



# Urban Renewal Authority Arts and Cultural Partnership Programme in Old Urban Districts : Pilot Scheme

PAMPHLET & APPLICATION FORM

# Urban Renewal Authority

## Arts and Cultural Partnership Programme in Old Urban Districts : Pilot Scheme

### 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: Pilot Scheme (the “Pilot Scheme”) 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 the Pilot Scheme.

### II. Objectives

- 2.1 The Pilot Scheme 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 this Pilot Scheme can benefit the residents living in old urban areas and enhance their quality of living. This will supplement the URA’s effort in renewing the built environment in old urban areas.

### III. Eligibility Criteria

- 3.1 Non-profit making organisations registered and operating in Hong Kong are eligible to apply for the sponsorship.
- 3.2 Application from individual person will only be considered on a case-by-case basis but it is mandatory that the 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 the Pilot Scheme will be spent), total estimated income (if applicable, e.g. sponsorship, donation and other means of financial contribution, income to be generated by the Programme). Applicants shall also state the amount of sponsorship they would like to apply for under the Pilot Scheme.
- 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 upon notification of the success of the application by the URA, 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 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.
  - (b) If the Programme can benefit the local community, in particular those residing in old urban areas.
  - (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.
  - (e) The applicant must be able to obtain the necessary licences for the Programme.
  - (f) The Programme must comply with the local law and regulations.
  - (g) 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.
  - (h) If the Programme has already obtained any sponsorship from other organisations, such as the Leisure and Cultural Services Department or the Hong Kong Arts Development Council. The URA would avoid duplicating efforts of other sponsors. The URA would not rule out the possibility to gauge the funding gaps.
- 5.2 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.

## **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](http://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: Pilot Scheme” and sent by mail or by hand to General Manager (External Relations), Urban Renewal Authority, at 26/F, Cosco Tower, 183 Queen’s Road Central, Hong Kong.

## **VII. Enquiries**

Telephone : 2588 2333  
Fax : 2588 2547 / 2827 0176  
Email : [inquiry@mail1.ura.org.hk](mailto:inquiry@mail1.ura.org.hk)

This pamphlet is issued for the purpose of general reference only. The information contained herein is with reference to the principles and practice of the Urban Renewal Authority prevailing at the date of issue of the pamphlet. It shall not constitute any representation on the part of the Urban Renewal Authority or give rise to any expectation whatsoever and shall not be relied on as such. Each application will be considered on its own merits having regard to all factors and circumstances. The Urban Renewal Authority has absolute discretion in reviewing the principles stated herein from time to time and reserves its right to add to, amend or delete the whole or any part of this pamphlet.