

**Legislative Council Panel on Home Affairs
Meeting on 13 June 2003**

Promotion of Development of Local Community Economy (LCE)

Purpose

This paper briefs Members on the background and Government's efforts in promoting the development of LCE.

Background

2. Government aims to achieve four objectives in the promotion of LCE, namely, to-

- stimulate domestic consumption;
- create employment opportunities;
- promote district characteristics; and
- lift community mood.

3. In promoting the development of LCE, Government's role is to provide facilitation measures such as suitably relaxing Government rules and regulations, enhancing co-ordination among departments, reasonably modifying land use or allowing pilot projects on a temporary basis, providing basic infrastructural facilities, and lending promotional and publicity support. However, Government will not be directly involved in business investment, decision and operation. It looks mainly to the private sector to come up with LCE initiative, make the necessary investment and operate them.

4. An inter-bureau working group chaired by FS has been set up to oversee Government's efforts in LCE promotion. At the operational level, the Home Affairs Department and its 18 District Offices play the

role of a co-ordinator, acting as the point of contact with the community and co-ordinating efforts in the provision of facilitation measures.

Progress and Way Forward

5. Through the concerted effort of the community, we have already implemented a number of LCE initiatives including Sheung Wan Gala Point; Wong Tai Sin Dragon Market; Shamshuipo: Hong Kong Computer Festival 2002 and 2003; alfresco dining; recreational fishing in mariculture areas; Yeah Corner : “Farm” in Victoria Park; park-to-park ride from Shatin to Tai Po; enhancement of existing cluster around Tin Hau Temple, Yau Ma Tei; Starry Starry Night Street Party at Lockhart Road, arts corners; promenades; etc.

6. The above initiatives have been generally well received by the public. They provided business/employment opportunities for those involved. Furthermore, as the LCE initiatives (the “hub”) draw large clientele, they benefit business of shops and restaurants in the surrounding areas (the “spokes”) as well. A case in point is the Hong Kong Computer Festival held in Shamshuipo. During the 3-day festival in 2002 with more than 70 stalls exhibiting latest technology and communication equipment, there were 40,000-60,000 visitors daily. Business in the area increased from 30% to 2-3 times and the festival generated an estimate of some \$100 million turnover for booths, shops and restaurants in the area. Business for the 4-day festival with 89 stalls held this year from 29 May to 1 June 2003 was even better. Over 300,000 people visited the place and business turnover was estimated at \$150 million.

7. In the coming months, we will implement more LCE projects. Some of them are briefly described below-

Wong Tai Sin Bazaar

This project aims to earmark part of the former Southern Block of Upper Wong Tai Sin Estate Phase II for the establishment of a bazaar through tendering out a 2-year renewable contract. It also involves the tendering out of a site at the demolished North Block of the Estate for the

establishment of a car park on a yearly renewable basis.

Café at Central Plaza Piazza

This project aims to make better use of the Central Plaza public piazza by introducing alfresco dining in the open area.

Chinese Tea House and Art Bazaar at Kowloon Walled city park

This project aims to bring in more attractions to the Kowloon Walled City Park so as to draw clientele into the area to help boost business in the neighbourhood. The scope of project includes setting up of a photo exhibition gallery, refurbishment of the 'Yamen', setting up of a Chinese tea house, organisation of arts fun fair, etc.

Alfresco dining at the open plaza of the Kwai Tsing Theatre

This project aims to create a stylish leisure ground in a predominantly industrial area through the provision of alfresco dining and decorative lighting.

Enhancement of beach industry in Tuen Mun

This project aims to turn the five beaches along Tuen Mun east coastal line into a hub for recreation and leisure activities. The scope of project involves construction and improvement of pedestrian link along the beaches, erection of a Chinese white dolphin statue at Golden Beach, provision of fitness facilities along the Golden Beach promenade, provision of spectator stand for the beach volley ball court at Cafeteria Old Beach, erection of permanent stage and exhibition panels at Golden Beach, etc.

Revitalisation of Lau Fau Shan

This project aims to revitalise Lau Fau Shan as a seafood consumption centre and to develop its potential in eco- and cultural tourism. The scope of project involves improvement of existing infrastructure and turning the Lau Fau Shan Police Station into a lookout point cum

restaurant.

8. In the promotion of development of LCE, we appreciate the importance of a good marketing campaign. We have stepped up our promotional effort by engaging various media channels to provide information to local residents and visitors alike with information on interesting places to go as well as the splendours of the 18 districts which many of us may not be aware that they are indeed part of Hong Kong. Specifically, we have launched a cross media-platform LCE marketing campaign since 19 May 2003, which includes-

- telecasting of district-specific episodes, each featuring one or two popular star/celebrity as anchor person(s), on bus TV all over the territory and ferries to outlying islands;
- establishment of website (www.gohk.gov.hk) providing information on spots of interest in the 18 districts;
- promotion through radio programmes;
- organisation of promotional eco-tours to arouse public interest in such activities; and
- a photo competition.

Home Affairs Department
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