

# HONG KONG ALTERNATIVES 香港更美好

*An advocacy group unaffiliated with any commercial or political groups,  
committed to the development of WKCD site as a culturally integrated  
West Kowloon Cultural Green Park for the best interests of Hong Kong people.*

**TO : The Honourable Alan Leong Kah-kit  
Chairman, Legco WKCD Sub-committee.**

**C.C. : Legco WKCD Sub-committee Members.**

**SUBJECT: WKCD DEVELOPMENT  
A CITYWIDE POLL**

**Date : February 22, 2007.**

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**Dear Mr. Leong**

With reference to our letter of January 12<sup>th</sup> requesting the Legco WKCD Sub-Com to consider conducting a citywide public opinion poll of the total development of the West Kowloon Cultural District, covering the public's views on the master plan, the core arts and cultural facilities, the green park and leisure facilities, and non-core cultural developments, we have since consulted Dr. Robert Chung of HK University who is of the strong opinion that the Government should engage the public now before "ordering the dishes".

Here are Dr Robert Chung's expert opinion :

**Quote:**

- In order for WKCD to be successful, the entire planning process should engage the general public as well as relevant professionals as soon as possible and as widely as possible.
- The signs are that the government is not eager to consult the general public until most parameters are set, in which time it would be too late to conduct any widespread consultation.
- There seems to be a consensus among Legco members, irrespective of their political background, that the public should be consulted as soon as possible. This consensus provides a unique starting point for our civil society to demonstrate how a truly open and fair consultation exercise should be done.
- The establishment of a public opinion platform on WKCD Development would provide an open, free and credible platform for professionals and the general public to express their views on issues big and small. It would also provide a one-stop-service for collecting, collating and analyzing different kinds of opinions on WKCD.
- At some point in time, after rounds of open discussions, scientific citywide opinion surveys should be conducted to pin down people's wishes or preferences on certain issues. Such surveys can be conducted under the auspices of the opinion platform, upon the

initiation of any platform members, and with the full support of HKUPOP in their scientific design and operation.

**Unquote.**

Dr Chung has prepared a full proposal on the citywide poll, which we forward herewith for your consideration. We members of the Hong Kong Alternatives will support this poll full-heartedly.

**TOWN PLANNING BOARD –WKCD OUTLINE ZONING PLAN.**

In conjunction with our letter to your Subcommittee, we likewise wrote to Ms. Esther Leung, Deputy Secretary of Home Affairs in January and received an interesting reply dated February 12. In her response, Ms. Leung advised that the Town Planning Board has mapped out an “Outline Zoning Plan” for the WKCD.

We deem it most important for the Subcommittee to bring the “OZP” into open discussion in light of the repeated calls for citywide public survey, particularly from the expert opinion of Dr. Robert Chung of the HKU POP Institute,

We plead with the Legco Subcommittee to exert its leadership and persuade the Government to heed the public outcry for a world class integrated cultural Green Park, which is no more than 2.5 times larger than the Victoria Park.

We appeal to you for your support of the WKCD Citywide Public Opinion Poll.

Yours sincerely,

(Original letter signed )

Peter Lee, Ken Wai, Chik Wing Hong, Karen Loh, Joseph Lee

**HONG KONG ALTERNATIVES**

Website : [www.hkalternatives.com](http://www.hkalternatives.com)

Email : [plee@hkalternatives](mailto:plee@hkalternatives)

Tel : 2885-9663

Fax : 2567-1340

***Attachment : A WKCD CITYWIDE PROPOSAL BY HKUPOP***



## Public Opinion Platform for West Kowloon Cultural District (WKCD) Development

### Proposal

#### 1. Objectives

The objective of establishing the Public Opinion Platform for West Kowloon Cultural District (WKCD) Development is to provide an open, free and credible platform for professionals and members of the general public to express their views on WKCD development.

#### 2. Targets

People who care about the development of WKCD, including members of the cultural sector, other professionals and ordinary citizens, but they must be registered as platform members before they can submit their views.

#### 3. Registration of platform members

3.1. Members of the cultural sector, other professionals and ordinary citizens can register themselves as platform members free of charge under any one of the following categories, and then express their opinions at the platform:

- 3.1.1. Members of the cultural sector who actively promote or participate in cultural activities;
- 3.1.2. Other professionals who actively promote or care about cultural activities;
- 3.1.3. Others, including ordinary citizens, who care about the development of WKCD.

3.2. People belonging to the above-mentioned categories can register at the Public Opinion Programme (POP) of the University of Hong Kong to become platform members. At registration, they are required to providing their real names and email addresses, but can choose whether or not to provide their residential addresses, telephone numbers, fax numbers, and so on. They must also declare their eligibility for the membership category they choose. All personal information thus supplied will be kept confidential by POP except that all names in full will be published for public reference.

3.3. All registrations will be done through POP's official website. Each platform member will receive a password upon registration, which can be used to submit named or anonymous messages at the platform. All responsibilities, legal and otherwise, arising from any such message shall vest entirely with its author. Platform members can change their designated passwords at any time. Shall there be any reasonable doubt, POP can require any platform member to prove the authenticity of one's name and

# THE UNIVERSITY OF HONG KONG 香港大學

## PUBLIC OPINION PROGRAMME 民意研究計劃



Tel 電話：(852) 2859 2988 Fax 傳真：(852) 2517 6951 Website 網址：http://hkupop.hku.hk  
Address: Room 804, Meng Wah Complex, the University of Hong Kong, Pokfulam Road, Hong Kong  
地址：香港 薄扶林道 香港大學 明華綜合大樓 804 室

membership category by submitting more documents. Failure to comply may result in the cancellation of the user account by POP.

- 3.4. POP shall regularly update the personal information of platform members free of charge. All information provided will only be used for conducting and analyzing surveys mentioned in this document.

#### 4. Operation

POP will conduct three types of opinion gathering exercises relating to WKCD development:

- 4.1. Open-ended opinions from platform members. All submissions will be published under different membership categories at the platform except for those with foul languages or personal attack, those judged to be irrelevant or useless to the discussion, or those beyond reasonable length. Representatives will be elected by platform members to perform this filtering task. From time to time, POP will generate topics for discussion, and conduct analysis on the opinions collected at the end of the discussion period.
- 4.2. Online survey of platform members. The topic and questions of the surveys shall be proposed by individual platform members who also pay for the surveys. POP will be responsible for finalizing the questionnaires, conducting the surveys, analyzing the data as well as publishing the reports at the platform. Once a report is released, the copyright of it is opened to all. One online survey of platform members costs about HK\$25k.
- 4.3. Sample survey of the general public. The topic and questions of the surveys shall be proposed by individual platform members who also pay for the surveys. The target of such surveys shall be Hong Kong people in general. POP will be responsible for finalizing the questionnaires, conducting the surveys, analyzing the data as well as publishing the reports at the platform. Once a report is released, the copyright of it is opened to all. One sample survey of the general public costs about HK\$75k, with at least 1,000 successful samples and not more than 15 opinion questions.

#### 5. Budget

The cost for establishing the “Public Opinion Platform for WKCD Development” plus its running cost in the first year is HK\$50k, including the construction and regular updating of a membership database, and regular analyses of open-ended opinions submitted by platform members on specific topics. It excludes the cost for running online survey of platform members and sample surveys of the general public. The opinion platform is a non-profit-making project, it will run on a self-funding basis using revenues generated by service items of the platform.

*Enquiry: The Public Opinion Programme at the University of Hong Kong; telephone number:*

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The Public Opinion Programme (POP) was established in June 1991 at the Social Sciences Research Centre under the Faculty of Social Sciences of the University of Hong Kong. It was transferred to the Journalism and Media Studies Centre of the University of Hong Kong in May 2000, and then back to the Faculty of Social Sciences in January 2002.

香港大學民意研究計劃在一九九一年六月成立，初時隸屬香港大學社會科學學院的社會科學研究中心，二零零零年五月轉往香港大學新聞及傳媒研究中心，二零零二年一月再轉回香港大學社會科學學院管轄。

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地址：香港 薄扶林道 香港大學 明華綜合大樓 804 室

2859-2988, email address: [pop.network@hkupop.hku.hk](mailto:pop.network@hkupop.hku.hk); You are welcome to visit existing  
“Opinion Platforms” already set up at the POP Site at <http://hkupop.hku.hk>

January 25, 2007

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