

CHAPTER 4: ANALYSIS OF RESULTS AND CONCLUSION

4.1 OVERVIEW

- 4.1.1 This chapter integrates the findings from the previous chapters. Key issues that are given most attention by respondents in the PE exercise are discussed. Some frequently asked questions such as weighting of views, weighting of different types of responses, frequency count of views, and the strengths and limitations of different types of data are first presented.

4.2 FREQUENTLY ASKED QUESTIONS

4.2.1 Should the Views of Some Groups be Given More Attention?

- 4.2.1.1 This Consultancy seeks to assess and summarise the views of (1) interested parties, (2) members of the public, and (3) visitors to Hong Kong, regarding the development of the WKCD. It would be inappropriate to have a priority system for these groups. The opinions of all these groups need to be taken into consideration. Opinions collected via the self-returned questionnaires, written submissions and forums/meetings, in general, represent the opinions of the first group; while the face-to-face interviews target groups (2) and (3).

4.2.2 Should Certain Types of Responses be Given Greater Weighting?

- 4.2.2.1 Since the data from face-to-face interviews was collected in an unbiased manner and is of greater number, it is often argued that greater weight should be assigned to them. Moreover, from a public policy perspective, the opinions of the public deserve the utmost attention. On the other hand, members of the public are often not well informed about the issue and hence their opinions must also be viewed in that light.
- 4.2.2.2 As for opinions of interested parties, who took the time and effort to gain understanding of the issue before submitting their views, it is often argued that their opinions deserve attention. The data from self-returned questionnaires, written submissions and records of forums/meetings capture the opinions of this group. The collection process is however susceptible to manipulation. Returns of this nature can easily be orchestrated or even created by interested parties. Furthermore, statistical reliability or validity cannot be demonstrated from data collected through such a process.

4.2.2.3 Affected parties are often the most well-informed, and are likely to be impacted most severely by policy. Their opinions are often insightful and supported by facts and figures. Submissions from these organisations and individuals must therefore be given due consideration as well, even though the number of such submissions is relatively small.

4.2.2.4 In short, each type of evidence has its respective strengths and limitations and it would not be appropriate to assign simplistic weights to a particular type of evidence.

4.2.3 How Should Frequency Counts of Views be Interpreted?

4.2.3.1 It must be pointed out that frequency counts from written comments must be interpreted with great caution, as no statistical inferences can be made with this set of data. A high frequency count in favour of or opposing a certain proposal from these sources does not necessarily suggest that a similar situation exists in the general population. To claim that a similar percentage exists in the general population would normally require the convergence of data from other sources.

4.3 EMPHASIS OF THIS CHAPTER

4.3.1 The following sections integrate the findings from the collected written and verbal comments with the preferences indicated in the questionnaires.

4.3.2 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.

4.3.3 Themes with greater number of recorded text units are presented first.

4.4 INTEGRATING FINDINGS FROM ALL SOURCES

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

- 4.4.1 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.
- 4.4.2 The preferences shown in the questionnaire survey show that the great majority of all respondents favour “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 favour “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)

- 4.4.3 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.
- 4.4.4 Other macro issues related to these areas which are outside the management of the WKCD are covered in Theme 10 “Macro Issues”.

Software and Related Issues (4,273 text units)

- 4.4.5 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%).
- 4.4.6 Views emphasise the importance of nurturing local talents, and 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 are also recorded.
- 4.4.7 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.

- 4.4.8 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)

- 4.4.9 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%).
- 4.4.10 There are views suggesting that the WKCD should be a world-class cultural zone; other suggested 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.
- 4.4.11 There are views suggesting that the WKCD should be a test-bed and artistic incubator for the realisation of Hong Kong's long-term and sustainable cultural policy.
- 4.4.12 There are views reflecting a general aspiration that the WKCD should uplift the ability of the community in the appreciation of arts and culture.

Management and Operation (524 text units)

- 4.4.13 9.4% of the text units within this theme are on the management of venues and public open space as well as operational issues.
- 4.4.14 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 charge for certain target groups, for example the elderly, persons with disabilities, young people, students, education bodies, non-government organisations and budding artists, are also suggested.
- 4.4.15 There are views suggesting that opening hours, fees, booking system, and hiring charges of venues should be flexible.
- 4.4.16 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)

- 4.4.17 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.

- 4.4.18 This is in line with results of the preferences indicated in the questionnaire survey. A great majority of all respondents prefer “Exhibiting a Green setting” (80.1%) and “Showcasing Hong Kong’s Unique Local and Traditional Characteristics” (73.0%).

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

- 4.4.19 This theme ranks fourth in terms of the number of text units recorded.
- 4.4.20 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%). Most of the comments are related to specific and technical requirements of the facilities within the arts and cultural venues. Please refer to **Theme 3** of **Chapter 2** for details.
- 4.4.21 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%), “Museums” (56.3%), and “Concert Halls” (54.1%) are the top choices for local respondents (including self-returned questionnaires and interviews with Hong Kong residents)²⁵ while “Museums” (58.8%), “Concert Halls” (52.8%), “Theatres” (51.3%) and “Exhibition Centre (48.8%) are the top choices for visitors to Hong Kong²⁶.
- 4.4.22 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.
- 4.4.23 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”.
- 4.4.24 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

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

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

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”.

- 4.4.25 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)

- 4.4.26 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.
- 4.4.27 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.

Mega Performance Venues (156 text units)

- 4.4.28 For mega performance venue, views are clustered around the following issues: seating capacity and seating arrangement (8.3%), acoustics (7.1%), ancillary facilities (7.1%), overall experience (5.1%), onstage (5.1%), backstage (5.1%), lighting (4.5%), programming (3.9%), hiring/charges (3.2%), filming/recording (3.2%), facilities for persons with disabilities (3.2%), other spatial needs (3.2%), subtitle system (1.9%), orchestra pit (1.3%), artistic direction (0.6%), resident company (0.6%), rehearsal facilities (0.6%), and ICT (0.6%).

Great Theatres (112 text units)

- 4.4.29 For great theatres, views are clustered around the following issues: overall experience (14.3%), backstage (11.6%), seating capacity (10.7%), ancillary facilities (7.1%), programming (6.3%), onstage (5.4%), acoustics (5.4%), orchestra pit (4.5%), facilities for persons with disabilities (4.5%), other spatial needs (4.5%), audience area (2.7%), rehearsal facilities (2.7%), lighting (2.7%), subtitle system

(2.7%), resident company (1.8%), artistic direction (0.9%), sound control console inside audience area (9%), hiring/charges (0.9%), ticketing (0.9%), and ICT (0.9%).

Medium-sized Theatres (53 text units)

4.4.30 For medium-sized theatres, views are clustered around the following issues: seating capacity (26.4%), audience area (7.5%), onstage (7.5%), facilities for persons with disabilities (7.5%), backstage (5.7%), acoustics (5.7%), subtitle system (5.7%), overall experience (3.8%), orchestra pit (3.8%), artistic direction (1.9%), programming (1.9%), resident company (1.9%), rehearsal facilities (1.9%), ancillary facilities (1.9%), and other spatial needs (1.9%).

Blackbox Theatres (47 text units)

4.4.31 For blackbox theatres, views are clustered around the following issues: seating capacity (13.1%), overall experience (8.5%), artistic direction (8.5%), programming (6.4%), facilities for persons with disabilities (6.4%), resident company (2.1%), hiring/charges (2.1%), onstage (2.1%), backstage (2.1%), rehearsal facilities (2.1%), lighting (2.1%), onstage machineries (1 text unit, 2.1%), and ancillary facilities (2.1%).

Concert Hall (163 text units)

4.4.32 For concert hall, views are clustered around the following issues: acoustics (18.4%), overall experience (11.0%), seating capacity (9.2%), backstage (8.6%), resident company (7.4%), rehearsal facilities (4.9%), filming/recording (4.9%), hiring/charges (3.7%), audience area (3.7%), other spatial needs (3.1%), ancillary facilities (2.5%), audience area (1.8%), onstage machineries (1.8%), artistic direction (0.6%), programming (0.6%), ticketing (0.6%), and orchestra pit (0.6%).

Chamber Music Hall (31 text units)

4.4.33 For chamber music hall, views are clustered around the following issues: seating capacity (19.4%), artistic direction (12.9%), acoustics (9.7%), overall experience (6.5%), backstage (6.5%), other spatial needs (6.5%), resident company (3.2%), and audience area (3.2%).

Xiqu Centre (215 text units)

4.4.34 For Xiqu Centre, views are clustered around the following issues: main Xiqu theatres (63.3%), overall experience (8.8%), small Xiqu theatre (8.8%), subtitle system (4.2%), resident company (3.7%), seating capacity (2.8%), hiring/charges

(2.3%), programming (1.4%), education facilities (1.4%) and artistic direction (0.9%).

Outdoor Performance Areas (169 text units)

4.4.35 For outdoor performance areas, views are clustered around the following issues: overall experience (25.4%), programming (7.7%), artistic direction (4.1%), hiring/charges (2.4%), onstage (2.4%), seating capacity (1.8%), acoustics (1.8%), and ancillary facilities (1.8%).

Museum/M+ (311 text units)

4.4.36 Museum/M+ attracted around 6.3% of all text units within this theme.

4.4.37 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)

4.4.38 This category attracted 2.9% of all text units within this theme.

4.4.39 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)

4.4.40 This category attracted 59.2% of all text units within this theme.

4.4.41 For other facilities, views include: general ancillary facilities²⁷ (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 (0.45%), 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%).

Planning Design Principles (4,220 text units)

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

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

Sustainability (997 text units)

4.4.43 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)

4.4.44 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 principles 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)

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

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

4.4.46 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.

4.4.47 A great majority of all respondents (75.2%) in the questionnaire survey choose MTR as the more likely means of transport to the WKCD. The second choice for Hong Kong residents²⁸ is buses (54.0%) while the second choice for visitors to Hong Kong²⁹ is taxis (28.8%).

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

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4.4.48 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)

4.4.49 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)

4.4.50 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)

4.4.51 This theme ranks seventh in terms of the number of text units recorded.

4.4.52 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.

4.4.53 The majority of all respondents who indicate preferences in the questionnaire, including respondents of self-returned questionnaires and face-to-face interviews, favour “Convenience” (66.6%) and “Comfort” (54.8%) as the most important/important attributes for modes of transport within the WKCD, while there are also a sizeable number of respondents indicating “Environmental Friendliness” (45.0%) as an important attribute.

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

4.4.54 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)

4.4.55 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.

4.4.56 Views of the majority of all respondents of the questionnaire survey, including respondents of self-returned questionnaires and face-to-face interviews, favour restaurants/cafes (52.2%). A sizeable number of all respondents of the questionnaire survey favour entertainment facilities (39.4%).

Public Open Space (190 text units)

4.4.57 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.

4.4.58 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, the respondents (both Hong Kong residents [35.4%] and visitors [45.3%]) indicate comparatively lower percentages of favouring public open space among the public and retail-dining-entertainment facilities.

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

4.4.59 Green Areas, Parks, Piazza, Ancillary Facilities, and Promenade constitute 26.3% of all text units within this 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%) and the promenade (2.9%).

4.4.60 Results from the questionnaire survey show that the majority (64.0%) of Hong Kong residents (including respondents of self-returned questionnaire) and visitors to Hong Kong 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)

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

PE Exercise (358 text units)

4.4.62 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)

4.4.63 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)

4.4.64 This theme covers territory-wide policy issues which are outside the management of the WKCDA.

4.4.65 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)

4.4.66 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)

4.4.67 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.

4.5 SOME OBSERVABLE COMMON THREADS

4.5.1 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.

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