

# **Consultation Panel of the West Kowloon Cultural District Authority**

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For information  
on 27 May 2009

WKCDA CP/02/2009

## **Brief Summary of Previous Consultation Exercises on the West Kowloon Cultural District Development**

### **INTRODUCTION**

This paper aims to brief Consultation Panel members on the background of the previous consultation exercises on the West Kowloon Cultural District (WKCD) development and the content of the questions asked in those consultations, with a view to assisting the Consultation Panel to have more information in planning the public engagement (PE) exercise for the preparation of the Development Plan (DP).

### **PUBLIC CONSULTATION ON THE DEVELOPMENT OF WEST KOWLOON CULTURAL DISTRICT**

#### Background

2. The idea of developing the site of West Kowloon Reclamation into an arts and cultural district was first mooted and discussed in the late 1990s. In April 2001, the Government launched the West Kowloon Reclamation Concept Plan Competition and subsequently in February 2002, it was announced that a team led by Foster and partners, whose design featured a Canopy, was awarded the first prize.

3. The Invitation for Proposals (IFP) was formally launched in September 2003. When the IFP closed in June 2004, five proposals were received. After preliminary screening, three of them had complied with all the Mandatory Requirements in the IFP and were accepted for further assessment. In order to obtain further feedback on the three screened-in proposals, the Government announced in March 2004 that a public consultation exercise would be organised to solicit public views on these screened-in proposals and other aspects of the WKCD. The public consultation lasted from mid December 2004 to late June 2005. There were extensive consultation activities and the Government commissioned the

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Public Policy Research Institute (PPRI) of the Hong Kong Polytechnic University as an independent consultant to analyse the public views received.

## Content of Consultation

4. The Government organised a series of exhibitions on the three screened-in proposals and distributed Comment Cards at these exhibition venues. Visitors to the exhibitions could complete the comment cards and drop them into collection boxes. They could also submit the form via the Internet, or by fax or post.

5. There were 7 questions in the Comment Card. The first six questions each contained some multiple choice questions and an open-ended part on the screened-in proposals. Question 7 was an open-ended question inviting any other comments. Question 1 to 6 were about -

- (i) Integrated Development/Balanced Development Mix;
- (ii) Design and Physical Layout;
- (iii) Design for the Canopy;
- (iv) Operating the Arts and Cultural Facilities;
- (v) Governing the Arts and Cultural Facilities; and
- (vi) Which Proposal to Take Forward to the Next Phase.

For details of the relevant questions, please refer to the Comment Card sample (**Annex I**).

6. The Government also commissioned the PPRI to conduct three Telephone Polls in order to further assess public opinion on the general concept of the WKCD, triangulate the results of the Comment Cards received regarding the three screened-in proposals and assess public opinion on specific issues relating to the WKCD not covered in the Comment Cards. Content of the Telephone Poll contained questions on the respondents' -

- (i) knowledge about the WKCD;
- (ii) views on the general WKCD concept and its impact;
- (iii) preference regarding the three proposals, as well as various aspects of the proposals;
- (iv) views regarding the mode of development, planning, governance, management and operations of the WKCD project;
- (v) views on the Canopy;

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- (vi) views on issues relating to the development intensity and physical layout; and
- (vii) views on consultation, cultural policy discussions, and the timing of implementation.

Please refer to **Annex II** for the sample of Telephone Poll questions.

7. In addition, the Government also organised a number of discussion forums with presentation by the screened-in Proponents. The public could participate and make comments instantly at the discussion forums. The public could also make written submissions to Government.

## Views Collected

8. For the views collected, please refer to the “Executive Summary of the Public Consultation on the Development of West Kowloon Cultural District” (**Annex III**).

## **PUBLIC ENGAGEMENT EXERCISE ON THE WEST KOWLOON CULTURAL DISTRICT DEVELOPMENT**

### Background

9. In response to the public views collected in the public consultation on the development of WKCD, the Government announced in October 2005 that additional development parameters and conditions would be imposed on the original IFP. Since none of the developers showed interest in pursuing the WKCD Project under these parameters, the Government discontinued the IFP process in February 2006.

10. In order to lay a solid foundation for plotting a new and alternative route to develop the WKCD, the Government in April 2006 appointed the Consultative Committee on the Core Arts and Cultural Facilities of the WKCD (CC) to re-examine and re-confirm if appropriate the need for the Core Arts and Cultural Facilities in the WKCD and to assess the financial implications for developing and operating these facilities. The CC submitted its report to the Government in June 2007 and recommended that a PE exercise should

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be conducted on these recommendations before the Government decided on the way forward. In the light of this, the Government announced in September 2007 that a 3-month PE exercise would be held from mid September to mid December 2007. The Government also commissioned the PPRI as an independent consultant to analyse the public views received.

## Content of Consultation

11. During the consultation period, the Government organised 28 exhibitions (at eight core venues and 20 roving venues) for the WKCD project 28 different venues and “Wish Cards” were distributed at these exhibition venues for visitors to complete. “Wish Cards” could also be submitted online, by fax or by post. In addition, “Wish Cards” were also distributed to attendees of 21 sector-specific focus group meetings and three public forums to collect views.

12. The “Wish Card” contained seven closed-end questions inviting the public to rank seven aspects of the WKCD project, including -

- (i) Overall Vision;
- (ii) Optimal Mix of Arts and Cultural Facilities;
- (iii) Synergetic Clustering;
- (iv) Low Density Development, Spacious and Open Harbour-front for All;
- (v) Prudent and Transparent Financing Approach;
- (vi) Governance; and
- (vii) Strengthening Cultural Software.

There were also eight open-ended questions where the public could express their views on each theme of the WKCD project or express any other views. Sample of the “Wish Card” is at **Annex IV**.

13. The Government also commissioned the PPRI to conduct two Telephone Polls in order to assess public views on the WKCD project and triangulate the results of the “Wish Cards”. Please refer to **Annex V** for the sample of questions of this Telephone Poll.

## Views Collected

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14. For the views collected during the PE exercise (including the two Telephone Polls, Wish Cards collected, records of specific meetings of relevant sectors and organisations, all written submissions, on-line discussion boards, letters, faxes and emails etc.), please refer to the “Executive Summary of the Report on the Public Engagement Exercise on the Recommendations of the Consultative Committee on the Core Arts and Cultural Facilities of the West Kowloon Cultural District” at **Annex VI**.

**The West Kowloon Cultural District Authority**