

## **CHAPTER 1: INTRODUCTION**

### **1.1 BACKGROUND OF THE WEST KOWLOON CULTURAL DISTRICT**

- 1.1.1 The West Kowloon Cultural District (WKCD), with an area of about 40 hectares, is to be developed into an integrated arts and cultural district with world-class arts and cultural facilities, distinguished talents, iconic architecture and quality programmes with a must-visit appeal to both Hong Kong residents and visitors.
- 1.1.2 The WKCD Authority (WKCDA), empowered by the West Kowloon Cultural District Authority Ordinance (Cap. 601, The Laws of Hong Kong), was set up in October 2008 to take forward the WKCD project.
- 1.1.3 The WKCDA will, among other things, prepare a Development Plan (DP) for the WKCD for the consideration of the Town Planning Board and for the approval of the Chief Executive in Council.

### **1.2 THE PUBLIC ENGAGEMENT EXERCISE**

- 1.2.1 The WKCDA has committed to undertake a three-stage public engagement (PE) exercise to hear the voices of both the general public and stakeholders including those from the arts and cultural sector in a structured way. The views received will be taken into account in the planning and design process of the WKCD.
- 1.2.2 The Stage 1 PE exercise was rolled out on 8 October 2009 and lasted for three months until 7 January 2010. The WKCDA gauged the community's aspirations 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. In addition, the WKCDA also gauged public views on their aspirations on the WKCD's software development, including the provision of programmes and education-related activities.
- 1.2.3 The Conceptual Plan Consultants will then formulate three Conceptual Plan Options taking on board the public views received. The WKCDA will present all three Options to the public during Stage 2 of the PE exercise, which is tentatively scheduled for summer 2010. In addition to consulting the public on the three Conceptual Plan Options, the WKCDA will also consult the stakeholders on the preliminary Schedules of Accommodation (SoA) for the Core Arts and Cultural Facilities (CACF) during Stage 2 PE. Taking into account the views collected during that stage, the WKCDA will select one Option as the foundation for

preparing the detailed DP of the WKCD. The WKCDA will seek views from the public and stakeholders on the detailed DP and the detailed SoA in the Stage 3 PE exercise.

- 1.2.4 Copies of the Stage 1 PE Consultation Leaflet were distributed to the public in various locations including arts and cultural venues operated by the Leisure and Cultural Services Department (LCSD) throughout Hong Kong, district offices and public housing estates. They were also handed out to members of the public at MTR stations during peak hours and to visitors to the arts and cultural venues operated by LCSD during weekends. Members of the public can also have online access to the questionnaire sets out in the Consultation Leaflet.
- 1.2.5 Members of the public could send their views to the WKCDA via the questionnaire, the Facebook group set up by the Chairman of the Consultation Panel, email, fax, or post.
- 1.2.6 The WKCDA organised 66 various meetings and events for various stakeholder groups, which comprise one Student Forum, one Youth Forum, three Public Forums and 61 Focus Group Meetings (See **Annex 7** for the list of PE events). Focus group meetings organised by the WKCDA were open and members of the public were welcome to attend. A list of stakeholder groups being invited to the focus group meetings and a list of questions used for focus group meetings are shown in **Annex 8** and **Annex 9** respectively.

### **1.3 THE CONSULTANCY TEAM AND MODUS OPERANDI**

- 1.3.1 The WKCDA commissioned the Public Policy Research Institute (PPRI) of the Hong Kong Polytechnic University as the PE Analysis and Reporting Consultant (the Consultant).
- 1.3.2 This Consultancy focuses on the expectations and aspirations of the stakeholders and the public relating to the DP of the WKCD.
- 1.3.3 The Consultancy Team is led by Professor Peter Yuen, Director of PPRI. Other members include Professor Lee Ngok, Professor Ruth Bereson, Professor Edwin Chan, Professor Eric Ngai, Dr. Jack Lo, Dr. Anthony Lok, Dr. Florence Ho, Dr. Artie Ng, Dr. Vincent Law, Mr. Jason Chan, Mr. Robert Footman, Ms. Judy Li, Miss Linda Suen, Miss Queenie Tam, Mr. Roy Leung, Miss Betty Chan and Miss Mandy Wong.

1.3.4 The Consultancy Team operates with total academic independence. On completing the report for each of the three stages of the PE exercise, the Consultancy Team will submit it to the WKCDA.

## 1.4 THE CONSULTANCY

1.4.1 The Consultancy aims to collect, organise, analyse and report stakeholder and public views relating to their expectations and aspirations on the planning of the WKCD. This report covers the views collected during Stage 1 PE exercise.

1.4.2 In this stage, the Consultancy can be divided into two major parts:

Part 1: Analysis of relevant meeting records, media reports, written submissions and responses to open-ended questions of the questionnaire.

Part 2: Analysis of data from the responses to the multiple choice questions of the questionnaires received during the PE period.

1.4.3 A schematic representation of the Consultancy is shown in **Exhibit 1**. The methodologies for Parts 1 and 2 are described at the beginning of **Chapters 2** and **3** respectively.

### Exhibit 1: Schematic Representation of the Consultancy

