



Inequality & Deprivation in Hastings in 2025

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This report outlines the state of deprivation in Hastings in 2025. It investigates the total level of deprivation and examines the categories of deprivation that exist within the town. It also evidences how deprivation has changed since 2019, telling us the impact of the pandemic and the cost-of-living crisis that emerged from this.

Its core findings are:

1. Deprivation in Hastings has increased relative to the rest of England, from a historically high base. Hastings is now the 14th most deprived local authority in England.
2. Long-term problems surrounding deprivation in income, employment, health, education, crime and access to housing and public services persist.
3. A large proportion of people living in the town are exposed to high levels of deprivation when compared to the rest of England.
4. Children are more often affected by high levels of deprivation than other age groupings, especially older age groupings (those over the age of retirement).

5. There are intense pockets of deprivation within the town that coexist closely with areas of affluence. This is a continuation of trends found in previous waves of deprivation data.
6. Inequality within Hastings has extended, with deprivation increasing and decreasing in different parts of the town.
7. 7. The most impactful factor in shaping high levels of deprivation in Hastings is barriers to accessing adequate housing and public services.
8. 8. Employment and Health deprivation are the next most impactful factors. Low scores in education, employment and crime also contribute to the high levels of total deprivation.
9. 9. The increase in deprivation has primarily come in the form of being unable to access housing and services. This indicates that, relative to the rest of England, the housing and cost-of-living crisis has made the town and its population more exposed to poverty.

Method:

The report uses the 2025 indices of deprivation to obtain deprivation data in Hastings. It then compares to 2019 data by subtracting the deprivation scores in 2025 from their respective 2019 value. After this, it merges population data with the 2025 dataset to calculate how many people, and within each age group, are exposed to deprivation. It then uses R to map the data, in order to provide visual evidence for key deprivation trends within Hastings, both now and over the last 5 years.

With a landslide victory secured in the 2024 general election, it appeared Labour had overcome the electoral challenges that crippled it during the 2010s. Despite the party being dragged to the hard left of British politics and suffering a devastating defeat to the Tories, it won its first national election since 2005.

Contents:

Introduction:	4
Overall Deprivation:	7
Barriers to accessing Housing & Services:	15
Employment Deprivation	23
Health Deprivation:	29
Education Deprivation:	35
Income Deprivation:	41
Crime Deprivation:	49
Conclusion:	54
Appendix:	56

Introduction:

At the end of October, the 2025 Indices of Multiple Deprivation was updated by the Department of Housing, Communities and Local Government[1]. This dataset, relatively speaking, records the extent to which every neighbourhood area in England is deprived. This allows us to understand the level of poverty within one area in terms of how it compares to areas across England. England has been split into 33,755 neighbourhood areas, which have been created by dividing every council ward in England by a third. This allows us to understand deprivation to a highly localised level. The purpose of this study is to outline deprivation trends at a highly localised level within the Hastings area. It also demonstrates how trends have fluctuated since the Covid-19 pandemic, by comparing current data to the 2019 indices of deprivation dataset.

This research report finds that Hastings continues to have a high level of concentrated deprivation, at least when compared to the rest of England. Figure 1 demonstrates that this is primarily driven by low scores in access to housing and services. It also indicates that poor outcomes in employment, education, health and income are a contributing factor. A high crime rate also lowers the town's score. Further, it finds that the town has become more deprived in the last 5 years compared to the rest of the UK. It is now the 14th most deprived local authority in the country (out of 317 – putting Hastings in the bottom 5%). In 2019, Hastings was placed 16th[2]. Overall, the average neighbourhood area has decreased by 700 places, meaning localities in Hastings are assessed to have become more deprived than compared to hundreds of localities across England. This downward trend has primarily been driven by worsening access to housing and key services, see Figure 1. After this, a slight increase in deprivation related to employment and health also contributed to the town's drop in the rankings.

Despite the dismal headline figures, there were some improvements. The town increased its average income deprivation ranking, indicating the town has not been impacted as much as other areas by the pandemic and cost-of-living crisis. This may be because the town's economy is heavily reliant on the health and social care sector, meaning its economy may have remained more open during the pandemic than

compared to elsewhere in England. Another improvement came through the measure assessing the level of crime within the town. Crime in Hastings has remained stagnant since 2011, whereas in some parts of the country it has increased, meaning Hastings is relatively better off, despite still having areas of high crime. Also, the overall living environment continues to be assessed as good, with the town keeping most of its green spaces and having the added benefit of being on the coast.

Whilst these overall trends are interesting, they overlook some of the important localised trends that tell a deeper story of our Town. It highlights how a larger number of areas are becoming relatively more deprived than most of England, meaning that more of the town has fallen behind the rest of the nation. It hides how many areas in the town have fallen behind the rest of England on a range of key measures, especially those related to housing, employment, education and health. The purpose of this report is to highlight these local trends to help inform discussion about poverty within the town.

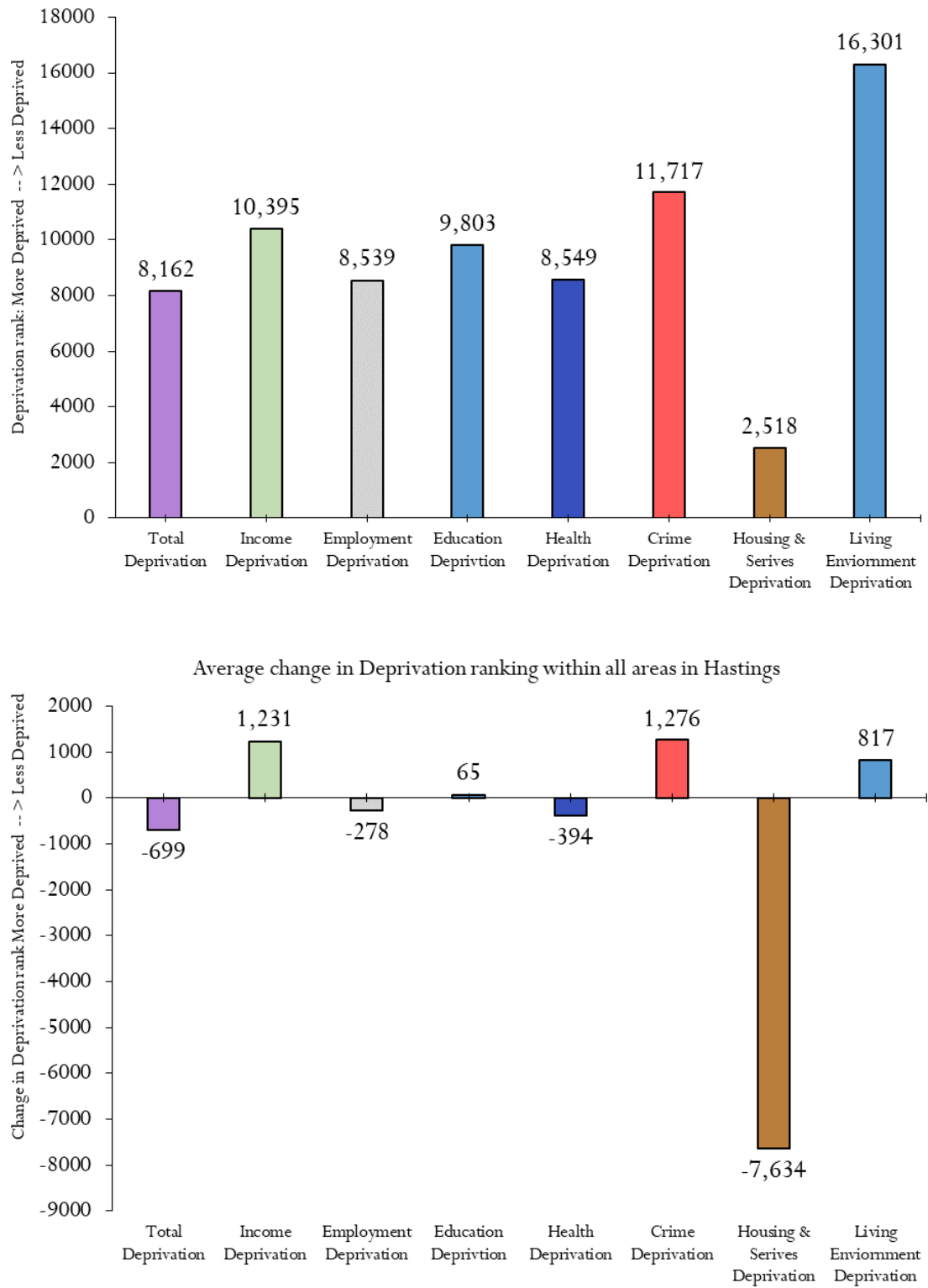


Figure 1: Average values & change in various types of Deprivation measures for all local areas in Hastings. Source: IMD 2019 - 2025.

Overall Deprivation:

Overall, deprivation in Hastings remains high. Out of the 53 local neighbourhood areas, 34% reside within the most deprived decile within England. A further 15% are placed within the second most deprived decile, and another 17% are located in the third most deprived. This means two-thirds of all areas within Hastings are ranked in the bottom 30% and 75% are ranked in the bottom 50%, see Figure 2. Therefore, it can be said that currently 63,300 people live in the poorest three deciles (73% of the population), highlighting the sheer extent of relative poverty within the town.

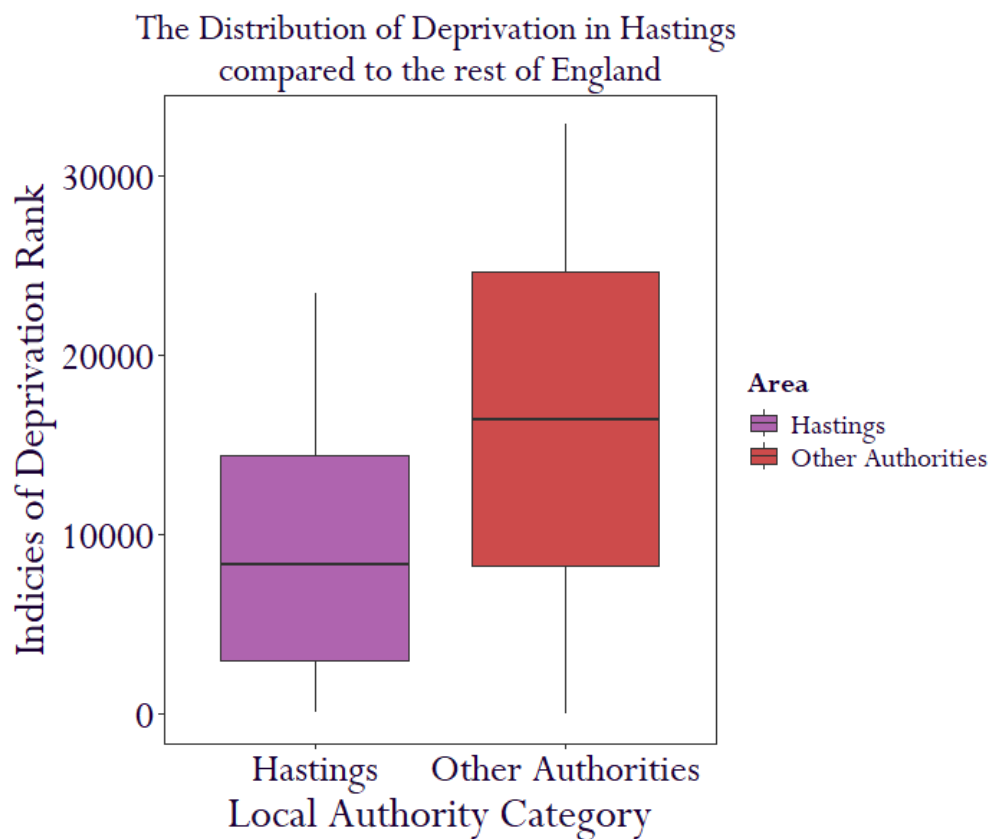


Figure 2: The level of deprivation in Hastings compared to the rest of England. Source IMD 2025.

Total deprivation scores:

Council Ward	2025 Rank Avg
Central St Leonards	1,872
Hollington	2,165
Castle	3,427
Gensing	4,669
Baird	4,868
Tressell	4,891
Wishing Tree	4,960
Ore	5,922
Maze Hill	10,327
West St Leonards	10,855
Silverhill	10,885
Old Hastings	11,107
Ashdown	14,471
Conquest	18,410
St Helens	19,453
Table 1: Raking by Council Ward.	

Council wards:

In terms of council wards, on average, Central St Leonards is revealed to be the most deprived ward, see table 1. Taking the average, Central St Leonards, Hollington and Castle wards fall into the 10% most deprived areas in the country.

On average, Gensing, Baird, Tressell, Wishing Tree and Ore all fall within the 20% most deprived areas in the country. This means that half of Hastings Council wards (8 of 16) reflect areas that fall within the most deprived areas (top 20%) of England. Braybrooke fell inside

the top 30%.

The more affluent council wards tended to be Ashdown, Conquest and St Helens. Old Hastings, Silverhill, West St Leonards and Maze Hill possess areas of affluence, but were brought down by pockets of deprivation within these council wards.

Neighbourhood areas:

As just suggested, looking at council ward averages often overlooks pockets of deprivation at a more localised level, giving a limited understanding of deprivation. Delving further into the data, there are 9 areas that fit within the top 3% of most deprived localities. It is estimated that 15,000 people live within these neighbourhood areas, out of a 91,000 population (16.5%). Children are disproportionately located in these areas, with 20% of all children in the town living in these areas. 11 localities reside within the bottom 5%, meaning 20.5% of the population lives within such areas. Children again disproportionately comprise this group, with 25% residing in these localities. 28,500 people live within the most deprived (top 10%) areas of the country. This means that 32% of the population and 37% of all children in Hastings live in the highest levels of deprivation.

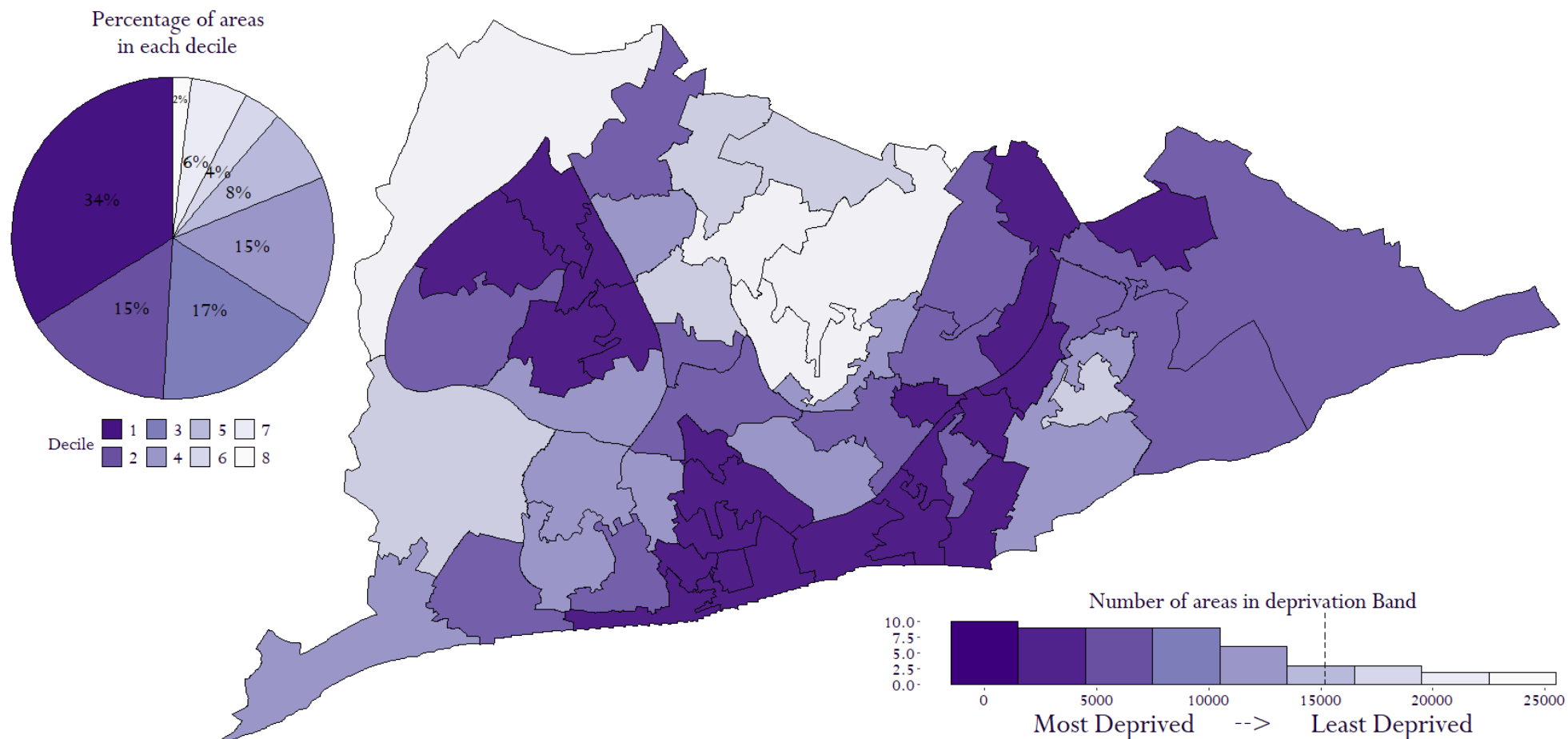
Local Area	2025 Rank
East Baird	7
Central Tressell	25
Central Hollington	390
East Wishing Tree	426
West Castle	485
North Ore	616
Central St Leonards	719
West Hollington	775
North Central St Leonards	885
East Hollington	1,123
Town Centre Castle	1,957
Table 2: Most deprived areas ranked	

The area where deprivation is highest is in East Baird, which covers Broomgrove, Malvern Way and Southdown Avenue, see table 2. This was ranked 7th, putting it in the top 10 of areas suffering the highest deprivation. Central Tressell (Halton Crescent and Priory Road) also scores very high in deprivation, with it being ranked as the 25th most deprived area. This means that 4% of the population in Hastings resides within 100 the most deprived neighbourhood areas in England. The central part of Hollington and

the eastern part of Wishing Tree were also ranked among the top 500 most deprived areas in England, meaning 9.5% of the population live inside the 500 most deprived areas in England. Another five localities were ranked inside the top 1000 most deprived neighbourhood areas, resulting in 16% of the population residing within the top 1000 most deprived areas. Such areas included two-thirds of Central St Leonards, Western Hollington and the Northern part of Ore (which includes the estate around Brightling Avenue). The Eastern part of Hollington and the Hastings Town centre area also score very highly in deprivation. Figure 3 demonstrates that the most deprived areas of the borough continue to be located in the central southern parts of the town, the Hollington and Wishing Tree estates and the Ore/Baird Valley area (located in the east).

These areas were assessed to be very high in deprivation because they scored poorly on a number of measures that are used to assess the level of poverty. They particularly scored poorly on access to housing, educational attainment, health and employment measures. They were also assessed to be able to access services to meet these challenges. This outlines the multiple problems that must be overcome to improve these localities' outcomes.

Total Deprivation by Neighbourhood area (HBC area only)



Darker colours show higher deprivation, lighter more affluence.
Source: Indices of Multiple Deprivation 2025 (Ministry of Housing, Communities and Local Government)

Figure 3: Total deprivation in all areas within Hastings. Source: IMD 2025.

Areas of affluence:

Ward	Local Area	2025 Rank
Conquest	East Conquest	17,509
Silverhill	North Silverhill	19,029
St Helens	West St Helens	21,035
Conquest	South Conquest	21,792
Ashdown	North Ashdown	22,921
St Helens	North St Helens	24,589
Table 3: The most affluent local areas ranked - Hastings.		

The most affluent areas in the town tend to be in the northern parts of the town, see Figure 3. Specifically, it covers two-thirds of Conquest, the part of St Helens that connects to Conquest, the Northern part of Ashdown and the northern part of Silverhill that connects to Ashdown. Table 3 shows only 6 local authorities are ranked within the highest

50%, indicating few areas have affluence in Hastings. 11,200 people live in these areas (as little as 12% of the population). Therefore, it is important to note that only a small part of the town reflects the most affluent half of England, and an even smaller proportion represents the higher levels of affluence that exist in England. Older people disproportionately reside within these localities (where 17% of all people over 65 live in these areas). This sits in contrast to more deprived areas, where children tend to disproportionately comprise the population. These areas tend to have better health, education, employment and income outcomes. They also tend to be less restricted by barriers to accessing housing and key services. They also tend to have lower crime rates.

Changes in total deprivation:

Figure 4 highlights an important story regarding deprivation in Hastings in the last 5 years, which shows there have been mixed fortunes. Whilst most areas have experienced a small increase in deprivation, there have been extreme cases where poverty has increased greatly, whilst other areas have enjoyed a noticeable increase in affluence. The gap between the least and most affluent area has increased by 1,322 since 2019. This means that there is much greater difference in the level deprivation between poor and affluent areas, meaning inequality in the town has been extended. Out of the 53 neighbourhood areas in Hastings, 36 have become more deprived (68% of the entire borough). This means that 62,700 people in the town, relatively speaking, live in a more deprived locality than 5 years ago (69% of the population). Younger people

were slightly more likely to be dragged into greater deprivation, with 71% of younger people in the town living in areas that are now categorised as more deprived.

Ward	Total Change in Deprivation
Conquest	-2,859
Silverhill	-2,343
Wishing Tree	-1,902
Ore	-1,754
Old Hastings	-1,298
Hollington	-1,092
Castle	-728
Baird	-652
Ashdown	-470
Braybrooke	-336
Tressell	-211
St Helens	-2
Central St Leonards	135
Gensing	317
Maze Hill	562
West St Leonards	1,175

Council wards:

12 out of 16 council wards saw an increase in deprivation. Conquest Ward saw the largest increase in deprivation, with Silverhill also witnessing a similarly large increase. This would indicate that some wards associated with affluence have experienced increases in deprivation.

Only four wards have experienced a rise in the deprivation rankings, indicating more affluence relative to the rest of England. These occurred in the Western coastal parts of the borough, indicating that

suspected gentrification on this area may have reduced the level of relative deprivation within specific areas. More localised trends confirm these theories.

Local Area	Change in Deprivation
North Conquest	-7,478
South Ore	-4,232
South Wishing Tree	-4,083
East St Helens	-3,687
North Silverhill	-3,664
Central Silverhill	-3,238
East Ashdown	-2,494
North Old Hastings	-2,484
South Hollington	-2,050
Old Town - West	-1,992
Town Centre Castle	-1,495
Tables 4: Largest increases in total Deprivation 2019-'25	

Neighbourhood areas:

Again, these council wards hide deeper trends. Focusing below a council ward level, there were extreme cases of increased deprivation. Such trends pushed two more areas into the most deprived areas (top 10%) in England. The areas that became the most deprived were the northern part of Conquest (Little Ridge), the Southern parts of Ore (Edith & Harold Road) and the Southern part of Wishing

Tree (Arbourvale & Sedlescombe Gardens).

Areas in East St Helens and North Silverhill have also witnessed a noticeable increase in deprivation, see table 4. Specific areas within Ashdown also experienced more deprivation. Interestingly, most of these localities in the past have been identified as some of the more affluent areas of the town. This indicates that such areas have been hit harder by the cost-of-living crisis, which can partly explain the overall increase in deprivation. Whilst poorer areas will have also been hit by cost-of-living pressures, they have started from a lower base. This means that it will have been harder for these areas to gain a significantly lower score as it is challenging to score significantly worse than these areas recorded in 2019. Yet, it does importantly highlight how affluence in the town is reducing as more people struggle to access suitable and affordable housing. This declining affluence has caused poverty to become more common, further exacerbating the inequality that exists between Hastings and the rest of England.

Change in Total Deprivation by neighbourhood area (HBC area only)

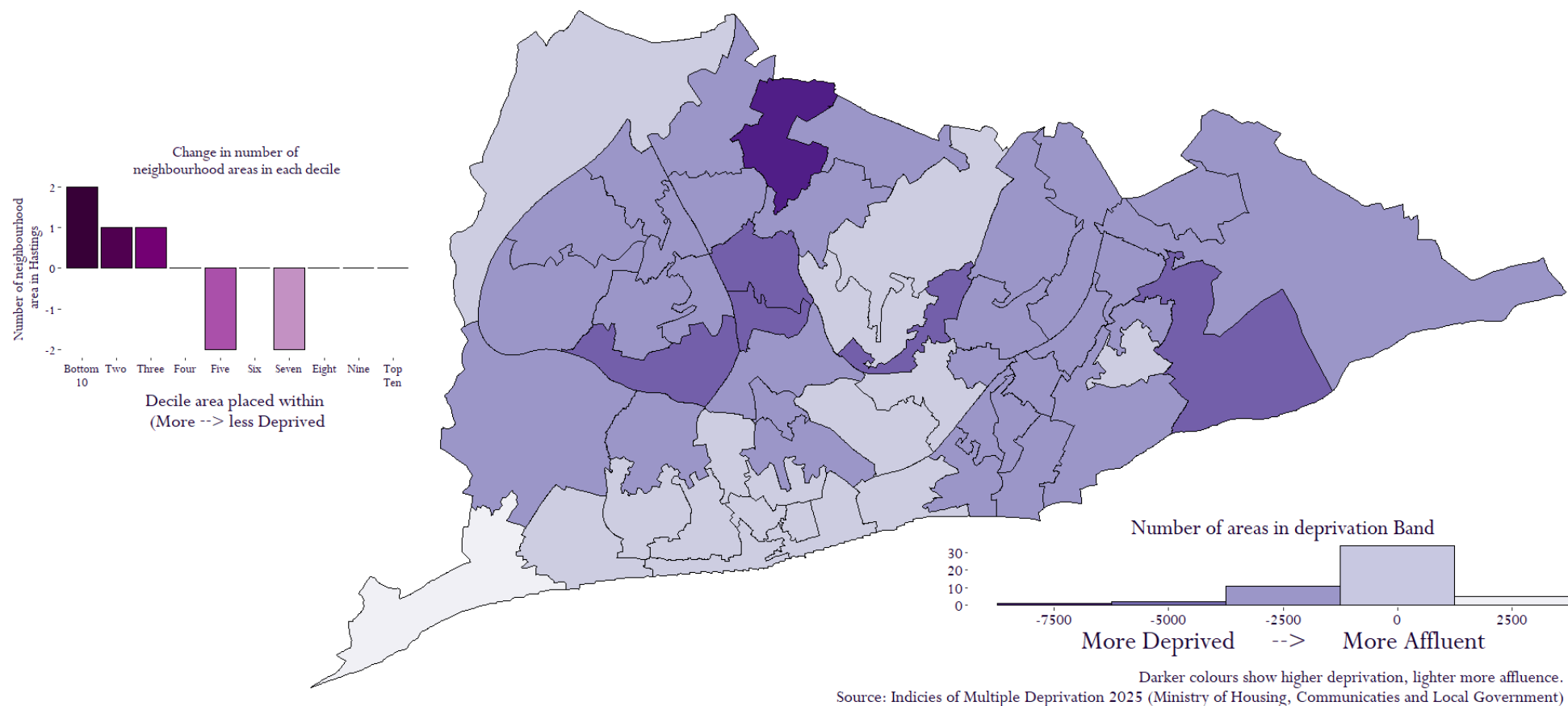


Figure 4: Total Change in all forms of deprivation in all areas within Hastings. Source: IMD 2025.

Barriers to accessing Housing & Services:

Barriers to accessing housing and services are a large cause of Hastings’ poor rankings in the Indices of Multiple Deprivation. An individual is assessed to be deprived of housing and key services when they are unable to access them due to geographical or financial limitations. This takes into account an individual’s ability to travel to access essential public services whilst also taking into account different measures of affordability. Figure 5 demonstrates that Hastings scores much lower than the English average on these measures, something that has worsened in the last five years.

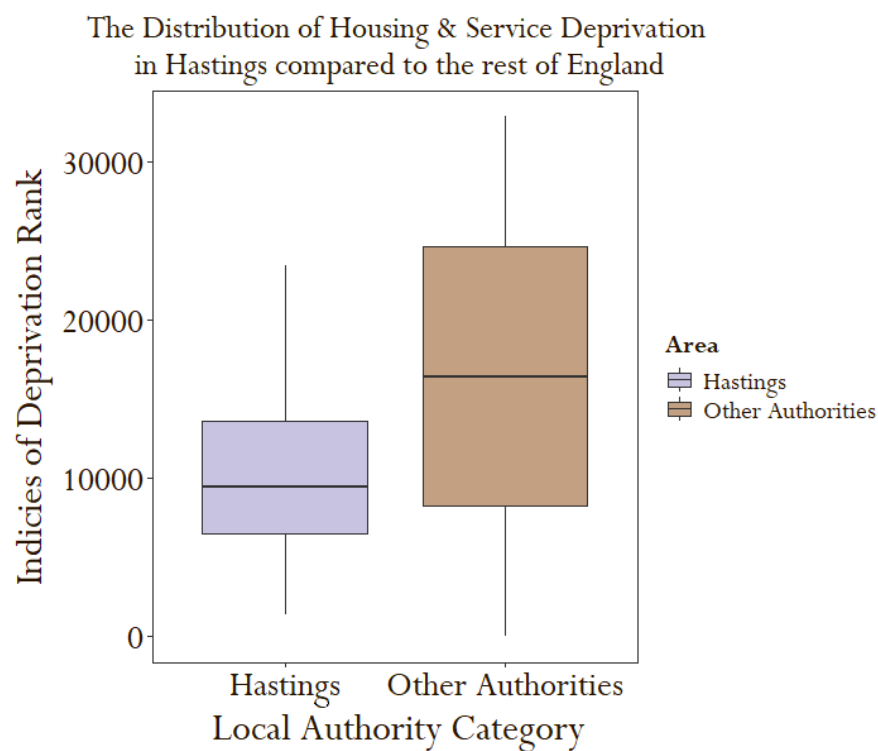


Figure 5: The distribution of housing deprivation in Hastings compared to the rest of England. Source IMD 2025.

The main reason why Hastings scores so poorly is because of an acute housing crisis that has arisen in the last 5 years. The town has gone from relative affordability to being uneconomical within a short period. This has meant that local incomes have not been able to keep pace with rapidly rising prices[3]. A lack of affordable housing has meant that increasing numbers of people’s housing needs cannot be met, leading to one in 90 people becoming effectively homeless. Further, waiting lists for affordable

housing have also surged[4]. This will likely have reduced access to housing and services scores within Hastings. Additionally, the town has historic barriers to accessing services, with poorly built estates being built on the edges of the town and neglected. With limited public transport, and many not being able to afford transportation costs, this also ensures low scores on these measures. Further, some buildings are old, damaged, poorly maintained and unsuitable. These factors have led to a high number of neighbourhood areas in Hastings having very low scores on housing and service measures.

Housing deprivation

Council Ward:

Ward	Housing & Services Rank
Central St Leonards	824
Hollington	1,057
Baird	1,127
Tressell	1,199
Castle	1,619
Ore	1,808
Gensing	1,856
St Helens	2,083
Conquest	2,143
Braybrooke	2,307
Wishing Tree	2,706
Silverhill	3,635
West St Leonards	3,836
Old Hastings	4,023
Ashdown	4,155
Maze Hill	6,975
Table 5: Council Ward Housing and services rank (council wards)	

Taking council ward housing deprivation averages, 11 out of 16 council wards fall into the bottom 10%, see table 5. This means that 63,350 people in the town live in areas with very limited housing affordability and service accessibility (69% of the population). Children are more likely to reside within these areas, with 72% of all children in the borough living in the bottom decile for housing and service deprivation. 15 out of 16 fall within the bottom 20% (95% of all residents).

Central St Leonards has the worst score for accessing housing and services. This is particularly surprising given the location of this council ward, with it being an

economic centre of the town and within walking distance to many core services. Gensing and Castle also recorded a low score, both localities based in central parts of town. Yet, these anomalies can potentially be explained by new arrivals moving into the area from wealthier geographies (such as Kent, Surrey, Brighton and London), something thought to have rapidly raised house prices. This surge in prices may have created

hotspots of unaffordability, causing more residents to be deprived of the suitable and affordable housing they need.

Areas typically thought of as having lower incomes and being more exposed to the housing crisis within the town have also recorded very low scores. For example, Hollington, Baird, Tressell and Ore. This would indicate that a combination of the cost-of-living crisis and the rapidly emerging housing crisis in the last 5 years has disproportionately affected communities like these.

It is also important to note that even council wards that score more highly in Hastings, such as Maze Hill, still score very poorly compared to the English average. This would indicate that all areas of the town have been severely impacted by an increase in housing unaffordability and service accessibility in the last 5 years.

Neighbourhood areas:

Figure 6 confirms this by showing how most of the town is assessed to score poorly on housing and access to service measures, represented by the darker colours. It again highlights how poverty is concentrated in the central coastal parts of the town, the Hollington & Wishing Tree estates and the Ore/ Baird area. However, Figure 6 also alludes to how areas thought of as affluent, such as the North of St Helens and Silverhill, score poorly. This indicates that even affluent areas have not been able to escape the housing crisis and the deprivation it has caused within Hastings.

In terms of housing and services, the most deprived localities are the northern part of Ore, the Central part of Tressell and the Eastern part of Baird. All these areas fall within the 100 most deprived localities within the whole of England. This has resulted in 6% of the population in Hastings residing within some of the most deprived areas in England for housing.

Access to Housing & Services Deprivation by neighbourhood area (HBC area only)

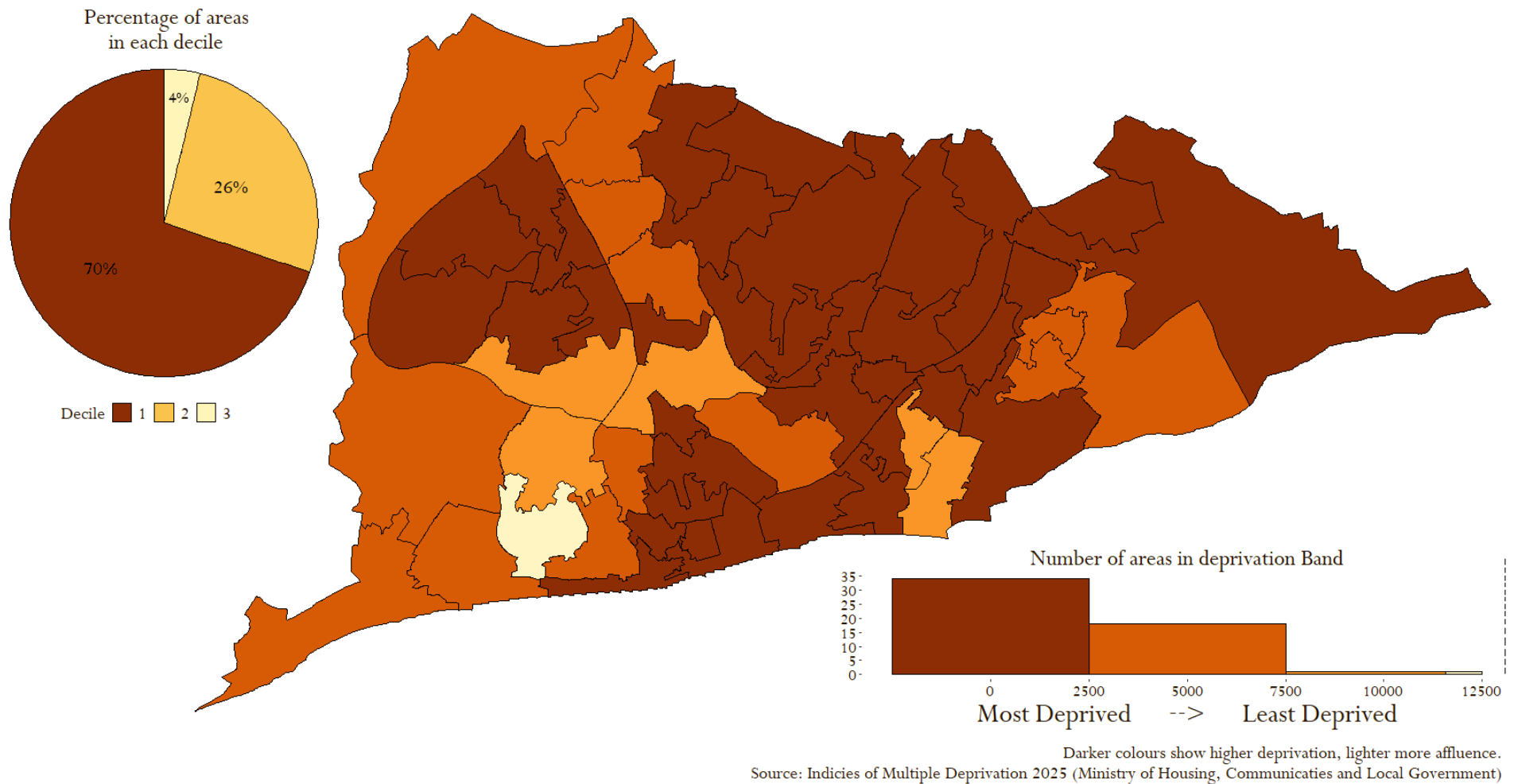


Figure 6: Deprivation to housing and services across Hastings. Dark areas represent deprivation, meaning most of Hastings has high housing deprivation.

Source IMD 2025.

Local area	Housing & Services Rank
North Ore	41
Central Tressell	46
East Baird	48
Central Castle	355
West Wishing Tree	405
West Castle	425
North Central St Leonards	478
South Gensing	536
South Hollington	621
Town Centre Castle	673
East Central St Leonards	681
West Central St Leonards	839
North Baird	878
West Hollington	906
South Tressell	1081
Central St Leonards	1,298
Table 6: Most Housing deprived local areas - Hastings.	

Again, children disproportionately reside in such areas, with 10% of all children living in such areas.

Table 6 shows other areas that score very poorly. The west of Castle, the upper part of Central St Leonards, the Town centre, Western parts of Hollington, Southern parts of Tressell and the southern part of Gensing ward score low. Again, these are all areas thought to have been either highly impacted by the cost-of-living crisis or gentrification. This again highlights how poverty has become more concentrated in parts of the town due to these areas' inability to

adapt to rapidly rising housing prices. It also indicates that some of these localities' long-standing challenges in accessing services have continued over the last 5 years.

Change in housing and service deprivation since 2019:

Council Wards:

The theory that the housing crisis has decreased deprivation scores in Hastings is confirmed by the data. On average, 15 out of 16 council wards have been assessed to be more deprived in accessing housing and services than they were 5 years ago. This means that 95% of the population are deemed to be living in areas that are, relatively speaking, more deprived.

Four council wards have decreased by over 10,000 places, see table 7. With there only being 33,000 neighbourhood areas in the country, this means they have slipped down the rankings considerably.

Ward	Average change in Housing/ Services Deprivation Rank
Silverhill	-14,746
Tressell	-13,090
Old Hastings	-11,551
Ore	-11,508
Hollington	-8,553
Central St Leonards	-8,426
Baird	-8,107
Gensing	-7,929
Castle	-7,906
Conquest	-6,997
Braybrooke	-6,993
Ashdown	-6,596
Wishing Tree	-4,750
St Helens	-3,186
West St Leonards	-1,348
Maze Hill	1,614
Table 7: Council ward housing changes.	

These wards were Silverhill, Tressell, Old Hastings and Ore. This would suggest that poorer parts in the east of the town have been greatly negatively impacted by the housing crisis. Hollington, Central St Leonards, Baird, Gensing and Castle also saw large decreases. Again, this indicates that poorer areas are most likely to be impacted by gentrification, and the housing crisis has experienced the largest increases in deprivation.

Neighbourhood areas:

Trends at a more localised level reveal the extent housing and service deprivation has increased within the town. 17 out of 53 localities have slipped down the rankings by 10,000 places. This means that 28,000 have experienced a large increase in housing and service deprivation (relatively to the rest of England). This represents 31% of the total population of Hastings. Again, children disproportionately reside in such areas, with 35% of all children in Hastings living in such localities. A smaller proportion of older people live here, with only 26% of the elderly population living in such areas. The areas most affected by the decline in deprivation are quite often areas that historically were associated with greater affluence. The Northern part of Silverhill and Conquest, the Southern and Eastern parts of Ashdown and the Hastings Old Town area have all experienced sizeable increases in housing and service deprivation, see Figure 7.

Therefore, it would appear that the housing crisis in Hastings has severely impacted places that are even considered affluent. Interestingly, areas also associated with high levels of deprivation have been impacted hard by the housing crisis. Central Hollington, eastern Wishing Tree, Ore and North Gensing have experienced similar increases in

housing deprivation. This would also indicate that poorer areas suffering other forms of

Local Area	Average of Difference
North Silverhill	-19,603
Central Silverhill	-16,902
North Tressell	-16,865
Central Old Hastings	-14,994
North Old Hastings	-14,643
South Tressell	-14,406
East Ore	-12,762
East Braybrooke	-12,648
Old Town - East	-12,385
North Ore	-11,780
North Gensing	-11,756
South Ashdown	-11,322
East Wishing Tree	-11,164
North Central St Leonards	-10,483
Central Hollington	-10,215
Table 8: Changes in local area housing deprivation rankings - Hastings.	

deprivation have been hit hardest by growing housing unaffordability.

Table 8 shows the areas most affected by the decline in deprivation are areas that historically have been associated with greater affluence. The Northern part of Silverhill and Conquest, the Southern and Eastern parts of Ashdown and the Hastings Old Town have all experienced sizeable increases in housing and service deprivation.

Local area	Deprivation rank difference
South Wishing Tree	424
West Maze Hill	864
East Maze Hill	991
North Ashdown	2,457
Central Maze Hill	2,988
Table 9: Housing improvements.	

48 out of 53 areas experienced an increase in housing deprivation, meaning only 5 areas saw an improvement, see table 9. This means only 11% of the population in Hastings has avoided the negative impact of the housing crisis. Again, older people disproportionately

reside in areas less affected by rising deprivation levels, with 13% of all elderly people living within these localities. These areas are mostly located in the Maze Hill area. Therefore, the evidence indicates that in the last 5 years, most of the borough has become more unequal than compared to the rest of England. According to the data, this is something the housing crisis has likely exacerbated.

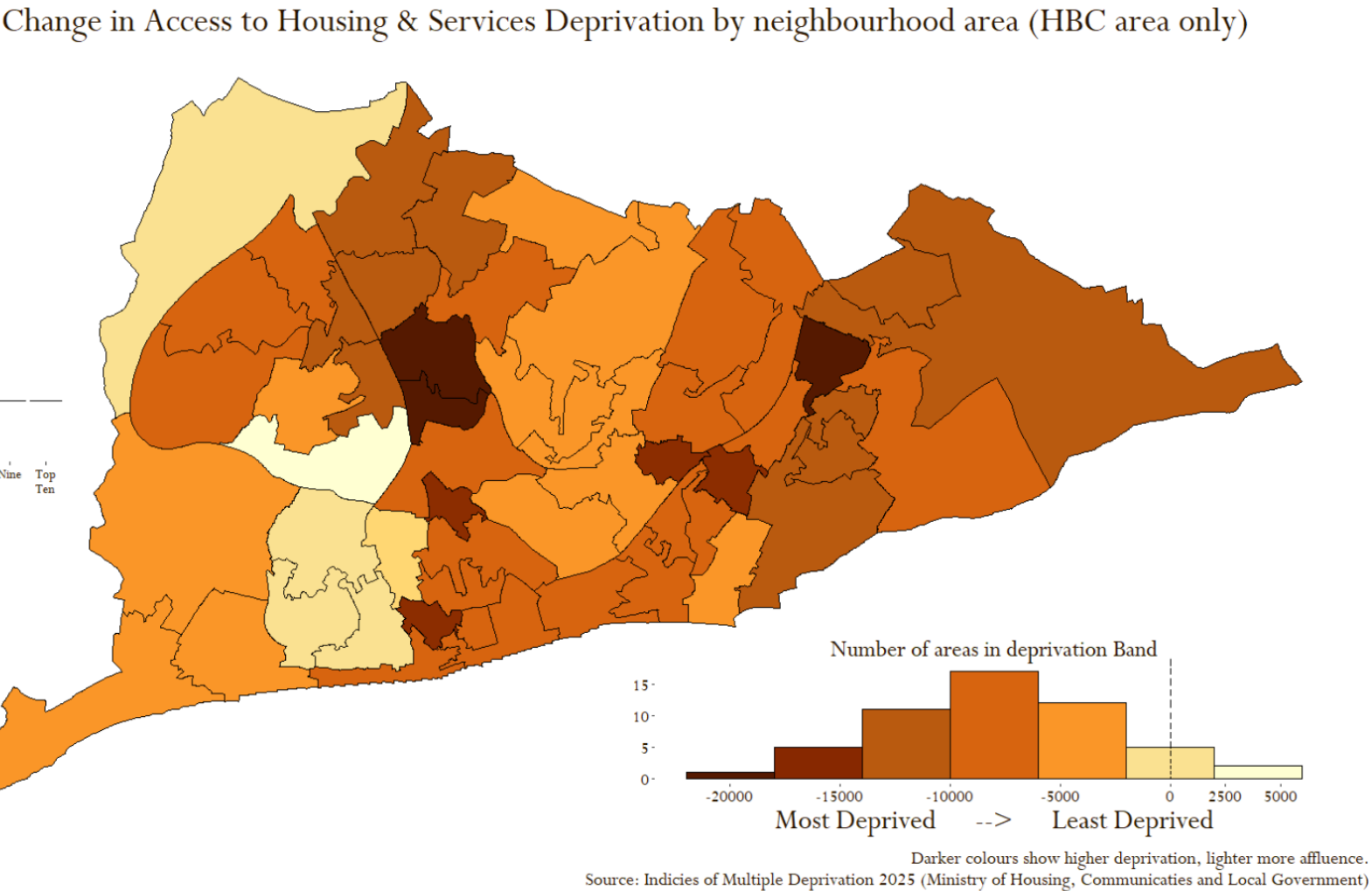


Figure 7: Change in housing deprivation by neighbourhood areas in Hastings. Darker areas signal the largest increases in deprivation. Source IMD 2025.

Employment Deprivation

Hastings also scores poorly in employment deprivation. Employment deprivation measures the proportion of the working-age population in an area involuntarily excluded from the labour market. This includes people who would like to work but are unable to do so due to unemployment, sickness or disability, or caring responsibilities. Whilst not as impactful as barriers to housing and public services, barriers to employment partly explain the overall high deprivation levels, see Figure 8.

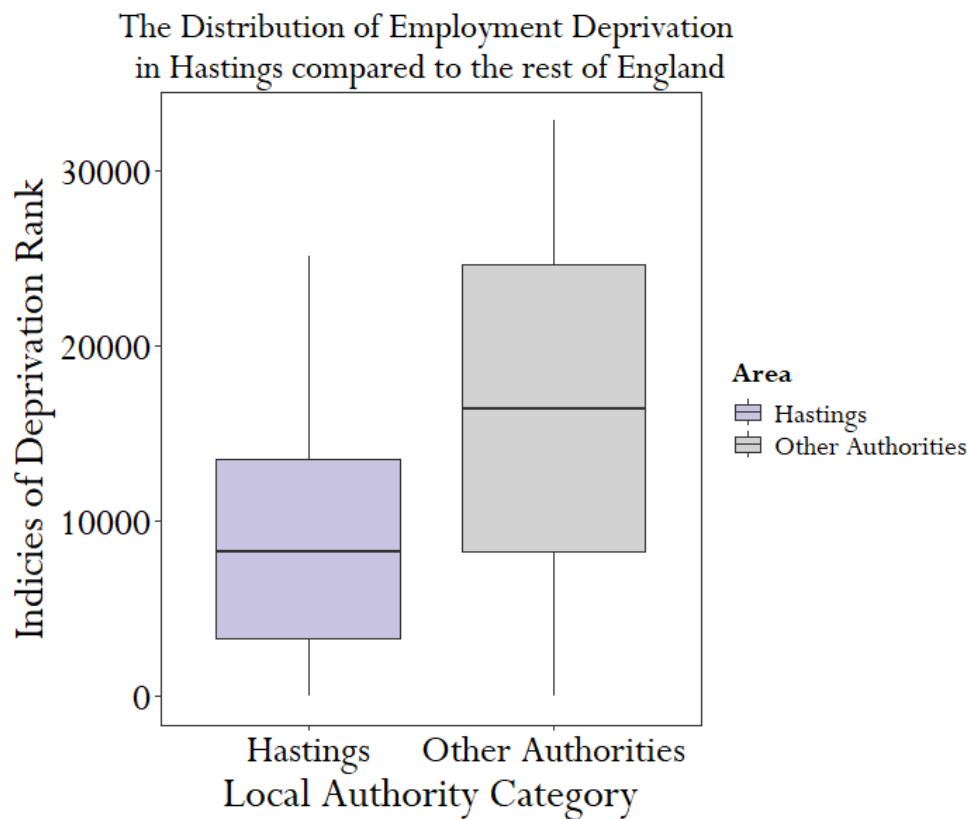


Figure 8: Distribution of employment in Hastings compared to other areas in England. Source IMD 2025.

Hastings has long experienced challenges relating to employment. Youth unemployment has been a particularly difficult problem for the town to address[5]. Additionally, the town has long been reliant on a seaside seasonal economy and specific sectors, something which has limited employment opportunities and historically partially caused higher levels of unemployment. Therefore, recent upticks in unemployment may have more adversely affected the town than other areas in England that do not suffer

as much from unemployment. Further, with an ageing population and reported growing health problems, it is likely that more people will fall out of the workplace due to caring responsibilities. Further, due to this ageing population, it may have been more affected by the increasing trend of individuals choosing to take retirement at an earlier stage in life.

The pandemic may have exacerbated some of these trends, where economic challenges following the pandemic may have negatively affected the town, causing employment challenges to become harsher. Also, the longer-term health implications from the pandemic may have adversely impacted ageing coastal communities like Hastings. This could have caused more people to have left the workforce, which could also help to explain the town's persistent high levels of employment deprivation.

Employment Deprivation:

Council Ward:

Council Ward	AVG 2025 Employment Rank
Central St Leonards	2,090
Hollington	2,401
Gensing	4,397
Wishing Tree	4,761
Castle	4,891
Baird	5,010
Tressell	5,280
Ore	5,999
Braybrooke	7,966
Maze Hill	9,029
Silverhill	12,022
Old Hastings	12,277
West St Leonards	12,731
Ashdown	13,277
Conquest	19,169
St Helens	20,871
Table 10: Council ward employment deprivation rank - Hastings.	

Two of the 16 wards fall within the 10% most deprived areas for employment, see table 10. This means that 14% of the total population reside within areas where employment deprivation is one of the highest in England. On average, half of all council wards in Hastings fall within the bottom 20%. Therefore, 53% of the population live within areas that can be described as having disproportionately high levels of employment deprivation.

However, it should be noted that two wards fall within the top half of England, indicating that limited employment challenges exist within

specific parts of Hastings. Again, this paints a picture of large inequalities in the town, where strong areas of deprivation and affluence coexist.

Neighbourhood trends:

Local Area	Avg of 2025 Employment Score
East Baird	24
Central Tressell	48
East Wishing Tree	449
North Central St Leonards	570
North Ore	638
Central Hollington	665
West Hollington	914
Central St Leonards	968
West Castle	1,103
East Gensing	1,274
East Hollington	1,285
South Gensing	1,967
Table 11: local areas with the lowest employment rank.	

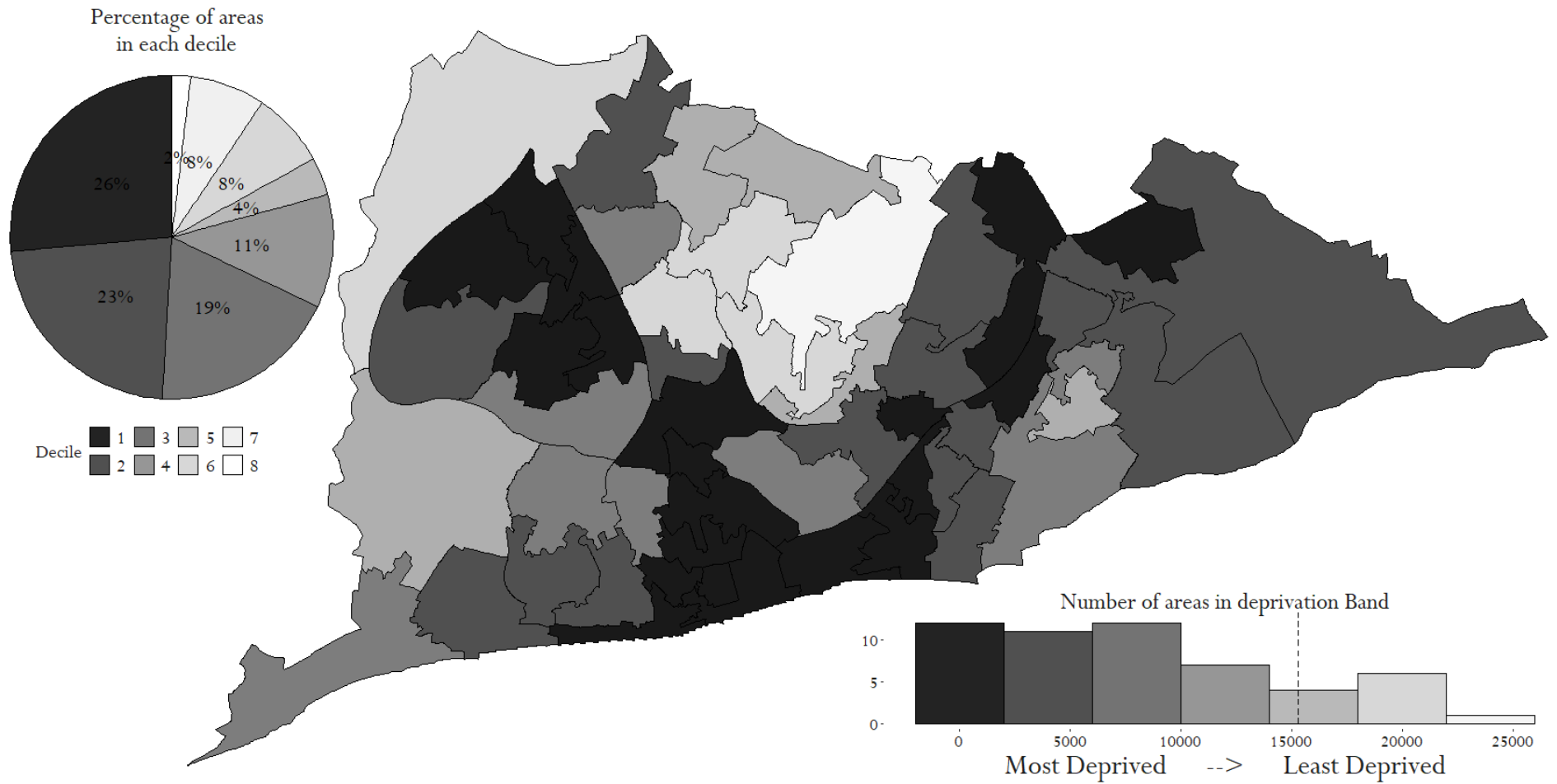
Figure 9 confirms this theory when analysing trends at the most localised level possible. Firstly, there are pockets of intense employment deprivation that exist within the town. Table 11 demonstrates that Two localities fall within the top one hundred areas for employment. 14 localities fall within the top 10% most deprived areas for employment within England. This means that 15,700 people in Hastings reside in areas that have the greatest

employment deprivation in England. 25 out of 53 areas fall within the 20% more deprived areas. Therefore, it can be said that 51,500 people reside within the worst fifth areas for employment deprivation (57% of the population).

Interestingly, the areas where employment deprivation is highest (those in the bottom decile) tended to disproportionately contain younger people. 29% of all younger people lived in areas of high employment deprivation, which helps to explain higher levels of youth unemployment. Further, as youth unemployment can lead to longer periods of unemployment throughout a person's life, this can help to explain the overall higher levels of unemployment that have persisted in the town for decades.

The neighbourhood areas most affected by employment deprivation were Eastern Baird and Central Tressell. East Wishing Tree, North Central St Leonards and North Ore also scored high in employment deprivation. West Hollington, the Hastings Town Centre and Eastern Hollington, although not the lowest score, also recorded poor employment prospects. Therefore, Figure 9 shows us that employment deprivation is very much concentrated in the areas where total deprivation is also high. This would indicate that high levels of employment deprivation are a key component of poverty within Hastings.

Employment Deprivation by neighbourhood area (HBC area only)



Darker colours show higher deprivation, lighter more affluence.
Source: Indices of Multiple Deprivation 2025 (Ministry of Housing, Communities and Local Government)

Figure 9: Employment deprivation across Hastings in 2025. Darker areas reflect higher levels of deprivation. Source IMD 2025.

In contrast, table 12 shows that there were a few areas where employment deprivation was far more limited, placing 7 areas in the top 50% for employment prospects.

Local area	Employment Rank
North Conquest	18,125
North West St Leonards	19,641
North Silverhill	21,331
West St Helens	21,692
South Conquest	21,809
North Ashdown	21,993
North St Helens	25,815
Table 12: Most affluent employment local areas.	

These areas tended to reside in areas associated with affluence, such as North Silverhill, North Conquest, South Conquest, North Ashdown and North St Helens. Therefore, affluence in Hastings may be partly associated with living in areas where economic inactivity is minimal and employment prospects are generally strong.

Change in employment deprivation since 2019:

Local Area	Change in Rank
North Conquest	-5,627
North Old Hastings	-5,620
North Ashdown	-2,747
South Ore	-2,497
North Tressell	-2,360
East St Helens	-2,316
Old Town - West	-2,215
North West St Leonards	2,014
Central Old Hastings	2,524
West St Leonards	3,035
Table 13: Largest changes in Employment Deprivation ranking in Hastings.	

There have been limited changes in employment deprivation, with the average scores only worsening by 278. Only 9 local areas increased their deprivation score by more than 2,000, with most of these areas being located in localities thought of as affluent. This mostly includes areas in the north of the town, such as North Conquest and North Ashdown, see table 13. The

largest decreases in deprivation occurred in very isolated pockets, such as in West St Leonards. Again, this shows how extremes in deprivation coexisting in Hastings are a persistent long-term them, something reflected in Figure 10. Overall, whilst low scores for deprivation can be partially explained by poor employment scores, the recent increase in relative deprivation can only be slightly explained by changes in employment levels.

Change in Employment Deprivation by neighbourhood area (HBC area only)

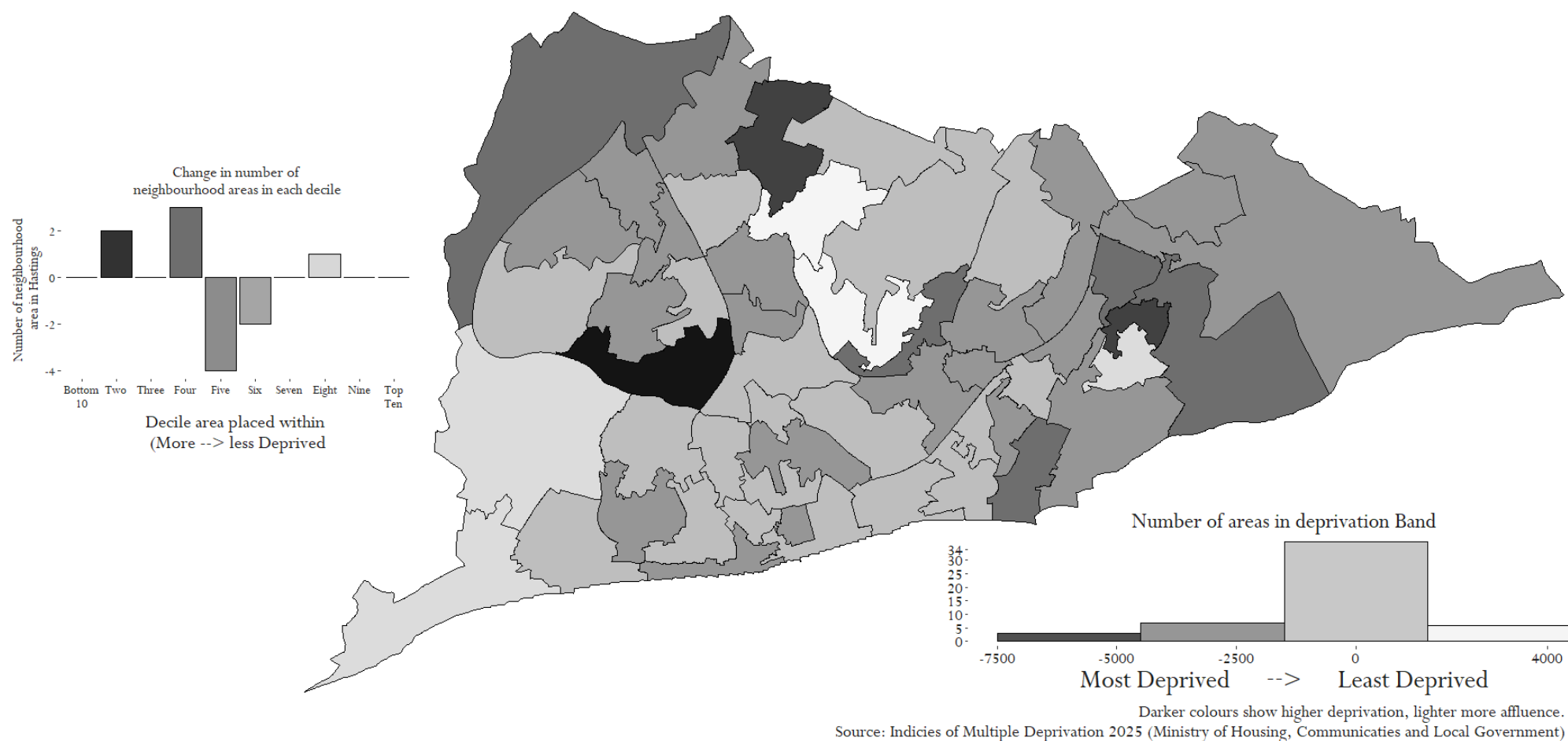


Figure 10: Changes in employment deprivation 2019 – 2025 in Hastings. The darker areas reflect the largest increase in deprivation. Source: IMD 2025.

Health Deprivation:

Hastings also scores poorly in Health deprivation. Health deprivation measures the risk of premature death and the impairment of quality of life through poor physical or mental health. This takes into account morbidity, disability and premature mortality. Whilst not as impactful as barriers to housing and public services, Health deprivation can partly explain the overall high deprivation levels. Figure 11 outlines how, in 2025, Hastings is still deemed to be quite highly deprived in terms of health deprivation, signalling that poorer health outcomes remain.

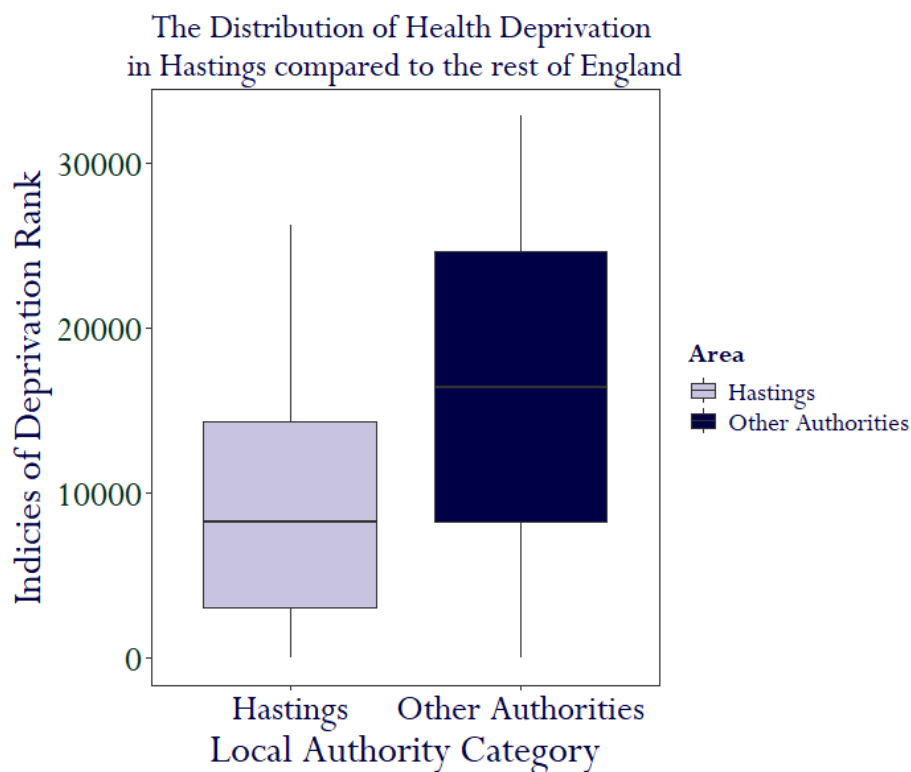


Figure 11. Health Deprivation scores in Hastings compared to all other areas in England. Source: IMD 2025.

Hastings has long experienced challenges relating to Health, with life expectancy on average being lower than that of the rest of England[6]. Previous waves of the Indices of Multiple Deprivation have shown that specific areas within Hastings have considerably worse health outcomes than the national average. Localised health statistics show that Hastings has considerably higher than average drug abuse rates, mental health challenges and premature deaths from conditions like heart disease and cancer[7].

Further, with an ageing population, it is likely that these health challenges will persist. This is because, as health challenges increase with the ageing population, the health inequalities that exist earlier in life will increasingly produce varying outcomes in older age. Therefore, areas that have greater problems with health provision will be the ones to drift further away from the national average. Historically deprived coastal communities, like Hastings, are particularly exposed to this phenomenon[8]. This is due to its ageing population and limitations in attracting health care professionals to meet rising demand. Therefore, it is thought that health inequalities in Hastings will continue to be strong.

Total Health Dperivation:

Council wards:

Figure 11 highlights how Hastings continues to be disproportionately deprived in health measures. This indicates that poor health outcomes in the town persist.

Council Ward	2025 Health Rank Average
Hollington	2,592
Wishing Tree	4,434
Central St Leonards	4,500
Castle	4,846
Gensing	5,503
Tressell	5,780
Baird	6,073
Maze Hill	7,035
Ore	7,428
Braybrooke	9,450
West St Leonards	11,292
Silverhill	11,823
Old Hastings	11,828
Conquest	14,317
Ashdown	14,949
St Helens	19,428
Table 14: Health deprivation rank by council ward.	

Table 14 outlines how one Council ward (Hollington), on average, obtains a score that puts it within the bottom 10%, indicating very poor health outcomes compared to the rest of England. 7 Council wards reside within the bottom 20%, indicating they are in the worst fifth of areas in terms of health outcomes. This means that 47% of the population in Hastings is exposed to considerably poorer outcomes than the national average. Only one council ward (St Helens) obtains an average score that signals greater than average health outcomes when compared to the rest of England.

Local neighbourhoods:

Local Area	2025 Health Dep Rank	
East Baird	176	Lowest 4
East Wishing Tree	227	
West Castle	367	
West Hollington	749	
West Baird	7,795	Median
North Silverhill	20,373	Highest 4
North St Helens	21,327	
West St Helens	21,629	
North Ashdown	23,825	
Table 15: Health ranking, local neighbourhood areas.		

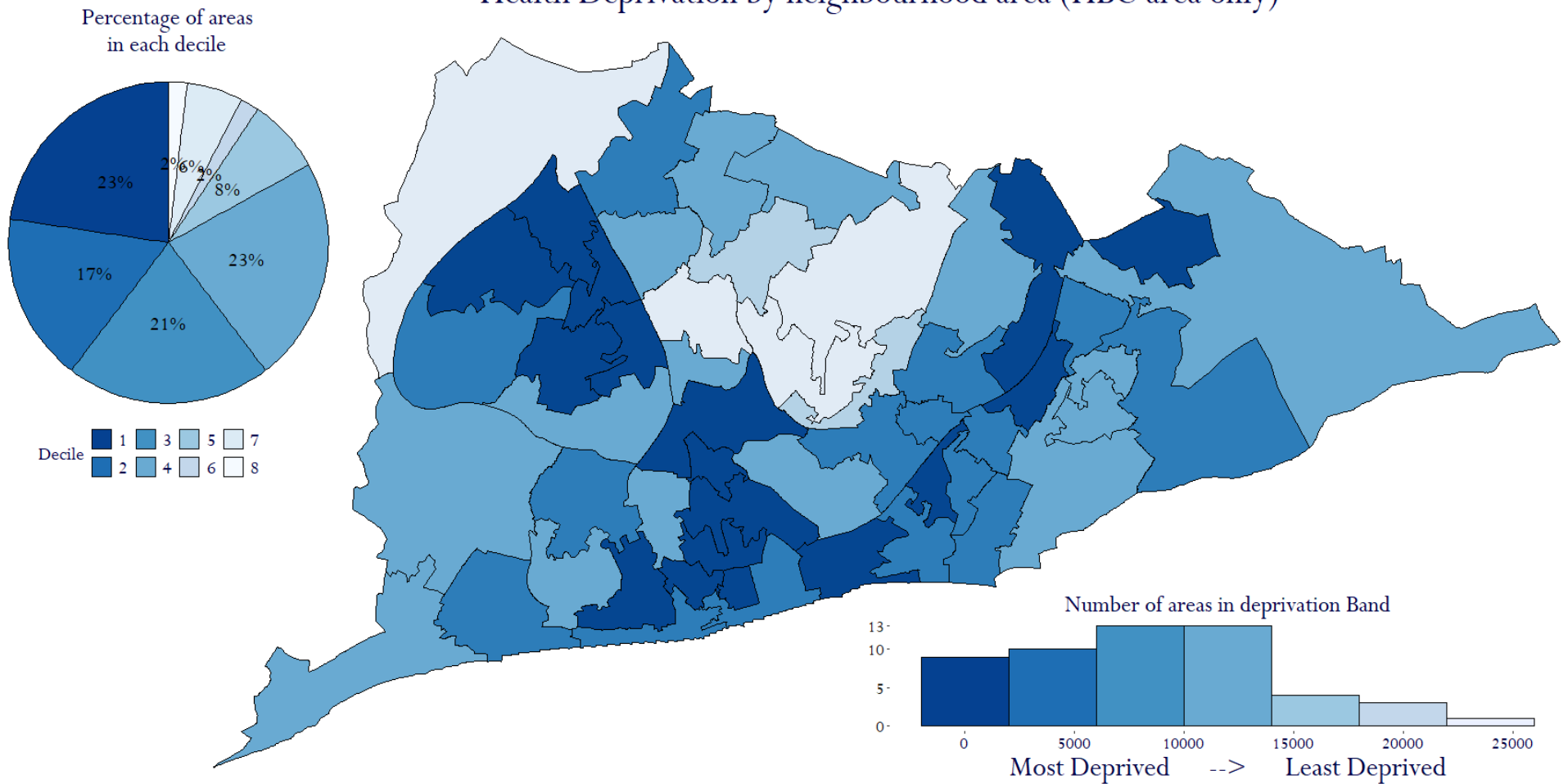
Delving deeper into health deprivation within Hastings, Figure 12 demonstrates extreme levels of deprivation exist within isolated pockets. East Baird, East Wishing Tree, West Castle, West Hollington and central Tressell are all in the bottom 1000 local areas for health deprivation. This means that

11% of the population within Hastings reside in the worst local areas in terms of health outcomes. Only 6% of those over the age of 65 (the elderly population) lived within these areas, indicating that the younger cohorts are more exposed to the worst health outcomes. Crucially, this highlights how poor health outcomes may materialise earlier in life in poorer communities. Further, it shows how older groupings that do not reside in these more deprived communities may have better health outcomes, despite the health problems that ageing populations bring.

In terms of areas of high affluence, there are 5 areas in Hastings that score above the national average. South Conquest, North Silverhill, North St Helens, West St Helens and North Ashdown, see table 15. This means that 10% of the population reside in areas where health outcomes can be described as above average. Yet, 15% of all older individuals live in these neighbourhood areas, again indicating that the elderly population is less affected by poorer outcomes, despite being disproportionately affected by health issues due to the greater likelihood of experiencing a chronic illness.

Figure 12 also highlights how extremes in inequality persist across a range of different deprivation measures. This indicates that the wide variation in health outcomes persists across the town. Figure 12 particularly shows that areas in the central southern parts of the town continue to suffer much worse health outcomes than more affluent areas, typically located in the north of the town.

Health Deprivation by neighbourhood area (HBC area only)



Darker colours show higher deprivation, lighter more affluence.
Source: Indices of Multiple Deprivation 2025 (Ministry of Housing, Communities and Local Government)

Figure 12. Health Deprivation across Hastings in 2025. Darker areas reflect higher levels of deprivation. Source IMD 2025.

Changes in health deprivation

Council Ward	Health Rank Change
Wishing Tree	-3,888
Old Hastings	-2,320
Castle	-2,079
Maze Hill	-1,516
Baird	-1,158
Conquest	-1,050
Tressell	-720
Braybrooke	-653
Hollington	-457
Ore	-91
Ashdown	-11
West St Leonards	923
Gensing	1,123
Silverhill	1,276
Central St Leonards	1,618
St Helens	2,743
Table 16: Change in health deprivation, by council ward.	

The overall change in health deprivation since the last wave of data was released in 2019 shows a notable decrease in health rankings. This would indicate that worsening health outcomes have occurred in the last 5 years, relative to the rest of the country. Whilst some changes were moderate, there was a wide distribution. Table 16 shows some areas saw large decreases in health outcomes, relative to the rest of England. Wishing Tree ward saw the largest worsening in health outcomes, with Castle and Baird also seeing notable decreases in their rank. This would indicate that health outcomes were worsening to a much greater extent in the parts of the town historically associated with high health deprivation.

Local Area	Change in health rank
South Wishing Tree	-9,276
West Maze Hill	-6,676
Old Town - East	-6,114
East Castle	-5,498
South Ore	-5,434
North Silverhill	2,037
East St Helens	2,103
Central Silverhill	2,300
North St Helens	2,826
West St Helens	3,299
Table 17: Change in local health deprivation rankings.	

Going further into the data, Figure 13 outlines the large variation regarding changes in health deprivation. Again, areas with historically high levels of health deprivation have seen large decreases in their rank. Such as in Wishing Tree and the Southern central parts, like East Castle. However, areas with large increases also occurred in areas associated with higher levels of affluence, such as areas in St Helens and Silverhill - see table 17. This indicates that worsening health outcomes have largely

occurred in poorer areas, with improvements being in more affluent areas. This would indicate that health inequalities in Hastings have extended, indicating the pandemic may have disproportionately affected Hastings more than other areas in England.

Change in Education & Services Deprivation by neighbourhood area (HBC area only)

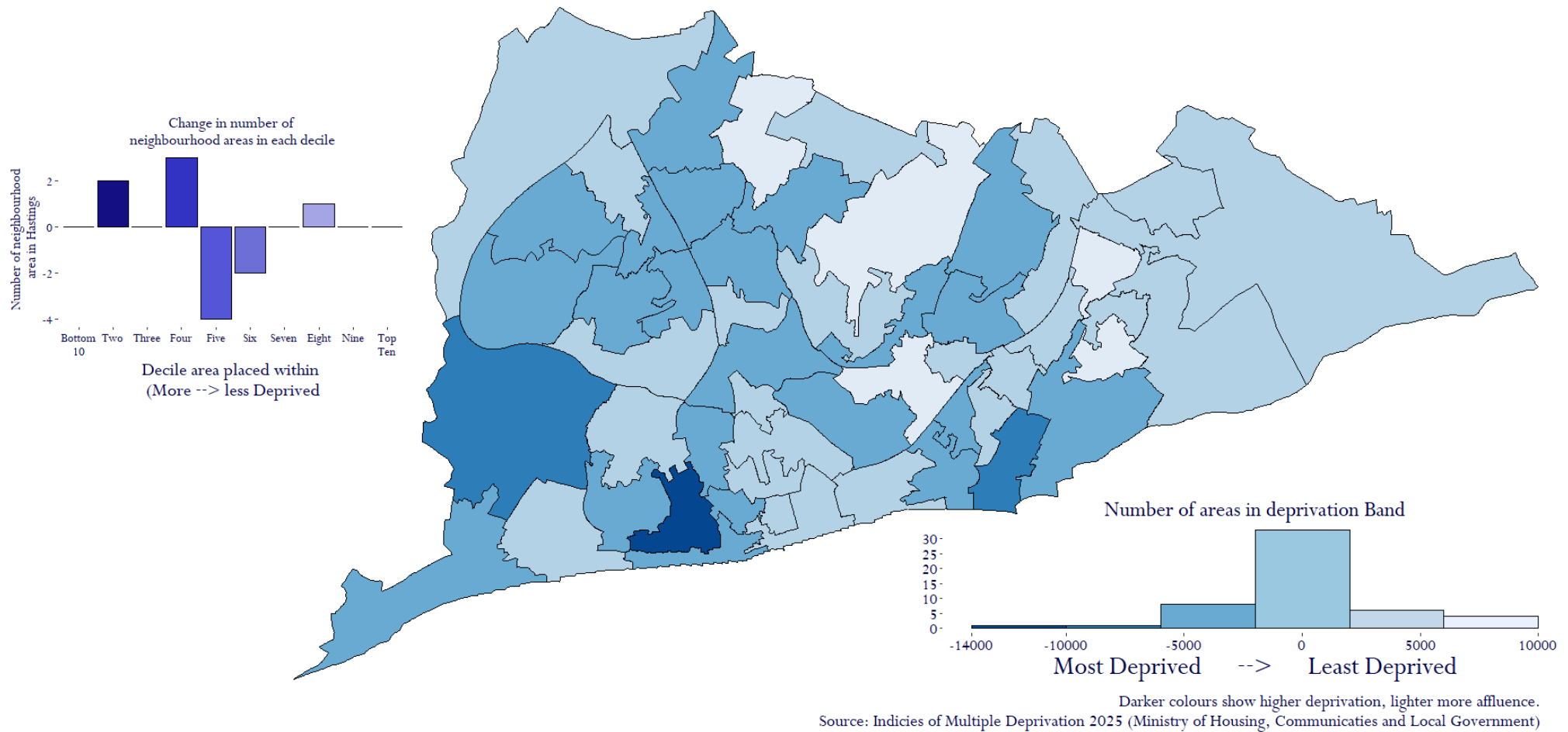


Figure 13. Change in health deprivation across Hastings 2019 – 2025. Darker areas reflect an increase in deprivation. Source IMD 2025.

Education Deprivation:

Deprivation in terms of education refers to the lack of attainment and skills in the local population. It takes into account outcomes for childhood learning and outcomes relating to adult skills. Deprivation in education has been a long-standing problem for Hastings. Figure 14 shows that these problems have continued, with 75% of neighbourhood areas in Hastings being ranked in the bottom 50% for education. Education deprivation comes fourth in the overall level of deprivation, meaning that other factors, such as barriers to adequate housing, better explain the town's overall deprivation level. However, these scores are still low and do partially explain the overall poor score Hastings receives.

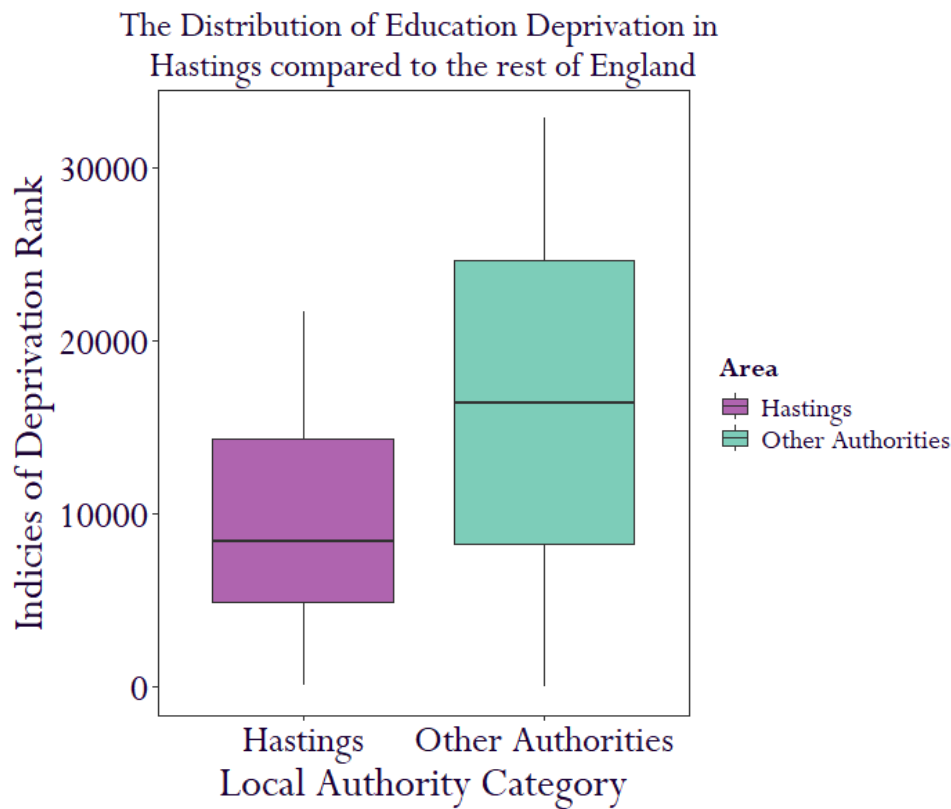


Figure 14. Distribution of Education deprivation in Hastings compared to England. Source IMD 2025.

The town has long suffered from poor educational attainment[9]. Average reading, writing and maths scores at the primary school level in some areas have long been behind the government standard. GCSE rates have long been far behind the national

average, and fewer individuals complete higher education. Technical and vocational options have also performed poorly. Whilst education-related deprivation is well above the national average, this form of poverty is not uniformly spread across the town[10].

Total Education Dperivation:

Council wards:

Focusing on a council ward level, deprivation relating to education varies greatly. Hollington scores the most poorly, being well below any other council ward.

Ward	Education Deprivation
Hollington	1,604
Baird	4,220
Wishing Tree	4,756
Central St Leonards	5,380
Tressell	6,755
Castle	6,968
Ore	7,564
West St Leonards	7,699
Maze Hill	8,530
Gensing	10,950
Silverhill	11,790
Ashdown	13,708
Old Hastings	14,227
Braybrooke	14,923
Conquest	20,449
St Helens	20,621
Table 18: Education deprivation rank by council ward.	

Baird, Wishing Tree, Central St Leonards, Tressell, Castle and Ore also all scored poorly in terms of education deprivation. See table 18. All these council wards produced a score that would put them in the top 25% areas for education deprivation.

Yet, there are wards that display very low levels of education deprivation, relative to the rest of England. On average, the council wards of Conquest and St Helens fall within the higher levels (top 40%) of areas in England. This indicates that individuals living in the town have very different education outcomes, partly due to differences in location. It also highlights how extremes in inequality coexist

within relatively short distances of each other in Hastings.

Neighbourhood areas:

12 neighbourhood areas fall within the highest decile of Education deprivation, see tabl 19. This means that 23% of the Hastings population lives in the greatest areas of education deprivation. Again, younger people are more exposed to these extreme levels of deprivation (28% of the young population). 23 wards fit within the bottom 20% for

education deprivation, where 44% of the town's population live. Again, children disproportionately reside within these pockets of deprivation, with 49% of children in Hastings living within areas that fall within the top fifth for education deprivation.

Local Areas	Education Deprivation
East Baird	142
Central Hollington	154
Central Tressell	333
West Hollington	532
East Hollington	756
North Ore	1,300
West Wishing Tree	1,394
East Wishing Tree	1,844
Central St Leonards	2,671
North C St Leonards	3,345
Town Centre Castle	3,418
Central West St Leonards	3,548
Table 19: Most education deprived local areas in Hastings.	

As children rely on the education system far more frequently than other cohorts, this means that many young people in Hastings are unable to receive an education that is adequate. Further, a lack of education and training increases risks of unemployment, helping to explain higher-than-average levels of unemployment (particularly that of youth unemployment). It hinders further training in adulthood, something that may present greater barriers to employment throughout an individual's life. Poor education outcomes can also affect other forms of deprivation, such as

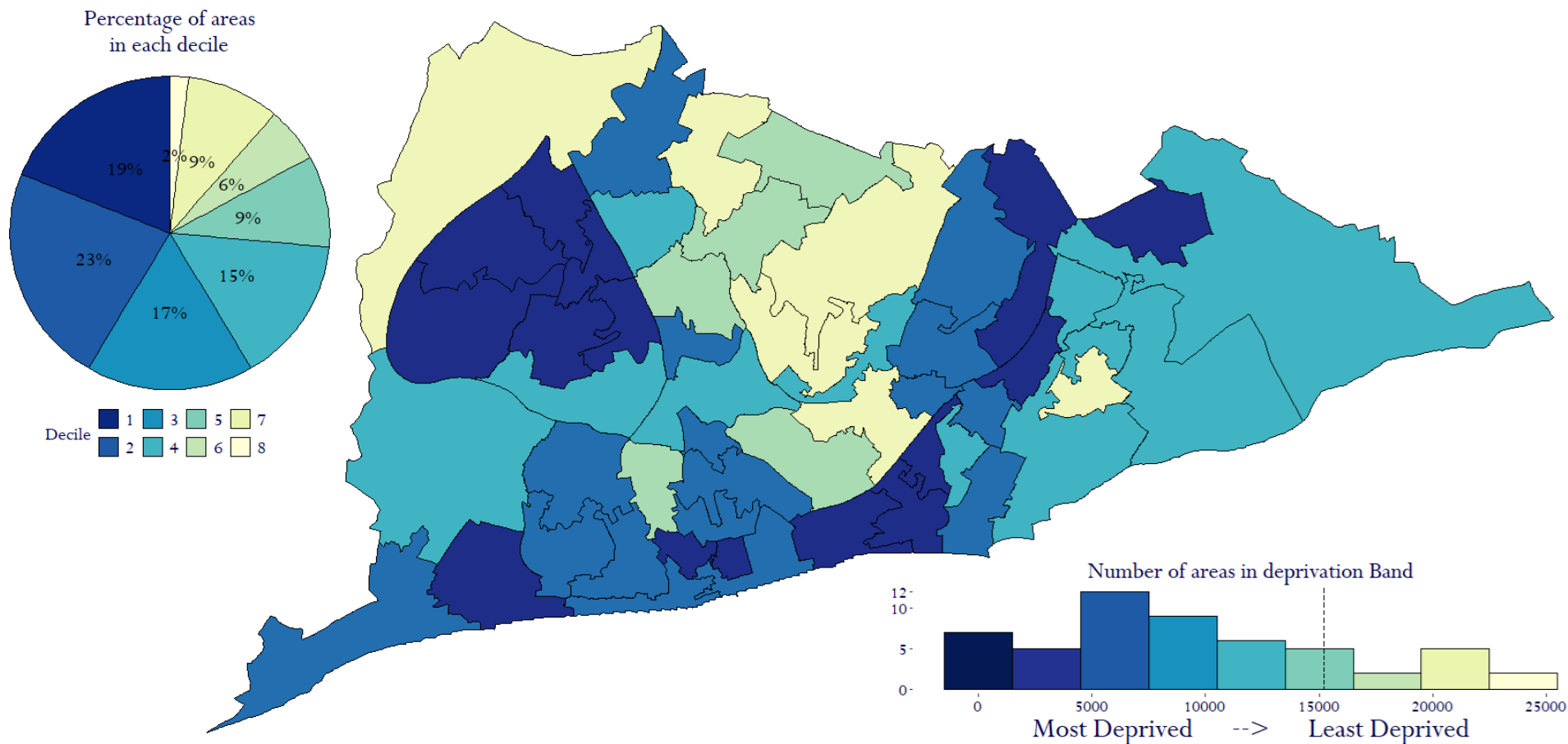
health, helping to explain the town's persistently high deprivation level.

Local Area	Education Deprivation
East Conquest	19,242
South Conquest	19,632
Central Braybrooke	21,600
North Ashdown	21,863
West St Helens	22,148
North Conquest	22,473
Central Old Hastings	23,609
North St Helens	24,840
Table 20: Local areas of education affluence (by ranking).	

Whilst deprivation in education is extensive, there were 8 areas that were recorded as experiencing higher than average scores. These 8 areas tended to be based in the North of the town, Conquest, Ashdown and St Helens - see Figure 15. The Hastings Old Town area also scored highly, see table 20. These areas contain 15% of the Hastings population. Older people disproportionately comprise

this population, with 18% of all older people within Hastings living within these neighbourhood areas. Therefore, it can again be argued that older people tend to disproportionately avoid the worst deprivation that exists in the town, whilst younger people tend to be more exposed.

Education & Services Deprivation by neighbourhood area (HBC area only)



Darker colours show higher deprivation, lighter more affluence.
Source: Indices of Multiple Deprivation 2025 (Ministry of Housing, Communities and Local Government)

Figure 15: Education deprivation across Hastings in 2025. Darker areas reflect higher levels of deprivation. Source IMD 2025.

Total Change in Education Dperivation:

On average, areas in Hastings did not greatly change, with scores only increasing by 65 (on a scale of over 30,000). Figure 16 shows that most areas changed only a slight amount, with most falling around the -1000 to +1000 mark.

Local Area	Deprivation Rank
East Maze Hill	-11,646
Old Town - West	-6,857
North West St Leonards	-5,287
West Braybrooke	-3,948
Central Castle	-3,544
South Silverhill	-3,013
South Gensing	37,80
North St Helens	5,887
North Tressell	6,882
Central Old Hastings	6,923
Central Braybrooke	7,242
North Conquest	8,188
Table 21: Education deprivation change - by local area - Hastings.	

Areas that improved their rank the most were in the North of Conquest, North of Tressell and the central part of Braybrooke. Yet, other areas experienced a large decrease. The East of Maze Hill experienced a large decline, see table 21. The Western part of the Old Town, the North Part of West St Leonards and the central coastal parts of the town also recorded a notable decrease, indicating higher levels of deprivation.

These large variations in the town could reflect how various parts of the town have been affected differently by the challenges in the education sector within Hastings. Secondary schools in particular have experienced challenging circumstances post-COVID, where more students are dropping out. This increase in the dropout rate for certain schools may have decreased accessibility of education services within specific parts of the town. Further, poor Ofsted reports for some schools may have adversely affected populations closer to these institutions, as more parents may have sent their kids to these underperforming schools. Alternatively, areas that have experienced improvements may not have sent their children to these schools as they are more able to find adequate alternative provision.

Change in Education & Services Deprivation by neighbourhood area (HBC area only)

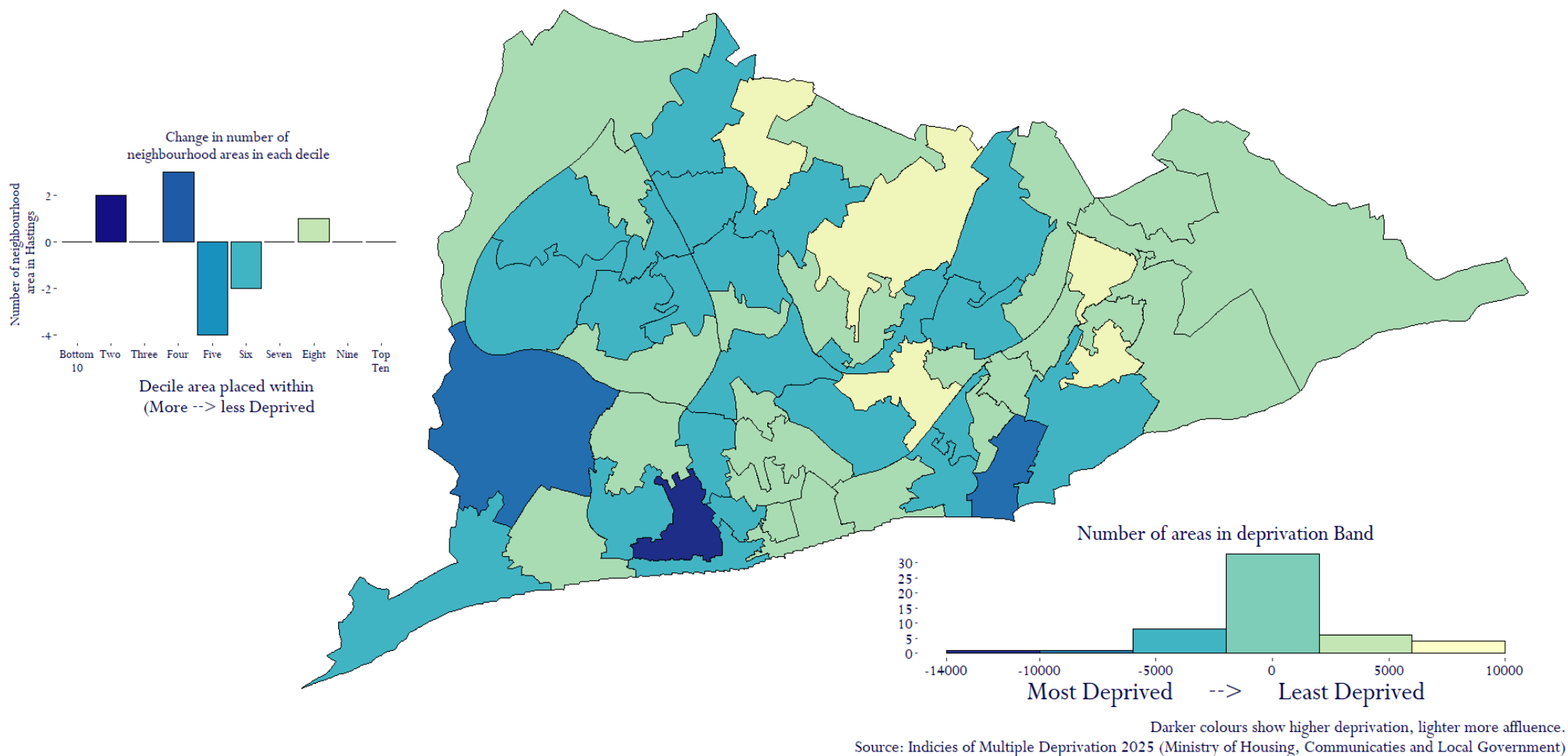


Figure 16: Change in Education deprivation across Hastings 2019 – 2025. Darker areas reflect larger changes in deprivation. Source IMD 2025.

Income Deprivation:

Income Deprivation measures the proportion of the population experiencing deprivation relating to low income. The definition of low income includes people who are out of work, and those who are in work who do not meet the respective means tests.

Hastings has long been associated with being a low-income town[11]. The most recent data from the indices of deprivation confirms this stereotype. Figure 17 shows that more than 75% of local areas within Hastings fall below the English average. This means that more than 75% of the town is more deprived in income than the average area in England. Interestingly, although income deprivation is strong in Hastings, the town scores more highly on income deprivation than it does on four other forms of Deprivation (housing, health, employment and education). Therefore, whilst poor incomes is a contributing factor to Hastings’ poor deprivation scores, they are likely not the main cause.

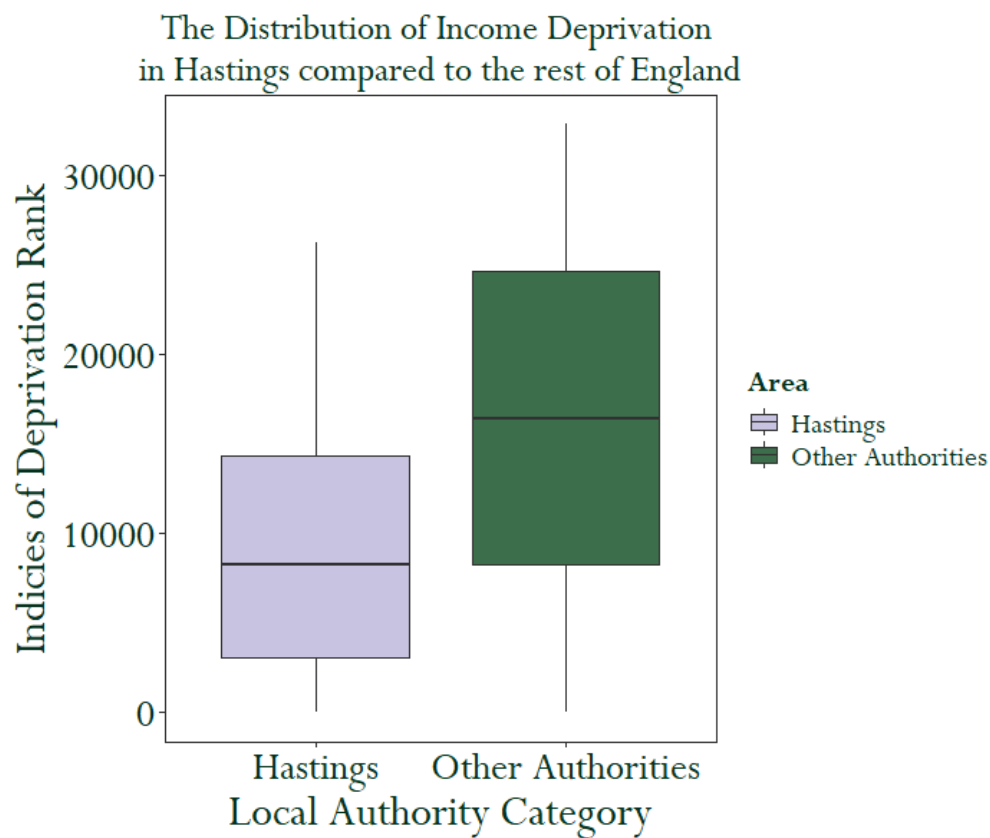


Figure 17: The distribution of income deprivation compared to the rest of England. Source IMD 2025.

These trends may exist because Hastings possesses a seasonal economy reliant on tourism, which can fluctuate on trends often beyond its control. It also means it finds it hard to sustain strong incomes throughout the year. Further, the economy is very reliant on specific sectors, such as healthcare and education services. These sectors are often associated with greater levels of part-time, low-paying work, which would help to explain the town’s poor income deprivation scores[12]. Additionally, the poor education prospects coupled with higher periods of long-term unemployment also likely assist in lowering the income score the town receives.

Council wards:

Council Wards	Income Rank
Hollington	3,529
Central St Leonards	4,105
Wishing Tree	5,770
Tressell	5,801
Gensing	6,293
Castle	6,313
Baird	6,414
Ore	7,939
Braybrooke	10,601
Maze Hill	12,868
Silverhill	13,291
Old Hastings	14,693
West St Leonards	15,404
Ashdown	16,101
Conquest	20,943
St Helens	21,943
Table 22: Income deprivation rank by ward in Hastings.	

On average, 7 out of the 16 council wards in Hastings produce a score that indicates they fall within the top 20% of the most income deprived areas in England. The council wards that are most income deprived are Hollington, Central St Leonards, Wishing Tree, Tressell, Gensing, Castle and Baird - see table 22. This again highlights how central southern parts of town and isolated estates tend to produce the highest levels of income deprivation. In terms of the areas on the edge of the town that tend to be more deprived, a lack of an adequate affordable public transport system may be limiting economic opportunities for these

residents. This would also help to explain why these areas tend to produce smaller incomes and higher levels of economic activity. Therefore, a targeted improvement of public investment within these areas may help to improve these areas average deprivation rank.

Neighbourhood wards

(Most Deprived):

Local Area	Income Deprivation
Central Tressell	72
East Baird	75
North Ore	873
East Wishing Tree	917
Central Hollington	1,414
East Hollington	1,869
Central St Leonards	1,952
West Hollington	2,130
North Central St Leonards	2,365
West Castle	2,868
East Gensing	2,973
Table 23: Most income deprived local areas - Hastings.	

11 out of 53 neighbourhood areas in Hastings fall within the worst 10% localities for income deprivation, see table 23. As a result, it can be said that 22% of the population in Hastings reside in areas that are in the worst decile for income Deprivation for England. Once more, children (- 18) disproportionately comprised the population that was placed within the highest-level

deprivation, with 24% of all children residing within areas of the highest income deprivation. Again, adults are less proportionately exposed to deprivation.

Looking at the worst fifth localities for employment deprivation, 21 wards within Hastings fall within this category. Therefore, it can be said that 38% of the population of Hastings lives within the top fifth of income deprivation. Again, children disproportionately reside within such areas, with 40% of all young people being placed within such localities.

The council wards with the highest levels of income deprivation were Central Tressell and East Baird, see Figure 18. Both these local areas are in the worst 100 areas for income deprivation and contain 4% of the population. Other areas included North Ore, East Wishing Tree, Central Hollington, East Hollington, Central St Leonards, West Hollington and the Castle area. These areas are associated with high levels of total deprivation. This again highlights the important role income deprivation may have in shaping poverty trends in the town.

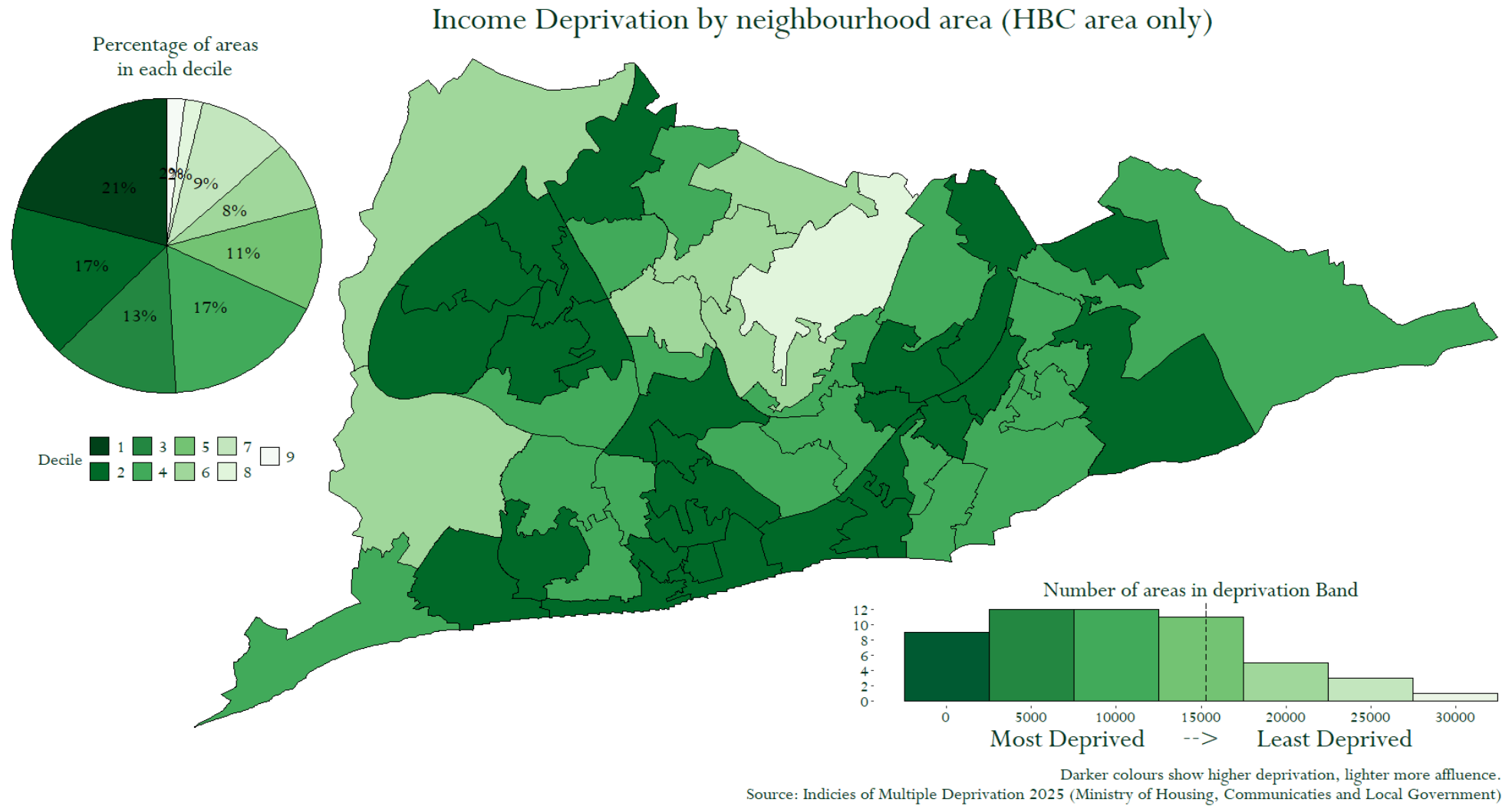


Figure 18: Income deprivation across Hastings in 2025. Darker areas reflect higher levels of deprivation. Source IMD 2025.

(Affluence):

Local Area	Income Rank
West St Leonards	17,403
South Ashdown	17,915
West Maze Hill	19,003
North West St Leonards	20,610
East Conquest	21,174
North Silverhill	21,178
North Ashdown	22,720
West St Helens	23,085
South Conquest	26,679
North St Helens	30,111
Table 24: Affluent areas income deprivation rank - Hastings.	

Whilst there is intense concentration of income deprivation, there are also clear examples of affluence, see table 24. There are 10 neighbourhood areas with above-average income deprivation levels. The two areas that have the weakest level of income deprivation are the southern part of Conquest and the northern part of St Helens. The top part of Ashdown and Silverhill also showed signs of income

affluence. As these localities are associated with being the more affluent areas of the town, this would indicate that being able to live in a high-income neighbourhood is something that helps reduce an individual's chances of avoiding deprivation. Those unable to live within these areas more often seem to be exposed to higher levels of deprivation.

Delving further, areas near high levels of deprivation displayed much lower levels of income deprivation, such as West Maze Hill and West St Leonards. Vitally, this again highlights how extreme levels of affluence and deprivation coexist very near each other in the borough of Hastings.

Total Change in Income Dperivation:

Few local areas have become more deprived in income.

Only 10 areas saw any notable increase in deprivation, see table 25. These areas contain 23% of the population within Hastings, meaning most of the population did experience a rise in income affluence. Yet, it should be noted that some of these increases were very small. Table 25 shows that the areas with a large increase were North Conquest, Central Silverhill and South Wishing Tree. These

areas may have increased in income deprivation as they may have been more exposed to recent cost-of-living pressures.

Local Area	Change Income Deprivation
North Conquest	-6,167
Central Silverhill	-2,521
East St Helens	-2,450
South Wishing Tree	-2,239
South Ore	-1,250
East Ashdown	-1,243
East Hollington	-794
North Silverhill	-747
North Gensing	-447
West Hollington	-388
Table 25: Increases in income deprivation rank - Hastings.	

They may have also been more likely to have been impacted by any economic downturns that led to a loss of income. Additionally, these areas tended to have older populations. With the pandemic being more likely to bring health complications for older people, this may have encouraged people to retire early, potentially leading to a loss of sufficient income.

Local Area	Change Income Deprivation
North Old Hastings	2,082
East Ore	2,124
East Central St Leonards	2,282
Old Town - West	2,347
South Conquest	2,384
Central West St Leonards	2,607
North Baird	2,773
West Maze Hill	2,888
Central Castle	3,000
West Central St Leonards	3,008
Old Town - East	3,150
West Braybrooke	3,194
South Ashdown	3,356
North St Helens	3,917
West Gensing	5,226
East Maze Hill	5,470
West St Leonards	7,646
Table 26: local increases in income affluence.	

Additionally, such trends may have caused additional caring responsibilities, something again encouraging people to leave the workforc. This potentially would create a loss of income within specific areas.

Table 26 shows that areas in Hastings mostly saw decreases in income deprivation, with 41 areas seeing increases in affluence. These areas have a

population of 69,900 people, 76% of the population. 18 neighbourhood areas experienced notable decreases in Income Deprivation (increasing by 2,000+).

Figure 19 outlines how these localities cover a wide area of the town, stretching from the East of the town (North Old Hastings, East Ore, Old Town West) to the west of the town (Central West St Leonards, West St Leonards, East Maze Hill). It also stretched from South to the North of the Town, with the Town Centre and South Conquest area also experiencing improvements in their income deprivation ranking.

Some improvements in income deprivation rankings were quite considerable. For instance, western parts of the town saw particularly large gains. West Gensing, East Maze Hill and West St Leonards all saw an increase of over 5,000. This means that the overall increase in deprivation, especially within these areas, is unlikely to have been caused by changes in income. Instead, this again suggests that other factors, such as inaccessibility to adequate housing, can better explain Hastings' increase in deprivation. It also indicates that although income deprivation partly forms overall deprivation in Hastings, it is not the most significant factor in generating the town's low score.

Change in Income Deprivation by neighbourhood area (HBC area only)

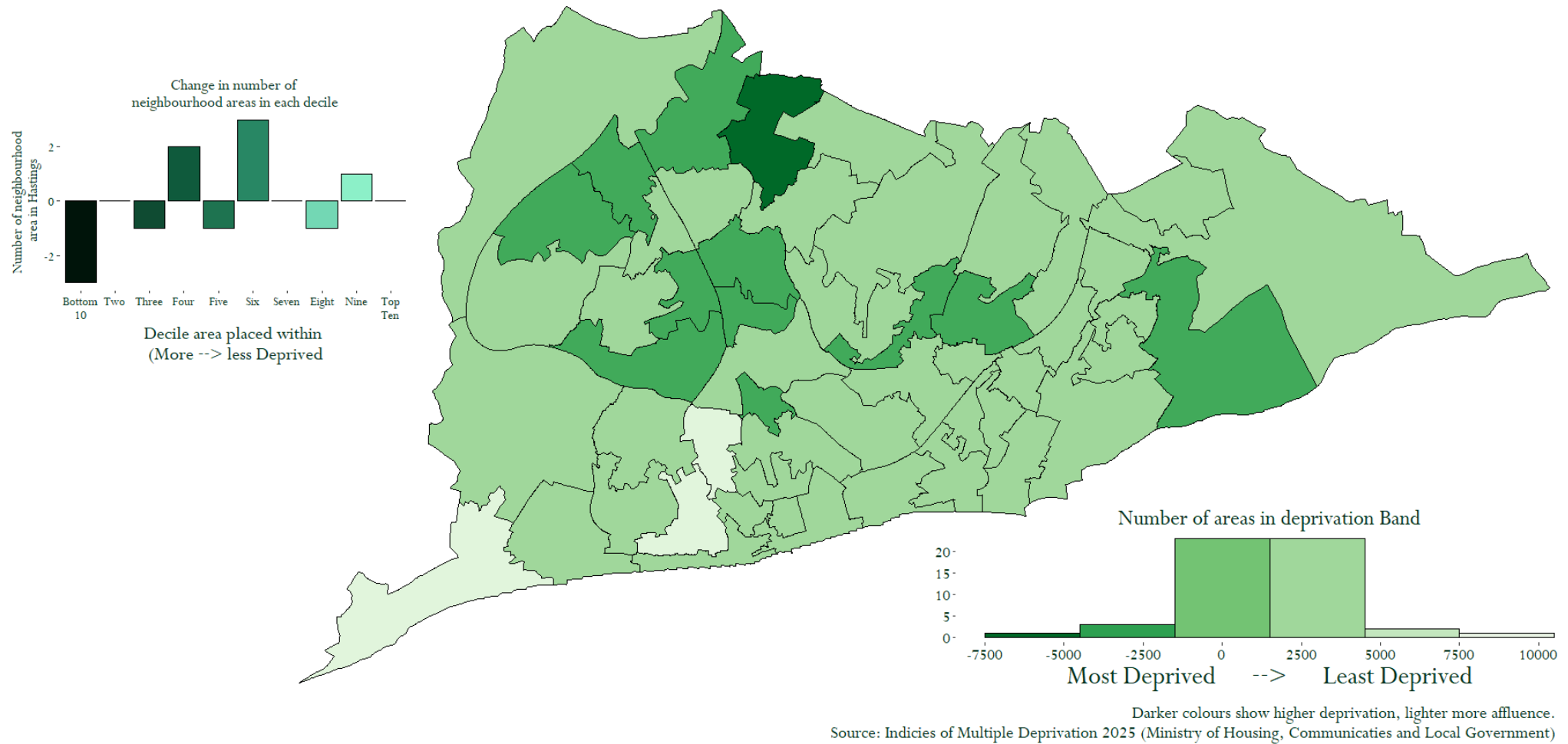


Figure 19: Change in income deprivation 2019 – 2025, darker areas reflect increases in deprivation. Source IMD 2025.

Crime Deprivation:

Crime deprivation measures the risk of being a victim of crime, both personal and material, at the local level. Hastings has historically had a much higher-than-average crime rate[13]. Within the South East, Hastings has long been known as a crime hotspot. Therefore, it should not be surprising that in the latest wave of the indices of deprivation, Hastings has a higher than average level of crime deprivation. Crime deprivation produced the 6th highest deprivation score for the town. Therefore, whilst not the most significant factor that contributes to Hastings’ high total deprivation score, it still has a notable impact.

Council Ward

Ward	Crime Rank
Central St Leonards	2,414
Castle	3,673
Gensing	6,429
Baird	6,905
Hollington	7,754
Ore	8,773
Tressell	9,142
Wishing Tree	9,585
West St Leonards	10,483
Braybrooke	10,971
Silverhill	13,994
Old Hastings	15,704
Ashdown	17,552
Maze Hill	18,449
Conquest	26,563
St Helens	26,620
Table 27: Crime deprivation rank by council ward.	

12 out of 16 council wards score lower than the national average for crime deprivation, see table 27. The wards that have the highest level of crime related deprivation were Central St Leonards and Castle. These areas have scored consistently high crime rates in multiple datasets over the last couple of decades. Gensing and Baird also scored more poorly in Crime Deprivation scores.

Hollington, Ore, Wishing Tree and Tressell also ranked high in crime deprivation. Interestingly, these areas all tended to be the areas that scored higher in overall deprivation. This indicates that high crime rates is a contributing factor for the intense amounts of deprivation that exist within the town.

The areas with the highest crime deprivation rank, indicating lower crime rates, were Ashdown, Maze Hill, Conquest and St Helens. Interestingly, these areas are associated with higher levels of deprivation, indicating that these areas tend to score more highly due to avoiding higher crime rates.

Neighbourhood areas

Local Area	Crime Deprivation
East Baird	361
West Castle	398
Town Centre Castle	673
East Central St Leonards	1,003
Central St Leonards	1,217
Central Tressell	1,262
Table 28: Most deprived crime localities.	

Figure 20 shows that areas of high crime deprivation are very much concentrated in the central coastal parts of the town, the estates in the Hollington/Wishing Tree area and the Ore/Baird valley area. Crime Deprivation is particularly strong in

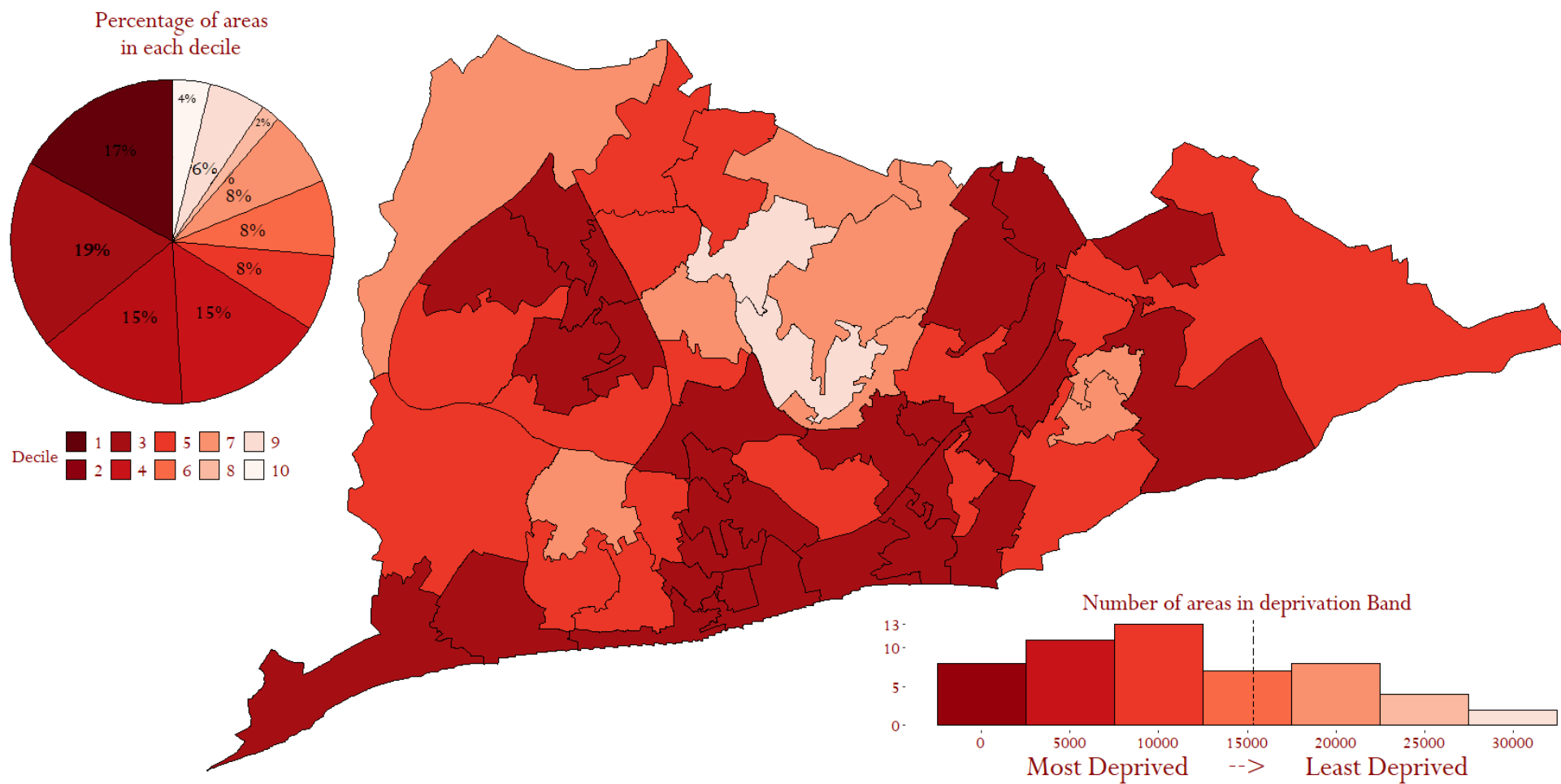
East Baird, West Castle, Central St Leonards and Central Tressell - see table 28. Indeed, 12% of the population reside within the 2,000 most crime-deprived areas. Again, this shows how crime is a key component of the town's higher-than-average deprivation score and can partially explain local variations in crime.

Local Area	Crime Rank
North Ashdown	26,809
North St Helens	27,108
Central Old Hastings	27,373
East Conquest	27,423
West St Helens	30,519
South Conquest	32,348
Table 29: Least Crime deprived local areas - Hastings.	

Again, areas of affluence exist in the town, despite its overall high deprivation level, see table 29. These tended to be based in the north of the town (North Ashdown, North St Helens, West St Helens and South Conquest). Therefore, Figure 20 again highlights how intense levels of deprivation

exist near areas of relative affluence on a range of measures, including crime. It also highlights how patterns in deprivation are mostly consistent across the town on a range of different indicators that measure relative levels of deprivation.

Crime Deprivation by neighbourhood area (HBC area only)



Darker colours show higher deprivation, lighter more affluence.
Source: Indices of Multiple Deprivation 2025 (Ministry of Housing, Communities and Local Government)

Figure 20: Crime deprivation across Hastings in 2025. Darker areas reflect higher crime deprivation. Source IMD 2025.

Total Change in crime Dperivation:

Overall, the average change in crime deprivation was over +1,200, indicating a decrease in relative crime deprivation compared to the rest of England.

Local Area	Crime Rank
East Ashdown	-8,076
South Ore	-7,523
East Braybrooke	-7,455
North Gensing	-5,821
East Wishing Tree	-5,138
West Hollington	-4,908
East Hollington	-4,808
Table 30: Biggest increase in Crime Deprivation - Hastings.	

Figure 21 shows that this increase in crime deprivation has not been uniform. 7 areas have witnessed large increases in relative Crime deprivation, whilst 8 areas have witnessed large decreases. Table 30 shows some of these changes. This means that it can again be stated that inequality within the

town has extended, where some parts of the town have become significantly less deprived in the last 5 years, whilst others have experienced increases.

Local Area	Crime Rank
South Conquest	7,105
North Silverhill	7,756
North Tressell	8,945
North Old Hastings	10,312
East Maze Hill	10,622
Central Old Hastings	11,336
North St Helens	13,673
Table 31: Increase in Crime affluence - Hastings.	

Some areas that experienced an increase in crime deprivation were already associated with high levels of deprivation. Table 31 shows South Ore, East Wishing Tree, West Hollington and East Hollington all experienced an increase in crime deprivation, despite scoring high in previous editions of the deprivation indices. Some areas associated with higher affluence

also witnessed a large decrease in deprivation. For example, South Conquest, North Silverhill, East Maze Hill and North St Helens. Therefore, whilst some of the most deprived areas have seen an increase in crime and the most affluent areas have seen a decrease, this would indicate that inequality in deprivation is widening within Hastings. This would suggest that strong inequalities in deprivation continue to coexist close to each other within Hastings, with such trends having become more extreme in the last 5 years.

Crime Deprivation by neighbourhood area (HBC area only)

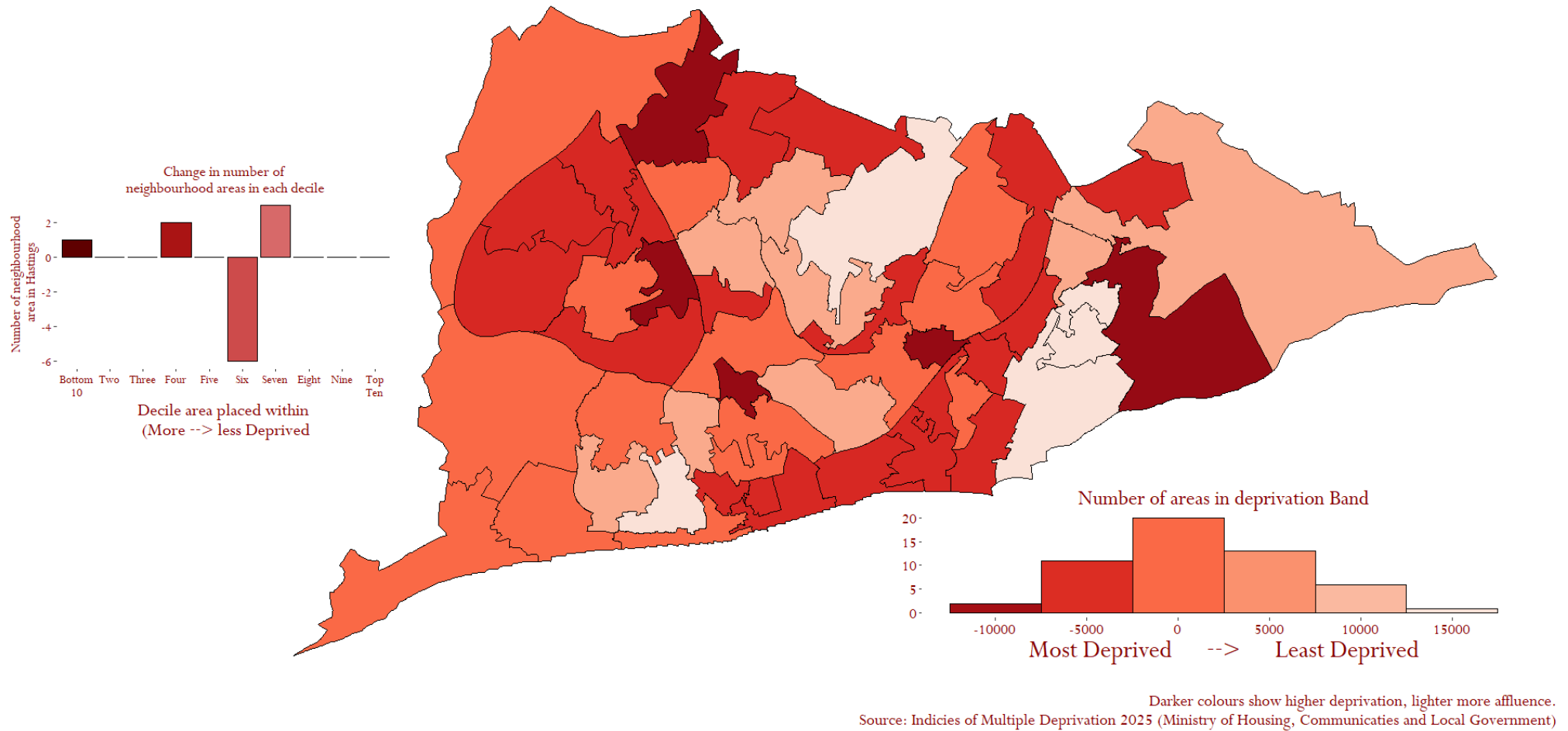


Figure 21: Change in crime deprivation in Hastings 2019 – 2025. Darker areas reflect increases in crime deprivation. Source IMD 2025.

Conclusion:

The 2025 indices of deprivation highlight how Hastings continues to have very high levels of deprivation. Problems in accessing adequate and affordable housing have continued, with many continuing to struggle to access public services. High levels of long-term and youth unemployment remain, with it being likely that more have dropped out of the job market as fewer people across the country are fit and looking for work[14]. This may partially be because, relatively speaking, a greater proportion of the population is assessed to be in poor health than in most parts of England. These worse-than-average health scores also contribute to the town's significantly worse-than-average deprivation scores. Poor educational attainment also contributes to Hastings' low scores and helps to explain the overall higher unemployment levels. Limited income was the next most influential explaining factor of Hastings' high levels of deprivation, indicating that weaknesses within the local economy partially cause high deprivation in the town. High crime rates are also a contributing factor, but are not as impactful in explaining high deprivation as other measures, such as housing.

There were specific pockets in the town that recorded incredibly high levels of deprivation, with them clearly being in the highest 100 areas of deprivation within England. These areas scored very poorly across a range of measures. Children were consistently disproportionately exposed to the highest levels of deprivation, indicating that deprivation trends will be hard to overcome in the future due to the generational cycle of poverty that is being created. There were also small pockets that recorded high levels of affluence, with such areas being in the top quarter of the most affluent areas within England for specific measures. This has again resulted in a situation where Hastings finds itself having intense areas of deprivation coexisting near high levels of affluence, meaning the town reflects high levels of inequality.

Relatively speaking, the town has become more deprived than other local authorities in the rest of England. The rapidly growing housing crisis in the town has increased deprivation related to accessing housing and public services considerably, with this trend being the most significant factor increasing total deprivation. Barriers to employment and poor health outcomes were also notable contributing factors to increasing deprivation trends. Whilst some forms of deprivation have increased, it is important to recall that income and crime relative deprivation trends have improved. This again highlights how the increase in deprivation over the last five years has been heavily dependent on the worsening housing situation within the town. Changes in deprivation have also extended inequality within the town, with the gap between the top and bottom areas having increased by 1,322. This means that the most affluent and deprived areas are relatively further apart, showing how inequality has extended in the last 5 years. Therefore, without intervention, it is likely that deprivation and inequality within the town will continue to grow until the release of next indices of deprivation (2030).

Appendix:

Definitions of each measure of deprivation:

Deprivation Type	Definition
Overall Deprivation	The considered total level of deprivation is calculated from the scores of Housing, Health, Employment, Education, Income, Crime, health and living environment deprivation. Each measure is weighted to calculate the overall score (Income – 22.5%), (Employment 22.5%), (Education – 13.5%), (Health – 13.5%), (Crime – 9.3%), (Barriers to Housing & Services – 9.3%), (living Environment - 9.3%).
Housing and Services	An individual is assessed to be deprived of housing and key services when they are unable to access them due to geographical or financial limitations. This takes into account an individual's ability to travel to access essential public services whilst also taking into account different measures of affordability.
Employment	The proportion of the working-age population in an area involuntarily excluded from the labour market. This includes people who would like to work but are unable to do so due to unemployment, sickness or disability, or caring responsibilities.

Education	This measure refers to the lack of attainment and skills in the local population. It takes into account outcomes for childhood learning and outcomes relating to adult skills
Income	The proportion of the population experiencing deprivation relating to low income. The definition of low income includes people who are out of work, and those who are in work who do not meet the respective means tests.
Crime	This measures the risk of being a victim of crime, both personal and material, at the local level.
Health	This measures the risk of premature death and the impairment of quality of life through poor physical or mental health. This takes in account morbidity, disability and premature mortality.
Living Environment	This measures the quality of the local environment, specifically referring to the measure of air quality and road traffic accidents.

Council Wards within Hastings and their location:



A table showing the scale of deprivation for each category in each council ward in Hastings.

Ward	Overall		Housing	Health	Employment	Education	Income	Crime	Living Enviro
Ashdown	14,471		2,156	14,949	13,277	13,708	16,101	17,552	22,999
Baird	4,868		1,843	6,073	5,010	4,220	6,414	6,905	20,846
Braybrooke	8,168		1,681	9,450	7,966	14,923	10,601	10,971	9,597
Castle	3,427		1,721	4,846	4,891	6,968	6,313	3,673	2,796
Central St Leonards	1,872		1,639	4,500	2,090	5,380	4,105	2,414	4,651
Conquest	18,410		1,694	14,317	19,169	20,449	20,943	26,563	28,997
Gensing	4,669		1,584	5,503	4,397	10,950	6,293	6,429	6,178
Hollington	2,165		1,599	2,592	2,401	1,604	3,529	7,754	26,686
Maze Hill	10,327		1,808	7,035	9,029	8,530	12,868	18,449	22,280
Old Hastings	11,107		1,370	11,828	12,277	14,227	14,693	15,704	7,628
Ore	5,922		1,783	7,428	5,999	7,564	7,939	8,773	18,008
Silverhill	10,885		1,620	11,823	12,022	11,790	13,291	13,994	11,549
St Helens	19,453		1,728	19,428	20,871	20,621	21,943	26,620	23,249
Tressell	4,891		1,815	5,780	5,280	6,755	5,801	9,142	12,306
West St Leonards	10,855		1,795	11,292	12,731	7,699	15,404	10,483	14,715
Wishing Tree	4,960		1,852	4,434	4,761	4,756	5,770	9,585	25,097
			Lowest to highest score for each form of deprivation in each ward →						

The First part of the table shows the overall deprived for each ward, coloured mos

Neighbourhood area details:

The links in the following table show each neighbourhood area on a map.

LSOA Code	Ward	Description	Deprivation Rank
Hastings 001A	Ashdown	South Ashdown	13,194
Hastings 001B	Ashdown	North Ashdown	22,921
Hastings 001C	Ashdown	East Ashdown	7,298
Hastings 005A	Baird	East Baird	7
Hastings 005B	Baird	West Baird	6,232
Hastings 002A	Baird	North Baird	8,364
Hastings 008A	Braybrooke	Central Braybrooke	8,709
Hastings 008B	Braybrooke	West Braybrooke	11,759
Hastings 005C	Braybrooke	East Braybrooke	4,035
Hastings 009A	Castle	Town Centre Castle	1,957
Hastings 009B	Castle	West Castle	485
Hastings 009C	Castle	Central Castle	2,853
Hastings 009D	Castle	East Castle	8,414
Hastings 011A	Central St Leonards	North Central St Leonards	885
Hastings 011B	Central St Leonards	Central St Leonards	719
Hastings 011C	Central St Leonards	East Central St Leonards	2,578
Hastings 011D	Central St Leonards	West Central St Leonards	3,306
Hastings 002B	Conquest	East Conquest	17,509
Hastings 001D	Conquest	North Conquest	15,929
Hastings 002C	Conquest	South Conquest	21,792
Hastings 011E	Gensing	South Gensing	2,133
Hastings 008C	Gensing	North Gensing	2,691
Hastings 008D	Gensing	West Gensing	11,668
Hastings 008E	Gensing	East Gensing	2,182
Hastings 003A	Hollington	Central Hollington	390
Hastings 003B	Hollington	East Hollington	1,123
Hastings 003C	Hollington	West Hollington	775
Hastings 003D	Hollington	South Hollington	6,372
Hastings 010A	Maze Hill	Central Maze Hill	10,285
Hastings 010B	Maze Hill	East Maze Hill	6,274
Hastings 010C	Maze Hill	West Maze Hill	14,422
Hastings 007A	Old Hastings	North Old Hastings	16,441
Hastings 007B	Old Hastings	Central Old Hastings	13,142
Hastings 007C	Old Hastings	Old Town - East	10,013
Hastings 007D	Old Hastings	Old Town - West	4,833
Hastings 004A	Ore	East Ore	9,924

Hastings 004B	Ore	North Ore	616
Hastings 004C	Ore	South Ore	7,227
Hastings 002D	St Helens	North St Helens	24,589
Hastings 002E	St Helens	East St Helens	12,735
Hastings 002F	St Helens	West St Helens	21,035
Hastings 006A	Silverhill	North Silverhill	19,029
Hastings 006B	Silverhill	Central Silverhill	8,125
Hastings 006C	Silverhill	South Silverhill	5,502
Hastings 004D	Tressell	North Tressell	9,828
Hastings 007E	Tressell	South Tressell	4,821
Hastings 005D	Tressell	Central Tressell	25
Hastings 010D	West St Leonards	Central West St Leonards	5,520
Hastings 010E	West St Leonards	West St Leonards	10,256
Hastings 010F	West St Leonards	North West St Leonards	16,788
Hastings 003E	Wishing Tree	East Wishing Tree	426
Hastings 006D	Wishing Tree	West Wishing Tree	2,165
Hastings 006E	Wishing Tree	South Wishing Tree	12,290

End Notes:

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