

Application for Pre-qualification
Professional Advisor Service for The Idea Competition for
the District Study for Yau Ma Tei and Mong Kok (“the Service”)

Reply Form

The Urban Renewal Authority (“the Authority”) is inviting service provider to apply for the pre-qualification (“PQ”) for the Service.

For interested parties, please duly complete the reply form (including Parts A, B, C and D) and return it with supporting documents to the Authority to apply for PQ for the Service. The service brief and shortlisting criteria are shown on Page 3 to Page 7 of this PQ form for your reference. Should you have any queries, please contact our Mr. Louis Law at 2588 2906.

Part A. General Information of the Service Provider

Full name of the Service Provider (see Note 1 below) _____

Year in which the Service Provider was established _____

Registered Address _____

Contact Tel.: _____ Fax.: _____

Email: _____

Contact Person/ Position _____

Part B. Indication of Interest *

The Service Provider is interested in applying for PQ and submits herewith its details in this PQ form.

Important Note

The Service Provider, who has expressed interest in tendering but does not submit a tender upon the Authority's tender invitation, will be recorded for future reference of the Authority in formulating lists of tenderers for future tenders.

Part C. Supporting Documents *

Please provide the following document for reference and put a tick in the box if the document is enclosed:

A copy of valid Business Registration Certificate, as of the date of PQ closing date.

Proposed team organization chart and relevant Curriculum Vitae

Note 1 – If the Service Provider is a sole proprietorship or partnership, please provide the name of the sole proprietor or the names of all the partners of the Service Provider, as the case may be, below :

Names of Sole Proprietor / Partners of the Service Provider: _____

** Please tick in the appropriate box/ boxes above*

Part D. Job References of Professional Advisor service in previous 5 years (please fill in ALL items in the table and use separate sheets for more job references)

Please provide a job reference as a Professional Advisor for at least one competition that was, completed in the past five (5) years, prior to the closing date of the PQ.

1	Name of Client	
	Contact Person / Telephone No.	
	Competition Title	
	Competition Purpose - Idea / Project Competition	
	Competition Eligibility (Open / Invited / Restricted)	
	Competition Staging (Single / Two Stage)	
	Competition description	
	Scope of Service	
	Year and month of commencement (MM/YY)	
	Year and month of completion (MM/YY)	
2	Name of Client	
	Contact Person / Telephone No.	
	Competition Title	
	Competition Purpose - Idea / Project Competition	
	Competition Eligibility (Open / Invited / Restricted)	
	Competition Staging (Single / Two Stage)	
	Competition description	
	Scope of Service	
	Year and month of commencement (MM/YY)	
	Year and month of completion (MM/YY)	
3	Name of Client	
	Contact Person / Telephone No.	
	Competition Title	
	Competition Purpose - Idea / Project Competition	
	Competition Eligibility (Open / Invited / Restricted)	
	Competition Staging (Single / Two Stage)	
	Competition description	
	Scope of Service	
	Year and month of commencement (MM/YY)	
	Year and month of completion (MM/YY)	

The Service Provider understands that the Authority is under no obligation to shortlist any Service Provider which has applied for the pre-qualification for the above service. The Service Provider also acknowledges that the Authority reserves the right to cancel this pre-qualification exercise and/or the tender exercise at any time without prior notification and without giving any reasons at the Authority's absolute discretion. In submitting this reply form, the Service Provider acknowledges and agrees with all the terms contained in the invitation.

The Service Provider hereby confirms that all the above-mentioned information included in Part A - General Information of the Service Provider, Part B - Indication of Interest, Part C - Supporting Documents, and Part D - Job References of this reply form and attachment(s) are true, correct and accurate.

For and on behalf of the Service Provider

(Authorized signature with company chop)

Date

Full Name and Title of Authorized Signatory

I. Service Brief

1. Background

- 1.1 The Urban Renewal Authority ("URA") commenced the District Study for Yau Ma Tei and Mong Kok ("YMDS") in 2017 with the aim to devise a district-based urban renewal plan for the study area and to explore new planning mechanisms to facilitate implementation. The study was completed in 2021. The findings and suggestions were presented by URA and the Development Bureau to LegCo in September 2021. Taking forward the recommendations of YMDS, an idea competition co-organized by URA and The Hong Kong of Institute of Architects ("HKIA") is proposed to demonstrate the proposed and endorsed planning tools from YMDS through a tangible architectural and urban design to enhance the understanding of YMDS's intangible initiatives. The Hong Kong Institute of Urban Design (HKIUD) and Professional Green Building Council (PGBC) would be the Supporting Organization. A Professional Advisor ("PA") would be appointed to prepare the conditions and supervise the conduct of the competition.

2. Proposed Competition

- 2.1 The competition is defined as a single-stage idea competition under the HKIA Rules for the Conduct of Architectural Competition (HKIA Rules). It is not specific to a particular project site but rather area-based, aiming to seek tangible urban design and architectural solutions and to materialize these through the application of planning tools and implementation mechanisms (such as Transfer of Plot Ratio, Street Consolidation Area, upzoning ,etc.) recommended in the YMDS.
- 2.2 Two areas within the YMDS were identified as the competition sites with strategic consideration, and the competitors are free to choose either one of them for their submission.
- 2.3 Considering of the local context and in collaboration with HKIA as a co-organizer, to ensure participants are adequately qualified, the competition is classified as a restricted competition under the HKIA Rules. As part of these restrictions, the competition team leader must be a full member of HKIA. Despite this, lead architect(s) are encouraged to invite participants from other disciplines as team members, fostering a multidisciplinary approach to the competition.
- 2.4 Based on HKIA's experiences and URA's procurement procedures, it is estimated that the Competition will span approximately 19 months from the beginning of Pre-Competition Phase to the end of Post-Competition Phase activities. The proposed timeframe therefore extends approximately from Q1 2024 to Q2/3 2025.
- 2.5 A Jury Panel will be established prior to the commencement of the competition. HKIA recommends that the Jury Panel should consist of an odd number of members to prevent deadlocks during decision-making. This panel will include two prominent members from each co-organizer (URA and HKIA), one prominent member from each Supporting Organization (HKIUD and PGBC), plus one invited "star guest".
- 2.6 The "star guest" should ideally be well-acquainted with the Hong Kong/Asian context or have extensive experience in architectural and urban design in similar contexts.
- 2.7 To streamline the coordination of the Service, the roles of public relations and publicity, graphic design and website production services are included as part of the scope of PA services, forming a single consultancy service package.

3. Scope of the Service (Tentative)

3.1 Objectives of the Service

The Service provided by the Professional Advisor (“PA”) under URA to support the co-organized competition shall fulfil the following objectives:

- a Ensure the Competition fulfils its aim defined in 1.1;
- b Garner support or acceptance from stakeholders, including the public and related professional bodies, for the competition;
- c Attract as many participants as possible to join the Competition and motivate them to share their ideas and conceptual proposals;
- d Ensure the competition enhances public awareness on YMDS and the new planning tools through promotional efforts of all kinds.

3.2 Detail scope of the Service

The detail scope of the Service to be provided by the PA is specified as follows, but not limited to:

3.2.1 General

- a Supervise the terms and conduct of the Competition;
- b Prepare the conditions, programme and details for the execution of the Competition;
- c Ensure the Competition is conducted in compliance with the ‘HKIA Rules for the conduct of Architectural Competitions’ published by HKIA;
- d Organize the activities for all stages of Competition in accordance with the proposed timetable agreed by the Organizing Committee (“OC”) and ensure that the competition timetable can be adhered to;
- e Seek the agreement of the OC and provide detailed advice on all the steps for conducting the Competition including:
 - Detailed programme for the Competition;
 - Requirements of the Competitions;
 - Submission requirements and rules;
 - List of Jurors and Reserve Jurors to be invited;
 - Target participants;
 - Pre-Competition activities;
 - Production of all the documents for the Competition, including but not limited to Competition Brief, in both English & Chinese;
 - Local publicity and promotion activities for Competition;
 - Assessment criteria for submissions;
 - Submission assessment arrangement;
 - Award Presentation Ceremony;
 - Types and amounts of prizes;
 - Intellectual property rights; and
 - Contingency plan.
- f Provide independent and confidential logistic services on the submissions;
- g Provide advice and event production services as required for promoting of the Competition;
- h Provide website and graphic design as required for promoting of the Competition;
- i Provide advice and undertake other tasks as required for the implementation of the Competition.
- j Attend and prepare meeting agenda, minutes and all other related documents for meetings related to the Competition with the OC, Technical Assessment Committee (“TAC”) and Jury panel;
- k Provide technical support to the TAC, OC and Jury Panel;
- l Ensure the anonymity of competition participants is always protected, unless authorized otherwise by the OC;
- m Develop strategies to promote the competition and produce all marketing and publicity materials in all forms of medium; and
- n Organize all the public communication, media outreach for all stages of the Competition.

3.2.2 Coordination

- a Invite Jurors and Reserve Jurors;
- b Assist and recommend in the formation of the Jury Panel;
- c Assist and coordinate the Jury Panel in adjudication;
- d Liaise with participants of the competition;
- e Coordinate and advise inputs from the OC, TAC, Jury Panel and other parties involved in the promotion and organization of the Competition as required.

3.2.3 Initial Setup for the Competition

- a Prepare competition background information and requirements for the Competition;
- b Advise on appropriate competition formats;
- c Plan the entire competition procedures;
- d Recommend a prize hierarchy within the budget approved by the OC with a view to motivating competition and participation; and
- e Consolidate the above into a detail implementation proposal for the OC’s approval.

3.2.4 **Competition Brief and Preparation**

- a Draft and prepare the Competition Brief with all the background information, competition conditions and rules, planning and design requirements, reference information incorporated;
- b Revise and prepare the Competition Brief to the satisfaction of the OC and Jury Panel;
- c Prepare cost pro-forma, application form, question sheets and other materials required to conduct the Competition, seek approval from the OC; and
- d Determine all submission requirements (such as drawing scale and formats) and ensure the format of submission should be easily adaptable for exhibition.

3.2.5 **Disseminate Competition Brief**

- a Plan and coordinate the dissemination of the Competition Brief and other related materials through the Competition website and internet. Provide scriptwriting, editing, proofreading, printing and distributing all publicity and promotion materials in both Chinese and English.

3.2.6 **Promotion and Publicity of the Competition**

- a Propose appropriate publicity strategy and seek approval from the OC;
- b Propose a Promotion and Publicity Plan that details the activities targeting at potential participants, for the approval of the OC; This shall include but not limited to list below:
 - Provide proposals based on the theme established by URA and HKIA for the Competition as a whole, including graphic design proposals with slogan, logo, banner, email and letterheads and other graphic templates, etc.
 - Design, construct, maintain and update the official website of the Competition (3.2.8 refers), in Chinese (both traditional and simplified) and English versions. The website should include but not limited to the latest progress of the Competition, the deliverables and email domain dedicated for the Competition;
 - Design and produce web banner or graphics and arrange for on-line promotion at appropriate search engines, websites and social media;
 - Design, produce, distribute and deliver posters/ leaflets/ by post or couriers;
 - Design, liaise and arrange announcement or advertisements on journal or website of local professional institutes or government websites, local media, and social media, as appropriate;
 - Prepare press releases in both Chinese and English for launching of the competition, announcement of the Competition results and any other occasions relating to the Competition, when required;
 - Attend, advise and arrange the competition announcement, press release/ conference, award presentation ceremony and the exhibition;
 - Handle enquiries from media, public and participants. The PA shall consult the OC regarding the approaches in responding to sensitive issues;
 - Liaise and promote among target participants including consultant firms, local universities, tertiary education institutes and schools; and
 - Liaise with media on the preparation of information supplements, including all follow-up works with reporters and editors, compilation of content, proof-reading and editorial work.
- c Conduct the agreed Promotion and Publicity Plan to ensure the satisfactory completion of the Competition; and
- d Liaise with necessary parties and/or service providers to arrange for the publicity work.

3.2.7 **Script writing, Design, Printing and Distribution Services**

- a Provide scriptwriting, editing, proofreading, printing and distributing all the publicity and promotion materials in both Chinese and English; and
- b Provide scriptwriting, designing, printing, provision and distribution of the required items in accordance with the agreed publicity and promotion plan and events, the cost of which shall be borne by the PA.

3.2.8 **Website and Graphic Design Services**

- a Design, develop and produce an official website for the Competition, and the specification of website;
- b Introduce and promote the Competition with information about but not limited to the competition background, competition submission, key dates;
- c Design the website in Traditional Chinese, Simplified Chinese and English versions for all graphics and necessary displays.
- d Align layout, positioning, and sizing of visual components on the display such that they adapt automatically to suit the different aspect ratios and resolutions of the displays on smart phones, tablet devices or desktop to create the best user experience possible.
- e Maintain the hosting service with high availability and server up-time not less than 99.5%;
- f Support iPhone Operation System (iOS) and Android Operation System (AOS) with latest two Operation System (OS) versions;
- g Certify the website on the latest two iPhone/iPad and two Android mobile phones and tablets;
- h Provide performances of stress test and report provision;
- i Provide technical support, administration and maintenance services for the website for at least 2 years after the launch date of the website as the warranty period. This shall include bug fixes, performance diagnostics and major updates required for the operational efficiency and user experience improvements of the website;

- j Provide a direct service contact in case of system failure or system inquiry; and
- k Seek the Authority's approval for all design and development work, and seek the Authority's written consent before proceeding to production.
- l Cover a service period from and including the date of contract award up to the completion of the Services to the satisfaction of the Authority.

3.2.9 **Conducting the Competition**

- a Conduct competition briefing, site visit or workshop for the participants to understand the Competition Brief as necessary;
- b Supervise the receipt of the potential participants' questions, advise the OC on the replies and disseminate the replies to all the potential participants;
- c Check and verify the participants' eligibility for joining the Competition as required in the Competition Brief. Inform and recommend the OC, TAC, and the Jury Panel on any abnormalities;
- d Screen the submissions for compliance with requirements of the Competition rules and conditions, inform and recommend the OC and the Jury Panel on any abnormalities;
- e Provide independent and confidential logistic services on the submissions; and
- f Receive and provide a venue for storage of the participants' design submissions prior to adjudication until one month after the completion of exhibition.

3.2.10 **Launching Session**

- a Arrange and organize a Launching Session for launching the Competition and provide services necessary for satisfactory completion of the session.

3.2.11 **Adjudication of the Competition**

- a Plan and coordinate on the assessment arrangements, and provide services necessary for satisfactory completion of the adjudication, including but not limited to:
 - Provide input and advice to organiser on assessment criteria;
 - Before launching of the Competition, propose a list of potential jurors for OC selection, reserve the jurors and form the Jury Panel as agreed by the OC (Refer to 2.5 & 2.6 for the detail of Jury Panel);
 - Keep liaison with Jurors and advise the OC in advance when Reserve Jurors' attendance shall become necessary;
 - Arrange the Jury Panel to assess the submissions of the Competition;
 - Organise and display the entries in the venue for Jury Panel's assessment;
 - Coordinate the work of the TAC on assessment of the submissions for consideration of the Jury Panel;
 - Be present during adjudication to help, facilitate the adjudication. No vote shall be given during the adjudication;
 - Record and summarize all the comments by Jury Panel on the submission entries, facilitate the Jury Panel to select the winning entries; and
 - Prepare and seek endorsement from the Jury Panel on the Assessment Report.
- b The PA shall arrange a venue for the adjudication and provide the following services to ensure satisfactory completion of the adjudication, including but not limited to:
 - Prepare and produce all items required for decoration of the venue and functioning of the events;
 - Liaise with the venue operator and all concerned parties on all arrangement to prepare the venue sourced by the OC;
 - Plan, install, supervise and dismantle the set-up of the venue;
 - Provide all supporting services including but not limited to logistics;
 - Provide name tags, identification plates for the submissions;
 - Plan and arrange the display of all submission entries alongside with the assessment by the TAC and the Jury Panel;
 - Provide the transportation of all submission entries to and from the venue;
 - Provide, coordinate and supervise photographers and video crew with necessary equipment for the whole events; and
 - Provide the taken photos / video in CD/DVD.

3.2.12 **Award Presentation Ceremony and Exhibition – Event Production**

- a Propose, arrange, and organize the Award Presentation Ceremony (the Ceremony) for the Competition. Apart from the rental of the venue, the PA shall bear the cost and provide all the materials, equipment and services necessary for the satisfactory completion of the Ceremony.
- b Assist in invitation of Guest(s) of Honour to the Award Presentation Ceremony;
- c Responsible for the production of a virtual exhibition of all the entries on the website of the Competition;
- d Assist in promotions for the Exhibition;

3.2.13 **Completion**

- a Assist in any specific post-competition tasks, including but not limited to coordination between the winners of the Competition and the OC and assist for promotion events, if any;
- b Coordinate, advise and arrange the disposal or return of the submissions as required.

II. Shortlisting Criteria

1. Requirements

Service Provider who express their interests

- a shall be currently listed on the “List of Members and Registered Practices providing Professional Advisor Service for Competition” of The Hong Kong Institute of Architects.