



# Business Growth Index

A nation of (online) shopkeepers:  
+84% annual growth in digital retail entrepreneurs in 2021

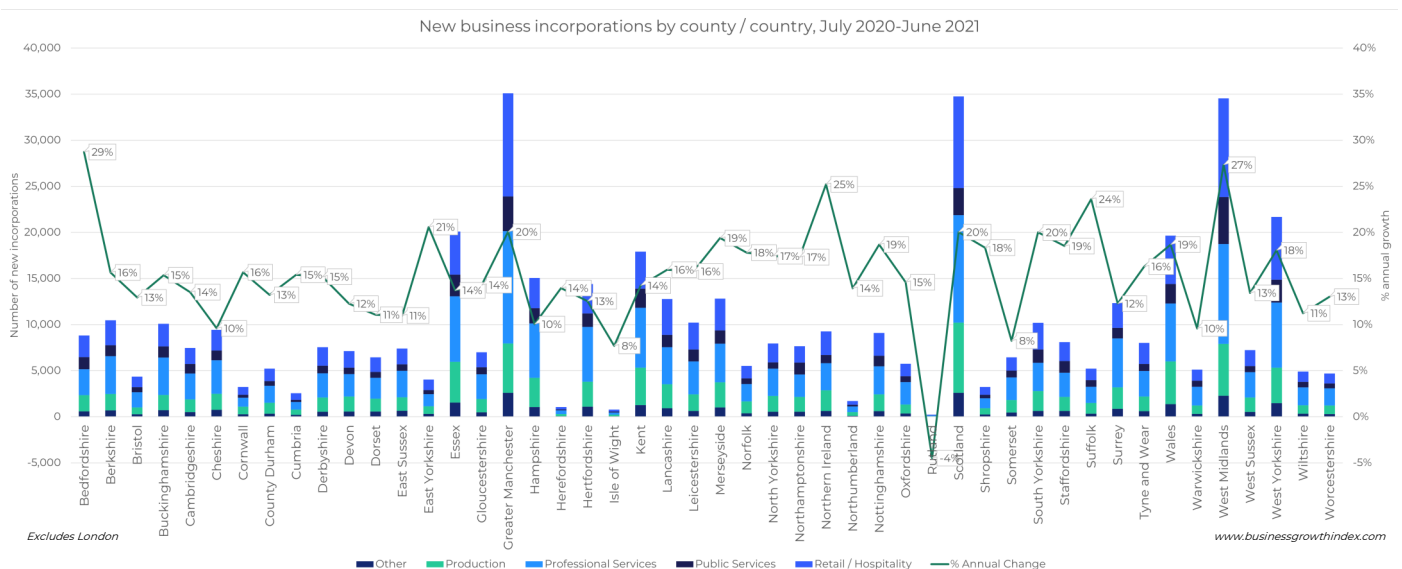
## Growthion Business Growth Index - Report, 2020-2021 (Buckinghamshire Edition)

The *Growthion Business Growth Index - Report 2020-2021* shows that 18% more businesses were incorporated in the year to 30 June 2021 than the year before\* - and the biggest gains (+84%) were in online retail.

Lockdowns, furloughs, challenging working conditions and redundancies created a perfect environment for those with an entrepreneurial bent, not only to reflect on their lives and where their purpose lay, but also to finesse their business ideas and get launching out into the world.

From Bangor to Battersea, Belfast to Basingstoke, Balbeggie to Bridlington, the UK's startup scene surged in the last twelve months - and the *Growthion Business Growth Index - Report 2020-2021* shows exactly which regions, counties and towns saw the highest activity in that most unusual of years. It also details the types of businesses that were created over the period compared with the previous one - and which sectors saw the highest and lowest increases.

It's clear that the pandemic has fundamentally changed the way that those in the UK view their relationships with their careers - and that more people than ever before are starting their entrepreneurial journeys as a result. The *Growthion Business Growth Index - Report 2020-2021* quantifies this seismic change - and provides pathways for each geographical area to sustain its fresh-faced founders.



# Business of the Month Buckinghamshire: @pokita\_uk

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## ETHICALLY MADE ACTIVEWEAR

If you've never heard of a 'skeggings', prepare to be educated. First though, Hannah Younis is talking about how she and Amy Kenworthy came to found Pokita in a pandemic.

"I started playing tennis again at the start of lockdown, and couldn't find any new kit - no nice colours, no good fit - so I ended up chatting to Amy at the side of a road and said 'I can't find anything good, so do you fancy making some?'. And that was literally how the pitch went."

"Hannah was on furlough," continues Amy, "and I'd been made redundant. Neither of us had any experience of this but we both wanted to do something new. And we just thought there's no better time."

"The local area, the community, other small businesses in Buckinghamshire have been so kind," says Hannah. "They've really helped us - this is a great place to start and grow."

And the skeggings? "Leggings combined with a skirt," Amy adds helpfully. "Really comfy, sustainable, look great and just one of the things that we're bringing out at Pokita too." Plenty of inspiration in Amy and Hannah's story, as well as in their unique activewear collection.

*Co-Founders of Pokita, Amy Kenworthy and Hannah Younis*



**"Hannah was on furlough and I'd been made redundant. We just thought there was no better time."**

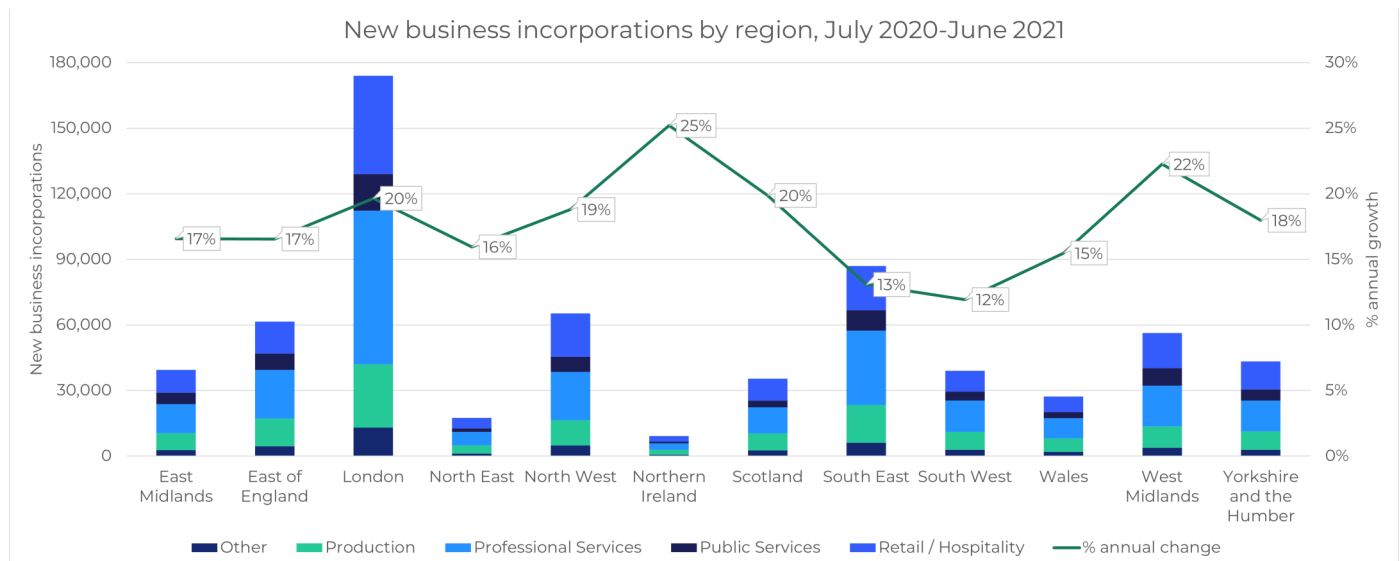
Amy Kenworthy  
*Co-Founder, Pokita*



# SHOP

growthion

# Nationally: +18% more startups in 2020-2021

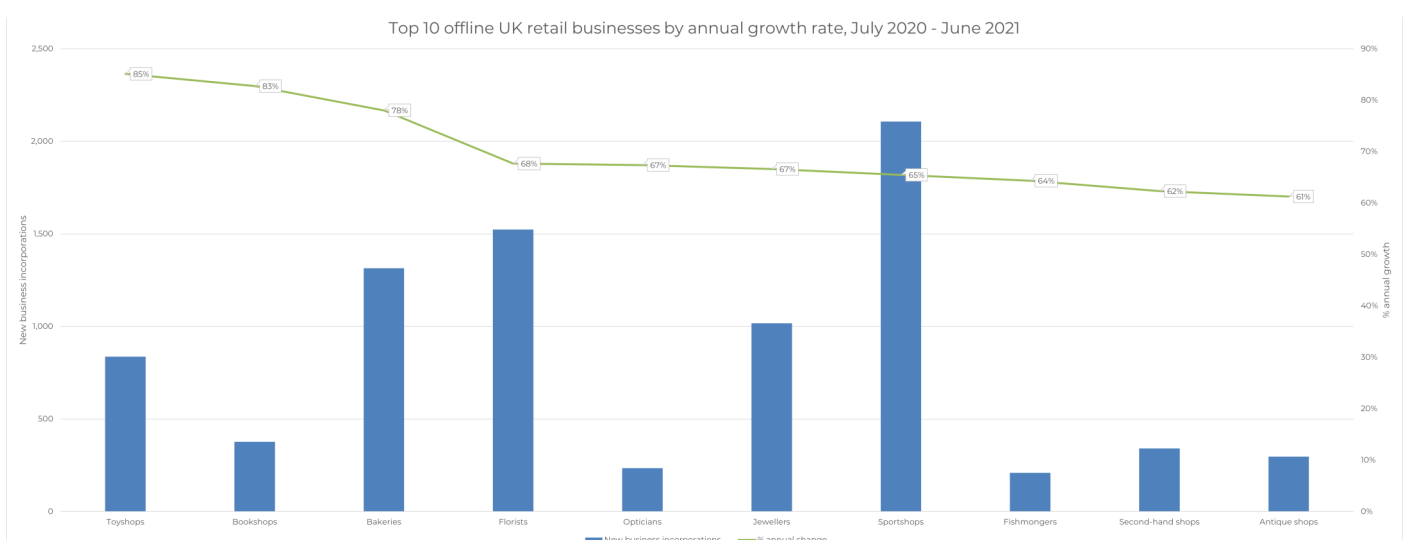


Overall, +18% (+98,161) more new businesses were incorporated in the UK, between July 2020 and June 2021, than had been the case during the twelve months previously\*.

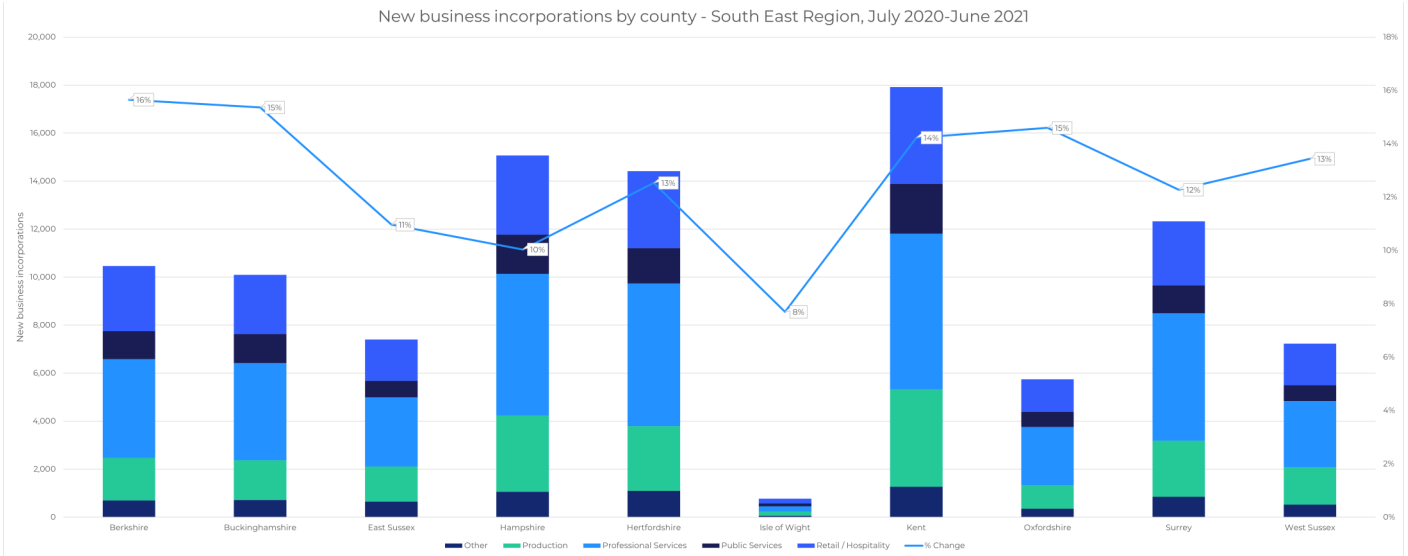
Whilst **London** and the **South East** remained the regions to benefit from the most new startups, other areas - notably **Northern Ireland** and **Scotland** - saw percentage growth as high or higher than these.

In terms of industry type, there has been one clear shift in the profile of businesses being created in 2020/21 compared with the previous year. Whilst every other industry remained broadly similar, in terms of percentage share of businesses started, **Retail** - a sector whose headlines more often speak of crippled High Streets and fallen iconic brands - has seen a boom in business creations.

Unsurprisingly, given the coronavirus pandemic, of the +45% (+39,076) retail entrepreneurs newly active in the year, many have chosen the online route (+84%, +17,406) - although offline specialist and pop-up retail business have been registered at a high rate of growth too. Physical **Toyshops** (+85%, +385), **Bookshops** (+83%, +171) and **Bakeries** (+78%, +576) have all seen significant entrepreneurial zeal over the last 12 months - and this surge in hyper-localism seems destined to continue for some time to come.



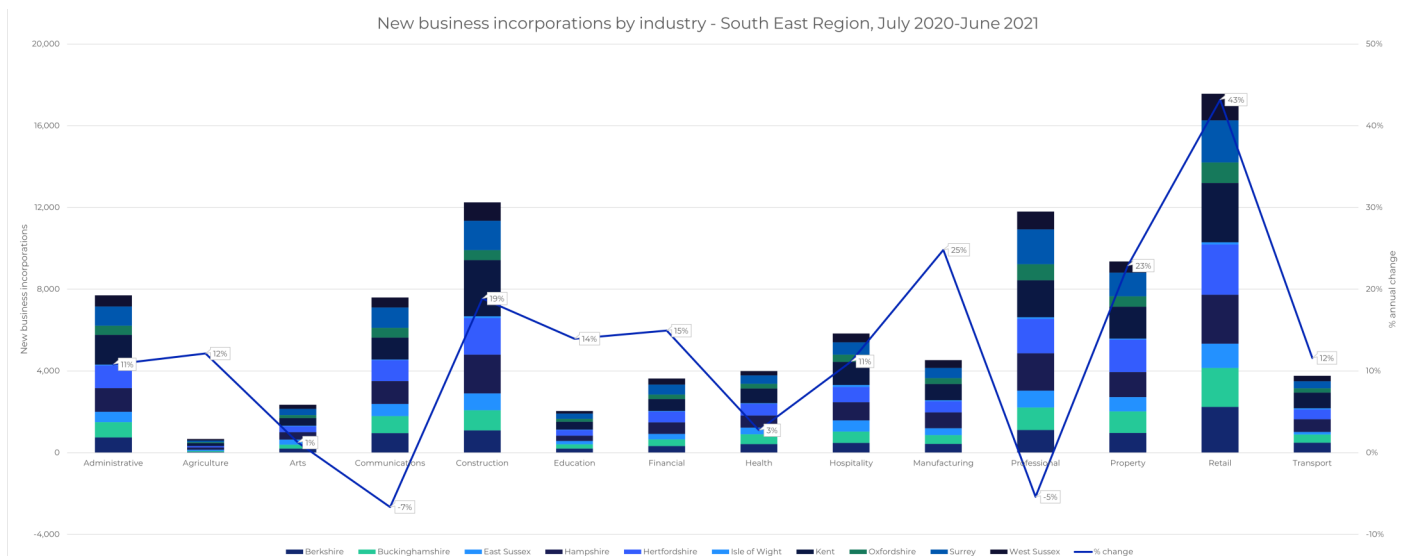
# Regionally: +13% more startups in South East



What the **South East** lost in terms of its comparable growth with other regions - it posted +13% more startups in 2020/21 than it did in 2019/20, against the **UK** average of +18% - it made up for in the sheer volume of businesses (+100,354) being freshly incorporated in its leafy streets.

**Berkshire** saw the highest growth in ambition in the region, with +16% more launches in the county than the year before. **Kent** was the most populous for new entrepreneurs in the year, posting +17,917 (+14%) of the region's tally all on its own.

**Retail** was the dominant industry for startups in the region over the last year, with +43% more launches than the previous twelve months. Whilst physical **Shops and Stores** is up +65% (+4,780) in the **South East** across this pandemic year, the real winner has been the **Online and Mail Order** retail startup category, with +107% more launches than the previous year - thereby overtaking **Shops and Stores** as the biggest retail driver of business growth in the region.





01 Pc Product Concept	02 Pd Product Design	03 Ps Product Service	04 Pp Product Pricing				
	05 Pu Product USP	06 Mb Marketing Brand	07 Mi Marketing Intel	08 Mc Marketing Content			
	09 Md Marketing Distribution	10 Ma Marketing Advertising	11 Sp Sales Process	12 Sc Sales Collaboration	13 Sg Sales Goals	14 Sa Sales Activity	
							15 Ss Sales Success

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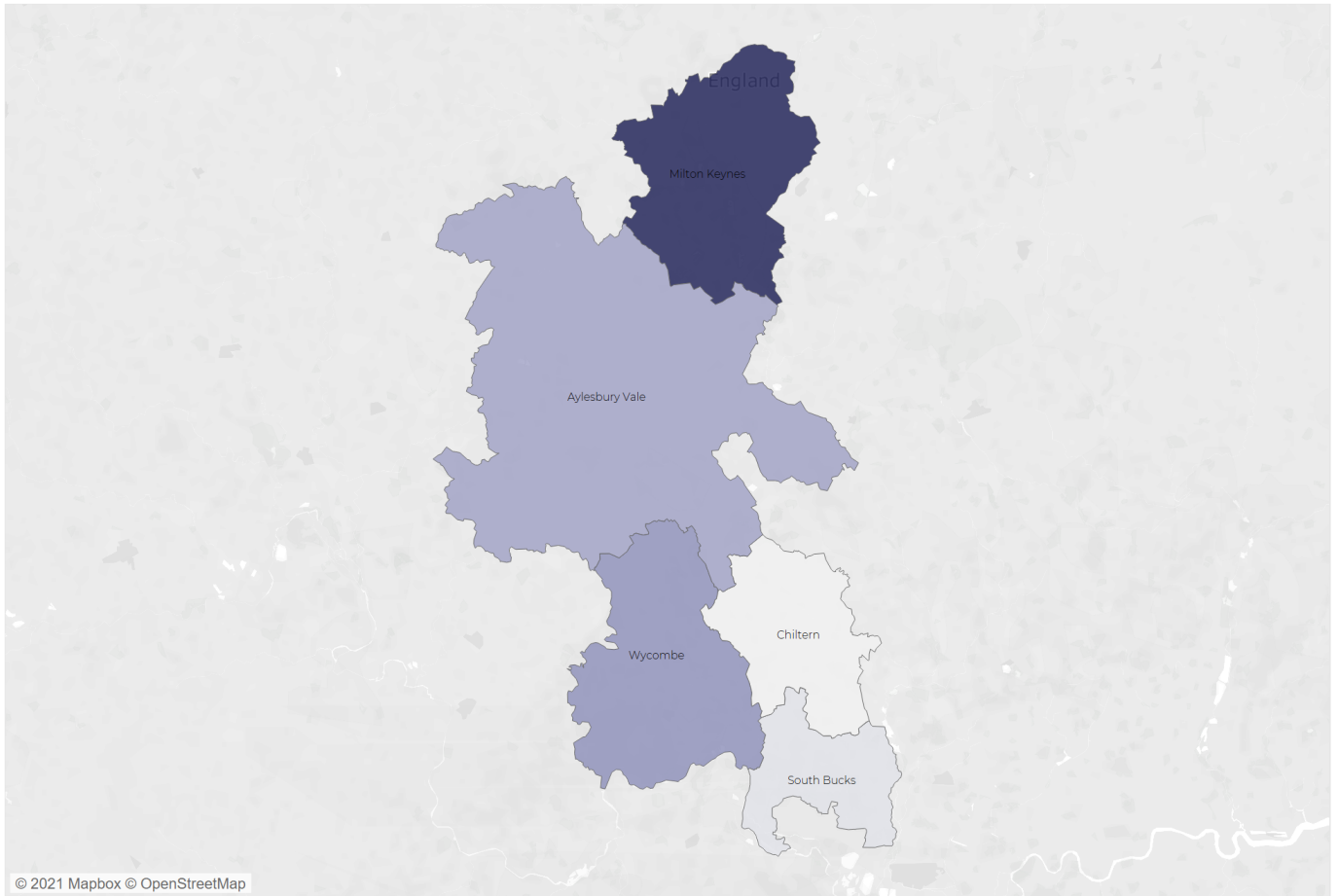
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# Locally: Buckinghamshire: #BGIGrowthArea

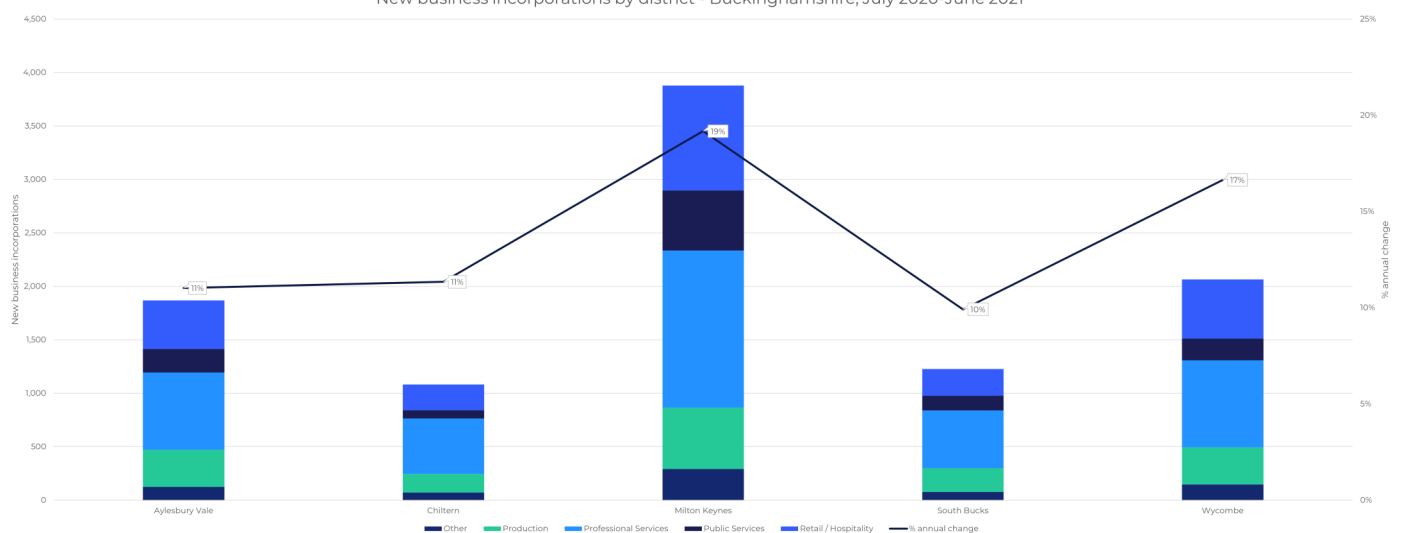
## Buckinghamshire



### Local Headlines:

- Milton Keynes district saw both the highest growth (+19%) and startup number (+3,878)
- However, it was Wycombe's Abbey ward that had the highest startup volume growth (+101, +37%)
- This was offset, however, by The Risboroughs' -33 less startups than the year before (-38%)

New business incorporations by district - Buckinghamshire, July 2020-June 2021



# Appendix A

## How the Business Growth Index is created

*The Growthion Business Growth Index has been built to be a resource for everyone who has an interest in the number, geography and type of new businesses being created in the UK.*

The ~5m records on Companies House represent around 72% of the total UK business population. This figure is derived by comparing the Government's January 2020 figure of 5,980,520 with the Companies House total in that month of 4,318,069 live businesses. As such, Companies House contains the largest, most-accurate and most up-to-date proxy for business growth available to the public in the country.

*The Growthion Business Growth Index is crafted from Companies House information going back for decades, using a unique algorithm which can accurately track genuine trends across geographies and industries.*

But the source data isn't perfect. One of its key deficiencies is that its information is provided by the company directors themselves. This can lead to some skewed comparative data, for example when a single address which they have access to is used by directors to set up multiple bogus companies.

*The Growthion Business Growth Index has an carefully-honed process that discovers and removes suspect companies from the data, to enable as accurate reporting on movements and trends as is possible.*

With two major reports each year, plus twelve monthly ones, the *Growthion Business Growth Index* is an invaluable resource for anyone with an interest in the UK's business growth. From startups to sector stars, from incorporations to liquidations, tracking the country's business population - particularly in the years after the Covid pandemic - has never been so important.

Whether you're a council wanting reliable data so that you can organise support for startups and scaleups in your region, county, district or ward - or a news source looking for an insight into a particular local industry or trend - the *Growthion Business Growth Index* is your go-to resource for understanding the businesses in your locality.

# Appendix B

## Growthion - Growth Execution

*Growthion* - short for 'growth execution' - is a unique consultancy dedicated to helping small and medium-sized enterprises (SMEs) to grow, fast. Founded by startup veteran Mal McCallion, it draws on his experience of bringing [Zoopla](#) and [Primelocation](#) to market, pre-revenue, to empower entrepreneurs to build the businesses they love.

Growthion helps thousands of entrepreneurs and growth leaders through its daily, free *Growth Execution Tips*, with hundreds more gaining insights from the *Growth Execution Podcast*, *Growth Execution Academy* and the *Growth Execution Group* on Facebook.



We need to do more to understand and nurture our entrepreneurs in every area of the UK. The *Growthion Business Growth Index* is a key part of understanding who is setting up businesses today, where they are doing so and why - and what they need to succeed.

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