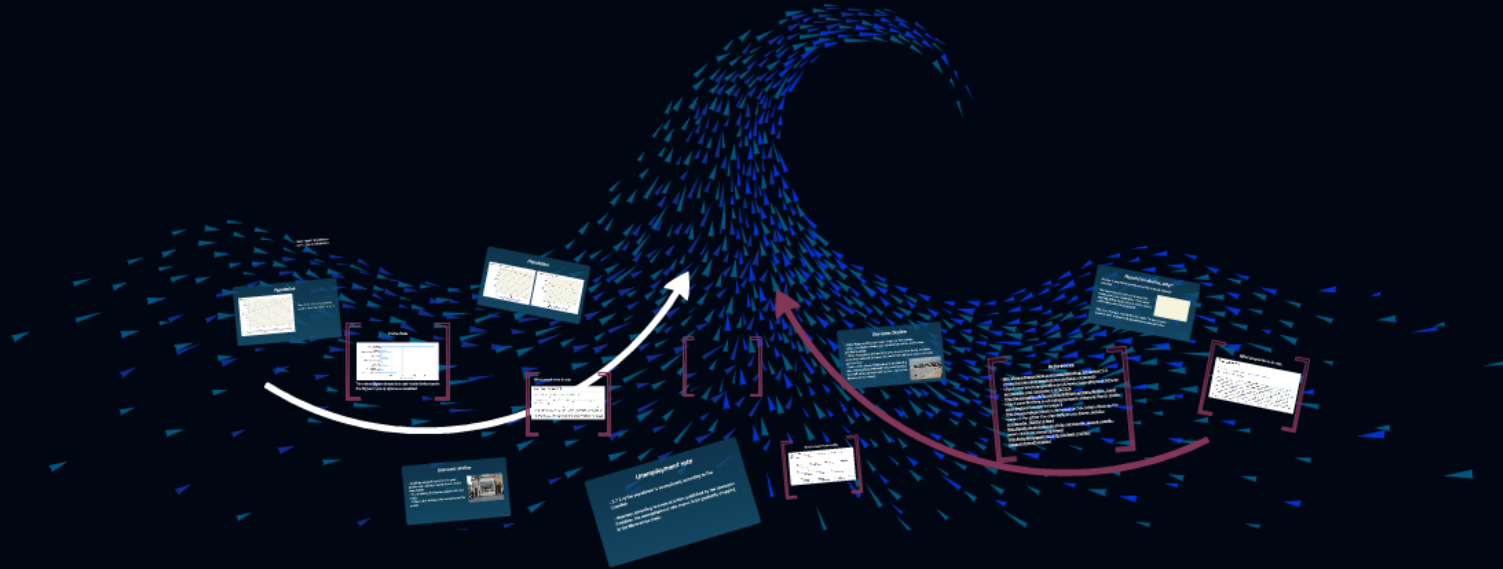
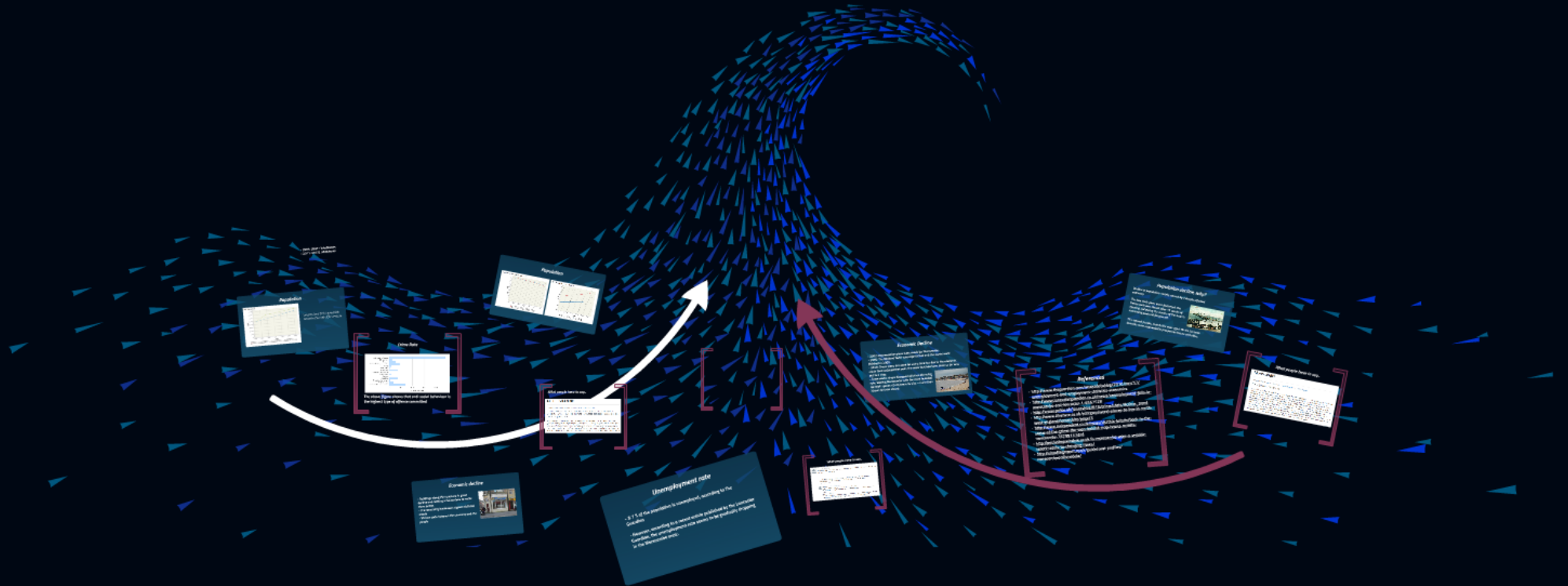


Demographics and the Economy Harvard Case Solution & Analysis

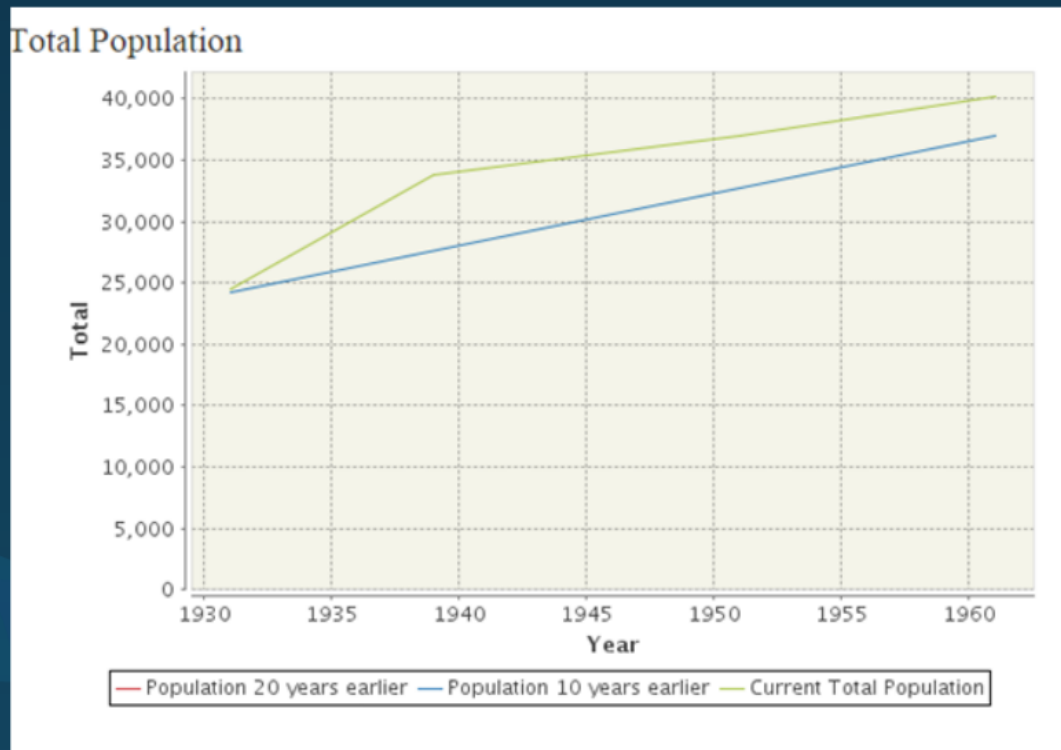


TheCaseSolutions.com

Demographics and the Economy Harvard Case Solution & Analysis



Population



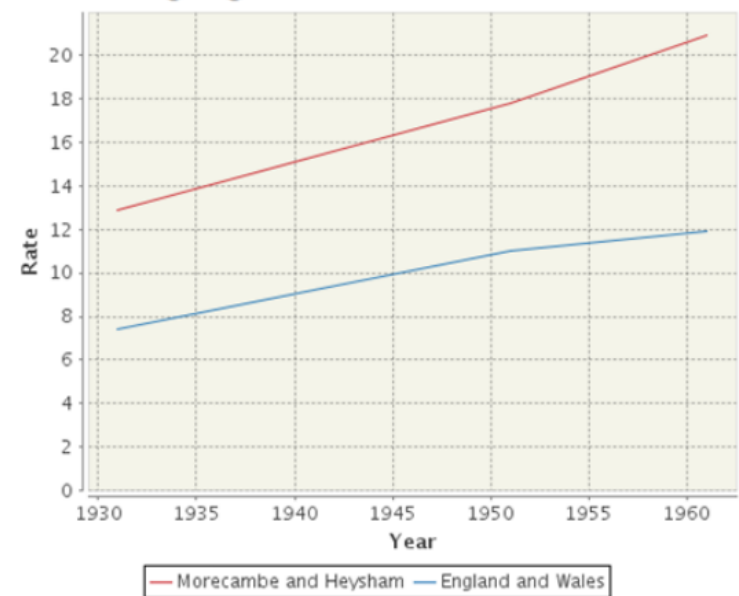
Used to be a thriving seaside resort in the mid-20th century.

Population

Current rate: Percentage aged 15-64



Current rate: Percentage Aged over 65



Population decline, why?

Decline in population mainly caused by a deeply affected economy.

The two main piers were destroyed, the theme park was closed after 13 weeks of opening, following the closure of the town's swimming pool and fairground.



This caused people, mainly the ones aged 16-64, to move towards more economically prosperous towns and cities.

Economic Decline

- 2002: Regeneration plans were made for Morecambe.
- 2005: The Midland Hotel was refurbished and the works were finished in 2008.
- 2010: Those plans did work for some time but due to the economic crash that surfaced that year, the work that had been done so far was put to a stop.
- Town centre shops disappeared at an alarming rate, leaving Morecambe with the most boarded up retail spaces of any town its size – more than 30 per cent are closed.



Economic decline

- Buildings along the coast are in great decline and nothing is being done to make them better.
- The remaining businesses appear dull and empty
- Vicious cycle between the economy and the people



Unemployment rate

- **3.7 % of the population is unemployed, according to The Guardian**
- **However, according to a recent article published by the Lancaster Guardian, the unemployment rate seems to be gradually dropping in the Morecambe area;**