



市區更新基金  
Urban Renewal Fund

# 設立九龍城主題步行徑 Development of the Kowloon City Themed Walking Trail

邀請遞交意向書  
Invitation for Expression of Interest

2016年4月  
April 2016

市區更新基金  
Urban Renewal Fund

# CONTENTS

|   |    |
|---|----|
| 1. Introduction.....  | 3  |
| 2. Objective of the Invitation for Expression of Interest (EOI) ..... | 4  |
| 3. General Outline of the Project .....                               | 5  |
| 4. Roles and Responsibilities .....                                   | 7  |
| 5. Scope and Phases of the Project.....                               | 8  |
| 6. Invitation for EOI.....  | 8  |
| 7. Notes About Personal Data of the Respondents .....                 | 10 |
| 8. Intellectual Property Rights .....                                 | 11 |
| 9. Disclaimer.....  | 11 |
| 10. Enquiries .....   | 12 |

## 1. Introduction

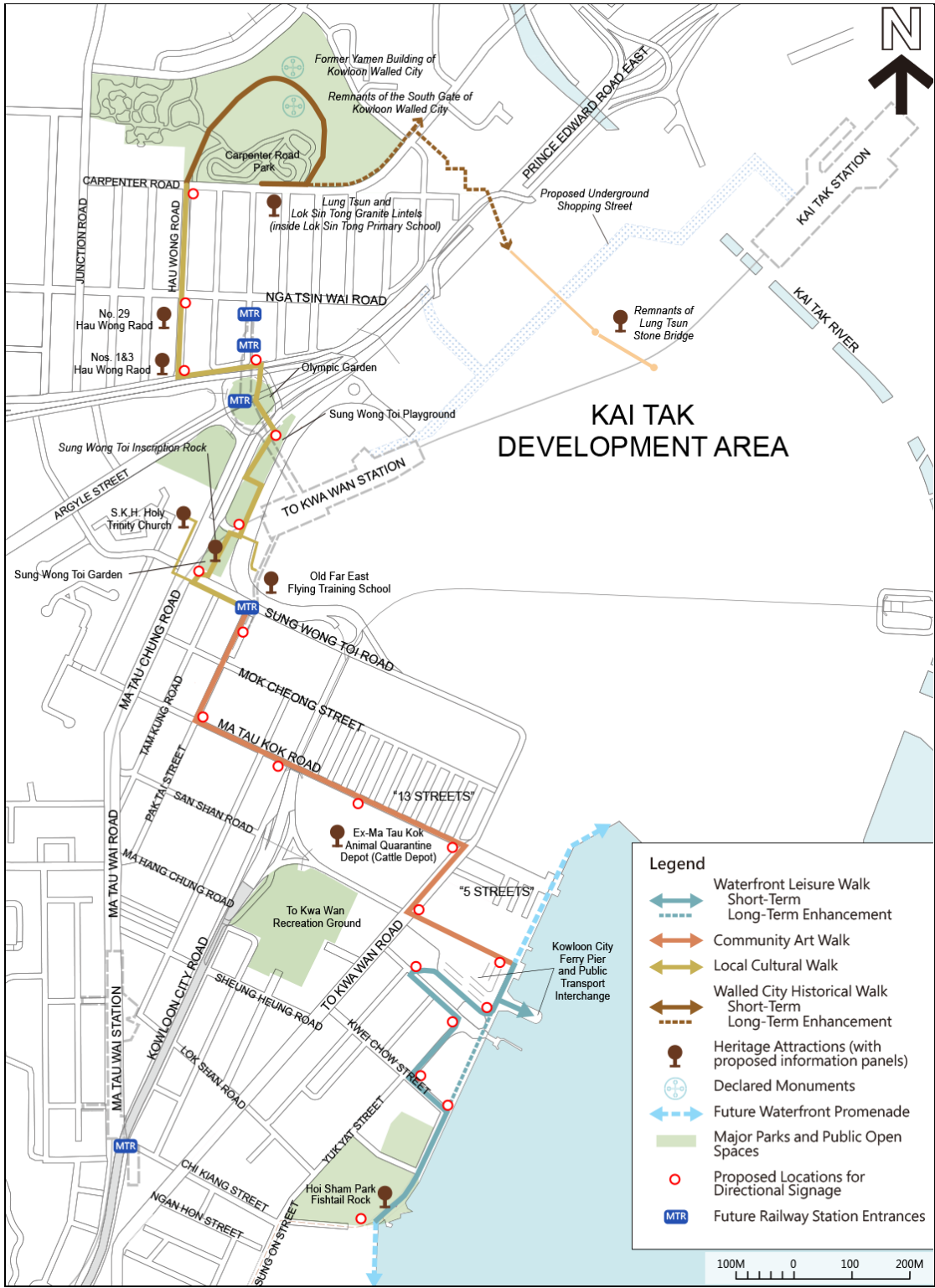
- 1.1 The District Urban Renewal Forum (DURF) is one of the major highlights of the new “Urban Renewal Strategy” promulgated by the Government in 2011. As the first pilot DURF in Hong Kong the Kowloon City DURF was established in June 2011 with the mission of formulating the Urban Renewal Plan (URP) for Kowloon City.
- 1.2 Based on the results of different studies and a series of public engagement activities, the DURF formulated and submitted the URP to the Government in January 2014 for consideration and follow-up, with proposals on areas suitable for redevelopment, rehabilitation and revitalisation in the district as well as on optimizing land resources and improving the local environment. The URP is also a document that can serve as a reference for the public and different organizations. Details of the URP can be downloaded from the DURF website: [www.durf.org.hk](http://www.durf.org.hk).
- 1.3 The development of the Kowloon City Themed Walking Trail is one of the recommendations of the URP.
- 1.4 In line with its commitment to support heritage preservation and district revitalisation initiatives in the urban renewal context, the Urban Renewal Fund (URF) intends to provide funding to the project on the development of the Themed Walking Trail and plans to invite proposals from interested organizations to carry out the project.
- 1.5 Before conducting the Invitation for Proposals (IFP) for the development of the Themed Walking Trail, the URF would like to first ascertain the nature and extent of interests as well as the underlying concepts of the organizations that may be interested in the project through this Invitation for Expression of Interest (EOI). Their views and feedbacks given in the EOI submissions will be duly considered in the preparation of the IFP to be conducted around Q4 2016 for the project.

## **2. Objective of the Invitation for Expression of Interest**

- 2.1 The URF recognizes that there are organizations interested in and able to undertake this project on the development of the Kowloon City Themed Walking Trail. The purpose of this Invitation for EOI is to ascertain interest and seek comments from relevant organizations, on a non-committal basis, for the project. It is not a pre-qualification exercise to shortlist or pre-qualify any organizations. Organizations which do not submit an EOI will not be barred from making future submissions for the IFP for the project to be conducted later in the year.
- 2.2 Interested organizations are welcome to submit an EOI to register their interests, and to provide their views and feedbacks for the project.
- 2.3 For ease of reference, meanings ascribed to the major parties mentioned in this Invitation for EOI are as follows:
- i. Interested Organization: means organization that may be interested in the project on the development of the Kowloon City Themed Walking Trail and in exploring opportunity to participate in the project through the Invitation for EOI and the IFP.
  - ii. Respondent: means organization submitting an EOI in response to the Invitation for EOI.
  - iii. Project Proponent: means organization submitting a proposal in response to the IFP.
  - iv. Successful Project Proponent: means organization selected by the URF to carry out the project through the IFP.

### **3. General Outline of the Project**

- 3.1 Based on the recommendation of the DURF as spelt out in Paragraphs 6.4.6.11 to 6.4.6.24 of the URP, the project aims to develop the Themed Walking Trail in the related areas of Kowloon City to connect and consolidate existing and planned major historic and cultural facilities as well as public activity spaces and transportation nodes for the public to enjoy.
- 3.2 The following figure shows the proposed four routes of the Themed Walking Trail: namely Waterfront Leisure Walk, Community Art Work, Local Cultural Walk and Walled City Historical Walk.



(Source: Figure 37, P.58, Urban Renewal Plan for Kowloon City)

- 3.3 The project on the development of the Themed Walking Trail includes three components:
- i. “Project Hardware” - related to the design and physical installations of the Trail;
  - ii. “Project Software” - related to the programmes and events to facilitate the public to enjoy and means to promote public participation; and
  - iii. “Upkeeping” - related to the day-to-day management and maintenance.
- 3.4 The proposed four routes would form the basis for the design of the Trail. Flexibility would be allowed for the project proponent to amend the proposed routes, for example the alignment of the Trail and the attractions along the routes. Moreover, the project proponent may also propose additional route(s) besides the four routes to include other important attractions in Kowloon City.

## **4. Roles and Responsibilities**

### **4.1 The Urban Renewal Fund:**

- i. To provide funding to the project on the development of the Kowloon City Themed Walking Trail through its Urban Renewal Heritage Preservation and District Revitalisation Funding Scheme.
- ii. To monitor the project and receive reports on the project progress.
- iii. To offer help to the successful project proponent in collecting comments from relevant government departments, seeking support of local community and obtaining advice of professional institutes and other organizations, as and when appropriate.

### **4.2 The Successful Project Proponent:**

- i. To carry out the project on the development of the Trail as aforementioned in Paragraph 3.3.
- ii. To take up further responsibilities when implementing the project which include but not limited to:
  - a. Obtaining required licenses and approval from the relevant government departments;
  - b. Complying with all laws, as well as professional codes and standards, applicable in HK; and
  - c. Addressing the concerns expressed by the local community and the public.

## **5. Scope and Phases of the Project**

- 5.1 In accordance with the recommendation of the URP as shown in the figure under Paragraph 3.2, four routes are proposed for the Themed Walking Trail.
- 5.2 Project proponents are free to submit proposals to take up one or more or all the proposed routes or other additional route(s) as mentioned in Paragraph 3.4, to be implemented in parallel or by phases, in the development of the Trail. The URF would consider and decide on whether one or more than one project proponents are to be engaged for carrying out the project based on the merits of the proposals, the capabilities of the project proponents, and other related factors.

## **6. Invitation for EOI**

- 6.1 Under this Invitation for EOI, the URF would like to invite the following organizations to express their interests and share their ideas and concepts for the project on the development of the Themed Walking Trail: NGOs, educational institutes and professional bodies,



and other business entities as part of their CSR programmes or in partnership with not-for-profit organizations.

## 6.2 Information required for the EOI is as follows:

### 6.2.1 About the respondent:

- i. Background information;
- ii. Contact details; and
- iii. Partner organization(s)

### 6.2.2 Respondent's initial thoughts about the project:

- i. Vision and aspiration for the project;
- ii. Preferences on the project scope and phases (please refer to Paragraph 5.1 – 5.2 for more details);
- iii. Project plan and deliverables covering the hardware, software and upkeeping components (please refer to Paragraph 3.3 for more details);
- iv. Implementation plan and programme;
- v. Cost estimation for project implementation;
- vi. Expected outputs and outcomes;
- vii. Anticipated difficulties and risks, and measures for dealing with them; and
- viii. Other views and comments on the project.

## 6.3 The submission of the EOI should be put in sealed envelope and marked “Confidential” and “EOI for Development of the Kowloon City Themed Walking Trail” and sent by mail or by hand at or before 12:00pm on 30 June 2016 to the following address:

Urban Renewal Fund  
Unit 1012, 10/F  
Tower 2, Cheung Sha Wan Plaza  
833 Cheung Sha Wan Road  
Kowloon

- 6.4 In the event of a black rainstorm warning or a typhoon signal No.8 or above being in force between 9:00am and 12:00pm on 30 June 2016, the deadline for submission will be extended to 12:00pm on the next working day.

## **7 Notes About Personal Data of the Respondents**

### Purposes of Collection

- 7.1 The personal data provided as part of the EOI submission will be used by the URF to process this Invitation for EOI. The provision of personal data by means of the EOI submission is voluntary.

### Classes of Transferees

- 7.2 The personal data provided by means of the EOI submission may be disclosed to other organizations for the purposes mentioned above.

### Access to Personal Data

- 7.3 Respondents will have the right of access and correction with respect to personal data as provided for in Sections 18 and 22 and Principle 6 of Schedule 1 of the Personal Data (Privacy) Ordinance, Cap.486. The respondent's right of access includes the right to obtain a copy of the personal data provided in the EOI submission.

### Enquiries

- 7.4 Enquiries concerning the personal data collected by means of the EOI submission to the URF, including the provision of access and making of corrections, should be addressed to the Secretariat of the URF.

## **8 Intellectual Property Rights**

- 8.1 The EOI submissions shall be the original works of the respondents and shall not contain any materials infringing any third party intellectual property rights.
- 8.2 In making the EOI submissions, interested parties shall be deemed to have granted to the URF freely transferable, royalty-free and irrevocable license to use, adapt and modify the ideas and proposals submitted and all intellectual property rights subsisting in the submissions for all purposes in respect of or in connection with the project.
- 8.3 The URF shall be entitled to disclose or make copies of any or all of the submissions for the purpose of considering the Kowloon City Themed Walking Trail and to keep such copied for record purpose.

## **9 Disclaimer**

- 9.1 By the EOI submissions, respondents are deemed to have accepted all the terms stated in this document for the Invitation for EOI.
- 9.2 This document does not constitute any offer or invitation or solicitation of any offer in connection with the project described herein. Neither this document nor any activities in connection therewith shall create any legal obligations or liabilities in any way on the part of the URF. Neither this document nor anything contained herein shall form the basis of any contract or commitment whatsoever.
- 9.3 Plans and proposals contained or contemplated in this document may not proceed and no warranty or undertaking is given thereof.
- 9.4 Each respondent shall be solely responsible for the fees, costs and expenses incurred in preparing and making an EOI submission. The URF will under no circumstances be liable to any respondent for any such fees, costs, expenses, loss or damage whatsoever arising out of

or in connection with the submission. All information and material received from the respondents will not be returned.

## 10 Enquiries

10.1 For any enquiries regarding the Invitation for EOI and the submission, please contact the Secretariat of the URF:

|               |   |
|---------------|---|
| Address       | : Unit 1012, 10/F, Tower 2, Cheung Sha Wan Plaza, 833 Cheung Sha Wan Road, Kowloon, Hong Kong |
| Contact Tel   | : 3752 2721   |
| Fax No        | : 3426 4643   |
| Email Address | : <a href="mailto:urfunds@urfund.org.hk">urfunds@urfund.org.hk</a>                            |
| Website       | : <a href="http://www.urfund.org.hk">http://www.urfund.org.hk</a>                             |