

Waterlooville

2012 half year business confidence report



headlines

- The first half of 2012 saw a new record in company registrations in Waterlooville when compared to any previous first half year.
- The first half of 2012 was a record first half year for company registrations in Waterlooville when compared to any half year in history.
- Q2 2012 saw a new record in company registrations in Waterlooville when compared to any previous Q2.

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Half Year Data (Jan-Jun 2012)

The first half of 2012 saw a new record in company registrations in Waterlooville when compared to any previous first half year.

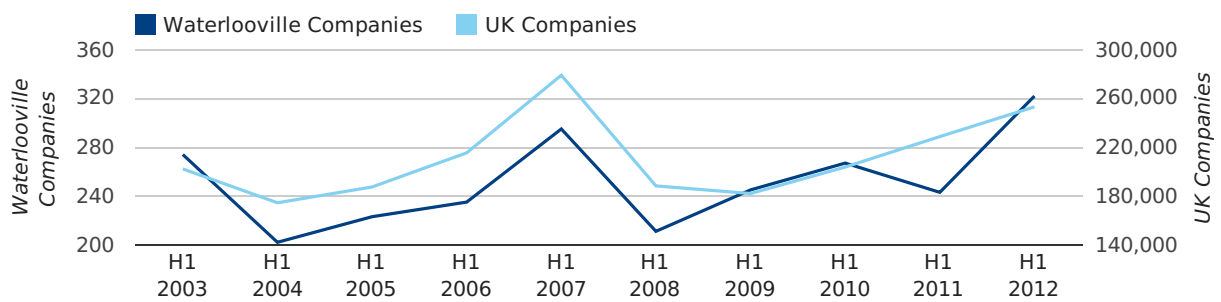
The first half of 2012 was a record first half year for company registrations in Waterlooville when compared to any half year in history.

In the first half of 2012 a total of 322 companies were formed in Waterlooville. This figure is 32.5% higher than last year, which compares well to the UK wide figure of 10.7%.

The highest total for a first half year in Waterlooville occurred in 2012 when a total of 322 were formed.

HALF YEAR (JAN-JUN)	WATERLOOVILLE	UK
2012	322	253,150
2011	243	228,735
% CHANGE	32.5%	10.7%
RECORD YEAR	2012 (322)	2007 (279,097)

new companies by half year



Quarterly Data (Q2 Apr-Jun 2012)

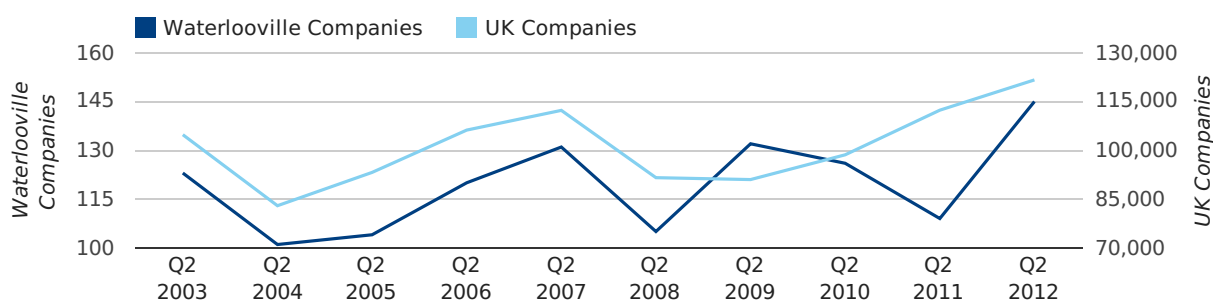
Q2 2012 saw a new record in company registrations in Waterlooville when compared to any previous Q2.

A total of 145 companies were registered in Waterlooville during the second quarter of 2012 (Apr 2012 - Jun 2012).

This figure is an increase of 33.0% versus the same period last year (Q2 2011). This figure compares well to the UK as a whole, which saw an increase of 8.3% against the same period last year.

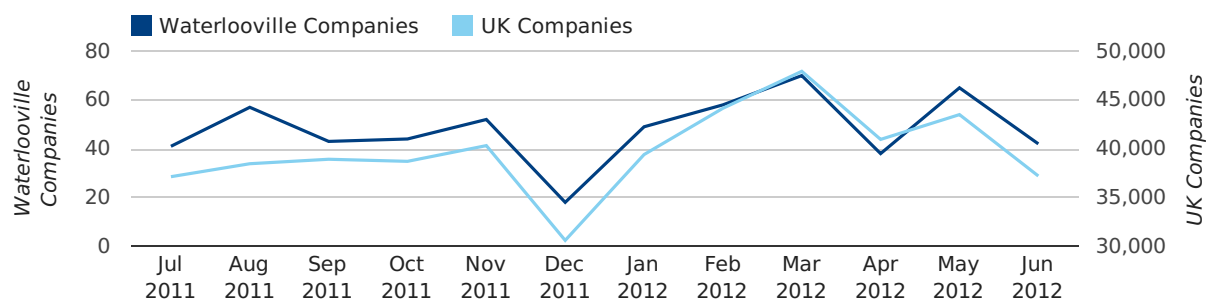
SECOND QUARTER (APR 2012 - JUN 2012)	WATERLOOVILLE	UK
2012	145	121,659
2011	109	112,344
% CHANGE	33.0%	8.3%
RECORD YEAR	2012 (145)	2012 (121,659)

new companies by quarter



Monthly Data (Apr, May & Jun 2012)

new companies by month



	APRIL	MAY	JUNE
NEW COMPANIES IN 2012	38	65	42
NEW COMPANIES IN 2011	30	42	37
% CHANGE	26.7%	54.8%	13.5%
RECORD YEAR	2009 (55)	2002 (67)	2010 (50)

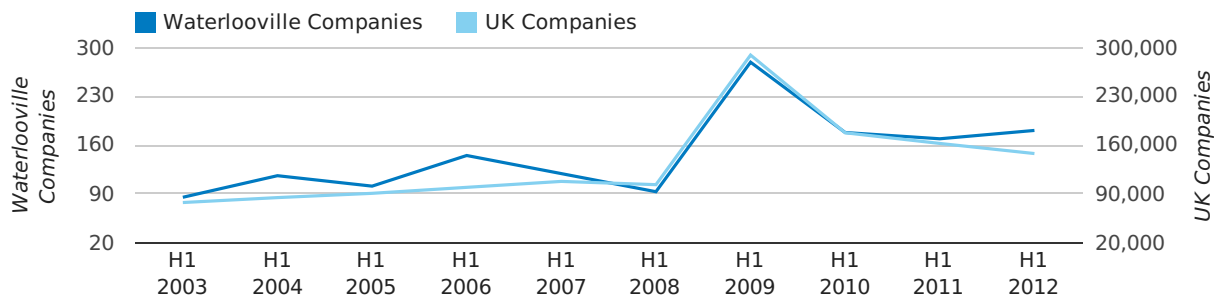
Half Year Data (Jan-Jun 2012)

In the first half of 2012 a total of 181 companies were dissolved in Watlooville. This figure is 7.1% higher than last year, which compares badly to the UK wide change of -8.9%.

The highest total for a first half year in Watlooville occurred in 2009 when a total of 279 were closed.

HALF YEAR (JAN-JUN)	WATERLOOVILLE	UK
2012	181	147,793
2011	169	162,310
% CHANGE	7.1%	-8.9%
RECORD YEAR	2009 (279)	2009 (289,236)

dissolved companies by half year



Quarterly Data (Q2 Apr-Jun 2012)

A total of 109 companies were dissolved in Watlooville during the second quarter of 2012 (Apr 2012 - Jun 2012).

This figure is an increase of 25.3% versus the same period last year (Q2 2011). This figure compares poorly to the UK as a whole, which saw an increase of 12.5% against the same period last year.

SECOND QUARTER (APR 2012 - JUN 2012)	WATERLOOVILLE	UK
2012	109	80,217
2011	87	71,324
% CHANGE	25.3%	12.5%
RECORD YEAR	2009 (160)	2009 (181,176)

dissolved companies by quarter



Monthly Data (Apr, May & Jun 2012)

dissolved companies by month



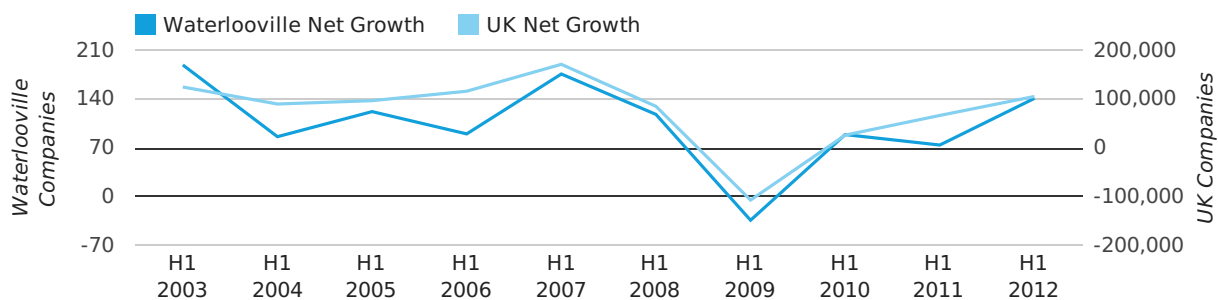
	APRIL	MAY	JUNE
CLOSED COMPANIES IN 2012	41	35	33
CLOSED COMPANIES IN 2011	26	30	31
% CHANGE	57.7%	16.7%	6%
RECORD YEAR	2009 (44)	2009 (64)	2009 (52)

Half Year Data (Jan-Jun 2012)

In the first half of 2012 the company register for Waterlooville increased by 141 companies. This figure is 90.5% higher than last year, which compares well to a UK increase of 58.6%.

HALF YEAR (JAN-JUN)	WATERLOOVILLE	UK
2012	141	105,357
2011	74	66,425
% CHANGE	90.5%	58.6%
RECORD YEAR	2003 (189)	2007 (171,296)

net growth by half year



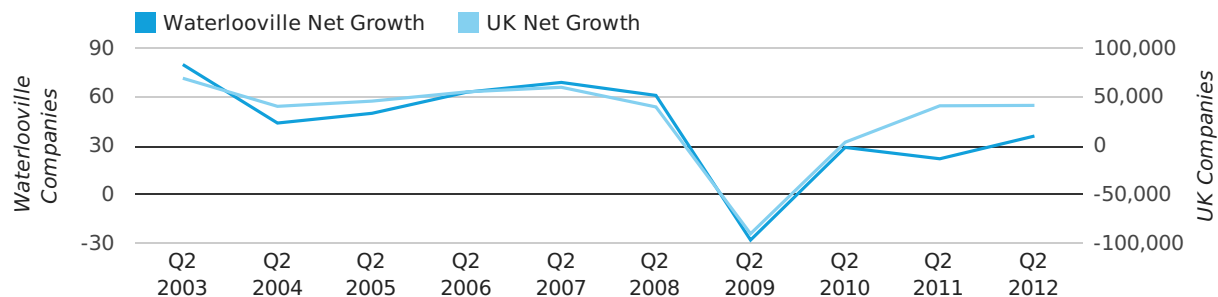
Quarterly Data (Q2 Apr-Jun 2012)

Net company growth for Waterlooville during the second quarter of 2012 (Apr 2012 - Jun 2012) was 36 companies.

This represents an increase of 63.6% on the same period last year.

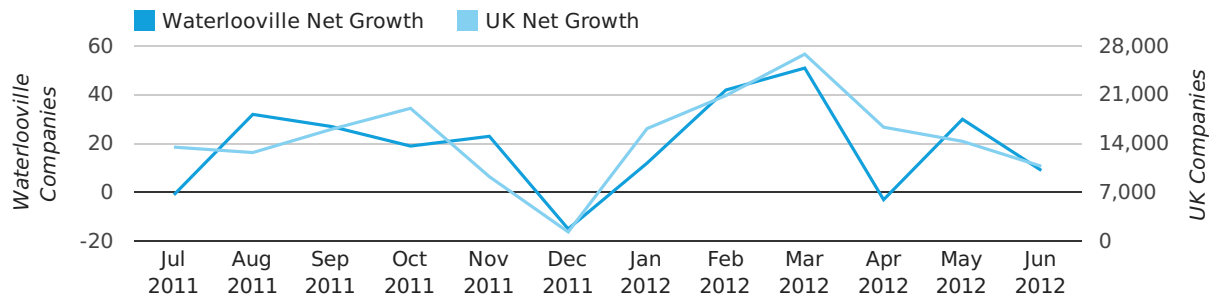
SECOND QUARTER (APR 2012 - JUN 2012)	WATERLOOVILLE	UK
2012	36	41,442
2011	22	41,020
% CHANGE	63.6%	1.0%
RECORD YEAR	2003 (80)	2003 (69,274)

net growth by quarter



Monthly Data (Apr, May & Jun 2012)

net growth by month



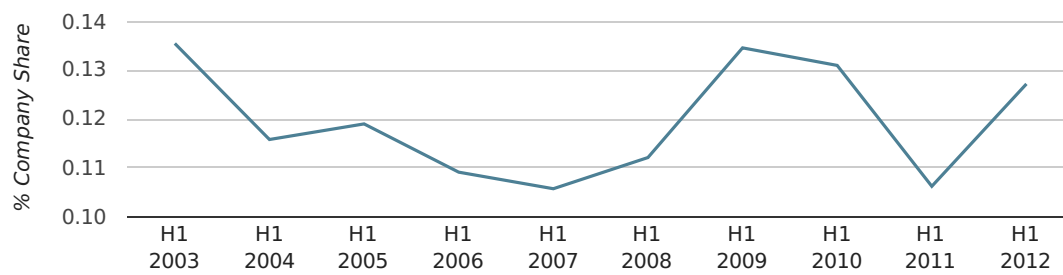
	APRIL	MAY	JUNE
NET GROWTH IN 2012	-3	30	9
NET GROWTH IN 2011	4	12	6
% CHANGE	-175.0%	150.0%	50.0%
RECORD YEAR	2005 (38)	2002 (50)	2003 (26)

Half Year Data (Jan-Jun 2012)

In the first half of 2012 Waterloo ville formed 0.1% of all UK companies. This is the same as the 2011 figure of 0.1%.

HALF YEAR (JAN-JUN)	WATERLOOVILLE
2012	0.1%
2011	0.1%
2010	0.1%
2009	0.1%
2008	0.1%
RECORD YEAR (SINCE 1960)	2002 (0.2%)

company share by half year

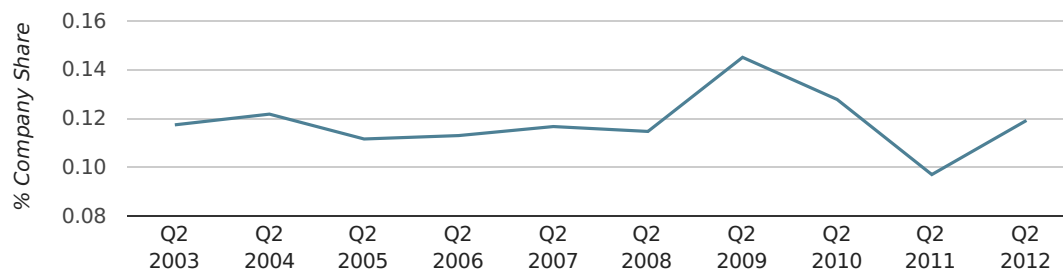


Quarterly Data (Q2 Apr-Jun 2012)

In the second quarter of 2012, Waterloo ville formed 0.1% of all UK companies.

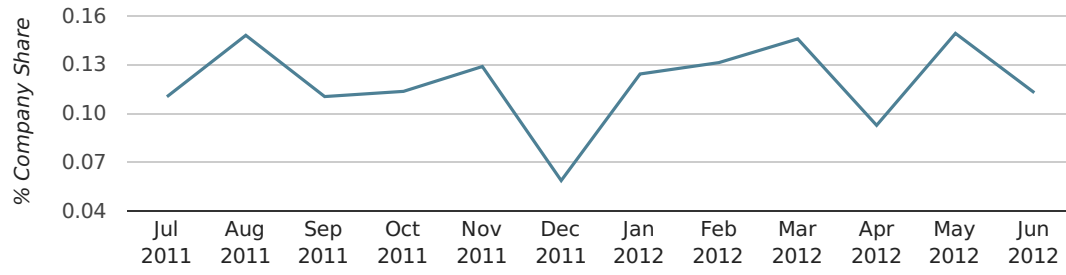
SECOND QUARTER (APR 2012 - JUN 2012)	WATERLOOVILLE
2012	0.1%
2011	0.1%
2010	0.1%
2009	0.1%
2008	0.1%
RECORD YEAR (SINCE 1960)	1963 (0.2%)

company share by quarter



Monthly Data (Apr, May & Jun 2012)

company share by month



	APRIL	MAY	JUNE
UK FORMATION SHARE IN 2012	0.1%	0.1%	0.1%
UK FORMATION SHARE IN 2011	0.1%	0.1%	0.1%
% CHANGE	6.7%	35.7%	21.3%
RECORD YEAR	1963 (0.4%)	1960 (0.3%)	1960 (0.3%)

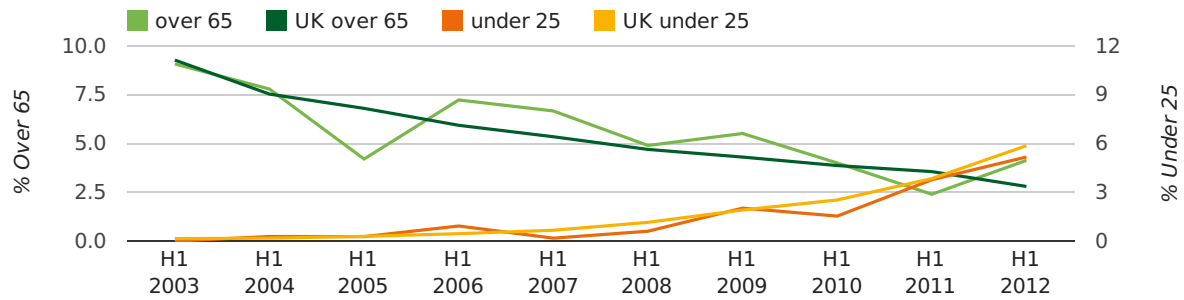
Half Year Data (Jan-Jun 2012)

The average age of a director in the first half of 2012 was 43.8.

The percentage of directors under the age of 25 was 5.2% compared to the UK figure of 4.9%.

The percentage of directors over the age of 65 was 4.1% compared to the UK figure of 3.4%.

director age by half year



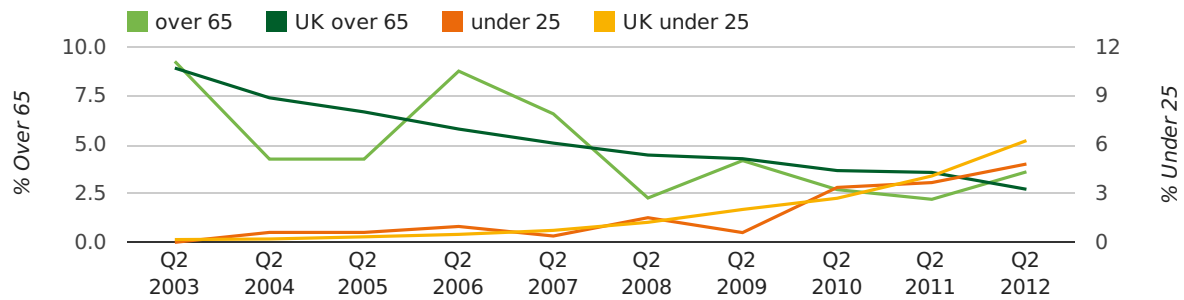
Quarterly Data (Q2 Apr-Jun 2012)

The average age of a director in the second quarter of 2012 was 42.3.

The percentage of directors under the age of 25 was 4.8% compared to the UK figure of 5.2%.

The percentage of directors over the age of 65 was 3.6% compared to the UK figure of 3.3%.

director age by quarter

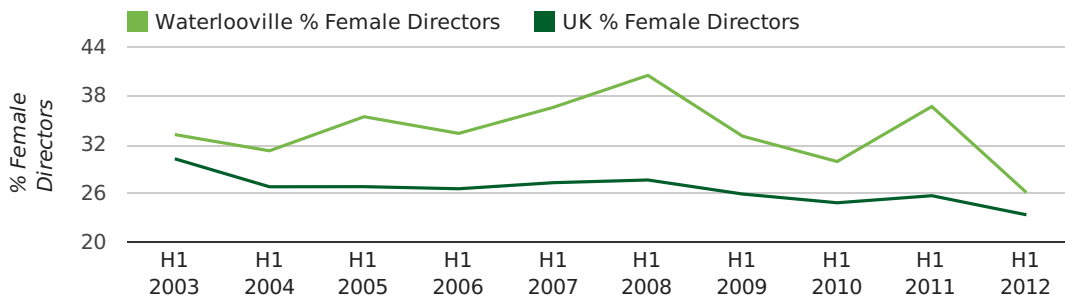


Half Year Data (Jan-Jun 2012)

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

26.1% of all director appointments in Waterloooville in the first half of 2012 were female. This compares to a UK average of 23.4% for the same period.

director gender by half year

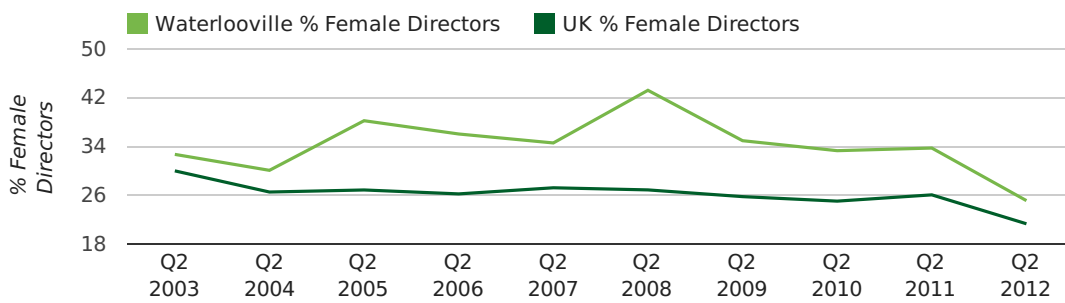


Quarterly Data (Q2 Apr-Jun 2012)

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

25.1% of all director appointments in Waterloooville in the second quarter of 2012 were female. This compares to a UK average of 21.3% for the same period.

director gender by quarter



Previous 12 months (Jun 2011-Jun 2012)

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

WORD	PERCENTAGE	UK WORD	UK PERCENTAGE
SOUTHERN	1.36%	CONSULTING	5.07%
CONSULTANCY	1.15%	MANAGEMENT	4.74%
MANAGEMENT	1.15%	CONSULTANCY	3.28%
M	1.15%	PROPERTY	2.35%
CONSULTING	0.94%	TRADING	2.10%
S	0.94%	DESIGN	1.89%
ROOFING	0.94%	ENGINEERING	1.87%
BUILDING	0.94%	ASSOCIATES	1.82%
BUSINESS	0.84%	CONSULTANTS	1.78%
DESIGN	0.84%	CONSTRUCTION	1.71%
HOLDINGS	0.84%	BUSINESS	1.70%
HAMPSHIRE	0.73%	MEDIA	1.69%
J	0.73%	LONDON	1.68%
G	0.73%	J	1.57%
ELECTRICAL	0.73%	GLOBAL	1.51%
CONSTRUCTION	0.73%	INVESTMENTS	1.48%
CARE	0.63%	IT	1.42%
HAIR	0.63%	CARE	1.31%
(SOUTHERN)	0.63%	PROPERTIES	1.31%
TRADING	0.63%	M	1.26%
CAR	0.63%	ELECTRICAL	1.23%
L	0.52%	BUILDING	1.23%
D	0.52%	SECURITY	1.19%
HOME	0.52%	S	1.18%
CATERING	0.52%	ENTERPRISES	1.17%

Previous 36 months, excluding companies less than 12 months old

SIC CODE	NUMBER OF COMPANIES	UK COMPANIES
None Supplied	184	244,457
7487 - Other business activities	57	47,029
82990 - Other business support service activities not elsewhere classified	38	35,447
9999 - Dormant Company	30	16,469
70229 - Management consultancy activities other than financial management	26	20,390
74909 - Other professional, scientific and technical activities not elsewhere classified	25	10,271
99999 - Dormant Company	22	26,088
74990 - Non-trading company	21	9,706
62020 - Information technology consultancy activities	16	15,280
43220 - Plumbing, heat and air-conditioning installation	15	2,716
4521 - General construction & civil engineering	15	4,644
7414 - Business & management consultancy	14	10,978
62090 - Other information technology service activities	13	8,258
96090 - Other service activities not elsewhere classified	13	14,220
43210 - Electrical installation	13	3,557
56302 - Public houses and bars	11	2,913
96020 - Hairdressing and other beauty treatment	10	2,993
41100 - Development of building projects	9	5,149
43999 - Other specialised construction activities not elsewhere classified	9	4,091
43910 - Roofing activities	8	700