



Steering Committee on Review of the Urban Renewal Strategy

*Consultancy Services for the
Public Engagement
For the Urban Renewal Strategy Review (“URS Review”)*

Progress Report 4

**Submitted by
A-World Consulting Ltd (“AWC”)**

7 July 2009

1 INTRODUCTION

- 1.1 This Progress Report provides an update on various related developments and programmes of the Public Engagement Stage of the URS Review since the last report, between 1 April to 30 June 2009.
- 1.2 Progress update will continue to be reported as per the Inception Report format, i.e. activities are categorised into 2 parts: (a) those that were specified in the tender document (to be referred to as “standard programmes”), and (b) a number of innovative and value-added programmes proposed by AWC (to be referred to as “innovative programmes”).

2 STANDARD PROGRAMMES

2.1 Collection and Collation of Public Opinions

- 2.1.1 In the Public Engagement Stage, submissions of public opinions on the URS Review were/will be collected through channels including the following: topical discussions, public forums, face-to-face questionnaires completed at and comment cards and video recordings collected from road shows, reports from Phase 1 Partnering Organisation Programme, public submissions directed to the DEVB and URA and subsequently handed to AWC, as well as structured telephone surveys which are scheduled towards the end of 2009. All submissions collected will be sent to the Hong Kong Institute of Asia-Pacific Studies (HKIAPS), the Chinese University of Hong Kong, for analysis.

2.2 Announcement of Public Interest (“API”)

- 2.2.1 The API was re-launched and broadcast on television, encouraging continuous public participation in the road shows, public forums and topical discussions.
- 2.2.2 Due to the Human Swine Flu outbreak, the number of APIs for the Urban Renewal Strategy Review broadcast was reduced for Public Health Announcements. However, the frequency will increase from July 2009 onwards.

2.3 Website Maintenance

- 2.3.1 The maintenance and uploading of information onto the website is done on a daily basis, whilst the e-Forum is monitored three times a day to gather views and address enquiries.
- 2.3.2 In order to better communicate with stakeholders, progress on Public Engagement Stage activities, information and updates are posted online on a continual basis, covering road shows, topical discussions, public forums, Partnering Organisations activities, events held at the

Urban Renewal Idea Shop, sponsored radio programmes and information-segments.

- 2.3.3 Online enrolment for activities was made available to facilitate registration by members of the public to forums and topical discussions.

2.4 Overseas Study Visit

- 2.4.1 The Shanghai visit report and photos were uploaded onto the URS Review website.

2.5 Road Shows / Surveys / Booklets

- 2.5.1 Road shows 1 to 4 were already held, with 5,919 visitors recorded cumulatively, 245 submissions of comment cards received, 20 video clips recorded and 130 pieces of children's drawings.

- 2.5.2 HKIAPS completed at least 100 face-to-face interview questionnaires per road show. The number of completed questionnaires now totals 454 during the first four road shows.

- 2.5.3 A total of 30,000 and 5,000 Chinese and English versions of the URS Review booklet were produced respectively. 15,000 copies of them have been sent to the Home Affairs Department for public distribution through all District Councillors, District Offices and Enquiry Service Centres. They are also available to visitors and participants at road shows, public forums, topical discussions and the Urban Renewal Idea Shop.

- 2.5.4 Videos from the Idea Corner at road shows, photos and children's drawings were/will be uploaded onto the URS Review website following each road show.

2.6 Public Forums

- 2.6.1 Five public forums, designed for the collection of public views, in particular those of a general or macro nature, are to be organised in the Public Engagement Stage. Public Forum 1 was held on 30 May 2009 at the Hong Kong Heritage Discovery Centre with about 50 participants. Co-organised with the Urban Renewal & Heritage Conservation Task Force under the Sham Shui Po District Council, Public Forum 1 was moderated by Dr Law Chi Kwong of the University of Hong Kong. There was active participation from the floor and the scope of discussion was broad. Areas which received relatively more attention included the role of stakeholders, compensation, re-housing policies, social impact assessment as well as the scope of urban regeneration.

- 2.6.2 Public Forum 2 will be held at the Boys & Girls' Clubs Association

Headquarters on 18 July. The collaborating organisations include three District Councils (i.e. Wanchai, Eastern and Central & Western) and enrolment is underway. Various publicity means, including street banners, posters and mass invitations to the Mutual Aids Committees and the Owners' Corporations and Area Committees, have been deployed to optimise participation. Mr Fred Li will be the moderator.

- 2.6.3 Video recording, discussion gists and photos of these forums were/will be uploaded onto the URS Review website following each session.

2.7 Topical Discussions

- 2.7.1 Eight topical discussion sessions have been planned at this stage with three having been successfully completed. To cope with the high enrolment, venues of topical discussions 2 and 3 were changed to larger facilities.
- 2.7.2 Topical Discussion 1 "Redevelopment vs. Rehabilitation" was held on 16 May 2009. 45 participants (including 2 URS Steering Committee members, 7 representatives from DEVB and URA as observers and 5 members of the Association of Engineering Professionals in Society were invited to act as facilitators) joined the session. There was active participation, with two presentations from the floor conducted before the group discussions.
- 2.7.3 Topical Discussion 2 "Heritage Preservation & Revitalisation" was held on 13 June 2009. 71 participants (including 1 URS Steering Committee member, 8 representatives from DEVB, Leisure and Cultural Services Department and URA as observers and 6 facilitators from the Hong Kong Institute of Architects) joined. There were seven public presentations covering a wide range of issues related to the topic.
- 2.7.4 Following feedback via the eforum on concerns over balanced discussion, as observed at Topical Discussion 2, the organiser clarified that observers from the DEVB and URA were/are expected to provide facts and information to facilitate discussions only. Their statements, if any, are not counted as valid feedback collected. Further, observers would, from Topical Discussion 3 onwards, clearly identify their status.
- 2.7.5 Topical Discussion 3 "Public vs Private Sector Participation in Redevelopment", organised under the new arrangements, was held on 27 June 2009. There were 56 participants (including 1 URS Steering Committee member, 10 representatives from DEVB and URA as observers and 6 members of the Hong Kong Institute of Surveyors acting as facilitators). There was also active participation with five public presentations.
- 2.7.6 Video recording, with PowerPoint presentations embedded, questions

for discussions, discussion gists and photos of each topical discussion were/will be uploaded onto the URS Review website.

3 INNOVATIVE PROGRAMMES

3.1 Partnering Organisation Programme

- 3.1.1 Partnering Organisation Programme Phase 1 activities have been progressing well. Application for Partnering Organisation Programme Phase 2 was invited in April and 16 valid proposals were received, representing a rather sharp increase in interest compared to Phase 1. In view of the overwhelming response, a top-up funding was approved by the URA to accommodate all approved proposals. The progress on the Partnering Organisation Programme is detailed in a separate paper (SC paper No. 14/2009).
- 3.1.2 Partnering Organisation activities will continue through to November 2009, with both breadth and depth of public participation. All views collected during the process will be treated as submissions of public opinions and directed for analysis by the HKIAPS.
- 3.1.3 There will be regular updates on the URS Review website.
- 3.1.4 All partnering organisations were/will be encouraged to join the URS Review public engagement activities too.
- 3.1.5 Attempt to generate publicity will continue hopefully to result in media coverage on selected activities, depending on their newsworthiness.

3.2 Urban Renewal Idea Shop

- 3.2.1 The Urban Renewal Idea Shop recorded around 700 visitors from April to June 2009. A total of 16 activities were held, close to 60% of which were organised by the Partnering Organisations.
- 3.2.2 The Hong Kong Federation of Youth Groups will be holding a series of activities at the Idea Shop during the summer vacation on the general topic of urban renewal.
- 3.2.3 URA's Exploration Centre will be opened in August at the URA headquarters to provide schools and organisations with information and education on the URS Review. Visitors to the Centre can also tour the Urban Renewal Idea Shop and around Wanchai afterwards.

3.3 Mass Media – Commercial Radio 1

- 3.3.1 A series of eight episodes of 90-second info-segments on various topics related to the URS were broadcast on Commercial Radio 1 from

30 March to 26 April, and from 26 May to 22 June 2009.

- 3.3.2 Besides, there is a 10-episode, 30-minute sponsored radio programme on Commercial Radio 1 aired on Mondays, from 27 April to 25 May, and from 22 June to 20 July 2009 hosted by Mr Fung Chi Fung, featuring guest speakers and outreach reporting of short interviews in the streets on views about urban renewal.

3.4 Mass Media – Newspaper Advertisements

- 3.4.1 Advertisements were placed in three newspapers (Ming Pao, South China Morning Post and Headline Daily) in early May to promote the public engagement activities.

- 3.4.2 Another burst of advertisements is planned for August 2009.

3.5 Other Publicity Initiatives

- 3.5.1 Articles are being written based on the contents of the 30-minute sponsored radio programmes for possible newspaper placement.

- 3.5.2 Article in Capital Magazine (June 2009 issue) featuring URA's Chairman mentioned URS Review and overseas urban renewal case studies.

- 3.5.3 Discussion is underway with RTHK for the programme 「左右紅藍綠」 to feature the URS Review. Consideration on timing is also being given to participation at a City Forum on URS Review

3.6 Inter-school Competition

- 3.6.1 This was dropped to ensure cost-effectiveness and focus on current public engagement activities.

4 MISCELLANEOUS

4.1 Report Writing

- 4.1.1 The Report on the Envisioning Stage together with its Executive Summary has been uploaded onto the URS Review website. A hard copy will be available for perusal at the Urban Renewal Idea Shop.

4.2 Meetings

- 4.2.1 Representatives from DEVB, URA and AWC attended the Town Planning Board meeting on 12 June to brief members on the progress of the URS Review and to collect feedback.

4.3 Conclusion

4.3.1 Progress so far has been on course. The challenge ahead is to continuously conduct initiatives that are considered meaningful by stakeholders.

X X X