

PEOPLE'S ASSOCIATION
media release



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EMBARGOED UNTIL 4 FEBRUARY 2018, 11:00am

**HEARTBEAT@BEDOK SERVES RESIDENTS' NEEDS BETTER
WITH INTEGRATED PROGRAMMES AND SERVICES UNDER
ONE ROOF**

Prime Minister Lee Hsien Loong officially opens the integrated community building which will serve as a lifestyle hub for residents of all ages

Prime Minister Lee Hsien Loong will join 4,000 residents and the Advisers to East Coast GRC Grassroots Organisations (GROs) for the **official opening of Heartbeat @ Bedok on Sunday, 4 February 2018**. Heartbeat is conveniently located at Bedok Town Centre with a site area of about three football fields and boasts community facilities such as the ActiveSG East Bedok Sports Centre, Bedok Public Library, Kampong Chai Chee Community Club, Bedok Polyclinic and a Senior Care Centre that are **co-located to offer greater convenience to residents under one roof**.

2 “Heartbeat is the result of our vision to build an integrated complex which provides a comprehensive range of activities and services to meet the diverse and changing needs of our residents – now and for the next 30 years. For Heartbeat to continue to be a success we are challenging ourselves to be **creative, think out-of-the-box, cross organisational boundaries and jointly deliver integrated and holistic services to best serve the needs of our residents**”, said Grassroots Adviser Mr Lee Yi Shyan, who has championed the project with the Kampong Chai Chee grassroots volunteers since the ideation stage in 2010.

3 “As we move forward, we want Heartbeat to be a National Innovation Laboratory in three areas – piloting of **futuristic government services** to offer residents' seamless service, implementation of relevant recommendations from

the Industry Transformation Roadmap for **SMEs** in Heartbeat and serving as a centre for lifelong learning that contributes to a **futuristic workforce**", added Mr Lee.

For The Community, By The Community

4 To ensure Heartbeat meets the needs and aspirations of residents, grassroots volunteers embarked on a series of consultation exercises with residents since plans for Heartbeat was announced in 2011. This coincided with a parallel exercise by HDB which was launching the "Remaking Our Heartlands" plan for East Coast area. Through various communications platforms, more than 11,000 residents' ideas, views and community needs were captured and analysed and the feedback shared with the Co-Locating Partners (CLPs) so that the facilities and programmes could cater to the different needs of the residents, especially families.

Total Wellness Experience For Residents

5 The topic of Health and Wellness was brought up in many of the surveys that our volunteers did with residents. As a total wellness package, Heartbeat will showcase the health and wellness programmes under the Heartbeat Cares initiative. **The Heartbeat Cares initiative is a collaborative effort by CLPs** to engage our senior citizens and their families through a series of health and wellness programmes. Started in end 2017 there are currently 100 seniors involved in the programmes, which include weekly morning exercise session, health screening/talk, healthy cooking demonstration and interest groups, with plans to extend the programme to families.

6 Your journalist and photographer are cordially invited to the **Official Opening of Heartbeat@Bedok, on Sunday, 4 February 2018** at 10.00am at 11 Bedok North Street 1, Singapore 469662. The programme and location map can be found in Annex A and B respectively. Please confirm your attendance with the contact details of the reporter/journalist and cameraman/photographer with the media contact persons below by 5pm on Friday, 2 February 2018.

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About People's Association

The [People's Association](http://www.pa.gov.sg) (PA) is a statutory board established on 1 July 1960 to promote racial harmony and social cohesion, and to act as a bridge between the Government and the people. We offer a wide range of community [programmes](#) and volunteering opportunities for Singaporeans from all walks of life. Our network includes more than 1,800 [grassroots organisations](#) (GROs), over 100 Community Clubs, five Community Development Councils, National Community Leadership Institute and Water-Venture. More information at www.pa.gov.sg.

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ADMIN PROGRAMME FOR MEDIA**Date:** Sunday, 4 February 2018**Time:** Expected arrival: 10AM

{To proceed to Level 3, Classroom 1 for registration and collect media pass and yellow wrist tag}

Venue: Heartbeat@Bedok
11 Bedok North Street 1, Singapore 469662

*{Refer to **Annex B** for Location Map}*

Attire: Smart Casual

Time	Programme
10:00 am	Registration & Briefing of Media Crew on programme and photo opportunities at Level 3, Classroom 1
11:00am	Tour of Heartbeat @ Bedok <ul style="list-style-type: none"> - Active Health Lab (Level 4/5) - [PHOTO OPPORTUNITY] Function Room 1 & 2 (Level 3) <i>Showcase of health and wellness programmes under the Heartbeat Cares initiative, a collaborative effort by all co-located partners to engage seniors holistically.</i> - Bedok Public Library (Level 3)* - Bedok Polyclinic Care Hub (Level 2)* - Atrium (Level 1)
11.40 am	All Media Crew to proceed to the Guest Security Clearance Area, and standby at Media box at stage area (L1), by 11.45am <i>{Guest Security Clearance Area beside Burger King }</i>
12.00pm	Speech by Host Adviser Mr Lee Yi Shyan [PHOTO OPPORTUNITY] Official Opening of Heartbeat@Bedok
1.30 pm	End of Programme

***Photographers/videographers will not be allowed into these areas due to space constraints.**

Location Map
Heartbeat@Bedok, 11 Bedok North Street 1,
S(469662)



Route 1 (Blue Line)

1. From ECP, take exit 7B towards Bedok
2. Drive 400m, continue onto Bedok South Ave 1
3. Drive 1.5km, use any lane to turn right onto New Upper Changi Road
4. Drive 400m, turn left onto Bedok North Ave 3
5. Drive 350m, turn left onto Bedok North Street 1
6. Drive 350m to Heartbeat@Bedok

or

Route 2 (Red Line)

1. From PIE (towards Changi Airport), take exit 6 for Bedok North Ave 3
2. Drive 850m, use any lane to turn right onto Bedok North Ave 3
3. Drive 350m, turn right onto Bedok North Street 1
4. Drive 350m to Heartbeat@Bedok

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