

6 July 1990

\$300,000 survey to boost Urbco image

By DAPHNE CHENG

THE Urban Council has commissioned a \$300,000 survey aimed at improving its corporate image.

Survey Research Hong-kong (SRH) has been awarded the tender to undertake the project, which will gauge public opinion of the role, services and activities of the council and the Urban Services Department (USD).

A council spokesman said a report of the findings could be compiled by August.

Depending on the findings, a series of public relations activities would be conducted by the end of the year, if necessary, to promote the council's image, he said.

"The survey is to find out the public's impression of the role of the Urban Council and the USD with a view

to seek a direction," he said.

Four groups comprising members of the public would be involved in intensive discussions on the image of the council, he said.

This would be followed by interviews with "opinion leaders", including legislators, district board members, business groups and the media.

The third part would be a poll of 1,000 members of the public.

The need to enhance the council's corporate image was identified in a public relations strategy submitted to the council by the USD last November.

They feared there had been a conflict of identity in the council, which was responsible for matters concerning hawkers, refuse collection, street cleaning and abattoirs and cultural and recreational facilities.