

friends and relatives without cars to visit more easily and frequently. (Gimmy and Dowd, Clifford J. (1998), pp.43-59)

In Hong Kong, following the trend of the overall population that the proportion of those living in new towns increased substantially in the last years, the proportion of older persons living in new town also increased from 26.6% in 1991 to 34.3% in 2001. (Hong Kong. Census and Statistics Dept. 2001 *population census: thematic report. Older persons*, 2002) Nevertheless, the proportion of older persons to the total population in all new towns in 2001, being 8.6%, was still much lower than the territory's figure of 11.1%. New towns are not suitable for the senior housing project.

## Conclusions

According to the demographic analysis and the current trends continue, more than 14% of the population will be the elderly and the elderly-specific housing is beneficial to most of them. The following are general conclusions:

- Study on the housing needs of the elderly in Hong Kong should be conducted periodically by research team to review the current demand on senior housing and to plan for the future projection. It is especially important when there is anticipated change of social concept for the elderly to become more independent than their former generation and lead would lead to a more independent living.
- Government should take positive policy to encourage various sectors, especially the private sector resources and social service providers to take up the social responsibility to built senior housing project with some forms of Premium Concession to lower their construction cost.
- Various surveys and studies should be carried out with the seniors who live in areas where there will be launching any senior housing project. It is also necessary to gauge the views of existing tenants of the Jolly Place of the Senior Citizen Residence as to have a clearer picture of what causes people to decide to move, what elements must be present in the senior housing community and how seniors perceive expenditures related to housing and services and the like.

- The private sector should be encouraged to build senior housing project. They should cooperate with popular medical care partners to give a better image of the facility for the elderly and to give opinions on what health services the middle-class elderly would like so that the project might be successfully put to market and attract full occupation by senior citizens.



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