

A detailed road map of the Hastings region in Kent, England. The map shows a network of roads, including major routes like the A263 and A264. Key locations such as Maidstone, Ashford, and Canterbury are visible. A white silhouette of the county of Kent is overlaid on the map, with the word "Hastings" written in a large, white, sans-serif font across it. A hand holding a pen is visible in the upper right corner, pointing towards the map.

# Hastings

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## Report Parameters

### 1 Local Authority

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E07000062 Hastings

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### Class of Worker

Employees

The information in this report pertains to the chosen geographical area.

## Economy Overview

95,032

Population (2020)

Population **grew by 3,095** over the last 5 years and is projected to **grow by 2,631** over the next 5 years.

31,004

Total Regional Employment

Jobs **grew by 35** over the last 5 years and are projected to **grow by 466** over the next 5 years.

£27.3k

Avg. Wages Per Job (2020)

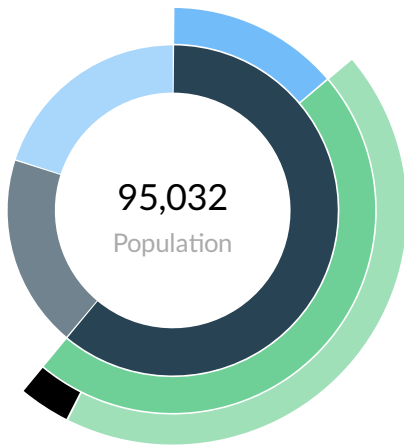
Regional average wages per job are **£2.9k below** the national average wages of £30.2k per job.

### Takeaways

- As of 2020 the region's population **increased by 3.4%** since 2015, growing by 3,095. Population is expected to **increase by 2.8%** between 2020 and 2025, adding 2,631.
- From 2015 to 2020, jobs **increased by 0.1%** in Hastings from 30,969 to **31,004**. This change **fell short of the national growth rate of 5.5% by 5.4%**.
- Concerning educational attainment, **20.8% of Hastings residents possess a Degree or Equivalent and Above - SCQF L9** (11.5% below the national average), and **9.8% hold a Higher Education Below Degree Level - SCQF L7-8** (1.5% above the national average).
- The top three industries in 2020 are Hospital activities, Retail sale in non-specialised stores with food, beverages or tobacco predominating, and Restaurants and mobile food service activities.

	Population (2020)	Jobs (2020)	GVA	Imports	Exports
Region	95,032	31,004	£1.12b	£2.97b	£2.20b
LEP - South East (revised) (2015)	4,311,328	1,625,951	£68.82b	£131.74b	£83.57b
Essex CC	1,504,035	592,661	£25.82b	£51.03b	£32.83b
Medway CC	286,286	94,855	£4.05b	£10.05b	£6.17b
Kent CC	1,591,871	622,672	£27.10b	£51.85b	£36.17b
East Sussex CC	567,059	185,366	£6.56b	£15.49b	£8.87b
Southend-on-Sea	185,757	63,999	£2.29b	£5.43b	£3.15b
Nation	67,233,643	31,121,359	£1.42t	£2.01t	£1.28t

## 2020 Labour Force Breakdown



	Population
● Total Working Age Population (16-64)	57,957
● Not in Labour Force	13,062
● Labour Force	44,896
● Employed	41,450
● Unemployed	3,446
● Under 16	17,945
● Over 64	19,130

## Educational Attainment

Concerning educational attainment, **20.8% of Hastings residents possess a Degree or Equivalent and Above - SCQF L9** (11.5% below the national average), and **9.8% hold a Higher Education Below Degree Level - SCQF L7-8** (1.5% above the national average).



	% of Population	Population
● No Qualifications (NVQ)	10.9%	6,293
● Other Qualifications (NVQ)	7.4%	4,310
● NVQ 1 - SCQF L4	14.6%	8,465
● NVQ 2 - SCQF L5	17.5%	10,146
● Trade Apprenticeships	1.9%	1,097
● NVQ 3 - SCQF L6	17.1%	9,918
● Higher Education Below Degree Level - SCQF L7-8	9.8%	5,658
● Degree or Equivalent and Above - SCQF L9	20.8%	12,071

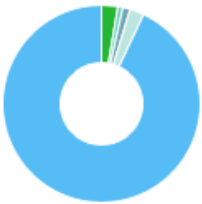
# Demographics

## 2020 Age Cohort Demographics



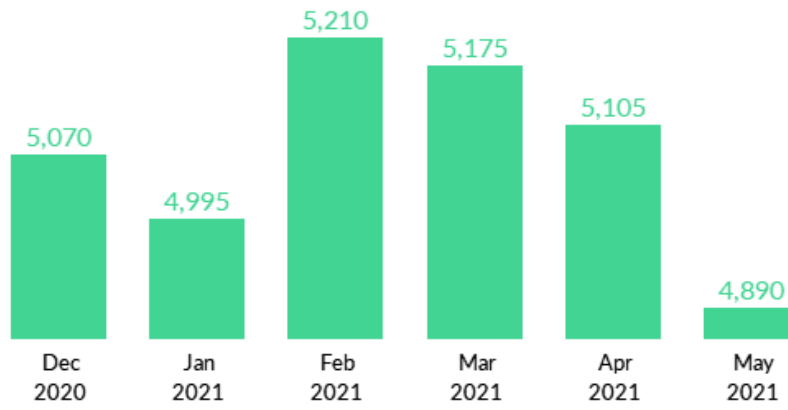
Age Cohort	2020 Population	2020 Percent
Under 16 years	17,945	18.9%
16 to 34 years	20,758	21.8%
35 to 54 years	24,342	25.6%
55 to 74 years	23,497	24.7%
75 years and over	8,490	8.9%

## 2020 Ethnicity Demographics



Ethnicity	2020 Population	2020 Percent
All Other Ethnicities	2,529	2.7%
Black or Black British: Black African	788	0.8%
Asian or Asian British: Other Asian	1,141	1.2%
Mixed: All Mixed	2,214	2.3%
White	88,361	93.0%

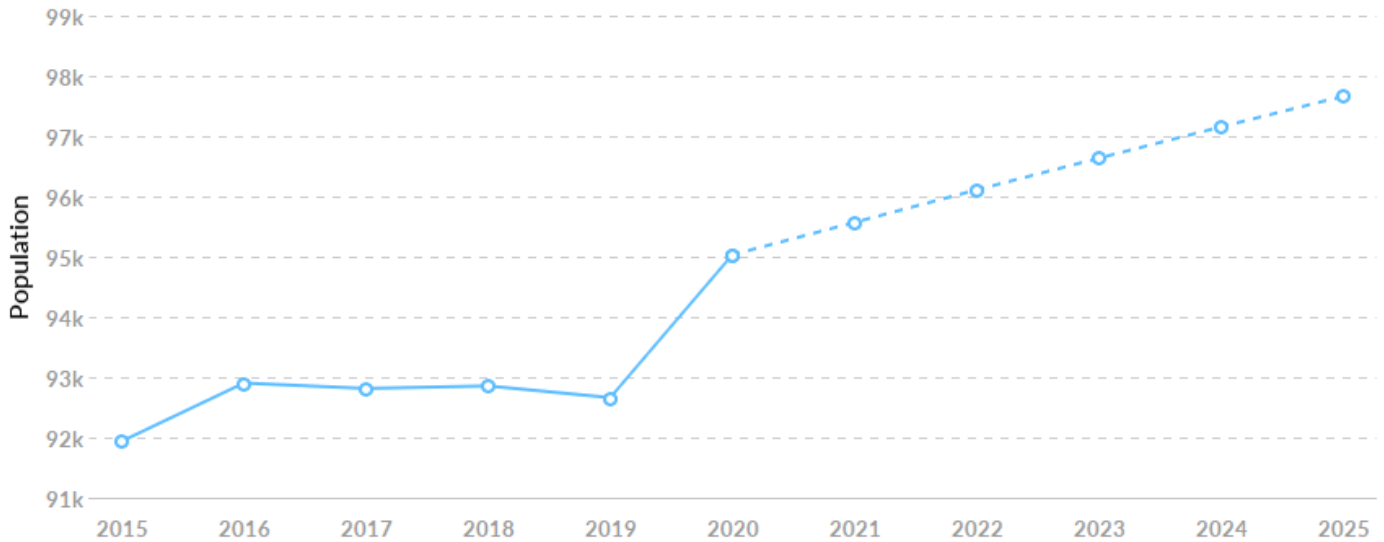
## Full Claimant Counts



# Historic & Projected Trends

## Population Trends

As of 2020 the region's population **increased by 3.4%** since 2015, growing by 3,095. Population is expected to **increase by 2.8%** between 2020 and 2025, adding 2,631.

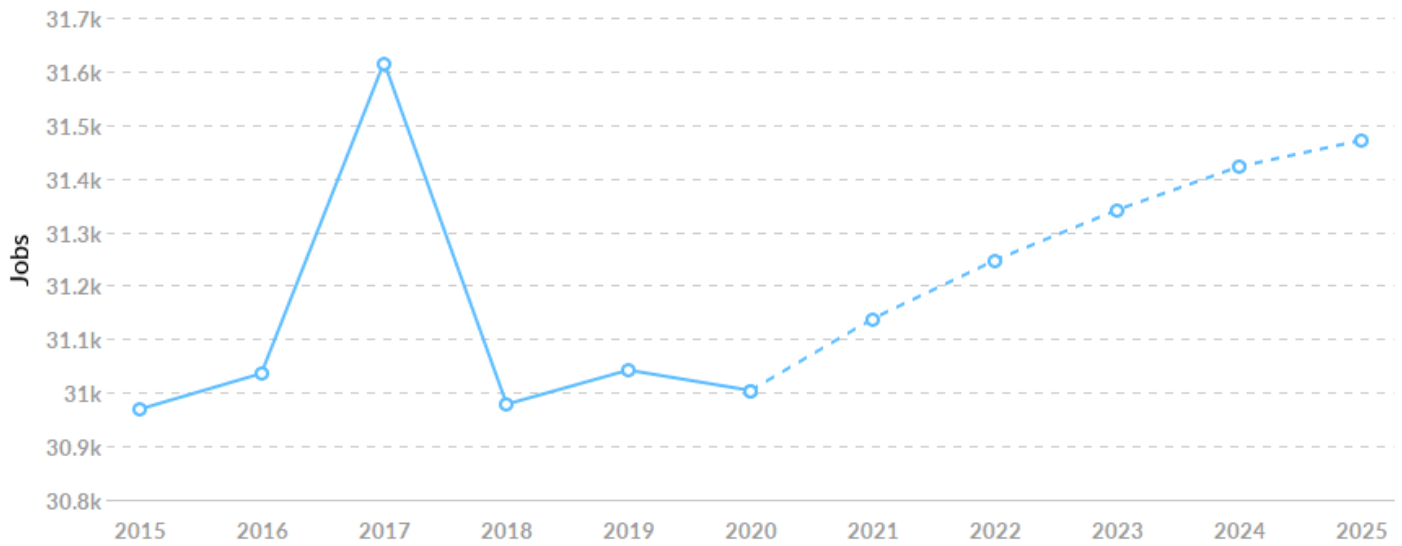


Timeframe	Population
2015	91,937
2016	92,903
2017	92,813
2018	92,855
2019	92,661
2020	95,032
2021	95,570
2022	96,110
2023	96,636
2024	97,155
2025	97,663



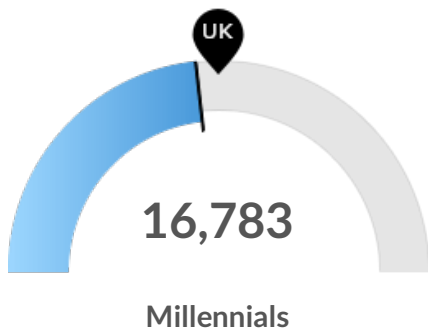
## Job Trends

From 2015 to 2020, jobs increased by 0.1% in Hastings from 30,969 to 31,004. This change fell short of the national growth rate of 5.5% by 5.4%.

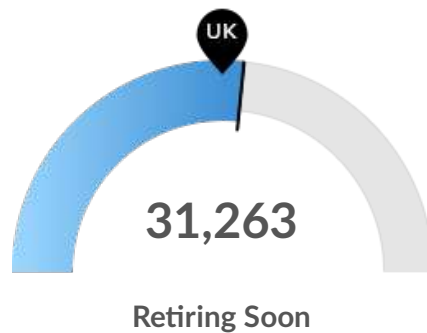


Timeframe	Jobs
2015	30,969
2016	31,036
2017	31,614
2018	30,978
2019	31,042
2020	31,004
2021	31,138
2022	31,247
2023	31,341
2024	31,422
2025	31,471

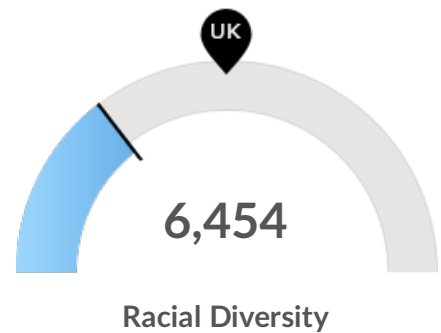
## Population Characteristics



Hastings has 16,783 millennials (ages 25-39). The national average for an area this size is 18,598.



Retirement risk is about average in Hastings. The national average for an area this size is 28,488 people 55 or older, while there are 31,263 here.



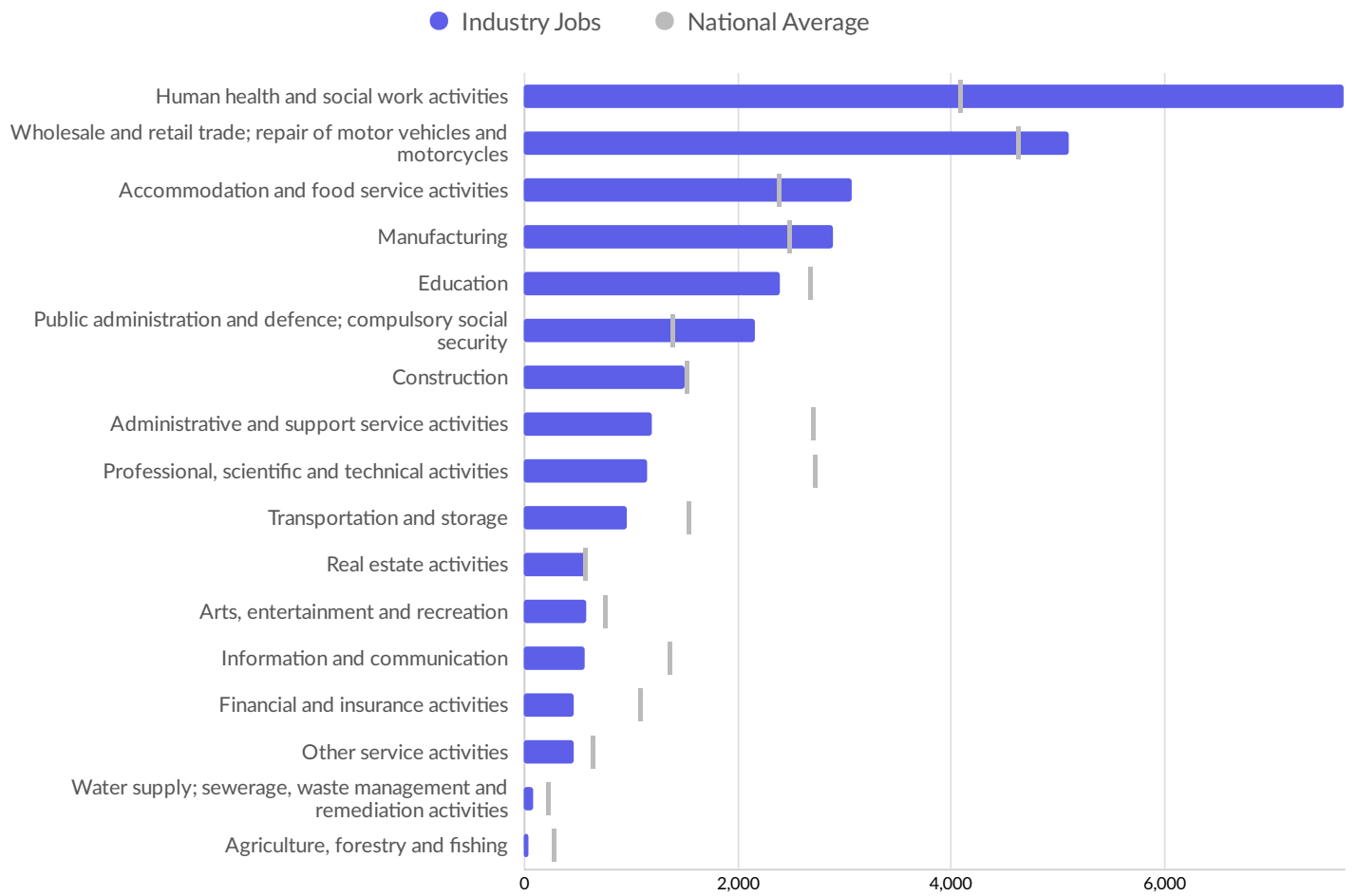
Racial diversity is low in Hastings. The national average for an area this size is 13,008 racially diverse people, while there are 6,454 here.

# Industry Characteristics

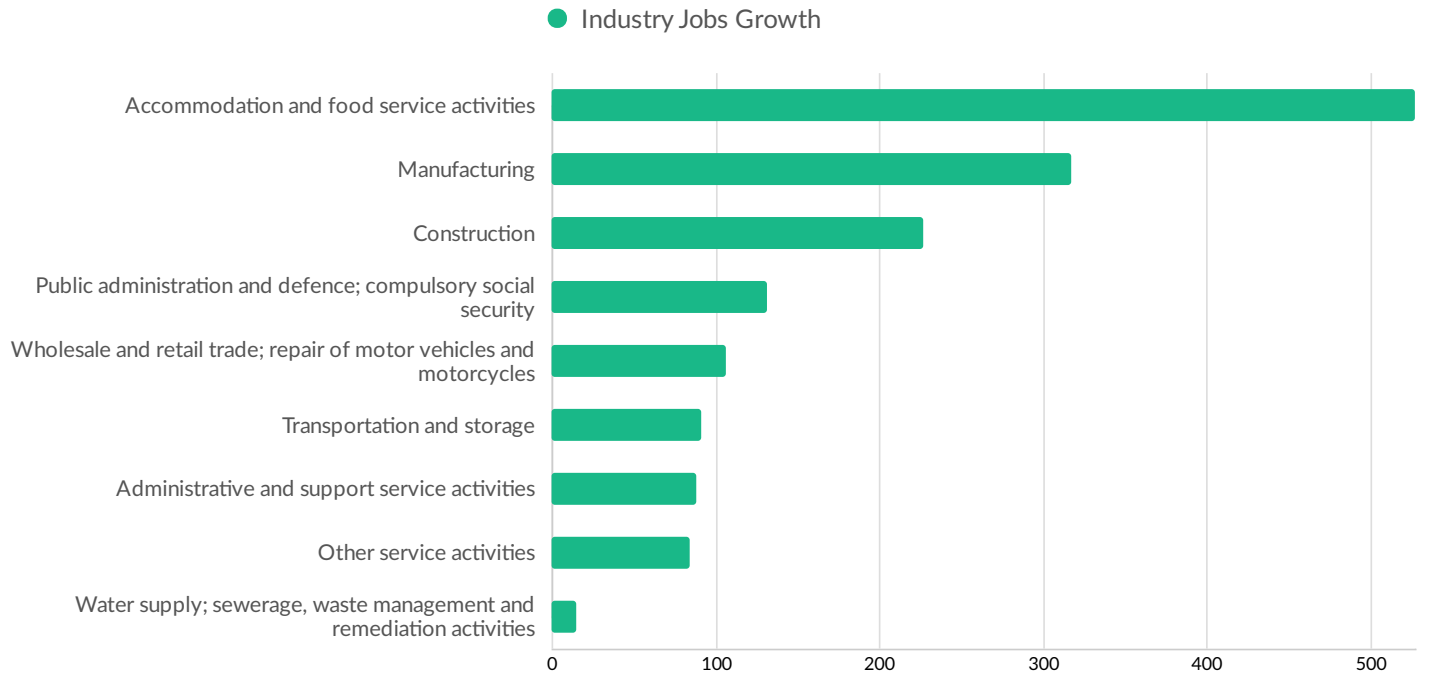
## Industry Overview

Industry	Total Jobs	Avg. Wages Per Job (2020)	Industry LQ	% Job Change (2015 - 2020)	GVA (2018)	% of Total GVA
Manufacture of electronic components	357	£38,882	24.78	8.78%	£13,511,115	1.20%
Compulsory social security activities	1,041	£25,243	19.21	2.13%	£33,918,970	3.02%
Sawmilling and planing of wood	130	£29,856	17.44	26.14%	£3,102,704	0.28%
Manufacture of consumer electronics	89	£28,203	16.60	93.78%	£1,630,741	0.15%
Manufacture of loaded electronic boards	109	£33,143	13.86	112.08%	£2,802,981	0.25%
Manufacture of other pumps and compressors	133	£39,171	10.89	61.16%	£21,500,682	1.92%
Manufacture of condiments and seasonings	98	£36,647	10.68	134.82%	£3,780,544	0.34%
Manufacture of jewellery and related articles	50	£33,709	10.45	-50.13%	£3,270,088	0.29%
Manufacture of communication equipment	125	£42,879	9.03	-25.35%	£14,212,520	1.27%
Camping grounds, recreational vehicle parks and trailer parks	344	£28,656	8.57	-4.71%	£11,624,844	1.04%

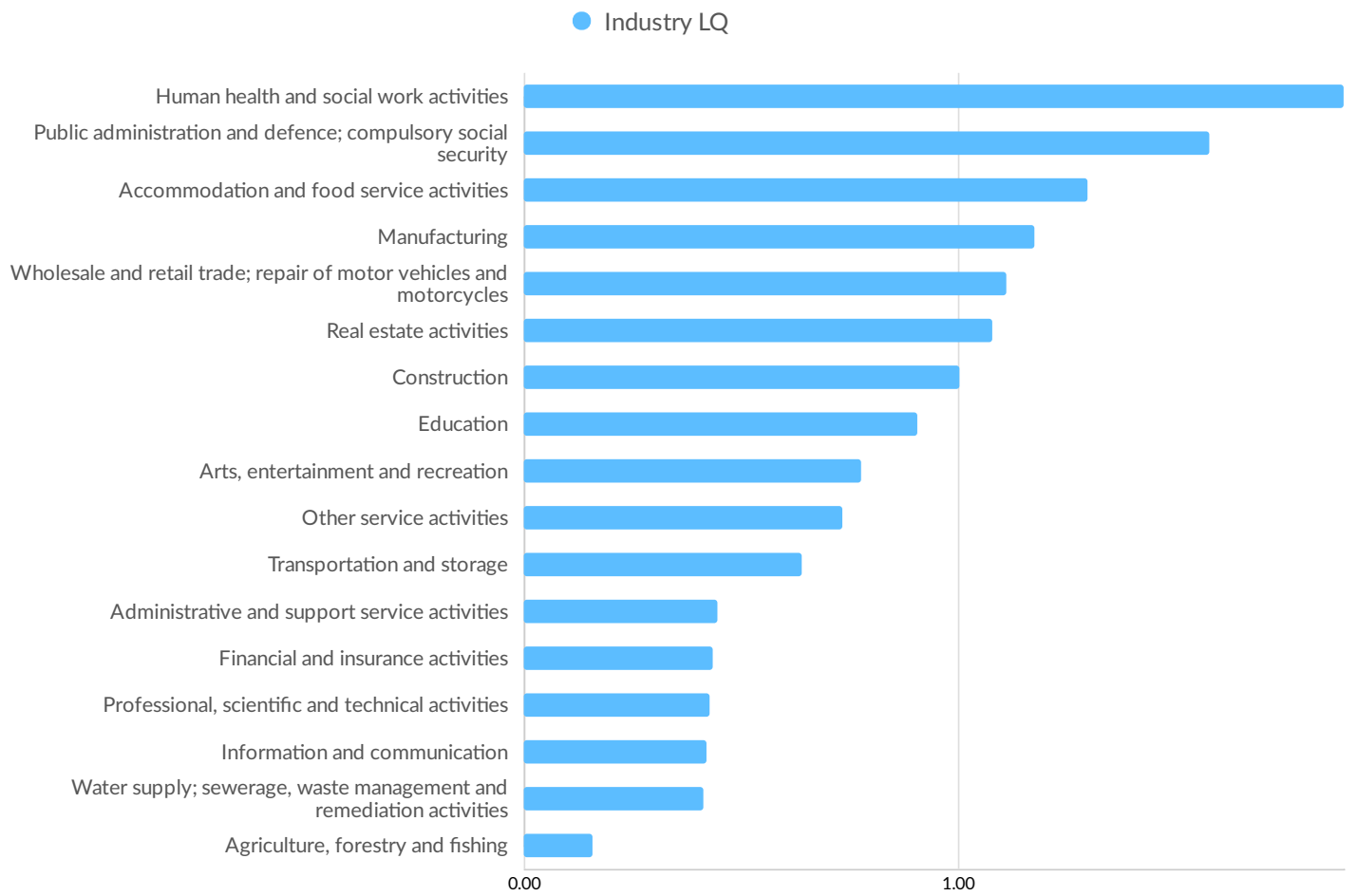
## Largest Industries



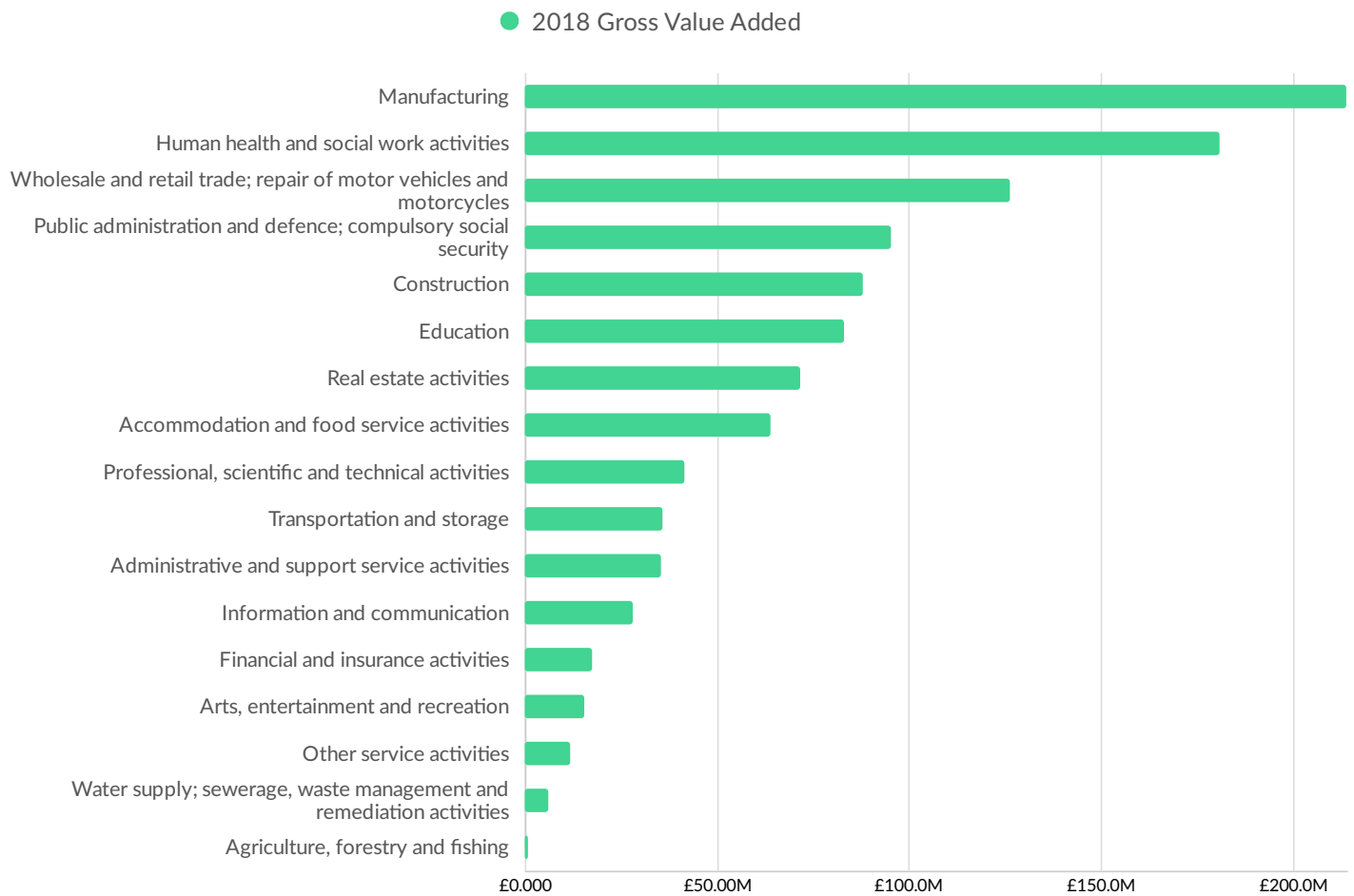
## Top Growing Industries



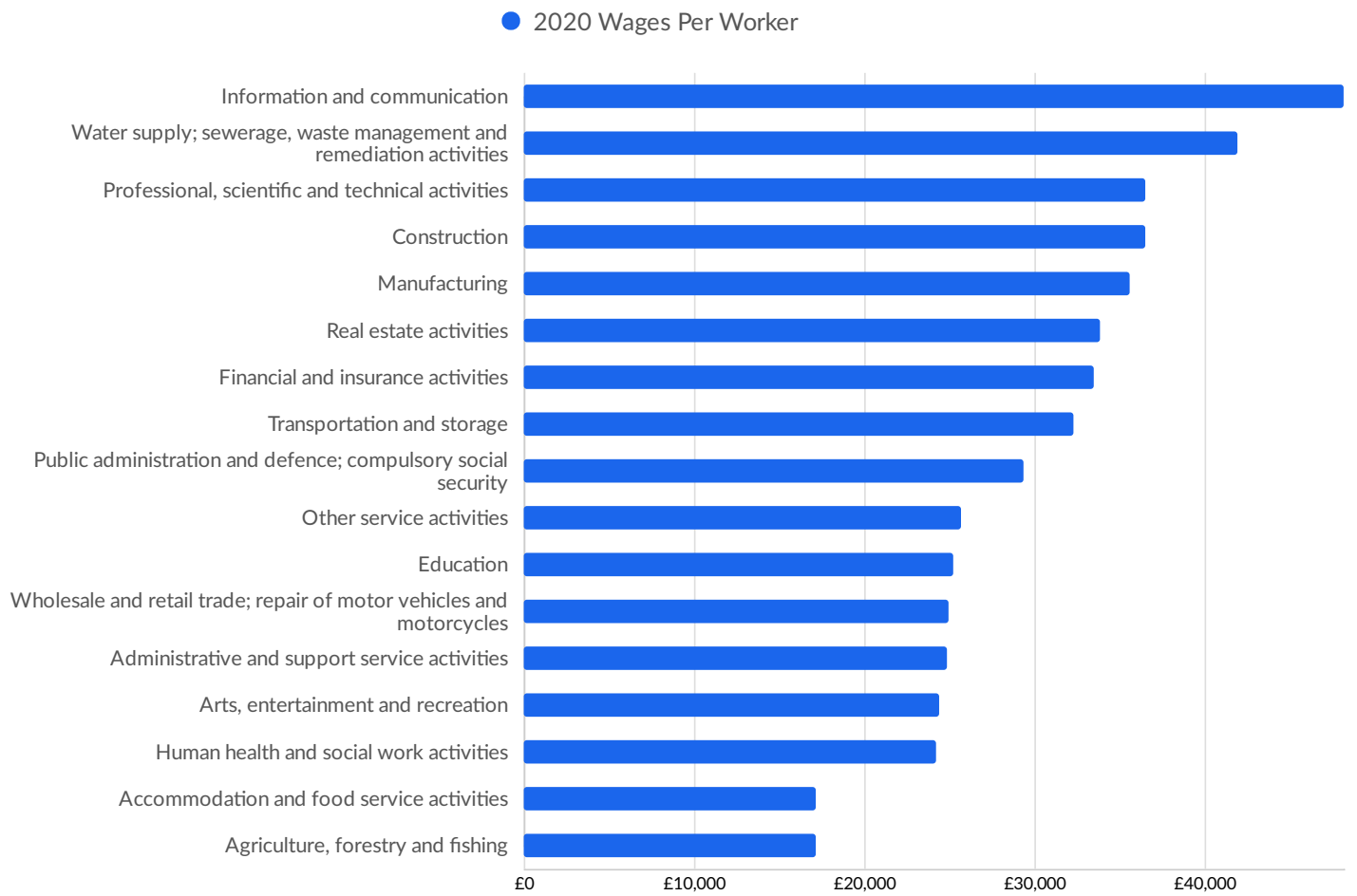
## Top Industry LQ



## Top Industry GVA



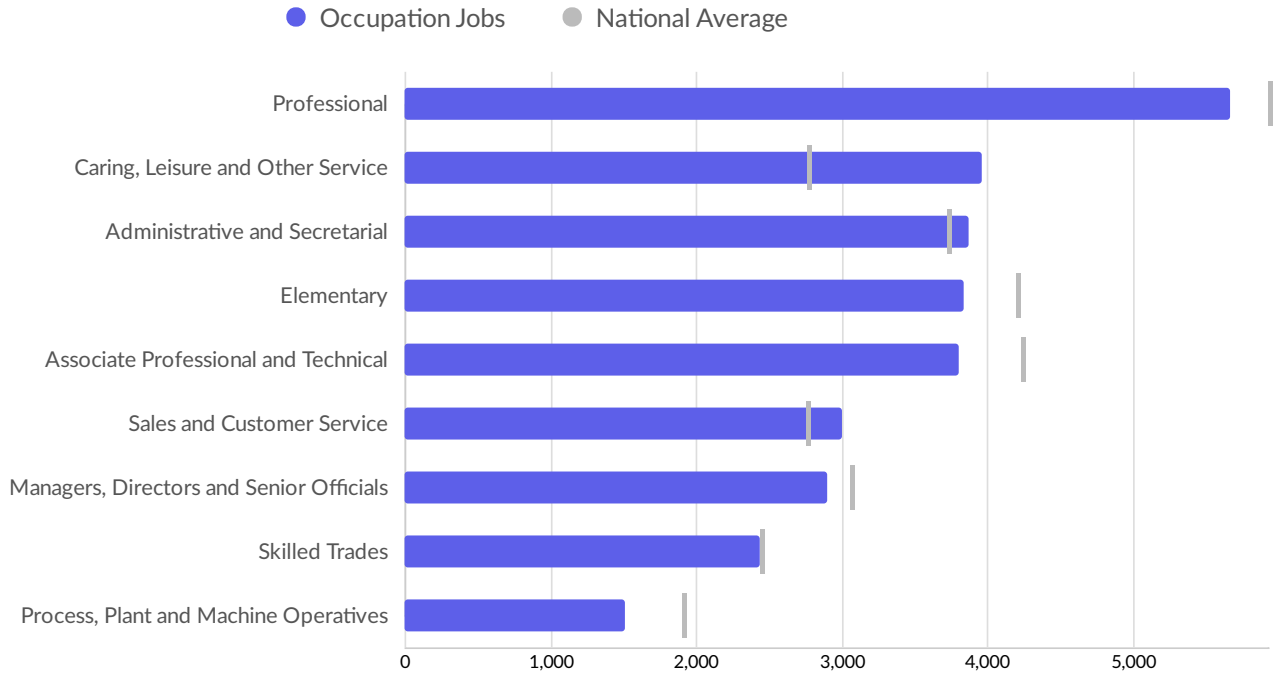
## Top Industry Wages



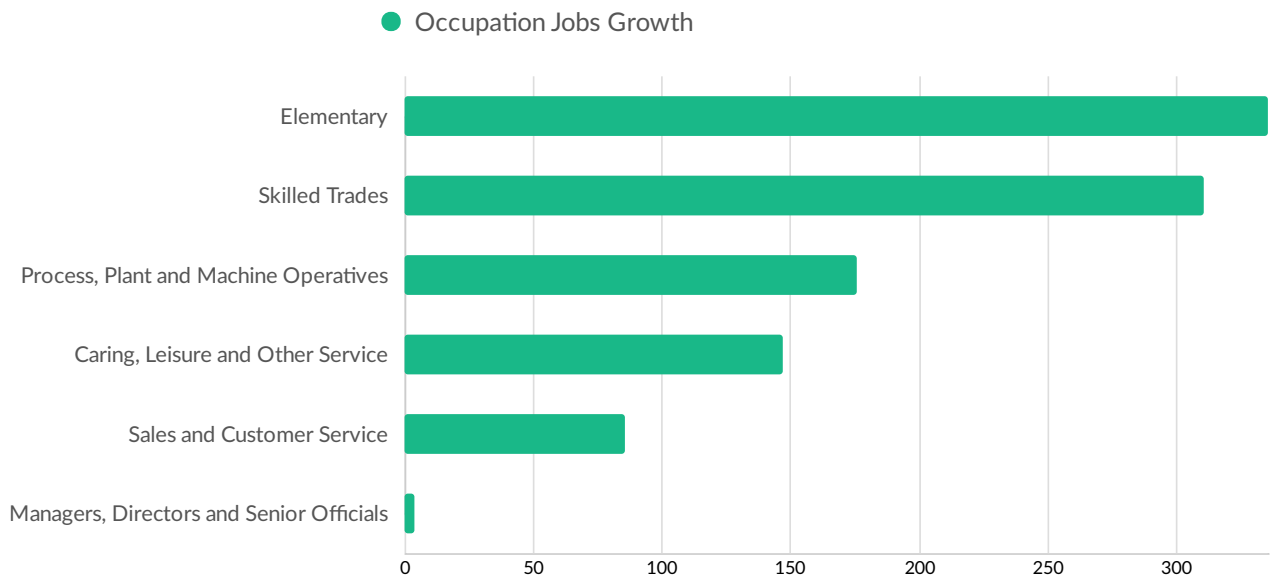


# Workforce Characteristics

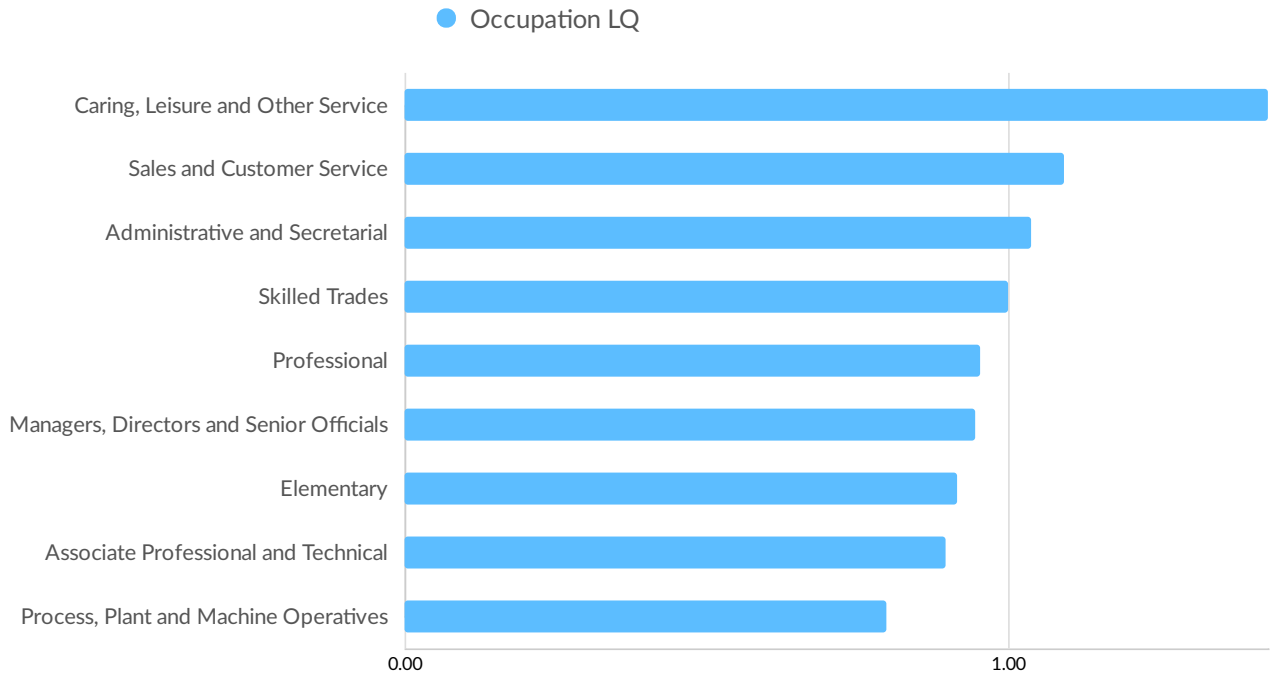
## Largest Occupations



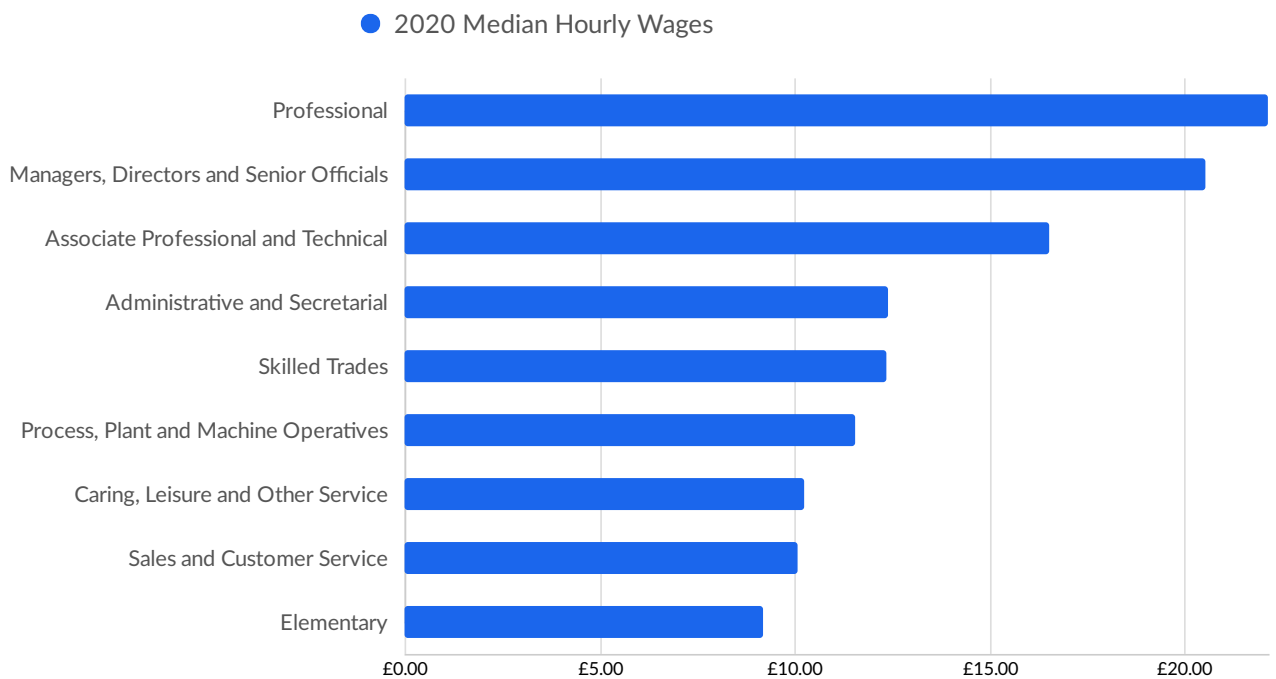
## Top Growing Occupations



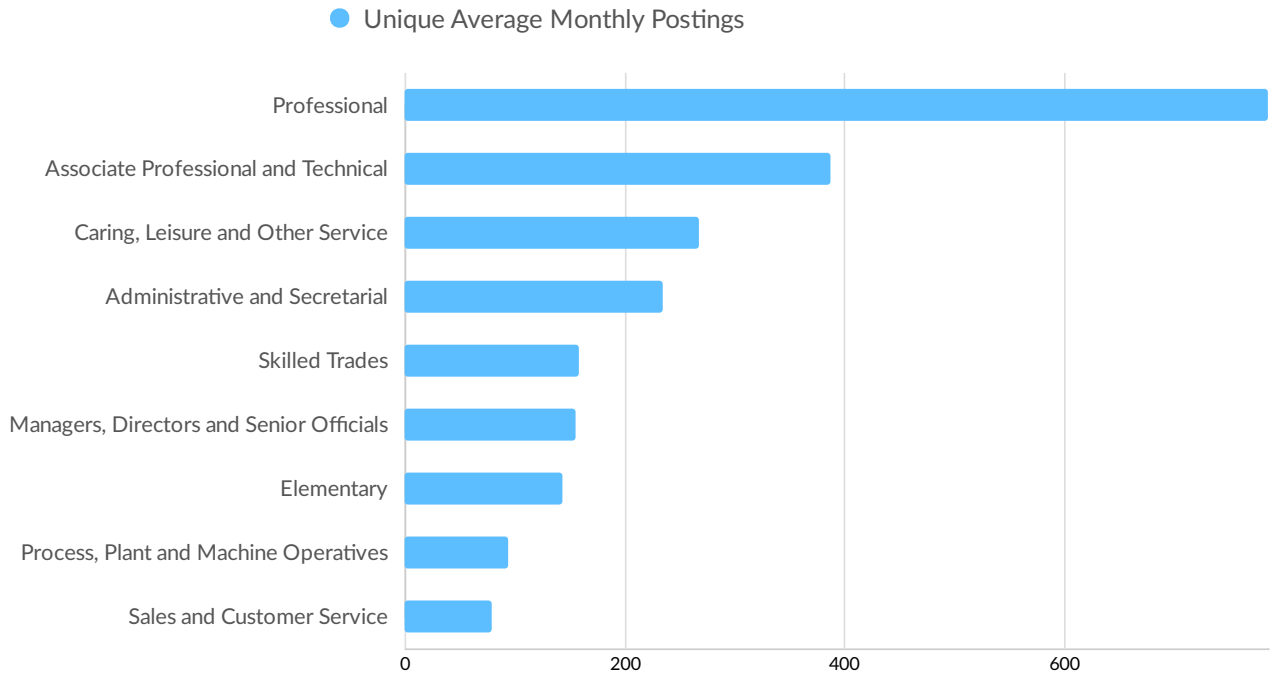
## Top Occupation LQ



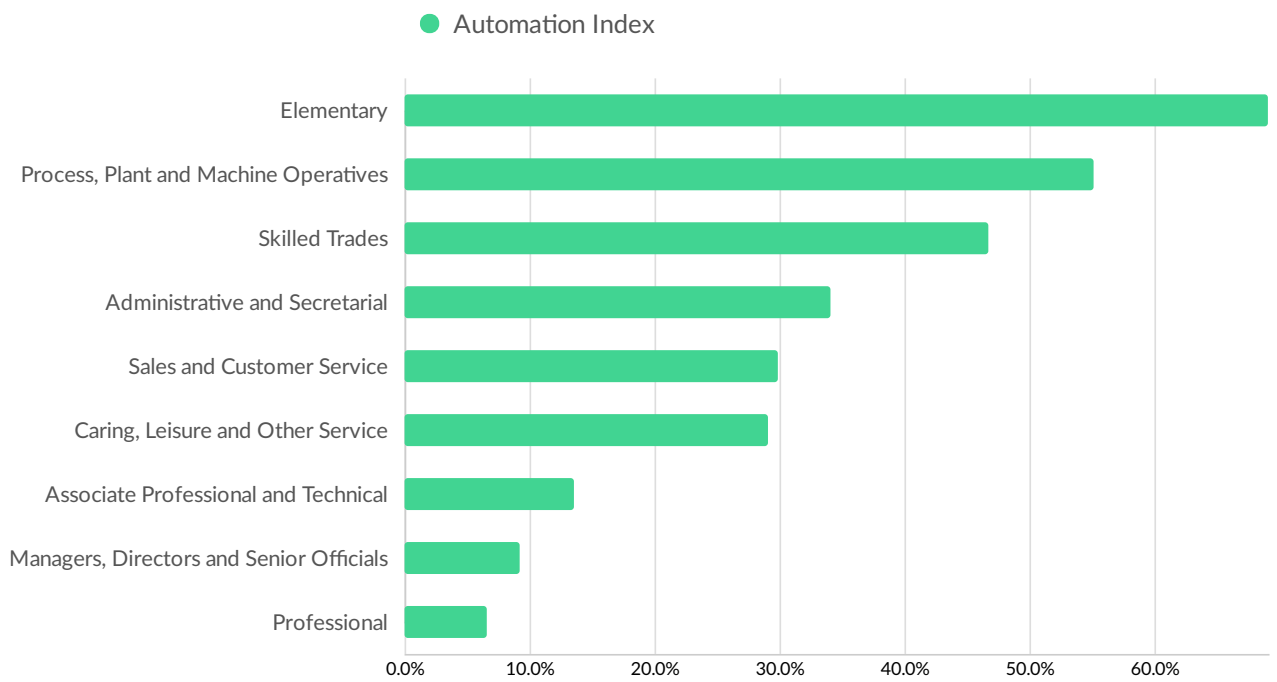
## Top Occupation Wages



## Top Posted Occupations



## Automation Index



# In-Demand Skills

