

Wirral

2012 half year business confidence report



headlines

- June 2012 saw a new record in company registrations in Wirral when compared to any previous June.
- May 2012 saw a new record in company registrations in Wirral when compared to any previous May.
- June 2012 saw a new record in net growth in Wirral when compared to any previous June.
- The first half of 2012 saw a new record in UK company share in Wirral when compared to any previous first half year.
- The first half of 2012 was a record first half year for UK company share in Wirral when compared to any half year in history.

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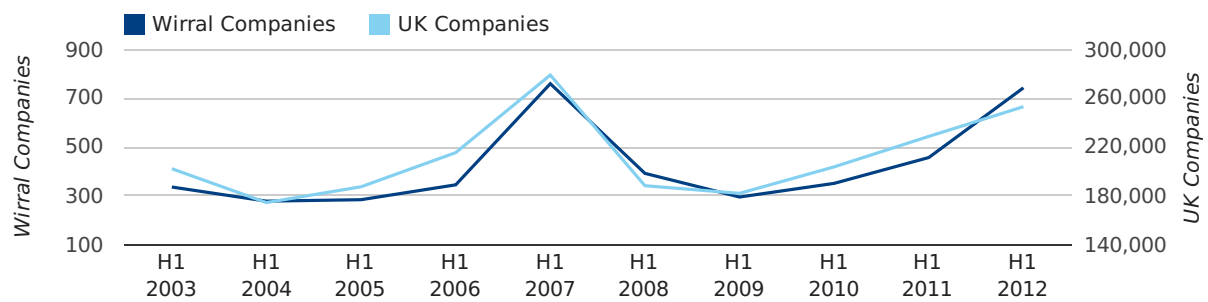
Half Year Data (Jan-Jun 2012)

In the first half of 2012 a total of 743 companies were formed in Wirral. This figure is 62.6% higher than last year, which compares well to the UK wide figure of 10.7%.

The highest total for a first half year in Wirral occurred in 2007 when a total of 760 were formed.

HALF YEAR (JAN-JUN)	WIRRAL	UK
2012	743	253,150
2011	457	228,735
% CHANGE	62.6%	10.7%
RECORD YEAR	2007 (760)	2007 (279,097)

new companies by half year



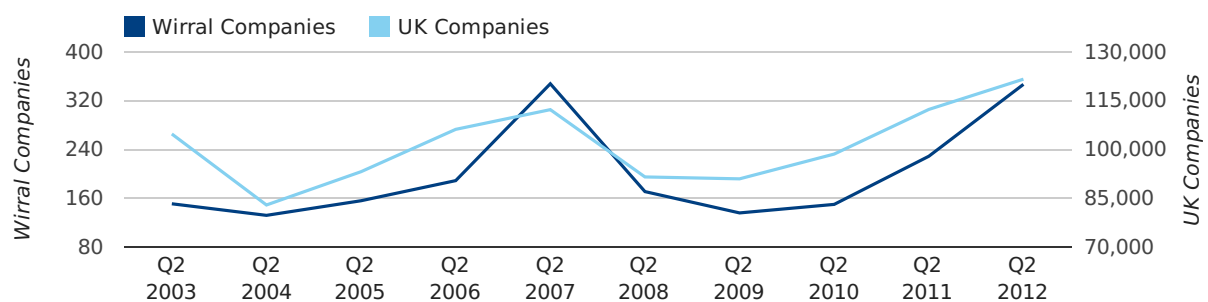
Quarterly Data (Q2 Apr-Jun 2012)

A total of 347 companies were registered in Wirral during the second quarter of 2012 (Apr 2012 - Jun 2012).

This figure is an increase of 51.5% 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)	WIRRAL	UK
2012	347	121,659
2011	229	112,344
% CHANGE	51.5%	8.3%
RECORD YEAR	2007 (348)	2012 (121,659)

new companies by quarter



Monthly Data (Apr, May & Jun 2012)

June 2012 saw a new record in company registrations in Wirral when compared to any previous June.

May 2012 saw a new record in company registrations in Wirral when compared to any previous May.

new companies by month



	APRIL	MAY	JUNE
NEW COMPANIES IN 2012	111	111	125
NEW COMPANIES IN 2011	64	101	64
% CHANGE	73.4%	9.9%	95.3%
RECORD YEAR	2007 (161)	2012 (111)	2012 (125)

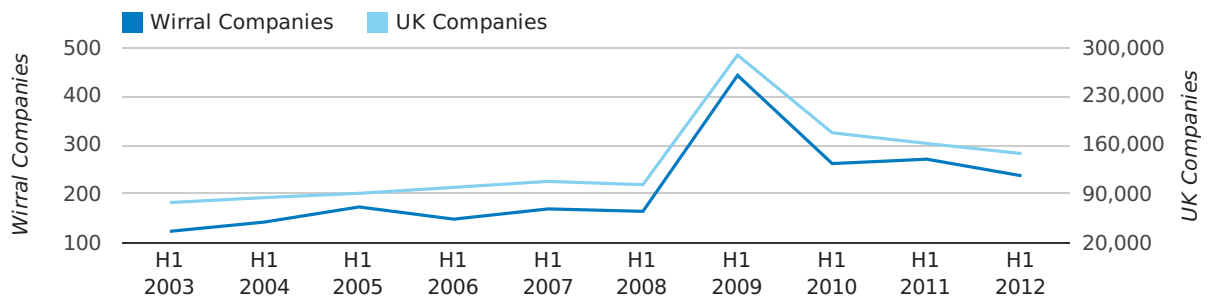
Half Year Data (Jan-Jun 2012)

In the first half of 2012 a total of 237 companies were dissolved in Wirral. This figure is 12.5% lower than last year, which compares well to the UK wide change of -8.9%.

The highest total for a first half year in Wirral occurred in 2009 when a total of 443 were closed.

HALF YEAR (JAN-JUN)	WIRRAL	UK
2012	237	147,793
2011	271	162,310
% CHANGE	-12.5%	-8.9%
RECORD YEAR	2009 (443)	2009 (289,236)

dissolved companies by half year



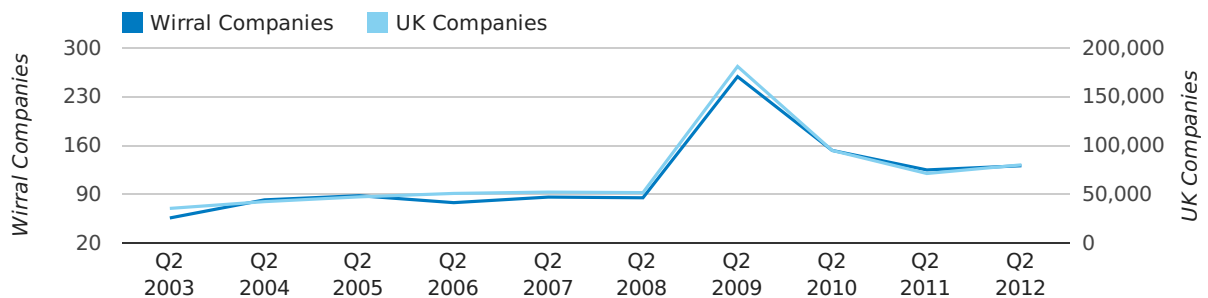
Quarterly Data (Q2 Apr-Jun 2012)

A total of 131 companies were dissolved in Wirral during the second quarter of 2012 (Apr 2012 - Jun 2012).

This figure is an increase of 4.8% versus the same period last year (Q2 2011). This figure compares well 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)	WIRRAL	UK
2012	131	80,217
2011	125	71,324
% CHANGE	4.8%	12.5%
RECORD YEAR	2009 (259)	2009 (181,176)

dissolved companies by quarter



Monthly Data (Apr, May & Jun 2012)

dissolved companies by month



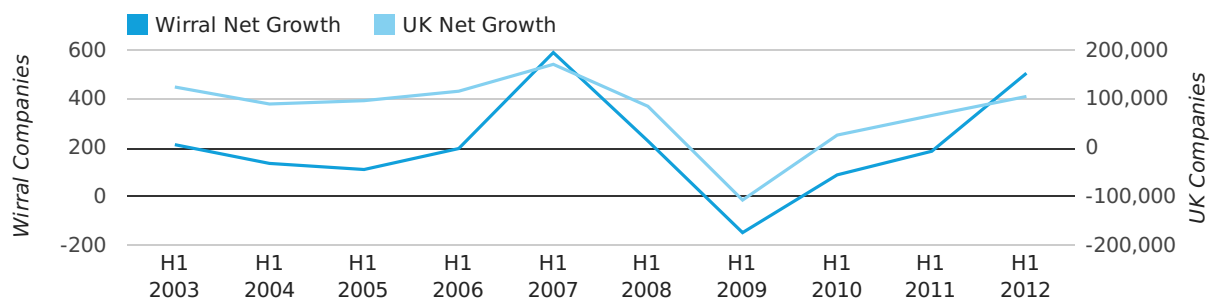
	APRIL	MAY	JUNE
CLOSED COMPANIES IN 2012	28	65	38
CLOSED COMPANIES IN 2011	30	63	32
% CHANGE	-6.7%	3.2%	19%
RECORD YEAR	2009 (64)	2009 (124)	2009 (71)

Half Year Data (Jan-Jun 2012)

In the first half of 2012 the company register for Wirral increased by 506 companies. This figure is 172.0% higher than last year, which compares well to a UK increase of 58.6%.

HALF YEAR (JAN-JUN)	WIRRAL	UK
2012	506	105,357
2011	186	66,425
% CHANGE	172.0%	58.6%
RECORD YEAR	2007 (591)	2007 (171,296)

net growth by half year



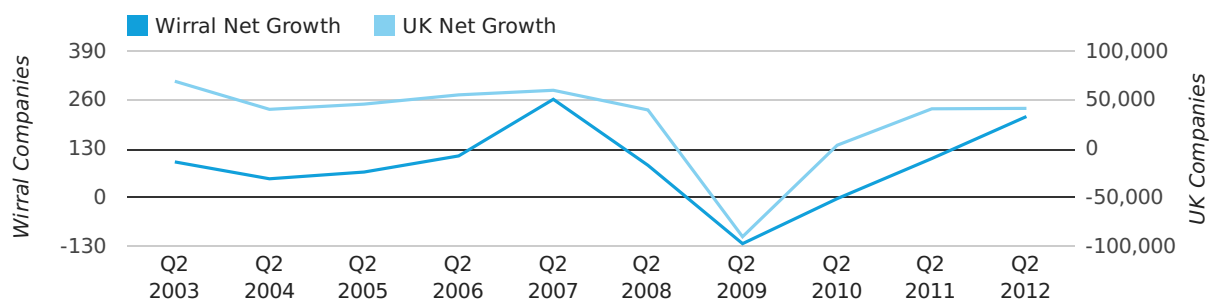
Quarterly Data (Q2 Apr-Jun 2012)

Net company growth for Wirral during the second quarter of 2012 (Apr 2012 - Jun 2012) was 216 companies.

This represents an increase of 107.7% on the same period last year.

SECOND QUARTER (APR 2012 - JUN 2012)	WIRRAL	UK
2012	216	41,442
2011	104	41,020
% CHANGE	107.7%	1.0%
RECORD YEAR	2007 (262)	2003 (69,274)

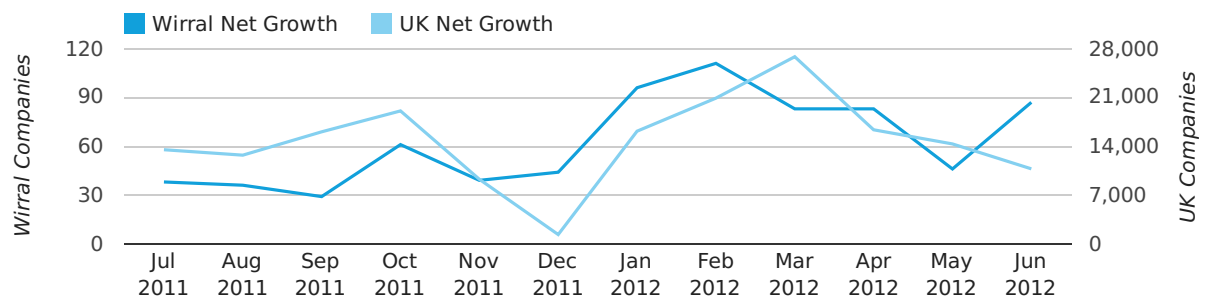
net growth by quarter



Monthly Data (Apr, May & Jun 2012)

June 2012 saw a new record in net growth in Wirral when compared to any previous June.

net growth by month



	APRIL	MAY	JUNE
NET GROWTH IN 2012	83	46	87
NET GROWTH IN 2011	34	38	32
% CHANGE	144.1%	21.1%	171.9%
RECORD YEAR	2007 (144)	2006 (69)	2012 (87)

Half Year Data (Jan-Jun 2012)

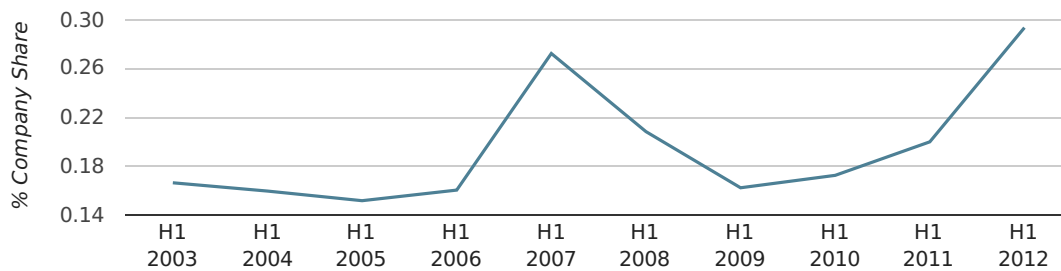
The first half of 2012 saw a new record in UK company share in Wirral when compared to any previous first half year.

The first half of 2012 was a record first half year for UK company share in Wirral when compared to any half year in history.

In the first half of 2012 Wirral formed 0.3% of all UK companies. This is more than the 2011 figure of 0.2%.

HALF YEAR (JAN-JUN)	WIRRAL
2012	0.3%
2011	0.2%
2010	0.2%
2009	0.2%
2008	0.2%
RECORD YEAR (SINCE 1960)	2012 (0.3%)

company share by half year

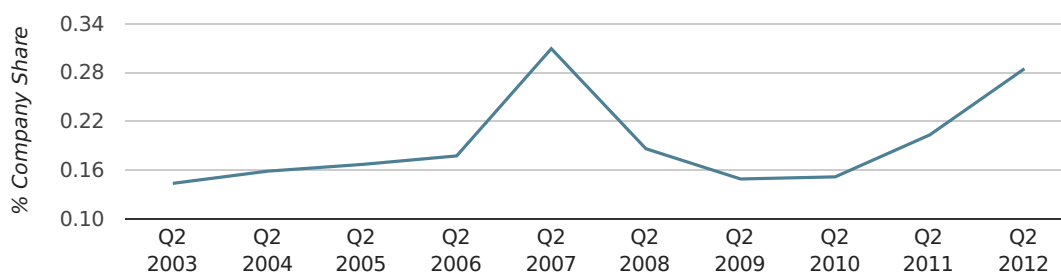


Quarterly Data (Q2 Apr-Jun 2012)

In the second quarter of 2012, Wirral formed 0.3% of all UK companies.

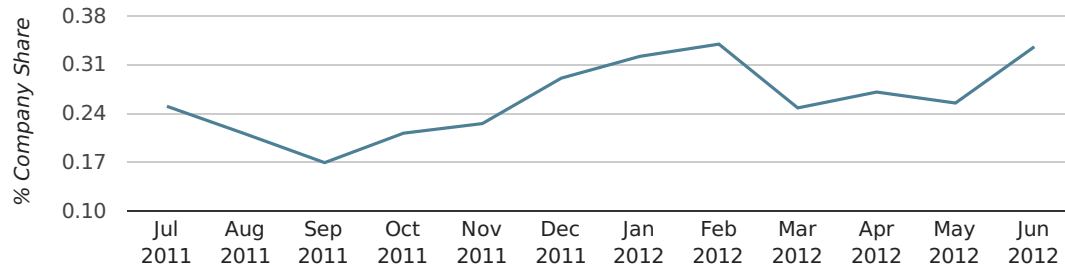
SECOND QUARTER (APR 2012 - JUN 2012)	WIRRAL
2012	0.3%
2011	0.2%
2010	0.2%
2009	0.1%
2008	0.2%
RECORD YEAR (SINCE 1960)	2007 (0.3%)

company share by quarter



Monthly Data (Apr, May & Jun 2012)

company share by month



	APRIL	MAY	JUNE
UK FORMATION SHARE IN 2012	0.3%	0.3%	0.3%
UK FORMATION SHARE IN 2011	0.2%	0.3%	0.2%
% CHANGE	46.0%	-3.7%	108.6%
RECORD YEAR	2007 (0.4%)	2006 (0.3%)	1962 (0.4%)

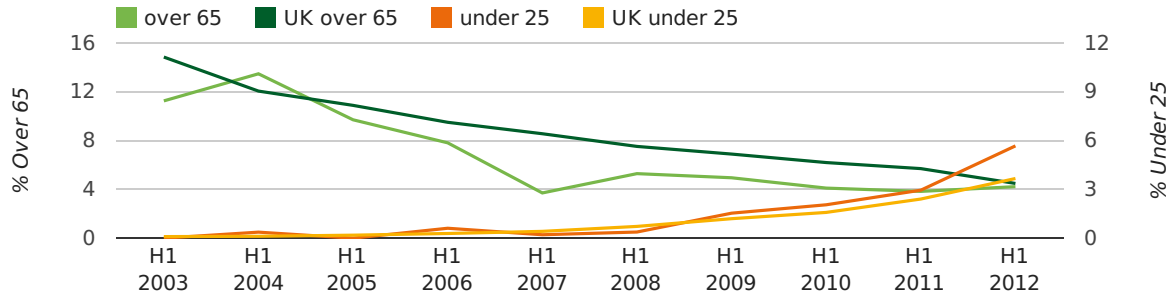
Half Year Data (Jan-Jun 2012)

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 5.7% compared to the UK figure of 4.9%.

The percentage of directors over the age of 65 was 4.2% compared to the UK figure of 3.4%.

director age by half year



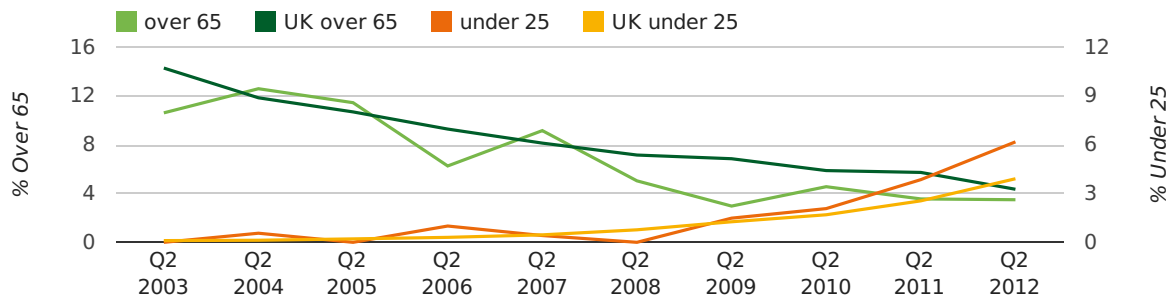
Quarterly Data (Q2 Apr-Jun 2012)

The average age of a director in the second quarter of 2012 was 42.7.

The percentage of directors under the age of 25 was 6.2% compared to the UK figure of 5.2%.

The percentage of directors over the age of 65 was 3.5% compared to the UK figure of 3.3%.

director age by quarter

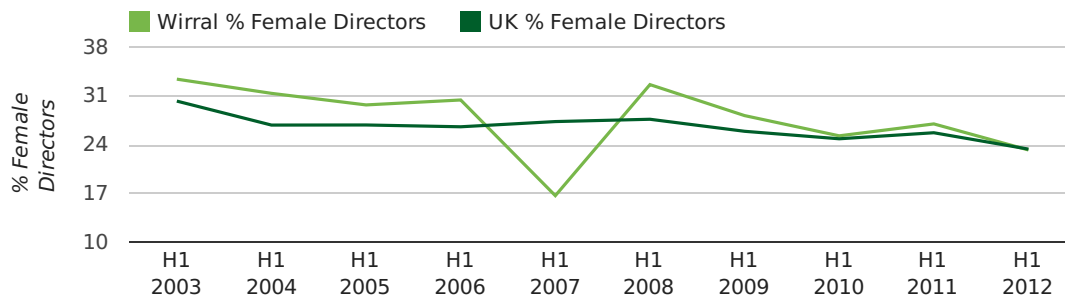


Half Year Data (Jan-Jun 2012)

The record first half year for female directors in Wirral was 1857 when 40.0% of all directors were female.

23.3% of all director appointments in Wirral 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

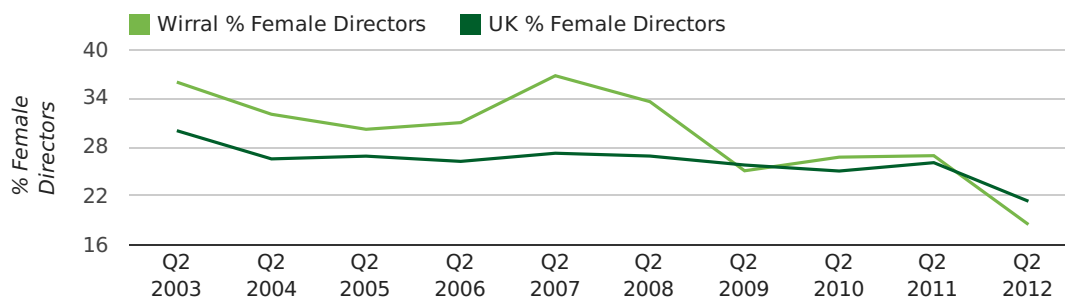


Quarterly Data (Q2 Apr-Jun 2012)

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

18.5% of all director appointments in Wirral 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
BEACH	11.68%	CONSULTING	5.07%
HOTEL	7.97%	MANAGEMENT	4.74%
SUITE	7.86%	CONSULTANCY	3.28%
DUNAS	6.31%	PROPERTY	2.35%
LLANA	5.04%	TRADING	2.10%
APARTMENT	2.99%	DESIGN	1.89%
ENGINEERING	1.72%	ENGINEERING	1.87%
RESORT	1.22%	ASSOCIATES	1.82%
CONSULTANCY	1.22%	CONSULTANTS	1.78%
DE	1.16%	CONSTRUCTION	1.71%
CHATEAU	1.11%	BUSINESS	1.70%
LA	1.11%	MEDIA	1.69%
CAZINE	1.11%	LONDON	1.68%
DESIGN	1.11%	J	1.57%
FRACTIONAL	1.11%	GLOBAL	1.51%
PROPERTY	1.11%	INVESTMENTS	1.48%
MANAGEMENT	1.05%	IT	1.42%
J	1.00%	CARE	1.31%
WIRRAL	1.00%	PROPERTIES	1.31%
CONSULTING	0.94%	M	1.26%
SPA	0.89%	ELECTRICAL	1.23%
SAMRA	0.89%	BUILDING	1.23%
BAY	0.89%	SECURITY	1.19%
MARINA	0.89%	S	1.18%
CONSULTANTS	0.89%	ENTERPRISES	1.17%

Previous 36 months, excluding companies less than 12 months old

SIC CODE	NUMBER OF COMPANIES	UK COMPANIES
None Supplied	370	244,457
7487 - Other business activities	158	47,029
82990 - Other business support service activities not elsewhere classified	122	35,447
74990 - Non-trading company	63	9,706
70229 - Management consultancy activities other than financial management	41	20,390
99999 - Dormant Company	40	26,088
74909 - Other professional, scientific and technical activities not elsewhere classified	34	10,271
62020 - Information technology consultancy activities	26	15,280
96090 - Other service activities not elsewhere classified	23	14,220
7499 - Non-trading company	23	8,023
71129 - Other engineering activities	20	2,453
9999 - Dormant Company	18	16,469
43210 - Electrical installation	16	3,557
7414 - Business & management consultancy	15	10,978
43999 - Other specialised construction activities not elsewhere classified	13	4,091
96020 - Hairdressing and other beauty treatment	13	2,993
68209 - Other letting and operating of own or leased real estate	12	4,535
9305 - Other service activities	12	7,926
69201 - Accounting and auditing activities	11	4,295
7222 - Other software consultancy and supply	10	6,356