



# *Reaching Out*

*Connecting and Serving the Community*



The work of the URA is in close ties with the community at large. To enhance the public understanding of urban renewal issues, in particular among the youngsters, we have implemented various programmes and partnered with different organisations to reach out to the local community while bringing hearty services to the residents in old urban districts.

## In touch with the young people

During the year, a wide range of activities was organised for students, including guided visits to the Urban Renewal Exploration Centre (UREC), docent tours of old urban areas, talks, roving workshops for primary schools and inter-school drama competition. The launch of UR Web Academy and UR City Fun mobile app has facilitated young people's experiential learning through online platforms.



The real mock-up of old buildings at the Urban Renewal Exploration Centre is most welcome by the young people.



Docent tours in old districts help promote experiential learning.



Primary school kids thrill the audience in a drama performance on urban renewal.



"Our school is in Sham Shui Po and many of our students used to live or are now living in old buildings. In the past two years, our students have participated in various educational activities of the URA. These help them consolidate their learning and learn to be empathetic and understanding of others, which are beneficial to their development. I appreciate that the URA as a public body strives to promote the public understanding of urban decay problem and care for the community, making the development of urban renewal sustainable."

**Miss KO Shun-yee**  
HKS/CIA Wong Tai Shan Memorial College

Teachers and students from the HKS/CIA Wong Tai Shan Memorial College participated in the guided tour to the UREC, docent tours of old urban districts and inter-school drama competition.

“To arouse the interest of the young people in urban renewal and related issues, we have to interact with them in an innovative way, making good use of new media. It is encouraging to see the participation of more teachers and students in our activities year after year. I take pride in the Community Service Partnership Scheme of the URA in which we partner with tertiary institutions and NGOs to inject positive energy into the community. Our efforts are well paid off with appreciation written on every smiling face we see.”



**Miss Christy AU**  
Senior Officer, External Relations

“The interactive drama workshop series supported by the URA is an interesting and multi-dimensional programme to inspire the primary school students to understand redevelopment and rehabilitation from different perspectives,” said Mike Chow, Deputy Head (Outreach and Education) of the Hong Kong Repertory Theater.

“The docent tour of old urban districts is a very good experience for us to see in real life the other side of the bustling metropolitan Hong Kong,” said Jacques Ng, a Youth Ambassador of the Hong Kong Federation of Youth Groups.



An educational workshop at the Urban Renewal Exploration Centre.



Group photo of the competing teams at the finale of Secondary School Drama Competition.

## Caring for the residents in old districts

The Community Service Partnership Scheme (CSPS) is a tripartite collaboration of tertiary students, community organisations and URA staff volunteers to serve the residents of old districts, and at the same time promote service learning among the young people, enabling them to better understand the society. More than 300 volunteers have joined the CSPS, achieving approximately 2,600 service hours. During the year, community services have been arranged for senior citizens, disadvantaged families, people living in subdivided units and the mentally-challenged people in old districts.

“CSPS has helped me to enhance my communication skills and teamwork that are invaluable for my career in future,” said K L Chan, a student of the Hong Kong Polytechnic University.

“The home visit programme of CSPS is meaningful by providing an opportunity for the grass-roots families to share with the volunteers while allowing the students to get acquaintance with the social issues,” said Kenny Ng, a social worker of HKSKH Lady MacLehose Centre (Kwai Tsing Area).



Caring for the Single-parent families.



Visiting the “Energy Poverty” households.



Caring for the Mentally-Challenged people.



The URA supports arts and cultural programmes for the benefits of the local community in old districts.

## Integrating Community Arts and culture in urban renewal

The “Arts and Cultural Partnership Programme in Old Urban Districts: Pilot Scheme” (ACPP) launched in 2011 brings arts and culture to the local community with an aim to enhance the quality of living of residents in old urban areas. As of March 2014, ACPP has supported 25 arts and cultural programmes in old districts, benefiting more than 550,000 people. The URA also provides venues in Central Oasis (former Central Market Building), Wing Lee Street and Comix Home Base at Mallory Street in Wanchai for community arts activities. The property at No.5 Wing Lee Street is used by the Hong Kong Arts Centre for its artist-in-residence programme with 83 artists participating.

“With the support of ACPP, we aim to arouse the people’s awareness and appreciation of the local character in the community in addition to the photo taking techniques through a series of photography workshops,” said Dick Chan, a veteran photojournalist.

“This activity helps us know more about our neighbourhood and learn how our feeling of the community can be captured through the camera lens for sharing with the next generation,” said Dora, a participant of the Lumervisum [18x24 starter opt to shoot the whole city] Programme.

“Thanks for the opportunity to learn about the signature dancing style of my idol, Michael Jackson, and the dancing skills. I hope the URA can continue to allocate resources to promote community arts,” said Lee, a participating student of the ‘Continue...’ a dance programme organised by the Hong Kong MJ Michael Chan.