

Consultation Panel of the West Kowloon Cultural District Authority

WKCD/CP/01/2011

For discussion
on 1 March 2011

Report on the Analysis of Views for the Stage 2 Public Engagement Exercise for the West Kowloon Cultural District - submitted by the Public Policy Research Institute of the Hong Kong Polytechnic University

Purpose

This document aims to submit the Report on the Analysis of Views for the Stage 2 Public Engagement (PE) Exercise for the West Kowloon Cultural District (WKCD), prepared by the Public Policy Research Institute of the Hong Kong Polytechnic University, for members' perusal.

The Three-Stage PE Exercise

2. To prepare a Development Plan (DP) for the WKCD, the West Kowloon Cultural District Authority (the Authority) has committed to conducting a three-stage PE exercise to gauge views of the general public and stakeholders on the planning of the WKCD. The three-stage PE exercise is conducted with the following objectives:

- (a) Stage 1 PE exercise – to gauge the community's aspiration for and expectations on the planning of the WKCD as a whole, as well as the views of the arts and cultural stakeholders on the requirements of the facilities in the arts and cultural venues. The three-month Stage 1 PE exercise was completed on 7 January 2010;
- (b) Stage 2 PE exercise – to gauge public views on the extent to which the three Conceptual Plan Options have addressed comments received in the Stage 1 PE exercise, the individual features of each Option, and the phasing of Core and Arts Cultural Facilities (CACF) and the type of additional facilities. The three-month Stage 2 PE exercise was completed on 20 November 2010; and
- (c) Stage 3 PE exercise – based on the selected Conceptual Plan Option, the Project Consultant of the Authority will develop a DP for the

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WKCD which will be presented to the public at Stage 3 of the PE exercise scheduled for this summer.

3. At its meeting on 28 June 2010, the Consultation Panel discussed the proposed arrangements for the Stage 2 PE exercise and provided suggestions on a number of aspects, including the format and schedule of the PE exercise, the publicity activities, the list of stakeholder groups, and a draft framework of questions for engagement. The proposed arrangements for the Stage 2 PE exercise were subsequently discussed and endorsed by the Board of the Authority.

Format of the Stage 2 PE Exercise

4. During the Stage 2 PE exercise, the Authority held a roving exhibition at six locations across the territory, 12 forums and nine focus group meetings. About 30,000 visitors have viewed the display of the three Conceptual Plan Options at the roving exhibition with 32 guided tours held for stakeholder groups including arts and culture stakeholders, professional institutes, the disabled, ethnic minority groups, Legislative Council, Yau Tsim Mong District Council, Consulates and Chambers of Commerce. Under a special programme suggested by members, the Authority conducted forums and school tours to solicit views from students and youth, who will be the main users of the WKCD. Around 4,000 students from 78 schools visited the exhibitions.

5. The Authority also conducted a questionnaire survey to solicit views of the public. The questionnaire contained questions on the following aspects: response to comments received in the Stage 1 PE exercise, key features of the Conceptual Plan Options, phasing arrangements of the CACF and proposals in the three Conceptual Plan Options on Other Arts and Cultural Facilities. The questionnaire also adopted an open-ended approach to stimulate free expression of views by respondents. In addition, the Authority has appointed an independent Analysis and Reporting Consultant, the Public Policy Research Institute of the Hong Kong Polytechnic University, to conduct over 2,400 face-to-face exit poll interviews with visitors to the roving exhibitions using the same questionnaire to enhance the credibility of the exercise.

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Outcome of the Stage 2 PE Exercise

6. The Authority collected 7,310 completed questionnaires and 264 written submissions during the Stage 2 PE exercise. Together with the records of PE events and media reports, the Analysis and Reporting Consultant has analysed a total of 7,948 documents.

Report on the Analysis of Views

7. The Analysis and Reporting Consultant has duly recorded and analysed views collected during the Stage 2 PE exercise and compiled them into a report, which will be issued to members for reference. The report will be uploaded to the website of the Authority.

8. In addition, the Authority has consolidated a compendium including written submissions collected during the Stage 2 PE exercise, which will be uploaded to the Authority's website. A hard copy of the compendium will be available for public viewing at the Authority's Office.

9. Views collected during the Stage 2 PE exercise will provide valuable references to the assessment and eventual selection of the preferred Conceptual Plan Option and are useful for the Authority's Project Consultant in preparing the DP.

Discussion

10. Members are invited to note the Report on the Analysis of Views for the Stage 2 PE Exercise for the WKCD.

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