

A nighttime aerial photograph of the Hong Kong skyline, showing numerous illuminated skyscrapers and buildings along the waterfront. The Victoria Harbour is visible in the center, with lights reflecting on the water. The sky is dark with some clouds.

Hong Kong Social Rental Agency

– Good Living Social Rental Agency Pilot Project

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Habitat for Humanity Poland

Housing Forum 2023

– Towards better housing, Warsaw, Oct 2-3

A vertical strip on the left side of the slide shows a nighttime cityscape. The most prominent feature is a tall, illuminated skyscraper with a distinctive top section. Other buildings of varying heights are visible, all lit up against the dark sky. The city is situated near a body of water, with some lights reflecting on the surface.

Sharing Outline

- I. Housing Conditions of Deprived Households in HK
- II. Current Housing Policies & Insufficiency
- III. Good Living Social Rental Agency
- IV. Next Steps

I. Housing Conditions of Deprived Households

1.1 Urban Area Analysis

LAND AREA ANALYSIS

香港土地用途 LAND UTILIZATION IN HONG KONG

本圖是根據一九九一年土地用途調查資料編製而成。地圖上顯示各類土地用途，包括住宅、商業、工業、交通、綠地、水體等。地圖數據由地政總署提供，並由地政總署地政資訊中心編製。地圖數據由地政總署提供，並由地政總署地政資訊中心編製。地圖數據由地政總署提供，並由地政總署地政資訊中心編製。

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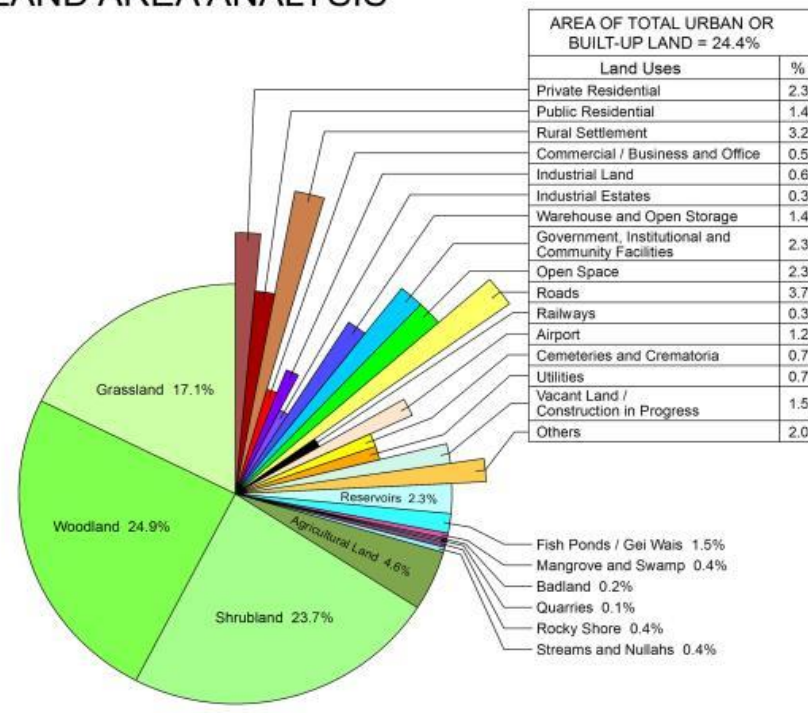
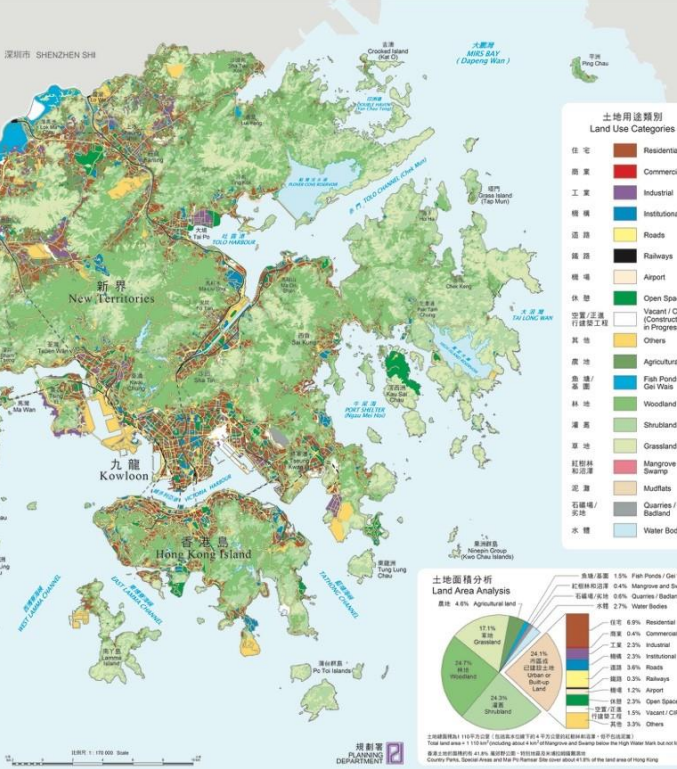
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Total land area = 1,111 km² (including about 4 km² of Mangrove and Swamp below the High Water Mark)
Vegetated area covers about 78% of the land area of Hong Kong
Country Parks, Special Areas and Mai Po Ramsar Site cover about 41.7% of the land area of Hong Kong

I. Housing Conditions of Deprived Households

1.2 Housing Tenure (Population Census 2021) [Households]

	Public Market	Private Market	Total
Homeowners	HOS (15.5%) 414,468	Owner-occupiers (33.1%) 883,754	48.6% 1,298,222
Tenants	PRH (30.2%) 808,581	Luxury Units, SDU , ... (17.4%) 464,162	47.3% 1,272,743
Others		Staff Quarters (3.8%) 102,749	3.8% 102,749
Total:	45.7% 1,223,049	54.3% 1,450,665	100.0% 2,673,714

I. Housing Conditions of Deprived Households

1.3 No. of Households in Inadequate Housing

Year	Households living in units Made up of Temporary Structures	Households living in non-residential buildings	Households sharing the same unit with other HouseHolds	Households living in SDUs	Total Households	% in Total Households in HK	SDU Households
2015	16,100	3,000	12,400	75,100	106,600		82,000
2016	16,000	3,000	11,000	75,500	105,500		83,300
2017	20,400	5,600	5,800	83,300	115,100		91,800
2018	20,800	5,600	5,800	84,400	116,600	4.55%	93,900

(Housing Bureau, 2015-2022)

I. Housing Conditions of Deprived Households

1.3 No. of Households in Inadequate Housing

Year	Households living in units Made up of Temporary Structures	Households living in non-residential buildings	Households sharing the same unit with other HouseHolds	Households living in SDUs	Total Households	% in Total Households in HK	SDU Households
2019	21,200	5,600	5,800	86,500	119,100	4.57%	96,400
2020	21,600	5,600	5,800	89,000	122,000	4.62%	99,400
2021	22,100	7,000	5,800	92,200	127,100	4.76%	102,700
2022	23,700	7,000	3,200	93,600	127,500	4.81%	107,400

(Housing Bureau, 2015-2022)

I. Housing Conditions of Deprived Households

1.3 Waiting Time for Public Rental Housing (PRH)

end of June	General Applicants (Compare to Previous Year)	General Applicants	Elderly Applicants
6/2011	89,000	2.2 yrs	1.1 yrs
6/2012	106,100	+19.2%	1.4 yrs
6/2013	118,700	+11.9%	1.5 yrs
6/2014	125,400	+5.6%	1.7 yrs
6/2015	142,200	+13.4%	1.9 yrs
6/2016	153,000	+7.6%	2.4 yrs
6/2017	150,200	-1.8%	2.6 yrs
6/2018	150,600	+0.3%	2.9 yrs
6/2019	147,900	-1.8%	2.9 yrs
6/2020	155,800	+5.3%	3.0 yrs

I. Housing Conditions of Deprived Households

1.3 Waiting Time for Public Rental Housing (PRH)

end of June	General Applicants (Compare to Previous Year)		General Applicants	Elderly Applicants
6/2021	153,600	-1.4%	5.8 yrs	3.7 yrs
6/2022	144,200	-6.1%	6.0 yrs	4.1 yrs
6/2023	133,100	-7.7%	5.3 yrs	3.9 yrs



I. Housing Conditions of Deprived Households

1.4 Housing Situation

1.4.1 Cage Home



I. Housing Conditions of Deprived Households

1.4 Housing Situation

1.4.2 Coffin Home



I. Housing Conditions of Deprived Households

1.4 Housing Situation

1.4.3 Rooftop Units



I. Housing Conditions of Deprived Households

1.4 Housing Situation

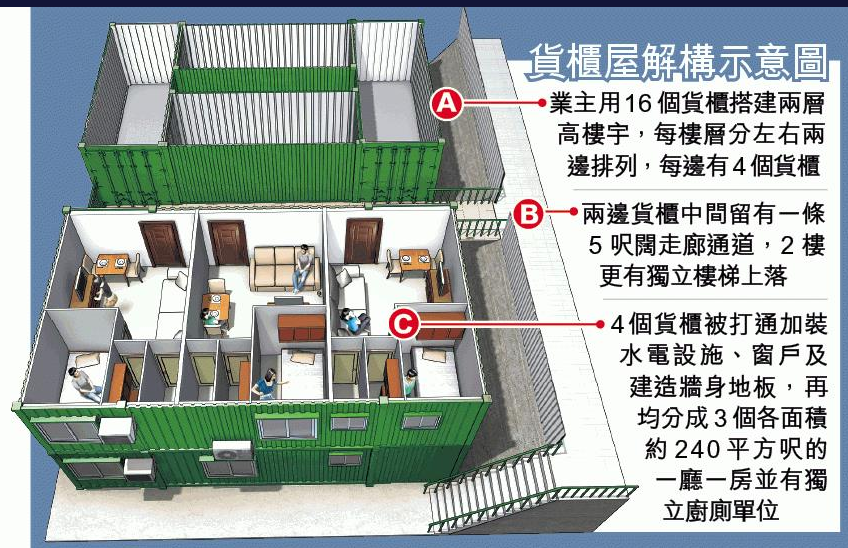
1.4.4 Cubicle Units



I. Housing Conditions of Deprived Households

1.4 Housing Situation

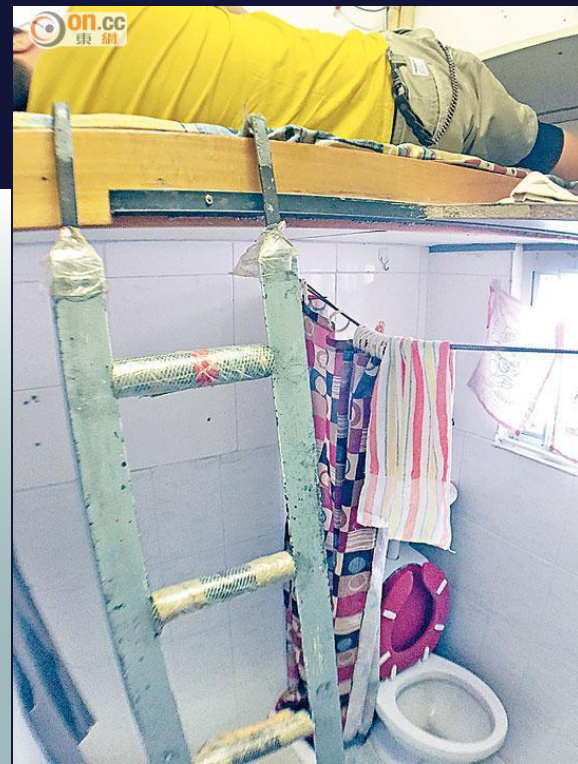
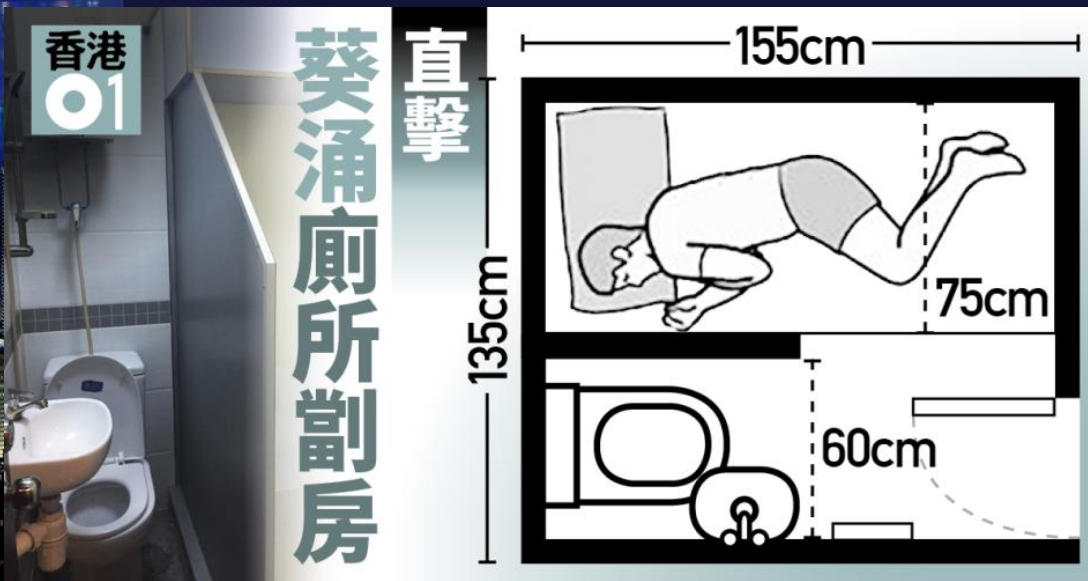
1.4.5 Subdivided Units in Containers



I. Housing Conditions of Deprived Households

1.4 Housing Situation

1.4.6 Bed with toilet underlined



I. Housing Conditions of Deprived Households

1.4 Housing Situation

1.4.7 Subdivided Units in factory buildings



I. Housing Conditions of Deprived Households

1.4 Housing Situation

1.4.8 Double decked subdivided units



I. Housing Conditions of Deprived Households

1.4 Housing Situation

1.4.9 Common subdivided unit



I. Housing Conditions of Deprived Households

1.5 Problems of Subdivided Units

1.5.1 Life threatening concerns

- Obstruction of fire escape routes
- Overload of building structure
- Peeling off of cement and leakage of ceilings, damp walls, defective pipes

1.5.2 Health affecting concerns

- Kitchen & toilet in the same room
- Lack of U-traps in sewage system
- Hardly opened windows, inadequate air ventilation



I. Housing Conditions of Deprived Households

1.5 Problems of Subdivided Units

1.5.3 Affecting daily living concerns

- No privacy in thin walls or shared facilities
- Narrow indoor space and stressful life
- Inadequate learning and playing space for children
- Expensive rents and overcharging of utility bills
- Insecurity of tenants' rights



II. Current Housing Policies & Insufficiency

2.1 Current Government Intervention

Market	Supply-side Measures	Demand-side Measures
Public Housing	<ul style="list-style-type: none">• Public Rental Housing• Green Form Subsidised HOS	<ul style="list-style-type: none">• Rent Subsidies• Appeal Panel
Social Housing	<ul style="list-style-type: none">• Transitional Housing<ul style="list-style-type: none">• Co-living• Vacant Buildings• Modular Integrated construction• Light Public Housing	<ul style="list-style-type: none">• Support Services by operation agencies
Private Housing		<ul style="list-style-type: none">• Tenancy Control of SDU• Cash Allowance Trial Scheme

II. Current Housing Policies & Insufficiency

2.2 Current Insufficiency

2.2.1 Transitional Housing (TH)

- Design & construction
- Daily operation
- Oversupply in rural areas
- Residents' destination after the project end

2.2.2 Light Public Housing (LPH)

- Construction prices & location
- Service & transportation
- Positioning of TH & LPH



II. Current Housing Policies & Insufficiency

2.2 Current Insufficiency

2.2.3 Tenancy Control in Subdivided Units

- Window period before law enforcement
- No rent ceiling
- Not enough law enforcement
- No maintenance, tenants only move-out

2.2.4 Cash Allowance Trail Scheme

- Not enough subsidy
- Single-person not included
- No long-term plan
- Benefit the landlords than tenants



III. Good Living Social Rental Agency

3.1 Project Background

3.1.1 Rationale

- Deprived tenants
 - Lack of rental market information and misinformation
 - Information dominated by estate agents
 - Lack of time to acquired adequate information
 - New regulation ordinance on SDU to protect the rights of residents
 - Lack of support in removal and decoration
- Landlords
 - Hard to find trustworthy tenants and estate agents
 - Kind-hearted landlords have no assistance if they are not profit maximization
 - Deprived landlords are reluctant to rent out their units



III. Good Living Social Rental Agency

3.1 Project Background

3.1.1 Rationale

- Estate agents
 - Incomes link with deal commission
 - Mark up the rent for higher commission
 - Lack of resources to support deprived tenants

3.1.2 Schedule

- 06/2021 Presented the idea to the private foundation board
- 11/2022 Received the 1st year subsidy
- 02/2023 Awarded the Estate Agent's Licence by Estate Agents Authority
- 03/2023 fully operate
- 01/2024 Project end



III. Good Living Social Rental Agency

3.2 Project Operation

3.2.1 Revenue-generating Operation

- 3.2.1.1 Set up basic operation
 - Built partner network on removal & maintenance
 - Offered project briefing sessions to NGOs' tenants
 - Opened & posted Facebook & IG to promote the project
- 3.2.1.2 Explore and promote the social rental agency
 - Met with Estate Agents Authority
 - Collaborated with community estate agents
 - Interviewed by media
 - Promoted the project by street booths, home visits & posters



A vertical strip on the left side of the slide shows a nighttime cityscape of Hong Kong, featuring the illuminated skyline and the Victoria Harbour.

III. Good Living Social Rental Agency

3.2 Project Operation

3.2.1 Revenue-generating Operation

- 3.2.1.3 Assist deprived tenants for affordable units
 - Matched tenants: 11 households
 - Tenants' network: 105 members
- 3.2.1.4 Match landlords with suitable tenants
 - Matched landlords: 4 landlords (7 thru agents)
 - Landlords' network: 72 members

III. Good Living Social Rental Agency

3.2 Project Operation

3.2.2 Non-revenue Generating Social Service

- 3.2.2.1 Work with estate agents
 - Collaborated agents: 12 agents
- 3.2.2.2 Tenants support
 - Maintenance workshop: 2 workshops
 - Social gathering activities: 2 events
 - Tenants Support Group: 2 groups
 - Tenancy consultation: 33 enquires
 - Tenant Rental Education Seminar: 6 events
- 3.2.2.3 Landlord works
 - Landlord consultation: 16 enquires



III. Good Living Social Rental Agency

3.3 Served Tenants Profile

3.3.1 Households

- Nuclear family: 5 cases
- Single parent family: 3 case
- Singleton: 3 cases

3.3.2 Incomes

- Low incomes: 4 cases
- Low incomes & unstable job: 3 cases
- On government assistance: 4 cases

3.3.3 Reasons of removal

- Poor living environment: 4 cases
- After transitional housing: 4 cases
- Eviction/rent increase: 2 cases
- For independent living: 1 cases



III. Good Living Social Rental Agency

3.3 Served Tenants Profile

3.3.4 Previous & New Housing Types	Previous	New
• Subdivided unit:	5	2
• Subdivided unit with rooms	-	2
• Transitional housing:	2	-
• Hostel:	2	1
• Full unit:	2	6
3.3.5 Previous Living Areas		
• Bedspace:	2	-
• 100 ft ² or below:	4	2
• 101 ft ² - 200 ft ² :	3	3
• 201 ft ² - 300 ft ² :	2	3
• 301 ft ² or above:	-	3

III. Good Living Social Rental Agency

3.3 Served Tenants Profile

3.3.6 Previous & New Rent per Month	Previous	New
• 500€ or below:	3	-
• 501€ - 1,000€:	7	7
• 1,001€ or above:	1	4
3.3.7 Previous & New Rent per Month per ft²		
• Shared space:	2	-
• 4€ or below:	2	7
• 4.1€ - 6€:	5	5
• 6.1€ - 8€:	-	-
• 8.1€ or above:	2	-

III. Good Living Social Rental Agency

3.3 Served Tenants Profile

3.3.8 Rent changed Month per ft²

- -4€ or above: 2 cases
- -0.1€ - 3.9€: 4 cases
- No change: 1 cases
- +0.1€ - 0.5€: 2 cases
- Hostel to SDU or Full Unit: 2 cases

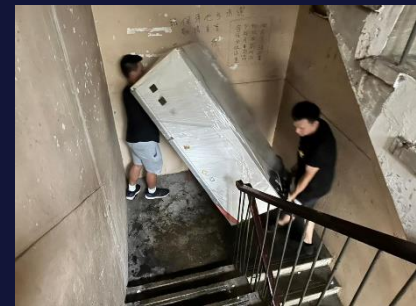


III. Good Living Social Rental Agency

3.3 Served Tenants Profile

3.3.9 Service Provided for Tenants

- Matching related:
 - Commission subsidy (9);
 - Change names of water & electricity supply (4);
 - Home repair & maintenance (4);
 - Negotiate with landlord (3);
- Removal support:
 - Application for furniture & home appliances donation (9);
 - Removal assistance (3);
 - Apply of emergency fund (2);
 - Purchase of home appliance;
 - Restore gas supply;
 - School transfer;
- Social Support:
 - Participate groups & activities (5);
 - Regular visit (4);
 - Community orientation (2);
 - Follow up daily living;
 - Apply public rental housing;
 - Employment referral



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III. Good Living Social Rental Agency

3.3 Project Features

- Non-profit making rental agency, run as social enterprise, all incomes are for the support of deprived households in their housing needs.
- Providing rental agency services and supported by social worker and estate agent.
- One-stop rental agency services: from search for suitable unit, removal, repair & decoration/maintenance, to collect second-hand furniture & home appliances.
- Providing commission subsidy to deprived families in need.
- Collaborating with local NGOs for support and tenant network.
- Building up tenant support network and referral to community resources.
- Providing transparency and authentic housing information, complying with legal requirements

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IV. Next Steps ...

4.1 Challenges & Difficulties

- Learning the operation estate agent and developing the business model of social rental agency.
- Lack of rental units direct offered by landlords.
- Relying on commercial estate agents for rental units, passive and indirect negotiation on rent & terms, and affecting benefits of tenants and project incomes.
- Deprived families are low incomes and low rent budget, project workers need various negotiation skills for better rent.
- Keen competition in rental agent market as there are more channels and agencies in the field.
- Funding not long lasting, project requires sustainable financial model.

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IV. Next Steps ...

4.2 Way Forward

- Explore the business model of social rental agency in HK
- Build up reputations through media and served tenants & landlords
- Explore collaboration with large estate agencies to collect their unused leasing properties
- Explore other housing services, such as providing housing management & leasing services for landlords
- Apply other long-term funding for sustainable development
- Advocate for public support to deprived households on housing services



Thank you for your time!

If you have any questions and comments, please feel free to contact me by kklai@hkcomhome.org.hk

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