

Consultation Panel of the West Kowloon Cultural District Authority

Minutes of the 8th Meeting of the Consultation Panel of the West Kowloon Cultural District Authority

Date : 23 December 2011 (Friday)
Time : 2:15 p.m.
Venue : Board Room, West Kowloon Cultural District Authority
29/F, Tower 6, The Gateway, 9 Canton Road, Tsim Sha Tsui,
Kowloon

Attendees:

Chairman

Professor Stephen CHEUNG Yan-leung, B.B.S., J.P.

Members

The Honourable Ronald ARCULLI, G.B.M., G.B.S., J.P.

Mr. CHENG Chi-ming

Mr. Derek HUNG Chiu-wah

Ms. KO Po-ling, M.H., J.P.

Mr. Bankee KWAN Pak-hoo

Ms. Ida LAM Choi-chu

Mr. LAM Ying-kit

Mr. William LEUNG Wing-cheung, B.B.S., J.P.

Dr. MAN Ying-ling

Mr. Charles Peter MOK

Mr. TAI Hay-lap, B.B.S., J.P.

Dr. John TSE Wing-ling, M.H.

Mr. Coleman WAI Ching

Ms. Ada WONG Ying-kay, J.P.

West Kowloon Cultural District Authority (WKCDA)

Mr. Garmen CHAN

Executive Director,
Communications and Marketing

Consultation Panel of the West Kowloon Cultural District Authority

Dr. CHAN Man-wai Executive Director,
Project Delivery

Dr. Lars NITTVE Executive Director, M+

Mr. Louis YU Kwok-lit Executive Director,
Performing Arts

Secretary

Ms. Stella WONG Assistant Public Relations Manager

(The following representatives attended only the discussion of Agenda Item 3)

Analysis and Reporting Consultant

Professor Peter YUEN Principal Investigator,
Public Policy Research Institute,
Hong Kong Polytechnic University

Dr. Vincent LAW Project Fellow,
Public Policy Research Institute,
Hong Kong Polytechnic University

Absent with apologies :

Dr. Allan ZEMAN, G.B.S., J.P.

Mr. HUNG Keung

The Honourable LEE Wing-tat

Mr. Victor LO Chung-wing, G.B.S., J.P.

The Honourable Paul TSE Wai-chun

Dr. YAU Wing-kwong

Action

Opening Remarks

Parties

1. The Chairman welcomed Members to the eighth meeting of the

Consultation Panel of the West Kowloon Cultural District Authority

Consultation Panel (CP). He also welcomed the presence of Dr. CHAN Man-wai, Executive Director, Project Delivery, Mr. Louis YU, Executive Director, Performing Arts, Dr. Lars NITTVÉ, Executive Director, M+, and Mr. Garmen CHAN, Executive Director, Communications and Marketing, at the meeting. He further introduced the attending analysis and reporting consultant representatives, Professor Peter YUEN, Principal Investigator of the Public Policy Research Institute (PPRI) of the Hong Kong Polytechnic University, and Dr. Vincent LAW, Project Fellow of the PPRI.

Agenda Item (1) Confirmation of the Minutes of the 7th Consultation Panel Meeting

2. The Chairman said that the Secretariat had not received any amendment proposal for the minutes. Members had no other amendment proposals and the Consultation Panel confirmed the minutes of the seventh meeting.

Agenda Item (2) Matters Arising

3. The Chairman said there were no matters arising from the minutes of the last meeting.

Agenda Item (3) Report on the Analysis of Views for the Stage 3 Public Engagement Exercise (PE3) for the West Kowloon Cultural District - submitted by the Public Policy Research Institute of the Hong Kong Polytechnic University (WKCD CP/03/2011)

4. Professor Peter YUEN gave a PowerPoint presentation on the Report on the Analysis of Views for the PE3 (the Report). Copies of the slides were distributed at the meeting.

(Ms. Ada WONG arrived at 2:55 p.m.)

5. The Chairman supplemented that the PE3 exhibition drew enthusiastic response from the public and stakeholders, receiving close to 19,000 visitors for the month-long event. Guided tours were arranged to facilitate visitors and enhance their understanding about the proposed DP. In addition to the

Consultation Panel of the West Kowloon Cultural District Authority

daily guided tours for the general public, 32 school tours were organised, totalling more than 1,100 participating students. Nine special guided tours were arranged for various groups and organisations, including consuls-general, members of the Legislative Council, the Subcommittee on Access of the Rehabilitation Advisory Committee, Town Planning Board and the Hong Kong General Chamber of Commerce.

6. The Chairman reported that the West Kowloon Cultural District Authority (WKCDA) also organised a series of engagement events for the public and stakeholders -- two DP presentation sessions; one town hall meeting for Yau Tsim Mong community leaders and residents; eight arts and culture seminars/roundtable discussions for key stakeholders; as well as a one-day conference for professional groups. PE3 ended with a dedicated get-together with the youth during which participants were briefed on what the future cultural district would be and had an opportunity to express their aspirations.

7. The Chairman recapped that from the findings of PPRI's analysis, over 75% of the respondents of the PE3 were under the age of 30, who showed great interest in the development of the West Kowloon Cultural District. More than 1,000 documents were received during PE3, with the return of 944 engagement pamphlets marked with comments, and the others were received via various channels, including Facebook, email and fax.

8. The Chairman invited Dr. CHAN Man-wai, Executive Director, Project Delivery, to brief Members on the latest development of the Project and response to the views.

9. Dr. Chan Man-wai said that he was pleased to learn about the results of the PE3 and happy to know that the proposed DP had gained general support from the public. He also said that the consultants had looked into and analysed the view; at the same time, the urge for early implementation of the Project was noted. The WKCDA targeted to submit the proposed DP to the Town Planning Board for consideration at the end of 2011.

10. Dr. CHAN Man-wai responded to the key PE3 views as follows:
a) In response to the concerns on the lack of iconic building, he expressed that there would be architectural designs for individual

Consultation Panel of the West Kowloon Cultural District Authority

buildings in the future and design competitions would be held.

- b) In response to the concerns on the height and density of the buildings, he expressed that there were three piazzas in the current plan and the height of the buildings would adhere to statutory requirements. In addition, non-building areas had been increased in the latest DP to improve ventilation and north-south connectivity.
- c) In response to the views on early implementation of the Project, the WKCDA targeted to complete the park and Phase 1 facilities in stages starting from 2014-15; pace of Phase 2 developments would be subject to organic growth after the completion of Phase 1 facilities.
- d) Regarding views on the width of the promenade and its facilities, the WKCDA would take into account of these views and try to integrate them into the detailed plan.
- e) In response to comments that the straight Avenue was mundane, he explained that the inclusion of squares at intervals of the Avenue already helped break the monotony and WKCDA would take into account of these views and try to further improve the detailed plan.
- f) In response to the views of having more small concept shops instead of major mega stores carrying the usual brands, WKCDA would take this into consideration.
- g) In response to the views that the WKCDA would turn the Project into a property development, he reiterated that the maximum residential development would only account for 20% of the District.
- h) Regarding the views on transport, the planning of the District would need to go through the Traffic Impact Assessment; WKCDA would also take into consideration of connectivity of

Consultation Panel of the West Kowloon Cultural District Authority

the District to subway stations and use of eco-buses. WKCD would also consider incorporating cycling tracks into the District. Piers would also be built if relevant approval could be secured.

- i) In response to the north-south connection to the Mega Performance Venue, WKCD would add in more non-building areas.
- j) In response to sustainability, the WKCD would provide more greenery in the District. For underground ventilation, WKCD would look into the Environmental Impact Assessment to ensure ventilation would be comfortable for all.
- k) In response to the concern on noise pollution generated by performances in the Great Park, WKCD had adjusted the position of the stage to avoid noise of performances affecting the residences.

11. The Hon. Ronald ARCULLI recapped WKCD had decided to launch a three-stage public engagement exercise for collecting public views on the development of the District. He also said that many of the views received during the PE3 were on the management and future operation the District.

12. Mr. TAI Hay-lap opined that the views collected during the PE3 were diverse and criticised that the PE3 was not focused enough and the analysis would need to be done by content analysis. He also enquired about the way forward for the Project after the PE3.

13. The Chairman recapped that through the public engagement exercise, WKCD had collected views from the public on hardware; nonetheless, the public also expressed concerns on software development of the Project. WKCD had established various channels to collect views and would continue to listen to views of the public, especially those on software development.

14. The Hon. Ronald ARCULLI reported that the findings of the PE3 and supplementary response to the findings had been sent to members of the

Consultation Panel of the West Kowloon Cultural District Authority

Legislative Council Joint Subcommittee to Monitor the Implementation of the West Kowloon Cultural District Project. In addition, the WKCDA would submit the proposed DP to the Town Planning Board on 30 December 2011 as stipulated in the statutory planning process. Design competitions would be overseen by Steering Committees and would commence in the first half of 2012.

15. Professor Peter YUEN responded to the concerns on the methodology adopted for the analysis of the views collected during the PE3. As respondents were required to acquire information on the proposed DP before expressing their views, telephone poll might not be meaningful nor desirable for collecting views if the respondents had not visited the exhibition.

(Mr. Charles Peter MOK left at 3:15 p.m.)

16. Ms. Ada WONG Ying-kay said that views from the stakeholders or users from the art and cultural sector were not systematically reflected in the Report.

17. The Chairman invited Mr. Louis YU Kwok-lit and Dr. Lars NITTVE to report on the engagement with stakeholders they had arranged so far.

18. Mr. Louis YU Kwok-lit reported that he had arranged stakeholders' focus group meetings with performing arts groups since April 2011 and issues discussed had included artistic positioning of the venues, details of venues such as number of seats in facilities, and the phasing arrangement. He said that the proposed DP had incorporated views of stakeholders collected before PE3 and the proposal on the hardware development was largely accepted by stakeholders. The upcoming concerns from stakeholders would be on software development and on future operation of facilities.

19. Dr. Lars NITTVE said that two rounds of roundtable discussion had been held in spring 2011 and during PE3 with stakeholders. The discussion was mainly on content or software issues, including the governance, character of the collection and character of programmes etc.

20. The Chairman reminded that audio recordings and transcripts of

Consultation Panel of the West Kowloon Cultural District Authority

focus group meetings and roundtable discussions held during PE3 had been uploaded to the Authority's website. Views collected during the public engagement exercise and through constant engagement with arts and cultural groups thereafter helped WKCDA refine the proposed DP.

21. The Hon. Ronald ARCULLI said that stakeholders of the arts and culture sector urged for early implementation of the Project. Members of the public as well as the stakeholders had high expectation on software development for the Project. He also said that audience building was important and the Home Affairs Bureau, as well as the Education Bureau, should work on nurturing the children.

22. Ms. KO Po-ling enquired about the types of media reports which had been included in the analysis. In addition, she was also concerned if the views on desirable features would be reflected in the proposed DP.

23. Professor Peter YUEN explained that the criteria for selecting media reports for the analysis were clearly indicated in the Report.

24. The Chairman said that desirable features that had been incorporated in the DP had been shown in the PE3 pamphlet. He also reiterated that views from stakeholders and members of the public had been considered in preparing the proposed DP.

25. Mr. TAI Hay-lap supported the early implementation of the Project. He also suggested as software development was important, the WKCDA, should work out the milestones for software development and explore to cooperate with relevant government bureaux to work out the benchmark of the milestones.

26. Ms. Ada WONG Ying-kay enquired about the position and role played by WKCDA in terms of software development. She hoped that WKCDA could act as the advocate in arts education and promotion and urged WKCDA to work out a holistic strategy and collaborate with relevant government bureaux.

27. The Hon. Ronald ARCULLI said that during the public engagement

Consultation Panel of the West Kowloon Cultural District Authority

exercises, WKCD had heard views on the importance of education, for which funding had not been allocated before. He also said that M+ would develop its own education programme. He opined that for software development, liaison with relevant government bureaux would be inevitable and structured arts education might undermine the essence of variety in its development. He supplemented that WKCD had strived its best to work on this aspect, for example, recruitment of interns, establishment of youth programme and programmes to be undertaken by the performing arts and visual culture teams up till 2014.

28. Mr. Louis YU Kwok-lit reported that taking into account views collected in the previous stages of the PE exercise, there would be sufficient education facilities in various venues in the District and the education facilities could accommodate from 200 up to 400 students. He also said that these planned education facilities could enable schools to arrange day-tours to the District. In addition, he was also confident that the District would be the role model and set a good example in advocating for arts development and education. However, WKCD would not be in a position to control allocation of government resources and related policies.

(Ms. KO Po-ling left at 3:40 p.m.)

29. Dr. Lars NITTVE supplemented that the term “software” referred to content and people. He said that every cultural institution in the world would need to work out with the government and school authority to lift the importance of cultural education. The discussion over the coming years would be to what extent should the Project be curriculum-driven and whether the institutions in the District should provide a different way in looking at and thinking about art and culture. WKCD would provide physical space in the museum for education, not only for youngsters, but also for adults and had to work with several different strands up till the opening, for example, learning programmes for interns and sending new recruits with the right skills but not necessarily the experience to work in an institution of a large museum overseas to learn on the job. The mantra of the museum was that the whole museum would be an education facility and it would be a learning and interpretive process when one went to the museum.

Consultation Panel of the West Kowloon Cultural District Authority

30. Mr. Carl CHENG Chi-ming said that the emergence of the District should change the existing mode of living in Hong Kong and it should facilitate Hong Kong people to learn to enjoy life with its programmes and facilities. With the public engagement exercise, WKCDA had begun to develop hardware gradually over the past three years, and details of software development had to be worked out. He opined that besides programmes, software could also involve manpower and operation etc. The WKCDA should be cautious with its software development.

31. The Chairman agreed that software development would be of great importance and that the promotion of the programmes of the District and the appreciation of arts and culture would require more thoughts on audience building.

32. Dr. MAN Ying-ling agreed that the WKCDA should take the lead in arts education and promotion. She also expressed that as the Project was going through the statutory planning process, it would be the best time to work on software development pending the approval. She also suggested that the University Grants Committee (UGC) should be involved in respect of resources and planning for developing arts education.

33. Mr. TAI Hay-lap declared that he was a Member of the UGC and the former Chairman of the Quality Education Fund (QEF). He recommended that, before setting the milestones, benchmarks and blueprint for arts education, WKCDA could try to launch some pilot schemes for schools and the QEF could support this programme in terms of budget. For policy level issue involving the UGC, it would need to be planned three years ahead. As such, in the interim, with the launching of pilot schemes, benchmarks could be set.

34. Dr. Lars NITTVE explained that there was a major misconception that the District was a hardware project. He further explained that the fundamentals of M+ were software and the Project would be built “inside out”.

35. Mr. Derek HUNG Chiu-wah enquired about the progress regarding the issue of relocation of the fire station. He also expressed that, as the District developed, the existence of the public cargo area would be a concern.

Consultation Panel of the West Kowloon Cultural District Authority

36. Dr. CHAN Man-wai reported that the fire station would eventually be relocated. However, it would not be done immediately; the fire station would eventually be relocated outside the site of the Project. Regarding the public cargo area, he reported that an odour assessment had been done in the Environmental Impact Assessment and WKCDA had made recommendations with reference to the assessment results to the government although the issue was beyond the scope of the Project.

37. Ms. Ida LAM Choi-chu considered that the Project should take a role to develop art for the disabled, especially in terms of software, and there should be a plan on the subject.

38. The Chairman said that the Project had generated wide discussion on the arts and culture in the past three years, for both hardware and software, producing a strong driving force for art and culture development.

39. Mr. William LEUNG Wing-cheung said that WKCDA should not ignore the views of audiences and those who were not existing audiences when planning for the development of the District.

40. Mr. Louis YU Kwok-lit said the WKCDA would conduct difference market studies in the future. In the work plan for the coming years, market studies would be conducted for facilities to be built in Phase 1 development, for example, to understand more on the Xiqu audience or why young people did not appreciate Xiqu.

41. Dr. John TSE Wing-ling said that WKCDA should start the work on audience building early and be forward-looking and that there should be a blueprint on what to do in the coming years. Inter-departmental coordination would be required for this task. In addition, the WKCDA could consider collaboration with organisations or schools.

(Mr. William LEUNG Wing-cheung left at 4:00 p.m.)

42. Mr. Louis YU Kwok-lit elaborated on the phased development and organic growth of the Project. He also said that most of the venues were of small to medium sizes. There was at present a keen demand for venues for

Consultation Panel of the West Kowloon Cultural District Authority

performances. He agreed that the work on audience building should get started as early as possible.

43. The Hon. Ronald ARCULLI supplemented that the Consultative Committee had had a detailed examination on the number of seats in the existing venues. He said that there were 50,000 seats in existing venues under the management of Leisure and Cultural Services Department which were with 100% occupancy rate. Programmes would also be very important for audience building.

44. Mr. Coleman WAI Ching said that the WKCDA could view education from another perspective. WKCDA should focus on facilitating the inheritance of culture and developments of culture and arts. In addition, he also expressed that software development should start as early as possible.

45. Dr. Lars NITTVE explained with the examples of Tate Modern Museum in London and the arts village in Fo Tan that there should not be too much pessimism on building audiences in Hong Kong.

46. The Chairman expressed his sincere thanks for the support and help of Members in pushing the Projects' development from negative comments to now and gaining general public support.

(Agenda Item (3) ended at 4:10 p.m.)

Agenda Item (4): Other Matters

47. There being no other business, the meeting was adjourned at 4:12 p.m.

**The Secretariat of the Consultation Panel of
the West Kowloon Cultural District Authority
December 2011**