

The Government of the Hong Kong Special Administrative Region

房屋及規劃地政局

香港花園道美利大廈



Housing, Planning and Lands
Bureau

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By Hand

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14 December 2005

Miss Odelia LEUNG
Legislative Council Secretariat
Legislative Council Building
8 Jackson Road
Central, Hong Kong

Dear Miss Leung,

**Subcommittee on West Kowloon Cultural District Development
Follow-up to meeting on 13 December 2005**

I refer to your letter of 13 December 2005 requesting the Administration to provide the Consultancy Brief for inviting submissions from academic institutions for Proposals for Consultancy Services in relation to the public consultation on the West Kowloon Cultural District development.

The Consultancy Brief, which is attached herewith, sets out the scope of the services provided by the Government's Consultant, the Public Policy Research Institute of the Hong Kong Polytechnic University (PPRI). We would like to highlight that the Consultancy Brief allows PPRI a high degree of independence in conducting the study. For instance, PPRI has the full responsibility for designing the questionnaire of telephone polls (paragraph (d) of Appendix 2 to the Consultancy Brief). The Consultancy (paragraph 4 of the Consultancy Brief) also requires PPRI to attend public forums to explain the Consultancy and present the findings. This allows PPRI to present its findings directly and freely to the public. Indeed, PPRI attended

a press briefing on 7 October 2005 to explain the findings of its Report on the Public Consultation.

Please note that the Consultancy Brief has also been uploaded to the WKCD project website.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Danny Lau', written in a cursive style.

(Danny LAU)

for Secretary for Housing, Planning and Lands

c.c. PPRI (Attn: Prof Peter YUEN) (w/o encl)

**Engagement of Consultant for an analysis of public views received
in the public consultation on the proposals
for the development of the West Kowloon Cultural District**

Consultancy Brief

Section A. Objective

The objective of this Consultancy (the Consultancy) is to analyze all public views received during the public consultation exercise on the three screened-in Proposals for the development of the West Kowloon Cultural District (WKCD) and views received regarding the WKCD development through telephone polls as specified in paragraph 2(b) below.

Section B. Scope of services

2. The Consultant will be required to:-

- (a) conduct an analysis of public views contained in Comment Cards collected from the public consultation exercise, all discussion forums, relevant statutory/advisory bodies including the Legislative Council, District Councils and other channels such as written submissions, letters, faxes and e-mails as well as those from the telephone polls referred to in 2(b) below. An outline of the arrangements for collecting public views is at **Appendix 1**. The Consultant shall take due account of the views expressed and collected at these various public forums as well as the findings concluded from the telephone polls. These views should be fully considered and appropriately reflected in the Consultant's Interim Report and Final Report;
- (b) conduct three telephone polls for the purpose of gauging and triangulating public views in accordance with the essential requirements set out in **Appendix 2**. The timing of each poll is to be agreed with the Government. The Consultant shall in respect of each poll (i) sample; (ii) provide advice for questionnaire construction; (iii) perform fieldwork for

telephone poll; (iv) process data (data input and making system files); and (v) prepare data output; and

(c) prepare and submit deliverables/reports particularized under Section G below.

3. In conducting the analysis mentioned in paragraph 2(a) above, reference should be made where necessary to the questions in the Comment Cards and the assessment criteria (Appendices 3 and 4). Attempts should be made to differentiate Comment Cards returned by members of the public into the following categories, i.e. -

- (a) those with the declaration of affiliation/connection section signed accompanied by the signatory's identification number (e.g. HK ID number);
- (b) those with the declaration of affiliation/connection section left unsigned; and
- (c) those with the declaration of affiliation/connection section signed but which appear to be "manifestly wrong or false", e.g. Mickey Mouse declarations.

The Consultant should endeavour to make this differentiation in carrying out the analysis. Classification of the views and comments received in the public consultation exercise should take into account but should not be limited to the strengths, weaknesses and potential areas for improvements for each of the three screened-in Proposals.

4. The Consultant may be required to attend public forums, including but not limited to Legislative Council meetings, District Council meetings and any other meetings of relevant statutory/advisory bodies to explain the Consultancy and to present the findings of its Final Report.

Section C. Duration of Consultancy

5. The Consultancy shall commence on the date of the Consultancy

Agreement (the Agreement) and should be completed by 30 April 2005, or such later date as Government may specify by fourteen days' written notice(s).

Section D. Technical Proposal

6. The Technical Proposal shall be in English and in no more than 30 A4 size pages, inclusive of any appendices or attachments. It should include -

- (a) a description of the approach and methodology for this Consultancy which should comply with or give effect to matters set out in this Consultancy Brief;
- (b) the organizational structure and composition of the proposed Consulting Team, with a description of the academic and professional qualifications, experience, knowledge and expertise of each member of the Consulting Team, together with information on the back-up support such as supervision and quality assurance; and
- (c) any other information that may assist in the assessment of the Proposal.

7. The Technical Proposal should specify any litigation, proceeding, inquiry, claim or allegation whatsoever, actual or threatened, against or involving the organization or the proposed sub-consultant; the existence of any breach or default, or alleged breach or default, of any agreement, order or award binding upon the Consultant or the proposed sub-consultant; and any other matters which may materially affect the Consultant's ability to carry out the Consultancy or which may lead to justifiable criticism or embarrassment to the Government for selecting the Consultant.

Section E. Fee

8. The Government will pay a fixed lump sum fee for this Consultancy.

9. No additional Consultancy Fee will be paid by Government for the Consultancy Services rendered after or as a result of a notice served under paragraph 5 above unless the Consultant can demonstrate to the satisfaction of the Government that the provision of such consultancy services has a

substantial impact on the input by the Consulting Team in terms of manhours. In the latter case, the additional Consultancy Fee, if any, shall be calculated by manhour rates to be specified in para. 11(b), subject to an overall cap of HK\$100,000 which is in addition to the fixed lump sum fee quoted by the Consultant.

10. The aforementioned lump sum fixed fee and the time charge rates shall be inclusive of all expenses, including out-of-pocket expenses and fees for sub-consultant(s) for the Consultancy in Hong Kong dollars. A breakdown for staff costs and all other costs and expenses in the form of a manning schedule with unit rates in terms of manhours shown against each member of the Consulting Team should be included.

Section F. Fee Proposal

11. The Fee Proposal, in English and no more than 10 A4 size pages, inclusive of any appendices or attachments, should include -

- (a) a lump sum fee referred to in para. 8 above; and
- (b) a breakdown of staff costs and all other costs and expenses in the form of a manning schedule with unit rates in terms of manhours shown against each member of the Consulting Team.

Section G. Deliverables

12. The Consultant shall, through the Working Team of the Government submit to the Government the following -

- (a) **Weekly Reports** (one soft copy plus eight number of hard copies) in English and/or Chinese based on the public response to quantifiable questions in the Comment Card on each Friday after the execution of the agreement till the end of the public consultation. In the event that the Friday on which the Weekly Report is due is a public holiday, the Consultant should submit the Weekly Report on the working day preceding that Friday;
- (b) **Reports on the telephone polls** referred to in paragraph 2(b) above and Appendix 2 ;

- (c) a **Draft Interim Report** of the Consultancy (one soft copy plus eight number of hard copies) in English and/or Chinese by a date to be specified by the Government;
- (d) after taking into account the views of the Government , if any, on the Draft Interim Report, an **Interim Report** of the Consultancy (one soft copy plus eight number of hard copies) in English and/or Chinese by a date to be specified by the Government;
- (e) a **Draft Final Report** of the Consultancy (one soft copy plus eight number of hard copies) in English and/or Chinese by 15 April 2005; and
- (f) after taking into account the views of the Government, if any, on the Draft Final Report, a **Final Report** and an **Executive Summary** in BOTH English and Chinese (one soft copy plus eight number of hard copies), together with a compendium of public views (in the languages in which they were given) received/collected on or before 30 April 2005, or such later date as the Government may by fourteen days' written notice(s) specify.

The Government may by prior written notice change the above dates for submission of Draft Interim Report/Interim Report, Draft Final Report/Final Report and/or Executive Summary if the date for completion of the Consultancy is extended by notice under paragraph 5 above.

13. The Interim Report and Final Report shall not be deemed accepted by the Government until a letter of acceptance in respect of each of the Reports has been issued by the Government.

Section H. Consultancy Agreement

14. The selected Consultant will enter into a Consultancy Agreement with the Government in the form of the draft Agreement attached. This Brief and the Proposal of the selected Consultant will be incorporated and form an integral part of the Consultancy Agreement.

Home Affairs Bureau

January 2005

Outline of the arrangements for collection of public views

Comment Cards

1. The public may return the Comment Cards :
 - a. by dropping them into the collection box inside the main exhibition venues at the Hong Kong Science Museum from December 16, 2004 to January 31, 2005; and the Hong Kong City Hall from February 5, 2005 to March 28, 2005;
 - b. by mail (Housing, Planning and Lands Bureau, 9/F Murray Building, Garden Road, Central, Hong Kong (Attn : WKCD Team) or fax (2186 7832);
 - c. via the computers in the main exhibition venues; and
 - d. via the project website www.hplb.gov.hk/wkcd on the internet.

2. The protocol for processing Comment Cards received at the Housing, Planning and Lands Bureau (HPLB) is attached at Appendix 1(a). All Comment Cards will be transferred to the Consultant by weekly batches, after the Comment Cards have been allocated a number, registered and scanned at HPLB.

Discussion Forums

3. The arrangements for discussion forums are set out in Appendix 1(b).

Written submissions, letters, faxes and e-mails

4. The public can also submit their views by fax: (2186 7832); via

e-mail: wkcd@cedd.gov.hk; or by post : (Housing, Planning and Lands Bureau, 9/F Murray Building, Garden Road, Central, Hong Kong (Attn : WKCD Team). Copies of these written submissions, letters, faxes and e-mails will be transferred to the Consultant on a weekly basis.

Statutory/Advisory Bodies including LegCo, District Councils, Town Planning Board, Hong Kong Tourism Board, Harbour-front Enhancement Committee

5. Briefing sessions with presentations by the Proponents have been arranged for statutory/advisory bodies. Records of these briefing sessions will be made available to the Consultant.

Home Affairs Bureau

January 2005

**Protocol for processing Comment Cards received
at the Housing, Planning and Lands Bureau**

The Civil Engineering and Development Department (CEDD) will deliver the Comment Cards collected from the collection box at the main exhibition venues by hand on the next working day to HPLB, under cover of a memo indicating the total number of Comment Cards collected.

A clerical grade officer in HPLB will count the Comment Cards received from CEDD. An Executive Officer (EO) in HPLB will then verify the number of cards and notify CEDD of any discrepancy for investigation and reconciliation.

The EO will then pass the Comment Cards to a team of clerical grade staff for dating. For control purpose, each Comment Card will be allocated a number. The whole dating and numbering process will be monitored by the EO.

For Comment Cards received on-line from the computers at the Hong Kong Science Museum, the Hong Kong City Hall (and other exhibition venues designated by the Government) or at the project website, they will be transmitted in the form of e-mails to a designated e-mail account monitored by HPLB. Clerical officers will print the Comment Cards received from the designated e-mail account and process under the above procedure.

HPLB will deal with the Comment Cards received directly at HPLB through the post or the fax machine in a similar manner as under the above procedure.

Arrangements for discussion forums

At least eight discussion forums will be held. The schedule for these eight discussion forums is shown in paragraph 4 below. Depending on the public demand, more discussion forums may be arranged. The Government will extend invitations to district personalities, arts and cultural groups and relevant professional bodies to these discussion forums. Members of the public wishing to attend these forums may also make seat reservations by calling telephone hotline 21528003 which is manned during office hours. Walk-in audience will also be entertained subject to the availability of seats.

2. The proponents will make presentations on their respective proposals at the discussion forums. They will be required to observe the ground rules and have regard to the guidance notes which ensure a level playing field for all proponents. These ground rules and guidance notes have already been uploaded onto the WKCD project website (www.hplb.gov.hk/wkcd). The Government will appoint an independent moderator for each discussion forum. Participants will be able to express their views on the proposals while the proponents will be invited to respond afterwards. The moderator will act as a neutral facilitator as well as to ensure that the discussion forum is conducted in an orderly and impartial manner.

3. The Government will arrange for each discussion forum to be recorded and a transcript of the recorded tape to be produced by a contractor about three or four working days after the discussion forum. The transcripts produced by the contractor will be vetted by the Government and will then be made available to the Consultant.

4. The schedule for the eight discussion forums is as follows :

<u>Serial No.</u>	<u>Target audience</u>	<u>Date</u>	<u>Time</u>	<u>Venue</u>
1.	Kowloon Region	20 December 2004	6:00 pm – 9:30 pm	Lecture Hall, Hong Kong Science Museum, 2 Science Museum Road, Tsimshatsui East
2.	Hong Kong Island Region	23 December 2004	6:00 pm – 9:30 pm	Leighton Hill Community Hall, 133 Wong Nai Chung Road, Wan Chai
3.	New Territories East Region	3 January 2005	6:00 pm – 9:30 pm	Theatre, Hong Kong Heritage Museum, 1 Man Lam Road, Sha Tin
4.	Professional I	4 January 2005	6:30 pm – 10:00 pm	Leighton Hill Community Hall, 133 Wong Nai Chung Road, Wan Chai
5.	Professional II	5 January 2005	6:30 pm – 10:00 pm	Leighton Hill Community Hall, 133 Wong Nai Chung Road, Wan Chai
6.	Arts and Culture I	6 January 2005	6:00 pm – 9:30 pm	Lecture Hall, Hong Kong Museum of History, 100 Chatham Road South, Tsim Sha Tsui
7.	Arts and Culture II	8 January 2005	10:00 am – 1:30 pm	Lecture Hall, Hong Kong Museum of History, 100 Chatham Road South, Tsim Sha Tsui
8.	New Territories West Region	10 January 2005	6:00 pm – 9:30 pm	Cultural Activities Hall, Tsuen Wan Town Hall, 72 Tai Ho Road, Tsuen Wan

Essential Requirements for telephone polls

(a) Data Items to be Collected

Each poll should collect information and views of one member (aged 18 or over, or as specified by the Government) within a household. A list of data items will be specified by the Government before each poll. The number of questions for each poll will be about 15, in addition to questions on the general characteristics of the respondents and/or households.

(b) Poll Coverage

The poll should cover the land-based households that are installed with residential telephone line in Hong Kong.

(c) Sample Design

Each poll should be conducted on a sample selected in accordance with a scientifically designed sampling scheme, and should include a minimum of one thousand two hundred (1 200) successfully interviewed households/persons. A successful interview is defined as a telephone interview with the target respondent(s) resulting in the respective questionnaire(s) being completed in full.

The sample design and the estimation methods shall be subject to vetting and approval of the Government. To facilitate evaluation, the proposed sample design as well as the associated estimation formulae should be explicitly given in the quotation submission.

Random or systematic sampling of telephone numbers from the latest Residential Telephone Directory or other equal probability sampling shall be employed for sample selection. The quotation

submission shall describe measures to supplementary samples for newly installed telephone numbers, if considered necessary. The telephone numbers will be drawn therefrom based on the sample design approved by the Government.

In each successfully contacted residential unit, only one person aged 18 or over, or as specified by the Government, will be selected for interview by the "Last Birthday" method (i.e. to select a family member who just has his/her birthday most recently) or any other appropriate method as may be approved by the Government.

An overall response rate of at least 50% shall be required. The response rate is calculated by dividing the number of successful telephone interviews by the total number of valid telephone numbers selected. Calculation of response rate shall be based on an approved formula to be proposed by the Consultant.

(d) Questionnaire Design

The questionnaire shall be designed by the Consultant in consultation with the Government and subject to the Government's approval. In designing the questionnaire, the Consultant must have regard to the questions of the Comment Cards and other questions deemed to be useful in gauging and triangulating public opinions. The scope of the questions may be on issues not related to the screened-in proposals. The Consultant shall be responsible for the printing of the questionnaires, or the preparation of computer-aided interviewing.

(e) Recruitment and Training of Interviewers and Supervisors

The Consultant shall be responsible for recruiting interviewers and supervisors for each poll. A sufficient number of interviewers and supervisors should be deployed for the poll so as to ensure that fieldwork can be completed within as short as 1 day, if specified by the Government under special circumstances,

taking into account the nature and purpose of individual polls. At least half of these interviewers and supervisors must have experience in conducting telephone interviews/opinion polls. General information on these interviewers and supervisors (including their educational attainment, previous experience in conducting telephone interviews/opinion polls, whether working full-time/part-time, and employment background such as students working part-time) is to be provided in the quotation submission. Training of interviewers and supervisors is to be provided by the Consultant prior to the commencement of the poll.

(f) Pilot poll

A pilot poll should be conducted with at least 30 telephone numbers successfully enumerated. Each part of the questionnaire must be fully tested in the pilot poll. The Consultant shall document the findings of the pilot poll and make recommendations and necessary amendments as required to improve the poll operation and questionnaire design.

(g) Fieldwork

Telephone interviews are to be conducted to collect the required data in two or three days, or as specified by the Government. Logistics for the poll shall be the responsibility of the Consultant.

The Consultant shall ensure that the target response rates and the target numbers of residential unit successfully interviewed are achieved and that poll results are not biased by non-contact and non-response cases. The treatment of unsuccessful telephone interviews must be strictly defined and monitored. The telephone calls should be tried at different times of a day before a case is classified as non-contact. Those unsuccessfully contacted telephone numbers would be tried at least three times for the polls to be completed within two to three days or at least six times on different days for polls to be completed in four days or more before any non-contact status was assigned.

Fieldwork progress reports shall be prepared and submitted to the Government immediately after the fieldwork period, highlighting the number of contacts made, the number of successful telephone interviews, refusals and invalid cases, and the response rate.

(h) Data Processing and Tabulation

All the questionnaires shall be properly edited, coded and validated by the Consultant. The coding manual, editing and validation rules shall be prepared in consultation with the Government. Upon completion of the data entry and validation, a copy of the "cleaned" data file in database format shall be passed to the Government.

A plan detailing the statistical tables, graphs and results on statistical tests to be produced from the poll results and weighting methods, if considered necessary, shall be prepared by the Consultant and subject to the approval of the Government. All statistical tables, graphs and results on statistical tests should be provided to the Government before the preparation of the final report. Preliminary tables and tables for the daily results may be required as and when necessary by the Government.

(i) Data Analysis

The Consultant shall be responsible for the analysis of findings from the poll in consultation with the Government.

(j) Output Required

(i) Reports

The Consultant shall draft the poll report for approval of the Government. The Consultant is required to produce the following reports to the satisfaction of the Government:-

- inception report, covering tasks described in

paragraph (a) to (e) at least two days before the pilot poll, if required;

- **report on pilot poll**, covering tasks described in paragraph (f) within one day after the pilot poll;
- **report on enumeration of poll**, covering tasks described in paragraph (g) within one day after the conduct of fieldwork;
- **tabulation, graphical and data analysis report**, covering tasks described in paragraph (h) to (i) within four days after the conduct of fieldwork;
- **full poll report**, in English and Chinese, if required by the Government, of poll findings and inferences thereon, with questionnaire and executive summary of main poll findings in both English and Chinese within six to ten days after the conduct of fieldwork; and

Eight copies each (except where stated otherwise) of the above reports and stand-alone executive summary shall be produced, if required by the Government for the poll. The softcopies of the above reports shall also be passed to the Government upon completion of the poll.

(ii) *Illustrated presentations*

After the endorsement of the full poll report by the Government, illustrated presentations of the poll findings shall be made to the Government and statutory/advisory bodies as and when required by the Government.

(iii) *Data files of poll results*

Data files of the poll results in Excel format should be provided to the Government within ten (10) days after

conduct of fieldwork.

(iv) Documentation and deliverables

The Consultant is required to document in detail the operations of the poll for review of the Government. For each poll conducted under this Contract, the Consultant is expected to provide the Government with the hardcopies and softcopies of the following documents where appropriate. Additional documents to facilitate the Government to get a better idea of the operations will also be required as the Government may deem necessary.

- (a) Poll Proposal
- (b) Questionnaires (English and Chinese)
- (c) Report on Pilot Poll, if applicable
- (d) Progress on Fieldwork and Office Editing
- (e) Preliminary tables and computer outputs for data analysis
- (f) Poll Report (in English and Chinese) with Executive Summary (in English and Chinese)
- (g) Presentation Files (English and Chinese)
- (h) Data files in Excel format together with coding and classification information provided

(k) Quality Control

The Consultant is to establish and implement quality control measures at various stages of the poll to ensure satisfactory standard of performance. Such measures should include the following: -

- (i) setting up an independent team to carry out quality control measures;
- (ii) carrying out independent checks of at least 15% of the questionnaires completed by each interviewer; and

(iii) setting up a double data entry system for inputting data into computer to minimise typing error, if computer-aided interviewing is not adopted.

(l) The reports of three telephone polls will form part of the Final Reports of the Consultancy (see paragraph 2 of the Consultancy Brief.)

請回答以下問題，以助政府評審各份建議書。
我們會考慮你的意見，以便與建議者磋商和選出屬意的建議書。

均衡發展組合

1. 西九龍文娛藝術區是一項綜合發展項目。
就均衡發展的下列主要因素(如地積比率、發展密度、樓宇外型和建築物輪廓與四周環境協調等)，請選出你最喜愛的建議書(每項只選一份建議書，並請在有關空格內加上「✓」號)。

	香港薈萃*	藝林*	活力星國際*
a. 地積比率及發展密度			
b. 商、住及酒店的組合			
c. 樓宇外型和高度及建築物輪廓與四周發展項目和海濱環境協調			
d. 建議最能吸引市民大眾及遊客			
e. 總的來說，在均衡發展組合方面，你最喜愛哪一份建議書？			

請就 1e 所挑選的建議書指出可改善的地方：

就 1a - 1d 的因素中，你認為政府揀選建議書時，要考慮的最重要因素應該是：(只選一項)

1a	1b	1c	1d

設計及整體佈局

2. 就西九龍文娛藝術區內的以下主要設計及整體佈局，請選出你最喜愛的建議書(每項只選一份建議書，並請在有關空格內加上「✓」號)。

	香港薈萃*	藝林*	活力星國際*
a. 文娛藝術區的整體佈局			
b. 文化藝術設施的組合			
c. 文化藝術設施的內部及外型設計			
d. 海濱長廊、廣場及其它公眾休憩用地的設計和佈局			
e. 交通方便程度和行人通道系統和連接，包括穿梭列車			
f. 總的來說，在設計及整體佈局方面，你最喜愛哪一份建議書？			

* 香港薈萃(恆基) 藝林(信和/九龍倉/華人置業) 活力星國際(長實/新鴻基)

請就 2f 所挑選的建議書指出可改善的地方：

就 2a - 2e 的因素中，你認為政府挑選建議書時，要考慮的最重要因素應該是：(只選一項)

2a	2b	2c	2d	2e

天篷設計

3. 就天篷設計的下列主要因素，請選出你最喜愛的建議書(每項只選一份建議書，並請在有關空格內加上「✓」號)。

	香港薈萃*	藝林*	活力星國際*
a. 提供有蓋遮陰的戶外公共空間，環境優美			
b. 外型獨特，會成為深受市民與遊客歡迎的海濱地標			
c. 建築和工程設計先進及最高藝術感			
d. 總的來說，你最喜愛哪一份建議書的天篷設計？			

請就 3d 所挑選的建議書指出可改善的地方：

就 3a - 3c 的因素中，你認為政府挑選建議書時，要考慮的最重要因素應該是：(只選一項)

3a	3b	3c

「文化藝術設施」的營運

4. 就關於「文化藝術設施」營運的下列主要項目，請選出你最喜愛的建議書（每項只選一份建議書，並請在有關空格內加上「✓」號）。

	香港薈萃 *	藝林 *	活力星國際 *
a. 提供高質素及多元化的節目及展覽			
b. 與本地及海外藝術團體和博物館建立夥伴關係			
c. 劇院設有駐場藝團			
d. 提供教育設施及活動			
e. 可吸引本地市民和遊客使用			
f. 能夠確保設施妥善管理和保養			
g. 總的來說，在文化藝術設施的營運方面，你最喜愛哪一份建議書？			

請就 4g 所挑選的建議書指出可改善的地方：

就 4a - 4f 的因素中，你認為政府挑選建議書時，要考慮的最重要因素應該是：(只選一項)

4a	4b	4c	4d	4e	4f

「文化藝術設施」的管理

5. 就關於「文化藝術設施」管理的下列主要項目，請選出你最喜愛的建議書（每項只選一份建議書，並請在有關空格內加上「✓」號）。

	香港薈萃 *	藝林 *	活力星國際 *
a. 有一個具效率、有效用及可持續的管理架構			
b. 有一個具透明度和問責性的管理架構			
c. 設有讓藝術工作者參與管理的渠道			
d. 設有讓有關界別專家參與管理的渠道			
e. 設有讓社區人士參與管理的渠道			
f. 總的來說，在文化藝術設施的管理方面，你最喜愛哪一份建議書？			

請就 5f 所挑選的建議書指出可改善的地方：

就 5a - 5e 的因素中，你認為政府挑選建議書時，要考慮的最重要因素應該是：(只選一項)

5a	5b	5c	5d	5e

跟進工作

6. 根據三份建議書提供的資料，若能作出你提出的改善，你認為有哪一份建議書值得政府跟進？(可以✓多過一項)

- 香港薈萃 (恆基)
- 藝林 (信和/九龍倉/華人置業)
- 活力星國際 (長江/新鴻基)

如果你認為三份建議書都不值得政府跟進，請你在以下的方格內加上「✓」號。

請說明原因：

7. 其他意見：

(選擇性填寫)

請填寫以下資料，以方便分析意見：

姓名：(正楷) _____ 先生/女士

簽署 _____ 香港身份證號碼 _____

電郵地址 / 電話： _____

盡你所知，你是否與展出建議書的任何相關機構有任何關係？是否它們的發言人？或者你是否與任何地產發展公司，或類似機構和公司的管理階層人員、董事或控制人，有任何關係？(是/否)

若是的話，請簡要說明：

職業： _____

你是否香港居民？(是 / 否)

你是否願意把自己的名字刊登在日後諮詢報告內？(是 / 否)

多謝你的寶貴意見！

凡在本意見卡上所提供的個人資料，政府一律會用作與這次公眾諮詢相關的用途(包括處理和編制統計及分析數據、匯報和公開這次諮詢所收集到的意見及所得出的結果，以及任何其他合法的用途)，並可能會就上述用途向其他政府決策局、部門及組織披露。提供個人資料與否，純屬自願。根據《個人資料(私隱)條例》第18、22條及附表1第6原則，你有權要求查閱和改正你的個人資料，包括在繳付費用後索取在本意見卡上所提供的個人資料副本。如欲查詢有關本意見卡所收集的個人資料，包括要求查閱和改正的程序，可致函香港中環花園道奧利大廈6樓房屋及規劃地政局(交：西九龍文娛藝術區發展小組)。

為感謝閣下參與今次公眾諮詢活動，我們特別舉辦抽獎，你將有機會獲贈一年有效的「康樂及文化事務署(康文署)博物館入場證」乙張。得獎名額100位，得獎者可免費參觀康文署轄下的博物館。

抽獎日期：2005年4月7日

抽獎結果將於2005年4月10日在南華早報，星島日報及西九龍文娛藝術區發展計劃網頁：www.hplb.gov.hk/wkcd刊登。

得獎者並將獲書面通知。

推廣生意的競賽牌照號碼22679

In recognition of your participation in this public consultation, we would like to invite you to join a lucky draw. Up to 100 lucky winners will be awarded a "Leisure and Cultural Services Department (LCSD) Museum Pass" enabling them to visit museums managed by the LCSD free of charge for one year.

Draw Date : April 7, 2005

Results will be published on April 10, 2005 in South China Morning Post, Sing Tao Daily and West Kowloon Cultural District project website: www.hplb.gov.hk/wkcd.

Winners will also be notified in writing.

Trade Promotion Competition Licence No. 22679

如要參加抽獎，請提供以下資料

If you would like to join the lucky draw, please provide the following information:

中文姓名： _____

Name (in block letters): _____

香港身份證號碼

Hong Kong Identity Card Number: _____

通訊地址

Correspondence address: _____

(所提供的資料只作抽獎用途。 All information provided will be used only for the purposes of the lucky draw.)

To help the Government assess the development proposals, please answer the following questions. Your views will be taken into account in negotiations and selection of a preferred proposal.

Integrated Development / Balanced Development Mix

1. West Kowloon Cultural District is an integrated development. In terms of the following major aspects of a balanced development mix (plot ratio, development intensity, built form, impact on the skyline, etc.) in the district, which proposal do you like the most? Please ✓ to indicate your preference.

	World City Culture Park*	Sunny Development*	Dynamic Star International*
a. The plot ratio and development intensity.			
b. The development mix of commercial, residential and hotel development.			
c. The built form and height and impact of the buildings on the skyline are in harmony with nearby developments and the waterfront environs.			
d. The proposal is most attractive to the general public and overseas visitors.			
e. Overall, which proposal is the best in terms of balanced development mix?			

Please suggest areas for improvement to the proposal you indicate in 1e:

Among the factors in 1a – 1d, which do you think the Government should consider to be the most important when selecting a preferred proposal? (Please ✓ one)

1a	1b	1c	1d

Design and Physical Layout

2. In terms of the following major aspects of design and physical layout of West Kowloon Cultural District, which proposal do you like the most? Please ✓ to indicate your preference.

	World City Culture Park*	Sunny Development*	Dynamic Star International*
a. Master layout of the WKCD.			
b. Mix of arts and cultural facilities.			
c. Design (exterior and interior) of the arts and cultural facilities.			
d. Design and layout of waterfront promenade, piazzas and other open space.			
e. Accessibility and pedestrian circulation system and linkages including the automated people mover.			
f. Overall, which proposal is the best in terms of design and physical layout of the whole district?			

* World City Culture Park (Henderson) Sunny Development (Sino/Wharf/ Chinese Estates) Dynamic Star International (Cheung Kong/Sun Hung Kai)

Please suggest areas for improvement to the proposal you indicate in 2f:

Among the factors in 2a – 2e, which do you think the Government should consider to be the most important when selecting a preferred proposal? (Please ✓ one)

2a	2b	2c	2d	2e

Design for the Canopy

3. In terms of the following major aspects of the design for the canopy, which proposal do you like the most? Please ✓ to indicate your preference.

	World City Culture Park*	Sunny Development*	Dynamic Star International*
a. It provides a pleasant sheltered environment for public space underneath.			
b. Its unique design is most likely to make it a waterfront landmark that will attract overseas visitors and local residents.			
c. It has state-of-the-art architectural and engineering design with the strongest artistic appeal.			
d. Overall, which proposal is the best in terms of design for canopy?			

Please suggest areas for improvement to the proposal you indicate in 3d:

Among the factors in 3a – 3c, which do you think the Government should consider to be the most important when selecting a preferred proposal? (Please ✓ one)

3a	3b	3c

Operating the Arts and Cultural Facilities

4. In terms of the following major aspects in operating the arts and cultural facilities of the West Kowloon Cultural District, which proposal do you like the most? Please ✓ to indicate your preference.

	World City Culture Park*	Sunny Development*	Dynamic Star International*
a. Providing high quality and varied programmes and exhibitions.			
b. Partnership with local and overseas arts organisations and museums.			
c. Provision for resident companies in the theatres.			
d. Providing educational facilities and programmes.			
e. Attracting patronage of both local and overseas visitors.			
f. Proper management and maintenance of arts and cultural facilities.			
g. Overall, which proposal is the best in terms of the operation of arts and cultural facilities of the West Kowloon Cultural District?			

Please suggest areas for improvement to the proposal you indicate in 4g:

Among the factors in 4a – 4f, which do you think the Government should consider to be the most important when selecting a preferred proposal? (Please ✓one)

4a	4b	4c	4d	4e	4f

Governing the Arts and Cultural Facilities

5. In terms of the following aspects of governing the arts and cultural facilities in the West Kowloon Cultural District, which proposal do you like the most? Please ✓ to indicate your preference.

	World City Culture Park*	Sunny Development*	Dynamic Star International*
a. A governing structure that is effective, efficient and sustainable.			
b. A governing structure that is transparent and accountable.			
c. Channels are available for arts professionals to participate in the governance.			
d. Channels are available for experts in relevant fields to participate in the governance.			
e. Channels are available for community to participate in the governance.			
f. Overall, which proposal is the best in terms of the governance of arts and cultural facilities of the West Kowloon Cultural District?			

Please suggest areas for improvement to the proposal you indicate in 5f:

Among the factors in 5a – 5e, which do you think the Government should consider to be the most important when selecting a preferred proposal? (Please ✓one)

5a	5b	5c	5d	5e

Going Forward

6. Having regard to the three proposals and the information provided, which of them, if any, would you like the Government to take forward to the next phase, subject to your suggested improvements? (Can ✓ more than one)

- World City Culture Park (Henderson);
- Sunny Development (Sino/Wharf/Chinese Estates); or
- Dynamic Star International (Cheung Kong/Sun Hung Kai).

If you believe that none of the three proposals should be taken forward by the Government, please ✓the box

Please explain why:

7. Any other comments?

(Optional)

Kindly provide the following information for our analysis of your comments.

Name (block letters) _____ (Mr / Miss / Ms / Mrs)

Signature _____ HKID No. _____

Email Address / Phone No. _____

To the best of your knowledge and belief, are you affiliated or connected with, or a spokesperson for, any organisation related to the proposals on display, or any property developer, or with the managers, directors or controllers of any such organisation or property developers? (Yes/No)

If yes, please give brief details.

Occupation _____

Are you a resident of Hong Kong? (Yes/No)

Are you willing for your name to be published in the public consultation report in future? (Yes/No)

Thank you for your valuable comments!

The personal data provided in this Comment Card will be used by Government for purposes relating to this public consultation exercise (including the processing and compiling of statistics and analyses of data, the reporting upon and making public the views expressed in, and the outcome of, the consultation and any other legitimate purposes) and may be disclosed to government branches, departments and other organisations for the above purposes.

The provision of personal data is voluntary. You have a right to request access and correction of your personal data as provided for in sections 18 and 22, and Principle 6 of Schedule 1 of the Personal Data (Privacy) Ordinance. Your right of access includes the right to obtain a copy of your personal data provided in this Comment Card subject to payment of a fee. Enquiries concerning the personal data collected by means of this Comment Card, including the making of access and corrections, should be addressed to the Housing, Planning and Lands Bureau, 9/F Murray Building, Garden Road, Central, Hong Kong (Attn: WKCD Team).

ASSESSMENT CRITERIA

The Assessment Criteria consist of four Parts which are set out as follows :

PART A : Compliance with MANDATORY REQUIREMENTS (Pass/Fail)

Item	Aspect for assessment (pass/fail)	
1.	Paragraph 12 of the IMPORTANT NOTE	Yes/No
2.	Proponent's capability	Yes/No
3.	Project-related requirements	Yes/No
4.	Conditions of submission	Yes/No

PART B : Technical Proposal (100 marks)

Item	Broad aspects for assessment (to be marked)	Marks
5.	Preliminary Masterplan	30
6.	Conceptual Design for arts and cultural facilities and open space	35
7.	Conceptual Design for other facilities	5
8.	Broad Technical Assessment and Solution for the Canopy	10
9.	Other Broad Technical Assessments and Solutions	15
10.	Project/Programme Management	5

PART C : Financial Proposal (100 marks)

Item	Broad aspects for assessment (to be marked)	Marks
11.	Proponent's financial capability and commitment	25
12.	Proponent's financial proposals for the Project	75

PART D : Operation, Maintenance and Management Proposal (100 marks)

Item	Broad aspects for assessment (to be marked)	Marks
13.	Operation, maintenance and management of arts and cultural facilities	60
14.	Operation, maintenance and management of commercial (including retail and entertainment), office, hotel and residential developments, and open space	20
15.	Operation, maintenance and management of other facilities	15
16.	Overall traffic and crowd control management	5

PART A: Compliance with MANDATORY REQUIREMENTS (Pass/Fail)

Item	Aspects for Assessment	
1.	Paragraph 1.2 of the IMPORTANT NOTE	
	Paragraph 1.2 of the IMPORTANT NOTE : Observance of the IMPORTANT NOTE	Yes/No
2.	Proponent's Capability	
	<p>Property development, management and marketing capability : The Proponent, or the person with a Participation or Interest in the Proponent, or, in the case of a Proponent which is a consortium or joint venture company, any one or more participants of the consortium or shareholders in the joint venture company who has/have a Participation or Interest in the consortium or joint venture company, must have and be shown to have relevant direct experience within 15 years before the date of issue of the Invitation within or outside Hong Kong, in-</p> <p>(i) developing at least one mixed-use property development with a total construction cost of not less than HK\$3 billion adjusted to current prices, with the basis of adjustment shown; and</p> <p>(ii) managing office and/or retail developments with a total GFA of not less than 250,000 square metres at any one time, with at least one such development exceeding a GFA of 100,000 square metres; and</p> <p>(iii) marketing and leasing of property developments with a total GFA of not less than 250,000 square metres at any one time, with at least one such development exceeding a GFA of 100,000 square metres.</p>	<p>Yes/No</p> <p>Yes/No</p> <p>Yes/No</p>
3.	Project-related Requirements	
(a)	<p>The provision of the Core Arts and Cultural Facilities as follows :</p> <p>(i) Theatre Complex comprising three theatres with seating capacities of at least 2,000, 800 and 400 seats, respectively;</p> <p>(ii) Performance Venue with a seating capacity of at least 10,000 seats;</p> <p>(iii) Museum Cluster comprising four museums of differing themes with total Net Operating Floor Area of at least 75,000 square metres;</p> <p>(iv) Art Exhibition Centre with Net Operating Floor Area of at least 10,000 square metres;</p> <p>(v) Water Amphitheatre; and</p> <p>(vi) At least four Piazza Areas.</p>	<p>Yes/No</p> <p>Yes/No</p> <p>Yes/No</p> <p>Yes/No</p> <p>Yes/No</p> <p>Yes/No</p>
(b)	The provision of the Canopy covering at least 55% of the Development Area.	Yes/No
(c)	The demolition and re-provisioning of the Tsim Sha Tsui Fire Station Complex.	Yes/No

4	Conditions of Submission	
	Compliance with :	
(a)	Restriction on Multiple Proposals	Yes/No
(b)	Submission Deadline	Yes/No

PART B – Technical Proposal (100 marks)

Item	Broad Aspects for Assessment
5.	Preliminary Masterplan (30 marks)
(a)	<p>Design concept : Adequacy in meeting requirements for –</p> <ul style="list-style-type: none"> (i) adherence to the key features of Government’s Baseline, to the extent required; and (ii) incorporation of additional or alternative ideas to enhance Government’s Baseline without affecting its integrity (may include, for example, additional arts, cultural or entertainment features from other prize-winning entries to the concept plan competition or additional green initiatives).
(b)	<p>Layout and overall built form : Adequacy in meeting requirements for –</p> <ul style="list-style-type: none"> (i) compatibility, integration and balance of land uses and adequacy of provision for facilities required; (ii) planning efficiency of circulation systems (including the APM), adequacy of linkages and integration achieved within and outside the Development Area; (iii) provision of quality open space, landscaping and supporting facilities; and (iv) cohesiveness and harmony, taking into account the disposition and height of buildings and their overall profile and structures.
6.	Conceptual Design for Arts and Cultural Facilities and Open Space (35 marks)
(a)	<p>Core Arts and Cultural Facilities : Achievement in -</p> <ul style="list-style-type: none"> (i) creation of a prominent landmark in Victoria Harbour; (ii) provision of state-of-the-art facilities to create a critical mass for cultural development in Hong Kong; (iii) architectural design; and (iv) quality of the conceptual design in – <ul style="list-style-type: none"> ● internal circulation and functional relationship ● statement on design philosophy for planning of each of the Core Arts and Cultural Facilities, seating layout, etc. and design parameters for acoustic, stage engineering and lightings, and building services works etc.
(b)	<p>Other Arts and Cultural Facilities : Achievement in –</p> <ul style="list-style-type: none"> (i) provision of a balanced mix of facilities complementary to the Core Arts and Cultural Facilities; and (ii) efficient internal circulation and functional relationship.
(c)	<p>Open space : Achievement in –</p> <ul style="list-style-type: none"> (i) quality of layout in relation to the buildings and facilities within the Development, site context in the vicinity and the harbour; (ii) quality of planting layout, choice of species, size and density of planting materials; and (iii) considerations for crowd safety factors.

7.	Conceptual Design for Other Facilities (5 marks)
(a)	<p>Commercial, retail, office, hotel, residential and entertainment facilities : Achievement in –</p> <ul style="list-style-type: none"> (i) compatibility with the Core Arts and Cultural Facilities to create a signature landmark in Victoria Harbour; (ii) compatibility with the horizontality and undulating form as defined by the Canopy; (iii) provision of a balanced development mix to create a self-sufficient development, in response to the market demand; and (iv) efficient internal circulation and functional relationship.
(b)	<p>GIC and Utility Facilities : Achievement in –</p> <ul style="list-style-type: none"> (i) compatibility with other facilities in the Development; and (ii) fulfillment of the requirements of the Schedules of Accommodation and Technical Schedules.
8.	Broad Technical Assessment and Solution for the Canopy (10 marks)
(a)	<p>Design characteristics : Achievement in –</p> <ul style="list-style-type: none"> (i) adhering to the design intents of Foster Scheme; (ii) quality of indicative detail design; (iii) efficiency in speedy dissipation of smoke and heat in case of fire on buildings underneath the Canopy; and (iv) sustainability, green features and desirable micro-climatic conditions.
(b)	<p>Structural design : Achievement in –</p> <ul style="list-style-type: none"> (i) elegance of structural design, including integration with building structures underneath; (ii) adequacy of structural design approach and wind engineering study; (iii) optimization and efficiency of structural design; and (iv) practicality of construction methodology.

9.	Other Broad Technical Assessments and Solutions (15 marks)
(a)	<p>Engineering studies : Adequacy in meeting engineering requirements, including identification of key issues and provision of cost-effective, safe and technically feasible solutions, for –</p> <ul style="list-style-type: none"> (i) realignment of the sea-wall; (ii) decking-over of the tunnel portal of Western Harbour Crossing; (iii) building over/around the two ventilation buildings; (iv) providing the Pier with berthing facilities suitable for harbour cruises, pleasure craft, possible ferry services and public use; and (v) addressing development constraints and interfacing issues.
(b)	<p>Traffic and transport studies :</p> <ul style="list-style-type: none"> (i) Appropriateness of assessment of the traffic impact of the Proposal; (ii) Adequacy in meeting requirements to provide effective, feasible and practical improvement measures to mitigate the adverse impact of the Proposal; (iii) Appropriateness of forecast of demand for public transport services and vehicular and pedestrian access; and (iv) Adequacy in meeting requirements for design of appropriate, efficient, convenient, environmentally friendly and safe – <ul style="list-style-type: none"> ● vehicular access, circulation, loading/unloading/drop-off and parking ● pedestrian access, circulation and linkage.
(c)	<p>Automated People Mover System study :</p> <ul style="list-style-type: none"> (i) Appropriateness of APM to meet forecast of demand for APM service; and (ii) Adequacy in meeting requirements for design of an automated transport system that will – <ul style="list-style-type: none"> ● provide a modern, cost effective, efficient, safe, reliable and environmentally-friendly service that is easy to construct, operate and maintain and matches surrounding features ● through its alignment, location of stations and interchange facilities, integrate well with the other key components of the masterplan and nearby transport nodes whilst minimizing its impact on adjacent areas.
(d)	<p>Environmental studies :</p> <ul style="list-style-type: none"> (i) Adequacy in – <ul style="list-style-type: none"> ● identifying main environmental impacts generated by the Proposal ● providing feasible and effective mitigation of the environmental impacts within the established standards; and (ii) Any insurmountable environmental problems which might be generated by the Proposal.
(e)	<p>Other assessments :</p> <ul style="list-style-type: none"> (i) Adequacy of assessments of impact on marine traffic and navigation; and (ii) Extent to which the Proposal has regard to concepts of sustainable development.

10.	Project/Programme Management (5 marks)
(a)	Project management : Acceptability of proposals for – (i) efficient and effective project management; (ii) quality of design team(s); (iii) independent checking of quality of design and construction work; and (vi) quality assurance and management.
(b)	Programme management : Acceptability of programme for implementation of the Project, including – (i) critical planning, design and construction activities and other activities related to the timely commencement of operation of the Core Arts and Cultural Facilities; and (ii) timing of provision of individual components and services to tie in with overall development programme.

PART C – Financial Proposal (100 marks)

Item	Broad Aspects for Assessment
11.	Proponent's Financial Capability and Commitment (25 marks)
(a)	Ability to finance and adequacy of financial commitment to the Project in terms of – (i) level of investment throughout the term of the Land Grant; (ii) evidence of support from financial institutions and other financiers; (iii) reasonableness of capital and organizational structure; and (iv) undertakings, guarantees, indemnities and/or performance bonds provided.
12.	Proponent's Financial Proposals for the Project (75 marks)
(a)	Proponent's financial appraisal of the Project : Reasonableness in terms of – (i) justification for and reasonableness of the assumptions used.
(b)	Proponent's financial package : Acceptability in terms of – (i) robustness of the financial model; and (ii) robustness of the risk management strategy.
(c)	Financial implications and risk for Government : Acceptability in terms of – (i) amount of revenue, such as land premium or royalties, offered; (ii) requirement for Government support, if any; and (iii) other residual risks to be borne by Government under the Proposal and mode of operation of various facilities.
(d)	Long term viability : Likelihood of the Project being financially viable, taking into account factors such as ability to – (i) raise the required capital and service any debt; (ii) maintain full operation throughout; (iii) withstand shortfalls in revenue; and (iv) withstand programme delay and/or increase in costs including development costs and recurrent costs.

PART D – Operation, Maintenance and Management Proposal (100 marks)

Item	Broad Aspect for Assessment
13.	Operation, Maintenance and Management of Arts and Cultural Facilities (60 marks)
(a)	Mission statement : Acceptability in terms of stated commitment to – <ul style="list-style-type: none"> (i) enhancing the overall development of the arts and cultural scene in Hong Kong and the preservation and promotion of local cultural heritage; (ii) creating an environment conducive to attracting major performers and capacity audiences; (iii) enabling development of creative industries in Hong Kong; (iv) working co-operatively with local cultural and tourism authorities, particularly in promoting Hong Kong as a major centre of arts and culture; and (v) a style of governance that is open to community involvement.
(b)	Themes and programme content : <ul style="list-style-type: none"> (i) Acceptability of proposed themes for museums and galleries; and (ii) Adequacy of exhibition and cultural programme content.
(c)	Business strategy and operation plan for Core Arts and Cultural Facilities : Acceptability in terms of encouraging sustained patronage and support from – <ul style="list-style-type: none"> (i) the local community; (ii) the tourism industry and tourists; and (iii) non-governmental organizations and the private sector as potential funding sources, contributors, sponsors and partners.
(d)	Mode of governance for Core Arts and Cultural Facilities : Acceptability in terms of – <ul style="list-style-type: none"> (i) organizational and legal structure; (ii) expert and community participation; (iii) transparency of operation and public accountability; and (iv) compatibility with the business plan.
(e)	Human resources strategy and staff structure for Core Arts and Cultural Facilities : Acceptability in terms of – <ul style="list-style-type: none"> (i) the level of expertise of specialists/consultants/operators to be engaged; (ii) the strength and potential effectiveness of the management structure and staffing levels proposed; and (iii) the maximization and development of local talents.
(f)	Other Arts and Cultural Facilities : Acceptability of the preliminary operation and management plan in terms of – <ul style="list-style-type: none"> (i) themes and content; (ii) management strategy; (iii) programme policy; (iv) complementary with Core Arts and Cultural Facilities; and (v) business strategy.
(g)	Maintenance : Adequacy of the preliminary maintenance plans.

14.	Operation, Maintenance and Management of Commercial (including Retail and Entertainment), Office, Hotel and Residential Developments and Open Space (20 marks)
(a)	Commercial, office, hotel and residential facilities : Acceptability of – (i) preliminary operation and management plan; (ii) preliminary maintenance plan; and (iii) preliminary plan for marketing, promotion, sale and leasing of properties.
(b)	Open space : Acceptability of – (i) preliminary operation and management plan; and (ii) preliminary maintenance plan
15	Operation, Maintenance and Management of Other Facilities (15 marks)
(a)	The Canopy : Adequacy of preliminary operation, maintenance and management plan for – (i) operation, management, maintenance and cleaning team; and (ii) cleaning, operation, and maintenance strategy.
(b)	Automated People Mover System: Acceptability in terms of – (i) soundness of management structure; (ii) provision of adequate system maintenance facilities; and (iii) ability to provide a safe, reliable and affordable service.
(c)	Pier : Adequacy in providing effective operational management and maintenance.
16	Overall Traffic and Crowd Control Management (5 marks)
(a)	Adequacy of preliminary traffic, security and crowd control plans for – (i) security systems and services; (ii) traffic and parking control; (iii) crowd control; and (iv) emergency evacuation.