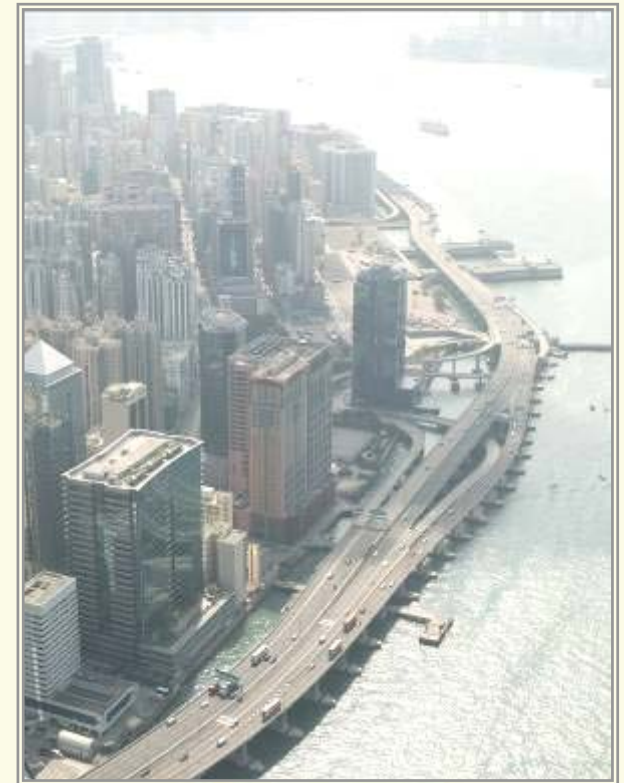




HBF Background

- HBF formed June 2005
- Over 120 members that come from a wide range of industries including professional institutions and service organisations.



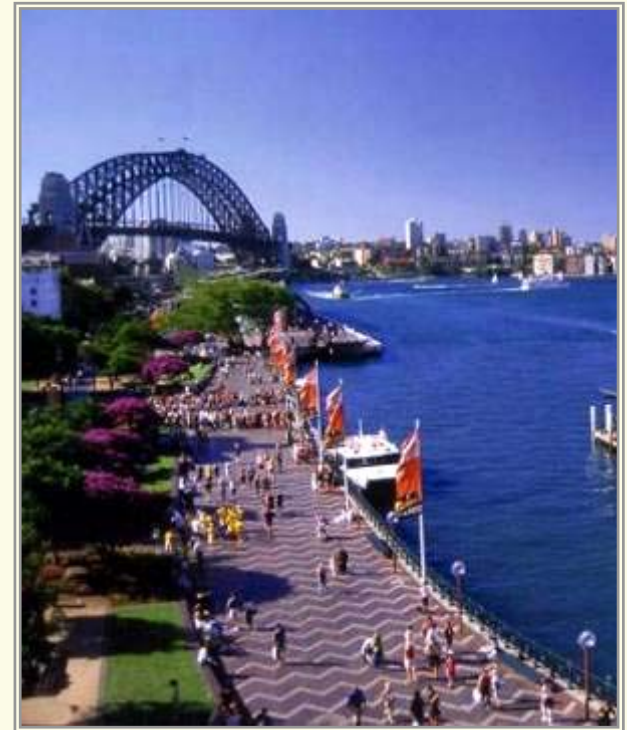
HBF Focus and Concerns:

- Long-term vision.
- Consistent and transparent framework.
- Coordination across Government departments
- Resolving conflict
- Engage business in the debate
- Creating a high quality, value-adding water-front



HBF research

- Harbour Audit
- International Best Practice and Institutional Arrangement study
- Value of the Harbour study
- HBF Vision and Guidelines report
- **Public Opinion Survey**
- **Central Review**



HBF activities

- International speakers luncheons
- Lunch Roundtables with HKGCC
- “My Harbour” public design competition
- “Creating valuable cities” conference
- Engagement with government and stakeholders



Accessibility?



Integrated planning?



Public Enjoyment?



Vibrancy?



Identity?



Public Opinion Survey

- Explore current usage behaviour of the Harbour
- Gauge current perceptions of the Harbour
- Understand public perception on level of reclamation, construction/ maintenance activities
- Explore the ideal future of the Harbour
- Understand the awareness of various Harbour-related development projects
- Determine the public's current and future involvement in these projects

Research Parameters

Sample Size

1039 telephone interviews
60% response rate

Fieldwork Period

12 December 2005 to
23 January 2006

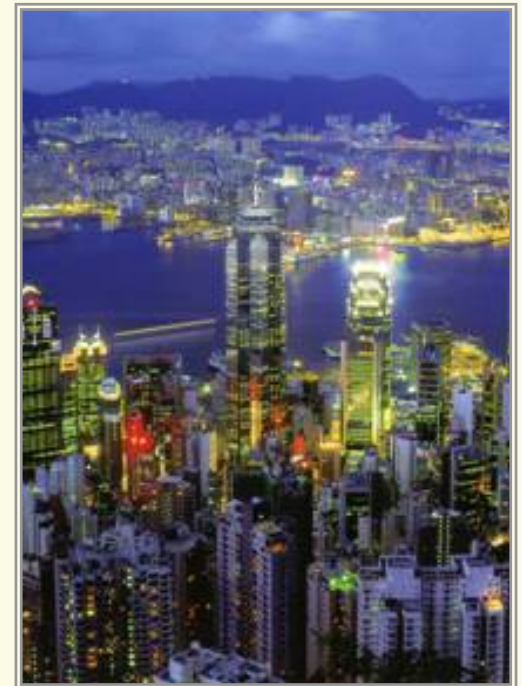
Undertaken by AC Nielsen



Current Perceptions

Significant in the eyes of the public ...

- beautiful scenery – a sign of vibrancy of Hong Kong
- variety of ships and buildings – Harbour is dynamic and lively
- Hong Kong people's past memories



Current Perceptions

Less than half of the Hong Kong people view the Harbour as 'very good/good' (46%)

- negative impressions as a result of reclamation
- air quality, water quality and width of the Harbour also receive poor perception ratings
- Respondents are less 'satisfied' with the level of greening along the harbour and believe all forms of development along the harbour-front should give way to more public use



Current Perceptions

- Those aged 55+ are more nostalgic about the Harbour in the past, and hence, more disappointed with the consequences of reclamation
- Younger adults are more concerned with the pollution
- Almost all of Hong Kong people do not think current usage of reclaimed land is benefiting Hong Kong.
- Over half think that the current construction and maintenance is too frequent.



Current Perceptions

"It's an old friend from childhood. It's calm and reassuring simply being there."

Retiree

"It is not just a backdrop.... It reminds me of the hard work we have to put in to be successful. It's like a beacon."

Older White Collar

"Victoria Harbour is my closest friend; he knows all my deepest secrets and he supports me during hard times.... He knows me better than my parents."

Teen

"A place where I can be myself, relax and be with my friends.... You have the time and space all to yourselves. No pressure."

Teen

"I want my kids to witness and experience the changes of Hong Kong via the Harbour not just from text book."

Older White Collar

Perception of The Harbour in the Future

Ideal Future of the Harbour – More of What Matters

Hong Kong people want more **green areas and open space**, more **promenades and walkways** along the waterfront and more **ground level pedestrian access to the waterfront**.



Perception of The Harbour in the Future

Ideal Future of the Harbour

Other facilities which receive support to enhance the future development of the Harbour include:



- Cultural facilities
- Park, playground and open air plaza
- Open-air restaurants, cafes, bars, kiosks
- Covered footbridges linking inland to the waterfront

Perception of The Harbour in the Future

- 89% of the community believe more priority should be given to leisure activities around the harbour
- and current level of resources for Harbour development are insufficient and should be increased



Perception of The Harbour in the Future

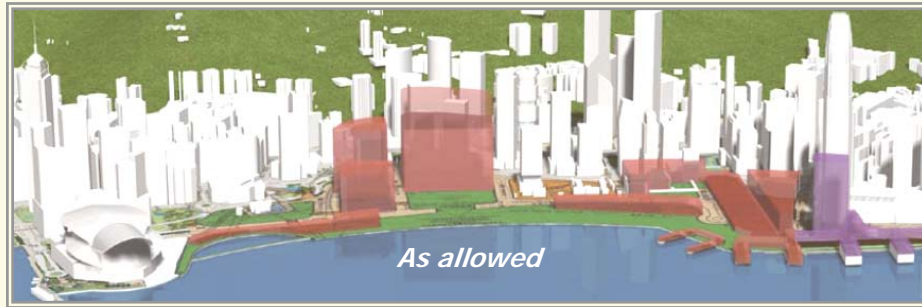
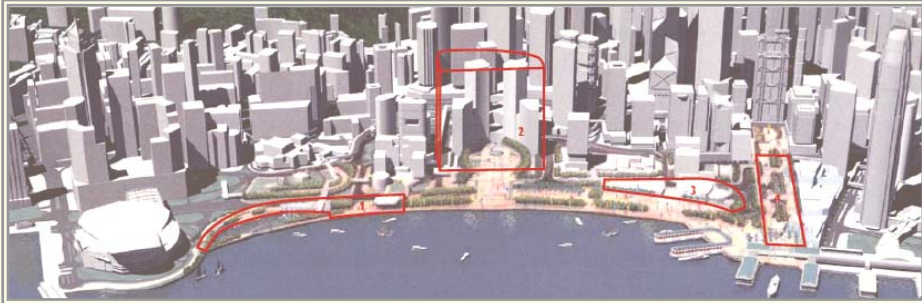
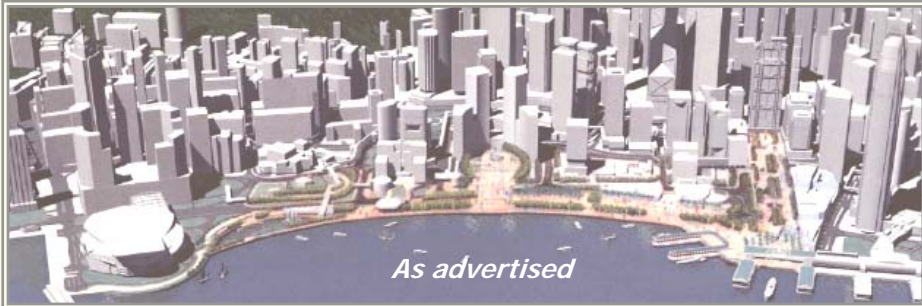
“Further reclamation and drastic changes of the Harbour is literally taking part of my memory away.”
Retiree

“It’s like there is an invisible wall to hinder me from getting close to the Harbour.”
Older White Collar

“Bring out the natural nature of the Harbour. Lying on the grass, picnicking would be such a treat.”
Older White Collar

“I long for a place in Hong Kong that is fit for leisure strolling.”
Younger Blue Collar

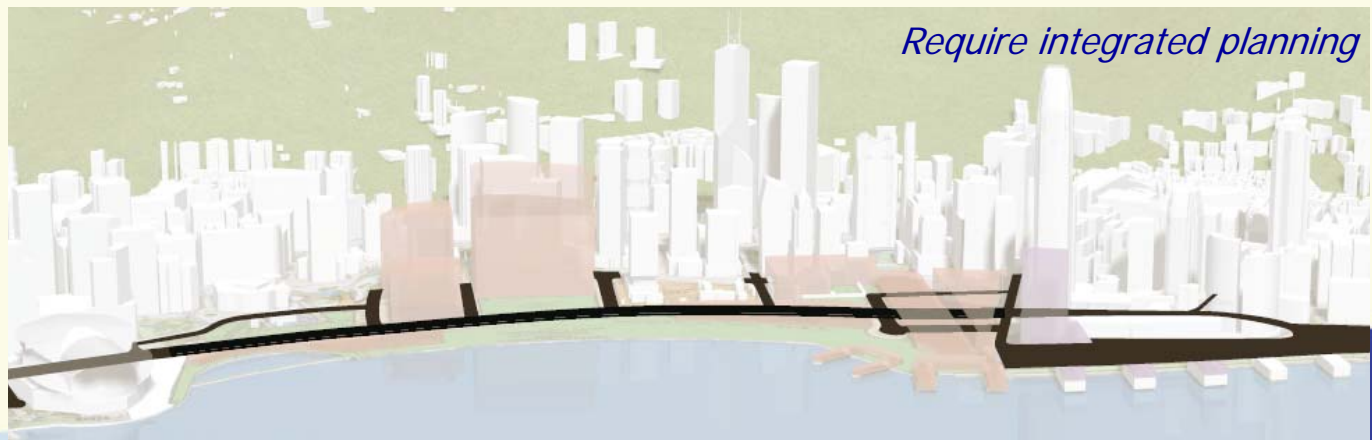
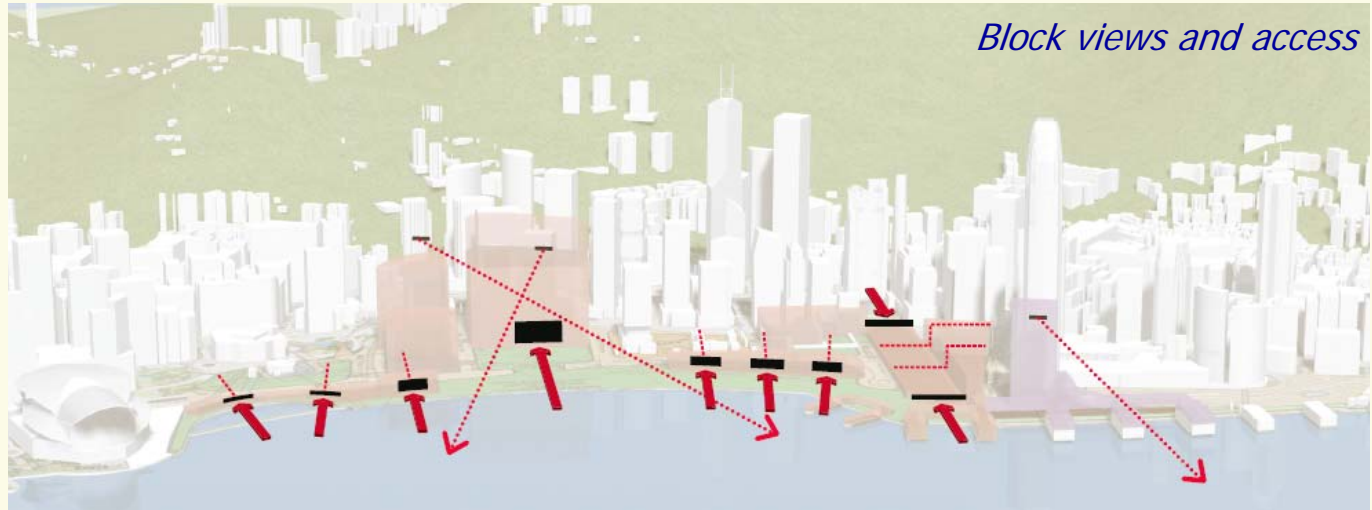
“Venice-like type of place – so that you could have a relaxing afternoon tea.”
Younger White Collar



Central Review

HBF Research

Harbour Planning Guidelines



Main issues identified

- Plan too broad in its allowances
- Lack of spatial definition
- Scale of roadway infrastructure and building envelopes are too massive
- Physical and visual connections are obstructed
- Long term integrated planning missing

• More of this



 Less of this