



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

**Progress Report 3**

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

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## 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 up to 31 March 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 are 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 Management of submissions of public opinions

- 2.1.1 At present, submissions of public opinions on the URS Review are either directed to the authorities or via the URS Review website. Such views and suggestions are consolidated on a daily basis by AWC, which are sent to the Hong Kong Institute of Asia-Pacific Studies, Chinese University of Hong Kong, for analysis purpose.

### 2.2 Announcement of Public Interest (“API”)

- 2.2.1 The API is proposed to be modified and will be re-launched with “call for action” information, encouraging public participation on the road shows, public forums and topical discussions at the end frame, to be released (tentatively) in May 2009.

### 2.3 Website revamp

- 2.3.1 The maintenance and uploading of information onto the website is done on a daily basis, whilst the e-Forum is monitored as many as three times a day.
- 2.3.2 The betterment of the introduction of the upcoming public engagement activities is in progress, with the topical discussions, road shows and public forums combined to provide details for the public and call for their active participation. This will form part of the publicity programme of the Public Engagement Stage activities.
- 2.3.3 Regarding the online enrolment of the aforesaid activities, pending approval of the estimated cost to be incurred by the URA, the website contractor will proceed with the design and programming accordingly.

### 2.4 Overseas study visit

- 2.4.1 The Tokyo visit report has been completed.

2.4.2 The trip to Shanghai was conducted successfully from 26 to 28 March. A report is being prepared by AWC, which will be submitted to DEVB and URA for comments. Photos from the trip will be selected by AWC for uploading onto the URS Review website.

## 2.5 URS Review road shows / booklet

2.5.1 All venues for the road shows have been confirmed (except for the 5<sup>th</sup> and 6<sup>th</sup>). The first road show will be held on 7 May 2009. Please see **Annex 1** for details of the schedule.

2.5.2 Draft Chinese version of the display panels of the road shows have been submitted to the DEVB and URA for approval.

2.5.3 Tender for the design and production of the exhibitions has been granted to Kent Design.

2.5.4 The draft Chinese version of the contents of the booklet have been submitted to the DEVB and URA for approval. English translation is prepared.

2.5.5 AWC believes that producing one Chinese and one English booklet is more appropriate and environmentally friendly. AWC will provide comparison quotations for DEVB's and URA's consideration.

2.5.6 AWC will liaise with the design house to come up with cover and inside page designs for DEVB's and URA's consideration.

2.5.7 Souvenir for the road shows has been confirmed and production is in progress.

2.5.8 "Discussion Café" proposed to be renamed as "Idea Corner", capitalising on the brand name 'Idea Shop'.

## 2.6 Public forums

2.6.1 Dates and time of all public forums have been confirmed. AWC is contacting more NGOs and schools for suitable venues. Please see **Annex 1** for details of the schedule.

2.6.2 Collaboration with DCs is in progress, invitation letters have been sent out to DCs and AWC will follow up with DCs

## 2.7 Topical discussions

2.7.1 DEVB has circulated the confirmed topics. Please see **Annex 2** for details of the topics and the schedule.

2.7.2 Most sessions will take place at the Idea Shop; but for those sessions which may attract a high turn-up, larger venues have been booked such as The Joint Professional Centre and Hong Kong Federation of Youth Group.

### 3 INNOVATIVE PROGRAMMES

#### 3.1 Partnering organisations

3.1.1 The Partnering Organisation Programme is implemented in two phases. Phase 1 is for proposed projects covering the period from February to June 2009. Nine projects, proposed by professional institutes, youth organisations, community groups and schools, have been approved (see **Annex 3** for details of Phase 1 Partnering Organisations). DEVB, URA and AWC will provide support to those partnering organisations. Hong Kong Federation of Youth Group is planning to host an event at the Idea Shop on 16 April, and is inviting DEVB and URA representatives to take the participants for a tour in Wan Chai.

3.1.2 Phase 2 Partnering Organisation Programme is scheduled for launching in mid- to end April. Related documents will be uploaded onto the URS Review website for public's reference and use.

3.1.3 AWC intends to send invitations to schools, professional institutes HKCSS and charitable institutions and trusts, which are exempt from tax under section 88 of the Inland Revenue Ordinance, for application to the Phase 2 Partnering Organisation Programme.

3.1.4 Steering Committee members are invited to help introduce the Programme to organisations and schools that may be interested.

#### 3.2 Mass media – Commercial Radio 1 (CR1)

3.2.1 A series of 90-second info-segments on various topics related to the URS will be broadcast frequently for four weeks, then a series of weekly half-hour sponsored radio programmes will be broadcasted for five weeks. This will be followed by another nine weeks of info-segments and weekly half-hour programmes in similar formats. Please see **Annex 4** for schedule of the radio programmes and info-segments.

3.2.2 The first 90-second info-segment was launched on 30 March. A new one each week will be broadcast until end April.

3.2.3 Planning for the 10 sessions of 30-minute sponsored programme is in progress. The programme host will be Fung Chi-fung and up to 2 guests will be invited to appear in each session for different discussion topics. The first programme is scheduled on 27 April.

### 3.3 Idea Shop

3.3.1 In order to fully utilise the Idea Shop, subject to budget availability, AWC is initiating to host activities and the target audiences will be NGOs and schools.

### 3.4 Newspaper advertisements

3.4.1 AWC suggested placing advertisements in selected local newspapers to publicise the series of public engagement activities in the Public Engagement Stage.

3.4.2 The current plan is to place advertisements before the commencement of the first road show. Suggested papers are: Apple Daily, Oriental Daily, Metro, and SCMP.

### 3.5 Overall advertising plan

3.5.1 The advertising plan has been drafted and will be discussed with the DEVB and URA. The plan is to be rolled out by early May.

### 3.6 Inter-school competition

3.6.1 Proposals for inter-school debates and video shooting competitions will be submitted for discussion.

### 3.7 Telephone survey

3.7.1 AWC proposed that the survey be conducted near the end of the Public Engagement Stage so that the public may have a better understanding of the subject matter and give well-informed views/recommendations after having participated in all the public engagement activities.

3.7.2 AWC is presently working on the questionnaire. The confirmed contents of the display panels will be sent to the CUHK in early April for this purpose.

## 4 MISCELLANEOUS

### 4.1 Report writing

4.1.1 AWC submitted the draft Envisioning Stage Report to the DEVB and URA for comments and clearance in early April.

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