

For information on
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Legislative Council
Panel on Home Affairs and Panel on Development
Joint Subcommittee to Monitor the Implementation of the
West Kowloon Cultural District Project

Management and utilization of the West Kowloon Cultural
District (WKCD) site prior to commencement of the
construction works for the WKCD project

PURPOSE

This paper informs Members of the current management and utilization of the WKCD site for temporary uses prior to the commencement of construction works for the WKCD project.

BACKGROUND

2. To meet the tight construction programme of the WKCD project, the West Kowloon Cultural District Authority (WKCDA) has commenced advance works such as site investigation at different parts of the site since early 2013, to be followed by construction of permanent facilities in phases. Before the main construction works commence, the WKCDA takes the opportunity to use the headland area including the waterfront promenade for organizing temporary events. A short term tenancy (STT) was obtained from the Lands Department in 2012 for such purpose and the STT Site is indicated at **Annex 1**. The overall objectives of the temporary uses include:

- (a) provide opportunities for outdoor and/or indoor events;
- (b) raise public awareness of the future uses of the site;
- (c) bring people to WKCD so that they will get familiar with access to the site and reinforce the message that WKCD is developed for all the people of Hong Kong with different backgrounds and interests;
- (d) act as incubators for developing and nurturing talents in performing arts and visual culture, plus associated venue

management and other ancillary professional/technical skills;

- (e) pilot the integration of software building with hardware development in response to public expectation; and
- (f) provide the WKCDA with a foretaste of running a site with mixed commercial and cultural activities, and balance the two to achieve a financially sustainable and viable operation for WKCD.

SITE MANAGEMENT AND ADVANCE WORKS

3. Since the WKCDA took possession of the STT site, it has engaged a professional facility management company for daily operations of the site. There is a set of temporary house rules to regulate general uses of the waterfront promenade before the relevant bylaws concerning the use of the promenade are in place, the WKCDA maintains and promotes an open, welcoming and free environment for the public to enjoy. The waterfront promenade, which is open to the public subject to works or events, is in fact a fairly popular place for local citizens, particularly families and young people, to relax and “hang out”. The experience of running this public space also provides a useful reference for the future management and operations of the Park.

4. To improve accessibility to the work sites and event zones, a temporary carriageway and footpath (as shown at **Annex 1**) will be constructed later this year. Possible options for temporary landing facilities will also be examined, and the Harbourfront Commission was consulted on these proposals in March 2013. Within the site, an automated bicycle rental system will be launched soon as a pilot scheme. On the other hand, advance works such as ground investigation and utilities works have already started. The tree nursery is also being built in preparation for the future park.

TEMPORARY EVENTS

5. With an expanse of open space and a magnificent harbourview, the WKCD headland area is an ideal place for open-air events. Despite a relatively short weather-appropriate season for

outdoor activities, the major events on the WKCD site over the past year attracted over 270 000 people of different ages, backgrounds and interests, from cultural lovers to the grass-root community.

6. A highlight of these events are three consecutive festivals held during November and December 2012 – the Freespace Fest organized by the WKCDA, the Clockenflap Music & Arts Festival and the Renaissance Music Festival. They offered a feast of culture for the public to taste different genres of music and art performed by local, regional and international artists, earning wide acclaim from the participants, artists and the media. These events not only animated the site and built audience for WKCD (total attendance of 46 000 over three weekends), but also provided a platform for local artists, stretched the potentials of what an outdoor festival can do, and explored the possibilities of what this open space can offer in future.

7. Other major events include the Hong Kong Wine & Dine Festival (attracting nearly 200 000 visitors over four days), Festive Drums for a Roaring New Year (a free community concert co-organized by the WKCDA and Hong Kong Chinese Orchestra) and a Guinness-record-breaking “poon-choi” feast with 26 000 participants. From late April to June 2013, the WKCDA will present Mobile M+: INFLATION!, which will transform a part of the site into a contemporary sculpture park. Other events in the pipeline include a summer music festival, Clockenflap and Freespace Fest.

SELECTION CRITERIA

8. In order to gain a foretaste of running a site with mixed commercial and cultural activities, and to generate income to cover part of the site’s operating expenses, the WKCDA not only presents or co-organizes programmes, but also selects suitable external events to be held on the WKCD site based on the following criteria:

- (a) **Nature and impact of event** – how far an event can fit into the overall objectives of temporary uses including bringing vibrancy and different types of visitors to the site, achieving a balanced mix of activities; what experience can be gained for future planning and operations; impact on residents in the vicinity in particular traffic and noise; impact on WKCD brand, etc.

- (b) **Site availability and feasibility** – any conflicts or synergy with the WKCDA’s site works, programmes or other activities, which always have priority; whether suitable plot(s) can be identified and what complementary facilities/ services may be required, etc.
- (c) **Credibility and track record of organizers** – capability and experience of the organizer in similar types of events; reputation of the organizer, etc.

9. The WKCDA assesses each case on its own merits and works together with event organizers to make the best use of the site. As a general principle, arts and cultural events take priority over other types of activities. Over the past year, the STT site was primarily used for cultural and community programmes, most of which were open to the public. For external events, the WKCDA usually charges a licence fee covering the management and administrative expenses as well as a rental cost that is calculated based on the event nature, size, duration, users and seasonal factors. Generally, a commercial rate (based on market rate) is charged for commercial events, whereas discounts are offered to support not-for-profit cultural and community events. An information sheet (at **Annex 2**) on hiring the STT site for external events is available on the WKCDA’s website.

WAY FORWARD

10. A number of cultural and other events are in the pipeline for the second half of 2013, including some returning and some new programmes. Subject to the design and phasing of the Park, the event zones and the waterfront promenade in the headland area will be closed by phases starting this year to facilitate the development of the Park.

West Kowloon Cultural District Authority
April 2013

WEST KOWLOON CULTURAL DISTRICT (HEADLAND AREA) MAP 西九文化區 (西面地段) 地圖

LEGEND 圖例

-  WEST KOWLOON WATERFRONT PROMENADE
西九龍海濱長廊
OPEN DAILY 6AM - 11PM (EXCEPT OTHERWISE STATED)
每日上午六時至晚上十一時開放 (除另行通告外)
-  TEMPORARY EVENT ZONE
臨時活動區
-  TEMPORARY EVENT ZONE (AVAILABLE UNTIL Q3 2013)
臨時活動區 (可供使用至2013第三季)
-  EXISTING CARRIAGEWAY AND FOOTPATH
現有行車及步行路綫
-  TEMPORARY CARRIAGEWAY AND FOOTPATH TO BE CONSTRUCTED
將建設的行車及步行路綫
-  WEST ENTRANCE
西面入口
-  EAST ENTRANCE
東面入口
-  CAR AND TAXI DROP OFF
私家車及的士落客區
-  WASHROOM
洗手間
-  CARPARK (HOURLY RATE)
時租停車場



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West Kowloon Cultural District Temporary Site



April 2013

1. Background

- Before the main construction works commence for the West Kowloon Cultural District (WKCD) project, the West Kowloon Cultural District Authority (WKCDA) takes the opportunity to use the headland area including the waterfront promenade for organizing temporary events. The overall objectives of the temporary uses include:
 - provide opportunities for outdoor and/or indoor events;
 - raise public awareness of the future uses of the site;
 - bring people to WKCD so that they will get familiar with access to the site and reinforce the message that WKCD is developed for all the people of Hong Kong with different backgrounds and interests;
 - act as incubators for developing and nurturing talents in performing arts and visual culture, plus associated venue management and other ancillary professional /technical skills;
 - pilot the integration of software building with hardware development in response to public expectation; and
 - provide the WKCDA with a foretaste of running a site with mixed commercial and cultural activities, and balance the two to achieve a financially sustainable and viable operation for WKCD.

2. Location of the temporary site



- The temporary site is located at the headland to the west of the WKCD. The waterfront portion to its south enjoys a magnificent view of the Victoria Harbour.
- The temporary site can be used in whole or part having regard to the needs of the potential events/activities.

- Site availability is subject to the WKCDA's schedule of works and events to be undertaken on the site. Please find the map of the headland area at this [link](#).
- The following areas can be used for events (subject to change):
 - Temporary Event Zone A (about 30 000 sqm);
 - Temporary Event Zone B (about 20 000 sqm);
 - Temporary Event Zone C (about 8 000 sqm);
 - West Kowloon Waterfront Promenade – Section 1 (about 9 000 sqm);and
 - West Kowloon Waterfront Promenade – Section 2 (about 16 000 sqm).
- The Waterfront Promenade is normally open to the public except during works or events. For details please refer to this [link](#).

3. Events to be held on the temporary site

- The following types of events can be considered:
 - Arts and culture-related events, including arts promotion/education events;
 - Exhibitions;
 - Entertainment events;
 - Community events; and
 - Commercial events.
- Provision of food and beverages and retail uses ancillary to an event are also permitted.
- To achieve the objectives set forth for the temporary use initiatives, WKCDA has absolute discretion in determining the suitability of events/activities and the appropriate location for such activities. General criteria include nature of the event, credibility and track record of organizers, site availability and feasibility, etc. Impact of the event on the public and on the WKCDA brand will also be taken into consideration.
- In general, WKCDA's own programmes and partnership projects always have priority over external events. Arts and culture-related events will also have priority over other types of activities.

Points to note:

- The site is currently a bare vacant site. Event organizers shall make their own necessary arrangements for structures and fittings, electricity and water supplies, portable washrooms etc.
- The rental/licence fee is determined on a case-by-case basis depending on the event nature, size, duration, users, seasonal factors, etc.

4. **Eligibility**

- Both profit-making bodies and non-profit making bodies (as listed below) can apply for use of the temporary site for their events:
 - registered under the Societies Ordinance;
 - incorporated under the Companies Ordinance;
 - formed by Statute;
 - registered on the list of approved charitable institutions or trusts of a public character;
 - schools;
 - district organizations; and
 - government departments, etc.
- The event organizer should be a credible organization/company. It can be a local or an overseas organization/company. It should be capable and experienced at managing events particularly outdoor ones. Otherwise, it should engage a professional event management/production company that has proven experience in organizing outdoor events in Hong Kong.
- Applications from individuals will generally not be considered.

5. **Application procedures**

- Interested parties can provide a brief proposal of its proposed event, outlining the following:
 - Event name and objectives;
 - Organizer(s) and background;
 - Main activities;
 - Ancillary activities (Provision of food and beverages, as well as sales activities, should be specified);
 - Event date(s);
 - Rental period (including setup, rehearsal and dismantling);
 - Area required;
 - Expected attendance (please specify if it is a public/closed/private event);
 - Ticket prices/admission fees (if applicable); and
 - Setup plan/layout (if any).
- The temporary site is not meant to be open for random applications. Applications for hiring venues are not granted on a first-come-first-served basis.
- WKCDA does not give explanations as to why an application may have been refused and is not bound to approve any application. WKCDA reserves the right to accept those applications which in its sole opinion best serve the interests of the WKCDA.

6. Contact details

- For enquiries, please send email to info@wkcd.a.hk or call 2200-0200.