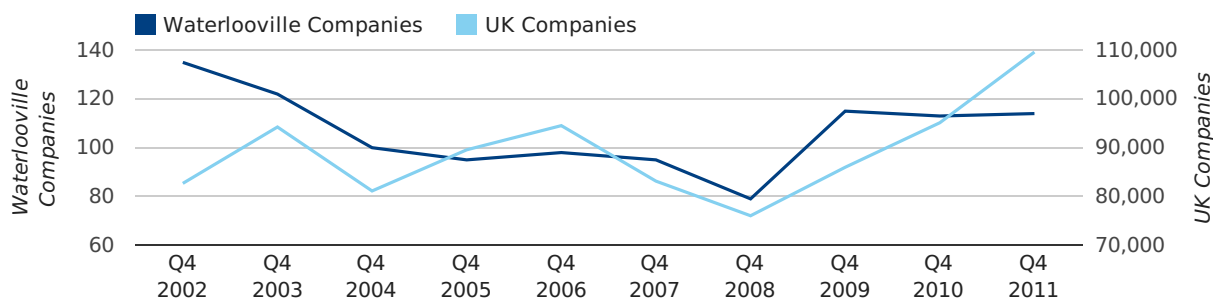
Quarterly Data (Q4 Oct-Dec 2011)

A total of 114 companies were registered in Watlooville during the fourth quarter of 2011 (Oct 2011 - Dec 2011).

This figure is an increase of 0.9% versus the same period last year (Q4 2010). This figure compares badly to the UK as a whole, which saw an increase of 15.3% against the same period last year.

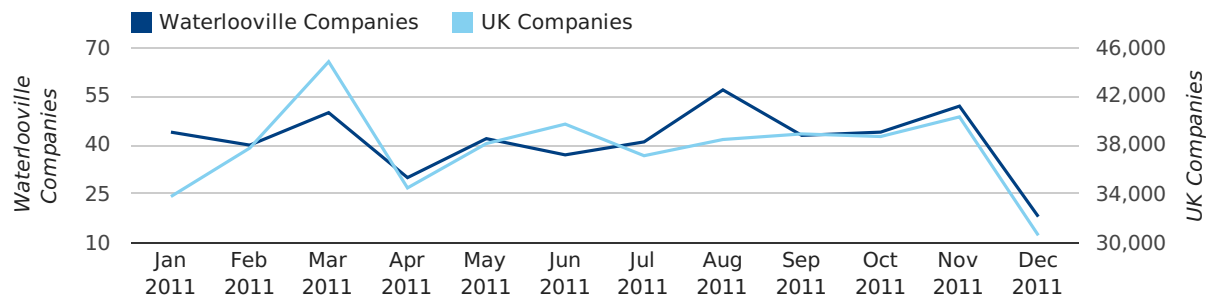
FOURTH QUARTER (OCT 2011 - DEC 2011)	WATERLOOVILLE	UK
2011	114	109,623
2010	113	95,117
% CHANGE	0.9%	15.3%
RECORD YEAR	2002 (135)	2011 (109,623)

new companies by quarter



Monthly Data (Oct, Nov & Dec 2011)

new companies by month



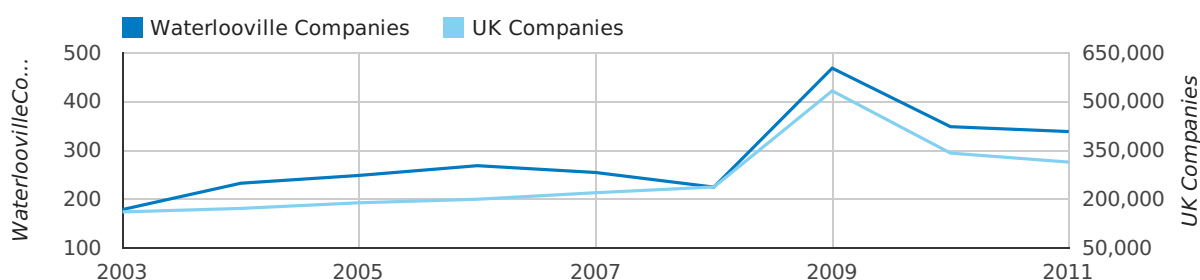
	OCTOBER	NOVEMBER	DECEMBER
NEW COMPANIES IN 2011	44	52	18
NEW COMPANIES IN 2010	40	38	35
% CHANGE	10.0%	36.8%	-48.6%
RECORD YEAR	2003 (63)	2002 (58)	2010 (35)

Annual Data (2011)

A total of 339 companies were dissolved in Watlooville in 2011. This total is 2.9% lower than in 2010 and compares favourably to the UK figure of 8.1% decrease compared to the previous year.

YEAR	WATERLOOVILLE	UK
2011	339	314,523
2010	349	342,232
2009	469	533,773
2008	225	237,901
2007	255	220,295
RECORD YEAR	2009 (469)	2009 (533,773)

dissolved companies by year



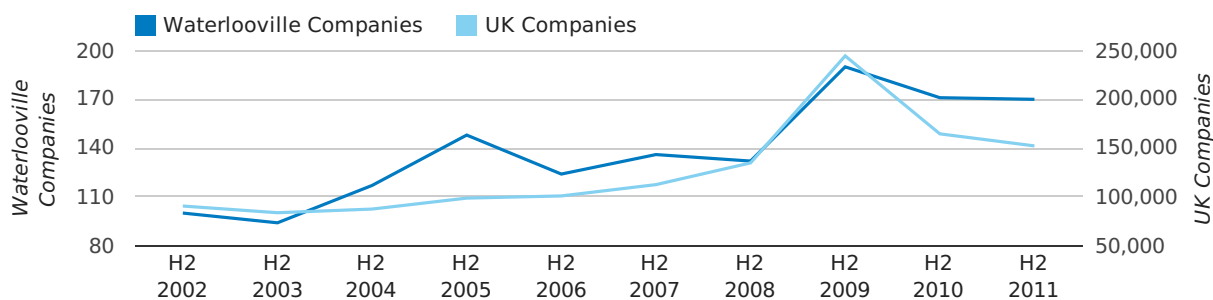
Half Year Data (Jul-Dec 2011)

In the second half of 2011 a total of 170 companies were dissolved in Watlooville. This figure is 0.6% lower than last year, which compares badly to the UK wide change of -7.5%.

The highest total for a second half year in Watlooville occurred in 2009 when a total of 190 were closed.

HALF YEAR (JUL-DEC)	WATERLOOVILLE	UK
2011	170	152,213
2010	171	164,601
% CHANGE	-0.6%	-7.5%
RECORD YEAR	2009 (190)	2009 (244,537)

dissolved companies by half year



Quarterly Data (Q4 Oct-Dec 2011)

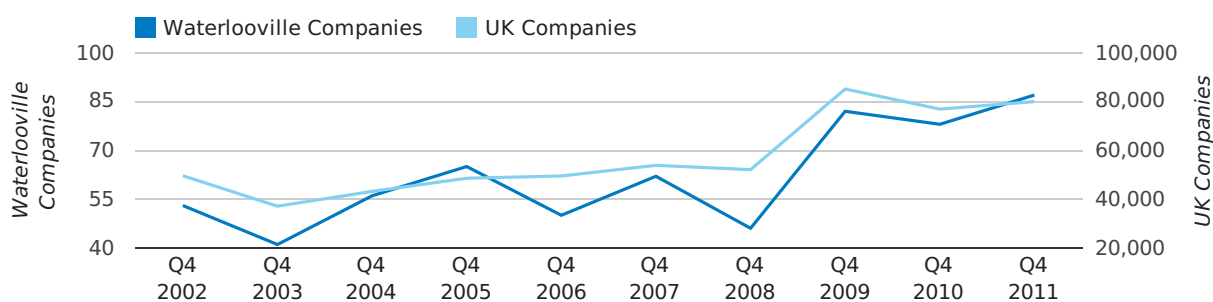
Q4 2011 saw a new record in company closures in Waterlooville when compared to any previous Q4.

A total of 87 companies were dissolved in Waterlooville during the fourth quarter of 2011 (Oct 2011 - Dec 2011).

This figure is an increase of 11.5% versus the same period last year (Q4 2010). This figure compares poorly to the UK as a whole, which saw an increase of 4.0% against the same period last year.

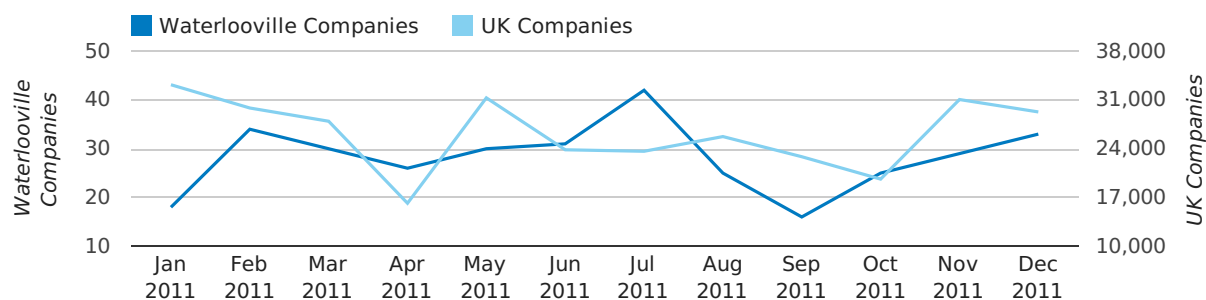
FOURTH QUARTER (OCT 2011 - DEC 2011)	WATERLOOVILLE	UK
2011	87	79,983
2010	78	76,896
% CHANGE	11.5%	4.0%
RECORD YEAR	2011 (87)	2009 (85,136)

dissolved companies by quarter



Monthly Data (Oct, Nov & Dec 2011)

dissolved companies by month



	OCTOBER	NOVEMBER	DECEMBER
CLOSED COMPANIES IN 2011	25	29	33
CLOSED COMPANIES IN 2010	21	37	20
% CHANGE	19.0%	-21.6%	65%
RECORD YEAR	2007 (26)	2010 (37)	2009 (40)

Annual Data (2011)

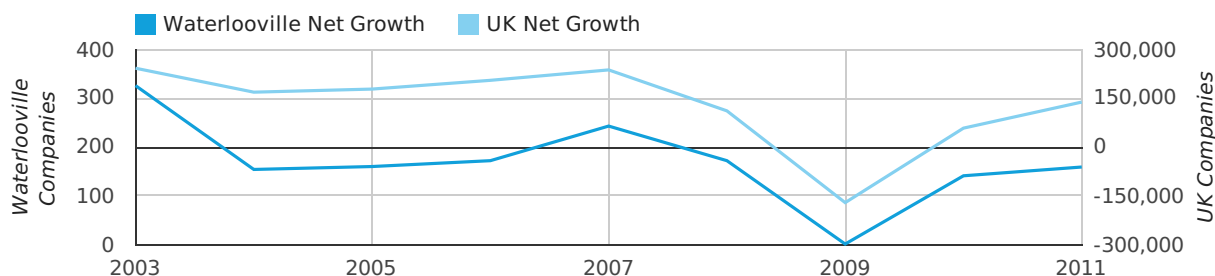
A total of 159 companies were added to the company register for Watlooville in 2011. This number represents growth of 32.4% which compares unfavourably to the UK figure of 34.6%.

This number is 18 companies higher than the previous year.

The highest net company growth figure ever seen in one year came in 2003 when the Watlooville company register grew by 326 companies.

YEAR	WATERLOOVILLE	UK
2011	159	138,347
2010	141	58,126
2009	1	-171,098
2008	172	111,302
2007	243	237,354
RECORD YEAR	2003 (326)	2003 (242,543)

net growth by year

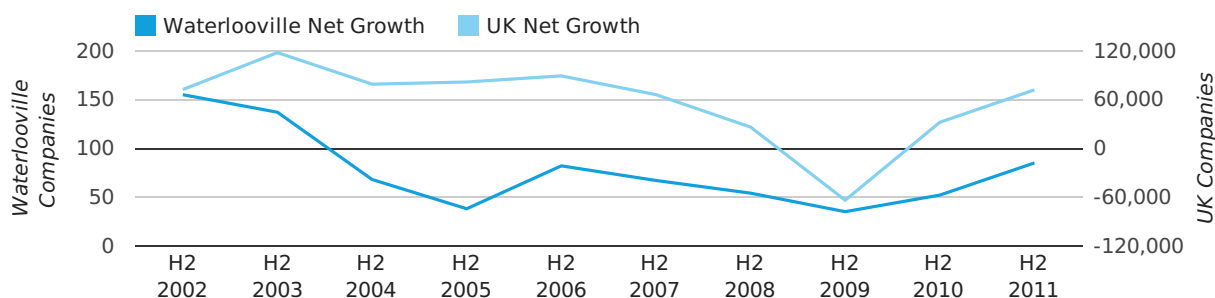


Half Year Data (Jul-Dec 2011)

In the second half of 2011 the company register for Waterloooville increased by 85 companies. This figure is 63.5% higher than last year, which compares badly to a UK increase of 124.7%.

HALF YEAR (JUL-DEC)	WATERLOOVILLE	UK
2011	85	71,922
2010	52	32,008
% CHANGE	63.5%	124.7%
RECORD YEAR	2002 (155)	2003 (117,772)

net growth by half year



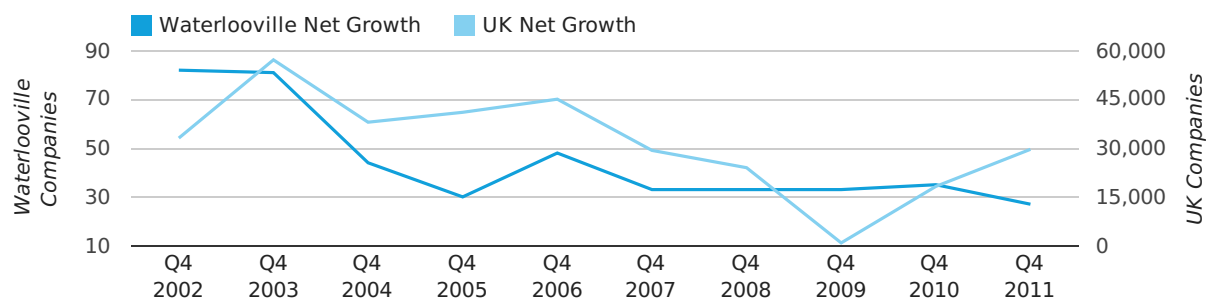
Quarterly Data (Q4 Oct-Dec 2011)

Net company growth for Watlooville during the fourth quarter of 2011 (Oct 2011 - Dec 2011) was 27 companies.

This represents a decrease of 22.9% on the same period last year.

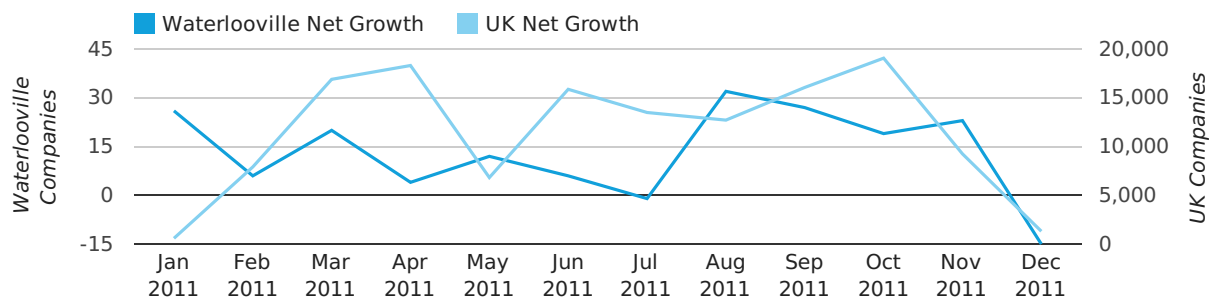
FOURTH QUARTER (OCT 2011 - DEC 2011)	WATERLOOVILLE	UK
2011	27	29,640
2010	35	18,221
% CHANGE	-22.9%	62.7%
RECORD YEAR	2002 (82)	2003 (57,175)

net growth by quarter



Monthly Data (Oct, Nov & Dec 2011)

net growth by month



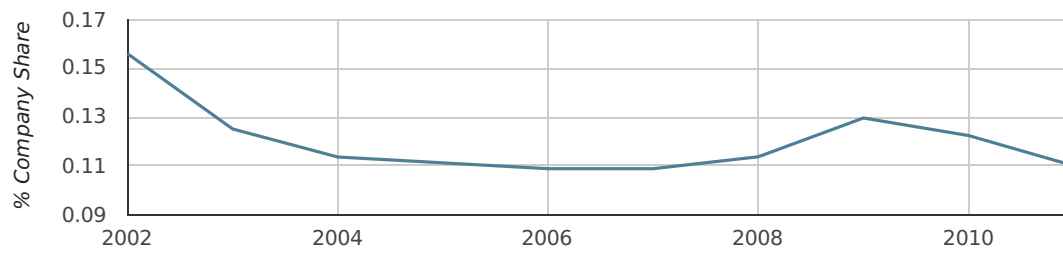
	OCTOBER	NOVEMBER	DECEMBER
NET GROWTH IN 2011	19	23	-15
NET GROWTH IN 2010	19	1	15
% CHANGE	0.0%	2,200.0%	-200.0%
RECORD YEAR	2003 (57)	2002 (42)	1998 (18)

Annual Data (2011)

In 2011 Waterloooville formed 0.1% of all UK companies. This is no change on 2010 when Waterloooville was responsible for 0.1% of all UK companies.

YEAR	WATERLOOVILLE
2011	0.1%
2010	0.1%
2009	0.1%
2008	0.1%
2007	0.1%
RECORD YEAR (SINCE 1960)	2002 (0.2%)

company share by year

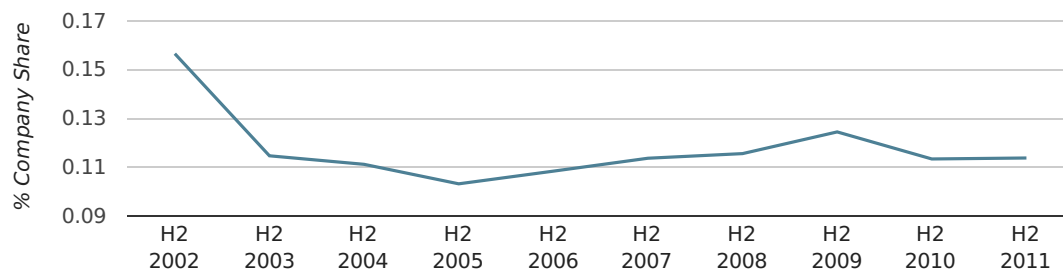


Half Year Data (Jul-Dec 2011)

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

HALF YEAR (JUL-DEC)	WATERLOOVILLE
2011	0.1%
2010	0.1%
2009	0.1%
2008	0.1%
2007	0.1%
RECORD YEAR (SINCE 1960)	1966 (0.2%)

company share by half year

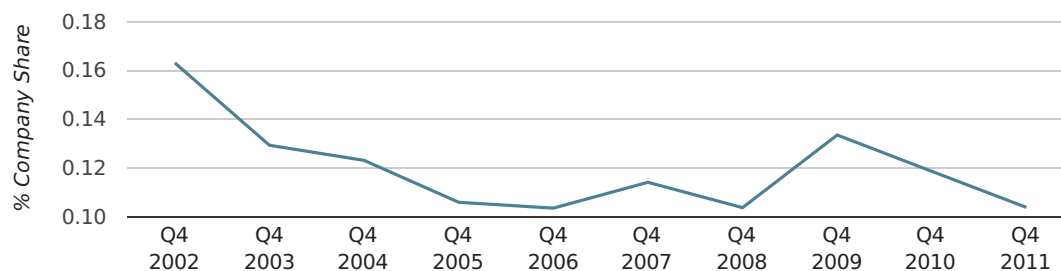


Quarterly Data (Q4 Oct-Dec 2011)

In the fourth quarter of 2011, WaterlooVille formed 0.1% of all UK companies.

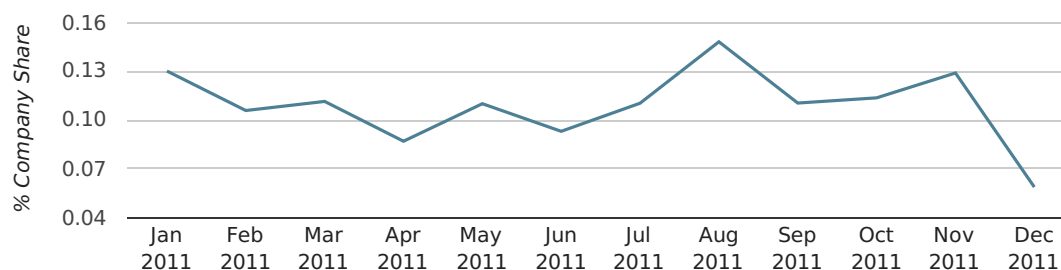
FOURTH QUARTER (OCT 2011 - DEC 2011)	WATERLOOVILLE
2011	0.1%
2010	0.1%
2009	0.1%
2008	0.1%
2007	0.1%
RECORD YEAR (SINCE 1960)	1973 (0.2%)

company share by quarter



Monthly Data (Oct, Nov & Dec 2011)

company share by month



	OCTOBER	NOVEMBER	DECEMBER
UK FORMATION SHARE IN 2011	0.1%	0.1%	0.1%
UK FORMATION SHARE IN 2010	0.1%	0.1%	0.1%
% CHANGE	-4.4%	16.6%	-54.4%
RECORD YEAR	1985 (0.3%)	1973 (0.2%)	1978 (0.4%)

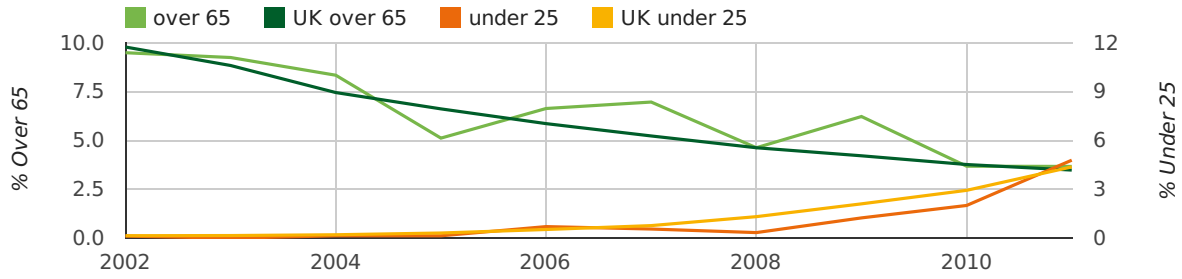
Annual Data (2011)

The average age of a director in 2011 was 44.6.

The percentage of directors under the age of 25 was 4.8% compared to the UK figure of 3.7%.

The percentage of directors over the age of 65 was 3.7% compared to the UK figure of 4.2%.

director age by year



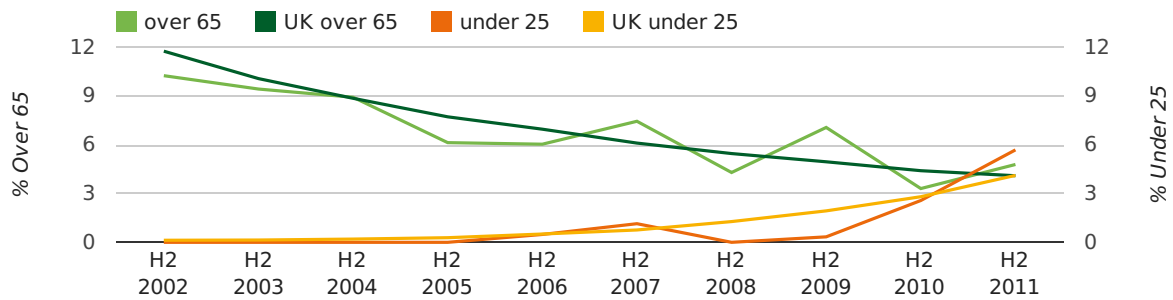
Half Year Data (Jul-Dec 2011)

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

The percentage of directors under the age of 25 was 5.7% compared to the UK figure of 4.1%.

The percentage of directors over the age of 65 was 4.8% compared to the UK figure of 4.1%.

director age by half year



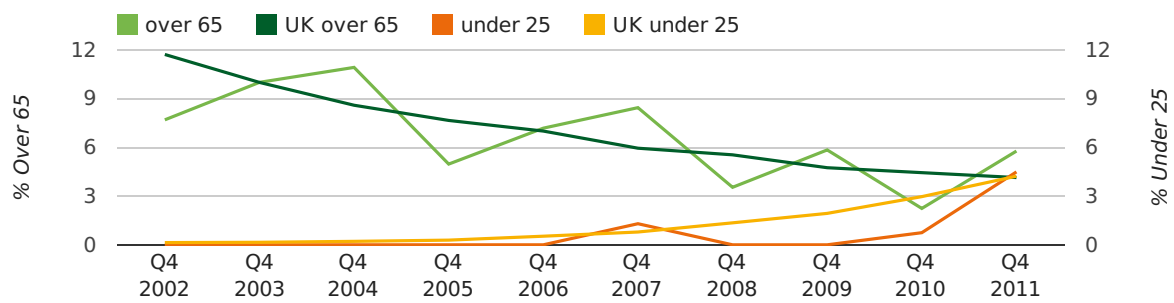
Quarterly Data (Q4 Oct-Dec 2011)

The average age of a director in the fourth quarter of 2011 was 44.3.

The percentage of directors under the age of 25 was 4.5% compared to the UK figure of 4.2%.

The percentage of directors over the age of 65 was 5.8% compared to the UK figure of 4.1%.

director age by quarter

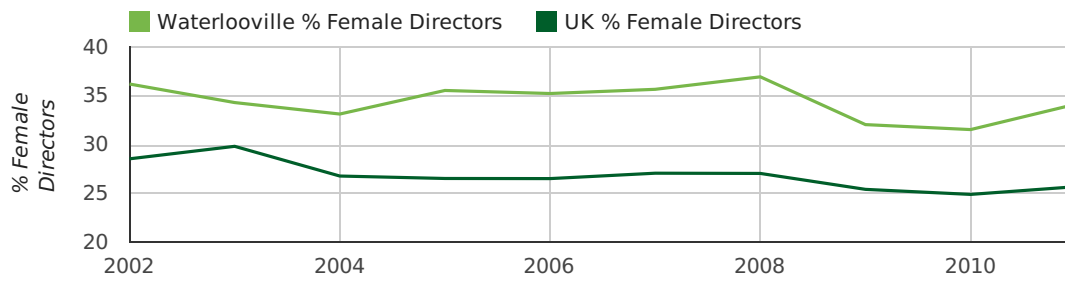


Annual Data (2011)

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

The percentage of female directors in Waterloooville in 2011 was 36.2%. The average for the UK during this time was 28.6%

director gender by year

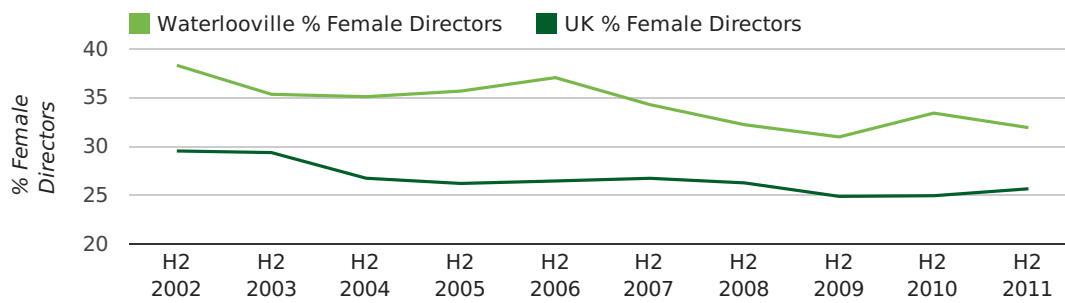


Half Year Data (Jul-Dec 2011)

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

31.9% of all director appointments in Waterloooville 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

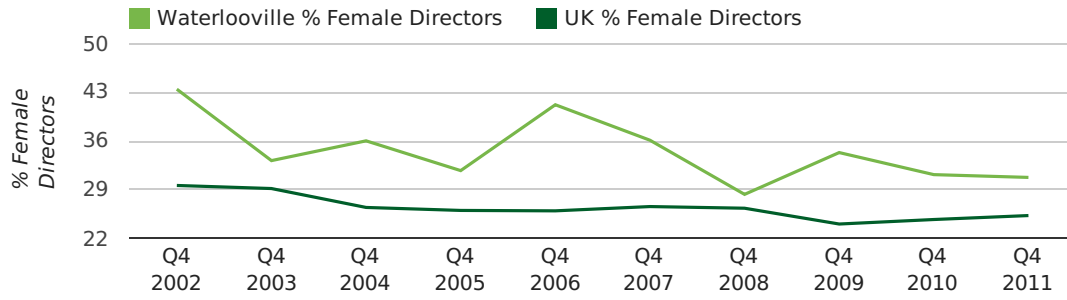


Quarterly Data (Q4 Oct-Dec 2011)

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

30.8% of all director appointments in Waterlooville 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
BUSINESS	1.44%	CONSULTING	5.07%
CONSULTING	1.44%	MANAGEMENT	4.74%
MANAGEMENT	1.44%	CONSULTANCY	3.26%
CONSULTANCY	1.32%	PROPERTY	2.37%
HAMPSHIRE	1.08%	TRADING	2.07%
PROPERTY	0.96%	DESIGN	1.92%
BUILDING	0.84%	ASSOCIATES	1.86%
CARE	0.84%	ENGINEERING	1.78%
S	0.84%	BUSINESS	1.78%
D	0.84%	CONSULTANTS	1.76%
M	0.72%	CONSTRUCTION	1.73%
DEVELOPMENTS	0.72%	MEDIA	1.71%
DESIGN	0.72%	LONDON	1.63%
ELECTRICAL	0.72%	J	1.51%
HAIR	0.72%	INVESTMENTS	1.48%
G	0.72%	GLOBAL	1.46%
ROOFING	0.72%	IT	1.41%
PROFESSIONAL	0.60%	CARE	1.39%
PROJECTS	0.60%	PROPERTIES	1.29%
CONSTRUCTION	0.60%	ELECTRICAL	1.29%
J	0.60%	M	1.27%
SYSTEMS	0.60%	BUILDING	1.26%
CONSULTANTS	0.60%	ENERGY	1.25%
CONTRACTING	0.60%	S	1.20%
HOME	0.60%	ENTERPRISES	1.20%

Previous 36 months, excluding companies less than 12 months old

SIC CODE	NUMBER OF COMPANIES	UK COMPANIES
None Supplied	149	205,525
7487 - Other business activities	68	57,052
9999 - Dormant Company	39	20,199
82990 - Other business support service activities not elsewhere classified	35	32,483
70229 - Management consultancy activities other than financial management	32	17,765
74990 - Non-trading company	23	8,929
74909 - Other professional, scientific and technical activities not elsewhere classified	22	8,671
99999 - Dormant Company	20	21,846
4521 - General construction & civil engineering	18	5,558
7414 - Business & management consultancy	17	13,034
43210 - Electrical installation	14	3,175
96020 - Hairdressing and other beauty treatment	13	2,380
62020 - Information technology consultancy activities	13	12,072
62090 - Other information technology service activities	12	7,493
43220 - Plumbing, heat and air-conditioning installation	12	2,372
43999 - Other specialised construction activities not elsewhere classified	9	3,342
7415 - Holding companies including head offices	9	1,653
86230 - Dental practice activities	9	1,598
47789 - Other retail sale of new goods in specialised stores (not commercial art galleries and opticians)	8	1,057
41100 - Development of building projects	8	4,331