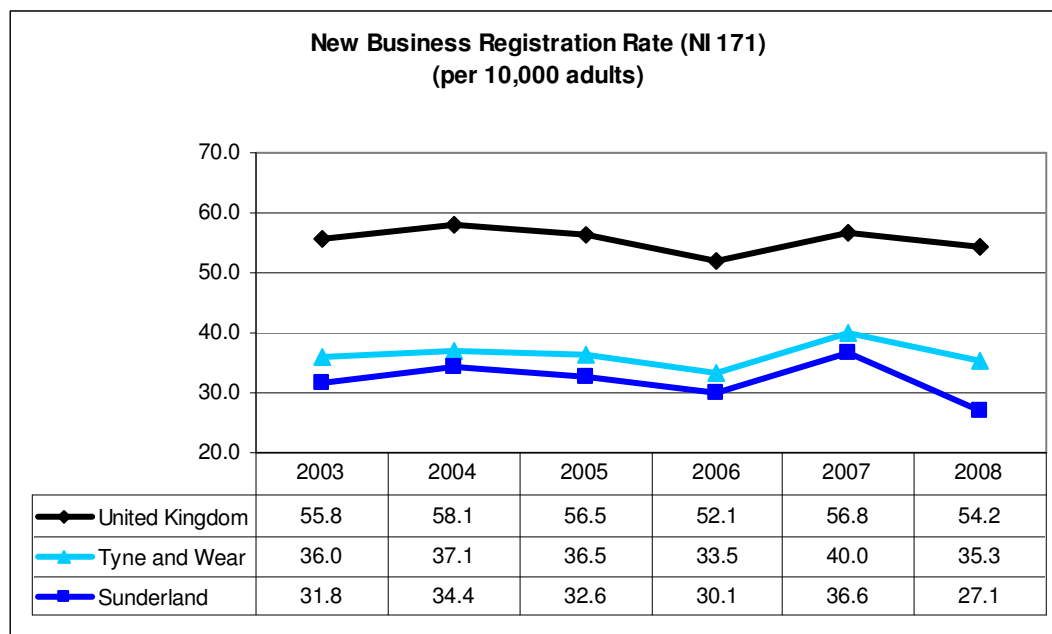


This bulletin provides a summary of key business points for Sunderland¹

KEY POINTS

New Business Registration Rate

- In 2008 the new business registration rate (National Indicator 171) in Sunderland was 27.1². Sunderland's registration rate is only half the UK rate and is the lowest district rate in Tyne and Wear.



Source: Office for National Statistics (ONS).

Active Enterprises and Business Survivals

- Sunderland's five-year survival rate for businesses is 2.5pp lower than the UK; for those born in 2003, 44.1% were still active in 2008 (UK 46.6%), 0.2pp above the Tyne and Wear the five-year survival rate was 43.9%. No Tyne and Wear District had a better five-year survival rate than the UK. There were 5,785 active enterprises in Sunderland in 2008, 14.4% employed 10 or more people (UK 10.5%).³

Business Growth

- In 2008, the number of businesses in Sunderland grew by 0.3% (20). Growth=births minus deaths.

Business Births

- There were 625 business births in Sunderland in 2008. Of these 3.2% (20) employed 10 or more people (UK 3.2%).⁴

Business Deaths

- There were 645 business deaths in Sunderland in 2008. Of these 6.2% (40) employed 10 or more people (UK 3.8%). Caution: business deaths include an element of estimation by ONS.

¹ Businesses are defined using the Office for National Statistics 'Business Demographics' definition, which is much (50%+) wider than the VAT series.

² The rate is given by dividing new business registrations (enterprise births) by the population aged 16+ then multiplying by 10,000. Enterprise births are defined as new businesses registering for either VAT or PAYE (or both) for the first time.

³ Figures in this release are rounded (by the Office for National Statistics) to prevent disclosure.

⁴ Data for 2009 will be available after November 2010.