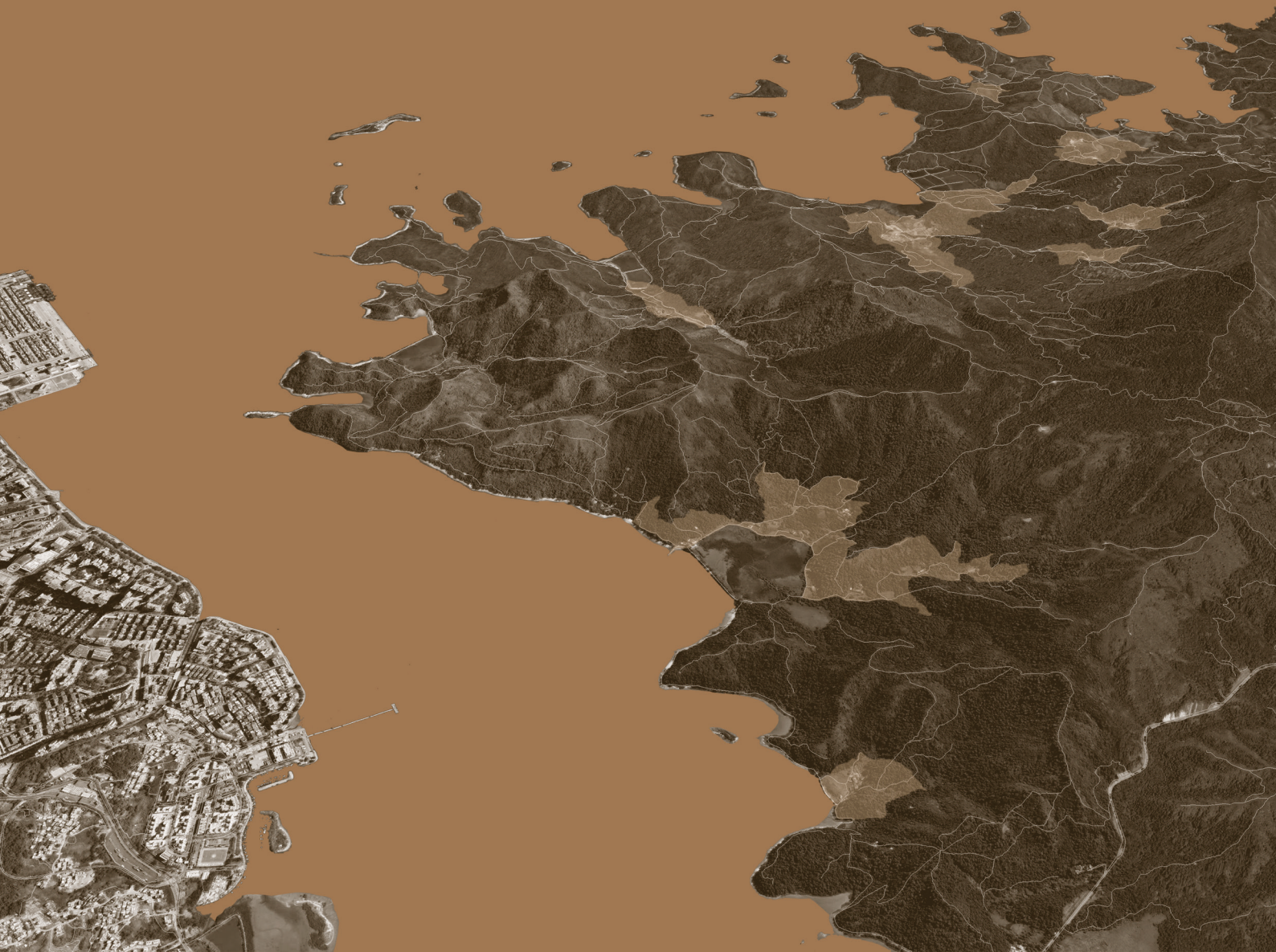


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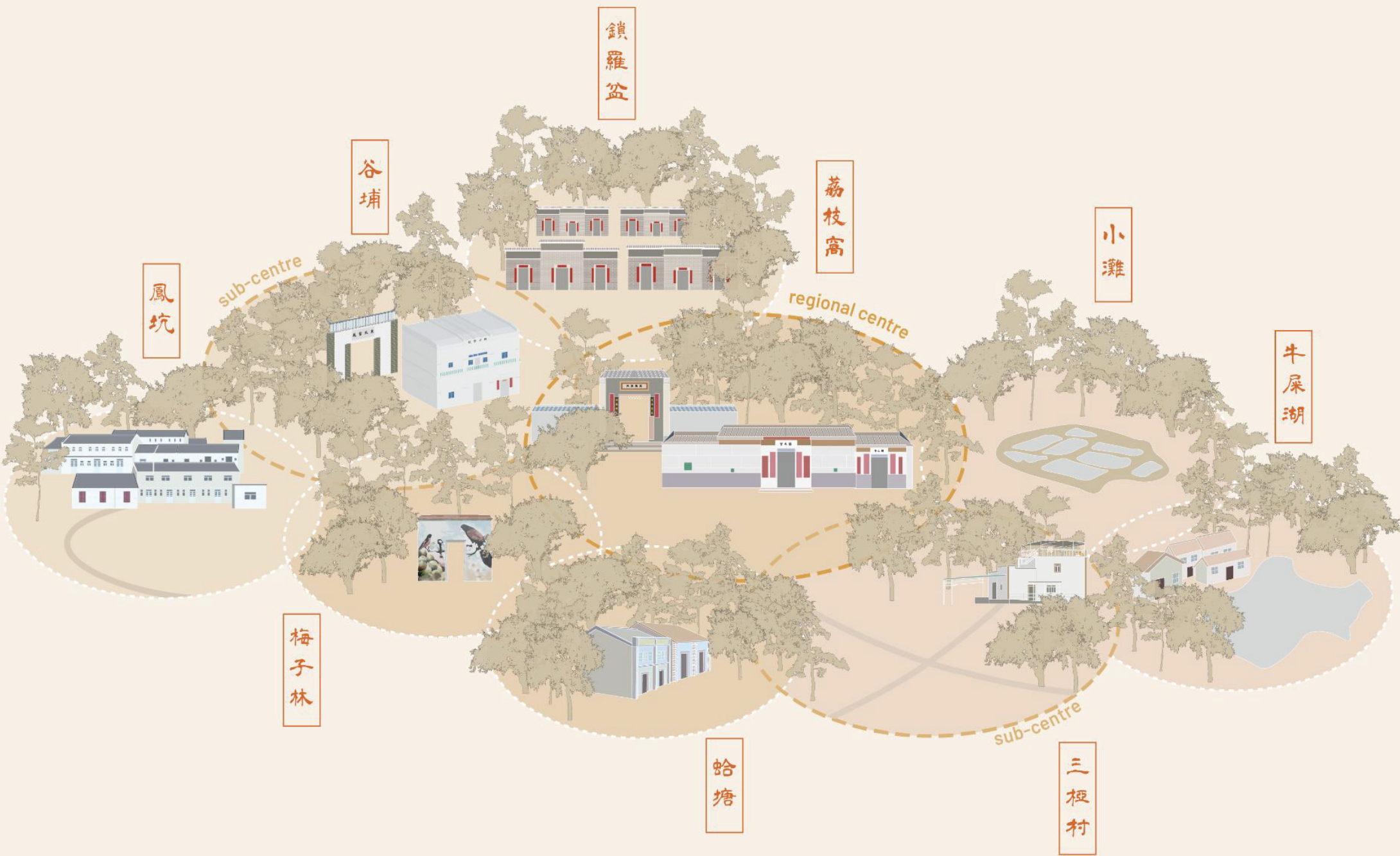
YAN CHAU TONG VILLAGES ACTION PLAN

行動計劃



Building a Modern Yeuk.

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Introduction

The Yan Chau Tong Villages Concept Plan will contribute to a 21st-century rural region that is distinctive, sustainable, and resilient — a region designed to encourage cultural and economic participation, with long-term healthy communities and a regenerative environment.

The Yan Chau Tong Villages Concept Plan builds upon the exemplary conservation and revitalisation achievements in Lai Chi Wo and the increasing popularity of Kuk Po and Fung Hang as recreation destinations. It is conceived of as a long-term plan to accommodate the region’s revitalisation development.

The concept plan contains an agenda to protect the rural character of the region while overcoming challenges related to affordable resettlement, balanced mobility, cultural resilience, modern economic livelihoods, and landscape conservation.

5 Objectives

Yan Chau Tong Villages Concept Plan is structured around 5 objectives:

- 01 The Yan Chau Tong region will be managed by a **tailored rural governance system**
- 02 The Yan Chau Tong villages will showcase an evolving **human-nature approach** to development
- 03 The Yan Chau Tong region will provide **self-sustaining livelihoods**
- 04 The Yan Chau Tong region will be home to **long-term healthy communities**
- 05 The Yan Chau Tong villages will benefit from **ecotourism outcomes**

5 Outcomes

Following the successful rollout of the Concept Plan, the Yan Chau Tong region will be:

- 01 Recognized as the exemplary model for **Hong Kong-style rural revitalisation**
- 02 Designated as a **world-class agrarian landscape** showcasing a unique human-nature approach
- 03 Defined by a **village alliance economy** with strong reciprocal relations and indigenous entrepreneurs
- 04 Home to **multi-generational living communities** practicing traditional and modern village lifestyles
- 05 Host to **high-quality rural tourism** defined by distinct and vibrant village cultures

Delivering the Yan Chau Tong Villages Concept Plan

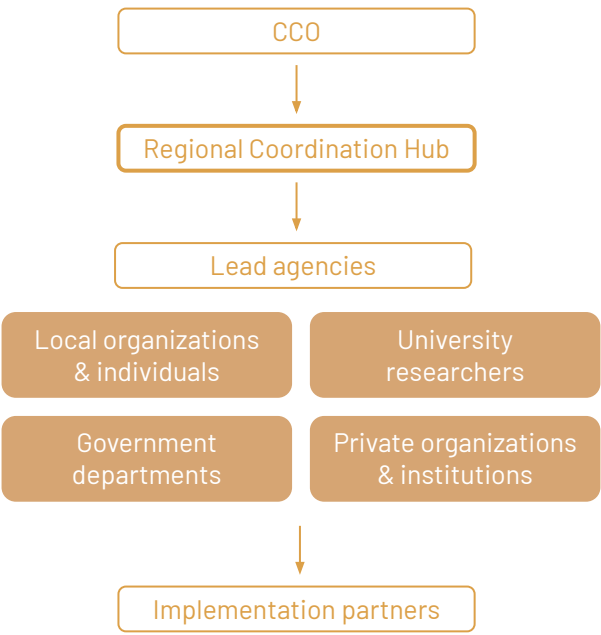
Integrating actions across existing governance scales will be critical for the successful delivery of the Yan Chau Tong Villages Concept Plan.

The concept plan takes a territorial development approach to rural planning for the area by embedding management within a regional coordination body and delivering implementation across government departments, authorities, village institutions, and project partners.

The plan focuses on the area comprising nine village enclaves, plus the connecting trails and adjoining country park and marine landscapes. It also covers additional neighbouring villages whose inclusion in actions will be necessary for their delivery. Over time, the plan should also be scaled up to incorporate a more comprehensive set of area villages into regional planning, including Yung Shue Au, Kat O, Ap Chau, Wu Kau Tang, Sai Lau Kong, A Ma Wat and Kau Tam Tso.

Partnerships for Yan Chau Tong's future growth

A network of partnerships has emerged in the area around the funding associated with the Countryside Conservation Office (CCO). Government, businesses and the community are working together to plan for the future. Implementing the Yan Chau Tong Villages Concept Plan through a partnership approach will require a sustained and committed effort phased over a planning horizon.



Institutional structure for plan implementation

New Regional Coordination Hub

The CCO is the front-facing government agency situated between rural stakeholders and government departments. They will have the key coordination role, tasked with managing a whole-of-government approach to revitalisation in Yan Chau Tong. The CCO will also lead negotiations with partners in areas for development planning.

A new governance partner, the Regional Coordination Hub, will be established under the Concept Plan to support, advise and oversee region-specific revitalisation for the CCO in Yan Chau Tong. The Hub will develop a robust institutional structure to advise on the delivery of key planning outcomes.

Staffing and recruitment of experts for the Regional Coordination Hub will prioritise those with region-specific and rural project implementation experience. The hub will provide expert input and design competency for the purpose of delivering planned actions and work alongside the CCO to coordinate and deliver region-specific development for Yan Chau Tong.

Lead agencies and partners

Actions will be implemented by lead agencies with the competence and expertise necessary to deliver phased implementation.

While the Regional Coordination Hub will provide the framework for the Yan Chau Tong Villages Concept Plan's implementation, the lead agencies will lead delivery of its actions. Selection processes will give preference to those with place-based and rural specific experience. Particularly to those partners who have proven track records in Hong Kong rural development.

Government departments and major existing regional stakeholders will be the main lead agencies in the delivery and ongoing management of integrated action plans. They will provide the management capacity and on-the-ground coordination to successfully deliver phased action planning.

Implementation partners will be hired as part of an action-aligned team to deliver targeted pieces of the action plan. Area experts with direct experience and preferably existing regional experience will be selected to execute these implementation components.

Connecting with other strategies, plans and policies

Delivery of the Yan Chau Tong Villages Concept Plan will occur within a network of interconnected activities. A number of projects and initiatives are already underway, and align with the planning vision of this concept plan. These are outlined in the 'projects underway' section of each programme.

The Yan Chau Tong Villages Concept Plan has been guided and aligns with strategies, plans and policies announced at the national, domestic and local levels. This includes the *Northern Metropolis plan*, which will inform the government's long term planning vision for the Northern New Territories, including the Yan Chau Tong region. The Yan Chau Tong Villages Concept Plan's actions will align with the government's priority concepts, initiatives and funding under that plan. It also includes documents such as the *Hong Kong 2030+ vision* which sets out the territorial spatial development strategy for the city beyond 2030, and the *Hong Kong Biodiversity Strategy and Action Plan* which outlines a five-year strategy with corresponding actions to be taken for conserving biodiversity and supporting sustainable development.

Local government partnerships

The Sha Tau Kok Rural District Committee (STKDRC) shares responsibilities with the CCO in planning for Yan Chau Tong's future. Heung Yee Kuk, as the major statutory advisory body for the wider region, will also be a key partner in creating a policy environment and corresponding support for the delivery of the Yan Chau Tong Concept Plan.

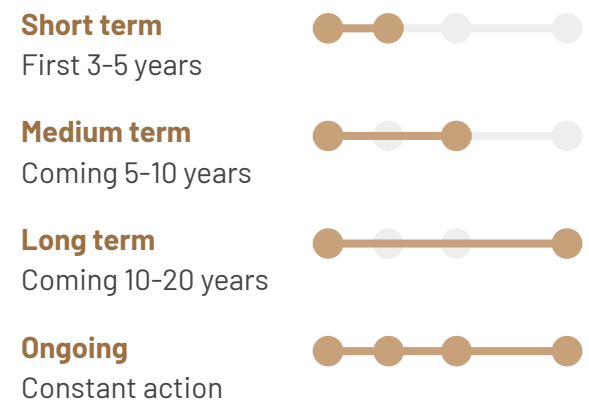
Local government, in partnership with city government agencies, will focus on:

- participating in regional governance arrangements to support the plan's implementation
- undertaking local planning actions to implement the Yan Chau Tong plan

Putting the plan into action >>>>

This plan put forwards 21 actions with 51 recommendations for implementation as the Yan Chau Tong Villages Concept Plan. These build on projects already underway. Each action aligns with objectives and strategies that delivers the vision of building a Modern Yeuk.

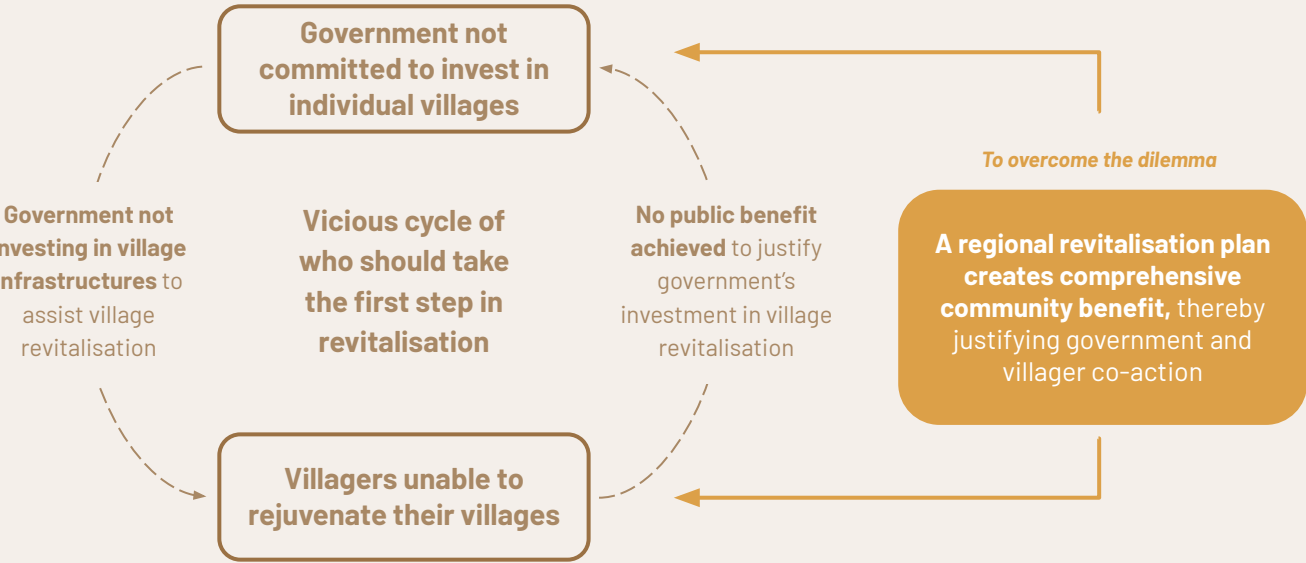
The indicative timeframes for completing actions are:



A number of actions are identified as 'ongoing' rather than phased as short, medium or long for completion. They will provide essential services for regional planning.

Each action is delegated to a lead agency with primary responsibility for delivering the action. Actions also identify and recommend implementation partners for the delivery of the action, due to their area of expertise. Overall coordination and oversight rests with the Regional Coordination Hub. Local communities will also be encouraged to develop their own initiatives as suggested in Villager Action List.

The 'Chicken & Egg' Dilemma of Village Revitalisation



Decision-making and delivery of the Yan Chau Tong Villages Concept Plan

The Yan Chau Tong Villages Concept Plan is a policy proposal. Detailed decisions about the implementation of actions, the delivery of infrastructure and timing of the projects will be made by CCO and its partners, in line with the normal government policy and budget processes.

A commitment from CCO to align its funding decisions with findings from our concept plan would enable the rollout of a long term planning vision for the region.

The government will continue its commitment to rigorous decision-making about initiatives that require funding, statutory amendments or new regulations.

For all the initiatives and actions proposed here above, implementation and timing will be subject to consideration of their evidence base and likely net benefits.

Actions and Implementation Components



P1 Rural Revitalisation Action Area

Designate an conceptual framework to indicate government's commitment towards investing in regional rural revitalisation



The Yan Chau Tong region's ongoing development has been financed and implemented on a piecemeal basis through small-scale village projects. This approach has been uncoordinated and unaligned with wider government goals, leading to limited investment towards rejuvenating the region. The designation of a Rural Revitalisation Action Area (RRAA) will help to pioneer a Hong Kong-specific approach to countryside development characterised by its "community-led" approach. It will achieve this by indicating the government's commitment to investment, by attracting additional private sector commitments to rural development, and by providing a regional framework for implementation.

Projects underway

Regional network

- APAC Initiative for Regional Impact (AIRI) (under HSBC Rural Sustainability Programme)

Non-specific | HKU CCSG

Institutional design

- Village Commoning: Developing a Community-led Model in Countryside Revitalisation

Regional | HKU DLA

Local rural governance

- Lai Chi Wo Pui Shing Tong Committee

Regional | Villagers, HKU CCSG

- HakkaHome-LCW Limited

Regional | Villagers, HKCF

- Management Agreement Scheme at Lai Chi Wo Enclave

Regional | AFCD



- Management Strategies (under Forest Village Programme)

Regional | HKU CCSG, ASTKCE



Next actions

Action 1
Regional Governance

Objective	O1
Proposed Scale	Regional
	
<small>The scale can eventually expand to include Yung Shue Au, Kat O, Ap Chau, Wu Kau Tang, Sai Lau Kong, A Ma Wat, Kau Tam Tso</small>	
Timeframe	
Lead Agency	CCO
Implementation Partners	YCT VRs, PlanD, HKU DUPAD

Establishment of a set of regional planning and coordination structures to oversee revitalisation activities within the Yan Chau Tong area.

This will facilitate village and intervillage development by standing up a tailored governance approach for planning and execution over a long-term horizon.

- The "Regional Coordination Hub" will implement a regional development plan through steering ongoing investments into Yan Chau Tong's villages (see 1.1)
- The "Yan Chau Tong 2035 Vision" will offer a long-term roadmap for achieving exemplary rural revitalisation (see 1.2)
- The "Community Planning Workshops" will showcase Hong Kong's community-led model for rural revitalisation and enable distinct village development in Yan Chau Tong (see 1.3)

Action 1 aims to improve institutional design for the planning and delivery of Yan Chau Tong’s development.

- Implementation Components:
- 1.1 Regional Coordination Hub
 - 1.2 Yan Chau Tong 2035 Vision
 - 1.3 Community Planning Workshops

Village snapshots

The government should designate the area as a village revitalisation action area. **This will give a strong indication to show their commitment** and will serve to mobilise locals and private sector partners in a systematic manner.

- K. K. Ling, Strategic Planning Advisor of Northern Metropolis Plan Strategy

Implementation components

1.1 Regional Coordination Hub

Implementation Partners	CCO
Funding Roadmap	As rural development funding and decision-making is predominantly nested within CCO they will take the leading role in establishing the ‘Regional Coordination Hub’
Pilot	N/A, will be implemented as an institutional upgrade for managing the newly created Rural Revitalisation Action Area (RRAA)

Establishment of a management structure to oversee the rural revitalisation action area in Yan Chau Tong.

1. Optimise investment by including rural knowledge and on-the-ground regional stakeholders in advisory and authority positions
2. Pursue durable outcomes by aligning and then managing ongoing work according to a long term planning process
3. Achieve set targets by building up incremental local capacity, synergizing ongoing work and making integrated solutions possible

Justification:

1. Currently, on-the-ground Countryside Conservation Funding Scheme (CCFS) projects do not benefit from regional coordination and pursue short-term projects goals
2. The lack of local capacity buildup is hampering the ability for specialized competence and the implementation of ambitious revitalisation work

1.2 Yan Chau Tong 2035 Vision

Implementation Partners	CCO, YCT VRs
Funding Roadmap	As rural development funding and decision-making is predominantly nested within the CCO they will take the leading role in overseeing the Yan Chau Tong 2035 Vision
Pilot	N/A, will be implemented alongside the ‘Regional Coordination Hub’ as part of the RRAA

Formulation of a regional plan to direct investment into the phased development of distinct villages and larger multi-village collaborative projects.

1. A regional masterplanning document to guide development of the Yan Chau Tong RRAA
2. **Implementable development plans** for each of the nine villages, phased for long-term incremental revitalisation
3. Planning alignment with city, regional and national plans such as the Hong Kong 2030+ and the Northern Metropolis plan
4. A participatory and inclusionary community planning process to ensure long-term buy-in and enthusiastic support

Justification:

1. The region lacks a common planning document with authority to guide development
2. For revitalisation investments to be productive and actionable a government-sanctioned direction is needed for reference
3. For Yan Chau Tong to become a model of rural revitalisation a clearly defined model will be necessary

Implementation components

1.3 Community Planning Workshops

Implementation Partners	YCT VRs, HKU DUPAD
Funding Roadmap	The individual workshops can be designed as 'Research Activities' projects under CCFS
Pilot	Sam A Tsuen will host a trial community workshop, future versions can then scaled accordingly to all regional villages

A design process to establish villagers’ self-chosen objectives and vision and communicate them to authorities and partners. The end result will be a community-led vision which makes use of planning discourse for legitimisation by government officials.

- 1. Workshops will be held in each village community to develop a village-specific planning document
- 2. **Development workshops** will be jointly hosted with villages, local politicians and partners for direction setting
- 3. **Village planning sessions** will be jointly hosted with villagers and planning consultants to deliver a formal planning document

Justification:

- 1. Yan Chau Tong villages lack formal local plans to negotiate with government officials and authorities
- 2. Villagers must be central to planning in order to foster a future Yan Chau Tong region defined by distinct village identities
- 3. For regional planning to deliver results, it must incorporate on-the-ground expertise and be based on real village conditions

P2

Participatory Development Processes

Empower villagers with resources for self-initiated projects and co-planning, co-creating, and co-implementing activities





Villagers of the region have lamented the lack of resources available to them to participate in ongoing revitalisation or self-initiate their own efforts. Creating a platform which provides villagers with access to funding, opportunities and up-to-date information will improve the situation. It will reduce dependency on government investment for development, create a collaborative approach aligned with local needs, and enable revitalisation outcomes which increase community benefits.

Projects underway

Village-/project-specific resource platforms

- Stakeholders’ whatsapp groups
Regional | Villagers, project-doers
- Project websites and social media platforms
Regional | Project-doers

Participatory design

- Sustainability Design Hackathon for Rural Camping Experience (under Forest Village Programme)
Mui Tsz Lam | HKU CCSG, ASTKCE, HKU DLA
- Participatory Action Research
Mui Tsz Lam | HakkaHome-LCW Limited

Villager-external party matchup

- Consultations for revitalisation potentials
Ngau Shi Wu | CCO / EPD / Private

Community capacity building

- “Co-creation of the Community” (3Cs) Scheme (under HSBC Rural Sustainability Programme)
Non-specific | HKU CCSG
- Village volunteer training programme (under Forest Village Programme)
Kop Tong, Mui Tsz Lam | HKU CCSG, ASTKCE
- Lai Chi Wo Farming Apprenticeship (under HSBC Rural Sustainability Programme)
Lai Chi Wo | HKU CCSG
- Recruitment of Agricultural Products Processing Team Members (under HSBC Rural Sustainability Programme)
Lai Chi Wo | HKU CCSG
- Ecological and agricultural education programmes (under Management Agreement Scheme at Lai Chi Wo Enclave)
Lai Chi Wo | HKCF, CA

Next actions

Action 2
CCFS-Villager Alignment

Objective	O1
Proposed Scale	Non-specific
Timeframe	<div><div></div><div></div><div></div><div></div></div>
Lead Agency	CCO
Implementation Partners	YCT VRs

A project alignment initiative which calls for engaging locals as part of the existing revitalisation process.

This will involve young and middle age villagers from the nine project villages of the Yan Chau Tong region. The idea is to nurture local capacity for regional and village development through the existing Countryside Conservation Funding Scheme (CCFS).

- An "Employment Matching Scheme" will connect villagers to available opportunities as part of ongoing CCFS projects (see 2.1)
- A "CCO Rural Forum" will provide an ongoing channel for dialogue between government officials and village residents toward co-building an exemplary rural revitalisation model (see 2.2)
- "Village-led CCFS projects" will enable villagers to directly participate in regional revitalisation and deliver targeted outcomes for which they have unique competence to achieve (see 2.3)

Action 2 aims to establish an alignment between ongoing revitalisation work and villagers.

Implementation Components:

- 2.1 Employment Matchup Scheme
- 2.2 CCO Rural Forum
- 2.3 Villager-led CCFS Projects

Village snapshots

SO LO PUN

So Lo Pun's indigenous villagers have undertaken **their own revitalisation work to repair the floodgate of the local man-made pond** and resume its function as a fishpond. Their hope is to attract local villagers back for recreation and community building.

Implementation components

2.1 Employment Matchup Scheme

Implementation Partners	CCO, YCT VRs
Funding Roadmap	The scheme can operate through the ongoing CCFS process and can be developed without special funding support
Pilot	N/A, the scheme can be implemented as a policy adjustment or through the advocacy of CCO

Principal investigators will identify opportunities for villager engagement in ongoing CCFS projects and will work with the CCO and VRs to recruit and match villagers accordingly.

1. **A general employment stream** will match villagers with ongoing CCFS projects through part-time contractual work as needed
2. **A shadow stream** will place young villagers on CCFS projects to shadow research assistant staff by assisting in research activities and advising on baseline data

Justification:

1. An urgent need exists for local revitalisation capacity in Yan Chau Tong as part of ongoing development work
2. CCFS projects require more substantive interaction with locals to successfully apply research
3. Young villagers must be provided opportunities to learn and work in their villages for future leadership capacity

2.2 CCO Rural Forum

Implementation Partners	CCO, YCT VRs
Funding Roadmap	The forum can be financed through CCO's non-recurrent or minor improvement work funds
Pilot	Lai Chi Wo plaza, future events can be hosted at different villages according to capacity

An interactive discussion series established by CCO for advertising its ongoing good work in the region and for hosting productive discussion with villagers on local needs and visions.

1. **An annual onsite forum** hosted by the government with participation and engagement from local villagers, village leadership and partner organizations
2. The forum can be organized to coincide with each new round of CCFS approved projects

Justification:

1. Current communication strategies between Yan Chau Tong villagers and the government lack formal structures for constructive engagement
2. Villagers report feeling unaware of ongoing work and find it hard to keep track of new projects and opportunities
3. Villagers, project partners and government officials currently meet on an ad hoc basis thus limiting the potential for wider collaboration

2.3 Villager-led CCFS Projects

Implementation Partners	CCO, YCT VRs
Funding Roadmap	N/A, the adjustment can be developed under the existing CCO system without special funding support
Pilot	N/A, the scheme can be implemented as a policy adjustment or through the advocacy of CCO

Formalization and expansion of ongoing efforts to engage villagers in CCFS project work as principal or co-investigators.



1. Call for proposals from villagers with proven competence and preferably existing CCFS experience to apply for future rounds of CCFS project funding
2. Assign onsite technical staff to support villagers in going through the application process and perform essential paperwork

Justification:

1. Under the CCFS structure, 3 ongoing approved projects are being led by villagers through a local village social enterprise
2. To evolve local governance capacity and improve village management villagers will need to be engaged as leaders
3. Villagers have highlighted that ongoing CCFS projects lack real-world application to their everyday village lives

Next actions

Action 3
Villager Action Platform

Objective	O1
Proposed Scale	Regional
	
Timeframe	
Lead Agency	CCO
Implementation Partners	HKCF, AFCD, STKDRC

Development of a multi-model platform to supply villagers with resources and information needed to undertake self-initiated projects.

The platform will enable villagers to take on small-scale revitalisation efforts on their own (e.g. community gardens, art projects, social spaces, village events).

- The "Online Resource Portal" will provide essential resource information for villager action (see 3.1)
- "Enhanced Notice Boards" will provide villagers with on-the-ground opportunities for engagement on an ongoing basis (see 3.2)
- A "Revitalisation Referral Hotline" will provide extension services for villager self-implementation (see 3.3)

Action 3 aims to provide a comprehensive service support to residents as a way of generating self-initiated projects and stimulating villager-led development.

Implementation Components:

- 3.1 Online Resource Portal
- 3.2 Enhanced Notice Boards
- 3.3 Revitalisation Referral Hotline

Implementation components

3.1 Online Resource Portal

Implementation Partners	HKCF
Funding Roadmap	The initiative can be designed as a 'Research Activities' project under CCFS
Pilot	N/A, the online portal can be made available to all villagers, resident and non-resident, simultaneously

A comprehensive online portal to support villagers in initiating self-starting projects and for participating in ongoing revitalisation work.

1. A 'funding roadmap' will offer an easy-to-use up-to-date listing of ongoing and new funding schemes provided by public and private agents which apply to village residents
2. An 'opportunity section' will aggregate the latest news related to new projects, upcoming events and ongoing opportunities (volunteering, part-time jobs) for villagers to get involved with
3. A 'best practices overview' will offer villages examples of successful efforts and solution-making related to common rural challenges across the world and which they can apply to their own communities

Justification:

1. Hong Kong's rural policy is continuously evolving and villagers require support for keeping up-to-date on new opportunities and reforms
2. Government-led revitalisation work does not always align with or build upon local villager-led initiatives (e.g. restaurants, hostels, renovations) thus leaving villagers on their own for discovering opportunities and funding

3.2 Enhanced Notice Boards

Implementation Partners	STKDRC, CCO
Funding Roadmap	The boards can be financed through CCO's 'Capital Works Reserve Fund'
Pilot	N/A, the enhancements can take place as part of a regional effort aligned with ongoing CCO work

A display strategy to physically site information within villages for residents to sign-up for initiatives, source information on meetings and events, and broadly feel they are kept posted on ongoing regional activities.

1. CCFS projects will post job opportunities related to their work in relevant villages
2. Villagers will be allowed to use notice boards to share opportunities and advertisements for ongoing events and activities
3. CCO and STKDRC will make an effort to advertise their work and promote opportunities to villagers through these boards

Justification:

1. Current village notice boards share only a narrow set of information related to village development
2. Villagers report wanting to be more involved, informed and engaged as part of ongoing revitalisation work
3. Each regional village already has a physical notice board through which enhancements can be implemented
4. Physical notice boards will supplement online information and other communication channels

Implementation components

3.3 Revitalisation Referral Hotline

Implementation Partners	HKCF
Funding Roadmap	The hotline can be funded by STKDRC as part of its service delivery for the Yan Chau Tong villages
Pilot	N/A, the hotline will be accessible to any villager within the Yan Chau Tong area

A teleservice for villagers to get their revitalisation questions answered and obtain support and how-to-guidance for self-initiated work.

- 1. A team of trained agents will offer technical assistance for such inquiries and answer villager questions relating to revitalisation
- 2. Agents will offer villagers referral services so that residents can access additional education, financing and technical assistance

Justification:

1. Hong Kong's rural policy is continuously evolving and villagers require contextual support to be able to undertake their own projects

2. Online resources and notice boards limit information sharing due to accessibility issues

3. Interactive revitalisation support will provide villagers with the necessary resources and confidence to take on their own projects

P3

Intergenerational Connections

Provide opportunities and incentives for the new generations to cherish their culture and build local youth leadership





Existing village communities are characterised by an older residential population with many of the younger generation living and working in more urban environments domestically or abroad. Village heritage and local capacity are endangered by these demographics challenges, creating a threat to community health. Designing new opportunities for descendants to get involved in village life, strengthen local bonds and generate leadership will help to bridge this discrepancy and create the possibility for long-term communities.

Projects underway

Leadership training

- Academy for Sustainable Communities (under Sustainable Lai Chi Wo Programme)
Non-specific | HKU CCSG

Cultural workshops for youth

- Lai Chi Wo Children Play Theatre【Children Theatre Workshop + Art Tech Performance】
Lai Chi Wo | Zuni Icosahedron

Next actions

Action 4
Birthright Cultural Leadership

Objective	O1
Proposed Scale	Regional
Timeframe	
Lead Agency	YCT VRs
Implementation Partners	CC, MaD, HakkaHome, ASTKCE, LCW PST, STKDRC

Interlinking initiatives which will foster descendant engagement with their ancestral communities, create intergenerational solidarity among geographically diverse villagers and a next-generation indigenous leadership cohort.

The initiatives will use shared cultural heritage values and practices to stimulate engagement between villagers and provide opportunities for them to deepen attachments to ancestral spaces and communities. In this way, older generations will pass on the precious yet fragile cultural heritage unique to the region.

- A set of "Regular Community Competitions" will serve to strengthen bonds among indigenous villagers in Hong Kong and overseas (see 4.1)
- A "Descendant Festival" will provide a platform for continuous connection among non-resident and on-site villagers (see 4.2)
- A "Hakka Youth Leadership" programme will provide opportunities for village leadership training (see 4.3)

Action 4 aims to foster new connections among villagers to create future local leadership and preserve indigenous cultural practices.

Implementation Components:

- 4.1 Regular Community Competitions
- 4.2 Descendant Festival
- 4.3 Hakka Youth Leadership Programme

Village snapshots

The next generation doesn't even know how to speak Hakka... It would be a pity if we cannot pass on the Hakka language. I always ask the younger ones to come back and practice. **We must preserve Hakka, it can be spoken around the world.** Some of my brothers overseas don't even know cantonese, but they still speak Hakka.

- Kop Tong VR

Implementation components

4.1 Regular Community Competitions

Implementation Partners	CC, HakkaHome, ASTKCE, LCW PST
Funding Roadmap	The initiative can be designed as a 'Cultural Rehabilitation/Revitalisation' project under CCFS or through alternative cultural-funding schemes available (Commissioner of Heritage's Office (CHO), LCSD's Intangible Cultural Heritage Office (ICHO), Lord Wilson Heritage Trust)
Pilot	Lai Chi Wo plaza can play host a trial run of competitions, then expanded accordingly to other villages

A series of competitions hosted semi-regularly to gather the village communities across the globe to practice intangible cultural heritage and celebrate their traditions.

1. **A Fapao competition reenactment for residents** to share with other villagers as a way of celebrating deeply rooted, no longer practised traditions
2. **Rap-style competitions for young villagers** to explore the Hakka language and showcase its potential for modern interpretation through song
3. **Amateur cooking events** invite participants to make their best attempts at a classic dish of Hakka Cuisine such as braised pork belly

Justification:

1. Preservation efforts need to re-energise and re-contextualise intangible heritage (e.g. weaving, Hakka food, Fung Shui interpretations) for a new generation
2. Hybrid modes of activities will bridge the divide between onsite and diasporic villagers
3. Competition-style activities will create excitement around cultural heritage practices and engage youth villagers

4.2 Descendant Festival

Implementation Partners	YCT VRs
Funding Roadmap	The festival can be funded by the joint village communities with support from CCO and/or the LCSD-ICHO 'Community Driven Projects Scheme'
Pilot	Lai Chi Wo, with consideration for hosting it within multiple villages (Ngau Shi Wu, So Lo Pun)

An event organised annually or bi-annually to attract people of Hakka ancestry, traditionally from the Yan Chau Tong region, to visit the area. The festival will be conceived as a 'homecoming' to connect participants to each other, their shared culture and the land.

1. **A series of events based on Hakka language, song and poetry** to draw out common meaning and shared memory
2. **A celebration of traditional cultivation and its many cultural derivatives** (e.g. rice wine, preserved foods, agrarian culture) to engage with tangible inheritance
3. **Showcasing great Hakka innovations** (related to the region's historic sustainable development) to foster ancestral pride

Justification:

1. Villagers commonly report a growing divide between generations and a lack of youth engagement
2. VRs are aging and there is a need for grooming future local leadership
3. The Yan Chau Tong villages have significant diasporic communities with attachment to the place and useful skills

4.3 Hakka Leadership Programme

Implementation Partners	YCT VRs, STKDRC
Funding Roadmap	The programme can be subsidised by the joint Village Committees and through income generated by tourism. The programme's cap will be linked to the amount of funding available on any given year, and the fund can be supplemented by government matched funds
Pilot	Regional, a trial run can be tested and assessed with one-off funding interspersing activities across the area

A programme for young descendants (ages 18-30) living abroad to discover and connect with their heritage by spending a subsidised week in the Yan Chau Tong region.

1. The youth will be accommodated in restored Hakka homes within villages and shuttled to the area via ferry
2. They will be offered 3 meals per day, showcasing local Hakka cuisine and engaging them in culinary culture
3. Organised eco-cultural activities will introduce them to the incredible landscape amenities of the region
4. Engagement with village elders and storytelling will promote intergenerational connection and offer leadership training
5. Tours to the sacred sites and cultural centres of the region (including Sha Tau Kok) will deepen their sense of place attachment

Justification:

1. Younger generations are not engaged with their village heritage and lack familiarity with the associated traditions
2. Young local youth are spread across Hong Kong and the world and so have not established a common cohort and do not have lived experience in the village
3. Resident villagers and elders insist that indigenous villagers keep control of local leadership for the future

P4 Village Placemaking

Using a five-senses framework to preserve village atmospheres, convert heritage and enhance landscapes



Rural heritage in general and intangible village heritage in particular benefit from few supports under existing policy. This is in spite of the fact that visitors and residents commonly report village atmospheres as a major draw for them. Deploying a dynamic approach to preservation and placemaking which highlighting immersive five-senses village qualities will serve to fulfil multiple stakeholder interests: paying homage to villager's roots and memories, enhancing visitors' experiences, and enabling long-term village remigration.

Projects underway

Place-based activities

- Da Chiu Festival
Regional | STK HCY Da Chiu Committee
- Mui Tsz Lam - Kop Tong forest life festival (under Forest Village Programme)
Kop Tong, Mui Tsz Lam | HKU CCSG, ASTKCE
- Village Fest (under 3Cs Scheme of HSBC Rural Sustainability Programme)
Lai Chi Wo | HKU CCSG, villagers
- Xiu Jing Experience @Lai Chi Wo
Lai Chi Wo | Jing Xin Yuan
- Homey Mui Tsz Lam
Mui Tsz Lam | The Common Map

Intangible heritage practices

- Traditional Craftsmanship and Cultural Inheritance
Lai Chi Wo | HKCF

Ecocultural activities

- Seminar on eco-art (under Forest Village Programme)
Mui Tsz Lam | HKU CCSG, ASTKCE
- Assessment of Historic Buildings
Non-specific | AMO, AAB
- Register of Old and Valuable Trees
Non-specific | DB GLTMS

Village preservation policy

- Sites of Archaeological Interest in Hong Kong
Non-specific | AMO
- Assessment of Historic Buildings in Hong Kong
Non-specific | AMO, AAB
- Register of Old and Valuable Trees
Non-specific | DB GLTMS



Projects underway

Village heritage documentations

- Rural Common for Countryside Revitalisation (developed from The Common Map project)
Regional | MaD
- “Hing Chun Yeuk” in Sha Tau Kok — A journey of cultural conservation
Regional | CCO
- Conservation and Revitalisation Strategies for Architecture and Landscape of Hakka Village Spaces
Fung Hang, Kuk Po (and nearby villages) | HKU CCAU
- Oral History Documentary, Illustration and Design for Kuk Po: “Reconnect Kuk Po: The Past, Present and Future Sustainability”
Kuk Po | PolyU
- Same Roots, Same Origin
Lai Chi Wo (and other nearby villages) | HKUGGp
- JC WISE Water Initiative on Sustainability + Engagement (under sustainable Lai Chi Wo programme)
Lai Chi Wo | HKU Faculty of Social Science

Building conversions

- From Valley to Plain: Conservation and Revitalisation from ‘Ng To’ to Kuk Po River and Plain via Multi-disciplinary, Educational and Action Research
Kuk Po | CUHK SoA
- A Catalyst Project for Kuk Po Village: Restoration of Architecture and Built-Environment for the Annex Block of Kai Choi School
Kuk Po | HKU CCAU
- Mui Tsz Lam Story Room (under Forest Village Programme)
Mui Tsz Lam | ASTKCE

Next actions

Action 5
Vibrant Village Atmospheres

Objective	O2
Proposed Scale	Regional, with Kop Tong as pilot
Timeframe	
Lead Agency	CCO
Implementation Partners	CHO, HKICHDB, CC, YCT VRs, ASTKCE, HakkaHome, TC

Policy, documentation and programming initiative for promoting the preservation of intangible five-senses village qualities.

These immersive elements, which form the basis of village appreciation and public interest, have so far been too difficult to quantify for inclusion into existing heritage lists and policy schemes.

- A comprehensive "Village Preservation Policy" will protect and enhance village atmospheres (see 5.1)
- "Place-based Activities" will draw out five-senses qualities, making them part of modern village culture and animating them for visitors (see 5.2)

Action 5 aims to stand up a comprehensive support framework for the promotion of five-senses heritage and the preservation of intangible village qualities.

- Implementation Components:
- 5.1 Village Preservation Policy
 - 5.2 Place-Based Activities



Implementation components

5.1 Village Preservation Policy

Implementation Partners	HKICHDB, CC
Funding Roadmap	The documentation initiative and rubric can be designed as 'Cultural Rehabilitation/Revitalisation' projects under CCFS or through alternative cultural-funding schemes available (CHO, LCSD-ICHO, Lord Wilson Heritage Trust)
Pilot	A preservation pilot study at Kop Tong, and then expanded to other villages accordingly

Documentation, design and policy advocacy for the preservation of five-senses village elements.

1. **Atmosphere documentation** will take place to develop a baseline dataset of five-senses village elements in Yan Chau Tong
2. **A village preservation rubric** will be derived from the documentation process and used for the development of policy supports
3. **A preservation incentive scheme policy** will be piloted to mobilise and support efforts at village preservation
4. **National and international designations** will valorize the process and showcase these villages as world-class reservoirs of five-senses qualities (e.g. *PRC Ministry of Housing and Urban-Rural Development's lists of Historical and Cultural, Ecological, Eco-Civilisation, Beautiful, and Beautiful Leisure villages and/or International Beautiful Village Alliance*)

Justification:

1. There is a lack of documentation and awareness around intangible village heritage elements
2. Yan Chau Tong's villages are defined by their atmospheric qualities and delicate multisensory landscapes
3. Protecting the heritage value of local assets in the area means establishing a system for preserving intangible qualities

5.2 Place-Based Activities

Implementation Partners	YCT VRs, HakkaHome, ASTKCE, TC
Funding Roadmap	Individual events can be designed as 'Cultural Rehabilitation/Revitalisation' projects under CCFS, through the Tourism Commission (TC)'s events funding [see Yim Tin Tsai's 3-year festival pilot], or LCSD-ICHO 'Community Driven Projects Scheme'
Pilot	<ol style="list-style-type: none">1. 'Local village events' pilot at Kop Tong: 'Kop Tong Frog and Star Fruit Festival'2. 'Regional celebrations' pilot at Lai Chi Wo: 'Nature and Hakka Materials Experience'

Village-scale events hosted to deepen place identity and re-energise community traditions. Immersive five-senses village celebrations will foster a sense of community for the villagers themselves but will also be inclusive of outsiders.



1. **Place identity workshops** will bring the community together to create dynamic new rituals rooted in village traditions
2. **Local village events** will combine eco-activities, food, and art to celebrate the village and showcase the village sense of place and preserve traditional cultural traditions through practice
3. **Regional celebrations** (e.g. traditional weaving and textile which combines do-it-yourself workshops, storytelling, and intergenerational exchanges) will promote an area-based identity that residents share across villages and help deepen the notion of Yan Chau Tong

Justification:

1. Many of the region's intangible traditions are vulnerable to extinction due to non-practice
2. A lack of financial resources has prevented the continual celebration of village traditions
3. Migration and urbanisation has led to a loss of interest or knowledge about these deeply rooted events

Next actions

Action 6
Visualising Rural Heritage

Objective	O2
Proposed Scale	Regional
	
Timeframe	
Lead Agency	CCO
Implementation Partners	CHO, HKCF, HKU DLA, HKU CCAU, CUHK SoA

Policy and design initiative to tangibilize rural qualities through physically manifesting rural heritage.

Conversion of derelict buildings for community uses and landscape enhancements will bring back the deeply rooted village environments. The outcome will be reconstructed traditional layouts and modern interventions which draw out cultural memory.

- "Village Building Conversions" will promote the transformation of abandoned village buildings into vibrant and usable spaces (see 6.1)
- "Village Landscape Restorations" will rehabilitate significant eco-cultural environments and reanimate place identity and history (See 6.2)

Action 6 aims to foster a supportive framework for the enhancement of village spaces by enabling the conversion of abandoned buildings and the rehabilitation of local landscapes.

- Implementation Components:
- 6.1 Village Building Conversions
 - 6.2 Village Landscape Restorations

Village Snapshots

%

Surveyed villagers and residents overwhelmingly pointed to **Rural Landscape** (72%,69% respectively) and **Hakka Culture** (52%, 45% respectively) as essential elements to preserve in the area.

Implementation components

6.1 Village Building Conversions

Implementation Partners	HKCF, HKU CCAU	
Funding Roadmap	1.	The policy review can take place internally as part of ongoing department-led government efforts or if needed, as part of a 'Research Activities' under CCFS
	2.	The conversion pilot can be designed as a 'Restoration of Built Heritage' project under CCFS
Pilot	Multi-village, trial conversions of the Kai Ming School at So Lo Pun and the Sam Shing School at Sam A Tsuen into working spaces for village activities	

Built heritage conversion policy and pilot which restore and draw out the immersive qualities of village environments, transforming derelict buildings into usable local facilities (e.g. information centres, cafes, restaurants, community centres).

1. **A comprehensive policy review process** will advocate for the expansion and promotion of existing heritage funding schemes to rural areas (e.g. *Revitalising Historic Buildings Through Partnership Scheme*)
2. **New funding and support** will be designed to help stimulate and incentivise the conversion of dilapidated and/or unused heritage stock
3. **A conversion pilot** will establish the viability and showcase the value of conversion projects in local villages

- Justification:
1. Villages are hampered by a high volume of abandoned buildings which are left unused and diminish the sense of vitality
 2. Communities lack spaces for social gathering and local services as part of everyday village life
 3. Village built heritage will need to be rehabilitated for the region to be showcased as a model of rural revitalisation

Implementation components

6.2 Village Landscape Restorations

Implementation Partners	HKU DLA, HKU CCAU, CUHK SoA
Funding Roadmap	Village-specific restoration projects can be designed as a 'Cultural Rehabilitation/Revitalisation' and/or 'Restoration of Built Heritage' projects under CCFS or through alternative cultural-funding schemes available (CHO, LCSD-ICHO, Lord Wilson Heritage Trust)
Pilot	'Landscape rehabilitation' pilot at So Lo Pun: orchard resumption at So Lo Pun and interventions to showcase the historical fishing industry that once flourished in the village (previously home to 8 piers, and dozens of fish and shrimping boats)

Cultural and ecological design interventions which restore traditional layouts and draw out distinct human-nature village qualities.

- 1. **Landscape restoration research** will make use of satellite images from the 1960s to reference and guide work
- 2. Villagers working with project partners will use natural elements (e.g. trees, grasses, flowers) and man-made designed elements (e.g. entrances, statues) to restore village layouts and create high quality public spaces
- 3. **Landscape rehabilitation** will incorporate historical elements (e.g. Sam A Tsuen's traditional rice wine production) as part of design interventions
- 4. **Improvement work** will also establish viewpoints and new landscape elements for enhancing village design (e.g. significant flora, refurbished entrances, a frog pond at Kop Tong, butterfly garden at Mui Tsz Lam)

Justification:

- 1. Villagers report that the overgrowth and weed invasion of village environments diminish their willingness to move back
- 2. The restoration of Lai Chi Wo's village environment exemplifies the value proposition for wider village landscape restoration
- 3. Regional village landscape restoration will manifest distinct villages rooted in five-senses qualities

P5

Wetland Stewardship

Identify key regional wetlands and employ a stewardship approach to incentivise local management





Hong Kong’s freshwater wetlands provide vital services to the ecosystem and local human communities. But in the last 20 years they have shrunk by nearly half due to a lack of active management. Conserving Yan Chau Tong’s freshwater wetlands, the largest remaining regional network, by moving beyond passive protection towards more intensive interventions will regenerate these landscapes and increase their production of beneficial functions. As human-dominant habitats, existing within enclave areas, management will need to factor in local communities and engage them in conservation.

Projects underway

Place-based activities

- Da Chiu Festival
Regional | STK HCY Da Chiu Committee
- Mui Tsz Lam - Kop Tong forest life festival (under Forest Village Programme)
Kop Tong, Mui Tsz Lam | HKU CCSG, ASTKCE
- Village Fest (under 3Cs Scheme of HSBC Rural Sustainability Programme)
Lai Chi Wo | HKU CCSG, villagers
- Xiu Jing Experience @Lai Chi Wo
Lai Chi Wo | Jing Xin Yuan
- Homey Mui Tsz Lam
Mui Tsz Lam | The Common Map

Intangible heritage practices

- Traditional Craftsmanship and Cultural Inheritance
Lai Chi Wo | HKCF

Ecocultural activities

- Seminar on eco-art (under Forest Village Programme)
Mui Tsz Lam | HKU CCSG, ASTKCE
- Assessment of Historic Buildings
Non-specific | AMO, AAB
- Register of Old and Valuable Trees
Non-specific | DB GLTMS

Village preservation policy

- Sites of Archaeological Interest in Hong Kong
Non-specific | AMO
- Assessment of Historic Buildings in Hong Kong
Non-specific | AMO, AAB
- Register of Old and Valuable Trees
Non-specific | DB GLTMS

Next actions

Action 7
Regional Wetlands Network

Objective	O2
Proposed Scale	Kuk Po, Sam A Tsuen, Siu Tan, So Lo Pun
Timeframe	
Lead Agency	AFCD
Implementation Partners	HKWCA, HKU SBS, CA, Green Power, WWF-HK, OWLHK

Conservation management project to rehabilitate significant regional wetlands into an exemplary wetland conservation model for the Yan Chau Tong region.

Regional wetlands are parcelized meaning they showcase different forms of wetland types (freshwater, brackish and saltwater). There is an opportunity to showcase these habitats under a representative mosaic conservation system and provide them with suitable active management for regeneration.

- A "Community Managed Wetlands" will identify key wetland sites and establish community-based pilots for wetland management in human-dominant habitats (see 7.1)
- A "Wetland Services Campaign" will promote the significant services and functions provided by wetlands to the public, in an effort to educate Hong Kongers on wetland protection (see 7.2)

Action 7 aims to deliver a tailored management approach to enclave wetlands which ensures active conservation protection.

Implementation Components:

- 7.1 Community Managed Wetlands
- 7.2 Wetland Services Campaign

Village snapshots

In the Yan Chau Tong region, there is an opportunity to provide a mixture of habitat types as part of a representative wetland mosaic. Some wetlands like the rice paddies in Lai Chi Wo will be heavily managed, and be combined with food and culture themes to engage the public... Other wetlands can be left to nature, requiring one-off irrigation restoration and regular system checks... For villages which have brackish wetland systems (mangroves, reeds, etc.) less management is required.

- Dr Michael Lau, Wetlands Conservation Director of WWF-Hong Kong

Implementation components

7.1 Community Managed Wetlands

Implementation Partners	AFCD, HKU SBS, HKWCA, Green Power, CA
Funding Roadmap	With the rollout of the Northern Metropolis plan and expected funding supports, the wetland project can be aligned with its Action 32 ("Co-operate with Shenzhen to take forward the conservation of the nature reserve under the framework of the Mirs Bay/Yan Chau Tong Eco-recreation/Tourism Circle")

Pilot	1. 'Villager Management' pilot at Kuk Po 2. 'Payment for Ecosystem Services' pilot at Sam A Tsuen
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Conservation initiative to comprehensively catalogue Yan Chau Tong’s regional wetlands, establish a suitable habitat management plan and engage village communities in ongoing management.

- 1. **Comprehensive baseline surveys** will perform updated analyses of wetland hydrology, biodiversity, and ecosystem services according to the *Wetland Ecosystem Services Protocol*
- 2. **A conservation model study** will identify priority sites for active conservation management
- 3. **Regional watershed protection** will keep the wetlands ‘wet’ by protecting their water sources and ensuring proper irrigation
- 4. **A 'Villager Management' pilot** will test the viability of paying villagers monthly salaries as opposed to government contractors for the provision of wetland maintenance services
- 5. **A 'Payment for Ecosystem Services' pilot** will test the viability of an innovative solution paying villagers by outcome, as 'commission-type' payments aimed at incentivising villagers to enhance wetland functions

Justification:

- 1. Currently, there is a lack of up-to-date information available on key remaining regional wetland sites at Kuk Po, Sam A Tsuen, Siu Tan and So Lo Pun
- 2. Current statutory tools provide only passive protection and do not call for active management in areas of high conservation value
- 3. Local wetlands are human-dominant (i.e. their boundaries adjoin the villages) meaning a ‘conservation with human’ approach will be needed to ensure adequate protection

7.2 Wetland Services Campaign

Implementation Partners	WWF-HK, OWLHK
Funding Roadmap	Research activities will take place as part of the comprehensive regional wetland survey. The campaign can be rolled out as part of AFCD's 'Subventions for Biodiversity Education' funding or as part of a general community outreach campaign to educate the public

Pilot	N/A, this will be a general campaign targeting the Hong Kong public at large
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An eco-educational campaign based on ongoing research efforts to promote public knowledge about the services rendered by wetlands.

- 1. **Ecosystem service surveys** will help quantify vital functions in dollar amounts thus providing an easy communication metric
- 2. **An eco-promotional campaign** will promote the importance of wetland functions for climate mitigation, species protection and flood prevention
- 3. **Illustrative examples and visuals** will help showcase in a more visceral way the role, for example, mangroves play in coastal protection during typhoons

Justification:

- 1. The lack of active wetland protection has led to a 40% reduction of wetland area in the last 20 years
- 2. Yan Chau Tong boasts the largest remaining network of freshwater wetlands in Hong Kong
- 3. A lack of understanding about vital wetland functions has prevented more aggressive protection efforts by the government

P6

Marine-scape Activation

Activate the coastline through investment and positioning to showcase ecological richness and promote citizen conservation



Yan Chau Tong's coastal habitat has been officially designated as a Hong Kong marine park but remains undervalued and under-showcased as part of the region's ecological amenities. Creating a conceptual cluster will help target investments and projects into the region's richest marine habitat for participants to immerse themselves in the coastal landscape.

Projects underway

Local ecology conservation training

- Academy for Sustainable Communities (under Sustainable Lai Chi Wo Programme)
Non-specific | HKU CCSG
- Citizen scientist programme (under Forest Village Programme)
Regional | HKU CCSG, ASTKCE

Ecological education

- Ecological education programmes (under Management Agreement Scheme at Lai Chi Wo Enclave)
Lai Chi Wo | HKCF, CA

Baseline survey

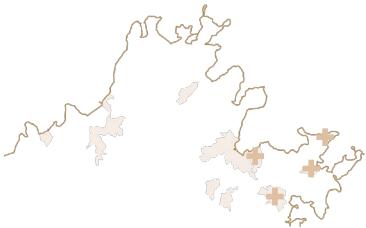
- Biodiversity monitoring programme (under Sustainable Lai Chi Wo Programme)
Regional | HKU CCSG, HKU SBS



Next actions

Action 8
Coastal Ecology Cluster

Objective	O2
Proposed Scale	Multi-Village, with Sam A Tsuen, Ngau Shi Wu, Sai Lau Kong, Siu Tan as sites
Timeframe	<div><div></div><div></div><div></div><div></div><div></div></div>
Lead Agency	AFCD
Implementation Partners	WWF-HK, SWIMS, OPCFHK, OWLHK



A development concept to activate the marine landscape between Sam A Tsuen, Ngau Shi Wu, Sai Lau Kong and Siu Tan.

The peninsular region these villages share provides a unique vantage point from which the coastal assets and ecological amenities of the Yan Chau Tong Marine Park can be enjoyed. The cluster will provide robust and high quality eco-programming without compromising the marine park’s intended ecological mitigation functions.

- The design of a "Coastal Trail" with world-class conservation, education and tourism facilities will provide visitors with a chance to experience the Yan Chau Tong Marine Park (see 8.1)
- "Sea-Based Activities" will serve to economically energise neglected outlying villages and provide immersive recreation for visitors (see 8.2)
- An "Exploration of Nature Field School" will establish a designated education curriculum and provide training and research capacity related to Yan Chau Tong marine ecology (see 8.3)

Action 8 aims to create a comprehensive ecological model integrated with ecotourism elements to showcase Yan Chau Tong’s rich marine amenities and revive its outlying coastal villages.

Implementation Components:

- 8.1 Coastal Trail
- 8.2 Sea-Based Activities
- 8.3 Exploration of Nature Field School

Village Snapshots

%

Survey respondents strongly agreed (65% of villagers, 79% of visitors) that **biodiversity was the most essential resource to preserve in the area.**

Implementation components

8.1 Coastal Trail

Implementation Partners	AFCD, SWIMS, WWF-HK
Funding Roadmap	The coastal trail can be financed through a special government grant (e.g. renewed <i>millennium capital works projects scheme</i>) and through private philanthropy (HSBC, or HKJC's <i>Enriching Our Community Scheme</i>)
Pilot	Facilities can be implemented incrementally to achieve the coastal cluster (Sam A Tsuen, Ngau Shi Wu, Sai Lau Kong, Siu Tan)

Comprehensive improvement works to enhance the attractiveness of the Sam A and Ngau Shi Wu's peninsula. A world-class coastal trail attraction will be established to showcase its marine amenities and provide high-quality ecotourism.

1. **A baseline exercise** will catalogue the richness of ocean and coastal life in this section of the marine park and determine the conservation vulnerabilities
2. **A feasibility study** will assess the potential for designing a seaside coastal trail and high quality visitor attractions
3. **Infrastructure and minor work investments** will provide necessary facilities to incoming visitors while upgrading essential services to outlying villages

Justification:

1. The marine biodiversity of Yan Chau Tong is little promoted as part of ongoing tourism

2. The Yan Chau Tong Marine Park's landscape richness and biodiversity is undervalued and it currently lacks the facilities to pull visitors to the area

3. Adjoining coastal villages which have suffered historical underdevelopment (Ngau Shi Wu, Sai Lau Kong, Siu Tan) can be rejuvenated through this intervention

Implementation components

8.2 Sea-Based Activities

Implementation Partners	WWF-HK, OPCFHK
Funding Roadmap	Government and WWF-HK can sponsor illustrative business plans for villagers to create viable livelihood opportunities
Pilot	<div><div>1. WWF Marine Centre at Ngau Shi Wu Wan</div><div>2. A coastal information centre at Sam A Tsuen for visitors to book activities</div><div>3. Equipment rental store at Sam A Tsuen and potentially Sai Lau Kong</div></div>

Programming and recreational opportunities centred around the marine coastline to provide visitors with immersive experiences of the coastal scenery and the marine park.

1. Villager-owned equipment rental stores will provide kayak, stand up paddle board and snorkelling equipment for self-guided visitors

2. Sea boat tours will offer participants a chance to explore coastal habitats and outlying villages without getting wet

3. Kayaking trip itineraries will offer a chance to explore the Sam A Chung's coastal and riparian landscapes

4. Eco guided marine tours led by culturally experienced coaches will provide snorkelling trips to participants wanting to delve deeper into the marine park

5. The establishment of a Marine Centre by the World Wildlife Fund at Ngau Shi Wu Wan will provide robust activities and exhibitions to promote conservation education and interactive ecological experiences

Justification:

1. Compared to Hoi Ha and other local marine parks, the Yan Chau Tong Marine Park lacks immersive experiences for interacting with nature

2. Most ongoing visitations to the region are related to hiking and do not generate significant income for local residents

3. Ecological activities will serve to energise neglected outlying villages and provide economic opportunities for returning residents

8.3 Exploration of Nature Field School

Implementation Partners	SWIMS, OWLHK
Funding Roadmap	The School can be rolled out as part of a 'Nature Conservation Management Agreement' project or through alternative eco-education schemes available (Environmental Conservation Fund (ECF)'s 'Environmental Education and Community Action Projects')
Pilot	School facility at Sam A Tsuen

Establishment of an educational programme and facility to create training and research capacity related to coastal and marine ecology.

1. A specialized citizen science attachment programme will be linked to external institutes, providing primary school, high school and postsecondary students opportunities to learn and specialise in marine coastal ecology

2. An adult training stream will work as a skills buildings and job training programme for individuals interested in joining the marine conservation industry

3. Participants in both streams will be asked to contribute to ongoing ecological work in the region as part of their study

4. Trained graduates will be offered priority hiring for roles related to ecological monitoring in the area

Justification:

1. There is a lack of existing skilled capacity in the area to perform vital conservation functions such as coral spot checks, water quality monitoring, species counting, coastal litter surveys, collection of sediment data, etc.

2. The Yan Chau Tong Marine Park and its coastline offers a unique opportunity for training the next generation of Hong Kong conservation stewards

Upscaled Primary Production

Position local production to better leverage its market niche and supply it to citywide consumers who value it most

P7



The ongoing revival of agriculture in Lai Chi Wo and some adjoining villages has relied on external financing or else stayed small-scale to support village level demand. Sales have depended on flows of visitors to the area or regional produce markets. Integrating agri-production with place branding and using digital tools to promote and sell local goods to a wider set of customers at a higher price can enhance viability. A new set of modern agricultural livelihoods can be made possible through these value-added extensions.

Projects underway

Agricultural activities

- Small scale farming
Kop Tong, Kuk Po, Sam A Tsuen | Villagers
- Fruit tree replanting
Kop Tong, Kuk Po, Sam A Tsuen, So Lo Pun | Villagers

Eco-product branding

- Eco-production branding (under Management Agreement Scheme at Lai Chi Wo Enclave)
Lai Chi Wo | HKU CCSG

Agri-product shop network

- Monthly Lai Chi Wo Farmers' Market (under Sustainable Lai Chi Wo Programme)
Lai Chi Wo | HKCF, CA



Regional network

- Explore alternative farming methods and crops (under Sustainable Lai Chi Wo Programme)
Lai Chi Wo | HKU CCSG, Produce Green



Next actions

Action 9
Village Spotlight Marketing

Objective	O2 + O3
Proposed Scale	Regional
	
Timeframe	
Lead Agency	HKU CCSG
Implementation Partners	Marche, HKU CCAU, Farmshare, AFCD

An upscaling effort to enhance ongoing farming operations through value added strategies and top end customer outreach.

A decade of resumption, harvesting and business growth at Lai Chi Wo has established the foundation for modern livelihoods, while Kuk Po is in the midst of a new small-scale resumption effort. Heritage branding will establish local products as high value and culturally significant. Meanwhile, new connections with high-end markets will enable niche production capable of supporting local farming.

- A "Storytelling Brand" will incorporate village history and community identity into product marketing to enhance value (see 9.1)
- A "FarmtoTable" digital application will connect Yan Chau Tong agri producers with high end local restaurants (see 9.2)
- A strategy for "Seasonable Top-End Sales" will increase the value of Yan Chau Tong-branded produce (see 9.3)
- An "Artisanal Shop Network" will create day-to-day opportunities for local agri-businesses to promote and sell their products (see 9.4)

Action 9 aims to integrate place and product branding to strengthen the positioning of locally produced goods and establish a new set of sales relationships to improve farming livelihoods.

Implementation Components:

- 9.1 Storytelling Brand
- 9.2 FarmtoTable App
- 9.3 Seasonal Top-End Sales
- 9.4 Artisanal Shop Network

Village snapshots

(In the planning department) people think the (Yan Chau Tong) villages are just remote villages. But the isolation and distance of these villages means farmland rental is more affordable and feasible for long term development. **A key area opportunity exists to develop a long term agriculture strategy for young farmers, not just transition agriculture.** The local farmland sizes will be more suitable to develop specific crops like a special plum. Crops can also undergo secondary production (e.g. wine-making), food processing and form part of experiential harvest events to add value and diversify income.

- Ip Tsz-Lam, agriculture expert and permaculture teacher with CCSG education programme

Yield Data from Lai Chi Wo farms' crop experimentation (September 2020, August 2022)

Farm output	Starting year of production
Coffee	Since 2016
Papaya (Red Lady)	May 2019
Turmeric	Jan 2019
Ginger	Feb-Mar 2019
Radish	Oct 2019
Mustard Plant (mustard leaf/Meitsai/Tsatsai)	Oct 2019
Pak Choy	Oct 2019
Wax Gourd	Mar 2020
Chilli	Mar 2019
Shiso	Mar 2020
Young ginger	Feb-July 2020
Pumpkin*	2020-2022
Lemongrass*	2020-2022
Pineapple*	2020-2022
Peanut*	2020-2022
Carrot*	2020-2022

*These newer crops are part of experimental production and are not considered major outputs of the farm project

Implementation components

9.1 Storytelling Brand

Implementation Partners	AFCD
Funding Roadmap	Brand design work and physical manufacturing can be funded as part of AFCD's 'Vegetable Marketing Organization Loan Fund' or other funds offered as part of AFCD's marketing support services
Pilot	Lai Chi Wo's community and HKU CCSG-run farms

Establishment of a regional ‘select brand’ which leverages existing place branding and associated cultural positioning to achieve a top-end designation. The consumer brand will be used to sell vegetables, fruits and locally made products through physical and online sales channels.

- Local stories and histories will be captured and packaged as branded content for the development of the Yan Chau Tong select brand
- New packaging** will be designed to integrate cultural and storytelling elements into product promotion
- Videos, websites, social media campaigns** will be used for communicating with customers and establishing name recognition

Justification:

- Ongoing farming work cannot compete at scale with other large commercial Hong Kong endeavours
- Cultural geography and village positioning are among the high sales points of local agri-production
- Local demand is increasing for heritage branding, which leverages history and culture to drive sales and customer identification

9.2 FarmtoTable App

Implementation Partners	Marche
Funding Roadmap	The app can be developed under the 'Social Innovation and Entrepreneurship Development Fund' or one of five other government funding schemes available for social entrepreneurs seeking financial support
Pilot	Lai Chi Wo's HKU CCSG-run farm (the group has already been in contact with the developer)

Development of a platform for connecting Yan Chau Tong agriculture producers with high-end local restaurants.

- Development of an app which facilitates trading and knowledge transfer between farmers and businesses through data, information technology and Natural Language Processing
- On-the-ground data collection and digitization** to create a database of farming produce and accurate production metrics
- Outreach to chefs** to enable relationships and ensure a steady demand for Yan Chau Tong produce

Justification:

- Hong Kong has one of the highest numbers of restaurants per capita and 87 Michelin starred restaurants but many struggle to link with farmers for offering a locally-sourced menu
- Local agriculture is small-scale and far from markets limiting the viability of commercial production
- Linking chefs with local agriculture practitioners has the potential to create stable and long term business relationships

9.3 Seasonal Top-End Sales

Implementation Partners	Farmshare
Funding Roadmap	N/A, small-scale funding needs can be provided from within the existing HKU CCSG farming project at Lai Chi Wo
Pilot	Lai Chi Wo's HKU CCSG-run farms

Sales strategy targeting top end markets for exclusive distribution relationships of special seasonal production.

- Establishment of seasonal distribution relationships with high-end markets** like Market Place by Jasons and Citysuper
- Making use of ongoing branding work to promote Yan Chau Tong produce as part of exclusive, limited-time offerings aligned with seasonal holidays
- Marketing of Yan Chau Tong produce as a heritage brand** through online and digital campaign material

Justification:

- Farming activities in Lai Chi Wo are small-scale, parcelled, and far from major produce vendors and distributors
- The region is known for its traditional cultivation of specialized produce (e.g. citrus fruits, ginger, sweet potato, winter melon)
- The region's reputation as a rurally significant landscape creates added branding potential and creates the possibility for positioning local production as exclusive

Implementation components

9.4 Artisanal Shop Network

Implementation Partners	HKU CCAU
Funding Roadmap	The flagship store can be rolled out as part of AFCD's 'Sustainable Agriculture Development Fund' or as part of 'Restoration of Built Heritage' projects under CCFS. Alternatively it can be established through private philanthropy and village fundraising
Pilot	Flagship store at Lai Chi Wo (part of Siu Ying school complex, currently used for storage)

Artisanal stores stood up across the region to create space and marketing opportunities for regional small artisan and craft businesses to promote and sell their products. Local businesses related to direct farming, value-added production, skincare, and other cultural crafts will be given the opportunity to market and sell products through the shop network.

- 1. **An initial artisanal shop at Lai Chi Wo** will take advantage of existing visitor flows to create viable market demand and prototype the model
- 2. **A network of additional smaller stores** can be established across the area to meet demand from different visitor flows and establish the stores as a truly regional presence promoting a diversity of products
- 3. Connecting the Yan Chau Tong branded products with the regional artisanal shop network will offer cross promotional opportunities and further enhance the positioning of products as part of the regional place identity

Justification:

1. The local Lai Chi Wo farmer's market runs only once a month

2. Village artisanal producers currently sell their goods from their homes limiting accessibility and awareness

3. A store network will create synergistic buying opportunities and position products as part of a regional story

P8

Hakka Agrarian Revival

Showcase the region's agrarian traditions through interactive programming and promote this approach as an example of sustainable development





The region’s vernacular approach to agro-ecology and its related cultural traditions are quickly disappearing due to disuse and disinterest. The local approach however retains its value as a locally-conceived form of sustainable development. Introducing its concepts to the wider public as an example of green development and highlighting its cultural value will offer a way to preserve and continue this unique human-nature approach.

Projects underway

Agricultural system restoration

- Opening of abandoned farmland (under Forest Village Programme)
Kop Tong, Mui Tsz Lam | HKU CCSG, ASTKCE
- Use of traditional farming methods (under Forest Village Programme)
Mui Tsz Lam | HKU CCSG, ASTKCE

Immersive agritourism

- Agricultural tourism activities (under Management Agreement Scheme at Lai Chi Wo Enclave)
Lai Chi Wo | HKCF, CA
- Agriculture Volunteer Holiday (under HSBC Rural Sustainability Programme)
Lai Chi Wo | HKU CCSG

Habitat protection and management

- Butterfly garden (under Forest Village Programme)
Mui Tsz Lam | HKU CCSG

Agriculture support schemes

- Lai Chi Wo Roselle Adoption Scheme (under Management Agreement Scheme at Lai Chi Wo Enclave)
Lai Chi Wo | HKCF, CA

Next actions

Action 10
Experiential School Learning

Objective	O2 + O3
Proposed Scale	Regional, with Kuk Po as site
Timeframe	
Lead Agency	CCO
Implementation Partners	HKU DUPAD, HKU CCAU, YCT VRs

An edutourism alignment effort to establish ongoing relationships with schools for the provision of agrarian experiential learning.

The action will create a system for local guides to provide agro-heritage programming to school visitors and showcase the region’s agricultural landscapes and histories. This will create new economic opportunities and interactive exchanges related to non-productive aspects of local farming, and in turn showcase the multi century tradition of Yan Chau Tong agriculture.

- Newly organized "Human-Nature School Trips" will provide Hong Kong students with experiential learning opportunities to deepen their cultural training (see 10.1)

Action 10 aims to establish a high quality agrarian learning exchange which will showcase the region’s traditional farming customs.

Implementation Components:

10.1 Human-Nature School Trips

Village snapshots

“Farming is the basis of living and survival” in Hakka belief, villagers rely on agricultural activities in the past (rice-farming particularly, and later on fruit trees and other crops)...”they eat what they grow”

- Patrick Hase, historian specialised in the history of the New Territories

Implementation components

10.1 Human-Nature School Trips

Implementation Partners	AFCD
Funding Roadmap	A fixed rate will be provided by schools as part of existing experiential learning funds. An allocated amount will go towards paying the local tour guides and the rest is allocated to a regional fund for programme upgrading.
Pilot	Kuk Po, the ‘Vernacular Knowledge School’ can be established via the adaptive reuse of the Kai Choi School

Special edutourism trips established through school programmes to bring students to Yan Chau Tong and provide information sharing, learning-by-doing and holistic activities designed to pass on knowledge and communicate care around local traditions.

- Curriculum alignment will be undertaken to establish fixed, long term school connections, as part of existing school programmes and funding
- A specially-restored ‘Vernacular Knowledge School’ at Kuk Po will provide a centre for ongoing learning activities rooted in agrarianism
- Picnic days and field-trips (related to the curriculum) will take place in Kuk Po to showcase the local agrarian practices. For example, the concoction of traditional medicinal balms or the production of local delicacies (Mui Choy, and other Cantonese preserved vegetables and fruits)
- More expansive biology, service and cultural trips will undertake multi village itineraries, starting at Kuk Po, showcasing the Tangerine Orchard at So Lo Pun and then departing via Lai Chi Wo ferry pier

Justification:

- Schools in Hong Kong have specially designated funds and stipulations for providing student experiential learning opportunities (picnic days, field trips, experiential learning activities)
- Villages businesses and activities experience weekday slowdowns due to the low volume of normal tourism flow
- Significant agrarian knowledge and traditions are at risk of disappearing due to low interest or lack of sharing opportunities

Next actions

Action 11
Immersive Agritourism

Objective	O2 + O3
Proposed Scale	Multi-Village, with Kuk Po, Siu Tan, So Lo Pun as sites; Kop Tong, Mui Tsz Lam as programmes
Timeframe	
Lead Agency	AFCD
Implementation Partners	SeasonfoodHK, TC



- A development concept for the reconstruction and rejuvenation of agrarian zones as part of a regional experiential landscape.
- Diversified and exemplary sites will showcase traditional agro-ecological landscapes in Yan Chau Tong. Newly designed programming will offer participants the opportunity to deepen their engagement and knowledge of farming. The development concept will establish the Yan Chau Tong region as a major Hong Kong rural agricultural landscape.
- A "Hakka Experimental Farm" at Kuk Po will showcase traditional approaches to agriculture (see 11.1)
 - A "Traditional Fruit Experience" at So Lo Pun will rehabilitate historic citrus orchards into an agritourism attraction (see 11.2)
 - A "Fishpond Discovery Zone" at Siu Tan will restore the abandoned ponds, prepare them for demonstrative aquaculture, and provide new facilities for visitor enjoyment (see 11.3)
 - "Farmstay & Day In The Life" packages will provide opportunities for visitors to immerse themselves in local farming life (see 11.4)

Action 11 aims to enrich the opportunities related to agrarian practice and integrate ongoing farming with ecotourism to make it financially resilient.

- Implementation Components:
- 11.1 Hakka Experimental Farm
 - 11.2 Traditional Fruit Experience
 - 11.3 Fishpond Discovery Zone
 - 11.4 ‘Farmstay & Day In The Life’ Packages

Village
snapshots

Agricultural heritage (for example field dams, wells, and fish ponds) are not understood or represented properly to the public, and not listed within the existing heritage grading system.

- Anna Yau, heritage consultant

Implementation components

11.1 Hakka Experimental Farm

Implementation Partners	AFCD, TC
Funding Roadmap	The demonstration zone can be financed through AFCD's 'Sustainable Agricultural Development Fund' or as as part 'Research Activities' projects under CCFS
Pilot	Kuk Po
<div><p>The Kuk Po farm will build upon ongoing informal agriculture in the village and demonstrate agri-spatial approaches related to traditional Hakka farming. The farm will form part of an agrarian demonstration zone network (see 11.2 & 11.3).</p><div><div><div>1. The initiative will resume and rehabilitate farmland in Kuk Po into a productive landscape for demonstrative farming</div><div>2. Cultivators will use traditional Hakka farming techniques methods to experiment with new crops and practice cultivation as a cultural and heritage process</div><div>3. Interactive learn-by-doing programming will enable participants to plant heirloom crops and discover the construction principles of a rice terrace system</div></div><div><div>Justification:</div><div><div>1. Informal farming resumption is taking place in Kuk Po but needs further financial support</div><div>2. Traditional Hakka farming and farming infrastructure remain undervalued heritage assets in Hong Kong</div><div>3. Demonstrations of traditional practices will help position the area as a major domestic agrarian landscape</div></div></div></div></div>	

11.2 Traditional Fruit Experience

Implementation Partners	AFCD, TC
Funding Roadmap	The demonstration zone can be financed through AFCD's 'Sustainable Agricultural Development Fund' or as a part of 'Research Activities' projects under CCFS
Pilot	So Lo Pun
<div><p>A project to restore the citrus orchard at So Lo Pun and reshape it into a 'Traditional Fruit Experience'. The demonstration zone will focus on the traditional harvest of local citrus fruits and their processing into agriproducts. The orchard will form part of an agrarian demonstration zone network (see 11.1 & 11.3).</p><div><div><div>1. The orchard will be rehabilitated and added as a stop on the Human-Nature school trips itinerary (see 10.1)</div><div>2. Medium term investment and expansion of the orchard site will facilitate its transformation into comprehensive standalone project with a shop selling locally made products and equipment rental for visitors to pick tangerines</div><div>3. Special curated programming will draw out the meaning and heritage of tangerine culture in So Lo Pun for visitors</div></div><div><div>Justification:</div><div><div>1. So Lo Pun sees little economic benefit from current flows of hiking tourism to the village due to no programming</div><div>2. Tangerines are a culturally significant crop to the region, and have proven to be the most successful cultivation crop in recent years</div><div>3. Villagers previously financed an orchard resumption project (costing 830,000 HKD) which ultimately proved unsuccessful but they continue to express strong enthusiasm for a village orchard</div><div>4. A demonstration zone will draw tourists to the village, generate funds for further revitalization, and contribute to the regional agrarian landscape</div></div></div></div></div>	

Implementation components

11.3 Fishpond Discovery Zone

Implementation Partners	AFCD, TC
Funding Roadmap	The demonstration zone can be financed through AFCD's 'Sustainable Agricultural Development Fund', through ECF's 'Nature Conservation Project under the Public Private Partnership Scheme' or through a special government grant (e.g. renewed millennium capital works projects scheme)

Pilot	Siu Tan
<p>A fishpond rehabilitation project at Siu Tan will revitalise the village, provide a major agro-ecological attraction and offer demonstration of traditional aquaculture practice. The fishponds will form part of an agrarian demonstration zone network (see 11.1 & 11.2).</p> <ol style="list-style-type: none">Rehabilitation of the fishponds and the creation of a discovery zone concept for visitors to experience the man-made landscapesLandscape design (e.g. adding chairs, tables, pavilions and other minor facility interventions) will help to build up the discovery zone over time into a comprehensive site positioned for high-quality eco-agricultural attractionAn aquaculture process demonstration will introduce visitors to traditional fishing practicesAdditional programming such as pond boat tours (to get a closer look) and a fish restaurant will act as additional income streams for local villagers	

Justification:

- The fishponds are no longer economically viable from a commercial production perspective
- The village of Siu Tan has been mostly abandoned but its fishponds and regional viewscapes have great potential as a tourism amenity
- Visitor earned income can help generate a sustainable business model for aquaculture and help rejuvenate the village

11.4 'Farmstay & Day in the Life' Packages

Implementation Partners	SeasonfoodHK
Funding Roadmap	AFCD can sponsor illustrative business plans and help villagers with creating marketable packaging for prospective participants
Pilot	Kuk Po, as part of ongoing farming volunteering project

Agrotourism programme linking participants with farmers and local agricultural production, and packaging this into a sellable experience for participants interested in trying out and learning about the farming way of life.

- A 'full overnight package'** will offer participants room, board and learn-by-doing opportunities in exchange for a fixed rate as part of overnight experiences in farmers' homes
- A 'Day In The Life' itinerary** will place volunteers on working farms to experience a dawn to dusk village itinerary and practice the harvest and sowing processes

Justification:

- The public has expressed consistent interest in new cultural learning opportunities in Yan Chau Tong through social media channels and surveys
- Experiential agriculture can provide an alternative income source to practicing regional farms to supplement their production operations
- The initiative can draw volunteers to local farms as a way of providing additional agricultural labour capacity

P9 Small Business Ecosystem

Create an entrepreneurial environment for residents to self-initiate sustainable livelihoods rooted in village conditions



Returning villagers and newcomers have developed local enterprises to take advantage of ongoing tourism flows but have been constrained by an unfavourable regulatory regime and a lack of policy support. This has resulted in an unstable business environment characterised by underleveraged commercial potentials and unsustainable financial opportunities. Applying an ecosystem approach to entrepreneurial development will help create greater regional resilience, diversify business types and approaches and enable the incubation of new businesses related to emerging and ongoing industries.

Projects underway

Local entrepreneurship and tourism operation

- Restaurants and agri-product stores
Fung Hang, Kop Tong, Kuk Po, Lai Chi Wo, Sam A Tsuen | Villagers
- Hakka Life Experience Village @Lai Chi Wo (under Sustainable Lai Chi Wo programme)
Lai Chi Wo | HKCF
- Campsite pilot (under Forest Village Programme)
Mui Tsz Lam | HKU CCSG, ASTKCE

Village economic framework

- Small scale farming
Kop Tong, Kuk Po, Sam A Tsuen | Villagers
- Fruit tree replanting
Kop Tong, Kuk Po, Sam A Tsuen, So Lo Pun | Villagers
- Monthly Lai Chi Wo Farmers' Market (under Sustainable Lai Chi Wo Programme)
Lai Chi Wo | HKU CCSG



Projects underway

Entrepreneurship training

- LoCoKitchen pilot (under Sustainable Lai Chi Wo programme)
Lai Chi Wo | HKU CCSG
- Lai Chi Wo and Surrounding Village Docent Training Course (under Hakka Life Experience Village@Lai Chi Wo of sustainable Lai Chi Wo programme)
Lai Chi Wo | HKCF

Licensing review



- Feasibility Study of Licensed Food Business in Remote Old Villages
Regional | HKCF
- Feasibility Study and Pilot Scheme of Water Bus for Inter-village and Coastal Eco-tour Service for Lai Chi Wo and Nearby Villages
Regional | HKCF
- Review guesthouse ordinance (under Hakka Life Experience Village @Lai Chi Wo of Sustainable Lai Chi Wo Programme)
Regional | HKCF, CCO

Commercial loan and incubation support

- Sustainable Agricultural Development Fund
Non-specific | AFCD
- AFCD loan schemes (e.g. Kadoorie Agricultural Aid Loan Fund, J.E. Joseph Trust Fund, Vegetable Marketing Organization Loan Fund)
Non-specific | AFCD
- “3 Dous” Community Building Scheme (under Sustainable Lai Chi Wo programme)
Lai Chi Wo | HKU CCSG

Next actions

Action 12
Village Economic Framework

Objective	O3
Proposed Scale	Regional
	
Timeframe	
Lead Agency	STKDRC
Implementation Partners	YCT VRs, Villagers

An economic framework for localising supply chains and fostering reciprocal business to business (B2B) relations.

The approach facilitates mutual support through emphasising the consumption and sale of local products within and between the region’s restaurants, tourism facilities, and other enterprises. The economic framework will draw out the 'Yeuk' concept in a tangible and beneficial way for local villagers.

- A “Yan Chau Tong Supply Chain” will provide a roadmap for long term economic resilience and foster local small business development (see 12.1)

Action 12 aims to identify and create opportunities for small businesses to supply goods needed locally and facilitate a village-style regional economy.

Implementation Components:
12.1 Yan Chau Tong Supply Chain



SAM A TSUEN

We currently rely on selling hand-made natural skincare products, made from herbs planted in the front yard of our house (e.g. Mexican Mint, Chinese mugwort, Aloe vera, mint, perilla, small tomatoes). We have a good reputation among friends and regular customers... That said, we need to go out to Tai Po weekly by boat for supply, and consign the products for sale. The availability of different products relies on the weather and the year’s agricultural harvest. Last year we got many good small tomatoes, but this year not much; same case for mint, the weather is too hot and dry, I can’t make mint products.

- Tsang Mei Dau, owner of skin care store at Sam A Tsuen

Village Snapshots

Implementation components

12.1 Yan Chau Tong Supply Chain

Implementation Partners	YCT VRs, Villagers
Funding Roadmap	The design of an economic blueprint (including illustrative reciprocal business plans to help villagers adopt and implement the framework) can be funded as a 'Research Activities' project under CCFS
Pilot	Small-scale test model between Lai Chi Wo, Sam A Tsuen and the uphill villages of Kop Tong and Mui Tsz Lam

Provide planning for village-tailored supply chains which incorporate small businesses into a long-term local economic network.

- 1. A local small business association will create a venue for enterprises to communicate, collaborate and find new opportunities for synergy and mutual support
- 2. Bulk resource purchases can be organised to offer local producers greater sales margins and facilitate the logistical challenge of getting supplies to the region
- 3. Reciprocal business guidelines will promote the localization strategy and help integrate new businesses into this regional economic framework
- 4. Entrepreneurship events will strengthen relationships between local enterprises and facilitate local collaboration

Justification:

- 1. Local businesses currently do not take advantage of local integration across industries (e.g. bread from the baker at Kop Tong does not factor into local menus, most drinks sold at restaurants derive from large scale corporate brands)
- 2. Geographic distance means local F&B and stores must source products from far away markets (e.g. Sheung Shui and Sha Tau Kok)
- 3. Local small businesses can support each other by carrying their respective products and promoting each other's services

Next steps

Action 13
Small Business Start-Ups

Objective	O3
Proposed Scale	Regional, with Sam A Tsuen as site
Timeframe	
Lead Agency	STKDRC
Implementation Partners	CCO, HYK, Eco Travel, HKMC, YBHK, Y.E.S., HKCF, HKU, CCSG



Village Snapshots

%

When asked about local restaurants and eating authentic rural food, visitors from a focus group conducted onsite suggested **they would be willing to pay 30-50% more per dish**, as compared to the urban areas, **as long as produce was fresh and locally sourced and dishes were homemade.**

Incubation and training initiative for resident and non-resident villagers intending to start local area businesses.

The opening of Sha Tau Kok will further speed up the development of the local tourism industry, providing enhanced opportunities for villagers to partake at different scales of the tourism value chain. Meanwhile, ongoing and future regulatory reform will continue to open space for new kinds and types of small businesses. The action will stand up a comprehensive set of services to create a supportive ecosystem for new entrepreneurial efforts.

- A "Comprehensive Licensing Review" will spur the process of rural business creation (see 13.1)
- "Docent Training and Certification" will stimulate the development of self-employment guides and provide local jobs (see 13.2)
- A "Tourism Operator Lab" will enable villagers (particularly youth) to take part in the tourism industry as owners or management trainees (see 13.3)
- A "Commercial Loan & Incubation" pilot will provide support to village entrepreneurs for financing and running local small businesses (see 13.4)

Action 13 aims to scale up the proliferation of village businesses run by locals and create a support network for business growth.

- Implementation Components:
- 13.1 Comprehensive Licensing Review
 - 13.2 Docent Training & Certification
 - 13.3 Tourism Operator Lab
 - 13.4 Commercial Loan & Incubation

Implementation components

13.1 Comprehensive Licensing Review

Implementation Partners	CCO
Funding Roadmap	The policy review can take place internally as part of ongoing department-led government efforts or as a 'Research Activities' project under CCFS
Pilot	Initial policy pilot to explore licensing of villager-run guesthouses at Kop Tong & Sam A Tsuen

Regulatory review of licensing and other controls which limit the process of rural business creation or practice.

1. The proposed review process will target the regulatory hurdles associated with tourism and entrepreneurial development
2. Adjustments will be studied to stimulate project and business initiation in a balanced way
3. **Feasibility pilots** will test out the practical implications of licensing relaxation for key areas: F&B, guesthouses, consumer production, transportation

Justification:

1. The urban-bias of many business ordinances unfairly or unintentionally limit the development of businesses in Yan Chau Tong villages
2. Local farmers and entrepreneurs are forced to process their products in Sha Tau Kok due to local standards limitations
3. Villagers have been restricted in their operation of informal guesthouses and no licensing exists to expedite this

13.2 Docent Training & Certification

Implementation Partners	Eco Travel, HYK
Funding Roadmap	A programme can be funded with government support through HYK or STKDRC
Pilot	Hybrid, with on-site Sam A Tsuen training and off-site theoretical workshops at existing company headquarters

Scheme to train and certify local stakeholders to start self-employed guide businesses. The initiative will target villagers in particular, so as to leverage their experience and memories as part of a high quality tour product and create locally available jobs.

1. Recruitment will start with village candidates through an advertisement campaign on notice boards and subsequently through an open call for interested outsiders
2. Existing tour guides and retired professionals will be hired to offer locals and interested outsiders safety and professional skills training
3. Trainers will focus on teaching participants how to set up and run success self-employed tour businesses. Training will include insurance filing, recordkeeping, access to financing, legal and permitting issues, etc.
4. The course will lead to certification which tour guides can use to promote their services in Yan Chau Tong
5. If necessary, partnerships with existing tour companies can be established to offer graduates not interested in self-employment preferential hiring through companies

Justification:

1. Existing residents and new returnees have access to a limited set of local livelihood opportunities
2. Current tourism flows are dominated by hikers who provide little local income and derive limited cultural benefit from self-guided touring
3. Many retired village residents have important local stories and childhood memories which can be leveraged as part of a local guiding opportunity

Implementation components

13.3 Tourism Operator Lab

Implementation Partners	HKCF, HKU CCSG, YBHK
Funding Roadmap	The training lab can be set up through the Hong Kong Federation of Youth Groups's 'Youth Business Hong Kong' (YBHK) Scheme, through HKTB's 'Youth Academy', or as part of new dedicated funding by AFCD
Pilot	Hybrid, on site tutorials at Lai Chi Wo tourism facilities and off-site classes at the training college or management faculty which will run the lab

Start-up project to enable villagers (particularly youth) to take part in ongoing and emerging opportunities related to the tourism industry. Participants will be trained in business planning and development, capital-raising, recordkeeping and operations, marketing and promotion.

1. The lab will be implemented as an intensive cohort-based program which will equip participants with the training necessary to start tourism businesses and help them navigate the licensing process
2. **The Operator Stream** will train villagers to start their own businesses related to equipment rental businesses, conservation tourism, immersive ecology, cultural facilities, food travel, etc.
3. **The Management Trainee Stream** will offer participants a chance to work under the supervision of managers of existing big projects (guesthouse, farmer's market, campsite) to learn how to perform rural project management
4. Graduates will be offered preferential employment in the regional tourism industry at different scales of the value chain

Justification:

1. There is lack of local job availability to pull back returning villagers or new residents
2. As part of the eco-recreation circle of the North Metropolis plan and the opening of Sha Tau Kok pier the tourism industry will offer new opportunities for local employment
3. A lack of local capacity and investment in Yan Chau Tong prevents the proliferation of small tourism businesses catering to visitors

13.4 Commercial Loan & Incubation

Implementation Partners	HKMC, Y.E.S., YBHK
Funding Roadmap	A programme can be funded with government support through HYK or STKDRC
Pilot	N/A, an initial commercial loan pilot scheme can be aligned with the tourism operator lab and expanded accordingly

Creation of an integrative business loan and support service for villagers intent on starting or scaling up local small businesses. The immediate target for such incubation will be the graduates of operator and management schemes.

1. **Commercial loan services** will provide self-liquidating loans to young entrepreneurs who plan on starting and operating village businesses at affordable interest rates
2. **Incubation support** will provide peer mentoring, business consulting, expansion planning and market opportunity mapping to help provide a blueprint for village business development

Justification:

1. Rural youth entrepreneurs lack access to capital and service support for starting small businesses
2. Yan Chau Tong villages have few remaining resident youth, with most living off site closer to job opportunities
3. Commercial opportunities for young villagers will also support the development of local youth leadership

P10 Digital Livelihoods

Foster high quality, long-term village livelihoods through 'smart' service extensions and digital economy linkages



Hong Kong villages have often been locked out of economic and social service innovations due to a lack of urban-rural symbiosis. The ongoing extension of broadband coverage to the area and the Smart City blueprint have made it viable for the region's villages to pursue new forms of digital livelihoods. Digital economy alignments and remote work can help reduce over-reliance on precarious tourism flows. Meanwhile, smart technologies will provide enhanced social infrastructure to villagers by overcoming traditional delivery bottlenecks.

Projects underway

Telecommunication improvement

- Subsidy Scheme to Extend Fibre-based Networks to Villages in Remote Areas (under Smart Countryside)

Fung Hang, Kop Tong, Kuk Po, Lai Chi Wo,
Mui Tsz Lam, Sam A Tsuen | OFCA

Small village studies

- Smart Village Pilots (under Smart City Blueprint 2.0)

Non-specific | ITB



Next actions

Action 14
Smart Village Upgrading

Objective	O3 + O4
Proposed Scale	Non-specific
Timeframe	<div><div></div><div></div><div></div><div></div></div>
Lead Agency	CCO
Implementation Partners	ITB, YCT VRs, HKU CCSG

A digital initiative to solve existing village challenges through new technological investments.

Efforts will be made to apply digital and smart solutions to existing village service and commercial operations. The government 'Smart Village Pilots' programme has made funding available for the upgrading and piloting of new digital rural services. Meanwhile, the rising affordability and applicability of digital extensions will optimise and improve rural service delivery for ongoing commercial purposes.

- "E-Social Services" upgrading will enable the provision of telehealth, smart logistics and eco-monitoring systems (see 14.1)
- "E-Business Services" upgrading will enable local businesses to apply e-payment systems, enter e-commerce markets, and standup online footprints (see 14.2)

Action 14 aims to rollout a strategy which makes use of digital technologies to leapfrog over existing rural service provision bottlenecks.

Implementation Components:

- 14.1 E-Social Services
- 14.2 E-Business Services



Village Snapshots

Villagers and Visitors both highlight local digital access (including Wifi and data network coverage) as requiring improvement. In our survey, overall ranking of telecommunication facilities was 2.59 out of 5, indicating substantially below average quality.

Implementation components

14.1 E-Social Services

Implementation Partners	ITB, YCT VRs
Funding Roadmap	N/A, funding is provided via the 'Smart Village Pilots' programme directly
Pilot	Feasibility study and trial of regional mobile medical boat to supplement local medical service

Apply for funding through ITB's ongoing 'Smart Village Pilots' programme for enhancing social services in villages. The initiative will identify suitable pilot projects and work with government to execute them at appropriate regional sites.

- Expand phone-enabled service delivery to the populated villages and explore provision of mobile medical boats to supplement telemedical service
- Monitoring of minibuses and piers to control capacity and plan for visitor inflow and exploring local uses for mobility tech
- Smart eco-monitoring system for preventing illegal dumping, wild animal nuisance, tree fall cleanup, and hillfire & flooding warning

Justification:

- Rural solutions to garbage, overtourism, community service challenges are hampered by the difficulty of providing service because of geographic challenges
- Villages in Yan Chau Tong are provisioned with limited government and social service delivery due to the installations costs of providing them to small populations

14.2 E-Business Services

Implementation Partners	ITB, HKU CCSG
Funding Roadmap	E-business projects can be designed to fit under the 'Smart Village Pilots' programme or as a 'Research Activities' project under CCFS
Pilot	A pilot centre at Lai Chi Wo will provide a trial run of the support service

Initiative to support existing local businesses with digitising their product and payments offerings and seizing e-commerce opportunities.



- Government or non-profit organization staff will be employed to provide recurrent digital support to villages for business upgrading and digital alignments
- A village e-payment expansion scheme will promote the proliferation of contactless payment methods for onsite vendors such as FPS, Octopus, Alipay etc.
- E-commerce training will be delivered through online skills workshops and onsite support will be given to villagers for digitising existing stocks of goods for e-market platforms
- Marketing support will help villagers with website creation, Search Engine Optimization and other digital strategies for improving their digital footprints

Justification:

- Existing local entrepreneurs in the catering, tourism and agri-production rely on local foot traffic and tourism to sell their goods and generate proceeds
- Visitors to the region are limited to cash payments as part of ongoing catering service and souvenir buying
- Local commercial operator information continuously changes (names, opening hours, prices) and there is no existing up-to-date platform for sharing this with customers

Next actions

Action 15
Remote Work Villages

Objective	O3 + O4
Proposed Scale	Regional, with Kop Tong as site
	
Timeframe	
Lead Agency	CCO
Implementation Partners	HKCF, ITB, HKTB

A development concept to expand remote work opportunities into Yan Chau Tong villages.

As investments in fibre-optic broadband and housing renovation grow, the opportunity for promoting rural remote work will emerge as a value-added strategy. It will be designed to be integrative and additive for Yan Chau Tong, aligning with and meeting existing community objectives while posing no challenge to the focus on primary production and rural character.

- A "Local Remote Work" pilot will test out the concept and enable non-resident villagers to return to live and work in their communities (see 15.1)
- A "Digital Nomad Recruitment" effort will expand the concept to a larger and more international audience to provide supplementary income opportunities (see 15.2)

Action 15 aims to deliver a viable high-quality new opportunity which diversifies the local economy and helps recruit back residents.

Implementation Components:

- 15.1 Local Remote Work
- 15.2 Digital Nomad Recruitment

Implementation components

15.1 Local Remote Work

Implementation Partners	HKCF, ITB
Funding Roadmap	A remote work pilot can be designed to fit under the 'Smart Village Pilots' programme or as part of the 'Research Activities' under CCFS
Pilot	Multi village, creation of a Kop Tong & Mui Tsz Lam housing and workhub (following their inclusion in the fibre optic network starting in 2024)

Pilot project to test out rural remote working viability and then establish a long-term planning framework for wider implementation.

1. A pilot village will be selected based on its access to high-quality broadband availability, renovated housing stock and full week access to food and essential services
2. Additional office space conversion will establish a workhub for remote workers to operate and socialise from
3. A recruitment campaign will target offsite villagers to come back for remote work and encourage others deemed suitable for integration into existing community practices
4. After the pilot has shown proof of concept, an online village booking platform will cater to different needs: temporary stays, village working holiday stays, and middle and long 'working from home' village residential stays

Justification:

1. Remote work will work as a low investment, high-value packaging to leverage ongoing broadband, housing, and service improvements for the creation of a high-quality economy opportunity
2. Remote work creates a viable return strategy for offsite villagers to resettle into their ancestral villages for longer periods
3. Remote workers will bring rental incomes, more service demand and added vibrancy to declining villages

Implementation components

15.2 Digital Nomad Recruitment

Implementation Partners	HKTb, ITB
Funding Roadmap	Recruitment can be designed to fit under the 'Smart Village Pilots' programme or as part of the 'Research Activities' under CCFS in partnership with HKTb
Pilot	N/A

Long-term expansion plan to scale up the remote work initiative to a global audience. Digital nomads are a group of location-independent technology workers who work across the globe and provide valuable income to rural village communities. A limited plan to trial a digital nomad strategy in the villages will explore the feasibility of a new and significant income source.

- 1. **Online recruitment through digital community websites and social media marketing** will promote the amenities of the Yan Chau Tong region and position it as a rural remote work destination
- 2. **Development of services** such as visa fast-tracking, talent-friendly working environments and shuttle services to the region to accommodate participants
- 3. **Alignment of the digital nomad scheme into existing local projects** (such as the youth operator or ecommerce training schemes) will support regional capacity upgrading efforts by providing knowledge exchange and best practices sharing

Justification:

1. Expanding the living community population will ensure local service and goods providers have sustained demand

2. Recruitment will broaden the potential customer base for local housing and provide an extra income source which can supplement villagers during the low tourism season

3. Global exchange and co-living will create opportunities for knowledge sharing and foster new opportunities for the villages

P11

Affordable Resettlement Support

Reestablish living communities by improving full time service in inhabited villages and part time stays in secluded ones





Making villages habitable again is a prerequisite for the comprehensive revitalisation of the region. Housing renovation projects have begun to emerge but the associated costs are too high for housing rehabilitation at scale. Meanwhile, the provision of essential services (toilets, portable water, sewage and electricity) is too limited for interested parties to consider settlement. A low-cost self-renovation approach to housing and incremental infrastructure improvement will make it possible for villagers to resume full-time residence in larger accessible villages and undertake part-time overnight stays in more secluded, less viable ones.

Projects underway

Self-help housing

- Renovation of village houses and/or ancestral hall

Kop Tong, Sam A Tsuen | Villagers

Assisted village house restorations

- Project Plum Grove: Revitalising Mui Tsz Lam with Experimental Restorations

Mui Tsz Lam | CUHK SoA

Village maintenance

- Prevention of Deterioration of Built Environment and Landscape Improvement in Lai Chi Wo Village

Lai Chi Wo | HakkaHome-LCW Limited

- Annual village cleaning (under Sustainable Lai Chi Wo Programme)

Lai Chi Wo | LCW PST, HKU CCSG, HKCF, CA

- Dam and floodgate renovation

So Lo Pun | Villagers, volunteers

Community infrastructure building

- Wu Zhi Qiao Local Volunteer Service

Mui Tsz Lam | WZQ

Village systems upgrade

- Regional garbage collection

Regional | FEHD

- Villagers’ Management Agreement Project with Hygiene Theme

Lai Chi Wo | HakkaHome-LCW Limited

- Trial Project on Municipal Solid Waste Charging at Rural Areas

Lai Chi Wo | EPD

- Project LIGHTUP

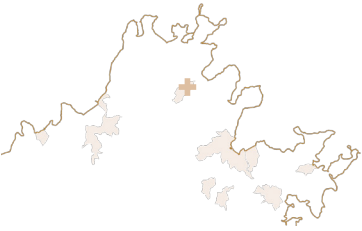
Lai Chi Wo | Border District

Next actions

Action 16
Housing Support

Objective O4

Proposed Scale Regional, with So Lo Pun as prototype



Timeframe



Lead Agency CCO

Implementation Partners HKCF, HKU CCAU, URA, HKU CCSG

Renovation and recruitment initiative which provides access to information and capital for villager resettlement.

Permanent residency rates in the region remain low, with the hubs of Lai Chi Wo, Kuk Po and Sam A Tsuen being the only communities with significant populations (Fung Hang has been omitted, due to its desire to remain independent from planning work). A major bottleneck is the prohibitive cost of housing renovation and the lack of mobilisation to this end. The action will explore an approach to cost reduction and promote it to ex-residents interested in returning.

- A "Renovation Database" will list suitable and trustworthy rural housing contractors and enable collective contracting for low cost renovation solutions (see 16.1)
- A "Self-Help Housing" pilot will establish a low-cost self-renovation solution for villager resettlement (16.2)
- A "Renovation Pilot Loan" scheme will provide low to no interest loans to villagers with existing properties in the villages to support and fast-track renovation (see 16.3)

Action 16 aims to increase the viability of home renovation and spur the resumption of living communities.

Implementation Components:

- 16.1 Renovation Database
- 16.2 Self-Help Housing
- 16.3 Renovation Pilot Loan

Village Snapshots

Villagers want to build houses but there are no policies that assist this. **Some villagers want to go back but staying long-term is difficult.** When we applied to home affairs before, it was for slopes, treating waste and sewage, but applications face a lot of obstacles.

- Jane Wong, indigenous villager of So Lo Pun

Implementation components

16.1 Renovation Database

Implementation Partners	HKCF
Funding Roadmap	The database and its corollary activities can be designed as 'Research Activities' or as 'Restoration of Built Heritage' projects under CCFS
Pilot	N/A, the database is non-physical and can be made available to villagers across the region

Informational database which provides supporting information to villagers for renovation work. The database will list builders specialised in rural home renovation and enable creative contracting for cost reductions.

- An easy-to-use and continually updated database** of renovation contractors competent, able and willing to work in Yan Chau Tong will be established
- Testing of a collective contracting model** between villagers and renovation experts to reduce building and material costs
- Alternative transportation strategies** for securing cheap and reliable material delivery will be explored

Justification:

- Ongoing housing rehabilitation is hampered by the lack of information on suitable contractors
- Renovation efforts are further limited by the prohibitive cost of material delivery
- Villagers consider housing a community-level concern preventing the seamless sharing of information and best practices among regional stakeholders

16.2 Self-Help Housing

Implementation Partners	HKU CCAU, HKCF
Funding Roadmap	The housing prototype, guidelines and training can be designed as a single project under the 'Research Activities' or 'Restoration of Built Heritage' under CCFS
Pilot	So Lo Pun, prototype and training can be trialled with local villagers

Pilot project to establish a low-cost self-renovation solution for villager resettlement. The project partner will oversee the pilot, working with villagers to create a prototype, provide training and promote the approach across the region.

- Development of a physical low cost renovation prototype** which meets villager needs in terms of cost and lifestyle necessity
- Creation of self-build guidelines** to enable villagers to undertake the renovations themselves (for cost reduction)
- Training project** to familiarise villagers with the guidelines and build up local capacity for housing renewal

Justification:

- The cost of renovation (estimated at between 1-2 million HKD per house) has prevented villagers from taking on housing repair work
- Labour and material costs remain a major source of cost prohibitiveness
- Villagers across the region have consistently highlight housing renewal as a major priority for revitalisation work

16.3 Renovation Loan Pilot

Implementation Partners	URA, STKDRC
Funding Roadmap	The pilot loan can be designed as an expansion of Urban Renewal Authority (URA)'s 'Home Renovation Interest-free Loan' for rural home suitable or conceived as a specialized scheme targeted specifically to rural residents of enclaves whose aim it is to restore their ancestral property
Pilot	N/A, the loan pilot is non-physical and can be made available to villagers across the region as part of a phased trial

Pilot loan scheme providing access to capital for villagers wishing to renovate their homes. The scheme will provide low to no interest loans to villagers with existing properties in the villages as a strategy for restoring village communities and enabling residential resumption.


- Design of a renovation loan product which meets the needs of local homeowners.** The value of said loan should be higher than the one offered through URA's 'Home Renovation Interest-free Loan' scheme. This is because the renovation works in question are not limited to internal repairs but are also structural in nature
- Alignment with wider ecological and sustainability goals** to ensure housing resettlement is undertaken in a way which prioritises landscape protection and low-impact outcomes
- Testing of the loan** through promotion to local villagers as part of the overall Yan Chau Tong housing strategy

Justification:

- Renovation cost estimates are too high for villagers to be able to self-finance
- The government also provides homeowners with a renovation loan through URA, but this is geared towards urban residents (given the value amount)
- To rejuvenate villages and create an exemplary rural region housing renovation and resettlement will have to be made priorities

Next actions

Action 17
Settlement Service Provision

Objective	O4
Proposed Scale	Regional
	
Timeframe	<div><div></div></div>
Lead Agency	CCO
Implementation Partners	HKCF, STKDRC, HAD

Service investments to establish the proliferation of affordable and comfortable community living in the Yan Chau Tong villages.

The improvements will provide essential facilities to outlying villages while expanding existing systems in larger communities to accommodate growing populations. Basic facility improvements will aim to make use of green and sustainable materials as part of this effort.

- A specially designed "Smaller Village Incremental Facility" will provide hard-to-reach villages with affordable and expandable essential services (see 17.1)
- A study for "Larger Village System Upgrading" will determine the implementation of new village refuse collection services and decentralised sewage systems (see 17.2)

Action 17 aims to create a systematic improvement approach which ensures villagers’ essential service needs are met and that public investment is targeted and cost-effective.

Implementation Components:

- 17.1 Smaller Village Incremental Facilities
- 17.2 Larger Village System Upgrading

Implementation components

17.1 Smaller Village Incremental Facilities

Implementation Partners	CCO
Funding Roadmap	The prototype facility can be designed as a 'Research Activities' under CCFS or funded as an 'Environmental Research, Technology Demonstration and Conference Project' under ECF
Pilot	Modular trial facility at Mui Tsz Lam

Prototype facility and improvement works programme which aims to provide essential service facilities to outlying, lightly populated villages in an affordable manner.

1. Design of a special-made modular facility which provides ablution, sanitary, shower and wash line facilities at a lower cost per unit
2. Pilot and testing of the facility in an outlying regional village
3. Wider installation of the module in other hard-to-reach villages lacking existing facilities
4. Post-implementation study to determine priority and speed of investment for incremental upgrading of basic modules, according to rising population and visitor demand

Justification:

1. Topographic challenges limit the installation of backend water or sewage systems thereby preventing the provision of essential services to uphill villages
2. The cost of standard toilet block installation prevents the government from providing basic services to outlying, low populated villages
3. Facility upgrading decisions for villages are not adequately aligned with on-the-ground needs and fail to adjust to growing population and visitor demand

Implementation components

17.2 Larger Village System Upgrading

Implementation Partners	CCO, FEHD, HAD, STKDRC
Funding Roadmap	Studies can be financed through the 'Research Activities' under CCFS, through ECF's 'Community Waste Reduction Projects' scheme or its 'Environmental Research, Technology Demonstration and Conference Projects' scheme
Pilot	<div><div>1.</div><div>A Kuk Po service study to determine the upgrading needs and priorities for population expansion</div></div> <div><div>2.</div><div>A Sam A Tsuen service upgrading study to address littering and domestic garbage build up through system improvements</div></div>

Infrastructure improvement study aimed at determining investment priorities and implementation methods for upgrading backend systems in villages with established residential populations (>5 households).

1.

Feasibility reports to determine the implementation of decentralized sewage systems
2.

Whole-of-village service studies to determine the upgrading needs for accommodating residential populations (sewage, water, and garbage)
3.

A regional planning study for developing a 'greening' approach to upgrading facilities for accommodating larger populations
4.

A feasibility study to explore a regional refuse collection system which solves existing garbage build up challenges and the lack of service to outlying villages
5.

A policy review to ensure village facility provision is aligned with up-to-date population growth projections in communities so that adequate services are rendered

Justification:

1.

Resident populations have the right to comfortable and convenient service provision in their villages
2.

Residential villages in Yan Chau Tong experience difficulties related to sewage and garbage collection due to rising populations and tourism flows
3.

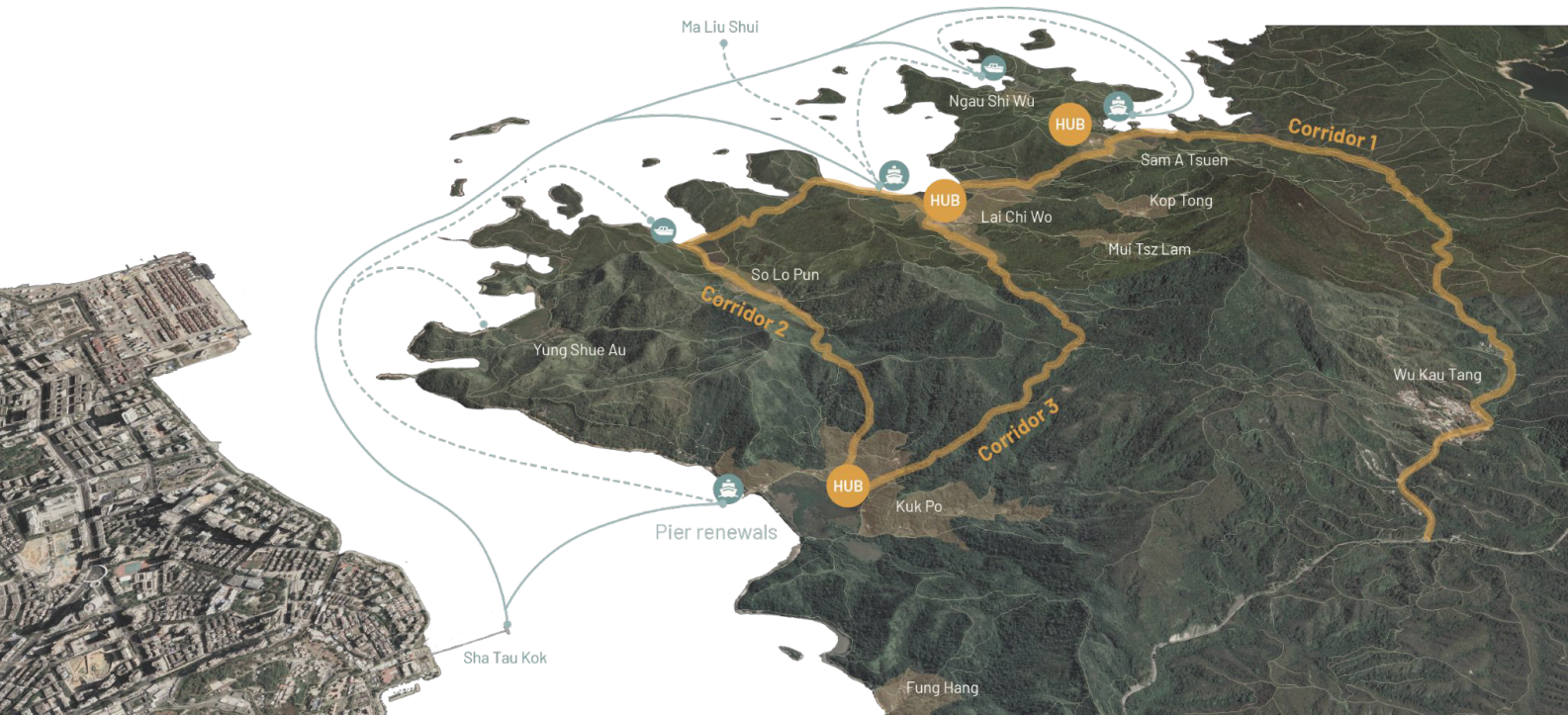
The Yan Chau Tong region is home to fragile and significant ecosystems vulnerable to environmental damage

P12

Integrated Mobility

Using regionally scaled transport planning to distribute access across the region, link the north and south clusters, and activate abandoned villages





Accessibility to and within the area is currently disjointed and ad hoc due to a lack of overall planning. This has created bottlenecks at the few existing access points, separated north and south nodes, and led to the abandonment of several villages. Regional transport planning will better integrate different mobility modes, help distribute flows and link route types to make movement more convenient. The use of a hub-and-spoke model will leverage Sha Tau Kok’s opening to increase access through new village entry points and make smaller secluded villages more connected via a cost-effective networked system.

Projects underway

Trail restoration and enhancement

- Double Haven Country Trail
- Regional | AFCD, TC

Trail information platforms

- Hong Kong hiking trails mobile apps
- Non-specific | GOV / Private

Water service expansion

- Feasibility Study and Pilot Scheme of Water Bus for Inter-village and Coastal Eco-tour Service for Lai Chi Wo and Nearby Villages
 - Weekend Ferry Service to Lai Chi Wo from Ma Liu Shui
- Regional | HKCF
- Lai Chi Wo | Best Sonic Industrial Limited

Pier renewal

- Lai Chi Wo Pier improvement (Under Study for pier improvement at Lai Chi Wo and Tung Ping Chau - Investigation)

Next actions

Action 18
‘Three Hubs, Three Corridors’
System

Objective	O4 + O5
Proposed Scale	Regional, with Kuk Po, Sam A Tsuen, So-Kuk Trail, Lai-Kuk Trail as sites; So Lo Pun, Ngau Shi Wu as programmes
Timeframe	
Lead Agency	TD
Implementation Partners	AFCD, CEDD, HKCF



Mobility planning and investments which aim to create a regional, balanced transportation approach.

The proposed strategy will facilitate more convenient access to outlying villages, make it easier for villagers to get in and out of the area while creating strong management competencies for preventing overtourism. Furthermore, the strengthening of physical village connections will aim to strengthen their cultural and social ties as well.

- An "Enhanced Trail System" will facilitate regional pedestrian access and the restoration of culturally significant ancient trails (see 18.1)
- "Targeted Pier Renewal" will facilitate the connection between three mobility hubs and neighbouring outlying villages (see 18.2)
- A study for "Water Service Expansion" will assess the feasibility of providing marine transport choices which meet the needs of diverse stakeholders (see 18.3)

Action 18 aims to regional-ise mobility such that the nine villages are connected in a way which balances between accessibility and vulnerability.

Implementation Components:

- 18.1 Enhanced Trail System
- 18.2 Targeted Pier Renewal
- 18.3 Water Service Expansion

SO-KUK

Village Snapshots

When So-kuk ancient trail was still active, it only took 45 minutes to go from So Lo Pun to Kuk Po, which is half the time than walking along the coast passing through Yung Shue Au. The villagers made use of this connection to transport their goods to Sha Tau Kok Market from Kuk Po pier for trading.

Implementation components

18.1 Enhanced Trail System

Implementation Partners	AFCD
Funding Roadmap	Ancient trail improvements can be undertaken as part of AFCD's ongoing Country Parks 'Planning, management, building and maintenance of recreational facilities' division
Pilot	Restoration of the So-Kuk Ancient Trail

The enhanced system will make use of existing trails and extend them through ancient trail restoration. The three corridors will follow and build upon ongoing pedestrian flows and use ancient trail rehabilitation to improve access in an affordable manner.

Corridor 1 from Wu Kau Tang to Sam A Tsuen will be maintained without further expansion

Corridor 2 from Luk Keng to Kuk Po will be extended to So Lo Pun to provide full mobility in the northern node

Corridor 3 will restore pedestrian access between Lai Chi Wo to Kuk Po to improve interregional connection

- Restoration of the So-Kuk Ancient Trail** will extend pedestrian access from Luk Keng to So Lo Pun, creating an alternative to the existing coastal trail and provide faster access to the village from Kuk Po
- Restoration of the Lai-Kuk Ancient Trail** will connect the region's two major population hubs
- Design guidelines** will enhance the aesthetic qualities of trails by promoting authentic materials, landscape edging, heritage elements, and path narrowing
- A walkability analysis of all existing trails in Yan Chau Tong** will provide convenient and comprehensive walking information to visitors as part of existing AFCD managed trails and maps

Justification:

- Provide more entrance and exit options by aligning ferry (Lai Chi Wo) and bus (Luk Keng) access
- Create a logic to restore the significant ancient trail system important to villagers and visitors alike
- The cross-village connections and service offerings are hindered by the under-maintained regional pedestrian access
- Many of the footpaths are in poor conditions or inaccessible, which hinder the transport of materials for revitalisation of hard-to-reach villages

18.2 Targeted Pier Renewal

Implementation Partners	CEDD
Funding Roadmap	Pier renewal can be undertaken through CEDD's 'Pier Improvement Unit' as part of the minor improvement works fund of STKDRC
Pilot	<ol style="list-style-type: none">Kuk Po pier enhancement to offer visitors direct access from Sha Tau Kok and/or Ma Liu Shui to the northern nodeSam A Tsuen pier repair to address sunken state and refurbish it for villager use

Development of a water connections network and corollary pier renewal for regional villages.

Ferry flow into the Yan Chau Tong region will be focused principally through Lai Chi Wo, and eventually through Kuk Po. These two villages will act as water-based hubs from from which smaller boats can take visitors and villagers to neighbouring outlying villages. Sam A Tsuen, meanwhile, will act as the third hub, being a major pedestrian interchange and providing direct ferry access to Ngau Shi Wu.

- Improvement work** will prioritise renewal of the unrenovated piers of two of the proposed hubs (Kuk Po, Sam A Tsuen). A further evaluation of the damage levels will be used to justify such repairs
- Smaller investments will be made to make outlying village piers at Ngau Shi Wu and So Lo Pun usable for docking by small boats. All necessary studies and precautions will be taken to establish their readiness for small-scale usage
- Develop the concept of 'piers as attractions'** through artist collaboration and activity clustering around piers (e.g. water bus touring, shops, pier restaurant, in-boat ecotourism programming)

Justification:

- Greater access to more villages will reduce overcrowding at major tourism nodes
- Water-based solutions will enable the rejuvenation of remote villages like Ngau Shi Wu and So Lo Pun
- Several local piers (e.g. the Sam A Tsuen pier) are sunken or in disrepair, presenting a potential hazard to ongoing pier use by villagers

Implementation components

18.3 Water Service Expansion

Implementation Partners	HKCF
Funding Roadmap	Studies can be designed for funding as 'Research Activities' under CCFS
Pilot	N/A

A series of feasibility studies will explore the expansion of regular water bus lines and the use of small scale modalities to complement existing transport options.

- 1. **A study to determine the implementation and viability of a regular ferry for villagers** which will serve all the coastal villages from Sha Tau Kok
- 2. **A study to determine the implementation and viability of a low cost water taxi system** which can support villagers and visitors to enter and exit the region during off-peak hours
- 3. **Feasibility study** to explore limited weekday expansion of the Shau Tau Kok – Lai Chi Wo ferry and extension of service to Kuk Po

Justification:

- 1. Villagers have trouble accessing their ancestral villages due to limited scheduling and timetables
- 2. Off-hour transportation is next to non-existent creating accessibility challenges for revitalisation work and project-doers
- 3. Tourism to the area is weekend-heavy preventing the realisation of weekday service and business operations

P13

Region-Wide Ecotourism

Use regional scaling to better manage ongoing visitor flows and distribute benefits to a wider set of local communities





The benefits from ongoing area visitation have been limited by piecemeal non-planned tourism development. With a visitor surge expected following the opening of Sha Tau Kok there is further risk that tourism will lead to negative impacts on local communities and ecologies. Moreover, recognition of the area as a tourism site has been limited to a few well-publicised villages and established hiking destinations. This has narrowed the distribution of benefits. Regional coordination which actively monitors flows and impacts and positions the region as a whole will lead to the development of sustainable, balanced and socially beneficial tourism.

Over time, the boundary of the programme will need to incorporate villages beyond the nine villages identified. A truly regional scale of tourism planning will link Wu Kau Tang, Ap Chau, Kat O, Yung Shue Au and other popular nearby villages to this tourism management framework. This will enable comprehensive responses at the appropriate scale.

Projects underway

Online tourism branding

- 慶春約記 Facebook page
Regional | Stories South & North
- Back To Our Countryside campaign
Regional | CCO
- Lai Chi Wo promotion on Discover Hong Kong website
Lai Chi Wo | HKTB

Tourism strategy design

- Sustainability Design Hackathon for Rural Camping Experience (under Forest Village Programme)
Mui Tsz Lam | HKU CCSG, ASTKCE, HKU DLA

Tourism itinerary packaging

- Double Haven Country Trail
Regional | AFCD, TC
- Ecotours led by private companies
Regional | Private tourism companies
- Monthly Mui Tsz Lam and Kop Tong cultural ecological tours (under Forest Village Programme)
Kop Tong, Mui Tsz Lam | ASTKCE
- Lai Sam Ancient Trail promotion on the Enjoy Hiking Website
Sam A Tsuen | AFCD

Physical tourism promotions

- Hong Kong Geopark 10th anniversary celebration activities and souvenirs
Regional | AFCD

Next actions

Action 19
Tourism Management

Objective	O5
Proposed Scale	Regional
Timeframe	
Lead Agency	CCO
Implementation Partners	AFCD, HKU DUPAD, HKU CCSG, YCT VRs

System designed for the monitoring of tourism distribution, the control of operational quality and the production of local tourism benefits.

Rigorous management will oversee the gradual development of tourism to ensure it does not endanger the carrying capacity of the region while producing high quality and sustainable visitor offerings.

- A "Control & Management Tool" will establish and maintain an optimal quantity and quality of tourism activity (see 19.1)
- A "Visitor Code of Conduct" will communicate the values of the region and set behavioural expectations for visitors to follow (see 19.2)
- "Local Tourism Benefit Studies" will assess the feasibility of implementing benefit sharing mechanisms locally (see 19.3)

Action 19 aims at systematic management over the region's tourism development to control impacts and enhance benefits.

Implementation Components:

- 19.1 Control & Management Tool
- 19.2 Visitor Code of Conduct
- 19.3 Local Tourism Benefit Studies

Village Snapshots

It is not easy to balance the visitor flow in ecotourism. I would rather have less people coming to visit, but still we can take this as a chance to educate the tourists. We can communicate simple things like showing respect and being fair to different shops through spending money in different shops every time.

- Stony Ng, eco-tour guide and worker of Mui Tsz Lam Story Room

Implementation components

19.1 Control & Management Tool

Implementation Partners	HKU DUPAD, HKU CCSG
Funding Roadmap	Studies and modelling can be designed for funding as 'Research Activities' under the CCFS stream or as part of wider-research themed government funding (University Grants Committee, Public Policy Research Funding Scheme, or ECF research funds)
Pilot	Agent-based modelling study to determine a carrying capacity quota for the region

A management tool to quantify and control for the optimal level of ecotourism activity. Management practices will build upon carrying capacity data to oversee the sustainable development of local facilities and programming while mitigating their negative impacts.

1. **Agent-based and capacity modelling** will be used to develop a quantification metric for establishing the region’s optimal level of visitor flow. This will provide scientific evidence for allocating a floating quota for regional planning
2. **A Kaito warning system tool** will provide authority to intervene and reduce ferry frequencies once a vulnerability threshold is crossed
3. **Operator sustainability criteria** will ensure that new facility plan proposals and business activities do not endanger the biological or cultural landscapes
4. **Facility design guidelines** will promote the use of local and rustic finishes for delivering of high quality tourism amenities
5. **Regular compliance audits** will offer post-implementation monitoring to ensure that sustainability and quality control criteria are maintained over the long run

Justification:

1. Yan Chau Tong is home to ecologically significant but fragile marine and terrestrial ecosystems vulnerable to overtourism
2. Living communities in Yan Chau Tong aim to live traditional and sustainable local lifestyles which tourism should enable but not endanger
3. The region is shifting towards a high-quality low-impact tourism framework which requires rigorous control and management support

19.2 Visitor Code of Conduct

Implementation Partners	YCT VRs, HKU CCSG
Funding Roadmap	The code of conduct can be developed as a 'Cultural Rehabilitation/Revitalisation' and/or 'Research Activities' project under CCFS
Pilot	N/A, the code of conduct shall be disseminated formally and informally through villagers, CCO and other regional partners

Guidelines will be developed to communicate villager expectations and highlight cultural and ecological values in order to create mutual understanding between villagers and visitors. The code of conduct will position the region as a landscape of culturally significant living communities and educate the public based on the concept of sustainable development.

1. Development of a code of conduct agreed to by villagers and supported by project partners which educates visitors about ecotourism, highlights the fragility of the ecosystem, and promotes Yan Chau Tong as a region of high quality rural character
2. **Communication strategy promoting the guidelines** through village signboards, tour guide announcements, restaurant signage, ferry brochures so that it achieves broad dissemination

Justification:

1. Visitation to the area takes place as status quo hiking and village visitation, providing low quality opportunities for cultural exchange and high-end tourism interactions
2. Guidelines will mitigate negative impacts (garbage, cultural neglect) imposed on the residential community and make tourism a more positive local phenomena
3. Strong reputational positioning and stakeholder communication will facilitate the transition to a high-quality, low-impact tourism model

19.3 Local Tourism Benefit Studies

Implementation Partners	AFCD
Funding Roadmap	The feasibility studies can be designed as 'Research Activities' under CCFS
Pilot	Study projects to be undertaken offsite with research conducted at Lai Chi Wo

Studies conducted for establishing the viability of a sustainable development fee applied as a ‘reservation rate’ to visitors and as a ‘permit condition’ for operators.



1. A study will explore the implementation of a **'sustainable development fee'**. Under this system visitors would reserve visits through an entrance booking system. A daily fee would be levied, its rate fluctuating depending on how crowded Yan Chau Tong is at any given time. System data would be used to preemptively plan tourism services
2. Another study will determine the viability of **'operator permit conditions'**. Conditions, provided through local business contracts, would stipulate a fixed percentage of profits to be contributed by operators in support of ongoing revitalisation work

Justification:

1. Reservation fees will help maintain the exclusivity of the area and ensure low-impact tourism practice
2. Permit conditions for operators will ensure top-end tourism service standards
3. Tourism-linked payments will compensate villagers for impacts and provide resources for the implementation of conservation and community objectives

Next actions

Action 20
Visit Yan Chau Tong Promotion

Objective	O5
Proposed Scale	Regional
	
Timeframe	
Lead Agency	CCO
Implementation Partners	HKTB, The Common Map, CACHe, TC, HKU DUPAD

Creation of a promotional strategy which uses regional scaling to promote Yan Chau Tong as a local tourism destination.

The action will use physical and digital marketing tools to package and re-contextualize tourism in the area, offering visitors a more expansive and diversified tourism offering.

- "Tourism Itinerary Packaging" will highlight a wider and more distributed set of local cultural and ecological amenities (see 20.1)
- A "Yan Chau Tong Tourism Brand" will provide marketing and positioning for the region as a whole (see 20.2)

Action 20 aims at regional tourism promotion in Yan Chau Tong which disburses benefits to more villages and creates place name-recognition.

- Implementation Components:
- 20.1 Tourism Itinerary Packaging
 - 20.2 Yan Chau Tong Tourism Brand

Implementation components

20.1 Tourism Itinerary Packaging

Implementation Partners	HKTB, CACHe, The Common Map
Funding Roadmap	HKTB will help finance the design and publication of promotional materials. Government partners can sponsor illustrative business plans and help villagers with itinerary creation to establish local economic opportunities
Pilot	Eco-coastal itinerary at Sam A Tsuen, Ngau Shi Wu, Siu Tan and Sai Lau Kong

Content development to promote a focused, coherent and integrated tourism positioning to local and international tourists. Thematic packaging and itinerary mapping will promote existing and ongoing regional activities and attractions. Developed itineraries will then be advertised through the regional website, physical locations and directly to consumers.

1. **A Hakka food itinerary pamphlet** will package existing area restaurants as a culinary experience and offer a one-day itinerary for visitors
2. **An agrarian adventure** will package existing elements and ongoing projects as a way of promoting the ‘agrotourism’ concept
3. **An eco-coastal map and tour** will showcase the coastal villages of Yan Chau Tong and their marine amenities
4. **A five-senses immersion booklet** will promote an approach to village tourism which highlights the subtle Fung Shui elements of village landscapes and multisensory atmospheres

Justification:

1. Current tourism offerings to the area are overly concentrated on key tourism nodes and do not offer diverse offerings to visitors
2. Programming does not integrate significant elements of village culture into its ongoing tourism attractions
3. Narrative design will encourage visitors to combine visits to various villages and see them as culturally connected and meaningful

Implementation components

20.2 Yan Chau Tong Tourism Brand

Implementation Partners	The Common Map, HKTB, TC
Funding Roadmap	Physical and online promotion work can be carried out through HKTB and TC. The website and app can be funded as 'Research Activities' under CCFS
Pilot	1. A 'Visit Yan Chau Tong' visitor centre at Sha Tau Kok 2. A test campaign promoting the collective villages of the region under the Yan Chau Tong brand

Marketing of the Yan Chau Tong brand, which will create a position for the region within Hong Kong's tourism ecosystem and establish its name recognition as a significant site for rural exploration. Innovative promotional resources which allow visitors to recognise and appreciate distinct villages will develop the region's brand in an inclusive and equitable way so that all nine villages will benefit.

- 1. A Hong Kong-wide marketing campaign will contribute to the general promotion of Yan Chau Tong and establish its presence as a major rural tourism destination
- 2. A regional website will act as a digital hub for visitors, providing trip planning services, up-to-date information on business hours and promoting ongoing local events and activities
- 3. The tourism app (already in development) will showcase local hiking routes, provide village-specific information and enable GPS-enabled navigation throughout the area
- 4. Physical booths at key departure points (Ma Liu Shui, Sha Tau Kok) will establish a physical representation of the Yan Chau Tong brand, enable tourists to pre-book activities and provide physical materials (itinerary maps, local business brochures)

Justification:

1. Tourists to the region lack pre-journey information and knowledge of the region's many amenities on offer

2. The villages of the area do not currently experience collective benefits from tourism as part of a regional designation or brand (e.g. Sai Kung, Tuscany in Italy)

3. Promotional infrastructure will serve the needs of the region by creating stable, long-term and high-quality tourism opportunities

Villager Action List

Ideas that could be done by villagers	Description
1. Community Philanthropy Fund	Setting up of self-initiated sustainable community funds to execute actions based on village masterplan
2. Uncle Storytelling Tours & Home Experience	Curated heritage guided tour experiences led by villagers (uncles). Villagers' stories could be recorded as audio guides to be rent to visitors for self-tours and can benefit from digital e-business services
3. Hakka Restaurant & Parlour Experience	Recreation of 19th century Hakka restaurant and corresponding games parlour
4. Forest or Beach Theatre	Activation to translate oral history project into performance and sharing activity for and by the villagers
5. Hakka wedding experience	Experience Hakka style wedding traditions like the bride being carried in a sedan chair through an ancient trail
6. Plural Community	Volunteer system & recruitment to attract young farmers and social welfare volunteers who want to work in a village environment
7. Twin Village Development Exchange	Local villages team up and twin with global villages on an annual basis for in person and online exchanges
8. Community Space & Services	Create regional community centre, community social itineraries, as well as physical and virtual village social spaces to connect local villagers and diasporas
9. Yan Chau Tong Triennale	A 3-year cycle regional festival will enable the gradual building up of regenerative projects at the village scale, and its continual structure will ensure a permanent cycle of development related to place identity

	Short Term (first 3-5 years)	Medium Term (coming 5-10 years)	Long Term (coming 10-20 years)
O1 Exemplary Rural Revitalisation	P1 - A1 <i>Regional Governance</i>		
	P2 - A2 <i>CCFS-Villager Alignment</i>		P3 - A4 <i>Birthright Cultural Leadership</i>
	P2 - A3 <i>Villager Action Platform</i>		
O2 Human- Nature Approach		P4 - A5 <i>Vibrant Village Atmospheres</i>	P5 - A7 <i>Regional Wetlands Network</i>
		P4 - A6 <i>Visualising Rural Heritage</i>	P6 - A8 <i>Coastal Ecology Cluster</i>
O3 Self- Sustaining Livelihoods	P7 - A9 <i>Village Spotlight Marketing</i>		
	P8 - A10 <i>Experiential School Learning</i>		P8 - A11 <i>Immersive Agritourism</i>
	P9 - A12 <i>Village Economic Framework</i>		
		P9 - A13 <i>Small Business Start-Ups</i>	
O4 Long-Term Healthy Communities	P10 - A14 <i>Smart Village Upgrading</i>	P10 - A15 <i>Remote Work Villages</i>	
		P11 - A16 <i>Housing Support</i>	
		P11 - A17 <i>Settlement Service Provision</i>	
O5 Ecotourism Outcomes	P12 - A18 <i>'Three Hubs, Three Corridors' System</i>		
	P13 - A19 <i>Tourism Management</i>		

Facility Plan Mapping

- Focus villages
- Other villages
- Marine park
- Country park
- Wetland

01 Exemplary rural revitalization

- 1.3 Community Planning Workshop (pilot)
- 2.2 CCO Rural Forum (on-site pilot)
- 3.2 Enhanced Notice Boards

02 Human-nature approach

- 5.1 Village Preservation Policy
- 5.2 Place Based Activities (pilots)
- 6.1 Village Building Conversion (pilot)
- 6.2 Landscape Restoration (pilot)
- 7.1 Community-Managed Wetlands
- 11.1 Kuk Po Hakka Experimental Farm
- 11.2 So Lo Pun Tangerine Orchard
- 11.3 Siu Tan Fishpond Discovery Zone

03 Self-Sustaining livelihoods

- 9.4 Artisanal Shop Network (flagship)
- 10.1 Human-Nature School Trips
- 13.1 Guesthouse Policy Pilot
- 13.2 Docent Training (site)
- 13.3 Tourism Operator Lab
- 14.2 E-Business Services (centre)
- 15.1 Local Remote Work (pilot)

04 Long-term healthy communities

- 4.1 Regular Community Competitions
- 4.2 Descendant Festival (trial)
- 14.1 E-Social Services (medical boat pilot)
- 16.2 Self-Help Housing (pilot)
- 17.1 Incremental Facilities (pilot)

05 Ecotourism outcomes

- 18.1 Enhanced Trail System
- 18.2 Pier Renewal
- 8.1a Coastal Trail
- 8.1b Coastal Information Centre
- 8.1c Equipment rental store
- 8.1d WWF Marine Center
- 11.4 Farmstay & Day In The Life (pilot)
- 20.2 Visit Yan Chau Tong' visitor centre

- use of existing building
- use of village lanscape

