

Consultancy Service on Public Engagement

Scope of Work

1. Introduction

1.1 The Development Bureau with the support of Urban Renewal Authority (URA) is preparing a tender to engage a consultant team to offer services to conduct the public engagement of the review. The consultant will be responsible for leading the engagement and providing all necessary consultancy services including formulating details of the public engagement strategy, conducting all activities for the planning, media promotion and implementation of public engagement events, conducting surveys, managing and upgrading a website to collect public views, and preparing reports for all the different stages of public engagement. The consultant will also be responsible for preparing a final report to the Government based on the findings of policy research and the findings of the public engagement programme, and make recommendations on how the URS should be revised.

1.2 The public engagement stages from agenda setting to consensus building and final reporting are likely to take around two years. The detailed scope of work is set out below.

2. Scope of Work

2.1 In accordance with the proposed URS Review process, the scope of consultancy services will be as follows:

- (a) to formulate and refine an innovative and effective public engagement strategy and programme by means of an inception report and seek endorsement from the URS Review Steering Committee;
- (b) to plan and implement various public engagement activities including but not limiting to items (c) to (q) below;

- (c) to prepare briefing and exhibition materials (with relevant input from the urban renewal policy research consultants);
- (d) to invite the appropriate guests, collaborators and stakeholders, and administer registration;
- (e) to book and arrange suitable venues;
- (f) to promote the engagement activities through different effective means of communication, including production and launch of publicity programmes such as API on TV, radio or other media;
- (g) to facilitate discussions and carry out surveys;
- (h) to manage and monitor a URS Review website in traditional Chinese, simplified Chinese and English. The website will include means such as a blog for the public to readily submit its views which will be collated into meaningful input to the review;
- (i) to thoroughly understand the findings of the research on urban renewal policies in order to prepare relevant briefing and exhibition materials;
- (j) to conduct focus groups at the ‘envisioning’ stage, and further focus groups as required at the ‘public engagement’ stage;
- (k) to conduct road-shows on Hong Kong Island, East Kowloon, West Kowloon, Tsuen Wan and other locations within the HKSAR during the early ‘public engagement’ stage;
- (l) to conduct structured interviews of members of the public at each of the road-shows;
- (m) to conduct public forums on Hong Kong Island, East Kowloon, West Kowloon and Tsuen Wan at the later ‘public engagement’ stage;

- (n) to conduct workshops at the ‘consensus building’ stage;
- (o) to plan, arrange and lead overseas study visits;
- (p) to attend progress meetings with the client and meetings of the Steering Committee and prepare meeting papers as required; and
- (q) to prepare notes of discussions, survey reports, reports for each stage to the client and the Steering Committee as required. Reports will be prepared in English and also in Chinese where required.

3. Tentative Public Engagement Programme

Envisioning Stage	July 2008 to January 2009
Public Engagement Stage	February to December 2009
Consensus Building Stage	January to April 2010
Draft Report on URS Review	2 nd Quarter of 2010

4 Deliverables

(a) Inception Report	August 2008
(b) Report for Envisioning Stage	January 2009
(c) Report for Public Engagement Stage	December 2009
(d) Report for Consensus Building Stage	April 2010
(e) Draft Report on URS Review	2 nd Quarter of 2010