

**Legislative Council Subcommittee on
West Kowloon Cultural District (WKCD) Development**

**Major Findings of the Public Engagement Exercise and
Follow-up Work for the WKCD Project**

PURPOSE

This paper sets out for Members' reference the major findings of the Public Engagement (PE) exercise on the recommendations of the Consultative Committee on Core Arts and Cultural Facilities of the West Kowloon Cultural District and the major follow up work.

BACKGROUND

2. In response to the proposal of the Consultative Committee on the Core Arts and Cultural facilities of the West Kowloon Cultural District (Consultative Committee), we launched a three-month Public Engagement Exercise (PE Exercise) in mid-September 2007 to explain the recommendations of the Consultative Committee and solicit public views for the WKCD project. The public engagement work was carried out extensively, both in terms of the number of people and variety of sectors involved. Members of the public were encouraged to express their views by taking part in the public forums and sectoral briefing sessions, joining the on-line discussion forums, completing the wish cards available on-line or at the roving exhibitions held in venues of the Leisure and Cultural Services Department, community halls, Government offices and other places. They could also send in their written submissions.

3. In addition, many Members of the Consultative Committee and its three Advisory Groups actively participated in the PE exercise in their personal capacity together with us in explaining to the public and the respective sectors the recommendations and the rationale behind them.

4. For the whole exercise, the Government had organized three public forums, a series of roving exhibitions held at 28 venues, and over 40 sector-specific briefings for, inter alia, Legislative Council (LegCo), arts practitioners and administrators, the education sector, children and youth groups, policy think tanks, professional bodies, relevant district councils, chambers of commerce, as well as consul generals and international cultural organizations. At the close of the

PE exercise on 12 December 2007, the Government distributed over 150 000 leaflets/reports/DVDs, and received over 3 800 public views.

5. We have commissioned the Public Policy Research Institute (PPRI) of the Hong Kong Polytechnic University as an independent consultant to collate and analyze public views received during the PE exercise. Their major tasks include conducting a detailed analysis of public views obtained from public forums, sector-specific briefings, meetings, written submissions, on-line discussion boards and wish cards, as well as conducting two telephone polls for the purpose of gauging and triangulating public views.

MAJOR FINDINGS OF THE PE EXERCISE

6. The major findings^(Note) of the PE Exercise are summarized as follows -

- (a) There is overwhelming support for the overall vision and strong support for early implementation of the WKCD project;
- (b) There is strong support for the concept of integrated development, the facility mix, phasing and organic growth of arts and cultural facilities in WKCD;
- (c) There is considerable support for clustering arts and cultural facilities with retail, dining and entertainment facilities;
- (d) There is overwhelming support for low density development, open space, and connectivity with neighbourhood communities;
- (e) There are diverse views on the proposed financing approach. On the one hand, there is strong support for the proposed recurrent financing arrangement of using rental proceeds of the retail, dining and entertainment facilities sites to subsidize the operational deficits of the arts and cultural facilities. However, there are a number of respondents who express concerns about the proposed one-off upfront endowment to the proposed WKCD Authority;
- (f) There is strong support for the proposed governance structure of establishing a statutory body with wide representation to develop and manage WKCD, and many of them suggested various types of composition, roles and functions of the future WKCD Authority;

^(Note) The major findings and description of the PE Exercise are a converged result of three sets of data, namely the response from the wish cards; the two telephone polls and the written comments from various sources.

- (g) There is overwhelming support for the Government to put in place appropriate measures to strengthen cultural software and humanware. The importance of education in sustaining WKCD has been stressed by many;
- (h) There are considerable comments on the public engagement exercise with more expressing positive views than negative ones; and
- (i) There are considerable comments and suggestions on the cultural policy in Hong Kong, with many remarking that Hong Kong lacks a clear vision in this area, and suggesting that the Government should formulate a holistic cultural policy which should not be biased towards western culture, relative to Chinese and indigenous culture.

7. Based on the views received, PPRI's conclusions are as follows: -

- (a) There is strong support for the vision and recommendations of the Consultative Committee, and early implementation of the WKCD project. An overwhelming number of respondents feel the project would be beneficial to Hong Kong;
- (b) The general public support the concept of facility mix, phasing and organic growth. Concrete suggestions on individual performance venues, the exhibition centre, the theatreland concept and the "M+" were made;
- (c) There is considerable support for the integration of cultural and arts facilities with commercial and resident developments;
- (d) There is a strong call for low density development in WKCD and more open space along the harbour. Many comments stressed the importance of integrated facilities with the harbour-front promenade, as well as physical connectivity and ease of access to WKCD;
- (e) While there is general support for the proposed financing approach, some expressed concern about the upfront endowment, particularly in the amount and coverage. Others suggested that funding should be provided by stages;
- (f) There is strong support for the proposed governance structure and many made suggestions on the composition, roles and function of the WKCD Authority;
- (g) There is overwhelming support for the Government to put in place appropriate measures to strengthen cultural software

and audience building; and

- (h) The public engagement and the cultural policy in Hong Kong are two other important issues of concern to the public.

_____ The Executive Summary and Report on the analysis of the views received is at **Annex**.

8. We continue to solicit public opinion on the project after the end of the above PE period. Public views received recently reveal that the general public continue to support the project and would like to see its early implementation. At the LegCo WKCD Subcom meeting held on 4 January 2008, about 60% of the deputations supported the proposed financing approach of providing an upfront endowment to the WKCD Authority, as this would give the much-needed certainty and flexibility to the authority for developing the project. At the meeting with District Council Chairmen and Vice Chairmen of 18 districts on 17 January 2008, all the participants who spoke were in favour of the upfront endowment approach and urged the Government to expedite the project.

FOLLOW UP WORK

9. Having regard to the strong public support for the Consultative Committee's recommendations and the early implementation of the WKCD project, we will take forward the WKCD project through the following measures:

- (a) Introduce legislation for setting up the WKCD Authority;
- (b) Set up a dedicated WKCD Planning Office within the Home Affairs Bureau;
- (c) Subject to LegCo's approval, provide a one-off upfront endowment of \$21.6 billion (Net Present Value at 2008) to the WKCD Authority mainly for financing the capital costs of the facilities under its purview over the project period, including the costs incurred by the Authority during the development stage;
- (d) Lease the land necessary for WKCD Authority to carry out its statutory functions through one or more land grants by the Director of Lands to the WKCD Authority after the development plan for the entire WKCD site has been approved by the Chief Executive-in-Council;
- (e) Set up an interim **M+** at the former premises of the Royal Hong Kong Yacht Club in Oil Street, North Point; and
- (f) Designate the temporary use of the WKCD site mainly to

projects and activities relating to arts and culture before the full commissioning of the WKCD project.

Legislation for setting up the WKCD Authority

10. We will introduce a bill on the establishment of the WKCD Authority into the Legislative Council on 20 February 2008 and should like to see the bill being passed in mid-2008 before the current LegCo session ends. If the bill is enacted as planned, the statutory WKCD Authority could be set up before the end of 2008 to take over the planning of the WKCD from the Government. The detailed proposals and the draft legislation for the WKCD Authority have been set out in the concerned Legislative Council Brief which has been submitted concurrently to Members.

Establishment of the WKCD Planning Office

11. We are planning to seek LegCo's approval for our proposal to set up a dedicated Planning Office for WKCD in the Home Affairs Bureau to co-ordinate efforts to take charge of the legislative exercise and administrative procedures for the establishment of the WKCD Authority, as well as to assist the Authority in delivering its functions during the initial stage. It would also contribute to resolving interfacing issues between the WKCD site and its neighbouring areas in respect of planning, public works projects, and infrastructural projects, such as the terminus of the Express Rail Link and the Yaumatei/Taikoktsui areas. It would also take charge of the interface and collaborations between WKCD Authority and existing performing arts and museum facilities during the initial stage.

Provision of an upfront endowment

12. We are planning to seek LegCo's approval in mid 2008, to provide an upfront endowment of \$21.6 billion (Net Present Value at 2008) to the WKCD Authority mainly for financing the capital costs of the facilities under its purview over the project period, including the costs incurred by the Authority during the development stage.

Land grant for the WKCD Site

13. The WKCD site comprises arts and cultural facilities, commercial and residential facilities, as well as transport and communal facilities. As we propose that the WKCD Authority should take over the responsibility for the development and operation of an integrated arts and cultural district, and for the formulation of a development plan for the entire WKCD site, we consider it appropriate to grant the land necessary for the development and management of the arts and cultural facilities, the communal facilities and retail, dining and

entertainment facilities to the WKCD Authority through one or more land grants by the Director of Lands, such that it would have a clear title to the land and properties erected on it to carry out its functions. After the development plan prepared by the WKCD Authority has been approved by the Chief Executive-in-Council, the Government will be in a position to decide on the land area that will need to be granted to the WKCD Authority. The terms and conditions of the land grant would include details of the facilities that the WKCD Authority has to provide, including the number, types and specifications of the arts and cultural facilities, as well as provisions to restrict the assignment, parting with possession, subletting, mortgaging, charging, and disposal of land by the WKCD Authority.

14. We are of the view that the land area should be granted to the WKCD Authority in accordance with the development plan approved by the Chief Executive in Council at nominal premium. The reason is that without the proposed one-off endowment of around \$21.6 billion (Net Present Value at 2008) from the Government, the WKCD Authority would not be able to provide and manage all the facilities in the WKCD on a financially sustainable basis. To charge the WKCD Authority land premium for the land grant would entail the provision of an equivalent additional sum of money in the Government's capital endowment to the WKCD Authority.

Interim M+

15. We will establish an interim **M+** as soon as practicable to build up a solid foundation for the **M+** in future. We plan to use the former premises of the Royal Hong Kong Yacht Club in Oil Street, North Point as the venue of the interim **M+**. Apart from making use of an existing historic building which dated back to the 1930s, we plan to erect a new single storey new building to provide additional space for displays, seminars and other interactive activities with the public. If things go smoothly, the interim **M+** should be able to open in early 2010 and to operate until 2014-15 when the permanent **M+** is expected to be completed and open.

Designate the temporary use of the WKCD site to projects and activities relating to arts and culture before the full commissioning of the WKCD project

16. In response to repeated requests from the local arts community regarding the need to build up audience and momentum for the WKCD project on the WKCD site, we propose to restrict the temporary uses for different parts of the WKCD site (after the expiry of the current short-term tenancy agreements on some parts) mainly to projects and activities relating to arts and culture before the commissioning of

building works for the WKCD project which is expected to be around 2010 or 2011 onwards.

Home Affairs Bureau
January 2008

Report on
the Public Engagement Exercise on the
Recommendations of the Consultative Committee on the
Core Arts and Cultural Facilities of the
West Kowloon Cultural District

Executive Summary

Submitted by Public Policy Research Institute
The Hong Kong Polytechnic University

January 2008

EXECUTIVE SUMMARY

In August 2007, the Government of the Hong Kong Special Administrative Region (Government) commissioned the Public Policy Research Institute (PPRI) of The Hong Kong Polytechnic University to carry out a Consultancy to collect and analyze public views on the recommendations of the Consultative Committee on the Core Arts and Cultural Facilities of the West Kowloon Cultural District (WKCD). This Executive Summary presents the methodology and findings of the Consultancy.

METHODOLOGY

Under the Consultancy, the PPRI was required to conduct an analysis of public views collected from the two Telephone Polls, Wish Cards collected during the Public Engagement (PE) Exercise, records of specific meetings of relevant bodies and all written submissions, on-line discussion boards, letters, faxes and emails sent to the Government during the PE Exercise period from 12 September to 12 December 2007.

Data for this Study came from the following sources:

- responses to close-ended questions on 3,170 Wish Cards;
- 10,303 text units from comments made on Wish Cards, from on-line discussion boards on the WKCD website and the Public Affairs Forum website, from sector-specific focus group meetings, public forums, meetings of Legislative Council, relevant statutory bodies, advisory bodies, and District Councils, and written submissions from concern groups and individuals;
- 1,519 responses to the First Telephone Poll; and
- 1,152 responses to the Second Telephone Poll.

RESULTS

The following paragraphs integrate the findings from both the Qualitative and Quantitative Data analyses.

Overall Vision

There is overwhelming support for the overall vision from all sets of data:

- 87% of Wish Card respondents (close-ended question) agree or agree fully, with 55% agreeing fully;
- 74% of the two Telephone Poll respondents agree or agree fully; and
- 61% of the written comments from all sources are positive.

The Qualitative Data also indicate that there is strong support for early implementation. The respondents thought that the project would be beneficial

to Hong Kong as a whole economically and socially and should start as soon as possible, without further delay.

Optimal Mix of Arts and Cultural Facilities, Suitable Phasing, and Land Reserved for Organic Growth

The data sets indicate strong support for the concept of the facility mix, the phasing, and organic growth:

- 85% of Wish Card respondents (close-ended question) agree or agree fully ;
- 71% of the two Telephone Poll respondents agree or agree fully; and
- 63% of the written comments from various sources are positive (negative comments constitute only 4%, the rest being suggestions).

The Qualitative Data provide concrete suggestions on individual performance venues, the exhibition centre, the theatreland concept and the M+. A large number of electronic Wish Cards call for the establishment of a Leslie Cheung memorial hall. This appears to be a unique and single lobby whose views were not reflected in other data sources.

Synergetic Clustering and Integration with Retail, Dining and Entertainment (RDE) Facilities

There is considerable support for clustering arts and cultural facilities with retail, dining and entertainment facilities:

- 79% of Wish Card respondents (close-ended question) agree or agree fully;
- 75% of the two Telephone Poll respondents agree or agree fully; and
- 32% of the written comments from various sources are positive (negative comments constitute only 14%, the rest being suggestions).

Many expressed the wish of having arts and culture integrated into Hong Kong citizens' everyday lifestyle, including dining, retail etc., which could also add vibrancy to the district.

Low Density Development, Spacious, Open Harbour-front for All, and Connectivity with Neighbourhood Communities.

There is overwhelming support from all three data sets for low-density development, open space, and connectivity with neighbourhood communities:

- 86% of Wish Card respondents (close-ended question) agree or agree fully, with 60% agreeing fully;
- 84% of the two Telephone Poll respondents agree or agree fully; and
- 47% of the written comments from various sources are positive (negative comments constitute only 4%, the rest being suggestions).

Many written comments stressed the importance of integrating the facilities with the harbour-front promenade, as well as physical connectivity and ease of access to the district.

Prudent and Transparent Financing Approach

On the face of it, evidence does not appear to fully converge regarding the proposed financing approach:

- 75% of Wish Card respondents (close-ended question) agree or agree fully with the proposed overall financing approach;
- Only 45% of the two Telephone Poll respondents agree or agree fully with the proposed capital financing arrangement – an upfront government endowment roughly equivalent to the estimated land value of the residential, office and hotel sites of WKCD being granted;
- 76% of the two Telephone Poll respondents agree or fully agree with the proposed recurrent financing arrangement – rental proceeds of the commercial sites being used to subsidize WKCD’s operation costs; and
- 21% of the written comments from various sources were positive (negative comments constitute only 14%, the rest being suggestions).

On closer examination, there is considerable convergence of evidence. One possible explanation for the difference is that, unlike the question on the Wish Card which describes both the proposed capital and recurrent financing arrangements, Telephone Poll respondents might have been unaware of the proposed recurrent financing arrangement (because it is asked in a separate question), when the proposed capital financing arrangement question was put to them and might have thought that the upfront endowment would be the only form of government subsidy.

From the written comments, some of those expressed concerns about the capital financing approach were of the view that the endowment might not be adequate, while some were worried that it would make the WKCD Authority become too independent. Some recommended funding by stages. Some pointed out that the proposed financing arrangement did not promote the development of cultural software.

Governance: An Independent Statutory Body with Wide Representation

There is strong support for the proposed Governance structure:

- 79% of the Wish Card respondents (close-ended question) agree or agree fully;
- 76% of the two Telephone Poll respondents agree or agree fully; and

- 26% of the written comments from various sources are positive (negative comments constitute only 13%, the rest being suggestions).

Many written comments are on the composition, roles and function of the WKCD Authority, and on its autonomy in particular.

Strengthening Cultural Software

There is overwhelming support, from all three data sets, for the Government to put in place appropriate measures to strengthen cultural software and audience-building:

- 86% of Wish Card respondents (close-ended question) agree or agree fully, with 54% agreeing fully;
- 83% of the two Telephone Poll respondents agree or agree fully; and
- 26% of the written comments from various sources are positive (negative comments constitute only 1%, the rest being suggestions).

From the Qualitative Data set, the importance of education in sustaining WKCD is stressed by many.

Other Issues from the Qualitative Data Set

Other major issues derived from analysis of the Qualitative Data include the public engagement exercise and cultural policy for Hong Kong. Views on the public engagement exercise are, in general, positive. The importance of a cultural policy with a clear vision for Hong Kong is emphasized by many.

CONCLUSIONS

It is evident from all the findings that there is strong support for the Consultative Committee's vision, recommendations and early implementation of the project. There is also strong support for low density development, the proposed mode of governance and the need to strengthen cultural software. The only possible exception relates to the financing approach. While there is general support for the Government's overall financing approach, particularly on the recurrent financing arrangement, there are concerns over the extent and coverage of the upfront endowment .

Report on
the Public Engagement Exercise on the
Recommendations of the Consultative Committee on the
Core Arts and Cultural Facilities of the
West Kowloon Cultural District

Final Report

Submitted by

Public Policy Research Institute
The Hong Kong Polytechnic University

January 2008

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CHAPTER 1: INTRODUCTION

In August 2007, the Government of the Hong Kong Special Administrative Region (Government) commissioned the Public Policy Research Institute (PPRI) of The Hong Kong Polytechnic University (the University) to carry out a consultancy to collect and analyze public views on the recommendations of the Consultative Committee (CC) on the Core Arts and Cultural Facilities of the West Kowloon Cultural District (WKCD). This report summarizes the findings of the consultancy.

1.1 BACKGROUND TO THE WKCD PROJECT

- 1.1.1 In September 2003, the Government announced the Invitation for Proposals (IFP) to the private sector for the development of a site on the West Kowloon Reclamation into a world-class arts, cultural and entertainment district.
- 1.1.2 The Government organized a public consultation exercise from December 2004 to June 2005 to obtain feedback on the three screened-in proposals. In response to public views, the Government announced in October 2005 that additional development parameters would be imposed on the original IFP. Since none of the developers showed interest in pursuing the WKCD Project under these parameters, the Government discontinued the IFP process in February 2006.
- 1.1.3 In order to lay a solid foundation for plotting a new and alternative route to develop the WKCD, the Government in April 2006 appointed the CC to re-examine and re-confirm if appropriate the need for the Core Arts and Cultural Facilities (CACF) in the WKCD and to assess the financial implications for developing and operating these facilities.
- 1.1.4 The CC submitted its report to the Government in June 2007 and recommended that a Public Engagement (PE) exercise should be conducted on these recommendations before the Government decided on the way forward.

1.2 PUBLIC ENGAGEMENT EXERCISE

On 12 September 2007, the Government announced that a PE Exercise on the WKCD Project would be held from 12 September to 12 December 2007. The Government had also invited proposals for consultancy services to conduct an “Independent Analysis and Reporting for the PE Exercise on the Recommendations of the Consultative Committee on the Core Arts and Cultural facilities of the West Kowloon Cultural District”. This consultancy would include a detailed analysis of the public views received from various sources and conducting two telephone polls for the purpose of gauging and triangulating public views.

1.3 EXHIBITIONS, FORUMS AND WRITTEN SUBMISSIONS

During the consultation period, the Government organized 28 free-admission exhibitions (at eight core venues and 20 roving venues) for the WKCD Project. These are listed in **Appendix 1.1**. “Wish Cards” were distributed at these exhibition venues for visitors to complete and deposit into collection boxes.

Alternatively, Wish Cards could be submitted online, by fax or by post. Information on the WKCD Project was also available on the Government's website, where members of the public could complete electronic Wish Cards online after viewing. Wish Cards were also distributed to, and collected from attendees of 21 sector-specific focus group meetings and three public forums. A list of these events is at **Appendix 1.2**.

Special efforts were made to gauge the opinions of young persons. In addition to holding briefing sessions for children and youth groups, Wish Cards were also distributed to schools representatives who attended the two forums for secondary schools for distribution to their students.

1.4 LEGISLATIVE COUNCIL, RELEVANT STATUTORY AND ADVISORY BODIES AND DISTRICT COUNCILS

Meetings and briefings were held for the Legislative Council WKCD Subcommittee, relevant statutory and advisory bodies and district councils. The Legislative Council also received submissions from a number of individuals and organizations giving their comments on the WKCD Project. A list of these meetings, briefings and submissions is at **Appendix 1.2**.

1.5 THE CONSULTANCY

Following established tendering and selection procedures, the Government commissioned PPRI in August 2007 to conduct the Consultancy. The Consultancy Team was led by Professor Lee Ngok, Coordinator of PPRI, and Professor Peter Yuen, Professor of the Department of Management & Marketing of the University. Other members included Professor Edwin Chan, Dr. Hanqin Qiu Zhang, Dr. Yuen Kwok Keung, Mr. Derek Gould, Mr. Wai-leung Chan, Mr. Dickson Lau and Miss Queenie Tam. (For the composition and organization structure of the PPRI consultancy team, see **Appendix 1.3**).

1.6 MODUS OPERANDI

1.6.1 The PPRI operates with total academic independence. On completing the Consultancy, the PPRI submitted its report directly to the Government.

1.6.2 All members of the PPRI declared that they had no conflict of interest in undertaking this Consultancy service. The analyses, findings, and interpretation of the findings contained in this Report are the views of the PPRI, and are not necessarily those of the University or the Government.

1.7 SCOPE OF SERVICES

Under the Consultancy, the PPRI was required to conduct an analysis of public views collected from the two Telephone Polls conducted, Wish Cards collected during the PE Exercise, and all written submissions, on-line discussion boards, letters, faxes and emails received by the Government during the PE Exercise period from 12 September to 12 December 2007.

1.8 OBJECTIVES OF THE CONSULTANCY

1.8.1 The Consultancy sought to provide the Government with technical advice and an independent analysis of public views received on the WKCD Project during the PE Exercise.

1.8.2 The Consultancy can be divided into two major parts:

Part 1: Quantitative Analysis of the public views; and

Part 2: Qualitative Analysis of the public views.

1.8.3 Under Part 1, the Consultancy Team assessed the views received from:

- (a) responses to close-ended questions on Wish Cards; and
- (b) responses to two Telephone Polls.

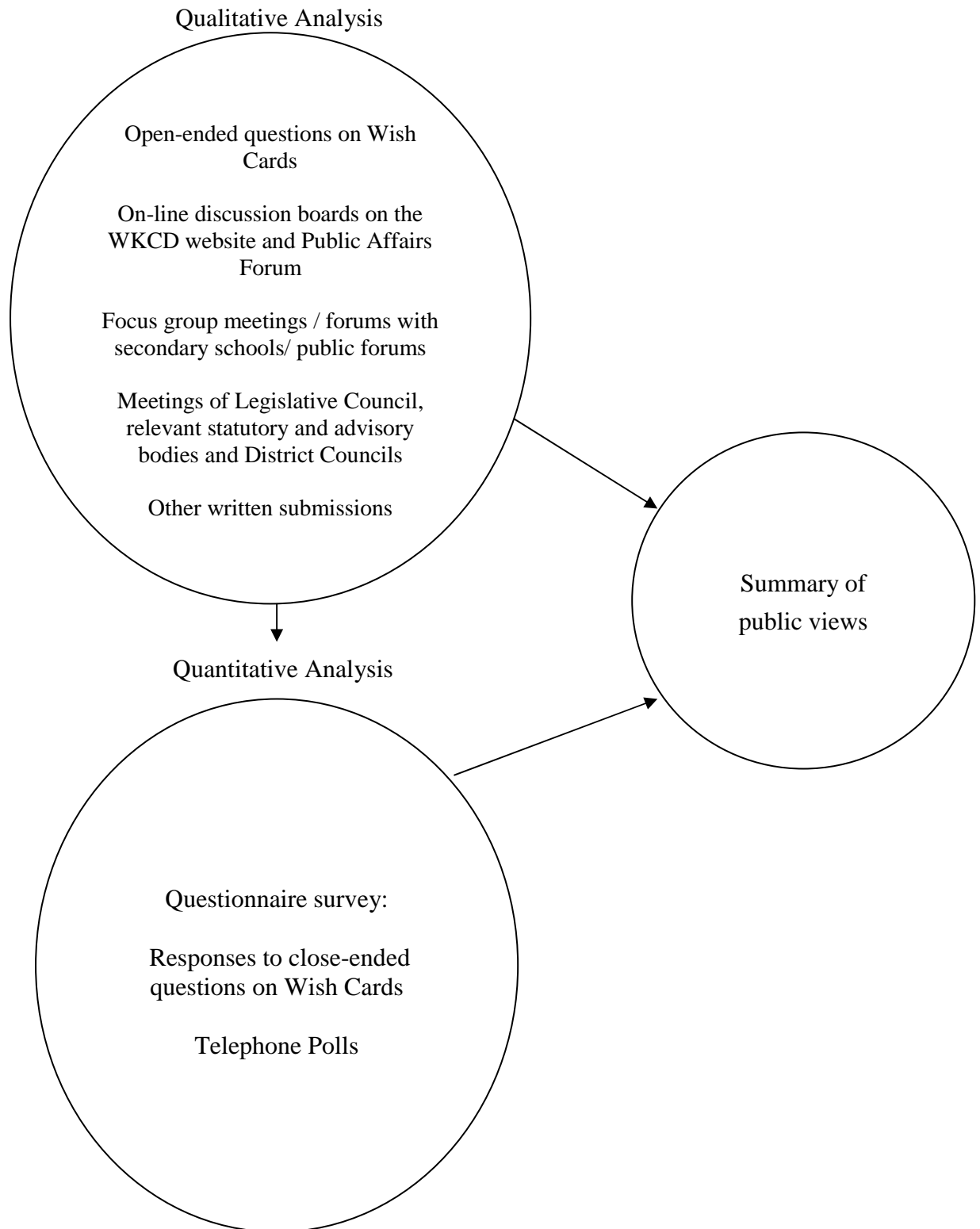
1.8.4 Under Part 2, the Consultancy Team assessed the views received from:

- (a) responses to the open-ended questions on Wish Cards received by the Government from the following channels:
 - collection boxes at the exhibition venues;
 - by fax;
 - by post (including wish cards from schools); and
 - by hand to Home Affairs Bureau (HAB) officers at public forums and other briefing sessions; and
- (b) responses to open-ended questions on the electronic version of the Wish Cards received via the internet;
- (c) responses as expressed on on-line discussion boards on the WKCD website and the Public Affairs Forum website (see background of the Public Affairs Forum at **Appendix 1.4**);
- (d) responses as reflected at sector-specific focus group meetings, forums with secondary schools and public forums;
- (e) responses as reflected in the minutes of/submissions to:
 - Legislative Council;
 - Relevant statutory and advisory bodies;
 - District Councils; and
- (f) responses as reflected in all other written submissions from concern groups or individuals.

1.9 SCHEMATIC REPRESENTATION OF THE CONSULTANCY

The components and processes of the Consultancy are shown schematically in **Figure 1.1**.

Figure 1.1: Schematic Representation of the Consultancy



1.10 DATA ANALYZED IN THIS REPORT

This Report includes the data forwarded by the Government and collected by the PPRI as at 12 December 2007 (unless otherwise stated) and consists of:

- (a) a summary and a computer-assisted analysis of the quantitative and qualitative views expressed on 3,183 Wish Cards (printed and electronic versions), including 1,541 from schools (in which 1,393 are clearly identified as secondary students);
- (b) a computer-assisted analysis of web-based discussion board (487 items) and the Public Affairs Forum (27 items);
- (c) a computer-assisted analysis of 21 sector-specific focus group meetings, three public forums and two forums with secondary school headmasters and teachers;
- (d) a computer-assisted analysis of a total of 48 items relating to the minutes of/submissions to the Legislative Council; four items from relevant statutory and advisory bodies (Town Planning Board; Harbour-front Enhancement Committee, Lands & Building Advisory Committee and Wan Chai West Area Committee) and two items from District Councils;
- (e) a computer-assisted analysis of all other written submission from other concerned groups or individuals (a total of 144 items); and
- (f) a report on the two Telephone Polls conducted during the period 10 to 18 October and 4 to 12 December 2007.

CHAPTER 2: QUANTITATIVE DATA ANALYSIS

This Chapter presents the methodology and results of the analysis of the Quantitative Data. The data came from:

- (a) responses to the close-ended questions on the Wish Cards; and
- (b) responses to two Telephone Polls.

2.1 WISH CARDS

The Government organized 28 exhibitions (at eight core venues and 20 roving venues) for the WKCD Project. Wish Cards were distributed at these exhibition venues for visitors to complete and deposit into collection boxes. Alternatively, Wish Cards could be submitted online, by fax or post. Information on the WKCD Project was also available on the Government's website, where members of the public could complete electronic Wish Cards online after viewing. Wish Cards were also distributed to, and collected from attendees of 21 sector-specific meetings and three public forums.

Special efforts were made to gauge the opinions of young persons. In addition to holding two briefing sessions for children and youth groups, two forums were held for secondary school headmasters and teachers on 8 and 9 November 2007. These were attended by representatives of 171 schools. At the end of these forums, each school representative was given the WKCD Project leaflets and Wish Cards for distribution to their students. A total of 6,840 Wish Cards was distributed to these schools, and 1,541 completed Wish Cards were received from this source. 90.4% (1,393) of these Wish Card respondents identified themselves as secondary students. 59 identified themselves as "teachers", "headmasters", or employees in the education sector. The details of these school returns are explained in **Appendix 2.1**. As for those Wish Cards returned by the general public, 14.4% (237 out of 1,642) indicated the respondent is within the age group 12-19.

The Wish Card contains seven close-ended questions inviting the public to rank various aspects of the WKCD Project. (There are also eight open-ended questions where the public can express their views on each theme of the WKCD Project or express any other views). A Blank Wish Card is shown in **Appendix 2.2**.

Wish Cards from collection boxes at the exhibition venues, via the internet, by fax, by post and by hand were all counted, dated and numbered by designated Government staff before delivery to PPRI.

2.1.1 Wish Cards Received

A total of 3,183 Wish Cards was received by 12 December 2007. Of these:

- 355 were from the exhibition venues;
- 835 were electronic versions via the internet;
- 73 were by fax;
- 379 were by post or by hand to HAB officers at public forums and other briefing sessions; and
- 1,541 were by post from schools.

A weekly breakdown of Wish Cards received is shown below:

Date	Received at the Exhibition Venue	Received vide on-line submission	Received vide Fax	Received vide post/in person by WKCD Team	Received from Secondary School	Total
1st week (12/9 – 16/9)	17	50	6	2	NA	75
2nd week (17/9 – 23/9)	50	52	5	30	NA	137
3rd week (24/9 – 30/9)	23	39	10	9	NA	81
4th week (1/10 – 7/10)	31	31	3	9	NA	74
5th week (8/10 – 14/10)	15	39	3	9	NA	66
6th week (15/10 – 21/10)	31	215	6	180	NA	432
7th week (22/10 – 28/10)	18	101	2	27	NA	148
8th week (29/10 – 4/11)	23	57	4	6	NA	90
9th week (5/11 – 11/11)	30	47	3	9	0	89
10th week (12/11 – 18/11)	16	56	5	10	313	400
11th week (19/11 – 25/11)	30	29	8	9	363	439
12th week (26/11 – 2/12)	20	23	5	7	296	351

Date	Received at the Exhibition Venue	Received vide on-line submission	Received vide Fax	Received vide post/in person by WKCD Team	Received from Secondary School	Total
13th week (3/12 – 9/12)	35	42	4	42	273	396
14th week (10/12 – 12/12)	16	54	9	30	296	405
Total	355	835	73	379	1,541	3,183

Each Wish Card includes a section requesting the respondents to supply some demographic information about themselves. 3,141 (99.1%) of all valid Wish Cards filled out this section wholly or in part.

2.1.2 Invalidation of 13 Wish Cards

13 electronic Wish Cards received via the internet were invalidated by the Consultancy Team and were not analyzed. The following paragraphs describe the criteria associated with the invalidation process.

A batch of Wish Cards is deemed to be invalid if they satisfy any three of the following conditions:

- (a) IP Address: the batch bears the same IP address;
- (b) Date and Time: the batch is sent within one hour of each other on the same day;
- (c) Profile Data: the profile data are either identical or almost identical or repeated in a fixed pattern;
- (d) Response to Close-ended Questions: the responses to the close-ended questions are identical or 90% similar or repeated in a fixed pattern; and
- (e) Response to Open-ended Questions: the responses to the open-ended questions are identical or 90% similar or repeated in a fixed pattern.

A single Wish Card is also deemed invalid and excluded if the responses to the open-ended questions contain materials of a commercial, promotional or obscene nature.

2.1.3 Advocacy for a Leslie Cheung Memorial Hall

The Consultancy Team was alerted to a group of 353 respondents who were advocating the establishment of a Leslie Cheung memorial hall in WKCD mostly through on-line Wish Cards.

2.1.4 Methodology (Close-ended Questions)

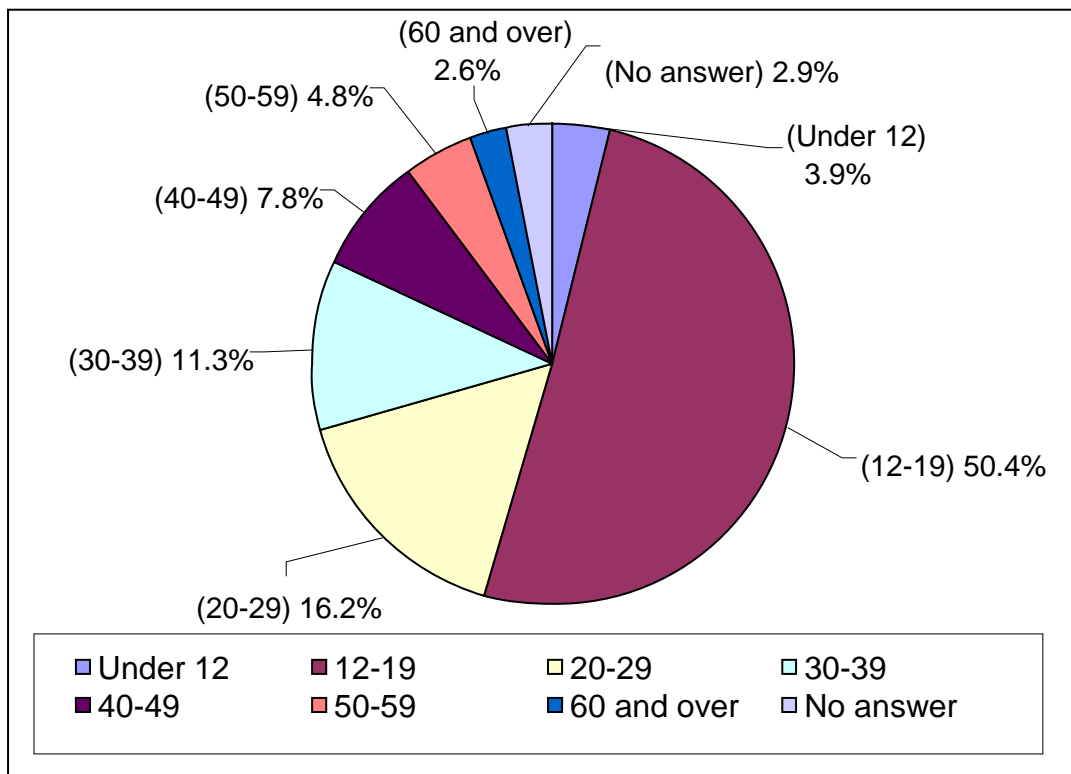
Data collected from the close-ended questions on Wish Cards were coded by a team of staff. The coded versions were then audited by a different team.

Summary statistics for the answers to each question were computed. These are presented in tabular and graphic forms in **Figure 2.1**, along with the demographic profile of respondents from each data set.

Figure 2.1: Demographic Profile of All Wish Card Respondents

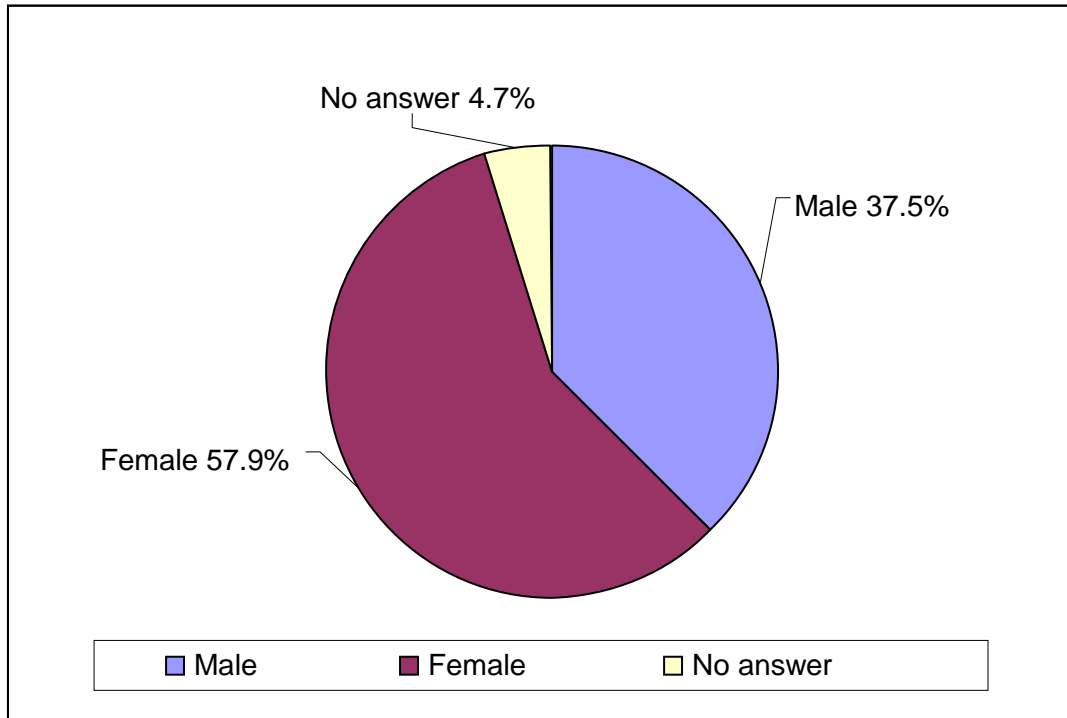
Age

	Frequency	Percentage
Under 12	124	3.9%
12-19	1,598	50.4%
20-29	514	16.2%
30-39	359	11.3%
40-49	247	7.8%
50-59	152	4.8%
60 and over	83	2.6%
Total	3,077	97.1%
No answer	93	2.9%
Grand Total	3,170	100.0%



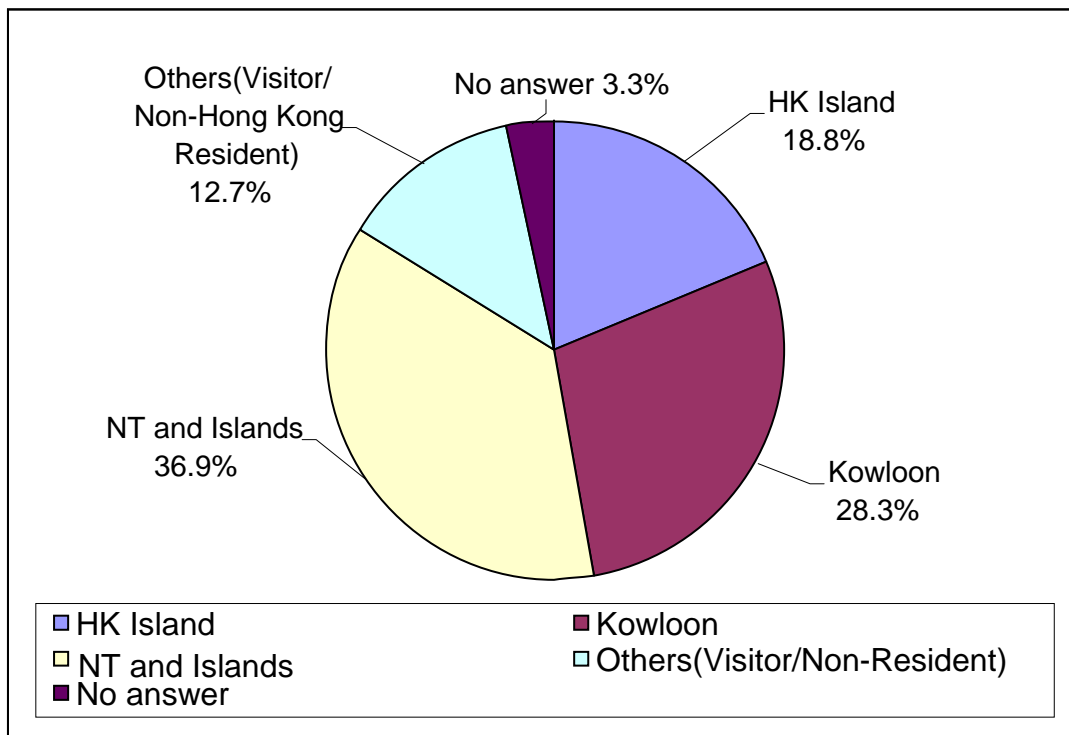
Gender

	Frequency	Percentage
Male	1,188	37.5%
Female	1,834	57.9%
Total	3,022	95.3%
No answer	148	4.7%
Grand Total	3,170	100.0%



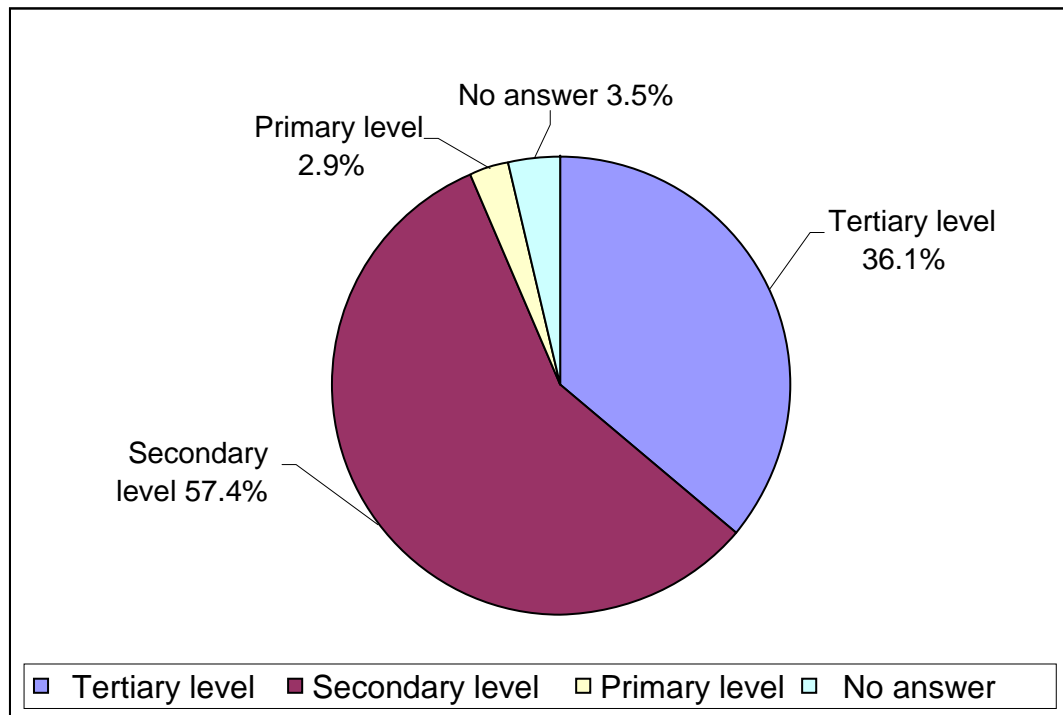
Area of Residence

	Frequency	Percentage
HK Island	596	18.8%
Kowloon	897	28.3%
NT and Islands	1,168	36.9%
Others(Visitor/Non-Hong Kong Resident)	404	12.7%
Total	3,065	96.7%
No answer	105	3.3%
Grand Total	3,170	100.0%



Education Level

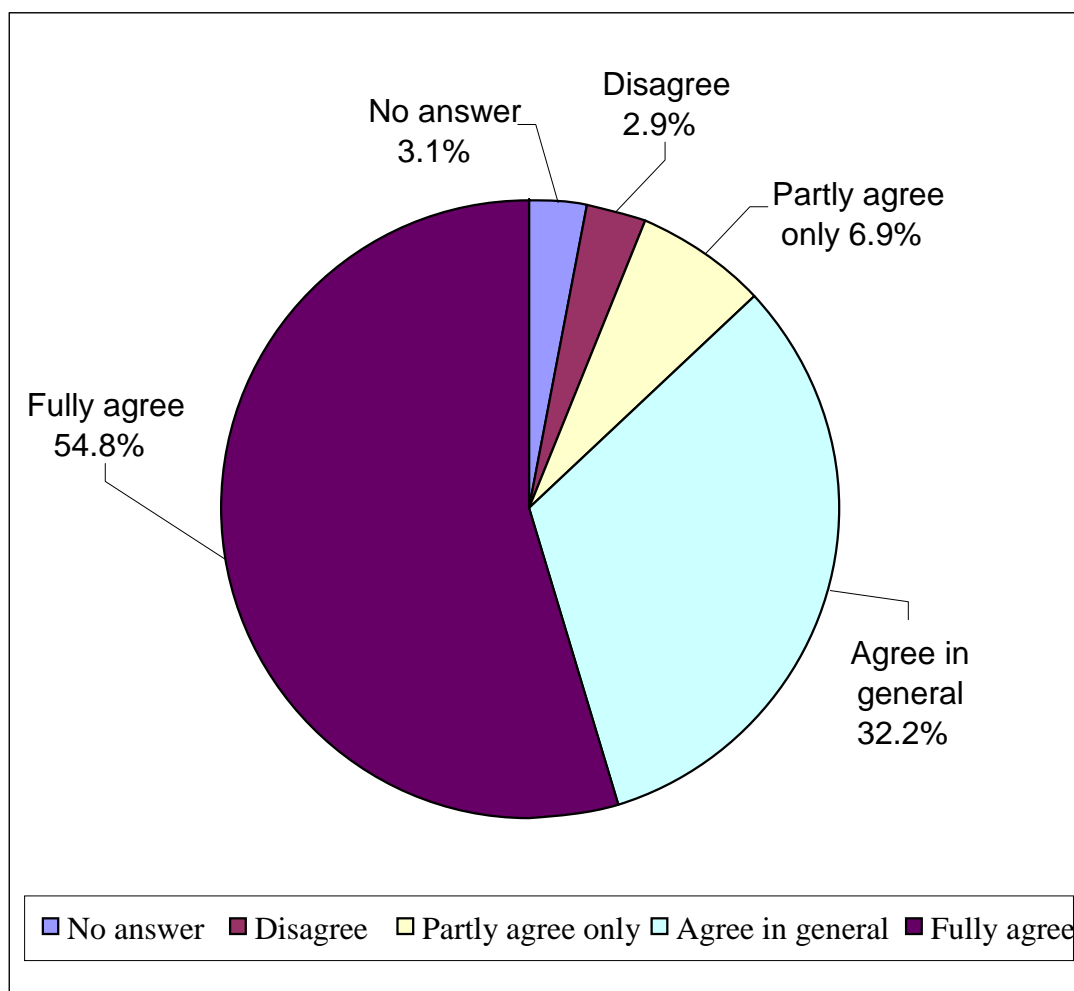
	Frequency	Percentage
Tertiary level	1,145	36.1%
Secondary level	1,820	57.4%
Primary level	93	2.9%
Total	3,058	96.5%
No answer	112	3.5%
Grand Total	3,170	100.0%



Question 1: Overall Vision

The WKCD Project will be an integrated arts and cultural district with world-class arts and cultural performances, exhibitions, and facilities capable of making Hong Kong an international cultural metropolis.

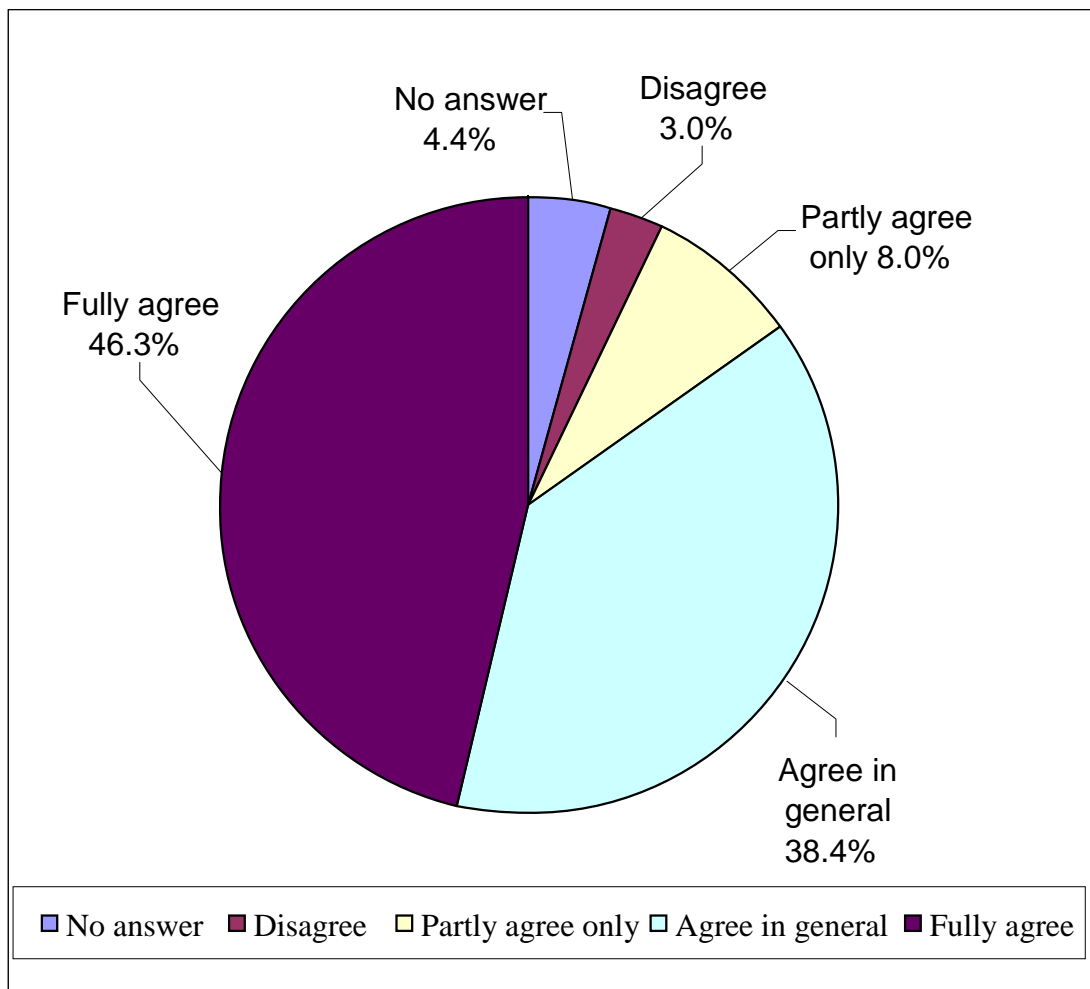
	Frequency	Percentage
Fully agree	1,737	54.8%
Agree in general	1,022	32.2%
Partly agree only	220	6.9%
Disagree	92	2.9%
No answer	99	3.1%
Total	3,170	100.0%



Question 2: Optimal Mix of Arts and Cultural Facilities

The WKCD Project will have a good mix of arts and cultural facilities with suitable phasing and land reserved for organic growth.

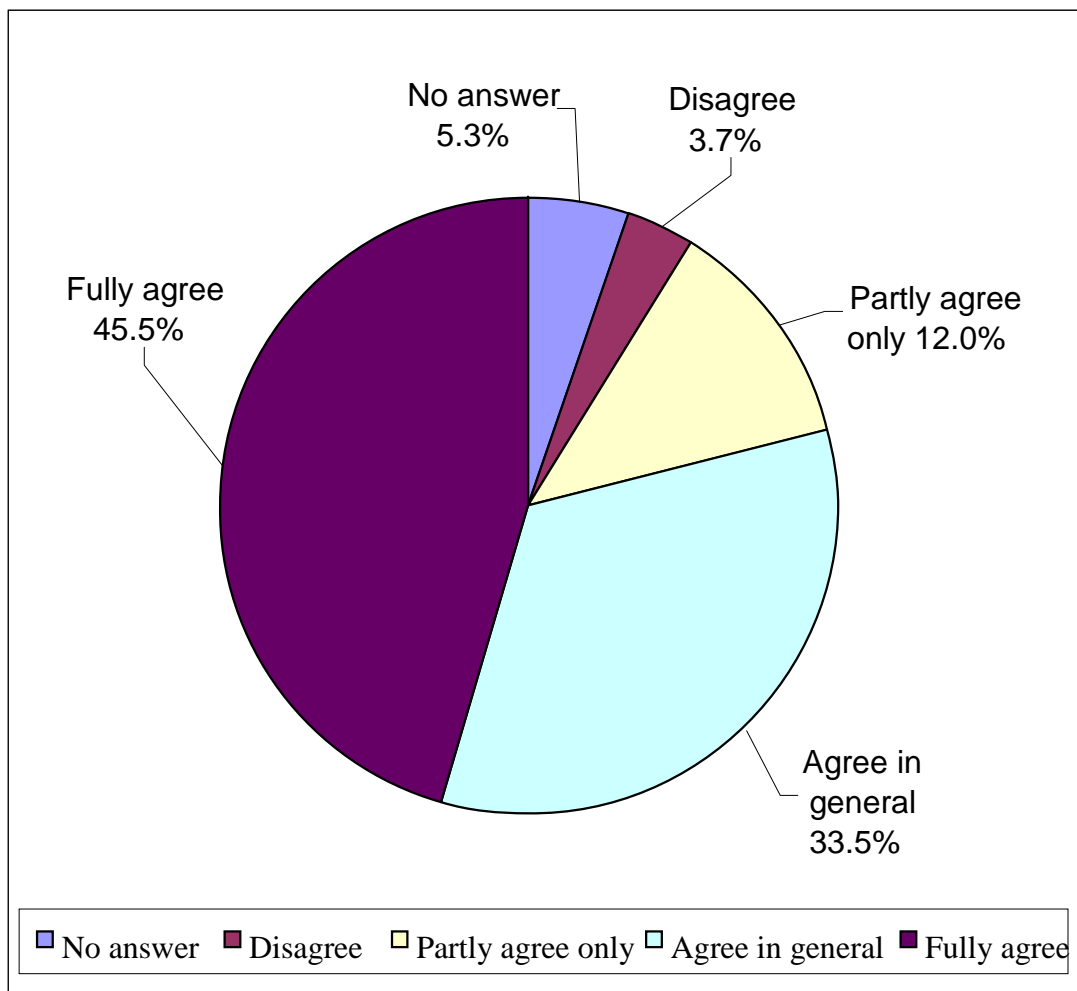
	Frequency	Percentage
Fully agree	1,467	46.3%
Agree in general	1,216	38.4%
Partly agree only	254	8.0%
Disagree	94	3.0%
No answer	139	4.4%
Total	3,170	100.0%



Question 3: Synergetic Clustering

The Core Arts and Cultural Facilities will be suitably clustered and integrated with retail, dining and entertainment (RDE) facilities to attract people flow and enhance tourism appeal.

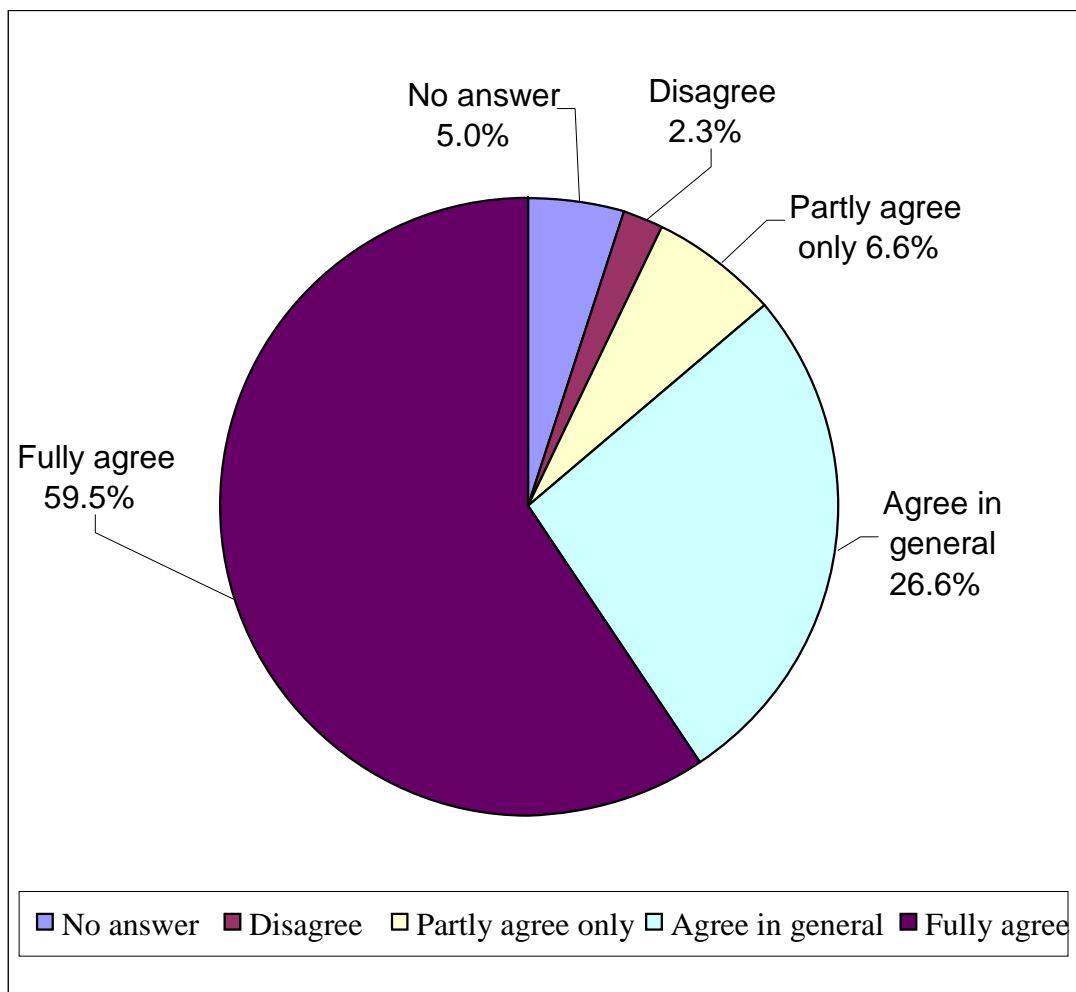
	Frequency	Percentage
Fully agree	1,442	45.5%
Agree in general	1,062	33.5%
Partly agree only	381	12.0%
Disagree	118	3.7%
No answer	167	5.3%
Total	3,170	100.0%



Question 4: Low Density Development, Spacious and Open Harbour-front for all

With a waterfront promenade and a magnificent city view across the Victoria Harbour, the WKCD would be a low-density development with spacious open space for the public. It would also be closely connected to its neighbourhood community.

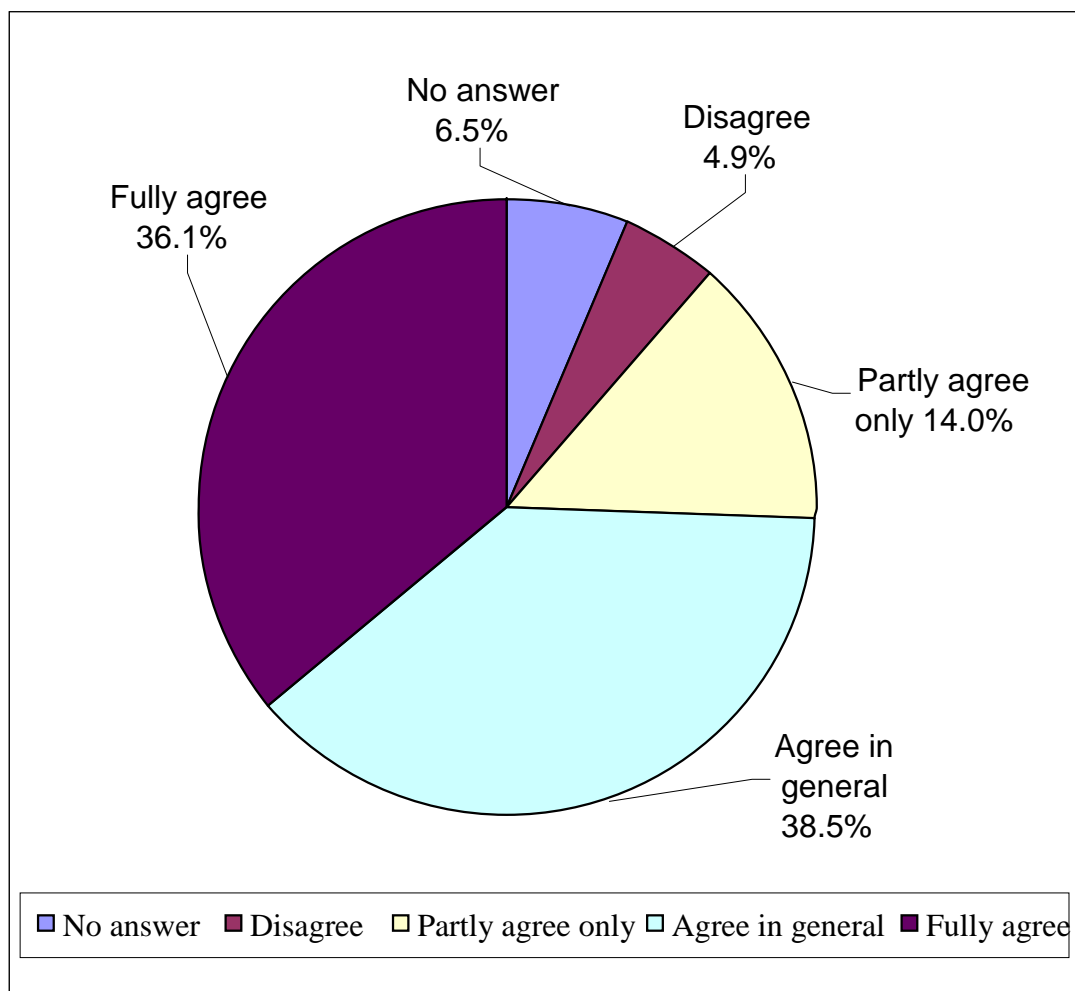
	Frequency	Percentage
Fully agree	1,887	59.5%
Agree in general	842	26.6%
Partly agree only	208	6.6%
Disagree	74	2.3%
No answer	159	5.0%
Total	3,170	100.0%



Question 5: Prudent and Transparent Financing Approach

To ensure long-term financial sustainability, an upfront government endowment roughly equivalent to the estimated land value of the residential, office and hotel sites of WKCD will be granted to the proposed WKCD Authority to finance the capital costs of the WKCD. Rental proceeds of the commercial sites for retail, dining and entertainment uses will be used to subsidize WKCD's operation costs.

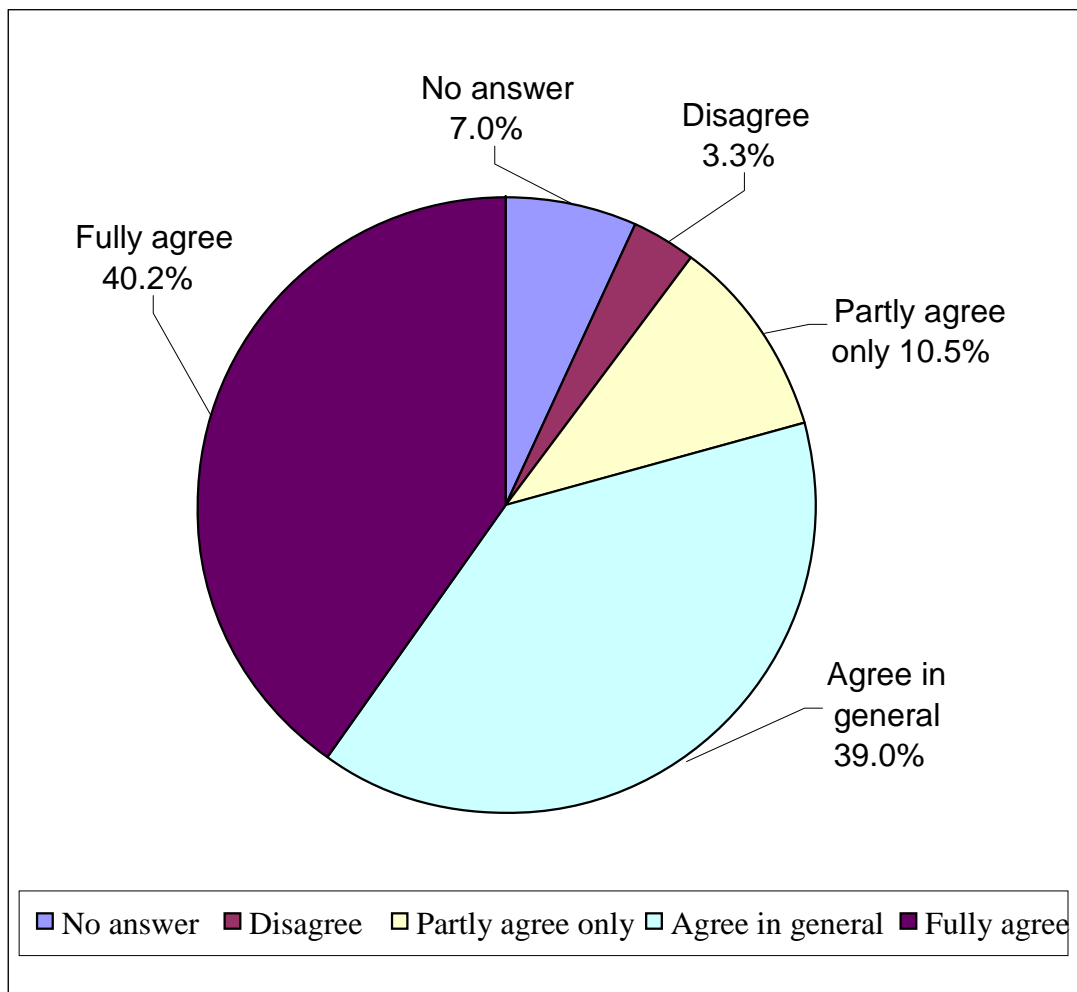
	Frequency	Percentage
Fully agree	1,144	36.1%
Agree in general	1,220	38.5%
Partly agree only	444	14.0%
Disagree	156	4.9%
No answer	206	6.5%
Total	3,170	100.0%



Question 6: Governance

An independent statutory body, the WKCD Authority with wide representation, will be set up to plan, develop and operate the facilities in WKCD with suitable private sector involvement (excluding residential, hotel, and office facilities). The Authority will operate with transparency and accountability. The public will be consulted on all important matters.

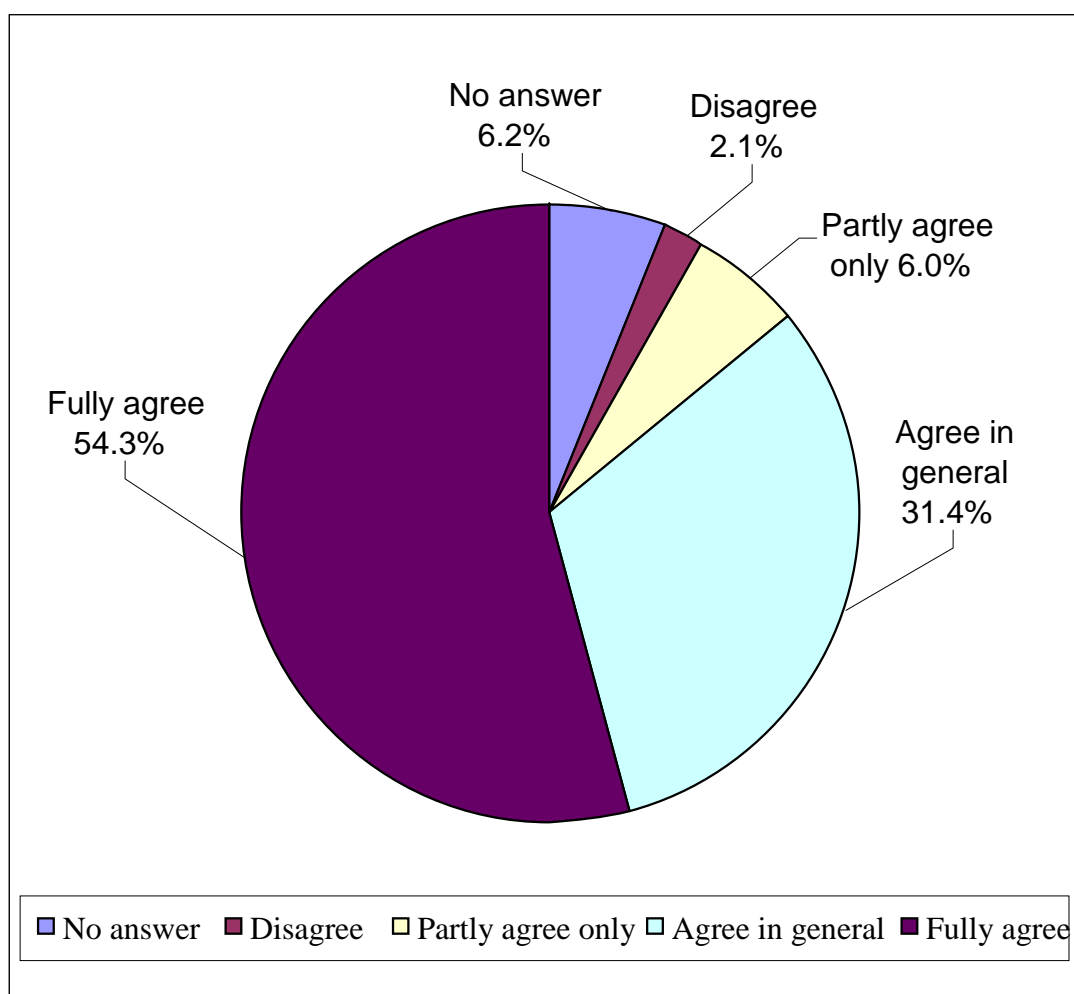
	Frequency	Percentage
Fully agree	1,273	40.2%
Agree in general	1,236	39.0%
Partly agree only	332	10.5%
Disagree	106	3.3%
No answer	223	7.0%
Total	3,170	100.0%



Question 7: Strengthening Cultural Software

To realize the vision and objectives of the WKCD Project, the Government would work with the arts community to put in place appropriate measures to strengthen cultural software in enhancing support for arts groups, budding artists, arts education, audience building, manpower mapping and training, and cultural exchange.

	Frequency	Percentage
Fully agree	1720	54.3%
Agree in general	996	31.4%
Partly agree only	189	6.0%
Disagree	68	2.1%
No answer	197	6.2%
Total	3,170	100.0%



2.1.5 Summary of Results from Wish Cards

The results from Wish Cards indicate that the majority of respondents agree with the CC's vision and recommendations contained in the seven close-ended questions on the Wish Card.

All of the questions have 75% or more of respondents "agreeing" or "agreeing fully" with the statements.

All of the questions have over 30% of respondents "agreeing fully" with the statements.

All of the questions have less than 5% of respondents "disagreeing" with the statements.

The questions with more than 50% of respondents "agreeing fully" are:

- Question 1: Overall Vision;
- Question 4: Low Density Development, Spacious and Open Harbour-front for All; and
- Question 7: Strengthening Cultural Software.

2.1.6 Returns from Schools vs All Other Sources Excluding Schools

Of the total of 3,183 Wish Cards received, 1,541 (48%) were from schools and 1,642 were from other sources. The percentage of school respondents "agreeing fully" with the questions is noticeably less than for the other respondents. However, the results also show that the percentage of school respondents "disagreeing" with the questions is consistently less than that of other respondents. The results suggest that school respondents tend to have less strong feeling on the issues. This could be partly due to the fact that they did not have the benefit of viewing the exhibitions or the website, and hence were more reluctant than other respondents to choose the "agreeing fully" or "disagreeing" options. Data from schools and other sources are presented separately for comparison in **Appendix 2.3**.

2.2 TELEPHONE POLLS

An important component of the Consultancy was to collect the views of Hong Kong residents on the WKCD Project through Telephone Polls.

Two Telephone Polls were conducted during the period 10 to 18 October and 4 to 12 December 2007. This section summarizes the aggregated results of the two Telephone Polls. The results of the first and second polls are shown separately in **Appendix 2.4**.

2.2.1 The objectives of the Telephone Polls were:

- To assess public views on the WKCD Project; and
- To triangulate the results of the Wish Cards.

Based on the above-mentioned objectives, a Questionnaire for the Telephone Polls was developed by the Consultancy Team in consultation with the Government. The questions for the two Telephone Polls were basically the same, with one exception – Q.10 was modified slightly in light of the experience from the first Telephone Poll. A sample of both Telephone Poll Questionnaires is shown in **Appendix 2.5**.

2.2.2 Sampling Methods

The survey covered Hong Kong land-based households having a residential telephone line. Random sampling of telephone numbers from the latest Residential Telephone Directory (English Version) published by PCCW was employed for sample selection. In the first poll, a total of 4,580 telephone numbers was randomly selected. In the second poll, a total of 4,330 telephone numbers was randomly selected. Combining the two polls, a total of 8,910 telephone numbers was randomly selected.

Telephone interviewers dialed the numbers assigned automatically by the telephone interviewing computer program (WinCATI for Windows). At least six attempts were made for every selected number. A standardized protocol was applied to verify that the dialed telephone number was associated with a household, and that there was at least one household resident who was eligible for the survey. One member (aged 18 or over) sampled by the Kish Grid method within each selected household was interviewed. If the interviewer was unable to complete the questionnaire during the first interview, the same respondent would be contacted at least three more times so as to complete the questionnaire or to confirm if the interview was a failed case.

Shortly after the start of the second Telephone Poll, the Consultancy Team was alerted to a respondent selection irregularity. Subsequent investigation revealed that the Team Leader of the telephone interviewers had, on a number of occasions during the second Telephone Poll, allowed some interviewers to omit the Kish Grid procedure – the random selection of persons within the randomly selected household. Remedial action was taken immediately. This included: (a) discarding all data from the second Telephone Poll collected thus far; (b) re-starting the second Telephone Poll under new supervisory staff on 4 December 2007; and (c) initiation of disciplinary proceedings against the staff suspected

of inappropriate conduct. PPRI's Report to the Government on the incident is attached in **Appendix 2.6**.

2.2.3 The First Telephone Poll

In the first poll, 1,519 persons were interviewed successfully with a response rate of 50.0%. The margin of error was +/- 2.5% at 95% confidence level.

Details of the successful and unsuccessful interviews are shown below:

	NATURE	FREQUENCY
Successful Interview Cases	Respondent cooperates	1,519
Unsuccessful Interview Cases (1,519)	Mid-way termination	24
	No one answers	421
	Line engaged or not connected	33
	Randomly selected respondent not at home	85
	Reply from a recorded message	48
	Immediate refusal	464
	Refusal to be interviewed	401
	Language communication problems	43
Non Target Cases (1,542)	No tone or no response / password required	1,283
	Non-residential number	103
	Fax number	122
	Receiver says no suitable respondent available	31
	Receiver says the dialed number is wrong	3
	Total	4,580

2.2.4 The Second Telephone Poll

In the second poll, 1,152 persons were interviewed successfully with a response rate of 38.8%. The margin of error was +/- 3.1% at 95% confidence level.

Details of the successful and unsuccessful interviews are shown below:

	NATURE	FREQUENCY
Successful Interview Cases	Respondent cooperates	1,152
Unsuccessful Interview Cases (1,815)	Mid-way termination	29
	No one answers	482
	Line engaged or not connected	30
	Randomly selected respondent not at home	114
	Reply from a recorded message	47
	Immediate refusal	531
	Refusal to be interviewed	524
	Language communication problems	58
Non Target Cases (1,363)	No tone or no response / password required	1,132
	Non-residential number	107
	Fax number	88
	Receiver says no suitable respondent available	33
	Receiver says the dialed number is wrong	3
	Total	4,330

2.2.5 Aggregated Results

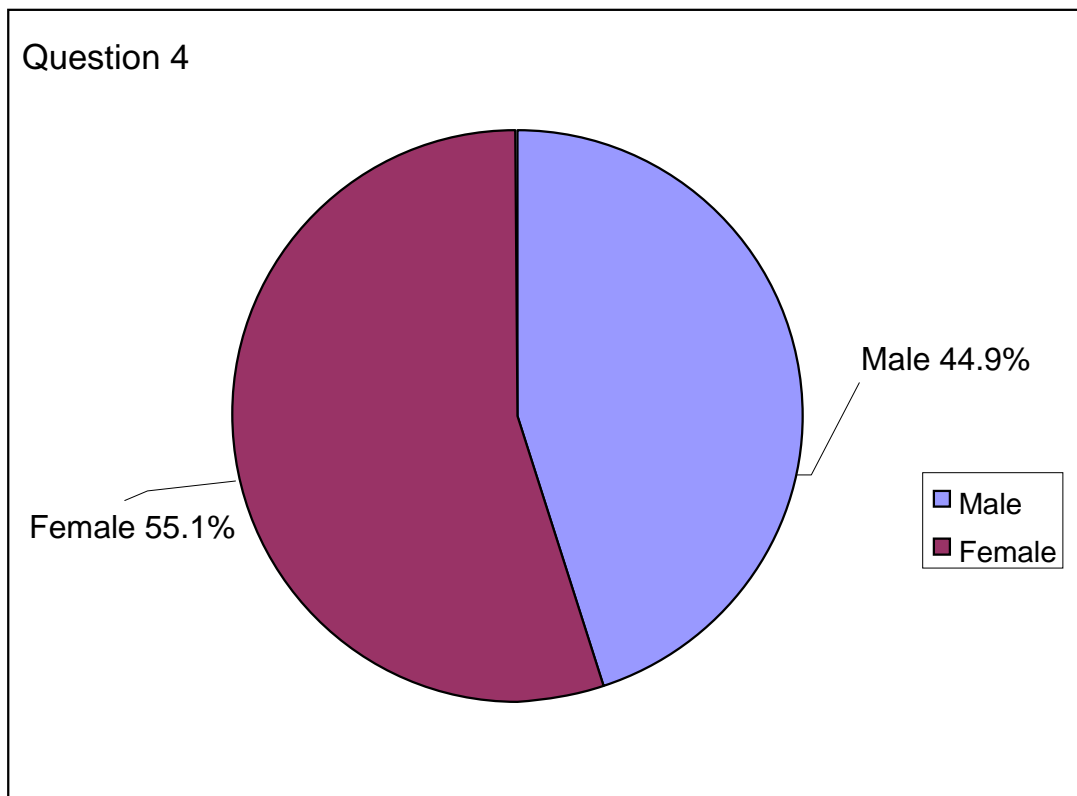
The aggregated results of the first and second poll are shown below and presented separately in **Appendix 2.4**.

For the aggregated dataset, the margin of error was +/- 1.9% at 95% confidence level.

The Telephone Poll was conducted in Cantonese.

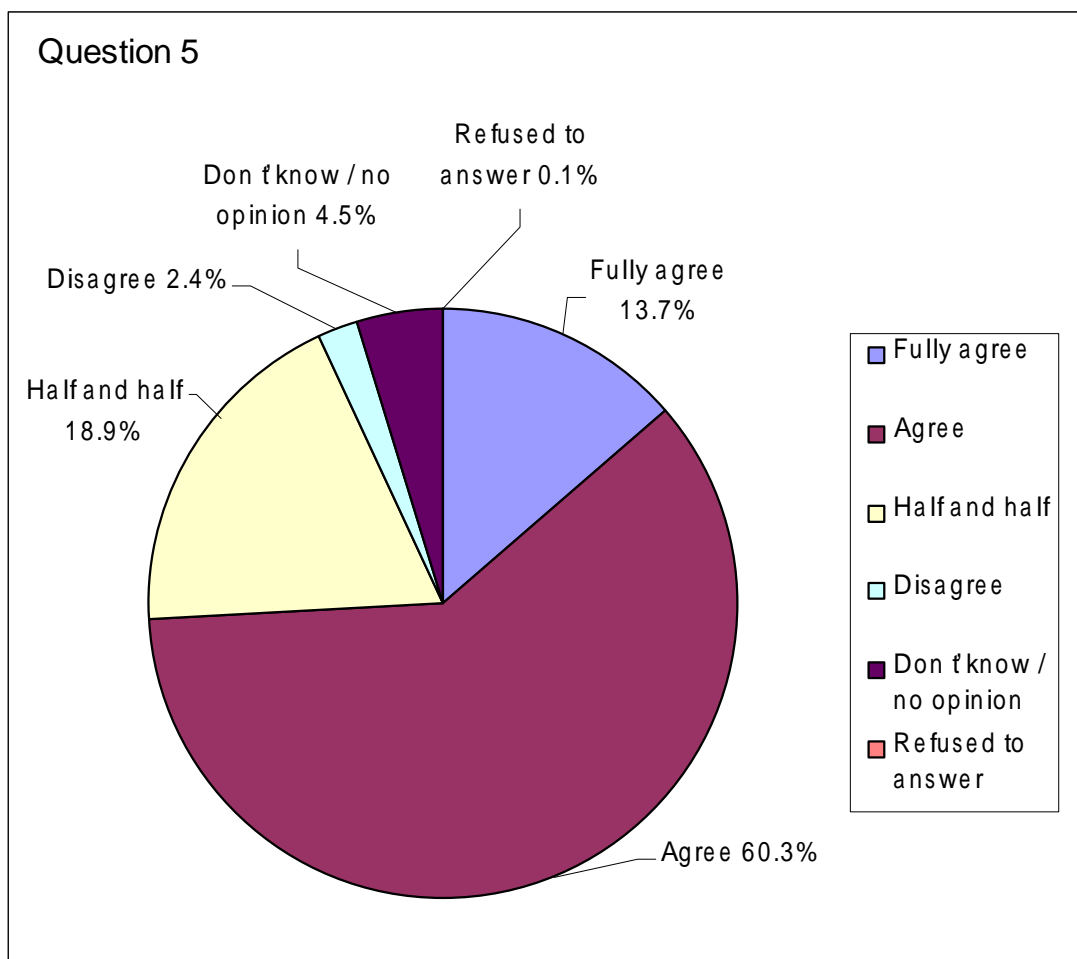
Q. 4: Sex of respondents (please address respondents as Mr. or Miss)

	Frequency	Percentage
Male	1,199	44.9%
Female	1,472	55.1%
Total	2,671	100.0%



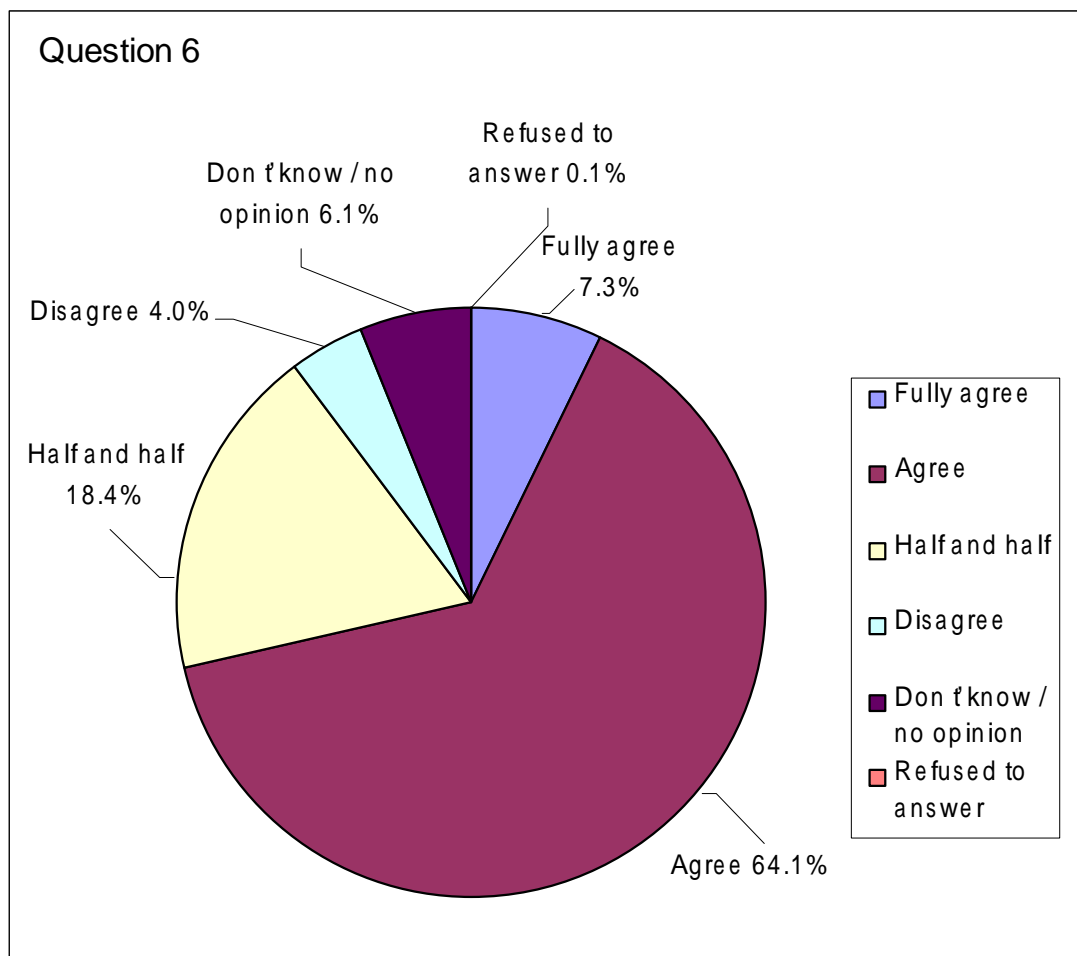
Q. 5: The WKCD Project will be an integrated arts and cultural district with world class arts and cultural performances, exhibitions, and facilities. What is your opinion? Do you “fully agree”, “agree”, “half and half” or “disagree”?

	Frequency	Percentage
Fully agree	367	13.7%
Agree	1,611	60.3%
Half and half	505	18.9%
Disagree	64	2.4%
Don't know / no opinion	121	4.5%
Refused to answer	3	0.1%
Total	2,671	100.0%



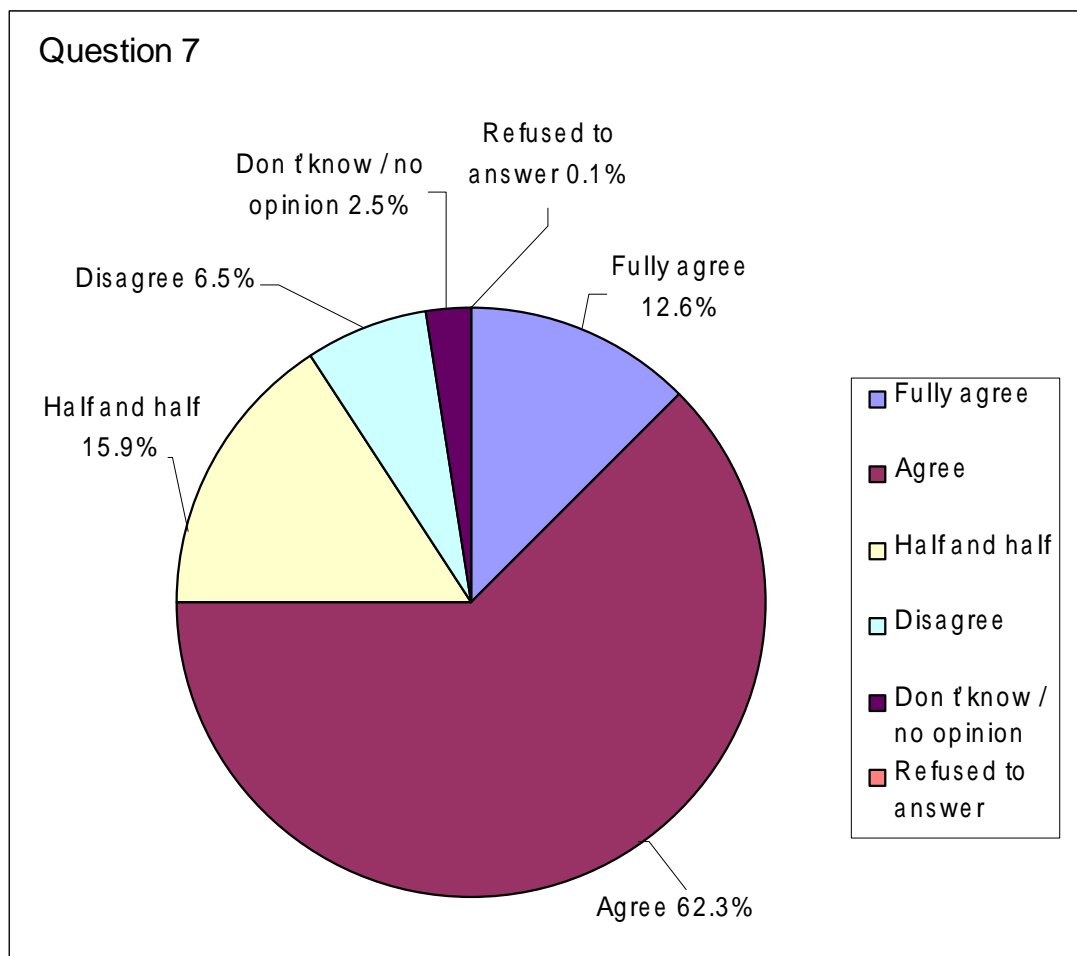
Q. 6: The WKCD will have a good mix of arts and cultural facilities with suitable phasing and land reserved for organic growth. What is your opinion? Do you “fully agree”, “agree”, “half and half” or “disagree”?

	Frequency	Percentage
Fully agree	195	7.3%
Agree	1,711	64.1%
Half and half	491	18.4%
Disagree	108	4.0%
Don't know / no opinion	164	6.1%
Refused to answer	2	0.1%
Total	2,671	100.0%



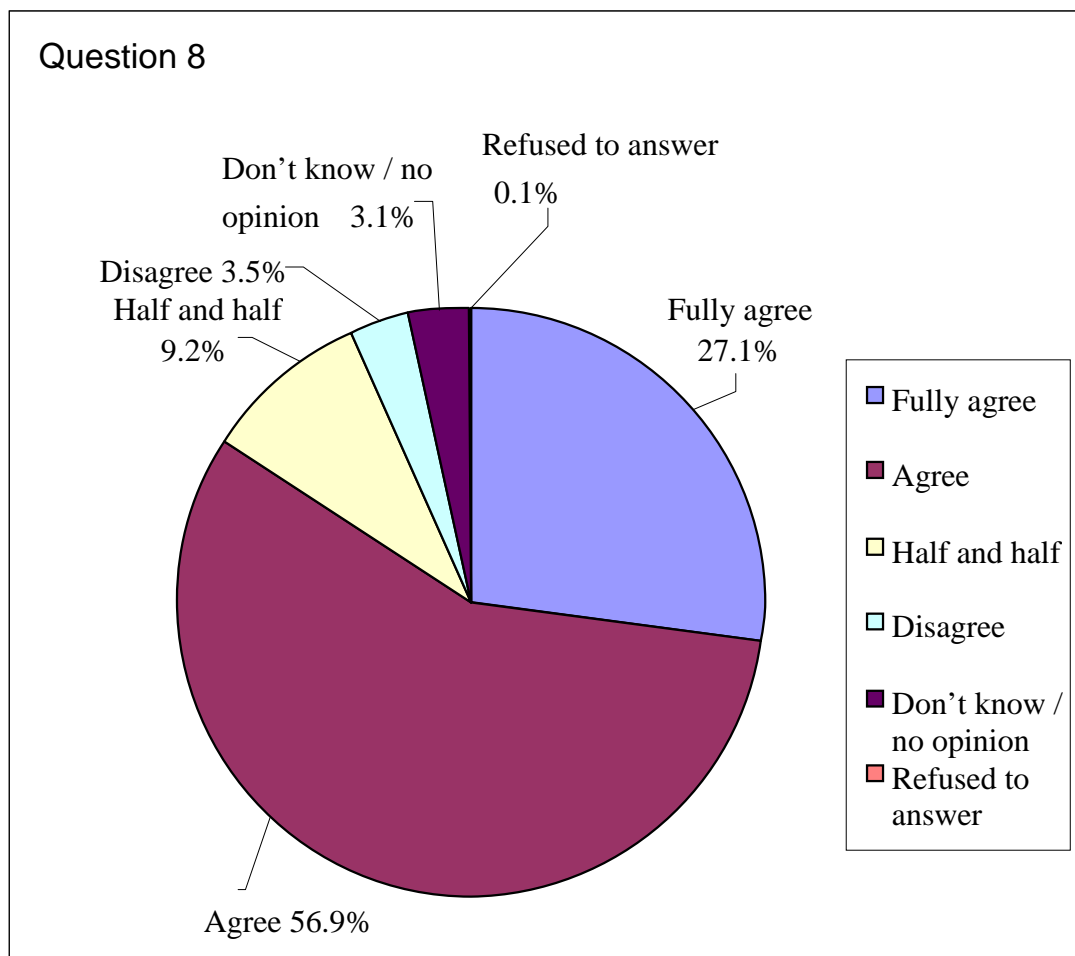
Q. 7: WKCD’s core arts and cultural facilities will be suitably clustered with retail, dining and entertainment facilities. What is your opinion? Do you “fully agree”, “agree”, “half and half” or “disagree”?

	Frequency	Percentage
Fully agree	337	12.6%
Agree	1,665	62.3%
Half and half	424	15.9%
Disagree	174	6.5%
Don't know / no opinion	67	2.5%
Refused to answer	4	0.1%
Total	2,671	100.0%



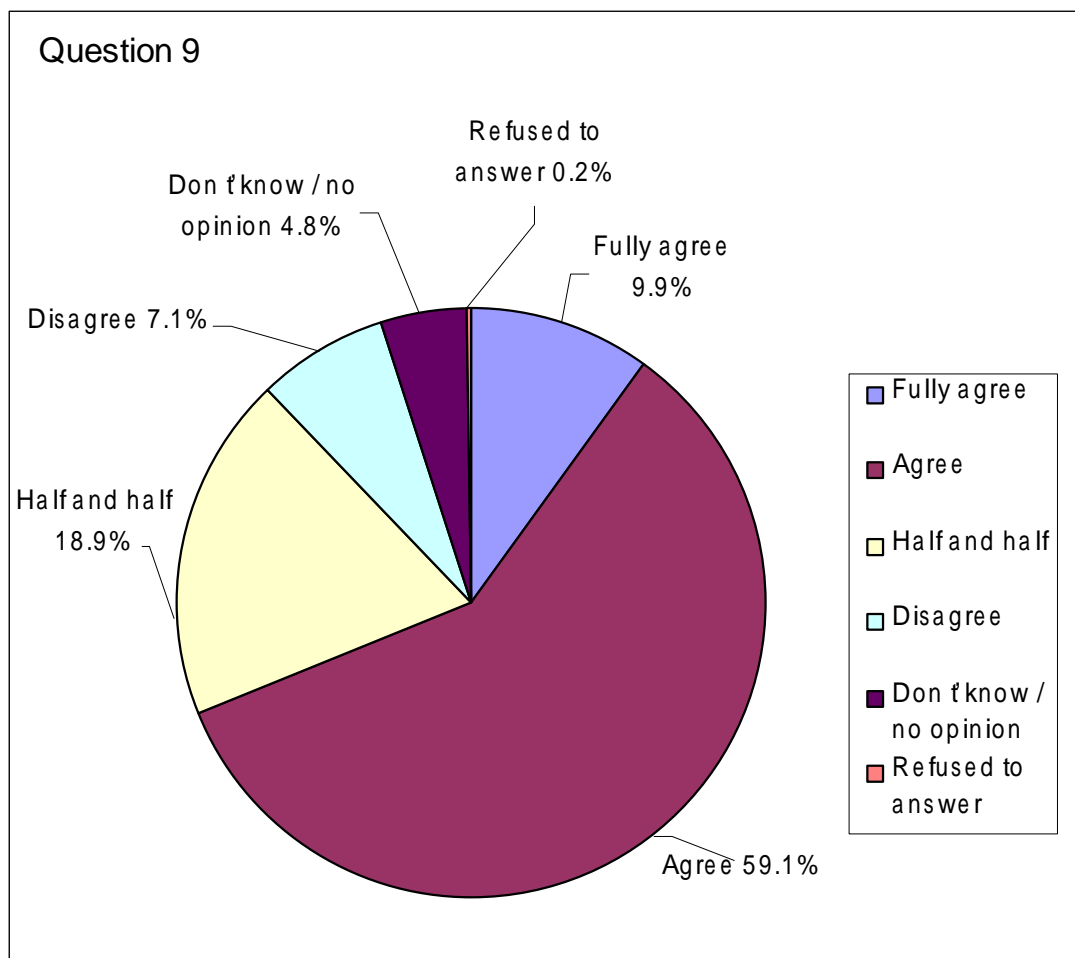
Q. 8: WKCD would be a low density development with spacious open space for the public. What is your opinion? Do you “fully agree”, “agree”, “half and half” or “disagree”?

	Frequency	Percentage
Fully agree	724	27.1%
Agree	1,521	56.9%
Half and half	246	9.2%
Disagree	94	3.5%
Don't know / no opinion	82	3.1%
Refused to answer	4	0.1%
Total	2,671	100.0%



Q. 9: WKCD would be closely connected to its neighbouring community. What is your opinion? Do you “fully agree”, “agree”, “half and half” or “disagree”?

	Frequency	Percentage
Fully agree	265	9.9%
Agree	1,578	59.1%
Half and half	504	18.9%
Disagree	190	7.1%
Don't know / no opinion	129	4.8%
Refused to answer	5	0.2%
Total	2,671	100.0%



Q.10:

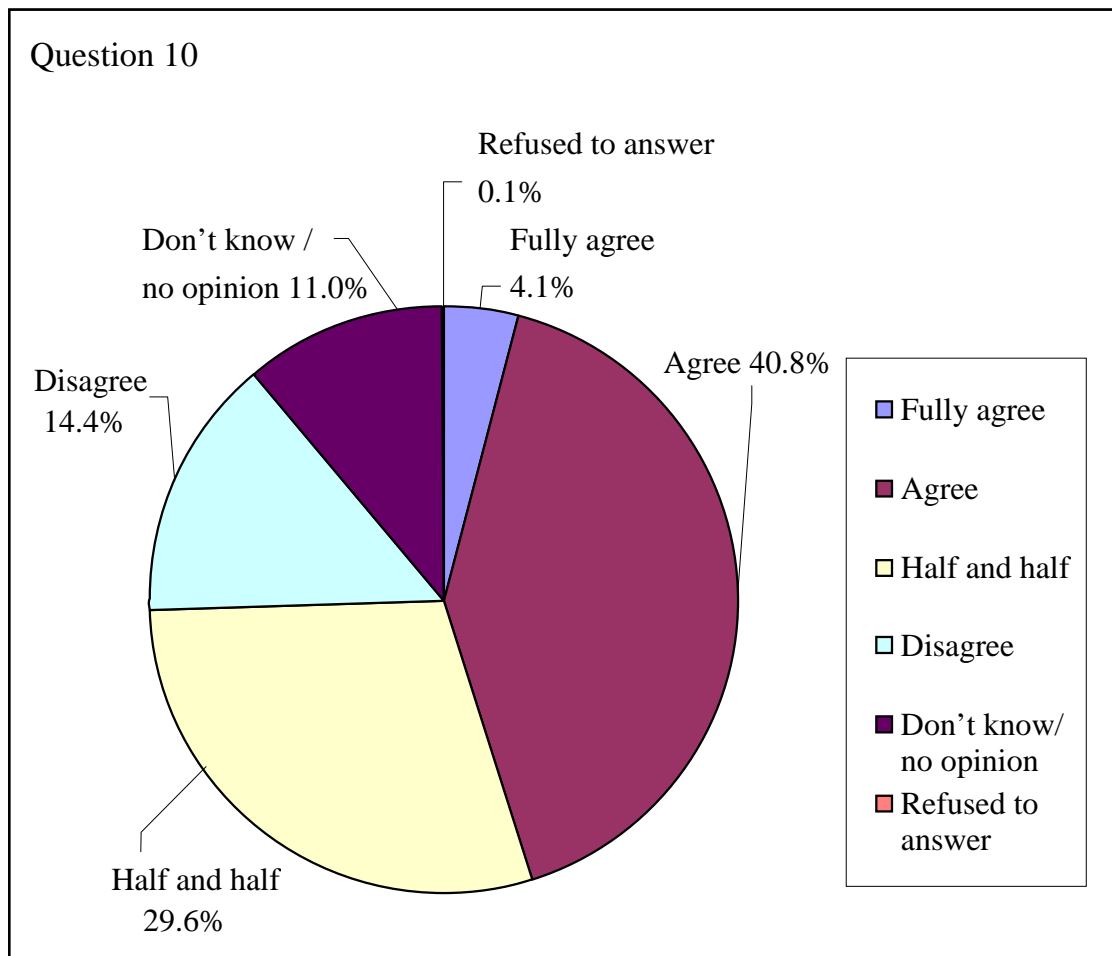
First Telephone Poll:

The proposed WKCD Authority will receive an upfront government endowment to finance the capital costs of the WKCD. The amount will be roughly equivalent to the future estimated land sale value from the district. What is your opinion? Do you “fully agree”, “agree”, “half and half” or “disagree”?

Second Telephone Poll:

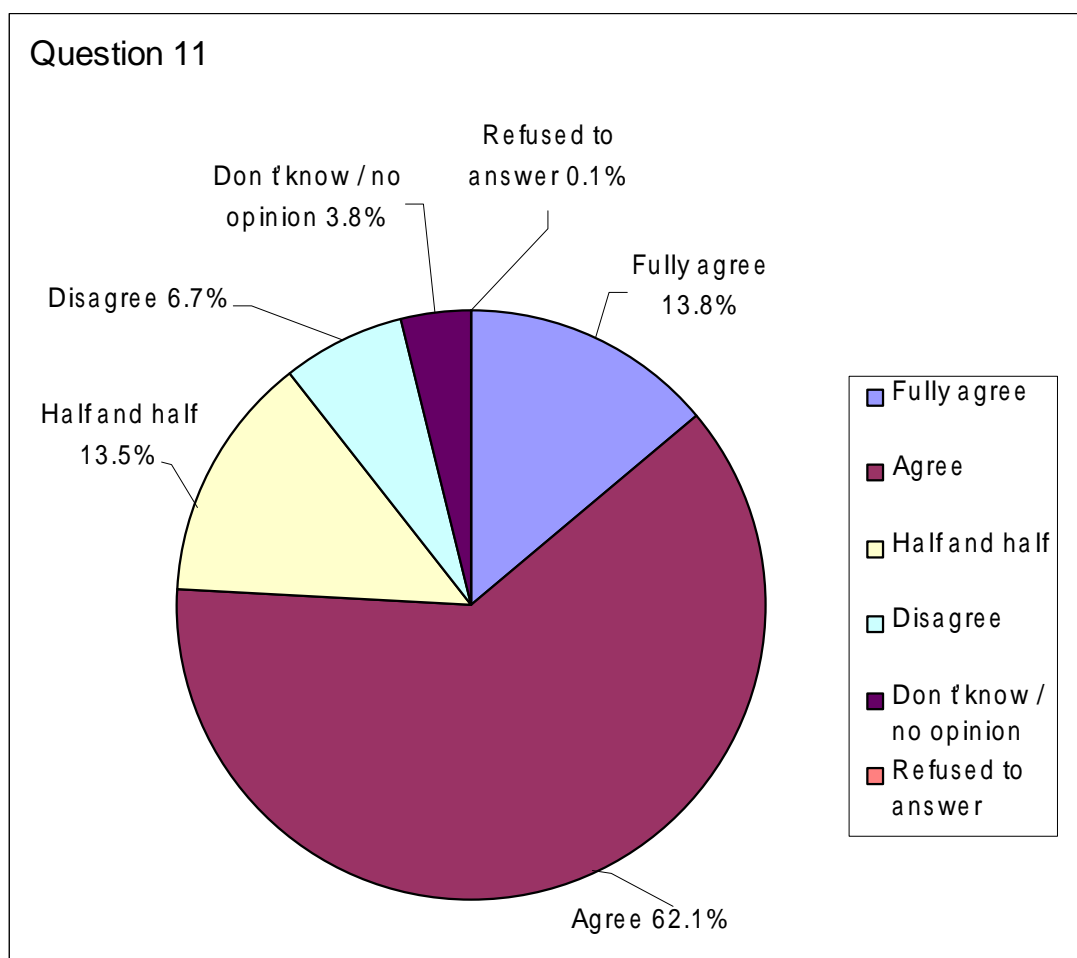
Government will first grant an upfront endowment to the proposed WKCD Authority to finance the capital costs of the WKCD. This amount will, in the future, be recovered by Government through land sales from the district. What is your opinion? Do you “fully agree”, “agree”, “half and half” or “disagree”?

	Frequency	Percentage
Fully agree	109	4.1%
Agree	1,090	40.8%
Half and half	791	29.6%
Disagree	384	14.4%
Don't know / no opinion	293	11.0%
Refused to answer	4	0.1%
Total	2,671	100.0%



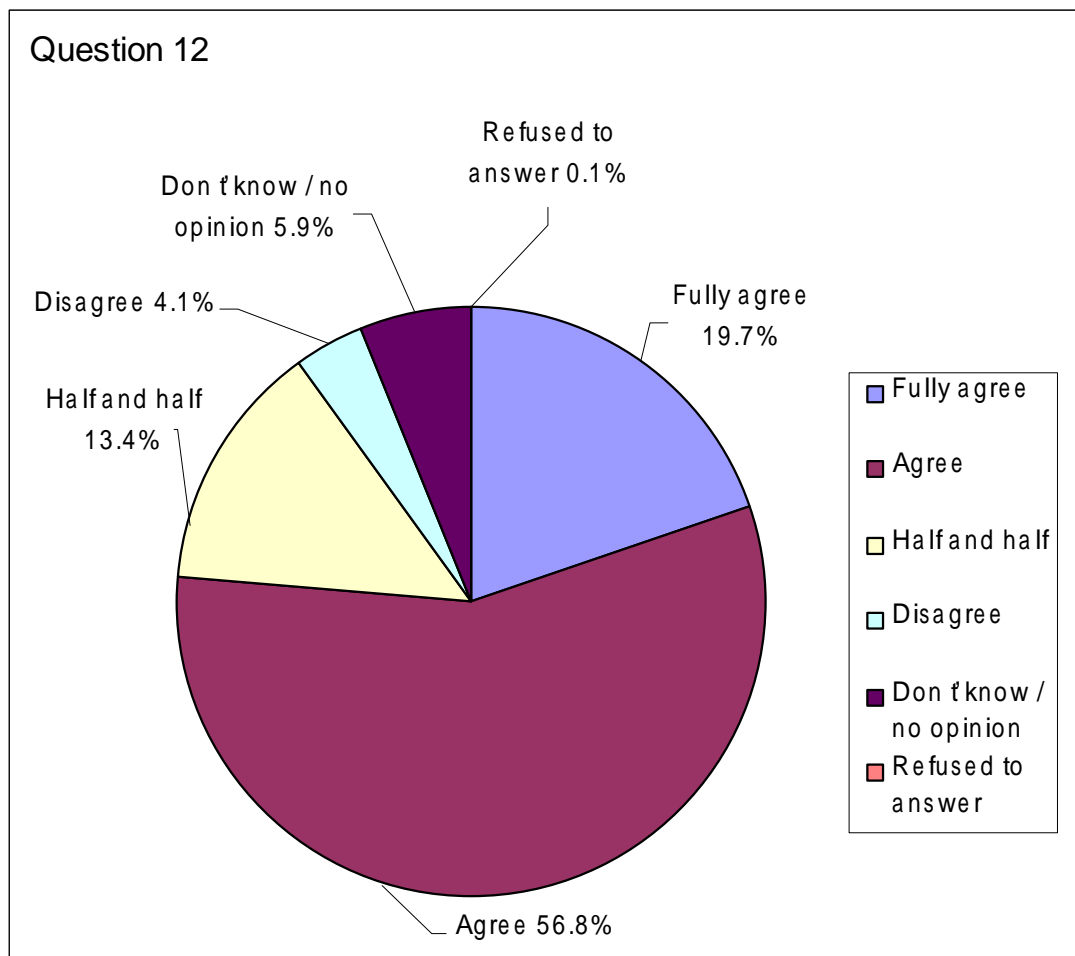
Q. 11: Rental proceeds of the commercial sites for retail, dining and entertainment uses will be used to subsidize WKCD’s operation costs. What is your opinion? Do you “fully agree”, “agree”, “half and half” or “disagree”?”

	Frequency	Percentage
Fully agree	369	13.8%
Agree	1,660	62.1%
Half and half	360	13.5%
Disagree	178	6.7%
Don't know / no opinion	102	3.8%
Refused to answer	2	0.1%
Total	2,671	100.0%



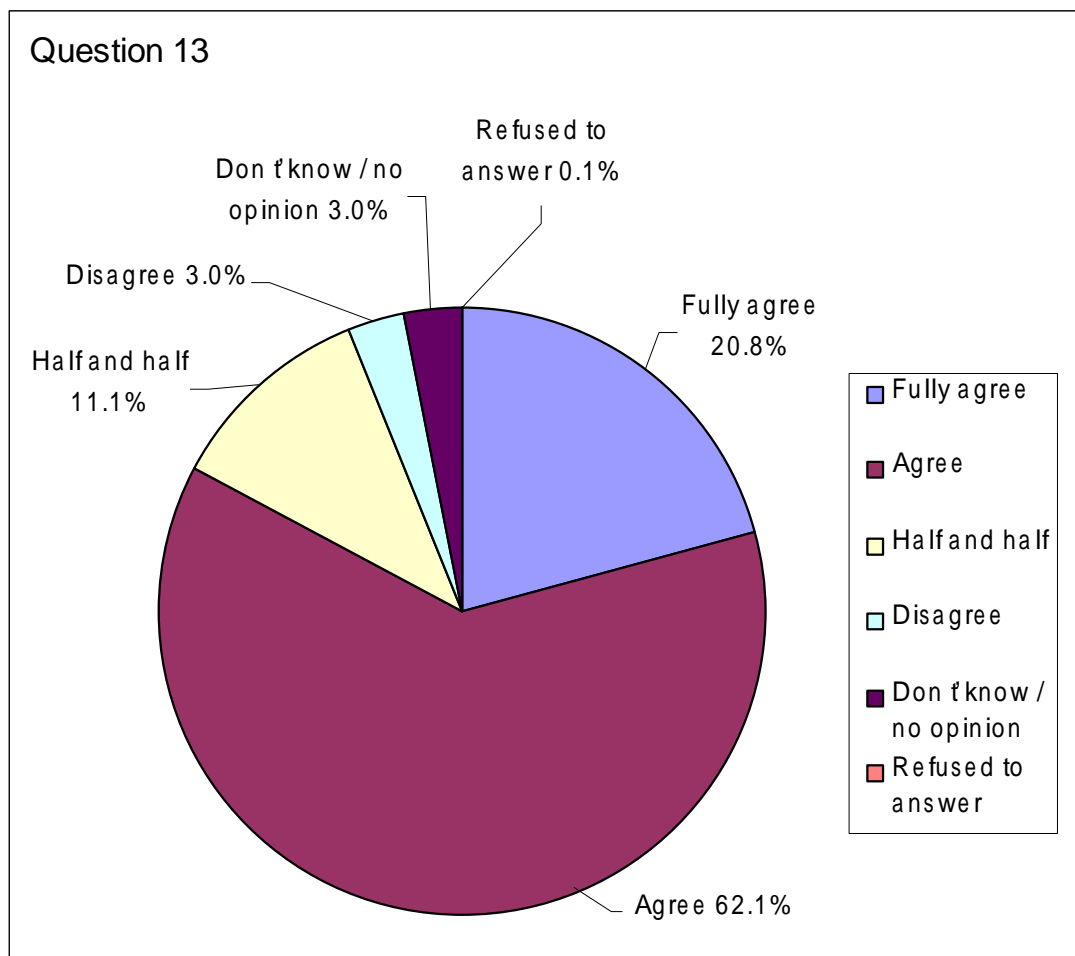
Q. 12: The proposed WKCD Authority would be an independent statutory body with wide representation and it operates with high degree of transparency and accountability. What is your opinion? Do you “fully agree”, “agree”, “half and half” or “disagree”?

	Frequency	Percentage
Fully agree	525	19.7%
Agree	1,518	56.8%
Half and half	359	13.4%
Disagree	110	4.1%
Don't know / no opinion	157	5.9%
Refused to answer	2	0.1%
Total	2,671	100.0%



Q. 13: To realize the vision and objectives of the WKCD Project, the Government will strengthen cultural software such as enhancing arts education, arts groups, manpower training and audience building. What is your opinion? Do you “fully agree”, “agree”, “half and half” or “disagree”?

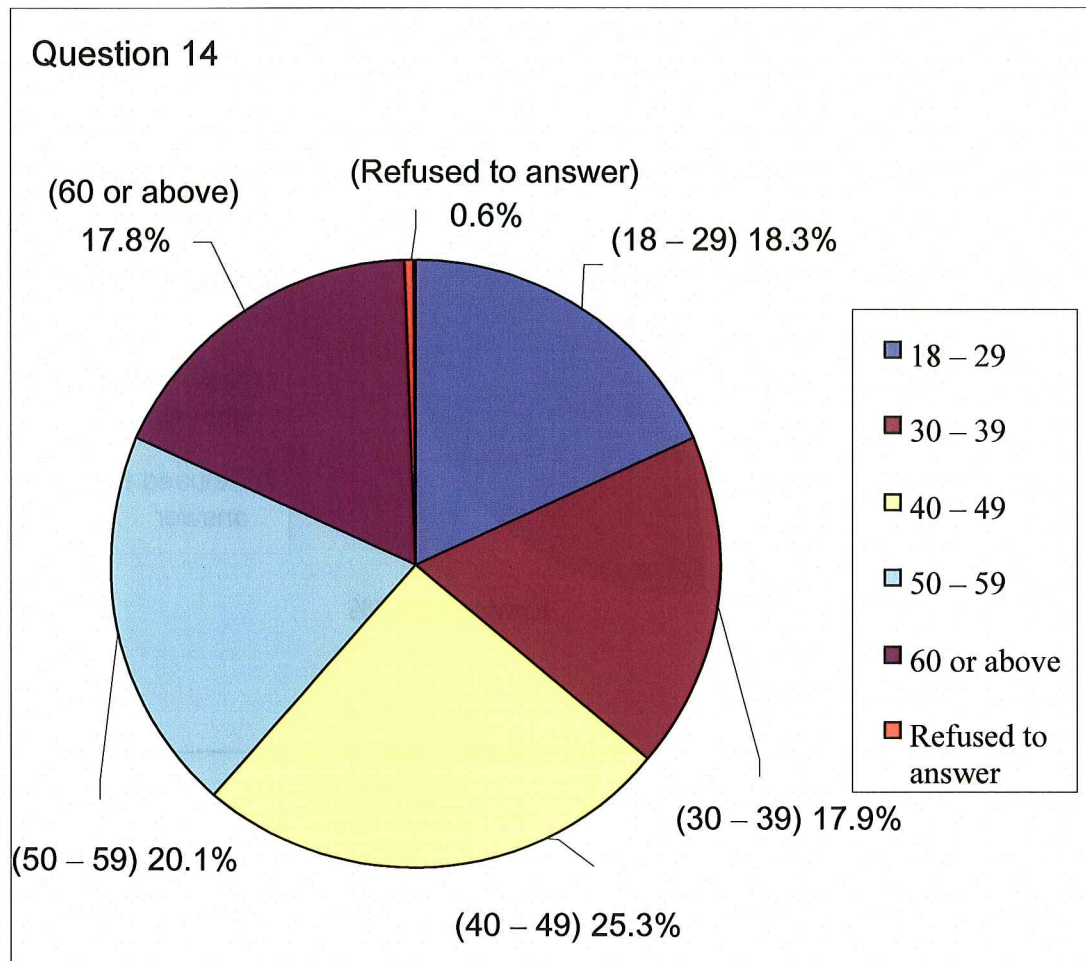
	Frequency	Percentage
Fully agree	555	20.8%
Agree	1,658	62.1%
Half and half	296	11.1%
Disagree	79	3.0%
Don't know / no opinion	81	3.0%
Refused to answer	2	0.1%
Total	2,671	100.0%



Personal Profile

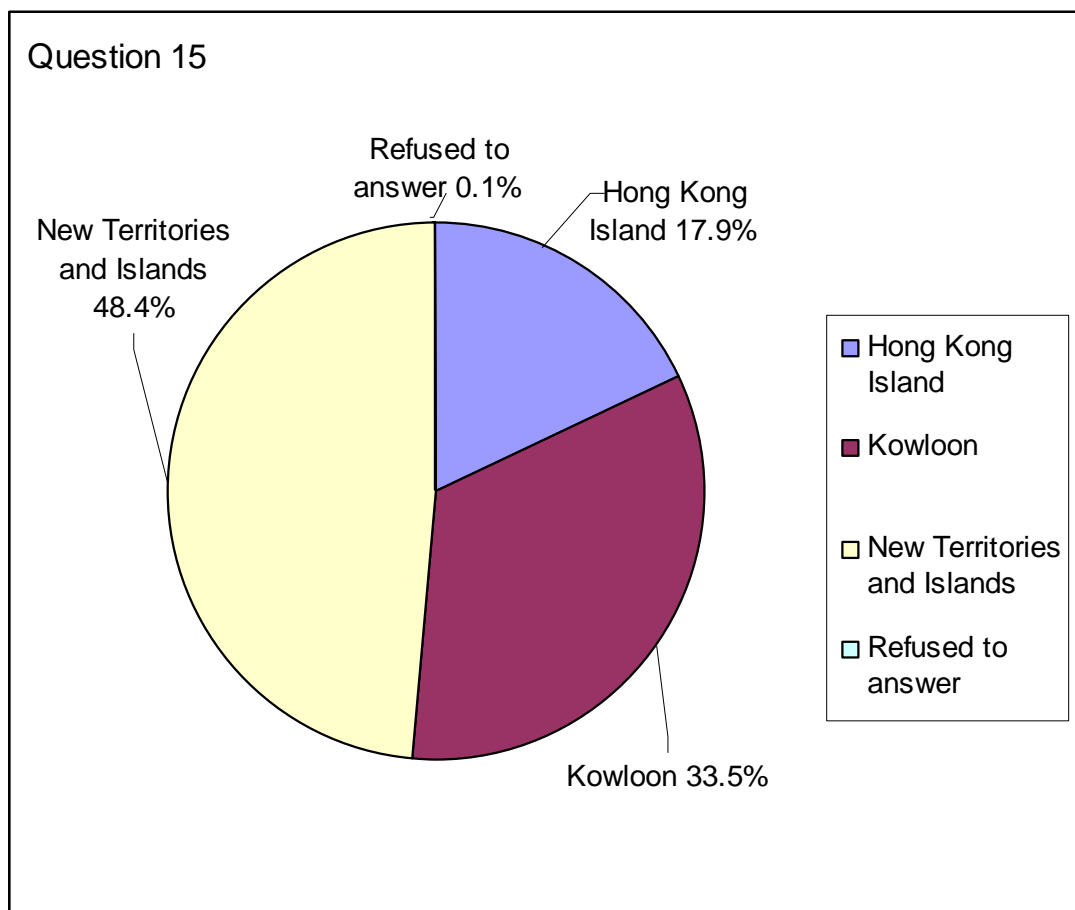
Q. 14: What is your age? (Calculated from your last birthday)

Age	Frequency	Percentage
18 – 29	489	18.3%
30 – 39	477	17.9%
40 – 49	676	25.3%
50 – 59	538	20.1%
60 or above	476	17.8%
Refused to answer	15	0.6%
Total	2,671	100.0%



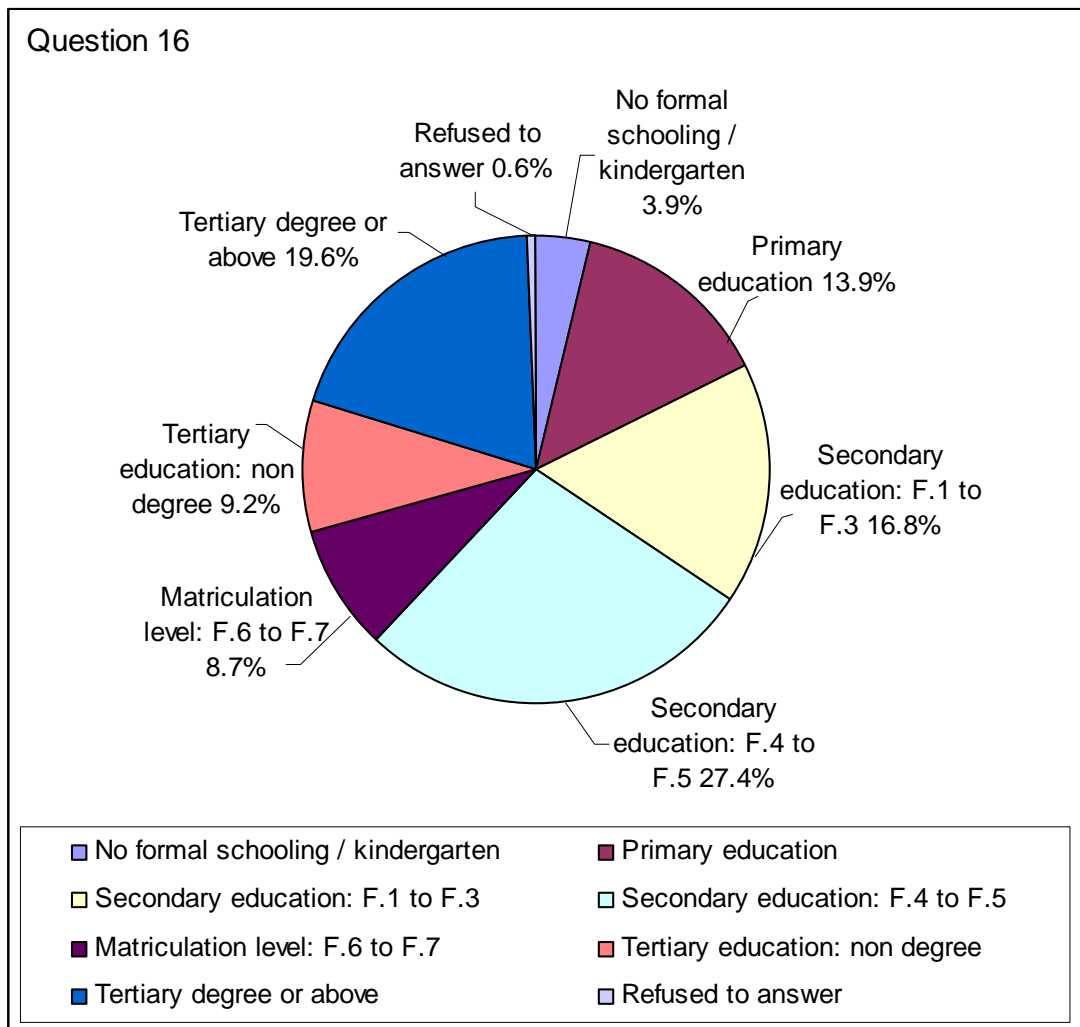
Q. 15: Your residential district is ___?

	Frequency	Percentage
Hong Kong Island	478	17.9%
Kowloon	896	33.5%
New Territories and Islands	1,293	48.4%
Refused to answer	4	0.1%
Total	2,671	100.0%



Q. 16: Your educational level is ___? (Based on the respondent's highest educational qualification)

	Frequency	Percentage
No formal schooling / kindergarten	103	3.9%
Primary education	370	13.9%
Secondary education: F.1 to F.3	449	16.8%
Secondary education: F.4 to F.5	732	27.4%
Matriculation level: F.6 to F.7	232	8.7%
Tertiary education: non degree	246	9.2%
Tertiary degree or above	524	19.6%
Refused to answer	15	0.6%
Total	2,671	100.0%



2.2.4 Summary of Results from Telephone Polls

The results of the Telephone Polls show that the majority of respondents are for the most part in agreement with the CC's vision and recommendations.

All of the questions, except Q.10 on the capital financing approach, have close to 70% of respondents "agreeing" and "agreeing fully" with the statements.

For Q.10, the percentage of respondents "agreeing" and "agreeing fully" constitute around 45%, while around 30% chose "half and half", indicating partial agreement with some reservations.

All of the questions, except Q.10, have less than 10% of respondents disagreeing with the statements.

For Q.10, the percentage "disagreeing" is still relatively low (14%).

2.2.5 Differences Between the Results of the First and Second Telephone Polls

Tests on the difference in response to the Questionnaire between the First and Second Telephone Polls are shown in **Annexes 2 and 3** in **Appendix 2.6**. No significant difference was found, indicating a high degree of reliability.

2.3 QUANTITATIVE DATA ANALYSIS: SUMMARY

2.3.1 Results from the Wish Cards and Telephone Polls, in general, corroborate each other and suggest that the public is highly supportive of the CC's vision and recommendations.

2.3.2 While both groups of respondents are supportive, substantially more Wish Card respondents than Telephone Poll respondents agree fully with the statements. This can be attributed to:

- (a) Wish Card respondents having the benefit of viewing either the exhibitions, website or the pamphlet, or listening to a forum presentation, hence getting hold of more information; and
- (b) Many Wish Card respondents are those who have been monitoring or following with the project, while Telephone Poll respondents were members of the general public, selected on a randomized basis.

2.3.3 Support for the proposed financing approach does not entirely converge. The recurrent financing arrangements elicited "agree" or "fully agree" responses from close to 75% of Wish Card respondents and a similar percentage (76%) of Telephone Poll respondents. However, while nearly 75% of Wish Card respondents "agree" or "fully agree" with the proposed capital financing

arrangement, the percentage for the Telephone Poll respondents is only 45%. One possible explanation for this discrepancy is that, unlike the question on the Wish Card, which describes both the proposed capital and recurrent financing arrangements, Telephone Poll respondents might have been unaware of the proposed recurrent financing arrangement (because it is asked in a separate question), when the proposed capital financing arrangement question was put to them and thought that the upfront endowment would be the only form of government subsidy.

CHAPTER 3: QUALITATIVE DATA ANALYSIS

This Chapter presents the methodology and results of the analysis of the Qualitative Data.

3.1 SOURCES OF QUALITATIVE DATA

The data came from the following sources:

(a) responses to the open-ended questions on the 2,348 valid Wish Cards, received by the Government from the following channels:

- collection boxes at the exhibition venues;
- by fax;
- by post (including Wish Cards from schools); and
- by hand to HAB officers at public forums and other briefing sessions.

Thirteen electronic Wish Cards were flagged and declared invalid. (See **Section 2.1.2**)

(b) responses to the open-ended questions on valid electronic Wish Cards (822 items) received via the internet.

(c) responses as expressed on on-line discussion boards on the project website (487 items) and the Public Affairs Forum website (27 items).

(d) responses as reflected at sector-specific focus group meetings (21 items), forums with secondary schools (2 items) and public forums (3 items).

(e) responses as reflected in the minutes of/written submissions to:

- Legislative Council (LegCo) (48 items)
- Relevant statutory and advisory bodies (Town Planning Board, Harbour-front Enhancement Committee and Lands & Building Advisory Committee and Wan Chai West Area Committee) (4 items)
- District Councils (2 items)

(f) responses as reflected in all other written submissions from other concern groups and individuals (144 items).

A list of sector-specific focus group meetings, public forums, Legislative Council Meetings, Written Submissions to Legislative Council, Briefings to relevant Statutory and Advisory bodies, and District Council Meetings and Forums with Secondary School Headmasters & Teachers is in **Appendix 1.2**.

3.2 ANALYTICAL FRAMEWORK FOR QUALITATIVE DATA

3.2.1 Development of the Analytical Framework

A Grounded Theory approach¹ was adopted for the analysis of the Qualitative Data.

All the qualitative data listed above were screened by data entry staff. Views expressed on web-based discussion boards, written submissions and written comments on Wish Cards were included for qualitative analysis, with comments and views being transcribed and coded into “text units” – a sentence or a group of sentences expressing a particular view. The transcripts were content-analyzed by two research staff separately. Based on the comments and views received, an analytical framework consisting of themes, categories, and sub-categories was developed. The framework was revised several times in order to reflect a comprehensive coverage of all the views expressed. A computer software, NUDIST (Non-numerical Unstructured Data Indexing Searching and Theorizing) was applied to organize and analyze the data.

3.2.2 The Growth of the Analytical Framework

All comments were initially categorized under the eight broad themes as described in the Wish Card: (1) overall vision, (2) optimal mix of arts and cultural facilities, (3) synergetic clustering, (4) low-density development, spacious and open harbour-front for all, (5) prudent and transparent financing approach, (6) governance, (7) strengthening cultural software, and (8) other wishes.

In light of the variety and intensity of public views on the WKCD Project, the themes were finally renamed, rearranged and expanded to ten themes, namely, (1) WKCD Project as a whole, (2) cultural hardware, (3) clustering with non-CACF buildings, (4) urban planning issues, (5) Government’s proposed financing arrangements, (6) WKCD Authority: governance issues, (7) cultural software and complementary measures, (8) cultural policy for Hong Kong, (9) public engagement exercise, and (10) other wishes and concerns.

Depending on the depth and breadth of detail provided by respondents, some of these nine themes were further broken down to the category and sub-category level. Each level was organized on the basis of whether the comments and views were “positive”, “negative” or “other views / concerns / suggestions”. The latter were often suggestions for improvement or reservations/qualifications regarding certain views. The tenth theme was a group for miscellaneous wishes and concerns (see **Figures 3.1 and 3.2**).

¹A method of inquiry in which the observed data are allowed to influence the structure and process of the study.

The first seven themes and the tenth theme are basically in line with the eight broad themes as described on Wish Cards. This arrangement facilitates comparison.

A table comparing the ten themes of Qualitative Data and the eight questions on the Wish Card is shown below:

	Ten Themes of Qualitative Data	Eight Questions on Wish Card
1	WKCD project as a whole	Overall vision
2	Cultural hardware	Optimal mix of arts and cultural facilities
3	Clustering with non-CACF buildings	Synergetic clustering
4	Urban planning issues	Low density development, spacious and open harbour-front for all
5	Government's proposed financial arrangements	Prudent and transparent financing approach
6	WKCD Authority: governance issues	Governance
7	Cultural software and complementary measures	Strengthening cultural software
8	Cultural policy	NA
9	Public engagement exercise	NA
10	Other wishes and concerns	Other wishes (Q.8 on Wish Card)

Figure 3.1: Analytical Framework of the WKCD Project, showing example of breakdown of theme into categories and sub-categories

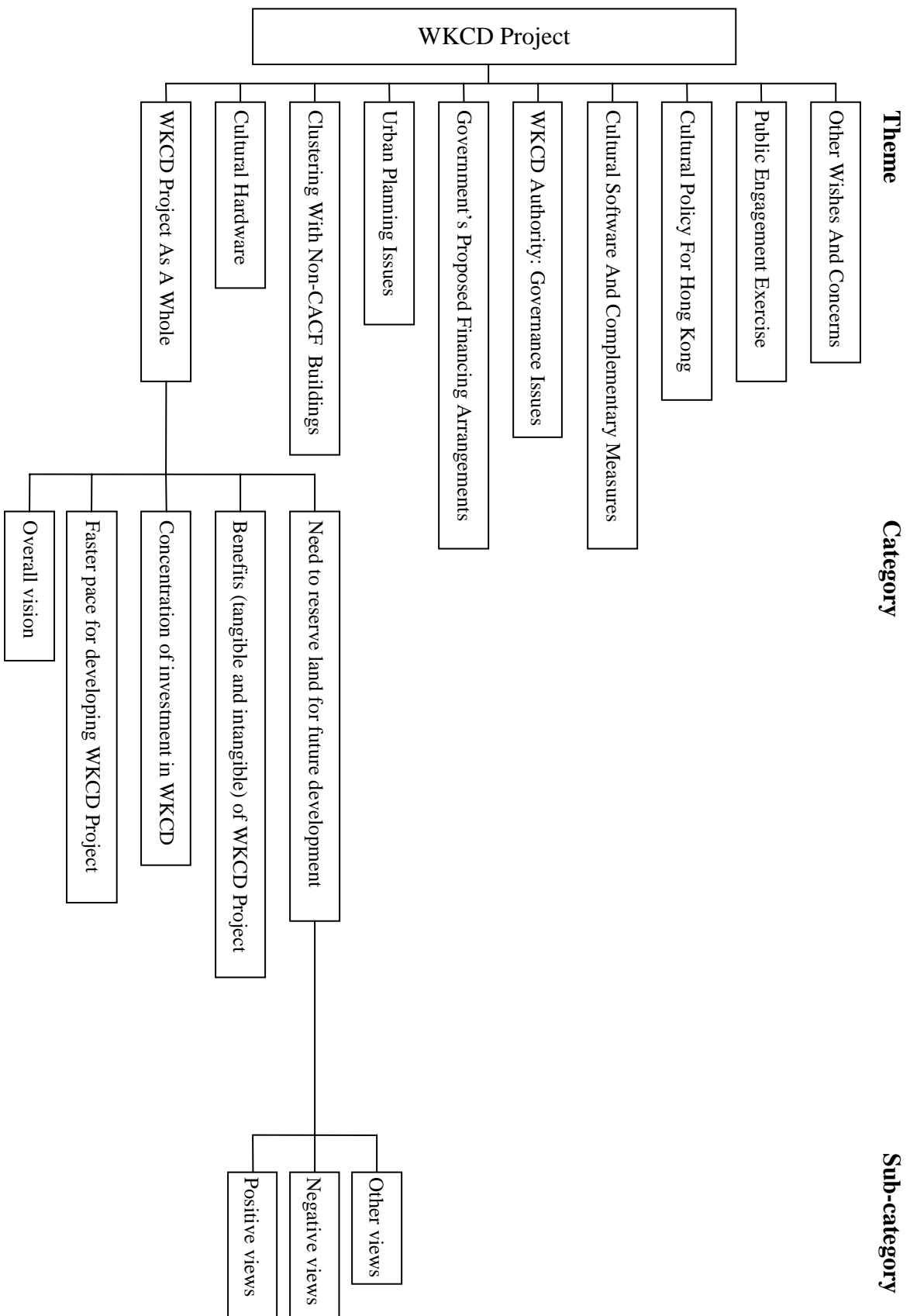


Figure 3.2: WKCD: Analytical Framework

Themes, Categories, Sub-Categories

1. WKCD PROJECT AS A WHOLE

1.1 Overall vision

- 1.1.1 Positive views
- 1.1.2 Negative views
- 1.1.3 Other views/concerns/suggestions

1.2 Faster Pace for developing WKCD Project

- 1.2.1 Positive views
- 1.2.2 Negative views
- 1.2.3 Other views/concerns/suggestions

1.3 Concentration of investment in WKCD

- 1.3.1 Positive views
- 1.3.2 Negative views
- 1.3.3 Other views/concerns/suggestions

1.4 Benefits (tangible and intangible) of WKCD Project

- 1.4.1 Positive views
- 1.4.2 Negative views
- 1.4.3 Other views/concerns/suggestions

1.5 Need to reserve land for future development

- 1.5.1 Positive views
- 1.5.2 Negative views
- 1.5.3 Other views/concerns/suggestions

2. CULTURAL HARDWARE

2.1 Individual performance venues (xiqu centre, concert hall, theatres, mega piazza etc.)

- 2.1.1 Positive views
- 2.1.2 Negative views
- 2.1.3 Other views/concerns/suggestions

2.2 Exhibition centre

- 2.2.1 Positive views
- 2.2.2 Negative views
- 2.2.3 Other views/concerns/suggestion

2.3 Theatreland concept

2.3.1 Positive views

2.3.2 Negative views

2.3.3 Other views/concerns/suggestions

2.4 M+

2.4.1 Positive views

2.4.2 Negative views

2.4.3 Other views/concerns/suggestions

2.5 Iconic buildings

2.5.1 Positive views

2.5.2 Negative views

2.5.3 Other views/concerns/suggestions

2.6 International competitions (iconic buildings) by invitation

2.6.1 Positive views

2.6.2 Negative views

2.6.3 Other views/concerns/suggestions

2.7 Establishing a Leslie Cheung memorial hall

2.7.1 Positive views

2.7.2 Negative views

2.7.3 Other views/concerns/suggestions

2.8 Other views/concerns/suggestions on cultural hardware

3. CLUSTERING WITH NON-CACF BUILDINGS

3.1 Positive views

3.2 Negative views

3.3 Other views/concerns/suggestions

4. URBAN PLANNING ISSUES

4.1 Low density of development

4.1.1 Positive views

4.1.2 Negative views

4.1.3 Other views/concerns/suggestions

4.2 Master Layout Plan and Outline Zoning Plan

4.2.1 Positive views

4.2.2 Negative views

4.2.3 Other views/concerns/suggestions

4.3 Environmental planning

4.3.1 Positive views

4.3.2 Negative views

4.3.3 Other views/concerns/suggestions

4.4 Harbour-front and open space planning

4.4.1 Positive views

4.4.2 Negative views

4.4.3 Other views/concerns/suggestions

4.5 Other urban planning issues/concerns/suggestions

4.6 Connectivity with Neighbouring Communities

4.6.1 Physical connectivity (transportation) planning

4.6.1.1 Positive views

4.6.1.2 Negative views

4.6.1.3 Other views/concerns/suggestions

4.6.2 Social connectivity (social distance) planning

4.6.2.1 Positive views

4.6.2.2 Negative views

4.6.2.3 Other views/concerns/suggestions

5. GOVERNMENT'S PROPOSED FINANCING ARRANGEMENTS

5.1 Positive views

5.2 Negative views

5.3 Other views/concerns/suggestions

6. WKCD AUTHORITY: GOVERNANCE ISSUES

6.1 Public accountability and checks-and-balances measures

6.1.1 Positive views

6.1.2 Negative views

6.1.3 Other views/concerns/suggestions

6.2 Representativeness of WKCD Authority Members: Appointment System

6.2.1 Positive views

6.2.2 Negative views

6.2.3 Other views/concerns/suggestions

6.3 Establishing a WKCD Authority (permanent or provisional)

6.3.1 Positive views

6.3.2 Negative views

6.3.3 Other views/concerns/suggestions

6.4 Other views/concerns/suggestions

7. CULTURAL SOFTWARE AND COMPLEMENTARY MEASURES

7.1 Overall provision of cultural software

7.1.1 Positive views

7.1.2 Negative views

7.1.3 Other views/concerns/suggestions

7.2 Specific software provisions and complementary measures

7.2.1 Funding and support

7.2.2 Education and audience building

7.2.3 Training of arts and cultural management personnel

7.2.4 Review of existing LCSD performing venues and museums

7.2.5 Ticketing policy

7.2.6 Attraction to non-ticket-holding patrons or visitors

7.3 Lessons to be learnt from outside Hong Kong

8. CULTURAL POLICY FOR HONG KONG

8.1 Positive views

8.2 Negative views

8.3 Other views/concerns/suggestions

9. PUBLIC ENGAGEMENT EXERCISE

9.1 Positive views

9.2 Negative views

9.3 Other views/concerns/suggestions

10. OTHER WISHES AND CONCERNS

10.1 The unique character of WKCD

10.2 Advanced technology elements in WKCD

10.3 The canopy should be built

10.4 No plagiarism in WKCD

10.5 Newspapers and magazines to advertise arts and culture in Hong Kong

10.6 Building of sports facilities in WKCD

3.2.3 Frequency Counts

The frequency counts in Figures 3.3 to 3.5 show the number of comments received from various sources in descending order of text units.

Figure 3.3 shows the number of comments from all sources arranged by source for each of the 10 themes in the Analytical Framework. For comparison purposes, the returns from (a) schools only (Figure 3.4) and (b) all other sources excluding schools (Figure 3.5) are shown separately.

Figure 3.3: The Ten Themes in the Analytical Framework Arranged in Descending Order of Comments (in text units) from All Sources

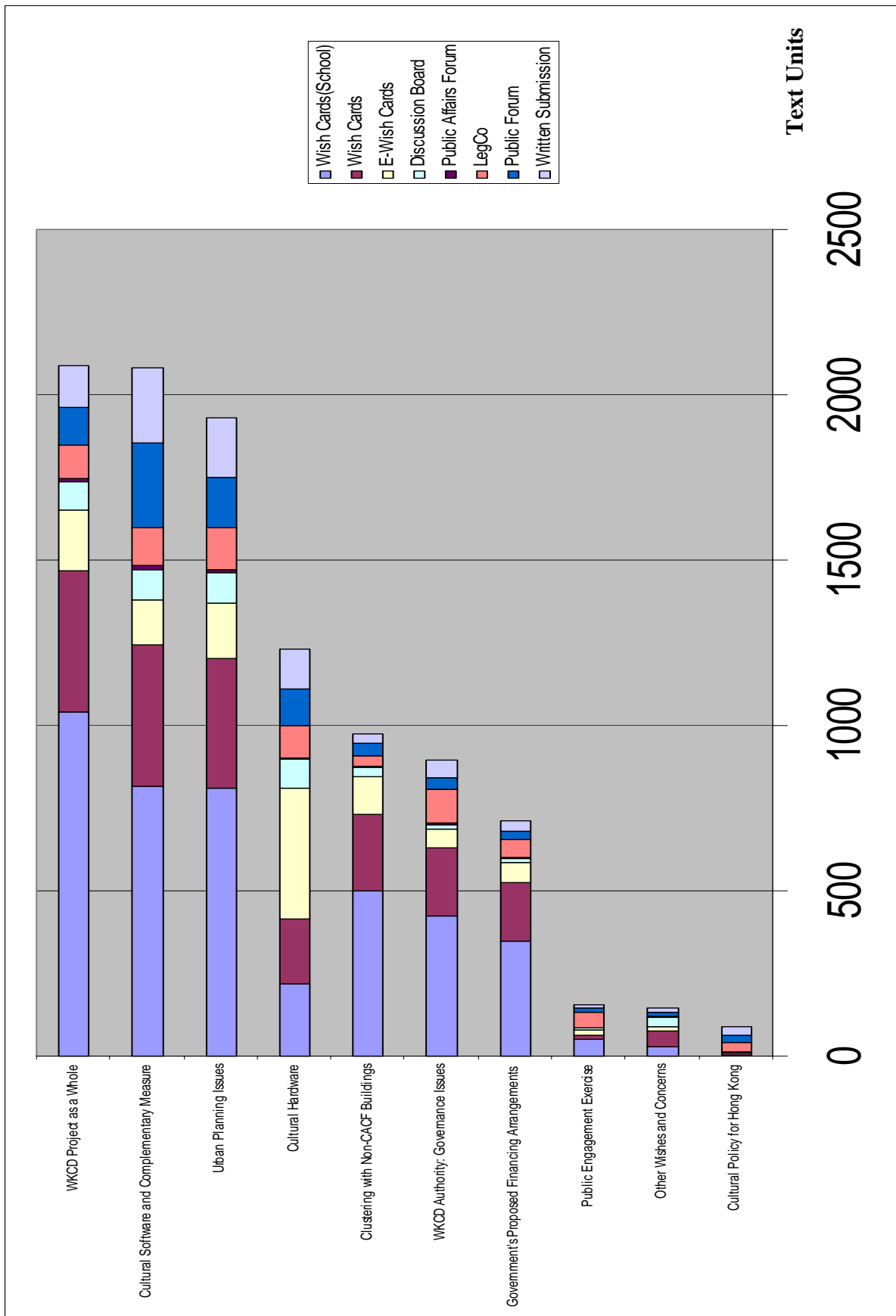


Figure 3.4: The 10 Themes in the Analytical Framework Arranged in Descending Order of Comments (in text units) from School Returns

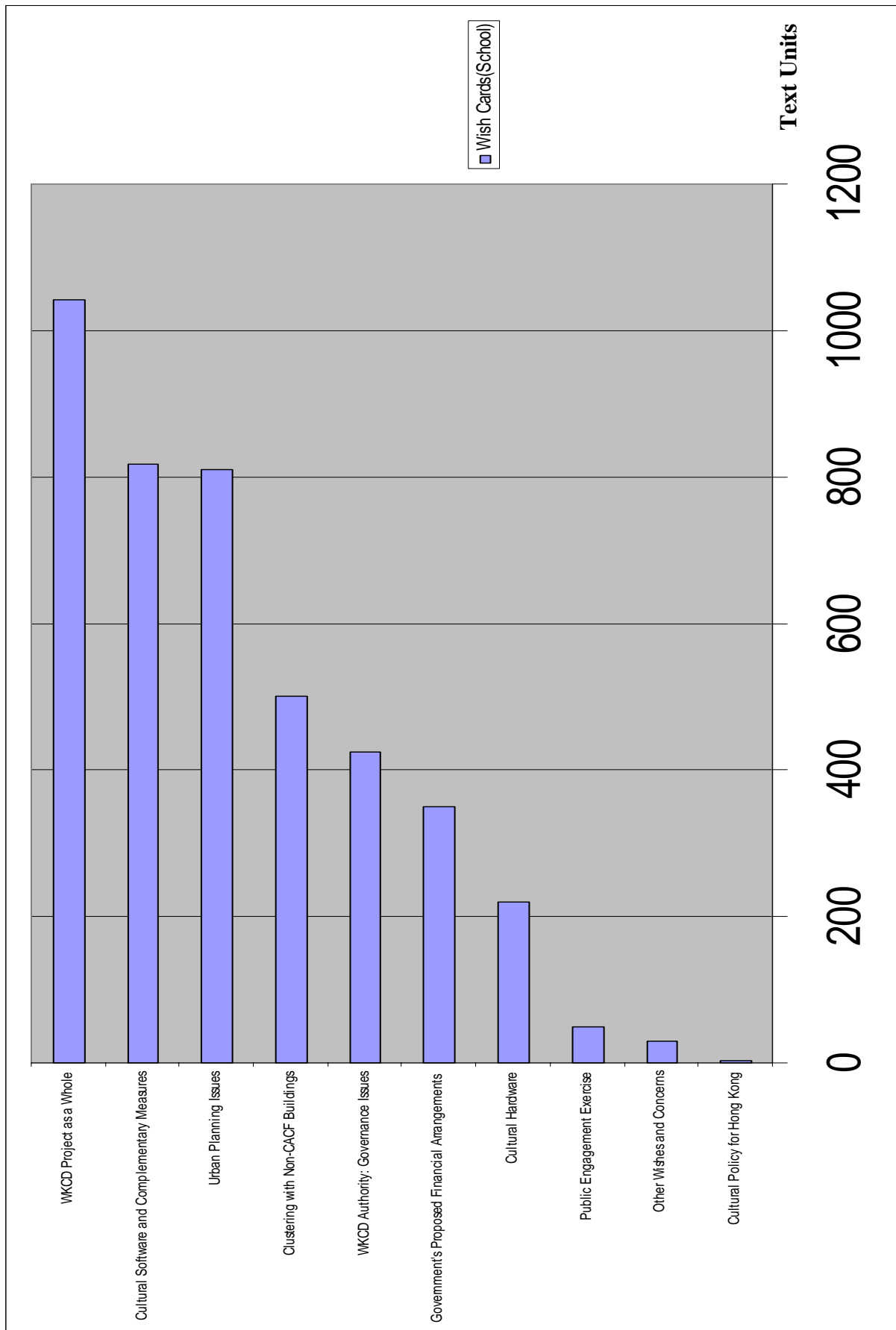
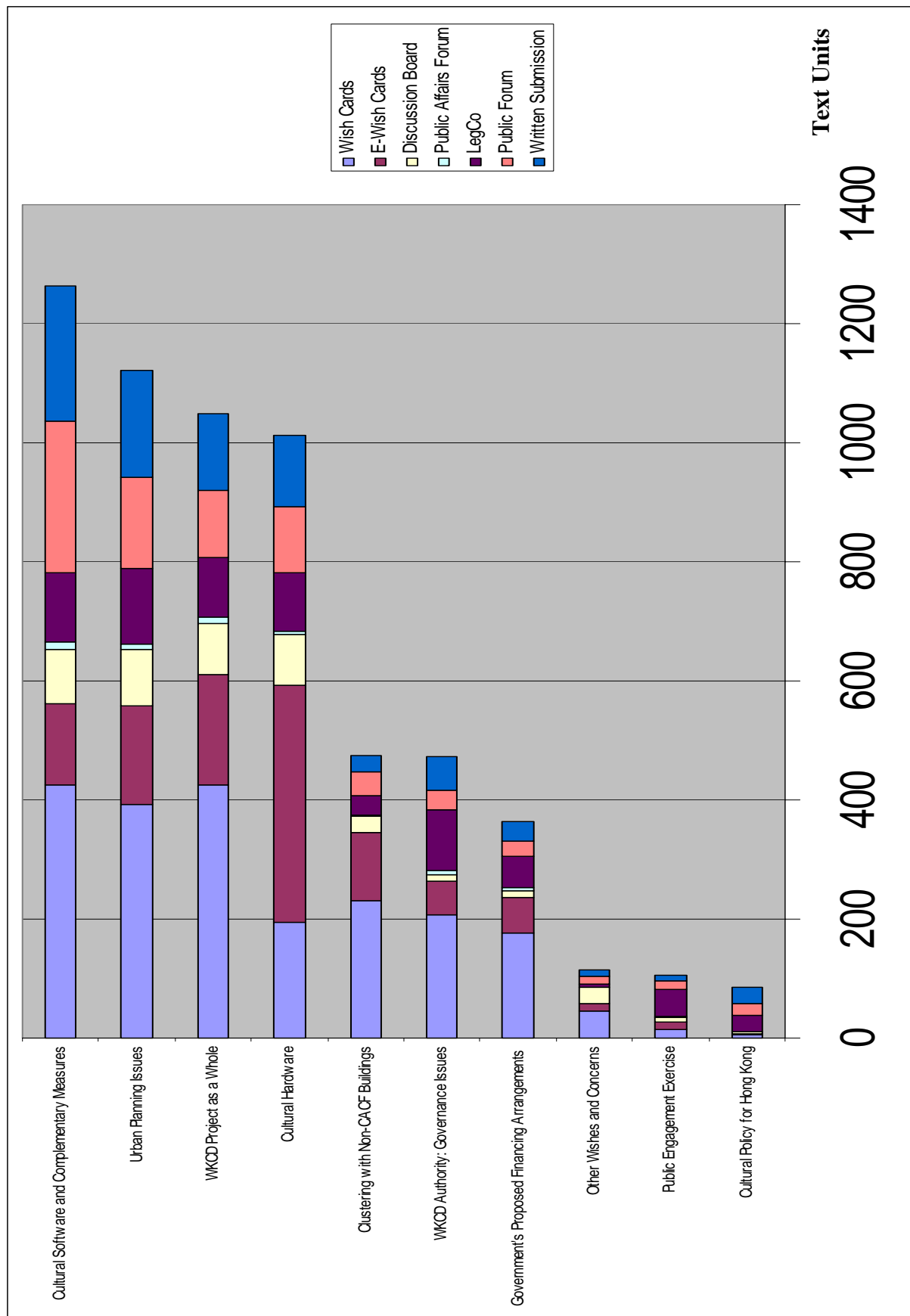


Figure 3.5: The 10 Themes in the Analytical Framework Arranged in Descending Order of Comments (in text units) from All Sources Excluding School Returns



3.3 ANALYSIS OF QUALITATIVE DATA FROM ALL SOURCES

Qualitative Data from all sources yielded a total of 10,303 text units of views expressed by respondents.

The distribution of total text units, positive views, negative views and other views (in terms of frequency counts) on the ten themes in the Analytical Framework is presented in **Sections 3.3.1 to 3.3.10**. Detailed frequency counts are presented in **Appendix 3.1**.

The salient points are also given below:

- [S] indicating returns from schools; and
- [O] indicating returns from all other sources excluding schools.

The percentages (in the tables below) related to the positive, negative and other views under each theme are calculated from the respective views of each applicable category or sub-category only (see also **Section 3.2.2** above). Hence, for example, category 2.8 (being “other views/concerns/suggestions on cultural hardware”) is not included in the calculation. Similarly, category 4.5 (being “other urban planning issues/concerns/suggestions”), all the sub-categories under category 7.2 (being “specific software provisions and complementary measures”) and category 7.3 (being “lessons to be learnt from outside Hong Kong) are also not included.

Some items are marked NA (non-applicable) because they are considered non-controversial. The inclusion of these items, being non-controversial items, into the “positive-negative-other” structure will bias in favour of the positive views, defeating the purpose of the research.

3.3.1 WKCD Project as a whole (2,090 text units)

Responses from all sources focused on, in descending order, five categories: “Overall vision”, “Faster Pace for developing WKCD Project”, “Benefits (tangible and intangible) of WKCD Project”, “Need to reserve land for future development” and “Concentration of investment in WKCD”.

Overall, respondents gave more positive views and other views than negative views for all items except the last.

	Total text units	Positive views (%)	Negative views (%)	Other views (%)
1.WKCD Project as a Whole	2,090	60.5 %	6.7 %	32.8 %
1.1 Overall vision	1,223	51.4 %	7.0 %	41.6 %
1.2 Faster Pace for developing WKCD Project	362	68.5 %	6.6 %	24.9 %
1.4 Benefits (tangible and intangible)	302	92.1 %	0.7 %	7.3 %

of WKCD Project				
1.5 Need to reserve land for future development	183	59.0 %	7.7 %	33.3 %
1.3 Concentration of investment in WKCD	20	15.0 %	65.0 %	20.0 %

Salient points for the category “Overall vision” are presented below:

Positive Views	Negative Views	Other Views/Concerns
<ul style="list-style-type: none"> • The project is beneficial to Hong Kong as a metropolitan city. [O] • The concept of creating synergy among and within art-forms is one of the greatest strengths of the WKCD as proposed. [O] • The Government’s WKCD proposal as an arts and culture investment is appreciated. [O] • We welcomed the proposals to develop much needed venue spaces for a wide range of arts and cultural activities. [O] • Hong Kong has built its own cultural connotations and this project is a successful start. [O] • It is a far-sighted project. [O] • I hope that WKCD can make HK people expose to more cultures and arts. HK is a place full of pressure, WKCD can make one relax and enjoy the cultural atmosphere. Also, it can attract tourists and boost HK’s economy. [S] • Cultures and arts are future investment for HK; they can boost development and harmony of the community. [S] 	<ul style="list-style-type: none"> • It is hard to achieve concrete and long-term cultural development aims with this WKCD proposal. [O] • Hong Kong does not lack arts and cultural programs. [O] • There are already enough cultural and entertainment facilities. [O] • The respondents object to the WKCD proposals because the Government should have other urgent needs to address. [O] • I do not agree and do not support the idea of the whole project unless we put education first. [O] • It is a disappointing project. [O] • The scale of the project is too big and the risk too big. [O] • Only a small proportion of the population can participate. [S] • The government invests a lot in this project, but people’s living standard hasn’t been improved. The government should pay more attention to people’s living and spend on something more practical. [S] • Waste of money. [S] • Any construction would only go into the pockets of the capitalists. [S] 	<ul style="list-style-type: none"> • Too much commercialization will defeat the purpose of WKCD. [O] • WKCD should not be a real estate project. [O] • Hong Kong should have its own cultural character. [O] • It is possible to commercialize the arts business. [O] • The name “West Kowloon” reminds me of a foul language. [O] • Reduce the development of real estate in the area. • Conservation of valuable historical relics. [S] • Hope that the project could also be implemented on Hong Kong Island. [S] • Become a member of WKCD. [S] • Hope the government won’t collude with the private sector. [S]

<ul style="list-style-type: none"> • It can lead to a more prosperous tourism industry and strengthen HK's status. Agree! [S] • Wish it success. [S] • Let others know more about different features of arts and culture. Develop HK into an international cultural metropolis and attract more tourists. [S] 		
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Salient points for the category “Faster Pace for developing WKCD Project” are presented below:

Positive Views	Negative Views	Other Views/Concerns
<ul style="list-style-type: none"> • We should not lay waste the WKCD reclamation area. [O] • WKCD should adopt fast track construction contract arrangements. [O] • It is of paramount importance to have the public consultation and deliberation finalized as quickly as possible and a decision made on the way forward. [O] • Really hope to have it as quickly as possible. [O] • The land has been empty for more than 10 years and the project should be quickened. [O] • Completing most things by 2014 should be OK. [O] • Start quickly. [O] • Do it once and do it properly. [O] • The 3 venues that are in the building phase one should be built as soon as demand dictates. [O] • Build as quickly as possible. [S] • Hope that the project can be implemented as soon as possible. [S] • Develop culture and arts district with efficiency. [S] 	<ul style="list-style-type: none"> • Cultural development cannot be achieved overnight: it needs slow development. [O] • Should analyze market trends so as to develop in phases. [O] • Phase 2 should study the experience of Phase 1 and a second round of public consultation is needed. [O] • WKCD Project should be developed gradually in phases. [O] • Should try to find the faults of this project first. [O] • Don't rush and everything should be done gradually. [O] • Don't be hasty, develop it step by step. [S] 	<ul style="list-style-type: none"> • It appears that the original private-public participation arrangement could be faster than the Government's proposal. [O] • The pace can be quickened or slowed down, which is more flexible. [O] • Flexible adjustment to the speed of development should be adopted. [O] • We can monitor the demand and decide on phase 2 after phase 1 is built. [O] • Thematic integration as a whole when built is much more important than leaving too much space for organic growth later. [O] • Gaining support from LegCo would be crucial to prevent the WKCD project from further delay. [O] • Review should be made between the first and the second stages of development; make the second stage development more practical. [S] • The idea makes revision of planning possible, preventing the government from wasting money. [S]

Salient points for the category “Benefits (tangible and intangible) of WKCD Project” are presented below:

Positive Views	Negative Views	Other Views/Concerns
<ul style="list-style-type: none"> • There is a great likelihood that job opportunities for the construction industry will be improved. [O] • The project will definitely boost Hong Kong’s economy as it will become a tourist attraction. [O] • Unemployment rate can be reduced. [O] • There is consistent evidence showing that children who receive music lessons make greater progress across a wide range of areas, compared with those receiving no music lessons. [O] • The arts can safeguard against the disorientation which accompanies rapid change and against an obsession with materialism. [O] • There would be substantial boost to the economy in terms of GDP growth.[O] • This world-class project would enrich Hong Kong with both local, Chinese and international perspectives. [O] • More people from other countries will like Hong Kong. [O] • WKCD can boost HK’s economy and attract more tourists to HK. [S] • WKCD can provide more job opportunities. [S] • WKCD can be beneficial to HK’s tourism industry. [S] • WKCD can increase people’s living standard. [S] 	<ul style="list-style-type: none"> • Could not find any benefits in this project. [O] • Imitating Broadway and Westend would not benefit the WKCD project. [O] 	<ul style="list-style-type: none"> • A student is concerned whether the investment is going to bring enormous benefits to Hong Kong in all different aspects or not. [O] • It is long term contribution rather than a short term effort to help the unemployed. [O] • Should provide employment opportunity for the socially deprived. [O] • Government should also try to show people the financial equivalents of intangible benefits. [O]

Salient points for the category “Need to reserve land for future development” are presented below:

Positive Views	Negative Views	Other Views/Concerns
<ul style="list-style-type: none"> • Don't build all cultural venues right at the beginning and should mix the types along the way. [O] • Should reserve land for development so that changes can be made later. [O] • Constructing in stages will leave room for further developments after monitoring the response from the public. [O] • I think reserving land for development is acceptable and this can also meet the sustainability principle. [O] • Land should be used to provide adequate space to provide for all cultural facilities required and have enough in reserve to allow for growth. [O] • It is a good idea to reserve some space as a lot of things cannot be forecasted. [O] • Reserve land for future construction of better performance venue and exhibition centre. [S] • Reserve land for necessary construction in the future. [S] • It's a good idea to construct by stages and reserve land. [S] • Hope that the WKCD would expand in the future. [S] 	<ul style="list-style-type: none"> • No need to reserve land and just rebuild if needed. [O] • No need to reserve any land. [O] • Building in stages will increase different levels of noise and make the environment dirtier. [O] • Now that it is well-planned, don't reserve land. [S] • If it is developed by stages, when will it be finished? It would be endless. It's better to construct it at one time. [S] 	<ul style="list-style-type: none"> • Hope that land reserved is for cultural facilities purposes and not be changed. [O] • Having two phases in constructing the development is a good idea but whether it should take that many years is another matter. [O] • Future developments should await public consultations. [O] • There should not be any parameters regarding the use of the reserved land and a casino can be built there if necessary. [O] • Reserved land should not be used for commercial purposes. [O] • Should help employment with the priority given to the labourers. [O] • There should be an appropriate and comprehensive plan. [S] • There should be sufficient space for development and it should be multicultural. But the government should be cautious of using the land to avoid wasting it. [S] • Make proper use of the reserved land as soon as possible. Avoid wasting the land. [S] • Would it be efficient if it is constructed by stages? [S]

Salient points for the category “Concentration of investment in WKCD” are presented below:

Positive Views	Negative Views	Other Views/Concerns
<ul style="list-style-type: none"> • The emergence of artists and theatre groups needs WKCD development to provide space for them. [O] • WKCD could prove to be a very valuable resource for local youths with few other positive, creative outlets. [O] 	<ul style="list-style-type: none"> • The WKCD project is a waste of public money, widening the gap between the rich and the poor. [O] • Culture is not a concentration camp and cultural facilities should be distributed to different communities. [O] • The resources should be spread to other districts. [O] • I don’t see many people can benefit from this kind of investment. [O] • It would be better to invest the valuable resource (land) into something that is more profitable for HK’s economic growth. [O] 	<ul style="list-style-type: none"> • Resources for local cultural groups will evolve naturally. [O] • Resources for cultural development should take a natural course. [O] • I don’t think the Government will turn the District into another land development project as the world is keeping their keen eyes on it. [O] • WKCD would be worth developing if the benefit is greater than the cost. [O]

3.3.2 Cultural hardware (1,231 text units)

Responses from all sources focused on, in descending order, eight categories: “Establishing a Leslie Cheung Memorial Hall”, “Other views / concerns / suggestions on cultural hardware”, “Individual performance venues”, “M+”, “Exhibition centre”, “Iconic buildings”, “International competitions (iconic buildings) by invitation” , and “Theatreland concept”.

Respondents tended to give more positive views and other views than negative views for all the categories.

	Total text units	Positive views (%)	Negative views (%)	Other views (%)
2. Cultural Hardware	1,231	63.0 %	3.7 %	33.3 %
2.7 Establishing a Leslie Cheung memorial hall	357	98.9 %	0.0 %	1.1 %
2.8 Other views/concerns/suggestions on cultural hardware	317	NA	NA	NA
2.1 Individual performance venues	233	39.1 %	2.2 %	58.8 %
2.4 M+	179	31.8 %	12.9 %	55.3 %
2.2 Exhibition centre	77	40.3 %	1.3 %	58.4 %

2.5 Iconic buildings	38	81.6 %	0.0 %	18.4 %
2.6 International competitions (iconic buildings) by invitation	19	26.3 %	26.3 %	47.4 %
2.3 Theatreland concept	11	72.7 %	0.0 %	27.3 %

Salient points for the category “Establishing a Leslie Cheung memorial hall” are presented below: (There was no mentioning of this category in all the School Returns).

Positive Views	Negative Views	Other Views/Concerns
<ul style="list-style-type: none"> • Leslie Cheung’s artistic achievements deserved a memorial hall in its own right. [O] • Leslie Cheung’s achievements are unique. [O] • Leslie Cheung is an incarnation of everything beautiful. [O] • I like Leslie Cheung very much and I like to have a memorial hall for him. [O] • Everyone should know about Leslie Cheung. [O] • Let the young generation know about the contributions of Leslie Cheung. [O] 	<p>[no negative views recorded]</p>	<ul style="list-style-type: none"> • Other singers should also have their memorial halls. [O] • Wish: build memorial halls for Anita Mui, Roman Lo Man and others. [O] • Wish to have a permanent exhibition area dedicated to Leslie Cheung and Anita Mui as they have contributed immensely to HK’s entertainment industry. [O]

Salient points for the category “Other views/concerns/suggestions on cultural hardware” are presented below:

<ul style="list-style-type: none"> • There is a need for rethink on building cultural hardware for Hong Kong. [O] • Design of fixed chairs, auditorium, grand display and fixtures are out of fashion now. [O] • There should be a big open-air Chinese garden building. [O] • Design of fixed chairs, auditorium, grand display and fixtures are out of fashion now. [O] • Reserve some ground for magic shows. [O] • Reduce the commercial elements and try also to learn from foreign models. [O] • Buildings should have a local Hong Kong flavour. [O] • There is a need to establish a Public Archive with dedicated building and appointment of archivists and its principal role is to provide a home to the city’s cultural records. [O] • Hope to adopt some new technologies, e.g., technologies for playing movies. [S] • Reserve land for developing the art of magic. [S] • Establish more cultural facilities. [S] • Establish an art museum on Chinese culture. [S] • Follow the lead of “Cultural Avenue” in Japan by allowing citizens to perform
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there.[S]

- Offering more space for kids. [S]

Salient points for the category “Individual performance venues” are presented below:

Positive Views	Negative Views	Other Views/Concerns
<ul style="list-style-type: none"> • Build more individual venues for literary arts, cartoons, sketch arts and music. [O] • To have 2 to 3 chamber music halls of various sizes. [O] • Should especially build a permanent venue for Cantonese Opera. [O] • Would like to have a special dancing hall. [O] • Would like to have a venue especially for rehearsals. [O] • We certainly see the need for 5 to 6 major new venues to provide facilities for both traditional and popular arts and culture and these should also incorporate smaller theatres and performance spaces to cater to a wide range of events. [O] • Glad to see a Xiqu Centre in the list of cultural hardware. [O] • I like to have a music hall. [O] • If Government is really supportive of Cantonese Opera, we should allocate some temporary ground in WKCD to set up a temporary Cantonese opera hall to redress the shortage of Cantonese opera venues at present. [O] • Establish more big performance venues. [S] • HK lacks culture and arts facilities. The WKCD would provide high-class 	<ul style="list-style-type: none"> • There are not enough venues for Chinese music. [O] • In our view, the 15 venues proposed for WKCD are too many and yet, in the overall context not enough – we need fewer large scale structures and a much wider range of smaller district based venues, where both professional and community arts and culture events can be accommodated. [O] • I don’t think we need a grand venue which can accommodate 15,000 people. [O] • The Xiqu Centre can be omitted. [S] 	<ul style="list-style-type: none"> • The Xiqu Centre should be strategically located to anchor the entire development. [O] • What we need is a concert hall with superb acoustics and musical design, not only appearance. [O] • Everything has been taken care of except the lack of a hall for Chinese music. [O] • The performance stage should be bigger. [O] • To have more rehearsal grounds for citizens and the rentals should be low. [O] • I don’t think that open performance venues may not be quite applicable to Hong Kong. [O] • Of the 13 performance venues in Phase 1, Government should set priorities and focus on items Hong Kong need most urgently. [O] • Should there be as many as four blackbox theatres built in WKCD? [O] • There should be an arts centre especially for the children. [O] • There should be a kind of people’s arts fair. [O] • The mainland tourists love traditional Chinese music, but the facilities are not sufficient. [S] • Increase the seats for the large performance venue to 20,000. [S]

<p>facilities, providing many opportunities for development of music, dancing and arts. [S]</p>		<ul style="list-style-type: none"> • The stages should be large enough. [S] • Venues for practice should be rented out to the general public at a low price. [S]
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Salient points for the category “M+” are presented below:

Positive Views	Negative Views	Other Views/Concerns
<ul style="list-style-type: none"> • M+ would position Hong Kong at the forefront of Asia’s rapidly evolving contemporary art scene when it opens. [O] • M+ will have far greater flexibility to embrace new artistic forms than a traditional museum. [O] • M+ will represent an essential and timely continuation of the evolving cultural process. [O] • Should be able to provide ample space for arts exhibition and innovations. [O] • M+ can make use of the advantages of the archaeological finds of Hong Kong. [O] • M+ at the WKCD will position Hong Kong at the forefront of Asia’s rapidly evolving contemporary art scene when it opens in 10 years. [O] • Its open structure, both structurally and conceptually, will simultaneously facilitate and encourage cross-media art, happenings and events as well as alternative art experiences. [O] • The transformability of M+ will serve as a highly unique platform for future curators who will bring Hong Kong stimulating, 	<ul style="list-style-type: none"> • The massive investment would become a bottomless pit, totally wasting public money. [O] • Visitors to museums are totally a minority in Hong Kong. [O] • M+ is definitely not able to boost tourism. [O] • I am rather concerned if the visitors would really go to visit the M+. [O] • The M+ project is out of the local requirement where western museum is not the cup of tea of local people. [O] • Can M+ boost tourism? Definitely not. Because museums also work by means of friendly exchanges, and HK has very little to offer in this respect. [O] • It is a fantasy for HK to compare this with London and New York. [O] • What is offered in M+ is already in the existing museums of HK Government’s and LCSD’s museums and we don’t need the gigantic scale like M+. [O] 	<ul style="list-style-type: none"> • There should be a name change for M+. [O] • I don’t know what M+ means. [O] • The name M+ is not a good one. [O] • Wish to have a 3-D dimensional museum which is about Chinese traditional culture. [O] • Setting up a child museum. [O] • M+ could not provide a community ambience if it is segregated from public space. [O] • M+ is only a temporary working title and an official name is still to be made. [O] • While there are no opportunities to develop an ink museum elsewhere in Hong Kong, the Ink Society will continue to work with Government to find a suitable alternative. [O] • I wish a music and movie museum will be included in the WKCD project to honour all the dead artists. [O] • Though moving images is included as one of the proposed themes of M+, I am not optimistic that the WKCD would create a lot of opportunities for the film industry people both in terms of

<p>multi-cultural art experiences. [O]</p> <ul style="list-style-type: none"> • M+ will build Hong Kong’s extensive art and cultural development, both privately and publicly, over the past few years. [O] • Given the trend of museums is moving from mere displays and exhibitions to be more outgoing under a “museum community” concept, a more forward looking model should be explored to develop HK’s existing edges. [O] • We should expand the scale of M+ and build an even grander museum. [O] • I wish that there will be galleries and museums in the WKCD which can be used for exhibitions from the traditional Chinese and Western arts to modern multi media arts. [O] • M+ is a very people oriented institution. [O] • Build more museums. [S] • Provide space for large art works. [S] 	<ul style="list-style-type: none"> • There are duplications between the collections of M+ and the existing museums under LCSD. [O] 	<p>creativity and jobs. [O]</p> <ul style="list-style-type: none"> • I would like to know the budget of M+ and how it could build up its collections. [O] • We should insist on the importance of local culture and character as the theme in M+.[O] • There should be a museum for art. [S] • Magic should be included, as well as the cultural heritages of HK’s olden days.[S]
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Salient points for the category “Exhibition Centre” are presented below:

Positive Views	Negative Views	Other Views/Concerns
<ul style="list-style-type: none"> • WKCD project could provide for the lack of exhibition facilities in Hong Kong. [O] • Yes, we need to compete with the exhibition facilities in Macau. [O] • Like to have one more exhibition centre. [O] • Like to have an exhibition centre for fashion designs. [O] • Should increase one more exhibition centre so as to 	<ul style="list-style-type: none"> • The extension of the existing Hong Kong Convention and Exhibition Centre is a more urgent priority. [O] • It is worrying that 9 out of 10 exhibition halls or museums are in deficit. [O] 	<ul style="list-style-type: none"> • The exhibition centre should be used for commercial as well as arts and cultural exhibitions. [O] • Would like to have an exhibition hall for popular arts. [O] • While West Kowloon is a very good location for performance and rehearsal venues, it is somewhat awkward for an art museum as it does not

<p>increase Hong Kong's competitiveness. [O]</p> <ul style="list-style-type: none"> • Need to have an exhibition centre of international standards. [O] • To have different showroom for different exhibitions. [O] • AICA supports the recommendation of a multi-functional exhibition centre. [O] • A large exhibition centre in West Kowloon can redress the problem of such shortages. [O] • Hope to add one large exhibition centre to enhance HK's competitiveness. [S] • There should be more exhibition halls and a library and resource centre on music, dancing and Xiqu etc. [S] 		<p>have natural traffic, and when there are no exhibitions on show, would suffer from low attendance and the costs of maintenance would have to be taken into account. [O]</p> <ul style="list-style-type: none"> • The most important thing the government and experts should do is to design a venue that will allow just about as many kinds of exhibition media as possible, so that rotation between the types of exhibitions could be possible without much disruption. [O] • Exhibition hall on photography. [S] • Platform for students to present their work. [S]
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Salient points for the category "Iconic buildings" are presented below:

Positive Views	Negative Views	Other Views/Concerns
<ul style="list-style-type: none"> • As WKCD is an important infra-structural project, it should have its iconic buildings. [O] • WKCD should have a heavy-weight landmark like the London Eye. [O] • Guangzhou and Shanghai have surpassed Hong Kong and so WKCD should have something beautiful to match them. [O] • Wish to have unique buildings and not just something too common. [O] • The architecture of WKCD must be a show piece to the world. [O] • The icon must be able to symbolize the whole district. [O] 	<ul style="list-style-type: none"> • These iconic buildings would be mostly for show without substance. [O] • Many of these buildings are too ostentatious. [O] 	<ul style="list-style-type: none"> • These iconic buildings should create a sense of harmonious society. [O] • Sky glass roof in these buildings should be avoided as it would incur high maintenance cost. [O] • It should be borne in mind that iconic buildings are, more than not, controversial and would not be easy to build. [O] • What really matters is the outside of the building can reflect the integrity of the artistic quality and what is going on inside. [O]

<ul style="list-style-type: none"> • I accept the concept of having icons in WKCD. [O] • WKCD will need to have an icon with public participation and having a cultural significance. [O] • Not only for the indoor facilities, but also the external look should be iconic so as to attract tourists. [S] • Hope that the outside look of WKCD could be so special as to attract tourists. [S] 		
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Salient points for the category “International competitions (iconic buildings) by invitation” are presented below:

Positive Views	Negative Views	Other Views/Concerns
<ul style="list-style-type: none"> • The idea to make WKCD a unique landmark of HK could be pursued by specifying certain design criteria during the invitation of design proposals. [O] • The Government proposal of international competitions by invitation is acceptable. [O] • This arrangement is more manageable. [O] • International competitions should be held for all important architecture within the area. [O] 	<ul style="list-style-type: none"> • This arrangement will only disadvantage local designers. [O] • Open design competitions are the best way to generate creative design and planning ideas worthy of such a significant undertaking. [O] • HKIA strongly advocates open design competitions as ways to generate creative design and planning ideas worthy to such a significant undertaking. [O] • Open architecture competitions are welcomed to raise the standard of the profession. [O] • Open design competition should not be limited to just the 3 icon facilities and it should be adopted for the WKCD master plan as well. [O] 	<ul style="list-style-type: none"> • We should consider all aspects related to the design of the buildings. [O] • The competitions could be divided into different phases. [O] • The designs should not be a copy of the Mainland style which will affect the image of Hong Kong. [O] • I would like to know if the Administration would consider organizing open competitions instead of competitions by invitation for the design of the iconic buildings in WKCD. [O] • Hope to avoid building something featureless. More designs from the famous architects should be adopted. Avoid buildings which look like those in the mainland. [S]

Salient points for the category “Theatreland concept” are presented below:

Positive Views	Negative Views	Other Views/Concerns
<ul style="list-style-type: none"> • It could provide for a great variety and mix of open air performances. [O] • Experimental troupes can have a splendid space for creative experimentation. [O] • More theatres should be built to enhance people’s chances of getting to know arts and culture. [O] • WKCD should have several places for street performances. [O] • Build more big theatres. Let more people have the chance to appreciate culture and arts. [S] 	<p>[no negative views recorded]</p>	<ul style="list-style-type: none"> • It should incorporate smaller theatres and performance spaces to cater for a wide range of events. [O] • Experimental troupes can have a splendid space for creative experimentation. [O] • Let WKCD be a place of cultural exchanges for movies. [O] • We need a place to show movies. It may be a very big and grand theatre, sometimes, it can be another good place for HK international film fest / Asian film fest holding place. [O] • Build a mobile theatre. Get more people involved. [S]

3.3.3 Clustering with non-CACF buildings (974 text units)

Responses from all sources tended to give more other views and positive views than negative views in this theme.

	Total text units	Positive views (%)	Negative views (%)	Other views (%)
3. Clustering with non-CACF buildings	974	32.1%	14.2%	53.7%

Salient points for the theme “Clustering with non-CACF buildings” are presented below:

Positive Views	Negative Views	Other Views/Concerns
<ul style="list-style-type: none"> • The clustering concept will create an energetic spirit in the region. [O] • In London, they have a good mix of restaurants and shops in the cultural districts. [O] • Residential and commercial developments proposed for WKCD would contribute meaningfully to the 	<ul style="list-style-type: none"> • The project will become a money spinner for the big developers. [O] • It is not beneficial to stop at the imagination of Broadway and West End. [O] • I don’t like to see WKCD just becoming a high-class shopping and residential area. [O] • It would spoil the 	<ul style="list-style-type: none"> • The discussion should be about the feasibility of integrating cultural and non-cultural items. [O] • Any large scale RDE should be subject to the normal land disposal process and be developed and managed by the private sector. [O] • There should be a more pragmatic reconsideration

<p>promotion of arts and culture. [O]</p> <ul style="list-style-type: none"> • It is the best way to attract people’s flow. [O] • It will attract more foreign visitors to the district. [O] • These are good resting places for the visitors. [O] • Though it is a place of culture, it will become more attractive only if it has shopping malls in the WKCD project. [O] • I like to have a good mix of cultural, residential and commercial/office areas. [O] • It is good for the families to wine and dine, to chat and to see the shows in WKCD. [O] • My wish is to be able to integrate arts into HK citizens’ everyday lifestyle which includes dining, retail etc. [O] • Integration of the cultural and arts facilities with the commercial and residential development is important to add vibrancy to the area and to prevent WKCD becoming a dead area in non-event days. [O] • As there are not many big shopping malls in WKCD, there might be a lack of retail, dining and entertainment facilities. [S] • I hope that there are some special shops and restaurants with a mix of Chinese and western culture. [S] • It can enhance tourism appeal. [S] • It can attract people flow and bring economic benefits. [S] • I support that the core arts and cultural facilities will 	<p>cultural atmosphere of the area.</p> <ul style="list-style-type: none"> • HK should not think only about profits. • Business and arts cannot go together. • It is no good making the place too commercialized. • WKCD does not need grandiose housing estates for the rich. [O] • This is not and should not be about property development. [O] • I disagree with the concept of building a shopping mall. Instead we can provide more open space for amateur artists to develop and exchange their new ideas. [O] • It might not attract the tourists who are just having a short trip in Hong Kong. [S] • The retail, dining and entertainment facilities are commonly seen in Hong Kong, so it might not be attractive. [S] • It is not good to make it too commercialized. [S] • The place near the harbour should not have residential buildings and offices. It should be reserved for cultural and arts facilities and an open plaza. [S] 	<p>of the clustering effect. [O]</p> <ul style="list-style-type: none"> • The facilities should conform to the cultural theme of the district. [O] • Try to stop the infiltration of the chain stores into the district. [O] • Not to be monopolized by the big consortiums. [O] • Should sell more local products and local foods. [O] • Dai Pai Dong is a good idea for WKCD. [O] • Keep it special and don’t make it too commercial like the other shopping malls in HK. [O] • The planning and selection of tenants must be done cautiously to avoid moving the focus away from the core facilities. [O] • The fee of RDE facilities should not be too high. [S] • The facilities should match with the theme of culture. It should avoid being similar to other shopping malls. [S] • The fee should be reasonable. It should not be as expensive as that of Disneyland. [S] • It should provide some shops to sell products (e.g. souvenir or T shirts) with Hong Kong’s characteristics. [S] • I hope that WKCD will focus on developing arts and culture, but not entertainment and dining facilities. [S] • It should have some shops to sell products or accessories about arts and culture. [S]
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be clustered and integrated with retail, dining and entertainment facilities to attract people flow, and provide a nice leisure place for Hong Kong citizens. [S]		
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3.3.4 Urban Planning Issues (1,931 text units)

Responses from all sources focused on, in descending order, six categories: “Harbour-front and open space planning”, “Environmental planning”, “Connectivity with Neighbouring Communities”, “Low density of development”, “Other urban planning issues/concerns/suggestions” and “Master Layout Plan and Outline Zoning Plan”. Respondents tended to give more positive views and other views than negative views for all the categories.

The category of “Connectivity with Neighbouring Communities” is subdivided into two sub-categories: “Physical connectivity (transportation) planning” and “Social connectivity (social distance) planning”. Respondents also tended to give more positive views and other views than negative views in these two sub-categories.

	Total text units	Positive views (%)	Negative views (%)	Other views (%)
4. Urban Planning Issues	1,931	47.5 %	4.2 %	48.3 %
4.4 Harbour-front and open space planning	651	49.6 %	2.6 %	47.8 %
4.3 Environmental planning	377	55.2 %	0.8 %	44.0 %
4.6 Connectivity with Neighbouring Communities	337	29.7 %	5.3 %	65.0 %
4.6.1 Physical connectivity (transportation) planning	242	25.6 %	3.7 %	70.7 %
4.6.2 Social connectivity (social distance) planning	95	40.0 %	9.5 %	50.5 %
4.1 Low density development	253	71.9 %	9.5 %	18.6 %
4.5 Other urban planning issues/concerns/suggestions	196	NA	NA	NA
4.2 Master Layout Plan and Outline Zoning Plan	117	9.4 %	9.4 %	81.2 %

Salient points for the category “Harbour-front and open space planning” are presented below:

Positive Views	Negative Views	Other Views/Concerns
<ul style="list-style-type: none"> • Its harbour-front presence is expected to add charm and vitality to the harbour and urban scenes. [O] • A free and accessible open 	<ul style="list-style-type: none"> • A harbour-front promenade does not mean the citizens will use the cultural district. [O] 	<ul style="list-style-type: none"> • The basic design should ensure the integration of public facilities with the harbour-front promenade. [O]

<p>space that is made available to the citizens and visitors of Hong Kong to witness the beautiful harbour views. [O]</p> <ul style="list-style-type: none"> • A promenade with ample space for people to enjoy the firework shows. [O] • A seaside with clean and fresh air which is good for people's health and relaxation. [O] • A waterfront promenade and a magnificent city as the landmark of Hong Kong. [O] • Agree, the West Kowloon promenade should be open to the citizens. [O] • My wish is that Hong Kong is now too crowded and so we need to have space along the harbour-front. [O] • Yes, my wish is to have fresh, clean, dog-free grassy areas for children to run, to sit on for picnics and play balls like Central Park in New York. [O] • Offer spacious open space for the public. [S] • This is a good idea, because it can make waterfront famous, and provide one more place of interests. [S] • Enjoy fresh air. [S] • Waterfront promenade can attract more visitors. [S] • That it can provide a good sea view to the Hong Kong people, it can also let people to relax, this area provide a good development to all of people. [S] 	<ul style="list-style-type: none"> • Again, another promenade: no new ideas, no innovation. [O] • With the polluted air, how can we enjoy the scenery of the harbour? [O] • West Kowloon reclamation has already broken the promise of not doing it. [O] • Not everyone can use it. [S] 	<ul style="list-style-type: none"> • Should legislate against further reclamation along the promenade. [O] • Try to reduce artificial decoration and try to use more the natural environment and space. [O] • Can have street performances along and around the promenade. • The space there should be a park. [O] • More public toilets should be built along the waterfront. [O] • What if the space is occupied by the domestic helpers from the Philippines, Indonesia and Southeast Asia? [O] • Put some sculptures on the waterfront promenade. [S] • Agree to have the waterfront promenade, but not agree to occupy too much space. [S] • The government should promise not to carry out constructions to block the original view. [S]
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Salient points for the category “Environmental planning” are presented below:

Positive Views	Negative Views	Other Views/Concerns
<ul style="list-style-type: none"> • Positive, the basic structural design should conform to the principle of sustainability. [O] • More space for relaxation and more trees to be planted. [O] • Should take more care of the environment when we are developing it. [O] • Wish to see more trees and brightness in the area, without the glass canopy. [O] • My wish is to have more greenery, maybe some lawns for picnics and pets. [O] • Property development must be adapted to the environment, architecture and cultural atmosphere of the district. [O] • My wish is for Hong Kong to have invaluable, intangible value of open, green, green space. [O] • Please keep Hong Kong’s beautiful environment. [S] • Make the district green. [S] • The open space should be kept tidy, no smoking and transportation is convenient for citizen. [S] • Keep the magnificent city view across the Victoria Harbour. [S] • The air quality should be improved. [S] 	<ul style="list-style-type: none"> • I think the emphasis in WKCD should be about cultural programs and performance venues. If green areas are bigger than the cultural facilities then the significance of the cultural district will be reduced and therefore the green areas should not be too big. [O] • Wish: please do not reclaim any more land from the harbour for development. [O] 	<ul style="list-style-type: none"> • Consideration should be given to conservation and greenery. [O] • Should reduce the production of pollutants and minimize the impact on the environment. [O] • Our greatest need is to have open space for the public. [O] • My wish is a green belt with gardens for creative production of flowers, shade and comfort. [O] • Traffic flow should be carefully monitored to stop the amount of pollution in the district. [O] • Try to preserve the scenery of both sides of the harbour. [O] • Beware of noise pollution during construction. [S] • WKCD should not block the view of the harbour. [S] • The importance of environmental protection during construction should be stressed. [S]

Salient points for the sub-category “Physical connectivity (transportation) planning” are presented below:

Positive Views	Negative Views	Other Views/Concerns
<ul style="list-style-type: none"> • Yes, thoroughfares in the WKCD area would need to be reviewed, both for current local residents and future visitors. [O] • Good connections between WKCD and its neighbouring districts will encourage cultural diversity and enhance the usage of facilities through a better audience flow. [O] • WKCD is an integral part of our city and should be treated as such. [O] • The traffic is convenient and everybody feels comfortable. [O] • Hope to have good and affordable transportation. [O] • It is good to have user friendly elevated people mover linking to Star Ferry and Kai Tak. [O] • Should be able to provide a good and integrated transportation package. [O] • Hope to have MTR extended to West Kowloon. [O] • To ensure that all Hong Kong people especially the low-income groups could access WKCD within an hour. [O] • Establishing a good connection between the internal transportation networks within WKCD and the external transportation networks connecting to wider Hong Kong as well as Pearl River Delta Region is crucial. [O] • I am pleased to have 	<ul style="list-style-type: none"> • There will be more traffic to and fro the district and traffic jams will be created. [O] • The proposed transportation improvement work to be carried out around Public Square in Yau Ma Tei district might endanger the cultural ambience in the region, which might be contrary to the objective of developing local arts and culture. [O] 	<ul style="list-style-type: none"> • The district would draw huge crowds and the transportation / pedestrian network would have to be carefully worked out under a master plan. [O] • Should keep the bicycle lane and extend it. [O] • A light rail system with five stations and one depot serving as the backbone of transportation inside WKCD has been put forward. [O] • I don't believe the proposed mono-rail system is viable for such a small area, whereas connections can be made by a proper railway as already been explored by the HKSARG. [O] • Make use of the harbour resources where boats and vessel can park there to enjoy the spectacular Victoria Harbour in a narrow sense, but great view. [O] • We urge the Government to expedite the construction of the planned rail network in between to cater for the expected large amount of visitors traveling per day. [O] • Have shuttle bus for free. [S] • Restrict vehicles going into WKCD. People can only go the WKCD by shuttle bus. [S]

<p>Government’s promise that the public will be provided with easy access to the facilities. [O]</p> <ul style="list-style-type: none"> • Enhance transportation facilities to WKCD, which are more convenient for people. [S] 		
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Salient points for the sub-category “Social connectivity (social distance) planning” are presented below:

Positive Views	Negative Views	Other Views/Concerns
<ul style="list-style-type: none"> • Positive, there is a need to shorten the social distance between the existing communities and WKCD. [O] • The shortening of social distance is good for social harmony. [O] • Connectivity and interactions with urban areas near and far would bring enhancements and synergies benefiting the entire city. [O] • Expedite the project so as to extend the benefits to all social classes. [O] • A place for all classes to share, like the Central Park of New York. [O] • Prices should be reasonable and affordable for the common citizens and should be reduced to a plaything only for the rich. [O] • Hope to have WKCD to be shared by all citizens, creating social harmony. [O] • Social connectivity is as important as physical connectivity. [O] • Only by socially connecting the communities can WKCD benefit everybody. [O] • The vital success of 	<ul style="list-style-type: none"> • Don’t really believe that the project can really connect with the neighbouring districts. [O] • The project is likely to produce a rich men’s backyard. [O] • The old and the new districts are almost completely segregated. [O] 	<ul style="list-style-type: none"> • The design should be “people-focused” in building up a cultural spirit and democratic principle. [O] • WKCD development should not cause social separation with the neighbouring communities. [O] • There should be other alternatives in linking with the poorer neighbouring districts. [O] • I suggest the creation of “cultural walkways”. [O] • WKCD is situated in a newly reclaimed area and it would easily be isolated if handled improperly. [O] • I would like to know how the under-privileged class could enjoy the facilities of WKCD and whether the Government had any policy to facilitate public enjoyment of WKCD. [O] • WKCD should be regarded as an extension to neighbouring area so that more public space should be reserved in WKCD. [O] • People from all walks of life can have a fair opportunity to enjoy WKCD. [S]

<p>WKCD rests on its vibrant and dynamic links and association with the rest of Kowloon as well as Hong Kong as a whole. [O]</p> <ul style="list-style-type: none"> • The WKCD is an inseparable part of the city and the community and therefore needs all kinds of connectivity, action and reactions amongst the urban neighbourhood and their arts community with future WKCD activities. [O] • I wish that the WKCD would integrate with the culture of the areas and could revitalize the communities. [O] • Try to communicate with neighbouring people. [S] 		
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Salient points for the category “Low density development” are presented below:

Positive Views	Negative Views	Other Views/Concerns
<ul style="list-style-type: none"> • The proposed plot ratio of 1.81 was a reasonable parameter to control high-rise development around Victoria Harbour. [O] • It is reasonable to use the principle of low density development for WKCD. [O] • Too many tall buildings will block the harbour view and suffocate people. [O] • Low density development is good for the environment. [O] • Absolutely need to be low density so that people can have a breathing space. [O] • It is most important to have an urban oasis with lots of empty and open space. [O] • Don't wish to have high rises in the district as it 	<ul style="list-style-type: none"> • All the land should be put to auction with no height limit. [O] • We should consider mid to high density development. [O] • A simplistic and rigid building height control can only hinder creative design. [O] • Should suitably increase the plot ratio. [O] • Please consider a mid to high density development. [O] • The plot ratio should not be too low and it is great loss of precious land in the urban district. [O] • The plot ratio should be increased to 7. [O] • I don't think this plot 	<ul style="list-style-type: none"> • Conditions for hardware development have restricted the development of WKCD. [O] • There should be flexibility with regard to the density of development in this area. [O] • There should be flexibility with regard to the height of the buildings. [O] • The density issue is not a problem and it is more about the coordination of the various items in the project. [O] • The density should be appropriate so that all Hong Kong citizens can be benefited. [O] • The purpose-built

<p>would affect air flow and the scenery. [O]</p> <ul style="list-style-type: none"> • Low density development: meaning to have buildings less than 30 metres high. [O] • It should be a low-density development with spacious open space for the public. [S] • WKCD should be a low-density development. [S] • The height of the buildings should be restricted. [S] • The low density development can provide a magnificent city view across the Victoria Harbour. [S] • It is a good idea for the WKCD to have a waterfront promenade with a low density development. [S] • The low density development can provide better ventilation. [S] 	<p>of land is suitable for low density development. [O]</p> <ul style="list-style-type: none"> • I would be most against if this district is used for low density development residential purposes. [O] • A spacious open space will not be provided if WKCD will be a low density development. [S] 	<p>buildings for the performing venues in WKCD could apply for exemption in plot ratio calculation. [O]</p> <ul style="list-style-type: none"> • Avoid developing it into a concrete jungle, it should have a design to make citizen feel relax. [S] • It should depend on the situation after the buildings are built. [S]
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Salient points for the category “Other urban planning issues/concerns/suggestions” are presented below:

<ul style="list-style-type: none"> • Respondents opined that in light of social harmony, it was unacceptable to privatize WKCD for the use of a few. [O] • Appropriate policies and requirements should be included in the design, planning and development briefs. [O] • Should take into account the needs of the elderly and disabled. [O] • There should be as little residential or office buildings as possible. [O] • Set up a breast-feeding area and baby rooms with basic nursing facilities. [O] • Don’t let the planning be converted to residential purposes. [O] • It is necessary to develop open spaces but the question is about the distribution of the different uses. [O] • Hope to have a facility to rent out bicycles for people to ride. [O] • Develop only the cultural district and scrap the residential part. [O] • WKCD should be a car-free zone. [O] • Internal circulation and pedestrian linkage both within the district and the hinterland should be considered. [O] • It is proposed that WKCD Authority should examine landlord’s proposals to evaluate whether they would achieve the desired integrated development effect. [O] • No reclamation for further development. [S] • Should not have residential development in this cultural district; otherwise the district
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will be privatized. [S]

Salient points for the category “Master Layout Plan and Outline Zoning Plan” are presented below:

Positive Views	Negative Views	Other Views/Concerns
<ul style="list-style-type: none"> • Innovative and environmentally friendly facilities are incorporated in the Master Layout Plan. [O] • My wish is to have a fully integrated Master Layout Plan including all individual landmark buildings. [O] • Master Layout Plan is extremely important to the success of the WKCD project. [O] • A balanced MLP must be attained so that an optimal mix of arts, cultural, public open space, residential and commercial facilities with suitable phasing and land reserved for organic growth could be achieved. [O] • I welcome the government to involve architects at early stages of planning before the gazettal of OZP and the drafting of WKCD MLP. [O] 	<ul style="list-style-type: none"> • There are too many large scale venues focused in one and not very accessible, locality. [O] • A more disposed model would be preferable. [O] • Land is scarce in Hong Kong and it is not right to concentrate in one area only. [O] 	<ul style="list-style-type: none"> • Access in the form of free people movers and shuttle service by emission-free vehicles should be in the MLP. [O] • Barrier-free pedestrian facilities with landscaping should be in the MLP. [O] • We need at the same time an innovative and environment friendly design blueprint. [O] • Don't reclaim the Victoria Harbour any more. [O] • Don't make the plan a mess and a waste of money and resources, thank you. [O] • It will be awful if the design of the neighbouring commercial development is not in harmony with that of the CACF. [O] • The scope of WKCD master plan should be extended beyond the physical boundary of the cultural district. [O] • The MLP should be detailed enough and with more stringent requirements to govern the development of the commercial portion. [O] • The relevant planning parameters including plot ratio, building height, green open space ratio, etc. would be included in the preparation of the MLP. [O] • Planning considerations must be given when drafting of MLP to

		<p>safeguard public access to the harbour-front of WKCD. [O]</p> <ul style="list-style-type: none"> • WKCD should be divided into different zones for different countries (e.g. USA, UK, France, Italy....) [S] • WKCD should reserve one-fourth of the land for development of arts and culture. [S]
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3.3.5 Government’s proposed financing arrangements (712 text units)

Responses from all sources tended to give more other views and positive views than negative views in this theme.

	Total text units	Positive views (%)	Negative views (%)	Other views (%)
5. Government’s proposed financing arrangements	712	20.7%	14.5%	64.9%

Salient points for the theme “Government’s proposed financing arrangements” are presented below:

Positive Views	Negative Views	Other Views/Concerns
<ul style="list-style-type: none"> • It is reasonable to support investing an upfront endowment so as to stabilize the recurrent balance of WKCD project. [O] • It is to be welcomed that the capital injection will provide enough funding for the project and which will not be restricted as a result of economic fluctuations. [O] • We support an upfront endowment of \$19.2 billion to meet the immediate establishment of the WKCD Authority and the launching of the project. [O] • It is best if the facilities can be self sustaining. [O] 	<ul style="list-style-type: none"> • It is imperative that rich merchants and powerful officials do not sell the land in WKCD. [O] • The Democratic Party is against the injection of a one-off upfront endowment to finance the construction costs. [O] • From an economic point of view, there is no need to sell the WKCD land so as to get 20 billion dollars as foundation capital. [O] • This project should be done in different phases and therefore budget should also be injected step by step. [O] • This development 	<ul style="list-style-type: none"> • Want to know where the money from the land sales will go. [O] • There is a possibility that the WKCD project will become a white elephant. [O] • It is difficult to forecast developments for 50 years as there were a lot of variables involved. [O] • It would be an economic crime if government is to subsidize and endorse the cultural, arts and design sector. [O] • Why not establish a government run “state” lottery to assist with raising finance and for future subsidy of the WKCD? [O]

<ul style="list-style-type: none"> • Agree with government’s proposal for a one-off endowment. [O] • The Authority should own some non-art related facilities such as office or hotels so as to provide some financial support. [O] • It must be acknowledged that the financial stability is essential to the development of WKCD and I support the one off capital endowment. [O] • It is fortunate that the funding has been de-linked from the land sales on West Kowloon. [O] • HKCA supports an upfront endowment of \$19.2 billion to meet the immediate establishment of the Authority but does not have strong views on whether the injection of fund should be in phases. [O] • I support approving and paying the endowment funds for the WKCD Authority in one go or by installments. [O] • Have an upfront endowment from the government. [S] • This financing approach is appropriate, because it is self-sufficient. [S] • It can share the expenditure of government. [S] 	<p>cannot be self financing and I don’t believe rental proceeds are able to finance the long term running cost of the projects. [O]</p> <ul style="list-style-type: none"> • To approve the funding in phases so as to retain the power of monitoring. [O] • It goes against the long established policy of providing funding for the arts and cultural groups in HK. [O] • No land sales in WKCD. [O] • If Cyberport is any guide, one may doubt whether these facilities would produce enough recurrent income to finance a hotel singer, let alone the ambitious venues currently proposed. [O] • Should not finance through an upfront endowment. [S] • Should not waste the money of tax payers. [S] 	<ul style="list-style-type: none"> • It might be necessary to inject additional funding for the second phase of development. [O] • No collusion with developers, especially one developer or a particular consortium. [O] • My wish is that money should be given to the development of WKCD and not to enrich the already wealthy individuals. [O] • More financial sustainable ideas should be developed in order to ensure sufficient funding is available. [O] • The one-off injection is supposed to be 21 billion and as the construction period is so long and we should factor in the rise in wages and materials. I wonder if the injection is really enough. Would further capital injection be available? [O] • I hope that WKCD can achieve the aim of financial sustainability. [S] • Enhance transparency, so that citizen can understand any details about the development. [S] • I hope that there is a discount for ticket of performing shows and exhibitions if there is a financial surplus. [S] • There should be a report to notify citizen about the expenses and income of WKCD. [S] • No corruption. [S] • Property development owners should donate to WKCD. [S]
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3.3.6 WKCD Authority: Governance Issues (896 text units)

Responses from all sources focused on, in descending order, four categories: “Public accountability and checks-and-balances measures”, “Establishing a WKCD Authority (permanent or provisional)”, “Representativeness of WKCD Authority Members: Appointment System” and “Other views/concerns/suggestions”.

Respondents tended to give more other views and negative views than positive views for the first three categories.

	Total text units	Positive views (%)	Negative views (%)	Other views (%)
6. WKCD Authority: Governance Issues	896	25.7 %	12.8 %	61.5 %
6.1 Public accountability and checks-and-balances measures	326	33.4 %	4.3 %	62.3 %
6.3 Establishing a WKCD Authority (permanent or provisional)	253	29.3 %	21.7 %	49.0 %
6.2 Representativeness of WKCD Authority Members: Appointment System	226	10.6 %	15.0 %	74.3 %
6.4 Other Views/concerns/suggestions	91	NA	NA	NA

Salient points for the category “Public accountability and checks-and-balances measures” are presented below:

Positive Views	Negative Views	Other Views/Concerns
<ul style="list-style-type: none"> • It is imperative that the WKCD should be publicly accountable in being not biased in favour of big business. [O] • When WKCD Authority is set up there has to be an independent body to check on it. [O] • It is important to incorporate a board that safeguards the interests of the stakeholders and to ensure performance of the WKCD Authority. [O] • Should have people’s participation in the monitoring of WKCD authority. [O] • Should enhance the degree of people’s participation. [O] 	<ul style="list-style-type: none"> • The proposed scheme is no better than the checking mechanism of the LegCo. [O] • It is no good if everything has to be passed by popular consultation. [O] • The danger that WKCD can be a conduit to transfer commercial interests to some stakeholders has not been removed. [O] • There is a lack of real discussion about the accountability and transparency of the Authority. [O] • This kind of system is just an average one. [O] 	<ul style="list-style-type: none"> • There should be a checks-and-balances mechanism to guard against the WKCD Authority becoming overly powerful. [O] • There should be more input from the civil society so that there is more interaction between the people and the WKCD Authority. [O] • Shared responsibility for a shared space is a good approach. [O] • The degree of public consultation should not be too high though communities’ opinions are important. [O] • We are of the view that the WKCD Authority

<ul style="list-style-type: none"> • Public accountability and transparency are very important to the political situation. [O] • Accountability and transparency are two essential attributes that the public demand and which the government should put emphasis on. [O] • Please make sure that the Authority will operate with transparency and accountability or else the WKCD project aims will be affected. [O] • To raise the level of transparency. [S] • To seek opinions from the public. [S] 	<ul style="list-style-type: none"> • It would take a lot of time consulting the public on every issue. [O] • It takes a long time to seek opinions from the public. [S] 	<p>should be limited in its power and not be allowed to grow into a publicly-funded corporation in competition with the private sector. [O]</p> <ul style="list-style-type: none"> • To invite more people to get involved, like the residents in Yaumati and the young people from schools. [O] • Should set up a citizens' hotline to let people know the functioning of the Authority. [O] • Let us know how the government administers WKCD. [S] • Development of WKCD should be supervised appropriately. [S] • The general public can express their opinions directly. [S]
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Salient points for the category “Establishing a WKCD Authority (permanent or provisional)” are presented below:

Positive Views	Negative Views	Other Views/Concerns
<ul style="list-style-type: none"> • Yes, as an independent statutory body, the WKCD Authority should have sufficient autonomy to employ its own staff outside the civil service and make decisions about its finances. [O] • A provisional WKCD Authority should be set up so as to expedite the WKCD project. [O] • DAB agrees to set up a provisional authority or a guiding committee so as to expedite preparation work in its early phases. [O] • Should function like the Airport Authority. [O] • The Authority should be set up expeditiously. [O] 	<ul style="list-style-type: none"> • The name of “authority” is no good as the idea of authoritarian control is anathema to creativity and the arts. [O] • We object because the Government’s mode of operation could easily lead to operating deficits. [O] • Should adopt a commercial mode of operation, taking on a self-financing mode. [O] • Should study the mode of operation like the MTR, LinkREIT and Ocean Park. [O] • It is just another example of official 	<ul style="list-style-type: none"> • The WKCD Authority should not adopt a mode of operation like that of the Airport Authority. [O] • The Authority should not be used as an occasion to reward “friends of government”. [O] • WKCD Authority should be limited in power and not be allowed to grow into a publicly-funded corporation in competition with the private sector. [O] • Another independent statutory body should be set up. [O] • Who is to monitor the WKCD Authority? [O] • How to ensure it is

<ul style="list-style-type: none"> • HKIA echoes the Hon. Patrick Lau’s suggestion for a provisional WKCD Authority. [O] • Basically I accept this mode of operation. [O] • As time is short, a provisional Authority should be considered to expedite the project. [O] • It is good to have appropriate governance in WKCD. Wish the arts personnel can involve the governance in WKCD Authority. [S] • Professional management can improve the development project. [S] • To form the Authority by using effective governing measures in order to achieve the WKCD’s goal. [S] • Management can be more efficient if WKCD can have an independent management team. [S] • It is essential to establish an authority. [S] 	<p>red-tape. [O]</p> <ul style="list-style-type: none"> • To put everything under one overall Authority does not appear to us the ideal way to encourage a broad based interest in the set up. [O] • The Government should exercise direct control over WKCD. [O] • There should not be an additional level of bureaucratic control. [O] • No government department is needed. [S] • The authority board should be elected by the public. [S] • Wasting money. [S] • No need to establish a department. [S] • The government should administer directly to avoid administrative confusion. [S] 	<p>accountable? [O]</p> <ul style="list-style-type: none"> • Will the Authority surrender surplus to Government as profits are earned? [O] • A more artistic name should be found to replace WKCD Authority. [O] • The Administration should provide details about the Authority at an early stage if the Administration hopes that the relevant enabling legislation could be passed before the end of the current LegCo term. [O] • Should set up a Hong Kong Cultural Authority. [O] • Wish: organizing a responsible, transparent and flexible WKCD Authority seeking partnership with professional institutes. [O] • Appoint some arts related and talented personnel in developing arts. [S] • Both business and education field should be included in the authority. [S] • The authority should act fairly. [S] • The authority should co-operate with private sectors and cultural organization in order to meet cultural sectors’ needs. [S] • The independent authority should also be under the government’s supervision. [S] • Raise the openness of the governance[S] • WKCD should
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		<p>administer independently. Its measures should aim at cultural promotion. [S]</p> <ul style="list-style-type: none"> • Wish the authority would communicate with cultural sectors and personnel. [S] • Wish the authority makes use of the funding appropriately and the WKCD can develop smoothly. [S]
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Salient points for the category “Representativeness of WKCD Authority Members: Appointment System” are presented below:

Positive Views	Negative Views	Other Views/Concerns
<ul style="list-style-type: none"> • Arts groups and organizations should be appointed as one of the core committees of this project. [O] • Membership should be appointed across all sectors with more from education and cultural fields. [O] • All sectors should be accommodated, including religious groups, environmental organizations and social welfare groups. [O] • Arts groups and organizations should be one of the core committees of this Authority. [O] • It is important to absorb opinions from all classes of the society. [O] • AICA fully supports the emphasis on the urgency of setting up a Statutory Body with an independent board of trustees. [O] • The Authority should have appointees and representatives from local arts and cultural fields [O] • This arrangement could ensure that the professional 	<ul style="list-style-type: none"> • Government appointees tend to be bureaucratic and non-innovative. [O] • There should be less government involvement as its true nature is never accommodative and easily liable to abuse of power. [O] • No need to have government appointees. • LegCo members are quite capable in their supervisory role. [O] • Against the system inherited from the colonial era with 100% appointment by government. [O] • Use the popular vote method. [O] • Why not give to the Arts Development Council? [O] • Do not let LCSD handle any part of the WKCD. [O] • Some members of the WKCD Authority could be nominated or 	<ul style="list-style-type: none"> • The membership needs to be independent and proactive, but above all should care about the sustainability and cultural development of Hong Kong. [O] • Membership of the proposed Authority would require careful consideration as it needs to be made up of relevant experts and interest groups. [O] • It is very difficult to manage arts and cultural matters. [O] • There should be participation by citizens’ representatives. [O] • I would like to see strong representation from the arts and commercial worlds on the board of the Authority, not just Government. [O] • It should not engage in any form of favouritism. [O] • Establishment of the WKCD should not be conducted in a hasty manner. Thorough

<p>views from the trade are adequately represented and would not be hastily overruled. [O]</p> <ul style="list-style-type: none"> • Hope to have enough representatives from the community and the arts groups. [O] 	<p>elected by the relevant arts and cultural sector. [O]</p> <ul style="list-style-type: none"> • The direct election model should be adopted. [O] • Should be elected by an independent committee set up by the citizens. [O] 	<p>discussion on the Authority's composition and the criteria for appointing its members is required. [O]</p> <ul style="list-style-type: none"> • Some degree of government participation may be preferable to none. [O] • There should be more representation from the education sector. [O] • The Authority should not be a government or quasi-government organization. [O] • Members, be they appointed or elected, must have a passion for arts and culture, possess knowledge in the sector and respect for practitioners in this trade. [O] • Strike off the private sector totally. [O]
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Salient points for the category "Other views/concerns/suggestions" are presented below:

<ul style="list-style-type: none"> • WKCD Authority is an establishment set up by the Government and should therefore follow government practices in tendering and administration of construction contracts. [O] • Should ensure that it supports community participation in cultural events held in WKCD. [O] • WKCD Trust is a more apposite title. [O] • Careful consideration should be given to the name of the new organization charged with development and management of WKCD. [O] • Genuine consultation is needed. [O] • WKCD Authority is an establishment set up by the Government and should therefore follow government practices in tendering and administration of construction contracts. [O] • The Authority could oversee the early stages of development but at later stages it could re-organize and delegate its power to encourage self-sustained model of operations in the performing venues. [O] • Professional governance can help to provide better development of the facilities. [S] • More security guards are needed. [S] • If the plans are not organized well, it would waste public money. [S] • Wish to have a capable board of trustees. [S] • More police force is needed. [S] • The authority may not be capable enough in governance if the WKCD were solely managed by it. [S]
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3.3.7 Cultural software and complementary measures (2,081 text units)

Responses from all sources focused on, in descending order, three categories: “Specific software provisions and complementary measures”, “Overall provision of cultural software” and “Lessons to be learnt from outside Hong Kong”.

“Specific software provisions and complementary measures” included six sub-categories which were generally suggestions for improvement. “Lessons to be learnt from outside Hong Kong” were also suggestions for improvement.

Respondents tended to give more other views and positive views than negative views in the category of “Overall provision of cultural software”.

	Total text units	Positive views (%)	Negative views (%)	Other views (%)
7. Cultural Software and Complementary Measures	2,081	26.5%	1.5%	72.1%
7.2 Specific software provisions and complementary measures	1,392	NA	NA	NA
7.2.2 Education and audience building	562	NA	NA	NA
7.2.1 Funding and support	470	NA	NA	NA
7.2.3 Training of arts and cultural management personnel	121	NA	NA	NA
7.2.4 Review of existing LCSD performing venues and museums	86	NA	NA	NA
7.2.5 Ticketing policy	77	NA	NA	NA
7.2.6 Attraction to non-ticket-holding patrons or visitors	76	NA	NA	NA
7.1 Overall provision of cultural software	619	26.5%	1.5%	72.1%
7.3 Lessons to be learnt from outside Hong Kong	70	NA	NA	NA

Salient points for the sub-category “Education and audience building” are presented below:

- There is still a lot of work to do in improving and nurturing local talent and audience building. [O]
- For a child-friendly environment, the views, values and creative practice of the youngest members of society should be welcomed, nourished and grown. [O]
- Using this project to actively enhance training of talents for arts and culture. [O]
- Need to train the younger generation to know about arts and culture. [O]
- Arts education must be an integral part of the school curriculum. [O]
- Arts must be a compulsory subject in schools. [O]
- Hong Kong people really need education on arts and culture. [O]
- Develop arts culture and promote care for everybody. [O]
- Let children have more chance to appreciate arts and culture. [O]
- Need to enhance the volume of the audience. [O]
- Make arts and culture part of everyone’s life. [O]

- It takes a long time cultivating people, and it takes decades. [O]
- I agree that the next generation of young people should start to appreciate the meaning of culture. [O]
- Wish more people can involve into cultural and arts activities, in which they can know more about arts development. [S]
- Chances should be given to teenagers for joining arts activities. [S]
- Education should be given to the general public so as to support arts development. [S]
- Wish the government to train more talented personnel. [S]
- Training courses can be organized for the public. [S]
- Educate the students in order to raise their interests in arts. [S]
- Make use of community facilities for educating citizens and attracting visitors. [S]
- The government may set up an institute like HKAPA to train and equip talented arts personnel in WKCD. [S]
- More arts education is needed. [S]
- Students can visit WKCD during their lessons. [S]

Salient points for the sub-category “Funding and support” are presented below:

- WKCD should be supported by a level of funding sufficient to last until the facilities could become self sufficient. [O]
- Let all the arts workers and performers have sufficient venues to perform. [O]
- Poor people should be aided by government funding to receive quality training. [O]
- Should consider the provision of free venues for performances. [O]
- Should provide venues for artists and painters. [O]
- Should provide enough funding for arts groups. [O]
- Should lower the rentals so as to help. [O]
- My wish is to focus on promoting local artists and bringing in international stars. [O]
- Try to help the smaller arts groups. [O]
- Everyone should be able to benefit from this provision. [O]
- Hong Kong is falling behind and more support is definitely needed. [O]
- Should put more investment in the arts field. [O]
- More external advertising and promotions are needed. [S]
- To invite overseas artists to HK for cultural connections. [S]
- More funding for people in need. [S]
- The government can offer funding to support arts groups in order to help maintaining the operation. [S]
- Wish to have some ticketing discounts. [S]
- Wish to have more chances for talented teenagers to have rooms for development. [S]
- Facilities should be reserved not only for world-class performances, but also for the non-mainstream arts group. [S]
- Lower rent can be offered for supporting those local arts groups. [S]
- More talented personnel and support for the citizens. [S]
- Cultural programs should be free. [S]
- More supports to the arts groups, and encourage citizens to have multiple developments. [S]

Salient points for the sub-category “Training of arts and cultural management personnel” are presented below:

- WKCD development depends on cultural software in the form of creative and resourceful management. [O]
- Training of arts and event managers as well as backstage technical staff needs to be increased. [O]
- We strongly recommend that human resource planning be an integral part of the planning and preparation work for WKCD. [O]
- At present, only Baptist University provides training for “exhibition”. [O]
- Hong Kong’s arts community does not have sufficient capabilities to train young artists to become managers. [O]
- Hong Kong is lacking in special management personnel for the arts and culture field. [O]
- WKCD project is a local project and don’t just employ the foreigners to run the management. [O]
- Need to establish a training centre manned by the senior arts workers for this purpose. [O]
- Talented arts personnel can be educated for serving the community. [S]
- May cooperate with the local universities and employ more arts or creative major graduates to raise their employment rate. [S]

Salient points for the sub-category “Review of existing LCSD performing venues and museums” are presented below:

- The Hong Kong Cultural Centre is a place of cultural performance and the WKCD project will indeed provide more facilities, but will all the facilities be fully utilized? [O]
- My wish is to first review, improve, renovate and enhance the existing art and cultural venues. [O]
- Hong Kong local performances still have sufficient venues at existing centres like City Hall and Cultural Centre. [O]
- Hong Kong local groups should not need to compete for venues with top world class groups. They can still use the existing venues. [O]
- Should keep the Hong Kong Cultural Centre. [O]
- There are already too many performance venues and it is not economical to build more facilities. [O]
- There is an excess of cultural hardware already in Hong Kong. Murray Building in Stanley has been empty for many years. [O]
- There should first be a policy to position the existing LCSD performing venues and museums. [O]
- Existing LCSD venues should be encouraged to be more competitive. [O]
- There should be a rethink on the cultural policy regarding the existing museums. [O]
- There are many publicly funded city halls in various locations in HK, but many of them are not fully utilized and some cannot cater for high level performances. [O]
- If the resources spared can be pulled together for the CACF, the synergy effect so generated could be great. [O]
- Existing cultural facilities cannot be neglected. [S]
- Existing exhibition facilities are managed too loosely. [S]
- Kwai Tsing Theatre should not be replaced and eliminated. [S]

Salient points for the sub-category “Ticketing policy” are presented below:

- I think the existing ticket price levels for performances should be slightly raised: I believe that if the quality is good the audience will be willing to pay more. [O]
- There should be more free programs for the commoners to enjoy. [O]
- Reduced prices should be there to assist the poor students to enjoy arts programs. [O]
- Hope to have half price for senior citizens to enjoy xiqu. [O]
- Should have an independent financial management so that the prices are affordable for everyone. [O]
- The ticket price and the rent of the facilities should be subsidized as the public would not have the urge to enjoy the performances if they are expensive. [O]
- The tickets should be affordable and the price levels should cater for both the rich and the poor. [O]
- Wish the entrance fee would not be too expensive. [S]
- May impose appropriate admission fee. [S]
- Free entrance fees. [S]
- More free exhibitions. [S]

Salient points for the sub-category “Attraction to non-ticket-holding patrons or visitors” are presented below:

- Promotion is important. [O]
- The promotion for the arts activities are not enough. [O]
- In the area of promotion, efforts should be expanded to include the housing estates. [O]
- My recommendation is to enhance promotion among the media and through the internet. [O]
- Should make arts and culture part of people’s life and then they will come more to WKCD. [O]
- Foreign singers are regularly invited to perform in HK. [S]
- Make use of advertisements to attract people. [S]
- Programs are popular and more advertising is needed. [S]
- The government can promote to the general public. [S]
- More information can be given through the web. [S]

Salient points for the category “Overall provision of cultural software” are presented below:

Positive Views	Negative Views	Other Views/Concerns
<ul style="list-style-type: none"> • Software means support for the development of people. [O] • It is imperative to ensure cultural software provide the greatest benefit of the public. [O] • Together with the building of sizeable cultural hardware, we need a very detailed list of comparable 	<ul style="list-style-type: none"> • The Recommendations Report lacks concrete steps to implement audience building issues. [O] • Don’t agree: the Government should not have too much involvement. [O] • There is already too much software in Hong 	<ul style="list-style-type: none"> • With a pluralistic strategy, people can develop their software potential. [O] • We are concerned that the cultural venues in future may not be used for cultural purposes. [O] • Should encourage the development of local cultures. [O]

<p>cultural software. [O]</p> <ul style="list-style-type: none"> • It hinges on a dynamic partnership between locally based practitioners, professional companies and creative industries with HAB, key arts organizations, higher education institutions and neighbourhood communities of Hong Kong. [O] • Should extend the provision to all classes so that their cultural qualities are enhanced. [O] • Should have enough software for cultural development. [O] • Positive, Hong Kong should not be a cultural desert any more. [O] • Organize more activities in order to bring tight connection in the society. [S] • Promote arts and cultural activities in order to raise the cultural atmosphere. [S] • Worldwide arts personnel should be invited to deliver talks in Hong Kong. [S] • Thematic activities can be organized regularly in order to attract tourists from the mainland and the world. [S] • Different cultural sectors can perform in the own way. [S] • Wish to have more diversified arts exhibitions and performing programs. [S] • Wish to have more world-class shows in Hong Kong. [S] • Cultural software is very important for the sustainable cultural development in HK. [S] 	<p>Kong and when will it be stopped? [O]</p> <ul style="list-style-type: none"> • LCSD has similar existing policy, do not need to repeat. [S] • It is difficult to carry out if it is too general. [S] 	<ul style="list-style-type: none"> • Apart from promoting high class culture, consider also the cultural needs of the lower classes. [O] • Should care more about the sub-culture of Hong Kong such as behavioral arts. [O] • It is important to provide cultural education for Hong Kong and China. [O] • More interflow with Mainland China is needed. [O] • Should have more varieties of cultures rather than just the popular ones. [O] • Don't just calculate the profit or loss of certain art forms. [O] • Should add some arts about promoting environmentalism. [O] • Wish to have more foreign cultural and arts performing programs. [S] • More activities for all age groups. [S] • Wish to have symphonic music performance. [S] • Wish more people to participate in the performing programs in WKCD. [S] • Wish to have more national and traditional performances. [S] • Invite more worldwide experienced personnel to give talks. [S] • Do not neglect the local culture. [S] • Diversified arts are needed. [S] • Hong Kong is weak in cultural connection as culture and citizens' need are always ignored.
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		<ul style="list-style-type: none"> To exhibit art works from all over the world. [S]
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Salient points for the category “Lessons to be learnt from outside Hong Kong” are presented below:

<ul style="list-style-type: none"> We should learn from New York, London, Shanghai, Beijing and Macau in handling cultural development issues. [O] The synergy of New York and Lincoln Center has come to symbolize a particular potent form of cultural genetic make-up. [O] London has a vibrant and prosperous performing market with private-run theatres and public-funded groups. [O] Foreign visitors to the Arts Festival in Edinburgh constitute a very high percentage of the audience. [O] Involve more people with international and overseas experience. [O] Build a non-commercial harbour-front park as New York has the Central Park and London has the Hyde Park. [O] Should learn more from successful models overseas. [O] Should cooperate more with international groups so as to extend Hong Kong’s cultural perspectives. [O] Building a “cultural street” as the one in Japan, so the arts groups and the teenagers can perform and express themselves over there. [S] Western culture brings us inspiration. [S]

3.3.8 Cultural policy for Hong Kong (89 text units)

Responses from all sources tended to give more other views and positive views than negative views in this theme.

	Total text units	Positive views (%)	Negative views (%)	Other views (%)
8. Cultural policy for Hong Kong	89	21.4%	18.0%	60.7%

Salient points for the theme “Cultural policy for Hong Kong” are presented below:

Positive Views	Negative Views	Other Views/Concerns
<ul style="list-style-type: none"> There is a strong view in society that a long-term cultural policy based on needs and visions of the civic society is necessary. [O] The Government should formulate a holistic cultural policy for Hong Kong so as to give a macro developmental direction for the city. [O] We agree to the idea of 	<ul style="list-style-type: none"> It is very unfortunate the Recommendations Report has not touched upon the strategy of cultural development. [O] The present Government’s cultural policy has inherited heavily from its colonial past focusing on the “high class” culture only. [O] 	<ul style="list-style-type: none"> Culture is life. [O] There should be a Hong Kong Cultural Bureau with autonomous power. [O] Government should play the role of facilitator in the macro environment and allow the private sector to do the rest. [O] Too many members of existing arts and cultural consultative bodies have a western (rather than a

<p>creating an atmosphere favourable to freedom of expression and arts innovation. [O]</p> <ul style="list-style-type: none"> • The launching of the WKCD project should be a part of the HK cultural policy. [O] • It is very important to have a cultural policy in the development of arts and culture. [O] • Government should relax restriction on cultural activities so that freedom of artistic expression and creation could be secured. [O] • The government involvement: the fewer the better. [O] 	<ul style="list-style-type: none"> • Hong Kong lacks a clear vision in terms of cultural policy. [O] • There is a lack of holistic cultural policy to establish nurturing ecology for the arts. [O] • Policy papers produced by the government in the past have clearly failed to undertake such task. [O] • The existing government policies in HK have discouraged performing arts in public space. [O] 	<p>Chinese) educational background. [O]</p> <ul style="list-style-type: none"> • There should be a Hong Kong Cultural Authority. [O] • I don't know how the under privileged class could enjoy the facilities of WKCD and whether the government has any policy to facilitate public enjoyment of WKCD. [O] • To widen cultural freedom and 14K is innocent. [O] • Too many members of existing arts and cultural consultative bodies have western educational backgrounds and I am uneasy about this situation. [O] • Freedom of arts is essential and should not be suppressed. It's not an offence in mentioning 14K in arts works. [S] • Wish the government can propose some specific cultural policy as soon as possible. [S]
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3.3.9 Public Engagement Exercise (155 text units)

Responses from all sources tended to give more positive views and other views than negative views in this theme.

	Total text units	Positive views (%)	Negative views (%)	Other views (%)
9. Public Engagement Exercise	155	64.5%	10.3%	25.2%

Salient points for the theme “Public Engagement Exercise” are presented below:

Positive Views	Negative Views	Other Views/Concerns
<ul style="list-style-type: none"> • The Government has consulted public opinions. [O] • More cultural workers have participated in public discussion forums. [O] 	<ul style="list-style-type: none"> • It is questionable that the Government is really consulting the people. [O] • The Government does not really listen to the 	<ul style="list-style-type: none"> • It is necessary to have intensive and long-term popular participation in designing the WKCD. [O] • To ensure the success of the WKCD, meaningful

<ul style="list-style-type: none"> • We agree that before implementing arts and cultural development plans, the concerned groups should be sufficiently consulted by Government. [O] • It is good to have more workers from the arts field to join the public discussion forums. [O] • I fully agree to this method of seeking public views. [O] • It can take citizens' views and needs into consideration. [O] • In order to solicit public views and adopt the "always people first" principle, large scale public consultation forums should be organized on the planning of the WKCD at each district. [O] • It is a high priority to consult people's views. [O] • Let everybody join in the consultation process. [O] • The current public consultation process is considered to be a good start in steering it towards the agreed direction. [O] • It is really reasonable to seeking opinions from the general public as their responses are the most reliable. [S] • Transparent governance system and openness to the public make less conflict. [S] • Carefully consider the opinions from the general public. [S] • Primary and secondary students' opinions should also be considered. [S] • Conduct surveys in the public regularly. [S] 	<p>voice of the civil society. [O]</p> <ul style="list-style-type: none"> • It is a public consultation exercise without a real popular basis. [O] • The words of the high officials and the consultation documents are contradictory. [O] • Lacking in real citizens' participation. [O] • Seeking opinions from the public takes time, which may reduce competitiveness. [S] 	<p>and accountable public consultation is essential. [O]</p> <ul style="list-style-type: none"> • The Government and the people should cooperate in implementing the WKCD project. [O] • The WKCD should serve the interest of the mass as well as the elite of our community. To ensure its success, meaningful and accountable public consultation is essential. [O] • We certainly hope that the proposed WKCD Authority or related departments can further consult the local community's concerns on the transportation topic. [O] • It is essential to seek public opinions. Taking a telephone poll is an effective measure in gathering opinions. [S] • More personnel from education field can join the WKCD. [S] • Keep contact with different sectors. [S]
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3.3.10 Other Wishes and Concerns (144 text units)

Responses from all sources focused on, in descending order, six items: “The canopy should be built”, “Building of sports facilities in WKCD”, “The unique character of WKCD”, “Newspapers and magazines to advertise arts and culture in Hong Kong”, “Advanced technology elements in WKCD” and “No plagiarism in WKCD”.

	Total text units	Positive views (%)	Negative views (%)	Other views (%)
10.3 The canopy should be built	61	NA	NA	NA
10.6 Building of sports facilities in WKCD	51	NA	NA	NA
10.1 The unique character of WKCD	20	NA	NA	NA
10.2 Advanced technology elements in WKCD	5	NA	NA	NA
10.5 Newspapers and magazines to advertise arts and culture in Hong Kong	6	NA	NA	NA
10.4 No plagiarism in WKCD	1	NA	NA	NA

Salient points for the item “Other Wishes and Concerns” are presented below:

The canopy should be built	<ul style="list-style-type: none"> • I think the canopy is a very important symbolic component to the whole WKCD. [O] • It is the canopy that can bring the whole project to the top edge of the world and give HK another landmark. [O] • The canopy will be like a crown to the whole WKCD. [O] • Only a canopy can give the whole district some consolidation effect. [O] • The canopy is needed. [O] • Some days in the future if the canopy is built, time will prove that you are totally wrong. [O] • I hope the Government will insist on the canopy design. [O] • The canopy should be built / put back into the plan. [O] • I prefer a canopy design with unique HK characters. [O] • Building of the canopy should be considered. [S] •
Building of sports facilities in WKCD	<ul style="list-style-type: none"> • I think there are enough residential buildings in the Kowloon station and the residential areas could be used for sports facilities. [O] • Hope to build more badminton courts there. [O] • It would be good if we can use indoor sports ground there free of charge. [O] • Should build a gymnasium and a community

	<p>hall there. [O]</p> <ul style="list-style-type: none"> • Build a large scale gymnasium. [O] • Can build some sport grounds for people to enjoy and exercise. [O] • Should add more sports facilities. [O] • Should add a soccer ground. [O] • More stadiums should be built. [S] • More indoor stadiums. [S] • Sports facilities should be constructed. [S] • A soccer pitch should be built. [S]
The unique character of WKCD	<ul style="list-style-type: none"> • WKCD must be unique taking relevant factors into consideration. [O] • Should build a unique one-stop-shop for patrons to benefit from close proximity of venues. [O] • The WKCD venues must have their own character and special features in order to successfully build up their identity. [O] • It is a key question to have something unique coming out from WKCD. [O] • The WKCD should display unique cultural characteristics of Hong Kong. [O] • It can provide a unique image to the rest of the world. [O]
Advanced technology elements in WKCD	<ul style="list-style-type: none"> • Advanced technology elements should be incorporated into the performing venues and museums in WKCD to enhance their attractiveness. [O] • WKCD project should provide flexibility and proper investment resources for the future broadband infrastructure development, including wireless for the dissemination of cultural programs or cultural news. [O] • Should be able to use wi-fi free of charge and install more internet facilities. [O]
Newspapers and magazines to advertise arts and culture in Hong Kong	<ul style="list-style-type: none"> • Work with the newspapers and periodically produce updated information and review. [O] • The mass media, especially TV and newspapers, could cooperate with the government to produce more programs related to the news about the WKCD so that the citizens could know what the WKCD project is. [O] • Government can cooperate with the mass media to strengthen the promotion of different art groups. [O] • Should have a Government-owned organization running a newspaper / magazine about arts and cultures in Hong Kong. [O] • Cooperate with newspapers and the press in offering information regularly. [S]
No plagiarism in WKCD	<ul style="list-style-type: none"> • Should focus on the copyright question and the

	<p>design of WKCD should not be a copycat. [O]</p> <ul style="list-style-type: none"> • The public should look into the copyright problems through the construction of WKCD. [S]
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The analysis of qualitative data separately for schools and other sources excluding schools is presented in **Appendix 3.2**.

3.4 VIEWS FROM THE CHILDREN’S AND THE YOUTH GROUPS

With the School Returns given a special analysis, it is also important to note the views of the younger generation. Two meetings, namely “Briefing for children’s groups” and “Focus group discussion with members of Hong Kong Association of Youth Development”, were held to serve this purpose and a summary of their views is shown in **Appendix 3.3**.

In general, these young people also commented positively on the WKCD Project. They also raised a number of concerns and suggestions for the Government to consider.

3.5 QUALITATIVE DATA ANALYSIS: SUMMARY

By using grounded theory and NUDIST software, the Consultancy Team was able to create an analytical framework comprising themes, categories and sub-categories to organize the raw data for assessment and evaluation. The ten themes are ranked in descending order of public concern (i.e. number of comments in text units) as follows:

Rank	Theme	Total number of text units
1	WKCD Project as a whole	2,090
2	Cultural software and complementary measures	2,081
3	Urban Planning Issues	1,931
4	Cultural hardware	1,231
5	Clustering with non-CACF buildings	974
6	WKCD Authority: governance issues	896
7	Government’s proposed financing arrangements	712
8	Public engagement exercise	155
9	Other wishes and concerns	144
10	Cultural policy for Hong Kong	89

3.5.1 Returns from all sources

Within the ten themes, the majority of respondents expressed very “positive views” on the WKCD project as a whole. The respondents thought that the project was beneficial to Hong Kong as a whole economically and socially and should start as soon as possible, with no further delay. A distribution of the ten themes by the frequency of positive views is shown in **Appendix 3.4**.

The following five themes received most “positive views”:

- WKCD project as a whole (1,265 positive views out of 2,090 text units);
- Urban planning issues (824 positive views out of 1,735);
- Cultural hardware (576 positive views out of 914);
- Clustering with non-CACF buildings (313 positive views out of 974);
- WKCD authority: governance issues (207 positive views out of 805).

It should also be noted that respondents gave a relatively higher percentage of “negative views” on cultural policy for Hong Kong (18%), Government’s proposed financing arrangements (15%), and clustering with non-CACF buildings (14%). This means that respondents showed some concern over Hong Kong’s cultural policy, Government’s financing arrangements on the WKCD project, and clustering with non-CACF buildings.

Other issues derived from the analysis of the Qualitative Data include the public engagement exercise and cultural policy for Hong Kong. These two received 155 and 89 comments from all sources respectively.

For the public engagement exercise, respondents expressed more positive views than negative ones (65% positive and 10% negative). They thought that the Government had consulted the general public for their opinions.

For the cultural policy for Hong Kong, there was slightly higher percentage of positive views than negative ones (21% positive and 18% negative). Noteworthy is the high percentage (61%) of suggestions made by respondents. They felt that Hong Kong lacked a clear vision in this area. This suggests that the Government should formulate a holistic cultural policy, with strong Chinese cultural elements built in.

3.5.2 Returns from schools vs all other sources excluding schools

Since the written comments (in text units) from schools constitute almost 50 % of all the comments received from various sources, it is necessary to analyze the two sources of data separately to see how different they are.

Generally speaking no difference was found between the two data sets and all respondents felt very positive about the WKCD project as a whole. Both groups had most “positive views” on the following five themes:

- WKCD project as a whole;
- Urban planning issues;
- Cultural hardware;
- Clustering with non-CACF buildings;
- WKCD authority: governance issues.

However, school respondents thought even more positively about the WKCD project than all other sources. For example, for the WKCD project as a whole, 709 positive views out of 1,041 were received from schools, whereas 556

positive views out of 1,049 were received from all other sources excluding the schools.

It should also be noted that both groups of respondents gave a relatively higher percentage of negative views on the Government's proposed financing arrangements (18% from non-school sources and 10% from schools), clustering with Non-CACF buildings (18% from non-school sources and 11% from schools), and governance issues (14% from non-school sources and 12% from schools). This means that respondents showed some concern about these issues. However, it is also worth noting that there were relatively fewer comments received on cultural policy for Hong Kong as a whole (86 from non-school returns and only three from schools), but a higher percentage (19%) of the former's views were negative ones.

CHAPTER 4: ANALYSIS OF RESULTS

This Chapter integrates the findings from both the Quantitative and Qualitative Data. It seeks to triangulate using different sources of evidence:

- responses to close-ended questions on 3,170 Wish Cards;
- 10,303 text units from comments made on Wish Cards, from on-line discussion boards on the WKCD website and the Public Affairs Forum website, from sector-specific focus group meetings, public forums, meetings of Legislative Council, relevant statutory bodies, advisory bodies, and District Councils, and written submissions from concern groups and individuals;
- 1,519 responses to the First Telephone poll; and
- 1,152 responses to the Second Telephone Poll.

In general, there is good convergence. The results from the close-ended questions on the Wish Cards and Telephone Polls corroborate each other on almost all counts with one possible exception. Views collected from younger persons are, in general, not at variance with those of the general public. No significant difference is found in the responses to all of the questions in the First and Second Telephone Polls. Positive written comments on the various themes (in terms of the number of text units) also outnumber negative comments.

4.1 OVERALL VISION

There is overwhelming support for the overall vision from all sets of data:

- 87% of Wish Card respondents (close-ended question) agree or agree fully, with 55% agreeing fully;
- 74% of the two Telephone Poll respondents agree or agree fully; and
- 61% of the written comments from all sources are positive.

The Qualitative Data also indicate that there is strong support for early implementation. The respondents thought that the project would be beneficial to Hong Kong as a whole economically and socially and should start as soon as possible, without further delay.

4.2 OPTIMAL MIX OF ARTS AND CULTURAL FACILITIES, SUITABLE PHASING, AND LAND RESERVED FOR ORGANIC GROWTH

The data sets indicate strong support for the concept of the facility mix, the phasing, and organic growth:

- 85% of Wish Card respondents (close-ended question) agree or agree fully ;
- 71% of the two Telephone Poll respondents agree or agree fully; and
- 63% of the written comments from various sources are positive (negative comments constitute only 4%, the rest being suggestions).

The Qualitative Data provide concrete suggestions on individual performance venues, the exhibition centre, the theatreland concept and the M+. A large number of electronic Wish Cards call for the establishment of a Leslie Cheung memorial hall. This appears to be a unique and single lobby whose views were not reflected in other data sources.

4.3 SYNERGETIC CLUSTERING AND INTEGRATION WITH RETAIL, DINING AND ENTERTAINMENT (RDE) FACILITIES

There is considerable support for clustering arts and cultural facilities with retail, dining and entertainment facilities:

- 79% of Wish Card respondents (close-ended question) agree or agree fully;
- 75% of the two Telephone Poll respondents agree or agree fully; and
- 32% of the written comments from various sources are positive (negative comments constitute only 14%, the rest being suggestions).

Many expressed the wish of having arts and culture integrated into Hong Kong citizens' everyday lifestyle, including dining, retail etc., which could also add vibrancy to the district.

4.4 LOW DENSITY DEVELOPMENT, SPACIOUS, OPEN HARBOUR-FRONT FOR ALL, AND CONNECTIVITY WITH NEIGHBOURHOOD COMMUNITIES

There is overwhelming support from all three data sets for low-density development, open space, and connectivity with neighbourhood communities:

- 86% of Wish Card respondents (close-ended question) agree or agree fully, with 60% agreeing fully;
- 84% of the two Telephone Poll respondents agree or agree fully; and
- 47% of the written comments from various sources are positive (negative comments constitute only 4%, the rest being suggestions).

Many written comments stressed the importance of integrating the facilities with the harbour-front promenade, as well as physical connectivity and ease of access to the district.

4.5 PRUDENT AND TRANSPARENT FINANCING APPROACH

On the face of it, evidence does not appear to fully converge regarding the proposed financing approach:

- 75% of Wish Card respondents (close-ended question) agree or agree fully with the proposed overall financing approach;
- Only 45% of the two Telephone Poll respondents agree or agree fully with the proposed capital financing arrangement – an upfront

government endowment roughly equivalent to the estimated land value of the residential, office and hotel sites of WKCD being granted;

- 76% of Telephone Poll respondents agree or fully agree with the proposed recurrent financing arrangement – rental proceeds of the commercial sites being used to subsidize WKCD’s operation costs; and
- 21% of the written comments from various sources were positive (negative comments constitute only 14%, the rest being suggestions).

On closer examination, there is considerable convergence of evidence. As pointed out earlier, one possible explanation for the difference is that, unlike the question on the Wish Card which describes both the proposed capital and recurrent financing arrangements, Telephone Poll respondents might have been unaware of the proposed recurrent financing arrangement (because it is asked in a separate question), when the proposed capital financing arrangement question was put to them and might have thought that the upfront endowment would be the only form of government subsidy.

From the written comments, some of those expressed concerns about the capital financing approach were of the view that the endowment might not be adequate, while some worried that it would make the WKCD Authority become too independent. Some recommended funding by stages. Some pointed out that the proposed financing arrangement did not promote the development of cultural software.

4.6 GOVERNANCE: AN INDEPENDENT STATUTORY BODY WITH WIDE REPRESENTATION

There is strong support for the proposed Governance structure:

- 79% of the Wish Card respondents (close-ended question) agree or agree fully;
- 76% of the two Telephone Poll respondents agree or agree fully; and
- 26% of the written comments from various sources are positive (negative comments constitute only 13%, the rest being suggestions).

Many written comments are on the composition, roles and function of the WKCD Authority, and on its autonomy in particular.

4.7 STRENGTHENING CULTURAL SOFTWARE

There is overwhelming support, from all three data sets, for the Government to put in place appropriate measures to strengthen cultural software and audience-building.

- 86% of Wish Card respondents (close-ended question) agree or agree fully, with 54% agreeing fully;
- 83% of the two Telephone Poll respondents agree or agree fully; and

- 26% of the written comments from various sources are positive (negative comments constitute only 1%, the rest being suggestions).

From the Qualitative Data set, the importance of education in sustaining WKCD is stressed by many.

4.8 OTHER ISSUES FROM THE QUALITATIVE DATA SET

Other issues derived from analysis of the Qualitative Data include the public engagement exercise and cultural policy for Hong Kong. These two received 155 and 89 comments from all sources respectively.

For the public engagement exercise, respondents expressed more positive views than negative ones (65% positive and 10% negative) and in general appreciated the work.

For the cultural policy for Hong Kong, there is a slightly higher percentage of positive views than negative ones (21% positive and 18% negative). Noteworthy is the high percentage (61%) of suggestions made by respondents. Respondents felt that Hong Kong lacked a clear vision in this area. This suggests that the Government should formulate a holistic cultural policy, with strong Chinese cultural elements built in.

CHAPTER 5: CONCLUSIONS

5.1 OVERALL VISION

It is evident from all the findings that there is strong support for the Consultative Committee's vision, recommendations and early implementation of the project. An overwhelming number of respondents feel that the project would be beneficial to Hong Kong.

5.2 OPTIMAL MIX OF ARTS AND CULTURAL FACILITIES, SUITABLE PHASING AND LAND RESERVED FOR ORGANIC GROWTH

The general public supports the concept of the facility mix, the phasing, and organic growth. Concrete suggestions on individual performance venues, the exhibition centre, the theatreland concept and the M+ were made.

5.3 SYNERGETIC CLUSTERING AND INTEGRATION WITH RETAIL, DINING AND ENTERTAINMENT (RDE) FACILITIES

There is considerable support for the integration of cultural and arts facilities with commercial and residential development, which could add vibrancy to the district.

5.4 LOW DENSITY DEVELOPMENT, SPACIOUS, OPEN HARBOUR-FRONT FOR ALL, AND CONNECTIVITY WITH NEIGHBOURHOOD COMMUNITIES

There is a strong call for low-density development in the district and more open space along the harbour-front. Many written comments also stressed the importance of integrating facilities with the harbour-front promenade, as well as physical connectivity and ease of access to the district.

5.5 PRUDENT AND TRANSPARENT FINANCING APPROACH

While there is general support for the Government's approach, some expressed concerns about the extent and coverage of the upfront endowment. Others suggested that funding should be provided by stages to enhance transparency.

5.6 GOVERNANCE: AN INDEPENDENT STATUTORY BODY WITH WIDE REPRESENTATION

There is strong support for the proposed governance structure and many made suggestions on the composition, roles and function of the WKCD Authority. It was also suggested that the Government should place greater emphasis on public accountability.

5.7 STRENGTHENING CULTURAL SOFTWARE

There is overwhelming support for the Government to put in place appropriate measures to strengthen cultural software and audience building.

5.8 OTHER ISSUES

The public engagement exercise and a cultural policy for Hong Kong are two other important issues derived from the analysis of the qualitative data. Views on the public engagement exercise are, in general, positive. The importance of a cultural policy with a clear vision for Hong Kong is emphasized by many.

APPENDICES

Appendix 1.1

Schedule for Roving Exhibitions

Roving Exhibition Schedule

Core Venues (8) – Display for around 3 months

1.	Hong Kong City Hall	13 September to 12 December 2007
2.	Hong Kong Cultural Centre	13 September to 25 November 2007
3.	Kwai Tsing Theatre	13 September to 12 December 2007
4.	Shatin Town Hall	13 September to 12 December 2007
5.	Hong Kong Museum of Art	13 September to 12 December 2007
6.	Hong Kong Museum of History	13 September to 12 December 2007
7.	Hong Kong Heritage Museum	13 September to 12 December 2007
8.	Hong Kong Central Library	13 September to 12 December 2007

Other Venues (20) – Display on rotational basis

1.	Hong Kong Heritage Discovery Centre	2 to 21 October 2007
2.	Ko Shan Theatre	25 October to 4 November 2007
3.	Ngau Chi Wan Civic Centre	5 to 28 November 2007
4.	Tsuen Wan Town Hall	12 to 25 November 2007
5.	Tuen Mun Town Hall	1 to 21 October 2007
6.	Yuen Long Theatre	22 October to 11 November 2007
7.	Hong Kong Academy for Performing Arts	18 to 24 October 2007 (at lobby) 12 November to 7 December 2007 (at Painters' corner)
8.	Causeway Bay Community Centre	2 to 17 October 2007
9.	Henry G. Leong Yaumatei Community Centre	22 October to 11 November 2007
10.	Kennedy Town Community Complex	13 September to 1 October 2007
11.	Kwun Tong Community Centre	13 September to 1 October 2007
12.	Luen Wo Hui Community Hall	29 November to 12 December 2007
13.	Mong Kok Community Hall	26 November to 12 December 2007
14.	Quarry Bay Community Hall	13 to 30 September 2007
15.	Tai Po Community Centre	26 November to 12 December 2007
16.	Queensway Government Offices	14 September to 7 October 2007
17.	Cheung Sha Wan Government Offices	8 to 31 October 2007
18.	Shatin Government Offices	1 to 18 November 2007
19.	Immigration Tower (Wanchai)	19 November to 12 Dec 2007
20.	Hong Kong Convention and Exhibition Centre	12 to 14 December 2007 (Wishcard collection ended on 12 December)

Appendix 1.2

**List of Sector-specific Focus Group Meetings,
Public Forums, Legislative Council Meetings,
Written Submissions to Legislative Council,
Briefings to Relevant Statutory & Advisory
Bodies, District Councils Meetings, and Forums
with Secondary School Headmasters &
Teachers**

Sector-specific Focus Group Meetings

	Date / Time	Event
1.	13 September 2007	Briefing for Public Policy Think Tanks
2.	14 September 2007	Briefing for Counsel-Generals and International Cultural Bodies
3.	17 September 2007	Briefing sessions for Tourism Sector
4.	22 September 2007	Attend People's Panel for West Kowloon Forum
5.	3 October 2007	Briefing for HK Institute of Planners
6.	9 October 2007	Briefing for HK Construction Association
7.	17 October 2007	Briefing for HK Institute of Architects
8.	21 October 2007	Briefing for Association of Hong Kong Dance Organizations
9.	22 October 2007	Briefing for the Business and Professionals Federation of Hong Kong
10.	23 October 2007	Meeting with the students of the Hong Kong Academy for Performing Arts
11.	30 October 2007	Briefing for HK General Chamber of Commerce
12.	30 October 2007	Briefing for HK Institution of Engineers
13.	8 November 2007	Briefing for members of the Curators Grade, Cultural Managers Grade, Technical Officers Grade and Stage Technician Grade of the Leisure and Cultural Services Department
14.	12 November 2007	Briefing for HK Institute of Surveyor
15.	17 November 2007	Attend West Kowloon Cultural District Consultative Forum organized by Hong Kong Arts Development Council
16.	19 November 2007	Briefing for Children's Groups

17.	5 December 2007	Breakfast meeting with Australian Chamber of Commerce
18.	5 December 2007	Focus Group Discussion with members of Hong Kong Association of Youth Development
19.	7 December 2007	Attend luncheon meeting with Zonta Club of Kowloon
20.	8 December 2007	Attend HKU School of Professional and Continuing Education (SPACE) Forum on 'Master Plan for West Kowloon Cultural District'
21.	12 December 2007	Briefing for Post-Secondary Institutions

Public Forums

	Date / Time	Event
1.	20 September 2007	1 st Public Forum held at the Hong Kong Space Museum (Lecture Hall)
2.	24 October 2007	2 nd Public Forum held at the Tsuen Wan Town Hall (Cultural Activities Hall)
3.	29 October 2007	3 rd Public Forum held at the Hong Kong Arts Centre (Agnès b. CINEMA)

Legislative Council Meetings

	Date / Time	Event
1.	12 September 2007	LegCo Subcommittee on WKCD Development meeting (Members of the Panel on Home Affairs and other Legislative Council Members have been invited to join)
2.	3 October 2007	LegCo Subcommittee on WKCD Development meeting
3.	9 October 2007	LegCo Subcommittee on WKCD Development meeting
4.	23 October 2007	LegCo Subcommittee on WKCD Development meeting
5.	29 November 2007	LegCo Subcommittee on WKCD Development meeting

Written Submissions to the Legislative Council

	Date	Event
1.	11 September 2007	Joint submission from Community Cultural Concern and Local Action
2.	27 September 2007	Submission from Local Action
3.	27 September 2007	Submission from Community Cultural Concern
4.	2 October 2007	Submission from Hong Kong Institute of Archaeology
5.	3 October 2007	Submission from Mr CHAN Kin-shing, Yau Tsim Mong District Council member
6.	3 October 2007	Submission from Hong Kong Construction Industry Employees General Union
7.	4 October 2007	Submission from Mr Oscar HO Hing-kay
8.	5 October 2007	Submission from The Hong Kong Academy for Performing Arts
9.	8 October 2007	Submission from The Real Estate Developers Association of Hong Kong
10.	9 October 2007	Submission from Designing Hong Kong Harbour District

11.	9 October 2007	Submission from Professional Property Services Limited
12.	9 October 2007	Submission from Happening Group
13.	9 October 2007	Submission from Museum of Site
14.	15 October 2007	Submission from Habitus
15.	15 October 2007	Submission from People's Democracy Foundation
16.	16 October 2007	Submission from The International Association of Art Critics (Hong Kong Chapter)
17.	17 October 2007	Submission from Hong Kong Alternatives
18.	17 October 2007	Submission from Hong Kong Arts Administrators' Association Ltd.
19.	20 October 2007	Submission from Civic Party
20.	20 October 2007	Submission from Zonta Club of Hong Kong
21.	21 October 2007	Submission from The People's Panel on West Kowloon
22.	22 October 2007	Submission from The Hong Kong Institute of Architects
23.	22 October 2007	Submission from Hong Kong Construction Association
24.	22 October 2007	Submission from Hong Kong Arts Development Council
25.	22 October 2007	Submission from Ms Sabrina M Y FUNG
26.	23 October 2007	Submission from Association of Engineering Professionals in Society Ltd.
27.	23 October 2007	Submission from Hong Kong Institute of Real Estate Administration
28.	23 October 2007	Submission from Hong Kong Arts Festival Society Ltd.
29.	23 October 2007	Submission from The Democratic Party

30.	23 October 2007	Submission from Hong Kong Repertory Theatre
31.	23 October 2007	Submission from Professional Commons
32.	23 October 2007	Submission from The Ink Society Ltd.
33.	23 October 2007	Submission from Hong Kong Curators Association
34.	29 October 2007	Submission from Hong Kong Society for Education in Art
35.	October 2007	Submission from Hong Kong Arts Centre
36.	13 November 2007	Submission from Hong Kong Chinese Orchestra
37.	December 2007	Submission from the Association of Managers, Cultural Services
38.	Undated	Submission from Local Action (Power-point presentation materials)
39.	Undated	Submission from Community Cultural Concern (Power-point presentation materials)
40.	Undated	Submission from Hong Kong Institute of Archaeology (Power-point presentation materials)
41.	Undated	Submission from Hong Kong Alternatives (Power-point presentation materials)
42.	Undated	Submission from Habitus (Power-point presentation materials)
43.	Undated	Submission from People's Democracy Foundation (Power-point presentation materials)

Briefings to Relevant Statutory & Advisory Bodies

	Date / Time	Event
1.	5 October 2007	Briefing for Town Planning Board
2.	17 October 2007	Briefing for Harbour-front Enhancement Committee

3.	18 October 2007	Briefing for Lands and Buildings Advisory Committee
4.	4 December 2007	Briefing for Wan Chai West Area Committee

District Council Meetings

	Date / Time	Event
1.	27 September 2007	Briefing for Yau Tsim Mong District Council
2.	28 September 2007	Briefing for Sham Shui Po District Council

Forums with Secondary School Headmasters and Teachers

	Date / Time	Event
1.	8 November 2007	1 st Forum with Secondary School Headmasters and Teachers
2.	9 November 2007	2 nd Forum with Secondary School Headmasters and Teachers

Appendix 1.3

Composition and Organization Structure of the Consultancy Team

Composition and Organisation Structure of the Consultancy Team

The Consultancy Team

Professor Lee Ngok (Leader): Co-ordinator, PPRI.

Professor Peter P.M. Yuen (Co-leader): Principal Investigator of Health and Welfare, PPRI and Professor in Management.

Professor Edwin H.W. Chan: Professor in Building and Real Estate.

Dr. Hanqin Zhang: Associate Professor in Hotel and Tourism Management.

Dr. Kwok Keung Yuen: Project Fellow, PPRI.

Mr. Derek Gould: Honorary Fellow, PPRI

Mr. Chan Wai Leung: Research (Project) Associate, CAST.

Mr. Dickson T.S. Lau: Assistant Officer, PPRI.

Miss Queenie K.W. Tam: Project Assistant, PPRI.

Organisational Structure of Consultancy Team

Professor Lee Ngok co-ordinates the work of the Quantitative and Qualitative Teams and ensures the smooth running of the Consultancy.

Professor Peter Yuen jointly leads the whole Consultancy Team, heads the Quantitative Team and is responsible for overseeing data collection and data analysis.

Professor Edwin Chan provides expert advice on technical matters regarding building and development issues, and on design of the Wish Card, Information Leaflet, and Analytical Framework for Qualitative Data analysis.

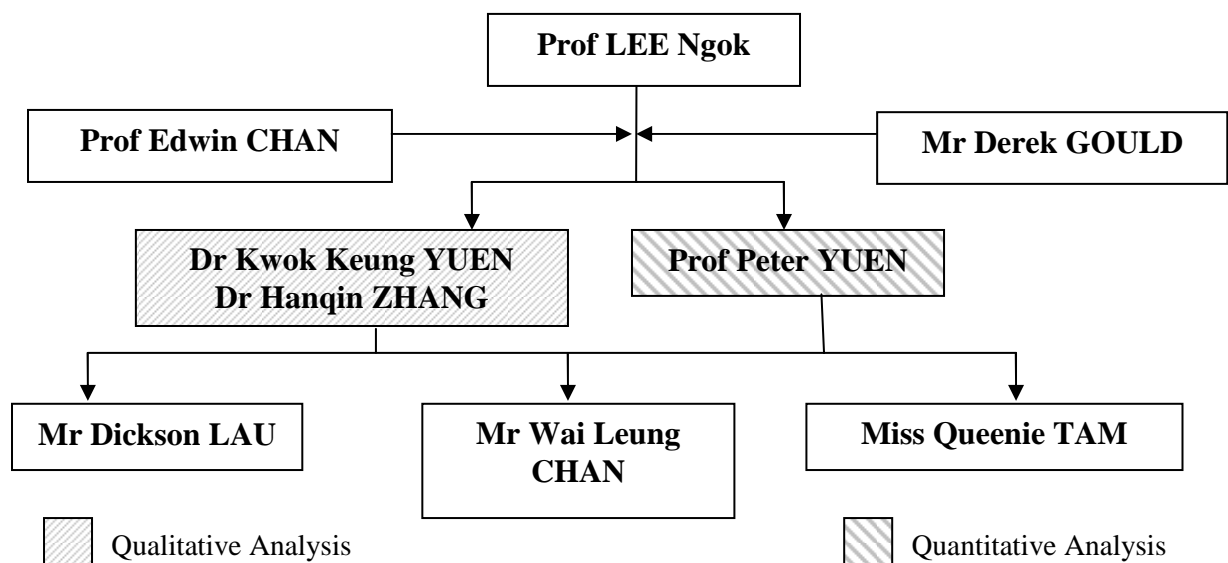
Dr. Hanqin Zhang and Dr. Kwok Keung Yuen head the Qualitative Team and are responsible for overseeing the qualitative analysis.

Mr. Derek Gould is responsible for editing this Report and for ensuring stylistic consistency.

Mr. Chan Wai Leung supervises and organises the telephone polls.

Mr Dickson Lau and Miss Queenie Tam are responsible for overseeing data entry, coding Qualitative Data by using NUDIST and assist Professor Lee in co-ordinating the work of the two Teams.

The Organisational Structure of the Consultancy Team is shown below:



Appendix 1.4

Public Affairs Forum

Public Affairs Forum

The Public Affairs Forum (the Forum) is a consultative forum set up on 10 March 2005 to canvass the views of the middle class on political affairs and public issues in Hong Kong. Currently, it comprises about 500 members who advise the Government on designated major public issues in Hong Kong.

Membership

Members of the Forum comprise middle class people, including those from the business, professional and academic fields, who meet the following criteria:

- they are mainly salaried employees;
- they have attained tertiary-level education or obtained professional qualifications;
- they regard themselves as members of the middle class and are generally regarded as such by the community.

Members of the Forum should normally not be members of advisory and statutory bodies, nor should they be Legislative Council members or civil servants. However, suitable candidates who are currently serving on only one advisory/statutory body may be appointed as members of the Forum. When the Forum was first set up on 10 March 2005, the Forum members were identified by the following means:

- nominations from political parties and groups with political affiliations currently represented in the Legislative Council;
- candidates from the Election Committee;
- nominations from the eight tertiary institutions funded by the University Grants Committee;
- nominations from the community, including nominations from non-governmental organizations, professional organizations and commercial organizations as well as self-nominations; and
- candidates selected from the Central Personality Index system maintained by the Home Affairs Bureau.

Term of Office and Reappointment

All Forum members will be appointed by the Secretary for Home Affairs for a term of one year initially. We shall review the suitability of serving Forum members for re-appointment having regard to their level of participation in and contribution to the Forum towards the end of their appointment period. A member may be reappointed for one year or two years. To ensure a healthy turnover, no member should serve the Forum for more than three years.

Appendix 2.1

Details of the School Returns

Appendix 2.1: Details of the School Returns

The two forums for the secondary school headmasters and teachers were held on 8th and 9th November 2007 respectively. Schools from Hong Kong, Kowloon and New Territories were represented in either one of the two forums. The attendance provided is as follows:

(i) 8 November 2007: The number of schools turned up was 90 and the number of participants including headmasters/vice headmasters and teachers totalled 127.

(ii) 9 November 2007: The number of schools turned up was 81 and the number of participants including headmasters/vice headmasters and teachers totalled 112.

A bag containing 40 copies of WKCD leaflets (cum Wish Cards) each with a self-addressed envelope were given to each school representative at the end of the forum to facilitate them to return the completed wish cards to the WKCD team. HAB appealed to their help at the end of the briefings to return the completed cards to HAB. A total of 6,840 Wish Cards was distributed to these schools.

There was a separate column on “Wish cards received from secondary schools” from the 9th batch (12 November) onwards. A total of 1,541 Wish Cards was returned through this channel. The return rate was 22.5%.

The breakdown of the dates/number of schools (48 schools in total) was sent to PPRI in which only 4 batches had shown the identity of their schools. For others, the name of the schools could not be found.

However, HAB was able to identify the wish cards as those returned from the secondary schools which had attended the forum by the self-addressed envelopes bearing the HAB office address chop.

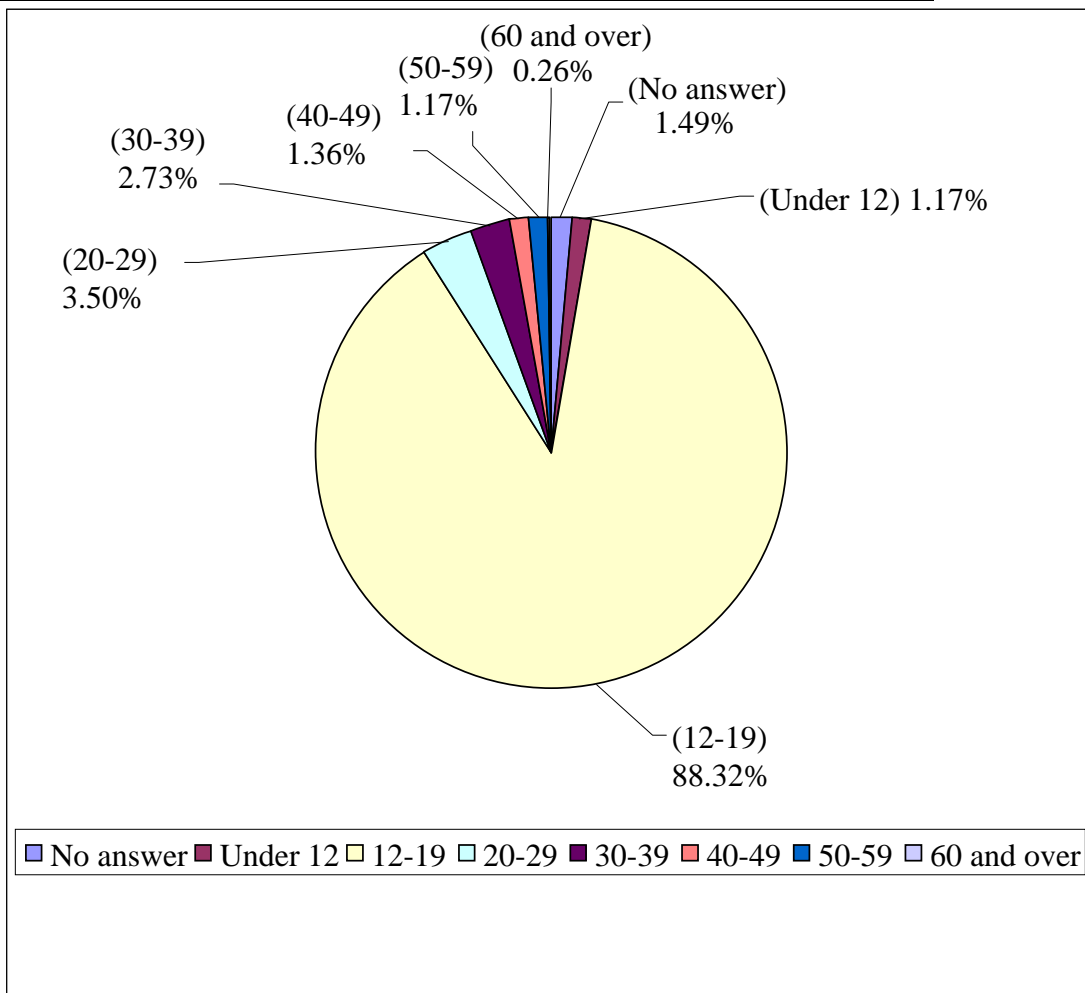
In the “occupation” item of the profile of school respondents, 1,397 entered “students” (of which 1,393 entered “Secondary” under the item of education level), 55 entered “teachers”, 2 entered “Headmasters”, 2 entered “education sector”, 4 were outliers (“chairman of Centaline Property Agency Limited”, “fung shui master”, “civil servant” and “policeman”) and 81 left this item blank.

The demographic profile of the School>Returns respondents is shown in **Annex 1** below.

Annex 1: Demographic Profile of School>Returns Respondents

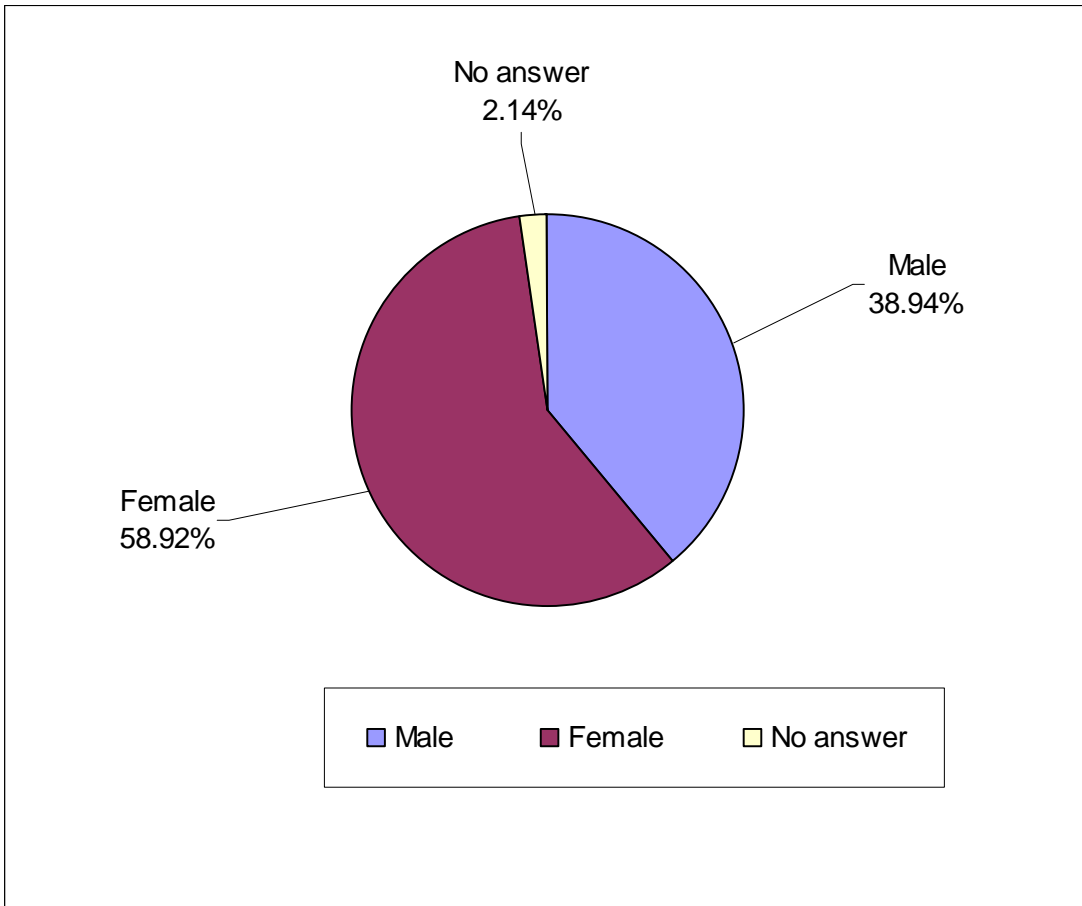
Age

Age	Frequency	Percentage
Under 12	18	1.17%
12-19	1361	88.32%
20-29	54	3.50%
30-39	42	2.73%
40-49	21	1.36%
50-59	18	1.17%
60 and over	4	0.26%
Total	1518	98.51%
No answer	23	1.49%
Grand Total	1541	100%



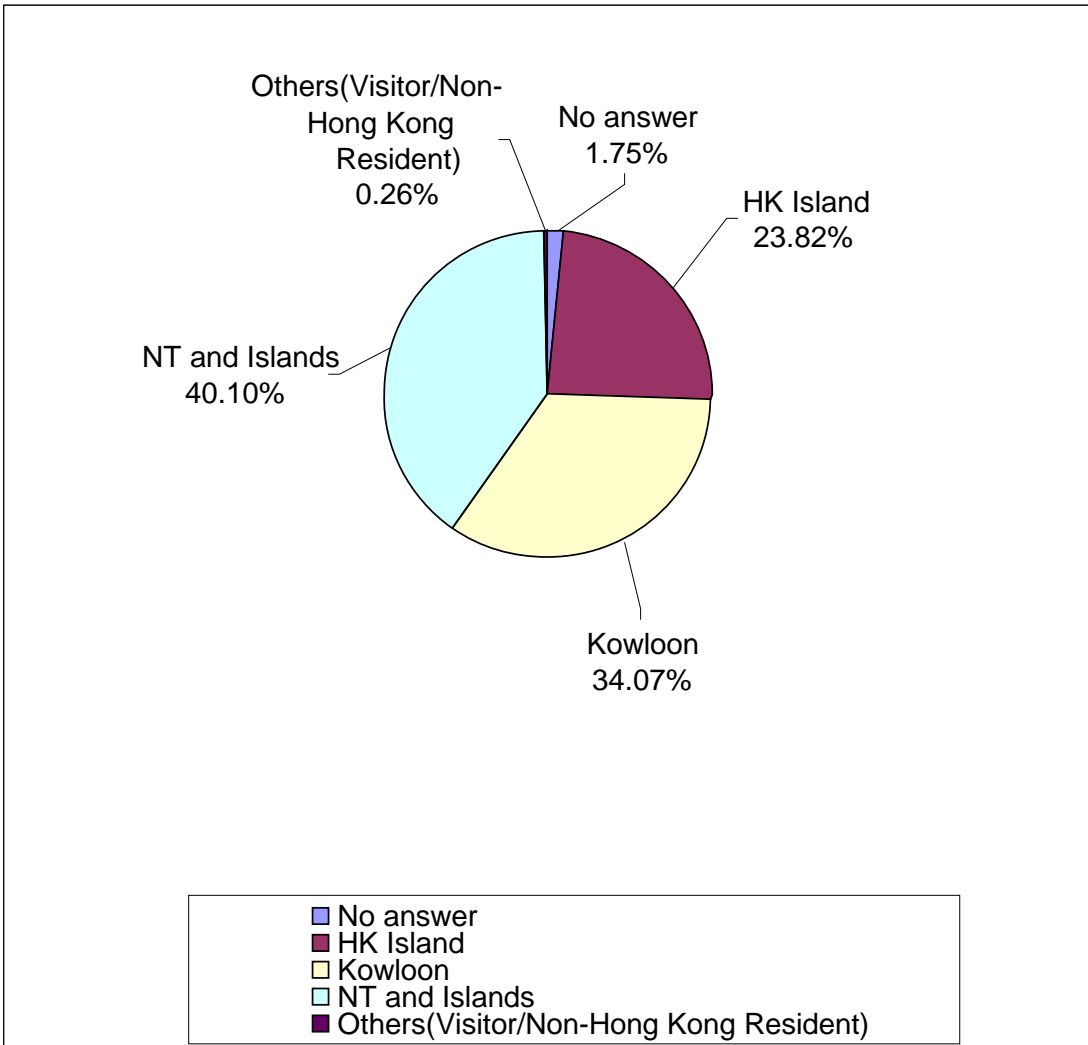
Gender

	Frequency	Percentage
Male	600	38.94%
Female	908	58.92%
Total	1508	97.86%
No answer	33	2.14%
Grand Total	1541	100%



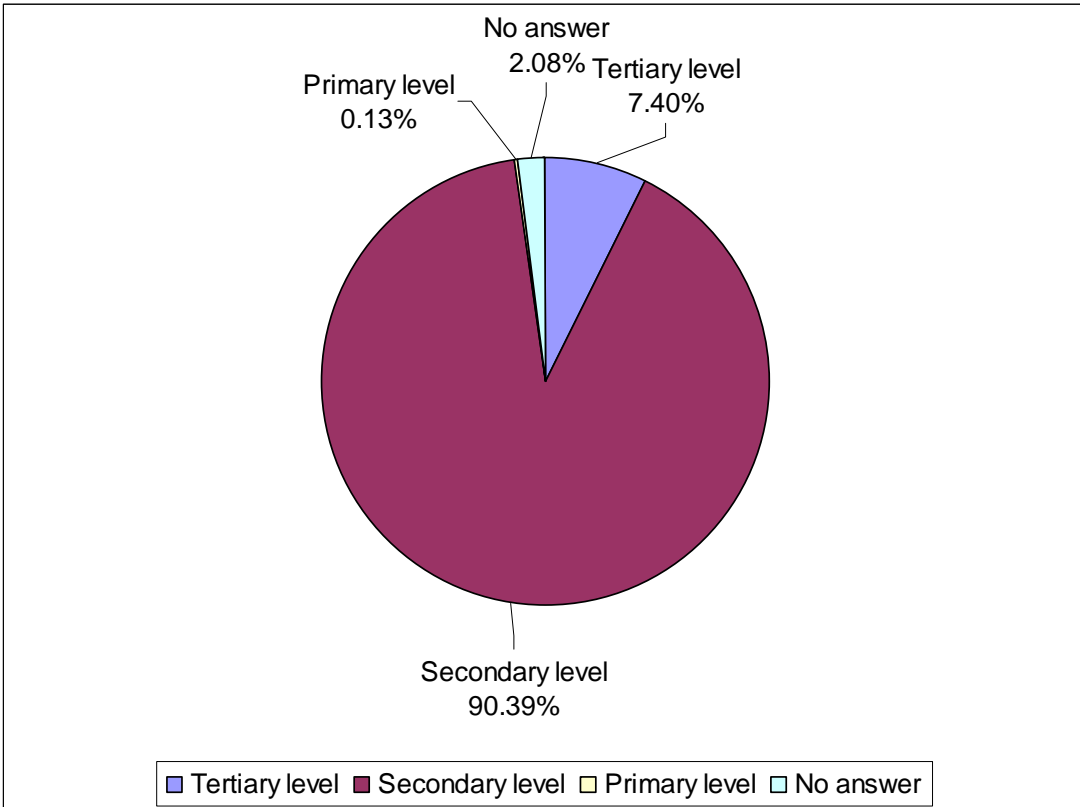
Area of Residence

	Frequency	Percentage
HK Island	367	23.82%
Kowloon	525	34.07%
NT and Islands	618	40.10%
Others (Visitor/Non-Hong Kong Resident)	4	0.26%
Total	1514	98.25%
No answer	27	1.75%
Grand Total	1541	100%



Education Level

	Frequency	Percentage
Tertiary level	114	7.40%
Secondary level	1393	90.39%
Primary level	2	0.13%
Total	1509	97.92%
No answer	32	2.08%
Grand Total	1541	100%



Appendix 2.2

Sample of Blank Wish Card

Sample of Blank Wish Card (English Version)

Wish Card

Your views will be most useful to Government in mapping out how to take forward the West Kowloon Cultural District (WKCD) Project. Please indicate your views by ticking the appropriate box under each statement. You are encouraged to express your own wishes under each theme.

01 Overall Vision

The WKCD Project will be an integrated arts and cultural district with world-class arts and cultural performances, exhibitions, and facilities capable of making Hong Kong an international cultural metropolis.

Fully agree Agree in general Partly agree only Disagree

My wish is _____

02 Governance

An independent statutory body, the WKCD Authority with wide representation, will be set up to plan, develop and operate the facilities in WKCD with suitable private sector involvement, including residential, hotel and office facilities. The Authority will operate with transparency and accountability. The public will be consulted on all important matters.

Fully agree Agree in general Partly agree only Disagree

My wish is _____

03 Optimal Mix of Arts and Cultural Facilities

The WKCD Project will have a good mix of arts and cultural facilities with suitable phasing and land reserved for organic growth.

Fully agree Agree in general Partly agree only Disagree

My wish is _____

04 Strengthening Cultural Software

To realize the vision and objectives of the WKCD Project, the Government would work with the arts community to put in place appropriate measures to strengthen cultural software including support for arts groups, building arts, arts education, audience building, marketing, mapping and training and cultural exchange.

Fully agree Agree in general Partly agree only Disagree

My wish is _____

Other Wishes
My other wishes are as follows:

05 Synergistic Clustering

The Core Arts and Cultural facilities will be suitably clustered and integrated with retail, dining and entertainment (RDE) facilities to attract people flow and enhance tourism appeal.

Fully agree Agree in general Partly agree only Disagree

My wish is _____

06 Low Density Development, Spectacular and Open Harbour Front for All

With a state-of-the-art promenade and a magnificent city view across the Victoria Harbour, the WKCD would be a low-density development with spacious open space for the public. It would also be closely connected with neighbouring communities.

Fully agree Agree in general Partly agree only Disagree

My wish is _____

07 Prudent and Transparent Financing Approach

To ensure long-term financial sustainability, an upfront government endowment roughly equivalent to the estimated land value of the residential, office and hotel sites of WKCD will be granted to the proposed WKCD Authority to finance the capital costs of the WKCD. Rental proceeds of the commercial sites for retail, dining and entertainment uses will be used to subsidize WKCD's operation costs.

Fully agree Agree in general Partly agree only Disagree

My wish is _____

Profile of Respondent

Precisions of the information below will help Government determine the profile of respondents as a group. Please tick the applicable boxes.

Age

Under 12 13-19 20-29 30-39

40-49 50-59 60 and over

Gender

Male Female

Area of Residence

HK Island New Territories NT and Islands Others (Please Specify: _____)

Disagreement (Please specify): _____

Education Level

Primary level Secondary level Tertiary level

THANK YOU FOR EXPRESSING YOUR WISHES

Please drop the completed Wish Card into the Collection Box at the exhibition or return to us by fax at (232) 5997 or by post to the former Manufacturing and Services Centre, 12 Hullett Road, Wan Chai, Hong Kong. The deadline for returning the completed Wish Card is 10 December 2007.

The data on the profile of respondents provided in this Wish Card will be used by Government for all legitimate purposes relating to the West Kowloon Cultural District project. The data may be disclosed to other Government bureaux/departments and the Independent Consultant involved in the public engagement process.

Appendix 2.3

Results of Wish Cards from Schools and Other Sources Excluding Schools

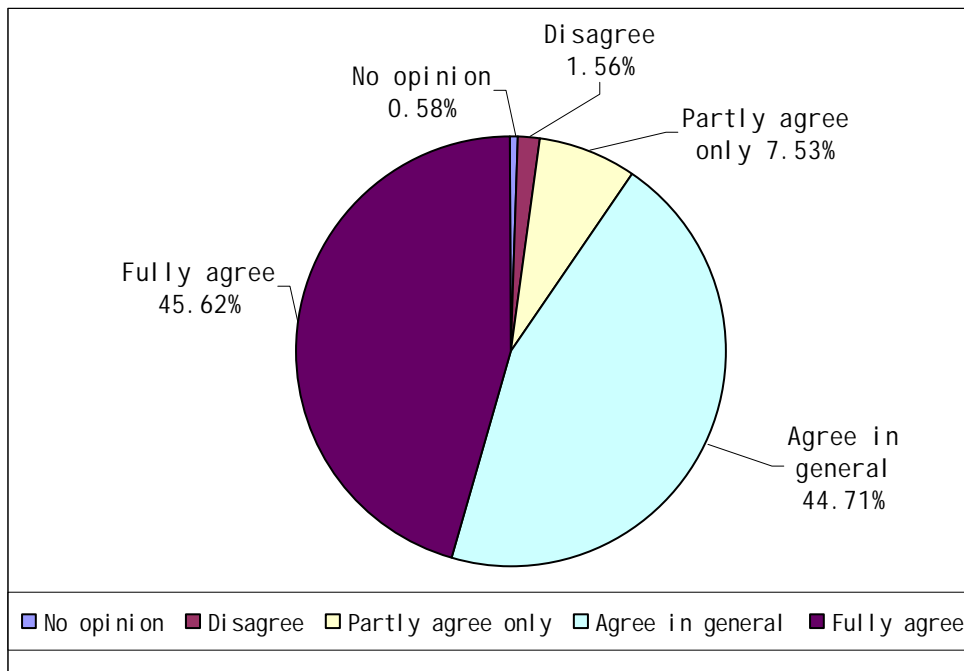
Question 1: Overall Version

The WKCD Project will be an integrated arts and cultural district with world-class arts and cultural performances, exhibitions, and facilities capable of making Hong Kong an international cultural metropolis.

[4]Fully agree [3]Agree in general [2]Partly agree only [1]Disagree [0] No opinion

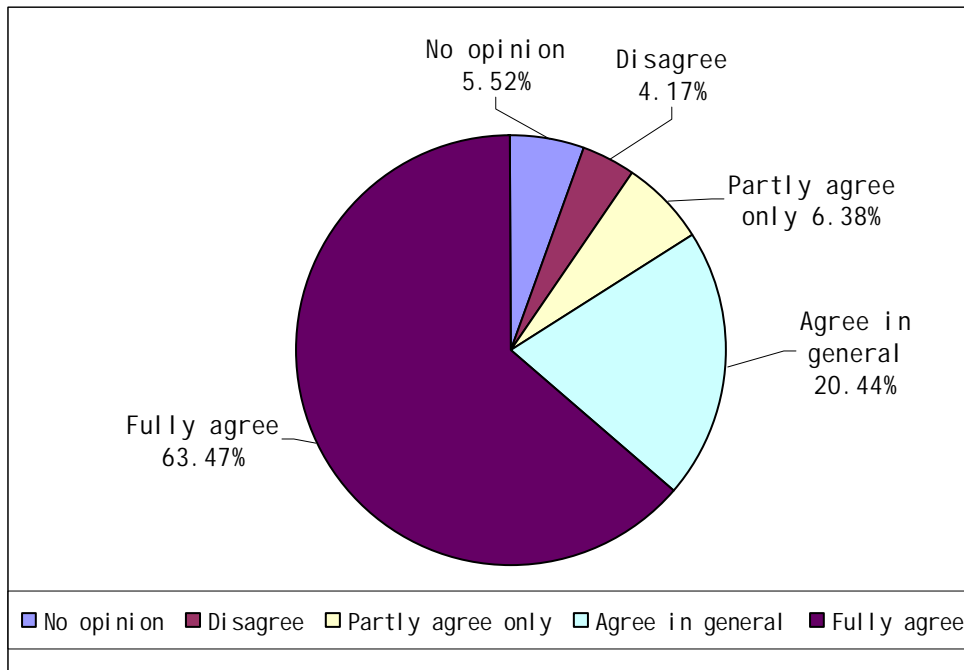
(1) Source: schools

	Frequency	Percentage
Fully agree	703	45.62%
Agree in general	689	44.71%
Partly agree only	116	7.53%
Disagree	24	1.56%
No opinion	9	0.58%
Total	1541	100.00%



(2) Source: post + fax + venue + E-mail (Excluding schools)

	Frequency	Percentage
Fully agree	1034	63.47%
Agree in general	333	20.44%
Partly agree only	104	6.38%
Disagree	68	4.17%
No opinion	90	5.52%
Total	1629	100.00%

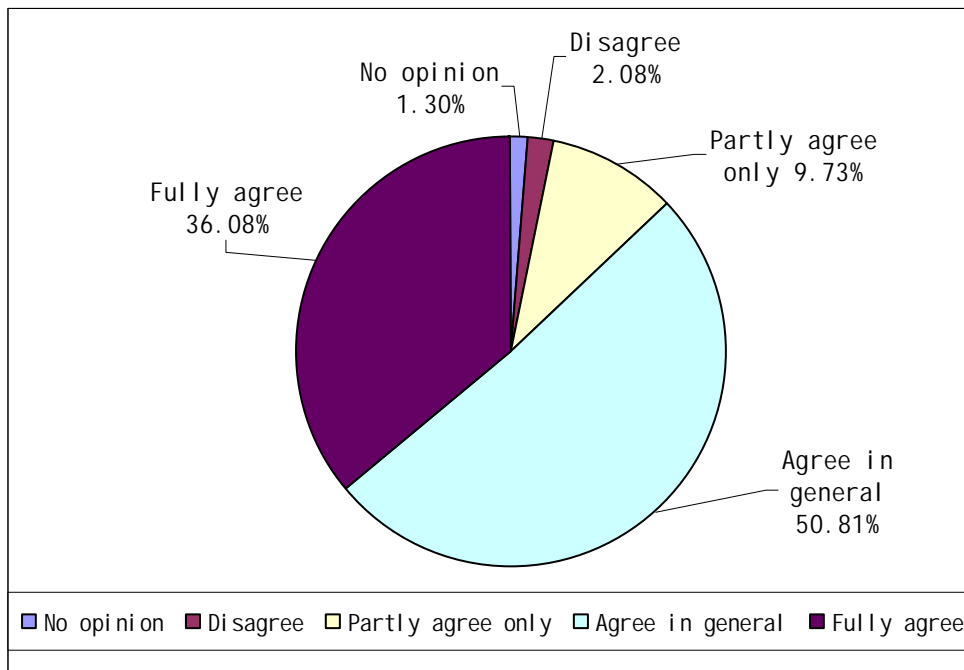


Question 2: Optimal Mix of Arts and Cultural Facilities
Optimal Mix of Arts and Cultural Facilities

[4]Fully agree [3]Agree in general [2]Partly agree only [1]Disagree [0] No opinion

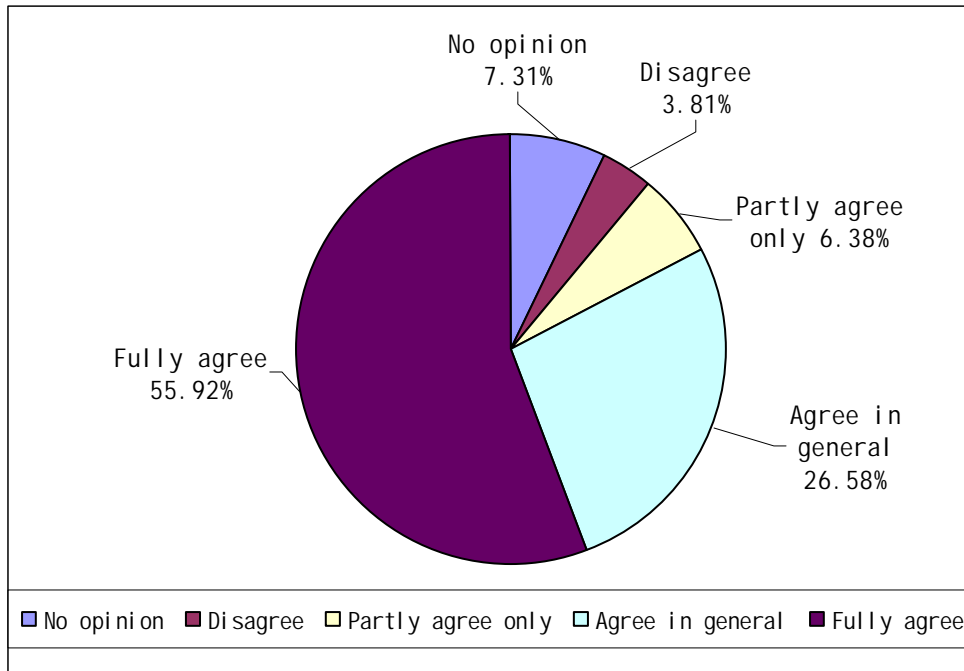
(1) Source: schools

	Frequency	Percentage
Fully agree	556	36.08%
Agree in general	783	50.81%
Partly agree only	150	9.73%
Di sagree	32	2.08%
No opini on	20	1.30%
Total	1541	100.00%



(2) Source: post + fax + venue + E-mail (Excluding schools)

	Frequency	Percentage
Fully agree	911	55.92%
Agree in general	433	26.58%
Partly agree only	104	6.38%
Disagree	62	3.81%
No opinion	119	7.31%
Total	1629	100.00%



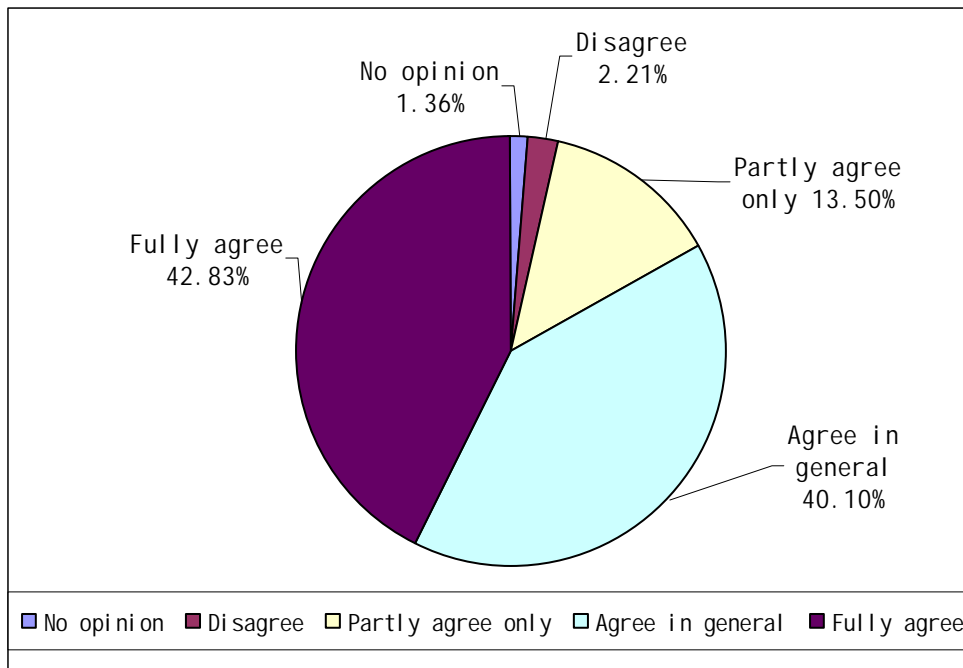
Question 3: Synergetic Clustering

The Core Arts and Cultural Facilities will be suitably clustered and integrated with retail, dining and entertainment (RDE) facilities to attract people flow and enhance tourism appeal.

[4]Fully agree [3]Agree in general [2]Partly agree only [1]Disagree [0] No opinion

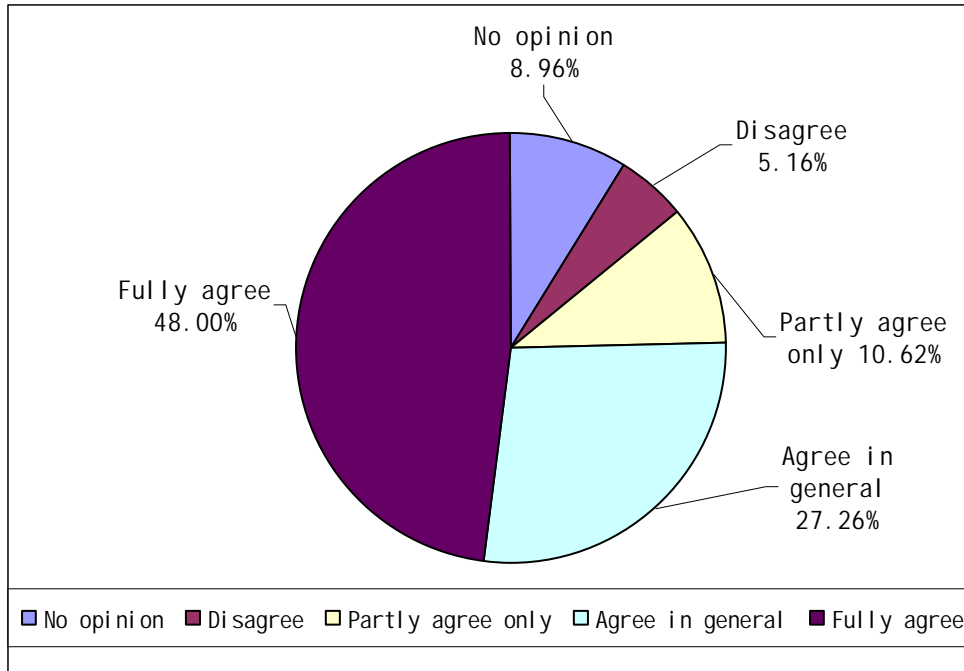
(1) Source: schools

	Frequency	Percentage
Fully agree	660	42.83%
Agree in general	618	40.10%
Partly agree only	208	13.50%
Di sagree	34	2.21%
No opini on	21	1.36%
Total	1541	100.00%



(2) Source: post + fax + venue + E-mail (Excluding schools)

	Frequency	Percentage
Fully agree	782	48.00%
Agree in general	444	27.26%
Partly agree only	173	10.62%
Disagree	84	5.16%
No opinion	146	8.96%
Total	1629	100.00%

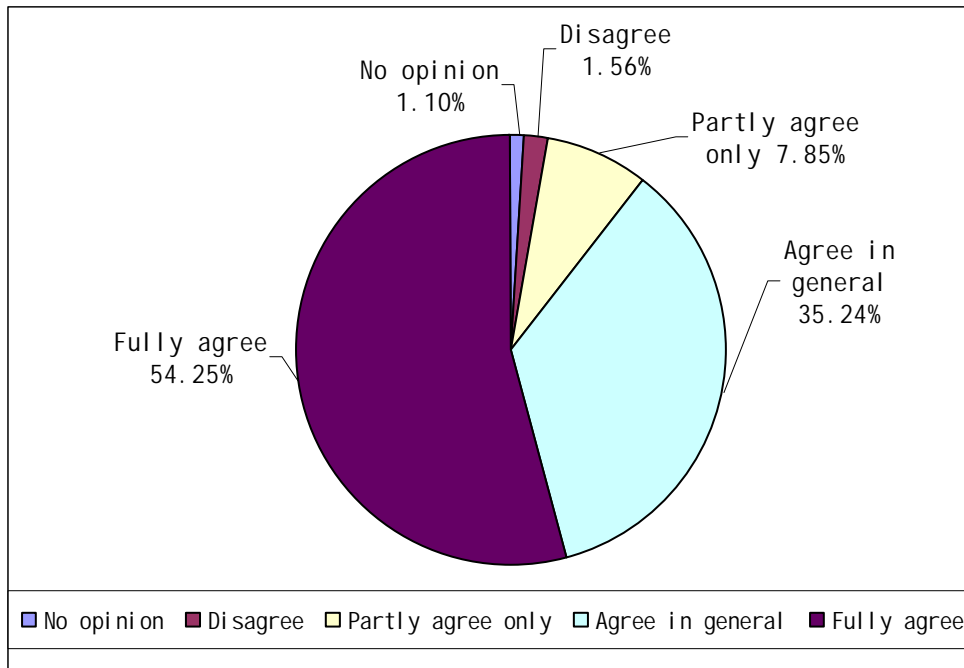


Question 4: Low Density Development, Spacious and Open Harbour-front for all
With a waterfront promenade and a magnificent city view across the Victoria Harbour, the WKCD would be a low-density development with spacious open space for the public. It would also be closely connected to its neighbourhood community.

[4]Fully agree [3]Agree in general [2]Partly agree only [1]Disagree [0] No opinion

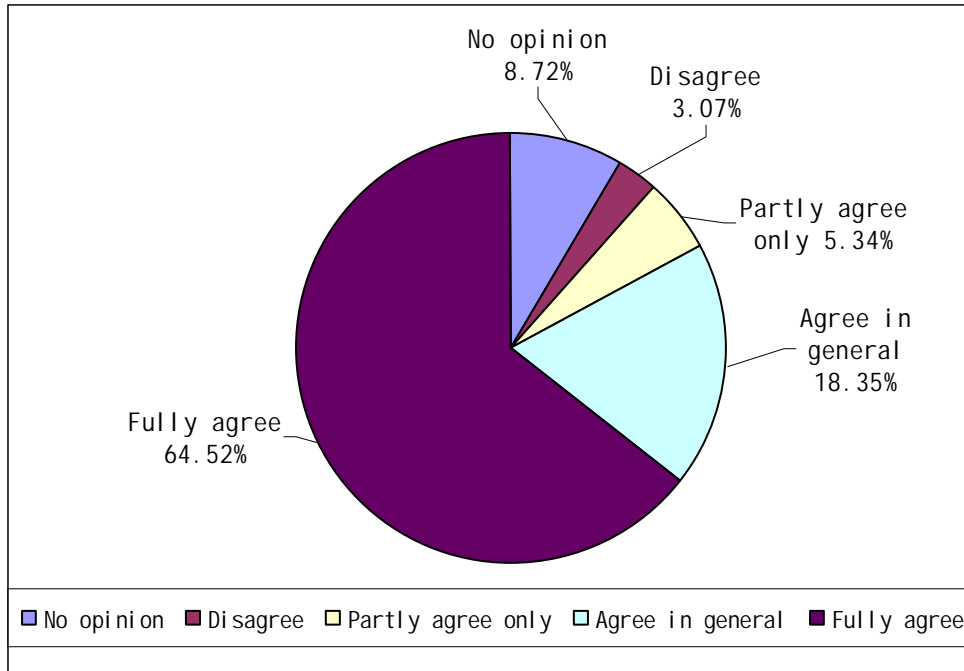
(1) Source: schools

	Frequency	Percentage
Fully agree	836	54.25%
Agree in general	543	35.24%
Partly agree only	121	7.85%
Di sagree	24	1.56%
No opini on	17	1.10%
Total	1541	100.00%



(2) Source: post + fax + venue + E-mail (Excluding schools)

	Frequency	Percentage
Fully agree	1051	64.52%
Agree in general	299	18.35%
Partly agree only	87	5.34%
Disagree	50	3.07%
No opinion	142	8.72%
Total	1629	100.00%



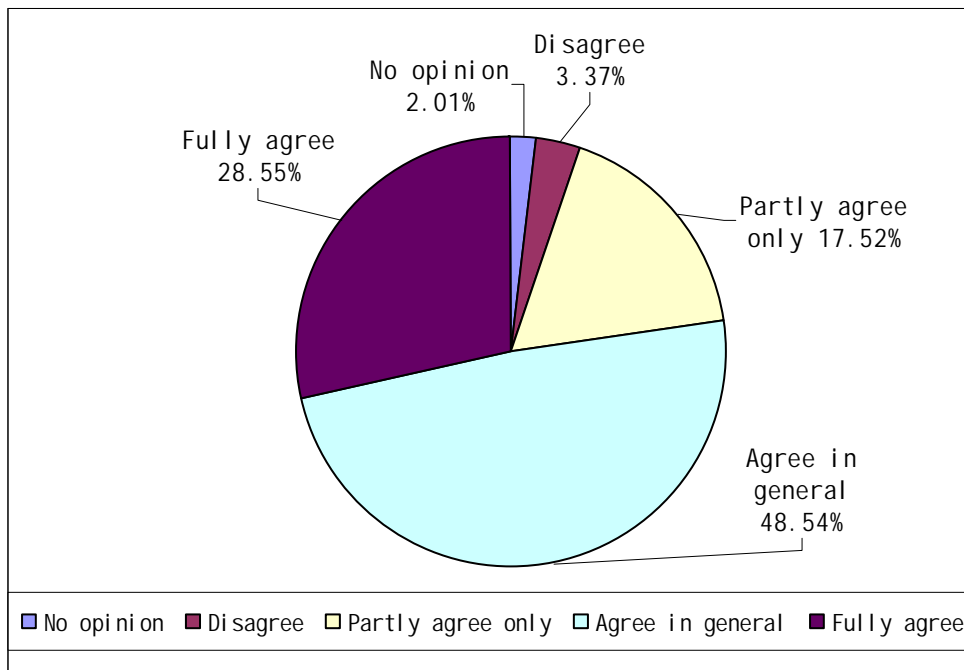
Question 5: Prudent and Transparent Financing Approach

To ensure long-term financial sustainability, an upfront government endowment roughly equivalent to the estimated land value of the residential, office and hotel sites of WKCD will be granted to the proposed WKCD Authority to finance the capital costs of the WKCD. Rental proceeds of the commercial sites for retail, dining and entertainments uses will be used to subsidize WKCD’s operation costs.

[4]Fully agree [3]Agree in general [2]Partly agree only [1]Disagree [0] No opinion

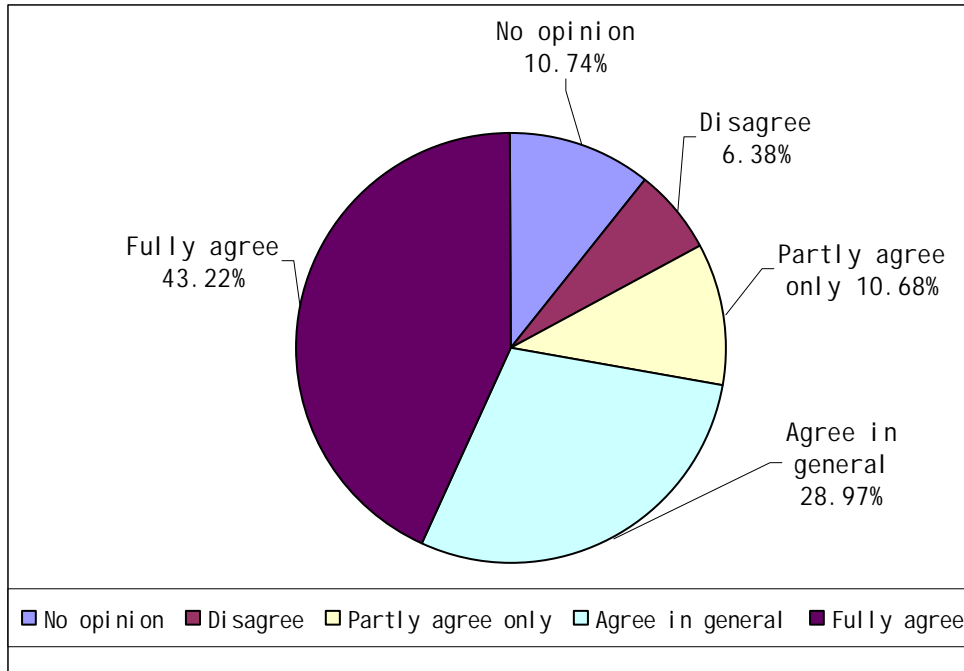
(1) Source: schools

	Frequency	Percentage
Fully agree	440	28.55%
Agree in general	748	48.54%
Partly agree only	270	17.52%
Di sagree	52	3.37%
No opini on	31	2.01%
Total	1541	100.00%



(2) Source: post + fax + venue + E-mail (Excluding schools)

	Frequency	Percentage
Fully agree	704	43.22%
Agree in general	472	28.97%
Partly agree only	174	10.68%
Disagree	104	6.38%
No opinion	175	10.74%
Total	1629	100.00%



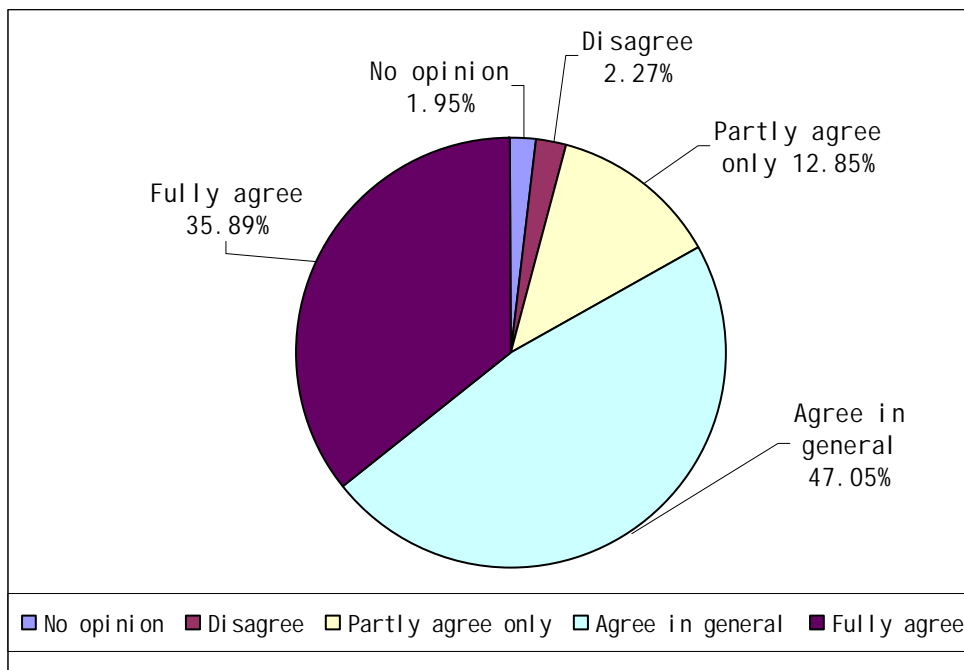
Question 6: Governance

An independent statutory body, the WKCD Authority with wide representation, will be set up to plan, develop and operate the facilities in WKCD with suitable private sector involvement (excluding residential, hotel, and office facilities). The Authority will operate with transparency and accountability. The public will be consulted on all important matters.

[4]Fully agree [3]Agree in general [2]Partly agree only [1]Disagree [0] No opinion

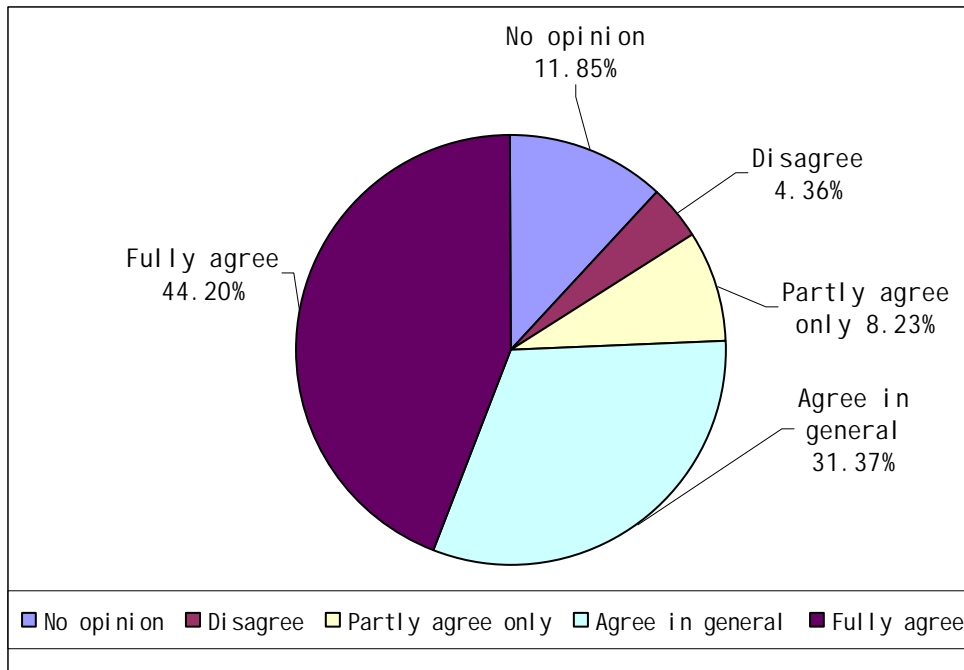
(1) Source: schools

	Frequency	Percentage
Fully agree	553	35.89%
Agree in general	725	47.05%
Partly agree only	198	12.85%
Di sagree	35	2.27%
No opini on	30	1.95%
Total	1541	100.00%



(2) Source: post + fax + venue + E-mail (Excluding schools)

	Frequency	Percentage
Fully agree	720	44.20%
Agree in general	511	31.37%
Partly agree only	134	8.23%
Disagree	71	4.36%
No opinion	193	11.85%
Total	1629	100.00%



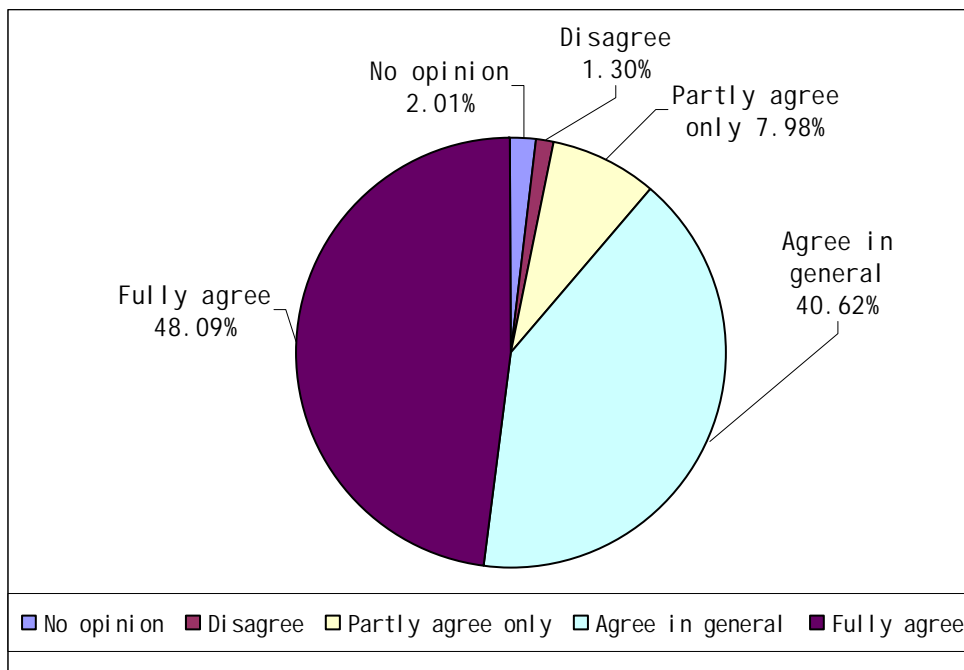
Question 7: Strengthening Cultural Software

To realize the vision and objectives of the WKCD Project, the Government would work with the arts community to put in place appropriate measures to strengthen cultural software in enhancing support for arts groups, budding artists, arts education, audience building, manpower mapping and training, and cultural exchange.

[4]Fully agree [3]Agree in general [2]Partly agree only [1]Disagree [0] No opinion

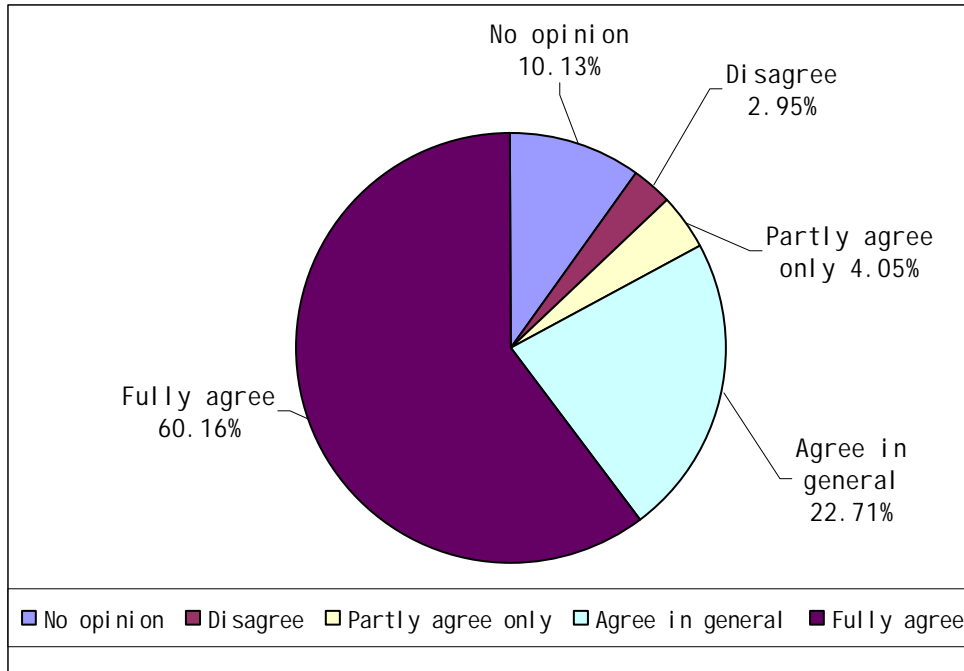
(1) Source: schools

	Frequency	Percentage
Fully agree	741	48.09%
Agree in general	626	40.62%
Partly agree only	123	7.98%
Di sagree	20	1.30%
No opini on	31	2.01%
Total	1541	100.00%



(2) Source: post + fax + venue + E-mail (Excluding schools)

	Frequency	Percentage
Fully agree	980	60.16%
Agree in general	370	22.71%
Partly agree only	66	4.05%
Disagree	48	2.95%
No opinion	165	10.13%
Total	1629	100.00%



Appendix 2.4

The First and Second Round Telephone Poll Results

The First Round Telephone Poll

1. Introduction

In August 2007, the Hong Kong SAR Government commissioned PPRI to conduct this phone poll. PPRI subcontracted the phone poll to be carried out by the Centre of Social Policy Studies (CSPS) of the Department of Applied Social Sciences. The CSPS conducted this phone poll in the period 10 to 18 October 2007.

2. Sampling Methods, Sample and Response Rate

Telephone interviewers dialed the numbers assigned automatically by the telephone interviewing computer program (WinCATI for Windows). At least six attempts were made for every selected number. A standardized protocol was applied to verify that the dialed telephone number was associated with a household, and that there was at least one household resident who was eligible for the survey. One member (aged 18 or over) sampled by the Kish Grid method within each selected household was interviewed.

3. Data Collections and Sampling Method

The survey covered Hong Kong land-based households having a residential telephone line. Random sampling of telephone numbers from the latest Residential Telephone Directory (English Version) published by PCCW was employed for sample selection. In the first poll, a total of 4,580 telephone numbers was randomly selected. If the interviewer was unable to complete the questionnaire during the first interview, the same respondent would be contacted at least three more times so as to complete the questionnaire or to confirm if the interview was a failed case.

4 Response Rate

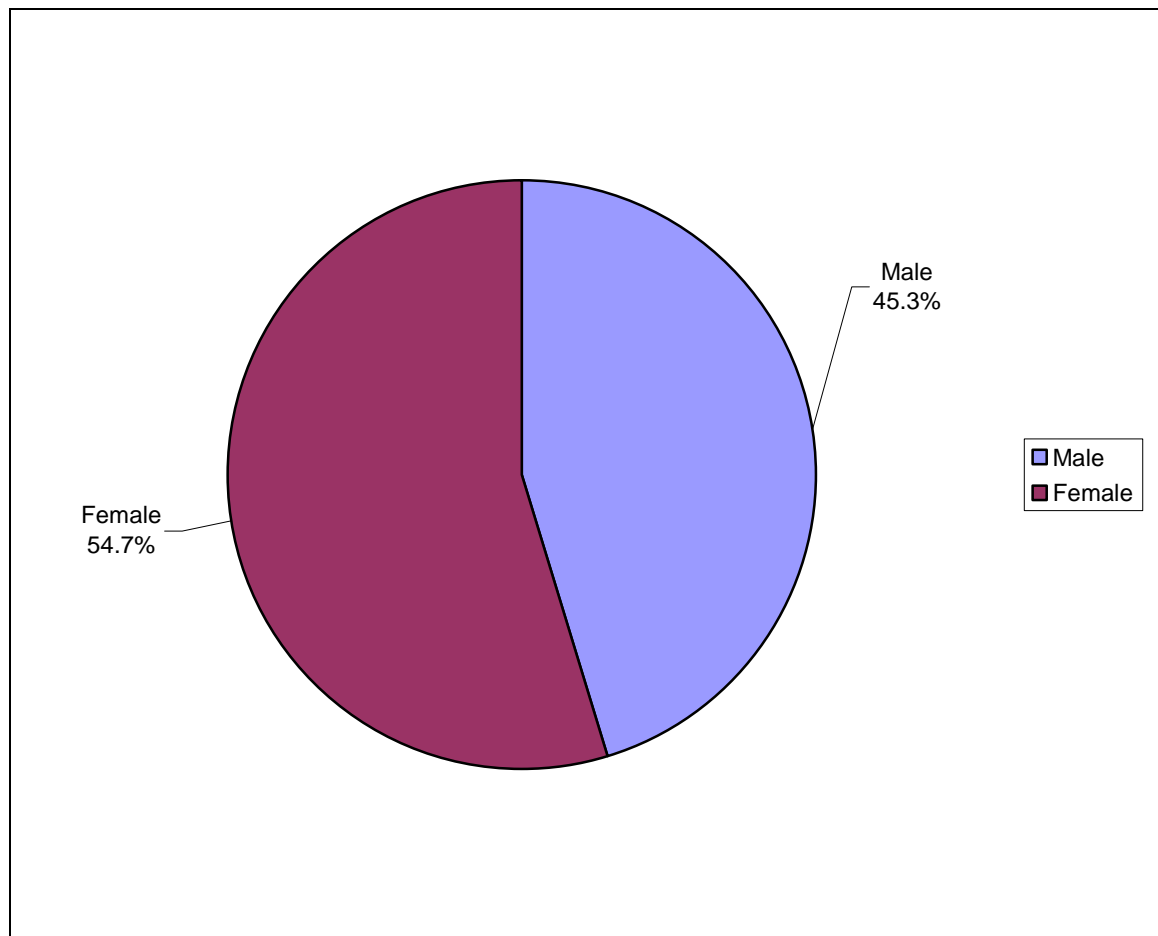
In the first poll, 1,519 persons were interviewed successfully with a response rate of 50.0%. The margin of error was +/- 2.5% at 95% confidence level. Details of the successful and unsuccessful interviews are shown below:

	NATURE	FREQUENCY
Successful Interview Cases	Respondent cooperates	1,519
Unsuccessful Interview Cases (1,519)	Mid-way termination	24
	No one answers	421
	Line engaged or not connected	33
	Randomly selected respondent not at home	85
	Reply from a recorded message	48
	Immediate refusal	464
	Refusal to be interviewed	401
	Language communication problems	43
Non Target Cases (1,542)	No tone or no response / password required	1,283
	Non-residential number	103
	Fax number	122
	Receiver says no suitable respondent available	31
	Receiver says the dialed number is wrong	3
	Total	

Results

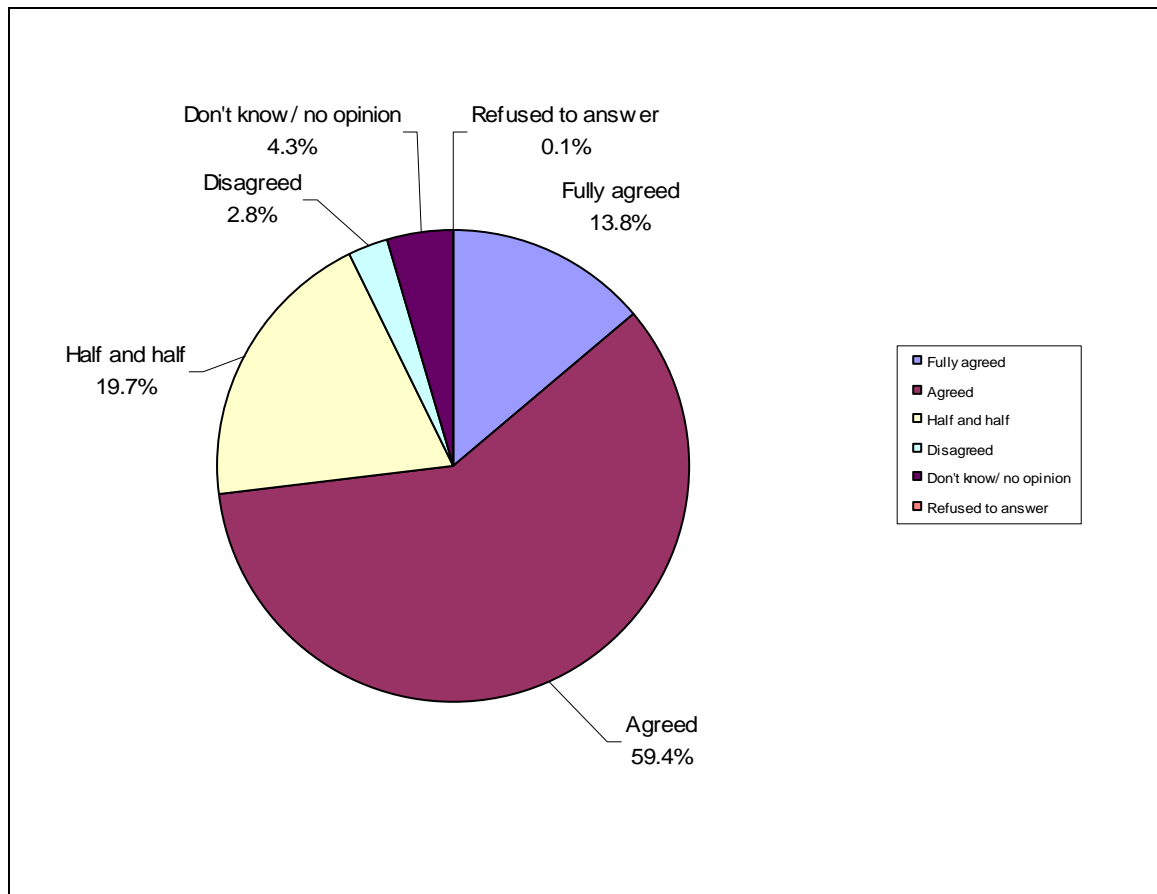
Q. 4: Sex of respondents (please address respondents as Mr. or Miss)

	Frequency	Percentages
Male	688	45.3
Female	831	54.7
Total:	1519	100.0



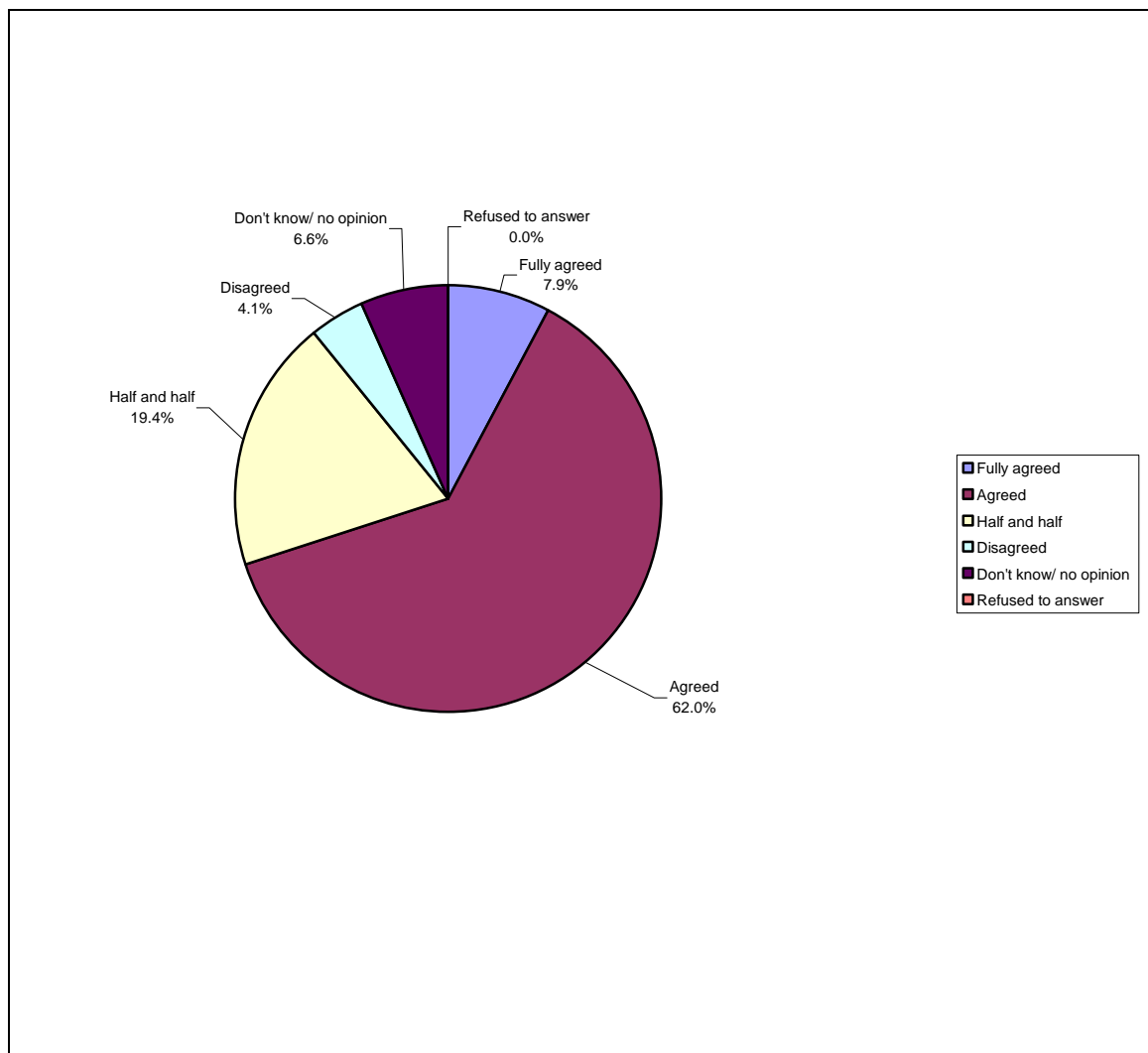
Q. 5: The WKCD Project will be an integrated arts and cultural district with world class arts and cultural performances, exhibitions, and facilities. What is your opinion? Do you “fully agree”, “agree”, “half and half” or “disagree”?

	Frequency	Percentages
Fully agreed	209	13.8
Agreed	903	59.4
Half and half	299	19.7
Disagreed	42	2.8
Don't know/ no opinion	65	4.3
Refused to answer	1	0.1
Total:	1519	100.0



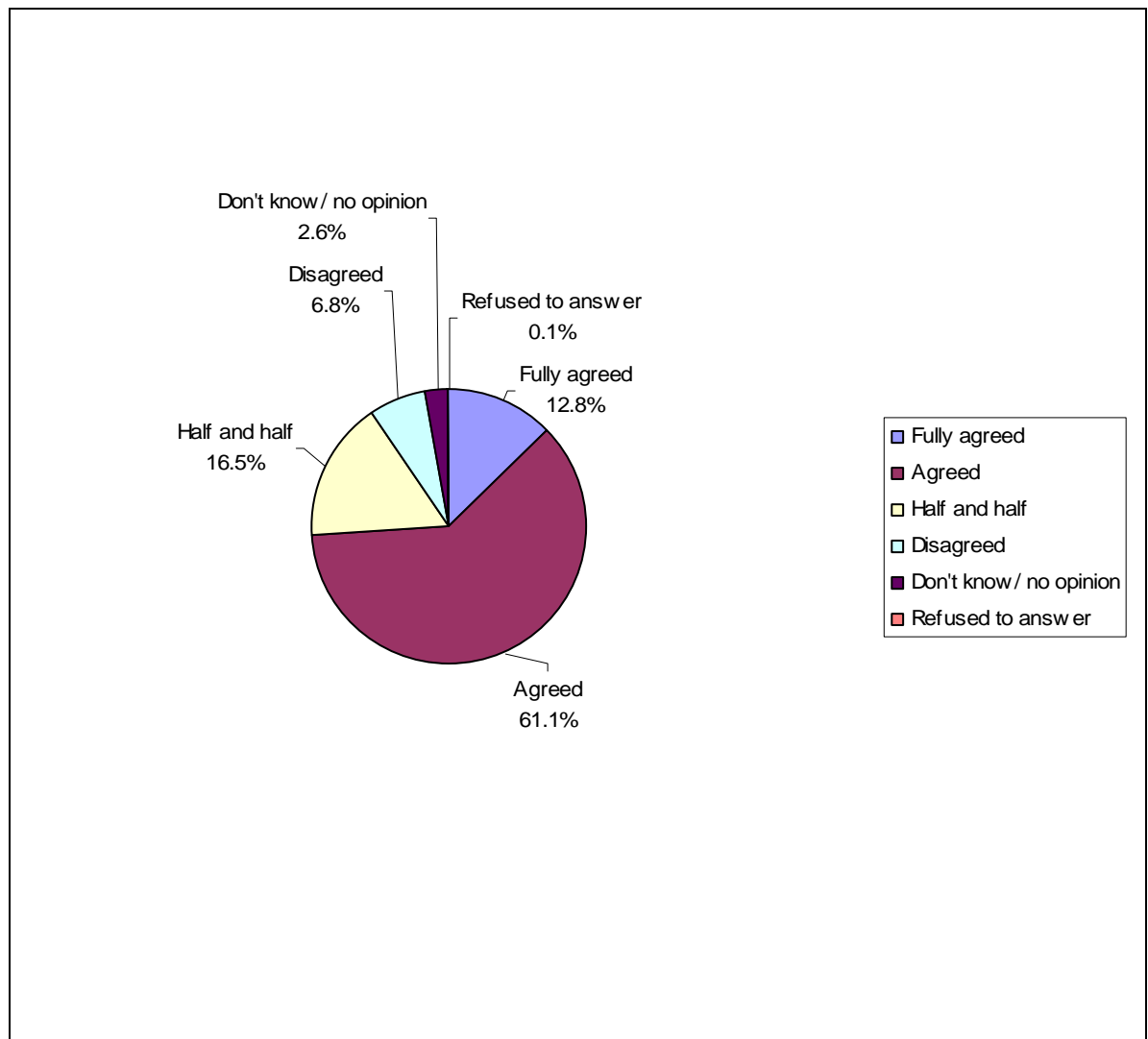
Q. 6: The WKCD will have a good mix of arts and cultural facilities with suitable phasing and land reserved for organic growth. What is your opinion? Do you “fully agree”, “agree”, “half and half” or “disagree”?

	Frequency	Percentages
Fully agreed	120	7.9
Agreed	942	62.0
Half and half	295	19.4
Disagreed	62	4.1
Don't know/ no opinion	100	6.6
Refused to answer	0	0.0
Total:	1519	100.0



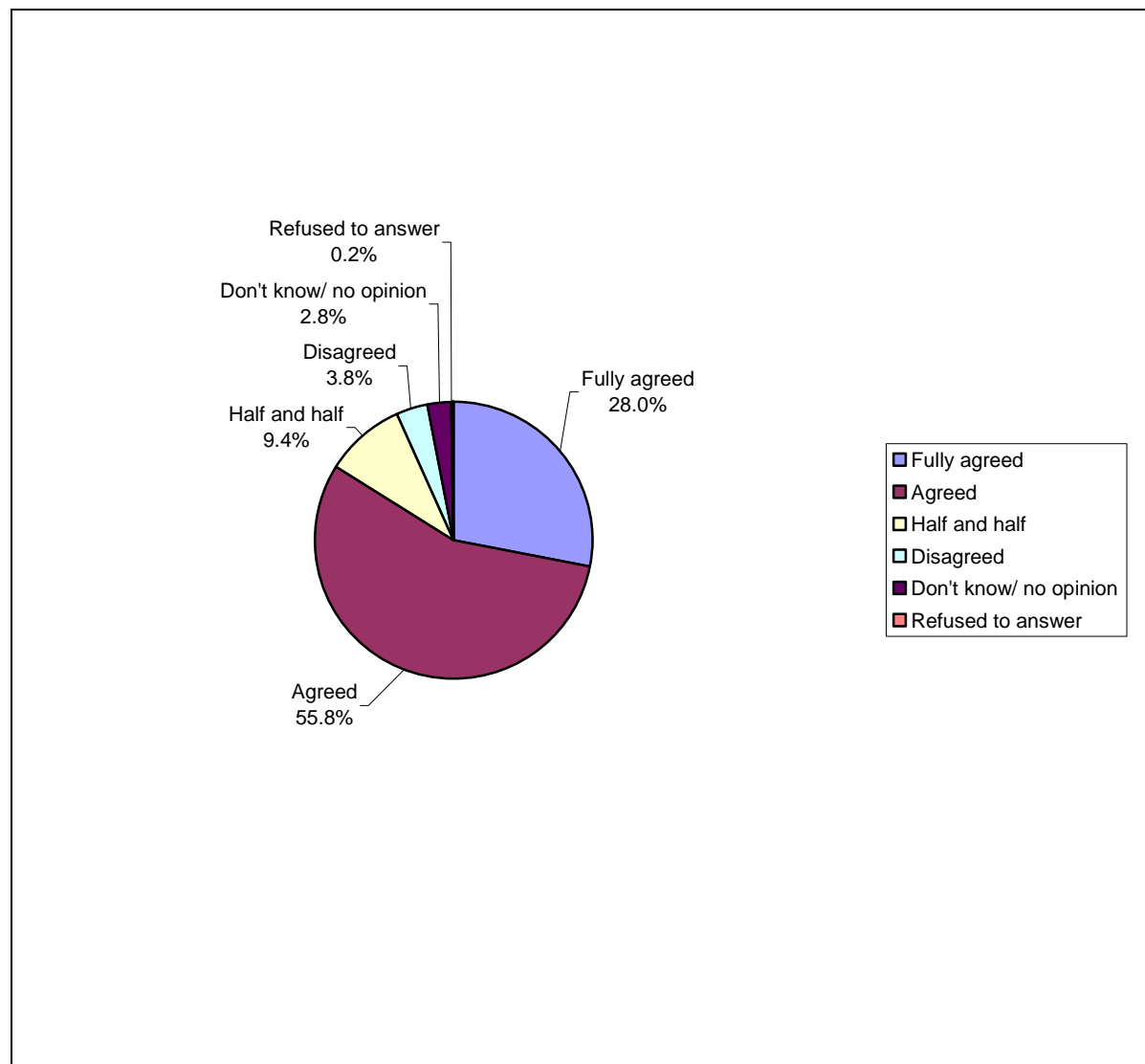
Q. 7: WKCD’s core arts and cultural facilities will be suitably clustered with retail, dining and entertainment facilities. What is your opinion? Do you “fully agree”, “agree”, “half and half” or “disagree”?

	Frequency	Percentages
Fully agreed	195	12.8
Agreed	928	61.1
Half and half	251	16.5
Disagreed	103	6.8
Don’t know/ no opinion	40	2.6
Refused to answer	2	0.1
Total:	1519	100.0



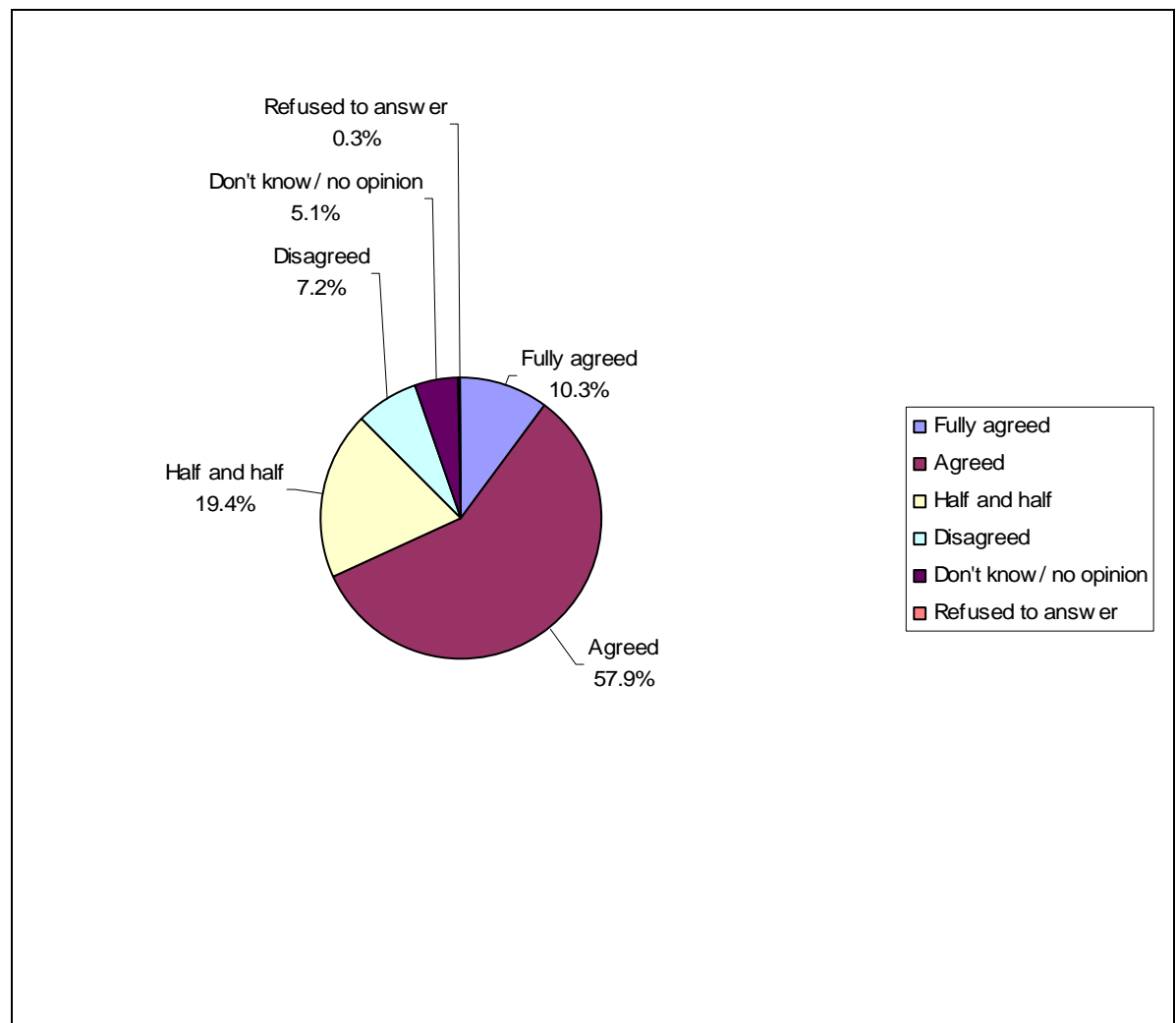
Q. 8: WKCD would be a low density development with spacious open space for the public. What is your opinion? Do you “fully agree”, “agree”, “half and half” or “disagree”?

	Frequency	Percentages
Fully agreed	426	28.0
Agreed	847	55.8
Half and half	143	9.4
Disagreed	57	3.8
Don't know/ no opinion	43	2.8
Refused to answer	3	0.2
Total:	1519	100.0



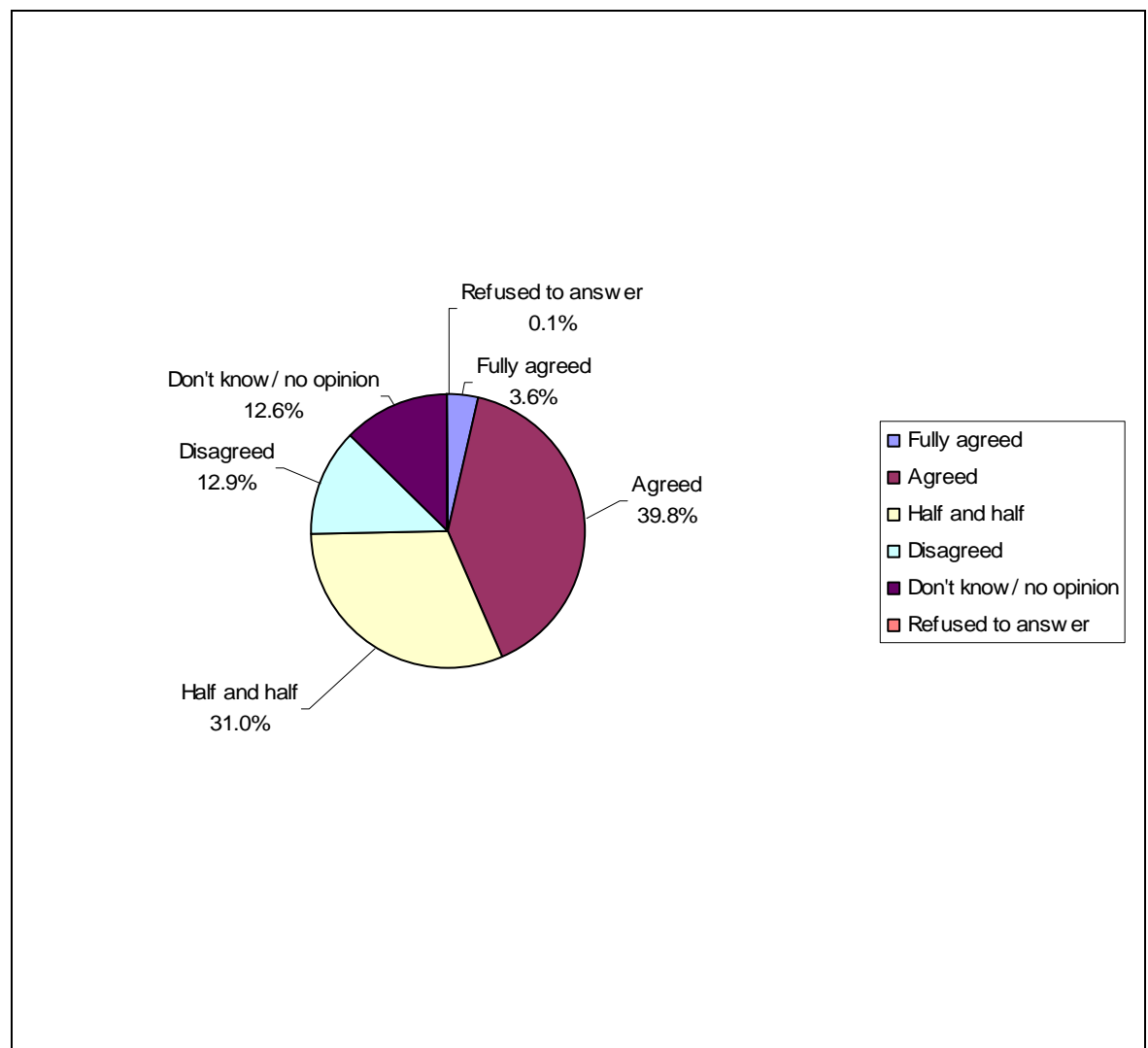
Q. 9: WKCD would be closely connected to its neighbouring community. What is your opinion? Do you “fully agree”, “agree”, “half and half” or “disagree”?

	Frequency	Percentages
Fully agreed	156	10.3
Agreed	879	57.9
Half and half	294	19.4
Disagreed	109	7.2
Don't know/ no opinion	77	5.1
Refused to answer	4	0.3
Total:	1519	100.0



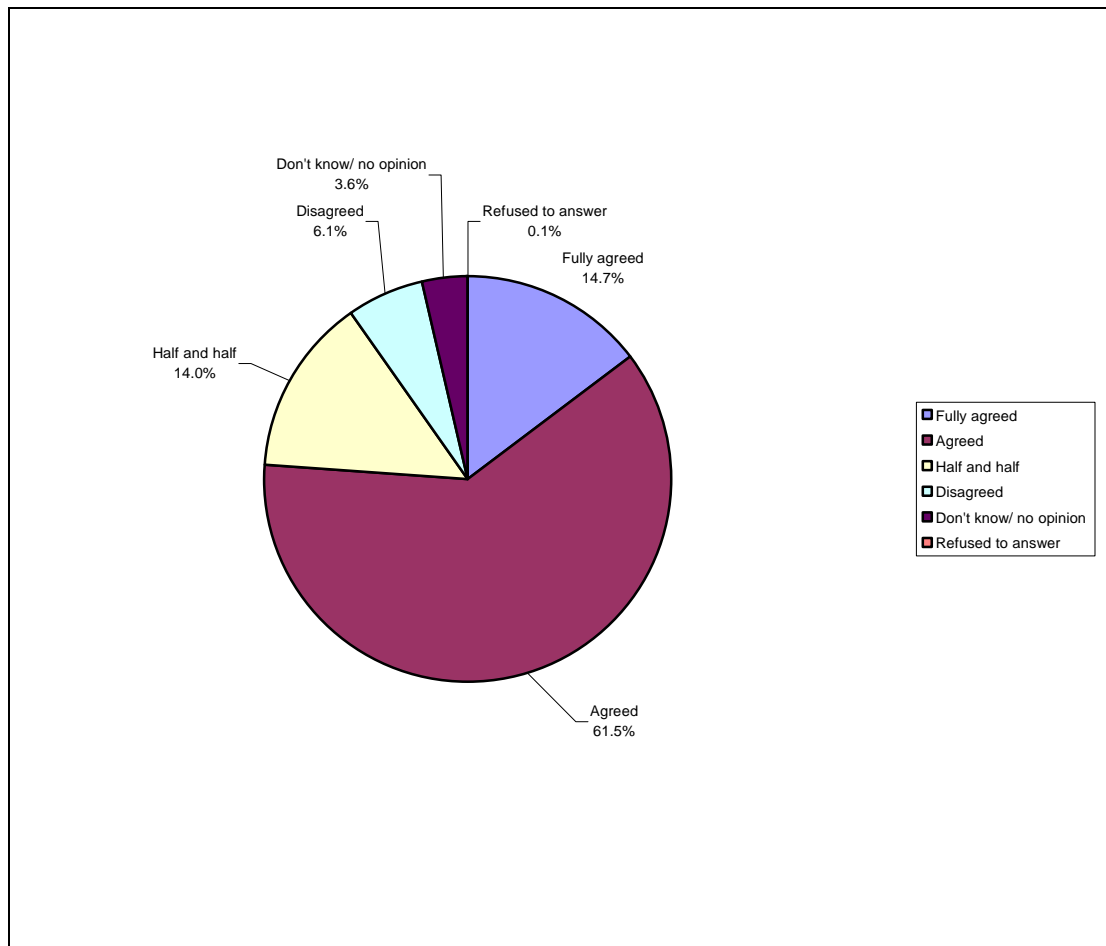
Q.10: The proposed WKCD Authority will receive an upfront government endowment to finance the capital costs of the WKCD. The amount will be roughly equivalent to the future estimated land sale value from the district. What is your opinion? Do you “fully agree”, “agree”, “half and half” or “disagree”?

	Frequency	Percentages
Fully agreed	55	3.6
Agreed	604	39.8
Half and half	471	31.0
Disagreed	196	12.9
Don't know/ no opinion	191	12.6
Refused to answer	2	0.1
Total:	1519	100.0



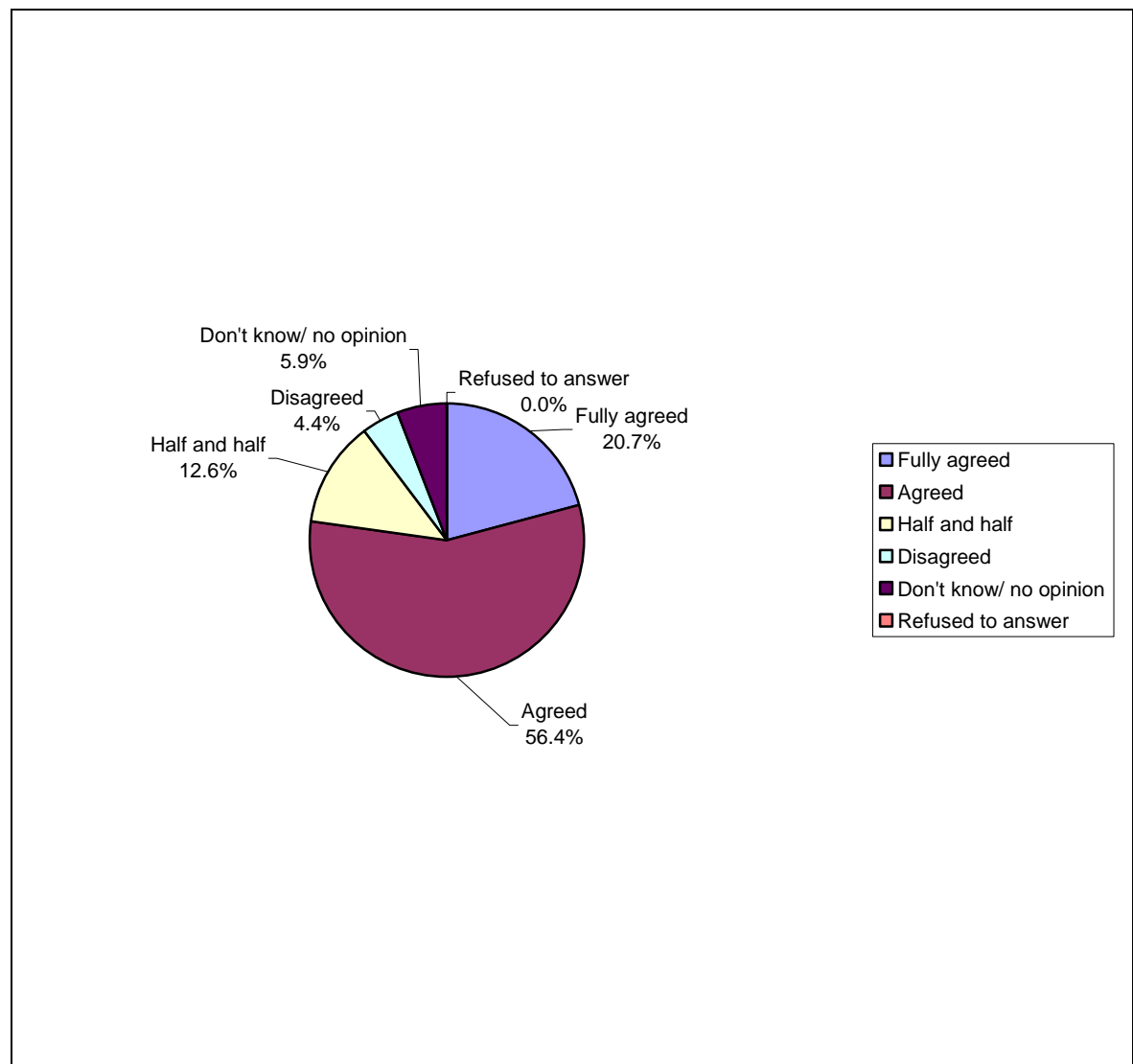
Q. 11: Rental proceeds of the commercial sites for retail, dining and entertainment uses will be used to subsidize WKCD’s operation costs. What is your opinion? Do you “fully agree”, “agree”, “half and half” or “disagree”?

	Frequency	Percentages
Fully agreed	224	14.7
Agreed	934	61.5
Half and half	212	14.0
Disagreed	93	6.1
Don’t know/ no opinion	54	3.6
Refused to answer	2	0.1
Total:	1519	100.0



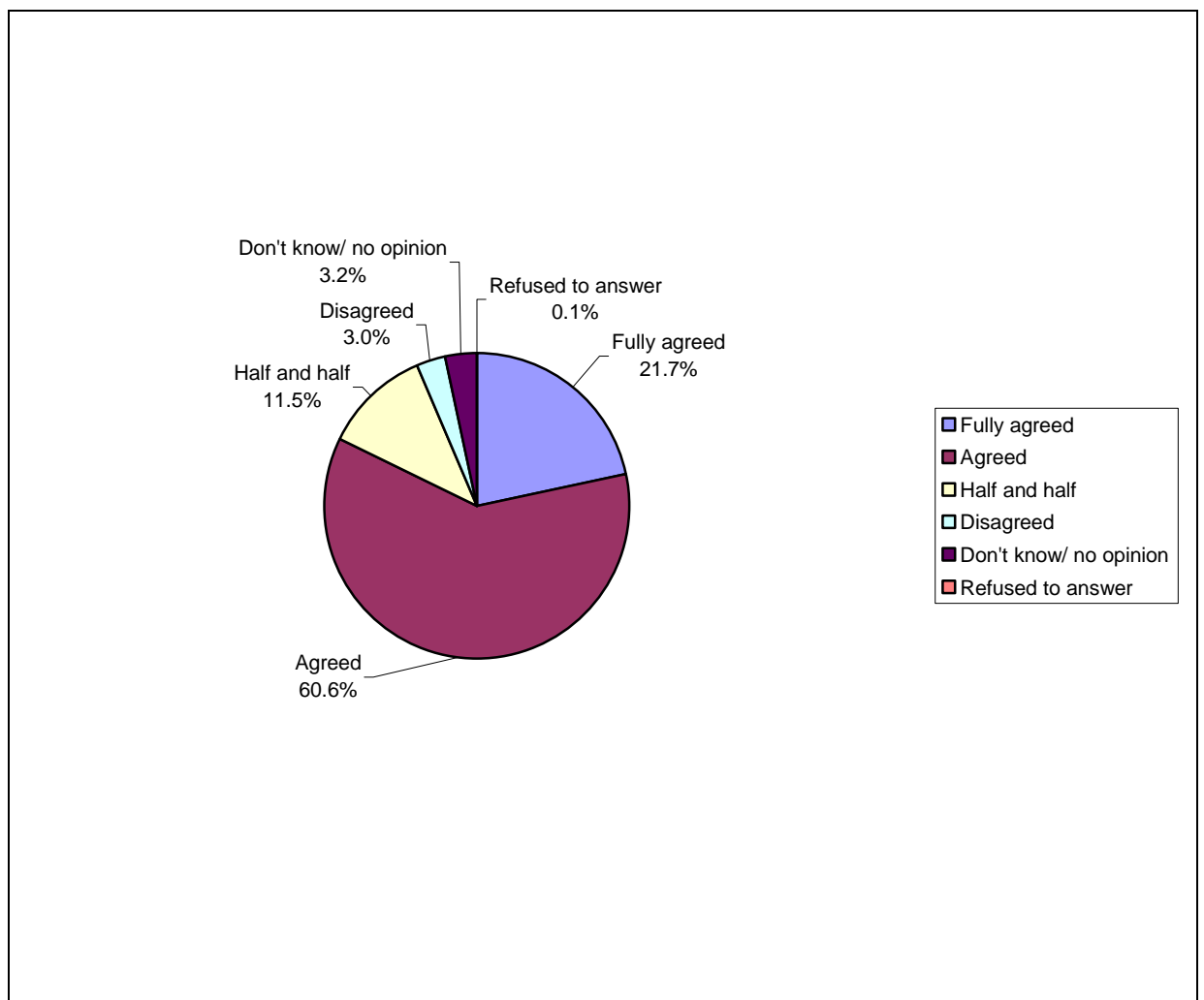
Q. 12: The proposed WKCD Authority would be an independent statutory body with wide representation and it operates with high degree of transparency and accountability. What is your opinion? Do you “fully agree”, “agree”, “half and half” or “disagree”?

	Frequency	Percentages
Fully agreed	315	20.7
Agreed	857	56.4
Half and half	191	12.6
Disagreed	67	4.4
Don't know/ no opinion	89	5.9
Refused to answer	0	0.0
Total:	1519	100.0



Q. 13: To realize the vision and objectives of the WKCD Project, the Government will strengthen cultural software such as enhancing arts education, arts groups, manpower training and audience building. What is your opinion? Do you “fully agree”, “agree”, “half and half” or “disagree”?

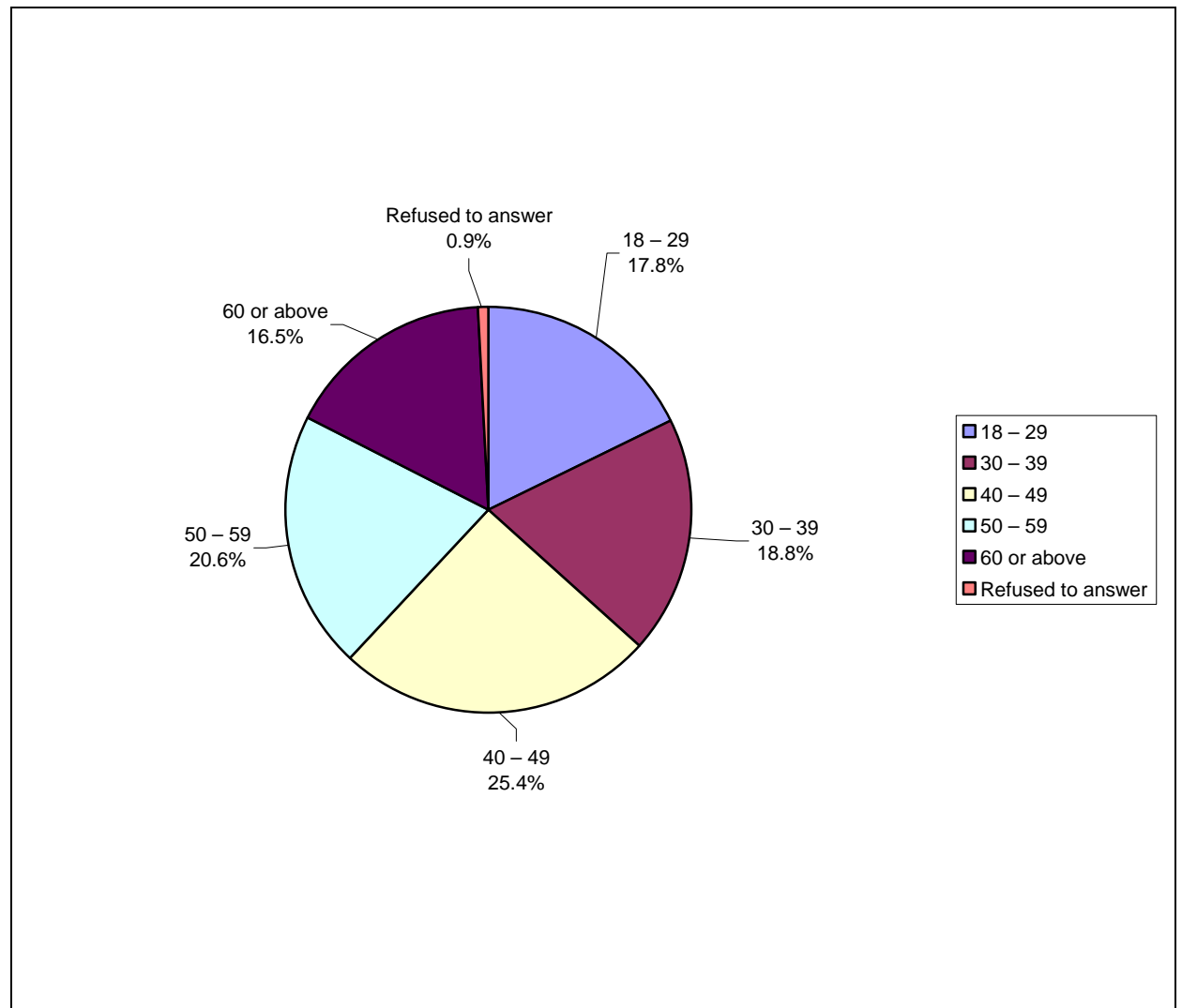
	Frequency	Percentages
Fully agreed	329	21.7
Agreed	920	60.6
Half and half	175	11.5
Disagreed	45	3.0
Don't know/ no opinion	48	3.2
Refused to answer	2	0.1
Total:	1519	100.0



Personal Profile

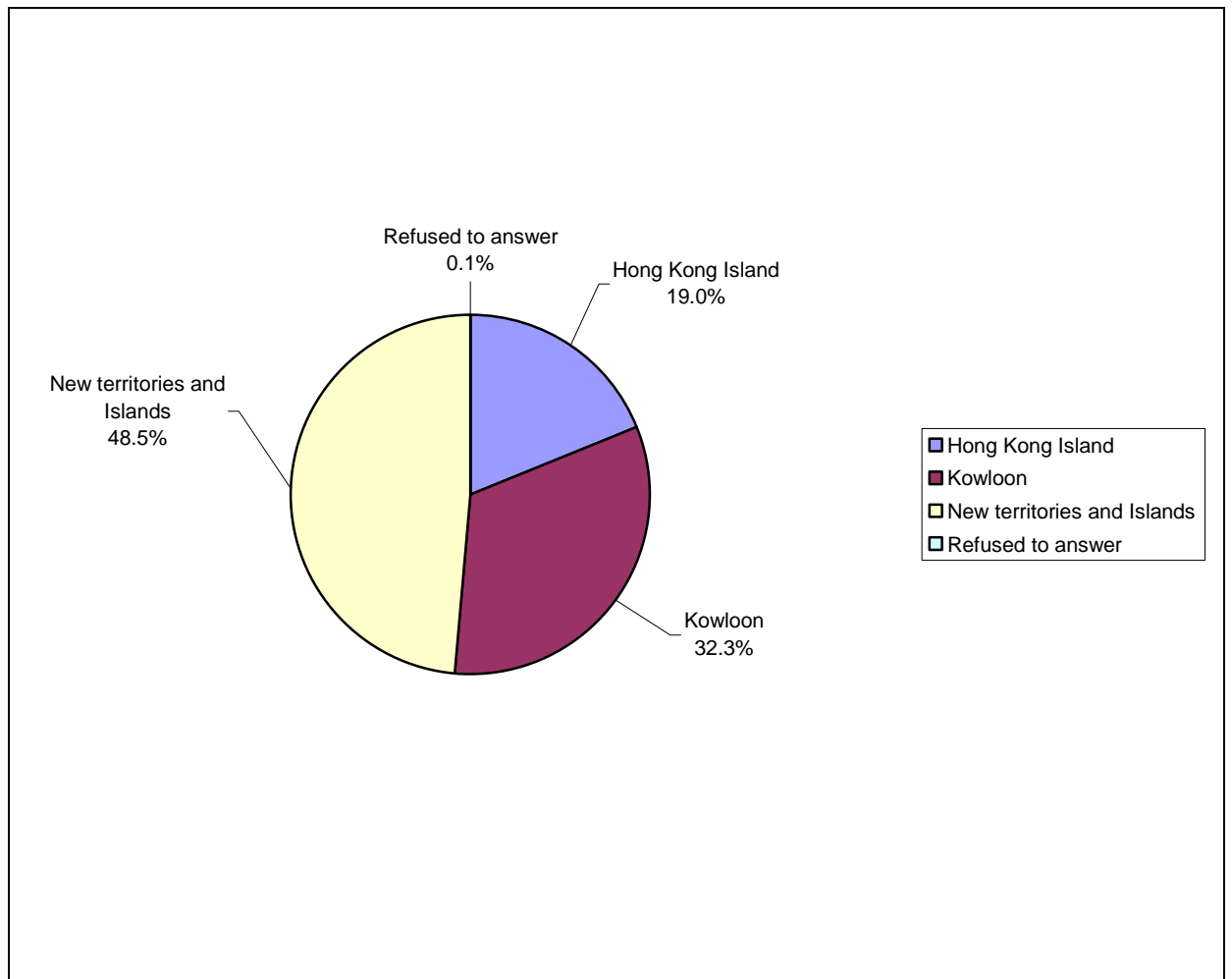
Q. 14: What is your age? (Calculated from your last birthday)

	Frequency	Percentages
Aged 18 - 29	270	17.8
Aged 30 - 39	286	18.8
Aged 40 - 49	386	25.4
Aged 50 - 59	313	20.6
Aged 60 or above	251	16.5
Refused to answer	13	0.9
Total:	1519	100.0



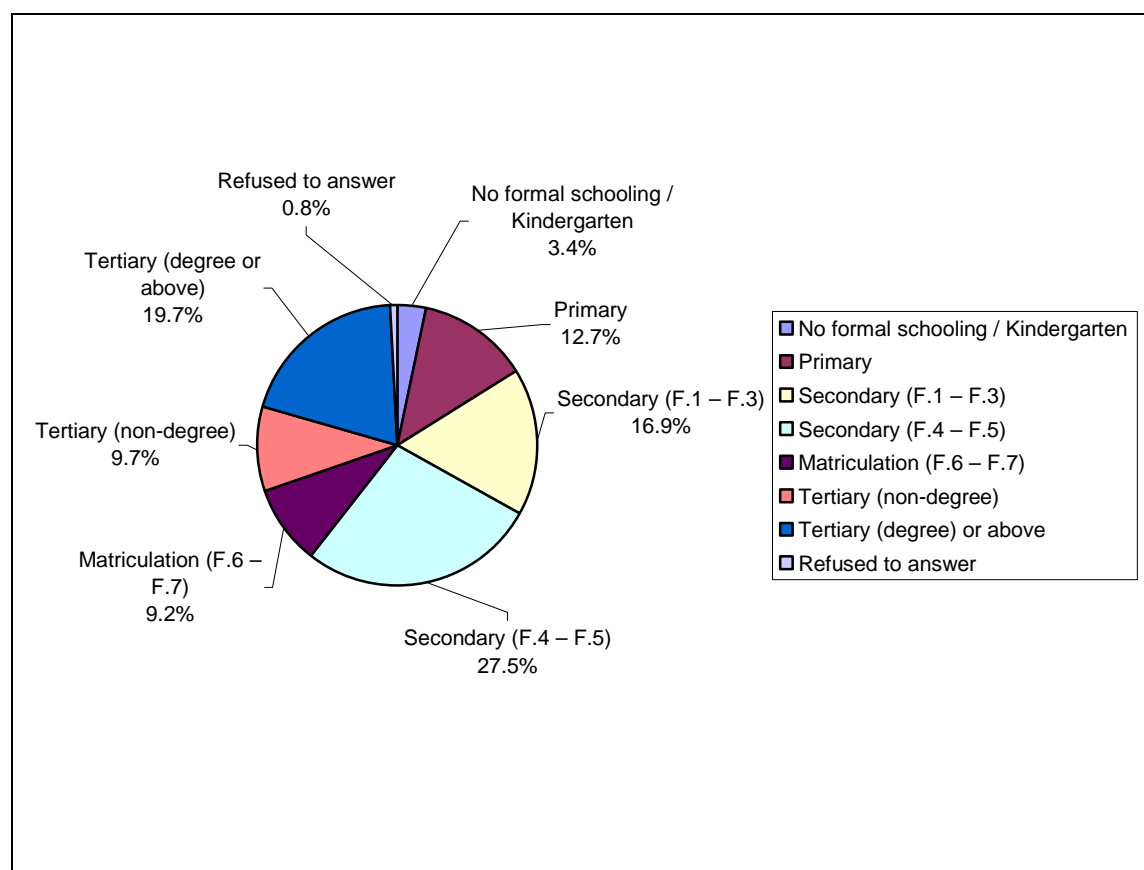
Q. 15: Your residential district is ___?

	Frequency	Percentages
Hong Kong Island	289	19.0
Kowloon	491	32.3
New Territories and Islands	737	48.5
Refused to answer	2	0.1
Total:	1519	100.0



Q. 16: Your educational level is ___? (Based on the respondent's highest educational qualification)

	Frequency	Percentages
No formal schooling/ kindergarten)	52	3.4
Primary education	193	12.7
Secondary education (F.1 to F.3)	257	16.9
Secondary education (F.4 to F. 5)	418	27.5
Matriculation level (F. 6 to F. 7)	140	9.2
Tertiary education (non degree)	148	9.7
Tertiary (degree or above)	299	19.7
Refused to answer	12	0.8
Total	1519	100.0



The Second Round Telephone Poll

1. Introduction

In August 2007, the Hong Kong SAR Government commissioned PPRI to conduct this phone poll. PPRI subcontracted the phone poll to be carried out by the Centre of Social Policy Studies (CSPS) of the Department of Applied Social Sciences. The CSPS conducted this phone poll in the period 4-12 December 2007.

2. Sampling Methods, Sample and Response Rate

Telephone interviewers dialed the numbers assigned automatically by the telephone interviewing computer program (WinCATI for Windows). At least six attempts were made for every selected number. A standardized protocol was applied to verify that the dialed telephone number was associated with a household, and that there was at least one household resident who was eligible for the survey. One member (aged 18 or over) sampled by the Kish Grid method within each selected household was interviewed.

3 Data Collections and Sampling Method

The survey covered Hong Kong land-based households having a residential telephone line. Random sampling of telephone numbers from the latest Residential Telephone Directory (English Version) published by PCCW was employed for sample selection. In the first poll, a total of 4330 telephone numbers was randomly selected. If the interviewer was unable to complete the questionnaire during the first interview, the same respondent would be contacted at least three more times so as to complete the questionnaire or to confirm if the interview was a failed case.

4 Response Rate

In the second poll, 1,152 persons were interviewed successfully with a response rate of 38.9%. The margin of error was +/- 3.1% at 95% confidence level.

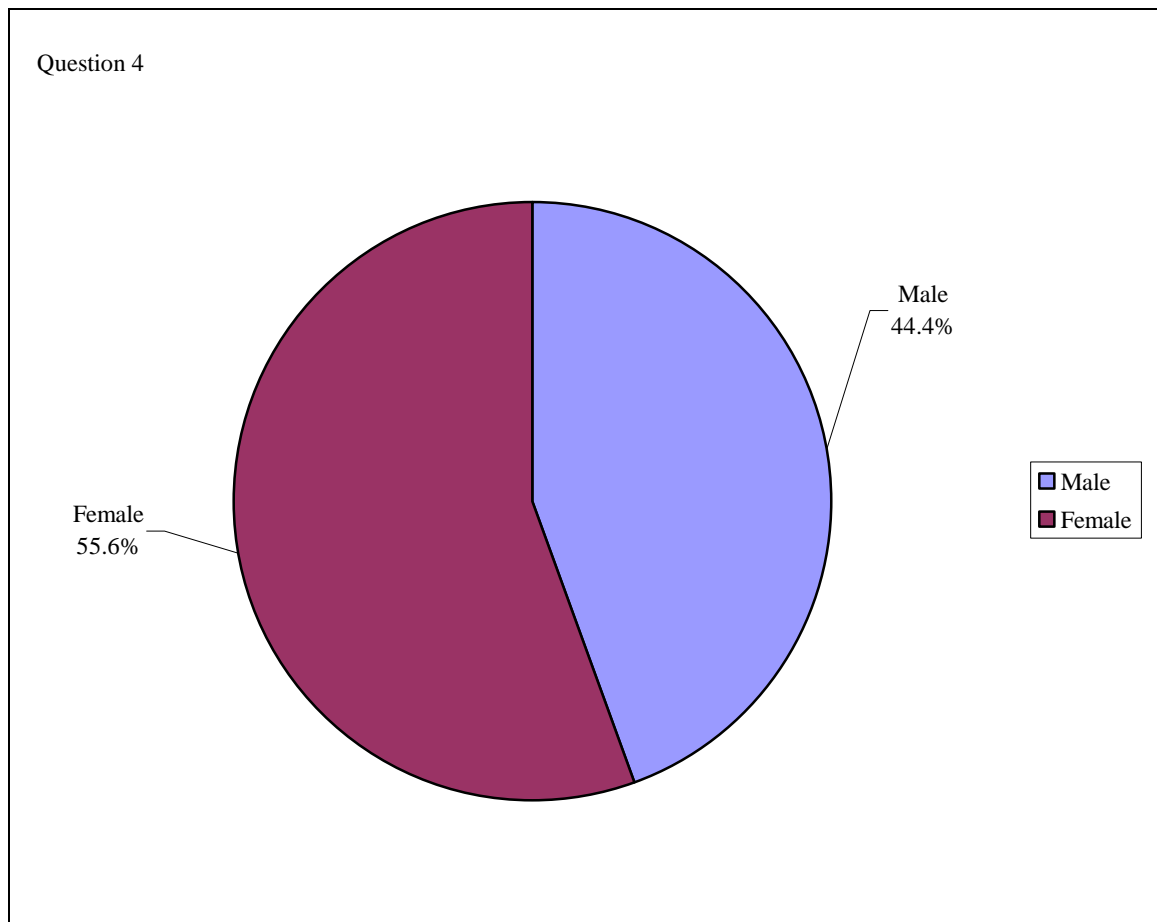
Details of the successful and unsuccessful interviews are shown below:

	NATURE	FREQUENCY
Successful Interview Cases	Respondent cooperates	1,152
Unsuccessful Interview Cases (1,815)	Mid-way termination	29
	No one answers	482
	Line engaged or not connected	30
	Randomly selected respondent not at home	114
	Reply from a recorded message	47
	Immediate refusal	531
	Refusal to be interviewed	524
	Language communication problems	58
Non Target Cases (1,363)	No tone or no response / password required	1,132
	Non-residential number	107
	Fax number	88
	Receiver says no suitable respondent available	33
	Receiver says the dialed number is wrong	3
	Total	4,330

Results

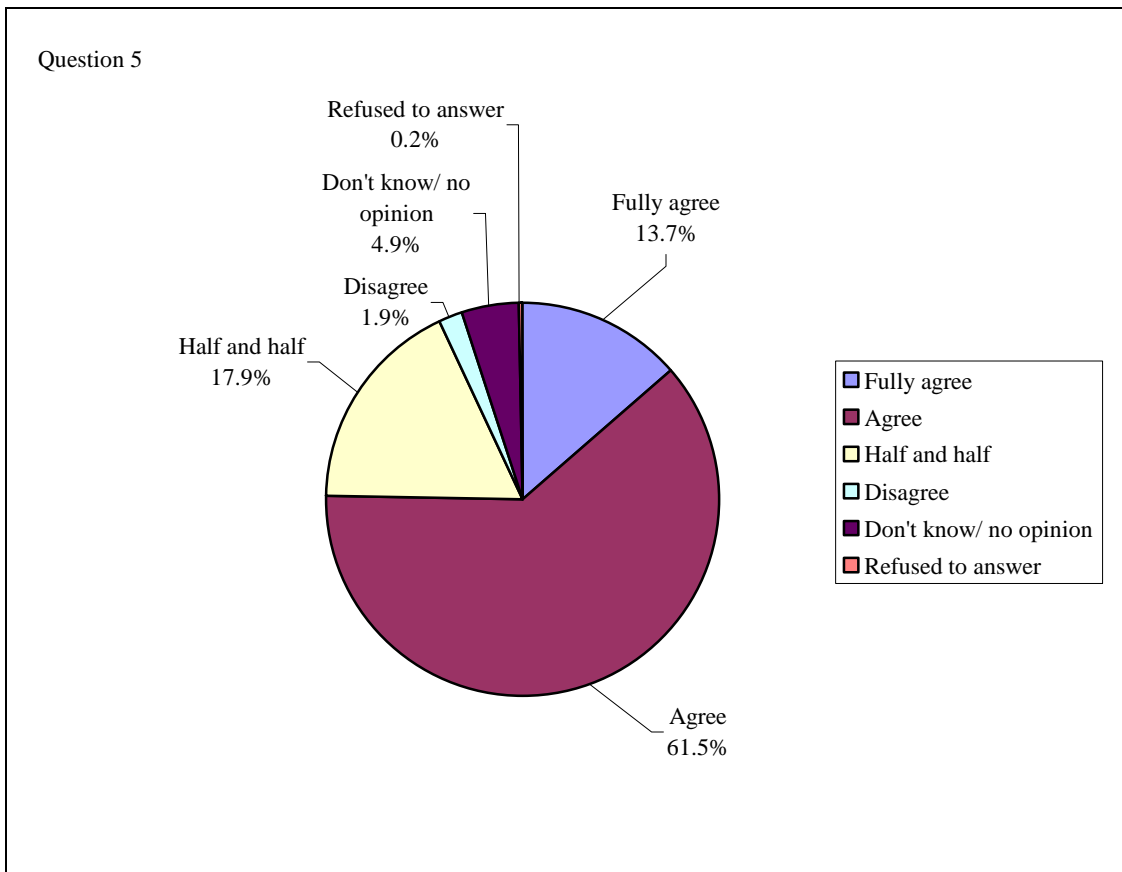
Q. 4: Sex of respondents (please address respondents as Mr. or Miss)

	Frequency	Percentage
Male	511	44.4
Female	641	55.6
Total	1152	100.0



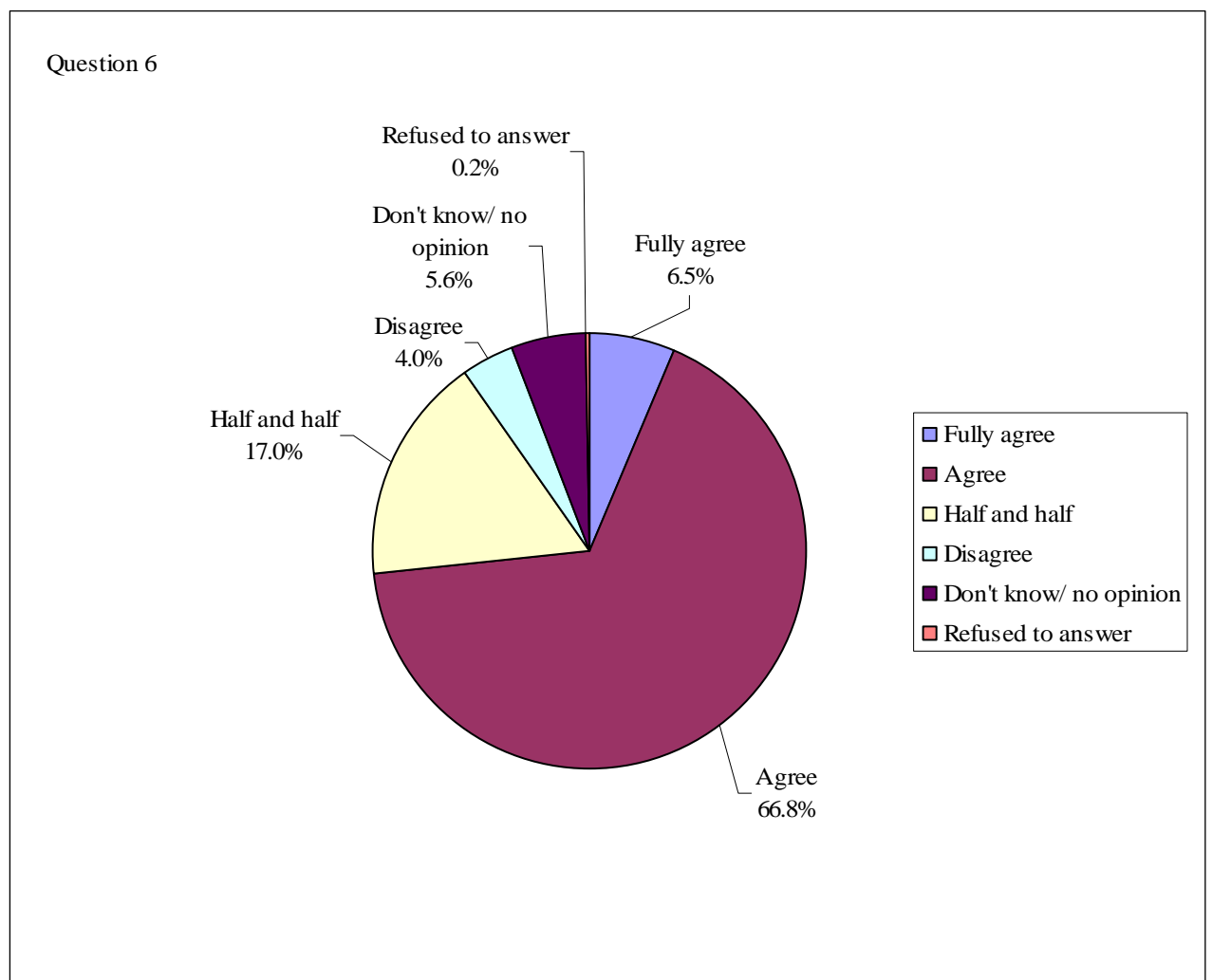
Q.5: The WKCD Project will be an integrated arts and cultural district with world class arts and cultural performances, exhibitions, and facilities. What is your opinion? Do you “fully agree”, “agree”, “half and half” or “disagree”?

	Frequency	Percentages
Fully agree	158	13.7
Agree	708	61.5
Half and half	206	17.9
Disagree	22	1.9
Don't know/ no opinion	56	4.9
Refused to answer	2	0.2
Total	1152	100.0



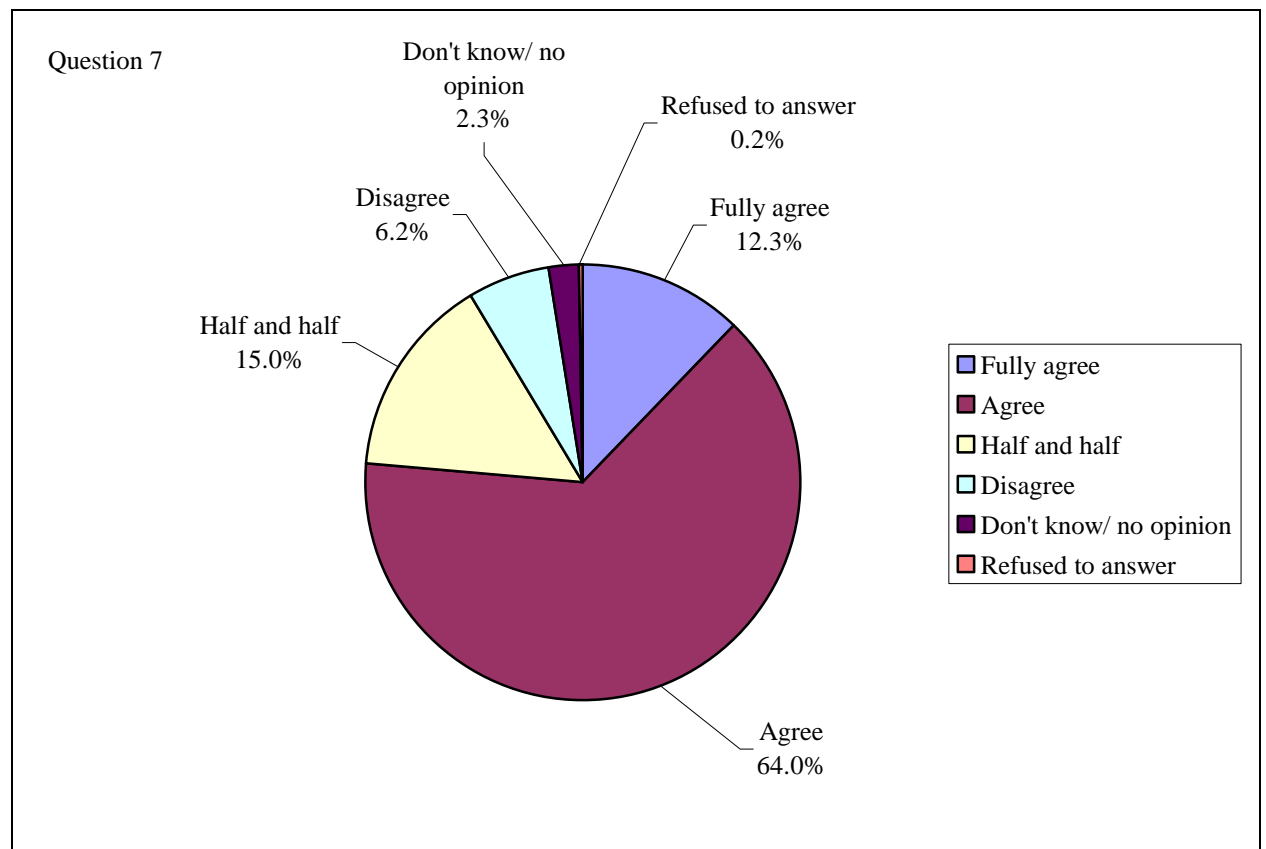
Q.6: The WKCD will have a good mix of arts and cultural facilities with suitable phasing and land reserved for organic growth. What is your opinion? Do you “fully agree”, “agree”, “half and half” or “disagree”?

	Frequency	Percentages
Fully agree	75	6.5
Agree	769	66.8
Half and half	196	17.0
Disagree	46	4.0
Don't know/ no opinion	64	5.6
Refused to answer	2	0.2
Total	1152	100.0



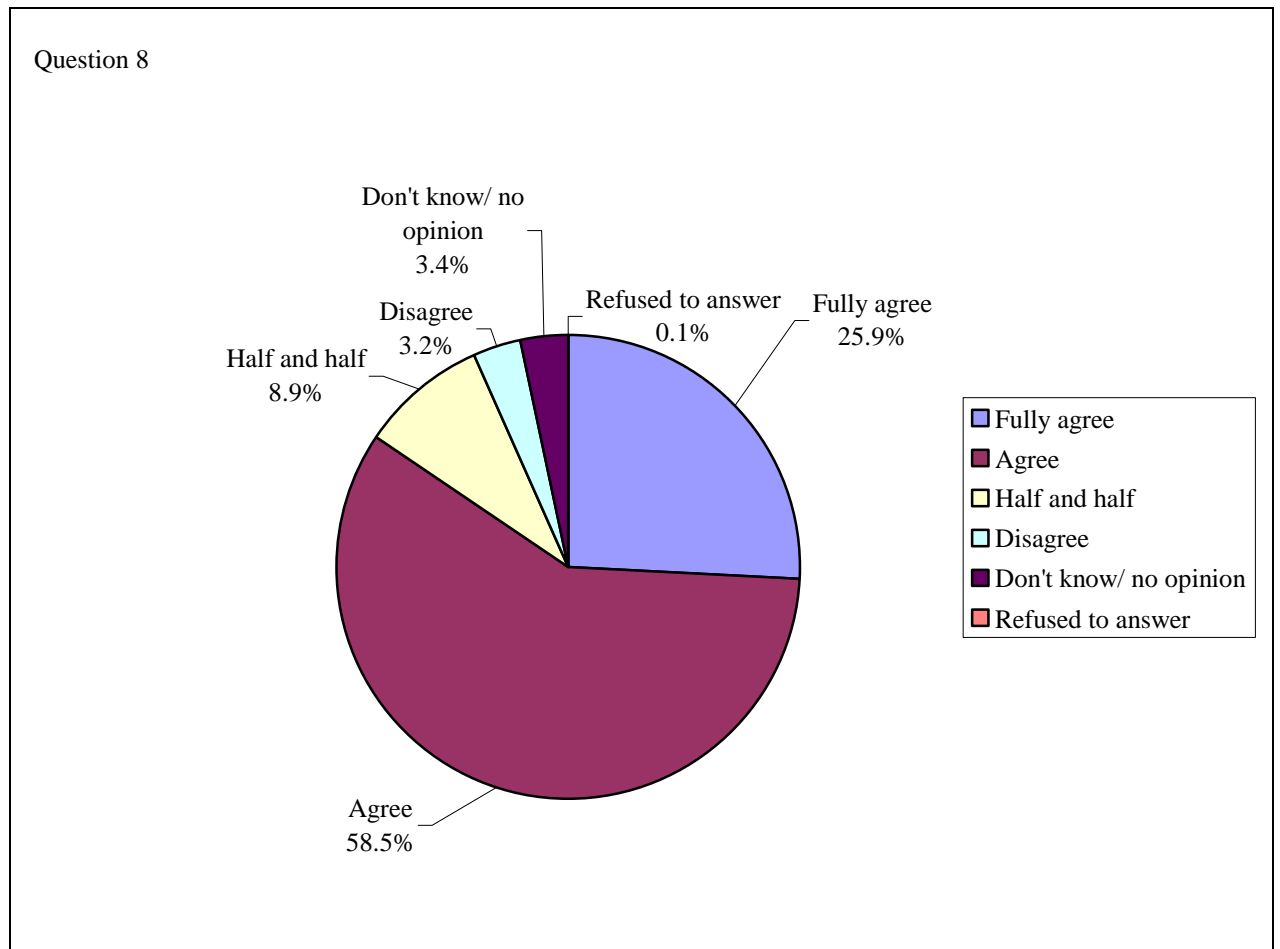
Q.7: WKCD's core arts and cultural facilities will be suitably clustered with retail, dining and entertainment facilities. What is your opinion? Do you "fully agree", "agree", "half and half" or "disagree"?

	Frequency	Percentages
Fully agree	142	12.3
Agree	737	64.0
Half and half	173	15.0
Disagree	71	6.2
Don't know/ no opinion	27	2.3
Refused to answer	2	0.2
Total	1152	100.0



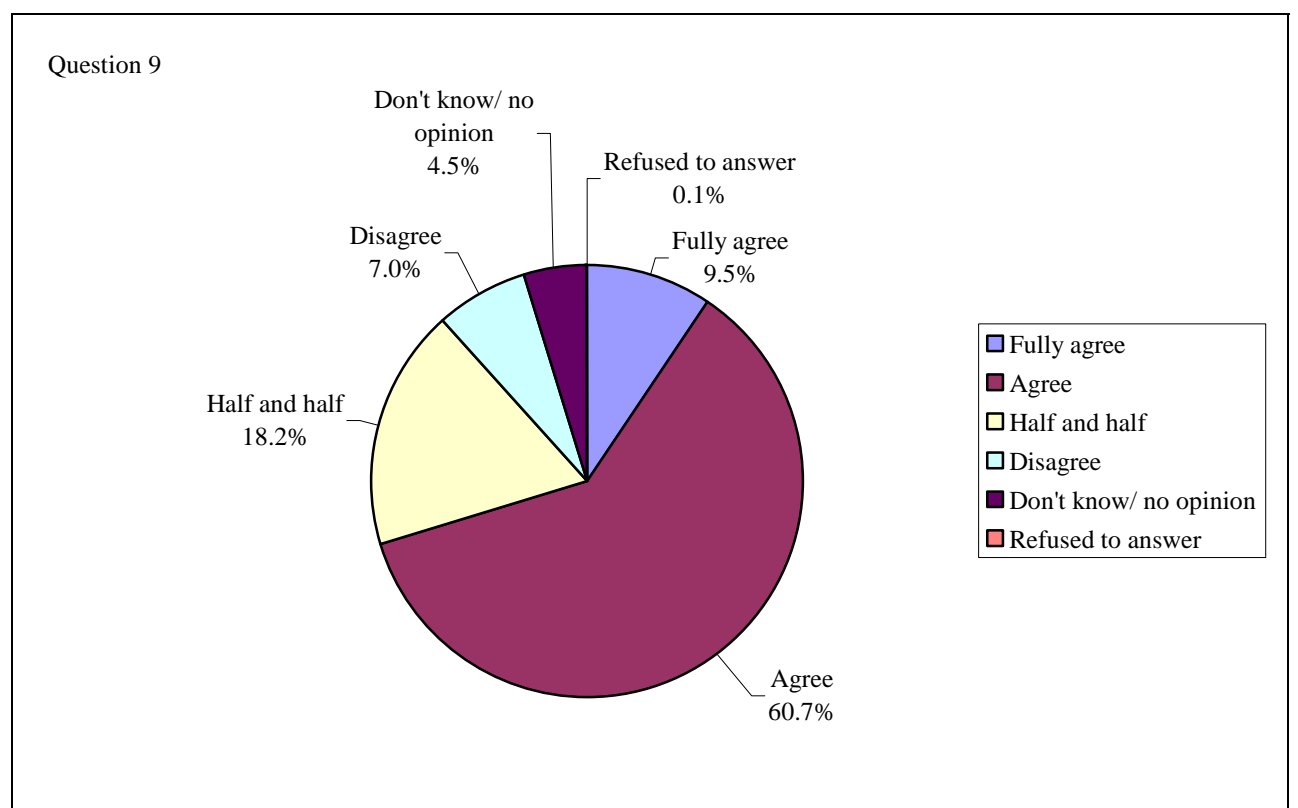
Q.8: WKCD would be a low density development with spacious open space for the public.
 What is your opinion? Do you “fully agree”, “agree”, “half and half” or “disagree”?

	Frequency	Percentages
Fully agree	298	25.9
Agree	674	58.5
Half and half	103	8.9
Disagree	37	3.2
Don't know/ no opinion	39	3.4
Refused to answer	1	0.1
Total	1152	100.0



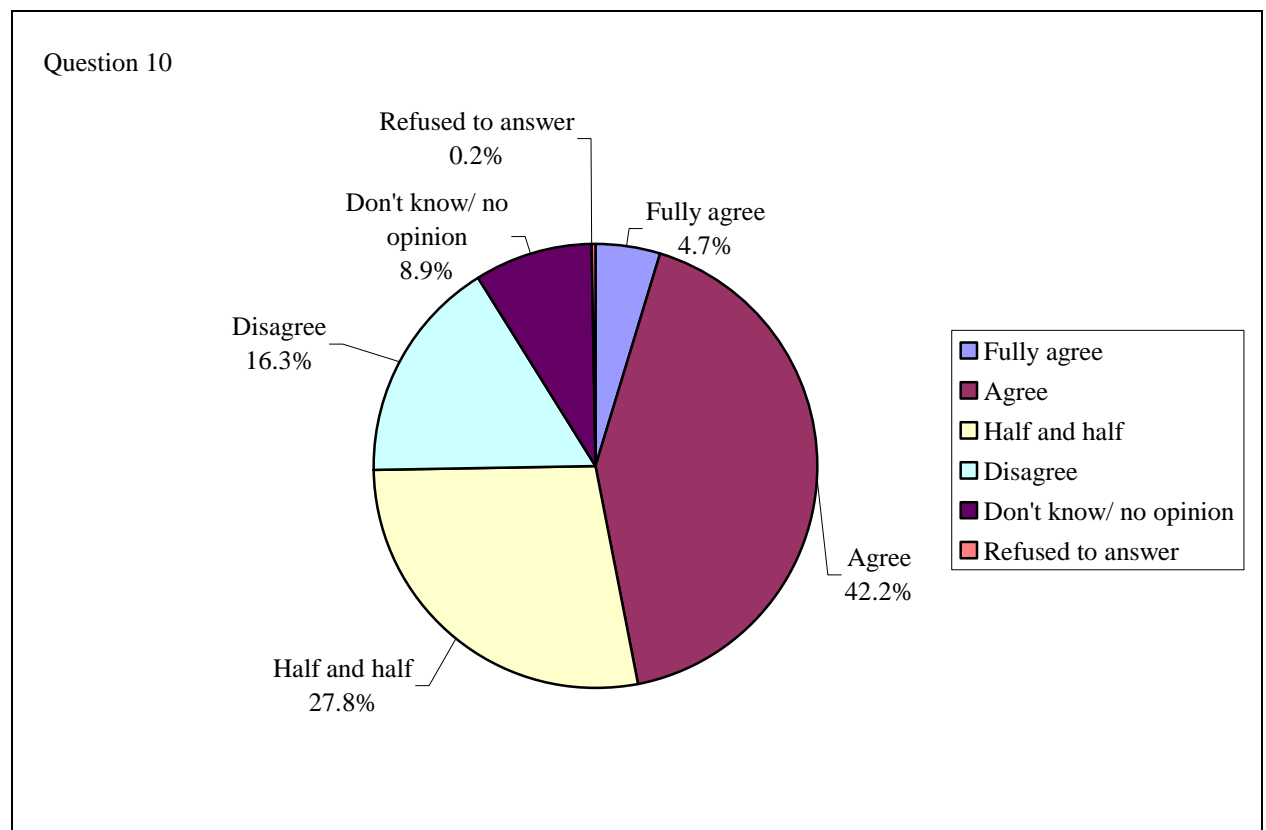
Q.9 WKCD would be closely connected to its neighbouring community. What is your opinion? Do you “fully agree”, “agree”, “half and half” or “disagree”?

	Frequency	Percentages
Fully agree	109	9.5
Agree	699	60.7
Half and half	210	18.2
Disagree	81	7.0
Don't know/ no opinion	52	4.5
Refused to answer	1	0.1
Total	1152	100.0



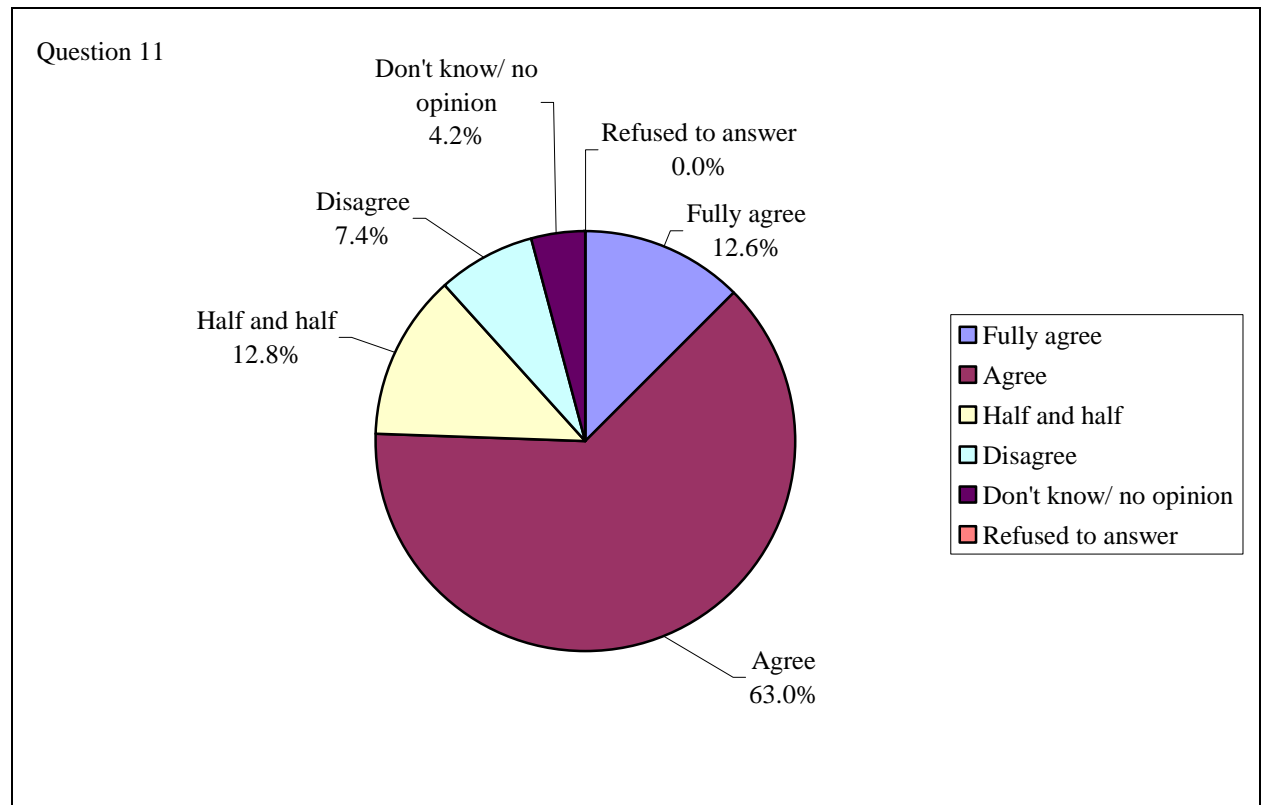
Q.10 Government will first grant an upfront endowment to the proposed WKCD Authority to finance the capital costs of the WKCD. This amount will, in the future, be recovered by Government through land sales from the district. What is your opinion? Do you “fully agree”, “agree”, “half and half” or “disagree”?

	Frequency	Percentages
Fully agree	54	4.7
Agree	486	42.2
Half and half	320	27.8
Disagree	188	16.3
Don't know/ no opinion	102	8.9
Refused to answer	2	0.2
Total	1152	100.0



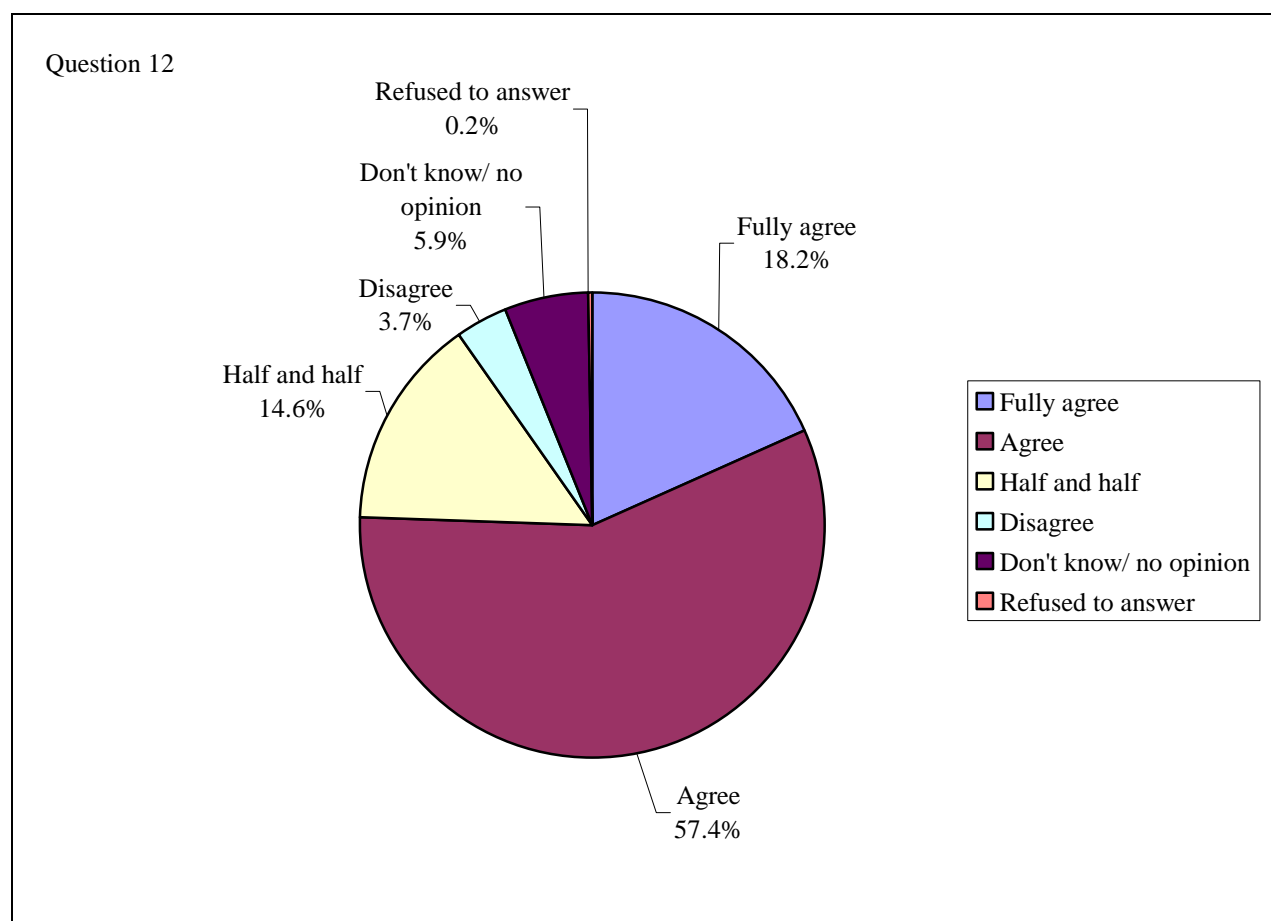
Q.11: Rental proceeds of the commercial sites for retail, dining and entertainment uses will be used to subsidize WKCD's operation costs. What is your opinion? Do you "fully agree", "agree", "half and half" or "disagree"?

	Frequency	Percentages
Fully agree	145	12.6
Agree	726	63.0
Half and half	148	12.8
Disagree	85	7.4
Don't know/ no opinion	48	4.2
Refused to answer	0	0.0
Total	1152	100.0



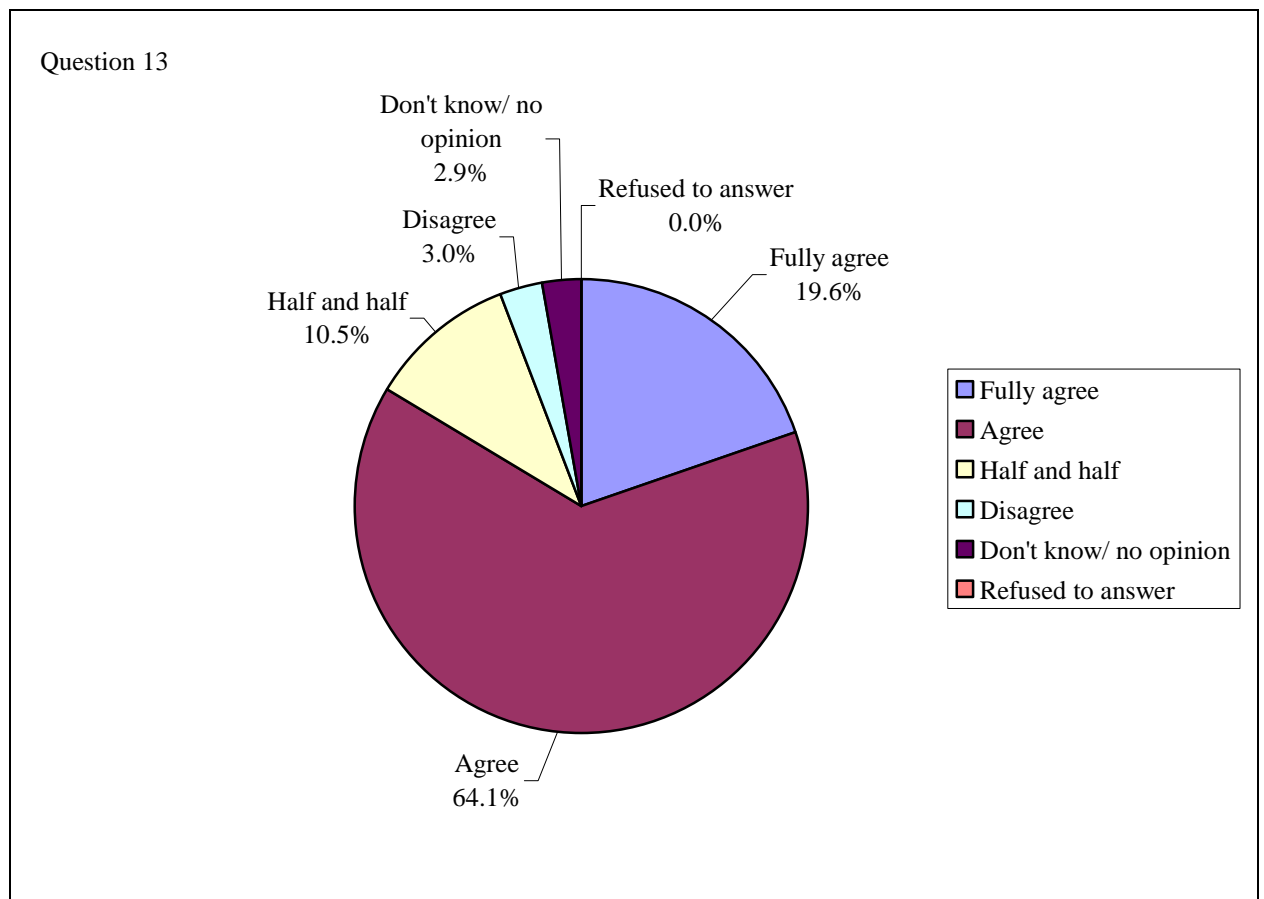
Q.12 The proposed WKCD Authority would be an independent statutory body with wide representation and it operates with high degree of transparency and accountability. What is your opinion? Do you “fully agree”, “agree”, “half and half” or “disagree”?

	Frequency	Percentages
Fully agree	210	18.2
Agree	661	57.4
Half and half	168	14.6
Disagree	43	3.7
Don't know/ no opinion	68	5.9
Refused to answer	2	0.2
Total	1152	100.0



Q. 13: To realize the vision and objectives of the WKCD Project, the Government will strengthen cultural software such as enhancing arts education, arts groups, manpower training and audience building. What is your opinion? Do you “fully agree”, “agree”, “half and half” or “disagree”?

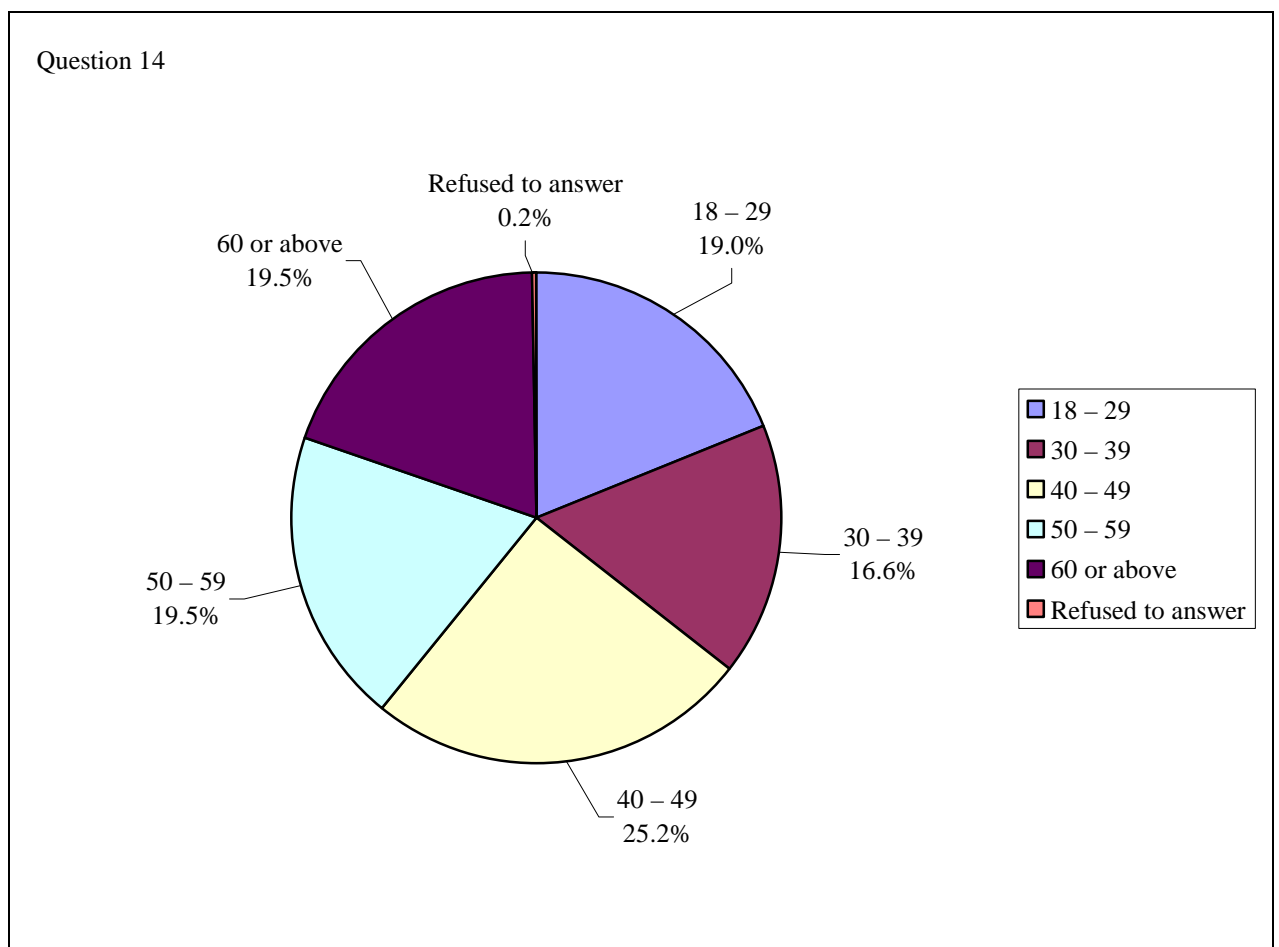
	Frequency	Percentages
Fully agree	226	19.6
Agree	738	64.1
Half and half	121	10.5
Disagree	34	3.0
Don't know/ no opinion	33	2.9
Refused to answer	0	0.0
Total	1152	100.0



Personal Profile

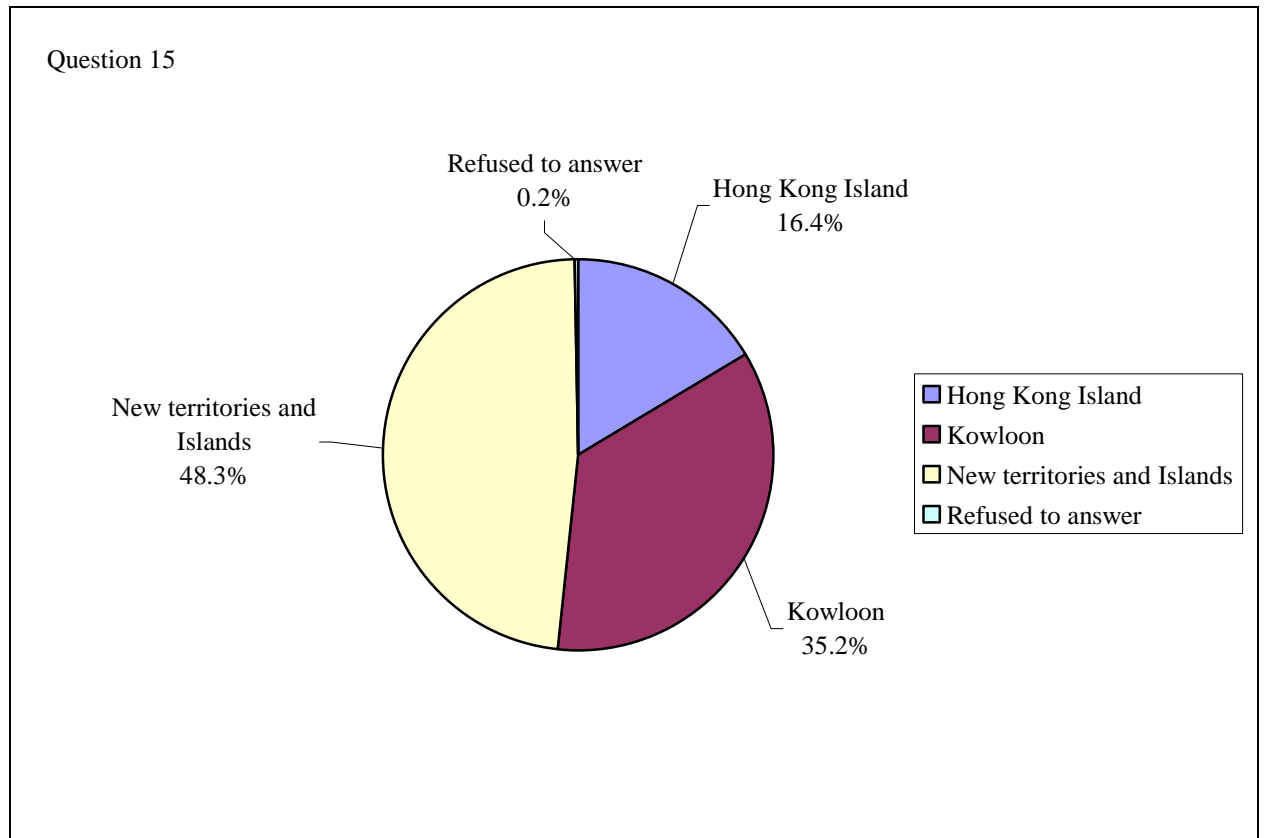
Q. 14: What is your age? (Calculated from your last birthday)

	Frequency	Percentages
Aged 18 - 29	219	19.0
Aged 30 - 39	191	16.6
Aged 40 - 49	290	25.2
Aged 50 - 59	225	19.5
Aged 60 or above	225	19.5
Refused to answer	2	0.2
Total:	1152	100.0



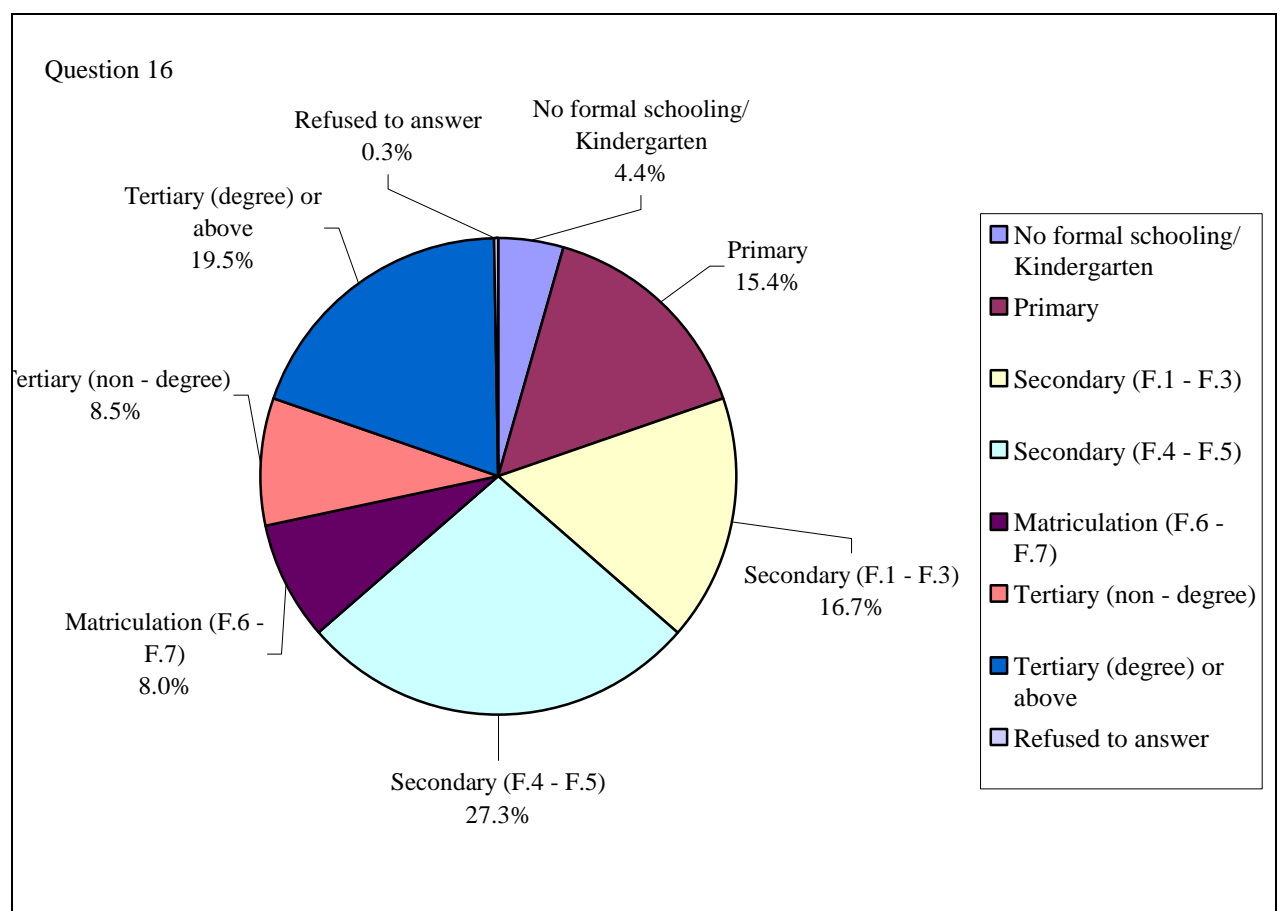
Q. 15: Your residential district is ___?

	Frequency	Percentages
Hong Kong Island	189	16.4
Kowloon	405	35.2
New Territories and Islands	556	48.3
Refused to answer	2	0.2
Total	1152	100.0



Q. 16: Your educational level is ____? (Based on the respondent's highest educational qualification)

	Frequency	Percentages
No formal schooling/ kindergarten)	51	4.4
Primary education	177	15.4
Secondary education (F.1 to F.3)	192	16.7
Secondary education (F.4 to F. 5)	314	27.3
Matriculation level (F. 6 to F. 7)	92	8.0
Tertiary education (non degree)	98	8.5
Tertiary (degree or above)	225	19.5
Refused to answer	3	0.3
Total	1152	100.0



Appendix 2.5

Sample of Telephone Poll Questionnaires

香港理工大學
應用社會科學系
社會政策研究中心
推展西九文化區第一次電話意見調查
2007年10月10-18日

程序A:自我介紹

「喂，您好，我地係香港理工大學社會政策研究中心打嚟嘅，我地而家進行緊一項有關「推展西九文化區」嘅民意調查。閣下所提供嘅意見，我地係會絕對保密嘅，請您放心。」

住戶反應記錄： 情況 1. 答應合作→〔開始程序 B〕
 情況 2. 接通即拒絕/拒絕合作/中途拒絕→〔結束及記錄〕
 情況 3. 電話有問題(長鳴、怪聲不能分辨)→〔結束及記錄〕
 情況 4. 非目標樣本(沒有受訪對象、FAX、非住宅)→〔結束及記錄〕
 情況 5. 無人接聽/電話留言機/暫時唔得閒/線路正在使用→〔須重試及記錄〕

訪問/嘗試記錄：	第 1 次 <input type="checkbox"/>	第 2 次 <input type="checkbox"/>	第 3 次 <input type="checkbox"/>	第 4 次 <input type="checkbox"/>	第 5 次 <input type="checkbox"/>	第 6 次 <input type="checkbox"/>
訪問/嘗試日期及時間：						
訪問/嘗試結果：						

程序B: 選出合適受訪者

Q.1: 電話號碼：_____

Q.2: 訪問員編號：_____

Q.3: 呢個調查嘅訪問對象係18歲或以上嘅人士，請問府上有幾多位呢類家庭成員呢？

【如果多過一個以上，訪問員請用Random Generator根據Kish Grid方法抽出一位合資格嘅最終受訪者。

根據抽樣結果，按年齡排列由大到小，唔該請年齡排第__位大嘅家庭成員嚟聽電話。

- 1 我係 → [開始問卷 – 程序C] → [如有需要，請讀出簡介文字]
 2 唔方便講 → [必須確認] → [核實或預約時間] → [結束訪問]
 → [記錄]
 3 佢唔係度 → [預約時間] → [結束訪問] → [記錄]

程序 C: 開始訪問

[由訪問員自行填寫]

Q.4: 受訪者性別: (以下稱受訪者為“先生”或“小姐”)

1. 男
2. 女

訪問員請讀出:

以下嘅問題係關於政府發展西九文化區嘅構思:

Q.5: 西九文化區，會發展成爲一個綜合文化藝術區，匯聚世界級文化藝術表演、展覽同設施。你同唔同意呢？ 嘍十分同意、同意、一半一半，定嘍不同意呢？

1. 十分同意 (相等於心願咁的“十分同意”)
2. 同意 (相等於心願咁的“基本上同意”)
3. 一半一半 (相等於心願咁的“部分同意”)
4. 不同意 (相等於心願咁的“不同意”)
5. 唔知道/無意見
6. 拒絕回答

Q.6: 西九文化區內嘅文化藝術設施，將會分期興建同埋預留土地以便發展。你同唔同意呢？ 嘍十分同意、同意、一半一半，定嘍不同意呢？

1. 十分同意
2. 同意
3. 一半一半
4. 不同意
5. 唔知道/無意見
6. 拒絕回答

Q.7: 西九文化區內嘅文化藝術設施，將會融合零售、飲食及娛樂等設施。你同唔同意呢？ 嘍十分同意、同意、一半一半，定嘍不同意呢？

1. 十分同意
2. 同意
3. 一半一半
4. 不同意
5. 唔知道/無意見
6. 拒絕回答

Q.8: 西九文化區將會作低密度發展，為市民大眾提供充裕的戶外空間。你同唔同意呢？係十分同意、同意、一半一半，定係不同意呢？

1. 十分同意
2. 同意
3. 一半一半
4. 不同意
5. 唔知道/無意見
6. 拒絕回答

Q.9: 西九文化區將會同附近社區緊密相連。你同唔同意呢？係十分同意、同意、一半一半，定係不同意呢？

1. 十分同意
2. 同意
3. 一半一半
4. 不同意
5. 唔知道/無意見
6. 拒絕回答

Q.10: 建議嘅西九管理局將獲政府一筆過撥款，以支付西九文化區嘅資本開支。呢筆撥款大約相等於日後西九文化區內賣地所得嘅收入。你同唔同意呢？係十分同意、同意、一半一半，定係不同意呢？

1. 十分同意
2. 同意
3. 一半一半
4. 不同意
5. 唔知道/無意見
6. 拒絕回答

Q.11: 西九文化區內嘅零售、飲食同娛樂用地嘅租金收入，將用作補貼西九文化區嘅營運費用。你同唔同意呢？係十分同意、同意、一半一半，定係不同意呢？

1. 十分同意
2. 同意
3. 一半一半
4. 不同意
5. 唔知道/無意見
6. 拒絕回答

Q.12: 建議西九管理局，係一個有廣泛代表性嘅獨立法定組織，運作將會有高透明度和問責性。你同唔同意呢？ 嘍十分同意、同意、一半一半，定嘍不同意呢？

1. 十分同意
2. 同意
3. 一半一半
4. 不同意
5. 唔知道/無意見
6. 拒絕回答

Q.13: 為實現西九文化區嘅願景同目標，政府將會強化文化軟件，例如促進藝術教育、藝術團體、人才培訓、同拓展觀眾等方面嘅發展。你同唔同意呢？ 嘍十分同意、同意、一半一半，定嘍不同意呢？

1. 十分同意
2. 同意
3. 一半一半
4. 不同意
5. 唔知道/無意見
6. 拒絕回答

個人背景資料

Q.14: 請問你嘅年齡係...? (以上一次生日計算)

1. 18 – 29 歲
2. 30 – 39 歲
3. 40 – 49 歲
4. 50 – 59 歲
5. 60 歲或以上
6. 拒絕回答

Q.15: 請問你居住嘅地區係...?

1. 香港島
2. 九龍
3. 新界及離島
4. 拒絕回答

Q.16: 請問你嘅教育程度係...? (以受訪者最高學歷計算)

1. 未受教育 / 幼稚園
2. 小學
3. 中學 (中一至中三)
4. 中學 (中四至中五)
5. 預科 (中六至中七)
6. 專上 (非學位課程)
7. 大學學位或以上
8. 拒絕回答

(先生／小姐) 唔該你，訪問已經完成，拜拜。

香港理工大學
應用社會科學系
社會政策研究中心
推展西九文化區第二次電話意見調查
2007年12月4-12日

程序A:自我介紹

「喂，您好，我地係香港理工大學社會政策研究中心打嚟嘅，我地而家進行緊一項有關「推展西九文化區」嘅民意調查。閣下所提供嘅意見，我地係會絕對保密嘅，請您放心。」

住戶反應記錄： 情況 1. 答應合作→〔開始程序 B〕
 情況 2. 接通即拒絕/拒絕合作/中途拒絕→〔結束及記錄〕
 情況 3. 電話有問題(長鳴、怪聲不能分辨)→〔結束及記錄〕
 情況 4. 非目標樣本(沒有受訪對象、FAX、非住宅)→〔結束及記錄〕
 情況 5. 無人接聽/電話留言機/暫時唔得閒/線路正在使用→〔須重試及記錄〕

訪問/嘗試記錄：	第 1 次 <input type="checkbox"/>	第 2 次 <input type="checkbox"/>	第 3 次 <input type="checkbox"/>	第 4 次 <input type="checkbox"/>	第 5 次 <input type="checkbox"/>	第 6 次 <input type="checkbox"/>
訪問/嘗試日期及時間：						
訪問/嘗試結果：						

程序B: 選出合適受訪者

Q.1: 電話號碼：_____

Q.2: 訪問員編號：_____

Q.3: 呢個調查嘅訪問對象係18歲或以上嘅人士，請問府上有幾多位呢類家庭成員呢？

【如果多過一個以上，訪問員請用Random Generator根據Kish Grid方法抽出一位合資格嘅最終受訪者。

根據抽樣結果，按年齡排列由大到小，唔該請年齡排第___位大嘅家庭成員嚟聽電話。

- 1 我係 → [開始問卷 – 程序C] → [如有需要，請讀出簡介文字]
 2 唔方便講 → [必須確認] → [核實或預約時間] → [結束訪問]
 → [記錄]
 3 佢唔係度 → [預約時間] → [結束訪問] → [記錄]

程序 C: 開始訪問

[由訪問員自行填寫]

Q.4: 受訪者性別: (以下稱受訪者為“先生”或“小姐”)

1. 男
2. 女

訪問員請讀出:

以下嘅問題係關於政府發展西九文化區嘅構思:

Q.5: 西九文化區，會發展成爲一個綜合文化藝術區，匯聚世界級文化藝術表演、展覽同設施。你同唔同意呢？ 嘍十分同意、同意、一半一半，定嘍不同意呢？

1. 十分同意 (相等於心願咁的“十分同意”)
2. 同意 (相等於心願咁的“基本上同意”)
3. 一半一半 (相等於心願咁的“部分同意”)
4. 不同意 (相等於心願咁的“不同意”)
5. 唔知道/無意見
6. 拒絕回答

Q.6: 西九文化區內嘅文化藝術設施，將會分期興建同埋預留土地以便發展。你同唔同意呢？ 嘍十分同意、同意、一半一半，定嘍不同意呢？

1. 十分同意
2. 同意
3. 一半一半
4. 不同意
5. 唔知道/無意見
6. 拒絕回答

Q.7: 西九文化區內嘅文化藝術設施，將會融合零售、飲食及娛樂等設施。你同唔同意呢？ 嘍十分同意、同意、一半一半，定嘍不同意呢？

1. 十分同意
2. 同意
3. 一半一半
4. 不同意
5. 唔知道/無意見
6. 拒絕回答

Q.8: 西九文化區將會作低密度發展，為市民大眾提供充裕的戶外空間。你同唔同意呢？係十分同意、同意、一半一半，定係不同意呢？

1. 十分同意
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Q.9: 西九文化區將會同附近社區緊密相連。你同唔同意呢？係十分同意、同意、一半一半，定係不同意呢？

1. 十分同意
2. 同意
3. 一半一半
4. 不同意
5. 唔知道/無意見
6. 拒絕回答

Q.10: 政府將會先一筆過撥款俾建議嘅西九管理局，用嚟支付西九文化區嘅資本開支。而呢筆錢，政府預期日後會透過拍賣西九文化區嘅土地收回。你同唔同意呢？係十分同意、同意、一半一半，定係不同意呢？

1. 十分同意
2. 同意
3. 一半一半
4. 不同意
5. 唔知道/無意見
6. 拒絕回答

Q.11: 西九文化區內嘅零售、飲食同娛樂用地嘅租金收入，將用作補貼西九文化區嘅營運費用。你同唔同意呢？係十分同意、同意、一半一半，定係不同意呢？

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3. 一半一半
4. 不同意
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Q.12: 建議嘅西九管理局，係一個有廣泛代表性嘅獨立法定組織，運作將會有高透明度和問責性。你同唔同意呢？ 嘅十分同意、同意、一半一半，定嘅不同意呢？

1. 十分同意
2. 同意
3. 一半一半
4. 不同意
5. 唔知道/無意見
6. 拒絕回答

Q.13: 為實現西九文化區嘅願景同目標，政府將會強化文化軟件，例如促進藝術教育、藝術團體、人才培訓、同拓展觀眾等方面嘅發展。你同唔同意呢？ 嘅十分同意、同意、一半一半，定嘅不同意呢？

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2. 同意
3. 一半一半
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5. 唔知道/無意見
6. 拒絕回答

個人背景資料

Q.14: 請問你嘅年齡係...? (以上一次生日計算)

1. 18 – 29 歲
2. 30 – 39 歲
3. 40 – 49 歲
4. 50 – 59 歲
5. 60 歲或以上
6. 拒絕回答

Q.15: 請問你居住嘅地區係...?

1. 香港島
2. 九龍
3. 新界及離島
4. 拒絕回答

Q.16: 請問你嘅教育程度係...? (以受訪者最高學歷計算)

1. 未受教育 / 幼稚園
2. 小學
3. 中學 (中一至中三)
4. 中學 (中四至中五)
5. 預科 (中六至中七)
6. 專上 (非學位課程)
7. 大學學位或以上
8. 拒絕回答

(先生／小姐) 唔該你，訪問已經完成，拜拜。

Appendix 2.6

Investigation Report Regarding Irregularities in the Second Telephone Poll

**INVESTIGATION REPORT REGARDING
IRREGULARITIES IN THE SECOND
TELEPHONE POLL**

Independent Analysis and Reporting for
The Public Engagement Exercise on the
Recommendations of the Consultative Committee on the
Core Arts and Cultural Facilities of the
West Kowloon Cultural District

Prepared by

Public Policy Research Institute
The Hong Kong Polytechnic University

18 December 2007

Mrs. Frances YIM
Assistant Secretary for Home Affairs
Home Affairs Bureau
25/F., Wanchai Tower
12 Harbour Road
Wanchai, Hong Kong

18 December 2007

Dear Mrs YIM,

I refer to your letter dated 11 December 2007 regarding an email from a named complainant alleging possible professional misconduct involving the Centre for Social Policy Studies (CSPS) of the Department of Applied Social Sciences when carrying out the second telephone poll in respect of the consultancy services for the Public Engagement Exercise of the West Kowloon Cultural District (WKCD). We would like to provide you with the following information:

1. The Public Policy Research Institute (PPRI) subcontracts CAST of the Hong Kong Polytechnic University (the Computer-aided Survey Team under CSPS) to conduct the two phone polls for the WKCD project. CAST is responsible for data collection and organization, including data auditing and related quality assurance measures.
2. Prof Howard Cheng, the Director of the Centre for Social Policy (CSPS), who oversees CAST, informed PPRI and Senior Management of the Hong Kong Polytechnic University (PolyU) on Thursday, 6 December 2007 about two emails (received on the 2nd and 6th December 2007), the author's identity of which was concealed, alleging the omission of a procedure in the selection of phone poll respondents. Prof Cheng also reported to PPRI and PolyU Senior Management that the precautionary measures had been taken immediately and that further investigations were required to verify the allegation and to determine the extent of the problem.
3. PPRI and PolyU Senior Management approved the precautionary measures taken, and instructed CSPS to continue with the investigation and to submit an investigation report as soon as possible. Courses of actions to be taken would depend on the outcome of the investigation.
4. While investigation was still underway, HAB and certain members of the media received the email from that named complainant on 10th December 2007.
5. Investigation by CSPS suggests that the Team Leader of CAST, on a number of occasions during the same phone poll, allowed some interviewers to omit the Kish Grid procedure – the random selection of persons within the randomly selected household.
6. Evidence suggests that the problem is confined to certain sessions of the second phone poll. Testimony of that Team Leader of CAST indicates that (a)

the Kish Grid procedure was followed during the first phone poll, (b) all interviews conducted during the first poll were recorded and (c) staff of HAB, who conducted spot checks, listened to a number of randomly selected recorded interviews and did not find any irregularities.

7. Precautionary measures taken by CSPA included (a) the nullification of all the data of the second phone poll collected before 4 December 2007; (b) the assumption of supervision of all interviews conducted after 4 December 2007 by the Director and Deputy Director of CSPA; and (c) initiation of disciplinary proceedings against staff suspecting of inappropriate conduct. The Report by the Director of CSPA is attached in **Annex 1**.
8. PPRI has also sought advice from the Chair of PolyU's Ethics Committee, which has the investigative authority over matters associated with professional misconduct of staff.
9. PPRI is of the opinion that this is an isolated incident, a poor judgment on the part of that Team Leader of CAST, and that the measures taken by CSPA are appropriate.
10. PPRI is confident that all relevant procedures have been followed in the interviews of the new second poll and that the "representativity" of the sample and the reliability of the findings have not been compromised. The demographic characteristics of the respondents of the sample from the First Poll and the new Second Poll have been compared with those of the Hong Kong population, obtained from the 2006 by-census. The profiles are very similar (see **Annex 2**). Statistical tests have been conducted to test if differences exist between the responses of the first and new second polls. No significant difference is found in the response to any of the interview questions (see **Annex 3**), indicating a high degree of reliability.
11. With regard to why HAB was not informed earlier, PPRI felt that it needed to obtain a more complete picture of the situation and to seek confirmation of facts from different sources before it could make a meaningful report to HAB (see sections 2 and 3). PPRI did not feel that it could act on the basis of allegations from emails with concealed identity.

PPRI would like to express regret over the incident, and would like to apologize for the inconvenience and negative publicity caused. We can, however, assure you that, with the measures taken, the results of the two phone polls are reliable and credible.

Yours truly,

Prof Lee Ngok
Coordinator, Public Policy Research Institute
The Hong Kong Polytechnic University

cc Prof Poon Chung-kwong, President, PolyU
Prof Ko Jan-ming, Vice President, PolyU

Annex 1: The Report by the Director of CSPA

The “Consultancy Services for the Public Engagement Exercise on the Recommendation of the Consultative Committee of the Core Arts and Cultural Facilities of the West Kowloon Cultural District Project” – “Irregularities of the second telephone poll”

In response to the letter from the Home Affairs Bureau to Professor Lee Ngok dated 11 December 2007 concerning “irregularities of the way the second telephone poll were done”, the following investigation was carried out by the Department of Applied Social Sciences:

A. The Incident

1. Someone signed as “Telephone Interviewers” but with one’s real identity concealed sent an email to members of the Management Committee of the Centre for Social Policy Studies (CSPA), Department of Applied Social Sciences (APSS) in the evening of December 2. The email alleged that the Computer-aided Survey Team (CAST - a team under the CSPA) had skipped a required sampling step in the telephone poll of the West Kowloon Cultural District (WKCD) project, which was commissioned to the Public Policy Research Institute (PPRI) by the Home Affairs Bureau (HAB). The telephone poll was subcontracted by the PPRI to the CAST.
2. The Deputy Director of the CSPA, Dr. CHUNG Kim Wah, read the email in the morning of December 3 and proceeded immediately to investigate the matter. By that evening, evidence suggested that there might be irregularities in the operation of the telephone poll of the WKCD project carried out from 26 November onwards.
3. Since the email was anonymous, the Deputy Director responded to the email immediately and invited the sender to contact him via telephone or email so as to provide further information for prompt actions.
4. After an urgent meeting between the Director and Deputy Director of the CSPA in the morning of December 4, a special meeting with all staff members of the CSPA was held in the afternoon.
5. Pending further investigation and for precautionary purposes, the Director and Deputy Director decided that all data previously collected would be voided and the same poll had to be started all over again immediately.
6. The Head of APSS was informed early in the morning on December 5.
7. Another email with contents similar to the previous one was sent by the “Telephone Interviewers” to the Management Committee of the CSPA as well as to the President, the Deputy President, the Vice-Presidents, Dean of Faculty

of Health and Social Sciences, and the Associate Vice-Presidents at 2:45 (a.m.) on December 6.

8. The Deputy Director of CSPA again replied immediately to this email and invited the “Telephone Interviewers” to provide further information and to assist the investigation.
9. In the morning of December 6, Head of Department of APSS, Professor Angelina YUEN, and Associate Head and Director of the CSPA, Professor Howard CHENG, discussed this with the top management of the University during the Management Workshop. It was noted in the meeting that since investigation was underway and contingent measures had already been taken, the top management would wait for an investigation report before deciding on follow up actions.
10. Professor LEE Ngok, the Coordinator of the PPRI, was informed about this incident over the phone by Professor Howard CHENG in the afternoon of December 6.
11. Since December 5, the Director and Deputy Director had taken over the supervision and management of CAST to make sure that the operation of the poll was in order. Meanwhile, active investigations continued over the weekend.
12. On December 11, an email by a named complainant was sent to the HAB to reveal the incident. Until this moment, the identity of the “Telephone Interviewers” was still unknown and no one showed up or called despite invitation by the Deputy Director of CSPA.

B. Report on the Investigation

13. According to the information provided by the Team Leader of the CAST, and by his team members, the first round of WKCD poll carried out from Oct 10 to Oct 18 was in order. The sampling process was implemented according to the protocols; representatives from the HAB had paid unannounced visits twice during the poll period. The purpose of the visits was to make sure that CAST would operate the poll according to their requirements. The HAB visitors had tried the interview recording system and checked recorded cases which were selected randomly. No irregularity was reported.
14. Regarding the second round of the WKCD poll, that Team Leader of CAST admitted that he was the person who made the judgment and decision to skip a required step in the sampling procedures.
15. According to information gathered, what that Team Leader of CAST had done is a total misjudgment and his action is unacceptable. His action has violated the protocols and he should be held responsible for it. However, since his salary is on a fixed monthly basis with no financial bonus or other material incentives, and since he has always been a committed, devoted and

hardworking staff member, it is unlikely that personal interest is a factor leading to his wrong decision.

C. Actions Taken

16. Since December 4, no new job intake for CAST was allowed, but jobs already committed would have to be completed according to contracts. Staff of CAST were instructed to follow strictly the procedures and protocols as laid down in the contracts.
17. On December 5, those part-time fieldwork supervisors who were previously engaged in the problematic poll sessions were suspended from supervising the new round of data collection.
18. From December 11 onwards, that Team Leader of CAST had been released from his normal responsibility as the Team Leader of CAST, while further investigation took place and disciplinary actions were being considered.
19. On December 13, a thorough sample-checking exercise was carried out with the following measures to strengthen supervision and to ensure data quality:
 - a. The sample size for checking was raised from the original target of 15% to 20% of the survey sample.
 - b. All staff engaged to carry out checking have to be at supervisory level or experienced enough to carry out supervisory duties.
 - c. Senior personnel, such as the Director and Deputy Director, will be involved in monitoring the sampling checking process.
 - d. HAB was invited to carry out unannounced checking visits. The visits took place on 13 and 14 December.
20. On December 14, that Team Leader of CAST tendered his resignation. The Hong Kong Polytechnic University is in the process of terminating his employment.

Prepared by:

Professor Howard Cheng
Director
Centre for Social Policy Studies
Department of Applied Social Sciences

Date: December 18, 2007

Annex 2:

Comparison of WKCD Poll 1 / Poll 2 Demographic Data and 2006 By-Census Data

Gender

	WKCD Poll 1		WKCD Poll 2		2006 By-Census	
	Frequency	Percentages	Frequency	Percentages	Frequency	Percentages
Male	688	45.3	511	44.4	2650340	46.9
Female	831	54.7	641	55.6	3006691	53.1
Total	1519	100.0	1152	100.0	5657031	100.0

Age

	WKCD Poll 1		WKCD Poll 2		2006 By-Census	
	Frequency	Percentages	Frequency	Percentages	Frequency	Percentages
Aged 18 - 29	270	17.8	219	19.0	1143652	20.2
Aged 30 - 39	286	18.8	191	16.6	1127199	19.9
Aged 40 - 49	386	25.4	290	25.2	1331150	23.5
Aged 50 - 59	313	20.6	225	19.5	956435	16.9
Aged 60 or above	251	16.5	225	19.5	1098595	19.4
Refused to answer	13	0.9	2	0.2	--	--
Total	1519	100.0	1152	100.0	5657031	100.0

Area of Residence

	WKCD Poll 1		WKCD Poll 2		2006 By-Census	
	Frequency	Percentages	Frequency	Percentages	Frequency	Percentages
HK Island	289	19.0	189	16.4	1067623	18.9
Kowloon	491	32.3	405	35.2	1692897	29.9
NT and Islands	737	48.5	556	48.3	2896511	51.2
Refused to answer	2	0.1	2	0.2	--	--
Total	1519	100.0	1152	100.0	5657031	100.0

Annex 3: WKCD Poll 1 & Poll 2: Comparison of Mean Differences:

Conclusion: Responses to all questions have no significant difference at 95% confidence level as tested by the “independent two samples t test.”

Independent Samples Test

		t-test for Equality of Means						
		t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
							Lower	Upper
Q. 5: The WKCD Project will be an integrated arts and cultural district with world class arts and cultural performances, exhibitions, and facilities. What is your opinion? Do you “fully agree”, “agree”, “half and half” or “disagree”?	Equal variances assumed	1.355	2545	.175	.036	.026	-.016	.087
	Equal variances not assumed	1.365	2414.143	.172	.036	.026	-.016	.087
Q. 6: The WKCD will have a good mix of arts and cultural facilities with suitable phasing and land reserved for organic growth. What is your opinion? Do you “fully agree”, “agree”, “half and half” or “disagree”?	Equal variances assumed	.568	2503	.570	.015	.026	-.036	.065
	Equal variances not assumed	.572	2391.550	.567	.015	.025	-.035	.065
Q. 7: WKCD’s core arts and cultural facilities will be suitably clustered with retail, dining and entertainment facilities. What is your opinion? Do you “fully agree”, “agree”, “half and half” or “disagree”?	Equal variances assumed	.808	2598	.419	.023	.029	-.033	.080
	Equal variances not assumed	.812	2459.081	.417	.023	.029	-.033	.080
Q. 8: WKCD would be a low density development with spacious open space for the public. What is your opinion? Do you “fully agree”, “agree”, “half and half” or “disagree”?	Equal variances assumed	-.209	2583	.835	-.006	.028	-.061	.050
	Equal variances not assumed	-.210	2445.796	.833	-.006	.028	-.061	.049

		t-test for Equality of Means						
		t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
							Lower	Upper
Q. 9: WKCD would be closely connected to its neighbouring community. What is your opinion? Do you “fully agree”, “agree”, “half and half” or “disagree”?	Equal variances assumed	.280	2535	.780	.008	.030	-.050	.066
	Equal variances not assumed	.280	2391.399	.779	.008	.029	-.049	.066
Q.10: The proposed WKCD Authority will receive an upfront government endowment to finance the capital costs of the WKCD. The amount will be roughly equivalent to the future estimated land sale value from the district. What is your opinion? Do you “fully agree”, “agree”, “half and half” or “disagree”?	Equal variances assumed	-.097	2372	.923	-.003	.033	-.069	.062
	Equal variances not assumed	-.096	2178.699	.923	-.003	.034	-.069	.063
Q. 11: Rental proceeds of the commercial sites for retail, dining and entertainment uses will be used to subsidize WKCD’s operation costs. What is your opinion? Do you “fully agree”, “agree”, “half and half” or “disagree”?	Equal variances assumed	-1.285	2565	.199	-.038	.029	-.095	.020
	Equal variances not assumed	-1.284	2362.958	.199	-.038	.029	-.095	.020
Q. 12: The proposed WKCD Authority would be an independent statutory body with wide representation and it operates with high degree of transparency and accountability. What is your opinion? Do you “fully agree”, “agree”, “half and half” or “disagree”?	Equal variances assumed	-1.151	2510	.250	-.034	.029	-.091	.024
	Equal variances not assumed	-1.157	2365.457	.248	-.034	.029	-.091	.023
Q. 13: To realize the vision and objectives of the WKCD Project, the Government will strengthen cultural software such as enhancing arts education, arts groups, manpower training and audience building. What is your opinion? Do you “fully agree”, “agree”, “half and half” or “disagree”?	Equal variances assumed	-.395	2586	.693	-.011	.027	-.063	.042
	Equal variances not assumed	-.397	2449.293	.692	-.011	.026	-.062	.041

* Remark: The answers “Don’t know/ cannot remember” and “Refused to answer” are excluded from the comparison of mean differences calculation.

Appendix 3.1

Detailed Frequency Counts of Qualitative Data from All Sources

Detailed Frequency Counts of Qualitative Data from All Sources

Category	No. of text units							Written Submission	Total	%
	Wish cards(School)	Wish cards	E-Wish cards	Discussion Board	Public Affairs Forum	LegCo	Public Forum			
1	1041	426	184	87	10	100	113	129	2090	20.29%
1.1	548	276	116	67	8	60	66	82	1223	58.52%
1.1.1	338	142	50	17	4	25	26	26	628	51.35%
1.1.2	12	18	5	23	1	5	1	21	86	7.03%
1.1.3	198	116	61	27	3	30	39	35	509	41.62%
1.2	155	87	40	8	0	15	31	26	362	17.32%
1.2.1	101	62	33	6	0	6	23	17	248	68.51%
1.2.2	20	2	1	1	0	0	0	0	24	6.63%
1.2.3	34	23	6	1	0	9	8	9	90	24.86%
1.3	3	3	0	4	0	6	1	3	20	0.96%
1.3.1	0	1	0	0	0	2	0	0	3	15.00%
1.3.2	3	0	0	2	0	4	1	3	13	65.00%
1.3.3	0	2	0	2	0	0	0	0	4	20.00%
1.4	205	31	12	8	2	19	15	10	302	14.45%
1.4.1	192	29	9	8	2	15	13	10	278	92.05%
1.4.2	0	0	0	0	0	2	0	0	2	0.66%
1.4.3	13	2	3	0	0	2	2	0	22	7.28%
1.5	130	29	16	0	0	0	0	8	183	8.76%
1.5.1	78	16	8	0	0	0	0	6	108	59.02%
1.5.2	8	3	3	0	0	0	0	0	14	7.65%
1.5.3	44	10	5	0	0	0	0	2	61	33.33%
2	219	195	397	87	5	97	111	120	1231	11.95%
2.1	62	62	13	18	0	11	30	37	233	18.93%
2.1.1	32	30	7	9	0	2	9	2	91	39.06%
2.1.2	1	0	0	1	0	3	0	0	5	2.15%
2.1.3	29	32	6	8	0	6	21	35	137	58.80%
2.2	18	25	5	12	0	2	0	15	77	6.26%

2.2.1	9	11	3	4	0	1	0	3	31	40.26%
2.2.2	0	0	0	1	0	0	0	0	1	1.30%
2.2.3	9	14	2	7	0	1	0	12	45	58.44%
2.3	3	3	0	0	0	3	2	0	11	0.89%
2.3.1	2	3	0	0	0	1	2	0	8	72.73%
2.3.2	0	0	0	0	0	0	0	0	0	0.00%
2.3.3	1	0	0	0	0	2	0	0	3	27.27%
2.4	14	13	7	27	0	57	42	19	179	14.54%
2.4.1	4	3	4	8	0	18	20	0	57	31.84%
2.4.2	0	1	0	11	0	6	1	4	23	12.85%
2.4.3	10	9	3	8	0	33	21	15	99	55.31%
2.5	9	13	2	2	1	3	6	2	38	3.09%
2.5.1	9	11	2	2	1	2	4	0	31	81.58%
2.5.2	0	0	0	0	0	0	0	0	0	0.00%
2.5.3	0	2	0	0	0	1	2	2	7	18.42%
2.6	1	3	0	3	0	5	4	3	19	1.54%
2.6.1	0	3	0	2	0	0	0	0	5	26.32%
2.6.2	0	0	0	0	0	2	1	2	5	26.32%
2.6.3	1	0	0	1	0	3	3	1	9	47.37%
2.7	0	7	345	0	0	0	2	3	357	29.00%
2.7.1	0	7	341	0	0	0	2	3	353	98.88%
2.7.2	0	0	0	0	0	0	0	0	0	0.00%
2.7.3	0	0	4	0	0	0	0	0	4	1.12%
2.8	112	69	25	25	4	16	25	41	317	25.75%
3	500	231	115	26	3	32	40	27	974	9.45%
3.1	166	69	29	17	0	2	23	7	313	32.14%
3.2	53	36	24	2	1	14	5	3	138	14.17%
3.3	281	126	62	7	2	16	12	17	523	53.70%
4	810	392	167	93	10	127	152	180	1931	18.74%
4.1	98	52	36	23	1	9	21	13	253	13.10%
4.1.1	84	41	23	13	1	4	6	10	182	71.94%

4.1.2	1	8	5	6	0	1	1	2	24	9.49%
4.1.3	13	3	8	4	0	4	14	1	47	18.58%
4.2	3	15	2	12	0	37	23	25	117	6.06%
4.2.1	0	1	0	2	0	2	5	1	11	9.40%
4.2.2	1	1	0	2	0	6	0	1	11	9.40%
4.2.3	2	13	2	8	0	29	18	23	95	81.20%
4.3	202	79	33	13	0	10	11	29	377	19.52%
4.3.1	117	48	25	8	0	0	2	8	208	55.17%
4.3.2	0	0	0	0	0	1	0	2	3	0.80%
4.3.3	85	31	8	5	0	9	9	19	166	44.03%
4.4	362	153	51	20	1	17	13	34	651	33.71%
4.4.1	205	69	25	6	0	4	5	9	323	49.62%
4.4.2	10	5	0	0	0	2	0	0	17	2.61%
4.4.3	147	79	26	14	1	11	8	25	311	47.77%
4.5	66	40	20	13	1	11	21	24	196	10.15%
4.6	79	53	25	12	7	43	63	55	337	17.45%
4.6.1	55	38	18	10	5	30	41	45	242	71.81%
4.6.1.1	15	14	8	4	0	4	13	4	62	25.62%
4.6.1.2	0	0	0	0	0	7	1	1	9	3.72%
4.6.1.3	40	24	10	6	5	19	27	40	171	70.66%
4.6.2	24	15	7	2	2	13	22	10	95	28.19%
4.6.2.1	14	9	2	1	0	4	5	3	38	40.00%
4.6.2.2	0	1	2	0	0	4	2	0	9	9.47%
4.6.2.3	10	5	3	1	2	5	15	7	48	50.53%
5	349	176	60	12	5	52	26	32	712	6.91%
5.1	74	38	12	0	0	9	5	9	147	20.65%
5.2	36	32	11	2	1	13	4	4	103	14.47%
5.3	239	106	37	10	4	30	17	19	462	64.89%
6	424	207	56	12	7	101	34	55	896	8.70%
6.1	192	70	20	2	2	23	4	13	326	36.38%
6.1.1	75	23	5	1	2	1	1	1	109	33.44%

6.1.2	1	4	2	1	0	6	0	0	14	4.29%
6.1.3	116	43	13	0	0	16	3	12	203	62.27%
6.2	59	80	25	2	3	26	10	21	226	25.22%
6.2.1	6	10	6	0	0	0	2	0	24	10.62%
6.2.2	8	19	2	0	0	2	2	1	34	15.04%
6.2.3	45	51	17	2	3	24	6	20	168	74.34%
6.3	133	40	8	2	1	42	12	15	253	28.24%
6.3.1	46	11	2	0	0	6	2	7	74	29.25%
6.3.2	37	12	0	2	0	3	0	1	55	21.74%
6.3.3	50	17	6	0	1	33	10	7	124	49.01%
6.4	40	17	3	6	1	10	8	6	91	10.16%
7	818	426	135	92	13	115	256	226	2081	20.20%
7.1	311	118	36	13	5	48	31	57	619	29.75%
7.1.1	87	36	6	5	0	11	7	12	164	26.49%
7.1.2	2	3	0	0	0	2	1	1	9	1.45%
7.1.3	222	79	30	8	5	35	23	44	446	72.05%
7.2	495	294	96	75	8	54	206	164	1392	66.89%
7.2.1	177	112	32	9	1	21	59	59	470	33.76%
7.2.2	194	125	49	44	5	14	81	50	562	40.37%
7.2.3	31	17	5	0	0	14	28	26	121	8.69%
7.2.4	7	13	5	20	2	5	19	15	86	6.18%
7.2.5	43	14	3	1	0	0	9	7	77	5.53%
7.2.6	43	13	2	1	0	0	10	7	76	5.46%
7.3	12	14	3	4	0	13	19	5	70	3.36%
8	3	6	2	2	0	29	20	27	89	0.86%
8.1	0	5	0	0	0	1	8	5	19	21.35%
8.2	0	0	0	1	0	13	1	1	16	17.98%
8.3	3	1	2	1	0	15	11	21	54	60.67%
9	50	14	14	7	1	46	14	9	155	1.50%
9.1	44	13	14	6	1	7	8	7	100	64.52%
9.2	1	1	0	0	0	12	1	1	16	10.32%

9.3	5	0	0	1	0	27	5	1	39	25.16%
10	30	46	13	27	0	4	13	11	144	1.40%
10.1	0	6	0	2	0	2	7	3	20	13.89%
10.2	0	3	0	0	0	1	0	1	5	3.47%
10.3	2	12	12	24	0	0	6	5	61	42.36%
10.4	1	0	0	0	0	0	0	0	1	0.69%
10.5	3	2	0	0	0	0	0	1	6	4.17%
10.6	24	23	1	1	0	1	0	1	51	35.42%

Total number of
text units 10303

Appendix 3.2

Analysis of Qualitative Data from the School Returns and Other Sources Excluding Schools

1. ANALYSIS OF QUALITATIVE DATA FROM THE SCHOOL RETURNS

Qualitative Data from the School Returns yielded a total of 4,244 text units of views expressed by respondents.

A summary of frequency counts on the 10 themes in the Analytical Framework (arranged in descending order of text units). A brief summary of each theme is presented in tabulated form for easy reading.

As the School Returns were all in a form of Wish Cards, their responses to the open-ended questions tended to fall within the themes of the Wish Card and the answers tended to be short.

Salient features showing the views of School Returns respondents are presented in Sections 1.1 to 1.10 below.

The percentages related to the positive, negative and other views under each theme are calculated from the respective views of each applicable category only. Hence, for example, category 2.8 (other views/concerns/suggestions on cultural hardware) is not included in the calculation. Similarly, categories 7.2 (specific software provisions and complementary measures) and 7.3 (lessons to be learnt from outside Hong Kong) are also not included.

The categories are arranged in a descending order in terms of the total text units received.

1.1 WKCD Project as a whole (1,041 text units)

The School Returns concentrated on, in descending order, five categories: “Overall vision”, “Benefits (tangible and intangible) of WKCD Project”, “Faster Pace for developing WKCD Project”, “Need for reserved land for future development” and “Concentration of investing in WKCD”.

Generally, there were more positive views and other views than negative views.

	Total text units	Positive views (%)	Negative views (%)	Other views (%)
1. WKCD Project as a whole	1041	68.1%	4.1%	27.8%
1.1 Overall vision	548	61.7%	2.2%	36.1%
1.4 Benefits (tangible and intangible) of WKCD Project	205	93.7%	0.0%	6.3%
1.2 Faster Pace for developing WKCD Project	155	65.2%	12.9%	21.9%
1.5 Need for reserved land for future development	130	60.0%	6.2%	33.9%
1.3 Concentration of investing in WKCD	3	0.0%	100.0%	0.0%

Salient points for the category “Overall vision” are presented below:

Positive Views	Negative Views	Other Views/Concerns
<ul style="list-style-type: none"> • I hope that WKCD can make HK people expose to more cultures and arts. HK is a place full of pressure, WKCD can make one relax and enjoy the cultural atmosphere. Also, it can attract tourists and boost HK’s economy. [S] • Cultures and arts are future investment for HK; they can boost development and harmony of the community. [S] • It can lead to a more prosperous tourism industry and strengthen HK’s status. Agree! [S] • Wish it success. [S] • Let others know more about different features of arts and culture. Develop HK into an international cultural metropolis and attract more tourists. [S] 	<ul style="list-style-type: none"> • Only a small proportion of the population can participate. [S] • The government invests a lot in this project, but people’s living standard hasn’t been improved. The government should pay more attention to people’s living and spend on something more practical. [S] • Waste of money. [S] • Any construction would only go into the pockets of the capitalists. [S] 	<ul style="list-style-type: none"> • Reduce the development of real estate in the area. • Conservation of valuable historical relics. [S] • Hope that the project could also be implemented on Hong Kong Island. [S] • Become a member of WKCD. [S] • Hope the government won’t collude with the private sector. [S]

Salient points for the category “Faster Pace for developing WKCD Project” are presented below:

Positive Views	Negative Views	Other Views/Concerns
<ul style="list-style-type: none"> • Build as quickly as possible. [S] • Hope that the project can be implemented as soon as possible. [S] • Develop culture and arts district with efficiency. [S] 	<ul style="list-style-type: none"> • Don’t be hasty, develop it step by step. [S] 	<ul style="list-style-type: none"> • Review should be made between the first and the second stages of development; make the second stage development more practical. [S] • The idea makes revision of planning possible, preventing the government from wasting money. [S]

Salient points for the category “Benefits (tangible and intangible) of WKCD Project” are presented below:

Positive Views	Negative Views	Other Views/Concerns
<ul style="list-style-type: none"> • WKCD can boost HK’s economy and attract more tourists to HK. [S] • WKCD can provide more job opportunities. [S] • WKCD can be beneficial to HK’s tourism industry. [S] • WKCD can increase people’s living standard. [S] 	[no text unit recorded]	[no text unit recorded]

Salient points for the category “Need to reserve land for future development” are presented below:

Positive Views	Negative Views	Other Views/Concerns
<ul style="list-style-type: none"> • Reserve land for future construction of better performance venue and exhibition centre. [S] • Reserve land for necessary construction in the future. [S] • It’s a good idea to construct by stages and reserve land. [S] • Hope that the WKCD would expand in the future. [S] 	<ul style="list-style-type: none"> • Now that it is well-planned, don’t reserve land. [S] • If it is developed by stages, when will it be finished? It would be endless. It’s better to construct it at one time. [S] 	<ul style="list-style-type: none"> • There should be an appropriate and comprehensive plan. [S] • There should be sufficient space for development and it should be multicultural. But the government should be cautious of using the land to avoid wasting it. [S] • Make proper use of the reserved land as soon as possible. Avoid wasting the land. [S] • Would it be efficient if it is constructed by stages? [S]

Salient points for the category “Concentration of investment in WKCD” are presented below:

Positive Views	Negative Views	Other Views/Concerns
[no text unit recorded]	<ul style="list-style-type: none"> • It would be better to invest the valuable resource (land) into something that is more profitable for HK’s economic growth. [S] 	<ul style="list-style-type: none"> • WKCD would be worth developing if the benefit is greater than the cost. [S]

1.2 Cultural hardware (219 text units)

The School Returns concentrated on, in descending order, seven categories: “Other views/concerns/suggestions on cultural hardware”, “Individual performance venues”, “Exhibition centre”, “M+”, “Iconic buildings”, “Theatreland concept”, and “International competitions (iconic buildings) by invitation”.

No respondents from the School Returns mentioned about “Establishing of a Leslie Cheung Memorial Hall”.

	Total text units	Positive views (%)	Negative views (%)	Other views (%)
2. Cultural Hardware	219	52.3%	0.9%	46.7%
2.8 Other views/concerns/suggestions on cultural hardware	112	NA	NA	NA
2.1 Individual performance venues	62	51.6%	1.6%	46.8%
2.2 Exhibition centre	18	50.0%	0.0%	50.0%
2.4 M+	14	28.6%	0.0%	71.4%
2.5 Iconic buildings	9	100.0%	0.0%	0.0%
2.3 Theatreland concept	3	66.7%	0.0%	33.3%
2.6 International competitions (iconic buildings) by invitation	1	0.0%	0.0%	100.0%
2.7 Establishing a Leslie Cheung memorial hall	0	NA	NA	NA

No salient points for the category “Establishing a Leslie Cheung memorial hall” are recorded.

Positive Views	Negative Views	Other Views/Concerns
[no text unit recorded]	[no text unit recorded]	[no text unit recorded]

Salient points for the category “Other views/concerns/suggestions on cultural hardware” are presented below:

- Hope to adopt some new technologies, e.g., technologies for playing movies. [S]
- Reserve land for developing the art of magic. [S]
- Establish more cultural facilities. [S]
- Establish an art museum on Chinese culture. [S]
- Follow the lead of “Cultural Avenue” in Japan by allowing citizens to perform there. [S]
- Offering more space for kids. [S]

Salient points for the category “Individual performance venues” are presented below:

Positive Views	Negative Views	Other Views/Concerns
<ul style="list-style-type: none"> • Establish more big performance venues. [S] • HK lacks culture and arts facilities. The WKCD would provide high-class facilities, providing many opportunities for development of music, dancing and arts. [S] 	<ul style="list-style-type: none"> • The Xiqu centre can be omitted. [S] 	<ul style="list-style-type: none"> • The mainland tourists love traditional Chinese music, but the facilities are not sufficient. [S] • Increase the seats for the large performance venue to 20,000. [S] • The stages should be large enough. [S] • Venues for practice should be rented out to the general public at a low price. [S]

Salient points for the category “M+” are presented below:

Positive Views	Negative Views	Other Views/Concerns
<ul style="list-style-type: none"> • Build more museums. [S] • Provide space for large art works. [S] 	[no text unit recorded]	<ul style="list-style-type: none"> • There should be a museum for art. [S] • Magic should be included, as well as the cultural heritages of HK’s olden days.[S]

Salient points for the category “Exhibition centre” are presented below:

Positive Views	Negative Views	Other Views/Concerns
<ul style="list-style-type: none"> • Hope to add one large exhibition centre to enhance HK’s competitiveness. [S] • There should be more exhibition halls and a library and resource centre on music, dancing and Xiqu etc. [S] 	[no text unit recorded]	<ul style="list-style-type: none"> • Exhibition hall on photography. [S] • Platform for students to present their work. [S]

Salient points for the category “Iconic buildings” are presented below:

Positive Views	Negative Views	Other Views/Concerns
<ul style="list-style-type: none"> • Not only for the indoor facilities, but also the external look should be iconic so as to attract tourists. [S] • Hope that the outside look of WKCD could be so special as to attract tourists. [S] 	[no text unit recorded]	[no text unit recorded]

Salient points for the category “International competitions (iconic buildings) by invitation” are presented below:

Positive Views	Negative Views	Other Views/Concerns
[no text unit recorded]	[no text unit recorded]	<ul style="list-style-type: none"> • Hope to avoid building something featureless. More designs from the famous architects should be adopted. Avoid buildings which look like those in the mainland. [S]

Salient points for the category “Theatreland concept” are presented below:

Positive Views	Negative Views	Other Views/Concerns
<ul style="list-style-type: none"> • Build more big theatres. Let more people have the chance to appreciate culture and arts. [S] 	[no text unit recorded]	<ul style="list-style-type: none"> • Build a mobile theatre. Get more people involved. [S]

1.3 Clustering with non-CACF buildings (500 text units)

Respondents tended to give more other views and positive views than negative views in this theme.

	Total text units	Positive views (%)	Negative views (%)	Other views (%)
3. Clustering with non-CACF buildings	500	33.2%	10.6%	56.2%

Salient points for the theme “Clustering with non-CACF buildings” are presented below:

Positive Views	Negative Views	Other Views/Concerns
<ul style="list-style-type: none"> • As there are not many big shopping malls in WKCD, there might be a lack of retail, dining and entertainment facilities. [S] • I hope that there are some special shops and restaurants with a mix of Chinese and western culture. [S] • It can enhance tourism appeal. [S] • It can attract people flow and bring economic benefits. [S] 	<ul style="list-style-type: none"> • It might not attract the tourists who are just having a short trip in Hong Kong. [S] • The retail, dining and entertainment facilities are commonly seen in Hong Kong, so it might not be attractive. [S] • It is not good to make it too commercialized. [S] • The place near the harbour should not have residential buildings and offices. It should be 	<ul style="list-style-type: none"> • The fee of RDE facilities should not be too high. [S] • The facilities should match with the theme of culture. It should avoid being similar to other shopping malls. [S] • The fee should be reasonable. It should not be as expensive as that of Disneyland. [S] • It should provide some shops to sell products (e.g. souvenir or T shirts) with Hong Kong’s

<ul style="list-style-type: none"> I support that the core arts and cultural facilities will be clustered and integrated with retail, dining and entertainment facilities to attract people flow, and provide a nice leisure place for Hong Kong citizens. [S] 	reserved for cultural and arts facilities and an open plaza. [S]	characteristics. [S] <ul style="list-style-type: none"> I hope that WKCD will focus on developing arts and culture, but not entertainment and dining facilities. [S] It should have some shops to sell products or accessories about arts and culture. [S]
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1.4 Urban Planning Issues (810 text units)

The School Returns concentrated on, in descending order, six categories: “Harbour front and open space planning”, “Environmental planning”, “Low density of development”, “Connectivity with Neighbouring Communities”, “Other urban planning issues/concerns/suggestions” and “Master Layout Plan and Outline Zoning Plan”.

The category of “Connectivity with Neighbouring Communities” is subdivided into two sub-categories: “Physical connectivity (transportation) planning” and “Social connectivity (social distance) planning”. Respondents tended to give more positive views and other views than negative views.

	Total text units	Positive views (%)	Negative views (%)	Other views (%)
4. Urban Planning Issues	810	58.5%	1.6%	39.9%
4.4 Harbour front and open space planning	362	56.6%	2.8%	40.6%
4.3 Environmental planning	202	57.9%	0.0%	42.1%
4.1 Low density of development	98	85.7%	1.0%	13.3%
4.6 Connectivity with Neighbouring Communities	79	36.7%	0.0%	63.3%
4.6.1 Physical connectivity (transportation) planning	55	27.3%	0.0%	72.7%
4.6.2 Social connectivity (social distance) planning	24	58.3%	0.0%	41.7%
4.5 Other urban planning issues/concerns/suggestions	66	NA	NA	NA
4.2 Master Layout Plan and Outline Zoning Plan	3	0.0%	33.3%	66.7%

Salient points for the category “Harbour-front and open space planning” are presented below:

Positive Views	Negative Views	Other Views/Concerns
<ul style="list-style-type: none"> • Offer spacious open space for the public. [S] • This is a good idea, because it can make waterfront famous, and provide one more place of interests. [S] • Enjoy fresh air. [S] • Waterfront promenade can attract more visitors. [S] • That it can provide a good sea view to the Hong Kong people, it can also let people to relax, this area provide a good development to all of people. [S] 	<ul style="list-style-type: none"> • Not everyone can use it. [S] 	<ul style="list-style-type: none"> • Put some sculptures on the waterfront promenade. [S] • Agree to have the waterfront promenade, but not agree to occupy too much space. [S] • The government should promise not to carry out constructions to block the original view. [S]

Salient points for the category “Environmental planning” are presented below:

Positive Views	Negative Views	Other Views/Concerns
<ul style="list-style-type: none"> • Please keep Hong Kong’s beautiful environment. [S] • Make the district green. [S] • The open space should be kept tidy, no smoking and transportation is convenient for citizen. [S] • Keep the magnificent city view across the Victoria Harbour. [S] • The air quality should be improved. [S] 	[no text unit recorded]	<ul style="list-style-type: none"> • Beware of noise pollution during construction. [S] • WKCD should not block the view of the harbour. [S] • The importance of environmental protection during construction should be stressed. [S]

Salient points for the sub-category “Physical connectivity (transportation) planning” are presented below:

Positive Views	Negative Views	Other Views/Concerns
<ul style="list-style-type: none"> • Enhance transportation facilities to WKCD, which are more convenient for people. [S] 	[no text unit recorded]	<ul style="list-style-type: none"> • Have shuttle bus for free. [S] • Restrict vehicles going into WKCD. People can only go the WKCD by shuttle bus. [S]

Salient points for the sub-category “Social connectivity (social distance) planning” are presented below:

Positive Views	Negative Views	Other Views/Concerns
<ul style="list-style-type: none"> • Try to communicate with neighboring people. [S] 	[no text unit recorded]	<ul style="list-style-type: none"> • People from all walks of life can have a fair opportunity to enjoy WKCD. [S]

Salient points for the category “Low density development” are presented below:

Positive Views	Negative Views	Other Views/Concerns
<ul style="list-style-type: none"> • It should be a low-density development with spacious open space for the public. [S] • WKCD should be a low-density development. [S] • The height of the buildings should be restricted. [S] • The low density development can provide a magnificent city view across the Victoria Harbour. [S] • It is a good idea for the WKCD to have a waterfront promenade with a low density development. [S] • The low density development can provide better ventilation. [S] 	<ul style="list-style-type: none"> • A spacious open space will not be provided if WKCD will be a low density development. [S] 	<ul style="list-style-type: none"> • Avoid developing it into a concrete jungle, it should have a design to make citizen feel relax. [S] • It should depend on the situation after the buildings are built. [S]

Salient points for the category “Other urban planning issues/concerns/suggestions” are presented below:

<ul style="list-style-type: none"> • No reclamation for further development. [S] • Should not have residential development in this cultural district; otherwise the district will be privatized. [S]
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Salient points for the category “Master Layout Plan and Outline Zoning Plan” are presented below:

Positive Views	Negative Views	Other Views/Concerns
[no text unit recorded]	[no text unit recorded]	<ul style="list-style-type: none"> • WKCD should be divided into different zones for different countries (e.g. USA, UK, France, Italy....) [S] • WKCD should reserve

		one-fourth of the land for development of arts and culture. [S]
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1.5 Government’s proposed financing arrangements (349 text units)

School Returns Respondents tended to give more other views and positive views than negative views in this theme.

	Total text units	Positive views (%)	Negative views (%)	Other views (%)
5. Government’s proposed financing arrangements	349	21.2%	10.3%	68.5%

Salient points for the theme “Government’s proposed financing arrangements” are presented below:

Positive Views	Negative Views	Other Views/Concerns
<ul style="list-style-type: none"> • Have an upfront endowment from the government. [S] • This financing approach is appropriate, because it is self-sufficient. [S] • It can share the expenditure of government. [S] 	<ul style="list-style-type: none"> • Should not finance through an upfront endowment. [S] • Should not waste the money of tax payers. [S] 	<ul style="list-style-type: none"> • I hope that WKCD can achieve the aim of financial sustainability. [S] • Enhance transparency, so that citizen can understand any details about the development. [S] • I hope that there is a discount for ticket of performing shows and exhibitions if there is a financial surplus. [S] • There should be a report to notify citizen about the expenses and income of WKCD. [S] • No corruption. [S] • Property development owners should donate to WKCD. [S]

1.6 WKCD Authority: governance issues (424 text units)

The School Returns concentrated on, in descending order, four categories: “Public accountability and checks-and-balances measures”, “Establishing a WKCD Authority (permanent or provisional)”, “Representativeness of WKCD Authority Members: Appointment System” and “Other views/concerns/suggestions”.

Respondents tended to give more other views and positive views than negative views for the first three categories.

	Total text units	Positive views (%)	Negative views (%)	Other views (%)
6. WKCD Authority: governance issues	424	33.1%	12.0%	55.0%
6.1 Public accountability and checks-and-balances measures	192	39.1%	0.5%	60.4%
6.3 Establishing a WKCD Authority (permanent or provisional)	133	34.6%	27.8%	37.6%
6.2 Representativeness of WKCD Authority Members: Appointment System	59	10.2%	13.6%	76.3%
6.4 Other views/concerns/suggestions	40	NA	NA	NA

Salient points for the category “Public accountability and checks-and-balances measures” are presented below:

Positive Views	Negative Views	Other Views/Concerns
<ul style="list-style-type: none"> • To raise the level of transparency. [S] • To seek opinions from the public. [S] 	<ul style="list-style-type: none"> • It takes a long time to seek opinions from the public. [S] 	<ul style="list-style-type: none"> • Let us know how the government administers WKCD. [S] • Development of WKCD should be supervised appropriately. [S] • The general public can express their opinions directly. [S]

Salient points for the category “Establishing a WKCD Authority (permanent or provisional)” are presented below:

Positive Views	Negative Views	Other Views/Concerns
<ul style="list-style-type: none"> • It is good to have appropriate governance in WKCD. Wish the arts personnel can involve the governance in WKCD Authority. [S] • Professional management can improve the development project. [S] • To form the Authority by using effective governing measures in order to achieve the WKCD’s goal. [S] • Management can be more efficient if WKCD can have an independent management team. [S] • It is essential to establish an authority. [S] 	<ul style="list-style-type: none"> • No government department is needed. [S] • The authority board should be elected by the public. [S] • Wasting money. [S] • No need to establish a department. [S] • The government should administer directly to avoid administrative confusion. [S] 	<ul style="list-style-type: none"> • Appoint some arts related and talented personnel in developing arts. [S] • Both business and education field should be included in the authority. [S] • The authority should act fairly. [S] • The authority should co-operate with private sectors and cultural organization in order to meet cultural sectors’ needs. [S] • The independent authority should also be under the government’s supervision. [S] • Raise the openness of the

		<p>governance[S]</p> <ul style="list-style-type: none"> • WKCD should administer independently. Its measures should aim at cultural promotion. [S] • Wish the authority would communicate with cultural sectors and personnel. [S] • Wish the authority makes use of the funding appropriately and the WKCD can develop smoothly. [S]
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No salient points for the category “Representativeness of WKCD Authority Members: Appointment System” are recorded.

Positive Views	Negative Views	Other Views/Concerns
[no text unit recorded]	[no text unit recorded]	[no text unit recorded]

Salient points for the category “Other views/concerns/suggestions” are presented below:

<ul style="list-style-type: none"> • Professional governance can help to provide better development of the facilities. [S] • More security guards are needed. [S] • If the plans are not organized well, it would waste public money. [S] • Wish to have a capable board of trustees. [S] • More police force is needed. [S] • The authority may not be capable enough in governance if the WKCD were solely managed by it. [S]

1.7 Cultural software and complementary measures (818 text units)

The School Returns concentrated on, in descending order, two categories: “Specific software provisions and complementary measures”, “Overall provision of cultural software” and “Lessons to be learnt from outside Hong Kong”.

“Specific software provisions and complementary measures” included six sub-categories which were generally suggestions for improvement. “Specific software provisions and complementary measures” included six sub-categories which were generally suggestions for improvement. “Lessons to be learnt from outside Hong Kong” were also suggestions for improvement.

Respondents tended to give more other views and positive views than negative views in the category of “Overall provision of cultural software”.

	Total text units	Positive views (%)	Negative views (%)	Other views (%)
7. Cultural software and complementary measures	818	28.0%	0.6%	71.4%
7.2 Specific software provisions and complementary measures	495	NA	NA	NA
7.2.2 Education and audience building	194	NA	NA	NA
7.2.1 Funding and support	177	NA	NA	NA
7.2.5 Ticketing policy	43	NA	NA	NA
7.2.6 Attraction to non-ticket-holding patrons or visitors	43	NA	NA	NA
7.2.3 Training of arts and cultural management personnel	31	NA	NA	NA
7.2.4 Review of existing LCSD performing venues and museums	7	NA	NA	NA
7.1 Overall provision of cultural software	311	28.0%	0.6%	71.4%
7.3 Lessons to be learnt from outside Hong Kong	12	NA	NA	NA

Salient points for the sub-category “Education and audience building” are presented below:

- Wish more people can involve into cultural and arts activities, in which they can know more about arts development. [S]
- Chances should be given to teenagers for joining arts activities. [S]
- Education should be given to the general public so as to support arts development. [S]
- Wish the government to train more talented personnel. [S]
- Training courses can be organized for the public. [S]
- Educate the students in order to raise their interests in arts. [S]
- Make use of community facilities for educating citizens and attracting visitors. [S]
- The government may set up an institute like HKAPA to train and equip talented arts personnel in WKCD. [S]
- More arts education is needed. [S]
- Students can visit WKCD during their lessons. [S]

Salient points for the sub-category “Funding and support” are presented below:

- More external advertising and promotions are needed. [S]
- To invite overseas artists to HK for cultural connections. [S]
- More funding for people in need. [S]
- The government can offer funding to support arts groups in order to help maintaining the operation. [S]
- Wish to have some ticketing discounts. [S]
- Wish to have more chances for talented teenagers to have rooms for development. [S]
- Facilities should be reserved not only for world-class performances, but also for the non-mainstream arts group. [S]
- Lower rent can be offered for supporting those local arts groups. [S]
- More talented personnel and support for the citizens. [S]

- Cultural programs should be free. [S]
- More supports to the arts groups, and encourage citizens to have multiple developments. [S]

Salient points for the sub-category “Training of arts and cultural management personnel” are presented below:

- Talented arts personnel can be educated for serving the community. [S]
- May cooperate with the local universities and employ more arts or creative major graduates to raise their employment rate. [S]

Salient points for the sub-category “Review of existing LCSD performing venues and museums” are presented below:

- Existing cultural facilities cannot be neglected. [S]
- Existing exhibition facilities are managed too loosely. [S]
- Kwai Tsing Theatre should not be replaced and eliminated. [S]

Salient points for the sub-category “Ticketing policy” are presented below:

- Wish the entrance fee would not be too expensive. [S]
- May impose appropriate admission fee. [S]
- Free entrance fees. [S]
- More free exhibitions. [S]

Salient points for the sub-category “Attraction to non-ticket-holding patrons or visitors” are presented below:

- Foreign singers are regularly invited to perform in HK. [S]
- Make use of advertisements to attract people. [S]
- Programs are popular and more advertising is needed. [S]
- The government can promote to the general public. [S]
- More information can be given through the web. [S]

Salient points for the category “Overall provision of cultural software” are presented below:

Positive Views	Negative Views	Other Views/Concerns
<ul style="list-style-type: none"> • Organize more activities in order to bring tight connection in the society. [S] • Promote arts and cultural activities in order to raise the cultural atmosphere. [S] • Worldwide arts personnel should be invited to deliver talks in Hong Kong. [S] • Thematic activities can be organized regularly in order to attract tourists from the mainland and the world. [S] 	<ul style="list-style-type: none"> • LCSD has similar existing policy, do not need to repeat. [S] • It is difficult to carry out if it is too general. [S] 	<ul style="list-style-type: none"> • Wish to have more foreign cultural and arts performing programs. [S] • More activities for all age groups. [S] • Wish to have symphonic music performance. [S] • Wish more people to participate in the performing programs in WKCD. [S] • Wish to have more national and traditional performances. [S]

<ul style="list-style-type: none"> • Different cultural sectors can perform in the own way. [S] • Wish to have more diversified arts exhibitions and performing programs. [S] • Wish to have more world-class shows in Hong Kong. [S] • Cultural software is very important for the sustainable cultural development in HK. [S] 		<ul style="list-style-type: none"> • Invite more worldwide experienced personnel to give talks. [S] • Do not neglect the local culture. [S] • Diversified arts are needed. [S] • Hong Kong is weak in cultural connection as culture and citizens' need are always ignored. • To exhibit art works from all over the world. [S]
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Salient points for the category “Lessons to be learnt from outside Hong Kong” are presented below:

<ul style="list-style-type: none"> • Building a “cultural street” as the one in Japan, so the arts groups and the teenagers can perform and express themselves over there. [S] • Western culture brings us inspiration. [S]

1.8 Cultural policy for Hong Kong (3 text units)

Three School Returns Respondents suggested three other views on the theme “Cultural policy for Hong Kong”. No respondents from the School Returns mentioned about positive views or negative views on this theme.

	Total text units	Positive views (%)	Negative views (%)	Other views (%)
8. Cultural policy for Hong Kong	3	0	0	100.0%

Salient points for the theme “Cultural policy for Hong Kong” are presented below:

Positive Views	Negative Views	Other Views/Concerns
[no text unit recorded]	[no text unit recorded]	<ul style="list-style-type: none"> • Freedom of arts is essential and should not be suppressed. It's not an offence in mentioning 14K in arts works. [S] • Wish the government can propose some specific cultural policy as soon as possible. [S]

1.9 Public engagement exercise (50 text units)

School Returns Respondents tended to give more positive views and other views than negative views in this theme.

	Total text units	Positive views (%)	Negative views (%)	Other views (%)
9. Public engagement exercise	50	88.0%	2.0%	10.0%

Salient points for the theme “Public Engagement Exercise” are presented below:

Positive Views	Negative Views	Other Views/Concerns
<ul style="list-style-type: none"> • It is really reasonable to seeking opinions from the general public as their responses are the most reliable. [S] • Transparent governance system and openness to the public make less conflict. [S] • Carefully consider the opinions from the general public. [S] • Primary and secondary students’ opinions should also be considered. [S] • Conduct surveys in the public regularly. [S] 	<ul style="list-style-type: none"> • Seeking opinions from the public takes time, which may reduce competitiveness. [S] 	<ul style="list-style-type: none"> • It is essential to seek public opinions. Taking a telephone poll is an effective measure in gathering opinions. [S] • More personnel from education field can join the WKCD. [S] • Keep contact with different sectors. [S]

1.10 Other wishes and concerns (30 text units)

The School Returns concentrated on, in descending order, four categories: “Building of sports facilities in WKCD”, “The canopy should be built”, “Newspapers and magazines to advertise arts and culture in Hong Kong” and “No plagiarism in WKCD”.

No respondents from the School Returns mentioned about “The unique character of WKCD” and “Advanced technology elements in WKCD”.

	Total text units	Positive views (%)	Negative views (%)	Other views (%)
10.6 Building of sports facilities in WKCD	24	NA	NA	NA
10.3 The canopy should be built	2	NA	NA	NA
10.5 Newspapers and magazines to advertise arts and culture in Hong Kong	3	NA	NA	NA
10.4 No plagiarism in WKCD	1	NA	NA	NA
10.1 The unique character of WKCD	0	NA	NA	NA
10.2 Advanced technology elements in WKCD	0	NA	NA	NA

Salient points for the item “Other Wishes and Concerns” are presented below:

The canopy should be built	<ul style="list-style-type: none"> • Building of the canopy should be considered. [S] •
Building of sports facilities in WKCD	<ul style="list-style-type: none"> • More stadiums should be built. [S] • More indoor stadiums. [S] • Sports facilities should be constructed. [S] • A soccer pitch should be built. [S]
The unique character of WKCD	[no text unit recorded]
Advanced technology elements in WKCD	[no text unit recorded]
Newspapers and magazines to advertise arts and culture in Hong Kong	<ul style="list-style-type: none"> • Cooperate with newspapers and the press in offering information regularly. [S]
No plagiarism in WKCD	<ul style="list-style-type: none"> • The public should look into the copyright problems through the construction of WKCD. [S]

2 ANALYSIS OF QUALITATIVE DATA FROM ALL SOURCES EXCLUDING SCHOOLS

Qualitative Data from the all sources excluding schools (“Non-School Returns”) yielded a total of 6,059 text units of views expressed by respondents.

A summary of frequency counts on the 10 themes in the Analytical Framework is presented below. The categories under each theme are arranged in a descending order in terms of text units received.

Salient features showing the views of respondents from all sources excluding schools are already presented in Sections 3.3.1 to 3.3.10 in the main text of the Final Report.

The percentages related to the positive, negative and other views under each theme are calculated from the respective views of each applicable category only. Hence, for example, category 2.8 (other views/concerns/suggestions on cultural hardware) is not included in the calculation. Similarly, categories 7.2 (specific software provisions and complementary measures) and 7.3 (lessons to be learnt from outside Hong Kong) are also not included.

2.1 WKCD Project as a whole (1,049 text units)

The Non-School Returns concentrated on, in descending order, five categories: “Overall vision”, “Faster Pace for developing WKCD Project”, “Benefits (tangible and intangible) of WKCD Project”, “Need for reserved land for future development” and “Concentration of investing in WKCD”.

Non-School Returns Respondents gave more positive views and other views than negative views for all categories except the last category.

	Total text units	Positive views (%)	Negative views (%)	Other views (%)
1. WKCD Project as a whole	1,049	53.0%	9.2%	37.9%
1.1 Overall vision	675	43.0%	11.0%	46.1%
1.2 Faster Pace for developing WKCD Project	207	71.0%	1.9%	27.1%
1.4 Benefits (tangible and intangible) of WKCD Project	97	88.7%	2.1%	9.3%
1.5 Need for reserved land for future development	53	56.6%	11.3%	32.1%
1.3 Concentration of investing in WKCD	17	17.7%	58.8%	23.5%

2.2 Cultural hardware (1,012 text units)

The Non-School Returns concentrated on, in descending order, seven categories: “Other views/concerns/suggestions on cultural hardware”, “Individual performance venues”, “Exhibition centre”, “M+”, “Iconic buildings”, “Theatreland concept”, and “International competitions (iconic buildings) by invitation”.

No respondents from the School Returns mentioned about “Establishing of a Leslie Cheung Memorial Hall”.

	Total text units	Positive views (%)	Negative views (%)	Other views (%)
2. Cultural Hardware	1012	64.4%	4.1%	31.5%
2.7 Establishing a Leslie Cheung memorial hall	357	98.9%	0.0%	1.1%
2.8 Other views/concerns/suggestions on cultural hardware	205	NA	NA	NA
2.1 Individual performance venues	171	34.5%	2.3%	63.2%
2.4 M+	165	32.1%	13.9%	53.9%
2.2 Exhibition centre	59	37.3%	1.7%	61.0%
2.5 Iconic buildings	29	75.9%	0.0%	24.1%
2.6 International competitions (iconic buildings) by invitation	18	27.8%	27.8%	44.4%
2.3 Theatreland concept	8	75.0%	0.0%	25.0%

2.3 Clustering with non-CACF buildings (474 text units)

Non-School Returns Respondents tended to give more other views and positive views than negative views in this theme.

	Total text units	Positive views (%)	Negative views (%)	Other views (%)
3. Clustering with non-CACF buildings	474	31.0%	17.9%	51.1%

2.4 Urban Planning Issues (1,121 text units)

The Non-School Returns concentrated on, in descending order, six categories: “Harbour front and open space planning”, “Connectivity with Neighbouring Communities”, “Environmental planning”, “Low density of development”, “Other urban planning issues/concerns/suggestions” and “Master Layout Plan and Outline Zoning Plan”. Respondents tended to give more positive views and other views than negative views in all the categories.

The category of “Connectivity with Neighbouring Communities” is subdivided into two sub-categories: “Physical connectivity (transportation) planning” and “Social connectivity (social distance) planning”. Respondents tended to give more positive views and other views than negative views

	Total text units	Positive views (%)	Negative views (%)	Other views (%)
4. Urban Planning Issues	1121	39.3%	6.2%	54.6%
4.4 Harbour front and open space planning	289	40.8%	2.4%	56.8%
4.6 Connectivity with Neighbouring Communities	258	NA	NA	NA
4.6.1 Physical connectivity (transportation) planning	187	25.1%	4.8%	70.1%
4.6.2 Social connectivity (social distance) planning	71	33.8%	12.7%	53.5%
4.3 Environmental planning	175	52.0%	1.7%	46.3%
4.1 Low density development	155	63.2%	14.8%	21.9%
4.5 Other urban planning issues/concerns/suggestions	130	NA	NA	NA
4.2 Master Layout Plan and Outline Zoning Plan	114	9.7%	8.8%	81.6%

2.5 Government’s proposed financing arrangements (363 text units)

Non-School Returns Respondents tended to give more other views and positive views than negative views in this theme.

	Total text units	Positive views (%)	Negative views (%)	Other views (%)
5. Government’s proposed financing arrangements	363	20.1%	18.5%	61.4%

2.6 WKCD Authority: governance issues (472 text units)

The Non-School Returns concentrated on, in descending order, four categories: “Representativeness of WKCD Authority Members: Appointment System”, “Public accountability and checks-and-balances measures”, “Establishing a WKCD Authority (permanent or provisional)” and “Other views/concerns/suggestions”.

Respondents tended to give more other views and positive views than negative views for the first three categories.

	Total text units	Positive views (%)	Negative views (%)	Other views (%)
6. WKCD Authority: governance issues	472	19.0%	13.5%	67.5%
6.2 Representativeness of WKCD Authority Members: Appointment System	167	10.8%	15.6%	73.7%
6.1 Public accountability and checks-and-balances measures	134	25.4%	9.7%	64.9%
6.3 Establishing a WKCD Authority (permanent or provisional)	120	23.3%	15.0%	61.7%
6.4 Other views/concerns/suggestions	51	NA	NA	NA

2.7 Cultural software and complementary measures (1,263 text units)

The Non-School Returns concentrated on, in descending order, three categories: “Specific software provisions and complementary measures”, “Overall provision of cultural software” and “Lessons to be learnt from outside Hong Kong”.

“Specific software provisions and complementary measures” included six sub-categories which were generally suggestions for improvement. “Lessons to be learnt from outside Hong Kong” were also suggestions for improvement.

Respondents tended to give more other views and positive views than negative views in the category of “Overall provision of cultural software”.

	Total text units	Positive views (%)	Negative views (%)	Other views (%)
7. Cultural software and complementary measures	1263	25.0%	2.3%	72.7%
7.2 Specific software provisions and complementary measures	897	NA	NA	NA
7.2.2 Education and audience building	368	NA	NA	NA
7.2.1 Funding and support	293	NA	NA	NA
7.2.3 Training of arts and cultural management personnel	90	NA	NA	NA
7.2.4 Review of existing LCSD	79	NA	NA	NA

performing venues and museums				
7.2.5 Ticketing policy	34	NA	NA	NA
7.2.6 Attraction to non-ticket-holding patrons or visitors	33	NA	NA	NA
7.1 Overall provision of cultural software	308	25.0%	2.3%	72.7%
7.3 Lessons to be learnt from outside Hong Kong	58	NA	NA	NA

2.8 Cultural policy for Hong Kong (86 text units)

Non-School Returns Respondents tended to give more other views and positive views than negative views in this theme.

	Total text units	Positive views (%)	Negative views (%)	Other views (%)
8. Cultural policy for Hong Kong	86	22.1%	18.6%	59.3%

2.9 Public engagement exercise (105 text units)

Non-School Returns Respondents tended to give more positive views and other views than negative views in this theme.

	Total text units	Positive views (%)	Negative views (%)	Other views (%)
9. Public engagement exercise	105	53.3%	14.3%	32.4%

2.10 Other wishes and concerns (114 text units)

The Non-School Returns concentrated on, in descending order, four categories: “Building of sports facilities in WKCD”, “The canopy should be built”, “Newspapers and magazines to advertise arts and culture in Hong Kong” and “No plagiarism in WKCD”.

	Total text units	Positive views (%)	Negative views (%)	Other views (%)
10.3 The canopy should be built	59	NA	NA	NA
10.6 Building of sports facilities in WKCD	27	NA	NA	NA
10.1 The unique character of WKCD	20	NA	NA	NA
10.2 Advanced technology elements in WKCD	5	NA	NA	NA
10.5 Newspapers and magazines to advertise arts and culture in Hong Kong	3	NA	NA	NA
10.4 No plagiarism in WKCD	0	NA	NA	NA

Appendix 3.3

Views from the Children and the Youth Groups

Appendix 3.3: Views from the Children and the Youth Groups

With the School Returns given a special analysis, it is also important to note the views of the younger generation. Two meetings, namely “Briefing for children’s groups” and “Focus group discussion with members of Hong Kong Association of Youth Development”, were held to serve this purpose and a summary of their views is listed below:

	Themes	Salient Points
1	WKCD project as a whole	<ul style="list-style-type: none"> • What were the factors hindering the development of WKCD in the past? • The project should be implemented as soon as possible. • The project opened up an unprecedented opportunity to boost the growth of cultural and creative industries.
2	Cultural hardware	<ul style="list-style-type: none"> • Should have children’s facilities such as children museum in WKCD. • Should conduct a study on the demand for performing arts venues. • It is not worthwhile to oversupply the performing arts venues if there is no enough market demand. • Would like to know about the content of M+. • Architecture in WKCD should have local characteristics. • M+ should be a cultural institution to accommodate different needs of local and international culture. • At present, there are a lot of constraints on street performances and WKCD should minimize these constraints.
3	Clustering with non-CACF buildings	<ul style="list-style-type: none"> • How do RDE facilities attract tourists to WKCD? • I am worried that only franchised stores would be available in WKCD.
4	Urban planning issues	<ul style="list-style-type: none"> • The under-privileged class should be able to enjoy the facilities of WKCD. • Should introduce environmental protection measures in developing WKCD. • I am worried about the air pollution problem arising from the over provision of residential area in the district. • I welcome the provision of ample open space overlooking the spectacular harbourfront. • I hope that WKCD Authority would not impose too many restrictions which may deter the public from enjoying the views.
5	Government’s proposed	<ul style="list-style-type: none"> • The proposed self-sustainable approach of

	financing arrangements	using the recurrent income through RDE rentals to meet operating deficits is too idealistic.
6	WKCD Authority: governance issues	<ul style="list-style-type: none"> • Why should the WKCD be governed by the WKCD Authority and not the Government itself? • Should have representative from children group in the WKCD Authority
7	Cultural software and complementary measures	<ul style="list-style-type: none"> • Should consider ticket prices children and students can afford. • How does the Government work to nurture cultural and arts talents? • Local culture such as traditional culture, pop culture and street performance should not be omitted from WKCD • WKCD should organize workshops for the youths to encourage them to visit and enjoy WKCD facilities. • WKCD facilities are helpful in advocating arts education and research. • Government should strengthen the investment in cultural software. • Should not overlook the importance of cultural software. • I am concerned about the lack of audience for the arts and cultural facilities in WKCD.
8	Cultural policy	[No views recorded.]
9	Public engagement exercise	<ul style="list-style-type: none"> • The views of these meetings should be disclosed to the public • The Government should engage public participation in planning the WKCD project. • Public consultation would arouse public interest and the outcome would be more agreeable to the public.
10	Other wishes and concerns	[No views recorded.]

Appendix 3.4

The Distribution of the Ten Themes by Frequency Counts

Appendix 3.4: The Distribution of the Ten Themes by Frequency Counts

The Distribution of the Ten Themes by Frequency Counts (All Sources)

Theme / Category	All Sources							
	Positive Views		Negative Views		Others Views		Total	
	No. of text units	Percentage	No. of text units	Percentage	No. of text units	Percentage	No. of text units	Percentage
WKCD PROJECT AS A WHOLE	1265	60.53%	139	6.65%	686	32.82%	2090	100%
Overall vision	628	51.35%	86	7.03%	509	41.62%	1223	100%
Faster Pace for developing WKCD Project	248	68.51%	24	6.63%	90	24.86%	362	100%
Concentration of investment in WKCD	3	15.00%	13	65.00%	4	20.00%	20	100%
Benefits (tangible and intangible) of WKCD Project	278	92.05%	2	0.66%	22	7.28%	302	100%
Need pf reserved land for future development	108	59.02%	14	7.65%	61	33.33%	183	100%
CULTURAL HARDWARE	576	63.02%	34	3.72%	304	33.26%	1,231 / 914*	100%
Individual performance venues	91	39.06%	5	2.15%	137	58.80%	233	100%
Exhibition centre	31	40.26%	1	1.30%	45	58.44%	77	100%
Theatreland concept	8	72.73%	0	0.00%	3	27.27%	11	100%
M+	57	31.84%	23	12.85%	99	55.31%	179	100%
Iconic buildings	31	81.58%	0	0.00%	7	18.42%	38	100%
International competitions (iconic buildings) by invitation	5	26.32%	5	26.32%	9	47.37%	19	100%
Establishing a Leslie Cheung memorial hall	353	98.88%	0	0.00%	4	1.12%	357	100%
Other Views/concerns/suggestions on cultural hardware	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	317	100%
CLUSTERING WITH NON-CACF BUILDINGS	313	32.14%	138	14.17%	523	53.70%	974	100%

URBAN PLANNING ISSUES	824	47.49%	73	4.21%	838	48.30%	1,931 / 1735*	100%
Low density of development	182	71.94%	24	9.49%	47	18.58%	253	100%
Master Layout Plan and Outline Zoning Plan	11	9.40%	11	9.40%	95	81.20%	117	100%
Environmental planning	208	55.17%	3	0.80%	166	44.03%	377	100%
Harbour front and open space planning	323	49.62%	17	2.61%	311	47.77%	651	100%
Other urban planning issues/concerns/suggestions	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	196	100%
Connectivity with Neighbouring Communities	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	337	100%
Physical connectivity (transportation) planning	62	25.62%	9	3.72%	171	70.66%	242	100%
Social connectivity (social distance) planning	38	40.00%	9	9.47%	48	50.53%	95	100%
GOVERNMENT'S PROPOSED FINANCING ARRANGEMENTS	147	20.65%	103	14.47%	462	64.89%	712	100%
WKCD AUTHORITY: GOVERNANCE ISSUES	207	25.71%	103	12.80%	495	61.49%	896 / 805*	100%
Public accountability and checks-and-balances measures	109	33.44%	14	4.29%	203	62.27%	326	100%
Representativeness of WKCD Authority Members: Appointment System	24	10.62%	34	15.04%	168	74.34%	226	100%
Establishing a WKCD Authority (permanent or provisional)	74	29.25%	55	21.74%	124	49.01%	253	100%
Other views/concerns/suggestions	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	91	100%
CULTURAL SOFTWARE AND COMPLEMENTARY MEASURES	164	26.49%	9	1.45%	446	72.05%	2,081 / 619*	100%
Overall provision of cultural software	164	26.49%	9	1.45%	446	72.05%	619	100%
Specific software provisions and complementary measures	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	1392	100%
Funding and support	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	470	100%
Education and audience building	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	562	100%

Training of arts and cultural management personnel	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	121	100%
Review of existing LCSD performing venues and museums	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	86	100%
Ticketing policy	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	77	100%
Attraction to non-ticket-holding patrons or visitors	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	76	100%
Lessons to be learnt from outside Hong Kong	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	70	100%
CULTURAL POLICY FOR HONG KONG	19	21.35%	16	17.98%	54	60.67%	89	100%
PUBLIC ENGAGEMENT EXERCISE	100	64.52%	16	10.32%	39	25.16%	155	100%
OTHER WISHES AND CONCERNS	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	144	100%
The unique character of WKCD	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	20	100%
Advanced technology elements in WKCD	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	5	100%
The canopy should be built	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	61	100%
No plagiarism in WKCD	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	1	100%
Newspapers and magazines to advertise arts and culture in Hong Kong	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	6	100%
Building of sport facilities in WKCD	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	51	100%

* The number indicates the applicable text units which are categorized into “positive”, “negative” and “other” views.

The Distribution of the Ten Themes by Frequency Counts (School Returns)

Theme / Category	School Returns							
	Positive Views		Negative Views		Others Views		Total	
	No. of text units	Percentage	No. of text units	Percentage	No. of text units	Percentage	No. of text units	Percentage
WKCD PROJECT AS A WHOLE	709	68.11%	43	4.13%	289	27.76%	1041	100%
Overall vision	338	61.68%	12	2.19%	198	36.13%	548	100%
Faster Pace for developing WKCD Project	101	65.16%	20	12.90%	34	21.94%	155	100%
Concentration of investment in WKCD	0	0.00%	3	100%	0	0.00%	3	100%
Benefits (tangible and intangible) of WKCD Project	192	93.66%	0	0.00%	13	6.34%	205	100%
Need pf reserved land for future development	78	60.00%	8	6.15%	44	33.85%	130	100%
CULTURAL HARDWARE	56	52.34%	1	0.93%	50	46.73%	219 / 107*	100%
Individual performance venues	32	51.61%	1	1.61%	29	46.77%	62	100%
Exhibition centre	9	50.00%	0	0.00%	9	50.00%	18	100%
Theatreland concept	2	66.67%	0	0.00%	1	33.33%	3	100%
M+	4	28.57%	0	0.00%	10	71.43%	14	100%
Iconic buildings	9	100.00%	0	0.00%	0	0.00%	9	100%
International competitions (iconic buildings) by invitation	0	0.00%	0	0.00%	1	100.00%	1	100%
Establishing a Leslie Cheung memorial hall	0	0.00%	0	0.00%	0	0.00%	0	N.A.
Other views/concerns/suggestions on cultural hardware	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	112	100%
CLUSTERING WITH NON-CACF BUILDINGS	166	33.20%	53	10.60%	281	56.20%	500	100%
URBAN PLANNING ISSUES	435	58.47%	12	1.61%	297	39.92%	810 / 744*	100%

Low density of development	84	85.71%	1	1.02%	13	13.27%	98	100%
Master Layout Plan and Outline Zoning Plan	0	0.00%	1	33.33%	2	66.67%	3	100%
Environmental planning	117	57.92%	0	0.00%	85	42.08%	202	100%
Harbour front and open space planning	205	56.63%	10	2.76%	147	40.61%	362	100%
Other urban planning issues/concerns/suggestions	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	66	100%
Connectivity with Neighbouring Communities	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	79	100%
Physical connectivity (transportation) planning	15	27.27%	0	0.00%	40	72.73%	55	100%
Social connectivity (social distance) planning	14	58.33%	0	0.00%	10	41.67%	24	100%
GOVERNMENT'S PROPOSED FINANCING ARRANGEMENTS	74	21.20%	36	10.32%	239	68.48%	349	100%
WKCD AUTHORITY: GOVERNANCE ISSUES	127	33.07%	46	11.98%	211	54.95%	424 / 384*	100%
Public accountability and checks-and-balances measures	75	39.06%	1	0.52%	116	60.42%	192	100%
Representativeness of WKCD Authority Members: Appointment System	6	10.17%	8	13.56%	45	76.27%	59	100%
Establishing a WKCD Authority (permanent or provisional)	46	34.59%	37	27.82%	50	37.59%	133	100%
Other views/concerns/suggestions	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	40	100%
CULTURAL SOFTWARE AND COMPLEMENTARY MEASURES	87	27.97%	2	0.64%	222	71.38%	818 / 311*	100%
Overall provision of cultural software	87	27.97%	2	0.64%	222	71.38%	311	100%
Specific software provisions and complementary measures	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	495	100%
Funding and support	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	177	100%
Education and audience building	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	194	100%
Training of arts and cultural management personnel	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	31	100%
Review of existing LCSD performing venues and	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	7	100%

museums								
Ticketing policy	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	43	100%
Attraction to non-ticket-holding patrons or visitors	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	43	100%
Lessons to be learnt from outside Hong Kong	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	12	100%
CULTURAL POLICY FOR HONG KONG	0	0.00%	0	0.00%	3	100.00%	3	100%
PUBLIC ENGAGEMENT EXERCISE	44	88.00%	1	2.00%	5	10.00%	50	100%
OTHER WISHES AND CONCERNS	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	30	100%
The unique character of WKCD	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	0	N.A.
Advanced technology elements in WKCD	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	0	N.A.
The canopy should be built	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	2	100%
No plagiarism in WKCD	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	1	100%
Newspapers and magazines to advertise arts and culture in Hong Kong	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	3	100%
Building of sport facilities in WKCD	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	24	100%

* The number indicates the applicable text units which are categorized into “positive”, “negative” and “other” views.

The Distribution of the Ten Themes by Frequency Counts (All Sources Excluding the Schools)

Theme / Category	All Sources Excluding the Schools							
	Positive Views		Negative Views		Others Views		Total	
	No. of text units	Percentage	No. of text units	Percentage	No. of text units	Percentage	No. of text units	Percentage
WKCD PROJECT AS A WHOLE	556	53.00%	96	9.15%	397	37.85%	1049	100%
Overall vision	290	42.96%	74	10.96%	311	46.07%	675	100%
Faster Pace for developing WKCD Project	147	71.01%	4	1.93%	56	27.05%	207	100%
Concentration of investment in WKCD	3	17.65%	10	58.82%	4	23.53%	17	100%
Benefits (tangible and intangible) of WKCD Project	86	88.66%	2	2.06%	9	9.28%	97	100%
Need pf reserved land for future development	30	56.60%	6	11.32%	17	32.08%	53	100%
CULTURAL HARDWARE	520	64.44%	33	4.09%	254	31.47%	1,012 / 807*	100%
Individual performance venues	59	34.50%	4	2.34%	108	63.16%	171	100%
Exhibition centre	22	37.29%	1	1.69%	36	61.02%	59	100%
Theatreland concept	6	75.00%	0	0.00%	2	25.00%	8	100%
M+	53	32.12%	23	13.94%	89	53.94%	165	100%
Iconic buildings	22	75.86%	0	0.00%	7	24.14%	29	100%
International competitions (iconic buildings) by invitation	5	27.78%	5	27.78%	8	44.44%	18	100%
Establishing a Leslie Cheung memorial hall	353	98.88%	0	0.00%	4	1.12%	357	100%
Other views/concerns/suggestions on cultural hardware	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	205	100%
CLUSTERING WITH NON-CACF BUILDINGS	147	31.01%	85	17.93%	242	51.05%	474	100%
URBAN PLANNING ISSUES	389	39.25%	61	6.16%	541	54.59%	1,121 / 991*	100%
Low density of development	98	63.23%	23	14.84%	34	21.94%	155	100%
Master Layout Plan and Outline Zoning Plan	11	9.65%	10	8.77%	93	81.58%	114	100%

Environmental planning	91	52.00%	3	1.71%	81	46.29%	175	100%
Harbour front and open space planning	118	40.83%	7	2.42%	164	56.75%	289	100%
Other urban planning issues/concerns/suggestions	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	130	100%
Connectivity with Neighbouring Communities	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	258	100%
Physical connectivity (transportation) planning	47	25.13%	9	4.81%	131	70.05%	187	100%
Social connectivity (social distance) planning	24	33.80%	9	12.68%	38	53.52%	71	100%
GOVERNMENT'S PROPOSED FINANCING ARRANGEMENTS	73	20.11%	67	18.46%	223	61.43%	363	100%
WKCD AUTHORITY: GOVERNANCE ISSUES	80	19.00%	57	13.54%	284	67.46%	472 / 421*	100%
Public accountability and checks-and-balances measures	34	25.37%	13	9.70%	87	64.93%	134	100%
Representativeness of WKCD Authority Members: Appointment System	18	10.78%	26	15.57%	123	73.65%	167	100%
Establishing a WKCD Authority (permanent or provisional)	28	23.33%	18	15.00%	74	61.67%	120	100%
Other views/concerns/suggestions	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	51	100%
CULTURAL SOFTWARE AND COMPLEMENTARY MEASURES	77	25.00%	7	2.27%	224	72.73%	1,263 / 308*	100%
Overall provision of cultural software	77	25.00%	7	2.27%	224	72.73%	308	100%
Specific software provisions and complementary measures	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	897	100%
Funding and support	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	293	100%
Education and audience building	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	368	100%
Training of arts and cultural management personnel	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	90	100%
Review of existing LCSD performing venues and museums	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	79	100%
Ticketing policy	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	34	100%

Attraction to non-ticket-holding patrons or visitors	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	33	100%
Lessons to be learnt from outside Hong Kong	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	58	100%
CULTURAL POLICY FOR HONG KONG	19	22.09%	16	18.60%	51	59.30%	86	100%
PUBLIC ENGAGEMENT EXERCISE	56	53.33%	15	14.29%	34	32.38%	105	100%
OTHER WISHES AND CONCERNS	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	114	100%
The unique character of WKCD	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	20	100%
Advanced technology elements in WKCD	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	5	100%
The canopy should be built	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	59	100%
No plagiarism in WKCD	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	0	N.A.
Newspapers and magazines to advertise arts and culture in Hong Kong	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	3	100%
Building of sport facilities in WKCD	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	27	100%

* The number indicates the applicable text units which are categorized into “positive”, “negative” and “other” views.