



市區更新基金
Urban Renewal Fund

Annual Report
2019 – 2020

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Chairman's Foreword

As Chairman of the Urban Renewal Fund (URF), I have the pleasure to present the URF's 2019-2020 Annual Report which covers the work of the URF for the period from 1 April 2019 to 31 March 2020.

During the past year, due to the outbreak of coronavirus in the first quarter of 2020, Hong Kong has been facing unprecedented challenges. In response, the URF adopted pragmatic measures such as flexible and remote working arrangements and work reprioritizing or rescheduling to minimize the delay of work and stay focused on our core missions.

During this difficult time, we are proud of the Social Services Teams that the frontline workers continued to carry out their duties, to provide assistance to residents affected by redevelopment projects implemented by the URA with resilience. In April 2019, a Special Exchange Session between URA colleagues, SST members and URF board members was organized. Special thanks to their active participation and sharing of experiences, which fostered mutual understanding and enhanced communications.

In the year, we are pleased to see the successful completion of some of our funded projects of the Fourth Round of the Urban Renewal Heritage Preservation and District Revitalization Funding Scheme (Funding Scheme) with deliverables well received by the community. In December 2019, the invitation

for the Fifth Round applications for the Funding Scheme commenced. Encouraging responses were received and the URF Board is considering the proposals in the meantime.

The year 2021 will mark the 10th anniversary of the URF since its establishment in August 2011. On behalf of the Board of Directors, it gives me privilege to share with you that we will celebrate this milestone with great pleasure in consolidating and showcasing our achievements in the past years. Moreover, we will seize the chance to look ahead and sharpen our focus on the future developments in the work of the URF as well as in the urban renewal of the community. Your support and participation will be highly appreciated.

Lastly, despite facing the uncertainties and unanticipated disruptions, I would like to sincerely thank all the partners and Directors of the URF Board for their continuous support and dedication in this exceptional time, to support a “people-first, district-based and public participatory” approach in urban renewal, and continue to contribute in the urban renewal context.

Professor Steven Ngai Sek-yum

Chairman, Urban Renewal Fund

October 2020

About Urban Renewal Fund (URF)

Hong Kong's buildings are ageing rapidly. Despite efforts of the Government, dedicated agencies like the Urban Renewal Authority (URA) and the Hong Kong Housing Society (HKHS), owners' corporations and relevant professional bodies, the conditions of Hong Kong's old buildings remain unsatisfactory, posing threats to public safety.

Under this circumstance, the new Urban Renewal Strategy (URS) has been published on 24 February 2011 based on a broad consensus reached during an extensive two-year public consultation exercise conducted by the Development Bureau to introduce a people first, district-based and public participatory approach to urban renewal. One of its major highlights of the Strategy is to establish the Urban Renewal Trust Fund (the Trust Fund) which was first announced by the Chief Executive in his Policy Address in October 2010.

The URF was then established as an independent organization by guarantee incorporated on 15 August 2011 to act as the trustee and settlor of the Trust Fund. From 10 November 2011, the Trust Fund is also entitled to exemption under Section 88 of the Inland Revenue Ordinance (Cap. 112) and is, therefore, exempt from all taxes payable under the Ordinance.

With HK\$500 million endowed by the URA, the URF endeavours to provide an independent funding source to support the operation of SSTs to provide assistance for residents affected by urban redevelopment projects implemented by the URA, to support social impact assessments and other related planning studies to be proposed by the DURF and to support heritage

preservation and district revitalisation projects to be proposed by non-governmental organizations and other stakeholders in the overall context of urban renewal.

Urban Renewal Social Service Teams (SSTs)

Subsequent to the tendering the URF completed in December 2016, four NGOs are engaged by the URF to operate urban renewal social service teams to provide assistance and counselling services to residents affected by redevelopment projects implemented by the URA in the following five designated districts/projects as at March 2020:

- Christian Family Service Centre in Wong Tai Sin, Kwun Tong and Hong Kong Island
- The Salvation Army in Yau Tsim Mong and Shamshuipo
- Hong Kong Lutheran Social Service in Kowloon City: Chun Tin Street/Sung Chi Street and Kai Ming Street/Wing Kwong Street
- The Salvation Army in Kowloon City: Bailey Street/Wing Kwong Street and Wing Kwong Street/Sung On Street
- St. James' Settlement in Kowloon City: Hung Fook Street/Ngan Hon Street and Hung Fook Street/Kai Ming Street and Wing Kwong Street and Kai Tak Road/Sa Po Road

Last year, the URF convened three series of quarterly meetings for frontline staff of the URA and SSTs to exchange views on latest progress of work, update issues of redevelopment projects and share concerns on cases.

One half-yearly management meeting for supervisory staff of the URA, SSTs and URF were convened to discuss issues of redevelopment projects and concerns in administration and communications.

A Special Exchange Session on Communications between SSTs and URA was held on 25 April 2019 with very active participation of the SST members, URA colleagues and URF Committee members and Board Chairman. Besides sharing by SST and URA representatives to enhance mutual understanding, group discussions were also arranged to work out recommendations for enhancing communications between the SSTs and URA. A working group consisted of representatives of the SSTs and the URA were formed to discuss and follow up the recommendations of the Special Exchange Session. The first meeting of the working group was held in mid-January 2020.

A Committee has been formed by the Board to review all issues on the overall approach as well as significant matters relating to the appointment and management of the SSTs; and to consider and approve the proposed action plans of the Secretariat.

The list of the Committee members is shown in Annex I.

The Committee held a meeting on 3 October 2019 to discuss the draft Key Performance Indicators (KPIs) of the SSTs. The Committee discussed and finalized the KPIs at the meeting in March 2020, which will be included as part of the tender requirements under the retendering of the SST services to be conducted in later.

Urban Renewal Heritage Preservation and District Revitalisation Funding Scheme

As part of the new Urban Renewal Strategy promulgated by the Development Bureau in February 2011, one of the main objects of the Urban Renewal Trust Fund is to support heritage preservation and district revitalisation initiatives in the urban renewal context. As the trustee of the Trust Fund, the URF operates the Urban Renewal Heritage Preservation and District Revitalisation Funding Scheme (Funding Scheme) to provide financial support to urban renewal preservation and revitalisation projects proposed by the community.

Fourth Round of Funding Scheme

In the past year, the Secretariat has been working closely with the three approved projects to ensure their delivery of quality activities.

Fifth Round of Funding Scheme

Invitation for the Fifth Round applications commenced on 19 December 2019 and was closed on 8 May 2020. In addition to the original deadline, a second deadline of 19 June 2020 was set, so as to allow more sufficient time for interested organizations for the preparation of applications due to the novel coronavirus infection.

Two briefings sessions were organized for interested parties to enhance their understanding on the objectives and scope of the Funding Scheme. Also, successful applicants of the Third and Fourth Rounds shared on their projects in the briefing sessions. The Board is considering the applications in the meantime.

The introduction and progress of approved projects of the Fourth Round are shown in Annex II.

The Development of the Kowloon City Themed Walking Trail

The Development of the Kowloon City Themed Walking Trail has commenced since 1 January 2018 and will end on 31 December 2023 with an operational period of six years. The objective is to encourage the preservation of the historical value, promote arts and culture and preserve the connections with the local neighbourhoods while facing the redevelopment and railway infrastructure in the district.

Route 3, Community Art Walk

Since May 2018, the project team has been submitting applications to relevant government departments for the approval of the hardware design and construction works. The hardware facilities which include lamp post decoration, infill paving blocks and infill floor blocks, beautifying of the planter boxes, information boards, 'today in history' board and railings, etc. All relevant works were approved by related government departments in March 2020. The Highways Department and Transport Department approved the project on a temporary basis, therefore, some hardware must be reset when the project period has ended. The first stage of construction works at the front yard of the Cattle Depot Artist Village was scheduled to begin on 15 April 2020 and is expected to be completed in August 2020. The remaining works at Route 3 will be completed by the end of the third quarter of 2020. The process of the mural wall work at the front yard of Cattle Depot will be started after the completion of all the hardware works in Route 3. The project team is currently coordinating with the mural engineering company on the mural's final design and this mural work is expected to be completed in the fourth quarter of 2020.



(Concept drawing)



Route 4- Waterfront Leisure Walk and Route 5- Temple and Church Walk

Based on the public design concepts collected in a series of participatory design workshops in 2019; the project team has sorted, classified and integrated three design themes, and the graphic designer has drawn up the preliminary hardware design for the three themes. The preliminary hardware design of Route 4 was posted on social media on 9 March 2020 for online voting aiming to collect ideas and opinions from the public. The online voting of Route 5 was scheduled for 23 April 2020.

Street booths and school voting activities originally scheduled for February to April 2020 were postponed due to the coronavirus outbreak. The project team will continue to keep the online voting open to collect opinions from stakeholders. Public voting activities in public places and in the Kowloon District's schools will be resumed when the epidemic situation improves.

Kiosk “Transformation Hub”

The project team is working with the contractor on the production of street kiosks, which includes the elderly-friendly transformation hub (2.0) and the periscope distorting mirror activity kiosk.

The project team collected the opinions of elderly people who tried the first-generation of the elderly-friendly transformation hub (1.0); which is a sitting posture test activity kiosk. The feasibility study of adding technological elements and collecting image data to the hub (2.0) is now in process.

The design concept of the periscope distorting mirror activity kiosk came from the “Hoi Sum community designer” workshop co-organized with the Department of Architecture of the University of Hong Kong in 2019. It took a closer look at the people and scenery in the community using light and shadow and different angles.

Information Centre

The Information Centre of the Kowloon City Themed Walking Trail was official opened in March 2019. The project team continued to implement a series of themed workshops to promote the project to stakeholders through software activities directly; and actively used the Information Centre as a community contact point, cooperating with different organizations to organize diverse activities to serve the community. The Mobile Information Centre was set up in October 2019 to actively reach out more stakeholders of Kowloon City district and other districts.

In the second half of 2019, the project team continued to cooperate with schools in the Kowloon City District, and also actively in developing and providing community guided tours and activities to promote the project to schools and local groups outside the district. Due to the coronavirus outbreak, the Information Centre was temporarily closed from January 27 to February 29, 2020 and was opened for a limited of time in March. The Information Centre and the Mobile Information Centre were opened from April 2019 to March 2020. The total number of visitors were 10,575.

The project team maintains communication with regional stakeholders including the Kowloon City District Council and relevant government departments. The project team is applying to the Urban Renewal Fund for the approval of opening a second Information Centre, and it will continue to follow up with the Development Bureau to rent a unit in the Cattle Depot Art Village in June 2019. The second Information Centre is expected to be opened in the fourth quarter of 2020 to reach a wider range of stakeholders and tourists; to promote the regional publicity of the walking trail.

Commemoration of the 10th Anniversary of the URF

The year 2021 will mark the 10th anniversary of the Urban Renewal Fund since its establishment on 21 August 2011 and the theme is “Connecting for Sustainable Urban Renewal: Innovations and Inspirations”.

In celebration of the 10th anniversary, a series of commemorative activities will be held throughout year, which include thematic seminars, visitation tours and exhibitions on funded projects and hosting an anniversary conference as the finale.

The objectives of the Commemoration of the 10th Anniversary is to showcase the achievements of the URF throughout the years to relevant stakeholders and the public; facilitate the sharing of experience among relevant organizations; and consolidate and diversify the existing and the new partnership with various organizations.

The Working Group for the Commemoration of the 10th Anniversary was formed by the Board to oversee the commemoration of the 10th Anniversary of the URF. The membership of the Working Group is shown in Annex I of this Annual Report.

Governance

I. Meetings of the Board of Directors

The Board of Directors held four meetings in the year to execute the mission and businesses of the URF. Summary of the Board meeting minutes and Directors' attendance record have been uploaded to the website.

II. Measures to Enhance Transparency

To ensure effective Board governance and transparency, the abridged versions of Board meeting minutes, attendance record of the Directors, annual financial report and the information and progress of the approved projects of the Funding Scheme were uploaded to the website and updated regularly.

Annex I

Membership of Board of Directors and Committees

Board of Directors

Chairman

Professor Steven Ngai Sek-yum

Directors

Dr Au King Lun, MH

Professor Ching May-bo

Professor Rebecca Chiu Lai-har, MH, JP

Mr Ivan Fu Chin-shing, JP

Mr Wilson Fung Ying-wai

Mr Dennis Ho Chiu-ping

Ms Serena Lau Sze-wan, JP

Ms Lilian Law Suk-kwan, MH, JP

Professor Albert Lee

Dr Lawrence Poon Wing-cheung, JP

Ir Wai Chi Sing, GBS, JP

Mr Adrian Wong Koon-man, BBS, MH, JP

Mr Yeung Ming-tai

Mr Ricky Yu Wai-yip

Audit Committee

Chairperson

Mr Wilson Fung Ying-wai

Members

Dr Au King-lun, MH

Mr Dennis Ho Chiu-ping

Mr Adrian Wong Koon-man, BBS, MH, JP

Committee on Urban Renewal Social Services Teams

Convenor

Ms Lilian Law Suk-kwan, MH, JP

Members

Ms Serena Lau Sze-wan, JP

Ir Wai Chi-Sing, GBS, JP

Mr Ricky Yu Wai-yip

Working Group on Commemoration of the 10th Anniversary

Convenor

Mr Dennis Ho Chiu-ping

Members

Mr Bosco Fung Chee-keung, SBS

Mr Ivan Fu Chin-shing, JP

Ms Lilian Law Suk-kwan, MH, JP

Professor Albert Lee

Professor Steven Ngai Sek-yum

Mr Yeung Ming-tai

Annex II

Information of Approved Projects of Funding Scheme under the Fourth Round

Hong Kong Arts Centre

Approved Budget: \$26,000,000

"Via North Point"

Introduction

North Point is a fascinating location full of collective memories yet also undergoing rapid urban and socio-economic transformation, populated with diverse neighbourhoods. The Project carries a key mission in empowering the community to envision a better future use of public space, and enhance the quality of living for North Point Residents.

Together with the concerted efforts with the collaborators, Hong Kong Arts Centre design and engage the community with a series of participatory programmes and creative artistic structures to connect the new and the old areas in the district, building capacity on public space, celebrating the uniqueness of North Point and hence cultivating a sense of belonging and building the cultural citizenship through imaginations of urban spaces.

Progress

Since the commencement in May 2019, the Project was implemented in two phases: i) Initial phase (May – December 2019) and ii) Implementation phase (January 2020 onwards) with highlights of activities as follows:

Phase 1 – Initial phase

Baseline study and community engagement strategies formulation and consultation

Groundwork research and community profiling study

A comprehensive community profiling study was conducted by Making On Loft Community Design & Research Studio for better understanding on the demographics characteristics, social fabrics and potential dynamics of the community in North Point to formulating stakeholder engagement strategy for the Project.

Public talk - What Makes A Place? A Public Discourse

Nearly 200 artists, creatives, architects, cultural practitioners, government officials, students and community members attended the talk at the Dr. Seaker Chan Shui Kui Hall on 16 August 2019. Inviting experts from Hong Kong, USA, Taiwan and China explored and shared topics on the role of art, design and architecture in society today in engaging the people and steering change to celebrate the uniqueness of a place with the audiences.



Experts ideation / consultation workshop - 'Meeting of Minds' Think Tank

17 cross-disciplinary local and international experts and professionals were invited to join force with the Hong Kong Arts Centre to review the proposition and possibilities for the Project on 17 and 18 August 2019. The intensive exchanges and expert knowledge instilled Hong Kong Arts Centre the design of three community engagement strands for the next phase.

Phase 2 – Implementation phase

Initiatives implementation and continuous community dialogues

'Your story • Your legacy' cultural heritage series – Paper-cutting workshop

A paper-cutting workshop was conducted in collaboration with Hong Kong Christian Services – North Point Happy Teens Club at Chun Yeung Street prior the Chinese New Year. The participants transformed traditional arts and crafts with contemporary elements through their creative expressions that resonated their daily lives and the festive traditions valuable to the neighborhoods.

Community recipes

Using 'food' as a connector, Hong Kong Arts Centre collected recipe ideas and stories behind from the community in preparation of different thematic recipe to tap on the resources of the Chun Yeung Street market and the local wisdom of the culturally diverse community. The first recipes in relation to Chinese New Year dinner was disseminated to the neighbourhood through interactive game and chit-chat in the mobile cart.



The Warehouse Teenage Club

Approved Budget: \$5,000,000

Re: South – The Heritage and Community Arts Project

Introduction

"Re: South – The Heritage and Community Arts Project" aims at preserving and promoting the cultural significance of the Southern District. Through a series of programmes including community study, guided tours, community arts events and thematic exhibitions, we aspire to transform the district into an arts and cultural hub by revealing its unique characters, and revitalize the community by strengthening its local neighbourhood network.

Progress

In this year, The Warehouse Teenage Club (The Warehouse) arranged more than 10 focus group meetings with local residents and organizations who familiar with the Southern District. We also collected the historical information about the Southern District like some old shops with long history (including closed and unclosed) from libraries, reference books, and Internet, etc. We then gathered the data and information collected as the reference materials for Community Study and Guided Tour of the project.

Community Study

The Warehouse held community study workshops (Aberdeen and Ap Lei Chau) from June to October last year. Two workshops attracted nearly 80 participants which led by different artists. Participants had the chance to explore the community with different creative skills and creative thinking through video recording, writing and sketching. Community arts map and exhibition will be presented to showcase the artworks and results of Community Study. Next workshop about Wong Chuk Hang will be held in mid-2020.

Guided Tours

The Warehouse recruited more than 20 cultural ambassadors and hosted nearly 20 sessions of training in October last year. They did the research and communicated with residents to explore the different facets of Aberdeen and Ap Lei Chau area, then studied the feasibility, experimented and modified into possible routes. 4 different routes with the themes of fishery development, history, old shops and nature were designed finally. The first community guided tour was held in January which our cultural ambassadors have led nearly 20 participants to immerse in the area. Second phase of cultural ambassador training and guided tour will be held soon.

Thematic Exhibitions

We are now connecting with consultants and exhibition curators for the renovation and exhibition. The first phase has already been carried out with fiber broadband installations at the Warehouse to provide free wireless network for raising the interactivity of the exhibition like AR/VR mobile app to draw more traffic and enhance the learning process in the future.

Community Arts Event

We are now communicating with different parties including consultants and artists and the public, etc., to study the feasibility and confirm the details of the project. We will then recruit local arts groups or artists to curate different community art projects with the locals to create an arts and cultural atmosphere in the district, nurture the sense of belongings and build cohesion within the community.



HKSKH Lady MacLehose Centre

Approved Budget: \$9,000,000

Our Community of Love & Mutuality – Nurturing Cultural Diversity & Community Legacy in Kwai Chung

Introduction

Kwai Chung was built on the hillside, the public staircase is the major carrier of the pedestrian flow in the district. Its “numerous, long and steepness” characteristics have always been criticized by the community. In view of this, the third phase of the project is to renew and revitalise the public staircase in Kwai Chung. Based on our experience in the past four years, we aim to extend the district renewal model of Kung Yung Koon and "Ping Lai Plus" projects to the staircases of Kwai Chung, to catalyze the community's ability to turn disadvantages into advantages.

As the heart of the project, Kung Yung Koon and Ping Lai Path will turn the manpower mobilization and resources into the energy of the community. They will be transported through the staircases, like blood vessels, to all parts of Kwai Chung, enhancing the mutual communication between Chinese and South Asian low-income neighborhoods, enriching the landscape of Kwai Chung and bringing back the power to Kung Yung Koon and Ping Lai Path as a loop.

Progress

I. “Kwai Chung StairUp” – Wo Yi Hop Staircase Improvement Work

Through engaging the community in the “Kwai Chung StairUp” public staircase improvement work to improve the problem of being too skewed, long and narrow. Public facilities will be optimized for the use of Chinese and ethnic minorities in the district to improve the living environment.

II. Kung Yung Koon Shabnam & Ping Lai Path - Revitalized Community Space

The role of "Kung Yung Koon" and Ping Lai Path as a pioneer of district renewal will be consolidated by organizing different working groups, such as kids staircase team, woodwork team and volunteer team, providing public participation trainings, assembling and demonstrating different stages of the project, together with receiving, sharing and delivering community messages, to provide nutrients for the other projects as a heart, and a district renewal model for the community, strengthening the capacity of Kwai Chung community.

III. "Ups" - Kwai Chung Staircase reforming project

Through 5 cross-cultural exhibitions and varied workshops cooperated with different organizations, and the community experience tours organized for schools, groups and the public, the participants will learn more about the multi culture in Kwai Chung, facilitating them to imagine creative remodel of staircases, turning the disadvantages criticized by the community into advantages. Staircase Festival will be held in summer to exhibit the interim result.

IV. "Grasp A Bag" Kwai Chung Shopping Trolley Sharing Network

Kung Yung Koon is now working with Making on Loft, started out with a community research about the residents' habits of trolley using influenced by the landscape of Kwai Chung. The research finding will be exhibited with a community resources map. With the inquiry and workshops, residents will learn how to fix their own broken trolleys and remake themselves the best trolley for moving around Kwai Chung.

V. “Behind the Industry” — A board game box integrating with reality scenes

"Behind the Industry", a board game box that combines with reality scenes will be launched to start out a series of public education programs. Through the guidance of the reality game, the public can personally visit the locations where the programs were implemented and the landmarks of the cross-cultural stories in Kwai Chung. During the exploration of the puzzles, the public will be inspired by the views of community revitalization. The residents' sense of belonging and the capability to activate the community will also be strengthened.



Annex III

Highlights of the Year

Urban Renewal Social Services Teams

Christian Family Service Centre in Wong Tai Sin, Kwun Tong and Hong Kong Island



The Salvation Army in Yau Tsim Mong and Shamshuipo



Hong Kong Lutheran Social Service in Kowloon City: Chun Tin Street/Sung Chi Street and Kai Ming Street/Wing Kwong Street



The Salvation Army in Kowloon City: Bailey Street/Wing Kwong Street and Wing Kwong Street, Sung On Street



St. James' Settlement in Kowloon City: Hung Fook Street/Ngan Hon Street and Hung Fook Street/Kai Ming Street and Wing Kwong Street and Kai Tak Road/Sa Po Road



On 25 April 2019, The Special Exchange Session (「促進社工隊與市建局良好溝通」 集思會) was held among SST members, URA colleagues and URF Committee members and Chairman.



Urban Renewal Heritage Preservation and District Revitalisation Funding Scheme

On 16 August 2019, Mr Joseph Wong, the Chief Executive, attended a public seminar organized by Hong Kong Arts Centre to kick-start its project of Via North Point funded by the URF.



The Development of the Kowloon City Themed Walking Trail

Programmes and Events

The project team has so far successfully recruited 83 residents, 85 regional groups and cross-sectoral stakeholders to form a partnership of the "KC Transformer". The newly joined groups in 2019 included the Hong Kong Institute of Architects, Hong Kong Design Center, Cattle Depot Artist Village 1, Penjing Association of Hong Kong, etc.

From April 2019 to March 2020, the project team organized more than 94 diversified activities for stakeholders to participate in, including guided tours, design workshops, street stations, photography tours, exhibitions and trainings. To enhance and promote the uniqueness of Kowloon City District and pass it on to the younger generation in the district. The events successfully reached over 14,406 participants. More than 86% participants were satisfied with staff performance and activity content.

The project team organized two signature events in the second half of 2019. The "Cattle Depot Artist Village Opening Ceremony: Cattle Depot Experience Journey" was held on 8 September, hardware designs and street kiosks "Transformation Hub" were introduced to the then Secretary of Home Affairs Mr. Lau Kong-wah, JP and the public participants.

The "Walking with Art: Walking Trail Milestone Exhibition 2019" was held in the Cattle Depot Artist Village from 12 to 24 November, showing the hardware design of Route 3 and a series of guided tours and workshops, including bonsai making, frosted glass and pyrography. The workshops allow participants to experience and enjoy the literature and art of To Kwa Wan promoting the development of community artists and the walking trail.

The project team collected public opinions on hardware through this Exhibition. There was also a self-service experience area for the public to create a mini street model by themselves, this engaged the public in some imagination and creation of street planning. The public responded enthusiastically to the event. These two signature events had participants over 239 and 1,420 people respectively.



Regional coordination

Kowloon City District Council

The project team visited the councillors of Kowloon City District Council in the first quarter of 2020, and reported the software activities and hardware engineering progress of the project. The district councillors were informed on the latest developments of the project and cooperation opportunities were discussed. Suggestions from members on project development would help the work of the project to respond to the needs of the community.

The project team scheduled to report to the Kowloon City District Council Culture, Recreation and District Facilities Management Committee, together with the Chief Executive Officer of the Urban Renewal Fund, Mr. Wong Kam-man, Joseph on 14 May 2020, on the hardware project progress of the project's Route 3 and invited members to vote and comment on the preliminary hardware design of Route 4 and Route 5.

Steering Committee

A Steering Committee was assembled, comprising of Kowloon City District councillors, and experts from the academic, historical and architectural sectors. The third meeting was held on 4 November 2019, members gave advice on the Route 3 hardware works and commented on the hardware designs of Route 4 & Route 5.



Publicity

Social Media Platform

From April 2019 to March 2020, the "Kowloon City Themed Walking Trail" Facebook page has reached 436,962 people online, and the cumulative number of "Likes" reached 3,243. The post with the highest number of reaches was the "Vote for Street Facilities in Route 4", with approximately 117,300 reaches. In line with the promotion strategy of mobile apps, web pages and Facebook pages, the Instagram account "Kowloon City Themed Walking Trail" was set up with a series of images, hoping to attract new interest. From April 2019 to March 2020, a total of 105 posts were posted on Instagram, with a cumulative number of 386 followers. The social media platforms are rich in content and have the latest event information, which is convenient for stakeholders to register the event online.

Quarterly Newsletter "Footprint"

Six issues of the quarterly newsletter "Footprint" have been published, from the beginning of the project to March 2020. The sixth issue of Footprint was published in January 2020 with the title of "Community Imagination". The print volume is 8,000 copies and is available to be obtained at some locations for free, the number of locations having been increased to 27, including some of the Kowloon City District Councillors' offices, public libraries and shops in the district. The Footprint has also been invited by the Kowloon Public Library and

To Kwa Wan Public Library to be included in their collections, and its publication content is highly recognized.

Community Picture Book

The project team planned to publish a series of community picture books. The first picture book "Visiting Factories with Grandpa" was published in November 2019. Readers can learn more about the industrial history of To Kwa Wan in the picture books.

The project team will be in touch with the kindergartens in the district and prepare public activities such as parent-child guided tours, etc., and contact more stakeholders when the epidemic situation improves.

Website and Mobile Applications

The official website of the walking trail not only publishes the latest project development news, event promotion and media reports, but also contains thematic stories about conservation, urban planning, shops, architecture, culture and history along the trail.

The web language selection function was launched in August 2019. Users can select traditional Chinese, simplified Chinese or English at the top of the web page. The cumulative number of visitors from April 2019 to March 2020 were 46,628.

The mobile app was officially launched on 22 July 2019. Based on the premise of interaction, interactive maps and AR games were set up. Users only need to open the interactive map, and the system will provide different guided tours based on the user's current location, such as Kowloon City Historical guided tours, To Kwa Wan architectural conservation group, etc. In addition to the three existing AR games-320-degree AR storybook, Dragon City Explorer and 13 Streets Camera, the project team plans to launch two new AR games in the second half of 2020; one of the new AR games would be built to match the 13 Streets' "Today in the past" hardware signage, the other AR would be based on the community picture book "Visiting Factories with Grandpa" as the creative

idea to enhance the reading experience of the picture book. In the first half of 2020, the number of downloads of the mobile apps was 262, and the cumulative number of downloads reached 602. The project team plans to promote and increase the number of downloads of the application in the second half of the year.

Media interviews and reports

The project team received a total of 8 media reports from April 2019 to March 2020, including "Oriental Daily", "HK01", "Metro Radio", "Radio Television Hong Kong", "Radio Television Hong Kong English Channel- Radio Three" etc. Radio Television Hong Kong's program "Daily Design 2" had also interviewed the walking trail on 23 June and 14 July 2019 to report on the playing space and the design process of the activity kiosk for the elderly. Radio Television Hong Kong has also scheduled an introduction of the short video of the project on the program "Everyday at 8:30" on 26 March 2020. The content of the short video would introduce the concept of inclusiveness of the young and the elderly under the coronavirus epidemic.

Others

On 13 April 2019, the Secretariat and representatives of four concerned organizations attended the Jockey Club MEL Institute Project Opening Ceremony cum Symposium on Programme Evaluation and Impact Assessment organized by CUHK.



On 21 and 28 September 2019, Mr Joseph Wong attended a two-day experience-learning workshop on designing adaptive re-use proposals organized by the Hong Kong Institute of Architect on behalf of the URF being a supporting organization of the event.

On 26 October 2019, Mr Joseph Wong attended the finale of the heritage preservation programme Co-vitalize Our Heritage Closing Ceremony organized by Hong Kong Institute of Architects.



On 20 January 2020, Mr Joseph Wong made a presentation on the work of the URF at the Joint Subcommittee to Follow Up Issues Relating to the Redevelopment, Maintenance and Management of Aged Buildings under the Panel on Development and Panel on Home Affairs of the Legislative Council.



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