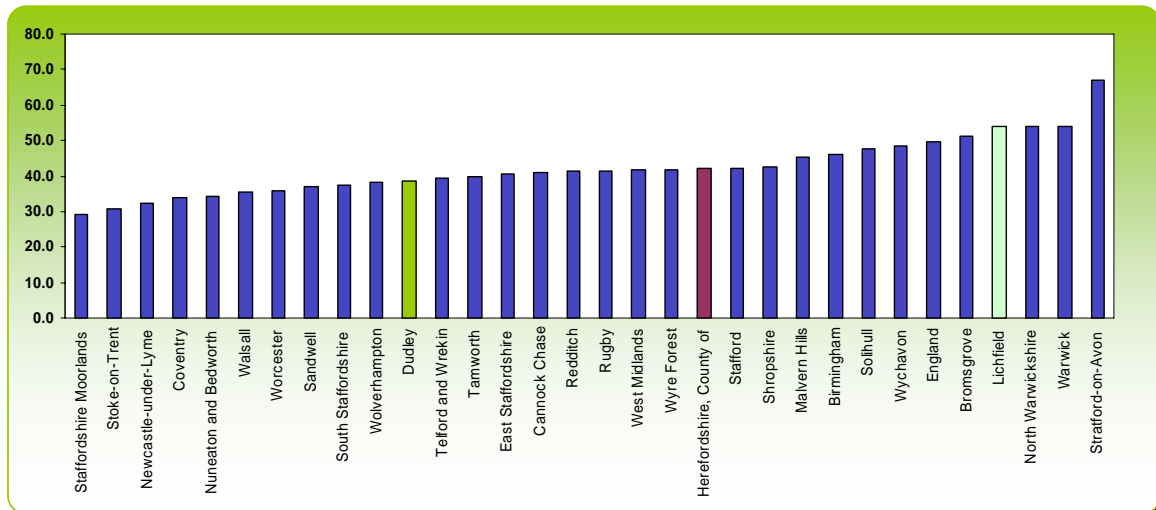


Enterprise

Business Start-Ups

- In 2009, there were 965 new business start-ups¹ in Dudley Borough, a rate of 38.8 new business start-ups per 10,000 population. This rate is the highest in the comparison group, but significantly below the average rates for the West Midlands (41.7) and England (49.6). Coventry has the lowest level of activity in the comparison group with a rate of 33.8 per 10,000 population.
- Of the 30 upper and lower tier local authorities in WM region, Dudley Borough had the 11th smallest number of new start-ups per 10,000 population, demonstrating the low levels of enterprise in the borough, in comparison to the wider region.
- There appears to be a link between the start-up “hotspots” in the region, where performance is above the regional and national averages, and the quality of sites and the wider location offer including for example housing.

**Proportion of Business Start-Ups per 10,000 Resident Population aged 16+
WM Region - 2009**

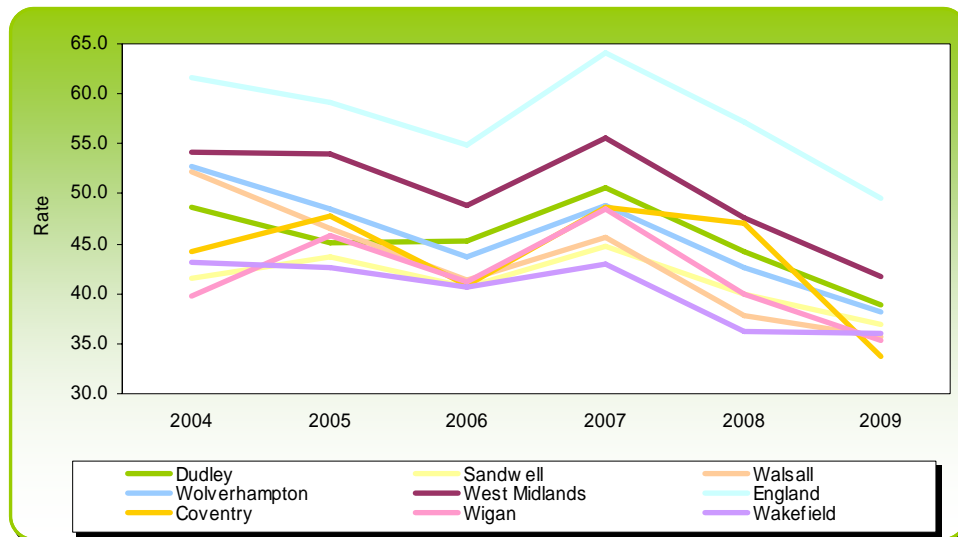


Source: Business Demography 2009, ONS

- In Dudley Borough, there were 135 less new business start-ups than in 2008, a 12.4% decrease in the Borough’s new business start-up rate, compared to 12.4% for the WM region and 13.3% for England.
- Between 2004 and 2009, Dudley Borough saw a 20% decline in the business start-up rate, compared to 23% for the WM region and 19% for England. All areas in the comparison group saw a decrease in the business start-up rate over this period. Walsall experienced the highest decrease at almost 32% and Sandwell and Wigan demonstrated the lowest decrease at 11% for both areas.
- Dudley Borough’s has consistently under-performed over this period compared to regional and national new business start-up rates.

¹ The number of new businesses registering for VAT and PAYE and some smaller businesses reaching the VAT threshold or running a PAYE scheme for the first time. It should be noted that the figures do not give a complete picture of start-up and closure activity in the economy. 2.1m of the estimated 4.3m enterprises in the UK were registered for either VAT or PAYE.

Proportion of Business Start-Ups per 10,000 Resident Population aged 16+ 2004-2009



Source: Business Demography, ONS

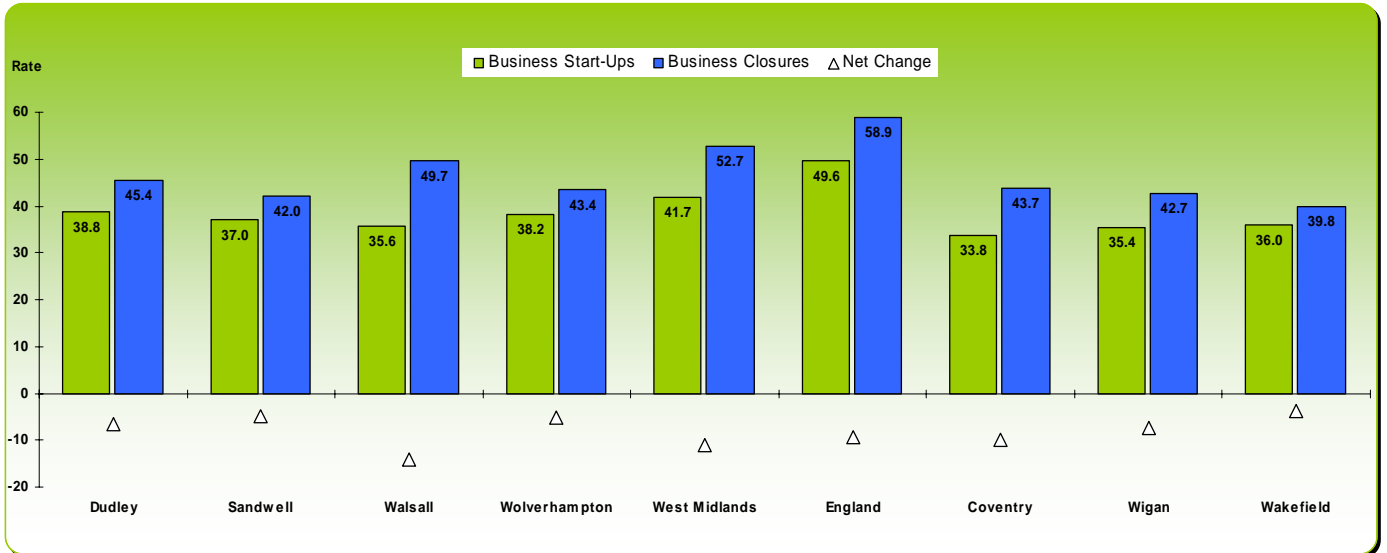
New Business Start-Ups Registration Rate per 10,000 Population (aged 16+) - 2002-2008						
	2004	2005	2006	2007	2008	2009
Dudley	48.6	45.1	45.2	48.5	44.3	38.8
Sandwell	41.6	43.6	40.6	42.8	40.0	37.0
Walsall	52.2	46.5	41.3	44.7	37.9	35.6
Wolverhampton	52.8	48.5	43.7	45.9	42.6	38.2
Black Country	48.5	45.8	42.7	45.6	41.2	37.4
West Midlands	54.1	53.9	48.8	52.7	47.6	41.7
England	61.6	59.2	54.8	59.5	57.2	49.6
Coventry	44.2	47.7	40.9	48.7	47.0	33.8
Wigan	39.8	45.9	41.2	48.5	40.0	35.4
Wakefield	43.2	42.6	40.6	42.9	36.2	36.0

Source: Business Demography, ONS

Business Closures

- 2009 saw a record number of businesses close nationally. The number of business closures in Dudley Borough (1,130) in Dudley Borough outweighed the number of new business start-ups (965). This rate was the second highest business closure rate in the comparison group and compares to a rate of 52.7 for the WM region and 58.9 for England.
- The number of new business start-ups that ceased trading in Dudley Borough in 2009 (1,130) was the highest since 2004.

Business Start-Ups and Closures per 10,000 Population - 2009



Source: Business Demography 2008, ONS

New Business Start-Ups and Closures per 10,000 Population - 2008			
	Business Start-up Rate	Business Closure Rate	Net Change
Dudley	38.8	45.4	-6.6
Sandwell	37.0	42.0	-5.0
Walsall	35.6	49.7	-14.1
Wolverhampton	38.2	43.4	-5.2
West Midlands	41.7	52.7	-11.0
England	49.6	58.9	-9.3
Coventry	33.8	43.7	-9.9
Wigan	35.4	42.7	-7.3
Wakefield	36.0	39.8	-3.8

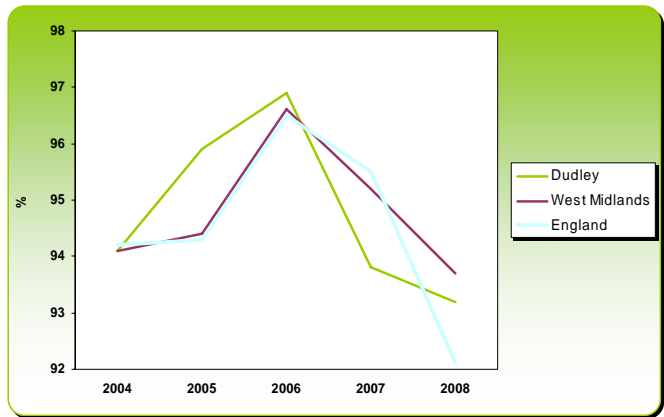
Source: Business Demography 2008, ONS

- Overall, there was a net decrease of 6.6 new business start-ups per 10,000 adult residents in Dudley Borough in 2009. This was a lower decrease than in the WM region (11.0 per 10,000 residents), and England (9.3 per 10,000 residents). Walsall had the highest net decrease in the comparison group with a decrease of 14.1 businesses per 10,000 population. Wakefield had the lowest decrease in the comparison group (3.8 per 10,000 population)

Business Survival Rates

- Of the 1,100 new business registrations in Dudley Borough in 2008, 93.2% were still in business after one year. This rate has reduced from 93.8% in 2007.
- The one-year survival rate for business start-ups in Dudley Borough is slightly lower than the rate for the WM region (93.7%) and higher than the England rate (92.1%). Between 2004 and 2006, Dudley Borough's performance improved each year, exceeding regional and national rates, but has seen a significant drop from this point forwards.

Percentage of Business Start-Ups Surviving after One Year - 2004-2008



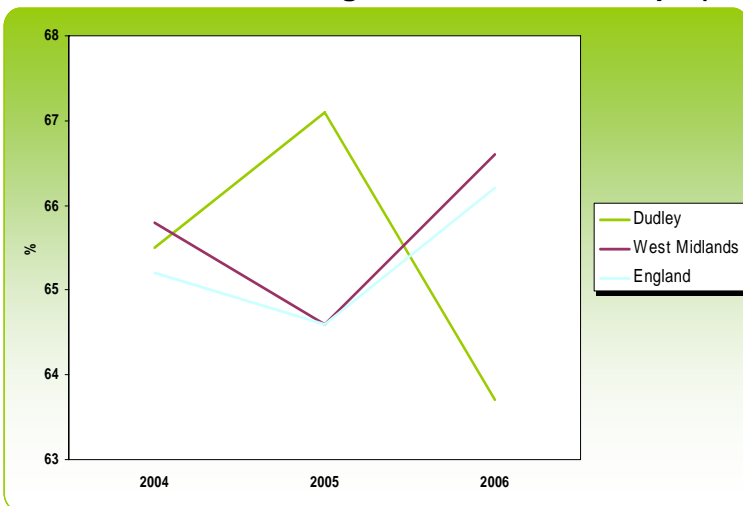
Source: Business Demography, ONS

One-Year Business Survival Rates - 2004-2008					
Area	2004 %	2005 %	2006 %	2007 %	2008 %
Dudley	94.1	95.9	96.9	93.8	93.2
Sandwell	94.1	93.4	95.7	94.9	91.7
Walsall	93.8	94.7	97	97.8	93.4
Wolverhampton	93.5	89.7	96.4	94.3	92.5
West Midlands	94.1	94.4	96.6	95.2	93.7
England	94.2	94.3	96.5	95.5	92.1
Coventry	94	94.4	97	95.7	93.1
Wigan	93.8	93.3	96.1	93.7	94.9
Wakefield	94.1	93.6	95.7	94.4	94.1

Source: Business Demography, ONS

- In Dudley Borough, 63.7% of businesses starting in 2006 survived for at least three years. This is below average rates for the WM region and England (66.6% and 66.2% respectively). Dudley Borough has the 5th highest upper tier local authority survival rate in the WM region.

Percentage of Business Start-Ups (2004-2006) Surviving after Three Years



Area	2004 %	2005 %	2006 %
Dudley	65.5	67.1	63.7
Sandwell	63.3	62.1	61.6
Walsall	63.2	62.0	65.7
Wolverhampton	58.5	54.3	65.1
West Midlands	65.8	64.6	66.6
England	65.2	64.6	66.2
Coventry	64.2	62.4	61.9
Wigan	66.0	63.6	63.1
Wakefield	60.4	63.2	66.4

Source: Business Demography, ONS