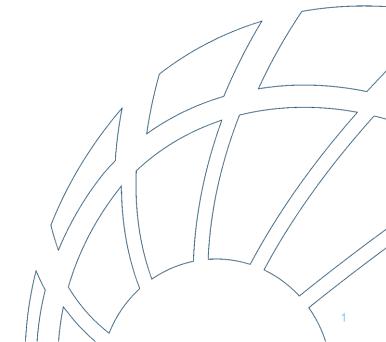


"Where will our knowledge take you?"

Study on Improving the Operating Environment of Public Markets

29 April 2014



This Study

Objective

 To come up with proposals for improving the operating environment of public markets commensurate with their functions and positioning.

Scope

- Tender views on the functions and positioning of public markets.
- Conduct general review of the public markets and come up with concrete improvement proposals.
- Provide general suggestions for the routine improvement works for public markets.
- Suggest ways and pragmatic measures to preserve market stalls selling traditional commodities or involving traditional specialty.



Key Members of the Study Team

Project Director/Deputy Director

- Dr Simon Su
 (Director and Chief Economist of BMT)
- Ms Patsy Cheng (Director of SEE Network)

Architecture and Technical

 Mr Gary Yeung
 (Registered Architect, Adjunct Assistant Professor of School of Architecture (Chinese University of Hong Kong))

Market &Strategy, Public Engagement / Survey

- Ms Patsy Cheng (Director of SEE Network)
- Dr. Waiman Cheung
 (Professor of the Department of Decision Sciences and Managerial Economics (Chinese University of Hong Kong), Director of the Asian Institute of Supply Chains and Logistics (Chinese University of Hong Kong))
- Dr. Simon Su
 (Director and Chief Economist of BMT)



Stages

Stage I Review the functions and positioning of public markets

Stage II
Conduct general review of the public markets

Stage III
Propose market improvement plans

Stage IV
Provide routine improvement proposals and ways and measures to preserve market stalls involving traditional specialty

- Tender views on the functions and positioning of public markets.
- Review the general situation of existing public markets and select a few representative ones for further detailed study.
- Conduct detailed on-site study on selected public markets and come up with concrete improvement proposals.
- Provide general suggestions as reference for routine improvement works (i.e., easy to administer measures or minor improvements)
- Suggest ways and measures to preserve market stalls selling traditional commodities or involving traditional specialty.

Methodology

- Desktop research
- On-site study and technical analysis
- Stakeholders consultation
 - Engagement sessions
 - A questionnaire survey
 - Focus group discussions
- Questionnaire data analysis

Date: 29-Apr 2014

Overseas experience



Collection of Stakeholders' Views

- One of the important parts of this Study is to collect the views and opinions from the stakeholders, including the tenants, the patrons and the Government.
- Key methods include: engagement sessions, a questionnaire survey, focus group discussions.





Progress

- Two engagement sessions were conducted on 25 March and 2 April (attendees included District Council members, members of Market Management Consultative Committees, representatives of related associations, and tenants).
- The positioning of public markets is currently under review.
- The questionnaire survey is planned to take place in May.
- Views collected from the engagement sessions and the questionnaire survey will help inform the formulation of improvement proposals.
- If everything goes smoothly, some preliminary findings shall be available by mid-2014.



