

## CHAPTER 4: ANALYSIS OF KEY ISSUES AND CONCLUSIONS

### 4.1 OVERVIEW

4.1.1 This chapter integrates the findings from the previous chapters. Some methodological considerations are also discussed.

### 4.2 METHODOLOGICAL CONSIDERATIONS

4.2.1 This Consultancy seeks to assess, summarise, and compare the views obtained from (1) the Self-returned Questionnaire Survey, (2) the Exit Poll and (3) written comments from the Questionnaire Surveys, records of relevant meetings and forums, media reports and written submissions. This chapter first describes how the results from different studies are to be viewed. The issue of the weighting of different types of evidence is also discussed.

#### **Different Types of Evidence**

##### **Self-returned Questionnaires, Written Submissions, Meeting Records**

4.2.2 The opinions of stakeholders and interested citizens, who took the time and effort to gain understanding on the issue and the trouble to submit their views, deserve special attention. The evidence from the Self-returned Questionnaire Survey, records of relevant meetings and forums, media reports and written submissions captured the opinions of these groups. The collection process, however, is susceptible to manipulations. Furthermore, statistical reliability or validity cannot be demonstrated from data collected through such a process.

4.2.3 Professional bodies and relevant organisations are often the most well-informed. 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. Nevertheless, it would be inappropriate to arbitrarily assign more or less weight to a particular piece of submission on the basis of the background of the author.

##### **Exit Poll**

4.2.4 The Exit Poll selected over 2,000 respondents on a randomised basis, and all of the respondents have the benefit of seeing the exhibition materials right before answering the questions. The time and date of Exit Poll were not announced in advance, and hence, it would be difficult for interested parties to manipulate the exercise. It is, therefore, reasonable to give greater weighting to the results of Exit Polls.

### **Flagged Cases**

- 4.2.5 As pointed out earlier, around 629 self-returned questionnaires received were flagged and deemed to be questionable. Statistical tests conducted subsequently reveal that there is significant difference in all of the answers between these flagged cases and the non-flagged cases. However, the rank order of the Options is the same for 9 questions out of a total of 13 questions.
- 4.2.6 In the event of discrepancies of results amongst the data sets, it would be reasonable to give greater weighting to results of the Exit Poll.
- 4.2.7 The inclusion of flagged cases does not change the results in any significant manner for the distribution of the qualitative data.

### **Frequency Count of Text Units**

- 4.2.8 It must be pointed out that, unlike the Exit Poll in which a large number of the subjects was selected in a randomised manner, frequency counts of text units from qualitative data must be interpreted with great caution, as no statistical inferences can be made with this evidence. A high frequency count of a particular view in favour or against a certain Option from the qualitative data sources does not necessarily suggest that a similar distribution of view exists in the general population. To claim that a similar distribution exists in the general population on the basis of this type of evidence would normally require the convergence of other pieces of evidence.

### **Highlights**

- 4.2.9 This chapter highlights the following:
- High average score from the Exit Poll and Self-returned Questionnaire Survey responses. In the event of discrepancies between the results from the Exit Poll and the Self-returned Questionnaire Survey, the results from the Exit Poll will be highlighted;
  - High frequency count in terms of number of positive comments from the qualitative data. Frequency count in terms of negative comments will normally not be highlighted except for cases which clearly contradict the findings from the survey and the positive comment counts.
- 4.2.10 This study seeks to triangulate using different sources of evidence wherever possible.

## Issues Most Widely Discussed

- 4.2.11 The distribution of comments from the qualitative data shows the different levels of interests on relevant issues expressed by the public. It would be reasonable to attach higher weighting to issues that are of greater interest to the public.
- 4.2.12 Qualitative analysis of text data indicates that the “Overall Design” theme is most widely discussed, with a total of over 6,886 text units of comments (25.2% of total), followed by the “Most Preferred Features” theme, and the “Essential Features” theme with over 6,791 text units (24.9% of total) and 4,697 text units of comments (17.2% of total) respectively. In contrast, the “Accessibility”, “Phasing Arrangement for Core Arts and Cultural Facilities”, “Addressing Issues raised in Stage 1 PE”, “Other Arts and Cultural Facilities and Education-related Facilities”, and “Connectivity” themes received 695 (2.5% of total) to 2,527 text units of comments (9.3% of total).
- 4.2.13 Categories receiving over 1,000 text units of comments include:

<u>Category Code</u>	<u>Category</u>	<u>Number of Text Units</u>	<u>Percentage of Total Number of Text Units</u>
6.1	Most Preferred Particular Features - “City Park”	2,177	8.0%
6.2	Most Preferred Particular Features - “Cultural Connect: Key to Sustained Vitality”	2,059	7.5%
2.1	Overall Design - “City Park”	2,025	7.4%
6.3	Most Preferred Particular Features - “Project for a New Dimension”	2,021	7.4%
2.3	Overall Design - “Project for a New Dimension”	1,945	7.1%
2.2	Overall Design - “Cultural Connect: Key to Sustained Vitality”	1,666	6.1%
3.2	Core Arts & Cultural Facilities - “Cultural Connect: Key to Sustained Vitality”	1,289	4.7%
3.4	Hotel, Office and Residential Facilities	1,273	4.7%
2.4	Other Views on Overall Design and Other Aspects of Conceptual Plan Options	1,250	4.6%
3.1	Essential Features - Open Space	1,116	4.1%

## 4.3 THE THREE CONCEPTUAL PLAN OPTIONS

### Addressing the Main Concerns from the Public Engagement Exercise Phase 1

- 4.3.1 **Exhibiting a Green Setting:** The rank order of the average score for the three Options is: CP, CC, PND<sup>11</sup> from all quantitative data sets. The average score for the three Options in descending order is: CP [4.23], CC [3.66], PND [3.26] from the Exit Poll. This is corroborated by the highest frequency counts of positive comments from the qualitative data for CP (103) (CC-32, PND-20). Frequency counts of their respective negative comments are: CP-48, CC-37, PND-36. Preferred features of CP include ample trees and ample public open space.
- 4.3.2 **Environmental Friendliness:** The rank order of the average score for the three Options is: CP, CC, PND from all quantitative data sets. The average score for the three Options in descending order is: CP[3.99], CC [3.59], PND [3.22] from the Exit Poll. This is corroborated by the highest frequency counts of positive comments from the qualitative data for CP (56) (CC-20, PND-5). Frequency counts of their respective negative comments are: CP-13, CC-8, PND-18. Preferred features of CP include good ventilation of the design, underground roads, and the automated people mover.
- 4.3.3 **Showcasing Hong Kong’s Unique Local and Traditional Characteristics:** The rank order of the average score for the three Options is: PND, CC, CP from all quantitative data sets. The average score for the three Options in descending order is: PND [3.78], CC [3.61], CP [2.87] from the Exit Poll. This is corroborated by the highest frequency counts of positive comments from the qualitative data for PND (76) (CC-37, CP-3). Frequency counts of their respective negative comments are: PND-17, CC-7, CP-23. Preferred features of PND include the down-to-earth, local and Chinese flavour design.
- 4.3.4 **Experiencing a Relaxing Atmosphere:** The rank order of the average score for the three Options is: CP, CC, PND from all quantitative data sets. The average score for the three Options in descending order is: CP [4.03], CC [3.74], PND [3.47] from the Exit Poll. This is corroborated by the relatively high frequency counts of positive comments from the qualitative data for CP (14) (CC-7, PND-5) even though the counts are low and close to each other. Frequency counts of their respective negative comments are: CP-1, CC-6, PND-4. Preferred features of CP include relaxing and comfortable feel of the design.

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11. “CP” stands for “City Park”, “CC” stands for “Cultural Connect: Key to Sustained Vitality”, and “PND” stands for “Project for a New Dimension”.

- 4.3.5 **Providing Public Open Space:** The rank order of the average score for the three Options is: CP, CC, PND from all quantitative data sets. The average score for the three Options in descending order is: CP [4.02], CC [3.85], PND [3.68] from the Exit Poll. The order is the same for the two questions on public open space. The number of positive comments from the qualitative data for CP, CC, and PND is close (CP-10, CC-15, PND-5). Frequency counts of their respective negative comments are: CP-4 CC-4, PND-7. Preferred features of CP include the spaciousness, facilitating outdoor cultural activities and providing a downtown place for relaxation. For CC, they include the harbour feature and the orderly arrangement of the open space.
- 4.3.6 **Connectivity with the Neighbouring Districts:** There is no convergence of results for the question on connectivity with the neighbouring districts. The average score for the three Options in descending order is: PND [3.76], CC [3.75], CP [3.53] from the Exit Poll. The rank order for the Self-returned Questionnaire Survey is CP [3.64], PND [3.60], CC [3.54]. If the flagged cases are excluded, the ranking is PND [3.73], CC [3.66], CP [3.58]. The number of positive comments from the qualitative data set is low for all three Options (CC-7, CP-3, PND-1). Frequency counts of their respective negative comments are: CC-6, CP-6, PND-3. There is no convergence of data. The results should be regarded as inconclusive.
- 4.3.7 **Catering the Needs of Different Users:** The rank order of the average score for the three Options is different from the different quantitative data sets. The Exit Poll shows that CC is the preferred Option [CC-3.72, PND-3.68, CP-3.51]. The Self-returned Questionnaire Survey shows that CP is the preferred Option [CP-3.61, PND-3.51, CC-3.47]. If the flagged cases are excluded, PND is the preferred Option [PND-3.67, CC-3.60, CP-3.57]. The number of positive comments from the qualitative data is low for all three Options (PND-11, CP-4, CC-1). Frequency counts of their respective negative comments are: PND-2, CP-3, CC-1. There is no convergence of data. The results are inconclusive.

#### **Degree of Liking for the Essential Features**

- 4.3.8 **Providing Public Open Space:** The rank order of the average score for the three Options is: CP, CC, PND from all quantitative data sets. The average score for the three Options in descending order is: CP [3.87], CC [3.77], PND [3.50] from the Exit Poll. The order is the same for the similar questions on addressing public concerns regarding public open space. The number of positive comments from the qualitative data for CC and CP is close (CC-126, CP-122) and much higher than that for PND (61). Frequency counts of their respective negative comments are:

CC-72, CP-77, PND-64. Preferred features of CP include spaciousness, facilitating outdoor cultural activities and providing a downtown place for relaxation. For CC, they include the harbour feature and the orderly arrangement of the open space.

- 4.3.9 **Core Arts and Cultural Facilities:** The rank order of the average score for the three Options is different from the different quantitative data sets. The Exit Poll shows that CC is the preferred Option [CC-3.79, PND-3.74, CP-3.55], while the Self-returned Questionnaire Survey shows CP as the preferred Option [CP-3.70, PND-3.60, CC-3.53]. If the flagged cases are excluded, PND is the preferred Option [PND-3.72, CP-3.63, CC-3.62]. The qualitative data set indicates that PND received the most number of positive comments (173), followed by CC (135), and CP (76). Frequency counts of their respective negative comments are: PND-123, CC-106, CP-125. Preferred features of CC include its integration with public space, the local character, and the location of the Xiqu Centre. Preferred features of PND include its overall layout or design, M+, Premiere Theatre, and Black Box Theatre.
- 4.3.10 **Retail, Dining and Entertainment Facilities:** No significant difference is observed in terms of preferences from the Exit Poll [CC-3.63, PND-3.62, CP-3.60]. The average score in descending order from Self-returned Questionnaire Survey is CP [3.74], PND [3.49], CC [3.42]. If the flagged cases are excluded, the rank order is CP [3.69], PND [3.62], CC [3.52]. The number of positive comments for the three Options from the qualitative data set is relatively small and tends to be more or less evenly distributed (PND-57, CP-51, CC-35). Frequency counts of their respective negative comments are: PND-63, CP-45, CC-32.
- 4.3.11 **Hotel, Office and Residential Facilities:** The rank order of the average score for the three Options is: CP, CC, PND from the two quantitative data sets (if the flagged cases are excluded, the order is CP, PND, CC). The average score for the three Options in descending order is: CP [3.59], CC [3.55], PND [3.33] from the Exit Poll. CP has the highest frequency count (107) in terms of positive comments in the qualitative data set, followed by CC (69) and PND (31). Frequency counts of their respective negative comments are: CP-70, CC-100, PND-101. Preferred features for the CP Option include the small scale and concentrated development of the Hotel, Office and Residential Facilities.
- 4.3.12 **Connectivity<sup>12</sup>:** The rank order of the average score for the three Options is

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12. Question item Q1(f) "Connectivity with the Neighbouring Districts" of the questionnaire asks the respondents to indicate whether the concerned Conceptual Plan Option has addressed the connectivity issue raised on the planning of WKCD received in Stage 1 PE exercise. Question item Q2(B) "Connectivity" asks the respondents to indicate their degree of liking of the concerned Conceptual Plan Option on integration with neighbouring areas and relationship with Victoria Harbour.

different from the two quantitative data sets. The average score in descending order from Exit Poll is CC [3.76], CP [3.69], PND [3.67]. The average score in descending order from Self-returned Questionnaire Survey is CP [3.77], PND [3.53], CC [3.51] (if the flagged cases are excluded, the order remains unchanged). In terms of positive comments from the qualitative data set, CC has the highest number (105), followed by PND (97) and CP (58). Frequency counts of their respective negative comments are: CC-30, PND-57, CP-49. Positive views on CC highlight its connectivity with nature, the harbour and neighbouring districts and the alignment of view axis in different street orientations.

4.3.13 **Accessibility:** The rank order of average score for the three Options is: CP, PND, CC from all quantitative data sets. The average score for the three Options in descending order is: CP [3.89], PND [3.75], CC [3.74] from the Exit Poll. In terms of positive comments, the number for CP (209) is only marginally higher than that for PND (207) and much higher than that of CC (163). However, CP has much lower count of negative comments (76) when compared to that for PND (131) but higher than CC (54). Preferred features of CP include the underground roads, the rail system, the multi-entry concept, the broad reception area, and the separation of roads and car parks from footpaths.

4.3.14 The above results are summarized in the following table:

	Question	Self-Returned (Including Flagged Cases)	Self-Returned (Excluding Flagged Cases)	Exit Poll
<b>Q.1 – Addressing the Main Concerns from Stage 1 PE Exercise</b>				
(a)	Green Setting	CP[4.30], CC[3.48], PND[3.27]	CP[4.28], CC[3.49], PND[3.33]	CP[4.23], CC[3.66], PND[3.26]
(b)	Environmental Friendliness	CP[4.01], CC[3.45], PND[3.20]	CP[3.98], CC[3.50], PND[3.28]	CP[3.99], CC[3.59], PND[3.22]
(c)	Hong Kong’s Uniqueness	PND[3.62], CC[3.40], CP[3.14]	PND[3.76], CC[3.47], CP[3.01]	PND[3.78], CC[3.61], CP[2.87]
(d)	Relax Atmosphere	CP[4.04], CC[3.47], PND[3.37]	CP[4.02], CC[3.56], PND[3.48]	CP[4.03], CC[3.74], PND[3.47]
(e)	Public Open Space	CP[4.03], CC[3.57], PND[3.55]	CP[4.01], CC[3.71], PND[3.68]	CP[4.02], CC[3.85], PND[3.68]
(f)	Connectivity with Neighbouring Districts *	CP[3.64], PND[3.60], CC[3.54]	PND[3.73], CC[3.66], CP[3.58]	PND[3.76], CC[3.75], CP[3.53]
(g)	Needs of Different Users *	CP[3.61], PND[3.51], CC[3.47]	PND[3.67], CC[3.60], CP[3.57]	CC[3.72], PND[3.68], CP[3.51]
<b>Q.2a – Degree of Liking for Essential Features</b>				
(i)	Open Space	CP[3.88], CC[3.49], PND[3.44]	CP[3.84], CC[3.57], PND[3.54]	CP[3.87], CC[3.77], PND[3.50]
(ii)	Core Arts and Cultural Facilities *	CP[3.70], PND[3.60], CC[3.53]	PND[3.72], CP[3.63], CC[3.62]	CC[3.79], PND[3.74], CP[3.55]
(iii)	Retail-dining-and- entertainment Facilities *	CP[3.74], PND[3.49], CC[3.42]	CP[3.69], PND[3.62], CC[3.52]	No significant difference
(iv)	Hotel, Office, and Residential Facilities *	CP[3.71], CC[3.55], PND[3.37]	CP[3.66], PND[3.48], CC[3.45]	CP[3.59], CC[3.55], PND[3.33]
<b>Q.2b</b>				
	Connectivity *	CP[3.77], PND[3.53], CC[3.51]	CP[3.72], PND[3.65], CC[3.61]	CC[3.76], CP[3.69], PND[3.67]
<b>Q.2c</b>				
	Accessibility	CP[3.93], PND[3.60], CC[3.55]	CP[3.90], PND[3.72], CC[3.64]	CP[3.89], PND[3.75], CC[3.74]

\* Rank order is not the same for the 3 data sets. Figure inside [ ] indicate the average score for the respective CPO.

## Phasing Arrangements

- 4.3.15 **The Phasing of the Core Arts and Cultural Facilities:** There is general support for Phase 1 and Phase 2 arrangements. Positive comments outnumber negative comments by a large margin (Phase 1 Positive Views-188; Negative Views-11; Phase 2 Positive Views-160, Negative Views-28).

## Other Arts and Cultural and Education-related Facilities

- 4.3.16 **Other Arts, Cultural and Education-related Facilities:** The scores, from the Exit Poll and the Self-returned survey, are high for almost all of the other proposed arts, cultural and education-related facilities. This is corroborated by the mostly positive comments from the qualitative data set, even though the frequency count is low. Facilities receiving the top average scores from the Exit Poll include: School for Arts and Creative Industries (PND) [4.00], Community Art College (CC) [3.98], Film Centre (CC) [3.98], Knowledge Centre (CP) [3.97], Performing Arts Factory (PND) [3.96], and Art Organisation Workspace/International Cultural Establishment (CC) [3.96].

## Other Views

- 4.3.17 **Overall Design:** CP received the highest number of positive comments (822), followed by PND (733), and CC (724). Frequency counts of their respective negative comments are: CP-706, PND-754, CC-549. Favourable comments on CP include the strong green environment, open space with a metropolitan feel, as exemplified by the Park and waterfront promenade.
- 4.3.18 **Most Preferred Features:** The green setting of CP is mentioned most (772) as the most preferred feature, followed by the accessibility provision of PND (750), and the physical provisions of CC (605), such as Harbour Pool, the Art Pontoons, the Suspension Bridge, etc.
- 4.3.19 **Other Suggested Facilities:** Facilities suggested by members of the public include literature museum (80), facilities for films (34), libraries (17), sports facilities (8), Chinese traditional culture museum (7), martial arts facilities (6), facilities for youth/elderly (4), collective memories area (3), acrobatics-magic-circus facilities (3), amusement facilities (3), etc.
- 4.3.20 **Other Issues:** Other issues raised receiving high number of comments include: arts and cultural programmes (315), design principles (309), WKCDA's management and operations issues (266), the strategic positioning of WKCD (224), and Hong Kong's cultural policy (182).



## **4.4 CONCLUSIONS**

4.4.1 The above results suggest that all of the CPOs, in general, received a high degree of support from respondents for almost all of the attributes. The three CPOs recorded an average score of over 3.0 out of 5.0 for almost all of the multiple choice questions in the questionnaire. As for the qualitative data, the distribution of positive and negative comments tends to be close for the three CPOs on many issues. For some issues, there are no clear indications of respondents' preferences. Given the above, the preferred Option for each attribute indicated in the following paragraphs often leads the other two by only a small margin in the average score. Nevertheless, the apparent small margin, in terms of the average score, for most of the questions, is statistically significant.

### **Addressing the Main Concerns from Stage 1 Public Engagement Exercise**

- 4.4.2 "City Park" is the preferred Option in terms of addressing public concerns regarding Exhibiting a Green Setting, Environmental Friendliness, Experiencing a Relaxing Atmosphere and Providing Public Open Space as well.
- 4.4.3 "Project for a New Dimension" is the preferred Option in terms of showcasing Hong Kong's Unique Local and Traditional Characteristics.
- 4.4.4 There is no clear indication as to which Option best addresses the public concerns regarding Connectivity with the Neighbourhood Districts and Catering the Needs of Different Users.

### **Degree of Liking for the Essential Features**

- 4.4.5 While "City Park" has the highest level of support in terms of its design for Providing Public Open Space, support for "Cultural Connect: Key to Sustained Vitality"'s design for this feature is considerable.
- 4.4.6 While "Cultural Connect: Key to Sustained Vitality" has the highest level of support for its proposal as indicated by the Exit Poll for the Core Arts and Cultural Facilities, the proposals from "Project for a New Dimension" and "City Park" also have considerable support.
- 4.4.7 For Retail, Dining and Entertainment Facilities, no single Option receives significantly more support than the other two.
- 4.4.8 For Hotel, Office and Residential Facilities, "City Park" is the preferred option.

4.4.9 There is no clear indication as to which Option is most preferred regarding Connectivity. “Cultural Connect: Key to Sustained Vitality” appears to have marginally more support.

4.4.10 “City Park” is the preferred Option in terms of Accessibility.

### **Phasing Arrangements**

4.4.11 There is general support for the proposed phasing arrangements.

### **Other Arts, Cultural and Education-related Facilities**

4.4.12 Most of the suggested Other Arts, Cultural and Education-related Facilities receive favourable support.

### **Other Views**

4.4.13 The public engagement exercise, talent nurturing and audience building programmes, WKCD’s overall design principles, as well as WKCDA’s management and operations issues remain top concerns of the public.

- END OF REPORT -