



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

Progress Report 3

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

9 April 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 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 5th and 6th). 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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**Urban Renewal Strategy Review – Public Engagement Stage
Preview of Coming Events**

Tentative Date	Major Events		Tentative Venue
Early May	Series 1	Road Show 1	Kowloon West – Mong Kok
Mid May		Road Show 2	Kowloon West – Sham Shui Po
End May		Public Forum 1	Kowloon West – Tsim Sha Tsui
Mid June	Series 2	Road Show 3	HK Island – Causeway Bay
End June		Road Show 4	HK Island – Central
Mid July		Public Forum 2	HK Island – Wan Chai
End August	Series 3	Road Show 5	Kowloon East – Wong Tai Sin
Early September		Road Show 6	Kowloon East – Kowloon Bay
Mid September		Public Forum 3	Kowloon East – Kwun Tong
End September	Series 4	Road Show 7	Tsuen Wan – Kwai Fong
Mid October		Road Show 8	Tsuen Wan – Tsuen Wan
End October		Public Forum 4	Tsuen Wan – Tsuen Wan
End November	Public Forum 5		HK Island – Wan Chai

Remarks:

- Road shows: Thursday to Monday (tentative)
- Public forums: Saturday afternoon (tentative)
- Details of the events will be announced later. Tentative dates and locations may be subject to change.

Urban Renewal Strategy Review – Public Engagement Stage**Topical Discussions**

Topical Discussion	Proposed Venue	Topic
Topical Discussion 1 (May 16)	The Hong Kong Federation of Youth Group Building	Redevelopment vs Rehabilitation
<i>Public Forum 1 (May 30)</i>		
Topical Discussion 2 (June 13)	Idea Shop	Heritage Preservation & Revitalisation
Topical Discussion 3 (June 27)	Idea Shop	Private vs Public Sector Participation in Redevelopment
Topical Discussion 4 (July 4)	Joint Professional Centre	Compensation & Rehousing Policies
<i>Public Forum 2 (July 18)</i>		
Topical Discussion 5 (Aug 1)	Duke of Windsor Social Service Building	Owners Participation in Redevelopment
Topical Discussion 6 (Aug 15)	Idea Shop	Public Engagement
<i>Public Forum 3 (Sept 12)</i>		
Topical Discussion 7 (Sept 26)	Idea Shop	Social Impact Assessment and Social Services Team
<i>Public Forum 4 (Oct 17)</i>		
Topical Discussion 8 (Oct 31)	Idea Shop	Financing Urban Renewal
Topical Discussion 9 (Nov 14)	Idea Shop	(TBC)
	Scout Association of Hong Kong	
	Joint Professional Centre Theatre	
<i>Public Forum 5 (Nov 21)</i>		
Topical Discussion 10 (Dec 05)	Idea Shop	(TBC)
	Scout Association of Hong Kong	
	Joint Professional Centre Theatre	

Urban Renewal Strategy Review – Public Engagement Stage**Partnering Organization Programme
Phase 1 Activities Overview**

Name of Organization	Chartered Institute of Architectural Technologists – Hong Kong Centre The Institute of Hong Kong Architectural Technologists
Project Name	How to strike a balance among Redevelopment, Rehabilitation, Revitalization and pReservation (4R) in Urban Renewal
Programme Details	A forum will be held to discuss how to strike a balance among Redevelopment, Rehabilitation, Revitalization and pReservation (4R) in Urban Renewal. Hong Kong Institute of Vocational Education students and their members will be invited to participate in the forum.
Implementation Schedule	April 2009

Name of Organization	ELCHK Lutheran Secondary School
Project Name	「市區更新你我他」(Chinese only)
Programme Details	Organize project-based learning activities under the topic of Urban Regeneration to increase students' awareness and participation in Hong Kong's urban renewal and cultural conservation. Activities include briefing session, case studies and topical activities. The objective is to build up students' awareness on sustainability, national identity and sense of belonging to Hong Kong.
Implementation Schedule	March – May 2009

Name of Organization	The Chartered Institute of Building (Hong Kong)
Project Name	Urban Renewal – The Opportunity and Challenge to Construction Professionals
Programme Details	Set up 2 Continuing Professional Development (CPD) Events under the programme for their members and keep them updated on the latest urban renewal development.
Implementation Schedule	April – November 2009 (TBC)

Name of Organization	Hong Kong Institute of Real Estate Administrators (HIREA)
Project Name	Comprehensive Review of the Urban Renewal Strategy
Programme Details	Engage the various professional groups within the HIREA in the Review process and encourage active participation through a series of Professional Engagement programmes, e.g. seminars and questionnaires.
Implementation Schedule	March – June 2009 (TBC)

Name of Organization	Hong Kong Institute of Land Administration
Project Name	Land Administration Views on Urban Renewal Strategy (URS)
Programme Details	Invite members and university students to participate in seminar and workshop to share their knowledge and experience on Urban Renewal, and provide suggestions for the Review.
Implementation Schedule	TBC

Name of Organization	Roundtable Community Ltd
Project Name	Urban Re-Creation – a Junior Journalist Project
Programme Details	The program is designed to encourage Secondary students to think and explore the different aspects of Hong Kong's renewal areas, and examine the future of URS review through learning the skills of news reporting, writing and photography, as well as conducting site visits at various areas under renewal. Reporters, photographers, scholars, residents in renewal areas or urban planners will be invited to explain the concept and policies of urban renewal. Participants can focus their studies according to their own interests in urban renewal. The submission made by the participants will be commented and modified by professionals and the final version will be uploaded onto the organization's website.
Implementation Schedule	March – August 2009

Name of Organization	Leadership 21, The Hong Kong Federation of Youth Groups
Project Name	The Eleventh Youth in LegCo: Basic Certificate Course for Youth Community Leaders
Programme Details	High school students are invited to participate, experience and learn about the principles for policy discussions in LegCo. Students will learn more about URS Review through workshops, community visits and seminars.
Implementation Schedule	February – May 2009

Name of Organization	Community Cultural Concern
Project Name	Exhibition and Seminar on Alternative Urban Renewal
Programme Details	Workshops will be organized to increase general public's knowledge on Western cities and Hong Kong's urban renewal case, through which valuable experiences can be gained and general public's vision and imagination on urban renewal can be widened. Feedbacks collected from participants will become important reference materials for Hong Kong's URS Review.
Implementation Schedule	May 2009

Name of Organization	HKICC Lee Shau Kee School of Creativity
Project Name	再建九龍城 (Chinese Only)
Programme Details	This programme aims to stimulate students' interests in their surroundings through learning Kowloon City's special architectural features. Workshops, exhibitions and forums will be organized to increase their knowledge in Kowloon City's geographical conditions and changes in community.
Implementation Schedule	June 2009

Urban Renewal Strategy Review – Public Engagement Stage**Info-Segment and Radio Programme**

Date	Topic
90-sec Info-segment	
30/3	<i>URAO, URA, URS and URS Review</i>
6/4	<i>People-centred approach</i>
13/4	<i>The 4Rs</i>
20/4	<i>An ambitious programme</i>
30-min Radio Programme	
27/4	<i>Vision and scope of urban regeneration</i>
4/5	<i>Redevelopment vs rehabilitation</i>
11/5	<i>Heritage preservation vs revitalization</i>
18/5	<i>Stakeholders' roles</i>
25/5	<i>Overseas experience on the above topics</i>
90-sec Info-segment	
26/5	<i>Public engagement</i>
2/6	<i>Land acquisition</i>
9/6	<i>Social impact assessment and social service team</i>
16/6	<i>Self-financing principle</i>

Date	Topic
30-min Radio Programme	
22/6	<i>Compensation and rehousing Policies</i>
29/6	<i>Public engagement</i>
6/7	<i>Social impact assessment and social service teams</i>
13/7	<i>Financing urban renewal</i>
20/7	<i>Overseas experience on the above topics</i>