

Board of the West Kowloon Cultural District Authority

For discussion
on 20 July 2009

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Preparatory Work for the Stage 1 Public Engagement

PURPOSE

This paper aims to seek Members' comments on the preparatory work for the Stage 1 Public Engagement (PE) exercise.

ADVICE SOUGHT

2. Members are invited to comment on the proposed arrangements for Stage 1 PE exercise including :

- (a) the updated list of stakeholder groups to be consulted (paragraph 6-7);
- (b) the detailed scope of draft questions on general planning matters of the West Kowloon Cultural District (WKCD) (paragraph 10-12);
- (c) the set of draft questions related to matters concerning the provision of facilities and open spaces in the arts and cultural venues (paragraph 13-14);
- (d) the formats and schedules of Stage 1 PE events (paragraph 15-19); and
- (e) the publicity activities for Stage 1 PE exercise (paragraph 20-23).

OBJECTIVES OF STAGE 1 PE EXERCISE

3. The Stage 1 PE exercise is scheduled for commencement in late September 2009 for a period of 3 months. As previously agreed by the Board, the objectives of the Stage 1 PE exercise are :

- (a) to consult members of the public and stakeholders on their expectations and aspirations for the WKCD, in particular on how the arts and cultural facilities in the WKCD should be laid out, how the land uses should be planned and what types of experience the WKCD should provide in order to make the District vibrant, user-friendly, accessible and appealing; and

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- (b) to seek views of the visitors of the facilities of the arts and cultural venues and stakeholders in the arts and cultural sector on their requirements for the arts and cultural venues.

Preparatory Work

4. We have undertaken in the past few months preparatory work for the Stage 1 PE exercise, including working out a list of stakeholder groups to consult and the broad scope of draft questions to seek public views and prompt more structured discussions. We have consulted the Museum Committee, Performing Arts Committee, Development Committee and Consultation Panel on the broad scope of draft questions.

5. With the inputs from the Consultants, a consolidated list of the stakeholder groups, a detailed scope of draft questions on general planning matters, and a set of draft questions related to matters concerning the provision of facilities and open spaces in the arts and cultural venues for the Stage 1 PE exercise have been prepared.

LIST OF STAKEHOLDER GROUPS

6. To facilitate more structured and organised discussions during the Stage 1 PE exercise, a draft list of stakeholder groups which can be considered for inviting to take part in the Stage 1 PE exercise has been prepared. Taking into account views from Members of the Museum Committee, Performing Arts Committee, Development Committee and Consultation Panel, an updated list of stakeholder groups has been compiled (**Annex 1**). The stakeholders groups are subdivided into 22 broad categories based on their areas of expertise/interest -

For 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;

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

7. The list at **Annex 1** is by no means exhaustive and any further comments on the updated list will be welcomed. It is worth noting that while the list will be used as a basis for inviting the stakeholders to the PE events, notices will also be put up onto the Authority's website to inform the public such that any interested parties not on the list can also attend.

AREAS OF CONSULTATION

8. In devising the matters to consult the public and the stakeholder groups, the Authority is mindful that there should be no repetition of what had been discussed in previous consultations, and that the views collected should be able to assist the Conceptual Plan Consultants in preparing the Conceptual Plan Options as well as the user requirements for the arts and cultural venues.

9. Two sets of draft questions are being prepared. The first set of draft questions are on general planning matters aiming at collecting views from the public as well as the stakeholder groups on their aspirations and

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expectations of the WKCD. The second set of draft questions are on more specific matters concerning the provision of facilities and open spaces in the arts and cultural venues which are to be used to facilitate small group discussions with stakeholder groups.

Detailed Scope of Draft Questions on General Planning Matters

10. The broad scope of draft questions on general planning matters, with views from members of the Museum Committee, Performing Arts Committee and Development Committee incorporated, has been submitted to the Consultation Panel at its 1st meeting held on 27 May 2009 for comments. This broad scope of the draft questions can be categorized into the following six areas :

- (a) Look of the district – aim to gauge views on the general layout of the WKCD;
- (b) Atmosphere of the district – aim to gauge views on the type of feeling/experience that the visitors aspire the WKCD to offer;
- (c) Access to and within the WKCD – aim to gauge views on the design of transportation within and to the WKCD including the provision of convenient and comfortable point-to-point connectivity within the WKCD, cycling tracks and considerations in the provision of pedestrian facilities and traffic connections between the WKCD and adjoining areas;
- (d) Use of facilities - aim to gauge views on how to make individual facilities such as performing arts venues, the Museum, the Exhibition Centre and open spaces more convenient and inviting;
- (e) How the WKCD fits with its surrounding area – aim to gauge views on the integration of the WKCD as a whole with the surrounding areas and the harbour; and
- (f) Others - aim to gauge views on (i) other areas in relation to the planning of the WKCD requiring attention and (ii) audience building and programming etc.

11. Based on the abovementioned six areas and the proposed Planning Design Principles endorsed by the Board, more detailed scope of draft questions has now been prepared to facilitate discussions and collection of views during the Stage 1 PE exercise. The detailed scope of draft questions on general planning matters is at **Annex 2**. Any comments from Members on **Annex 2** are welcomed.

12. In working out this detailed scope of draft questions, views from the Museum Committee, Performing Arts Committee and Development

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Committee of the Authority have been also incorporated. The Consultants also regard the detailed scope of draft questions as generally appropriate and helpful in the formulation of the Conceptual Plan Options. To facilitate easy understanding of the draft questions by members of public and the stakeholder groups, the Project Consultant will also prepare a consultation leaflet with background information and overseas examples of cultural districts.

Draft Questions on Matters Concerning the Provision of Facilities and Open Spaces in the Arts and Cultural Venues

13. The set of draft questions related to matters concerning the provision of facilities and open spaces in the arts and cultural venues, at **Annex 3**, is intended to gauge the users of arts and cultural venues (including artists) on how best the facilities of such venues can facilitate their visits and art creating work. Having said that, it does not mean that the stakeholder groups have to design individual facilities. Instead, their views will serve as an important reference of community's views for the performing arts and museum experts in the Project Consultant team as well as the relevant professionals in these two streams of the Authority for determining the specific designs of facilities inside the arts and cultural venues.

14. This set of draft questions comprises different areas of interest for different stakeholder groups. It is not to be used as a questionnaire per se but is used for facilitating the discussions with the stakeholder groups during small group discussions. Moreover, this set of draft questions will enable the views expressed in the Stage 1 PE exercise be more structured and useful for the preparation of the Conceptual Plan Options and the Preliminary User Requirements for the arts and cultural venues. In working out this set of draft questions, the Project Consultant has incorporated views from the Museum Committee, Performing Arts Committee and the Development Committee. Any further comments from Members on the draft questions at **Annex 3** are welcomed.

FORMATS AND SCHEDULES OF STAGE 1 PE EVENTS

15. At the 1st Consultation Panel meeting held on 27 May 2009, members of the Consultation Panel have discussed the proposed preliminary formats and schedules of the Stage 1 PE exercise. Taking into account Consultation Panel's views, the Public Relations Consultant has worked out a draft Event Schedule for Stage 1 PE exercise (**Annex 4**).

16. The Opening PE Event is tentatively scheduled for 27 September

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2009 (Sunday). It is proposed that the target group of this event should be students from the universities and secondary schools as the younger generation will be the future users of the WKCD.

17. After the Opening PE Event, the public will be involved in three public forums to be held during Stage 1 PE, with one in Kowloon, one in Hong Kong Island and one in the New Territories. Such arrangement will make it convenient for people living in different districts to participate.

18. The Authority will also hold small group meetings with the stakeholder groups of different sectors listed at **Annex 1**. Given that there are 22 categories of stakeholder groups and it is necessary to engage them through groups with smaller numbers of people for deeper discussions, it is estimated that around 50 small group meetings will be held for the stakeholder groups of different sectors (at least two small group meetings will be arranged for each category). Members of the public are also welcomed to attend these small group meetings. It is also proposed that all the 22 categories of stakeholder groups should be engaged during the first 5 weeks of the Stage 1 PE exercise (i.e. the first round of small group meetings) so that the stakeholder groups need not wait too long to be consulted. It is also proposed that the Authority's network collaborators and Consultation Panel members could help serve as facilitators in the small group meetings.

19. A Finale PE Event targeted at the youth is proposed to be held in December to wrap up the Stage 1 PE exercise. The Public Relations Consultant is now working on the venues of the Opening and Finale PE events, public forums as well as the small group meetings. The finalised event schedule with venues included will be sent to members for information once available. Any comments from Members on the formats of PE Events and the draft Event Schedule for Stage 1 PE exercise (**Annex 4**) are welcomed.

PUBLICITY ACTIVITIES FOR STAGE 1 PE EXERCISE

20. The WKCD is a project for the people of Hong Kong, it is therefore essential for the Authority to conduct extensive public consultations to collect views of the community. To this end, it is proposed that all PE events should be open to public. We have earlier agreed that the venue and time of every PE event should be publicized about three weeks in advance to allow the public enough time to take note of and participate in the event.

21. The Public Relations Consultant has proposed the following publicity activities for the Stage 1 PE exercise :

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- (a) TV and radio messages to announce kick-off of the Stage 1 PE exercise;
- (b) Print advertisements to announce kick-off of the Stage 1 PE exercise;
- (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;
- (d) Publicity inserts in programme notes of the LCSD programmes and exhibitions; and
- (e) Banner advertisements at major Internet portals with search engine functions.

It is proposed that the actual design of the publicity materials should be delegated to the Chairman of the Consultation Panel, management of the Authority and the Public Relations Consultant.

22. In addition, the Authority will upload the consultation leaflet (including the questionnaire on general planning matters) as well as the dedicated PE event calendar on its website in September. It was earlier agreed that the audio recordings of the PE events (if available) should be uploaded to the Authority's website to enhance transparency of the PE exercise. The Authority will also use e-mail and set up a Facebook of the Authority to collect public views. The views so collected will be analysed independently by the Analysis and Reporting Consultant commissioned by the Authority.

23. In order to reach out to those who cannot attend public forums or the PE events, the Consultation Panel proposes that the consultation leaflet can be distributed through the following channels for collecting a wide spectrum of views :

- (a) PESCs of the District Offices;
- (b) LCSD venues;
- (c) Arts and cultural related organisations such as the Hong Kong Academy for Performing Arts, Hong Kong Arts Development Council, Hong Kong Arts Centre etc.
- (d) Universities and secondary schools; and
- (e) The Authority's network collaborators.

Any comments from Members on the publicity activities for Stage 1 PE exercise are welcomed.

24. The Analysis and Reporting Consultant commissioned by the

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Authority will independently analyse and report on the views raised by the public during the three stages of PE exercise, with a view to obtaining a fair and objective finding. The report for each stage will be made available for public inspection.

WAY FORWARD

25. Subject to comments from the Board members, the Consultants will refine the proposed list of stakeholder groups, the questions related to matters concerning the provision of facilities and open spaces in the arts and cultural venues, formats and schedules of Stage 1 PE events and the publicity activities for Stage 1 PE exercise; and will seek views from the members of the Board and Consultation Panel again in August with a view to endorsing the abovementioned materials for rolling out in the Stage 1 PE exercise.

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