

民政事務總署
香港灣仔軒尼詩道一百三十號
修頓中心二十九及三十樓



HOME AFFAIRS DEPARTMENT

29th and 30th Floors,
Southorn Centre,
130 Hennessy Road,
Wan Chai,
Hong Kong.

本署檔號 Our Ref. HAD/HQ CR/21/1SF2/(C) Pt. 2
來函檔號 Your Ref. CB2/PS/3/08
電話 Tel: 2123 8300
傳真 Fax: 2834 5103

By email and by fax
(fax no. 2185 7845)

29 April 2010

Clerk to Subcommittee on Poverty Alleviation
(Attn: Ms. Yvonne YU)
Legislative Council Secretariat
Legislative Council Building
8 Jackson Road
Central
Hong Kong

Dear Ms. YU,

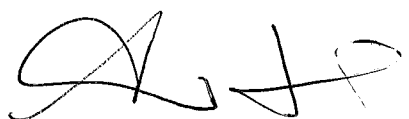
Panel on Welfare Services
Subcommittee on Poverty Alleviation

At the meeting of the Subcommittee on Poverty Alleviation held on 21 January 2010, Members requested the Administration to (a) provide details on local community economic activities promoted by District Officers (DOs) in collaboration with District Councils (DCs) in Yuen Long and North Districts; and (b) revert to the Subcommittee on the proposal of establishing hawker bazaars at designated locations in the less well-off districts. The Subcommittee also discussed the proposal of setting up a morning bazaar in Tin Shui Wai at its meeting on 31 March 2010.

In this regard, we set out the details of local community economic activities promoted by DOs in collaboration with DCs in Yuen Long and North Districts in the past three years at Annex. On the proposal of establishing hawker bazaars at designated locations in the less well-off districts, we have consulted the Food and Health Bureau (FHB). FHB indicated that in recent years, members of the public had proposed, from time to time, the establishment of open-air bazaars rich in local characteristics at suitable sites. FHB is open-minded to such proposals and stands ready to provide, in collaboration with relevant departments, appropriate assistance to the proponents if they have identified suitable sites with the support of the relevant DCs, and have satisfied with the requirements on food and environmental hygiene.

As regards the proposal to set up a morning bazaar in Tin Shui Wai, DO(Yuen Long) together with the Food and Environmental Hygiene Department have been following up the matter with the relevant parties. Meetings amongst Hon WONG Kwok-hing, Yuen Long DC Members, a group of Tin Shui Wai hawkers and representatives of government departments concerned were held on 11 February and 1 April 2010 to work out a viable proposal for the proposed morning bazaar, including such details as the location and management arrangement. The Administration will call another meeting at appropriate time to follow-up on the matter.

Yours sincerely,

A handwritten signature in black ink, appearing to be 'Andrew Tsang', written in a cursive style.

(Andrew TSANG)
for Director of Home Affairs

c.c. Secretary for Labour and Welfare
(Attn: Mr. Franco KWOK Wai-fan – fax no. 2523 1973)

Secretary for Food and Health
(Attn: Mr. Damian LEE Kwok-hung – fax no. 2136 3281)

District Officer (Yuen Long)
(fax no. 2474 7261)

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**Details of Local Community Economic Activities in Yuen Long District and North District
(1.1.2007 – 31.12.2009)**

	District	Title and Content	Date
(1)	Yuen Long	<p>Yuen Long Guide</p> <p>A pamphlet featuring dining, retail and leisure outlets, historic monuments and cultural heritage sites, wetlands and ecological spots in Yuen Long and containing discount coupons for dining, retail and leisure outlets in the district was produced.</p>	The pamphlets were distributed starting October 2005. The second and third editions were published in January 2006 and February 2007 respectively.
(2)	Yuen Long	<p>TV Programme to Promote Local Tourism of Yuen Long</p> <p>A promotional 30-minute programme, with “leisure” and “conservation” as themes, was produced in collaboration with a TV broadcaster to introduce the historic monuments, leisure spots and local delicacies of Yuen Long.</p>	The programme was broadcast in February 2008.
(3)	Yuen Long	<p>Updating the Website of <u>www.go2yl.com</u></p> <p>Updates on the work of the Working Group on the Promotion of Tourism and the Development of Local Community Economy of YLDC and activity highlights are uploaded onto the website to provide the public with information on local tourism of Yuen Long.</p>	Regular updating since June 2008

	District	Title and Content	Date
(4)	Yuen Long	<p>“Yuen Long – Suburb Delights” Tourism Promotion Programme</p> <p>The Programme included the promotion of major scenic spots and recommendations on self-guided routes in Yuen Long through magazines and newspapers as well as leaflets available for general distribution at government venues throughout Hong Kong. Three routes of free sightseeing shuttle bus services to various scenic spots were provided on four Sundays starting from 30 November 2008. Guided tour services at designated scenic spots to enhance visitors’ understanding of local customs were provided on eight Sundays from 30 November 2008.</p>	November 2008 to January 2009
(5)	Yuen Long	<p>Eyes on Yuen Long Photo Competition cum Photo Exhibition</p> <p>A photo competition open to the public was organised with publicity launched through various channels. Entry photos were to be taken in Yuen Long on three themes, namely “antiquities and monuments”, “wetland ecology and scenery” and “cultural and dynamic living”. Winning entries were displayed in roving exhibitions in various locations, including Hong Kong Cultural Centre, Hong Kong Wetland Park, Kowloon Tong MTR Station, Tai Koo MTR Station and Olympian City 2 Shopping Mall from December 2009 to January 2010.</p> <p>In addition, photo albums on the winning entries were produced and kept in public libraries and university libraries for public viewing. Souvenirs featuring some of the winning entries were distributed free to the public to promote Yuen Long.</p>	September 2009 to March 2010

	District	Title and Content	Date
(6)	North	<p>Discovering North New Territories</p> <p>Travel guides were produced to attract both local and overseas visitors to country parks, scenic trails and ecological areas in the North District.</p>	July 2008
(7)	North	<p>North District Celebrating Olympic Grand Parade</p> <p>A grand parade was held with over 30 local organisations and schools participating to celebrate the staging of the Olympic Equestrian Events in Beas River in the North District.</p>	August 2008
(8)	North	<p>Shek Wu Hui Pedestrian Zone Carnival</p> <p>Large-scale carnivals and variety shows including kung fu, dances and magic shows were arranged to attract visitors to promote the economy of the North District.</p>	December 2008
(9)	North	<p>North District Grand Parade Celebrating the 60th Anniversary of the Founding of the People's Republic of China and the Opening Ceremony of the Reunification Garden</p> <p>A grand parade was held with over 35 local organisations and schools participating to celebrate the 60th Anniversary of the Founding of the People's Republic of China and formal opening of the Reunification Garden.</p>	October 2009