

EXECUTIVE SUMMARY

1. The following is a summary of the outcome of Stage 1 Public Engagement (PE) exercise for the West Kowloon Cultural District (WKCD), prepared by the Public Policy Research Institute (PPRI) of the Hong Kong Polytechnic University.
2. Stage 1 PE exercise was conducted between 8 October 2009 and 7 January 2010. During this PE exercise, the West Kowloon Cultural District Authority (WKCDA) gauged the community's aspirations for and expectations on the planning of the WKCD as a whole, as well as views of the arts and cultural stakeholders on the requirements of the facilities in arts and cultural venues.
3. A total of 66 public engagement events were conducted by the WKCDA, comprising one Student Forum, one Youth Forum, three Public Forums and 61 Focus Group Meetings. The public and stakeholders who participated in the forums and focus group meetings gave views and suggestions on their expectations on the WKCD and requirements for the various arts and cultural venues from both the professional and users' perspectives.
4. In addition, a questionnaire survey was conducted to collect views regarding key planning aspects that are fundamental to the preparation of the Conceptual Plan Options, as well as to solicit views on programmes, education and other related matters.
5. The questionnaire was developed by the Project Consultant and PPRI in consultation with the WKCDA and the three Conceptual Plan Consultants appointed by the WKCDA. It was later reviewed and agreed by the WKCDA's Consultation Panel and endorsed by the Board of the WKCDA. It adopts a predominantly open-ended approach and aims to stimulate free expression of views by respondents. In addition, possible choices were provided for some of the questions from which respondents may indicate their preferences in the form of responses to these questions.
6. The questionnaire covers seven major aspects of planning and development of the WKCD – Overall Look, Ambience, Facilities and Activities, Programmes and Education-related Activities, Travelling to and from the WKCD, Travelling within the WKCD, and Planning Design Principles.
7. Self-returned completed questionnaires capture the views of interested members of the public. PPRI also conducted face-to-face interviews to capture the views of Hong Kong residents and visitors to Hong Kong.

8. Views collected from the above-mentioned PE events and written submissions, including questionnaires, emails, letters, faxes, online platforms and media reports, were analysed. A total of 7,412 documents, including 6,688 questionnaires, were analysed.
9. Views collected from the 7,412 documents were content analysed and subsequently organised into “text units” – a phrase, a sentence or a sequence of sentences representing a point made by the respondent – and were grouped under 11 themes, 78 categories and 468 sub-categories. A total of 34,404 text units were recorded. All “text units” were entered into a qualitative data analysis software for indexing and analysis, while preferences indicated in the questionnaires with possible choices as references were summarised in terms of percentages.

RESULTS

Integrated Findings from All Sources

10. The following sections integrate the findings from the collected written and verbal comments with the preferences indicated in the questionnaires.
11. Key issues that are given most attention by respondents in the PE exercise are discussed. Greater prominence is given to views that have:
 - (a) relatively higher frequency counts in terms of the number of text units in written and verbal comments from the questionnaire survey, submissions, as well as meeting and forum records; and/or
 - (b) higher percentage of preferences indicated in the questionnaire survey.
12. Themes with greater number of recorded text units are presented first.

Ambience (6,610 text units, 6,688 questionnaires)

13. This theme ranks first in terms of the number of text units recorded. “Artistic/Cultural Feel” ranks first with 18.9% of all text units within this theme. “Relaxing” ranks second with 17.1 % of all text units within this theme.
14. The preferences indicated in the questionnaire survey show that the great majority of all respondents, including respondents of self-returned questionnaires and face-to-face interviews, prefer “Relaxing” (88.1%), “Inspiring” (73.3%) and “Inviting” (68.8%) as

attributes for the ambience of the WKCD. A great majority of visitors to Hong Kong prefer “Inviting” (82.2%) as an important attribute for the ambience of the WKCD.

Programmes, Education-related Activities, and Other Software Issues by the WKCD (5,597 text units)

15. This theme collects views on the programmes, education-related activities, and other software issues that are under the management of the WKCD. It ranks second in terms of the number of text units recorded.
16. Other macro issues related to programmes, education-related activities, and other software issues which are outside the management of the WKCD are covered in “Marco Issues”.

Software and Related Issues (4,273 text units)

17. Around 76.4% of the text units within this theme are related to software and related issues, including programming (43.3%), events/activities (23.2%), and other software-related issues (9.9%).
18. Views emphasise the importance of nurturing local talents, and the need for ensuring that the facilities are readily available to the youths, ethnic minorities, and persons with disabilities. There is also a need to develop audience building programmes, in particular for students. Views on training programmes, sponsorship programmes, and research areas were also recorded.
19. Regarding arts and cultural programmes, festivals, interactive exhibitions, mega events, Chinese opera, Western classical music, dance and animation are suggested. In particular, arts and cultural programmes should be available to students at all levels.
20. There are views suggesting that the WKCD should collaborate with existing cultural centres and schools in Hong Kong and elsewhere.

Vision, Mission and Strategic Positioning (800 text units)

21. 14.3% of the text units within this theme are on vision and mission of the WKCD (6.5%) and strategic positioning of the WKCD (7.8%).
22. There are views suggesting that the WKCD should be a world-class cultural zone; others suggest that it should be an icon of local and international arts, with a mission to foster both Chinese and Western arts and culture, as well as to nurture local artists.

23. There are views suggesting that the WKCD should be a test-bed and artist incubator for the realisation of Hong Kong's long-term and sustainable cultural policy.

Management and Operation (524 text units)

24. 9.4% of the text units within this theme are on the management of venues and open space as well as operational issues.
25. On management, there are views suggesting that the WKCD should be managed by professionals. Management should be market-driven and transparent. There are also views suggesting that concession should be offered to the elderly, persons with disabilities and students. Flexibility of charges for certain target groups, for example the elderly, persons with disabilities, young people, students, education bodies, non-government organisations and budding artists, is also suggested.
26. There are views suggesting that opening hours, fees, booking system, and hiring charges of venues should be flexible.
27. There are views suggesting that the WKCD might consider devising a new user-friendly online ticketing system.

Overall Look (5,493 text units, 6,688 questionnaires)

28. This theme ranks third in terms of the number of text units recorded. "Showcasing Hong Kong's Unique Local and Traditional Characteristics" ranks first with 19.0% of all text units within this theme. "Exhibiting a Green setting" ranks second with 14.8% of all text units within this theme.
29. This is in line with the results of the preferences indicated in the questionnaire survey. Views of the great majority of all respondents prefer "Exhibiting a Green setting" (80.1%) and "Showcasing Hong Kong's Unique Local and Traditional Characteristics" (73.0%) as the overall look of the WKCD.

Facilities and Activities (4,915 text units, 6,688 questionnaires)

30. This theme ranks fourth in terms of the number of text units recorded.
31. Views collected from written and verbal comments are quite diversified and scattered among various categories of core arts and cultural facilities and activities, including performance venues (23.9%), museum/M+ (6.3%), exhibition centre (2.9%), and other facilities (59.3%).

32. Regarding the type of arts and cultural venues that respondents are more likely to visit, from the results of the questionnaire survey, “Mega Performance Venue” (57.6%), “Theatres” (56.6%), “Museum” (56.3%), and “Concert Halls” (54.1%) are the top choices for local respondents (including self-returned questionnaires and interviews with Hong Kong residents)¹ while “Museum” (58.8%), “Concert Halls” (52.8%), “Theatres” (51.3%) and “Exhibition Centre” (48.8%) are the top choices for visitors to Hong Kong².
33. Based on all of the collected questionnaires, cross tabulation and chi-square analyses between different age groups and core arts and cultural facilities more likely to visit were conducted.
34. For self-returned questionnaires, a relative high percentage of respondents aged 31 or above are more likely to visit “Museum”, “Theatres”, “Concert Halls”, “Xiqu Centre”, “Exhibition Centre” and “Learning-related Facilities” than those aged 30 or below. No significant difference exists between age groups and their likelihood of visiting “Mega Performance Venue”.
35. For face-to-face interviews with Hong Kong residents, a higher percentage of respondents aged above 61 indicated that they are more likely to visit “Xiqu Centre” than other age groups. Moreover, a higher percentage of respondents aged between 31-45 and aged between 61-70 indicated that they are more likely to visit “Concert Halls”. No significant difference exists between age groups and their likelihood of visiting “Museum”, “Theatres”, “Mega Performance Venue”, “Exhibition Centre” and “Learning-related Facilities”.
36. For face-to-face interviews with visitors to Hong Kong, a higher percentage of respondents aged 71 or above are more likely to visit “Xiqu Centre”, “Mega Performance Venue” and “Learning-related Facilities” than other age groups. No significant difference exists between age groups and their likelihood of visiting “Museum”, “Theatres”, “Concert Halls”, and “Exhibition Centre”.

Performance Venues (1,179 text units)

37. Various performance venues, which include Xiqu Centre, outdoor performance areas, concert hall, mega performance venue, great theatres, medium-sized theatres, blackbox theatres, and chamber music hall, attracted around 23.9% of all text units within this theme.

1. There are 4,457 Hong Kong residents among respondents of the 6,688 questionnaires.

2. There are 2,231 visitors to Hong Kong among respondents of the 6,688 questionnaires.

38. Views within this category cluster around overall experience (9.5%), acoustics (7.0%), flexible seating capacity, sufficient leg-room and aisle (6.6%), backstage facilities (4.7%), artistic direction (4.4%), general ancillary facilities such as loading/unloading facilities and provision of adequate toilets (3.9%), onstage facilities (3.3%), resident company (3.3%), information and communication technologies (ICT) (3.1%), etc.

Museum/M+ (311 text units)

39. Museum/M+ attracted around 6.3% of all text units within this theme.
40. For museum/M+, views are clustered around the following issues: museum themes (25.7%), positioning (20.3%), collection/exhibits/programming (15.8%), facilities requirements (8.4%), overall experience (7.1%), spatial needs (1.0%), and outdoor exhibition space (0.6%).

Exhibition Centre (145 text units)

41. This category attracted 2.9% of all text units within this theme.
42. For Exhibition Centre, views are clustered around the following issues: positioning (40.7%), facilities requirements (15.2%), spatial requirements (4.1%), and relationship with museum/M+ (2.8%).

Other Facilities (2,910 text units)

43. This category attracted 59.2% of all text units within this theme.
44. For other facilities, views include: general ancillary facilities³ (10.3%), literature museum (8.1%), learning-related/education facilities (6.2%), facilities for persons with disabilities (5.5%), library or resources centre (4.6%), residential/hotels/offices (4.1%), facilities for film (2.3%), digital arts gallery (0.6%), art village and hostel (0.6%), meeting/convention facilities (0.6%), Chinese culture museum (0.5%), history museum (0.4%), local Hong Kong culture museum (0.3%), children theatre (0.3%), youth theatre (0.2%), youth gallery/museum (0.2%), research facilities (0.1%), children museum (0.1%), and media centre (0.1%).

3. General ancillary facilities under this sub-category include: laybys for coaches and vehicles, loading/unloading facilities, car parks, toilet facilities, and others.

Planning Design Principles (4,220 text units)

45. This theme ranks fifth in terms of the number of text units recorded.

Sustainability (997 text units)

46. Views on sustainability account for 23.6% of all text units within this theme. Views include avoidance of wall effect caused by buildings, greater use of greenery, building materials, renewable energy sources, natural ventilation, centralised water cooling system, electric transportation mode, and low carbon emission in the WKCD.

Other Suggested Principles (3,223 text units)

47. There are also views on other planning design principles which include creativity (12.0%), integration (8.2%), accessibility (6.8%), uniqueness (5.9%), vibrancy (5.3%) and connectivity (4.3%). Views on creativity include comments that design of the venues and facilities should be innovative enough to attract more visitors, while comments on the planning design principle ‘creativity’ suggest the need for more flexibility in design. Views on connectivity include the WKCD’s integration with neighbouring areas such as tourist areas and cultural venues in Yau Tsim Mong, as well as communities in Sham Shui Po, Tai Kok Tsui and Cheung Sha Wan. Integrating different cultures, ethnic groups, and under-privileged groups are also suggested. In addition, some other planning design principles, which include adaptability, “arts for all”, a less commercial approach, and the greater use of ICT are suggested.

Travelling to and from the WKCD (3,582 text units)

48. This theme ranks sixth in terms of the number of text units recorded.

Means of Transport (1,706 text units, 6,688 questionnaires)

49. This category receives 47.6% of all text units within this theme. Views include suggestions related to buses (20.7%), MTR (9.6%), ferries (5.6%), minibuses (2.2%), Express Rail Link (1.6%), cars (1.1%) and taxis (0.4%); most of them are on the location of stations, frequency, and accessibility.
50. A great majority of all respondents (75.2%) in the questionnaire survey choose MTR as the most likely means of transport to the WKCD. The second choice for Hong Kong residents (including respondents to self-returned questionnaires and face to face

interviews)⁴ is buses (54.0%) while the second choice for visitors to Hong Kong⁵ is taxis (28.8%).

Means of Pedestrian Connections (184 text units, 6,688 questionnaires)

51. This category receives 5.1% of all text units within this theme. Views include the use of footbridges, subways and pedestrian decks to enhance pedestrian comfort and experience.

Connectivity with Adjacent Areas and the Rest of Hong Kong (118 text units)

52. This category receives 3.3% of all text units within this theme. In the written and verbal comments, the importance of good connectivity between the WKCD and its neighbourhood, and that between the WKCD and other tourist areas are stressed.

Other Suggestions (1,574 text units)

53. There are also concerns about car park adequacy, traffic congestion, affordability of fares as well as accessibility to MTR and other stations. Other transport means suggested include bicycles, cable car, and a cross-harbour bridge.

Travelling within the WKCD (1,593 text units)

54. This theme ranks seventh in terms of the number of text units recorded.
55. Views from written and verbal comments show that convenience, in terms of reliability and location of the means of transport, is mentioned most and constitutes 7.4% of all text units within this theme. Environmental friendliness (6.2%) and barrier-free access facilities (4.2%) are the second and third frequently mentioned attributes recorded. Bicycles (12.9%), electric vehicles (5.7%), monorail (5.0%), travellers (2.6%), and rickshaws (1.1%) are suggested modes of transport within the WKCD.
56. The majority of all respondents who indicate preferences in the questionnaire, including respondents of self-administered questionnaires and face-to-face interviews, indicate “Convenience” (66.6%) and “Comfort” (54.8%) as the most important/important factors for modes of transport within the WKCD, while there are also a sizeable number of respondents indicating “Environmental Friendliness” (45.0%) as the most important/important factor.

4. There are 4,457 Hong Kong residents among respondents of the 6,688 questionnaires.

5. There are 2,231 visitors to Hong Kong among respondents of the 6,688 questionnaires.

Public Open Space and Facilities (1,370 text units)

57. This theme ranks the eighth in terms of the number of text units recorded. This theme covers all kinds of facilities apart from the core arts and cultural facilities.

Retail-dining-entertainment Facilities (625 text units)

58. Retail-dining-entertainment facilities constitute 45.6% of all text units within this theme. The more prominent views are in favour of having various types of arts-related shops (20.4%), as well as restaurants and café facilities (16.0%), especially those with arts/culture and local/Chinese characteristics, and with different price ranges to cater for guests with different purchasing power. Around 6.3% of views are on entertainment facilities, such as ice-skating rink, games centre, recreation grounds, and cinemas.
59. Views of the majority of all respondents of the questionnaire survey, including respondents of self-returned questionnaires and face-to-face interviews, indicate that they are likely to visit restaurants/cafes (52.2%). A sizeable number of all respondents of the questionnaire survey indicate that they are likely to visit entertainment facilities (39.4%).

Public Open Space (190 text units)

60. Public open space constitutes 13.9% of all text units within the theme. Respondents generally welcome more such spaces, stressing the importance of effective management, and allowing flexibility to cater for the needs of different groups and activities.
61. Results of the self-returned questionnaires indicate that public open space is the second top choice (66.7%) of public facility. In the face-to-face interviews, comparatively lower percentages of respondents (both Hong Kong residents [35.4%] and visitors [45.3%]) indicate that they are likely to visit public open space.

Green Areas, Parks, Piazza, Ancillary Facilities, and Promenade (360 text units)

62. This category constitutes 26.3% of all text units within the theme. The views are on green areas (10.6%), parks (6.1%), piazza (3.6%), ancillary facilities which include provision of sufficient seats/benches, shades and so on (3.1%), as well as the promenade (2.9%).
63. Results from the questionnaire survey show that the majority (64.0%) of all respondents, including respondents of self-returned questionnaires and face-to-face interviews, indicate promenade as the top public facility that they are more likely to

visit. Views from the written and verbal comments stress the important roles of the promenade – access to the harbour, cycling track along the waterfront, and as a place to watch activities staged on the harbour.

Other Issues Raised (513 text units)

64. This theme covers a wide range of issues including the PE exercise, the Express Rail Link, etc.

PE Exercise (358 text units)

65. 70% of the text units within this theme are suggestions on the arrangement of the PE exercise. Greater participation of stakeholders in the actual running of the WKCD is considered as desirable and that the PE should not be a one-off exercise.

Express Rail Link (60 text units)

66. 11.7% of the text units within this theme are concerned with the impact of the planned Express Rail Link on the WKCD, including the design and construction of the terminus as well as the future traffic and pedestrian flow in the district.

Macro Issues (319 text units)

67. This theme covers territory-wide policy issues which are outside the management of the WKCD.
68. Hong Kong's cultural policies and strategies are the most recorded attributes within this theme (38.6%), followed by education and training (14.4%). There are views suggesting the necessity to align the development of the WKCD with the long-term cultural policy of Hong Kong, promotion of creative industry, and allocation of sufficient resources to develop relevant manpower. Other concerns include the relatively undeveloped culture of supporting arts in the community such as sponsoring and participating in arts, and the lack of sufficient arts administrators to manage the facilities.

Development (192 text units)

69. This theme ranks last in terms of the number of text units recorded. This theme covers the pace of development and other development principles.

Pace of Development and Clustering (125 text units)

70. 65.1% of the text units within this theme are views related to the pace of development and clustering of facilities. Around 25% of views suggest that the WKCD should grow organically, which would enable experiments, allow corrections as well as synchronise with software and nurturing developments. Around 12% of the views suggest that the WKCD should be developed by more phases. Other views include the desire for early implementation of the WKCD project, physical clustering of facilities to help achieve better operational efficiency, encouragement of crossover of different art forms, and easy access to different facilities by visitors.

Some Observable Common Threads

71. Based on the above, a number of concepts that are common to various themes are identified. They are:
- (a) Green Setting and Environmental Friendliness – featured prominently in the themes of Overall Look, Public Open Space and Facilities, and Travelling within the WKCD;
 - (b) Hong Kong Characteristics – featured prominently in the themes/categories of Overall Look, Performance Venues (Museum/M+), Retail-dining-entertainment Facilities, as well as Programmes, Education-related Activities and Other Software Issues by the WKCD;
 - (c) A Relaxing Atmosphere – featured prominently in the themes of Ambience as well as Public Open Space and Facilities;
 - (d) More Open Space – featured prominently in the themes of Public Open Space and Facilities as well as Overall Look;
 - (e) Connectivity and Convenience – featured prominently in the themes of Travelling to and from the WKCD, and Travelling within the WKCD;
 - (f) Well-planned Ancillary Facilities, Universal Accessibility and the Use of Advanced Information and Communication Technologies – featured prominently in the themes related to the overall planning of the WKCD as well as in the design of Performance Venues and Museum/M+;
 - (g) Catering to the Needs of Different Users, including Hong Kong residents with different purchasing power, tourists, children, the youths, and persons with disabilities – featured prominently in the themes of Facilities and Activities,

Programmes, Education-related Activities and Other Software Issues by the WKCDA, and Planning Design Principles; and

- (h) The Importance of Arts Education and Nurturing Talents – featured prominently in the theme of Programmes, Education-related Activities and Other Software Issues by the WKCDA.