

For Information

**Legislative Council Panel on Home Affairs
Matters arising from the meeting on 14 June 2013
Operation of Tin Sau Bazaar in Tin Shui Wai**

Purpose

At the meeting of the Legislative Council Panel on Home Affairs held on 14 June 2013, Members discussed the operation of the Tung Wah Group of Hospitals Tin Sau Bazaar (Tin Sau Bazaar). As requested by the Panel, this paper provides a consolidated response to the comments made by Members and deputations at the meeting.

Development of Bazaars

2. Some Members and deputations raised at the meeting that the Government should formulate a policy for fostering bazaar development. The Government considers that any specific proposals of setting up bazaars should take into account the situation of individual district. A consensus on the proposal should be forged at the district level with full consideration of the views given by residents nearby and the support of the District Council after thorough discussion. If a consensus can be reached at the district level, depending on the specific nature of the bazaar, the relevant government departments will follow up the respective matters. District organisation may take up the planning and management role in order to provide the flexibility for better addressing the local demand.

3. Tin Sau Bazaar is one of the examples of establishing a bazaar in response to the specific situation and needs of a district. The Yuen Long District Office (YLDO) and the Tung Wah Group of Hospitals (TWGHs) have been actively engaging various stakeholders and listen to their views. These include District Council members, Area Committee members, representatives of the hawkers at the “morning bazaar”, non-government organisations (NGOs) and residents’ groups. The Tin Shui Wai North Area Committee and the Yuen Long District Council (YLDC) discussed the proposal of setting up an open-air bazaar on Tin Sau Road in Tin Shui Wai in September and October 2012 respectively and they both supported the proposal.

4. In studying the need for open-air bazaars in other districts, the relevant departments will have to consider the consensus and situation of individual

district. The factors to be assessed include the availability of suitable site, traffic, noise, environmental hygiene and management, etc.

Development of Tin Sau Bazaar and Enhancement Measures

5. Some Members expressed concerns about the need for clear targets for Tin Sau Bazaar as well as TWGHs' needs for more relevant experience in bazaar management and operation in order to operate the bazaar satisfactorily given its background as a charitable organisation. Members and deputations also suggested inviting stall operators to join the consultative mechanism for the bazaar's management.

6. The bazaar is operated by TWGHs on a non-profit-making basis. Its objective is to provide more shopping choices for local residents, develop the local economy and create local employment. Over 70% of the individual stall operators in the bazaar were referred by social workers, while over 60% are underprivileged individuals with low income or on Comprehensive Social Security Assistance. TWGHs and the Government have been closely monitoring the operation of the bazaar, listening to operators' opinions and assisting them through TWGHs' regular liaison meetings with the stall operators (held on a bi-monthly basis) and TWGHs' staff stationed at the bazaar. Details of the operational arrangements of the bazaar in the short-, medium- and long-term are set out below.

Measures implemented in the short-term

7. Some Members and deputations considered that there was room to improve the patronage of the bazaar. With the proactive assistance of government departments, TWGHs has implemented a series of enhancement measures. Details are set out below-

Venue Improvement

(a) To improve the capacity of rainwater disposal in the bazaar, the Architectural Services Department (ArchSD) has, with the coordination of YLDO, installed additional service channels at each major aisle and carried out corresponding local floor leveling in phases between late April and the end of June. When the black rainstorm signal was in force on 22 May, no flooding occurred in the bazaar and the situation of excessive accumulation of water had significantly improved, showing that the works have achieved the purpose of rainwater disposal. TWGHs arranges rental waiver for stall operators for the period of business suspension (plus two additional days) due to the works. For those stall operators affected by the works but did not need to suspend business, TWGHs will consider arranging rent-free period subject to availability of resources.

- (b) Some deputations considered that there were insufficient access points for the bazaar. The Leisure and Cultural Services Department and ArchSD, with the coordination of YLDO, undertook related works at an open space of Tin Sau Road Park to link up the bazaar and Tin Yat Estate. The works were completed by late September, providing an additional public access which considerably shortens the walking distance from Light Rail (LR) Tin Yat Station, Tin Yat Estate and Tin Yat Estate Carpark to the bazaar. This attracts more members of the public and shoppers to go between LR Tin Yat Station and various housing estates via the bazaar through the original southeast bazaar entrance and the new northwest entrance.
- (c) Some Members and deputations enquired whether a canopy or a roof could be constructed to address the lack of shading facilities at the bazaar. The bazaar adopts an open layout with standalone stalls of different sizes, equipped with basic facilities for operation under a short-term tenancy of not more than five years. Thus, the construction of a canopy or a roof may not be compatible with the concept of outdoor bazaar stalls. Nevertheless, TWGHs will review the venue improvement measures in the context of the overall design of the bazaar. ArchSD has provided an awning for each stall for shading purpose while TWGHs has been progressively implementing a series of measures to improve the shading effects of the venue to enhance shoppers' comfort during summer/under sunshine. These measures include providing 160 sun umbrellas and procuring outdoor cooling fans as well as further optimising the awnings of stalls to enlarge the shading area.
- (d) While 52 stalls in the bazaar are allocated with electric current of 6 ampere (A), 14 stalls are allocated with 15A. Through the reallocation of electricity supply, TWGHs increased the power supply of the remaining 116 stalls from 2A to 6A in June, which can meet the daily needs of stall operators in using electrical appliances such as fans, small refrigerators, rice cookers and boilers. TWGHs is discussing with the power company the technical arrangement of installing an additional 400A cable, with a view to enhancing the power supply of each stall to 13A depending on the needs of individual operators.
- (e) Some Members considered that the variety of goods should be increased to enhance the bazaar's attractiveness. TWGHs was granted a Fresh Provision Shop Licence by the Food and Environmental Hygiene Department (FEHD) in June. Upon completion of the necessary alteration works, "Tung Sau Frozen Food Shop" was opened

on 19 July for the sale of chilled and frozen meat.

Publicity and Location Signs

- (f) Some Members suggested stepping up publicity. TWGHs regularly distributes promotional leaflets at locations with high pedestrian flow, such as shopping arcades adjacent to the bazaar, West Rail (WR) stations, LR stations, major bus stops, etc. Publicity banners have been put up along roads in Yuen Long Town and Tin Shui Wai as well as in Tin Sau Road Park, and the number of such locations has increased to 33 since July. There are also publicity banners and promotional posters at most of the housing estates in Tin Shui Wai.
- (g) TWGHs put up bus advertisement in August and broadcasted promotional videos on Roadshow in buses from mid-August to the end of September.
- (h) The location of the bazaar has been shown on the maps and station guides in WR Tin Shui Wai Station as well as on the maps and exit signs in LR Tin Yat and Tin Sau Stations since June.

Measures to Enhance Patronage

- (i) YLDO and TWGHs will continue to organise community involvement activities in the bazaar and the adjacent Tin Sau Road Park to attract and engage local residents as well as enhancing the promotional effect. Since late March, TWGHs has organised the “Tin Sau Arts Fair” with booths of handicrafts and games every Saturday. TWGHs also organises special events during festivals (such as Mother’s Day, Dragon Boat Festival and Father’s Day) with shopping offers. Major activities include “Healthy Food Carnival 2013” co-organised with Yuen Long Farmers’ Market from 20 to 21 July in which the kick-off ceremony, performances, game booths and shopping offers helped promote local agricultural and food products; “Back To School Fun Day” from 25 to 27 August for the sale of books and stationery; and “Yuen Long Specialty Products and Delicacies Carnival” co-organised with Yuen Long Merchants Association from 21 to 22 September, etc. YLDO also held various community involvement activities at the bazaar and nearby, for example the opening ceremony of “Colourful Life @ Yuen Long” on 27 July. These activities were well received by the public and achieved the expected effect of enhancing the popularity and patronage of the bazaar.

Enhancing Business Skills of Stall Operators

- (j) Some Members and deputations suggested strengthening the support to

stall operators. To enhance the business skills of stall operators, TWGHs has launched a training series named “Winning Tips” and five workshops have been conducted between April and September. Representatives from NGOs, academics from tertiary institutions and businessmen were invited to share their experience and strategies in pricing, market promotion and sales. The five workshops were well received with an attendance of 261 people.

Medium-term Review

8. Members were concerned whether the types of stall and products in the bazaar were appropriate and could satisfy local residents’ needs. TWGHs will review the terms and conditions as well as the types of product and trade before the expiry of the current tenancy agreements of the stalls in late January 2014 with a view to enhancing the operation of the bazaar. TWGHs also plans to invite an academic institution to assist in the study of the effectiveness of the bazaar in achieving the original objectives. The arrangements for the study are expected to be ready in early 2014.

Long-term Consultation

9. TWGHs is setting up “The Advisory Committee on the Management of Tin Sau Bazaar” (the Committee) as a platform for thorough discussions on the management of operation and long-term development of the bazaar between the stall operators’ representatives and other stakeholders including representatives of TWGHs, government departments and YLDC as well as academics or members of the community. The Committee will gather stakeholders’ experience in bazaar management and operation, study various measures to support stall operators and enhance the business development of the bazaar. At its meeting on 3 September 2013, YLDC endorsed the appointment of three District Council members to the Committee. Meanwhile, TWGHs is assisting stall operators to elect their representatives to join the Committee.

10. Photographs showing some of the above-mentioned enhancement measures are at Annex.

Morning Bazaar

11. Some Members were concerned about the enhanced enforcement at the “morning bazaar” after the establishment of Tin Sau Bazaar and considered that the “morning bazaar” should not be replaced. As the government representatives have pointed out at the meeting of the Panel, the objective of Tin Sau Bazaar is to provide more shopping choices and create employment for local residents. For instance, a total of 67 hawkers of the “morning bazaar” recommended by social workers have been admitted to operate in

Tin Sau Bazaar.

12. Regarding enforcement, FEHD will continue to monitor the situation in the “morning bazaar”. In general, FEHD adopts the strategy of warning before enforcement, while prosecution will be conducted only if necessary. To safeguard food safety and public health, FEHD takes stringent enforcement action against unlicensed hawkers selling prohibited/restricted food or cooked food. In addition, FEHD adjusts its strategy in light of the actual situations. For example, FEHD may step up enforcement if repeated complaints about illegal hawking at the aforesaid locations are received. FEHD will continue to implement the above strategy impartially and there is no question of bias against the “morning bazaar”. From January to August 2013, FEHD has made 17 prosecutions at the “morning bazaar”.

Looking Ahead

13. TWGHs and the Government will continue to closely monitor the operation of the bazaar. TWGHs will listen to the views of the Committee and conduct the relevant review before the expiry of the tenancy agreement of the stalls in late January 2014. TWGHs will also continue to enhance the venues facilities and provide business training as well as other support to stall operators. The relevant government departments will continue to provide support and assistance to TWGHs with a view to further improving the operating environment of the bazaar as well as the business skills of the stall operators, and in turn attract more visitors.

Home Affairs Department
September 2013

**Enhancement Measures of
the Tung Wah Group of Hospitals Tin Sau Bazaar**

(1) Enhancement of Management

Holding regular meetings with stall operators (held on a bi-monthly basis)



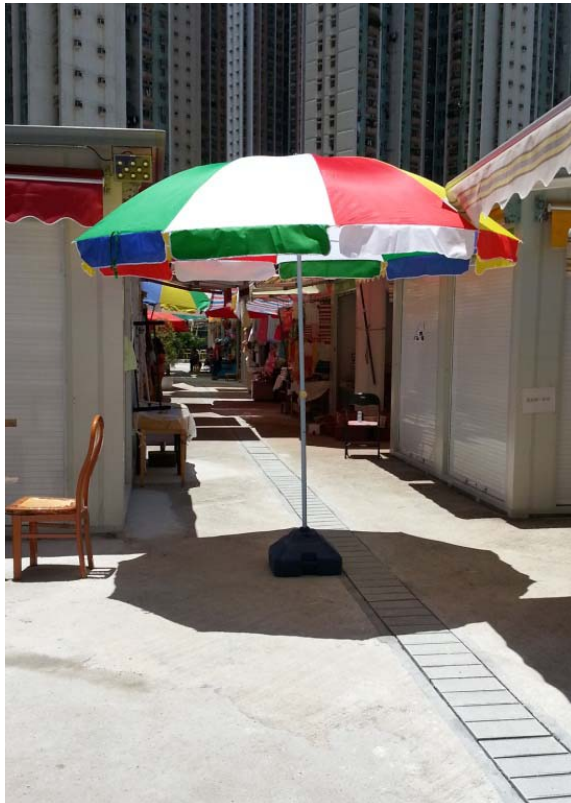
(2) Installation of Additional Surface Channels
(completed in late June 2013)



(3) Provision of an Additional Access Point
(completed in late September 2013)



(4) Shading and Cooling (in progress)
Installation of sun umbrellas of different sizes





Installation of cooling fans



(5) Introducing a Chilled/Frozen Meat Stall
(have come into operation since 19 July 2013)



(6) Stepping Up Publicity
 Putting up more banners



Posting posters at the housing estates



Advertising on buses and broadcasting promotional videos on Roadshow (took place in August and September 2013)



(7) Location Signs (installed in June 2013)

The location of Tin Sau Bazaar has been shown on the maps and guides in West Rail Tin Shui Wai Station



Destination	Icon	Route	Platform	Destination
厦村 Ha Tsuen	1	K75	A	57
	2	K65	B	R6
	34A	B	B	R6
香港湿地公园 Hong Kong Wetland Park	705	E1	E1	V6
康翠三院天秀墟 TWGHs Tin Sau Bazaar	706	E3	E3	V6
流浮山 Lau Fau Shan	3	K65	B	R6
	34	B	B	R6
沙磧 Sha Kiu	35	B	B	R6
深圳灣口岸 Shenzhen Bay Port	B2P	B	B	R6

The location of Tin Sau Bazaar has been shown on the maps and exit signs in Light Rail Tin Yat and Tin Sau Stations



(8) Organising Special Events to Enhance Patronage

(held between July and September 2013)

TWGHs and Yuen Long Farmers' Market co-organised the "Healthy Food Carnival 2013"



TWGHs and Yuen Long Merchants Association co-organised the “Yuen Long Specialty Products and Delicacies Carnival”



The Yuen Long District Office organised a large-scale opening ceremony of “Colourful Life@Yuen Long” at Tin Sau Bazaar



(9) Enhancing Business Skills of Stall Operators
(held between April and September 2013)

Mr MA Kam-wah, former Executive Director of the Senior Citizen Home Safety Association, shared pricing strategies with stall operators



Professor SIU Wai-sum from the School of Business of the Hong Kong Baptist University talked about marketing



Ms Luvy CHEUNG of Belle International Holdings Limited talked about sales techniques



Dr LEE Yuk-lun, JP, the Fifth Vice-chairman of TWGHs and the Chairman/Chief Executive Officer of Rising Development Holdings Limited, shared his business experience



Mr LAU Tak-ping, the Vice-chairman of Yuen Long Merchants Association, shared his business experience

