

**Draft Marking Scheme 評審準則初稿**

(I)	<b>Execution Plan (執行計劃)</b>		
	<b>Assessment Criteria</b>	<b>Maximum Mark</b>	<b>Passing Mark</b>
(A)	<b>Business Proposal (業務建議書)</b>  (i) Business Plan (業務計劃) (ii) Marketing and Promotion Strategy (行銷與推廣策略) (iii) Business Implementation Strategy (業務實施策略)  <b>Marks Allocation</b> - Adaptable business model with clear value proposition leading to profitability and sustainability - Diversified creative uses and events/activities for target market - Place-making strategy for vibrancy and vitality - Attracting visitors and tourists - Creating synergy with surrounding development/environment - Bringing other value-added benefits to the community and society		
(B1)	<b>Numbers of Free Event/Activities (承諾舉辦免費活動的數量)</b> - Number of proposed Free Event/Activities to be organised in the Premises each year from the 2 <sup>nd</sup> year to 7 <sup>th</sup> year of the tenancy period		
(B2)	<b>Categories of Event/Activities (承諾舉辦活動類別的數量)</b> - Number of Categories of proposed Event/Activities to be organised in the Premises each year from the 2 <sup>nd</sup> year to 7 <sup>th</sup> year of the tenancy period		
(C)	<b>Site Development Proposal (場地發展建議書)</b>  (i) Site Layout and Design Proposal (場地布置及設計) (ii) Implementation Plan and Strategy (實施計劃和策略)  <b>Marks Allocation</b> - Compatibility of site development proposal with surrounding environments - Icon landmark with unique design concept and special aura - Lighting design that balances natural light during both the day and the night - Visually appealing and functional hard and soft landscaping beautification - Buildability, constructability and maintainability - Enhancement of connectivity between the eastern and western side of Station Square		

<b>Assessment Criteria</b>		<b>Maximum Mark</b>	<b>Passing Mark</b>
(D1)	<b>Innovation proposals (創新建議)</b>  (i) Innovative design and provisions that enhance vibrancy and vitality (ii) Innovative architectural design that creates attraction to tourists and visitors (iii) Innovative construction method that shortens construction time and enhance ease of future maintenance (iv) Creative event/activity idea and concept that create unique visitor's experience (v) New technology and/or technical innovations (e.g. artificial intelligence) that enhance site operation and efficiency		
(D2)	<b>Proposals on environmental protection, sustainability or governance or social responsibility (ESG) (保護環境、可持續發展、企業管治或社會責任建議)</b>  (i) Environmental Protection (ii) Social Responsibilities (iii) Governance		
<b>Sub-total for (I)</b>			

<b>(II) Experience and Qualification (經驗及認證)</b>			
<b>Assessment Criteria</b>		<b>Maximum Mark</b>	<b>Passing Mark</b>
(E1)	<b>Relevant Site Development Experience (用地發展經驗)</b> in the six (6) years immediately preceding the Tender Closing Date		
(E2)	<b>Relevant Space Management Experience (管理場地經驗)</b> in the six (6) years immediately preceding the Tender Closing Date		
(E3)	<b>Relevant Event/Activity Management Experience (舉辦活動經驗)</b> in the six (6) years immediately preceding the Tender Closing Date		
<b>Sub-total for (II)</b>			
<b>Total Technical Mark</b>			