

A Public Participatory Programme on Enhancement of Central Ferry Piers and its Adjoining Areas

海港計劃檢討小組委員會
Sub-committee on Harbour Plan Review

共建維港委員會
Harbour-front Enhancement
Committee



The Objective and Approach

- Objective: to solicit public views and visions on the enhancement of the Central Ferry Piers and adjoining areas
- Approach: to commission a consultant to carry out a comprehensive public participatory programme and prepare a Design Brief for submission to the Government



The Study Area



The Task Group

- A Task Group was set up under Sub-Committee on Harbour Plan Review to oversee the programme



Membership

- Members was selected to provide a broad band of local and technical knowledge for input to the programme. The Task Group Members include representatives from:
 - HEC
 - District Council
 - Bureau / Government department



The Consultant

- A consultant was engaged to carry out the 32 weeks Public Participatory Programme
- The programme included various modes of engagement with stakeholders and the general public



The Programme

The public Participatory Programme known as **Central Harbourfront and Me (CHarM)** comprised the following main public activities:

- Brainstorming Session – half day session
- Public Survey and interview
- Workshop – half session
- Exhibition
- Public Forum – half day



Brainstorming Session



Brainstorming Session

Objective:

- To identify major issues and concerns and identify core parameters of enhancement for the Study Area

Participant:

- Stakeholders, local community, representatives from professional bodies, organisations and Government Departments
- No. of Participants: 70
- No. of organisation represented: 24

Random Survey

Objective:

- to collect public opinion on the core parameters identified in Brainstorming Session

Participants:

- General public
- No. of survey completed over 650



Interviews

Objective:

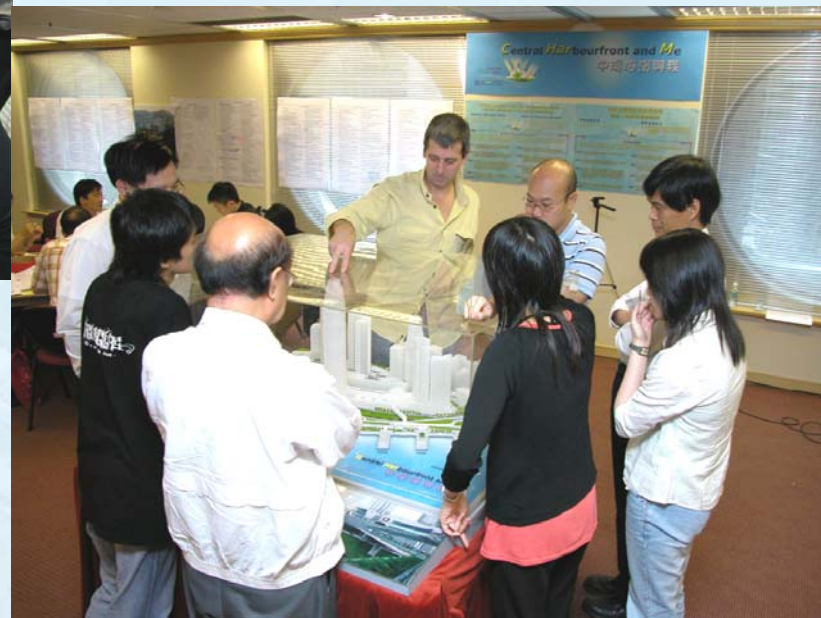
- to collect in-depth comments and suggestions on core parameters of enhancement of the Study Area

Participants:

- professional institutes / academic / business sector / harbour-front-related organisation / community leaders etc
- Interviews completed : 44



Workshop



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Workshop

Objectives:

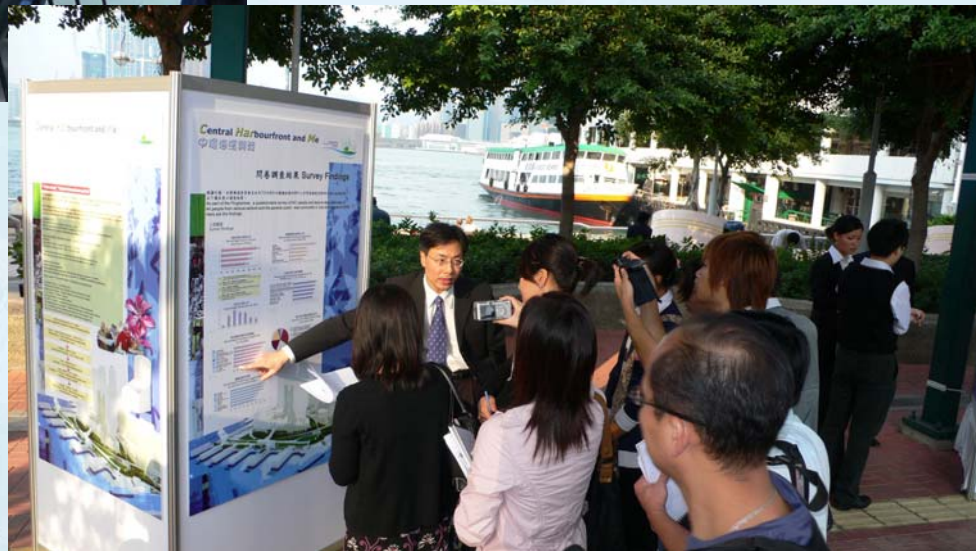
- to further develop the core parameters of enhancement based on the findings from the survey and interviews

Participants:

- Stakeholders, local community, representatives from professional bodies, organisation and Government Departments,
- No. of participants: 70
- No of organisations represented: 24



Press Briefing



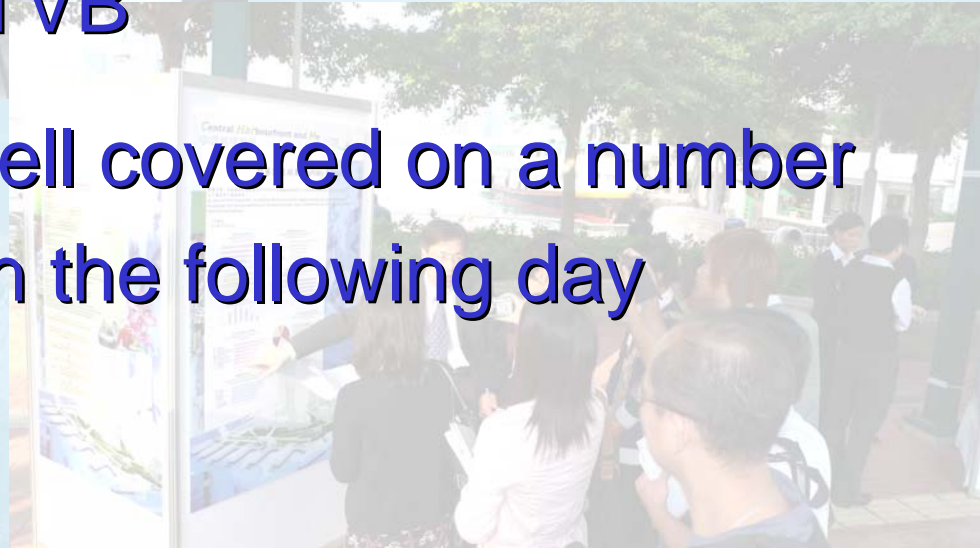
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Press Briefing

- A press briefing was held to launch the exhibition and publicize the public forum
- The press briefing was attended by 11 media including TVB
- The event was well covered on a number of newspapers on the following day



Exhibition



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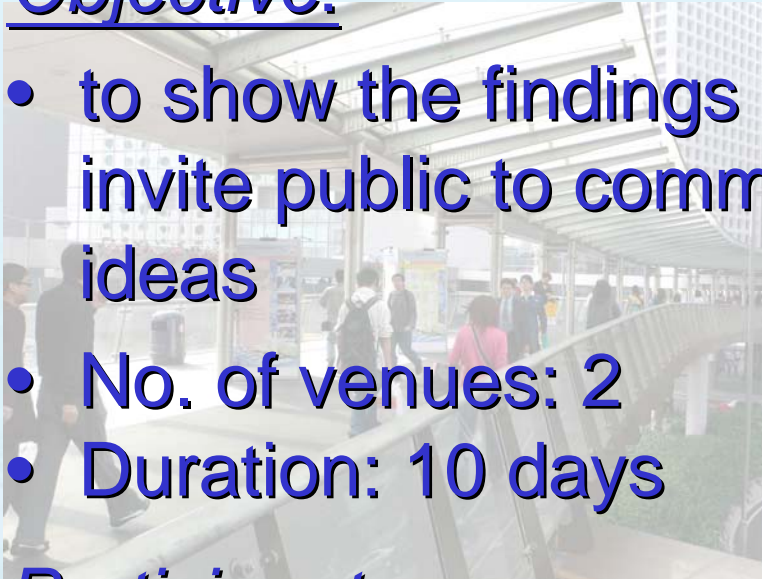
Exhibition

Objective:

- to show the findings of the programme and invite public to comment on the enhancement ideas
- No. of venues: 2
- Duration: 10 days

Participant:

- General Public
- No. of visitors to the exhibition : 2000
- No. of completed questionnaires: 131



Public Forum



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Public Forum

Objective:

- to provide a platform for direct dialogue with the stakeholders and the general public

Participants:

- general public / stakeholders and representatives from various organisations
- No. of Participants: 70



Briefings

- Town Planning Board
- Central & Western District Council
- Islands District Council



Materials & Tools

- Exhibition Panels
- Posters/Pamphlets
- Questionnaire
- Physical Model
- Video for Press briefing
- Video for Public Forum
- Digital animation



Evaluation of the Programme

The five events of the programme focused mainly on soliciting public views on the enhancement of the Central Ferry Pier

The programme aimed to solicit views, not formulate concept schemes for implementation



Conclusion

- The public participatory process should form part of a planning study or design study, rather than an isolated exercise, such that the public views and visions collected can be served as a key input to the studies throughout the study process in an iterative manner with a view to formulating development proposal for implementation



The End

