

For information
on 16 April 2010

**Panel on Home Affairs and Panel on Development
Joint Subcommittee to Monitor the Implementation of the
West Kowloon Cultural District Project**

**Report on Stage One Public Engagement Exercise for the West Kowloon
Cultural District project**

Purpose

This paper aims to invite Members to note the Report on the Analysis of Views for the Stage 1 Public Engagement Exercise for the West Kowloon Cultural District prepared by the Public Policy Research Institute (PPRI) of the Hong Kong Polytechnic University (PolyU), and invite Members to express their views on the content of the report.

The Public Engagement exercise

2. To prepare a Development Plan (DP) for the West Kowloon Cultural District (WKCD), the Board of the West Kowloon Cultural District Authority (the Authority) has decided to conduct a three-stage public engagement (PE) exercise in a transparent manner to gauge the views of the general public and stakeholders on the planning of the WKCD. The Board has agreed on the following objectives for the three-stage PE exercise:

- a) Stage 1 PE exercise – to gauge the community's aspiration for and expectations on the planning of the WKCD as a whole, as well as the views of the arts and cultural stakeholders on the requirements of the facilities in the arts and cultural venues. The three-month Stage 1 PE exercise completed on 7 January 2010;
- b) Stage 2 PE exercise – to present the three Conceptual Plan Options prepared by the Conceptual Plan Consultants to the public and stakeholders and to seek their views on the three Options, including which Option is the one most acceptable to the public and can serve as the foundation of the DP. The Authority will also present draft Schedule of Accommodation (SoA) for the arts and cultural facilities to seek the public and stakeholders' views. The Consultant of the selected Option will be required to incorporate features of the other two Options preferred by the public and the stakeholders, including the arts and cultural and other relevant sectors, for the Authority's consideration and decision. The Stage 2 PE exercise is tentatively scheduled for Summer 2010; and

- c) Stage 3 PE exercise – based on the selected Conceptual Plan Option, the Project Consultant will develop the detailed DP and detailed SoA to seek the public's and stakeholders' views. The Stage 3 PE exercise is tentatively scheduled for 2011.
3. During the meetings in May and July 2009, the Consultation Panel of the Authority discussed the suggested arrangements for the Stage 1 PE exercise and provided suggestions on the following aspects, including the format and arrangement of the PE exercise, the publicity plan, the list of stakeholder groups, the detailed scope of draft questions on general planning matters and the draft questions concerning the arts and cultural venues and facilities. The arrangements for the Stage 1 PE exercise were discussed and endorsed by the Board.
- Stage 1 PE exercise*
4. The Authority conducted forums for students and youth to solicit their views as young people will be the main users of the future WKCD. In sum, the Authority conducted a total of 66 public engagement events during the Stage 1 PE exercise, which include one Student Forum, one Youth Forum, three Public Forums held on Hong Kong Island, Kowloon and the New Territories respectively, and 61 Focus Group meetings for stakeholder groups to facilitate in depth discussion for each group.
5. The Authority also conducted questionnaire survey to solicit views of the public. The questionnaire contains questions on the following aspects: Overall Look, Ambience, Facilities and Activities, Programmes and Education-related Activities, Travelling to and from the WKCD, Travelling within the WKCD, and Planning Design Principles. The questionnaire adopted an open-ended approach to stimulate free expression of views by respondents. In addition, possible references were provided for some of the questions and respondents may indicate their preferences in the form of responses to these questions. To solicit views from the wider public and from the visitors, the Consultation Panel of the Authority proposed and the Board agreed to commission the independent analysis and reporting consultant – PPRI of the PolyU – to conduct face-to-face interviews with Hong Kong residents and visitor using the same questionnaire (at least 2,000 persons for each group respectively).
6. An encouraging number of over 2,300 attendees had participated in the stage 1 PE exercise. During the Stage 1 PE exercise, the Authority collected 6,668 completed questionnaires and 416 written submissions. Together with the records of PE events and media reports, the Analysis and Reporting Consultant analysed a total of 7,412 documents.

Report on the Analysis of Views

7. The Analysis and Reporting Consultant appointed by the Authority duly recorded and analysed the opinions collected during the Stage 1 PE exercise. It submitted the report on the analysis of views, which was sent to Members of this Subcommittee on 31 March 2010. The report has also been uploaded to the website of the Authority.

8. In addition, the Authority has consolidated a compendium, which contains completed questionnaires and written submissions collected during the Stage 1 PE exercise, and has uploaded it to the Authority's website. A hard copy of the compendium is available for public viewing at the Authority's Office.

9. Views collected during the Stage 1 PE exercise are considered to be useful for the Authority's consultants in preparing the Conceptual Plan Options and in understanding the aspiration and preferences of the stakeholders and the public on the planning and design of the WKCD and its arts and cultural facilities. The Analysis and Reporting Consultant has identified a number of concepts that are common to the views expressed under various themes, for example, the importance of education related activities and nurturing talents, use of advanced information and communication technologies, catering to the needs of different users, including youth and persons with disabilities, etc.

10. In preparing their Conceptual Plan Options, the Conceptual Plan Consultants will each produce a statement on how public views have been taken into account in their conceptual plans. The three Conceptual Plan Options will be presented during the Stage 2 PE exercise which is scheduled for summer 2010.

Discussion of the Consultation Panel of the Authority

11. The Consultation Panel of the Authority discussed the Report on the Analysis of Views submitted by PPRI of the PolyU at its meeting held on 7 April 2010. Members generally considered that the report covered a wide range of views which are useful for the three Conceptual Plan Consultants in preparing their Conceptual Plan Options. Members were of the view that clear information and making greater use of information technology in the next stage of PE exercise would be helpful for the public to express their views on the three Conceptual Plan Options. The Consultation Panel will submit the report on the analysis of views together with the views of its Members on the report to the Board of the Authority for deliberation. The Consultation Panel will discuss the arrangements of Stage 2 PE Exercise around mid-2010.