



Urban Renewal Authority Arts and Cultural Partnership Programme in Old Urban Districts

PAMPHLET & APPLICATION FORM

Urban Renewal Authority

Arts and Cultural Partnership Programme in Old Urban Districts

I. Introduction

- 1.1. The Urban Renewal Authority (the “URA”) is committed to creating quality and vibrant urban living in Hong Kong. The new Urban Renewal Strategy (the “URS”) promulgated on 24 February 2011 enables the URA to expand its role in tackling the urban decay problem based on a “people first, district-based and public participatory” approach to urban renewal.
- 1.2. According to paragraph 7 of the new URS: “... While improving the quality of life of residents in the urban areas remains a primary goal, the vision of urban renewal should embrace the concepts of sustainable development and building a quality city...” Integrating arts and cultural elements in urban renewal will help achieve this objective.
- 1.3. The URA has therefore introduced the Arts and Cultural Partnership Programme in Old Urban Districts (the “ACPP”) to support the arts/cultural organisations and local groups in organising art and cultural programmes which can bring arts/culture to the old urban areas, and bring the local community in old urban areas to the appreciation of arts/culture.
- 1.4. This pamphlet sets out the objectives, eligibility criteria and requirements for application to ACPP.

II. Objectives

- 2.1 ACPP aims to provide sponsorship to local arts and cultural programme (the “Programme”) which can bring arts/culture to the local community, or bring the local community to the appreciation of arts/culture. The URA hopes the ACPP can bring benefit to residents of old urban areas, enhance people’s understanding of their community and reflect URA’s values and/or the characteristics of urban renewal, such as community making, placemaking and sustainable development, etc. This will supplement the URA’s effort in renewing the built environment in old urban areas.

III. Eligibility Criteria

- 3.1 Eligible organisations include non-governmental organisations, educational institutes, professional bodies and social enterprises, and other entities if the project is formed as a part of their Corporate Social Responsibility (CSR) or is carried out in partnership led by not-for-profit organisations.
- 3.2 Application from individual, aged 18 or above who is ordinarily resident in Hong Kong, will be considered if the applicant can show a proven evidence of his/her expertise in the project under application, and a traced record to demonstrate his/her ability to execute the project and commitment to realize his/her ideas.
- 3.3 Applicants other than the above will be considered on a case-by-case basis but it is mandatory that the project under application is for non-profit making purposes.



IV. Application Requirements

- 4.1 Applicants should give a detailed account of the Programme including the objectives, timeframe with milestones, venues, target audience, number of participants, implementation plan, promotional plan, estimated outcome (i.e. benefits to the community), total estimated expenditures (with breakdown e.g. production, promotion, artist/curator fees etc, and including how the sponsorship to be applied under ACPP will be spent), other sources of funding (if applicable, e.g. sponsorship, donation and other means of financial contribution). Applicants shall also state the amount of sponsorship they would like to apply for under ACPP.
- 4.2 Applicants should provide information to show their past experience, ability and track record in organising community-based arts and cultural activities.
- 4.3 Applicants shall give consent to the URA in assessing their applications to solicit verbal or written confirmation of all information in their applications from third parties or other sources so as to verify if the information provided are valid or not, and to base upon such to process the related applications.
- 4.4 The Programme should commence and complete within one year unless otherwise agreed by the URA.
- 4.5 Successful applicants shall sign an agreement with the URA and comply with all the terms and conditions set out in the agreement.

V. Assessment Criteria

- 5.1 The applications must meet following eligibility requirements:
 - (a) The applicant must have completed all programmes previously sponsored by the ACPP with satisfactory results before entering a new application;
 - (b) The applicant must be able to obtain the necessary licences for the Programme;
 - (c) The Programme must comply with local law and regulations; and
 - (d) The applicant must submit a budget to show all the proposed and potential income and expenditure, which will be taken into account in the assessment.
- 5.2 In addition to the above listed requirements, the applications will be assessed based on the following criteria:
 - (a) If the Programme reflects URA's mission in creating quality and sustainable urban living in Hong Kong by means of, for examples, beautification of living environment, promotion of cross-generation communication, education on local cultural heritage, etc.;
 - (b) If the Programme can benefit the local community residing in old urban areas, in particular URA's project site areas and vicinity;
 - (c) If the Programme has addressed the issues of practicality, viability and legality;
 - (d) If the applicant has the experience, track record and ability in organising similar programmes in the past.

- 5.3 Applications shall be reviewed by a panel set up by the URA. The applicant shall be informed of the results in writing within two months upon receipt of the application by the URA. The URA shall have full discretion on the assessment procedure and arrangement. The decision made by the URA shall be final.
- 5.4 If the Programme has already obtained sponsorship in full from other organisations, the URA has the discretion to decline the application to avoid duplicating public funding. However, the URA may consider providing the sponsorship to fill the funding gaps for programmes which have obtained sponsorship in part from other organisations, should it be considered necessary and appropriate by the URA.

VI. Submission of Applications

- 6.1 The applicant shall submit a duly completed and signed application form (attached to this pamphlet) or which can be downloaded at the URA website (www.ura.org.hk).
- 6.2 Applicants are responsible for ensuring that their applications are submitted together with the required information as stated in the application form.
- 6.3 Applications should be marked “Confidential” and “Application for Arts and Cultural Partnership Programme in Old Urban Districts” and sent by mail or by hand to ACPD Secretariat, Urban Renewal Authority, at 26/F, Cosco Tower, 183 Queen’s Road Central, Hong Kong.

VII. Enquiries

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