



## **Bridgend County Borough Profile – 2018**



## Introduction

Bridgend County Borough is located in the heart of South Wales, centered between the principality's two main cities; Cardiff to the east and Swansea to the west.

The county borough is bordered by Neath Port Talbot to the west and north, Rhondda Cynon Taff also to the north and north east, and by the Vale of Glamorgan to the east. It has an area of about 25,500 hectares and has a population of **143,400** (ONS Population estimate).

Extending approximately 20km from east to west, the area encompasses the Ogmore, Garw and Llynfi valleys to the north, and bordering the Bristol Channel to the south.

The main commercial centres are Bridgend and Maesteg and the seaside resort of Porthcawl.

Bridgend is the largest of these towns and is the administrative centre for the area. The county borough benefits from excellent transportation infrastructure with the M4 motorway crossing the southern part of the county borough in an east-west alignment, providing speedy access to Cardiff, Swansea and the rest of South Wales and beyond. There are three motorway junctions (35 – 37) within the county borough. Additionally, an inter-city high speed rail service linking the area with the whole of the national rail network provides fast and efficient rail transport whilst Cardiff Airport is only 15 miles away. Bridgend is also well connected to the sea ports, with Barry, Cardiff, Port Talbot and Swansea within 30 minutes drive-time.

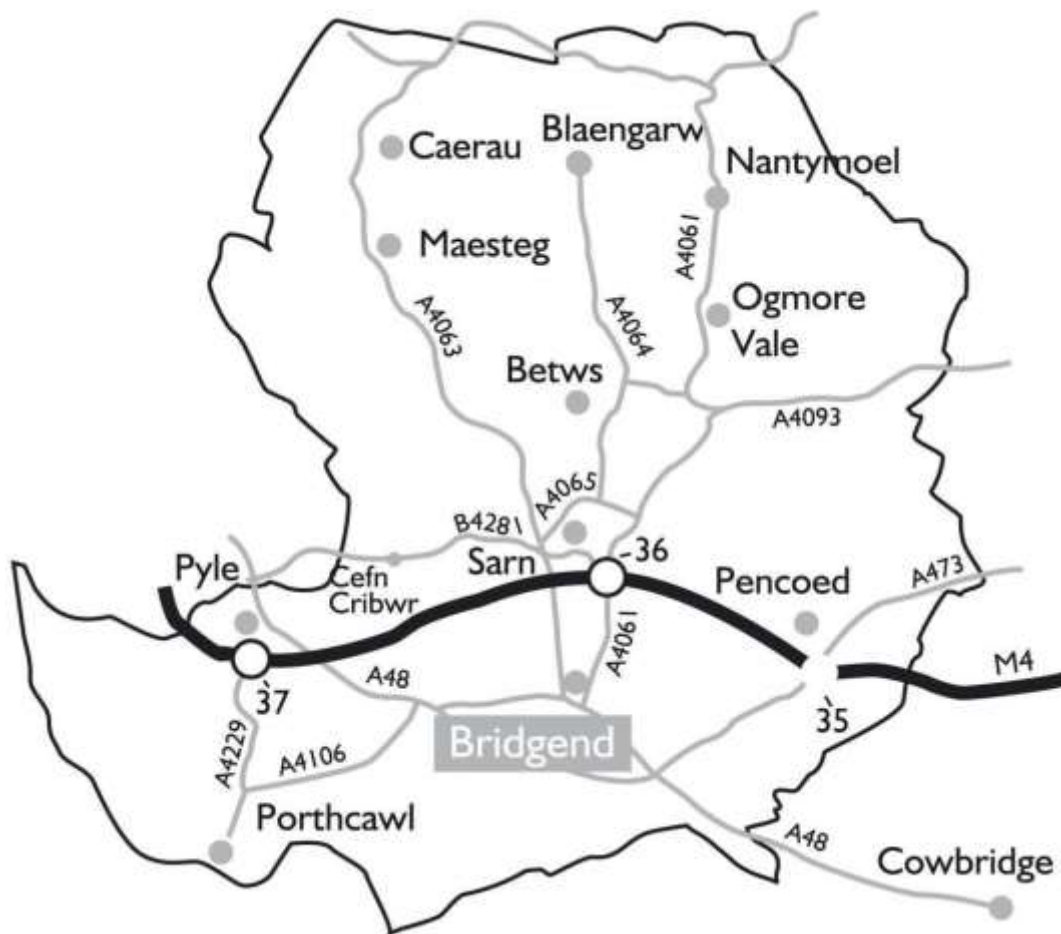


Figure 1 above shows the county borough's main roads and settlements

## Support for business in Bridgend County Borough

Bridgend County Borough falls within the West Wales and Valleys area for European regional aid purposes. This comprises 15 of Wales' 22 local authorities. Over the period 2014 to 2020 approximately £1.4billion of European Union support will be invested in the area in an endeavour to stimulate economic development and growth. Alongside this, the whole area is designated an assisted area which allows the highest levels of state aid to be awarded to businesses seeking to invest.

Although the county borough has strong links both east and west, it falls into the remit of the Cardiff City Region. This is likely to have a significant influence on economic development and infrastructure investment across the region over the forthcoming years. It takes in 10 local authority areas covering the whole of south east Wales. For further information click [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/508268/Cardiff\\_Capital\\_Region\\_City\\_Deal.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/508268/Cardiff_Capital_Region_City_Deal.pdf)

Bridgend County Borough has a number of large and globally recognised companies in the area including Ford which manufactures engine motors at their Waterton site (south Bridgend) and Sony, which manufactures broadcast cameras and has a technology service centre at its base at Pencoed. A full list of key companies is set out on pages 10 – 11.

The Welsh Government offers support to key sectors in Wales – advanced materials / manufacturing, creative industries, construction, energy / environment, financial & professional services, food & farming, information & communications technologies, life sciences and tourism.

Support for local businesses from the council includes schemes to support start-up businesses and existing SMEs. There is also a focus on supporting the regeneration of the main commercial centres – Bridgend, Maesteg and Porthcawl. This includes physical improvements, assistance to town centre businesses and events to bring more people into the towns. Under the Vibrant and Viable Places framework, the £6million Rhiw Gateway Scheme has been completed. As well as a new car park for shoppers, affordable town centre homes and commercial units have been brought forward.

The council's Economy Team also provides the support framework for the Bridgend Business Forum which offers a full range of business events and seminars tailored to the specific needs of local businesses. The forum currently boasts 800 members from all sizes and across all sectors. It represents these businesses at the Public Services Board (PSB) and is a conduit for useful information on a variety of topics pertinent to the business community such as funding, government initiatives and employment law. A comprehensive programme of business events and seminars are held for businesses both in and around the Bridgend County Borough area. For further information on the Bridgend Business Forum click <http://www.bridgendbusinessforum.co.uk/>

A monthly business enews update and a quarterly business magazine (business@bridgend) are widely distributed locally. The Economy Team also provides a searchable, online business directory, which offers information and contact details for businesses located in the county borough. This is a useful online resource to enable the sourcing of local suppliers of goods and services.

### Population and demography

Bridgend County Borough's population has risen rapidly over the past decade. The 2015 ONS estimate figure of 143,400 up from 128,700 in 2001.

The sub areas of the county borough and the extent of the urban areas (in grey) are illustrated at Figure 2 below.

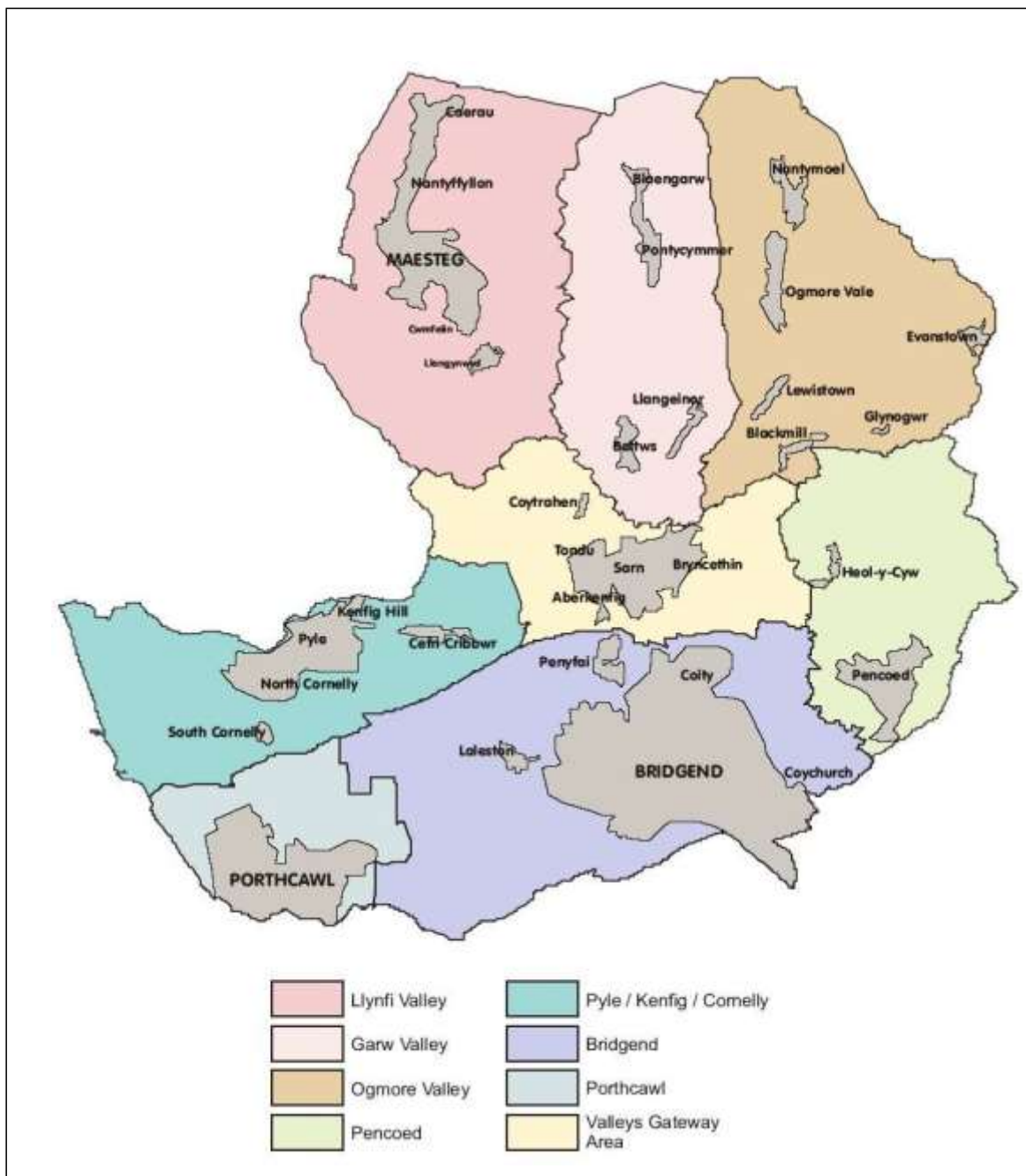


Figure 2 Sub areas of Bridgend County Borough

Table 1 below shows an approximate breakdown of population between the sub-areas of the county borough.

**Table 1 Population distribution by sub area**

Source: Bridgend County Borough Council

Sub Area	Proportion ( % )
Bridgend	33
Porthcawl	12
Maesteg (Llynfi Valley)	16
Pencoed	7
Valleys Gateway	8
Pyle / Kenfig / Cornelly	12
Ogmore Valley	6
Garw Valley	6

As Table 1 demonstrates, the majority of the existing population of the county borough lies within three major towns, Bridgend, Porthcawl and Maesteg (Llynfi Valley), which together account for 61% of the total population. A significant proportion of the population is located in and around the settlements of Pyle, Kenfig Hill and North Cornelly, near junction 37 of the M4.

**Table 2 Employment and unemployment in Bridgend County Borough  
(October 2016 – September 2017)**

Source: ONS annual population survey

	Bridgend CB (numbers)	Bridgend CB (%)	Wales (%)	Great Britain (%)
<b>All people</b>				
Economically active <sup>†</sup>	65,300	73.8	75.7	78.1
In employment <sup>†</sup>	62,100	70.1	71.9	74.5
Employees <sup>†</sup>	54,800	62.4	61.9	63.6
Self-employed <sup>†</sup>	7,100	7.6	9.4	10.6
Unemployed (model-based) <sup>§</sup>	3,200	4.9	4.8	4.5
<b>Males</b>				
Economically active <sup>†</sup>	34,200	77.7	79.3	83.2
In employment <sup>†</sup>	32,700	74.2	75.3	79.3
Employees <sup>†</sup>	28,000	64.4	61.7	64.9
Self-employed <sup>†</sup>	4,500	9.8	13.0	14.1
Unemployed <sup>§</sup>	1,500	4.4	4.8	4.6

<b>Females</b>				
Economically active <sup>†</sup>	31,100	70.0	72.2	73.1
In employment <sup>†</sup>	29,400	66.2	68.6	69.8
Employees <sup>†</sup>	26,700	60.5	62.2	62.3
Self-employed <sup>†</sup>	2,600	5.5	5.9	7.1
Unemployed <sup>§</sup>	1,700	5.4	4.9	4.4

<sup>†</sup>numbers are for those aged 16 and over, % are for those aged 16-64

<sup>§</sup>numbers and % are for those aged 16 and over. % is a proportion of economically active

Note: due to rounding-off the figures above may not add up exactly.

The occupational profile for the working population in Bridgend County Borough is broadly typical of the Welsh and British averages, as shown by Table 3 below. However, Bridgend has smaller proportions in the “managers, directors and senior officials” and “associate professional & technical” groupings but larger proportions in the “skilled trades occupation” and “process plant & machine operatives” categories.

**Table 3 Employment by Occupation  
(October 2016 – September 2017)**

Source: ONS Annual Population Survey

<b>Occupation</b>	<b>Bridgend (%)</b>	<b>Wales (%)</b>	<b>Great Britain (%)</b>
Managers, directors & senior Officials	9.4	9.3	10.9
Professional occupations	17.3	18.4	20.2
Associate professional & technical	10.8	12.6	14.3
Administrative & secretarial	11.3	10.5	10.3
Skilled trades occupation	13.1	12.2	10.3
Caring, leisure & other service Occupations	11.3	10.1	9.2
Sales and customer services	8.2	7.9	7.5
Process plant & machine operatives	7.8	7.1	6.3
Elementary occupations	10.3	11.3	10.6

Table 4 (over page) shows the proportion of jobs in each sector in the county borough.

Manufacturing remains strong in the area, in comparison with Wales and Great Britain.

Banking, finance, insurance, professional scientific and technical are under-represented in the county borough when compared to the UK figure.

The percentage of jobs in public administration, education and health in the county borough is higher than both the Welsh and British averages.

**Table 4 – Jobs Density (2016)**

	Bridgend (Jobs)	Bridgend (Density)	Wales (Density)	Great Britain (Density)
Jobs Density	66,000	0.75	0.76	0.84

Source: ONS jobs density

Notes: The density figures represent the ratio of total jobs to population aged 16-64

Total jobs includes employees, self-employed, government-supported trainees and HM Forces

**Employee Jobs (2016)**

	Bridgend (Employee Jobs)	Bridgend (%)	Wales (%)	Great Britain (%)
Total Employee Jobs	58,000	-	-	-
Full-Time	40,000	69.0	65.2	67.8
Part-Time	18,000	31.0	34.8	32.2
<b>Employee Jobs by Industry</b>				
Mining and Quarrying	50	0.1	0.2	0.2
Manufacturing	8,000	13.8	11.4	8.1
Electricity, Gas, Steam and Air Conditioning Supply	75	0.1	0.6	0.4
Water Supply, Sewerage, Waste Management and Remediation Activities	500	0.9	0.9	0.7
Construction	3,500	6.0	5.5	4.6
Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles	9,000	15.5	15.1	15.3
Transportation and Storage	1,750	3.0	2.9	4.9
Accommodation and Food Service Activities	4,000	6.9	8.9	7.5
Information and Communication	2,250	3.9	2.3	4.2
Financial and Insurance Activities	450	0.8	2.3	3.6
Real Estate Activities	600	1.0	1.6	1.6
Professional, Scientific and Technical Activities	2,250	3.9	4.2	8.6
Administrative and Support Service Activities	3,500	6.0	6.6	9.0
Public Administration and Defence; Compulsory Social Security	5,000	8.6	6.8	4.3
Education	5,000	8.6	10.1	8.9
Human Health and Social Work Activities	9,000	15.5	16.1	13.3
Arts, Entertainment and Recreation	1,000	1.7	2.5	2.5
Other Service Activities	700	1.2	1.5	2.1

Source: ONS Business Register and Employment Survey: open access

- Data unavailable

Notes: % is a proportion of total employee jobs excluding farm-based agriculture.  
Employee jobs excludes self-employed, government-supported trainees and HM Forces  
Data excludes farm-based agriculture

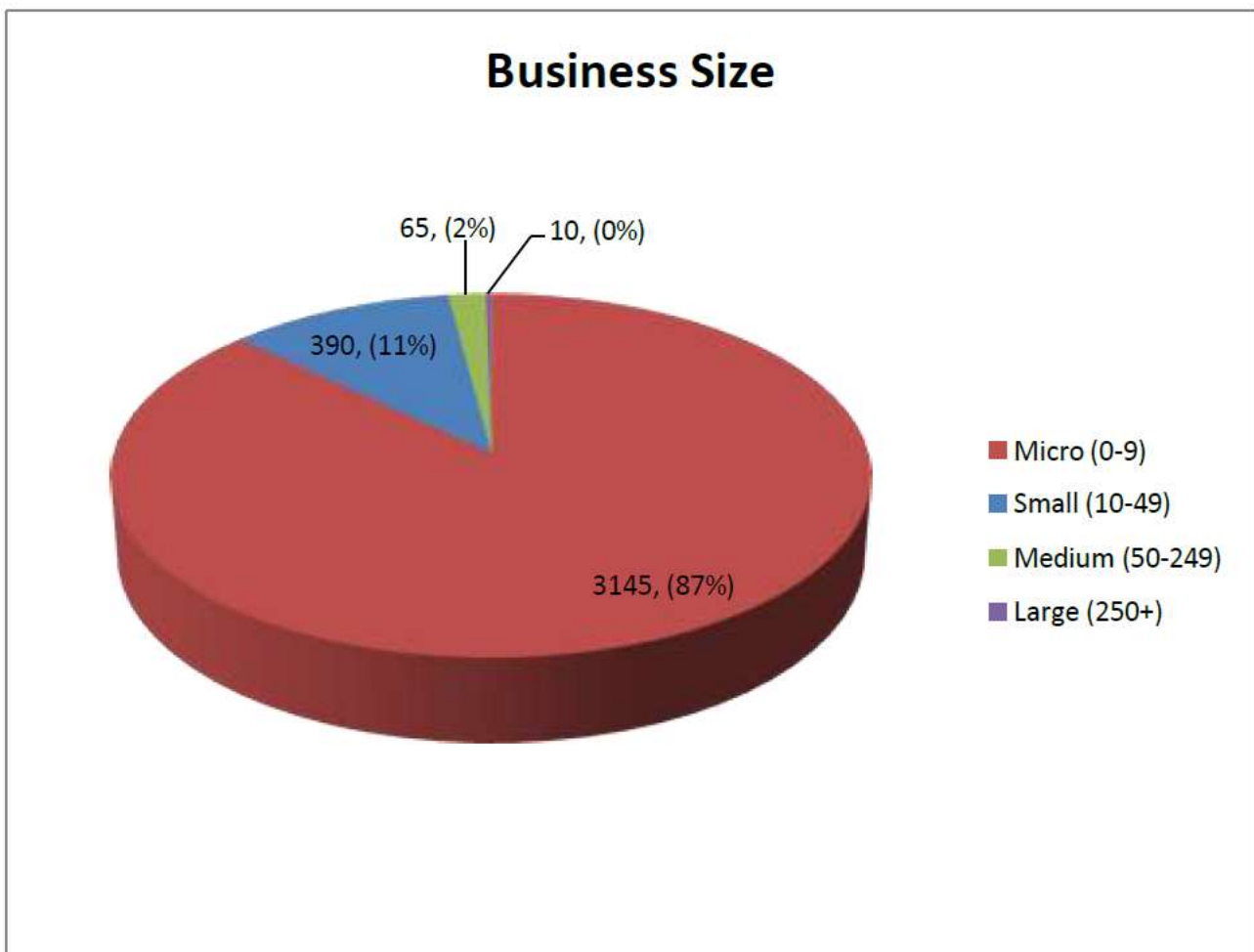
### Number of businesses

At 2016 there were 4,085 businesses registered for either VAT or PAYE in the county borough. This is a rise from 3,235 in 2002 and 3,815 in 2014. At 2016 there were 535 business births compared to 505 in 2015.

An examination of the size of businesses in the county borough is illustrated in Figure 3. This shows that the majority of enterprises are micro (defined as up to nine employees). This is reflective of the national picture which shows similar proportions of very small businesses, with 87% employing below 10 employees.

### Figure 3 Business Size

Source: Business Demography – Office for National Statistics





## Location of jobs and businesses

In assessing the distribution of employment in the county borough, data can be obtained for the total number of jobs in an area and by the total number of businesses. The total number of jobs in the county borough was approximately 63,900 in 2015.

**Table 5 Distribution of Businesses by Sub Area**

Source: ONS

Sub Area	Distribution %
Bridgend	42
Porthcawl	13
Llynfi Valley	10
Pencoed	8
Valleys Gateway	10
Pyle / Kenfig / Cornelly	11
Ogmore Valley	3
Garw Valley	3

**Table 6 Distribution of jobs by sub area**

Source: ONS

Sub Area	Distribution %
Bridgend	62
Porthcawl	7
Llynfi Valley	7
Pencoed	6
Valleys Gateway	7
Pyle / Kenfig / Cornelly	8
Ogmore Valley	2
Garw Valley	2

Note: due to rounding-off the above does not total 100%.

In terms of both business (Table 5) and jobs (Table 6) it is clear that the majority of employment is focused upon Bridgend Town Centre. This is not surprising given that it is the largest settlement and its historical role as a service and employment hub. This is likely to continue into the future as the town is seen as an attractive place for businesses to locate, given the existing employment base and the availability of skilled labour. Key employment locations are the town centre, Bridgend Industrial Estate, Waterton Industrial Estate, Bridgend Science Park and Pencoed Technology Park.

## Commuting patterns and communications

In terms of commuting patterns, the 2015 Annual Population Survey indicates that 70% of the county borough's residents worked within the Bridgend area, a proportion which reflects the average for all Welsh local authorities.

A total of 19,900 people commute out of the county borough to work and 17,800 commute in, creating a net outflow of 2,100.

It is important to note that there are major employment and residential sites immediately adjacent to the county borough in RCT and NPT which would account for a large number of “commuting” trips.

Bridgend County Borough benefits from excellent communications and links. The M4 has three interchanges in the county borough (numbers 35 to 37), and the main rail link to London runs through the area with most trains stopping at Bridgend. Cardiff is only 20 minutes away by train. The area is also well served by a number of sea ports within 30 minutes drive-time.

Further statistics on the area are set out below.

### Earnings by place of work (2017)

	<b>Bridgend CB (pounds)</b>	<b>Wales (pounds)</b>	<b>Great Britain (pounds)</b>
<b>Gross weekly pay</b>			
<b>Full-time workers</b>	<b>536.00</b>	<b>498.40</b>	<b>552.30</b>
Male full-time workers	584.60	525.10	594.10
Female full-time workers	461.30	457.60	494.00
<b>Hourly pay</b>			
Full-time workers	13.61	12.52	13.99
Male full-time workers	14.29	12.89	14.56
Female full-time workers	12.18	12.08	13.17

Source: ONS annual survey of hours and earnings – workplace analysis

Note: median earnings in pounds for employees working in the area.

#### Comment

**People working in Bridgend County Borough earn on average more than Wales as a whole but slightly less than Britain.**

#### **Key companies in Bridgend County Borough**

In addition to public sector employers such as hospitals and Bridgend County Borough Council these are the area’s most significant employers (**alphabetically**):

- Airborne Systems, Llangeinor, Garw Valley. Design & manufacture of parachutes.
- AMSS, Village Farm Industrial Estate, Pyle. Manufacture of ground support equipment for the aerospace sector.
- Astra Games Ltd, Bridgend Industrial Estate. Gaming equipment.
- CGI – sites at Bridgend Science Park, Waterton Cross roundabout, Waterton Industrial Estate and Bocam Park, Pencoed. Information services.

- Coppice Alupack Ltd, Isfryn Industrial Estate, Blackmill, Ogmore Valley. Manufacture aluminium foil containers.
- Day's Medical Aids Ltd, Bridgend Industrial Estate. Manufacturers of wheelchairs, walking aids, home nursing equipment, bathroom and toilet aids. Suppliers of personal mobility scooters.
- Dunraven Manufacturing, Pyle. Doors, windows, conservatories.
- Ford, Waterton Industrial Estate, Bridgend. Manufacture of motor engines.
- G4S, operator of Parc Prison located near junction 36 of the M4.
- Invacare UK, Pencoed Technology Park, Pencoed. Manufacture & supply of mobility and health homecare equipment.
- John Raymond Transport, Waterton Industrial Estate, Bridgend. Transport & logistics.
- JW Morris Ltd, Bridgend Industrial Estate. Electrical and mechanical contractors.
- Ortho-Clinical Diagnostics, Pencoed Technology Park. Production of test kits for the health care sector. (This company is actually just over the boundary in RCT but relates strongly to Bridgend and is a member of the Bridgend Business Forum).
- Owens Group. Logistics, warehousing and road services
- Northwood & Wepa, near Maesteg. Manufacture of paper tissues & toilet papers.
- Rockwool Rockpanel B V, near Pencoed. Manufacture of insulation material.
- SAS International, Waterton Industrial Estate. Manufacture of suspended ceilings.
- Sony UK Technology Centre, Pencoed Technology Park. Manufacture of broadcast cameras plus technical support services.
- Spectrum Technologies PLC, Bridgend Industrial Estate. Laser marking equipment for the aerospace sector.
- Steinhoff Furniture UK, Bridgend Industrial Estate. Furniture manufacturers.
- Talis Group (Atlantic Plastics), Brackla Industrial Estate, Bridgend. Valves and other products for water treatment and sewage services.
- Zimmer Biomet, Waterton Industrial Estate, Bridgend. Manufacture of orthopaedic implants and instruments.

Retailers are also major employers and the county borough area has representation from Tesco (three major stores), Asda (two) and Sainsbury's (one). The area is also home to a McArthur Glen Designer Outlet with nearly 80 stores, cafes and restaurants. An Odeon cinema is alongside the retail complex.

Bridgend County Borough Council itself is by far the largest single employer in the area with about 6,400 employees. This includes teachers and other school staff.  
The National Health Service is another substantial public sector employer in the area including the Princess of Wales hospital.

### Economic inactivity (October 2016 – September 2017)

	Bridgend CB (numbers)	Bridgend CB (%)	Wales (%)	Great Britain (%)
<b>All people</b>				
<b>Economically inactive total</b>	<b>22,600</b>	<b>26.2</b>	<b>24.3</b>	<b>21.9</b>
Of which: students	4,600	20.5	26.9	27.1
Of which: looking after family / home	5,100	22.6	19.4	24.3
Of which: long term sick	7,300	32.4	27.0	21.9
Of which: retired	3,000	13.4	15.0	13.4
Wanting a job	5,900	26.2	23.8	23.1
Not wanting a job	16,700	73.8	76.2	76.9

Source: ONS annual population survey notes: numbers and % are for those of working age  
% is a proportion of resident working age population of area and  
gender. Due to rounding-off the above figures may not add up exactly.

### Comment

1. Economic inactivity in Bridgend County Borough at 26.2% is higher than the figure for Wales (24.3%) and GB (21.9%).
2. Bridgend has a much smaller proportion of students than the figure for Wales & GB but larger proportion of those on long term sick.
3. The percentage of economically inactive people wanting a job is higher in Bridgend County Borough (26.2% of the economically inactive) than both Wales and GB

### Change in claimant count rate December 2016 to December 2017 – South East Wales

	Dec 2016	Dec 2017	Change on year
Bridgend	1.4	1.3	-0.1
Rhondda Cynon Taff	1.6	1.3	-0.3
Merthyr Tydfil	1.8	1.7	-0.1
Caerphilly	1.9	1.6	-0.3
Blaenau Gwent	2.4	1.6	-0.8
Torfaen	1.1	0.6	-0.5
Vale of Glamorgan	1.2	1.1	-0.1
Monmouthshire	0.7	0.6	-0.1
Newport	2.0	1.5	-0.5
Cardiff	1.6	1.4	-0.2
<b>Wales</b>	<b>1.4</b>	<b>1.1</b>	<b>-0.3</b>
United Kingdom	1.2	1.1	-0.1

Source: Jobcentre Plus administrative systems

Claimants of unemployment-related benefits, i.e. jobseekers allowance as a percentage of the working age population (males aged 16-64 and females aged 16-59)

## Useful contacts



Part of the Department  
for Work and Pensions

Rhan o'r Adran Gwaith  
a Phensynau



Llywodraeth Cymru  
Welsh Government



Or for further information please visit [business.bridgend.gov.uk](http://business.bridgend.gov.uk)

Economy & Natural Resources Unit, Bridgend County Borough  
Council, Tel: 01656 815315. Email: [business@bridgend.gov.uk](mailto:business@bridgend.gov.uk),  
Visit: [www.bridgend.gov.uk](http://www.bridgend.gov.uk) business zone.