

Analysis and research of community aged care service post -- A case study of Yongdingmen Street in Dongcheng District, Beijing

Zequn Li^{1,a,*}, Hui Wang^{1,b}

¹School of Architecture and Arts, University of Northern Technology, Beijing, China

^a2263880912@qq.com, ^blikun_04@163.com

*Corresponding author

Abstract: Based on the research background of population aging, on the basis of sorting out the policies of home care service in Beijing, combined with the actual situation of the construction of home care service post in Yongdingmen street, Dongcheng District, Beijing, this paper adopts the questionnaire survey method to empirically analyze the needs of home care service for the elderly and the supply of community elderly care service post. In other words, from the "supply side" of the elderly service station, the existing spatial distribution, service scope and internal space design status of the elderly service station outside Yongdingmen street in Dongcheng District of Beijing are understood, and from the "demand side" of the users, the service demand characteristics of different elderly groups and the use status of the elderly service station are understood. It is found that the elderly service station outside Yongdingmen street in Dongcheng District of Beijing has advantages in the development, but there are still problems such as shortage of operating funds, different radiation scope and insufficient talent reserve. Therefore, we should start from the government, communities and social groups, improve the quality and professional skills of staff, introduce or cultivate new volunteers, etc., so that social groups can better provide community home care services. Master and solve the current characteristics and existing problems of the elderly service station in the three levels of "elderly needs", "planning layout" and "functional space", and provide accurate and professional services that meet the needs of the elderly.

Keywords: Yongding Gate outside the street; Elderly care service station; Home care for the elderly; Investigation and research

1. Research overview

China is currently in the stage of rapid aging development, "China Development Report 2020: Development Trends and Policies of China's aging population" pointed out that since China entered the aging society in 2000, the degree of population aging has been deepening, and by 2022, the population over 65 years old in China will reach 14%, entering the aging society. This makes our country's pension service system face more and more challenges.

The elderly population base in Beijing is large and growing fast, which is one of the regions with a high degree of aging and the earliest entering the aging society in China. In recent years, the data of Beijing's aging development report show that the aging population in Beijing generally presents the distribution characteristics of high in the central urban area and relatively low in the suburbs ^[1]. According to the data of the permanent elderly population in each district of Beijing in 2020, the proportion of the total population aged 60 and above in Dongcheng District and Xicheng District will be 26.5% and 25.9% respectively, ranking first and second among all districts in Beijing ^[2]. In addition, the old city was built earlier, and the proportion of elderly population is generally higher than that of newly built communities. With the further relaxation of population and functions, the actual aging degree of resident population will be higher. Faced with the more complex composition of the elderly population and the more diversified needs of the elderly, the problem of population aging in the old city of Beijing is particularly prominent ^[3].

1.1. Definition of research concepts

(1) Home care for the elderly

Home-based old-age care is a form of old-age care, which is opposite to the concept of family old-age care and institutional old-age care, specifically referring to the elderly living at home, can enjoy the old-age care services provided by professional institutions. Home care has the advantages of both family care and institutional care. Therefore, home care can make the elderly care in their familiar scenes as far as possible, on the basis of respecting the autonomy of the elderly, to give the elderly a comfortable old age life.

(2) Community home care services

Community home care service is a mode of operation that combines government and family. Community home care services not only receive government support, but also integrate market factors and social factors to provide professional services for the elderly. The service items provided by the community home care service system not only include the care of the life of the elderly, but also include multiple levels of services for the health and spirit of the elderly.

According to the Regulations of Beijing Community Home Care Service, community home care service mainly combines the family, society and community, takes the family as the basis, takes the system as the guarantee, integrates social participation and government support, and provides professional home care service for the elderly.

(3) Elderly care service station

The predecessor of the elderly care service station is the nursing home, which is a kind of elderly care service built at the doorstep of the elderly. The establishment of elderly care service stations is not divided according to the administrative area of the community and the street, but according to the distribution of the elderly. The elderly care facilities and venues in the post are mainly provided by the government^[4], which assigns specific services to professional social elderly care service organizations and plays a supervisory role in the process.

1.2. Research theoretical basis

In May 2016, Beijing Municipal Working Committee on Aging issued the Opinions on the Construction of Community Elderly Care Service Stations, which stipulated the basic functions of elderly care service stations. In September of the same year, Beijing Municipal Civil Affairs Bureau issued the Facility Design and Service Standards of Community Elderly Care Service Stations (Trial), which made more detailed provisions on the design and service level. It is planned to build 150 elderly care service stations in 2016, and build a total of 1,000 elderly care service stations by the end of 2020, so as to achieve "full coverage of urban and rural community home care services". Since then, Beijing has begun the large-scale construction of elderly care stations, and has successively issued relevant norms and methods to guide the operation and development of elderly care stations.

Community elderly care service post is the extension and sinking of the function of street elderly care center. As the basis of home elderly care service, it is an important carrier and main way for the government to provide basic elderly care service for the elderly in the community, and a service steward at the door of the elderly in the community^[5]. Its main services include day care, call service, meal assistance service, health guidance, cultural entertainment, psychological comfort and other six types of items, on this basis, according to the station's own situation, it can carry out rehabilitation nursing, psychological or legal consultation services to extend its own functions. Encourage social groups and organizations, community volunteers or young healthy elderly people to carry out volunteer services and mutual assistance services for the elderly. According to the building scale, equipment configuration, personnel configuration, etc., the retirement station can be divided into A type station, B type station and C type station.

In accordance with the requirements of "implementing the name, function and logo of community elderly care service stations" proposed in the "Opinions on the construction of Community elderly care service stations", it is necessary to uniformly hang the lintel or wall sign of "district name + community name + elderly care service station + enterprise logo".

2. Research information content

2.1. Survey Scope

The research location is located near the starting point on the east side of the central axis of Beijing

and the street area outside Yongding Gate, south of the Temple of Heaven. There are three stations in the research area, namely, Dongcheng Taoyuan Community retirement Service Station, Dongcheng Dinganli Community retirement Service Station, and Dongcheng Baohuali Community retirement Service Station (figure 1).



Figure 1: Location analysis of three elderly care service stations in Yongdingmen Street, Dongcheng District, Beijing (self-drawn)

2.2. Investigate the service scope of the station

1) Dongcheng Taoyuan Community elderly care service station mainly radiates Taoyuan Community, Puhanguyu First Community and Yongwai Community. The longest service distance is about 980m, and the service area is 1.12 square kilometers. The total resident population of the three communities is 23,295, and the proportion of the population aged 60 and above is 26.4%, so the number of elderly people in the three communities is estimated to be 3,249.

2) Dongcheng Dinganli Elderly Care Service Station mainly serves the surrounding Dinganli community, Fulaiyin Community, Liujiayao First Community, Dongtieying Street Shazikou Community, the longest service distance is about 880m, the service area is 0.59 square kilometers, the total resident population is 16,248 people, the number of elderly people is about 3,758 people.

3) Dongcheng Baohuali Elderly Care Service Station mainly radiates the surrounding Dinganli community, Baohuali Community, Fulaiyin Community, Muhuiyuan First Community, Dongtieying Street Shazikou Community. The longest service distance is about 1180m, the service area is 0.78 square kilometers, and the permanent population within the service area is 18,755 people. The estimated number of elderly persons covered by the service is about 4,376.

2.3. Investigate the travel distance of the station

Since the elderly often go to the station with shopping, staying and other behaviors, so the perception of travel distance and time is relatively weak, so the living distance of the elderly is used as the clue of travel distance. The elderly people within 500m mainly take meals from home and participate in activities. These elderly people are close to the station and often pay close attention to the latest developments of the station. Therefore, they have a better understanding of various services of the station and maintain close contact with the staff, making them the main users of the station. The number of the elderly in the range of 500-1000m reaches 1/3, and the number of the elderly in the range of 1000-1500m is even lower. The elderly in these two ranges generally go to the post station according to their own needs for health check-ups, massage physiotherapy, etc. The number of dining services decreases, but the proportion of people who choose home delivery increases. The number of the elderly above 1500m has decreased significantly, and most of them are based on on-site service and day care. These elderly people are often faced with practical difficulties in life, physical inconvenience, lack of care, etc., and the demand for post stations is usually rigid.

However, on the whole, the service scope of different scale stations is not very different, and basically it is still dominated by the elderly people in the area of the station. The scale effect of the station is more reflected in the number of people served, rather than the scope of service. The factors that affect the elderly to choose the station service are more the content of the service, the physical

conditions of the elderly and so on. The elderly will not pay more travel costs because of the scale of the station itself, but the characteristic, refined and specialized services based on the scale of the station are important factors for the revitalization of the station (figure 2).

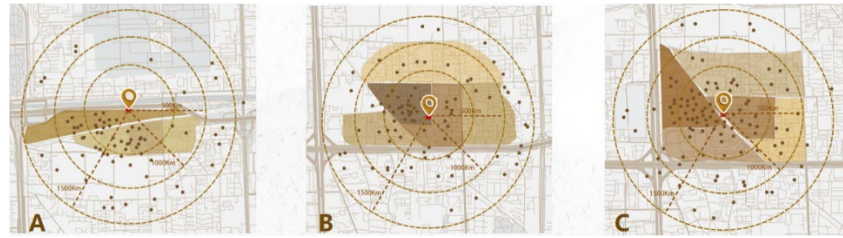


Figure 2: Travel distance analysis of three elderly care service stations in Yongdingmen Street, Dongcheng District, Beijing(self-drawn)

2.4. Peripheral investigation and analysis

(1) Analysis of surrounding roads

The research area is located between the South Second Ring Road and the South Third Ring Road of Beijing, southeast of the starting point of the central axis, and just south of the Temple of Heaven Park.

There are 1 railway line near the research area, 2 Beijing Ring lines, 4 first-class highways, 6 main roads within the area and 9 internal branch roads.

The transportation is more convenient, but because there is a railway near the Taoyuan community pension service station in East city, it prevents some elderly people from walking to use. Dongcheng Dinganli Community pension service station and Dongcheng Baohuali community pension service station are located in the residential area and connected by the internal main road, so the accessibility is relatively high and the utilization rate is relatively high (figure 3).



Figure 3: Road analysis of three elderly care service stations in Yongdingmen Street, Dongcheng District, Beijing(self-drawn)

(2) Analysis of surrounding traffic stations

There are 6 subway stations (Yongdingmen outside, Jingtai, Muxyuan, Puhuangyu, Haihutun, Liujiayao) and 10 major bus stops (Yongdingmen East, Yongdingmen Outside, Anlelin, Lilijing, Jingtai Road East, Licun, Liujiayao Road, Shazikou East, etc.) near the research area.

The overall accessibility is high, the traffic is more convenient, both travel and arrival have convenient transportation stations. However, there will also be a certain amount of traffic caused by the safety of the elderly, for the walking system is the need for a certain safety design (figure 4).



Figure 4: Analysis of traffic stations around three elderly care service stations in Yongdingmen Wai Street, Dongcheng District, Beijing (self-drawn)

3. Investigation information analysis

3.1. Used population analysis

The elderly used the nursing service station for analysis. A total of 60 questionnaires were issued, 54 were recovered and 50 were valid.

The number of elderly people using the three community pension service stations is similar, the elderly people use more, and the number of elderly people comprehensive use of the station is not frequent. Usually more or reading, watching TV, walking and other activities, the overall aging of the survey area is serious.

Most of the elderly have a high degree of satisfaction with the environment of the retirement station, with the highest degree of satisfaction with distance, air quality, furniture layout and decoration style. On the one hand, it reflects the rationality of the architectural design of the retirement station. On the other hand, because the elderly are not highly sensitive to architecture, they may pay more attention to practical experience.

Most of the elderly said they had never used the two functional areas of the restaurant for the elderly and the small supermarket. Among the functional rooms used, the satisfaction of the old people with the infirmary and the barber shop is relatively low, and the use of the other functional rooms is high. According to our actual research, there is no doctor in the infirmary of the station (only a small amount of medicine), and there is no professional barber in the barber shop (only volunteer workers).

As a whole, the elderly group has a low frequency of using the station, which is mainly manifested in restaurants, small supermarkets, rehabilitation therapy rooms and psychological consultation rooms, indicating that the elderly are not satisfied with the food service (including quality and price) of the station, and the activities of the elderly in the station are more manifested in activities.

On the whole, many elderly people have not used most of the services of the station, and according to the interview, many elderly people do not know that the station provides these types of services.

The lowest satisfaction is physical exercise, home service two aspects. The high degree of satisfaction is mainly manifested in cultural entertainment, chatting to comfort, etc., which reflects the elderly's desire for mental health.

The elderly group has a high degree of satisfaction with the post station and the staff. Most of the dissatisfaction lies in the price and charge of the post station service, and the satisfaction level of the service staff is high. This corresponds to the current situation of the low income level of most elderly people in the previous interview.

3.2. Population analysis has not been used

The elderly did not use the nursing service station for analysis. A total of 60 questionnaires were issued, 54 were recovered and 50 were valid.

The old people who have not used the retirement station are relatively young, their educational level is relatively high, and most of them have self-care ability.

The elderly who have not used health stations usually need more services such as maintenance, insurance and payment, while the basic needs of daily life such as cooking and buying food can take care of themselves, so the rate of door-to-door cooking and meal delivery is low.

Elderly people who have not used nursing homes are more likely to need emergency services. And less need for personal welfare and home care. It shows that the elderly are more worried about their own accidents and emergencies.

Elderly people who have not used nursing stations are more likely to need community medicine dispensing and health guidance services.

The elderly who have not used the retirement station are more inclined to need cultural entertainment, chat and comfort services.

Elderly people who have not used retirement stations also need to regulate rights protection services.

4. Research results

In the interview, among the 50 elderly people who have used the community retirement service station, the elderly are generally older, and most of them do not use the station frequently. On the whole, the aging of the surveyed area is serious.

Most elderly people have a high degree of satisfaction with the environment of elderly service stations. The three stations surveyed in this study do not have the two functional areas of elderly restaurants and small supermarkets. In the used functional rooms, the satisfaction of the old people with the medical office and barber shop is relatively low, and the satisfaction of the high functional area is mainly displayed in cultural entertainment, chatting, psychological condolences and so on.

On the whole, the elderly are very satisfied with the post station and its staff. Most of the dissatisfaction lies in the price and charge of the post station service, which corresponds to the low income level of most elderly people in the previous interview.

Among the 50 elderly people who had never used the community retirement service post in the interview, 18 knew about the services provided by the nearby retirement service post, while the remaining 32 did not. Among the 18 elderly people who knew about it, the main reasons for not going there were three factors: they did not need the service of the retirement service post, the high service price, and the unfamiliar and unfamiliar environment.

Each service (geriatric restaurant, day care, short-term care, daily care, rehabilitation physiotherapy, cultural recreation, physical exercise, learning and education, health guidance, psychological counseling, legal aid, dispute settlement, chat, psychological condolences, home living service, home nursing care service, home diagnosis and treatment service, The total score of the selected influencing factors was ranked from high to low.

Restaurant for the elderly: Low price > Close distance > Excellent service > Good environment > Large scale

Day care: Excellent service > Low price > Close proximity > Good environment > Large scale

Short-term hosting: Excellent service > Low price > Close distance > Good environment > Large scale

According to statistics, among the five important factors affecting the elderly's choice of distance, scale, environment, service and price, the total score of excellent service and low price ranked first and second respectively.

5. Improve your strategy

5.1. *Strict site selection, priority selection of suitable housing*

In view of the uneven coverage of post stations in different streets and the mismatch between the distribution of the elderly population and post stations in the streets of the old city of Beijing, it is necessary to check the gaps in the existing post station layout and add the elderly post stations in the construction quantity and space coverage to achieve full coverage of post station services. It is also necessary to fully adapt to local conditions, consider the population composition of each street, the proportion of the elderly population, etc., and build stations according to the actual situation of each street and community.

Due to the contradiction between land resources and space requirements in Beijing's old city, most of the retirement stations are currently built for renovation and expansion, which leads to more restrictions on the spatial layout of housing and appropriate renovation for the elderly. Therefore, more specific and targeted standards should be formulated to guide the site selection of the retirement stations, and buildings with complex surrounding environment, poor lighting and ventilation, and excessive height difference between inside and outside should be avoided. Fundamentally solve the contradiction between housing conditions and post construction requirements.

5.2. *Specifications and standards, strengthen the construction of key parts for the elderly*

The key parts of the elderly service station mainly include the entrance space, public space and living space. The degree of suitable aging of these key parts is not high, there are a variety of problems,

partly due to the objective conditions can not be changed, the other part is due to the negligence of design and management is not in place, these phenomena also reflect the lack of unified standards and scientific guidance for the aging construction of elderly care service stations. The urgent task is to carry out aging transformation of the existing elderly care service stations, and on this basis, formulate more detailed and professional norms and standards as soon as possible. In combination with the main user groups, service categories, and activity content of elderly care service stations, design requirements for key Spaces are made, and acceptance is carried out according to this standard. Standardized and modular design can also be introduced in some key parts to ensure the basic living needs of the elderly and provide support for aging transformation in complex environments.

5.3. Pay attention to details and improve the space quality of the station

When paying attention to the space design of elderly care service station, it often pays too much attention to its functionality and ignores its comfort. However, as a service facility with the elderly as the main users, the elderly service station should not only meet the service needs of the elderly, but also pay more attention to their physiological and psychological needs, and fully improve the spatial quality of the elderly service station.

5.4. Coordinated governance and good supervision

Sub-district offices should coordinate and integrate the resources of regional elderly care service stations, promote the survival of the fittest in the elderly care service market, and focus on the development of characteristic services. Strengthen the extended supervision of the service operation of the elderly service station. Commissioned a professional evaluation agency to conduct a special review and analysis of the construction and operation of community elderly care service stations. Based on the comprehensive evaluation of station construction standards, scientific service project setting, accurate service supply and service satisfaction, the opinions and suggestions on the sustainable operation mode of the stations are put forward. Guide each street to track, supervise and write analysis reports on the use of funds for supporting and supporting elderly services, ensure accurate compensation, and enjoy services for the elderly.

5.5. Change the consumption concept of the elderly and increase the effective demand for elderly care services

Effective demand is the source of driving industrial development. The elderly are still deeply rooted in the concept of children care for the elderly, and they do not trust the community home care service for the elderly, and they are still in a wait-and-see state. The elderly are still conflicted. On the one hand, they need young people to support them, and on the other hand, they exclude outsiders other than their children to assist them. For the elderly service providers are more inclined to their own families. Therefore, the elderly to the elderly service station to accept the elderly service still need guidance. Publicity should be strengthened to guide the elderly to change their consumption concept and increase the effective demand for elderly care services.

6. Conclusion

China's population aging problem is intensifying, community home care is the choice of most elderly people. It is a general trend for social groups to participate in the provision of community home care services, improve the satisfaction of community care services and reduce the price of community care services for the elderly.

In the construction of the current community home care service system, Beijing has made a good example for the whole country, but there are still problems such as shortage of operating funds, different radiation scope and insufficient talent reserve. To solve these problems, we should start from the government, communities and social groups, improve the quality and professional skills of staff, introduce or cultivate new volunteers, etc., so that social groups can better provide community home care services. Master and solve the current characteristics and existing problems of the elderly service station in the three levels of "elderly needs", "planning layout" and "functional space", and provide accurate and professional services that meet the needs of the elderly.

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