

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 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 is committed to undertaking 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 and analysed will be taken into account in the planning and design process of WKCD.

Stage 1

- 1.2.2 Stage 1 PE exercise, conducted from 8 October 2009 to 7 January 2010, gauged the community's aspirations for and expectations on the planning of 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. A report summarising the views received was published in March 2010.
- 1.2.3 Subsequently, three Conceptual Plan Consultants, taking on board the public views received, formulated three Conceptual Plan Options (CPO). The three Conceptual Plan Options are: "City Park" designed by Foster + Partners ("CP"), led by Lord Norman Foster; "Cultural Connect: Key to Sustained Vitality" designed by Rocco Design Architects Limited ("CC"), led by Mr. Rocco Yim; and "Project for a New Dimension" designed by The Office for Metropolitan Architecture ("PND"), led by Mr. Rem Koolhaas.

Stage 2

- 1.2.4 Stage 2 PE exercise was conducted from 20 August to 20 November 2010. During this Stage of the PE exercise (See **Annex 1** for the list of PE events), the WKCDA presented three Conceptual Plan Options to the public. The public and stakeholders (see **Annex 2** for the list of stakeholder groups invited to focus group meetings) were asked to comment on: (1) the extent to which the Conceptual Plan Options have addressed the mainstream comments on planning aspects received in Stage 1 PE exercise; (2) the individual features of each Conceptual Plan Option; and (3) the phasing of Core Arts and Cultural Facilities and the type of additional facilities.
- 1.2.5 A folder, consisting of materials prepared by each of the Conceptual Plan Consultants and a Questionnaire, were distributed to the public in various locations including venues of roving exhibitions, forums and focus group meetings, arts and cultural venues operated by the Leisure and Cultural Services Department (LCSD) throughout Hong Kong, district offices, and public housing estates. Members of the public were able to access the materials and questionnaire online via the WKCDA website.
- 1.2.6 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.
- 1.2.7 PE events include six Roving Exhibitions, one Youth Forum, five Public Forums, 15 Focus Group Meetings/Forums, and six other meetings/forums for the general public as well as various stakeholder groups.
- 1.2.8 Exit Polls were conducted at each of the Roving Exhibition venues during the consultation period.

Stage 3

- 1.2.9 Taking into account the views collected during Stage 2, the WKCDA will select one Option as the foundation for preparing the DP of WKCD. The WKCDA will seek views from the public and stakeholders on the detailed DP in Stage 3 PE.

1.3 THE CONSULTANCY

- 1.3.1 The Consultancy organises, analyses and reports stakeholders and public views on the three Conceptual Plan Options for WKCD and related issues. This report covers the views collected during Stage 2 PE.

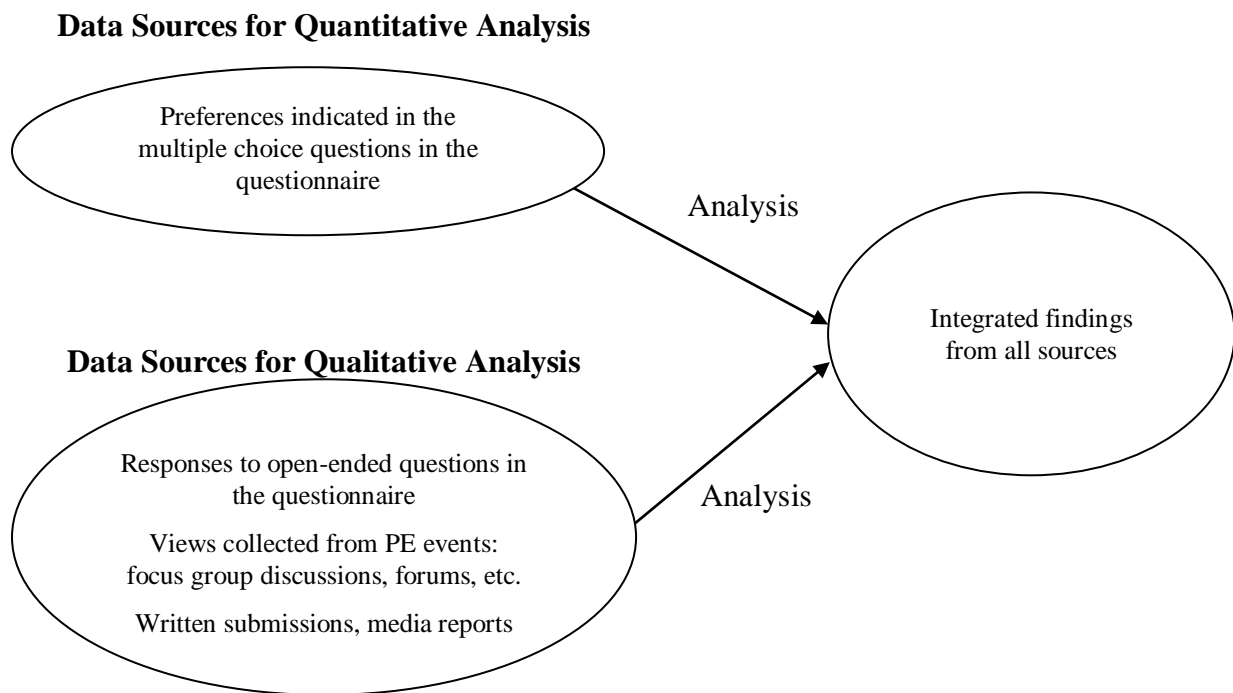
1.3.2 In this stage, the Consultancy can be divided into two major parts:

Part 1: Analysis of data from the responses to the multiple choice questions of the questionnaires received during the PE period, including those from self-returned questionnaires as well as those from the Exit Polls conducted at the Roving Exhibition venues.

Part 2: Analysis of relevant meeting records, media reports, written submissions and responses to the open-ended questions of the questionnaire.

1.3.3 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



1.4 THE CONSULTANCY TEAM AND MODUS OPERANDI

1.4.1 The WKCDA commissioned the Public Policy Research Institute (PPRI) of the Hong Kong Polytechnic University as the PE Analysis and Reporting Consultant (the Consultant) for all three Stages of the PE.

1.4.2 The Consultancy Team is led by Professor Peter Yuen, Principal Investigator of PPRI. Other members for the Stage 2 consultancy include Professor Lee Ngok, Professor Ruth Bereson, Professor Edwin Chan, Professor Eric Ngai, Dr. Anthony Lok, Dr. Florence Ho, Dr. Artie Ng, Dr. Vincent Law, Dr. King Chong, Dr. Jason

Chan, Dr. Stephanie Lee, Mr. Ben Ye, Miss Vivienne Zhang, Miss Betty Chan, Mr. Roy Leung, Miss Mandy Wong, and Miss Jessica Ng.

- 1.4.3 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 submits it to the WKCDA.