



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

**Progress Report**

**A-World Consulting Ltd. (“AWC”)**

**31 December 2008**

## 1 INTRODUCTION

- 1.1 Further to the Inception Report and Progress Report 1 submitted and uploaded to the URS Review website, this Progress Report provides an update on various related development and programmes up to 31 December 2008.
- 1.2 Progress update will continue to be reported as per the Inception Report format, i.e. activities are categorized into 2 parts: (a) those that are specified in the tendering 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 Focus group discussion

2.1.1 As agreed with Development Bureau (“DEVB”) and Urban Renewal Authority (“URA”), the total planned number of focus group discussion sessions (FG) of the Envisioning Stage increased to 20, with 18 conducted to date. Those invited/to be invited include academic and professional groups, advocacy groups, businesses, affected groups, political groups, the general public, statutory and advisory groups as well as public bodies.

2.1.2 The 18 FGs held involved:

- ◆ Academics and professional groups (Science & Works) – architects, planners, engineers, surveyors, etc.
- ◆ Academics and professional groups (Arts & Humanity) – social workers, arts and culture representatives, historians, etc.
- ◆ Advocacy groups – policy ‘think tanks’, green groups, conservation groups
- ◆ Advocacy groups – community groups (2 sessions)
- ◆ Advocacy groups – English session
- ◆ Business groups – developers, Hong Kong General Chamber of Commerce
- ◆ Affected groups – owners and tenants / concern groups (2 sessions)
- ◆ Political groups – District Councils (2 sessions)
- ◆ General public / concern groups
- ◆ URA District Advisory Committees
- ◆ Business groups – retailers, hawkers, transport operators etc.
- ◆ Professional bodies and organizations relevant to the issue of urban renewal including the Hong Kong Institute of Architects, Hong Kong Housing Authority, Hong Kong Housing Society, and Land & Building Advisory Committee.

2.1.3 The average number of participants for the 18 sessions is 16 (including observers). Members of the Steering Committee on Review of the Urban Renewal Strategy (“SC”) and representatives from DEVB, URA and the Policy Study Consultant were also present at these sessions hosted by AWC. The number of participants by invitation / registration ranges from 3 to 22. Besides, there were also other participants who dropped by, (as many as 10) in the 18

sessions so far.

2.1.4 Except for the first 7 FGs, which were facilitated by media hosts Mr. Peter Lam and Mr. Lee Kam Hung, other FGs were facilitated by the engagement consultant, Mrs. Sandra Mak, CEO of AWC, with help from Professor Joseph Chan, and Mr. Yuen Kin-kwok, a senior member of the AWC team who is also a former political news editor. Professor Chan and Mr Yuen have helped facilitate one FG each.

2.1.5 The key issues captured during the FGs that are relevant to the URS Review have been summarised in paper on key issues.

2.1.6 The summary notes of focus group discussions are uploaded to the website as soon as they are ready.

## 2.2 Submission of public opinions

2.2.1 Separately, there have been submissions of public opinions on the URS Review either directly to the authorities or via the URS website. These are fairly similar views as those captured in focus group discussions.

## 2.3 Announcement of Public Interest ("API")

2.3.1 The first API was launched on 9 December 2008 on TV and radio and will continue until end January 2009.

## 2.4 "Models and Challenges of Urban Renewal-Sharing of Asian Experience" Seminar

2.4.1 The captioned seminar was held on 15 Dec. Overseas experts and practitioners were invited to share the experience of six Asian cities, namely Singapore, Tokyo, Seoul, Taipei, Shanghai and Guangzhou, in urban renewal with stakeholders in Hong Kong.

2.4.2 AWC, as the public engagement consultant, has participated to gather views from the public on the issue of URS Review on the occasion. The views expressed on the occasion were in line with either those collected at FG sessions or in public submissions.

## 2.5 Website revamp

2.5.1 The revamped website was launched on 10 December 2008. The number of eforum entries has trended up generally since the revamp.

## 2.6 Overseas study visits

2.6.1 In order to broaden the understanding of urban renewal practice in other cities, AWC will coordinate the overseas study visits for invited participants to selected cities.

2.6.2 The Policy Study Consultant has recommended that Tokyo and Shanghai be visited in February and March 2009. DEVB has sent out invitations and AWC will liaise accordingly.

## 2.7 URS Review road show

2.7.1 The Public Engagement Stage will feature a series of road show exhibitions around the territory on the existing URS and the study findings of the six Asian cities.

2.7.2 Preparation for the road show to be held from April till November 2009 is underway. It will be planned to tie in with the public forums and topical discussions to optimise impact. A video-camera will be installed at the exhibitions to make voicing of views more fun and easy. Over weekends, a coffee corner may also feature in case visitors wish to sit down and provide their views in writing or spend more time to chat. Random survey/interviews would also take place at the road show exhibition.

## 2.8 Public forums & topical discussions

2.8.1 Public forums, designed to engage members of the public to discuss issues related to the URS review with the aid of an agenda developed from the Envisioning Stage, will be held in the Public Engagement Stage.

2.8.2 Planning and initial preparation in this regard has commenced. These are expected to be held from May to December 2009.

# 3 **INNOVATIVE PROGRAMMES**

## 3.1 Partnering organizations

3.1.1 The partnering organizations programme is designed to broaden the reach and to promote active public participation in the URS Review during the Public Engagement Stage. The programme was proposed by AWC and fine-tuned, in line with the SC's recommendation so as to be more inclusive.

3.1.2 The programme was launched in mid-December. To encourage participation, invitation letters were sent to District Councils, professional bodies, tertiary institutes and secondary schools. The programme details were uploaded onto the URS Review website.

3.1.3 Promotion has also been arranged with the Hong Kong Education City whose website carries a link to the URS Review website. A Press Release was issued on 12 Dec 2008 to announce the programme.

3.1.4 Future publicity will be arranged to generate and sustain media/ stakeholder interests.

### 3.2 Mass media – radio

3.2.1 Arrangements are being finalized to sign up a radio station to broadcast publicity and educational segments (90-second each) and 30-minutes radio programmes in the Second Stage (Public Engagement Stage). The programmes are tentatively slotted in from March to July 2009.

### 3.3 “Computer game”

3.3.1 We are working to tender for the creation of a game to entice the young generation.

### 3.4 Idea Shop

3.4.1 A pilot scheme of this novel idea to facilitate more public participation was undertaken with the first Idea Shop to be created in Tai Yuen Street, Wan Chai, which is scheduled to be launched in February.2009

3.4.2 The Idea Shop will serve as a community-based hub for ideas sharing and exchange. The aim is to enhance visibility and provide a longer-term location for the public to participate in the URS Review. The Idea Shop will serve as a venue for partnering organizations to hold events while other organizations may also apply for use subject to its availability.

3.4.3 The opening hours of the Idea Shop are planned to be 11:00am to 9:00pm, Tuesday to Sunday. One full time staff and one part time staff will be employed to oversee the daily operation of the shop.

3.4.4 AWC is formulating the guidelines of usage of the Idea Shop by other interested organizations. An activity planner will be developed to keep all informed of activities to be staged at the venue. The guidelines and information of the scheduled activities will be uploaded to the website for the public’s easy reference.

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