

Type D25 Centres of small market towns and resorts containing many hostels and refuges

Hastings
1.26% 



Overview

Key Features

- Young single adults
- Some divorcees
- Few children
- Well informed
- Inactive lifestyles
- Liberal values
- High unemployment
- Income Support
- Bad place to live

Regional Houses



Llanrwst, LL26



Stratford on Avon, CV37



Salop, SY13



Rankings

- Age Rank (30/61)
- Wealth Rank (44/61)
- Good Health (49/61)
- Fear of Burglary (30/61)
- Degree (37/61)
- Public Renting (27/61)
- Higher Tax (27/61)
- Environment (39/61)
- Internet (25/61)

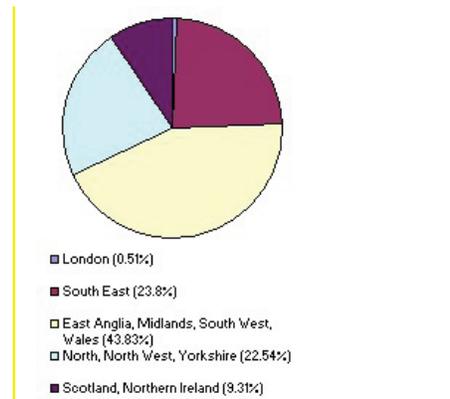
Top Councils

- Hastings (21.98%)
- Blackpool (14.29%)
- Torbay (14.12%)
- Thanet (12.43%)
- Scarborough (11.82%)
- Eastbourne (9.92%)
- Weymouth and Portland (8.96%)
- Bournemouth (8.79%)
- Isle of Wight (8.79%)

Constituencies



Regional Distribution



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Type D25 contains young unattached people who live in small flats above shops or in the less prestigious side streets bordering the centres of small market towns and declining seaside resorts.

Key Features

Young single adults
Some divorcees
Few children
Well informed
Inactive lifestyles
Liberal values
High unemployment
Income Support
Bad place to live

Communication

Receptive
Centre-left broadsheets
Unreceptive
TV
Social networks

Description - Public Sector Focus

Education Type D25 is mixed in terms of educational attainment. Proportions with no qualifications through to good A levels are all reflective, or slightly above, the national average. Relatively few, however, have degrees. These people, with a basic grounding, are likely to be looking to improve, so further education provision may be important. The number of children in these areas is generally low. Most belong to recent immigrant families living in Bed & Breakfasts or squeezed into small flats. It is therefore unsurprising that educational attainment is at best moderate, and that university admission rates are well below average.

Health These people are fairly ambivalent to health issues. Their diet is neither particularly good nor particularly bad. Smoking and drinking is part of the lives of many, but seldom to excess. Leisure pursuits are generally sedentary, with people preferring to watch TV or a video, read fantasy, or play computer games. It is not surprising that Type D25 has wide ranging medical problems, not least relating to drug and alcohol abuse and to mental health.

Crime These town centre neighbourhoods are not seen as pleasant, and most people tend to keep themselves to themselves. Fear of crime is average, with the exception of the low fear of car crime, mainly due to few people owning cars. There is evidence of anti-social behaviour as would be expected in town centres. Most types of crime are reasonably prevalent, and repeat victimisation is not uncommon. There is a view that the police show little interest and make insufficient effort, but surprisingly detection rates are high as are overall levels of satisfaction.

Finances There is a strange mix of people living in these areas. Over one half do not pay tax, yet slightly above the national average pay higher rate tax, perhaps reflecting that some of these are divorcees renting accommodation while they turn their lives around. Generally, savings and investments are rare, and there is heavy reliance across the board on the state for financial assistance. The fact that these people are generally young, poor and relatively transient mean that non-payment of bills such as council tax may be an issue.

Environmental Issues These people have little concern for the environment, and insufficient money to contribute even if they did. Perhaps their greatest contribution is the low level of car ownership and low annual mileages.



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Description - Sociology and Environment

Summary *Type D25* contains young unattached people who live in small flats above shops or in the less prestigious side streets bordering the centres of small market towns and declining seaside resorts.

Demography Whereas the central areas of larger cities are mostly surrounded by rows of Victorian terraces or council flats, the areas separating the commercial districts of smaller towns and seaside resorts are more likely to consist of small rented flats and big old houses many of which have fallen into multiple occupation. Particularly in declining seaside resorts, *Type D25* is comprised of young adults on low incomes and divorced people, with significant minorities living in hostels and in shared accommodation. Though many of these people were born in the town, such neighbourhoods are likely to accommodate people from surrounding middle class communities who, for one reason or another, can't or prefer not to engage in mainstream consumerist lifestyles. *Type D25* is in certain locations, accommodation of last resort attracting an aimless population many of whom drift in and out of employment. Particularly where they are located by the coast (though not in inland market towns) such neighbourhoods are also often selected as locations for accommodating asylum seekers and may acquire a reputation among local residents for drugs and prostitution, despite the fact that many of them border on areas of good quality housing. Transient lifestyles lead to higher levels of crime than in the more suburban areas of smaller towns and many perpetrators are petty criminals living locally. It is in these areas that noise is often cited as a source of environmental nuisance. The population of *Type D25* is mostly made up of young single people, a large number of whom are still in their late teens and many more in their twenties, most in partnerships of varying degrees of durability. There are fewer people in older working groups, but often a substantial number of very elderly people accommodated in the larger houses that have been converted by local authorities to provide sheltered accommodation for those on lower incomes. Catering for the needs of weekenders and summer tourists is the major source of employment in seaside resorts whilst in inland centres many young people serve in local shops. Levels of unemployment are well above the national average and relatively few people own a car.

Environment *Type D25* neighbourhoods consist mostly of older buildings on the edge of commercial areas, mostly tall terraces with three or more storeys, many with shops or commercial premises on the ground floor. Some big old houses might once have accommodated families staying by the seaside. Few houses have gardens, and streets are cluttered with cars parked by shoppers and commuters. In between the houses there are small car parks where local business people park their cars during office hours or small yards used for delivering merchandise to local shops. In many cases local councils have pulled down the more dilapidated properties and replaced them with small blocks of social housing suitable for people without families. Most of the accommodation takes the form of small, rented flats few of which have been improved and some of which may have difficulty meeting the modern fire safety requirements. Front doors tend to lead directly onto pavements that are often in need of repair, which lead quickly to major thoroughfares and to the shops, offices and hotels that occupy the town centre. Whilst many of these areas are in poor repair, there are instances where, as a result of some interesting features, local councils have taken decisions to invest in comprehensive regeneration. An increasing number of these neighbourhoods are now scoring sufficiently highly on central government indicators of deprivation to attract funds for neighbourhood renewal.

(Continued)

2 Description - Sociology and Environment



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Description - Sociology and Environment *(Continued)*

Economy *Type D25*, whilst occurring in small towns throughout the country, tends to be particularly concentrated in towns such as Hastings, Torquay and Rhyl, which have suffered from the drop in day and summer visitors and where the decline at the lower end of the tourist market has not been compensated for, by growing numbers of retirees. Many of these towns now suffer from serious levels of unemployment and from low wage levels and a distinctive feature of these neighbourhoods is the large number of people, many of them young, who are in poor health. However catering for visitors and the retired population provides many opportunities for the self-employed.

Consumer Values *Type D25* accommodates a varied population with many different values. Nevertheless there is a significant minority who do not engage with mainstream social values. Many of these are people with no particular sense of direction whilst others live in these neighbourhoods because of their tolerance of counter cultural attitudes.

Consumption Patterns *Type D25* represents a relatively unattractive market to most products traded in the formal economy. The single people in small flats purchase groceries locally in small pack sizes and spend significant amounts of their low incomes on alcohol and cigarettes, on video rentals, music and at clubs and bars.

Change In an increasingly fragmented society, where more and more people live on their own, these neighbourhoods will continue to play an important role in accommodating people who, for whatever reason, have difficulty fitting into conventional lifestyle stereotypes. Outside large cities there are relatively few other locations in which people of this sort can settle and feel accepted.



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Description - Culture and Consumer Psychology

These people live in small flats, some in large converted houses and some in newer, purpose built flats. These flats can be basic and small, with very limited facilities, and they are usually rented in the private sector. People rarely stay long. The properties are often located in the poorer areas of seaside resorts which have a poor health record. A run-down local environment and anti-social behaviour will be fundamental problems for many of the residents.

There are some older people in these areas, some of whom live in communal establishments, but young, single adults are much more common. There are few children, and these areas would not be seen as desirable places to settle with a family. Some isolated gentrification may have occurred, but the vast majority of these people exist on very low incomes from employment in local services, particularly seasonal work in hotels and catering.

Unemployment runs at high levels and many have to get by for some of the year, or most of the year, on state benefits. The level of educational qualifications suggests that at least some of these young adults have chosen or have been forced to adopt a life which is removed from mainstream culture. Not surprisingly, the level of savings and investments is very low and these people have little interest, or little ability to manage money beyond the call of immediate necessity. Debt levels can be a major burden. However, the retired people in these areas may have supplementary income from modest investments.

Routine shopping matters little to these young people. They shop frequently and they are mainly concerned with price. Few will have much sensitivity to conventional marketing appeals. Many will display an outright hostility, having chosen to reject material values, notably those which are seen as extravagant and ostentatious. Apart from entertainment products, there is little interest in, or need, for consumer durables. Car ownership is low.

The bonds of community, work and religion are very weak and the lives of these young people are governed by low income and by what can be a principled stand on core values. At the very local level, there could be some 'community' influence in the sense of the immediate social tribe. The mosaic of attitudes and behaviours can be very complex. Some of these young people are driven solely by the need for economic survival but others are consciously inward-looking, and there is a quest for meaning and purpose.

These young people are very liberal in their underlying values and they are usually well-informed. Preferred newspapers are the broadsheets, notably the Guardian and the Independent. They like novelty, change and adventure. They will take risks. The inward-looking disposition may be linked to a desire for experience, including travel.

Many of these people live an 'alternative' lifestyle through choice or circumstances. They do not have much interest in mainstream consumer society.