

West Kowloon Cultural District Temporary Site



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1. Background

- Before the main construction works commence for the West Kowloon Cultural District (WKCD) project, the West Kowloon Cultural District Authority (WKCDA) takes the opportunity to use the headland area including the waterfront promenade for organizing temporary events. The overall objectives of the temporary uses include:
 - provide opportunities for outdoor and/or indoor events;
 - raise public awareness of the future uses of the site;
 - bring people to WKCD so that they will get familiar with access to the site and reinforce the message that WKCD is developed for all the people of Hong Kong with different backgrounds and interests;
 - act as incubators for developing and nurturing talents in performing arts and visual culture, plus associated venue management and other ancillary professional /technical skills;
 - pilot the integration of software building with hardware development in response to public expectation; and
 - provide the WKCDA with a foretaste of running a site with mixed commercial and cultural activities, and balance the two to achieve a financially sustainable and viable operation for WKCD.

2. Location of the temporary site



- The temporary site is located at the headland to the west of the WKCD. The waterfront portion to its south enjoys a magnificent view of the Victoria Harbour.
- The temporary site can be used in whole or part having regard to the needs of the potential events/activities.

- Site availability is subject to the WKCDA's schedule of works and events to be undertaken on the site. Please find the map of the headland area at this [link](#).
- The following areas can be used for events (subject to change):
 - Temporary Event Zone A (about 30 000 sqm);
 - Temporary Event Zone B (about 20 000 sqm);
 - Temporary Event Zone C (about 8 000 sqm);
 - West Kowloon Waterfront Promenade – Section 1 (about 9 000 sqm);and
 - West Kowloon Waterfront Promenade – Section 2 (about 16 000 sqm).
- The Waterfront Promenade is normally open to the public except during works or events. For details please refer to this [link](#).

3. Events to be held on the temporary site

- The following types of events can be considered:
 - Arts and culture-related events, including arts promotion/education events;
 - Exhibitions;
 - Entertainment events;
 - Community events; and
 - Commercial events.
- Provision of food and beverages and retail uses ancillary to an event are also permitted.
- To achieve the objectives set forth for the temporary use initiatives, WKCDA has absolute discretion in determining the suitability of events/activities and the appropriate location for such activities. General criteria include nature of the event, credibility and track record of organizers, site availability and feasibility, etc. Impact of the event on the public and on the WKCDA brand will also be taken into consideration.
- In general, WKCDA's own programmes and partnership projects always have priority over external events. Arts and culture-related events will also have priority over other types of activities.

Points to note:

- The site is currently a bare vacant site. Event organizers shall make their own necessary arrangements for structures and fittings, electricity and water supplies, portable washrooms etc.
- Organisers are responsible for obtaining all relevant licences (e.g. Temporary Places of Public Entertainment Licence), permits and approvals from government authorities wherever required. Community stakeholders should be consulted through the Yau Tsim Mong District Office for major public events.
- The rental/licence fee is determined on a case-by-case basis depending on the event nature, size, duration, users, seasonal factors, etc.

4. Eligibility

- Both profit-making bodies and non-profit making bodies (as listed below) can apply for use of the temporary site for their events:
 - registered under the Societies Ordinance;
 - incorporated under the Companies Ordinance;
 - formed by Statute;
 - registered on the list of approved charitable institutions or trusts of a public character;
 - schools;
 - district organizations; and
 - government departments, etc.
- Given the complexity of organizing an outdoor event and site conditions, WKCDA attaches importance to the credibility and track record of an applicant. The applicant should demonstrate its capability and experience at managing events particularly outdoor ones. Otherwise, it should engage a professional event management/production company that has proven experience in organizing outdoor events in Hong Kong.

5. Application procedures

- Interested parties can provide a brief proposal of its proposed event, outlining the following:
 - Event name and objectives;
 - Organizer(s) and background;
 - Main activities;
 - Ancillary activities (Provision of food and beverages, as well as sales activities, should be specified);
 - Event date(s);
 - Rental period (including setup, rehearsal and dismantling);
 - Area required;
 - Expected attendance (please specify if it is a public/closed/private event);
 - Ticket prices/admission fees (if applicable); and
 - Setup plan/layout (if any).
- The temporary site is not meant to be open for random applications. Applications for hiring venues are not granted on a first-come-first-served basis.
- WKCDA does not give explanations as to why an application may have been refused and is not bound to approve any application. WKCDA reserves the right to accept those applications which in its sole opinion best serve the interests of the WKCDA.

6. Contact details

- For enquiries, please send email to info@wkcdahk.com or call 2200-0200.