

**Provision of Branding and Design Services for the
Transformation of the Wan Chai
Environmental Resource Centre under the
Environmental Protection Department at 221
Queen's Road East, Wan Chai, Hong Kong**

Tender Briefing

24 September 2019

Disclaimer

- This reference material (i.e. presentation slides of the tender briefing on 24 September 2019) is for information **ONLY** and shall not form part of the tender documents. In case of any inconsistency between the reference material and the tender documents, the tender documents shall prevail.

The Environmental Resource Centre (ERC)

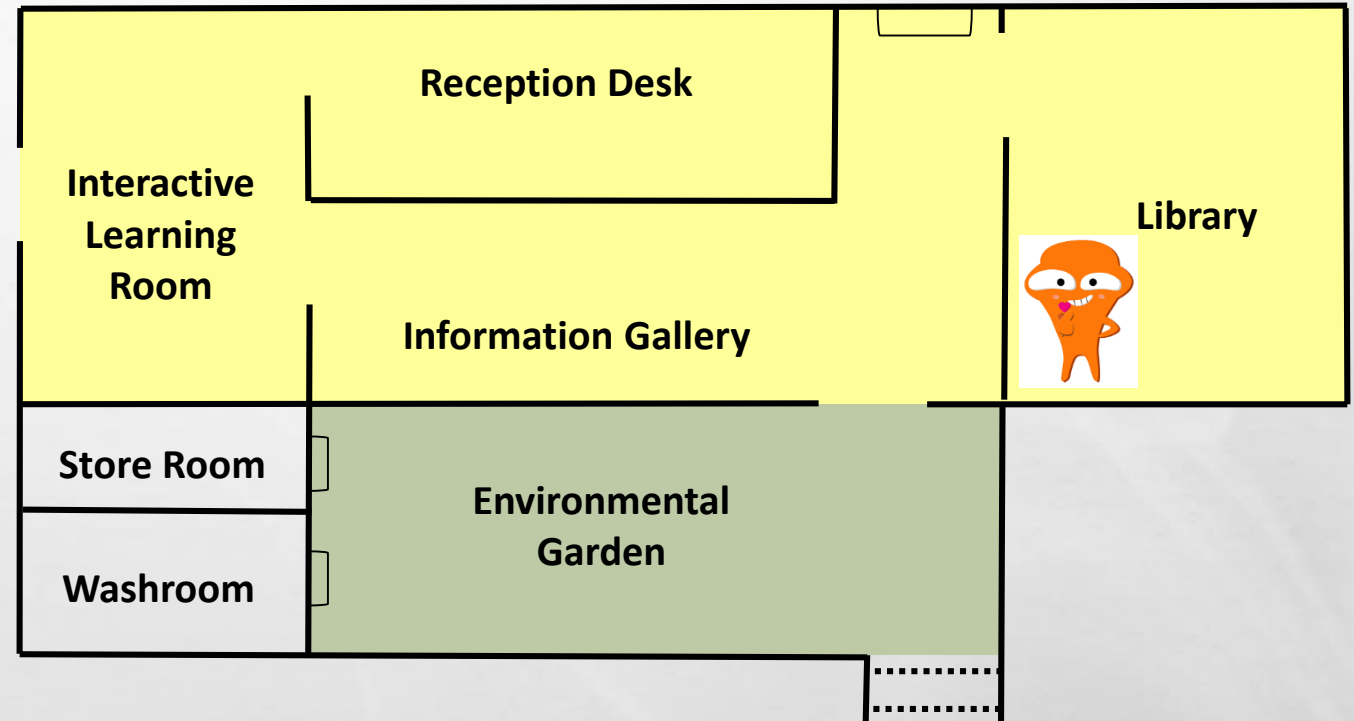
- Located at **221 Queen's Road East**
- About **120 square metres**
- A **declared monument** which housed the Wan Chai Post Office from 1915 to 1992
- A **simple L-shaped and Chinese style** double layer pan-and-roll tile pitched-roof structure with gable ends and mouldings



Location & Layout Plan



Queen's Road East



Wu Chung House

Current Services



**Interactive
Learning Room**



**Information
Gallery**



Library

Current Services



**Environmental
Garden**



**Education
Materials**



**Education
Activities**



Promotional



- Publicity window
- Informative
- Encourage active participation



Innovative



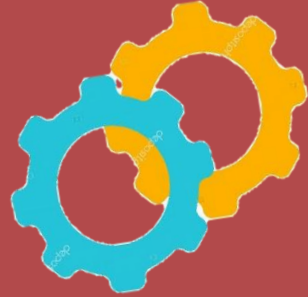
- Attraction in the city
- Innovative
- Green and Lean lifestyle
 - Low carbon;
 - Waste less;
 - Ecologically friendly;
 - Less is more, simple is beautiful

Waste less
Save more



Energy
saving

Functional



- Multi-purpose
- Wide range of activities
 - Exhibition and displays;
 - Talks;
 - Workshops
- Theme may vary from time to time



Services Required

1

Provision of Branding and Positioning Concept

2

Design and Decoration

+

BEAM Plus Interiors Certification



1. Provision of Branding and Positioning Concept

- A brand building and positioning plan which meets the objectives and supported by a detailed design plan with decoration
- Forms a lasting impression, highlights the uniqueness and accommodates a fresh and welcoming image
- Prominent appearance of “Big Waster”

Big Waster

- Ride on the popularity of the “Big Waster”/ “Hanson”?
- Base camp, office, home ?

大嘅鬼



慳神



2. Design and Decoration

- Work out a design plan and complete the required decoration
- Both external and internal
- Multi-purpose usage
- Simple, energy-saving and environment-friendly
- Hardware and equipment

Requirement of the Antiquities and Monuments Office (AMO)

To foster publicity awareness, understanding and appreciation of Hong Kong's built heritage

Hardwood Counter



Stamp Dispenser



Post Boxes



- Prior approval of the proposed works from AMO should be obtained before works commencement
- Completion of a Heritage Impact Assessment may be required

Works by the Architectural Services Department (ArchSD)

- Some minor alteration works to the non-historic fixtures to provide a **bare shell**.
- The side areas of the ERC comprising mainly **a toilet, a storeroom and a courtyard** will also be maintained for condition up keeping.
- **Close liaison** is required prior to the commencement of any works to discuss and document the measures to be adopted for the assessment under the BEAM Plus Interiors certification scheme.

BEAM Plus Interiors Certification

- Adopt a range of best practices from the start
- Engage BEAM professional
- Gap analysis for Bronze or a higher rating
- Entire process of application, submission and assessment

BEAM Plus Interiors Certification

The ERC's renovation should undergo a BEAM Plus Interiors assessment which applies to interiors fitting-out, renovation and refurbishment works:

<https://www.hkgbc.org.hk/eng/beam-plus/beam-plus-interiors/index.jsp>

1. To engage designated **BEAM professionals** with BEAM Pro qualification accredited by the **Hong Kong Green Building Council** to plan and fulfill the assessment criteria.
2. To conduct a **gap analysis** on the green measures required to achieve a BEAM Plus Interiors grading of **Bronze or a higher rating**.
3. To begin the BEAM Plus Interiors assessment process at an **earlier stage before implementation of the works**.
4. To submit **registration form** and sign the **assessment agreement**.
5. To **prepare and submit of layout plans, documents, reports, checklists, manuals, figures, etc.** and **perform checks and tests**.
6. To **make changes to the design** if necessary.



Tendering Approach

- A **two-envelope** system.
- Presentation of **technical proposal** required.
- **Past experience** in similar projects **not an essential requirement**.
- Assessment based on provision of **branding concept, design and decoration, implementation capability** and **executive plan**.
- **No passing mark** for any of the assessment criteria and the total marks.
- Marks are reserved for assessing **innovative suggestions** which can improve the service delivery or bring about positive values.

Technical Proposal



1. Branding, Positioning and Design Concept (3 pages)

- Propose plan to brand, position, design and transform the ERC to an iconic spot.
- Stimulate and sustain public interest in the environment.
- Provide creative ideas.
- Create a storyline with “Big Waster”.
- Attract a wide spectrum of the community.
- Propose a new venue name.

2. Details of Decoration Works (5 pages)

- Highlights of key decoration.
- Provide information on special furniture, boards, panels, partitions and other fixtures, etc.

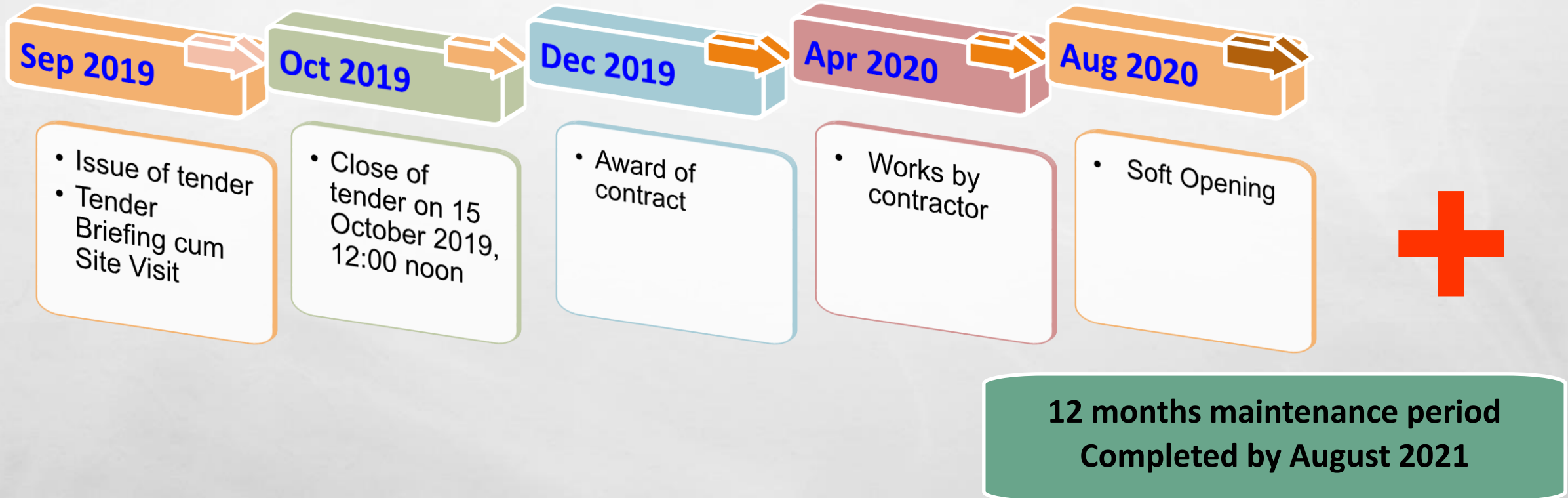
3. Works Plan and Implementation Time Table (1 page)

- Provide information on job steps, timelines and works arrangements.

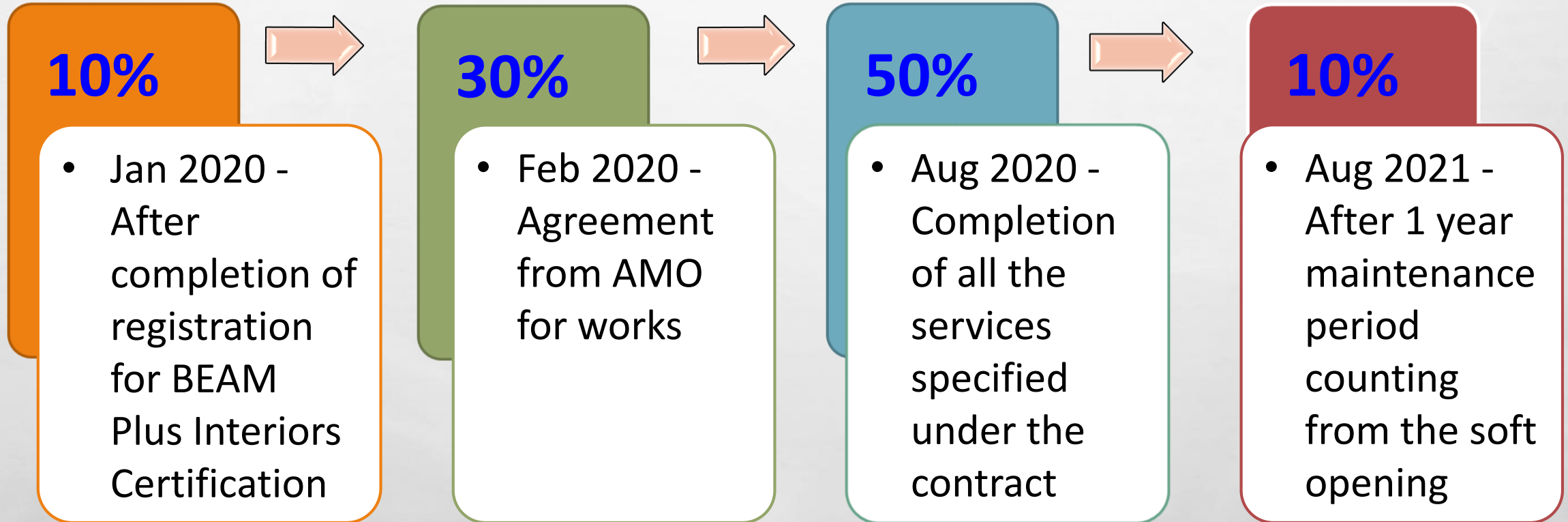
4. Work Plan on BEAM Plus Interiors Certification (1 page)

- Information on the provision of BEAM professionals to undertake the assessment.
- Provide plan on implementing green measures and go through the assessment process.

Time Frame



Payment Stages





Thank YOU



Q & A