

Wirral

2011 annual business confidence report



headlines

- The second half of 2011 saw a new record in company registrations in Wirral when compared to any previous second half year.
- Q4 2011 saw a new record in company registrations in Wirral when compared to any previous Q4.
- December 2011 saw a new record in company registrations in Wirral when compared to any previous December.
- November 2011 saw a new record in company registrations in Wirral when compared to any previous November.
- December 2011 saw a new record in company closures in Wirral when compared to any previous December.
- The second half of 2011 saw a new record in net growth in Wirral when compared to any previous second half year.
- Q4 2011 saw a new record in net growth in Wirral when compared to any previous Q4.
- December 2011 saw a new record in net growth in Wirral when compared to any previous December.
- November 2011 saw a new record in net growth in Wirral when compared to any previous November.
- The second half of 2011 saw a new record in UK company share in Wirral when compared to any previous second half year.

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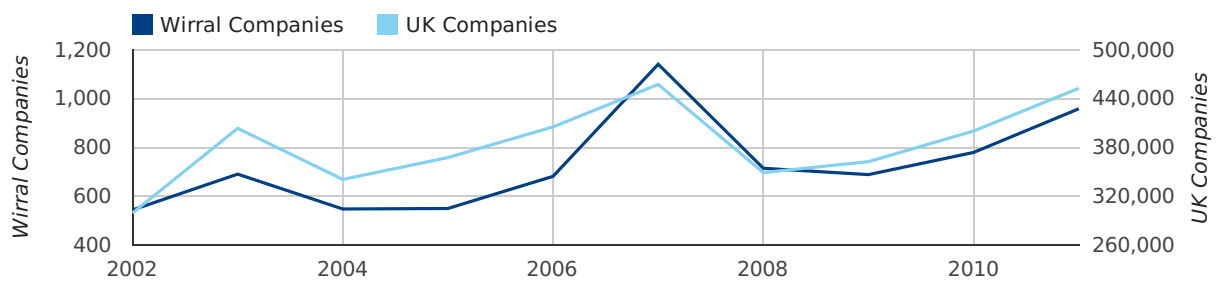
sic data

Annual Data (2011)

A total of 959 companies were formed in Wirral in 2011. This total is 22.9% higher than in 2010 and compares poorly to the UK figure of a 13.1% growth compared to 400,358 the previous year.

YEAR	WIRRAL	UK
2011	959	452,870
2010	780	400,358
2009	689	362,675
2008	715	349,203
2007	1,142	457,649
RECORD YEAR	2007 (1,142)	2007 (457,649)

new companies by year



Half Year Data (Jul-Dec 2011)

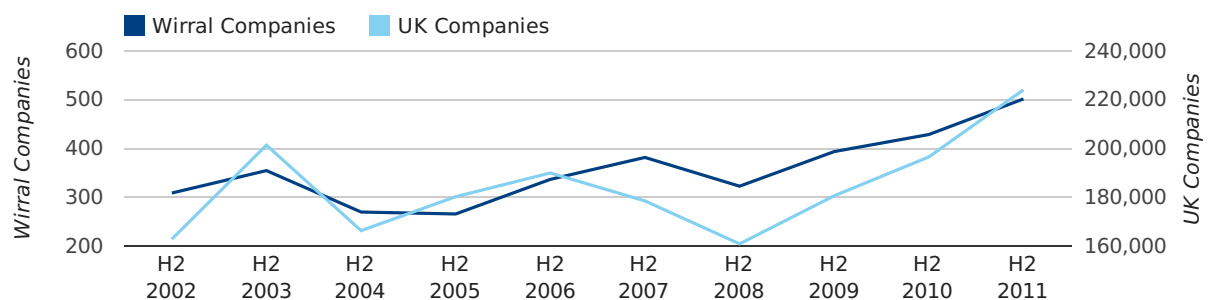
The second half of 2011 saw a new record in company registrations in Wirral when compared to any previous second half year.

In the second half of 2011 a total of 502 companies were formed in Wirral. This figure is 17.0% higher than last year, which compares well to the UK wide figure of 14.0%.

The highest total for a second half year in Wirral occurred in 2011 when a total of 502 were formed.

HALF YEAR (JUL-DEC)	WIRRAL	UK
2011	502	224,135
2010	429	196,609
% CHANGE	17.0%	14.0%
RECORD YEAR	2011 (502)	2011 (224,135)

new companies by half year



Quarterly Data (Q4 Oct-Dec 2011)

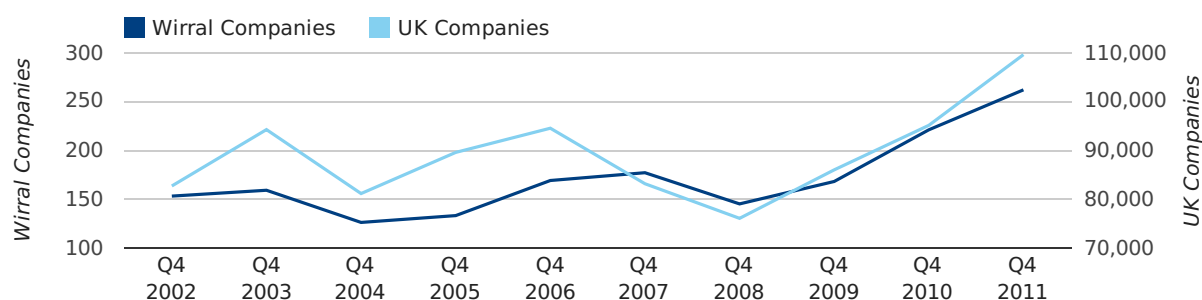
Q4 2011 saw a new record in company registrations in Wirral when compared to any previous Q4.

A total of 262 companies were registered in Wirral during the fourth quarter of 2011 (Oct 2011 - Dec 2011).

This figure is an increase of 18.6% 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)	WIRRAL	UK
2011	262	109,623
2010	221	95,117
% CHANGE	18.6%	15.3%
RECORD YEAR	2011 (262)	2011 (109,623)

new companies by quarter

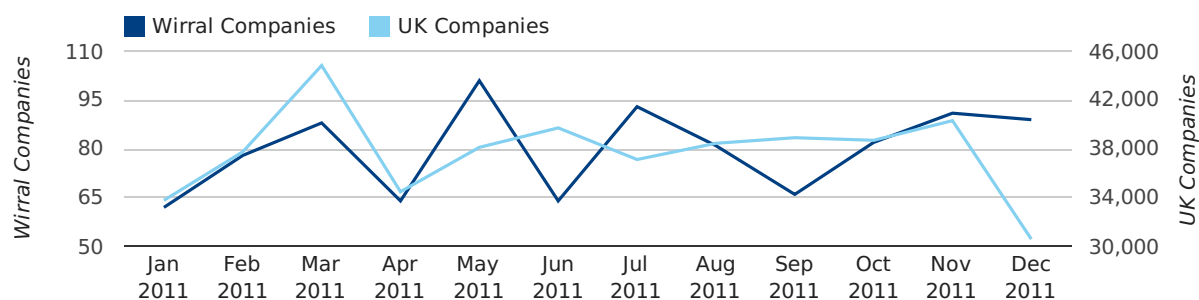


Monthly Data (Oct, Nov & Dec 2011)

December 2011 saw a new record in company registrations in Wirral when compared to any previous December.

November 2011 saw a new record in company registrations in Wirral when compared to any previous November.

new companies by month



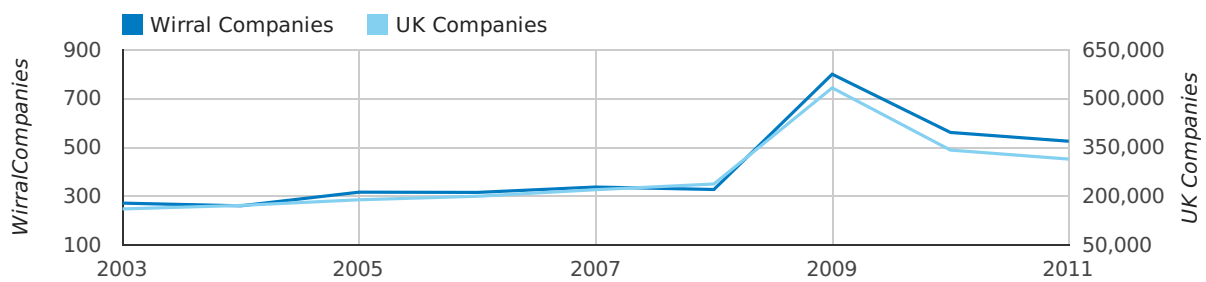
	OCTOBER	NOVEMBER	DECEMBER
NEW COMPANIES IN 2011	82	91	89
NEW COMPANIES IN 2010	85	77	59
% CHANGE	-3.5%	18.2%	50.8%
RECORD YEAR	2007 (95)	2011 (91)	2011 (89)

Annual Data (2011)

A total of 526 companies were dissolved in Wirral in 2011. This total is 6.4% lower than in 2010 and compares favourably to the UK figure of 8.1% decrease compared to the previous year.

YEAR	WIRRAL	UK
2011	526	314,523
2010	562	342,232
2009	801	533,773
2008	328	237,901
2007	338	220,295
RECORD YEAR	2009 (801)	2009 (533,773)

dissolved companies by year



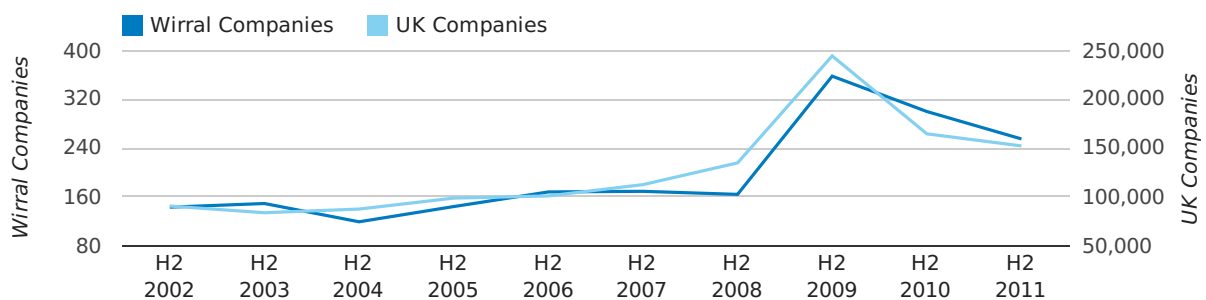
Half Year Data (Jul-Dec 2011)

In the second half of 2011 a total of 255 companies were dissolved in Wirral. This figure is 15.0% lower than last year, which compares well to the UK wide change of -7.5%.

The highest total for a second half year in Wirral occurred in 2009 when a total of 358 were closed.

HALF YEAR (JUL-DEC)	WIRRAL	UK
2011	255	152,213
2010	300	164,601
% CHANGE	-15.0%	-7.5%
RECORD YEAR	2009 (358)	2009 (244,537)

dissolved companies by half year



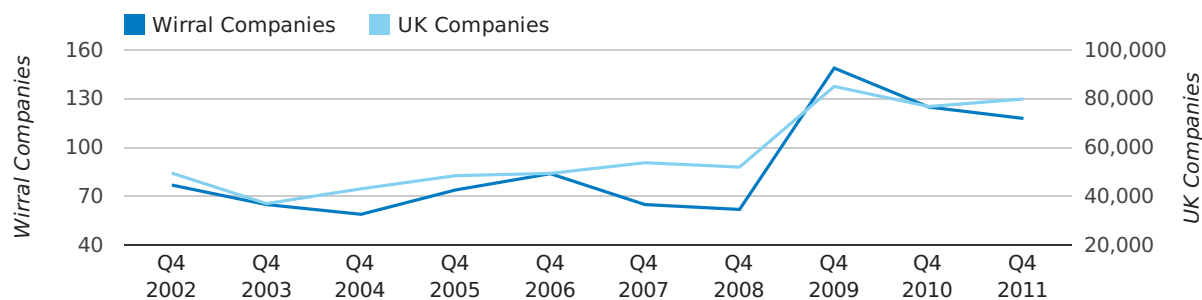
Quarterly Data (Q4 Oct-Dec 2011)

A total of 118 companies were dissolved in Wirral during the fourth quarter of 2011 (Oct 2011 - Dec 2011).

This figure is a decrease of 5.6% 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)	WIRRAL	UK
2011	118	79,983
2010	125	76,896
% CHANGE	-5.6%	4.0%
RECORD YEAR	2009 (149)	2009 (85,136)

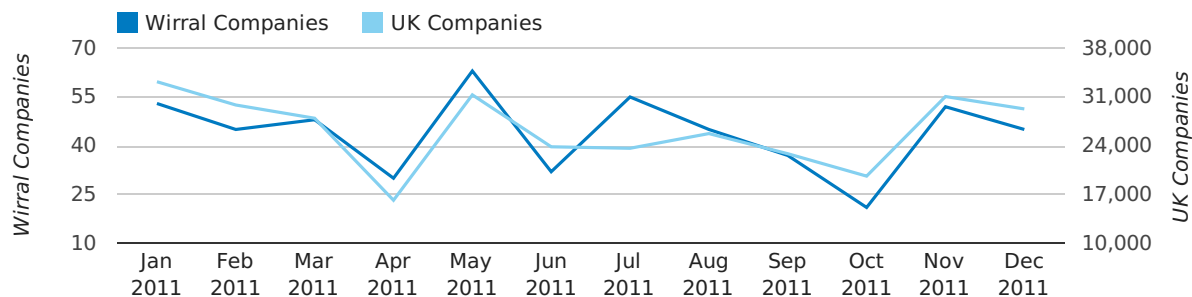
dissolved companies by quarter



Monthly Data (Oct, Nov & Dec 2011)

December 2011 saw a new record in company closures in Wirral when compared to any previous December.

dissolved companies by month



	OCTOBER	NOVEMBER	DECEMBER
CLOSED COMPANIES IN 2011	21	52	45
CLOSED COMPANIES IN 2010	46	57	22
% CHANGE	-54.3%	-8.8%	105%
RECORD YEAR	2010 (46)	2009 (58)	2011 (45)

Annual Data (2011)

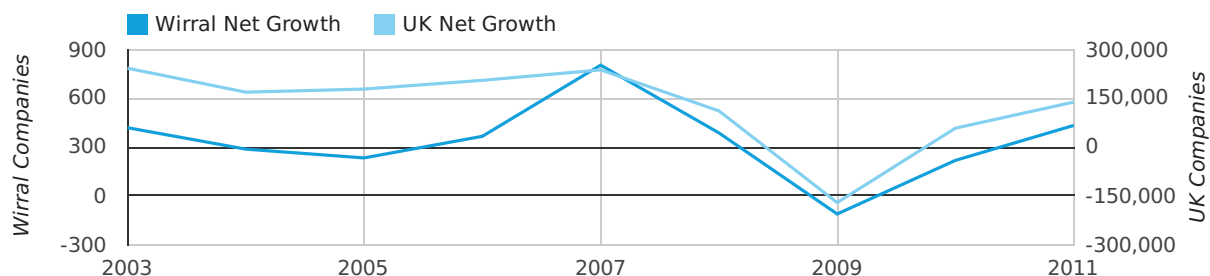
A total of 433 companies were added to the company register for Wirral in 2011. This number represents growth of 55.5% which compares favourably to the UK figure of 34.6%.

This number is 215 companies higher than the previous year.

The highest net company growth figure ever seen in one year came in 2007 when the Wirral company register grew by 804 companies.

YEAR	WIRRAL	UK
2011	433	138,347
2010	218	58,126
2009	-112	-171,098
2008	387	111,302
2007	804	237,354
RECORD YEAR	2007 (804)	2003 (242,543)

net growth by year



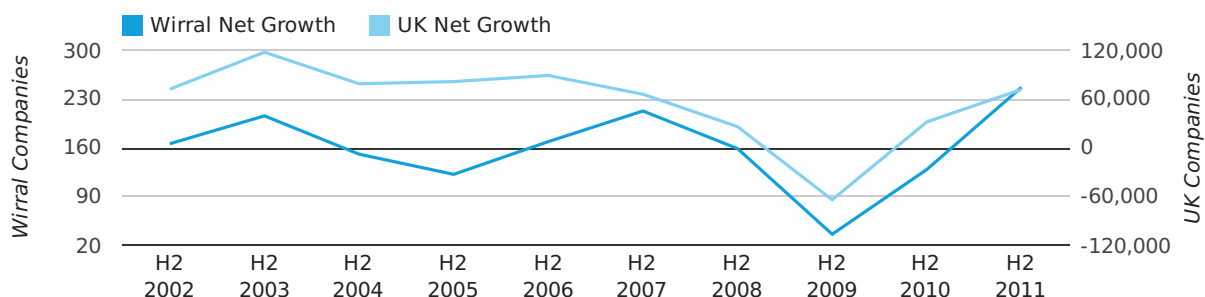
Half Year Data (Jul-Dec 2011)

The second half of 2011 saw a new record in net growth in Wirral when compared to any previous second half year.

In the second half of 2011 the company register for Wirral increased by 247 companies. This figure is 91.5% higher than last year, which compares badly to a UK increase of 124.7%.

HALF YEAR (JUL-DEC)	WIRRAL	UK
2011	247	71,922
2010	129	32,008
% CHANGE	91.5%	124.7%
RECORD YEAR	2011 (247)	2003 (117,772)

net growth by half year



Quarterly Data (Q4 Oct-Dec 2011)

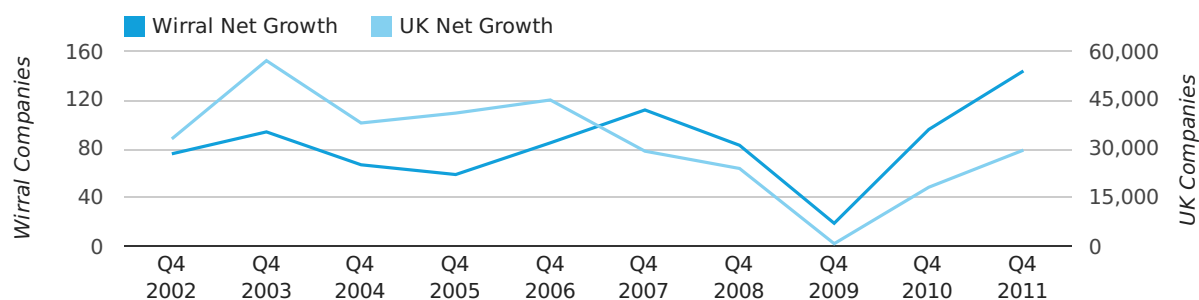
Q4 2011 saw a new record in net growth in Wirral when compared to any previous Q4.

Net company growth for Wirral during the fourth quarter of 2011 (Oct 2011 - Dec 2011) was 144 companies.

This represents an increase of 50.0% on the same period last year.

FOURTH QUARTER (OCT 2011 - DEC 2011)	WIRRAL	UK
2011	144	29,640
2010	96	18,221
% CHANGE	50.0%	62.7%
RECORD YEAR	2011 (144)	2003 (57,175)

net growth by quarter

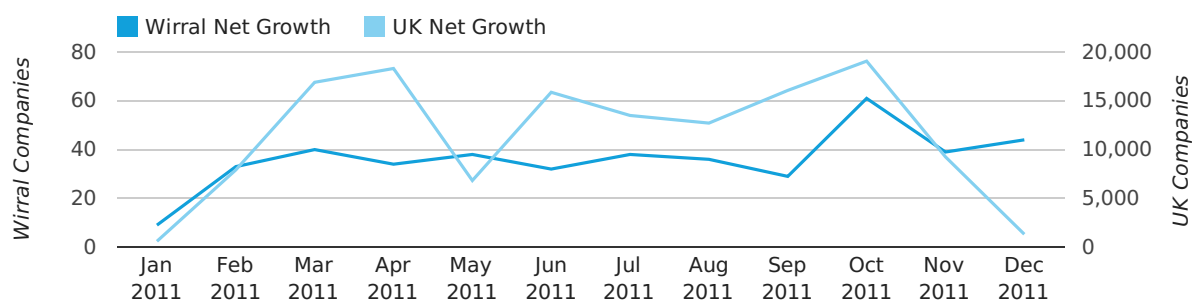


Monthly Data (Oct, Nov & Dec 2011)

December 2011 saw a new record in net growth in Wirral when compared to any previous December.

November 2011 saw a new record in net growth in Wirral when compared to any previous November.

net growth by month



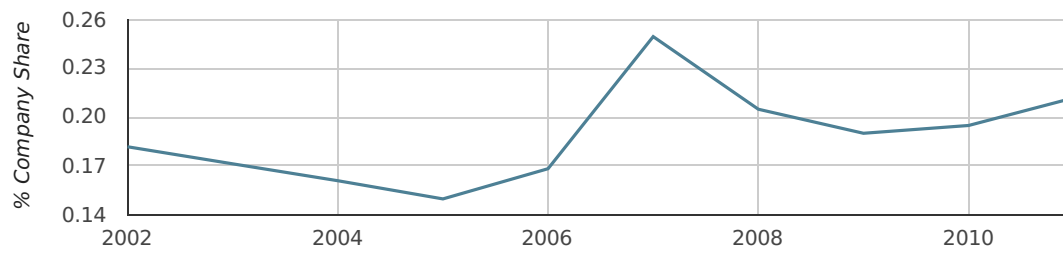
	OCTOBER	NOVEMBER	DECEMBER
NET GROWTH IN 2011	61	39	44
NET GROWTH IN 2010	39	20	37
% CHANGE	56.4%	95.0%	18.9%
RECORD YEAR	2007 (67)	2011 (39)	2011 (44)

Annual Data (2011)

In 2011 Wirral formed 0.2% of all UK companies. This is no change on 2010 when Wirral was responsible for 0.2% of all UK companies.

YEAR	WIRRAL
2011	0.2%
2010	0.2%
2009	0.2%
2008	0.2%
2007	0.2%
RECORD YEAR (SINCE 1960)	2007 (0.2%)

company share by year



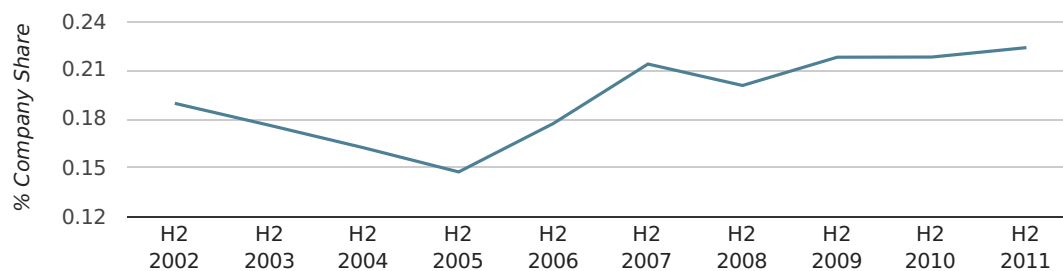
Half Year Data (Jul-Dec 2011)

The second half of 2011 saw a new record in UK company share in Wirral when compared to any previous second half year.

In the second half of 2011 Wirral formed 0.2% of all UK companies. This is the same as the 2010 figure of 0.2%.

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

company share by half year

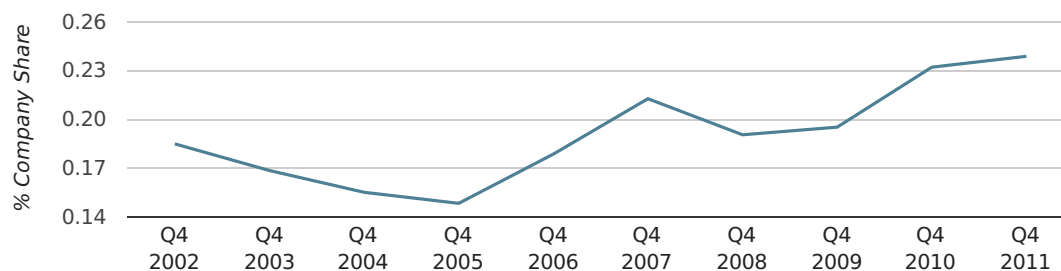


Quarterly Data (Q4 Oct-Dec 2011)

In the fourth quarter of 2011, Wirral formed 0.2% of all UK companies.

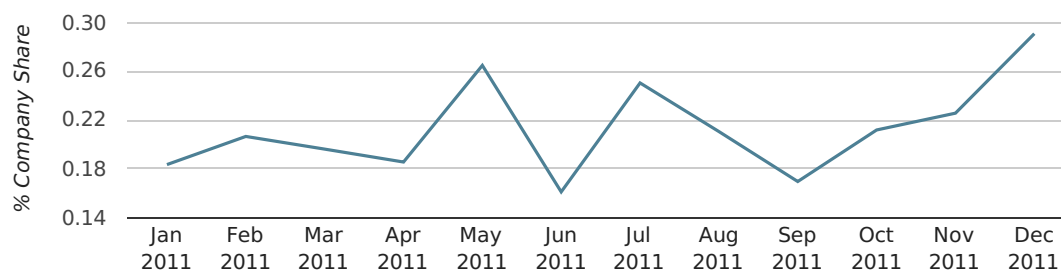
FOURTH QUARTER (OCT 2011 - DEC 2011)	WIRRAL
2011	0.2%
2010	0.2%
2009	0.2%
2008	0.2%
2007	0.2%
RECORD YEAR (SINCE 1960)	1964 (0.3%)

company share by quarter



Monthly Data (Oct, Nov & Dec 2011)

company share by month



	OCTOBER	NOVEMBER	DECEMBER
UK FORMATION SHARE IN 2011	0.2%	0.2%	0.3%
UK FORMATION SHARE IN 2010	0.3%	0.2%	0.2%
% CHANGE	-16.1%	0.7%	33.8%
RECORD YEAR	2007 (0.3%)	1963 (0.3%)	1964 (0.4%)

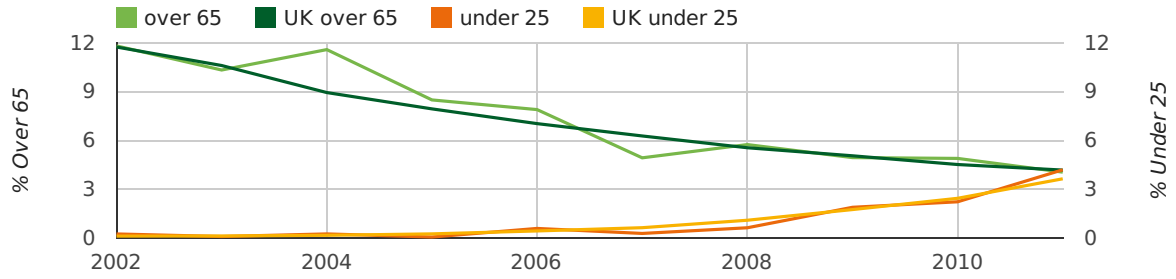
Annual Data (2011)

The average age of a director in 2011 was 44.4.

The percentage of directors under the age of 25 was 4.2% compared to the UK figure of 3.7%.

The percentage of directors over the age of 65 was 4.1% compared to the UK figure of 4.2%.

director age by year



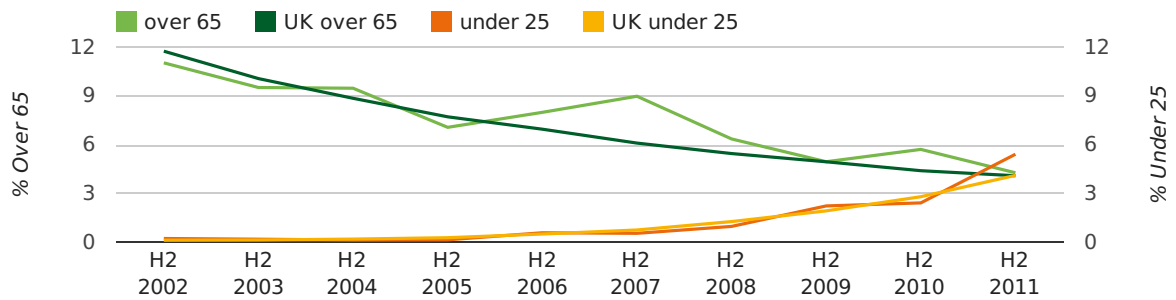
Half Year Data (Jul-Dec 2011)

The average age of a director in the second half of 2011 was 44.4.

The percentage of directors under the age of 25 was 5.4% compared to the UK figure of 4.1%.

The percentage of directors over the age of 65 was 4.3% compared to the UK figure of 4.1%.

director age by half year



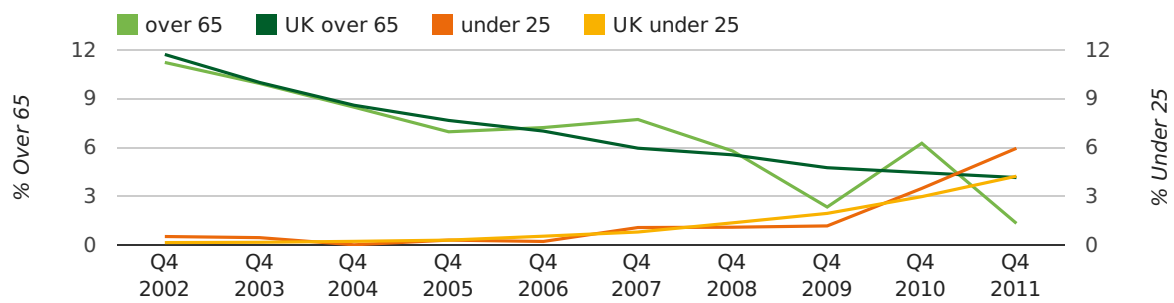
Quarterly Data (Q4 Oct-Dec 2011)

The average age of a director in the fourth quarter of 2011 was 42.4.

The percentage of directors under the age of 25 was 5.9% compared to the UK figure of 4.2%.

The percentage of directors over the age of 65 was 1.3% compared to the UK figure of 4.1%.

director age by quarter

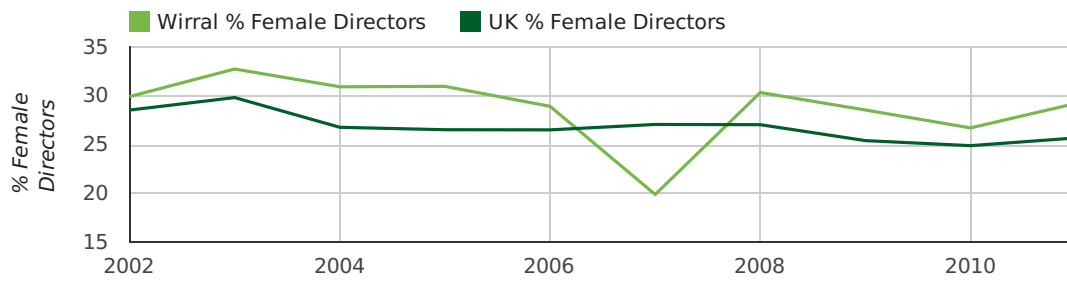


Annual Data (2011)

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

The percentage of female directors in Wirral in 2011 was 29.9%. The average for the UK during this time was 28.6%

director gender by year

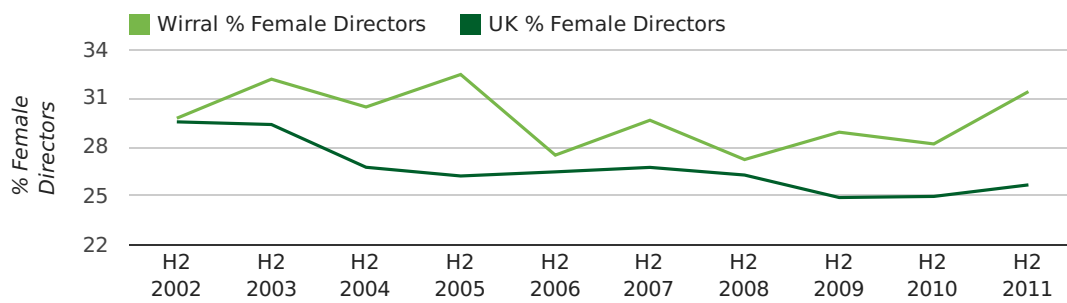


Half Year Data (Jul-Dec 2011)

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

31.4% of all director appointments in Wirral 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

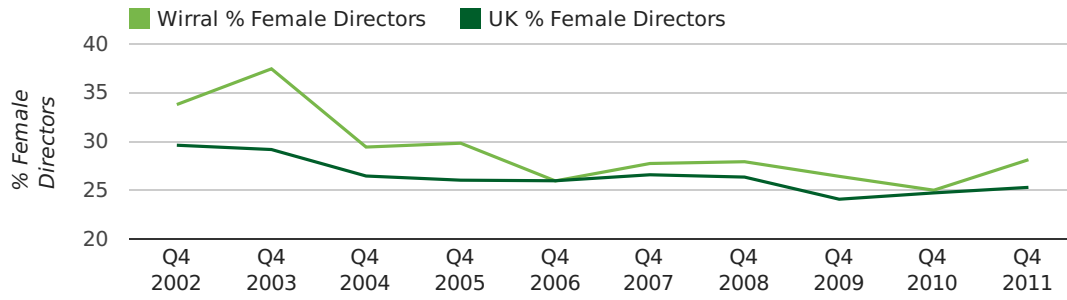


Quarterly Data (Q4 Oct-Dec 2011)

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

28.1% of all director appointments in Wirral 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
BEACH	2.52%	CONSULTING	5.07%
DUNAS	2.52%	MANAGEMENT	4.74%
ENGINEERING	2.25%	CONSULTANCY	3.26%
APARTMENT	1.72%	PROPERTY	2.37%
MANAGEMENT	1.59%	TRADING	2.07%
WIRRAL	1.53%	DESIGN	1.92%
DESIGN	1.39%	ASSOCIATES	1.86%
FRACTIONAL	1.19%	ENGINEERING	1.78%
CONSULTANCY	1.19%	BUSINESS	1.78%
PROPERTY	1.06%	CONSULTANTS	1.76%
CONSULTING	0.99%	CONSTRUCTION	1.73%
CONSULTANTS	0.93%	MEDIA	1.71%
BUSINESS	0.86%	LONDON	1.63%
VILLA	0.86%	J	1.51%
DE	0.80%	INVESTMENTS	1.48%
(NW)	0.80%	GLOBAL	1.46%
CAZINE	0.73%	IT	1.41%
CHATEAU	0.73%	CARE	1.39%
LA	0.73%	PROPERTIES	1.29%
ELECTRICAL	0.73%	ELECTRICAL	1.29%
CARE	0.66%	M	1.27%
COMMUNITY	0.66%	BUILDING	1.26%
CONSTRUCTION	0.60%	ENERGY	1.25%
J	0.60%	S	1.20%
(WIRRAL)	0.60%	ENTERPRISES	1.20%

Previous 36 months, excluding companies less than 12 months old

SIC CODE	NUMBER OF COMPANIES	UK COMPANIES
None Supplied	292	205,525
7487 - Other business activities	183	57,052
82990 - Other business support service activities not elsewhere classified	115	32,483
74990 - Non-trading company	59	8,929
70229 - Management consultancy activities other than financial management	31	17,765
7499 - Non-trading company	30	9,957
74909 - Other professional, scientific and technical activities not elsewhere classified	30	8,671
99999 - Dormant Company	24	21,846
9999 - Dormant Company	23	20,199
62020 - Information technology consultancy activities	22	12,072
96090 - Other service activities not elsewhere classified	20	11,768
9305 - Other service activities	15	9,492
43999 - Other specialised construction activities not elsewhere classified	15	3,342
7414 - Business & management consultancy	15	13,034
7260 - Other computer related activities	12	7,667
62090 - Other information technology service activities	12	7,493
7222 - Other software consultancy and supply	11	7,398
9800 - Residents Property Management	11	1,451
4534 - Other building installation	11	2,091
56302 - Public houses and bars	11	2,308