

Hastings – Analytical Snapshot

OFFICIAL

Towns Unit
December 2023

Contents:

- (1) Patterns and trajectories across the Levelling Up Missions
- (2) Insights from measures of the Levelling Up 6 Capitals

Note: this analytical snapshot is still being finalised and does not reflect official Government policy.



Department for Levelling Up,
Housing & Communities



About this document

This document presents analysis produced by DLUHC to support Levelling Up Partnership discussions in Hastings. It does not make policy recommendations; it is intended to present challenges and opportunities for the Levelling Up Partnership programme.

- **The Spring Budget announced the rollout of new Levelling Up Partnerships, providing over £400 million and bringing the collective power of government to provide bespoke place-based regeneration in 20 of England’s areas most in need of levelling up over 2023 and 2024-25.** In each of these places, the government will work with local leaders and mayors in councils and combined authorities, local businesses from all sectors, community organisations and residents to identify and address the biggest barriers to levelling up.
- The following evidence pack is developed by DLUHC over a 12-week period in parallel to intensive engagement with local stakeholders to gather intelligence on local opportunities, challenges and priorities. Iterations of the evidence pack are delivered sequentially to support discussions and decision-making on policy prioritisation. This pack is one of multiple information sources used in decision-making.
- The evidence pack primarily utilises metrics and indicators set out in the [Levelling Up White Paper](#), all of which are publicly available. It is supplemented with analysis bespoke to the challenges and opportunities uniquely faced within Hastings, which are revealed from discussion with local stakeholders.
- This is an analytical snapshot and thus does not take account of the implementation of current national or local policy interventions.
- All data sources used are the latest available as of 23rd October 2023. Statistical significance is not implied where differences or similarities are outlined.
- Where lower tier local authority data is not available, upper tier local authority data is used as a substitute. For Hastings, this is East Sussex.

Levelling Up Partnerships	Region
City of Kingston upon Hull	Yorkshire and The Humber
Sandwell	West Midlands
Mansfield	East Midlands
Middlesbrough	North East
Blackburn with Darwen	North West
Hastings	South East
Torbay	South West
Tendring	East of England
Stoke-on-Trent	West Midlands
Boston	East Midlands
Redcar and Cleveland	North East
Wakefield	Yorkshire and The Humber
Oldham	North West
Rother	South East
Torridge	South West
Walsall	West Midlands
Doncaster	Yorkshire and The Humber
South Tyneside	North East
Rochdale	North West
Bassetlaw	East Midlands



Glossary of acronyms

BEIS – Department for Business, Energy & Industrial Strategy.

BUA/BUASD – Built-up Area/Built-up Area Sub-division, This data provides information on the villages, towns and cities where people live, and allows comparisons between people living in built-up areas and those living elsewhere. Census data for these areas (previously called urban areas) has been produced every 10 years since 1981.

DFE – Department for Education.

DLUHC – The Department for Levelling Up, Housing and Communities.

EPC – Energy Performance Certificates are a rating which reflects how energy efficient a building is.

EPO – The European Patent Office.

GCSE – General Certificate of Secondary Education.

ICB – An integrated care board is a statutory NHS organisation which is responsible for developing a plan for meeting the health needs of the population, managing the NHS budget and arranging for the provision of health services in a geographical area.

IMD – The Index of Multiple Deprivation is a measure of relative deprivation for small areas (Lower Super Output Areas (LSOAs)).

IPO – An initial public offering is the process of offering shares of a private corporation to the public in a new stock issuance.

KS2 – Key Stage 2 is the four years of schooling in maintained schools normally known as Year 3, Year 4, Year 5 and Year 6, when the pupils are aged between 7 and 11 years.

KS4 – Key Stage 4 is the two years of school education which incorporate GCSEs, and other examinations, and normally known as Year 10 and Year 11, when pupils are aged between 14 and 16.

LSOA – Lower Layer Super Output Area is a geographic area designed to improve the reporting of small area statistics in England and Wales. The minimum population is 1000 and the mean LSOA population is 1500.

MHCLG – Ministry of Housing, Communities & Local Government.

MSOA – Middle Layer Super Output Area is a geographic area designed to improve the reporting of small area statistics in England and Wales. The minimum population is 5000 and the mean MSOA population is 7200.

NVQ – National Vocational Qualification.

ONS – Office for National Statistics.

SIC – The Standard Industrial Classification is a common classification of industrial information.

SOC – The Standard Occupational Classification is a common classification of occupational information.

TTWA – A Travel To Work Area is an area where the population would generally commute to a larger town, city or conurbation for the purposes of employment.



Key takeaways

Hastings' location in the South East region provides the potential for economic opportunity. However, opportunities for growth are constrained by lower levels of human and physical capital with below national average educational attainment, skill levels and health outcomes. There are higher than average levels of non-decent, old and overcrowded housing, and relatively limited transport connectivity within the wider South East.

- **Hastings' location in Sussex provides potential for the town to access a range of opportunities across a relatively prosperous region, yet currently Hastings has low levels of physical capital, including relatively limited connectivity to the wider South East.** The proportion of energy efficient rated homes and digital connectivity is lower than regional and national averages. The rate of households owed a duty under the Homelessness Reduction Act is higher than the England average, whilst the percentage of households that were overcrowded and dwellings that are non-decent are both also higher than the regional and national levels.
- **Educational attainment and skill levels are likely to be constraining growth.** Average primary and secondary school attainment are both lower than regional and national levels. The proportion of the population with qualifications (at all levels) is lower than the regional and GB average. The proportion of people with no qualifications in Hastings is higher than the regional and GB average. Low skill levels are related to low productivity and average weekly pay, with these lower in Hastings than regional and national levels.
- **Health outcomes are lower than average and compound negative outcomes.** Hastings has higher than average health deprivation, and healthy life expectancy and life expectancy at birth are lower than regional levels. Mental health indicators are mixed, with Hastings having the 5th highest rate of emergency hospital admissions for self-harm in England but ranking 16th of all UK local authorities for happiness in 2021-22.
- **Hastings has high levels of deprivation, and below average levels of social capital.** Hastings is the 13th most deprived local authority in England, with nearly a third of local neighbourhoods in Hastings within the most deprived 10% of all local neighbourhoods nationally. Hastings has low social fabric and social trust scores compared to the national average, whilst the rate of hospital admissions due to violent crime is high relative to the regional rate.



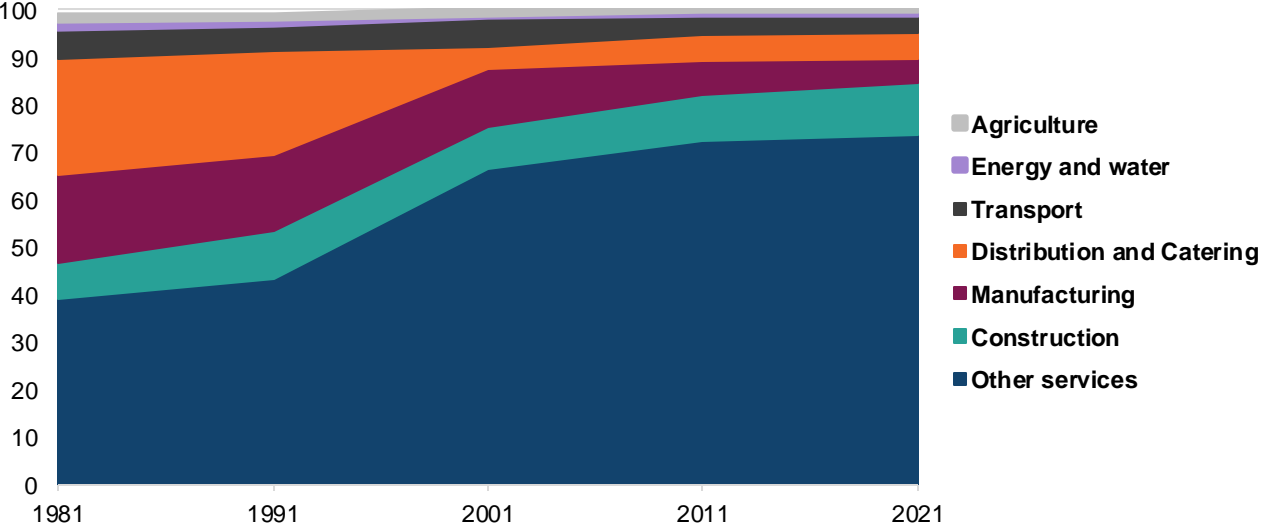


The economic history of Hastings

Hastings has a rich cultural heritage which led to a boom in tourism, employment and growth in the 19th and 20th centuries but numbers of tourists has declined subsequently. As a result, the proportion of people in employment has moved more towards human health and social work activities.

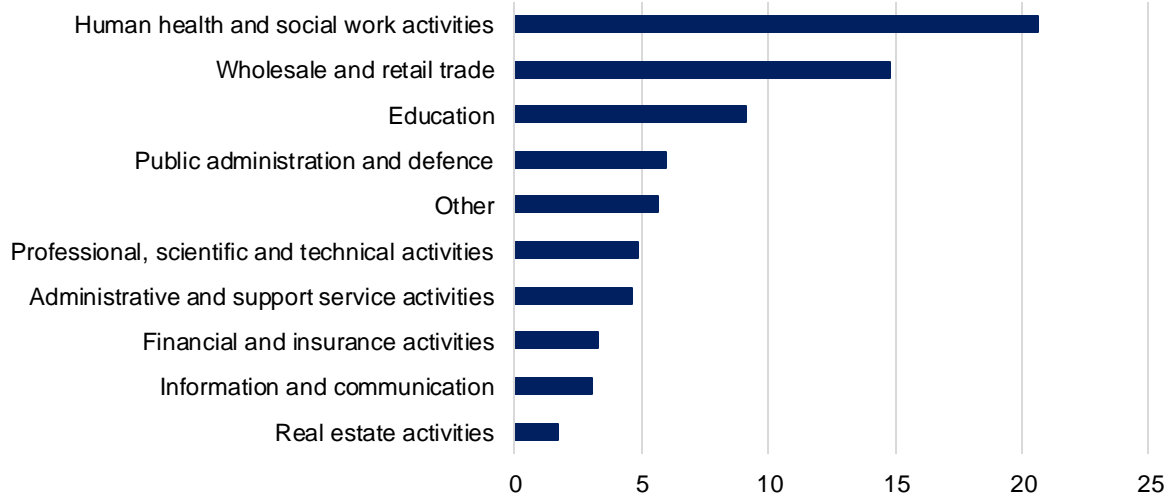
- Hastings' economic history is intertwined with its local cultural heritage and historic buildings. Hastings has distinctiveness arising from the natural beauty of its coastline and surrounding countryside, and its unique combination of historic architecture and urban features. Historically, Hastings developed as a significant cinque port town, with its maritime trade, fishing industry, and connections to Europe contributing to its growth (200 years of Hasting Fishing Community, Steve Peak) ([Coastal Communities Alliance](#)).
- In the 19th century, the advent of the railway transformed Hastings into a popular Victorian seaside resort, boosting the local economy through tourism-related activities, accommodations, and entertainment venues. While the fishing industry and maritime trade persisted, in the early 20th century Hastings saw growth in the service sector, including tourism, retail, education, and healthcare ([East Sussex Strategic Partnership](#)).
- Since the late 20th century, heavy industry in the area has greatly reduced, with the share of employment in manufacturing (including mining) falling from 19% to only 5% between 1981 and 2021, whilst Distribution and Catering has fallen from 24% to 5% over the same period. These have somewhat been replaced by Wholesale and retail trade and Human health and social work activities industries, with share of employment in 'Other' services increasing from 39% to 74% in the same period, whilst Construction remains a prominent industry for employment in Hastings ([Census, 2021](#)).
- The economic history of Hastings reflects the rise and decline of UK coastal towns reliant on a seasonal low-wage economy, predominantly based on tourism and leisure. This has meant the town has not kept pace with economic growth elsewhere in the South-East, and as a result, has faced economic decline. Lower than average infrastructure and relatively lower transport links reinforce its distance from the South East's economic hotspots have made it more challenging to tackle the town's economic problems ([East Sussex Strategic Partnership](#)).

Percentage share of industry of employment in Hastings, 1981 to 2021



Source: [Census data](#), 1981, 1991, 2001, 2011, 2021

Industries listed in 'Other Services' and their corresponding share of employment, Census 2021, percentage



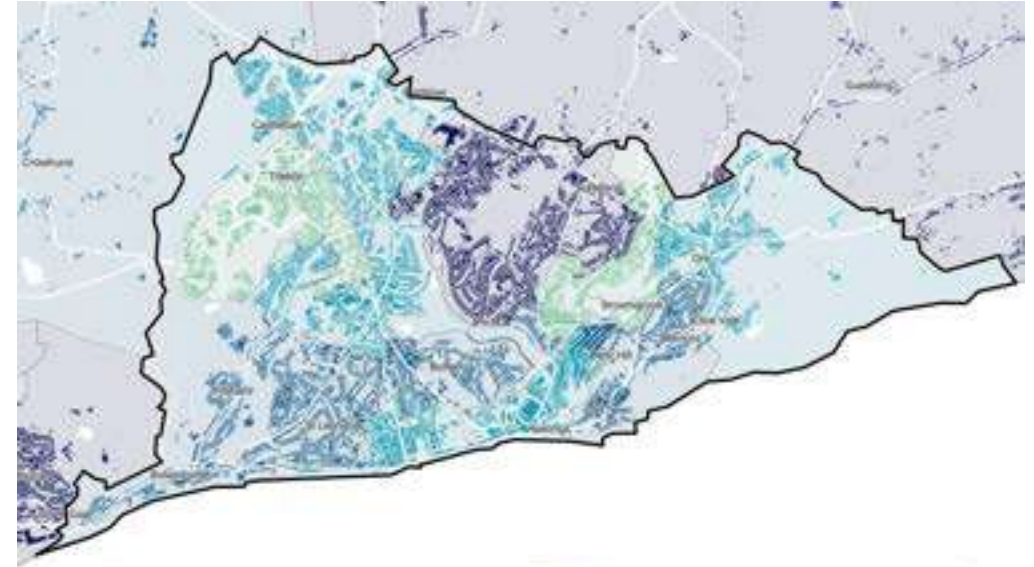
Source: [Census data](#) (2021)



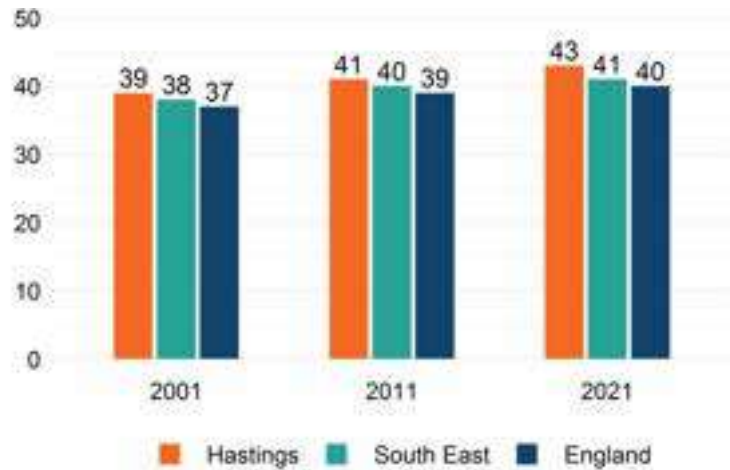
Demographics: Age and population

Hastings has a generally older population than the average across England and Wales. Between 2011 and 2021, Hastings' population increased at a lower rate than the South East and England overall.

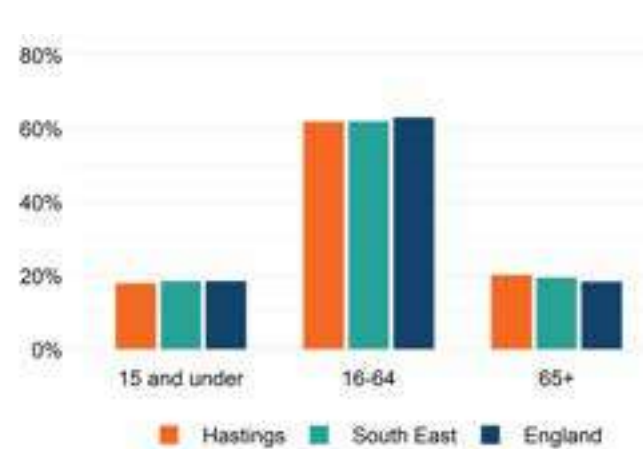
- The **median age in Hastings is 43 years** (2021). Median age for England and Wales is 40. Median age for surrounding local authorities: Rother: 53.
- The **median age in Hastings increased** between 2001 and 2021 by more than the increase in the England and Wales average. (see bottom left chart below).
- Hastings has a **population of 91,100** (2021). Between 2011 and 2021, Hastings' **population increased by 0.9%**, which was significantly lower than the overall **increase** for the South East (7.5%) and England (6.6%).
- **Hastings has a higher proportion of 65-year-olds** than the regional and national averages (mid-2021). The proportion of children aged 15 and under and 16-64 year olds in Hastings is lower than the regional and national averages.



Median age of population, 2001, 2011 and 2021 Census



Age profile by location, mid-2021 estimates



Source: [ONS Census, 2021](#)

The legend is presented in the same order as the bars in the clusters.

Source: [ONS Census, 2021](#), [ONS Census, 2011](#), [ONS Census, 2001](#)

The legend is presented in the same order as the bars in the clusters.

Source: [ONS UK population estimates, 2022](#)



Deprivation: Hastings

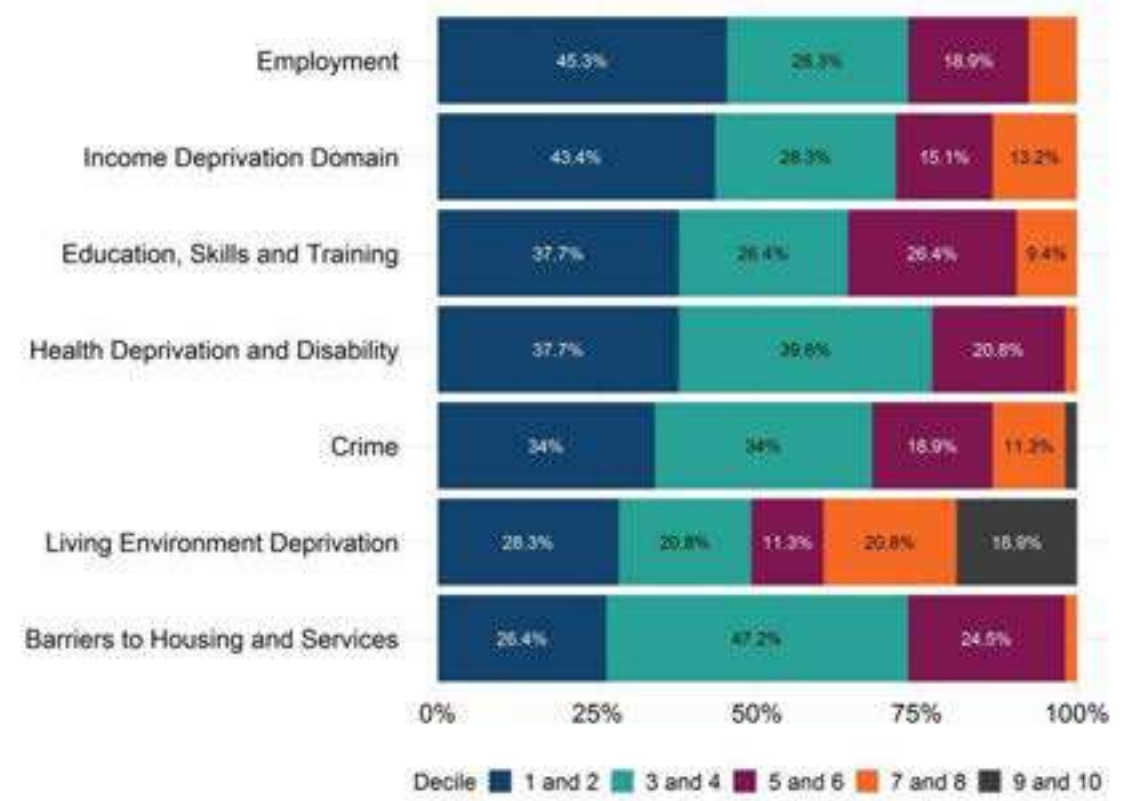
Hastings has pockets of deprivation in overlapping domains such as ‘education, skills and training’, employment, health and income. As set out in the Levelling Up White Paper, deprivation prevailing across multiple of these domains can be re-enforcing and result in persistentlt challenging economic outcomes.

Insights:

- Hastings has high levels of deprivation in terms of **employment, income, education, skills and training, health and disability.**
- **26% of LSOAs in Hastings are top 10% most deprived in England for the income deprivation domain.**
- The neighbouring local authority of Rother has a **higher proportion of LSOAs in the top 10% most deprived** in England for the **health deprivation and disability** domain. However, Hastings has a **higher or similar proportion of LSOAs in the top 10% most deprived for all other domains.**
- [Gross weekly pay \(2022, by place of residence\)](#) in Hastings is **£532.0**, which is lower than the Great Britain average (£642.2).
- [Gross weekly pay \(2022, by place of workplace\)](#) in Hastings is **£502.6**, which is lower than the Great Britain average (£642.0).
- With earnings by place of residence greater than earnings by place of work, it is likely that residents are commuting elsewhere for better-paid jobs.

*The Living Environment Deprivation Domain measures the quality of the local environment. The indicators fall into two sub-domains. The indoors living environment measures the quality of housing; while the outdoors living environment contains measures of air quality and road traffic accidents.

Deprivation levels across LSOAs within Hastings Ranked by Decile
(Decile 1 = Top 10% most deprived in England), 2019



The legend is presented in the same order as the categories within the bars.

Note: Deciles have been paired together for more accessible viewing. Deciles 1 and 2 are the most deprived in England, whereas deciles 9 and 10 are the least deprived in England.

Source: [MHCLG IMD, 2019](#)

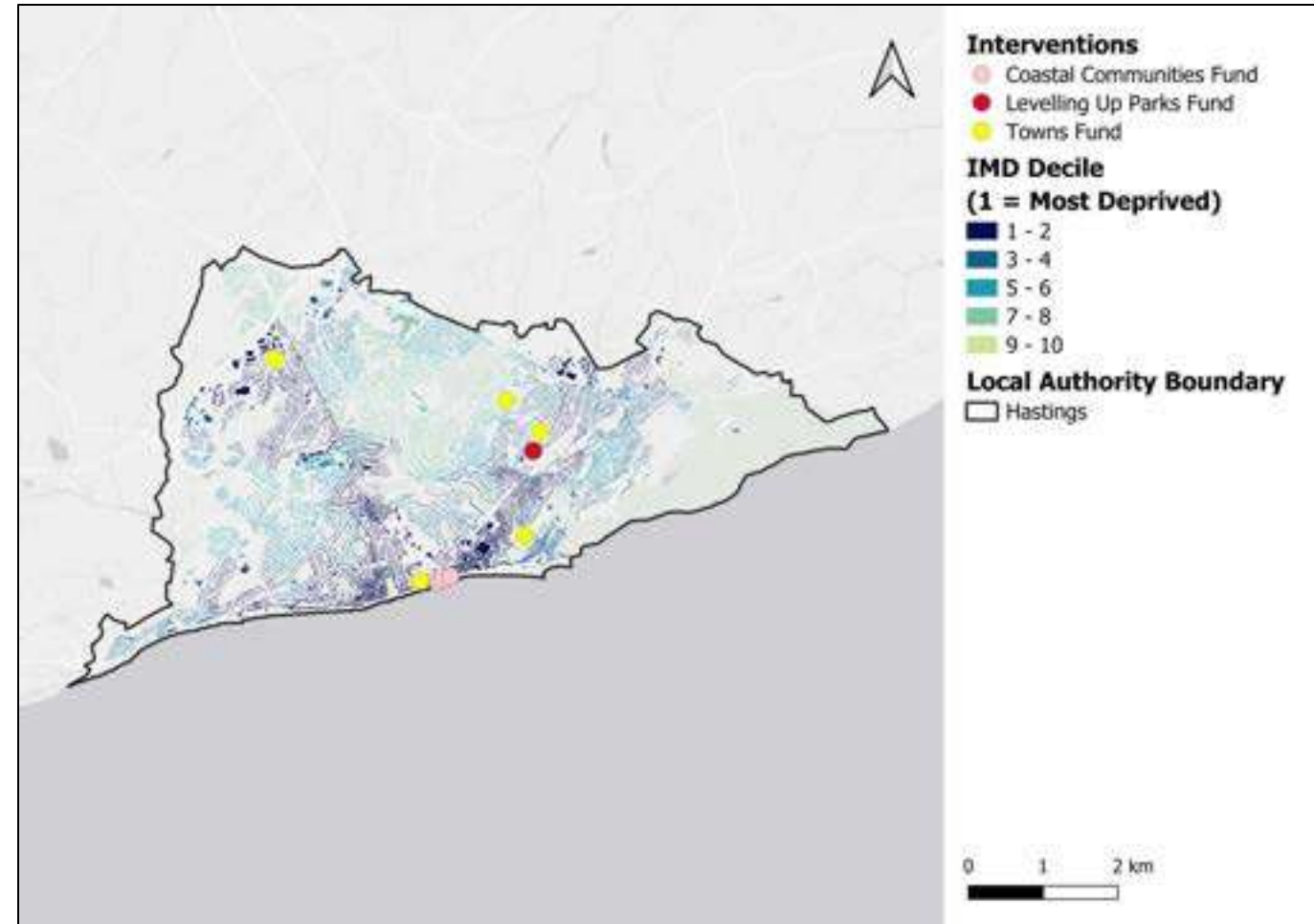


DLUHC Place-based policy in Hastings

There are a range of place-based policies already being delivered in Hastings. Delivering levelling up in Hastings needs to build on and complement what is already happening there.

Place-based interventions/initiatives in Hastings:

- **UK Shared Prosperity Fund (2022)** - £1m of funding for investment in Hastings over the next 3 years.
- £24.3m allocated to Hastings as part of the **Towns Fund (2021)** to repurpose poor quality street and redundant commercial spaces and create new office and enterprise space, cultural and leisure facilities, a new skills hub and a Green Technology Centre of Excellence supporting 150 learners.
- Through **Long-Term Plan for Towns (2023)**, Hastings will receive a ten-year, £20 million endowment-style fund to be spent on local people's priorities, such as: improving transport and connections; tackling crime and anti-social behaviour and enhancing town centres to make high streets more attractive and accessible.
- **Local Growth Fund** - Hastings is currently covered within the South East LEP area which, as a whole, received £590.8m Local Growth Deals from 2015/16 to 2020/21.
- Hastings has been granted £0.75m and £85,000 from the **Community Renewal Fund (2021)** and **Levelling up Parks Funds (2022)** respectively.
- Hastings is within the South East LEP membership, and was recipient of support through its £85m **Getting Building Fund** programme in 2020.



Source: [MHCLG IMD, 2019](#)



Annex A - Assessment against Levelling Up Missions



Pride in Place and Crime

Hastings has low social fabric and social trust scores compared to the national average. The rate of hospital admissions due to violent crime is high relative to the regional rate.

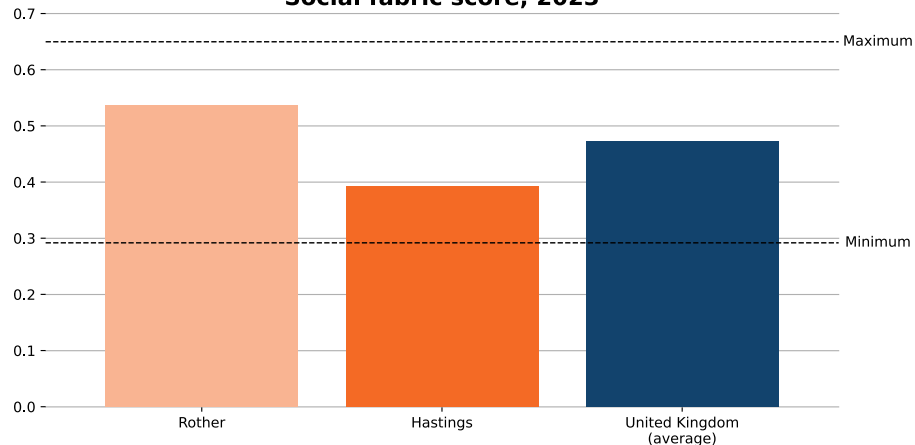
Pride in Place:

"By 2030, pride in place, such as people's satisfaction with their town centre and engagement in local culture and community, will have risen in every area of the UK, with the gap between the top performing and other areas closing."

Indicators

- According to [Onward \(2023\)](#), **Hastings has a social fabric score of 0.39**, which is lower than the national median score of 0.47. This was ranked 325th out of 372 local authorities in the United Kingdom. The highest score recorded by a local authority is 0.65.
- According to [Onward \(2023\)](#), **Hastings has a social trust score of -8.2%**, which is lower than the England average of -3.1%, showing that there is a lower social trust within Hastings than national levels. This was ranked 235th out of 309 local authorities in England.
- Based on [Legal and General's Place Satisfaction Index, 2020](#), people in Hastings and Rye constituency think that the most important priority for improvement in their local area is "**good local shops**".
- [The negative place satisfaction index was 29.1%](#) in Hastings and Rye. **In 2020**, their index was higher than Great Britain's average (**24.5%**), indicating higher levels of negative place satisfaction compared to nationally.

Social fabric score, 2023



Source: [Onward, 2023](#)
Note: This graph compares Hastings with neighbouring local authorities. Minimum and maximum refers to the minimum and maximum values recorded in the United Kingdom.

Crime:

"By 2030, homicide, serious violence, and neighbourhood crime will have fallen, focused on the worst-affected areas."

Indicators

- For the year ending June 2023, the [percentage change](#) for recorded crimes (**Hastings**) was **+3%** for Violence without injury, **-1%** for Sexual offences and **+8%** for Robbery. In contrast, the percentage change for recorded crimes [in England](#) was **0%** for Violence without injury, **-2%** for Sexual offences and **+11%** for Robbery.
- [Hospital admissions due to violent crime](#) in Hastings has been **higher than the England average for the last 1 year**. In 2018/19-20/21, the average in Hastings (**55.3 per 100,000**) was higher than the South East region (**29.4 per 100,000**) and England (**41.9 per 100,000**). **Hastings had the third highest rate recorded in the South East in 2018/19-20/21.**



Housing

A slightly higher proportion of households in Hastings are overcrowded and are deemed non-decent compared to national rates (excluding London). Homes are also less affordable compared to national rates. This may in part be due to a lower-than-average rate of housing supply growth.

Housing:

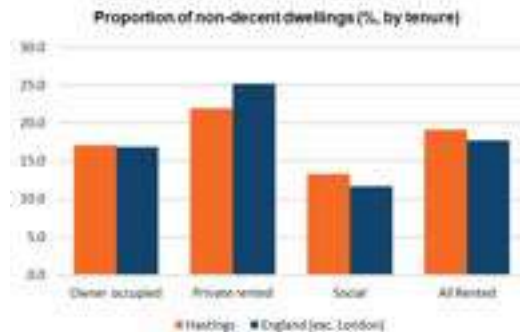
"By 2030, renters will have a secure path to ownership with the number of first-time buyers increasing in all areas; and the government's ambition is for the number of non-decent rented homes to have fallen by 50%, with the biggest improvements in the lowest performing areas."

Social Indicators

- [The percentage of households that are overcrowded](#) (occupancy rating of -1 or less) in 2021 was higher in Hastings (7.0%) than the South East (5.6%) and England (6.4%) averages.
- In 2019, [the proportion of dwellings that are non-decent*](#) in Hastings (17.9%) was higher than the national rate excluding London (17.1%).
- In 2019, [the proportion of dwellings with category 1 hazards**](#) in Hastings (7.3%) was lower than the national rate excluding London (10.6%).

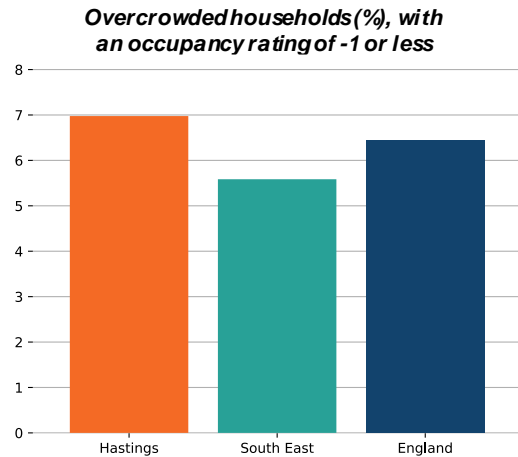
* Meaning a dwelling does not: meet the statutory minimum standard for housing, provide a reasonable degree of thermal comfort, be in a reasonable state of repair, or have reasonably modern facilities and services.

** The most serious type of hazard, with potential effects on the health and safety of occupants

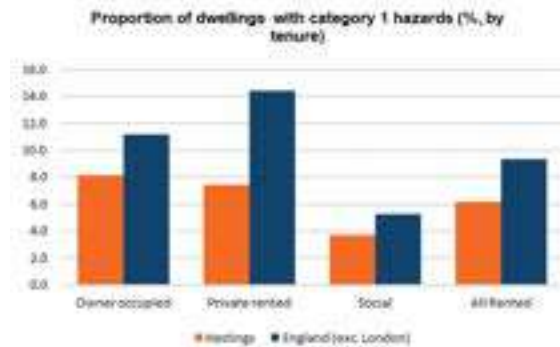


Source: [England Housing Survey, 2023***](#)

***These are experimental statistics



Source: [ONS Census, 2021](#)



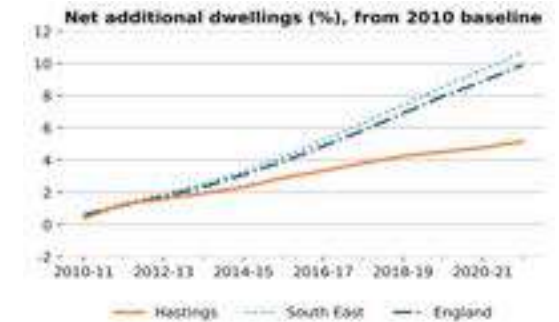
Source: [England Housing Survey, 2023***](#)

Market Indicators

- [The ratio of median house price to median gross annual workplace-based earnings](#) in Hastings has been higher than the England ratio for the last 6 years. In 2022, the ratio in Hastings (10.96) was higher than the South East (10.75) and England (8.28).
- [The proportional net additional dwellings from the 2010 baseline](#) in Hastings has been lower than the England percentage for the last 8 years. In 2021-22, the percentage in Hastings (5%) was lower than the South East (11%) and England (10%).
- In Hastings, the majority of [households](#) are owned – either outright (31.3%) or with a mortgage or loan (25.3%). There are a lower proportion of owned households in Hastings than in the South East (34.3% and 31.4% resp.) and England (32.5% and 28.8% resp.). 28.6% of households are privately rented, and 14.3% are socially rented.



Source: [ONS, 2023](#)



Source: [DLUHC, 2021-22](#)



Living Standards and Research & Development

In Hastings, the employment rate is below regional and national averages, as is gross median weekly pay. Productivity in Hastings is lower than both national and regional levels and has been since 2010. The proportion of children in low income families is higher than regional and national average, whilst measures of innovation activity and innovation investment are lower than regional and national values.

Living Standards:

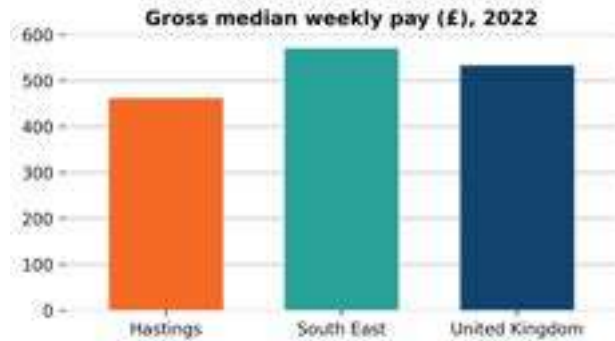
"By 2030, pay, employment and productivity will have risen in every area of the UK, with each containing a globally competitive city, with the gap between the top performing and other areas closing."

Indicators

- [The gross median weekly pay](#) (2022) in Hastings (£462.2) was lower than the South East (£570.7) and the United Kingdom (£533.7) averages.
- [The gross value added per hour worked \(2021\)](#) in Hastings has been **lower than the England average for the last 18 years**. In 2021, the average in Hastings (£30.6) was lower than the South East (£42.2) and England (£38.9) averages.
- In the year ending June 2023, [the employment rate \(age 16 to 64\)](#) in Hastings (76.5%) was lower than the South East (78.3%) and Great Britain (75.6%) averages.
- [The proportion of children under the age of 16 in \(relative\) low income families](#) (2021/22) in Hastings (24.8%) was higher than the South East region (15.1%) and England (19.9%) averages.



Source: [ONS, 2023](#)



Source: [ONS, 2022*](#)

Research & Development:

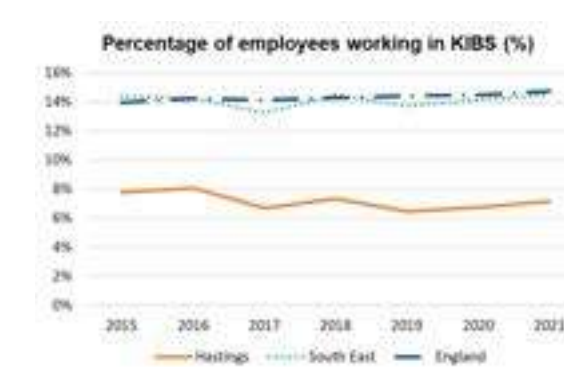
"By 2030, domestic public investment in Research & Development outside the Greater South East will increase by at least 40% and at least one third over the Spending Review period, with that additional government funding seeking to leverage at least twice as much private sector investment over the long term to stimulate innovation and productivity growth."

Indicators*

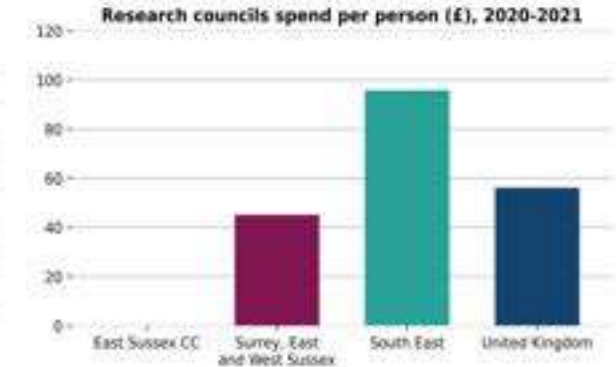
- There was no [research council spend per person](#) in East Sussex County Council (CC) in 2020-21. In contrast, Surrey, East and West Sussex was £45.11, the South East was £95.86 and the United Kingdom average was £56.17.
- In 2021, the percentage of [total full time employees](#) working in [Knowledge Intensive Business Services](#) (KIBS) in Hastings (7.2%) was lower than the South East (14.5%) and England (14.8%) averages.
- In 2020, the total number of IPO and EPO patents** was lower in Hastings (7.7 per 100,000) compared to the England (15.05 per 100,000) average.

* Due to a lack of granular data for mission metrics, this slide uses proxy indicators for innovation activity.

** Provided by Centre for Cities using Intellectual Property and European Property Office data



Source: [BEIS, 2020](#)



Source: [UKRI, 2021](#)



Health and Well-being

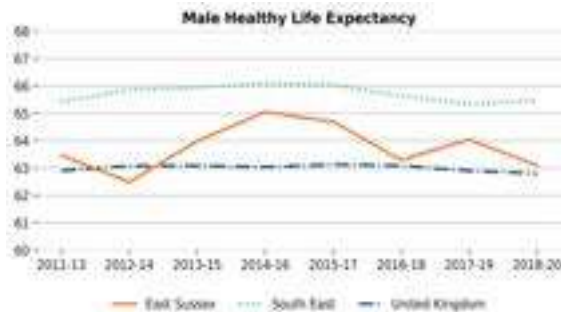
Smoking prevalence is almost double national levels, and under 75 mortality rate from all cardiovascular diseases is significantly higher than both regional and national averages. Hastings has the 5th highest rate of emergency hospital admissions for self-harm in England, whilst Hastings ranked 16th in happiness in 2021-22 in the UK.

Health:

"By 2030, the gap in Healthy Life Expectancy between local areas where it is highest and lowest will have narrowed, and by 2035 Healthy Life Expectancy will rise by 5 years."

Indicators

- [Healthy life expectancy](#) (2018-20) for females in East Sussex (**63.3 years**) was lower than the South East (**65.9 years**) and the United Kingdom (**63.6 years**) averages. The expectation for males in East Sussex (**63.1 years**) was lower than the South East (**65.5 years**) but higher than the United Kingdom (**62.8 years**) average.
- [The under 75 mortality rate from all cardiovascular diseases](#) (2021) in Hastings (**96.5 per 100,000**) was higher than the South East region (**63.1 per 100,000**) and England (**76.0 per 100,000**) averages.
- [The smoking prevalence in adults](#) (2022) in Hastings (**23.7%**) was higher than the South East region (**11.5%**) and England (**12.7%**) averages.
- [The proportion of adults classed as overweight or obese](#) (2021/22) in Hastings (**61.5%**) was lower than the South East region (**62.7%**) and England (**63.8%**) averages.
- [Obesity \(including severe obesity\) prevalence in year 6 children](#) (2021/22) in Hastings (**21.6%**) was higher than the South East region (**20.0%**) but lower than the England (**23.4%**) average.



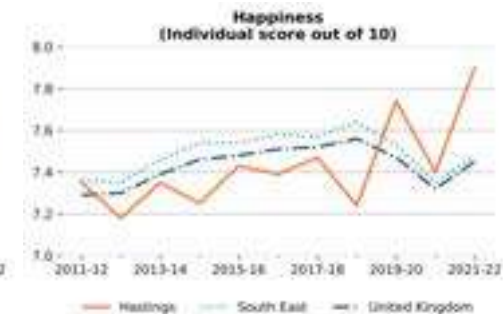
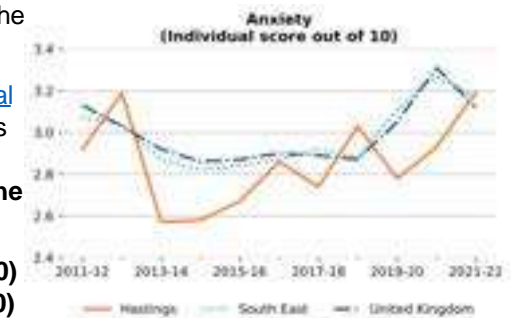
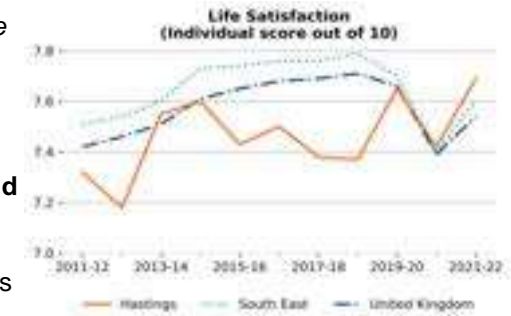
Source: [ONS, 2018-20](#)

Well-being:

"By 2030, well-being will have improved in every area of the UK, with the gap between top performing and other areas closing."

Indicators

- [Subjective wellbeing measures](#) in Hastings fluctuated around the regional and national averages over the last decade. However, since 2020-21 reported prevalence for life satisfaction, feeling like things in life are worthwhile and happiness have increased. **Happiness in 2021-22 was the 16th highest rating in the United Kingdom.**
- [The rate of emergency hospital admissions for intentional self-harm](#) (2021/22) in Hastings (**387.4 per 100,000**) was higher than the South East region (**197.5 per 100,000**) and England (**163.9 per 100,000**) averages. **This was the 5th highest rate in England.**
- [The suicide rate](#) (2019-21) in Hastings (**11.9 per 100,000**) was higher than the South East region (**10.6 per 100,000**) and England (**10.4 per 100,000**) averages.



Source: [ONS Annual Personal Wellbeing Estimates, 2021-22](#)



Education and Skills

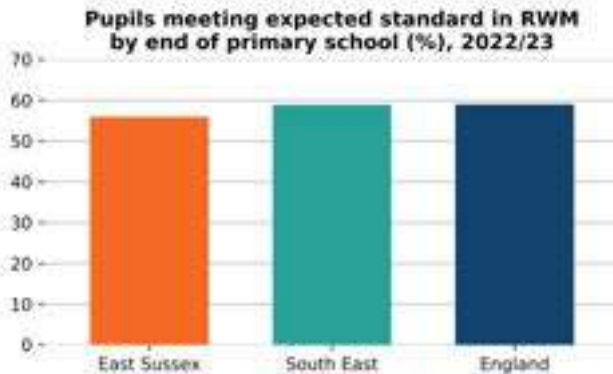
Educational standards in Hastings by the end of secondary school are lower than regional and national averages. The percentage of people with no qualifications is higher than regional and national averages and has increased recently, whilst the percentage of people in Level 3+ qualifications is lower than national and regional averages, and is falling.

Education:

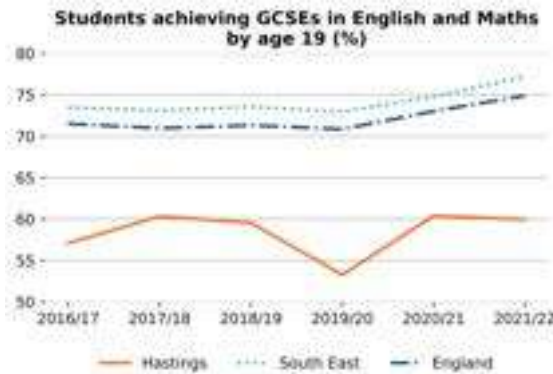
"By 2030, the number of primary school children achieving the expected standard in reading, writing and maths will have significantly increased. In England, this will mean 90% of children will achieve the expected standard, and the percentage of children meeting the expected standard in the worst performing areas will have increased by over a third."

Indicators

- [The percentage of pupils meeting the expected standard in reading, writing and maths by the end of primary school \(2022/23\)](#) in East Sussex was **lower than the England percentage**. In 2022/23, the percentage in East Sussex (56%) was lower than the South East (59%) and England (59%).
- [The percentage of young people achieving GCSEs \(and equivalent qualifications\) in English and maths by age 19](#) in Hastings has been **lower than the England percentage for the last 6 years**. In 2021/22, the percentage in Hastings (60%) was lower than the South East (77%) and England (75%).



Source: [DfE, 2023](#)



Source: [DfE, 2023](#)

Skills:

"By 2030, the number of people successfully completing high-quality skills training will have significantly increased in every area of the UK. In England, this will lead to 200,000 more people successfully completing high-quality skills training annually, driven by 80,000 more people completing courses in the lowest skilled areas."

Indicators

- [The percentage of 16-64 year olds with no qualifications](#) in Hastings has been **higher than the United Kingdom percentage for the last 4 years**. In 2021 (Jan to Dec), the percentage in Hastings (15%) was higher than the South East (5%) and the United Kingdom (7%).
- [The proportion of the population aged 16 - 64 with level 3+ qualifications](#) in Hastings has been **lower than the United Kingdom percentage for the last 10 years**. In 2021 (Jan to Dec), the percentage in Hastings (42%) was lower than the South East (64%) and the United Kingdom (61%).



Source: [APS survey, 2022](#)



Source: [APS survey, 2022](#)



Transport and Digital connectivity

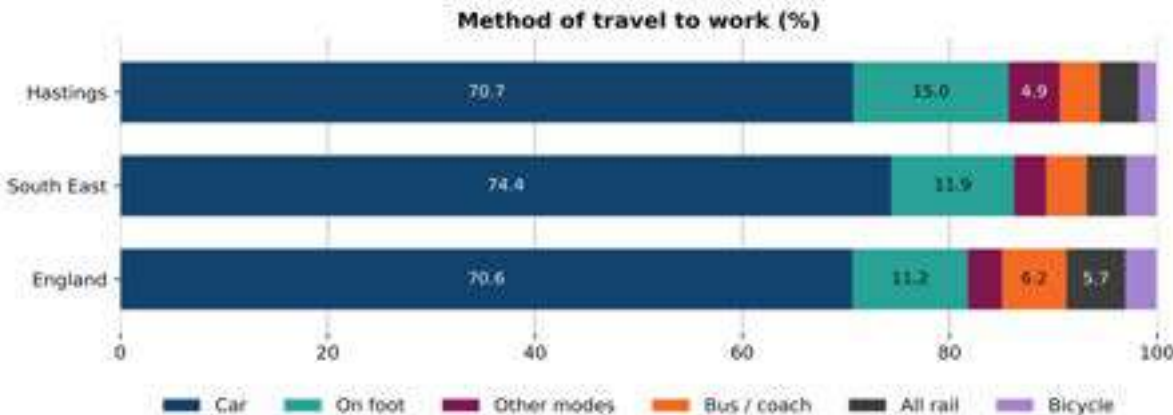
Gigabit availability in Hastings is lower than both regional and national averages, with less than half of premises having gigabit availability. The proportion of people who travel to work on foot in Hastings is higher than observed regionally and nationally, whilst there is a lower proportion of people who work from home compared to regional and national averages.

Transport:

"By 2030, local public transport connectivity across the country will be significantly closer to the standards of London, with improved services, simpler fares and integrated ticketing."

Indicators

- [The proportion of people \(aged 16 and over in employment\) who travel to work](#) on foot in Hastings (**15.0%**) was higher than the South East (**11.9%**) and England (**11.2%**). Travelling by other modes (taxi, motorcycle and other modes) was higher in Hasting (**4.9%**) compared to regionally (**3.1%**) and nationally (**3.3%**). Public transport usage by bus / coach and by rail in Hastings (**3.9%** and **3.7% resp.**) were both similar to the South East (**3.9%** and **3.7% resp.**) and lower than England (**6.2%** and **5.7% resp.**). Data excludes those working mainly from home. (Census, 2021)
- [The proportion of people who work from home](#) in Hastings (**26.8%**) was lower than the South East (**35.8%**) and England (**31.5%**). (Census, 2021)
- [The time taken to travel to employment centres with 500-4,999 employees](#) (2019) for car, cycling, public transport or walking, and walking in Hastings (**7 mins, 8 mins, 9 mins, and 10 mins resp.**) were all lower than the South East (**8 mins, 10 mins, 11 mins, and 14 mins resp.**) and England (**8 mins, 10 mins, 11 mins, and 15 mins resp.**).



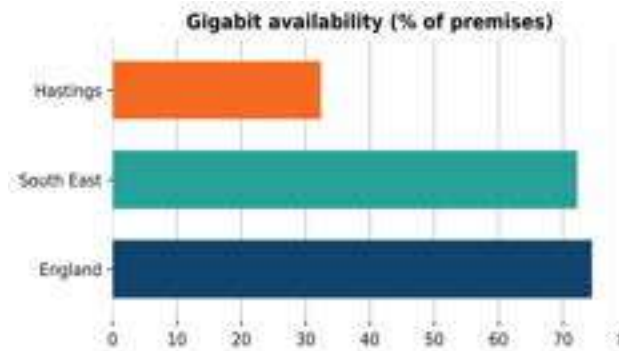
The legend is presented in the same order as the categories within the bars. We have excluded the "Work mainly at or from home" category from this chart to make it easier to clearly see the methods used to travel to work. Percentages are for those aged 16 and over in employment and do not include those working from home. Source: [ONS, 2022](#)

Digital connectivity:

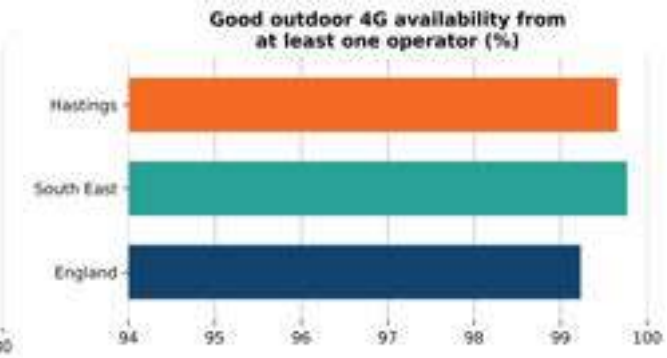
"By 2030, the UK will have national gigabit-capable broadband and 4G coverage, with 5G coverage for majority of the population."

Indicators

- [The percentage of premises](#) with gigabit capable broadband in Hastings was **lower than the England percentage**. In May 2023, the percentage in Hastings (**32.4%**) was less than half from the South East (**72.2%**) and England (**74.5%**) averages.
- [The outdoor 4G coverage](#) in Hastings was **only slightly higher than the England percentage**. In April 2023, the percentage in Hastings (**99.7%**) was similar to the South East (**99.8%**) and higher than England (**99.2%**) average.
- [The outdoor 5G coverage](#) in Hastings was **higher than the England percentage**. In April 2023, the percentage in Hastings (**91.2%**) was higher than the South East (**69.1%**) and England (**73.9%**).



Source: [Ofcom, 2023](#)



Source: [Ofcom, 2023](#)



Annex B - Assessment against the six capitals

Physical Capital

Human Capital

Intangible capital

Social Capital

Institutional Capital – *not included due to lack of local data*

Financial Capital – *not included due to lack of local data*

A blurred background image of a modern building at dusk or dawn, with a blue and purple color palette. The building has large windows and a flat roof. The image is out of focus, creating a sense of depth and atmosphere.

Physical capital

Physical or tangible capital is the physical capital stock used to produce goods and services, including dwellings, other buildings and structures, machinery and equipment, including transport and digital infrastructure.

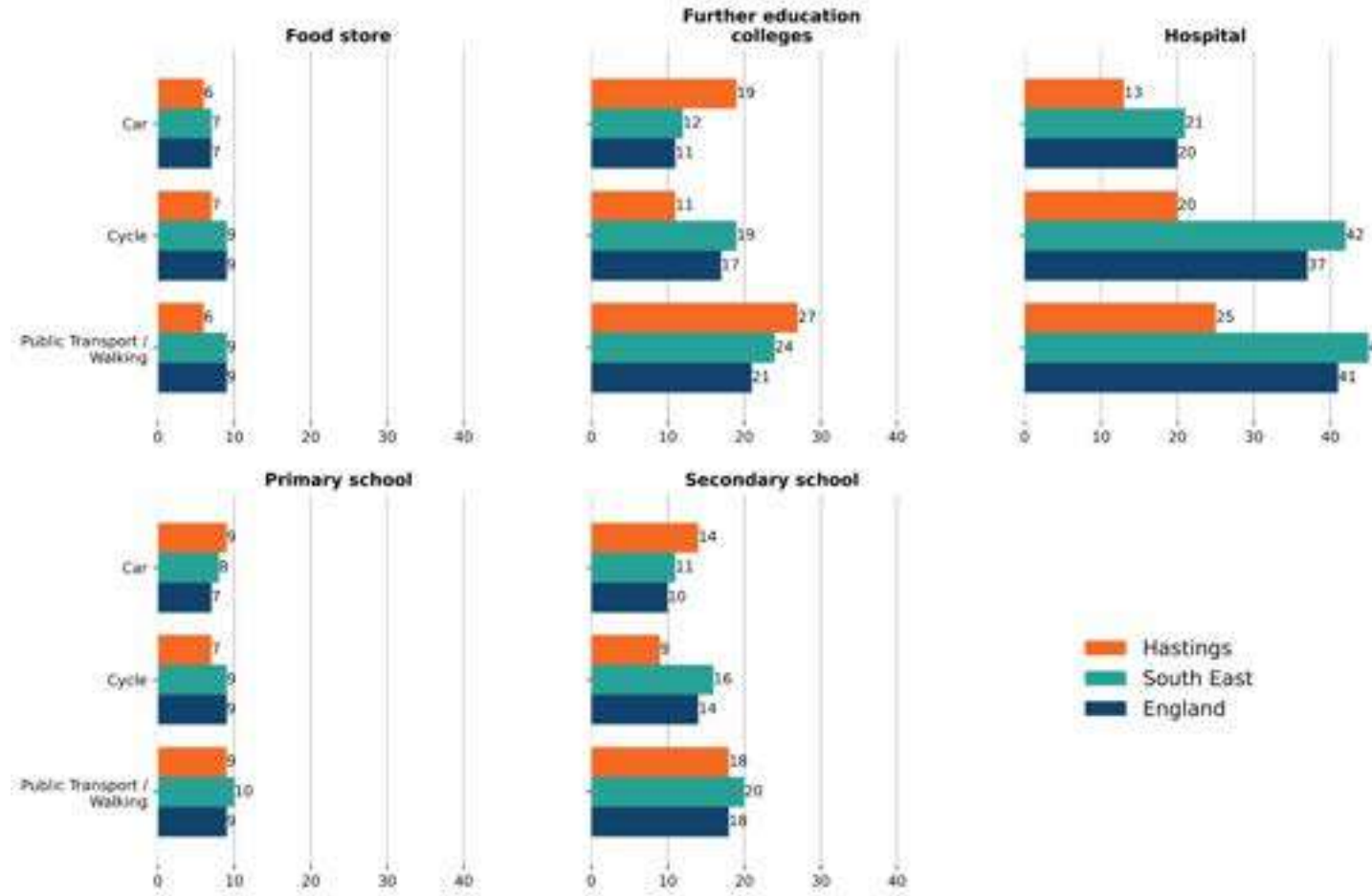


Access to key services in Hastings

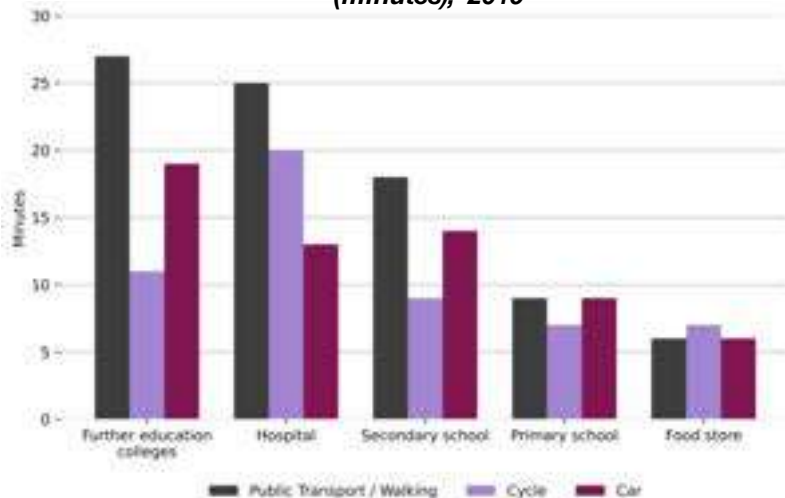
Hastings has a shorter travel time to hospitals than wider regional and national averages and has a longer travel time to further education colleges via car and public transport. Public transport has the highest travel time for all key services.

- In Hastings, **public transport has the highest travel time for most key services. Cycling commonly has the shortest travel time to key services**, with the exception of hospitals and food stores. Car has the shortest travel time for food stores and hospitals.
- Hastings has a significantly shorter travel time to hospitals than wider regional and national averages.**
- Further education colleges have the longest travel time by public transport/walking and car, compared to other key services.
- Using public transport, a car or walking to schools and further education colleges is **longer in Hastings compared to regional and national averages**. It takes over double the amount of time to walk or take public transport to further education colleges than cycling.

Average minimum travel time to the nearest key services (minutes), 2019



Average minimum travel time to key services in Hastings (minutes), 2019



Source: Department for Transport, 2021

Source: Department for Transport, 2021

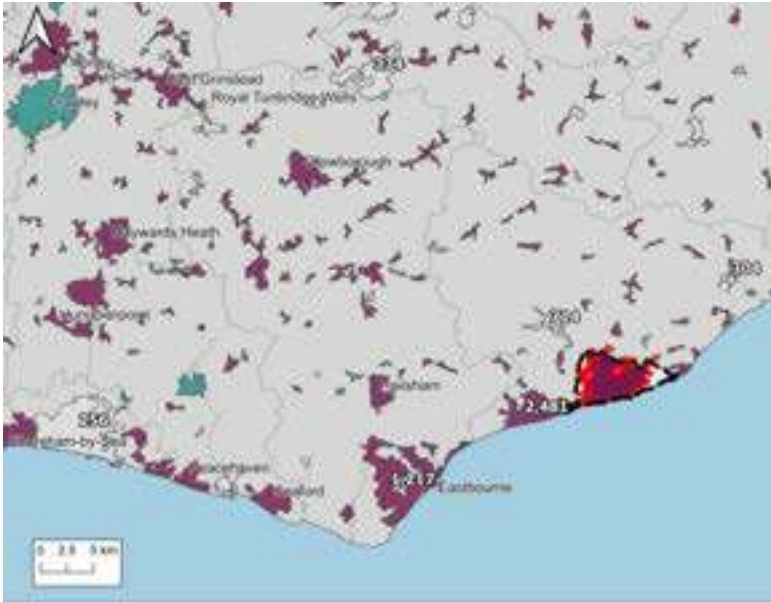


Hastings commuter flows

In 2011, Hastings built-up area sub-division (BUASD) was a net exporter of people. That said, the majority of workers (25,195) stayed local to Hastings.

Outgoing

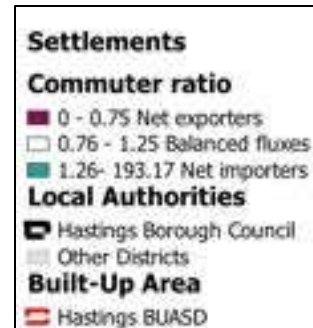
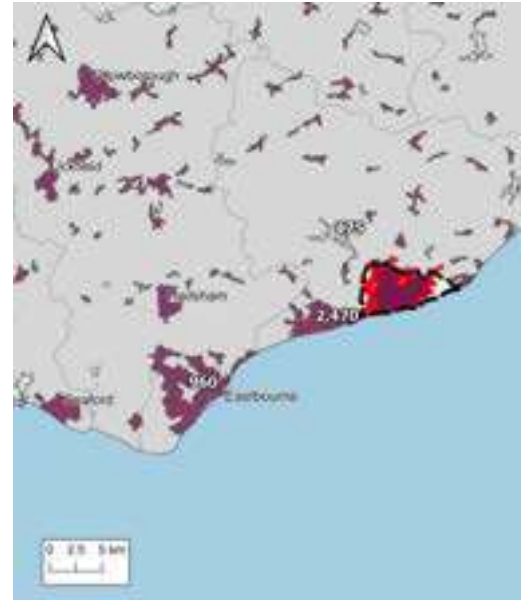
Numbers represent the flows of people leaving Hastings BUASD to their respective BUAs



Source: DLUHC internal analysis on Census 2011 data
Note: Flows have been filtered to only show flows of 200 or more people

Incoming

Numbers represent the flows of people entering Hastings BUASD from their respective BUAs



Name of built up area	2011 Population	Incoming	Outgoing	Working local
Hastings BUASD	91,053	7,919	16,102	25,195

Top 20 residence – work connections between BUAs where Hastings BUASD is involved

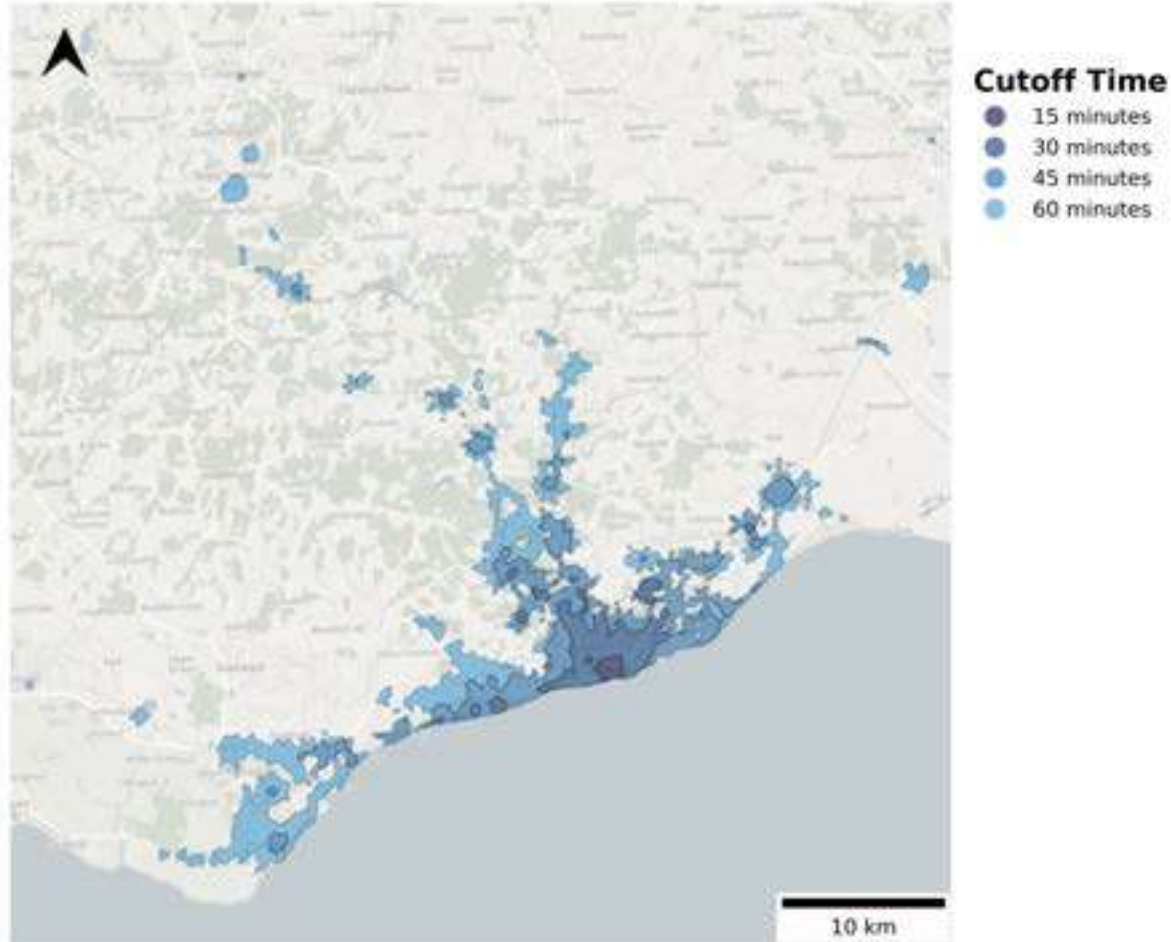
Flow	Place of Residence	Place of Work	People
Out-flow s	Hastings	Hastings	25,195
	Hastings	No fixed place of work	4,311
	Hastings	Bexhill	2,481
	Hastings	Place of work out of built up areas	1,269
	Hastings	Eastbourne	1,217
	Hastings	Battle	714
	Hastings	Royal Tunbridge Wells	334
	Hastings	Rye	304
	Hastings	City of Westminster	293
	Hastings	Brighton and Hove	256
	Hastings	Lew es	189
	Hastings	Hailsham	167
	Hastings	City of London	138
	In-flow s	Bexhill	Hastings
Eastbourne		Hastings	960
Usual residence out of built up areas		Hastings	735
Battle		Hastings	475
Westfield (Rother)		Hastings	196
Fairlight		Hastings	180
Rye		Hastings	174



Travel time isochrones

From Hastings station, there is good accessibility along the coast with some areas of Eastbourne, Winchelsea and Rye being accessible within 45 minutes. It is possible to reach Royal Tunbridge Wells within 60 minutes, principally the area around the station. No major cities are accessible within 60 minutes.

Public transport accessibility by journey time from Hastings train station, between 7:15am and 9:15am



Source: [ONS, 2023](#)

Data for a single day (15th November 2022)



Hastings – access to broadband

Just under a third of premises in Hastings are gigabit capable, less than half the national average (75%). In addition, 156 output areas showed less than 20% of premises had gigabit availability.

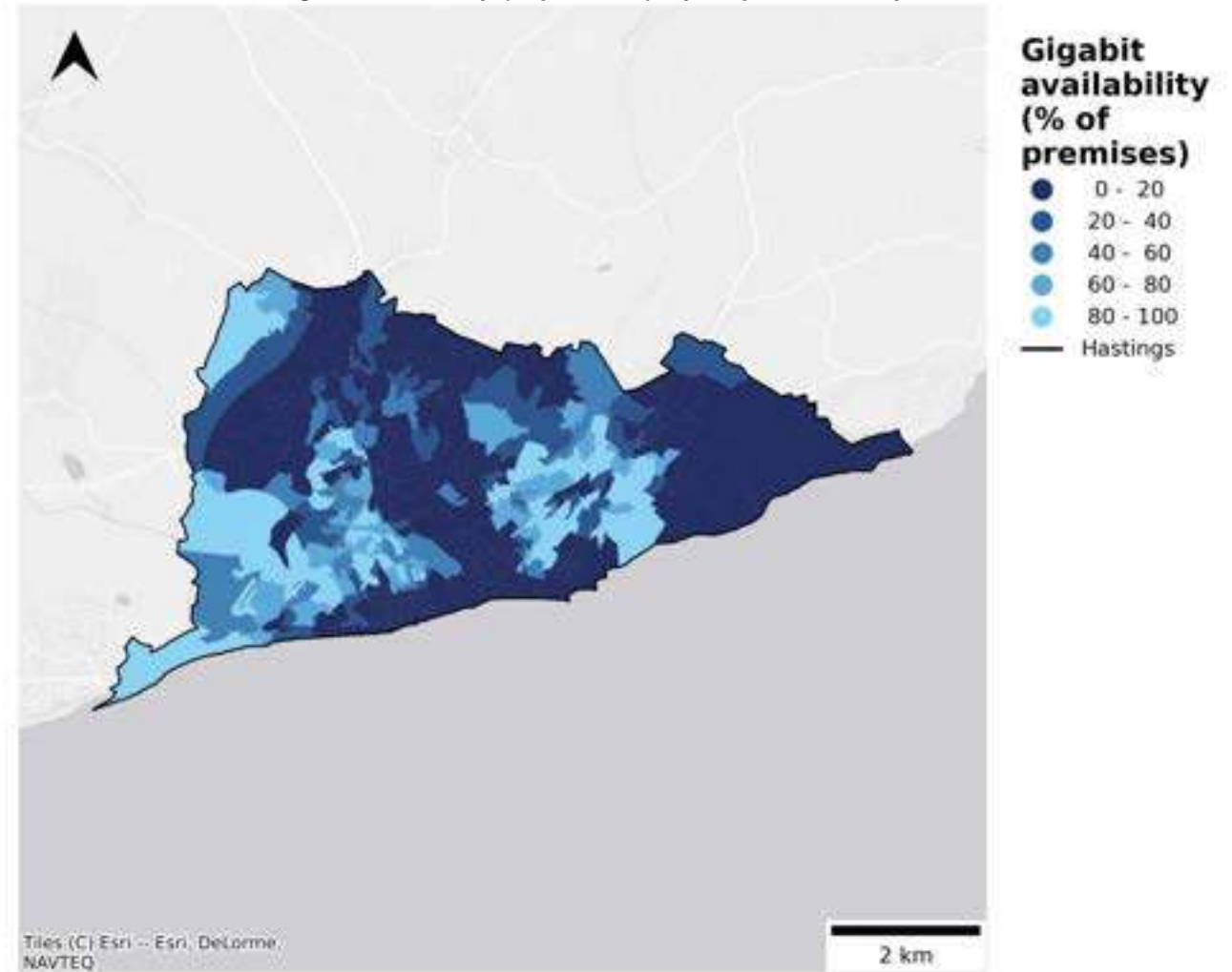
In May 2023, 32% of premises in Hastings were gigabit capable, which was below the England average of 75% ([Ofcom, 2023](#)).

In Hastings:

- 0.2% of premises (71 premises) were unable to receive decent broadband (with at least 10Mbit/s download, 1Mbit/s upload speeds)
- 0 premises were eligible for [Broadband Universal Obligation*](#)
- 99% of premises (46,088 premises) had superfast download speeds of at least 30Mbit/s
- 32% of premises had ultrafast download speeds of at least 300Mbit/s, whilst 32% of premises had access to full fibre.

156 output areas (out of 311) showed less than 20% of premises had gigabit availability. Although postcode-level data indicates the lack of gigabit availability is spread across Hastings, it is particularly concentrated in certain areas.

Gigabit availability (% premises) by output area, May 2023



Source: [Ofcom, 2023](#)

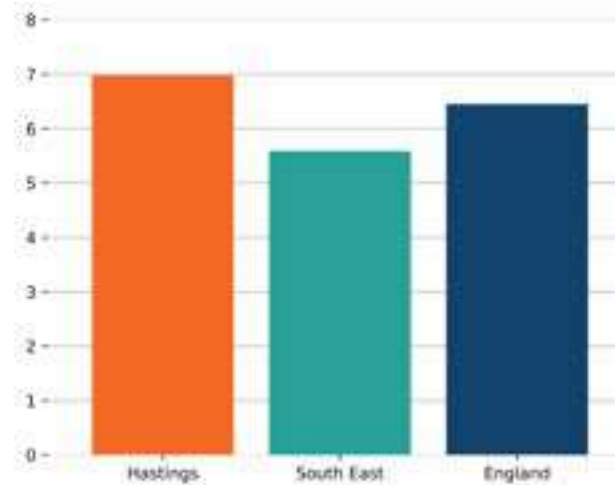


Housing – quality, overcrowding, homelessness

In Hastings, the rate of households owed a duty under the homelessness reduction act is significantly higher than the regional and national averages. There is a lower percentage of social renters and a higher percentage of private renters than the national average.

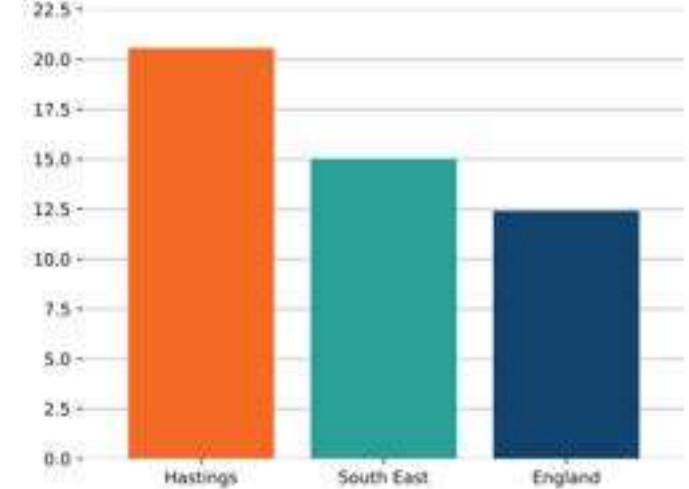
- In Hastings, the majority of households own their own home – either outright (31.2%) or with a mortgage (25.3%) – with the rate of ownership less than wider South East region and England averages.
- 14.3% of households are social renters, which is higher than wider regional averages but lower than the national average. 28.6% are private renters, which is higher than South East and national averages.
- In Hastings, the rate of households owed a duty under the Homelessness Reduction Act is significantly higher than the regional and national averages.
- 7% of households are overcrowded in Hastings, this is above the regional and national averages. For social and private rented properties 13.7% and 12.5% of households are overcrowded, respectively, whereas owned properties are less overcrowded (2.5%).

Overcrowded households (%), with an occupancy rating of -1 or less



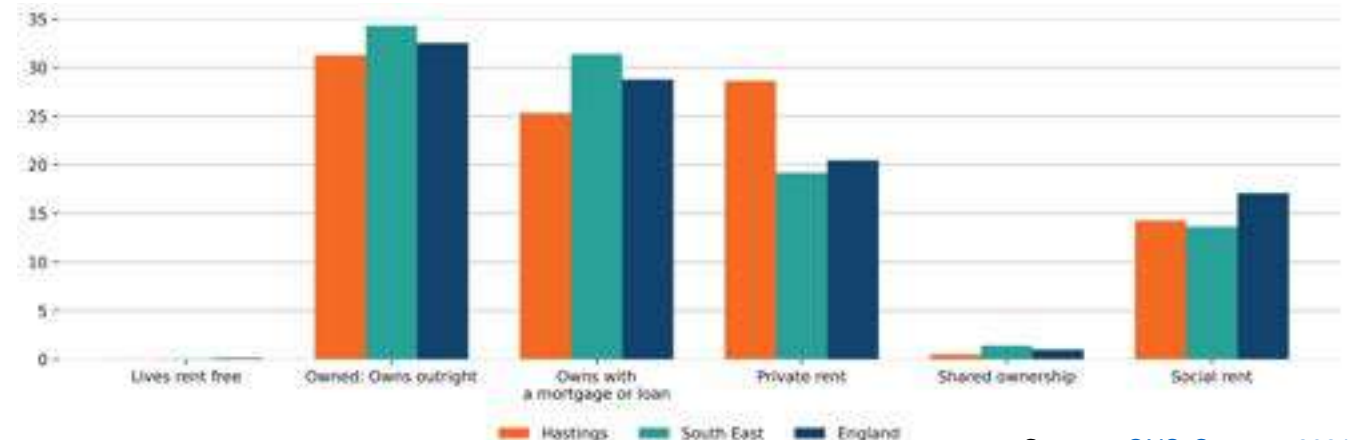
Source: [ONS Census, 2021](#)

Households owed a duty under the homelessness reduction act, rate per 1,000 (2022-23)



Source: [DLUHC, 2023](#)

Housing tenure in Hastings (% of households)



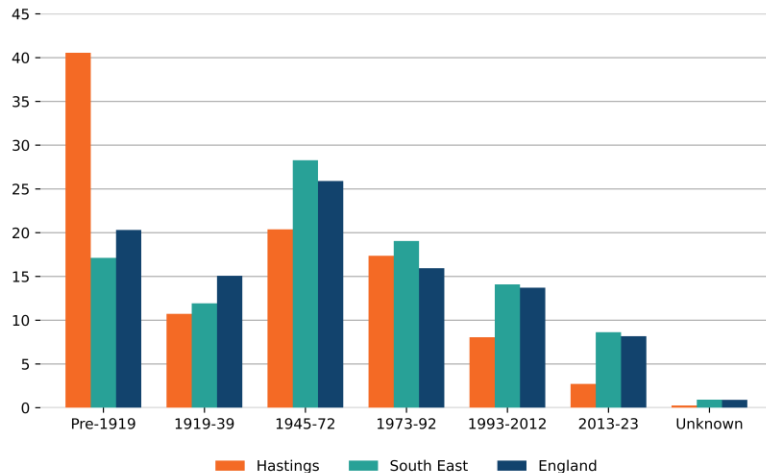


Housing: Energy efficiency & Age

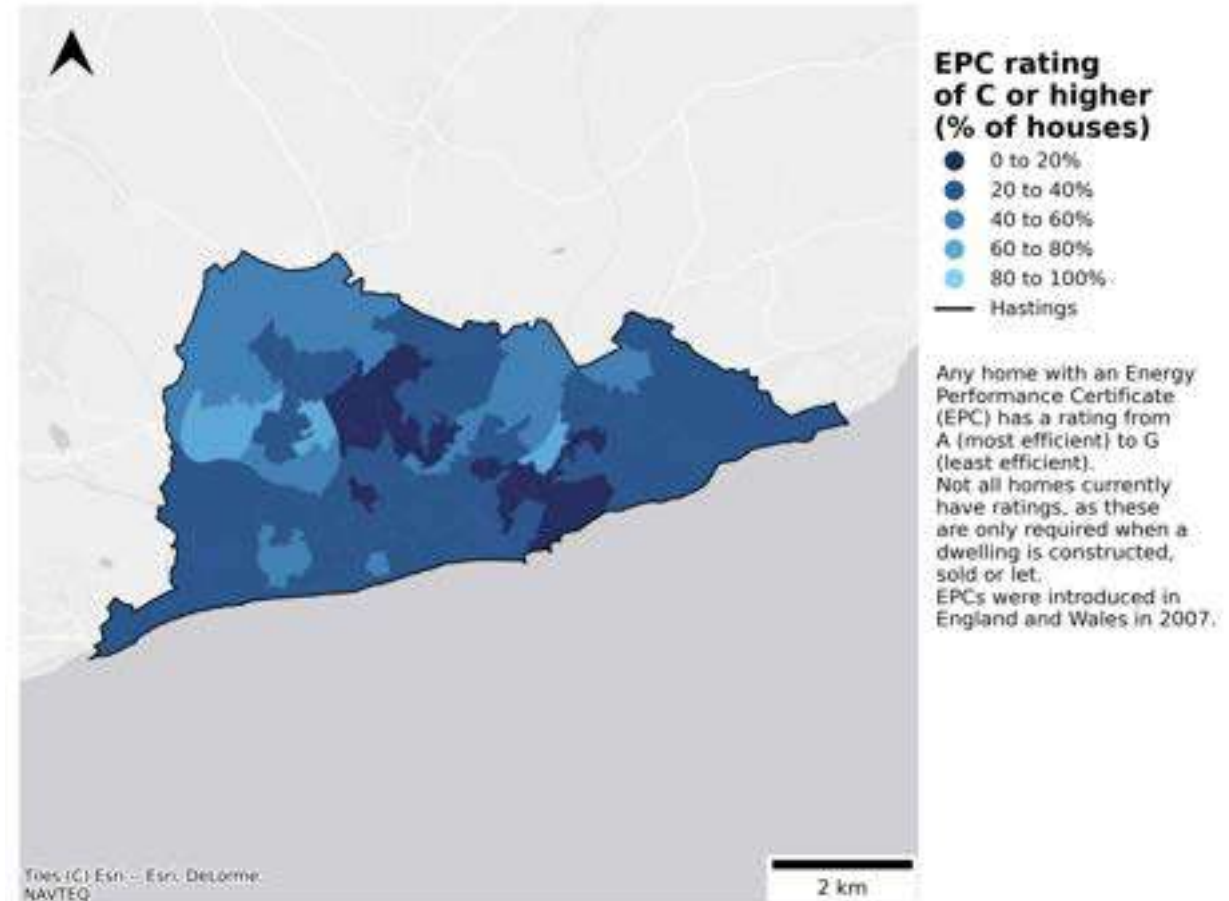
Fuel poverty in Hastings is similar to national levels. The proportion of homes in Hastings built prior to 1919 (40.5%) is around twice the national average, with only 2.7% of homes built post-2012.

- **Over a third of homes in Hastings (40.5%) were built pre-1919.** This is more than double the regional (17.1%) and nearly double the national (20.3%) levels. A low percentage of Hastings' homes (2.7%) were built between 2013-23, less than half the national (8.2%) and regional (8.6%) levels.
- The age of the property is the biggest single factor in energy efficiency of homes ([ONS, 2022](#)).
- Overall, **an average of 40% of assessed homes in Hastings have an EPC rating of C or higher.** This is similar to the England (41%) average. ([ONS, 2022](#)).
- The UK government has set a goal for fuel-poor homes (households where the cost of heating is high relative to income) in England to reach a rating of C or higher by 2030.
- The **percentage of fuel-poor homes in Hastings is 12.9%**, which is **higher** than the South East (8.6%) average but slightly below the England (13.2%) average. ([BEIS, 2022](#))

Age of domestic properties (%), 2023



Source: Valuation Office Agency, 2023 - table CTSOP4.0



Source: Department for Levelling Up, Housing and Communities; Valuations Office Agency, 2021



Human capital

Human capital is defined as the stock of knowledge, skills, competencies and other attributes embodied in people that are acquired during their life and used in the production of goods, services and ideas.

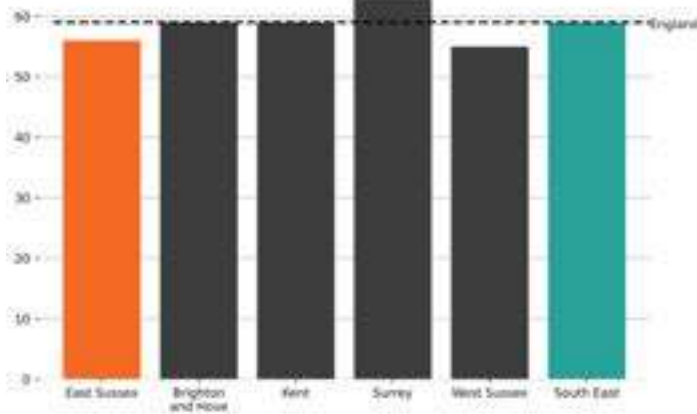


Education inequalities in East Sussex

In the most recent Key Stage 2 and Key Stage 3 results, East Sussex had lower results than both regional and national average s.

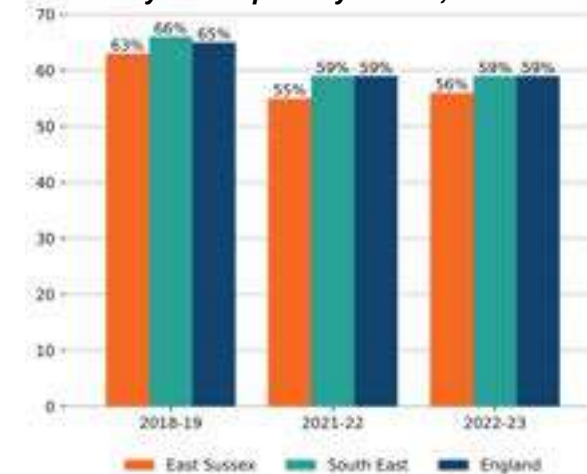
- As of November 2023, there are 217 schools and colleges in [EastSussex](#), 184 of which are primary schools.
- The **percentage of pupils meeting the expected standard in reading, writing and maths by the end of primary school in East Sussex was 56% in 2022/23**. This is lower than or almost equal to the averages of neighbouring local authorities such as Brighton and Hove (59%), Kent (59%), Surrey (64%) and West Sussex(55%). The East Sussex average (56%) was lower than the South East (59%), and the England (59%) averages.
- East Sussex has lower maths attainment when compared to the wider South East and England.** In 2022/23, 68% of pupils are meeting the expected standard in KS2 maths in East Sussex, compared to 72% in the South East and 73% in England.
- As shown on the map on the right, many schools that had a lower percentage of students meeting the expected standard at Key Stage 2 outcomes in 2018/19 are located in pockets of multiple deprivation within Hastings.
- In 2022/23, East Sussex has a lower **percentage of pupils achieving a pass in English and Maths at GCSE** (62.8%) than both regional (67.2%) and national (65.1%) averages.

Pupils meeting expected standard in RWM by end of primary school (%), 2022/23



Source: [DfE, 2023](#)
Note: Graph compares East Sussex to neighbouring upper-tier and lower-tier local authorities where data is available. 2022/23 data is provisional.

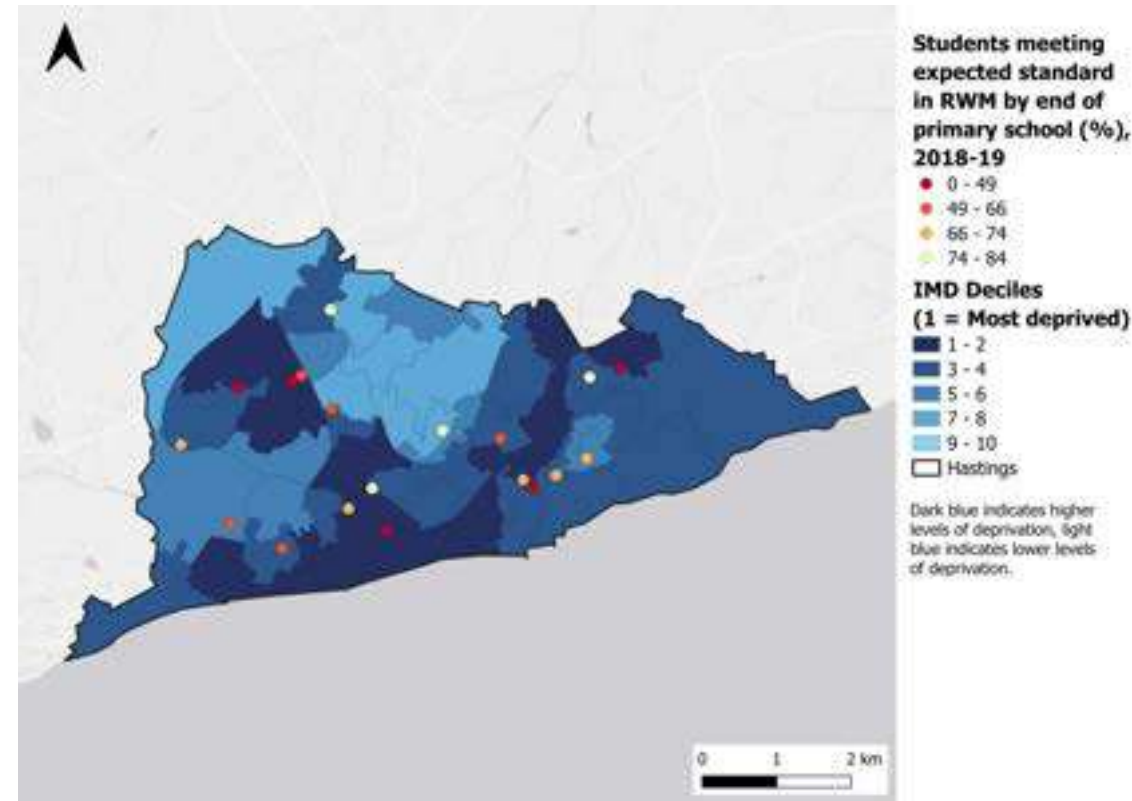
Percentage of pupils meeting expected standard in RWM by end of primary school, 2019 to 2023



The legend is presented in the same order as the bars in the clusters.

Source: [DfE, 2023](#)

Note: 2022/23 data is provisional. Academic years 2019-20 and 2020-21 are missing because of no examinations during COVID restrictions



Source: [DfE, 2022](#)

Note: The latest Key Stage 2 results at school-level is for 2018-19



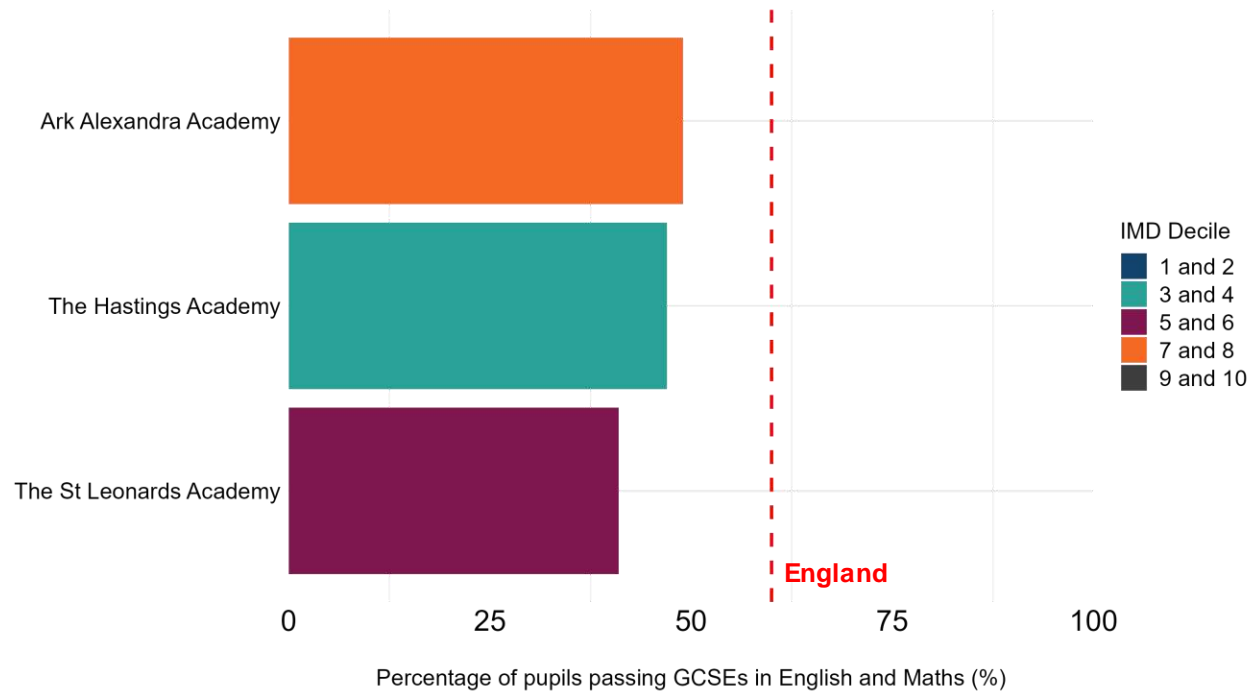
Education inequalities in Hastings

There is limited variation in the percentage of pupils passing GCSEs in English and Maths by school. All three schools in Hastings had a significantly lower percentage of pupils passing GCSEs in both English and Maths than the national average (60%).

- In [2022/23*](#), all 3 mainstream, state-funded schools in Hastings had a significantly lower percentage of pupils passing GCSEs in both English and Maths than the national average (60%).
- Additionally, less than half of [pupils passed GCSEs](#) in English and Maths in each school.
- The range in [percentage of pupils passing](#) both English and Maths GCSEs varied only slightly by school. 49% of pupils passed GCSEs in English and Maths at the Ark Alexandra Academy, compared to 41% at The St Leonards Academy.

* Data is provisional

Percentage of pupils passing GCSEs in English & Maths by school (%),
2022/23 academic year (provisional)



Note: This chart shows data for mainstream, state-funded schools only.

IMD decile 1 = most deprived

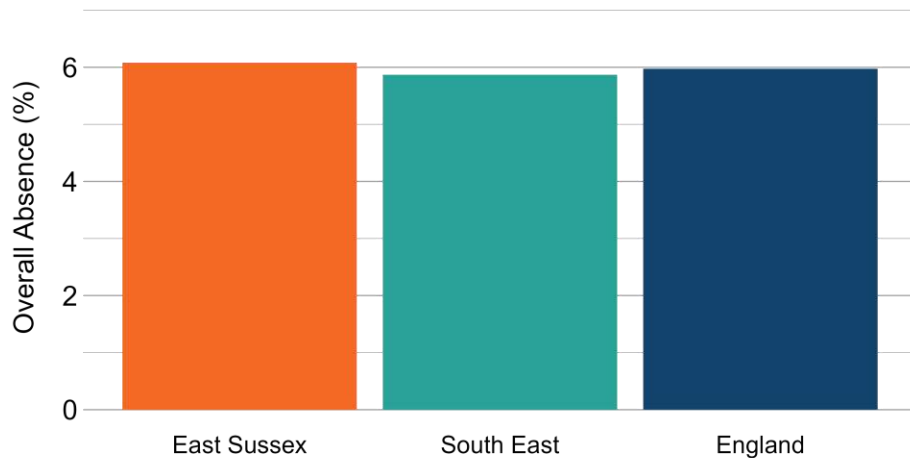


Primary school attendance analysis

The percentage of primary school absences in East Sussex is similar to national and regional averages.

- The [percentage of overall primary school absences \(for the full 2022/23 academic year up to 21st July\)](#) in **East Sussex was 6.1%**, which is **similar to** the regional average (5.9%) and the national average (6%). Newham is the local authority in England with the highest percentage of overall absences (7.3%), whilst Rutland has the lowest (4.3%).
- When looking at Hastings specifically, in the [2021/22](#) academic year, **15 out of 21 primary schools** (with data available) **had a higher percentage of overall absences than the national average** at the time (6.3%).
- The [percentage of overall absences](#) varied greatly by primary school. The percentage of overall absences was 24.5% at The Flagship School, but just 4.8% at Ark Little Ridge Primary Academy. The Flagship School is a special school. Not including special schools, Hollington Primary Academy had the highest percentage of overall absences (10.3%).

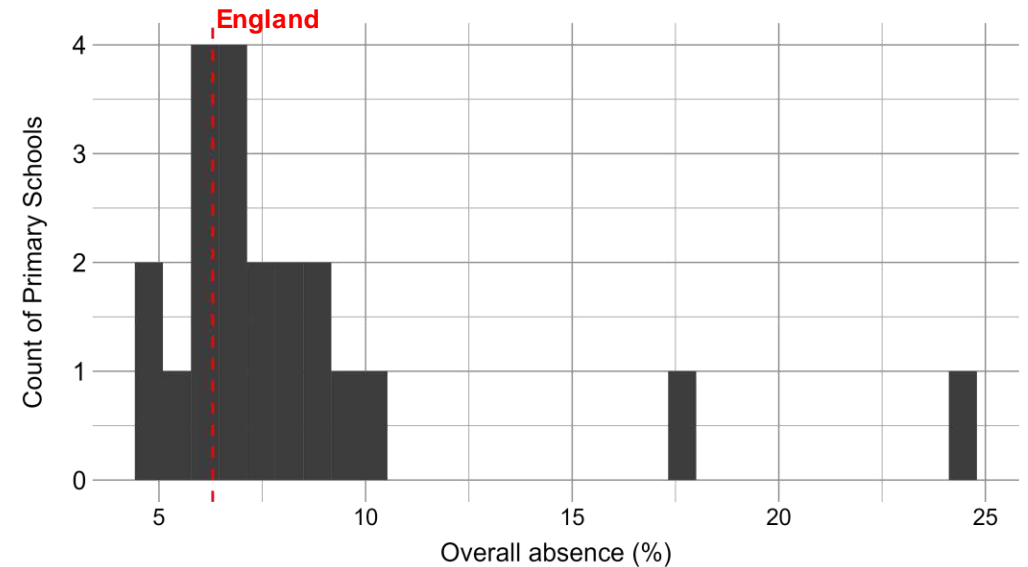
Percentage of overall primary school absences, full 2022/23 academic year up to 21st July



Source: [DfE, 2023](#)

Note: These are experimental statistics

Percentage of overall absences by primary school, 2021/22 academic year



Note: Data is not available for independent schools.

Source: [DfE, 2021/22](#)

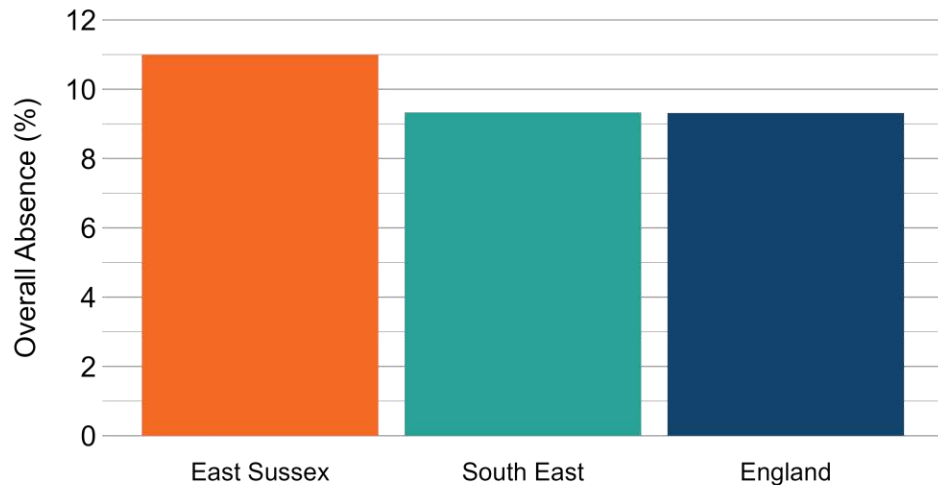


Secondary school attendance analysis

Secondary school absences in East Sussex are higher than regional and national averages. All 6 schools in Hastings have a higher absence rate than the national average. The Hastings Academy had the highest percentage of overall absences (15.4%) of the mainstream schools in Hastings.

- The [percentage of overall secondary school absences \(for the full 2022/23 academic year up to 21st July\)](#) in **East Sussex was 11%**, which was **more than the regional average (9.3%) and the national average (9.3%)**. Middlesbrough is the local authority with the highest percentage (12.6%) of overall absences in England, whilst Tower Hamlets has the lowest (6.7%).
- When looking at Hastings specifically, in the [2021/22](#) academic year, **all 6 secondary schools** (with data available) **had a higher percentage of overall absences than the national average** at the time (9%).
- The [percentage of overall absences](#) varied by school. The percentage of overall absences was 24.5% at the Flagship School, but 9.3% at Ark Alexandra Academy. The Flagship School is a special school. Not including special schools, The Hastings Academy had the highest percentage of overall absences (15.4%).

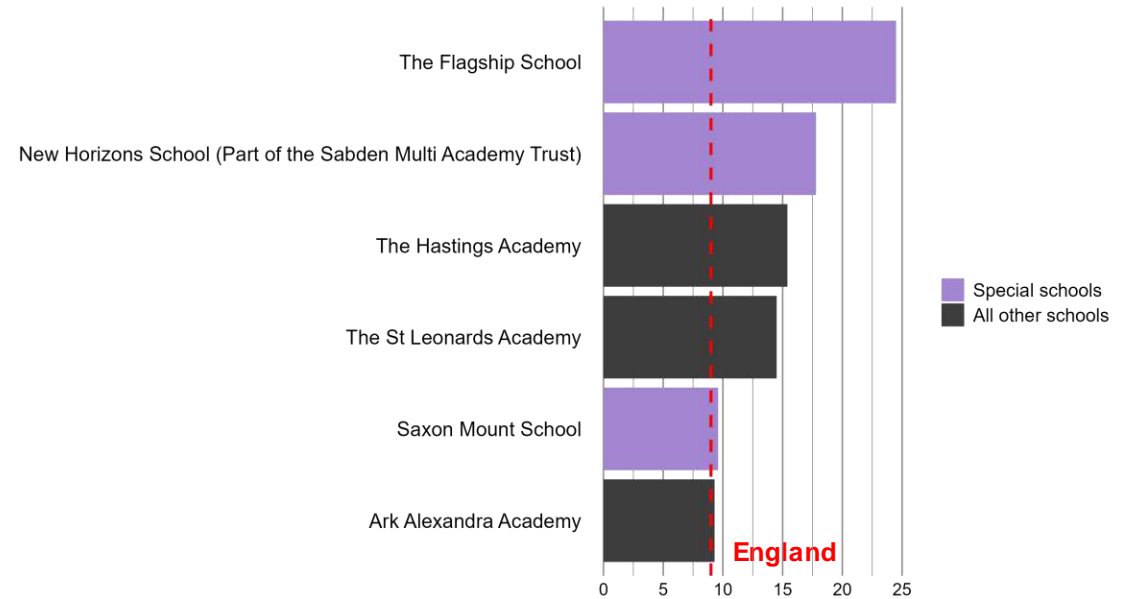
Percentage of overall secondary school absences, full 2022/23 academic year up to 21st July



Source: [DfE, 2023](#)

Note: These are experimental statistics

Percentage of overall absences by secondary school, 2021/22 academic year



Note: Data is not available for independent schools.

Source: [DfE, 2021/22](#)

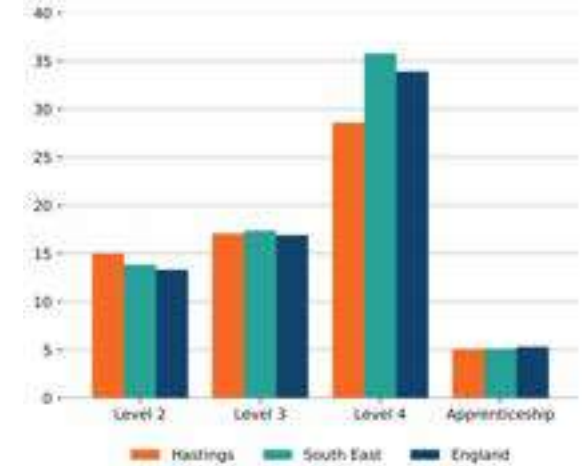


Education: Post-16 education

Despite a high percentage of individuals having post-16 sustained education, apprenticeships or employment, Hastings has a lower percentage of people with level 4 as their highest qualification when compared to regional and national averages.

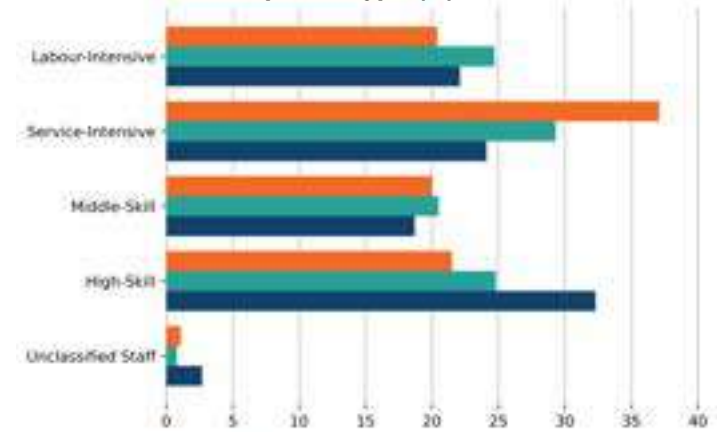
- [The percentage of post-16 sustained education, apprenticeships or employment](#) was (93.5%) in Hastings in 2021/22, higher than the **England average (82.6%)** and the **South East average (83.2%)**.
- When compared to England in 2021-22, Hastings has a higher **percentage of people** who have **level 2 (15.1%)** and **level 3 (17.1%)** as their highest qualification and fewer people with **apprenticeships (5.1%)** as their highest qualification.
- Hastings has a lower proportion of people with level 4 qualifications and above (28.6%) relative to the England (33.9%) and South East average (35.8%).
- In 2019, **33.2% and 20.1% of East Sussex employment was classified as employed in high-skilled and middle-skilled** occupations, respectively. This is compared to (37.6%) and (20.1%) for England.
- In 2019, (20%) of all East Sussex [establishments had either a skill gap or skill shortage vacancy](#), higher than the **national average (17%)**.
- East Sussex has a **lower proportion (21.5%) of skills gap or shortage vacancies in high skill employment** compared to England (32%). This suggests rates of skills gap or shortage vacancies in middle skilled, labour intensive, and service-intensive are **higher than the England averages**.

Highest level of qualification achieved (%), 2021



Source: [ONS Census, 2021](#); [ONS Census, 2023](#)

Profile of skill shortage and skill gap vacancies by occupation type (%), 2019



Source: [DfE, 2019](#) East Sussex South East England



Health: Hastings

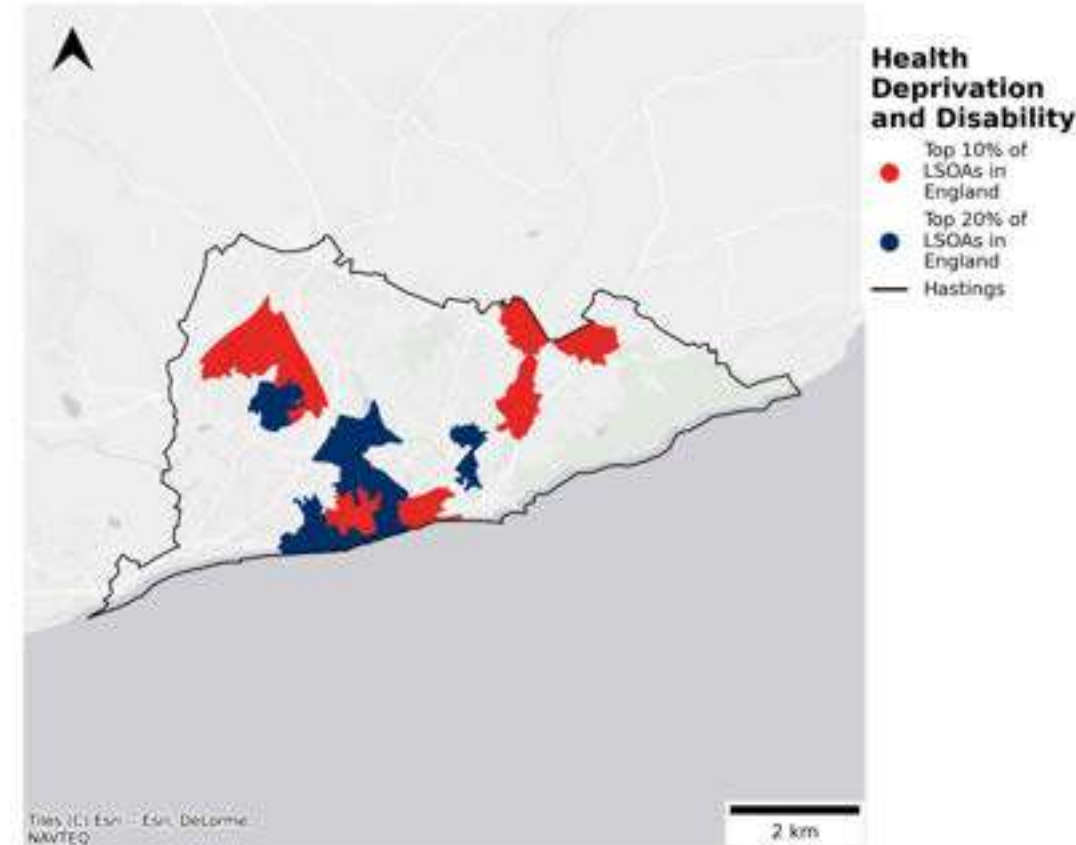
Hastings has high health deprivation. This is reflected by low healthy life expectancy and life expectancy at birth as well as a high under 75 mortality rate from cancer. Smoking prevalence in Hastings is also higher than national and regional averages.

The [Health Deprivation and Disability Domain](#) measures the risk of **premature death and the impairment of quality of life through poor physical or mental health**. The domain measures morbidity, disability and premature mortality but not aspects of behaviour or environment that may be predictive of future health deprivation.

Insights:

- **37.74% of Hastings' LSOAs are in the top 20% most health deprived nationally** indicating a significantly greater prevalence of health deprivation in Hastings compared to England. 20.75% of Hastings' LSOAs are in the top 10% most deprived nationally.
- **Healthy life expectancy (HLE)** in East Sussex was **lower** than the regional and UK averages between 2018-2020 (see [slide 8](#)). Additionally, **life expectancy at birth (2021) for males and females in Hastings (76.4 and 80, respectively) is significantly lower** than the England (78.7 and 82.8) and South East (79.9 and 83.8) average.
- Prevalence of **obesity** is similar to national averages (see [slide 8](#)). **67.1% of adults in Hastings are physically active**, which is similar to the regional (70.5%) and national (67.3%) averages.
- Smoking prevalence in adults is **higher in Hastings** than regional and national levels (see [slide 8](#)). **Admission episodes for alcohol-related conditions** (per 1,000,000) is also **higher** in Hastings (679) than England (494).
- **Under 75 mortality rate from cancer** (2021) in Hastings (148.9 per 100,000) is **higher** than the regional average (112.9) and the national average (121.5).
- Subjective measures of well-being in Hastings fluctuated around the regional and national averages over the last decade although **Hastings was the 16th highest-ranked local authority in the UK for happiness** in 2021-22. (see [slide 8](#)).

Most deprived areas in Hastings, in comparison to England (Health), 2019





Health: primary care coverage

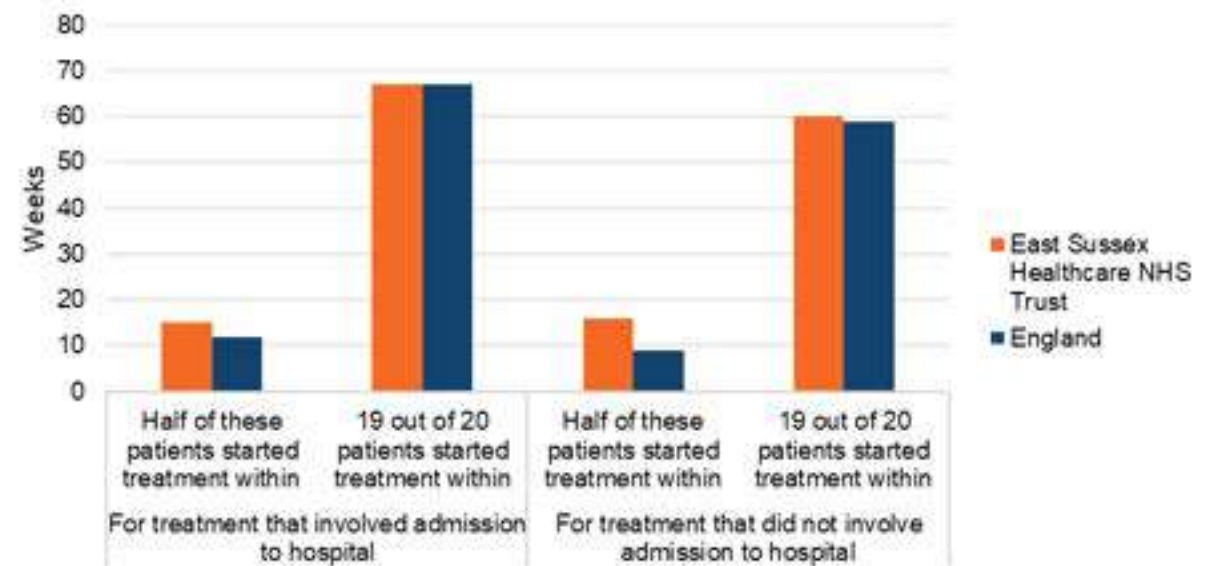
Hastings and Rye has a higher average number of appointments per registered patient compared to regional and national averages. However, Hastings and Rye has a higher percentage of appointments taking place within 2 days of booking than wider averages.

- **Hastings sits within the NHS Sussex Integrated Care Board (ICB) 97R.**
- In the year ending September 2023, the constituency of Hastings and Rye (7.1) had a **higher average number of appointments* per registered patient**, compared to the South East (5.5) and England (5.6) averages.
- In the year ending September 2023, the constituency of Hastings and Rye (55.2%) had a **higher percentage of appointments** taking place within 2 days of booking**, compared to the South East (46.6%) and England (47.2%) averages.
- The **NHS workforce** in the Sussex ICB (97R) has been increasing steadily in size in recent years, and has a **higher total NHS workforce per 100,000 patients** when compared to the England average. However, the **number of GPs per 100,000 patients in the ICB (42) is lower** than the England (44) average.
- **Referral to treatment waiting times** in East Sussex Healthcare NHS Trust are **longer than, or similar to, the England average for all waiting times regardless of hospital admittance.**

* *Appointments includes 'not attended' appointments.*

** *Only appointments in the following categories are counted: General Consultation Routine, General Consultation Acute, Unplanned Clinical Activity, Walk-in, Clinical Triage, Home Visit, Care Home Visit.*

Sussex ICB referral to treatment waiting times, September 2023



Source: [NHS statistics, 2023](#)

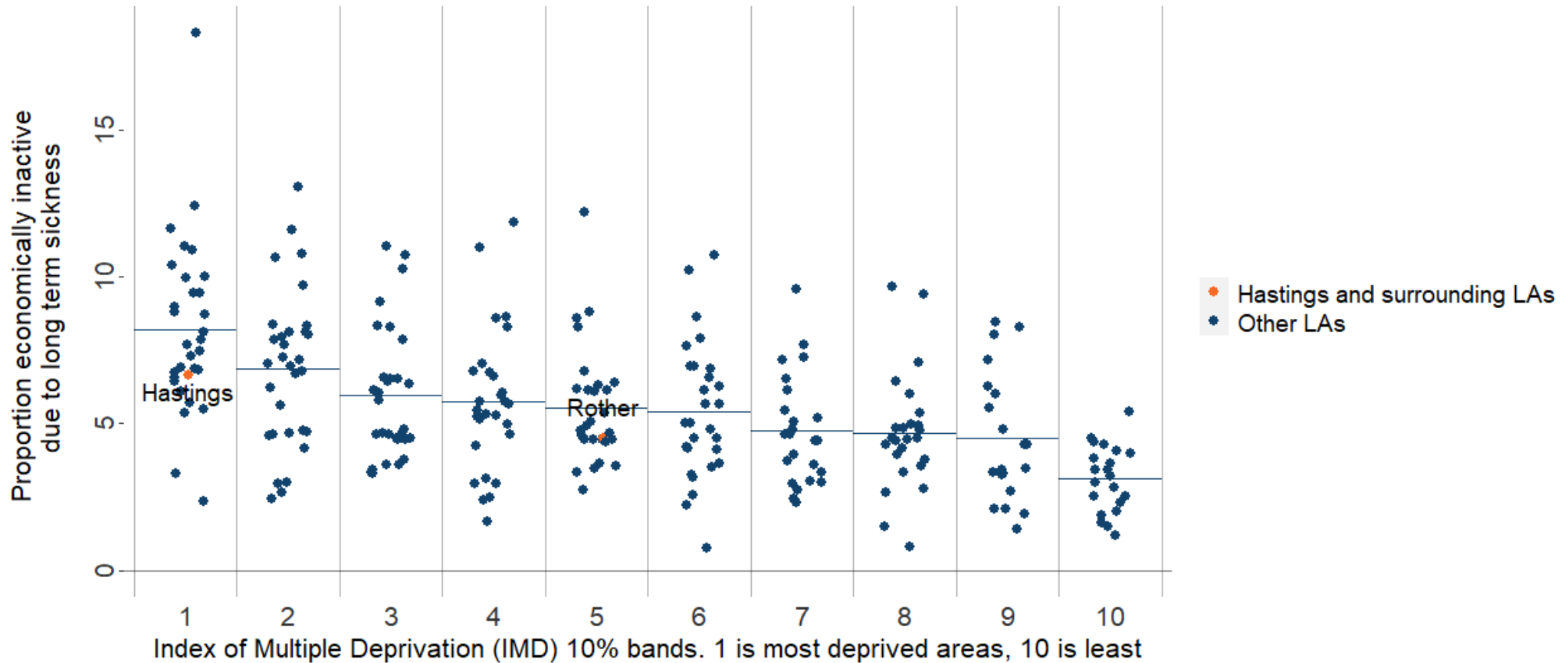


Hastings economic inactivity due to sickness

Economic inactivity due to sickness in Hastings is lower than other local authorities in the top 10% most deprived local authorities.

Economic inactivity and IMD

Decile 1 is the most deprived; decile 10 is least deprived



Source: [NOMIS](#), [MHCLG IMD \(2019\)](#)

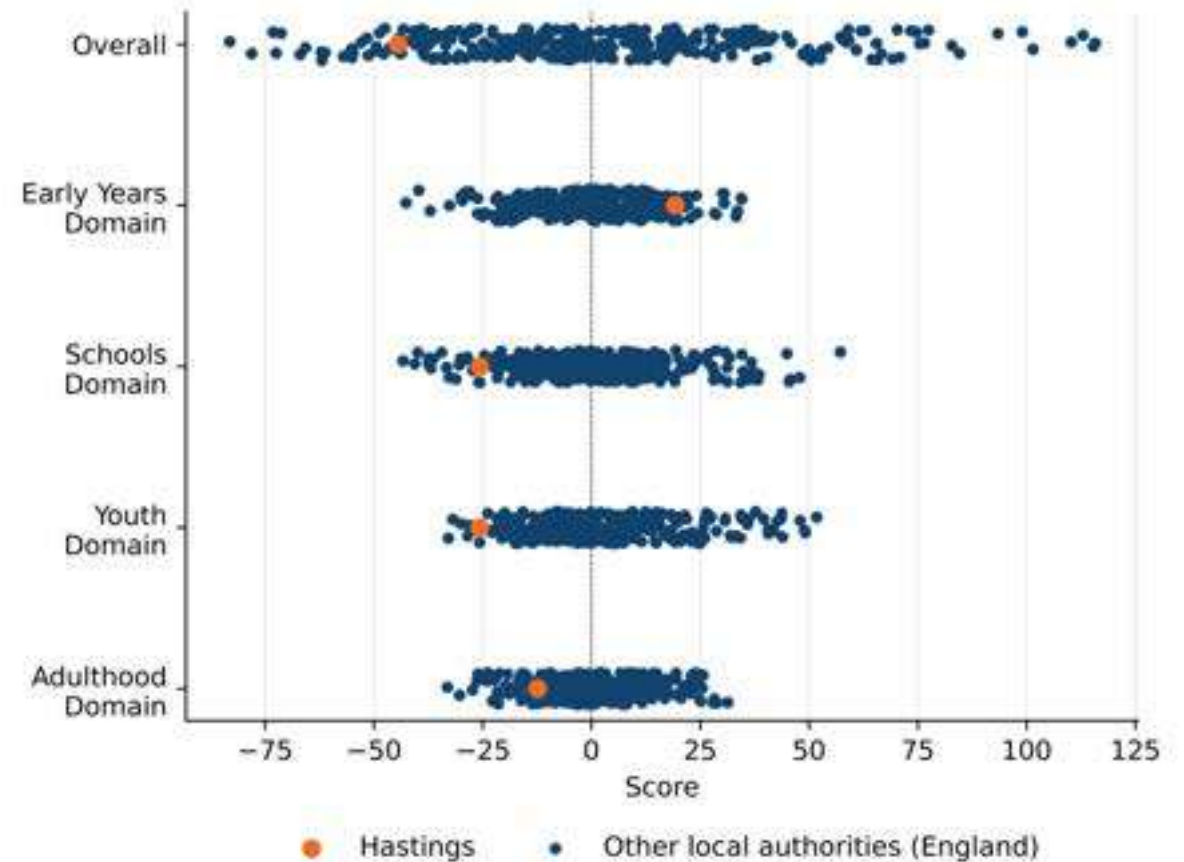


Social Mobility in Hastings

Hastings is the 26th least socially mobile local authority in England, with upwards mobility particularly difficult in the schools and youth domains when compared to other local authorities.

- [The Social Mobility Index](#) is a framework for measuring social mobility in the UK. It enables a systematic look at social mobility outcomes, as well as the drivers behind social mobility. **The index defines social mobility as the difference between your life outcomes and those of your parents.**
- **Hastings ranks 26th lowest out of 324 English local authorities for upwards social mobility**, according to the Social Mobility Index in 2017.
- **Individuals experience upwards social mobility more during Early Years in Hastings compared to the national average.**
- **Individuals experience upwards social mobility less during School, Youth and Adulthood in Hastings compared to the national average. Upwards social mobility in the Youth domain is the 7th lowest** when compared to other local authorities.

Standardised local authority scores for social mobility index, England (2017)



Source: [Social Mobility Index \(2017\)](#)



Intangible capital

Intangible capital is made up of formal forms of investment, such as intellectual property, software and patents, and informal forms, such as embedded processes and practices.



Hastings' economy in the context of the South East

Hastings has lower productivity, pay and skill levels compared to wider averages, with higher levels of unemployment and economic inactivity amongst women.

- **Productivity in Hastings** (£30.6 per hour) is **less** than the South East average (£42.2) and the UK (£38.3).
- **Average weekly pay in Hastings is lower** than in the South East and Great Britain.
- **Hastings has a higher economic activity rate for males** compared to Great Britain and the South East but has a **lower economic activity rate for females** compared to Great Britain and the South East.
- **It has disproportionately less employment in higher-skilled jobs** (such as managerial occupations) when compared to GB averages, in contrast to the South East average.
- The proportion of the population with **qualifications** (at all levels) is **consistently less** than the regional and GB averages.
- The proportion with **no qualifications** in **Hastings is higher** than the regional and GB averages.
- Note that:
 - R: figure based on location of residence
 - W: figure based on location of workplace
 - #: Sample size too small for reliable estimate

<u>Measure</u>	Hastings	South East	Great Britain
Productivity: GVA per hour (W)	£30.6	£42.2	UK = £38.3
Employment: Economic activity rate – males (R)	83.8%	84.6%	82.4%
Employment: Economic activity rate – females (R)	71.5%	77.8%	74.8%
Employment: Percentage of households that are workless (R)	#	11.1%	13.9%
Employment: Claimant count (R)	5.0%	2.8%	3.7%
Occupations: Employment in SOC 1-3 (managers, directors and senior officials; professional occupations; associate professional & technical) (R)	44.2%	57.0%	52.2%
Occupations: Employment in SOC 6-7 (caring, leisure and other service occupations; sales and customer service occupations) (R)	#	12.9%	14.2%
Skills: Population with NVQ4 and above (R)	31.1%	45.2%	43.6%
Skills: Population with NVQ3 and above (R)	42.1%	63.8%	61.5%
Skills: Population with No Qualifications	14.6%	5.0%	6.6%
Earnings: Weekly pay (R)	£532.0	£685.3	£642.2
Earnings: Weekly pay (W)	£502.6	£664.3	£642.0

Source: [NOMIS Labour Market Profile, 2021-2022](#),
[ONS Subregional productivity, 2020](#)

NOMIS data points are estimates rather than definite figures due to small sample sizes at local levels



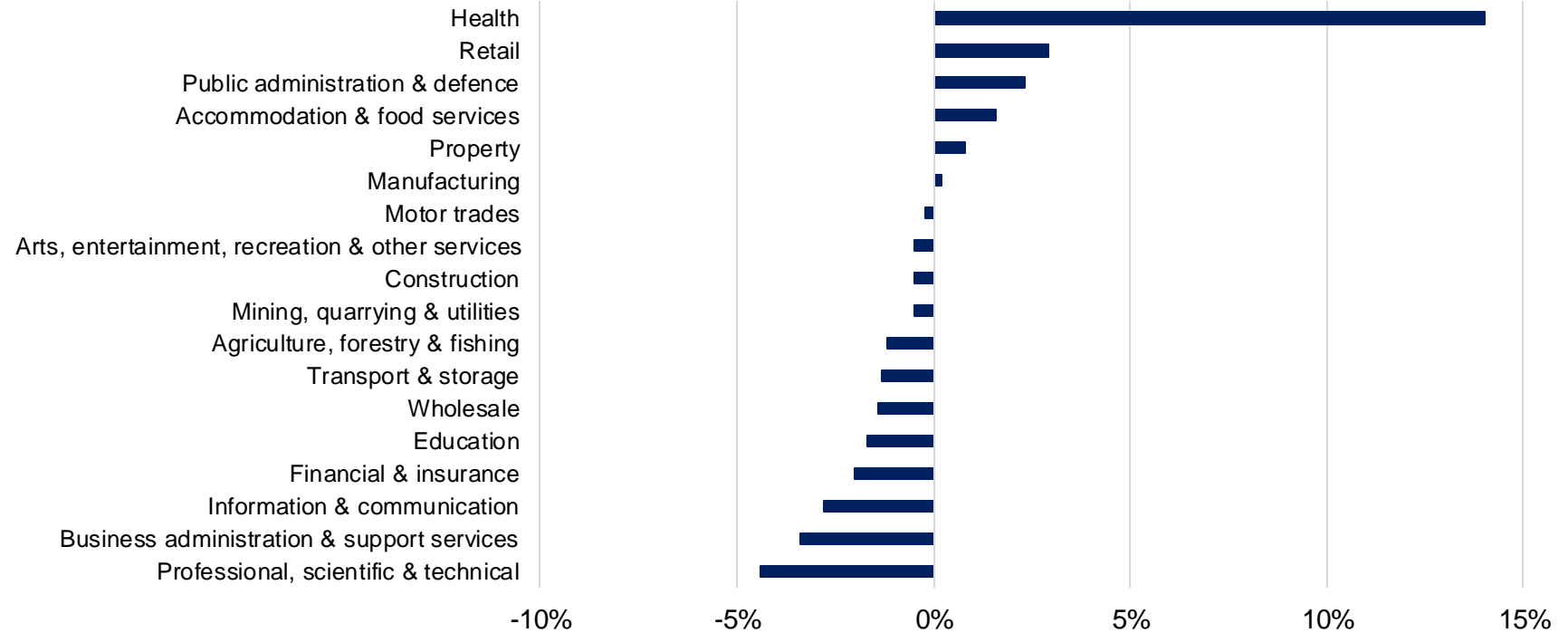
Economy: Local Industrial Profile

The local economy is dependent on jobs and revenue streams from businesses operating in the Health sector.

Employment across Broad Industrial Groups in Hastings compared to GB average, 2021

Hastings has a larger share of employment in **Health**, and as well as larger shares in the **Retail, Public administration and defence, Accommodation and food services, Property and manufacturing** industries compared to the GB average.

It has a lower share in **Professional, scientific and technical, Business administration and support services** and **Information and communication** industries.



Source: [ONS, NOMIS Business and Register Employment, 2021](#)
NOMIS data points are estimates rather than definite figures due to small sample sizes at local levels



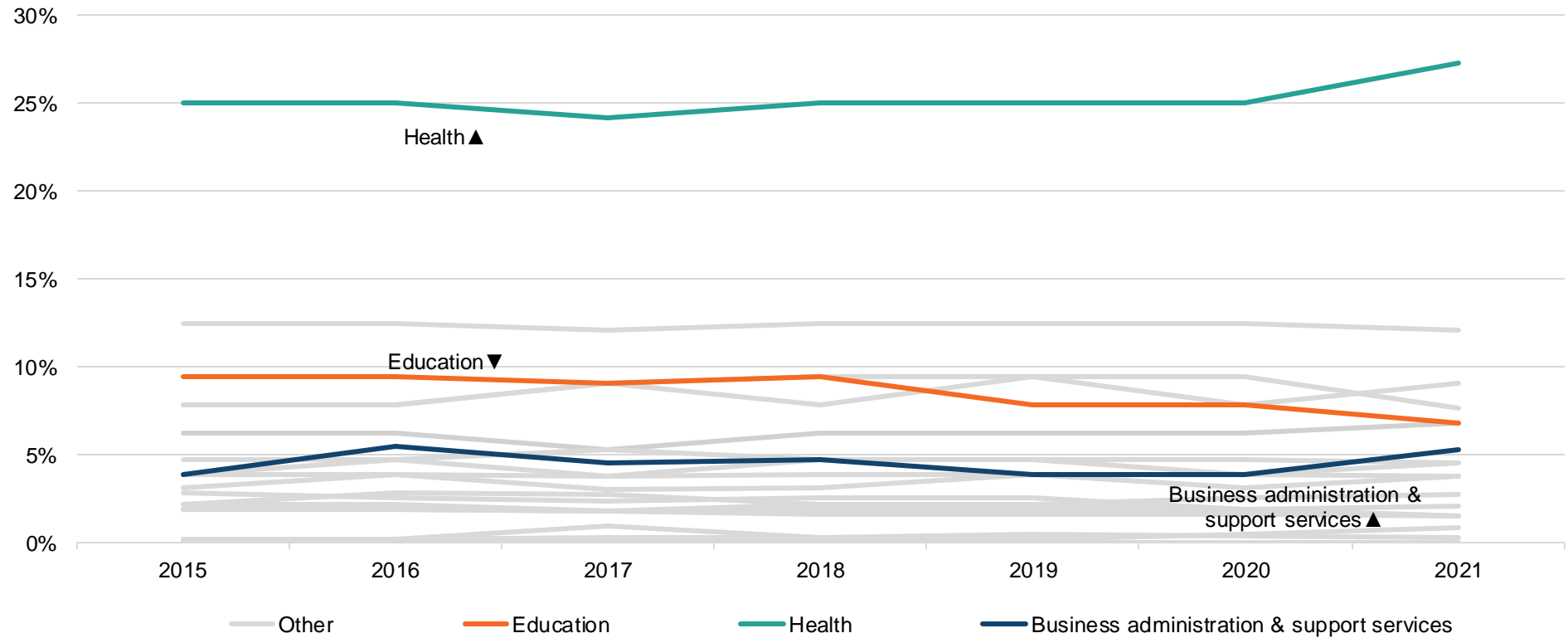
Economy: Local Industrial Profile (Continued)

Shares of employment in Education has decreased the most, and share of employment in Health and Business administration and support services has increased the most, since 2015.

Between 2015 and 2021, share of employment in **Education** (from 9.4% to 6.8%) **fell the most**, followed by **Information and communication** (from 2.2% to 1.5%) and then **Wholesale** (from 2.8% to 2.1%).

Between 2015 and 2021, share of employment in **Health** (from 25.0% to 27.3%) **increased most**, followed by **Business administration and support services** (from 3.9% to 5.3%) and then **Accommodation and food services** (from 7.8% to 9.1%).

Share of employment across Broad Industrial Groups in Hastings, 2015-2021



Source: [ONS, NOMIS Business Register and Employment Survey, 2021](#)

NOMIS data points are estimates rather than definite figures due to small sample sizes at local levels



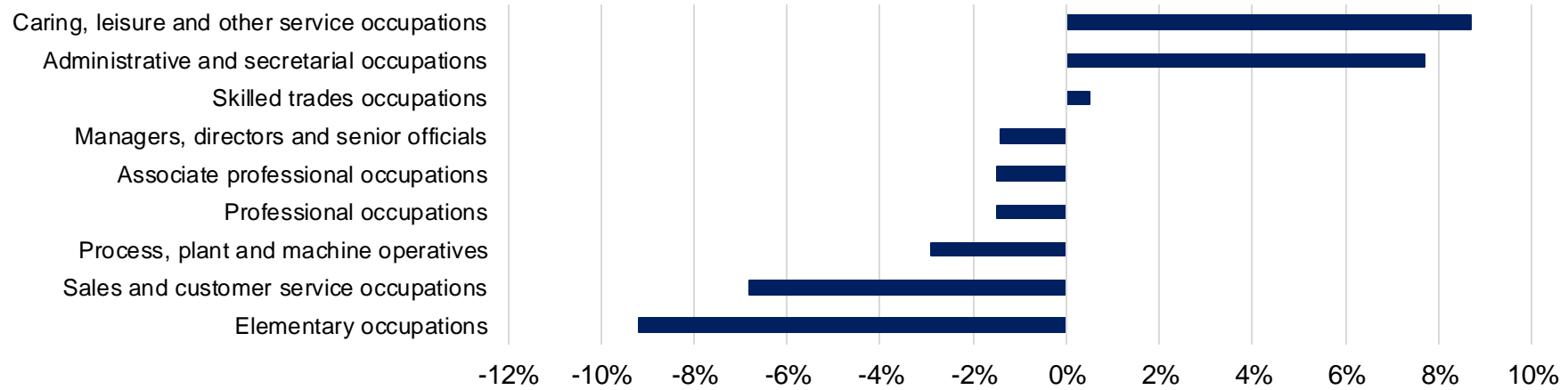
Economy: Local Industrial Profile (Continued)

The local economy is dependent on low-skill jobs including Caring and leisure services, and Administrative and secretarial occupations.

Hastings has a **larger** share of employment in **Caring, leisure and other service and Administrative and secretarial** occupations compared to the GB average.

In contrast, it has a **smaller** share of employees working in **Elementary** and **Sales and customer service** occupations.

Employment across Standard Occupation Classes in Hastings compared to GB average, 2021



Source: [ONS, APS survey, 2021](#)

NOMIS data points are estimates rather than definite figures due to small sample sizes at local levels



Economy: Local Industrial Profile (Continued)

Companies House data shows most of Hastings' business demography is dominated by labour-intensive, lower-skilled industries such as Construction and Wholesale trade.

- Of businesses registered in Hastings between 2020 and 2023, **Construction** and **Wholesale and retail trade** made up the largest proportions, at 13% for each.
- These statistics imply that Hastings has a large base of small construction firms, wholesalers, retailers, and car servicing garages, or sole traders.
- The third largest industry is **Accommodation and food service activities**, at 10%.
- **Professional, scientific and technical activities**, and **Real estate activities**, made up the fourth and fifth largest proportion of businesses registered, both at 9%.
- Note: A high number of registered businesses does not necessarily mean high revenue or employment.

SIC code	SIC industrial sections	Total number of firms in Hastings	Percentage of all firms in Hastings
G	Wholesale and retail trade; repair of motor vehicles and motorcycles	460	13%
F	Construction	448	13%
I	Accommodation and food service activities	337	10%
M	Professional, scientific and technical activities	322	9%
L	Real estate activities	304	9%
N	Administrative and support service activities	272	8%
S	Other service activities	264	8%
J	Information and communication	232	7%
Q	Human health and social work activities	229	7%
C	Manufacturing	173	5%
R	Arts, entertainment and recreation	139	4%
P	Education	133	4%
K	Financial and insurance activities	73	2%
H	Transportation and storage	51	1%
A	Agriculture, forestry and fishing	20	1%
O	Public administration and defence; compulsory social security	15	0%
T	Activities of households as employers; undifferentiated goods-and services-producing activities of households for own use	9	0%
E	Water supply; sewerage, waste management and remediation activities	7	0%
B	Mining and quarrying	2	0%
U	Activities of extraterritorial organisations and bodies	2	0%
D	Electricity, gas, steam and air conditioning supply	0	0%

Source: FAME database (Companies House, 2020-2023)



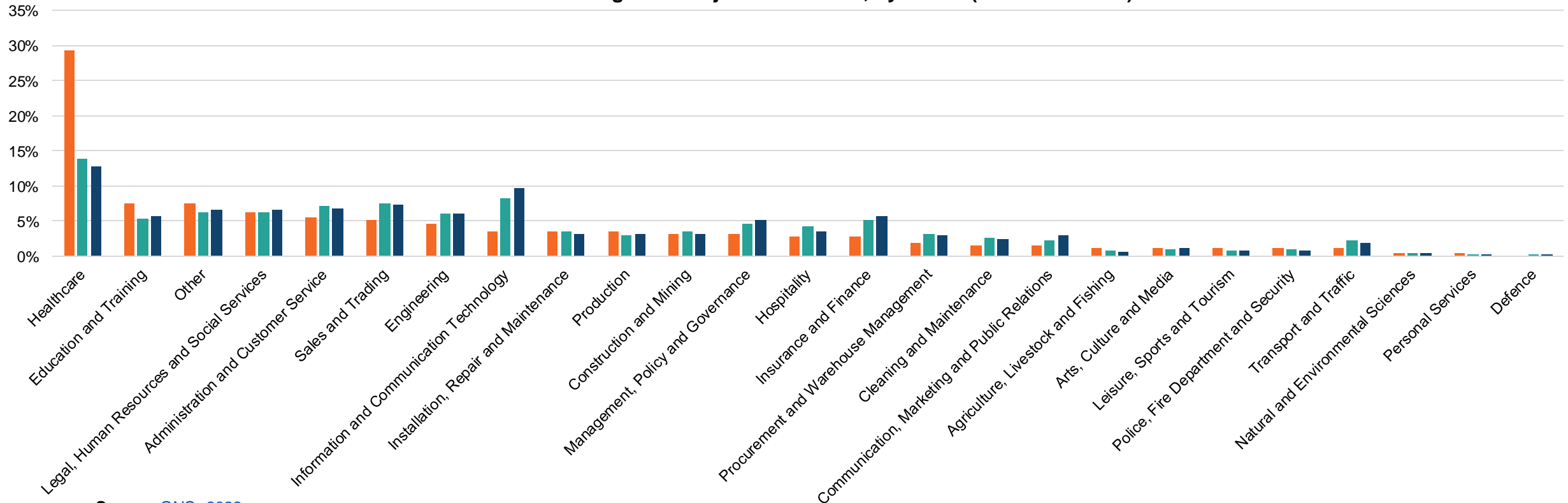
Skills and Labour market: Job Vacancy Analysis

Hastings shows a higher-than-average proportion of job vacancies in Healthcare, Education and training and ‘Other’ occupations but shows a lower proportion of job vacancies in most sectors, particularly Information and Communication Technology.

The highest share of jobs advertised is in the **Healthcare** sector. There are many sectors in which the proportion of vacancies is **higher** than regional and UK averages. Most noticeably in the **Education and Training** and **Other** sectors.

Conversely, the proportion of vacancies in most sectors, but most noticeably **Sales and Trading, Engineering, and Information and Communication Technology** in Hastings is noticeably **lower** than regional and UK levels.

Percentage of total jobs advertised, by sector (December 2022)



Source: [ONS, 2022](#)

Intangible capital > Skills
■ Hastings ■ South East ■ UK

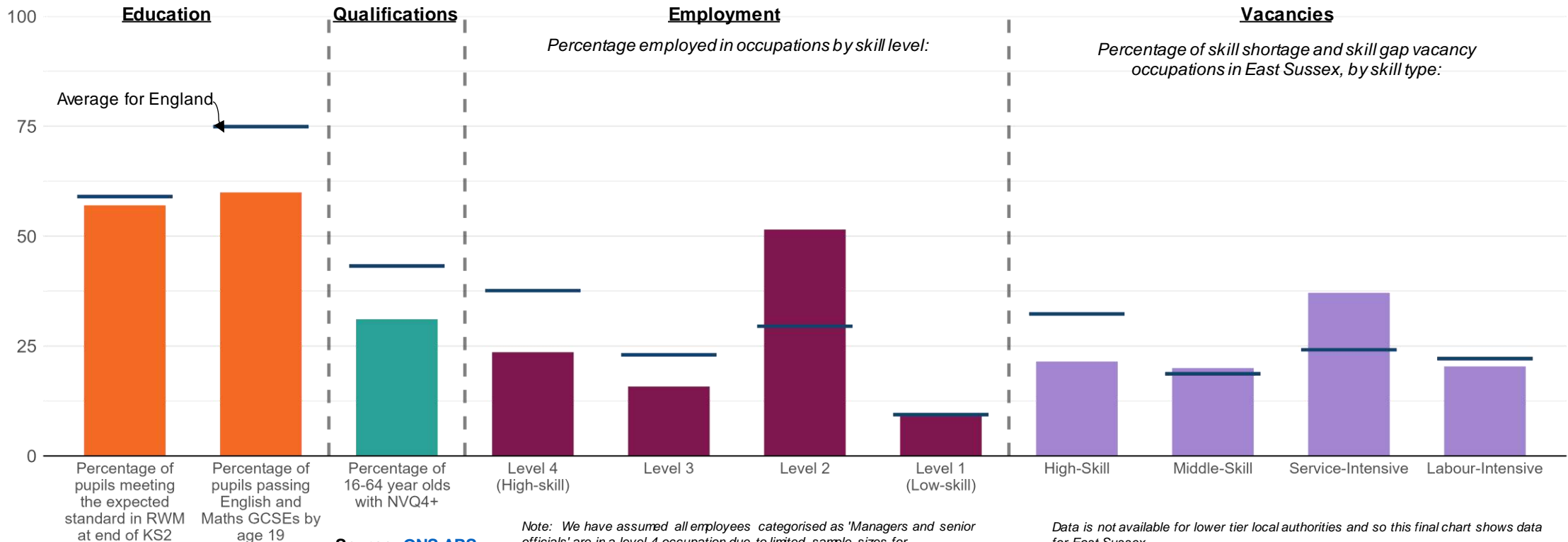
The legend is presented in the same order as the bars in the clusters.



Hastings – education to employment

Lower KS2 and lower KS4 attainment than average has translated into a small number of highly qualified workers, resulting in lower-than-average employment in high-skilled occupations.

- Hastings has a **lower attainment** than the national average at KS2 and KS4, with the gap in attainment becoming larger between KS2 and KS4.
- As a result, there is a **shortage of skilled level 4+ (degree+) qualified workers**.
- And a **lower percentage** (compared to England average) in **high-skill occupations**.
- With **below average vacancies in high-skill occupations in East Sussex**, implying limited potential to attract high-skill workers.



Source: [DfE KS2 Attainment 2022](#), [DfE Level 2 and 3 Attainment 2022](#)

Source: [ONS, APS survey, 2021](#)

Note: We have assumed all employees categorised as 'Managers and senior officials' are in a level 4 occupation due to limited sample sizes for its subgroups. [SOC 2020 descriptions](#).

Source: [ONS, APS, March 2023](#)

Data is not available for lower tier local authorities and so this final chart shows data for East Sussex.

Source: [DfE, 2019](#)



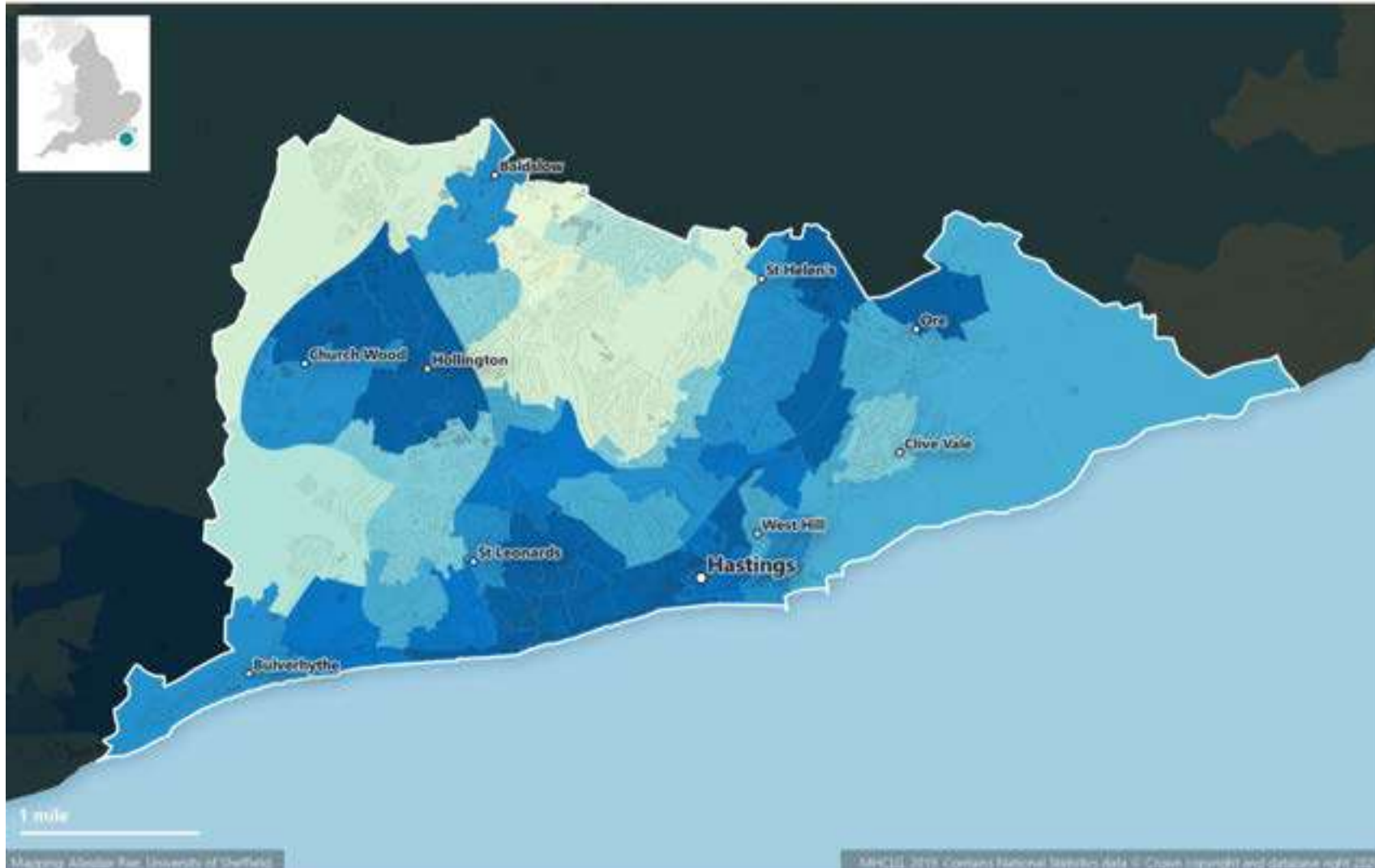
Social capital

Social capital refers to the extent and nature of peoples' connections with others and the collective attitudes and behaviours between people that support a well-functioning, close-knit society.



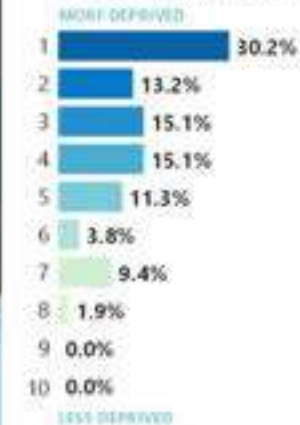
Index of Multiple Deprivation for Hastings

Nearly a third of LSOAs in Hastings are in the most deprived 10% of all LSOAs nationally. Hastings was the 13th most deprived local authority in England according to the 2019 Index of Multiple Deprivation.



Local authority profile

% of LSOAs in each national deprivation decile



What this map shows

This is a map of Index of Multiple Deprivation (IMD) 2019 data for **Hastings**. The colours on the map indicate the deprivation decile of each Lower Layer Super Output Area (LSOA) for England as a whole, and the coloured bars above indicate the proportion of LSOAs in each national deprivation decile. The most deprived areas (decile 1) are shown in blue. It is important to keep in mind that the data relate to small areas and do not tell us how deprived, or wealthy, individual people are. LSOAs have an average population of just under 1,700 (as of 2017).





Crime: hotspots and types of crime

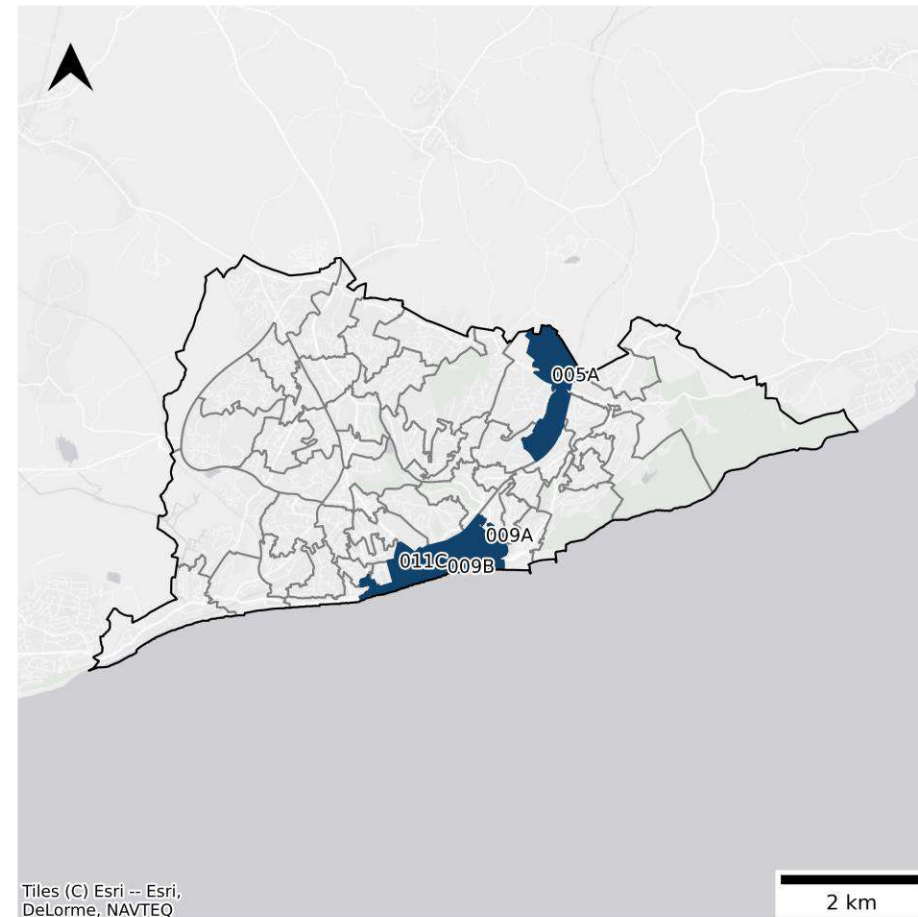
Over the past five years, the area around Priory Meadow shopping centre has been the biggest hotspot for the main recorded crime categories.

Top 3 LSOAs in the top 3 recorded crime categories in Hastings, January 2018 to August 2023

Crime category	Top 3 LSOAs	Total recorded crimes
Violence and sexual offences	Hastings 009B	1936
	Hastings 009A	1618
	Hastings 005A	986
Anti-social behaviour	Hastings 009A	1320
	Hastings 009B	1206
	Hastings 011C	792
Criminal damage and arson	Hastings 009B	497
	Hastings 009A	399
	Hastings 005A	355

Source: [Police.uk](https://www.police.uk), 2023

Location of LSOAs in Hastings with most recorded crime, January 2018 to August 2023



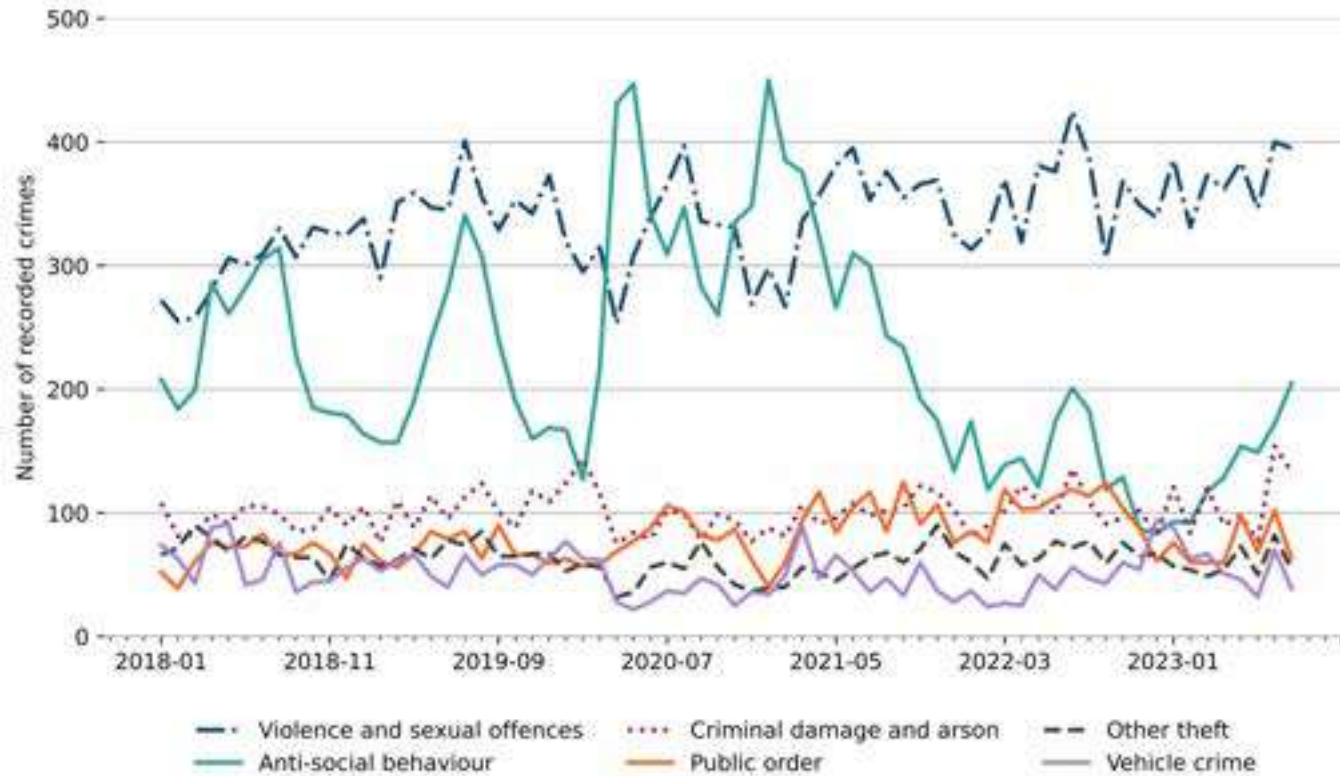
Source: [MHCLG IMD](https://www.mhclg.imd), 2019



Crime: hotspots and types of crime

Over the past two years violence and sexual offences are the highest police reported crimes in Hastings. Recorded anti-social behaviour has decreased since the start of 2021. Recorded crime is highest in areas around the coast and east of Priory Meadow shopping centre, whilst there is also a high density of crime in areas of the North East and North West of Hastings.

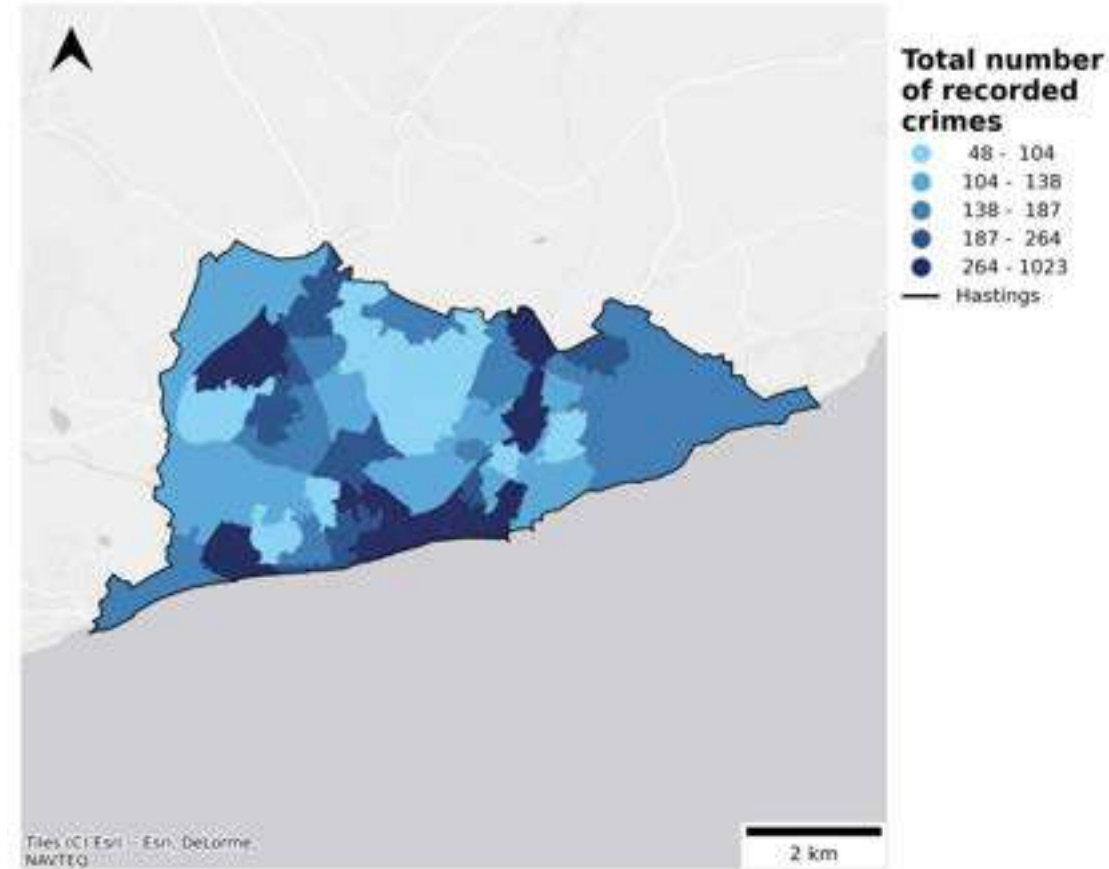
Top 6 recorded crimes in Hastings, January 2018 to August 2023



Source: [Police.uk, 2023](https://www.police.uk)

Note: This data source uses counts reported to the police and therefore may be missing the true counts of crime from underreporting.

Total recorded crime by LSOA in Hastings, 2022



Source: [Police.uk, 2022](https://www.police.uk)

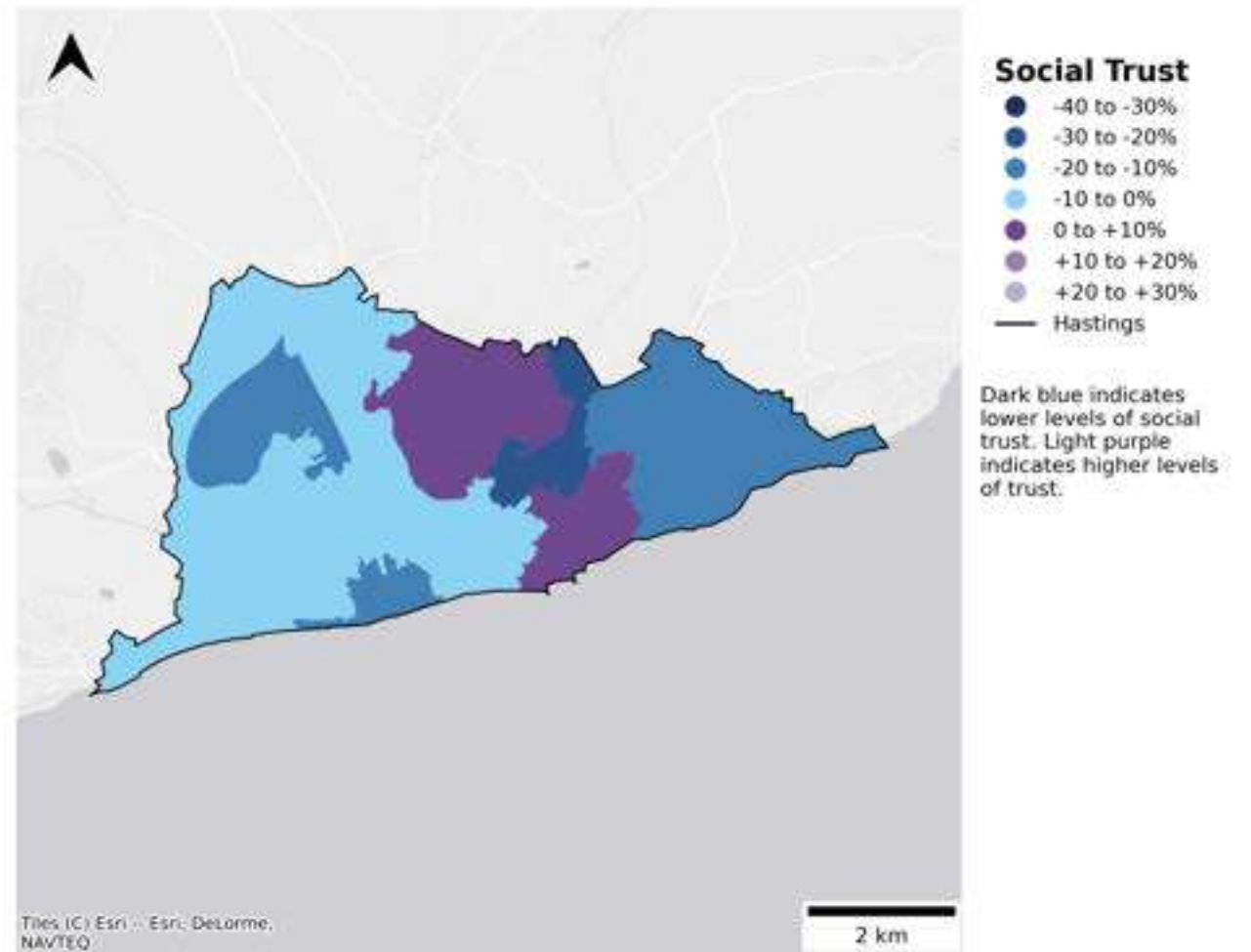
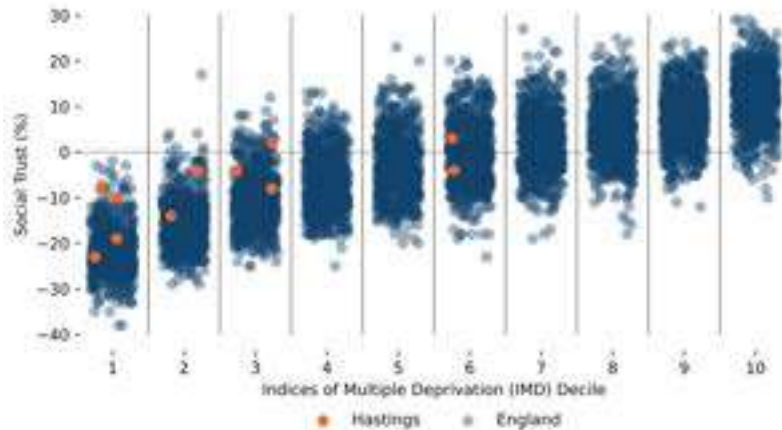


Social Trust

Social trust in Hastings is mixed, with stark differences across MSOAs, reflecting the spatial concentration of deprivation.

- Social Trust is a metric designed to understand whether people trust their neighbours. A high social trust score is indicative of a strong community ([UK Onward, 2023](#)).
- **Social trust across Hastings is mixed**, with stark differences across the MSOAs. Average social trust in Hastings is -8.2% which is lower than England's average social trust of -3.1%.
- **Social trust is not spatially equal** within the local authority. The most negative MSOA scored -23% (Hastings 005), whilst the highest social trust score is 3% (Hastings 002).
- Comparing social trust to IMD deciles shows that the more deprived areas of England have a lower social trust level, showing more distrust within those areas. **This holds somewhat true for Hastings where levels of social trust are most negative in the highly deprived areas.** However, some deprived areas have somewhat higher social trust rates relative to other places in England in the same decile.

**Social Trust (%) and IMD Deciles
(IMD Decile 1 = Most Deprived)**



Source: [MHCLG IMD, 2019](#); [Onward, 2023](#)

Note: Data is at MSOA-level, resulting in multiple MSOAs per local authority. There was an average of 7 respondents per MSOA.

Source: [Onward, 2023](#)



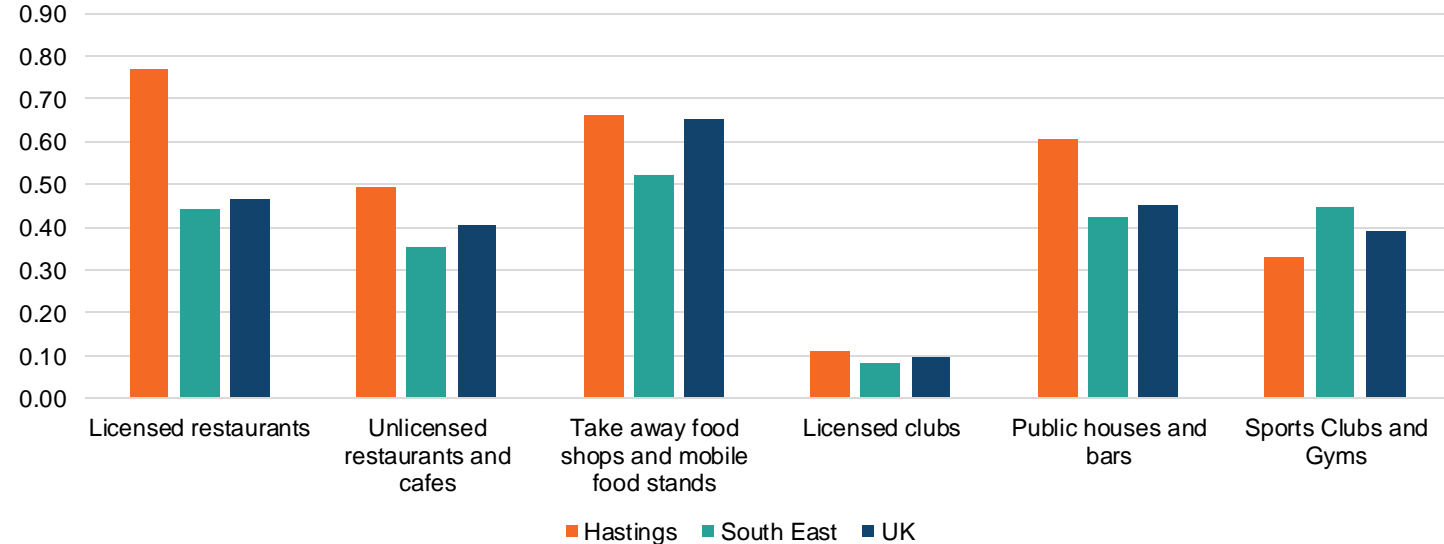
Access to amenities and liveability

There are more restaurants, pubs and takeaways per resident in Hastings compared to the UK average, with fewer sports clubs and gyms. A higher proportion of residents live within 10 minutes of a green space compared to the national average.

- The proportion of residents in Hastings [within 10 minutes of a green space](#) is above the national average, with only 1,846 residents (1.91%) **not** living within a 10-minute walk of a green space.
- The provision of green space per person (in square miles) is currently less than the national average, while the [Green Space Index score*](#) of Hastings is expected to **decrease by 2.95% in the next 20 years**.
- There are more **licensed clubs, unlicensed restaurants and cafes, takeaway food shops and mobile food stands, licensed restaurants and public houses and bars** per 1,000 adults in Hastings compared to the South East and the United Kingdom.
- There are also [0.33 gyms and sports clubs per 1,000 adults](#) in Hastings, which is **lower than the South East (0.45) and United Kingdom (0.39)** averages.
- In Hastings, there is 60.0m² of [open green space per person](#). This is lower than the area of open green space per person in the South East region (64.6m²), but higher than the area of open green space per person in England (52.9m²) as a whole.

*The [Green Space Index score](#) is an assessment of how much open space there should be in an area based on its population size, where a GSI score of 1 indicates it is meeting the minimum standard.

Outlets in Hastings, per 1,000 adults (2023)



Source: [UK Business Counts, ONS \(2023\)](#)