

Consultation Panel of the West Kowloon Cultural District Authority

For discussion
on 28 June 2010

WKDA CP/02/2010

Proposed Arrangements for the Stage 2 Public Engagement Exercise for the Conceptual Plan Options for the WKCD

PURPOSE

This paper seeks Members' views on the proposed arrangements for the Stage 2 Public Engagement (PE) exercise on the Conceptual Plan Options for the West Kowloon Cultural District (WKCD).

RECOMMENDATIONS AND ADVICE SOUGHT

2. Members are invited to comment on the proposed arrangements for the Stage 2 PE exercise including:

- (a) the list of stakeholder groups as proposed in paragraph 8 and detailed in **Annex 1**;
- (b) the format and schedule of the Stage 2 PE exercise as proposed in paragraphs 10 to 17;
- (c) the framework of questionnaires as highlighted in paragraph 18; and
- (d) the publicity activities for the Stage 2 PE events as proposed in paragraphs 22 and 26.

3. Subject to any comments that Members may have, the recommendations in paragraph 2 will be submitted to the Board for endorsement in July 2010.

OBJECTIVES OF STAGE 2 PUBLIC ENGAGEMENT EXERCISE

4. As agreed by the Development Committee, the objectives of the Stage 2 PE are:

- (a) to gauge public views on how the three Conceptual Plan Options have incorporated the comments received in the Stage

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1 PE;

- (b) to solicit public views on the three Conceptual Plan Options, which will serve as a useful reference for the West Kowloon Cultural District Authority (the Authority) in selecting the preferred Conceptual Plan Option; and
- (c) to solicit public preference on individual features of each Conceptual Plan Option, which may be incorporated into the selected Conceptual Plan Option if considered appropriate by the Authority.

5. It should be noted that the focus of the Stage 2 PE exercise is on the master planning of the WKCD as a whole (i.e. land use layout of the district) rather than the design of individual buildings within the WKCD. The actual designs of iconic buildings and other venues of Phase 1 of the WKCD development will only commence upon the Town Planning Board's agreement to exhibit the Development Plan for public inspection under the Town Planning Ordinance.

Preliminary Schedules of Accommodation for the Core Arts and Cultural Facilities

6. It was earlier proposed that during the Stage 2 PE exercise, the Authority should collect stakeholders' views on the preliminary Schedules of Accommodation (SoA) for the Core Arts and Cultural Facilities (CACF). Members may wish to note that the Project Consultant is currently finalising the preliminary SoA after informal consultation with key stakeholders in the arts and cultural sector on its proposal. As the preliminary SoA will only be ready after summer 2010, it is suggested that the formal engagement with stakeholders on the preliminary SoA for the CACF be detached from the Conceptual Plan Options and be held at a slightly later time. Such an arrangement has been agreed by the Development Committee as it would not affect the submission of the detailed Development Plan to the Town Planning Board by end 2011.

LIST OF STAKEHOLDER GROUPS

7. At the 4th meeting of the Consultation Panel on 7 April 2010, members of the Consultation Panel were invited to give their initial

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views on the arrangements of the Stage 2 PE exercise. Based on the feedback received, it is recommended that the list and categorisation of stakeholder groups for the Stage 1 PE be re-used, but with the addition of those organisations which had attended the Stage 1 PE meetings but not on the original list.

8. The list of stakeholder groups comprises 22 broad categories, based on their areas of expertise or interest as follows:

Performing Arts Venues

- (a) Performing Arts Groups for Concert Hall/Chamber Music Hall;
- (b) Performing Arts Groups for Xiqu Centre;
- (c) Performing Arts Groups for Mega Performance Venue;
- (d) Performing Arts Groups for Theatres;
- (e) Performing Arts Venue Managers and Arts Administrators;
- (f) Stage Designers and Theatre Technicians;
- (g) Hirers and Arts Programme Promoters;

Museums and Exhibition Centre

- (h) Arts Associations for Visual Arts, Design, Popular Culture and Moving Image;
- (i) Arts Organisations, Arts Centres and Museum Professionals;
- (j) Arts Critics, Independent Curators and Arts Publications;
- (k) Commercial Galleries, Auction Houses and Hirers of Exhibition Centres;

Education, Planning, Tourism, Retail and Others

- (l) Arts Foundation and Past Arts Performance Sponsors;
- (m) Arts Education and Learning Institutions including Universities, Teachers and Youth Groups;
- (n) Urban Development and Green Groups;
- (o) Tourism and Retail;
- (p) Persons with Disabilities;
- (q) Senior Citizens;
- (r) Community Groups, District Councils, Legislative Council, Ethnic Minority Groups etc.;
- (s) Information Technology Organisations;

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- (t) Secondary School Councils;
- (u) Primary School Associations; and
- (v) School Sponsoring Bodies.

The updated list, covering 1,758 organizations, is at **Annex I**. It is by no means exhaustive. Any further comments on the list are welcome.

9. The organisations in the above list will be informed individually of the events for the Stage 2 PE exercise and be invited to give the Authority their views on the Conceptual Plan Options.

FORMAT AND SCHEDULE

10. A roving exhibition of the three Conceptual Plan Options, showing physical models, digital interactive virtual 3D models, digital 3D models with animations, explanatory videos and photomontages is proposed to start in mid-August 2010, lasting for a period of 3 months until mid-November 2010. Information on the three Conceptual Plan Options and questionnaires will be distributed at the exhibition venues. Participants of the exhibition will be invited to fill in the questionnaires or through on-site computers to provide their views on the Conceptual Plan Options.

11. During the exhibition period, guided tours will be arranged for stakeholder groups, secondary school students, youth groups and community groups. Scheduled briefing sessions by representatives of the three Conceptual Plan Consultants would be arranged to enable interaction and addressing enquiries on the Conceptual Plan Options.

12. Having considered the space needed for this large-scale exhibition, the availability and locations of public exhibition venues, it is proposed that the roving exhibition be kicked-off at an exhibition hall in the Hong Kong Convention and Exhibition Centre in mid-August 2010 and last for about nine days, covering two weekends. A kick-off ceremony inviting the participation of major arts/cultural stakeholder groups and collaborators of the Authority is also proposed to be held. Following the ceremony, the three Conceptual Plan Consultants will present their plans and answer questions. Guided tours of the exhibition will be arranged for the guests and the media immediately after the presentations. The exhibition will be open to the public from the next day.

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13. The subsequent exhibitions will be held in different locations, including the Tuen Mun Town Hall (in September 2010, tentatively) a venue in the Hong Kong Island (i.e. Central Oasis (the former Central Market) or the former Central Police Station Compound on Hollywood Road from late September to late October 2010, tentatively) and the Inno Centre (from late October to mid-November 2010, tentatively).

14. In parallel, to enhance public awareness of the PE exercise, it is proposed that a mobile exhibition with less display items be staged in a truck or at areas with high pedestrian flow (such as MTR stations and community centres) to publicise the three Conceptual Plan Options and to encourage the public to visit the Authority's website or to attend the roving exhibition.

15. It is also proposed that forums for stakeholder groups of the arts/cultural sector, development-related sectors, and residents of the Yau Tsim Mong District, etc. be organised to enable these groups to have direct communication with the three Conceptual Plan Consultants. A Youth Forum is also proposed to be held as the finale event of the Stage 2 PE exercise in view of the fact that the next generation would be the major users of the WKCD in future.

16. The Internet will continue to be a major channel for collecting views. All materials and information to be displayed or distributed at the roving exhibition, including animations and interactive virtual 3D models, will be posted on the Authority's web site. The public can give their views on the Conceptual Plan Options via the on-line questionnaires, emails and the Consultation Panel Chairman's facebook group.

17. To cater for the special needs of persons with disabilities, the Authority will, as far as possible, ensure that the venues for the roving exhibition are accessible by all and will arrange guided tours with sign interpretation services. Provision of questionnaires in braille will be considered. All these special arrangements will be made known to social service organisations serving the disabled.

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DRAFT FRAMEWORK OF QUESTIONS FOR ENGAGEMENT

18. To effectively solicit views from the members of the public, view collecting material in the form of questionnaires has been proposed by the Reporting and Analysis Consultant Public Policy Research Institute (PPRI) of PolyU. PPRI, in conjunction with the Conceptual Plan Consultants, has developed the board aspects of engagement into a framework of questionnaires to be posed to the public. The framework of the questionnaires is at **Annex II**. Members are welcome to comment on the framework.

19. As mentioned in paragraphs 10, 14 and 16 above, the following channels will be used to distribute the view collecting material:

- i) at the roving exhibition venues, together with the specially designed folder containing the Consultation Digests prepared by the three Conceptual Plan Consultants;
- ii) mobile exhibitions of a smaller scale in a truck or at areas with high pedestrian flow; and
- iii) the Internet (including WKCDA's website).

20. In order to reach out to a wider population, it is also proposed that PPRI should conduct face-to-face interviews during the period of the roving exhibition.

PUBLICITY ACTIVITIES FOR STAGE 2 PE EXERCISE

21. The WKCD is a project for all the people of Hong Kong. It is essential for the Authority to conduct extensive public consultations to collect the views of the community on the three Conceptual Plan Options. It is proposed to start the publicities on the Stage 2 PE events about one week before the kick-off event in mid-August 2010.

22. The Public Relations Consultant has proposed the following publicity activities for the Stage 2 PE exercise:

- (a) TV and radio messages to announce the kick-off of the Stage 2 PE exercise and encourage the public to visit the roving exhibition;

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- (b) Print, on-line and outdoor advertisements/publicities to announce the kick-off of the Stage 2 PE exercise and encourage the public to visit the roving exhibition;
- (c) Posters distributed to the Public Enquiry Service Centres (PESCs) of the District Offices, Leisure and Cultural Services Department (LCSD) venues, universities, schools and public housing estates; and
- (d) Media interviews with Authority representatives and the three Conceptual Plan Consultants during the period of the Stage 2 PE exercise.

23. It is proposed to delegate the actual design of the publicity materials to the Chairman of the Consultation Panel, the management of the Authority and the Public Relations Consultant.

24. In addition, all necessary information about the three Conceptual Plan Options will be uploaded including the animations, the videos, consultation digests, the questionnaire as well as the PE event calendar on the Authority's website after the kick-off event.

25. The audio recordings of forums will also be uploaded to the Authority's website to enhance transparency of the PE exercise. Emails and the Consultation Panel Chairman's facebook group will continue to be used for collecting views. The views so collected will be analysed independently by PPRI. The report of the Stage 2 PE will be made available for public inspection.

12th Venice Biennale International Architectural Exhibition

26. The 2010 Hong Kong Exhibition at the 12th Venice Biennale International Architectural Exhibition will start on 27 August 2010, lasting until 21 Nov 2010. The 2010 Hong Kong Exhibition is organised by the Hong Kong Institute of Architect (HKIA) and the Hong Kong Arts Development Council (HKADC). The Authority will participate in the Exhibition with a view to setting the scene of entrenching the WKCD's image as an international cultural hub as well as attracting different international architects and artists by illustrating the three international-standard Conceptual Plan Options.

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An exhibition area will be designated solely for displaying the models of the three Conceptual Plan Options and video presentations of the WKCD.

27. Members are welcome to comment on the proposed publicity activities for Stage 2 PE exercise as highlighted in paragraphs 22 to 26 above.

CONSULTATION

28. The collaborators (i.e. HKIA, the Hong Kong Institution of Engineers, the Hong Kong Institute of Surveyors, the Hong Kong Institute of Planners and the Hong Kong Institute of Landscape Architects) have been consulted on the proposed arrangements of the Stage 2 PE, in particular the framework of the questionnaires. They agreed in-principle with the above arrangement and suggested that sufficient information on the three Conceptual Plan Options should be made available to facilitate feedbacks from the public.

WAY FORWARD

29. Subject to comments from Panel Members, the Public Relations Consultant and the Analysis and Reporting Consultant will refine the proposed list of stakeholder groups, the proposed format and schedule for PE events, the draft framework of the questionnaires and the proposed publicity activities. They will be submitted to the Board for discussion in July 2010.

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