Development Layout and Countermeasures of Urban Elderly Cultural Facilities in Xishan District, Kunming

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Abstract. This paper analyzes and studies the construction of urban elderly cultural facilities in Xishan District, and provides a theoretical basis for the construction of urban elderly culture and the construction of elderly cultural service systems in Xishan District. Focus on the research and establish the following aspects: 1) Based on the principle of “Balanced, Appropriately Dispersed” to form a “15-minute” cultural pension service circle; 2) Build a spatial pattern that combines “network” and “divergent”; 3) Select areas with convenient transportation, medical care and good environment to arrange cultural facilities for the elderly.

Keywords: Layout; Countermeasures; Urban Cultural Facilities for the Elderly; Xishan District.

1. Introduction

China's aging phenomenon is becoming more and more serious, building an institutional framework for population aging, promoting the coordinated and high-quality development of aging undertakings and industries, and significantly improving the sense of gain, happiness and security of the elderly are important goals for countries and regions for a long time to come.

Through the research on the development layout and countermeasures of cultural facilities for the elderly in the western mountains of Kunming, this paper aims to: (1) promote a sustainable multi-level social security system that is sounder; (2) Promote the continuous optimization of the supply of cultural elderly care services. Provide effective suggestions for the development and construction of the cultural system for the elderly in Xishan District.

2. Characteristics of the Current Situation of Cultural Facilities for the Elderly in Xishan District

2.1 The Quantity Needs to be Improved

The cultural facilities for the elderly in Xishan District are slightly lower than the national average, and the number of cultural institutions for the elderly per 1,000 people is far lower than the national average, and there is a large demand gap; There are uneven distribution and insufficient numbers of cultural facilities for the elderly at all levels and all types.

2.2 The Quality Needs to be Improved

The utilization rate of cultural facilities for the elderly in Xishan District has a large gap, with an average utilization rate of only about 40%; Most cultural institutions for the elderly can only solve the basic support function, and lack activity facilities and entertainment facilities.

2.3 Policies Need to be Improved

The supporting policies for cultural facilities for the elderly in Xishan District are not perfect, and the construction of facilities lacks reasonable guidance and supervision; The operation mode of cultural facilities for the elderly is relatively simple, and there is a lack of countermeasures to cope with market changes.

2.4 Features Need to be Explored

As one of the main urban areas of "Spring City Flower Capital of the World", "National Historical and Cultural City" and "China's Health City", Xishan District's superior geographical and climatic conditions and unique cultural characteristics are not fully reflected in the cultural facilities and industries for the elderly.

3. Suggestions on the Development Model of Urban Cultural Facilities for the Elderly in Xishan District

3.1 Construction Mode of Cultural Facilities for the Elderly in Xishan District

3.1.1 Streets/Townships Build a "Fifteen-Minute" Cultural Service Circle for the Elderly; Suburban County (District) Streets/Townships Build a "20-Minute" Cultural Service Circle for the Elderly

Based on the principle of "balance, appropriate dispersion". to improve the service coverage, convenience and radiation impact of urban facilities for the elderly. It is advisable to be close to the living and residential circle, health and medical circle, public transportation circle, cultural and sports leisure circle of the elderly, take into account the greening of the environment, carry out planning and layout, and form a "fifteen-minute" cultural service circle for the elderly.

3.1.2 The Layout of New Cultural Facilities for the Elderly is as Close as Possible to Medical Institutions and Public Transportation Stations

The main activities of the elderly include shopping, leisure and medical treatment, and the mode of travel is mainly walking and public transportation, in order to facilitate the activities of the elderly, the new cultural facilities for the elderly should be for these three types of activity facilities and bus station layout. Considering the integration of medical and elderly care, comprehensive settings or as close to medical and health facilities as possible, cultural facilities for the elderly should be laid out within a radius of 5KM of medical institutions to meet the needs and visitation needs of the elderly.

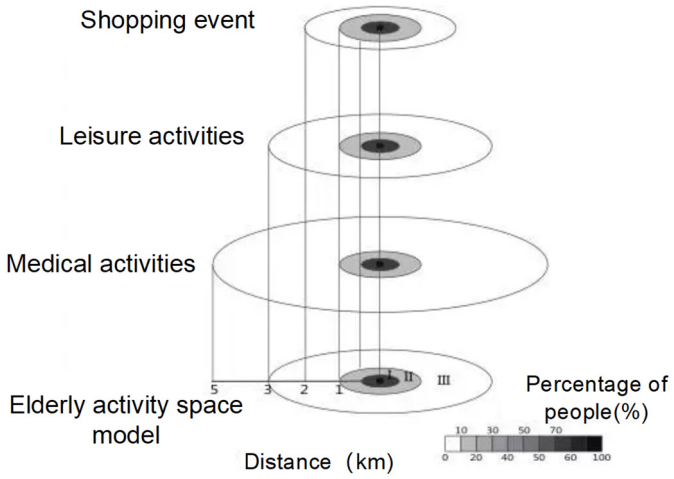


Fig 1. Spatial pattern of travel activities for the elderly

3.1.3 Build a Spatial Pattern that Combines "Networking" and "Divergence"

The spatial layout of cultural facilities for the elderly should be consistent with the direction of urban development and the residential pattern of service groups, and be arranged close to medical institutions and other facilities, so that they can be organically organized and balanced and adapted, and a spatial pattern combining "networked" and "divergent" should be constructed. Form a "multi-level network" layout mode of cultural institutions and facilities for the elderly, and "central divergence" of cultural facilities for the elderly at home.

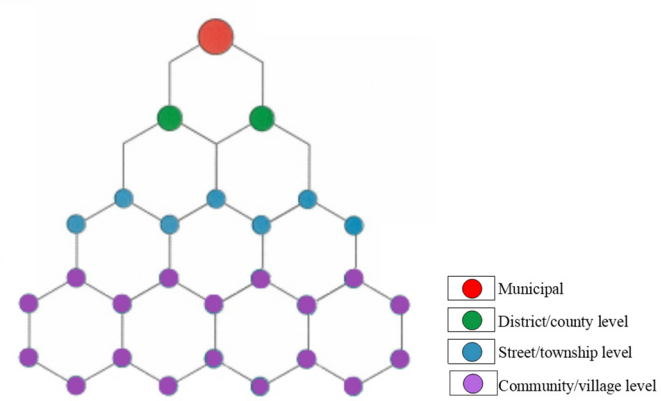


Fig 2. Schematic diagram of planning and layout of elderly care facilities

3.1.4 Try to Select Areas with Better Surrounding Environment to Layout Cultural Facilities for the Elderly

The facilities of cultural institutions for the elderly should be arranged in areas with stable geology, flat terrain, good natural environment, and sufficient sunlight and ventilation, and should be set within 500m walking distance of green spaces in parks at the community level and above, close to open spaces with pleasant environments, and away from pollution and noise sources.

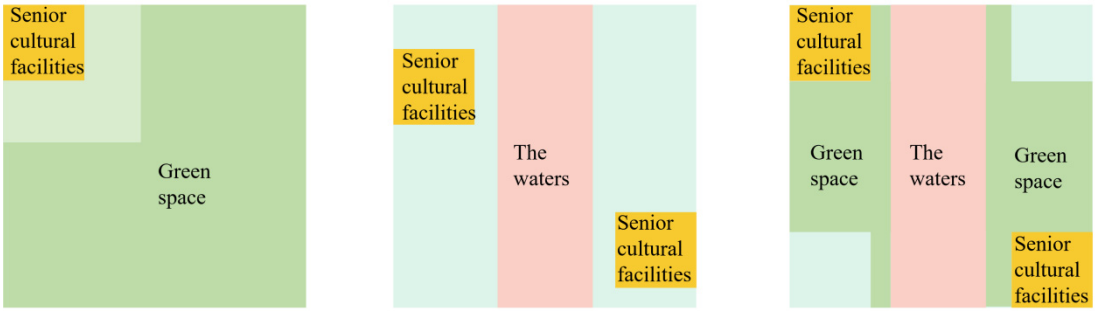


Fig 3. Schematic diagram of the site selection of cultural facilities for the elderly

3.1.5 Strengthen the Construction of Cultural Service Facilities for the Elderly in Rural Areas

(1) Build a rural cultural service network for the elderly. Encourage rural party building activity rooms, clinics, rural study houses, schools, etc. to support rural cultural service work for the elderly, and actively organize spiritual and cultural activities related to the elderly.

(2) Increase support for cultural services for the elderly in rural areas. Part of the collectively-owned land, mountains, forests, water surfaces, tidal flats, etc. that are not contracted in rural areas will be used as cultural bases for the elderly, and the proceeds will be used for cultural services for the elderly.

3.2 Land Use Elasticity Control

In order to encourage the construction of cultural facilities for the elderly, the construction of cultural institutions and facilities for the elderly may also be subject to planning approval if permitted by the conditions of statutory planning and land policies, public and municipal supporting facilities.

Encourage the construction of cultural institutions and facilities for the elderly in urban renewal projects. Adjust the land use range or location within the same street according to the specific situation.

The land for service facilities of cultural institutions for the elderly may be compatible with residential land, land for public management and public service facilities, or land for commercial service industry facilities for comprehensive installation, and should be set up in the lower floors of buildings.

4. Action Plan and Suggestions for Measures

4.1 Suggestions on the Planning and Management of Cultural Facilities for the Elderly (Multi-Plan Integration to Ensure the Implementation of Facilities Projects for the Elderly)

The connection between special planning and other plans (the integration of overall planning, detailed control planning and other departmental planning) suggests: strengthen multi-plan thinking, synchronize the preparation, linkage modification, and dynamic update of other departmental plans, facilitate scientific decision-making, and ensure the implementation of land space for cultural facilities for the elderly.

4.1.1 Establish a Departmental Linkage Mechanism

According to the overall goal of the planning of cultural facilities for the elderly, task decomposition is carried out on an annual basis, phased construction goals are established, and the construction of cultural facilities for the elderly is promoted year by year by means of annual planning.

(1) Break down the short-term goals of the construction of cultural facilities for the elderly to the level of annual plans year by year, and the civil affairs department will coordinate and establish an annual construction plan system for cultural facilities for the elderly in Xishan District, and promote relevant work year by year;

(2) For the promotion of projects that require government public investment, they shall be included in the annual national economic and social plan of the development and reform department;

(3) For those who need land, it is connected with the recent construction and land use annual plan of the planning and land department, and included in the annual land supply plan (including two types of renovation and new land).

4.1.2 Establish a Dynamic Maintenance Mechanism

(1) Establish an interconnected information management system for the elderly cultural service at the provincial, municipal, county, district and street (township) level, realize the interconnection of the four levels from the province to the township (street), build a city-wide information management platform for the elderly, establish a dynamically updated database of the elderly population and facilities in the city, districts and streets, accurately and timely grasp the data on changes in the elderly population and facilities, and realize the dynamic supervision and evaluation of the construction of the city's elderly cultural facilities;

(2) Following the principle of increasing the quantity and quality of the construction of cultural facilities for the elderly, a service quality rating mechanism for cultural facilities for the elderly can be established, such as combining the situation of the cultural service industry for the elderly in Xishan District, formulating the star classification and rating methods for the service quality of the municipal cultural service institutions for the elderly, with the purpose of promoting the quality mark of cultural services for the elderly, determining the star concept of the service quality of cultural service institutions for the elderly, and establishing a star image of cultural service institutions for the elderly in the market, which will be conducive to strengthening the management level of the cultural service industry for the elderly; Promote the improvement of the quality of cultural services for the elderly, help the elderly choose appropriate star-rated cultural service institutions for the elderly as providers of elderly services, and at the same time have a certain constraint and incentive effect on cultural service enterprises for the elderly, which is conducive to improving service quality.

(3) According to the actual needs and requirements of the elderly population in Xishan District, dynamically revise the special plan.

4.1.3 Optimize Land Use Classification and Index Control

The preparation of urban overall plans, county overall plans, and detailed control plans shall set up cultural service facilities for the elderly in accordance with the standard zoning and graded planning of not less than 0.2 square meters of land area per capita (permanent population). Where the residential building area of new construction, reconstruction (expansion) projects is more than 50,000

square meters, cultural service facilities for the elderly shall be built in accordance with the proportion of not less than 0.3% of the residential building area (each construction area shall not be less than 150 square meters).In accordance with the "Construction Standards for Public Welfare Service Facilities in Residential Areas of Kunming City", it is designed, constructed, and delivered simultaneously with residential construction projects. After completion, it will be handed over to the people's government of the jurisdiction for free for cultural services for the elderly.

4.1.4 Simplify the Approval Process

For the projects of cultural facilities for the elderly that provide basic public services, in the planning compilation, adjustment, and approval procedures, the two aspects of project management and planning adjustment can be simplified in accordance with the existing prescribed procedures. If the total construction area remains the same, increase the community public welfare cultural facilities for the elderly, properly increase the floor area ratio of the community public welfare cultural facilities for the elderly, and appropriately renovate or expand the community public welfare cultural facilities for the elderly according to standards and plans, etc., can be resolved through the relevant procedures of construction project management. For other plans that newly add cultural facilities for the elderly that provide basic public services and plans for cultural facilities for the elderly that provide basic public services that exceed the above-mentioned conditions, adjustments shall be implemented in accordance with detailed control plans, and simple procedures shall be implemented.

4.2 Suggestions on Land Supply Plan

It is recommended that the civil affairs department take the lead to clarify the construction methods of various elderly cultural facilities and relevant supporting policies such as construction subjects, operating qualifications, limited-service objects and prices as soon as possible to ensure the most basic elderly cultural needs. According to different construction methods and operation methods, the land supply suggestions are as follows:

4.2.1 Divided by Type of Business

According to the business model, it can be divided into two categories: public welfare and operation, and the corresponding land supply methods and management requirements are as follows:

(1) Land for public welfare cultural service facilities for the elderly

Where it conforms to the management of the national catalogue of allocated land, the land shall be provided by allocation, and the property rights unit for the construction of cultural facilities for the elderly shall pay the relevant upfront cost of the land. Prioritize land use targets. The civil affairs department shall, in accordance with the special plan for the culture of the elderly, put forward the demand for new land for public welfare cultural facilities for the elderly in Xishan District, and the municipal land department shall adopt the method of "wearing a hat" when issuing the annual land use plan, giving priority to the land use indicators.

(2) Land for commercial cultural service facilities for the elderly

Land for commercial cultural facilities for the elderly shall be provided in a compensatory manner such as leasing or transfer, and the use of land by leasing shall be encouraged. Where the construction unit of cultural facilities for the elderly obtains the right to use the construction land by leasing, it shall pay the land rent on time during the lease period, further reducing the initial investment costs of the cultural service facilities for the elderly. After the land transfer plan is announced, if there is only one intending land user for the same plot, the land may be provided by agreement. The land price of the elderly cultural service institution to be transferred by agreement, and the area covered by the benchmark land price, shall be determined at a proportion of not less than 70% of the benchmark land price for the same use at the level where the land plot is to be transferred, and shall not be lower than the cost price; In areas not covered by the benchmark land price, the reserve price for land transfer shall be determined at a rate not less than the sum of the land paid use fee for the newly added construction land, the compensation fee for land acquisition (demolition and relocation), and the relevant taxes and fees that should be paid in accordance with national regulations.

In accordance with the requirements of the "Guiding Opinions on Land Use for Elderly Service Facilities" issued by the Ministry of Land and Resources, combined with the preparation of urban overall planning, township land use overall planning, detailed control planning, village planning and other regional plans, it is allowed to use the stock of collective construction land to handle cultural service facilities for the elderly in accordance with planning requirements.

(3) About commercial housing projects with cultural characteristics of the elderly

To support the development and construction of residential communities with cultural characteristics for the elderly, land may be provided through public bidding, auction and listing with construction plans or construction conditions.

(4) Implement the requirements of land life cycle management

In accordance with the requirements for the management of the whole life cycle of land, the requirements for planning and use control shall be strictly implemented, and the nature and user rights holders of land used for cultural service facilities for the elderly shall not be changed, and the actual use shall not be changed in violation of regulations.

4.2.2 Divided by the Way of Formation

According to the formation of cultural service facilities for the elderly, it can be divided into three categories: First, new cultural service facilities for the elderly refer to the acquisition of new cultural land for the elderly and newly built cultural service facilities for the elderly in accordance with relevant regulations. The second is the stock of cultural service facilities for the elderly, which refers to the use of existing industrial plants, hotels and other facilities to transform into cultural facilities for the elderly. The third is to build cultural service facilities for the elderly, and it is suggested that the civil affairs management department may refer to the city's affordable housing construction model to study whether it is possible to stipulate in the newly transferred commercial housing land transfer contract to build cultural service facilities for the elderly in a certain proportion.

For newly added and equipped cultural service facilities for the elderly, they may be implemented in accordance with the above-mentioned land policies for public welfare and operational cultural service projects for the elderly. For the existing land for cultural facilities for the elderly, in accordance with the relevant policies for the revitalization of the city's existing construction land, sort out the list of projects, study them on a project-by-project basis, and promote project-based management. Encourage the use of existing construction land to provide cultural service facilities for the elderly in the region.

Encourage enterprises to use the existing land to build facilities for cultural institutions for the elderly on the premise of complying with planning and land policies, but the property rights shall not be divided and sold. Homes for the elderly at the municipal and district levels provided through urban renewal should occupy their own land independently; Residential area-level homes for the elderly should occupy land separately, and if they cannot occupy land independently due to conditions, they can use the method of attachment; Community-level cultural facilities for the elderly are attached to each other. Rural cultural service facilities for the elderly should be included in the unified planning and priority construction of rural public service facilities, relying on administrative villages and larger natural villages, making full use of rural compounds, idle school buildings, and other construction of nurseries for the elderly, cultural activity stations for the elderly, and other mutually assisted cultural service facilities for the elderly.

4.2.3 Other Recommendations

It is recommended to learn from the advanced experience of cities in Beijing and other places, and try to implement the mixed land model of "residential land + land for facilities for cultural institutions for the elderly + land for limited-price commodity housing", which will enable housing enterprises to retire the cultural part of the year through the funds returned from the sale of commercial housing, and alleviate the pressure of capital precipitation and profit to a certain extent. With the increase of this land supply model, it will help to rapidly promote the construction of cultural facilities for the elderly in the future, and enhance investors' confidence and motivation for development.

4.3 Operational Management Recommendations

4.3.1 Investment Operation Mechanism

Formulate and improve the guarantee mechanism (fiscal and welfare lottery) for the investment of financial funds into cultural undertakings for the elderly, explore the financing mechanism for the reserve of cultural land for the elderly, and ensure the source of funds for the construction of cultural facilities for the elderly. Conscientiously implement the spirit of the Kunming Municipal Government's "Implementation Opinions on Encouraging Social Forces to Set Up Cultural Service Institutions for the Elderly" Kunzhengfa 2014 (53) document, and support the development of private cultural institutions for the elderly through construction subsidies, operation subsidies, and purchase of services. The annual retained part of the welfare lottery public welfare fund of government departments at all levels shall be used to support the development of cultural services for the elderly at a rate of not less than 50%, and the proportion of investment will gradually increase with the increase of the elderly population.

4.3.2 Standardized Management

As soon as possible, clarify the construction methods of various types of cultural facilities for the elderly, as well as relevant supporting policies such as construction subjects, operational qualifications, limited-service objects and prices

Formulate a standardized construction plan for the cultural service system for the elderly; Establish assessment and testing mechanisms for cultural services for the elderly, and improve mechanisms for the entry and exit of cultural services for the elderly; Clearly establish an assessment system and evaluation mechanism for the needs of cultural services for the elderly; Establish a centralized citywide long-term care waiting list for the elderly.

4.3.3 Encourage Social Forces to Participate in the Culture of the Elderly

Explore a variety of investment operation mechanisms such as public and private enterprises, private office assistance, etc., support the purchase of services, public construction and private enterprises, private office assistance, equity cooperation, etc., encourage social forces to manage and operate home and community cultural service facilities for the elderly, cultivate and build a number of branded, chained, and large-scale leading social organizations or institutions and enterprises, so that social forces become the main body of providing cultural services for the elderly at home and in the community.

Increase the support and protection of insurance for the cultural service industry for the elderly, encourage insurance companies to invest in the cultural service industry for the elderly, innovate insurance products and services, and vigorously promote insurance types such as accidental injury insurance for the elderly and comprehensive liability insurance for cultural institutions for the elderly. Encourage all kinds of financing guarantee institutions, financial leasing companies, credit rating agencies, etc. to conduct business in the field of elderly culture. Explore public welfare venture capital, PPP and other ways to attract domestic and foreign social capital to invest in the elderly cultural service industry.

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