

## **Provision of Consultancy Service on the New Mode of Design and Management Adopted at the Belcher Bay Harbourfront Open Space**

**Final Report  
July 2021**

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## 1. Introduction of the research

### 1.1 Background

#### 1.1.1 Site introduction

The site and scope of this research project is Belcher Bay Harbourfront Open Space ("BBHOP"), located at Shing Sai Road, Kennedy Town. The site was transformed from a disused public cargo working area and first fully opened under an "incremental approach". Specifically, the site was first opened with a 5-metre-wide boardwalk at the waterfront section in March 2019, and was fully opened on 19 October 2020. BBHOP has a total area of about 5,900 square metres and a 172 metres water frontage. At the hinterland side of BBHOP is a community farm called K-Farm operated by a non-governmental organization, the first phase of which was opened on the same day in 2020.

#### 1.1.2 Research background

The Harbour Office ("HO") of the Planning and Lands Branch of the Development Bureau ("DEVB(PLB)") and the Harbourfront Commission ("HC") have been exploring and introducing different models of harbourfront development for adding diversity and broadening visitors' experience. For the case of BBHOP, with the support of the local community, an innovative, experimental approach has been adopted in the design and management of this harbourfront site by the public sector. It includes four major principles:

- Making good use of vacant harbourfront site;
- Implementation of "incremental approach" (先駁通, 再優化);
- Introduction of multiple harbourfront experiences with flexible and periodic pop-up designs (期間限定) and through engagement (公眾參與) and empowerment (發揮潛能); and
- Open site management

With the opening of the BBHOP in October 2020, much noise was observed over such innovative design and management that is rarely seen in Hong Kong. Hence, a research study is required to understand users' opinions in-depth with the following objectives:

- To review and analyse the evolving uses of the BBHOP by different users and respective patronage at various times of a day, days of a week as well as during the festive periods, and elements introduced since its full opening in October 2020;
- To collect and analyse general public satisfaction level and opinion on BBHOP as well as on specific aspects, specifically on the four aforementioned principles; and
- To analyze the complaints and compliments received by the government

## 1.2 Research methodology

This research relies on various on-site research methods to capture data of users' behaviours across different user groups at different times of the day and different types of days (i.e. weekdays, weekends, public holidays). Specifically, the on-site research is divided into five parts, with details of implementation (purpose, date, time, and format) listed below. All on-site research activities were carried out by Research Assistants (RAs) and took place during the first half of February, between 4-15 February 2021. See Table 1 for on-site research activities schedule. Reference has also been drawn to comments, complaints and compliments alike, received by the government. A total of 633 surveys and 96 interviews were conducted.

### 1.2.1 Site Observation

- Purpose: Spot special usages and overlooked issues, take overall photos and clips of the site, and perform counting to get quantitative numbers of visitors
- Date: 4,7,8,12-16 February 2021
- Time: 24-hours
- Format: 3 hours per shift with 2 RAs per shift. RAs fill in a site observation form, take photos and clips (See Appendix A for site observation form)

### 1.2.2 Surveys and Interviews

- Survey Purpose: To understand the general demographics of users and overall usage of the site, and users' views over sites of interests
- Interview Purpose: To understand users' views over the use of vacant site, "incremental approach", flexible design and mutual management model
- Date: 4,7,8,12-15 February 2021
- Time: 9am to 9pm
- Format: 3 hours per shift with 2-3 RAs per shift
  - Surveys: RAs engage with site users on a random-sampling basis to conduct the 5-minute surveys with tablets; surveys are completed via the survey administration software Google Forms platform in traditional Chinese and English (See Appendix B for survey)
  - Interviews: RAs target the five types of personas for a 15-minute interview where they will have to fill in an interview note after each interview (See Appendix C for the list of interview questions)
  - Interviews are conducted in either Cantonese, English or Mandarin
- Result: 633 surveys and 96 interviews were conducted



### 1.2.3 Site Engagement

- Purpose: To engage a larger number of site-users to understand their usage patterns, especially those who are unable or unwilling to fill in surveys or conduct interviews, such as families occupied with young children and groups of friends
- Date: 14 February 2021
- Time: 4pm to 7pm
- Format: The lead researchers and 2 senior RAs engage on-site users with engagement boards and maps. A photographer records the engagement activity with photos and videos

### 1.2.4 Time-lapse video

- Purpose: To understand the overall traffic flow of the site over a day
- Date: 14 February 2021
- Time: 9:25am to 9:41pm
- Format: Three cameras are set up at different parts of the site to capture the movement and traffic

A further control study was planned to compare the site BBHOP with a conventional park Belcher Bay Park (Address: Opposite at No.38 Kennedy Town Praya) managed by the Leisure and Cultural Services Department (LCSD). This park is situated next to BBHOP and is one crossing away from the site.

### 1.2.5 Control Study

- Purpose: To understand the user demographics, and simple usage patterns and preferences at Belcher Bay Park, so as to compare with BBHOP
- Date: 8 February 2021
- Time: 9am to 9pm
- Format
  - Survey: RAs engage with site users on a random-sampling basis to conduct the 5-minute surveys with tablets; surveys will be completed via the survey administration software Google Forms platform in traditional Chinese and English (See Appendix D for control survey questions)
  - Video: RAs take a clip of both sites at the same time to compare usage and traffic of both sites
- Result: 126 surveys conducted at BBHOP and 86 surveys conducted at Belcher Bay Park

Date	Observation	Interviews	Public engagement session	Remarks
4/2 (Thu)	0900-2100	0900-2100	N/A	N/A
7/2 (Sun)	0000-2400	0900-2100	N/A	CNY decorations set up
8/2 (Mon)	0000-2400	0900-2100	N/A	N/A
12/2 (Fri)	0000-2400	0900-2100	N/A	1st Day of CNY
13/2 (Sat)	0000-2400	0900-2100	N/A	2nd Day of CNY
14/2 (Sun)	0000-2400	0900-2100	1600-1900	3rd Day of CNY & Valentine's Day
15/2 (Mon)	0000-2400	0900-2100	N/A	4th Day of CNY
16/2 (Tue)	0000-0900, 2100-2400	N/A	N/A	N/A

Table 1: On-site research activities schedule

The only desktop research method planned for this research is a study on the online perception and branding of the site via platforms such as Instagram, Facebook, and Google Search Engine.

#### 1.2.6 Social Media Study

- Purpose: To understand the branding and perception of the site in the online world
- Date: From official opening (October 2020) to 3 May, 2021
- Format: Utilize and search through Google Search Engine, Instagram, Facebook, and Wisenews

### **1.3 Research limitation**

In order to complete this research project in a timely and swift manner, the research's planning phase started in late January 2021, immediately after the contract was awarded. The on-site research activities were carried out over 8 days on 4,7,8,10,12 to 15 February 2021. These dates encompass weekdays, weekends, and public holidays and a total of 633 surveys and 96 interviews were conducted. A more comprehensive dataset could have been captured if research duration was longer. Similarly, due to the same consideration, the control survey was conducted over one day (12 hours) at one nearby park, and perhaps would limit the amount of data captured.

While clear instructions and briefing sessions were given to RAs regarding the sampling method of surveys (random sampling) and interviews (prioritized personas), it is possible that only certain types of respondents are able to and willing to take the time to undertake the survey or interview, which take approximately 5 to 15 minutes. For instance, young kids, parents busy with children, elderly who are physically weak are possible groups that could not be captured by the survey and interview methodology.

In addition, surveys and interviews were conducted from 9am to 9pm, possibly overlooking respondents who frequent the site during midnights and early mornings. Therefore, the site engagement exercise was designed to capture a wider range of audience of different engagement levels, and site observation activities were designed to capture data in a passive manner over 24 hours during the research period.

## 2. Research findings

### 2.1 Demographics

#### 2.1.1 Survey respondents' demographics

A total of 633 surveys were conducted over seven days on 4,7,8,12-15 February 2021 at the site BBHOP. The distributions of the basic demographics information (age groups, districts of residence, ethnicity, gender) are as follows.

**Age group and gender:** A majority (48%) of the surveys' respondents are aged 25-44, with only 2% of the respondents aged 85 or above, least captured groups also include below 12 (5%), 65-74 (5%) and 75-84 (3%), see Fig. 1 for details of distribution. The distribution of gender is relatively even, with 56% of respondents being female, and 44% being male.

**Districts of residence:** There were survey respondents residing in all 18 districts of Hong Kong. A majority (68%) of the survey respondents reside in the same district as the site, i.e. Central and Western District, reflecting that BBHOP is a site that serves its nearby residents at large. The details of distribution can be found in Table 2.

**Ethnicities:** A wide range of ethnicities were found among respondents. This question was compulsory and open-ended, 74% of the respondents identified themselves as Chinese, Mainland Chinese or Hongkongers, while the rest (26%) input other answers, including American, Australian, British, Canadian, Filipino, French, German, Indian, Irish, Italian, Japanese, Korean, Malaysian, Mexican, Nepalese, Pakistani, Russian, Singaporean, South African, Spanish, Sri Lankan. According to 2016 Population By-Census data, ethnic minorities take up 20.3% of Central and Western District's population<sup>1</sup>. It can be inferred that BBHOP attracts a great variety of users.

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<sup>1</sup> Census and Statistics Department, 2017. "Thematic Report: Ethnic Minorities". Retrieved from <https://www.statistics.gov.hk/pub/B11201002016XXXXB0100.pdf>

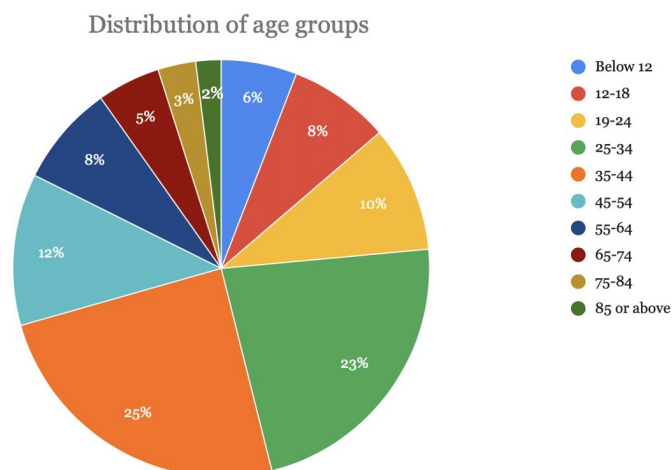


Fig. 1: Distribution of age groups of survey respondents

Districts	Number of respondents	Percentage
Central and Western 中西區	432	68%
Eastern 東區	35	6%
Southern 南區	31	5%
Kwun Tong 觀塘區	20	3%
Sha Tin 沙田區	19	3%
Yau Tsim Mong 油尖旺區	17	3%
Wan Chai 灣仔區	15	2%
Kowloon City 九龍城區	14	2%
Islands 離島區	9	1%
Kwai Tsing 葵青區	8	1%
Sham Shui Po 深水埗區	8	1%
Tai Po 大埔區	5	1%
Tsuen Wan 荃灣區	5	1%
Yuen Long 元朗區	5	1%
Sai Kung 西貢區	4	1%
Wong Tai Sin 黃大仙區	3	0%
North 北區	2	0%
Tuen Mun 屯門區	1	0%

Table 2: Distribution of districts of residences of survey respondents

### 2.1.2 Interviewees' demographics

**Age group:** Among the 96 interviews conducted, interviewees were asked to share their age and district of residences. Their ages range from 9 to 85 years old, with 13 of them being elderly (aged 65 years old or above).

**Districts of residence:** Most of them (71) live in Central and Western District, in which 35 of them specified that they lived in the vicinity, either Kennedy Town or Shek Tong Tsui. 26 of the interviewees are visitors coming from all over Hong Kong, such as Tai Po, Kowloon City, Sham Shui Po, Wong Tai Sin, North, Southern District, Sha Tin and more).

Some interviewees were willing to reveal more personal information, such as their occupation, their identities as parents with young kids, pet owners, carer, etc.

## 2.2 Site usage patterns

### 2.2.1 Frequency of visits

Over 60% of respondents visit the site more than once a week, another 11% of respondents visit the site twice a month. It should be noted that 17% of respondents are first-time visitors, see Fig. 2 for distribution. Zooming into respondents residing in the vicinity (Central and Western District), the share of frequent visitors (those who visit more than once a week) goes up to 77%, and the share of first-timers drops to 6%, see fig4.

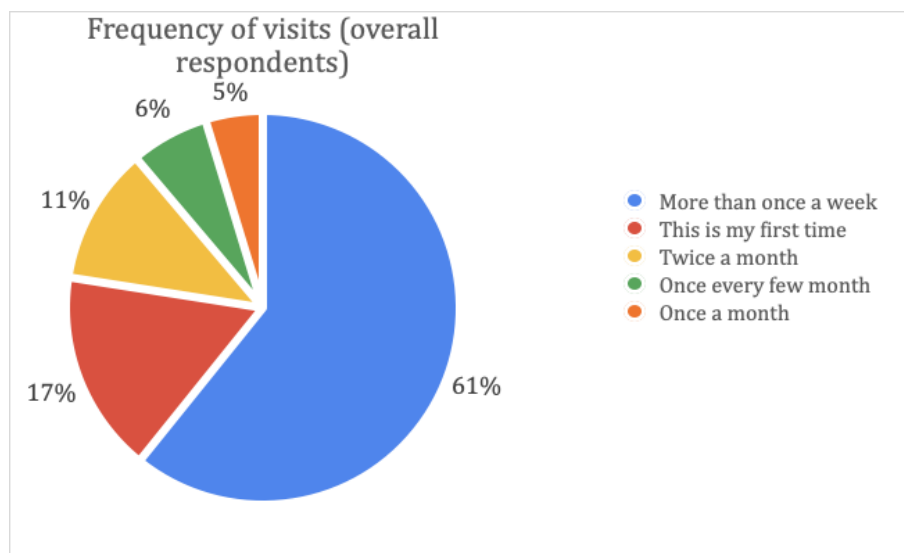


Fig. 2: Distribution of frequency of visits of survey respondents

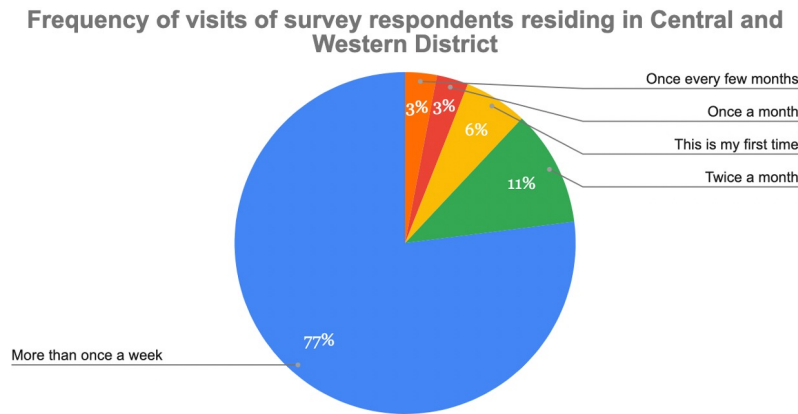


Fig. 3: Distribution of frequency of visits of survey respondents residing in Central and Western District

2.2.2 Duration of visits

35% of the respondents stay at BBHOP for 1-2 hours for each visit, while 31% of them stay for 30 minutes to 1 hour. In general, over 60% of the respondents stay for more than an hour (Fig. 4).

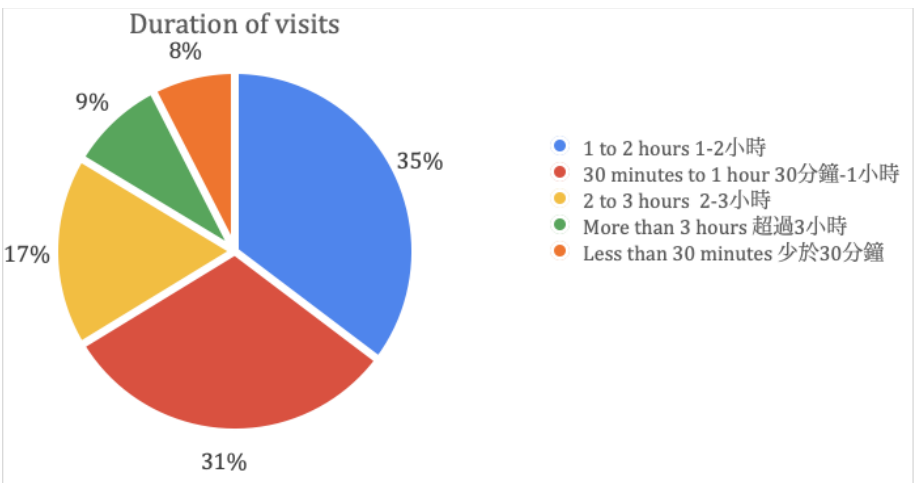


Fig. 4: Distribution of duration of visits of survey respondents

According to Table 3, respondents residing outside Hong Kong Island districts tend to stay for a longer period of time per visit, with a higher-than-average portion of them staying for 1 to 2 hours (45%), 2 to 3 hours (22%), and more than 3 hours (12%). Only 15% of them will stay for 30 minutes to 1 hour, as compared to the overall average of 31%.

As Table 4 shows, no significant trends and patterns can be found between age groups and duration of visits. The majority of elderly (65 years old or above) tend to stay for 30 minutes to 2 hours; very few of them would stay above 2 hours. Children below 12 tend to stay for more than 1 hour, with 17% of them staying over 3 hours per visit.

Duration of visits	Overall	C&W District Residents	Other Hong Kong Island Residents	Other districts' residents
<b>Less than 30 minutes</b>	8%	7%	11%	7%
<b>30 minutes to 1 hour</b>	31%	37%	26%	15%
<b>1 to 2 hours</b>	35%	34%	26%	45%
<b>2 to 3 hours</b>	17%	14%	29%	22%
<b>More than 3 hours</b>	9%	8%	9%	12%

Table 3: Duration of visits across districts of residences

Duration of visits	Overall	below 12	12-18	19-24	25-34	35-44	45-54	55-64	65-74	75-84	85 or above
<b>Less than 30 minutes</b>	8%	6%	15%	3%	10%	6%	7%	14%	6%	0%	0%
<b>30 minutes to 1 hour</b>	31%	11%	19%	32%	33%	31%	36%	33%	34%	47%	36%
<b>1 to 2 hours</b>	35%	37%	29%	32%	35%	37%	32%	35%	41%	42%	55%
<b>2 to 3 hours</b>	17%	29%	17%	24%	15%	18%	16%	12%	16%	11%	9%
<b>More than 3 hours</b>	9%	17%	21%	10%	8%	8%	10%	6%	3%	0%	0%

Table 4: Duration of visits across age groups (numbers in red indicate percentage higher than average)

The surveys were conducted across different types of days, including weekdays (4 and 8 February, sample size of 160), weekends (7 February, sample size of 100), and public holidays (12-15 February is Chinese New Year holidays, with a sample size of 373). Fig. 5 shows a clear phenomenon in which a higher percentage of respondents would spend 2 to 3 hours on site during weekends (17%), and even higher during holidays (19%), as compared to 14% during weekdays. More holiday visitors (11%) spent over 3 hours at the site, and significantly fewer of them would spend 30 minutes to 1 hour on the site (27% as compared to 36% during weekdays and weekends).



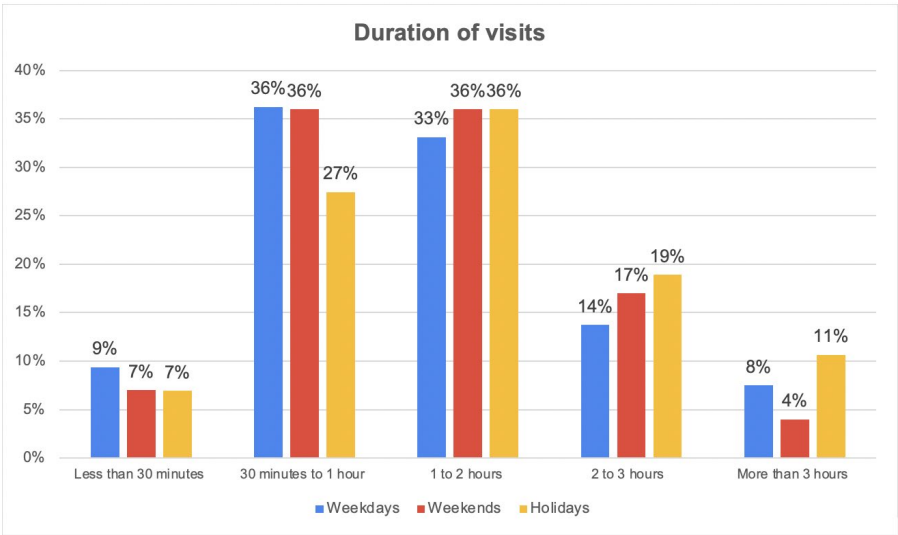


Fig. 5: Duration of visits across different types of days

2.2.3 Modes of transport

65% of the respondents travel to the site by foot, this percentage spikes up to 91% for Central and Western District residents (Table 5). The second most common mode of transport employed to reach the site is MTR, with 15% respondents choosing it (Fig. 6). This percentage increases to 60% for non-Hong Kong Island residents who take MTR to get to the site. Other Hong Kong Island residents use a mixed of transport modes, with bus or minibus being the most popular option, taking a third of the portion. Respondents also suggest other modes, such as cycling, taking the ferry, skateboarding, or taxis.

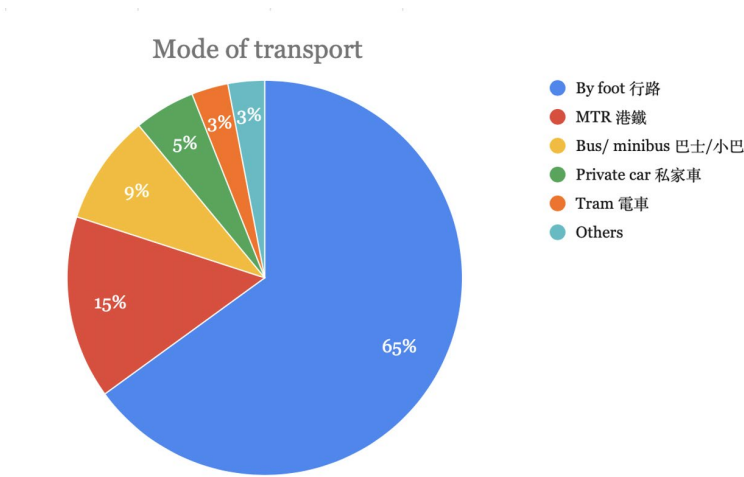


Fig. 6: Distribution of mode of transport of survey respondents

Duration of visits	Overall	C&W District Residents	Other Hong Kong Island Residents	Other districts' residents
By foot	65%	91%	9%	10%
MTR	15%	2%	18%	60%
Bus / minibus	9%	2%	37%	15%
Private car	5%	2%	18%	8%
Tram	3%	2%	7%	3%
Others	3%	2%	11%	3%

Table 5: Distribution of mode of transport across districts of residences

#### 2.2.4 Timing of visits

Five time slots were provided as options in the survey for timing of visits: Morning (6am to 12pm) 早上, Afternoon (12pm to 5pm) 下午, Evening (5pm to 7pm) 傍晚, Night (7pm to 12am) 晚上, Midnight (12am to 6am) 凌晨. Respondents were allowed to pick multiple time slots. 62% (392) of all survey respondents picked one time slot, distribution is shown in Fig. 7, over half of the respondents picked Afternoon (12pm to 5pm), none picked Midnight (12am to 6am).

Among the 38% (241) respondents who picked 2 to 4 options of time slots, the most popular choice is the combination of "Afternoon (12pm to 5pm) 下午, Evening (5pm to 7pm) 傍晚", taking up 33% with 79 respondents picking this option. The second most popular combination is "Morning (6am to 12pm) 早上, Afternoon (12pm to 5pm) 下午", taking up 21%, with 50 respondents picking this option.

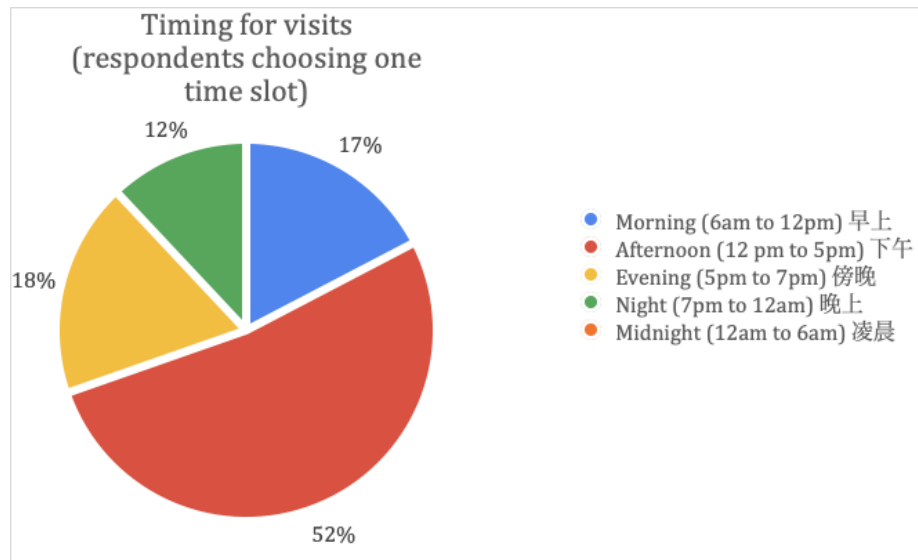
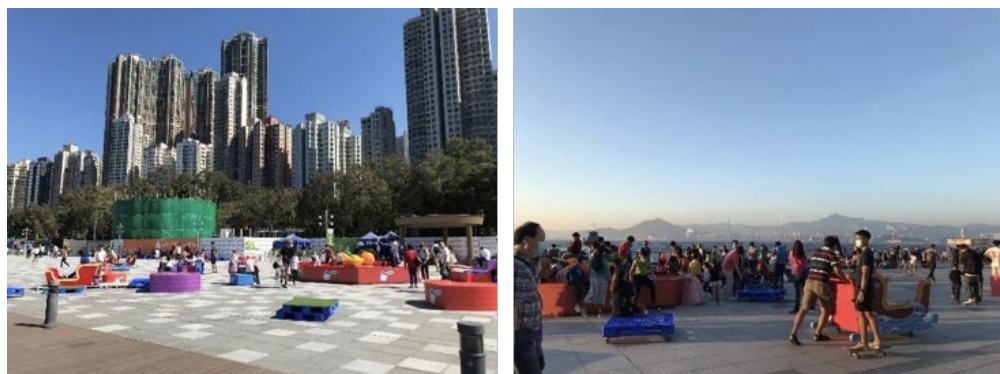


Fig. 7: Distribution of timing for visits of survey respondents choosing one time slot

Site observations further discovered that the **peak hours of the site range from 3pm to 6pm and 9pm to 12pm**. See Fig. 8-11 for actual photos of sites during different times of the day. Appendix E further shows two huge collages of photos of the site taken from four different angles and over 24 hours to show the changes in site activities and traffic level and to compare that between weekday and holiday.

Furthermore, 3 time-lapse videos have been produced to record the site traffic movement on 14 February, from 9am to 9pm. The 3 cameras are positioned at prominent locations on site: next to the scaffolding structure, near the dog park and an aerial view from the middle of the site. The videos further reveal the unpredictable changes in users' traffic, users' movement and their moves of moveable furniture, reflecting the dynamic of the site on a holiday.



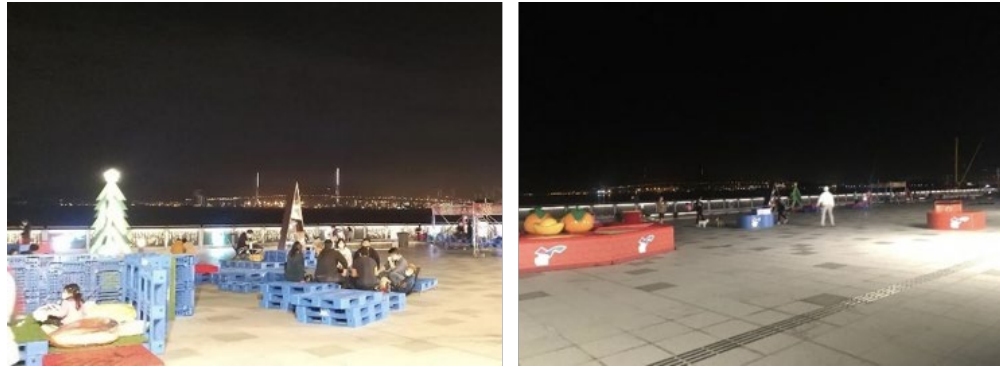


Fig. 8-11: Photos taken at site at 8:30am, 11:45am, 1:45pm, 5:30pm, 9:30pm, 1:00am



Fig. 12: Typical crowd level in the afternoon of a holiday

#### 2.2.5 Purpose of visits

Survey respondents were provided with 8 options and were allowed to select multiple choices and/ or fill in other purposes as they wish. The 8 options include: For leisure 休憩, Meeting with friends and families 與朋友和家人見面, For my kids to play 讓我的小孩玩樂, Walking pets 遛狗, Exercise (e.g. run, stroll, work out) 運動 (例如:跑步、散步、健身), Sunset watching 欣賞日落, Skateboard 踩滑板, Taking photos 拍照. The top three most popular options are “for leisure” with 373 votes, “For my kids to play” with 195 votes, and “Meeting with friends and families” with 172 votes (Fig. 13).

Other options suggested by the respondents include sunbathing, cycling, having drinks, playing scooter, yoga, picnic, having lunch, reading, painting, studying, fishing, drone shooting, babysitting, and enjoying sea view. The site

observations discovered a wide range of other innovative uses on-site in Section 2.6.

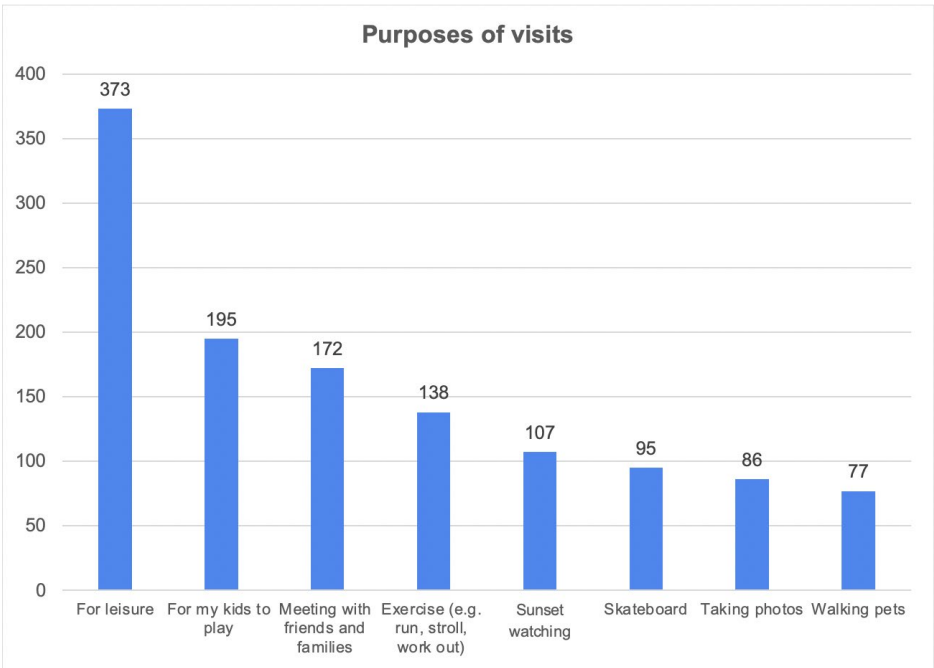


Fig. 13: Distribution of purposes of visits of survey respondents

2.2.6 Visit companions

69% of the respondents visit the site with family members and friends, while 21% of the respondents visit the site on their own. Some also filled in other options such as with pets, employers, and colleagues.

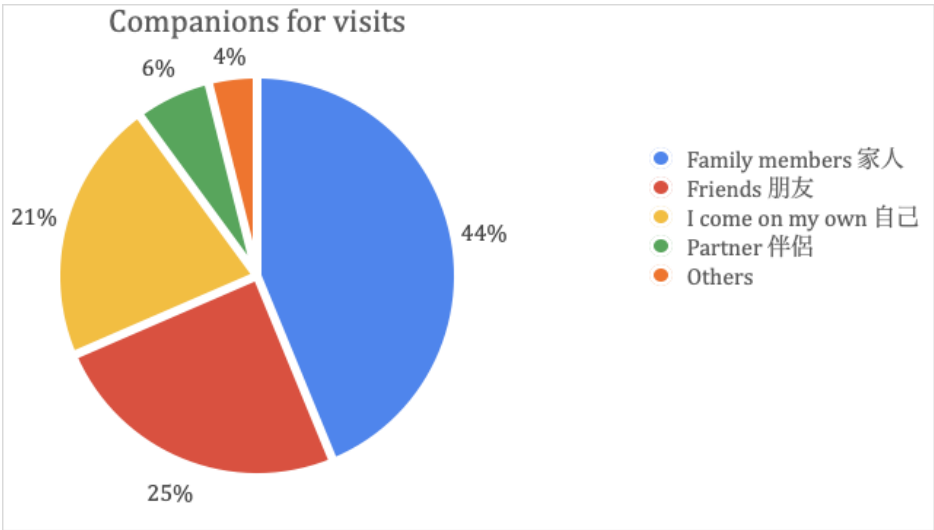


Fig. 14: Distribution of companions for visits of survey respondents

## 2.3 Satisfaction level

Survey respondents were asked to rate different aspects of the site, including:

- Basic facilities: Washroom, Water drinking facility, Seating - bench, Seating - bench next to washroom, Pavilion, Rubbish bin;
- Basic services: Opening Hours, Cleanliness and Hygiene, Level of noise, Safety, Lighting, Shading, Greenery, Wayfinding and signage, Accessibility within the site i.e. ease of access by different groups e.g. wheelchairs, strollers, Accessibility to the site i.e. ease of accessing the site;
- Special facilities unique to the site BBHOP: Stationary pallets and 'pallets on wheels', Moveable outdoor furniture, Festive decoration, Scaffolding platforms, Pets zone, and
- Overall satisfaction score

Rating was carried out on a scale of 1-5, with 1 being the least satisfied, and 5 being the most satisfied. All facilities were accompanied with corresponding photos. Interviews and site engagement activity further posted questions related to facilities and management mode unique to the site BBHOP.

### 2.3.1 Overall satisfaction

In general, the mean overall satisfaction score is 4.4 out of 5. **None of the 633 respondents rated score 1**, only 1% rating score 2, and 6% rating score 3, with 93% of them rating score 4 or 5 (Fig. 15). Most of the interviewees and site engagement respondents also expressed their satisfaction with the site and suggested specific reasons of liking that are further investigated in the following chapter.

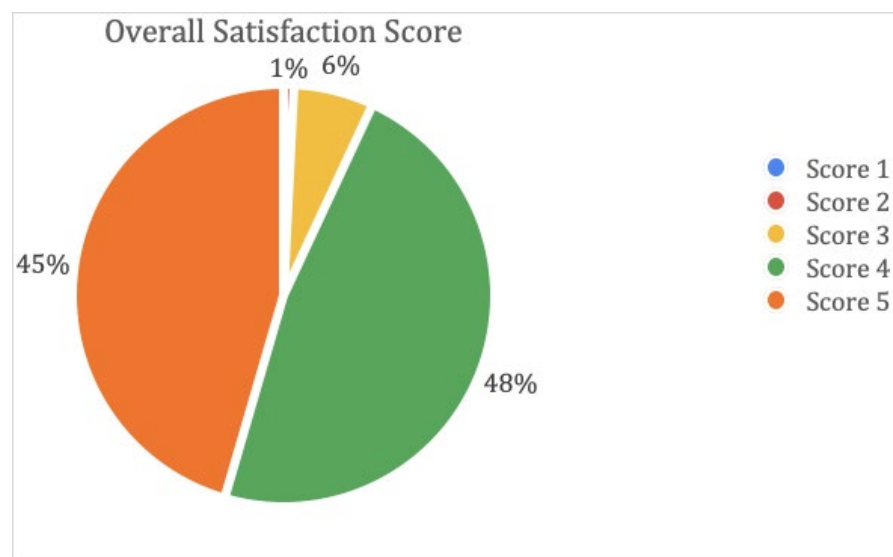


Fig. 15: Overall satisfaction score of survey respondents



### 2.3.2 General Facilities and Services

Among all the general facilities and services, the highest-rated items are opening hours at 4.69, cleanliness and hygiene at 4.32, and accessibility to the site at 4.25. Several interviewees did express concern over 24 hours opening hours due to the noise created, and the worry over night-time unsafe activities.

The lowest-rated items are greenery at 3.14, shading at 3.31, and water drinking facility scores the lowest at 3.33 (Fig.17 and 18). Greenery was also commented often at the public engagement exercise, with requests to plant more trees, and comments related to the condition of the plants at the pet zone. A few commented on the cost of using the water machine and the lack of rubbish bins. Sometimes users commented on the long queues at washrooms, especially during peak hours and weekends.

It should be noted that some respondents reflected that they did not notice or had never used the drinking facility and washrooms. Water drinking facility also has the highest standard deviation (SD) at 1.3, as compared to opening hours with a SD of 0.58, reflecting how different respondents feel relatively differently about the drinking facility and similarly about opening hours. SD of greenery stands at 1.25 and SD of wayfinding and signages stands at 1.22, also comparatively higher than the rest of the items.



Fig. 16: Water drinking facility at BBHOP

The ratings range from 3.14 to 4.69 at a scale of 1-5. These in general are comparatively very high scores when referencing other studies about Hong Kong's open spaces. For instance, Civic Exchange's Open Space Opinion Survey (Information Kit on 18 District Comparison) published in 2018 showed mean satisfaction scores of various aspects of open spaces (namely quantity, maintenance & management, crowdedness, personal safety, trees, plants & landscaping, beauty, activities & facilitates) of respondents from 18 districts. On a scale of 1-10, the mean scores of these aspects ranged from 5.7 to 7.0<sup>2</sup>.

<sup>2</sup> Civic Exchange. 2018. Open Space Opinion Survey (Information Kit on 18 District Comparison). Retrieved from <https://civic-exchange.org/wp-content/uploads/2019/01/Open-Space-Opinion-Survey-District-Info-Kit-EN.pdf>

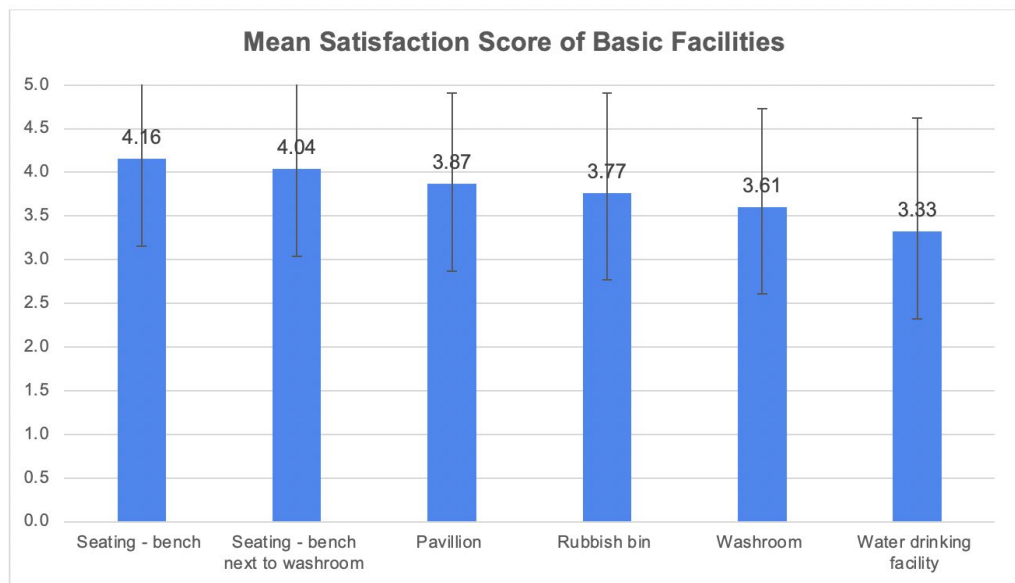


Fig.17: Mean satisfaction scores of basic facilities by survey respondents



Fig. 18: Mean satisfaction scores of basic services by survey respondents





Fig. 19: Crowds utilizing the construction barriers to shade from the afternoon heat

### 2.3.3 General compliments

As shown in the overall satisfaction score, in general, respondents are very satisfied with the site BBHOP. They are happy to see this site opened and visit frequently once they learn about and have experienced the site even if they do not live in the neighbourhood. Some encouraging comments left on the engagement boards include “We love coming here with the children, so many unique activities in a wonderful setting. A big thank you!”; 可以帶啲孫嚟放電，學跳繩，搵到朋友，尤其藍天白雲，吸收陽光 (I can bring my grandchildren to release energy, learn skip roping, meet friends. I especially like that I can see the bright blue sky and soak up some sunshine.)

All in all, survey respondents and interviewees shared common factors of what they like most about the site.

- Space: The opening of this big space at this location is welcomed by almost all interviewees. Its genuine nature of being flat and spacious are well received by skateboarders, pet owners, parents, and elderly as that allows them enough space for multi-purpose usages, such as to skateboard, cycle, stretch, exercise, and to socialize and play with their peers respectively. Residents of the Central and Western District feel that this is a much-needed spacious park for the area.
- Scenery: The sea view and the sunset attract a lot of users, coupled with the spaciousness, BBHOP gives out comfortable and relaxing vibes. Sea view, comfort, spaciousness, sunshine and fresh air are important elements mentioned by many elderlies.
- Facilities: The provision of the pet zone pleases pet owners as they felt that it's much-needed in the area. Other users also expressed their huge liking for the unique moveable furniture, parents like that there are pallets for their children to play with, and some younger users also like

the pop-up decorations. These unique features will be further investigated in later parts.

- Management style: The flexibility, the lack of rules, and the inclusivity of allowing different uses and users are mentioned by younger users as their reasons for loving the site.

## **2.4 Comments and enquiries**

Prior to the design of the survey (as of 19 January, 2021), 37 cases of enquiries have been received by BBHOP management since the opening of the site in October 2020, of which some local comments are from members of the Central and Western District Council. These enquiries came in through the government 1823 hotline, district councilors, and on-site noted by the security guards. The enquiries generally can be categorized into the following:

- Sharing the site with skateboarders and corresponding issues (e.g. noise at night);
- Sharing the site with pets and corresponding issues (e.g. hygiene);
- Potential safety issue and misuse of moveable furniture, especially the pallets

In view of this, corresponding statements were designed and inserted in the survey to better gauge the views of the general and the majority of users over these specific topics as to understand whether these claims can be substantiated. Respondents were asked to rate on a scale of 1 (totally disagree) to 5 (totally agree).

As of 3 May, 2021, 53 cases of enquiries and/or comments of both positive and negative nature have been received by BBHOP management. 31 over 53 enquiries are from the general public. It should also be noted that some duplicated cases, where the same enquirer enquired the same issue via different sources and channels, have been detected.

The charts below show that the majority of the respondents do not share the same sentiments as the complaints. In contrast, they are happy to share the sites with diverse users, with pets, and feel that the furniture is safe.

In addition, this research creates numerous opportunities to speak with different users on-site to collect more comprehensive comments from a greater group, and to understand their common worries and concerns. While a small portion of interviewees reflected similar worries as the enquiries, the next chapters further investigate users' opinions over these unique features of BBHOP, including the special facilities, the use of vacant site, flexible outdoor furniture, pop-up installations, the incremental approach and management mode.

***“I am happy with sharing the site with people with various interests, of different ethnicities and age groups. 我樂意同其他唔同國籍、年齡、興趣嘅人一齊使用呢個空間”***

Over 94% of the 633 survey respondents rated 4 or 5 for the statement “I am happy with sharing the site with people with various interests, of different ethnicities and age groups”, with a low SD of 0.65 and no users rated Score 1 (Fig. 20).

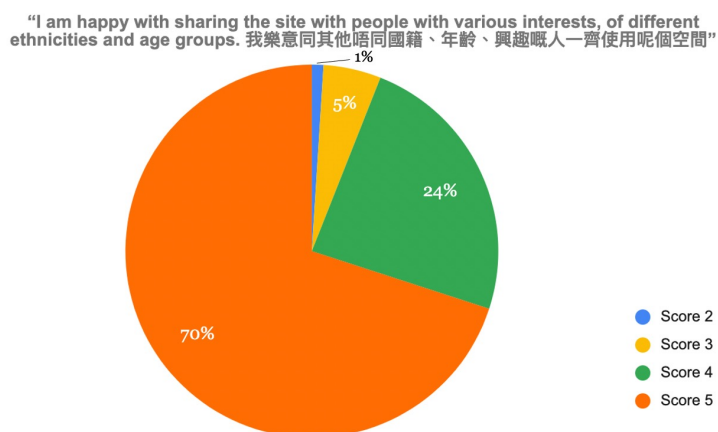


Fig. 20: Distribution of survey statement “I am happy with sharing the site with people with various interests, of different ethnicities and age groups”

***“I am happy with sharing the site with pets 我樂意同寵物分享呢度”***

When asked when the users are happy to share the sites with pets, 83% of survey respondents rated 4 or 5 (Fig. 21), agreeing with the statement “I am happy with sharing the site with pets”. The SD is at 1.05, and there are 7% (45) of respondents giving a rating of 1 or 2, reflecting the diversity in opinions in relation to sharing the site with pets.

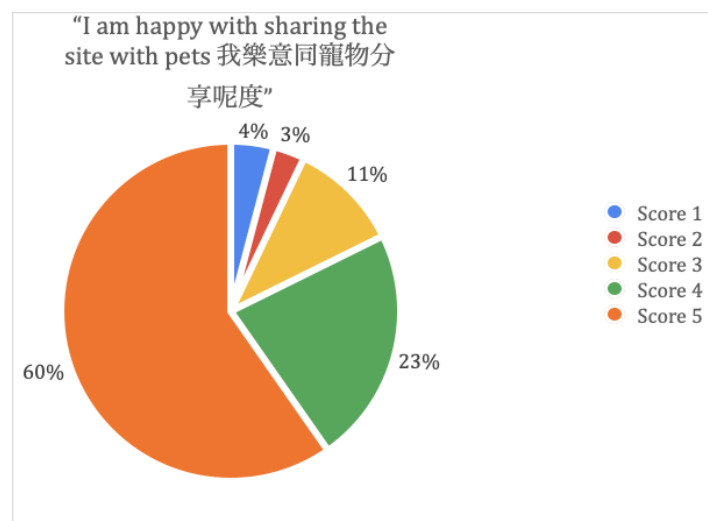


Fig. 21: Distribution of survey statement “I am happy with sharing the site with pets”

***“I feel that the use of moveable furniture is safe 我覺得可以郁動嘅傢俬係安全嘅”***

The average score of this statement is 3.96 out of 5, with a SD of 1.13, the distribution is shown in Fig. 22. Over 71% of the survey respondents actually rated 4 or 5, agreeing that the use of moveable furniture is safe.

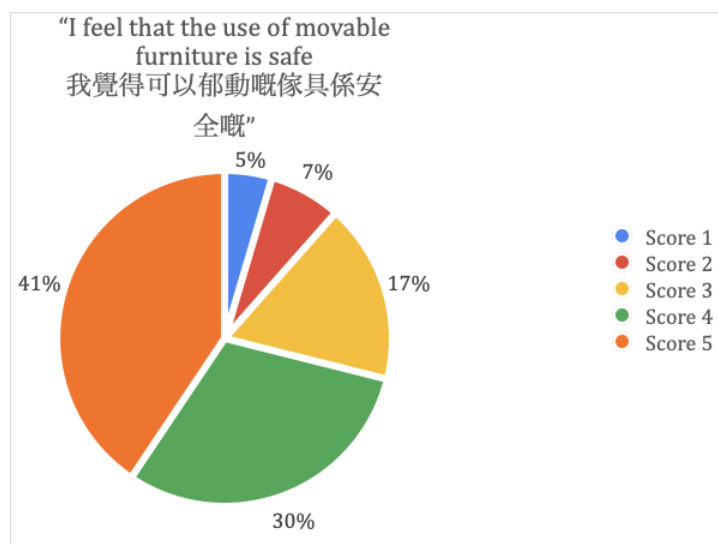


Fig. 22: Distribution of survey statement “I feel that the use of moveable furniture is safe”

## 2.5 Opinions over innovation management and design approach

### 2.5.1 Special facilities

Ratings are in general similarly high for various special facilities at BBHOP, with moveable outdoor furniture earning the highest rating of 4.2, and pallets with a similarly high rating of 3.95 (Fig. 23). Extra interview questions were added to understand users’ opinions over innovative elements of flexible outdoor furniture, pop-up or artistic input, management mode, and the use of this vacant site. 96 responses were collected via interviews. Generally speaking, interviewees of diverse backgrounds spoke highly of the innovative approach and provided constructive comments and compliments.

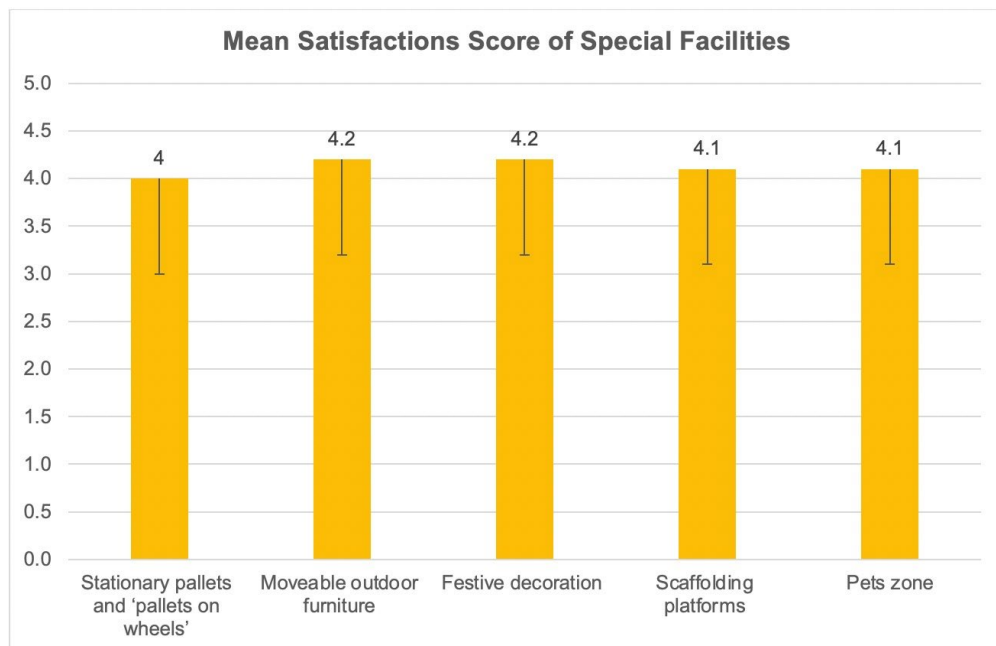


Fig. 23: Mean satisfaction scores of special facilities by survey respondents

### 2.5.2 Use of vacant site

Half of the survey respondents had been to the site before its transformation from the public cargo working area. Fig. 24 reflects an important insight: *the rest of the users (47%) were newly attracted to BBHOP by various factors after its opening.*

In response to the question “What do you think about this transformation from cargo area to Belcher Bay Harbourfront Open Space?”, while some did not realize the transformation, other interviews reflected that respondents were positive about the transformation, and felt glad that it has turned into a park. Compliments include:

- Improve connectivity along the harbourfront
- A great use of vacant space instead of wasting it or developing it
- This creates a much-needed open space for children, pets, and the residents in very dense Hong Kong. Many also think that this is a rare piece of large space for the district
- The space is relaxing and vibrant with a lot of different uses
- Some only come to the area because BBHOP is open

A few residents even witnessed the transformation from the beginning. Some of the revealing quotes from interviewees of a wide spectrum are as follow:

- **85-year-old granny:** 管理層好好，冇浪費到呢個地方。因為附近公園好細呢個地方大好多容納好多人，熱鬧 (The management is great, they did not waste this place. Nearby parks are small, but this space can cater to a lot of people, it's vibrant.)

- Middle-aged mother living in Kennedy Town and was enjoying the space with her entire family said that: 好好，好滿意呢度嘅環境，因為附近有乜呢種類型嘅公園提供 (It's great, I am very satisfied with the environment here as there isn't similar park like this in the area)
- 65-year-old elderly kaifong: 原本見塊地咁靚，起初見佢有工程諗住係用嚟起樓，點知係公園。有出奇亦都覺得好事，因為香港好少地用嚟做公園 (When I knew that this great piece of land was undergoing construction, I thought it was going to be a high rise, it turned out to be a park! I felt surprised and like this transformation as Hong Kong seldom makes use of its land for park usage.)
- 54-year-old kaifong praised about the connectivity: 之前行海邊要繞路，而家可以過埋黎休息 (I had to take a tortious route when I strolled along the harbourfront, now I can come here to rest as well.)
- 21-year-old resident of the district: I live in Kennedy town. More people can benefit from this transformation. I come here more often after it has been transformed to Belcher Bay Harbourfront Open Space.
- 55-year-old cyclist living in Southern District: 之前踩單車都有經過，見到有圍板，唔知佢做咩。慢慢見到佢變咗做一個開放空間，又新又多位，所以我踩單車經過嘅時候都會停低休息下。以香港咁少地方嚟講佢哋都願意用咁大塊地嚟做開放嘅空間條件好事嚟嘅 (I saw the panels blocking the site when I was cycling past the area, I was unsure of what's going on. Slowly this became an open space, new and spacious, that's why I always stop and take a rest during my cycling exercise. Hong Kong has limited space, it's great that the government is willing to open up this big piece of land.)

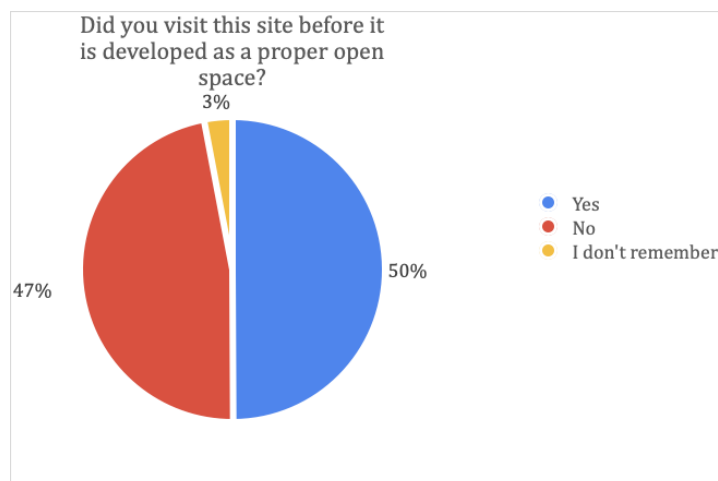


Fig. 24: Distribution of previous visits to the site by survey respondents

### 2.5.3 Flexible outdoor furniture

BBHOP places different types of moveable furniture, e.g. various types of lounge chairs, coffee tables, stationary pallets and pallets on wheels, and later during Chinese New Year and Valentine's Day, heart-shaped chairs with wheels were added (Fig. 25-28). Moveable furniture earns a satisfaction score

of 4.24 and pallets earn a score of 3.95 at the survey, both very positive ratings. As observed on-site, users, especially children of different age groups and ethnicities, interact with these furniture and pallets in creative ways and are very happy with the possibility to build freely with the pallets. The moveable furniture and pallets are often occupied and can get very crowded during peak hours at weekends and holidays. In fact, a wide array of innovative uses was documented and will be discussed further in the report in Section 2.6.

Users praised this implementation of moveable outdoor furniture and pallets, particularly children and their parents. Their compliments can be categorized as follow:

- **Flexibility:** The most prominent compliment is the flexibility and freedom presented by these moveable furniture and pallets. Users of different age groups like the possibility to move and combine pallets and furniture on their own for different uses, it allows them to sit or play wherever they want and cater for different uses at different times of the day. As a 32-year-old user from Sai Wan praised: They create a lot of possibilities for this space. When they are not in use, they can be pushed aside and the space resumes to be a wide open space. They allow different functions and activities at a different hour.
- **Playfulness:** In general, users find these elements innovative and unique among other spaces in the city. Children feel that these elements make the space really fun and can stay at the site for a long period of time. Many children shared that they would come to the site almost every day. Indeed, throughout the observation period, some young children were seen to visit the site frequently and start building their fortress with the pallets at around the same time in the afternoon daily. As a 9-year old who lived nearby shared with us: 好玩，唔洗擺玩具落黎玩都得。可以用黎玩捉迷藏。可以同其他小朋友一齊玩一齊砌。(The moveable parts are fun, I don't need to bring my toys, I can play hide-and-seek, and can build with other kids.)

Parents also like how their kids can build what they want as if the pallets were LEGO, which help boost creativity and train body coordination. Some express that they like how the moveable parts allow them to play with their children, e.g. pushing the cart, rotating the Chinese candy box (全盒). A young mother living in Shatin came all the way: 不錯。因為小朋友可以投過這些移動傢俬，搭砌出屬於自己的玩耍空間和建立自己的玩耍方式，可以提升他們的創造能力，讓他們有一個實現想象力的地方 (It's good, children can build their play space and develop their play method as they move the furniture, they can actualize their imagination and be more creative). A 40-year-old mum with young kids and lives in Kennedy Town loves the design of the pushing carts: 好好嘅設計，車仔好好玩，推得好 smooth，小朋友可以係度玩成粒鐘 (It's a great

design, carts are fun and can be smoothly pushed, children can spend over an hour here).

In general, many non-parent young users are aware of how the children are playing with the pallets happily and are surprised by how children can make use of the furniture and pallets and incorporate them into their own games. As a 35-year-old resident of Kennedy Town observed: Kids like to stomp on the scaffold as it vibrates and makes noises, they can literally play with things that we didn't expect them to.

- **Attractiveness:** Interviewees agree and like how these furniture help add attractiveness of the place, locals think that these attract users within and beyond the district. 27-year-old resident of Shek Tong Tsui: 認為呢一啲嘅元素令到呢個地方更加有特色或特別。覺得每一個地區嘅公園都應該有啲一區嘅特色，從而吸引到多啲人嚟 (These elements make this space special, I think that each park should reflect the district's character to attract users.)

For visitors who came just for the park, the moveable parts also create a unique, relaxing and chill environment in general and make it pretty; this is rarely seen in other places in Hong Kong. Some users reflected that they would come all the way to the site even if it is out of their district as it is more fun, and that they hope to see similar facilities in their own district. Two 20-year-old visitors from Tsing Yi and Tseung Kwan O commented: Very good and one-of-a-kind, unique character unlike other parks.

A small portion of interviewees and respondents at public engagement exercise expressed some diverse views about the moveable pieces, their concerns can be summarized in a few categories:

- **Durability:** Some users are concerned about the durability of the outdoor furniture as many seemed to be broken after a few months of use. A few shared that they nearly fell when they sat on the chairs.
- **Design and Comfort:** Some respondents feel that the pallets are aesthetically not appealing and are made of plastic. Older users feel that the pallets are not comfortable to sit on for adults and elderly, and thus not functional. 65-year-old elderly commented on the pallets' design: 覺得佢太多塑膠，冇乜美感，但係啲細路鍾意 (I feel that there is too much plastic, it's not pretty, but the kids love it). Another middle-aged user from Southern District: 站在成人角度上，設施坐得不舒服。宜考慮增加不同年齡層嘅需要，功能性宜增加 (From the perspective of adults, the furnitures are not comfortable, there should be more considerations for different age groups and enhance functionality.)



- Cost: Some users wonder if the cost of producing moveable pieces would be higher than usual furniture, especially with the rate of wear and tear.
- Sustainability: A few raise this concern as the pallets are made of plastic, and wonder if natural materials can be used as a replacement.
- Availability: A few respondents share that it's very difficult to secure moveable chairs as the quantity is limited, especially for elderly and sunbathing, and during peak hours and holidays. One user further suggested labeling the chairs as elderly care seats.
- Safety: Most of the concerns about the moveable parts are related to the safety of the pallets and equipment with wheels (i.e. pallets, Chinese candy box (全盒), and heart-shaped chairs). Indeed, this is a common enquiry received by BBHOP management. However, the average score of the survey statement "I feel that the use of moveable furniture is safe" is 3.96 out of 5, with over 71% of the survey respondents actually rating 4 or 5, reflecting that most of the users actually think that the use of moveable furniture is safe. The majority of the survey respondents also do not think that the pallets and moveable parts are dangerous.

Concerns revealed during the interviews mainly came from some parents and older users (50 years old and above). They are worried that children can easily get hurt while wheeling the pallets and chairs, when the pallets fall, get scratched by the rough edges of pallets, when climbing up onto the stacked-up pallets, and thus require more parents' supervision. A few interviewees also feel that the scaffolding platforms could get risky if kids start climbing and a few mentioned that the flooring is a bit of a slant towards the sea, the wheeling would speed up unintentionally and increase the risk of accidents. At times, parents are also worried about older kids or teenagers who might push the heart-shaped carts at very high speed and can easily create accidents. Some elderlies are concerned but at the same time understand that children are having great fun with the pallets.

On the other hand, some parents shared further thoughts in the interviews. They think that in general, the order of the site is acceptable as users are civilized, they learn to respect each other and behave quite well. They know how to avoid clashing into each other. In addition, parents think that after all, there is always going to be a certain level of risk or danger wherever they play and that is acceptable or inevitable. They stress that they have the responsibility to take care of and supervise their children. A mother in her mid-30s shared: As a parent, I can see why people can be hesitant since they are kids bumping into each other sometimes. But I see no problem in it as kids also should learn to adapt the 'order' here. And of course! adults accompanying the kids have to be vigilant. Another 45-year-old father of two young kids living in Shek Tong Tsui added: 其實有可能係滿足到場地安全性嘅同時

又要滿足到呢度嘅可玩性。安全當然係要考量嘅一個因素，政府應該加以研究，但家長亦都有責任睇住自己嘅子女享受場地嘅設施 (It is impossible to satisfy both safety and playfulness. Safety is of course one of the factors, the government should look into it, but parents have the responsibility to look after our children when they are using the facilities.)

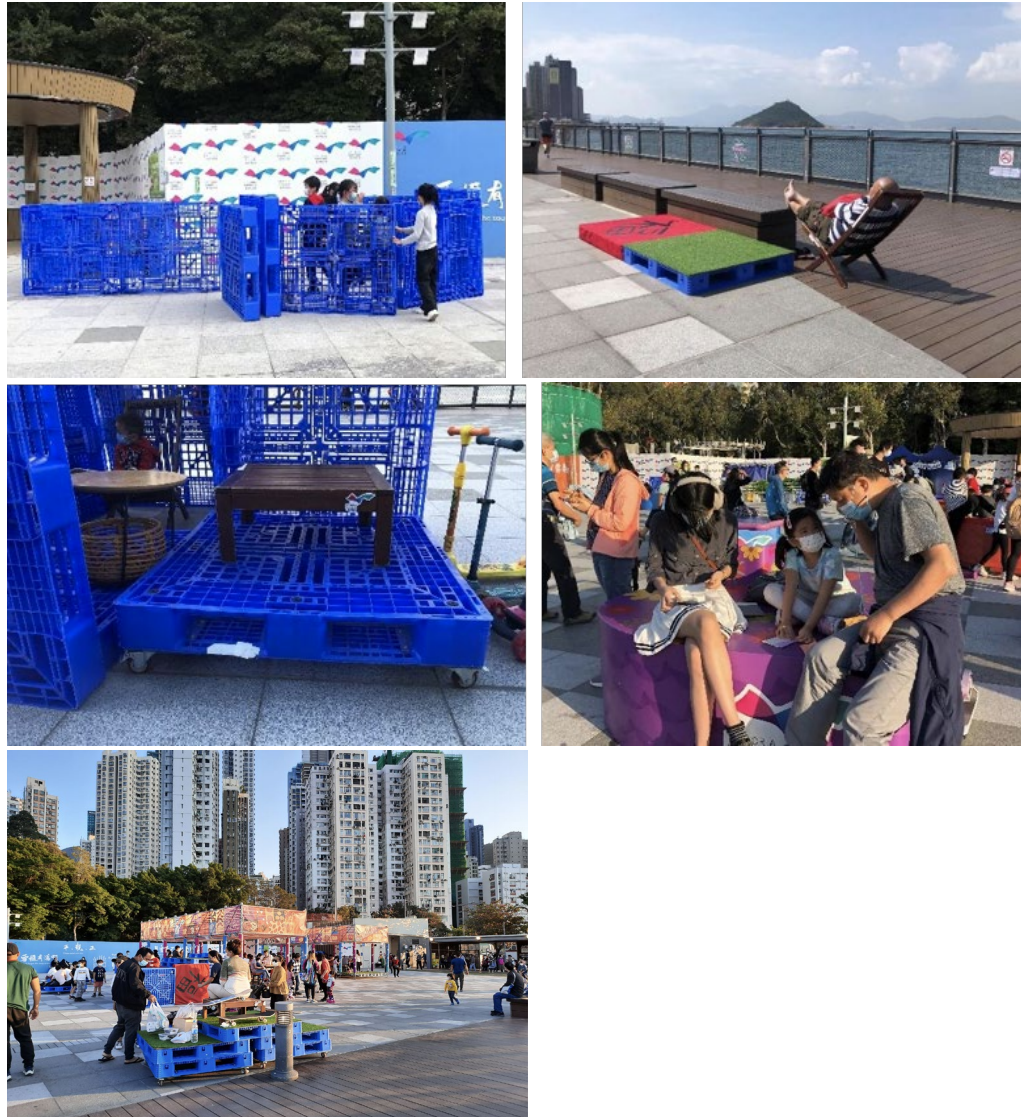


Fig. 25-29: Examples of moveable furniture and pallets

#### 2.5.4 Pop-up installations (期間限定)

BBHOP made use of different opportunities to engage the community and local creatives on different scales to create pop-up installations and events. Freelance artists helped design harbourfront-themed stamps (Fig. 30-31) and stickers available to the public for free, individual full-time artists created the very popular knitted figures, architecture and design students were involved, larger-scale creative companies designed and produced the festive installations, community organizations set up recycling bins for carton box (Fig. 32) and recycling stations for red packets during Chinese New Year, teachers

conducted cleaning robot demo in front of kids at the site and turned it into a STEM education ground (Fig. 33); the site is the epitome of cross-sectoral collaboration. Collaborators, as well as the users, appreciate the opportunities of engagement, proven by the high traffic at the booths and the strong presence online, particularly the knitted characters were photographed and posted frequently on Instagram and by online media.



Fig. 30: Stamps offered on-site for the public to play with for free



Fig. 31: Member of the general public using the stamps



Fig. 32: Recycling bin for carton box





Fig. 33: Cleaning robot demon at BBHOP

During 2020 Christmas, BBHOP added sleighs (鹿車), Christmas trees, knitted characters, and decorations at the scaffolding platforms. At the 2021 Chinese New Year and Valentine's Day, heart-shaped chairs, neon lights at the seaside railings, Chinese candy box (全盒) and cushions with Chinese character “福” by engaging the community through a non-governmental organization, and decorations at the scaffolding were added to the site (Fig. 34-39).

In the survey, users were asked to rate the statement: I think the “pop-up” installations give extra values to the site 我認為「期間限定」嘅裝飾令空間更吸引。 The mean score of such is 4.24, with SD of 0.98 (Fig. 40). Over 80% of the survey respondents agree that pop-up can add value to the site. Some interviewees expressed that they would like to see more of it.

When asked “Would you like to see more ‘pop-up’ decorations from time to time?”

+, interviewees also shared positive comments and wishes. In general, no negative comments were received about the pop-up. As a pet owner who is in her 40s shares: 呢個空間裏面嘅設施會定期更換，每次嚟都會充滿新鮮感 (The furniture in this space often changes, it feels refreshing every time I come.) Some users share that they come particularly to take photos with the pop-up.

There are four types of comments and wishes consolidated from the interviews:

- Festive and thematic: Many like the current festive decorations, further suggestions include incorporating different cultural and seasonal elements.
- Interactive: In addition to decorations, some interviewees would like to see performances, pop-up markets, family workshops, arts and craft workshops, exhibitions, and other pop-ups that would allow children to get involved as well at the site.
- Instagrammable: Thematic pop-ups should allow users to take photos and check-in (打卡), one new suggestion would be lanterns and lighting

shows. In fact, desktop research about online perceptions shows similar trends, more details are investigated in section 2.9.

- Local artists: Some interviewees recalled fondly the knitted characters that existed at the beginning of the launch, and would love to see more showcases of works of local artists.

Several questions regarding pop-up installations were also asked at the public engagement activity conducted on 14 February 2021. Votes are detailed in Table 6. Chinese New Year and Valentine's installations are the most popular ones among all, in which the Chinese candy box (全盒) and heart-shaped moveable chairs introduced by artists having regard to the popularity of the moveable furniture, are the most-liked pop-up setting.

Favourite pop-ups	Votes
CNY & Valentine's installation	47
Christmas installations	23
Knitted Characters	15
Backboard slogans	11

Christmas pop-ups	Votes
Sleigh (鹿車)	34
Christmas tree	14
Scaffolding	10
Knitted characters	10

CNY pop-ups	Votes
Chinese candy box (全盒)	50
Heart-shaped chairs	29
Neon lights	23
Scaffolding	14

Table 6: Pop-up related public engagement questions

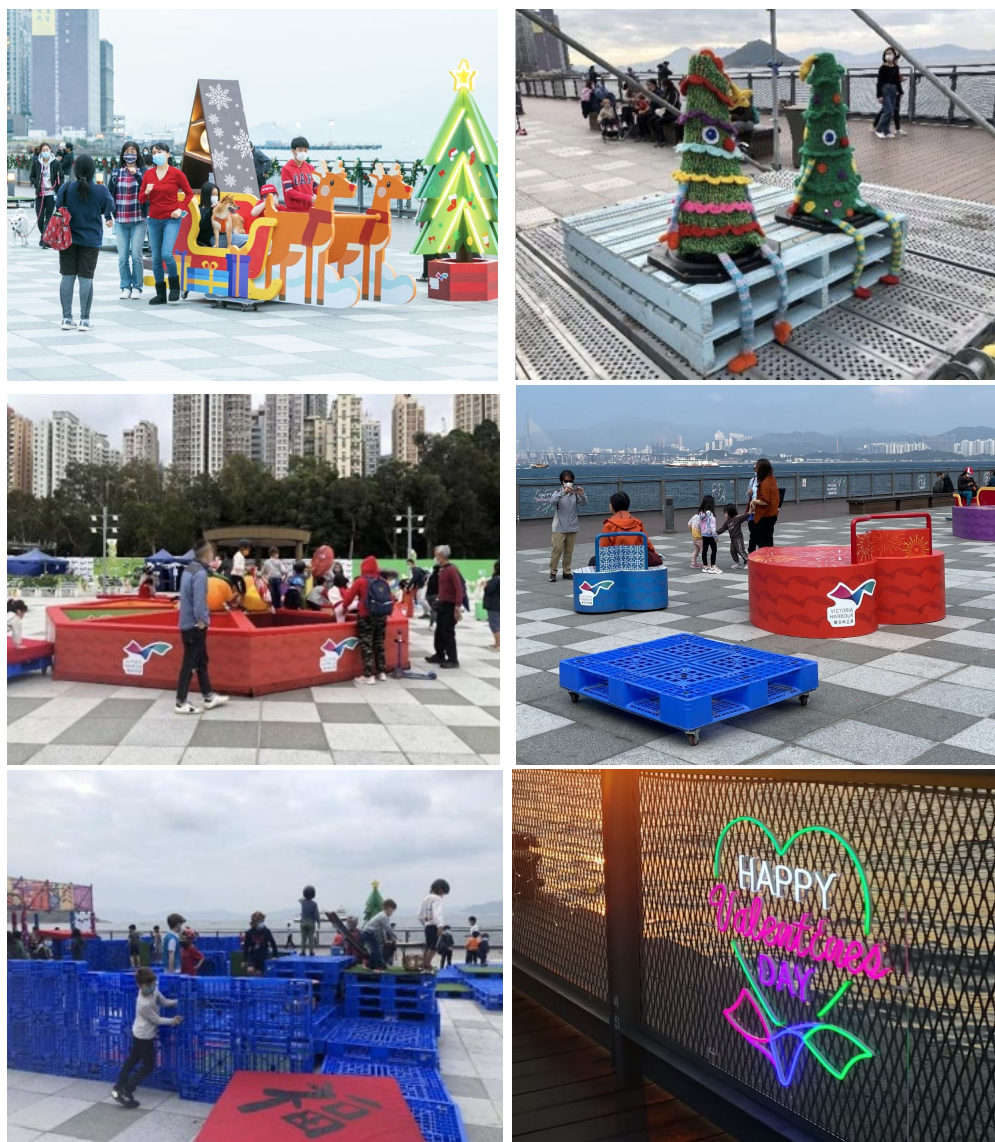


Fig. 34-39: Examples of festive pop-up installations (sleighs (鹿車), knitted figures, Chinese candy box (全盒), heart-shaped chairs, “福” cushion, Valentine’s Day neon signs)

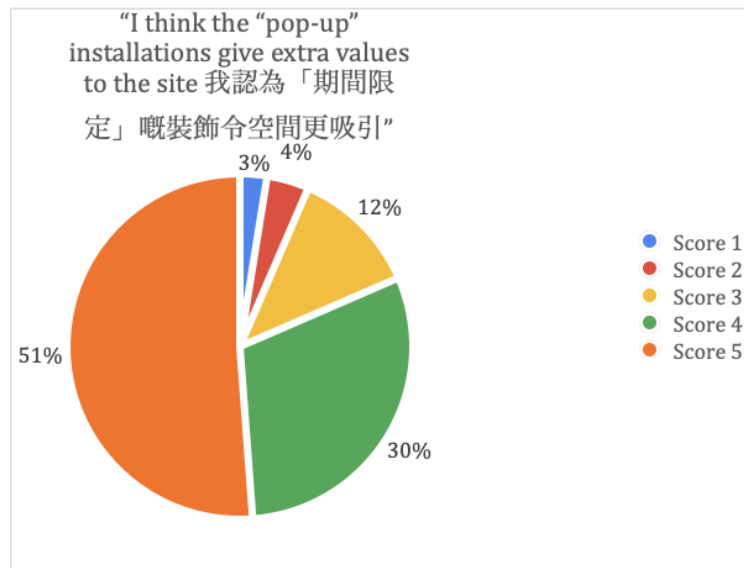


Fig. 40: Distribution of survey statement “I think the “pop-up” installations give extra values to the site 我認為「期間限定」嘅裝飾令空間更吸引”

#### 2.5.5 Incremental approach

The site first opened with a 5-metre-wide boardwalk at the waterfront in March 2020, and was fully opened in October 2020. In fact, BBHOP is the first harbourfront site in Hong Kong that is completely opened under such an approach, allowing part of the site to be opened to the public while construction works for another part of the same site to carry on in parallel.

Although some of the interviewees were not aware of such an approach and the intended planning behind the scene, almost all interviewees reacted positively to the early opening of the boardwalk. Only 2 out of 96 respondents (i.e. 2.08%) preferred strongly that the site should be ready as a whole rather than opening it up in parts. Common comments include:

- **Release open space earlier:** they felt that it is excellent to first open up the space partially for residents to use earlier, some users who were aware of the partial opening came for strolling and running and did not mind the on-going construction works. Some think that as the government's works are generally slow – incremental approach would be more efficient than waiting for the whole site to be completed and waiting until the “grand opening”. Respondents also feel that this is also a good approach to first test the water and to promote the site earlier.
- **Delay in works:** few residents recall that this space had taken a long time in the making and were upset about the delay, but agree that having the space is better than nothing.
- **Improve information transparency:** some also suggest sharing more information about the design and its rationale, planning and construction work progress of the site, and the expected opening time with the public. A few interviewees recall seeing the boardwalk and being unsure of

whether that was completed or whether there would be more upcoming works.

- Other conditions: A few residents who had been to the boardwalk recalled that the path was a bit narrow, one user specifically suggested that there perhaps are several considerations to decide whether the site can be opened up in parts: 如果空間係安全嘅，可以獨立使用就應該先開放，但如果空間太細或者未有吸引之處就不如一次過做好先再開放。認為開唔開放應該係 depends on 時間啦，circulation，或者地方大細，至少係一個 decent size，從而作出考量。(If the space is safe to be used independently, it should be opened up. If it's too small and not attractive enough, it's better to complete the site prior to opening. It depends on timing, circulation, a decent size to make a decision.)

#### 2.5.6 Management mode

BBHOP adopts an open site management approach whereby different users can share the space and that different types of activities are allowed, instead of prohibiting a lot of activities. This approach is rarely seen in other public and privately-owned and managed public spaces in Hong Kong and attracts fruitful comments from users. BBHOP management had also received complaints and enquiries regarding the pet zone and the nuisances caused by the skateboarders.

Three relevant statements were posted in the survey so that respondents can share whether they agree with them:

- I am happy with sharing the site with people with various interests, of different ethnicities and age groups. 我樂意同其他唔同國籍、年齡、興趣嘅人一齊使用呢個空間
- I am happy with sharing the site with pets 我樂意同寵物分享呢度
- I like how there are not as many rules at the site compared to other parks 我喜歡這個空間與一般的公園不同，設有較少規則

As shown in Fig. 41, all of the statements score highly, with scores of 4.62, 4.31, and 4.48 respectively, revealing users' positive attitude towards this open site management approach.



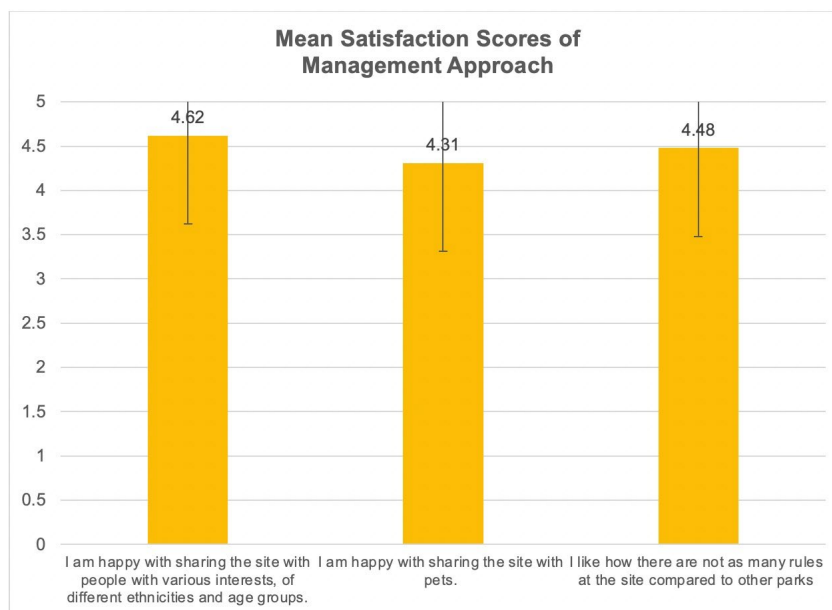


Fig. 41: Mean satisfaction scores of management approach by survey respondents

#### 2.5.6.1 Inclusivity and diversity of site

Over 94% (594) respondents rated 4 or 5 for the statement “I am happy with sharing the site with people with various interests, of different ethnicities and age groups”. Users are very receptive and happy about the inclusivity and diversity presented by the site. Indeed, the site is frequented by a wide spectrum of users, as shown in the demographics section of the report. Users of different age groups, ethnicities, district of residences, gender, different preferences for visiting timings, companions and interests would all come and enjoy the site and perform different activities. Moreover, children of different ethnicities would often play together and share facilities.

One anecdote of a 40-year-old mother sums up the general sentiment of the users: 呢個場地容許唔同人士一齊參與活動，例如小朋友、老人家、都有玩滑板、有做健身嘅人，其實大家都係互相尊重、互相包容嘅。咁呢個空間都可以令唔同組別嘅人相處得幾好。(This site allows different users to share the space, such as children, elderly, skateboarders, people who work out, actually everyone respects each other and is accommodating. This space allows and facilitates this interaction with different groups.)

Sharing the site with pets is a concern reflected in many of the enquiries received by BBHOP management. When asked when they are happy to share the sites with pets, 83% (521) of survey respondents rated 4 or 5, agreeing with the statement “I am happy with sharing the site with pets”.

#### 2.5.6.2 Flexible management mode

Unlike other parks managed by the Leisure and Cultural Services Department (LCSD), there are no signboards detailing the rules of activities that are prohibited at the site. 87% (554) of the respondents rated 4 or 5 to the statement “I like how there are not as many rules at the site compared to other parks”, agreeing in large that it is better to have fewer rules (Fig. 42). A 60-year-old resident of the district compares the site directly with those managed by LCSD: You know LCSD parks are very strict in regulating, making it difficult to fully make use and enjoy the facilities. So, having something new like this park is good for the citizens.

It should be noted that in the control survey, users at Belcher Bay Park do not share the same sentiment with users of BBHOP, with 60% of them thinking that having a set of rules guiding what can and cannot be done is better.

Overall, respondents’ comments on the innovative management mode fall under the following aspects and are shared across the spectrum of users:

- Allowance for a variety of activities for different users

Many interviewees (19 out of 96, 20%) shared that they came to the site because their intended activities are allowed at BBHOP, especially skateboarding, rollerblade, scooters, and more, attracting visitors from other districts. As observed on-site, skateboarders at BBHOP are not limited to teenagers, they range from very young children to elderly. As one 60-year-old user from Kowloon City shared: 呢個地方而家變成一個任你發揮創意既地方。我好鐘意呢個地方咁自由, 我可以玩遙控車,又可以玩滑板, 因為地面非常平滑, 空間大可以一條直路玩滑板。(This venue has become a place where you can use your creativity. I like a space that’s filled with freedom, I can play motor cars and skateboard as the floor is even and it is spacious.)

Parents also bring their children here as more activities are allowed, e.g. cycling and rollerblades, the children can enjoy better time and spend longer hours without getting bored. A father of a child living in the area loves this place: 非常鍾意, 如果要俾分會俾 100 分, 因為呢個地方大, 加上提供嘅設施非常有創意, 可以適合唔同年紀嘅小朋友一齊玩, 而且呢度嘅平地可以俾我嘅小朋友踩單車。知道以前呢度係貨櫃碼頭, 相比之下呢個公園會更安全, 呢個平地可以俾小朋友玩 scooter。(I really like it, will give it 100 marks since this is spacious and the facilities are innovative, it allows children of different age groups to play together. Also, the flat ground means that my kid can cycle and play scooter. I know that this was a cargo are, this park is a lot safer compared to that.)

Most respondents (Over 94% of the 633 survey respondents rated 4 or 5 for the statement “I am happy with sharing the site with people with various interests, of different ethnicities and age groups”) are happy how the site can be shared by very diverse groups of users who enjoy different activities, and were surprised to see that this is possible in Hong Kong. They like the vibrancy, lively atmosphere, and the possibility to meet new friends. A visitor from Kwai Tsing shared: I love it because we can see that without regulations/ zoning, in fact kids, skaters, strollers, everyone else could find their place and try to be accommodating. That's what a free space should be and would be like! A small portion of interviewees, especially elderly, agree with the concept but are worried that the site might be dominated by certain users (e.g. aunties dancing, skateboarders, domestic helpers) in the future.

- **Unclear rules and regulations**

A few respondents (30 out of 633, 4.74%) reflected that there is a lack of signages, they were not sure what activities are allowed on the site. There are also users who suggested adding non-smoking signs.

- **Sharing site with pets**

Users are in general very receptive to sharing the site with pets, as shown in the data. During site observation, the pet zone always attracted a lot of dog lovers to watch. Most of the time, dogs are under leash in the non-pet zone area. Pet owners interviewed are very grateful for the opening of this pet zone as it is lacking in the area.

Some interviewees (9 out of 96, 9.38%) are worried about dogs that are not under leash and unmasked in the main public area would accidentally bite other users, especially dogs of bigger size. Some users reflected that they are open to pets using the sites, but are genuinely fearful of dogs.

- **Skateboarding**

One of the greatest concerns, as reflected by the interviewees and complaints received by BBHOP, is the potential conflicts with skateboard users. Users are most worried about the potential accidents that would be caused by high-speed skateboarders, especially with young children and elderly. Similar worries appear for other uses with wheels, such as cycling. Some worry that skateboarding would take up too much of the space of the site, particularly those who are conducting classes on site. Hence, many of those who expressed such concerns suggest designated zonings for skateboarding activities to improve safety of the entire site.

- **Inclusivity for elderly and disabled**

Some older respondents reflected how although the site might already be inclusive, it might overlook the needs of the elderly and disabled community. For instance, the entrances are too narrow for wheelchairs; the tactile paths are situated at where the skateboarders love to hang out; there is a lack of chairs with back for elderly. A 55-year-old kaifong shared his own experience: 哩個公園唔方便老人家同輪椅人士進入。巴士站入口行人道太窄；我地哩啲住係公園正對面嘅街坊要左兜右兜好大個圈先黎到公園入口，而靠近寵物公園嘅入口無公眾停車場，開車黎嘅公眾搵唔到地方停車。對出嘅紅綠燈時間又短，馬路嘅車速又快，用拐杖慢慢行嘅老人家要過黎好危險。(This park is very inconvenient for elderly and wheelchair users, the entrance from the bus station is too narrow. We live right opposite of the park but have to take a long route to get to the entrance. There isn't carpark near pet zone, users coming with cars cannot find parking spaces, coupled with quick changing of pedestrian street lights and high vehicular speed, it poses great danger for elderly with walking aids and would like to walk to the site.)

- **Learning opportunity**

Some users reflected that they understand there is a tradeoff when it comes to sharing the site with different users, and pointed out that self-discipline is the key. Other users also felt that this site creates an opportunity for different users to learn how to respect others' rights and boundaries, and to share resources, particularly for children.

"I like how there are not as many rules at the site compared to other parks 我喜歡這個空間與一般的公園不同，設有較少規則"

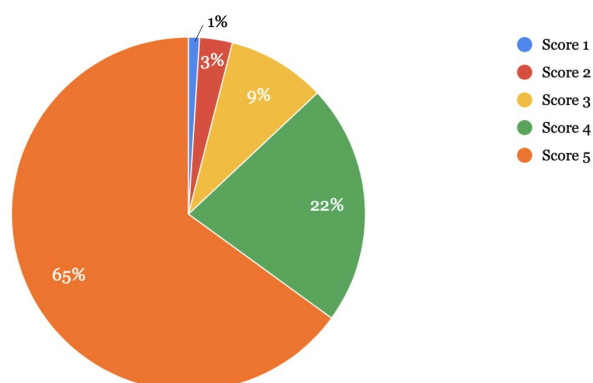


Fig. 42: Distribution of survey statement "I like how there are not as many rules at the site compared to other parks"

### 2.5.6.3 Evolving management mode

Currently, the management of the space improves facilities and the site quickly after evaluating feedback from the general public, with aims of turning the complaints into immediate improvement items and incrementally making positive changes to the site with users' feedback and involvement, hence nurturing a new approach to the use of public spaces in Hong Kong. Since the opening in October 2020, many adaptations have been implemented to respond to the comments from users. The following are examples of adaptations made to the site:

- Moveable furniture (Fig. 43-44): Wooden pallets provided at the beginning of the opening of the site have been replaced by plastic alternatives after concerns about durability, weight and safety were raised by users. The lighter weight plastic pallets enable users, especially young children, to utilize them in more innovative and flexible ways, such as stacking them upright to build castles or enclosures.
- Scaffolding platforms (Fig. 45-50): At the beginning of the opening of the site, the scaffolding platforms only had concrete blocks placed on them, making them underutilized. Instead of using the platforms, users would climb up the columns by stepping on the joineries. After accidents were reported at the scaffolding platforms due to falling and abrasion caused by sharp edges of the grates on the platforms' floors, coverings were added to the columns to avoid climbing; and artificial turf was installed to cover the floors of the platform, giving users a cushioned surface to step on. In addition, in order to provide sheltered seating options on-site, proper benches and tables were also added on the platforms with reference to the creative use of the concrete blocks by the public for such purposes as observed on-site.
- Lighting (Fig. 51-52): Residents living nearby raised concerns that the bright lighting of the site, particularly that of the pets zone, affected their sleep; pet owners also agreed that lighting was too strong. In the short span of one month, the lighting level at the pets zone went through four stages of adjustments to reach a satisfactory level agreed by various stakeholders.
- Feedback collection (Fig. 53-54): In order to collect feedback about the site more effectively, QR codes were added on-site for users to enquire and reflect their opinions on specific issues, such as the brightness of lighting, without having to go through the government hotline services.
- Signages (Fig. 55-57): Signages were added immediately after users reflected that directions to the sites were unclear. In addition, unlike usual prohibition safety signs seen in public spaces, warm reminders were added to remind users of a sharing attitude and beware of accidents after incidents of conflicts were reported. Positive

reinforcement instead of negative punishment techniques are used to enable and nurture possibilities for using public spaces. The speed of iteration is acknowledged by users and relevant complaints significantly decreased after adjustments were made. In particular, Fig. 56 and 57 demonstrate the swift action taken by the management of BBHOP in response to feedback. Signages were added to on-site equipment in order to encourage users to respect and share the space with one another. This illustrates the vision for Harbourfront Shared Spaces to nurture a culture where individuals would “respect and share the space” with one another.



Fig. 43-44: Wooden pallets that were used at the beginning of site opening as opposed to plastic pallets that are currently being used



Fig. 45-46: At the beginning of site opening, the scaffolding platforms only had concrete blocks placed on them, making them underutilized





Fig. 47-50: With reference to the creative use of the site by the public, management quickly took action to provide proper benches and tables

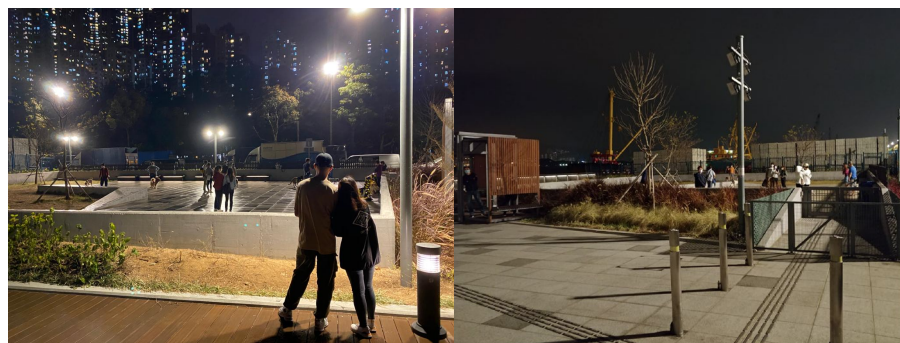


Fig. 51-52: Before and after lighting adjustments were made at the pets zone



Fig. 53-54: QR codes added on-site for effective feedback collection





Fig. 55: Signage that informs users about lighting adjustments testing at the pets zone



Fig. 56-57: Swift action in response to feedback where signages are added to on-site equipment to encourage users to respect and share the space with one another

In addition to the above adaptations, various “upcycling” of decorations and pop-up installations (Fig. 58-63) fig. have also been introduced to renew user interest while leveraging on some existing successful components. For example, the popular pop-up sleigh (鹿車) was later transformed to fit the Chinese New Year theme.

The use of flexible design and loose parts at BBHOP also imply that the site is not affected easily by the malfunctioning and wear-and-tear of any single piece of equipment or pallet; the site does not have to close off a huge area for maintenance and still functions smoothly. In fact, the site’s design would always evolve with users’ constant creations, making use of what is available on-site at a certain moment.

Interviewees welcomed and were glad to know that the management responded effectively and quickly to users' comments, as 35-year-old resident of Kennedy Town commented: Very good to take in public feedback, I am quite satisfied and surprised that this place doesn't feel very 'governmental' to me. Some users also agreed with the replacements of the wooden pallets.

Overall, interviewees were quite interested in providing feedback in the future for the betterment of the site and provided constructive comments for the establishment and refinement of this incremental improvement mechanism, reflecting strong ownership and a sense of belonging over the area. They raised the following enquiries:

- Timing and frequency of consultation

Some would like to know when and how often would the consultation take place.

- Means of collecting opinions

Many interviewees were happy to provide comments. Quite a number of them suggested placing questionnaires and a comment box on the site in addition to the hotline 1823, and other digital means such as mobile app, placing huge QR codes that lead to the survey and/ or website of the site. They remarked that instead of just passively pasting the box, the government may proactively ask them for opinions.

- Content of the comments

Few also noted that there is a need to consider whether the complaints make sense and consolidate logically as Hong Kong users have a culture of complaint and some complaints might be too extreme.

## **2.6 Innovative use of the site**

One key and unique feature of the site is how the flexible public furniture and open site management approach facilitate the innovative use of the site in manners unexpected and rarely seen in Hong Kong's different types of public spaces. They release creativity among users and create a vibrant scene.

### **2.6.1. Major innovative uses**

The RAs were on-site 24 hours a week and discovered how users interacted with the site innovatively at different times of the day. Some of the most popular activities that could not be found elsewhere are: skateboarding, cycling, rollerblading, playing scooters, innovative set-up of meet-ups using pallets and moveable furniture, interacting with different pop-up and furniture (e.g. pushing the sleigh (鹿車), racing with heart-shaped chairs, selfie with Valentines' Day neon signs), and combining different pop-up and furniture for own purposes.



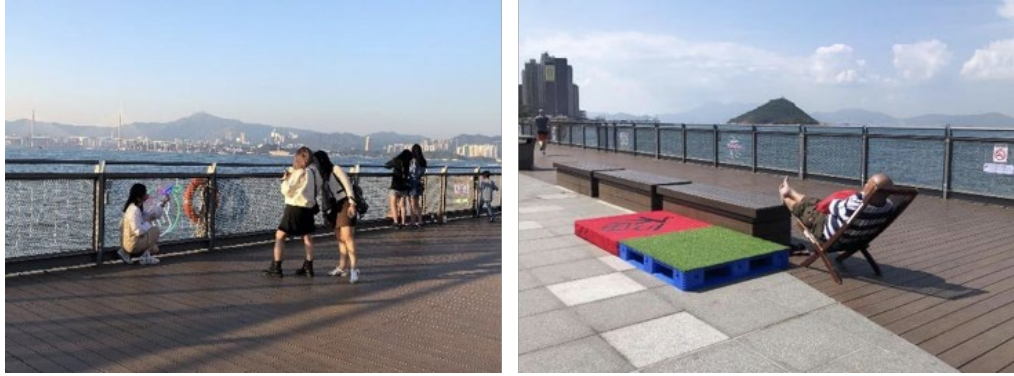
Fig. 58-63: Examples of interacting and combining different pop-up and furniture: Children pushing sleighs (鹿車); Pallets and chairs facilitate interaction of differently-abled users



Combine pallets and coffee table for drinks; Children use moveable chairs as hide-and-seek props



Heart-shaped chairs as photo-taking props; Combining chairs, tables and pallets as dining furniture



Take photos with Valentine's Day neon signs; Combine lounge chairs and bench to sunbathe

Below is a list of other unexpected passive and active usages observed during the on-site research period:

- Passive usages (Fig. 64-75)
  - Sunbathe
  - Work and casual meetings
  - Use of electronic devices: Work on laptops and phones and discuss projects, Zoom classes, watch Youtube
  - Professional photography, video shoots, and drones: shooting scenery, pets, models and also skateboarders
  - Make TikTok videos
  - Dine with takeaway meals, picnics and drinks
  - Busking and guitar playing
  - Play card games and board games
  - Life release
  - Sleep
  - Worship
  - Karaoke
  - Meditate
  - Dog-watching outside pet zone
  - Parking motorcycles at night
  - Drying clothes
  - DIY workshop: Making leather accessories



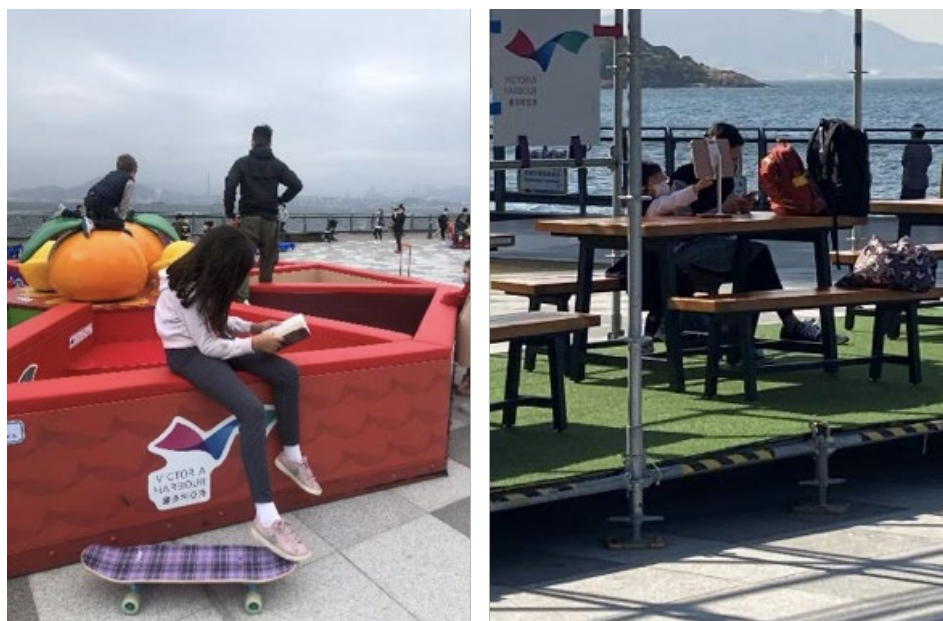
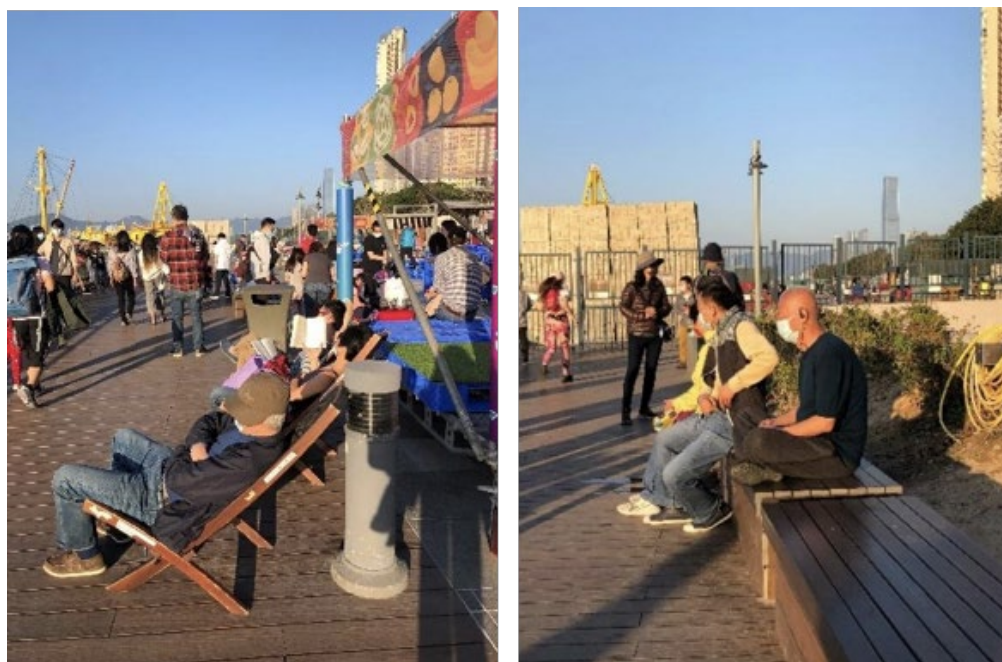


Fig. 64-75: Examples of unexpected passive usage observed: Read; Zoom class



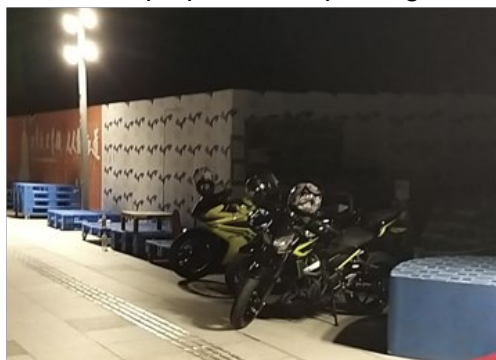
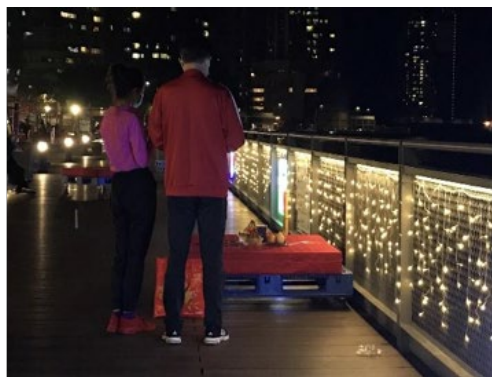
Sleep and Sunbathe; Meditate



Yoga photography; Dog-watching



Work on laptops; Worship at night



Motorcycle parking at night; Busking



Drying clothes; Making leather accessories





- Active usages (Fig. 76-87)
  - Walk pets: dogs, cats, tortoises
  - Play activities: motor cars, kites, frisbee, Kendama, soap bubbles, play with sand outside pet zone, coin tossing game
  - Exercise classes: boxing, yoga, workout, skateboarding classes
  - Other types of exercises: dance, rope skip, Tai Chi, stretch, yoga, pole dance
  - Work out by utilizing on-site equipment (scaffolding platform, railings and pavilion), a male Kennedy Town resident in his 30s shared: 朋友將一啲健身器具綁咗係涼亭度嘅健身。佢形容呢個由鐵架砌成嘅涼亭可以支撐健身器具係一個好好嘅設計，可以解決佢係新冠肺炎期間冇得去健身室健身嘅需要 (My friend would tie the fitness equipment to the pavilion to work out. He felt that the scaffolding can support the workout equipment can cater for his need of working out during the pandemic.)
  - Ball games: football, volleyball, basketball, rugby, badminton, lawn bowling
  - Skateboarders would also utilize the loose pieces at the site as barriers, e.g. cones, pallets, poles.



Fig. 76-87: Examples of unexpected active usage on site: Work out using scaffolding structure; Play kites

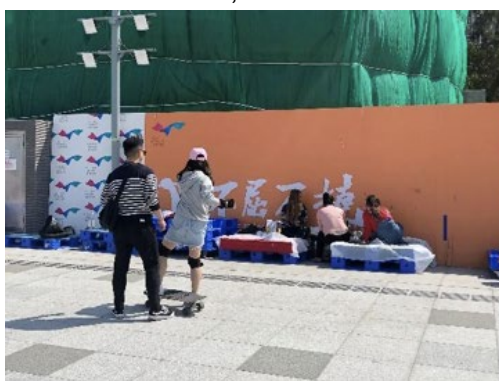
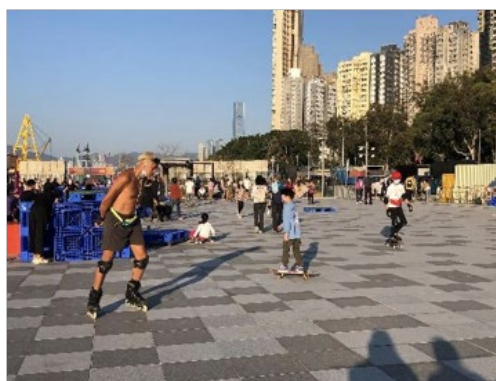


Play motor car; Work out class

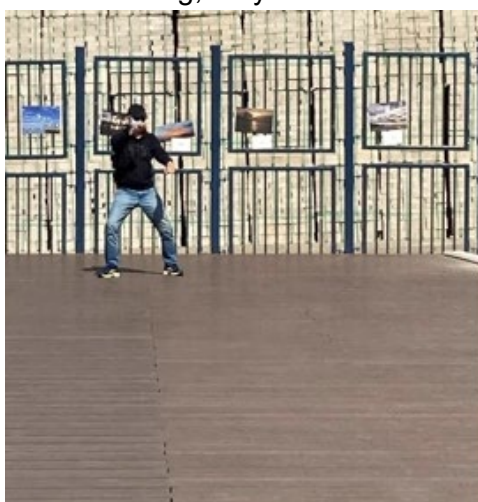




Skateboard class; Rollerblade



Skateboarding; Play with sand



Tai Chi; dance



Coin tossing game; Lawn bowling



## 2.6.2. Pallets as an enabling tool

The stationary and moveable pallets, in particular, are utilized in innovative and unexpected ways by different users; they are stacked up, moved, built into different forms by users to suit the needs of themselves flexibly (Fig. 88-93). Below is a list of special uses observed over the course of the on-site research period. (Table 7)

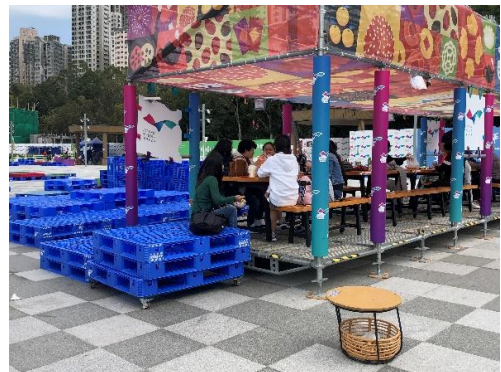
<p>1) Build fortress</p> 	<p>2) As hiding place for hide-and-seek</p> 
<p>3) As stacked-up platform</p> 	<p>4) As shelter from sun</p> 
<p>5) Build maze</p> 	<p>6) As dining table</p> 



7) As group seats



8) As extended seats for table area



9) As seaside seats



10) As challenges for kids



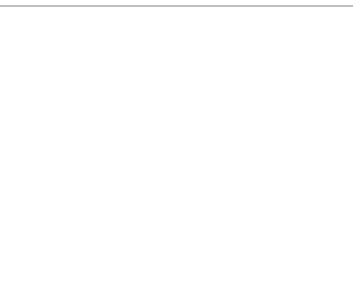
11) As storage space



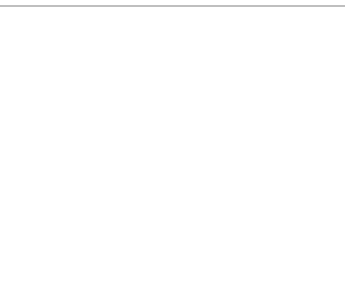
12) As barriers for rollerblade



13) As screening to create private space



14) As raised platform for private chatroom





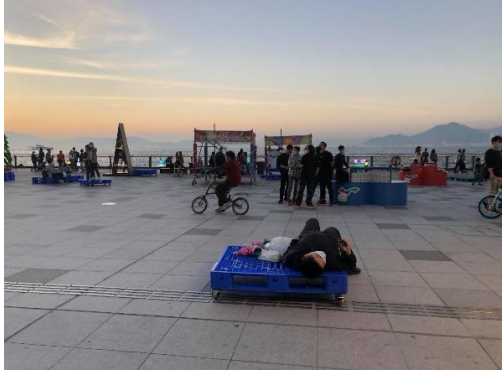

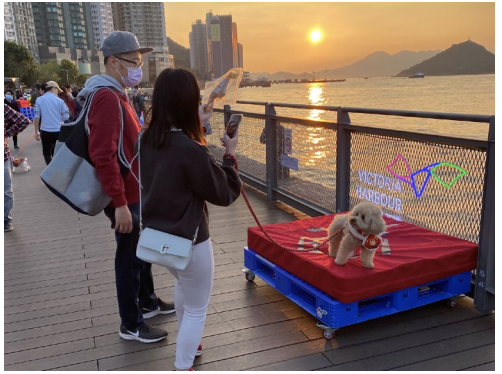

	
<p>15) As bed</p>	<p>16) To create a “home” (煮飯仔)</p>
	
<p>17) As backdrop for photoshoots</p>	<p>18) As parking space for bicycles</p>
	

Table 7: List of innovative uses of pallets



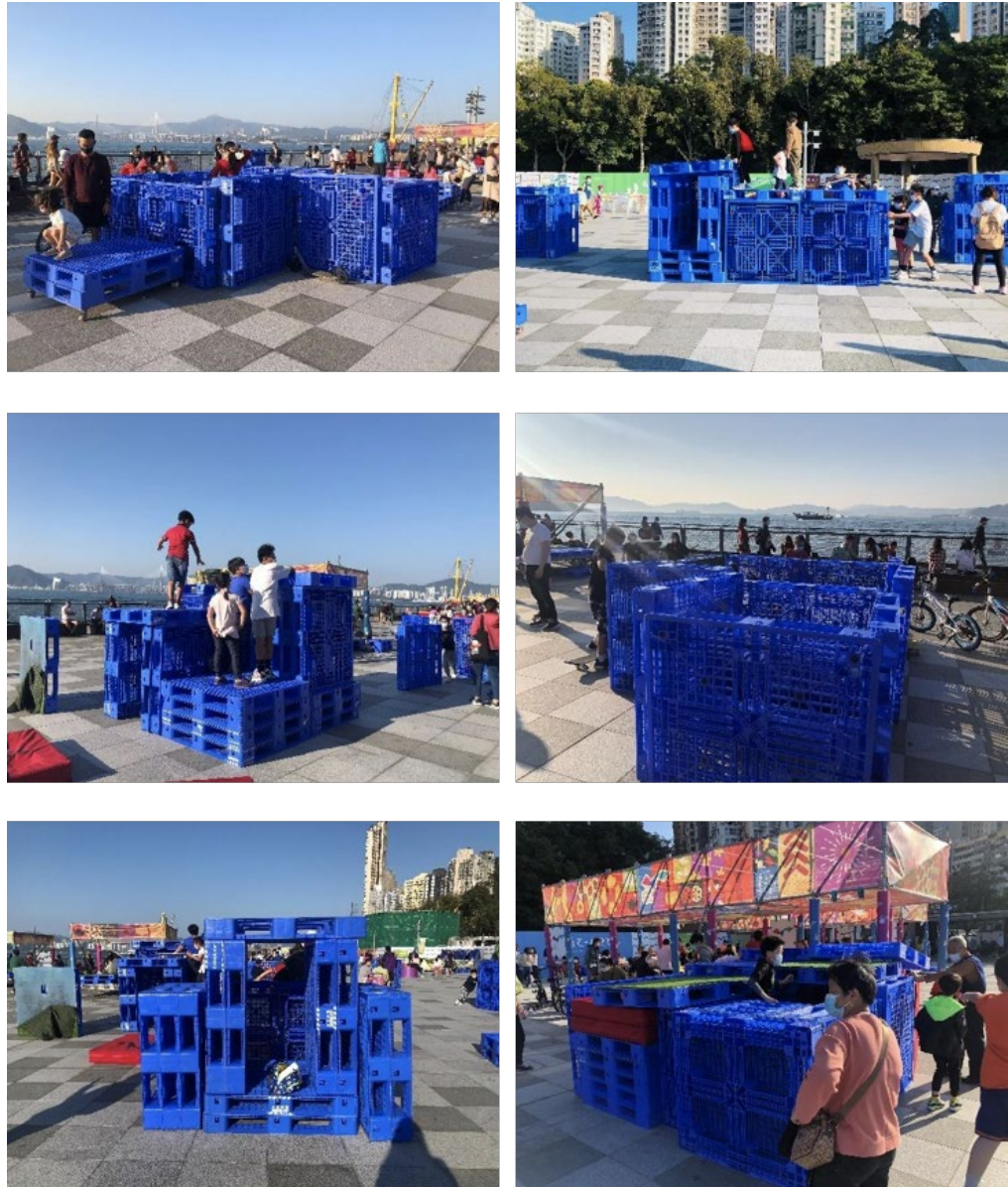


Fig. 88-93: Other innovative creations of pallets observed

## 2.7 Effects of COVID-19

COVID-19 presented a very different situation for various aspects of public facilities and spaces, and most importantly in users' behaviour and their considerations, and corresponding management approach. In response to the pandemic, relevant questions were asked at both interviews and surveys to further understand the situation and possible concerns of the users.

In the survey, the respondents were asked to rate on a scale of 1 (totally disagree) to 5 (totally agree) the statement "I feel comfortable using this site during the COVID-19 epidemic 我在疫情期間能安心使用這個空間". The average score of this statement is 4.36 out of 5, with a SD of 0.83 (Fig. 94). Over 86% (547) of the survey respondents rated 4 or 5, agreeing that they feel comfortable using the site during COVID-19.

Interviewees' comments in relation to the pandemic can be summarized into the following:

- Heightened need for open space

A majority of the interviewees (82 out of 96, 85.4%) shared that they did not reduce the frequency of visiting the site during the pandemic. On the contrary, as many public and indoor facilities (such as swimming pool, nearby playgrounds, parks and pet parks) were closed, some users visited BBHOP more. This is one of the few choices that open during the pandemic. In general, users think that this is an outdoor space with better air circulation and sunshine, and thus safer compared to other places such as shopping malls or restaurants.

Due to the pandemic, there is also an increased need for open space. For instance, with the closure of schools, children need to get out of the house to release energy and play; with the closure of universities and cancelled activities, students and general public spent more time at home, many wanted to come to get some fresh air; with the fear of travelling far, more chose to stay in their neighbourhood park. More people also came here to enjoy takeaway meals as restaurants were closed at night. A mother was concerned but still decided to come during the pandemic: 新冠肺炎期間會落嚟少啲，但係小朋友越嚟越大，唔出黎真係唔得，之前尚可以經常困係屋企，但係睇醫生話長期困喺屋企唔方訓練手腳協調，需要玩更多遊戲 (I came less during COVID, but my child is getting older and needs to be out to play games as the doctor said that it is difficult to train physical coordination at home.)

- Thoughts about hygiene

A majority of users (72 out of 96, 75%) shared that they felt safe using the site during the pandemic as it is an outdoor and very spacious area, with users wearing their masks and sanitizing their hands. Some users shared that if the pandemic situation deteriorated, they would simply avoid heading out altogether.

Only some (9 out of 96, 9.38%) expressed concerns as the public furniture was used for multiple purposes and could become a "breeding ground for germs", while children and pets would play and step on it, others might have meals using the same set-up. They were not aware of the cleaning schedule and any sanitization of the facilities on-site. The crowdedness during weekends and groups having meals at nights also created worries for some users.

“I feel comfortable using this site during the COVID-19 epidemic 我在疫情期間能安心使用這個空間”

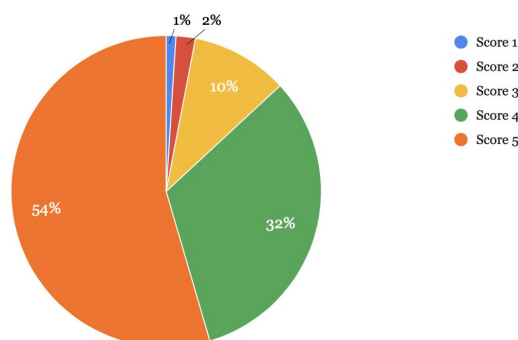


Fig. 94: Distribution of survey statement “I feel comfortable using this site during the COVID-19 epidemic 我在疫情期間能安心使用這個空間”

## 2.8 Comparison with nearby open spaces

### 2.8.1. Visits to nearby open spaces

Survey respondents were asked whether they would occasionally visit open spaces near BBHOP as well. Most of the respondents visit Instagram Pier (Western District Public Cargo Working Area), Belcher Bay Park, and Central & Western District Promenade sometimes, while a majority of them do not normally head to Catchick Street Garden (Fig. 95).

Some interviewees also proactively shared and compared this site with other parks in the neighbourhood. A 27-year-old user living in Shek tong Tsui expressed that: 今次係第二次嚟，而將來都會繼續來。很喜歡這個 transformation，因為比起石塘咀公園呢度空間感大，所以壓迫感會少啲。認為近海旁好，因為其他人可以沿着海旁散步或做運動，舒服過嚟其他公園。認為呢度嘅使用率高，反而石塘咀嘅公園都有乜人去。(It's my second time visiting, I will continue to come, I like this transformation as it's more spacious than the park in Shek Tong Tsui, it feels less dense and tense. The harbourfront allows people to stroll or exercise along the water, it's more comfortable than other parks. Also, this space is highly used, unlike the deserted Shek Tong Tsui Park). Another 35-year-old Kennedy Town resident shared: Yes - very imaginary and I wish I had something like this when I was younger. Very different from BB Park (Belcher Bay Park), I hate BB Park.



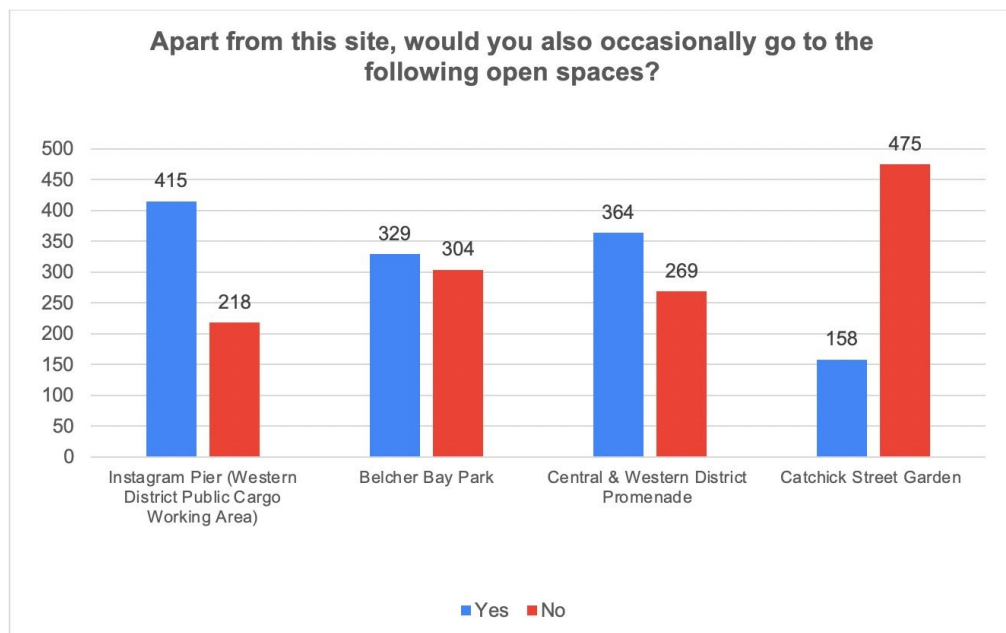


Fig. 95: Habits of visiting nearby open spaces by survey respondents

## 2.8.2. Control survey with Belcher Bay Park

A control survey was conducted on a weekday (8 February, 2021) for 12 hours at both Belcher Bay Park and BBHOP to better understand the difference between the research site and a nearby conventional park managed by LCSD.

### 2.8.2.1 Users' demographics

- Age groups**

Among the survey respondents of the day, the users of Belcher Bay Park are older than those at BBHOP (Fig. 96). Belcher Bay Park has over 46% of its respondents being elderly (aged 65 years old or above), while the largest user group of BBHOP on the same day is 35-44 years old (3%). Belcher Bay Park also has only 2% of the respondents aged 18 years old or below, while BBHOP has a contrasting 12%. In addition, observation on-site also reveals that Belcher Bay Park is a site more popular with older users.

- District of residences**

90% of Belcher Bay Park respondents reside in the Central and Western District, while 78% of BBHOP respondents do so. While both sites attract visitors from outside the district, BBHOP is able to attract visitors from more districts such as Islands, Wong Tai Sin, Sham Shui Po, Southern, North, etc.

- Ethnicity**

78% of the respondents at Belcher Bay Park identified him/herself as Chinese or Hongkongers, while BBHOP's percentage is 69%. There

were significantly more foreigners at BBHOP shown in the clips taken on the day.

The above data show that Belcher Bay Park serves more Chinese older users who live in the neighbourhood, while the site BBHOP serves a more ethnically diverse and younger crowd coming from different places in Hong Kong.

#### 2.8.2.2 Usage patterns

As observed on-site, most of the users at Belcher Bay Park were exercising, either making use of the lawn in the middle of the park, or the fenced off fitness equipment, or quietly sitting at the bench. The clips taken at both sites at same hours showed stark contrast regarding the volume and dynamics of usage: BBHOP hosted a much greater range of activities and a lot more users throughout the day.

#### 2.8.2.3 Reasons for differing usage patterns

While both Belcher Bay Park and BBHOP are both beloved public spaces frequented by many, it is observed that there is a vast difference between the usage patterns, both active and passive uses. This can be due to the following two reasons. It would be of great value to compare the usage patterns at another traditional park of a similar quality located at the Central and Western District against BBHOP to better understand if the following two reasons can be proved.

- **Flexible management mode**

The different management modes adopted at Belcher Bay Park and BBHOP play a fundamental role in the varying usage patterns at these two locations. Belcher Bay Park adopts a conventional management approach whereby both on-site staff and users of the site are expected to adhere to a clear set of rules as to what activities are prohibited at the site. The list of regulations are largely the same for all traditional parks managed by LCSD and users who go to Belcher Bay Park can expect these activities are not to be carried out by themselves or other users that they have to share the site with. This traditional management mode is clearer for staff to manage, more orderly however also more restrictive to users expecting to carry out unprecedented activities. The possibility of a range of activities to happen has already been ruled out.

On the other hand, BBHOP adopts a much less reductive open site management approach, where there is minimal intervention from management unless necessary. Open site management has worked very well at BBHOP with positive comments from users, who are happy to share the site with other users of different age groups, ethnicities and have different interests, with pets. Many of which expressed liking over

the fact that there are fewer rules at BBHOP. Due to such a management approach, BBHOP welcomes a much wider range of activities, both passive and active, as compared to Belcher Bay Park.

- **Moveable furniture**

There are very few fixed furniture at BBHOP, allowing moveable furniture, such as the plastic pallets, to be pushed aside at times, hence a wide range of activities, namely active uses that require a lot of open space such as cycling, skateboarding and kite-flying can happen.

Besides, the provision of a sufficient amount of moveable furniture also enables users to stretch their imagination and group or upground certain pieces to accommodate their needs for passive uses. For example, busking performers may choose to stack up a few pallets to form a “mini stage”; groups of friends may choose to stand pieces of pallets upright to form a makeshift “cubicle” to enhance privacy while they are playing board games. In short, moveable furniture accelerates the movement within the site and catalyzes the emergence of new uses.

In addition, the seasonal updates of BBHOP’s pop-up decorations also reinforces the notion that unpredictability is one of the indispensable elements of the site that forms its unique character. Many of BBHOP’s moveable or pop-up furniture are also of a collaborative nature, for example the Chinese candy box (全盒), implying that users are expected to share these equipment with one another. As such, unexpected and unprecedented usages, that often require different users to compromise and share the space together, are often observed at BBHOP.

Conversely, the usage patterns at Belcher Bay Park are much more conventional, as users are expected to conform to certain ways for using fixed furniture and facilities, such as children’s play equipment or fitness equipment. The usage patterns at Belcher Bay Park are usually more regulated and independent.

#### 2.8.2.4 Preferences for innovative design and management mode

Three questions in relation to preferences for innovative design and management mode were asked in the control survey, namely:

1. 你會鍾意以下邊種室外傢具(座位同枱)多啲? Which kind of outdoor furniture (seats and tables) do you prefer?
2. 你想唔想公共空間有「期間限定」嘅裝飾同擺設? (例如: 節慶裝飾, 主題式藝術品) Would you like to see pop-up decorations and installations? (e.g. festive decorations, thematic artwork)

3. 你會鍾意邊種空間管理模式多啲？ Which of the following spatial management mode would you prefer?

The results in Fig. 97 reflect that these two sites show opposing results except for the question regarding pop-up decorations and installations, in which users of both sites highly prefer these kinds of installations. Otherwise, most of the users of Belcher Bay Park prefer fixed outdoor furniture (78%) and a set of rules guiding what can or cannot be done (60%), while these figures stand at 15% and 10% for BBHOP's respondents respectively.

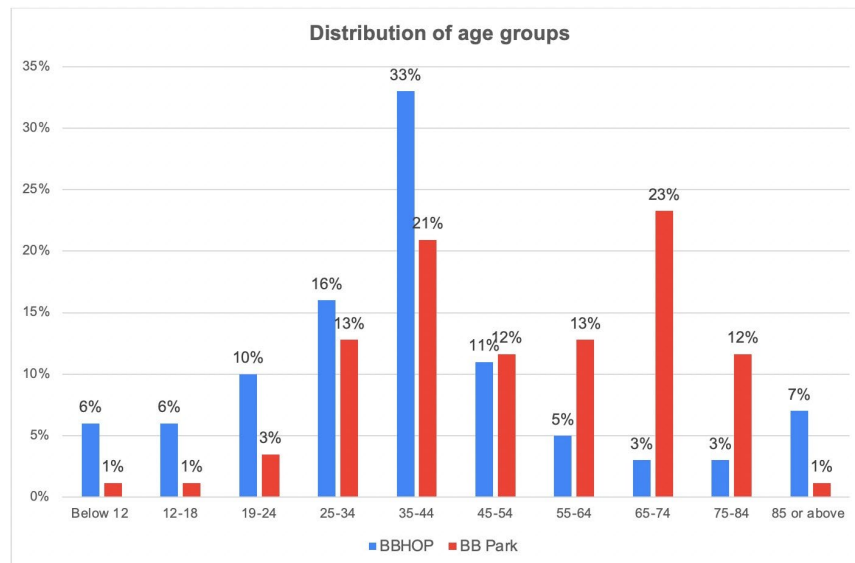


Fig. 96: Comparison of distribution of age groups

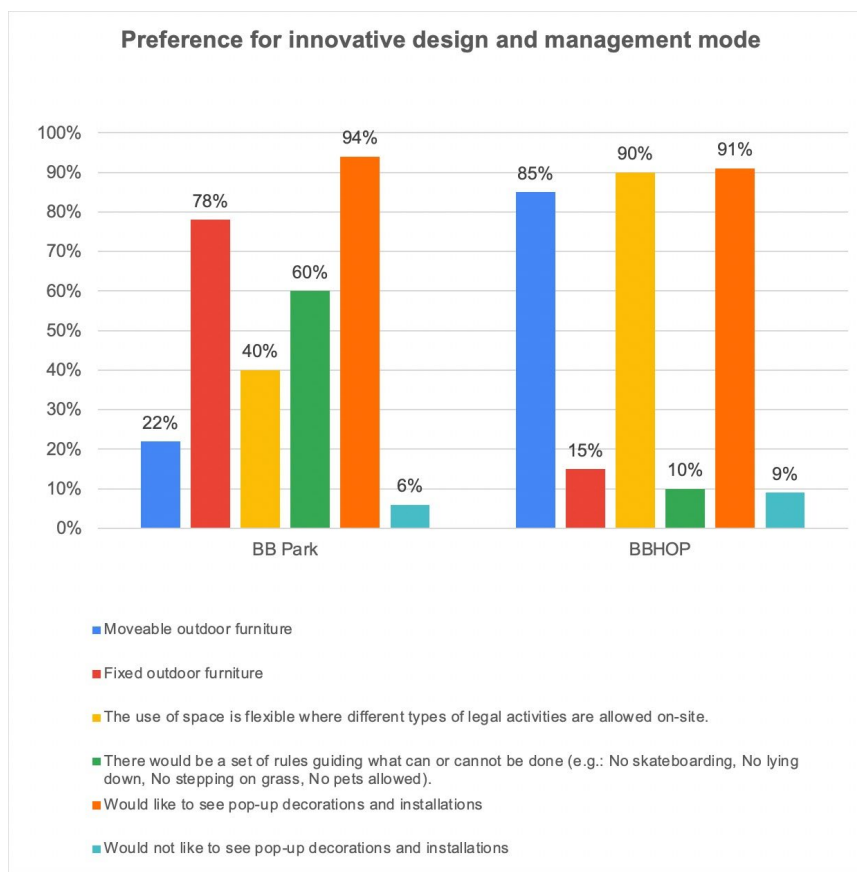


Fig. 97: Comparison of preference for innovative design and management mode (control survey)

## 2.9 Perceptions of the site

To better understand users' perceptions of BBHOP in a wider scope and scale, in addition to asking survey respondents the medium of learning about the site, desktop research was conducted to capture online opinions and sentiments.

### 2.9.1. Learning about the site

In terms of means of learning about the site, six options were provided to survey respondents, who could select multiple choices: Stopped by the area 路過, Friends / Families 朋友／家人, Social media and online forums 社交媒體／網上平台, Posters and banners in the neighbourhood 區內的宣傳海報, Newspaper and magazines 報章雜誌, Government websites 政府網站. Most of the respondents simply stopped by the area or learnt it from friends and families. (Fig. 98)

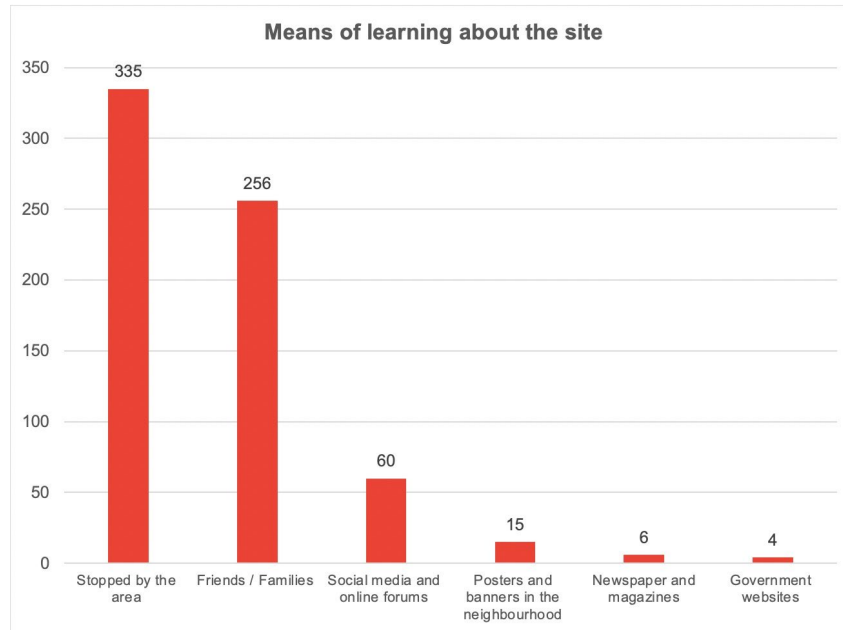


Fig. 98: Distribution of means of learning about the site by survey respondents

### 2.9.2. Search volume and images

Google search volume reveals the popularity of the site or the subject matter. First, the Chinese and English list of keywords are determined by typing “Belcher Bay” and “卑路乍灣” and utilizing the suggestions by Google, as shown in Fig. 99. The search results volumes are detailed in Table 8. The keywords with highest volume are “卑路乍灣海旁” (18,600,000), “Belcher Bay” (3,080,000), and “Belcher Bay Park” (1,640,000).

The search volume of the Chinese official name of the site “卑路乍灣海濱長廊” is 132,000, with these related searches coming up: “卑路乍灣海濱長廊點去”, “卑路乍灣海濱長廊滑板”, “卑路乍灣海濱長廊泊車”, “卑路乍灣海濱長廊入口”, “卑路乍灣海濱長廊交通”, “中西區海濱長廊”, “堅尼地城城西道”, “卑路乍灣公園”. The search volume of the English official name of the site “Belcher Bay harbourfront open space” is 651,000, with related searches “Belcher Bay Promenade” and “Shing Sai Road Kennedy Town”.

The first page image results of the official site names are shown in Fig. 100-101, most images show the site when it was at its opening in October 2020. It should be noted that there is only one page of results for English image search.

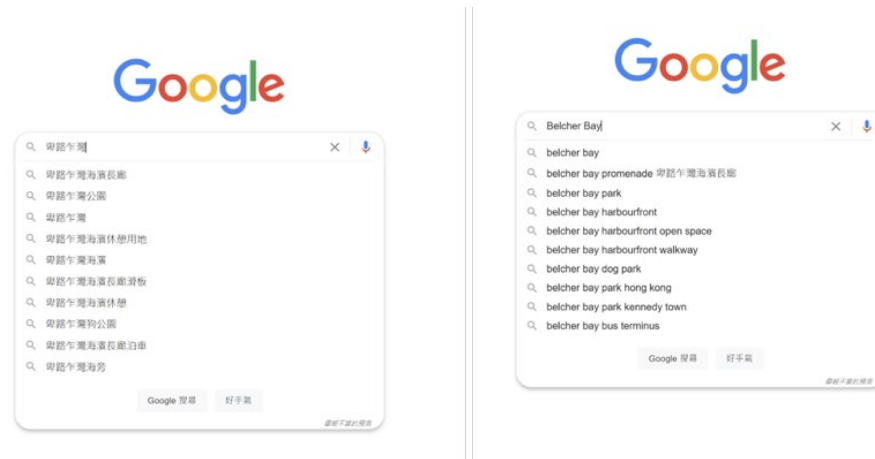


Fig. 99: Keywords as suggested on Google Search Engine

Chinese search keywords	Search results volume	English search keywords	Search results volume
卑路乍灣海旁	~18,600,000	Belcher Bay	~3,080,000
卑路乍灣	~349,000	Belcher Bay Park	~1,640,000
卑路乍灣長廊	~200,000	Belcher Bay Dog Park	~854,000
卑路乍灣海濱公園	~157,000	Belcher bay bus terminus	~786,000
卑路乍灣海濱長廊	~132,000	Belcher Bay harbourfront open space	~651,000
卑路乍灣狗公園	~118,000	Belcher bay park hong kong	~604,000
卑路乍灣公園	~109,000	Belcher bay park kennedy town	~544,000
中西區海濱長廊	~74,100	Belcher Bay harbourfront	~33,700
卑路乍灣海濱休憩	~21,300	Belcher bay promenade 卑路乍灣海濱長廊	~3,160
卑路乍灣海濱長廊泊車	~17,300	Belcher bay harbourfront walkway	~1,240
卑路乍灣海濱休憩用地	~7,270		
卑路乍灣海濱長廊滑板	~2,090		

Table 8: Chinese and English keywords' search volumes



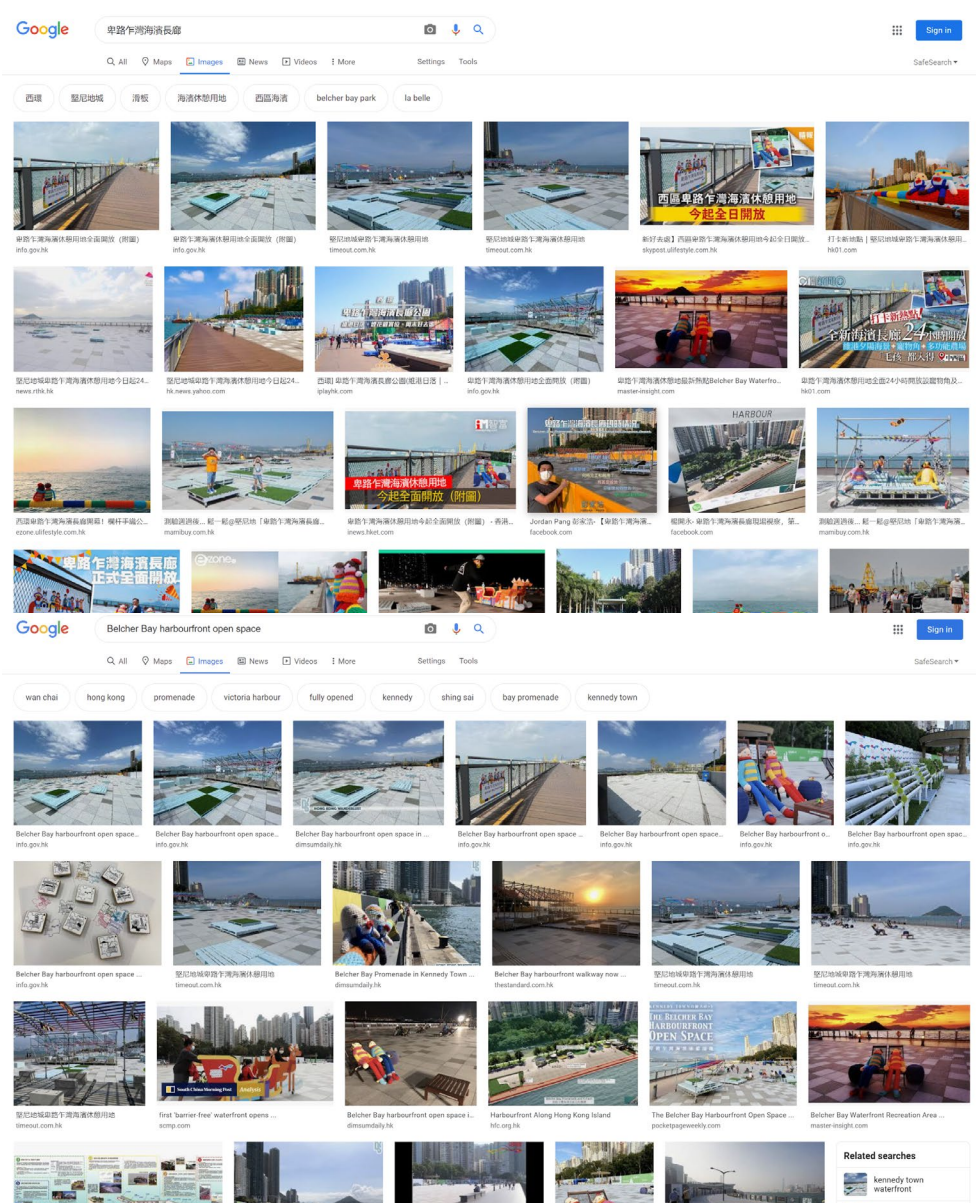


Fig. 100-101: Chinese and English official names' image search

## 2.9.3. Social media presence

### 2.9.3.1 Geotag

The most-used location tag on Instagram and Facebook is “卑路乍灣海濱長廊 Belcher Bay Promenade”, with a total of 1125 Instagram posts and 1389 Facebook posts as of 3 May 2021. The peak posting month is December 2020, with a total of 406 geotagged posts on Facebook (Fig. 102). The images are related to parenting, pets, skating, sea views, and pop-up installations on the site. Examples of geotagged images can be seen in Fig. 103-115.

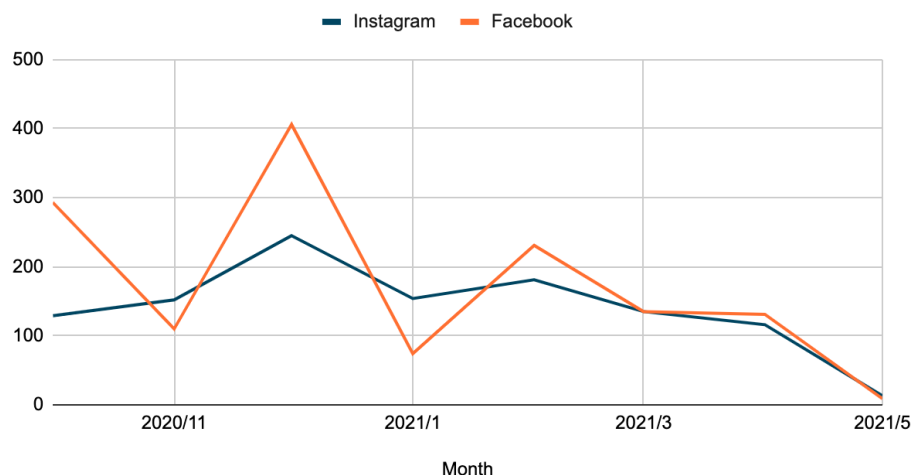
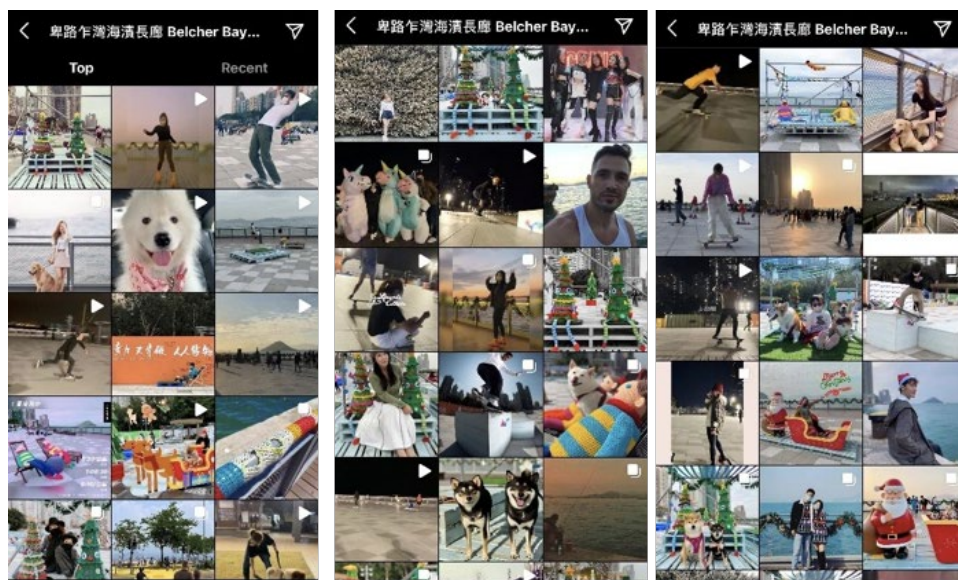


Fig. 102: Total posts per month (Facebook and Instagram geotagged)



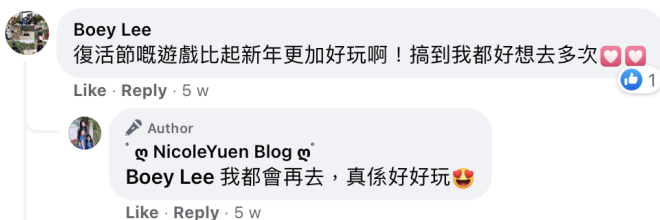
**Maggie and Skylar 港媽樂園** is at 卑路乍灣海濱長廊 Belcher Bay Promenade.

23 December 2020 · Hong Kong · 🌐

今年為左抗疫，長期留在小島，尋日爸爸突然話一齊去Christmas shopping，難得出島Skylar話想坐電車，於是我就由中環坐到去堅尼地城，順便帶Skylar番去#ouroldneighborhood行下，重遊舊地，充滿回憶❤️  
行行下去到西環海旁，原來依家個到個海濱長廊開放俾市民休閒，尋日平日下午都有唔少爸爸媽媽帶小朋友去個到放電，個到仲有可愛嘅La Belle Époque 針織藝術，當中可愛聖誕🎄特別多人打咭💚💚  
最正係個到保留以往起卸區嘅特色，有好多活動平台和座椅由運貨時用的卡板搭建而成，活動平台仲可以任由市民發揮創意，隨意拼湊組合，自由使用，我就俾機會爸爸發揮力的表現，推我地玩左十幾分鐘，keep calm and stay fit下😂😂之後Skylar想show下quality👏推下爸爸媽媽，但Skylar話超重😂😂叫爸爸落番車👏幫我地影相罷啦😂

希望黎緊香港有更多支持街頭藝術同俾市民互動嘅戶外地方俾我地去探索❤️

#maggieskylar #discoverhongkong #西環 #卑路乍街海濱長廊 #LaBelleÉpoque #聖誕節快樂





**喊左舒服D Ronnie Yiu** is at **卑路乍灣海濱長廊 Belcher Bay Promenade.**  
30 March · Hong Kong · 🌐

#親子好去處  
#放電好地方  
#24小時開放  
#免費玩樂

終於測完驗，梗係要去鬆一鬆 😊  
今日約咗舅父仔食lunch，之後舅父仔就話帶我哋去一個新地方  
原來係西環嘅 #卑路乍灣海濱長廊，我哋第一次嚟，呢度環境開揚，好大好舒服 😊  
加上今日好好天，望住一覽無遺嘅維港景色，欣賞日落，香港真係好靚。  
海濱走廊24小時開放，多用途空間非常大，充滿街頭藝術，多個活動平台，流動卡板，市民可以隨意搬動，小朋友可以發揮創意，砌出佢哋嘅小天地！  
Ronnie最鍾意玩嘅就梗係加咗碌嘅卡板同心型手推車，猜贏咗個就可以坐，猜輸咗個就負責推 😊 最後係舅父仔推我同Ronnie，俾個機會佢做吓運動 🏃  
黎緊復活節都添加節日元素，係巨型雞蛋仔上面放滿復活蛋 🥚，七彩繽紛嘅復活蛋彈彈下 😊 所有小朋友都玩得好開心，好好節日氣氛  
呢度真係放電嘅好地方，充滿生氣同活力，更設有狗狗公園，不妨趁假期帶小朋友同狗狗黎玩，曬曬太陽，跑跑跳跳，睇日落 🌇 夜景 🌃，好好享受親子好時光  
交通：堅尼地城港鐵站A出口，向海濱方行8分鐘就到，就喺堅尼地城巴士總站後面  
#卑路乍灣海濱長廊 #西環 #堅尼地城  
#復活節 #親子Kol #香港媽媽 #親子日常 #親子blogger #hkmom #hkinfluencer #hkkidsmodel #hkblogger #bloggerhk #happybloghk #hkblog #influencer #hkkol #hkparents #parentsblogger

**Komi Chan**  
好玩呀  
Like · Reply · 4 w

**Nicole Au-Young Yuen**  
太好玩啦！要再去 🥳🎉❤️  
Like · Reply · 4 w 1

**Author**  
**喊左舒服D Ronnie Yiu**  
**Nicole Au-Young Yuen** 有足夠既開揚空間，仲要咁多設施 🍷  
Like · Reply · 4 w



和牛b的成長日記

4 April at 13:27 · 🌐

【#戶外放電】玩卡板、砌卡板迷宮、滑板車、#免費放電空間

最近去開香港區，就帶咗和牛B同妹妹去香港西區戶外地方放電⚡

呢到有成5,900平方米，仲有維港海景睇👀

我哋今次去嘅係位於西環嘅 #卑路乍灣海濱長廊公園，全日24小時免費開放 !!

呢到空間大，最特別就係有好多藍色卡板俾大人、小朋友搬嚟搬去玩~~

亦有其他免費遊玩設施~

仲特設有動物公園區域~

適合有寵物嘅家庭哦~

✨詳文分享: <https://bit.ly/3mleYAF>

=====

✨記得Follow埋我哋MeWe同IG呀 ✨

👉<https://mewe.com/p/和牛b的成長日記> !!

👉<http://www.instagram.com/wagyubmami/> !!

#親子育兒

#二寶媽媽

#親子好去處

#放電好去處

#港島放電

#港島親子



Leung Man Nga

個推推機好好玩

Like · Reply · 4 w



Author

和牛b的成長日記

Leung Man Nga 係呀，仲好搶手😁

Like · Reply · 4 w



1





Fig. 103-115: Samples of geotagged posts

### 2.9.3.2 Hashtags

There are 7 hashtags found to be relevant to the site BBHOP on Instagram: #belcherbay, #belcherbaypromenade, #卑路乍灣海濱長廊, #卑路乍灣, #belcherbaypark, #卑路乍灣公園, #西環海濱長廊. The distribution of the total number of posts per hashtag is detailed in Table 9. Similarly, pets, skating, sea views, and pop-up installations are key subject matters of the photos.

#belcherbay has the highest number of posts (329) as of 3 May 2021, yet it also includes posts of nearby areas, e.g. Instagram Pier (Western

District Public Cargo Working Area), buses, nearby streetscape and coffee shops, etc.

Hashtags	Number of posts	Key subject matter
#belcherbay	329	Mixed with other areas
#belcherbaypromenade	332	Dolls, pets, view
#卑路乍灣海濱長廊	332	Dolls
#卑路乍灣	113	N/A
#belcherbaypark	38	N/A
#卑路乍灣公園	28	N/A

Table 9: Hashtags related to BBHOP and its popularity

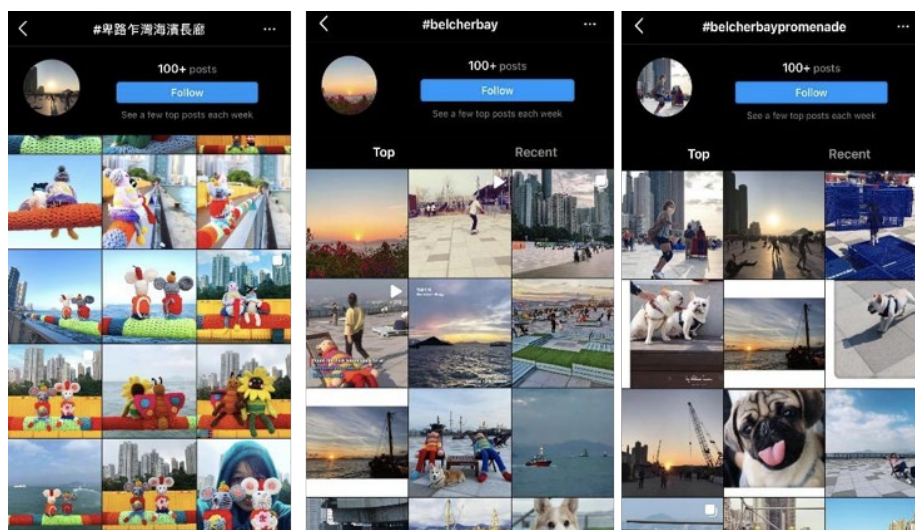


Fig. 116-118: Most used hashtags: #belcherbay, #belcherbaypromenade, #卑路乍灣海濱長廊

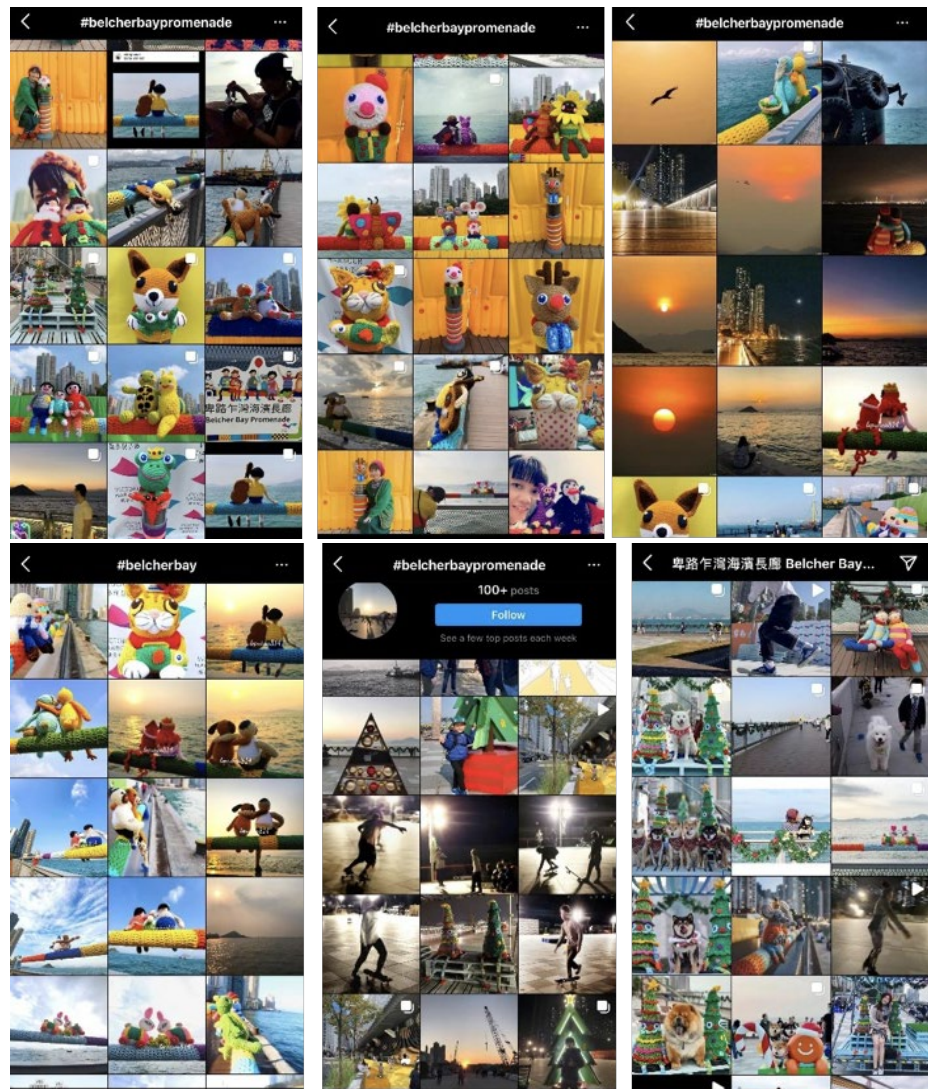


Fig. 119-124: Thematic posting: knitted dolls, views, pets, skating

### 2.9.3.3 Top posts and potential influencers

Among all the posts geotagged and hash-tagged in relation to BBHOP, this research has identified over 100 posts that have earned over 100 likes. See Fig. 125-129 for examples of some of the top posts earning over 1,000 likes per post.

In addition, this research identified over 60 Instagram users who posted about the site BBHOP and have over 1,000 followers, they are potentially key opinion leaders or influencers who helped promote the site intentionally and unintentionally. The categories of these users range from lifestyle, pets, parents, to media, politics, skateboarding. A list of users with over 10,000 followers are highlighted in Table 10, showing their profiles and BBHOP posts.



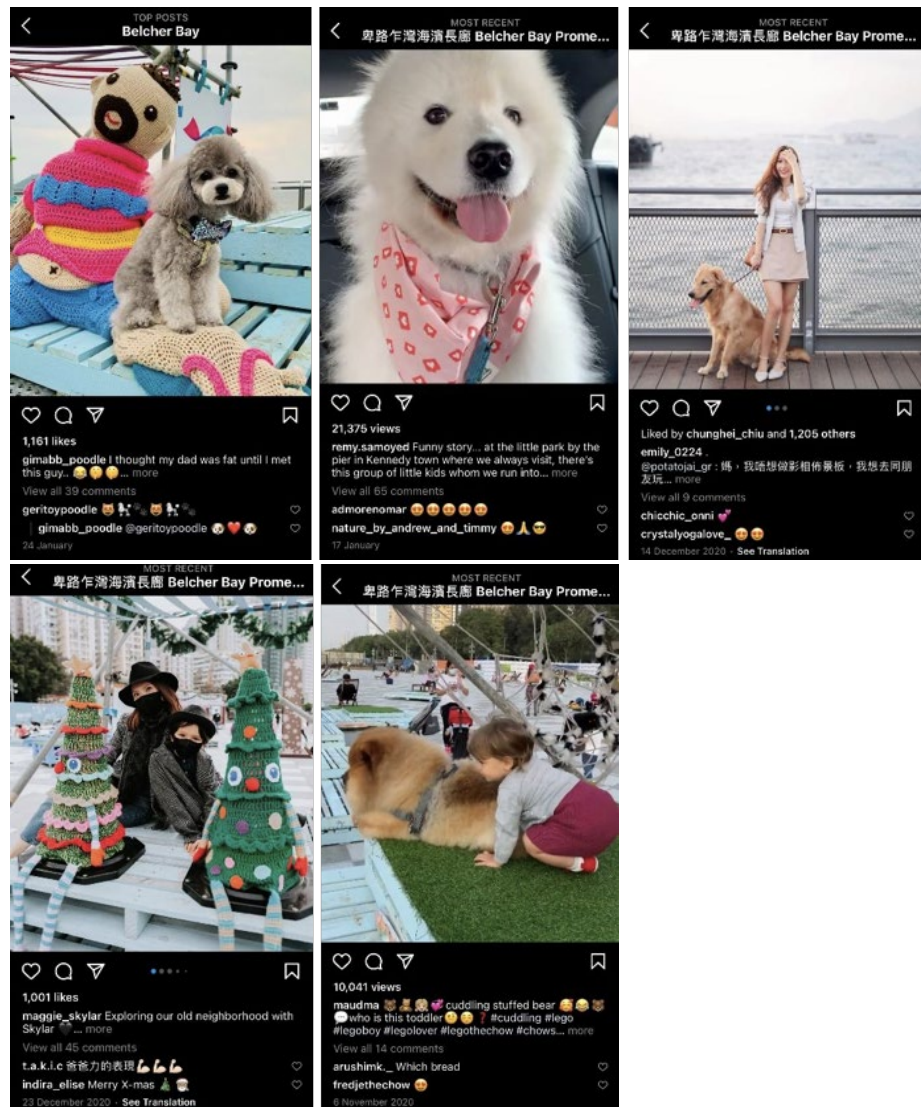


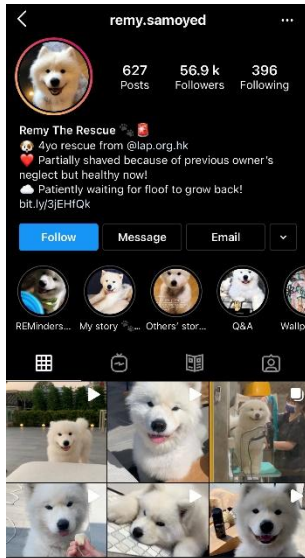

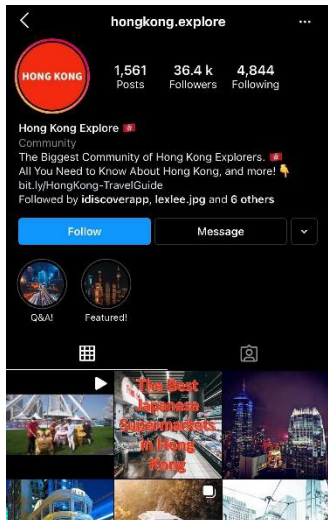
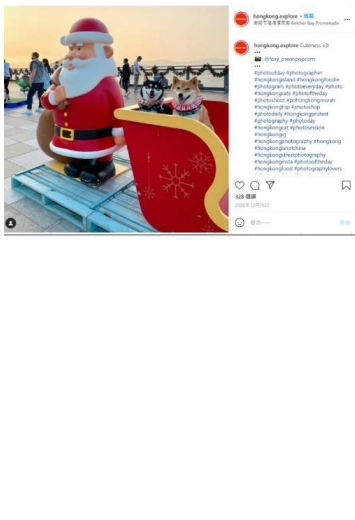
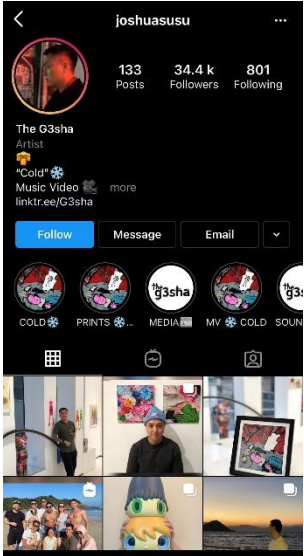
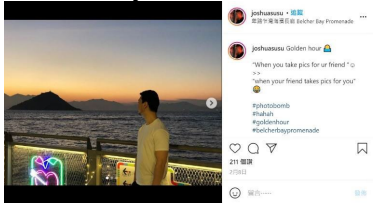
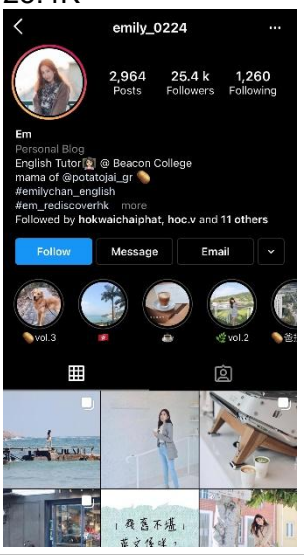
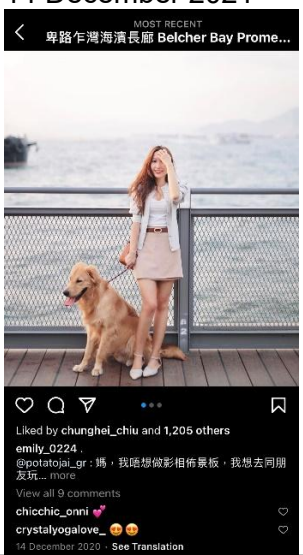
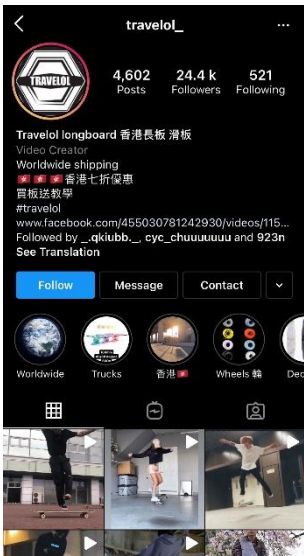

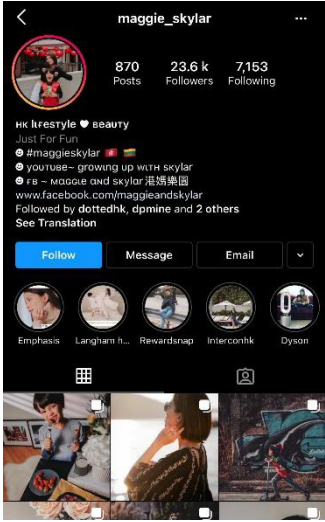

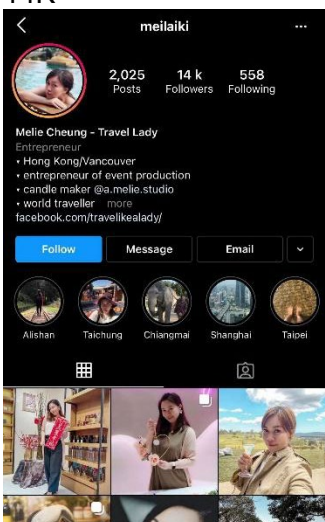

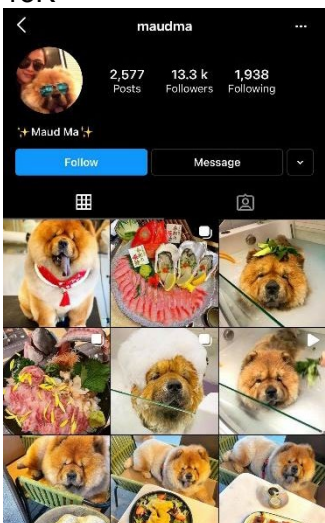



Fig. 125-129: Examples of posts over 1,000 likes or views

Handle	Category	Number of followers	Post of BBHOP
<b>govnews.hk</b>	Government	62.5K 	19 October 2020 
<b>remy.samoyed</b>	Pet	56.9K 	17 January 2021 
<b>hongkong.explore</b>	Media	35K 	28 December 2020 



<p><b>joshuasusu</b></p>	<p>Lifestyle</p>	<p>34.4K</p>  <p>Instagram profile of joshuasusu. Bio: The G3sha Artist, *Cold* Music Video, linktr.ee/G3sha. 133 Posts, 34.4 k Followers, 801 Following. Grid shows various lifestyle photos.</p>	<p>8 February 2021</p>  <p>Instagram post by joshuasusu from 8 February 2021. Caption: "When you take pics for ur friend *o* When your friend takes pics for you!" Hashtags: #photobomb, #shutuh, #goldenhour, #belcherbaypromenade. 211 likes.</p>
<p><b>emily_0024</b></p>	<p>Pet/Lifestyle</p>	<p>25.4K</p>  <p>Instagram profile of emily_0224. Bio: Em, Personal Blog, English Tutor @ Beacon College, mama of @potatojai_gr, #emilychan_english, #em_rediscoverhk. 2,964 Posts, 25.4 k Followers, 1,260 Following. Grid shows lifestyle and pet photos.</p>	<p>14 December 2021</p>  <p>Instagram post by emily_0224 from 14 December 2021. Caption: "粵路乍灣海濱長廊 Belcher Bay Promenade". Photo of a woman with a dog. Liked by chunghei_chiu and 1,205 others. Comments: @potatojai_gr: 媽，我哋爆做影相佈景板，我想去同朋友玩... chicchi_onni, crystalgalove_.</p>
<p><b>travelol_</b></p>	<p>Skateboardin g</p>	<p>24.4K</p>  <p>Instagram profile of travelol_. Bio: Travelol longboard 香港長板 滑板, Video Creator, Worldwide shipping, 香港七折優惠, 賣板送教學, #travelol, www.facebook.com/455030781242930/videos/115..., Followed by _qkiubb_, cye_chuuuuuuu and 923n. 4,602 Posts, 24.4 k Followers, 521 Following. Grid shows skateboarding videos.</p>	<p>7 February 2021</p>  <p>Instagram post by travelol_ from 7 February 2021. Photo of a person skateboarding at night. 502 likes.</p>

<p><b>maggie_s kylar</b></p>	<p>Parent</p>	<p><b>23K</b></p>  <p>maggie_skyilar 870 Posts 23.6 k Followers 7,153 Following</p> <p>HK Lifestyle &amp; Beauty Just For Fun #maggieskyilar youtube- growing up with skylar fb - maggie and skylar 港媽樂園 www.facebook.com/maggieandskyilar Followed by dottedhk, dpmine and 2 others See Translation</p> <p>Follow Message Email</p> <p>Emphasis Langham h... Rewardsnap Interconhk Dyson</p>	<p><b>23 December 2020</b></p>  <p>粵路乍灣海濱長廊 Belcher Bay Promenade 1,001 likes maggie_skyilar Exploring our old neighborhood with Skylar View all 45 comments t.a.k.i.c 爸爸力的表現 indira_elise Merry X-mas 23 December 2020 · See Translation</p>
<p><b>meilaiki</b></p>	<p>Lifestyle/Travel</p>	<p><b>14K</b></p>  <p>meilaiki 2,025 Posts 14 k Followers 558 Following</p> <p>Melle Cheung - Travel Lady Entrepreneur • Hong Kong/Vancouver • entrepreneur of event production • candle maker @a.melle.studio • world traveller more facebook.com/travelkealady/</p> <p>Follow Message Email</p> <p>Allshan Taichung Cniangmai Shanghai Taipei</p>	<p><b>24 December 2020</b></p>  <p>Merry Christmas 135 likes meilaiki Merry Christmas! 聖誕節快樂 ... meilaiki 24 December 2020 · See Translation</p>
<p><b>maudma</b></p>	<p>Pet</p>	<p><b>13K</b></p>  <p>maudma 2,577 Posts 13.3 k Followers 1,938 Following</p> <p>✧ Maud Ma ✧</p> <p>Follow Message</p>	<p><b>Multiple posts</b></p>  <p>粵路乍灣海濱長廊 Belcher Bay Promenade 10,041 views maudma 🐻🧸🧸🧸 cuddling stuffed bear who is this toddler 🧒🧒🧒 #cuddling #lego #dogboy #doglover #dogthetechow #chows... more View all 14 comments arushimk... Which bread fredjethetechow 6 November 2020</p>



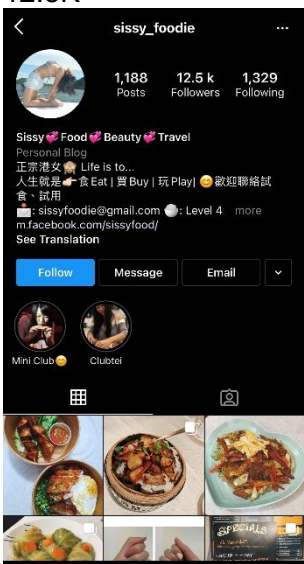



johnfunkie	Lifestyle	<p>13K</p>  <p>johnfunkie</p> <p>1,411 Posts 13.3 k Followers 1,740 Following</p> <p>John Fung Life is a Journey, not a Destination! Dutch Born Chinese 🇳🇱🇨🇳 Fitness · Food · Fashion</p> <p>Follow Message</p> <p>Murich CNY 2019 Halloween NH Highlights</p>	<p>16 December 2020</p>  <p>johnfunkie · 16 Dec 2020</p> <p>johnfunkie Night Skating/Voquerang! 🇮🇩 @kateb64</p> <p>10 likes</p> <p>yogasa hahaha... 肥呀~</p> <p>chadda's</p> <p>chane2016</p> <p>539 觀看</p> <p>2020年12月16日</p>
sissy_foodie	Foodie	<p>12.5K</p>  <p>sissy_foodie</p> <p>1,188 Posts 12.5 k Followers 1,329 Following</p> <p>Sissy 🍷 Food 🍷 Beauty 🍷 Travel</p> <p>Personal Blog 正宗港女 🍷 Life is to... 人生就是 食 Eat   買 Buy   玩 Play   歡迎聯絡試食、試用</p> <p>sissyfoodie@gmail.com 📧 Level 4 more</p> <p>m.facebook.com/sissyfood/ See Translation</p> <p>Follow Message Email</p> <p>Mini Club Clubotei</p>	<p>17 December 2020</p>  <p>17 December 2020 · See Translation</p> <p>108 likes</p> <p>sissy_foodie 要好好珍惜街頭藝術 🍷</p> <p>View all 8 comments</p> <p>lanki.jpg sissy的節奏 🍷</p> <p>foodieyanyann Xmas laaa 🍷</p>
maple_the_i_corgi	Pet	<p>11k</p>  <p>maple_the_corgi</p> <p>1,830 Posts 11 k Followers 2,539 Following</p> <p>Maple 🍷 (May 2009 🍷)</p> <p>I'm a red Pembroke Welsh Corgi from Hong Kong 🍷 My brofur Pancake 🍷 (28.7.2014) is a Tri-coloured PWC. Both rescued. Gotcha: 🍷 24.5.2014 🍷 12.12.2014</p> <p>Follow Message</p> <p>Megan + co... Maple Pancake Doggie foo... Maple</p>	<p>27 December 2020</p>  <p>27 December 2020 · See Translation</p> <p>140 likes</p> <p>maple_the_corgi Merry Christmas from the three of us.</p> <p>apollo_tuckerbooserthecorgi Surprise look how cute Pancake is smiling and Maple isn't looking!!! Merry Christmas and Happy New Year!!!!</p> <p>loveowo6996 平安喜樂 🍷</p>

Table 10: List of Instagram users who posted about BBHOP and with over 10,000 followers



## 2.9.4. News articles

According to Wisenews, there are a total 23 articles since the opening of the site, and until 26 February 2021. The keywords used for searching are “Belcher Bay” and “卑路乍灣”. Media outlets include Sing Tao, Apple Daily, HK01, Oriental Daily, Headline, etc. However, further online search on Google shows that there are other types of online media articles that were not listed on Wisenews, the reason is unknown.

編號	標題	日期	來源	字數
1.	<input checked="" type="checkbox"/> 卑路乍灣與沙咀 發展新計劃	2021-02-26	星島日報	904
2.	<input checked="" type="checkbox"/> 卑路乍灣與沙咀 發展新計劃	2021-02-26	星島日報	1410
3.	<input checked="" type="checkbox"/> 卑路乍灣與沙咀 發展新計劃	2021-02-18	星島日報	578
4.	<input checked="" type="checkbox"/> 卑路乍灣與沙咀 發展新計劃	2021-02-10	星島日報	1155
5.	<input checked="" type="checkbox"/> 卑路乍灣與沙咀 發展新計劃	2021-02-08	星島日報	413
6.	<input checked="" type="checkbox"/> 卑路乍灣與沙咀 發展新計劃	2021-02-03	星島日報	1066
7.	<input checked="" type="checkbox"/> 卑路乍灣與沙咀 發展新計劃	2021-01-29	星島日報	8963
8.	<input checked="" type="checkbox"/> 卑路乍灣與沙咀 發展新計劃	2021-01-02	星島日報	895
9.	<input checked="" type="checkbox"/> 卑路乍灣與沙咀 發展新計劃	2020-12-19	星島日報	1424
10.	<input checked="" type="checkbox"/> 卑路乍灣與沙咀 發展新計劃	2020-11-24	星島日報	503
11.	<input checked="" type="checkbox"/> 卑路乍灣與沙咀 發展新計劃	2020-11-23	星島日報	594
12.	<input checked="" type="checkbox"/> 卑路乍灣與沙咀 發展新計劃	2020-11-21	星島日報	1416
13.	<input checked="" type="checkbox"/> 卑路乍灣與沙咀 發展新計劃	2020-11-18	星島日報	270
14.	<input checked="" type="checkbox"/> 卑路乍灣與沙咀 發展新計劃	2020-11-18	星島日報	1028
15.	<input checked="" type="checkbox"/> 卑路乍灣與沙咀 發展新計劃	2020-11-18	星島日報	1686
16.	<input checked="" type="checkbox"/> 卑路乍灣與沙咀 發展新計劃	2020-11-14	星島日報	1484
17.	<input checked="" type="checkbox"/> 卑路乍灣與沙咀 發展新計劃	2020-11-11	星島日報	1151
18.	<input checked="" type="checkbox"/> 卑路乍灣與沙咀 發展新計劃	2020-11-11	星島日報	642
19.	<input checked="" type="checkbox"/> 卑路乍灣與沙咀 發展新計劃	2020-11-06	星島日報	427
20.	<input checked="" type="checkbox"/> 卑路乍灣與沙咀 發展新計劃	2020-11-06	星島日報	538
21.	<input checked="" type="checkbox"/> 卑路乍灣與沙咀 發展新計劃	2020-11-05	星島日報	1099
22.	<input checked="" type="checkbox"/> 卑路乍灣與沙咀 發展新計劃	2020-10-24	星島日報	1478
23.	<input checked="" type="checkbox"/> 卑路乍灣與沙咀 發展新計劃	2020-10-21	星島日報	1513
24.	<input checked="" type="checkbox"/> 卑路乍灣與沙咀 發展新計劃	2020-10-21	星島日報	227
25.	<input checked="" type="checkbox"/> 卑路乍灣與沙咀 發展新計劃	2020-10-20	星島日報	422
26.	<input checked="" type="checkbox"/> 卑路乍灣與沙咀 發展新計劃	2020-10-20	星島日報	625
27.	<input checked="" type="checkbox"/> 卑路乍灣與沙咀 發展新計劃	2020-10-20	星島日報	450
28.	<input checked="" type="checkbox"/> 卑路乍灣與沙咀 發展新計劃	2020-10-20	星島日報	355
29.	<input checked="" type="checkbox"/> 卑路乍灣與沙咀 發展新計劃	2020-10-20	星島日報	1838
30.	<input checked="" type="checkbox"/> 卑路乍灣與沙咀 發展新計劃	2020-10-19	星島日報	580
31.	<input checked="" type="checkbox"/> 卑路乍灣與沙咀 發展新計劃	2020-10-19	星島日報	459
32.	<input checked="" type="checkbox"/> 卑路乍灣與沙咀 發展新計劃	2020-10-19	星島日報	860
33.	<input checked="" type="checkbox"/> 卑路乍灣與沙咀 發展新計劃	2020-10-17	星島日報	1319
34.	<input checked="" type="checkbox"/> 卑路乍灣與沙咀 發展新計劃	2020-10-02	星島日報	2419

Fig. 130: Wisenews' research

### 3. Users' suggestions

Respondents provided valuable suggestions at length during the on-site research, especially during the site engagement exercise via polling boards and on-site interviews. Children were greatly engaged at the site engagement exercise and articulated their thoughts by using the Lego, map and markers provided (Fig. 131-136). Respondents' suggestions cover a wide range of perspectives and items and are summarized below:

#### 3.1 Food and beverages

Users of different age groups, ethnicities and backgrounds suggest adding food and drinks options on-site, be it in the forms of vending machines, snack bars, food trucks, takeaway places, coffee shops, and restaurants. Children at the public engagement exercise specifically listed out the types of food they would like to see: chocolate and sweets, hamburger, soft drinks, candied hawthorn sticks, fruits, ice cream, fries, cup noodles, melon seeds, etc.

#### 3.2 Greenery

Many users hope that the site can improve its shading and greening, or adding trees, plants and canopy so that they can visit the site during summer and hot afternoons as well. Few specifically point to the need of re-planting new trees or maintaining the plants outside the pet garden as the current condition is poor.

#### 3.3 Connectivity and accessibility

Users suggest several ways to improve the accessibility of the site. First, to improve signages of both entrances and on the way walking towards the site from MTR station as they are unclear and not obvious right now. An elderly user suggested improving the pedestrian road condition from bus station to the site via festive decorations, more even road surface, and clearer wayfinding systems. Some users suggest connecting Belcher Bay Park and the site and to improve the ease of reaching the site to nearby residents. Several also wish to be able to connect the site with the Central and Western District Promenade (Western Wholesale Food Market Section) to complete the walk, or even all the way along the harbourfront to Sun Yat Sen Memorial Park and Admiralty. As a 80-year-old Sai Ying Pun resident shared: 哩個公園應該同隔離碼頭打通，將海邊空間串連起身直通中環摩天輪。(This park should be connected with the pier, and connect the entire waterfront to Central's Ferris wheel.)

#### 3.4 Facilities

##### 3.4.1 General facilities

Users suggest a wide range of new facilities that can be added on-site, including basic facilities such as more tables and bench, more moveable and durable chairs for resting and sunbathing, adding first-



aid station or kits, fitness facilities for both children and elderly, more shelters or pavilions for shading from different weather conditions, and free WiFi. A user recommended that the general design can also incorporate cultural elements to reflect the diversity of the site. One mother suggested adding a baby nursery room for a clean environment.

#### 3.4.2 Washrooms and rubbish bins

Quite some interviewees suggest improving the washroom as it cannot cater to the demand and the hygiene conditions are sometimes unacceptable, particularly during weekends. Some would like to see more rubbish bins and with larger openings to cater for trash from takeaway meals. Regarding the pallets, some users suggest adding cushions or soft pads to make them more comfortable as seats.

#### 3.4.3 Pet zone

Few users suggest raising the height of the fence (at the side facing the sea) to avoid pets from getting out of the zone and some hoped to see a bigger zone for pets and with shading.

#### 3.4.4 Play equipment

Children and parents who participated in the engagement activity imagined a range of new play equipment as well, including Lego and toys, wheels to push around, black board to doodle, climbing structures, swings and slides, telescope, hula hoops, motor car-racing tracks and tunnels, playground to suit the large volume of children, bicycles and cycling tracks, sandbox, beach and sprinkler for water and sand free form play.

#### 3.4.5 Zones for specific activities

Some members of the public suggested subdividing the site into zones for various activities, for example graffiti zone to doodle, arts and craft zone, ball games area with goalposts, skateboarding zones, more private zones for quiet and safe areas.

#### 3.4.6 Other innovative suggestions

Other suggestions may include infinity pool for motor boats, cinema chairs so as to not take up too much space, water park, maze-like playground, hive-like climbing structure, rainbow slide, swings with characteristics, robot-cleaning machine, claw machine, computer room, Ferris wheel, and invisible calligraphy writing on the floor. A parent suggests adding nostalgic games and facilities that can encourage interaction between elderly and children.

A 55-year-old user from Shatin shared innovative ideas about play facilities: 喺兒童遊樂設施方面可以增加更高難度或者更超出 scale 嘅 furniture，例如一些需要上兩層樓嘅攀架，一啲可以自行組裝嘅裝置，

或者喺地下畫下畫都可以。又或者可以增設一啲推車嘅小徑 **path** 俾小朋友玩遙控車或者玩賽車。係迷宮方面，可以加多少少嘅變化，例如增加多啲 **curve and landforms**。又或者加設沙地可以令到佢哋 **freeform** 咁樣創造自己鍾意嘅嘢。(I think there can be play facilities that are of higher difficulty and larger scale, for example, climbing racks of 2-storey high, installations with loose parts, or to draw freely on the floor. Perhaps to add some paths for cart pushing or motor-car racing. For maze, maybe there can be more variances with contours, or to add sand zones for free form creations.)

### 3.5 Activities

Users also would love to see the possibility of joining more interactive and interesting activities and events on site, and set up a small stage or theatre for performance and busking, especially for encouraging children to perform and promote local arts. A user pointed to the farming area and would like to know more about how the public can be engaged. Other events and pop-up suggestions are farmers' market, flea markets, small concerts, moveable kiosks on weekends.

### 3.6 Inclusivity

Many users raise the needs of the elderly and disabled and hope to enhance inclusivity of the site. Suggestions include wider entrance for wheelchair access, more inclusive facilities for elderly and different users, for example, more seats and shelters, bench or chairs should have backrest, fitness equipment, and designated path and zone for users with needs to improve safety, e.g. designating boardwalk as a pedestrian zone.

A user also wondered if there is a possibility to promote cross-cultural diversity and inclusivity and “interracial harmony and interaction”.

### 3.7 Others

Many wonder the possibility of delineating a skateboarding zone to enhance safety for all, especially for young kids and elderly. This suggestion of zoning came from both skateboarders and non-skateboarders.

Some respondents would like to see this space to be enlarged to cater the high volume of users.



Fig. 131-136: Photos of the site engagement activity

4. Lessons learnt from BBHOP

4.1 Characteristics of BBHOP

4.1.1 BBHOP attracts diverse users from near and afar

Compared to nearby LCSD-managed Belcher Bay Park and in general, as detailed in users’ demographics in Section 2.1, BBHOP is able to attract users of very diverse backgrounds. The age spans from babies and young children to elderly over 80 years old; like most parks, users are predominantly Chinese, but a greater mix of nationalities are found at BBHOP. It is a space where a spectrum of user types and groups (users come alone, in pairs, in groups) can be found; an uncommon scene in Hong Kong’s open spaces. According to Section 2.2 Site usage patterns, one-third of the respondents stay at BBHOP for 1-2 hours for each visit, while another one-third of them stay for 30 minutes to 1 hour. It should be noted that nearly half of the users (47%) were newly attracted to BBHOP by various factors after its opening; they never visited the site when it was a cargo area.

4.1.2 Fully utilized site over 24 hours

Users visit BBHOP and make great use of the site at all hours, the site observations and time-lapse videos reveal that the peak hours are 3-6pm and 9-12pm, with the general activity patterns summarized in Fig. 137. The activity patterns remain more or less similar during the research period across weekdays and holidays; users’ traffic was amplified during the holidays but the patterns were similar. Uniquely, the same site is appropriated by different users for very different activities during different times of the day.

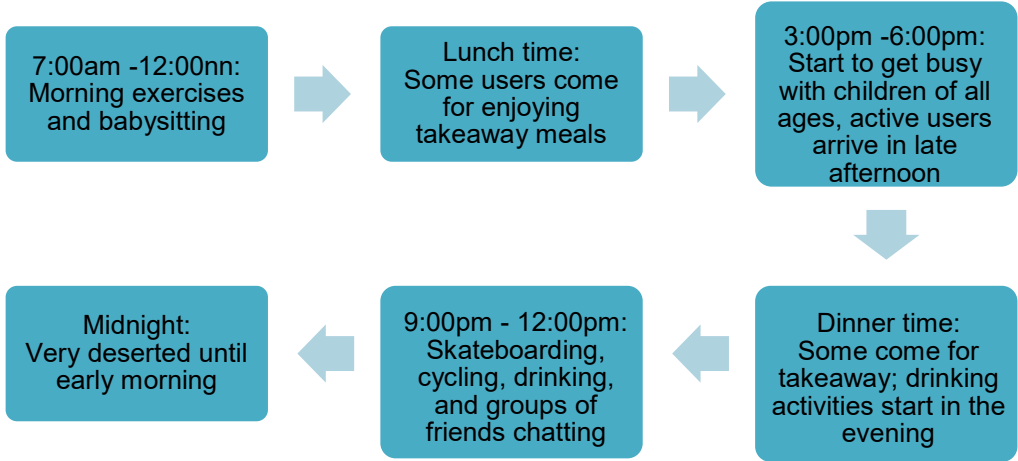


Fig. 137: Site activities flow chart

4.1.3 BBHOP as neighbourhood park and a destination

Referring to statistics laid out in Section 2.1, close to 70% of the survey respondents reside in the Central and Western District with frequent visits,

reflecting the positioning of BBHOP as a neighbourhood park. These users naturally mostly walk to the site. However, the comparatively higher percentage of visitors (34%) coming from all over Hong Kong and first-timers (17%) (as opposed to the Belcher Bay Park which has a local clientele) also imply that the site is becoming a destination in the city. These visitors spend slightly more time at the site than local residents, especially holiday visitors – 11% of them can spend over 3 hours at the site. The social media research (Section 2.9) shows over 100 posts that have earned over 100 likes, many of them were posted by influencers and opinion leaders who have a huge number of followers on Instagram, confirming the position of BBHOP as a destination in Hong Kong.

#### 4.1.4 Beloved shared space

BBHOP receives very positive comments and ratings in the surveys, interviews, and site engagement exercises. As shown in Section 2.3 Satisfaction level, users are in general very satisfied with the site, with an overwhelming 93% of them being satisfied (rating 4 or 5) and none being very dissatisfied (rating 1). Users like the space, scenery it offers, the facilities (particularly the moveable furniture and pop-ups), and the unique management mode adopted at the site. The highest-rated items are opening hours at 4.69, and the lowest-rated item is greenery at 3.14. The ratings range from 3.14 to 4.69 at a scale of 1-5. These in general are comparatively very high scores when referencing other studies about Hong Kong's open spaces.

While there are concerns, shown in Section 2.4, related to i) sharing the site with skateboarders and corresponding issues (e.g. noise at night); ii) sharing the site with pets and corresponding issues (e.g. hygiene), and iii) the safety and misuse of moveable furniture, especially the pallets, the number of enquiries is significantly low compared to the high volume of usage, with compliments prominently weighing over the concerns. The survey and interview also found out that the majority of the users do not share this sentiment and worries.

### 4.2 Management and design approach

#### 4.2.1 Incremental approach is well received

Although some of the interviewees were not aware of such an approach and the intended planning behind the scene, almost all interviewees reacted positively to the early opening of the boardwalk, and are happy to have a part of the site opened for public use earlier (Section 2.5). The opening of K-Farm in the near future will surely add vibrancy to the site as well. An incremental approach implies that architects and management adopt a different approach from the outset of the project.

#### 4.2.2 Unpredictable and innovative usages facilitated by moveable furniture and flexible management mode



One of the most distinct features of BBHOP is how users interact with the space. A wide range of unpredictable and innovative uses was observed and documented. These are uses that even the designers and management of the space could not have predicted when they designed and opened the site and are out of their expectations. Furthermore, these uses keep evolving as different users come and adapt the site and the furniture to their changing needs, even within a single day; the site is never the same and there is no fixed form.

The vast amount of creativity unleashed in the use of the site is facilitated by the unique features of BBHOP: moveable furniture and open site management. BBHOP places different types of moveable furniture, e.g. various types of lounge chairs, coffee tables, moveable pony cart (馬仔), stationary pallets and pallets on wheels; and later during Chinese New Year and Valentine's Day, a Chinese candy box (全盒) and heart-shaped chairs with wheels were added. As observed on-site, users, especially children of different age groups and ethnicities, interact with these furniture and pallets in creative ways and are very happy with the possibility to build freely with the pallets. The moveable furniture and pallets are often occupied and can get very crowded during peak hours at weekends and holidays. It was not uncommon to observe people queuing up to use these facilities from time to time. Moveable furniture was well received because of its flexibility to be combined and moved around the site to suit different users' needs. For children and parents, the moveable parts add playfulness to the site; they can easily stay for hours and not get bored, there is always something new to play with and the forms of the site are always changing. For other users, these unique loose parts add attractiveness to the site, making it chill and comfortable, and allows for more interesting interactions between visitors where many made new friends. This constitutes the reason for visiting from other districts.

BBHOP adopts an open site management approach whereby different users can share the space and that different types of activities are allowed, instead of prohibiting a lot of activities. This approach is rarely seen in other public and privately-owned and managed public spaces in Hong Kong. Open site management is almost unheard of, but has worked very well at BBHOP with positive comments from users, who are happy to share the site with other users of different age groups, ethnicities and have different interests, with pets, and express liking over the fact that there are fewer rules at BBHOP. Such a management approach is the key to the unpredictability as uses that are prohibited can take place at BBHOP freely without intervention from management.

#### 4.2.3 Unpredictability as a selling point of the site

The unpredictability of the site is further enhanced by pop-up installations arranged by the management. BBHOP engages a wide range of local creatives and community stakeholders to make greater use of the sites, create pop-up installations and festive decorations that commensurate with the site

characteristics and users' preferences. For example, the Chinese candy box (全盒) and heart-shaped moveable chairs as a part of the Chinese New Year and Valentine's Day decorations. Interviewees coming from all walks of life appreciate the pop-ups and community-driven and community-engaged events a lot as the site is ever-changing and refreshing, and they also add to the attractiveness and playfulness of the site, creating a welcoming atmosphere. They would like to see more of the pop-ups in the future (Section 2.5).

#### 4.2.4 Collaborative installations empower community and creators

BBHOP made use of different opportunities to engage the community and local creatives on different scales. Freelance artists helped design harbourfront-themed stamps and stickers available for public for free, individual full-time artists created the very popular knitted figures, architecture and design students were involved, larger-scale creative companies designed and produced the festive installations, community organizations set up recycling bins for carton box and recycling stations for red packets during Chinese New Year, teachers conducted cleaning robot demo in front of kids at the site and turned it into a STEM education ground; the site is the epitome of cross-sectoral collaboration. Collaborators, as well as the users, appreciate the opportunities of engagement, proven by the high traffic at the booth and the presence online.

#### 4.2.5 Evolving site requires flexible design and responsive management mode

With a site like BBHOP, there are so many unexpected uses taking place daily and performed by a large number of users, a flexible design with moveable parts and pop-ups and responsive management mode are essential to keep up with the pace of changes in the needs of users and respond in a timely manner, such as the adjustments in lightings, the design of moveable pallets and seatings, as well as the utilization of the scaffolding platforms. In addition, various "upcycling" of decorations and pop-up installations have also been introduced to renew user interest while leveraging on some existing successful components. For example, the popular pop-up sleigh (鹿車) was later transformed to fit the Chinese New Year theme. Users acknowledge and welcome the speed of iteration and responsiveness of the management at BBHOP, and feel glad that opinions are heard. Indeed, they are very keen to provide further constructive comments in the long-run to contribute to the betterment of the site (Section 2.5).

Currently, the management of the space improves facilities and the site quickly after evaluating feedback from the general public, with aims of turning positive feedback into immediate improvement action items and incrementally making positive changes to the site with users' feedback and involvement. Since the opening in October 2020, many adaptations have been implemented to respond to the comments from users within a few days, or even within 24 hours, such as adjustments in lightings at the pets zone to enhance visual comfort

levels, new and improved design of moveable pallet furniture, utilization of the metal scaffoldings to provide more comfortable seatings, new signages on-site to reduce conflicts and accidents, new wayfinding signs to help guide users from MTR stations.

In addition to the above adaptations, various “upcycling” of decorations and pop-up installations have also been introduced to renew user interest while leveraging on some existing successful components. For example, the popular pop-up sleigh (鹿車) was later transformed to fit the Chinese New Year theme. Other “upcycling” initiatives will also be carried out in the future.

The use of flexible design and loose parts at BBHOP also imply that the site is not affected easily by the malfunctioning and wear-and-tear of any single piece of equipment or pallet; the site does not have to close off a huge area for maintenance and still functions smoothly. In fact, the site’s design would always evolve with users’ constant creations, making use of what is available on-site at a certain moment.

Users acknowledge and welcome the speed of iteration and responsiveness of the management at BBHOP, and feel glad that their opinions are heard. Indeed, they are very keen to provide further constructive comments in the long-run to contribute to the betterment of the site. The management mode of BBHOP and the speedy feedback cycle is pivotal in nurturing a new approach to the use of public space in Hong Kong.

#### 4.2.6 Parks in the same district can serve different users and purposes

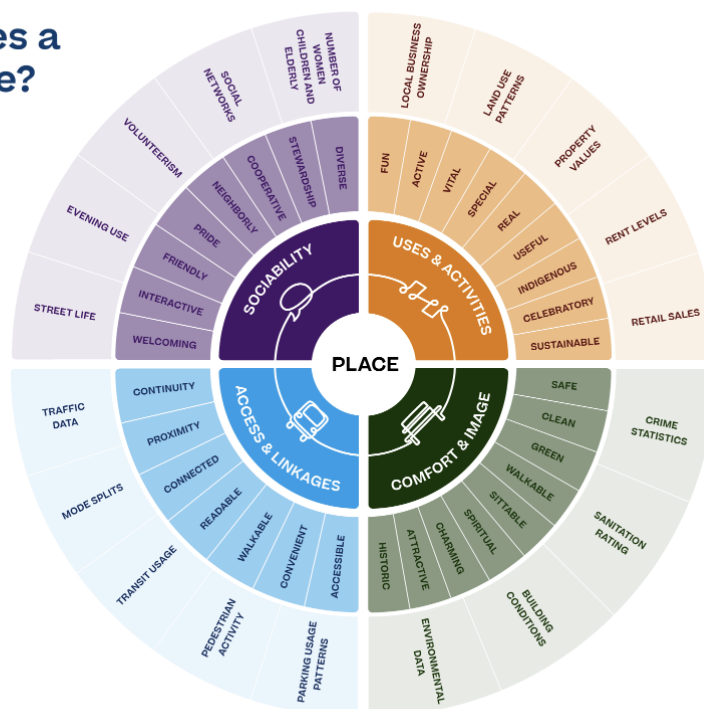
The control survey conducted at both BBHOP and the Belcher Bay Park reveal that the positionings of these two neighbouring open spaces vary greatly, as shown in Section 2.8. Belcher Bay Park serves an older population of Chinese descent who live in the neighbourhood, while BBHOP serves a more ethnically diverse and younger crowd coming from different places in Hong Kong. Fewer movements were observed at the Belcher Bay Park, where most users were sitting or stretching. They also expressed that they liked the quaint and quiet park with a set of fixed furniture and rules. BBHOP’s respondents reacted differently and preferred the opposite. Different open spaces in the same neighbourhood and district can possibly serve users of different demographic backgrounds, who might prefer and require different types of design and management modes of open spaces. The provision of choices, instead of having one type crowding out another, is commendable and supported.

## 5. Management principles for Harbourfront Shared Spaces

BBHOP presents a first in Hong Kong: the first public open space that employs this new incremental approach and open flexible site management model with the use of pop-up and moveable furniture. The results of this study proves that this experimental approach turns BBHOP into a great vibrant place that is loved by its users and residents. Referring to the renowned Place Diagram pioneered by the Project for Public Spaces, great places “are accessible; people are engaged in activities there; the space is comfortable and has a good image; and finally, it is a sociable place: one where people meet each other and take people when they come to visit.”

### What Makes a Great Place?

Project  
for Public  
Spaces



3

Fig. 138: Place Diagram, Project for Public Spaces

BBHOP is a unique space in Hong Kong where one can observe a high degree of diversity in uses, activities and users (gender, age groups, ethnicities) throughout the day, the entire space is activated with different types of social groups. The site is largely perceived as an attractive, comfortable, safe, and accessible place enjoyed vastly by its neighbours and attracts users from far.

BBHOP serves as a placemaking pioneer or even an exemplar for harbourfront spaces, and in general, open spaces in Hong Kong. Its success can be translated into eight key transferable principles that can be implemented in a cross-site and cross-departmental manner for the management of future vibrant and attractive harbourfront open spaces in Hong Kong, while working seamlessly with the existing nine aspects of

<sup>3</sup> Project for Public Spaces. “What Makes a Successful Place?”. Retrieved from <https://www.pps.org/article/grplacefeat>

the Harbour Planning Guidelines issued by the Harbour-front Enhancement Committee<sup>4</sup>. In particular, the following principles serve as an elaboration and validation of existing Harbourfront planning principles related to software, namely public engagement, land use planning, harbour-front management, and sustainable development.

**1) Actual users are the experts: virtuous feedback cycle as a key to success**

High volume of use provides the most accurate and scientific user feedback as they actively utilize all the facilities and services available on-site at different days and different times of the day. Some frequent the space multiple times a day. Actual users are the experts, as they are able to test everything thoroughly in a short period of time, in the capacity of frequent users and observers. The diverse demographics of users allow comprehensive feedback that reflect the needs of diverse groups of users. With continuous observations, evolving needs and concerns can be captured. It is useful to capture these feedback that spread across the spectrum, and reflect that in the iteration responsively and quickly. Users appreciate that their feedback gets listened to and would induce a sense of ownership when they are incorporated and reflected in the improvements. The creation of this virtuous feedback cycle is a key to success.

**2) Pilot is key: allow room for iteration and evolvement**

The management parties' acceptance and positive attitude over the incremental improvement of the site proves that there is no need to get everything right on Day One, i.e. at the grand opening of the site. Users are happy to see justified improvements and allow room for iteration and evolvement of the site that responds to their comments. This provision of room for iteration also allows the management and designers to first "test the water", collect feedback, and be more responsive to real needs and concerns. Indeed, public expectation and preference on the use of the site might also evolve gradually upon the opening of the site, making it even more crucial to leave room for iteration. The gradual rise in popularity of BBHOP as a destination for cycling, skateboarding, and rollerblading for members of the general public from all walks of life, is one of the prime examples. It takes time for the majority of users to accept an innovative and experimental approach that is uncommon in Hong Kong. Pilots are a great way to experiment what works and what does not. They create opportunities for users to get involved and be informed, and to gradually overcome worries which may not always be substantiated and to get used to the new approach that works well in other countries and cities.

**3) Sandbox approach: moveable parts enable new uses and clientele**

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<sup>4</sup> Harbour-front Enhancement Committee. 2017. "Harbour Planning Guidelines for Victoria Harbour and its Harbour-front Areas". Retrieved from [https://www.harbourfront.org.hk/eng/content\\_page/doc/HEC\\_guidelines\\_e.pdf](https://www.harbourfront.org.hk/eng/content_page/doc/HEC_guidelines_e.pdf)



Pallets are an important piece of moveable furniture at BBHOP, successfully serving as a tool of empowerment via a “sandbox approach”. While fixed equipment limits the locations and timing of usage, and how users interact with the piece of equipment, the sandbox approach advocates light, quick and adaptive nature that facilitates users to create a public space they want to see at their own pace and wish easily. “Less is more”: one loose piece can serve multiple purposes and create more possibilities, even replacing several fixed pieces of equipment. The barrier of participation is very low and users of different age groups and physical abilities can easily engage him/herself with the moveable parts. Throughout this process of involvement, users gain a sense of control and agency; they are enabled and empowered. In addition, this participatory approach allows them to become attached to what they have created and the site, and finally have a sense of ownership. This behaviour is not limited to children, but is observed across age groups and ethnicities.

**4) Capacity building: Loose parts enhance collaboration and inclusivity**

There are many moveable parts available on-site, be it the scaffolding platforms, sun loungers, stools and coffee tables, pallets or moveable pop-up furniture. They allow very different users to meet, socialize, make new friends and collaborate. Children of different age groups and ethnicities work together to move and push the pallets to build their castle, maze, house or fortress, and to enjoy the creations they build, same applies to parents and adults of different ethnicities who have to work together to push the sleighs (鹿車) where their children are sitting at, or push the big Chinese candy box (全盒) that requires at least several adults to rotate. This kind of collaboration accelerates the dynamics of the site as it expands the possibilities and capabilities and exchanges of the users. (Fig.139-140)

**5) Vision-driven approach: software is of paramount importance**

While the moveable parts are empowering in nature, software is as essential in order to create vibrancy. A great space requires a vision-led management style rather than rules-driven approach. With fewer rules and limited intervention from security guards, users are not banned from doing, but are encouraged to innovate and freely use the sites the way they wish to, while maintaining mutual respect; it is not about strict compliance. Without a plate detailing a long list of rules and prohibited activities, the site is not rules- or complaint-driven. Rather, the open site management approach creates an enabling inclusive culture and environment rarely seen and experienced in Hong Kong's public spaces. It helps nurture a culture of “joint-management” and “share use” with and among users, for instance, via sharing space with cyclists and rollers, pets, street performers, etc. Rules and regulation should be the means to facilitate and achieve the placemaking vision of shared spaces in mind. We should let the ends direct the means, but not vice versa.

**6) Destination making: evolution and unpredictability within the site itself as an attraction**

Some interviewees express their delight in coming to a very different site every time. Furthermore, users would unintentionally build upon and revise the fixtures set up by previous users, contributing to the dynamic nature of the space. As security guards are not tasked to resume the site overnight; there is never a fixed form or image of the site. The seasonal pop-ups, ever-changing set ups created by users, and the innovative and unexpected uses performed by users have become a scene and an attraction itself, rather than a fear of unpredictability.

**7) Chaotic beauty: inherent order and organization within “chaos”**

BBHOP is very vibrant, dynamic and full of movements, and the beauty of this experience is that despite the seemingly “chaotic” atmosphere, an inherent order would gradually evolve among the users so that people from different walks of life can enjoy the place while respecting how others use the site. For instance, fixed zonings might reduce possibilities in interaction, dynamics, and the unpredictability of the site. Users are able to develop their own rough zonings – there are areas where a certain type of users are more prominent and would cluster, forming kids’ zone, skaters’ zone, pets’ zone, elderly’s zone, etc. “Tacit understanding” is developed among users, who have learnt to respect for different uses mutually, and have developed self-awareness on safety while there are all types of dynamic movements (e.g. cycling, skateboarding, rollerblading, scooters, pushing pallets, sleighs (鹿車), and strollers). BBHOP’s experience also shows that zoning can happen not just spatially but on the basis of time segments throughout the day. There is always an inherent order within this “chaos”.

**8) From place-making to sustainable place-management**

While a good initial design and vision is important, the eventual success equally relies on a continuous curatorial management process. “Place-making” is a catchy term in town, but once the site has been set in place and open for public use, equally immense effort has to be placed in “sustainable place management” to create the appropriate conditioning for the dynamics and the vibrancy to happen. This important concept is often ignored in the discussion of public space issues in Hong Kong: public places projects are often deemed complete as the fixtures are in place, the management mostly involves placing security guards and cleaning janitors on-site to enforce fixed rules and procedures that are applied across all types of parks and sitting-out areas in different districts, the approach is not site-specific and thus does not respond to the needs and desires of the users. The BBHOP experience shows that this meticulous place-management approach is indeed able to resolve various potential conflicts between different users, and the merit (the vibrancy of the site) clearly outweigh the extra experimental effort.



session'-140: Children of different ethnicities collaborating

## **6. Moving forward**

Based on the study, it can be observed that BBHOP encompasses a diverse range of activities that co-exists with one another, contributing to the vibrancy of the site. Some examples of prominent activities may include but not be limited to busking, skateboarding, picnicking, pet-walking and fishing. The lessons and management principles learnt from the BBHOP experience can be further extended and applied to other Harbourfront Shared Spaces if users of these sites respect one another's rights, needs and wellbeing. The BBHOP experience can facilitate and empower the general public to build public spaces that are shared and enjoyed equitably for everyone.

The experience of BBHOP highlights the importance of providing diversity and freedom of use amongst various Harbourfront Shared Spaces, where different spatial arrangements can be chosen and utilized proactively by people from all walks of life. This is particularly innovative and experimental when compared with conventional modes of management of public spaces in other parts of Hong Kong.

While BBHOP serves as a successful pioneer of Hong Kong's place-making and place management, it is essential that BBHOP's merits and management arrangements, as detailed in Chapter 4 (i.e. opens 24 hours, incremental approach, moveable furniture and flexible design, responsive management mode) and Appendix F, are combined with the aforementioned 8 general management principles, together serving as guiding principles for the future development of Harbourfront Shared Spaces, and adopted with attention to local site context.

It is of greatest hope that this success will be amplified at suitable locations along the 38 kilometre promenade of the Victoria Harbour, under the principles of "adaption to local characteristics" (因地制宜) and "locational peculiar design" (「段段有特色」) advocated by the Harbourfront Commission and the government, creating shared vibrant and diverse spaces that are enjoyed by all, contributing to a more liveable Hong Kong.

## **Provision of Consultancy Service on the New Mode of Design and Management Adopted at the Belcher Bay Harbourfront Open Space**

**Appendix  
May 2021**



**Appendix A: Site Observation Checklist**

Date: \_\_\_\_\_

Time: \_\_\_\_\_

Observer: \_\_\_\_\_

**A. Persona:** Counting of personas

Persona	Count #1 - Zone A (Time: _____ _)	Count #2 - Zone B (Time: _____ _)	Count #3 - Zone C (Time: _____ _)	Count #4 - Zone D (Time: _____ _)
Young couples				
Families				
Groups of friends				
Foreigners				
Elderly				

**B. Innovative Uses :** Counting of people of “Innovative utilization” (give a list of activities) & note down new utilization

Uses	Count #1 (Time: _____)	Count #2 (Time: _____)	Major users (group size, age, local /foreigner)
<b>Socializing</b>			
“Picnic in the tent”			
Walk the pets			
Innovative set-ups of the movable furniture & pallets			
Babysitting			
<b>Sports/ active</b>			
Cycling			

Roller skating			
Skateboarding			
Strolling			
Work out			
Running			
Ball games			
<b>Passive</b>			
Reading			
Working on laptops			
sunbathing			
star gazing			
Taking photos			
Roleplaying			
<b>Other uses</b>			

### C. Site Plan

- Draw on the plan where major activities take place, pin underuse spaces, pin unexpected usage, and pin black spots (where issues & accidents take place)

### D. Clips & photos

- Mark on layout plan point of photo-taking for innovative uses & issues
- Simply upload your photos to Google Drive.

## **Appendix B: User Survey**

關於卑路乍灣海濱休憩用地，我有嘢講！

I have stuff to say about BBHOP!

你好！我係本地文化企業活現香港嘅調查大使，想了解吓你對卑路乍灣海濱休憩用地嘅使用同意見。分析完你嘅意見之後，我哋會向政府提出建議，希望將來可以創建一個更加適合市民使用嘅海濱環境。希望你可以花幾分鐘同我傾吓偈！

Good day! I am local cultural enterprise Walk in Hong Kong's research ambassador. I would like to know more about your usage and comments about the Belcher Bay Harbourfront Open Space. After evaluating results, we will make suggestions to the government, so that we can build a harbourfront that is more enjoyable for Hong Kong citizens. I hope you can spend a few minutes and chat with me!

---

**介紹吓你自己！Introduce yourself!**

*話畀我哋知你嘅背景吓！Tell us a bit more about yourself!*

你來自邊一個年齡組別？Which age group do you represent? \*

- ☐ Below 12 12 歲或以下
- ☐ 12-18
- ☐ 19-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65-74
- ☐ 75-84
- ☐ 85 or above 85 歲或以上



你係... You are... \*

- ☐ Male 男
- ☐ Female 女

你嘅國籍係.....Your ethnicity is.... \*

---

你住喺邊區? Where do you live? \*

- ☐ Central and Western 中西區
- ☐ Eastern 東區
- ☐ Islands 離島區
- ☐ Kowloon City 九龍城區
- ☐ Kwai Tsing 葵青區
- ☐ Kwun Tong 觀塘區
- ☐ North 北區
- ☐ Sai Kung 西貢區
- ☐ Sham Shui Po 深水埗區
- ☐ Sha Tin 沙田區
- ☐ Southern 南區
- ☐ Tai Po 大埔區
- ☐ Tsuen Wan 荃灣區
- ☐ Tuen Mun 屯門區
- ☐ Wan Chai 灣仔區
- ☐ Wong Tai Sin 黃大仙區
- ☐ Yau Tsim Mong 油尖旺區
- ☐ Yuen Long 元朗區

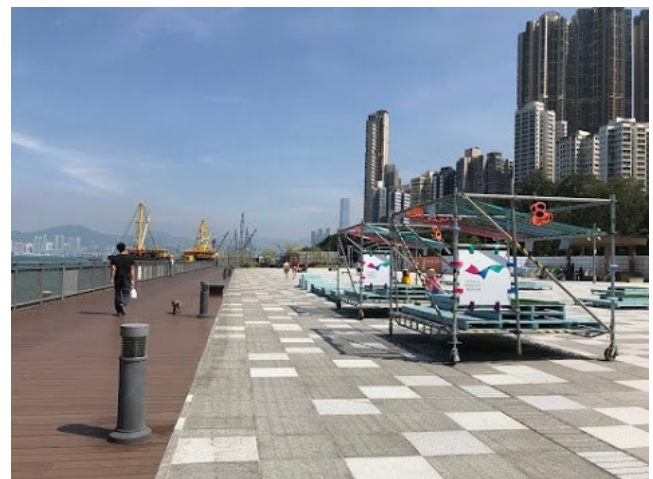


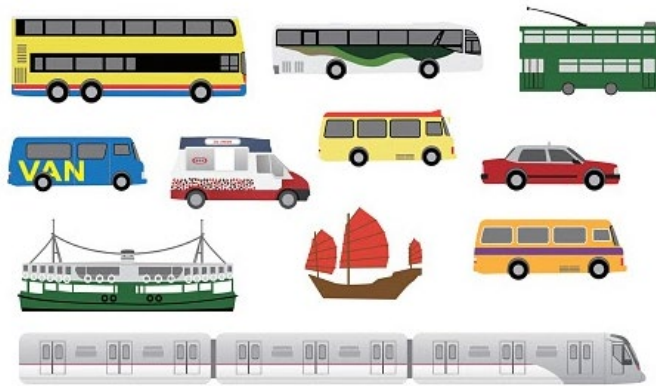
#### 空間嘅使用 Site Usage

同我哋講多啲你點用呢個地方㗎! Tell us more about how you use this space!

How often do you come to this area? 你隔幾耐會嚟一次? \*

- ☐ More than once a week 每星期超過一次
- ☐ Twice a month 每個月兩次
- ☐ Once a month 每個月一次
- ☐ Once every few months 數個月一次
- ☐ This is my first time 這是我的第一次





How do you get here normally? 你通常點過嚟? \*

- ☐ By foot 行路
- ☐ Bus / minibus 巴士／小巴
- ☐ MTR 港鐵
- ☐ Tram 電車
- ☐ Private car 私家車
- ☐ 其他: \_\_\_\_\_

Who do you visit the area with mostly? 你通常同咩人一齊嚟? \*

- ☐ I come on my own 自己
- ☐ Friends 朋友
- ☐ Family members 家人
- ☐ Partner 伴侶
- ☐ 其他: \_\_\_\_\_

When do you normally visit the area? 你通常喺咩時間過嚟? (you can select more than one option) (可選擇多於一項) \*

- ☐ Morning (6am to 12pm) 早上
- ☐ Afternoon (12 pm to 5pm) 下午
- ☐ Evening (5pm to 7pm) 傍晚
- ☐ Night (7pm to 12am) 晚上
- ☐ Midnight (12am to 6am) 凌晨

How long do you normally spend in the area? 你通常喺度逗留幾耐? \*

- ☐ Less than 30 minutes 少於 30 分鐘
- ☐ 30 minutes to 1 hour 30 分鐘-1 小時
- ☐ 1 to 2 hours 1-2 小時
- ☐ 2 to 3 hours 2-3 小時
- ☐ More than 3 hours 超過 3 小時

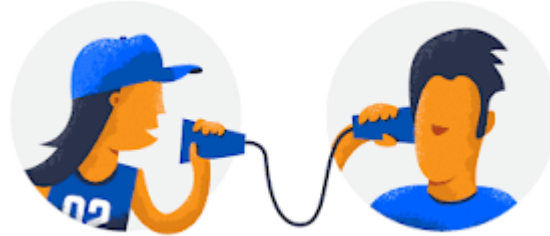
What is your main purpose for visiting the area? (you can select more than one option) 你嚟呢度通常係做咩? (可選擇多於一項) \*

- ☐ For leisure 休憩
- ☐ Meeting with friends and families 與朋友和家人見面
- ☐ For my kids to play 讓我的小孩玩樂
- ☐ Walking pets 遛狗
- ☐ Exercise (e.g. run, stroll, work out) 運動 (例如:跑步、散步、健身)
- ☐ Taking photos 拍照
- ☐ Sunset watching 欣賞日落
- ☐ Skateboard 踩滑板
- ☐ 其他: \_\_\_\_\_





How did you hear about the area? (you can select more than one option) 你係點樣認識呢個地方? (可選擇多於一項) \*



- ☐ Friends / Families 朋友／家人
- ☐ Social media and online forums 社交媒體／網上平台
- ☐ Newspaper and magazines 報章雜誌
- ☐ Posters and banners in the neighbourhood 區內的宣傳海報
- ☐ Government websites 政府網站
- ☐ Stopped by the area 路過
- ☐ 其他: \_\_\_\_\_

Did you visit this site before it is developed as a proper open space? 呢個地方改建同正式開放之前, 你有冇嚟過? \*

- ☐ Yes 有
- ☐ No 沒有
- ☐ I don't remember 不記得

If yes, how often did you visit the space? 如果有, 你通常隔幾耐嚟一次?

- ☐ More than once a week 每星期超過一次
  - ☐ Twice a month 每個月兩次
  - ☐ Once a month 每個月一次
  - ☐ Once every few months 數個月一次
-

你滿唔滿意呢度？Are you satisfied with BBHOP?

Rate your satisfaction levels of the following facilities, 1 is the least satisfied, 5 is the most satisfied. 請為以下設施評分，1分為最不滿意，5分為最滿意。



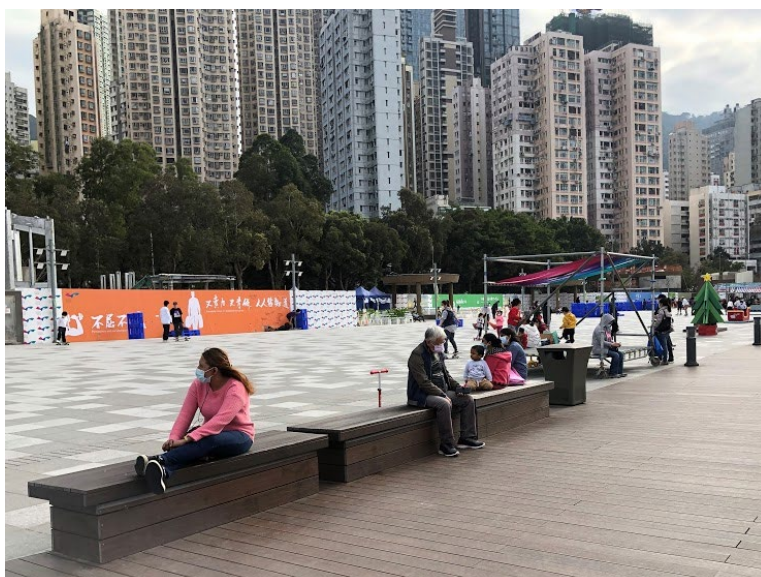
Washroom 洗手間 \*

1 2 3 4 5  
☐ ☐ ☐ ☐ ☐



Water drinking facility 飲水設施 \*

1 2 3 4 5  
☐ ☐ ☐ ☐ ☐



Seating - bench 座位 - 長椅 \*

1 2 3 4 5  
○ ○ ○ ○ ○



Seating - bench next to washroom 座位 - 洗手間旁的長椅 \*

1 2 3 4 5  
○ ○ ○ ○ ○





Pavillion 涼亭 \*

1 2 3 4 5  
☐ ☐ ☐ ☐ ☐



Rubbish bin 垃圾桶 \*

1 2 3 4 5  
☐ ☐ ☐ ☐ ☐



Stationary pallets and 'pallets on wheels' 固定同可以郁動嘅塑膠卡板 \*

1 2 3 4 5  
☐ ☐ ☐ ☐ ☐



Moveable outdoor furniture 可以郁動嘅  
室外傢具 \*

1 2 3 4 5  
☐ ☐ ☐ ☐ ☐





Festive decoration 節日裝飾 \*

1 2 3 4 5  
○ ○ ○ ○ ○



Scaffolding platforms 鋁架平台 \*

1 2 3 4 5  
○ ○ ○ ○ ○



Pets zone 寵物公園 \*

1

2

3

4

5

☐☐☐☐☐

Rate your satisfaction levels of the following, 1 is the least satisfied, 5 is the most satisfied.  
請為以下事項評分，1 分為最不滿意，5 分為最滿意。 \*

Opening hours 開放時間

1

2

3

4

5

☐☐☐☐☐

Cleanliness and hygiene 清潔及衛生

1

2

3

4

5

☐☐☐☐☐

Level of noise 噪音

1

2

3

4

5

☐☐☐☐☐

Safety 安全

1

2

3

4

5

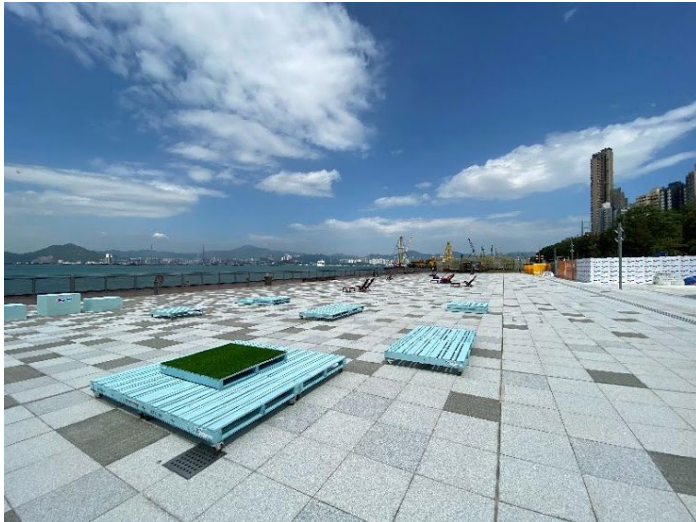
☐☐☐☐☐

Lighting 燈光	1	2	3	4	5
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shading 遮蔭	1	2	3	4	5
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Greenery 綠化	1	2	3	4	5
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wayfinding and signages 導向及標誌	1	2	3	4	5
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessibility within the site i.e. ease of access by different groups e.g. wheelchairs, strollers.空間的暢達性 (不同需要的人士, 如輪椅及嬰兒車使用者, 能容易使用空間)	1	2	3	4	5
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessibility to the site i.e. ease of accessing the site 空間的可達性 (容易前往)	1	2	3	4	5
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mode of management 管理模式	1	2	3	4	5
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you agree with the following statements? 1 is the totally disagree, 5 is totally agree. 你認唔認同以下嘅句子？1 分為非常不認同，5 分為非常認同 \*

I am happy with sharing the site with people with various interests 我樂意同其他人分享呢度。	1	2	3	4	5
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am happy with sharing the site with pets 我樂意同寵物分享呢度。	1	2	3	4	5
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that the use of movable furniture is safe 我覺得可以郁動嘅傢具係安全嘅。	1	2	3	4	5
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think the “pop-up” installations give extra values to the site 我認為「期間限定」嘅裝飾令空間更吸引。	1	2	3	4	5
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like how there are not as many rules at the site compared to other parks 我喜歡這個空間與一般的公園不同，設有較少規則。	1	2	3	4	5
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel comfortable using this site during the COVID-19 epidemic 我在疫情期間能安心使用這個空間。	1	2	3	4	5
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Overall, how satisfied are you with the area? 1 is the least satisfied, 5 is the most satisfied. 整體嚟講，你有幾滿意呢度？1 分為最不滿意，5 分為最滿意。 \*



1 2 3 4 5  
○ ○ ○ ○ ○

Overall, what is your favourite element in the area? 整體嚟講, 你最鍾意呢度啲咩?

---

What innovative elements would you like to see in the area in the future? 你想將來喺度見到啲咩創新嘅元素呢? \*

---

Apart from this site, would you also occasionally go to the following open spaces? 除咗呢度, 你平時仲會唔會去開附近邊個空間呢? \*

	Yes 會	No 唔會
Instagram Pier (Western District Public Cargo Working Area) 西區公眾貨物裝卸區	<input type="checkbox"/>	<input type="checkbox"/>
Central & Western District Promenade 中西區海濱長廊-西區副食品批發市場段	<input type="checkbox"/>	<input type="checkbox"/>
Catchick Street Garden 吉席街花園	<input type="checkbox"/>	<input type="checkbox"/>

---

Name of RA 調查大使姓名 \*

---



**Appendix C: User Interview**

Date: \_\_\_\_\_

Time: \_\_\_\_\_

Interviewer: \_\_\_\_\_

1. General demographic

- Age: \_\_\_\_\_
- District of residence: \_\_\_\_\_

2. The use of vacant site

2a. What do you think about this transformation from cargo area to Belcher Bay Harbourfront Open Space?

2b. Do you like it? Why?

3. Flexible design

3a. What do you think about the movable public furniture?

*Show photo if needed*

3b. Do you like it? Why?

3c. Compared to conventional public furniture, do you think they add value i.e. playfulness, attractiveness, comfort to the area? Yes/ No
<i>If yes, how?</i>
3d. Are you worried about the safety of movable public furniture? Yes/ No
<i>If yes, why?</i>
3e. Would you like to see more 'pop-up' decorations from time to time? ( <i>Show photo if needed</i> ) Yes / No
3f. If yes, what kind of 'pop-up' decorations and/or events would you like to see in the future?

#### 4. Evolvement of on-site facilities

4a. The site first opened with a 5-metre-wide boardwalk at the waterfront in March 2020, and was fully opened in October 2020. What are your thoughts on such unconventional development approaches?
4b. Currently, the management of the space improves facilities after evaluating feedback from the general public, for example, plastic pallets were added in light of concerns for the durability of wooden pallets first provided. What do you think about this mechanism?

--

5. Inclusiveness of the site

5a. What do you think about the inclusive nature of the site, where a diverse range of activities suited for different groups are allowed?
5b. Have you witnessed any memorable or unpredictable utilisation of the site and/or the public furniture within its vicinity?

6. General comments

6a. Has the COVID-19 epidemic affected your usage? If so, how?
6b. Do you feel safe using the site and its facilities?
6c. Overall, how satisfied are you with the area?
6d. What do you like most?

6e. What improvements would you like to see?

**Extra question:**


### **Appendix D: Control Survey**

#### **介紹吓你自己！Introduce yourself!**

話畀我哋知你嘅背景吓！Tell us a bit more about yourself!

你來自邊一個年齡組別？Which age group do you represent? \*

- ☐ Below 12 12 歲或以下
- ☐ 12-18
- ☐ 19-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65-74
- ☐ 75-84
- ☐ 85 or above 85 歲或以上



你係... You are... \*

- ☐ Male 男
- ☐ Female 女

你嘅國籍係.....Your ethnicity is.... \*

\_\_\_\_\_

你住喺邊區？Where do you live? \*

- ☐ Central and Western 中西區
- ☐ Eastern 東區
- ☐ Islands 離島區
- ☐ Kowloon City 九龍城區
- ☐ Kwai Tsing 葵青區
- ☐ Kwun Tong 觀塘區
- ☐ North 北區
- ☐ Sai Kung 西貢區
- ☐ Sham Shui Po 深水埗區
- ☐ Sha Tin 沙田區
- ☐ Southern 南區
- ☐ Tai Po 大埔區





- ☐ Tsuen Wan 荃灣區
- ☐ Tuen Mun 屯門區
- ☐ Wan Chai 灣仔區
- ☐ Wong Tai Sin 黃大仙區
- ☐ Yau Tsim Mong 油尖旺區
- ☐ Yuen Long 元朗區

## 關於公共空間... Public Space Design

你會鍾意以下邊種室外傢具(座位同枱)多啲? Which kind of outdoor furniture (seats and tables) do you prefer? \*

- ☐ 可以郁動嘅室外傢具 Moveable outdoor furniture
- ☐ 固定嘅室外傢具 Fixed outdoor furniture



你想唔想公共空間有「期間限定」嘅裝飾同擺設? (例如: 節慶裝飾, 主題式藝術品) Would you like to see pop-up decorations and installations? (e.g. festive decorations, thematic artwork) \*

- ☐ 想 Yes
- ☐ 唔想 No

你會鍾意邊種空間管理模式多啲? Which of the following spatial management mode would you prefer? \*

- ☐ 空間有一系列嘅使用守則 (例如: 唔准玩滑板、唔准瞓低、唔准踩草地、唔准帶寵物等) There would be a set of rules guiding what can or cannot be done (e.g.: No skateboarding, No lying down, No stepping on grass, No pets allowed).
- ☐ 空間比較彈性, 容許唔同種類嘅合法活動 The use of space is flexible where different types of legal activities are allowed on-site.

## 空間嘅使用 Site Usage

同我哋講多啲你點用呢個地方㗎！ Tell us more about how you use this space!

Do you often visit Belcher Bay Harbourfront Open Space? 你係咪經常去卑路乍灣海濱休憩用地? How often do you come to this area? 你隔幾耐會嚟一次? \*

- ☐ More than once a week 每星期超過一次
- ☐ Twice a month 每個月兩次
- ☐ Once a month 每個月一次
- ☐ Once every few months 數個月一次
- ☐ This is my first time 這是我的第一次



What is your main purpose for visiting the area? (you can select more than one option) 你嚟呢度通常係做咩? (可選擇多於一項) \*

- ☐ For leisure 休憩
- ☐ Meeting with friends and families 與朋友和家人見面
- ☐ For my kids to play 讓我的小孩玩樂
- ☐ Walking pets 遛狗
- ☐ Exercise (e.g. run, stroll, work out) 運動 (例如:跑步、散步、健身)
- ☐ Taking photos 拍照
- ☐ Sunset watching 欣賞日落
- ☐ Skateboard 踩滑板
- ☐ 其他: \_\_\_\_\_



Do you often visit Belcher Bay Park? 你係咪經常去卑路乍灣公園? How often do you come to this area? 你隔幾耐會嚟一次? \*

- ☐ More than once a week 每星期超過一次
- ☐ Twice a month 每個月兩次
- ☐ Once a month 每個月一次
- ☐ Once every few months 數個月一次
- ☐ This is my first time 這是我的第一次

What is your main purpose for visiting the area? (you can select more than one option) 你嚟呢度通常係做咩? (可選擇多於一項) \*

- ☐ For leisure 休憩
- ☐ Meeting with friends and families 與朋友和家人見面
- ☐ For my kids to play 讓我的小孩玩樂

- ☐ Walking pets 遛狗
- ☐ Exercise (e.g. run, stroll, work out) 運動 (例如:跑步、散步、健身)
- ☐ Taking photos 拍照
- ☐ Sunset watching 欣賞日落
- ☐ Skateboard 踩滑板
- ☐ 其他: \_\_\_\_\_

Which space do you prefer more?你鍾意邊個空間多啲? \*

- ☐ Belcher Bay Park 卑路乍灣公園
- ☐ Belcher Bay Harbourfront Open Space 卑路乍灣海濱休憩用地
- ☐ I have not been to both spaces 唔係兩個空間都有去過

Why? 點解? \*

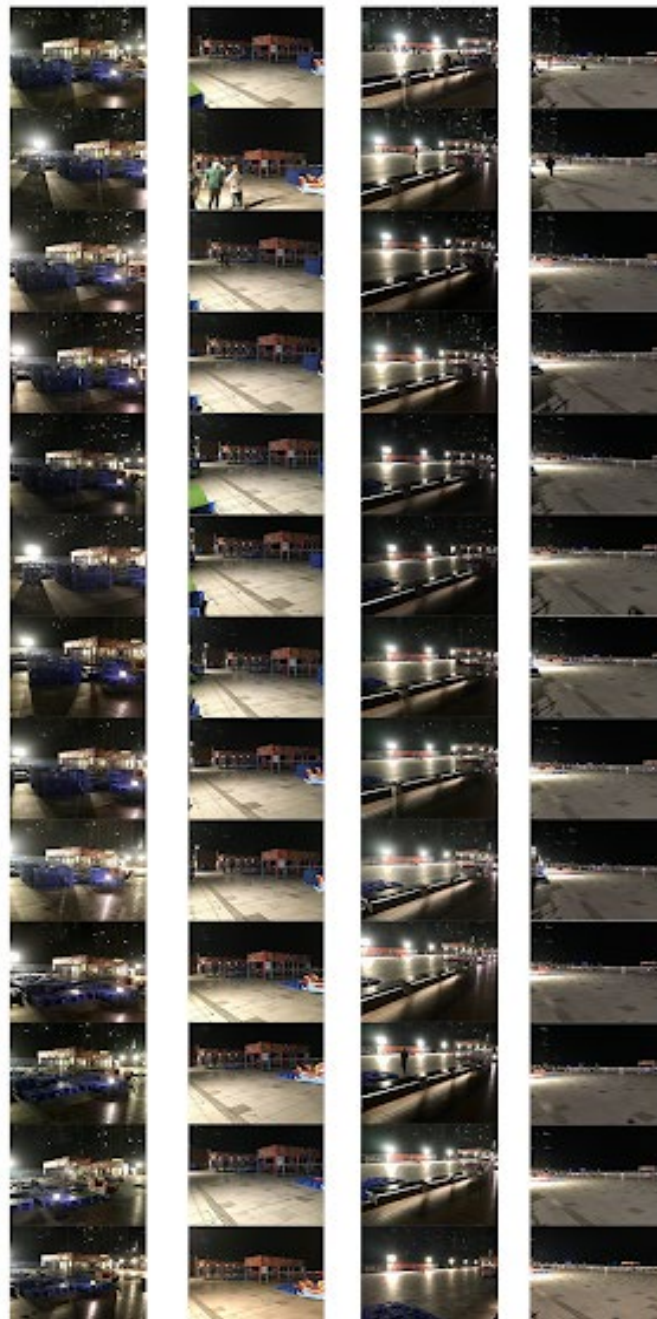
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Name of RA 調查大使姓名 \*

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**Appendix E: Site photos over 24 hours**

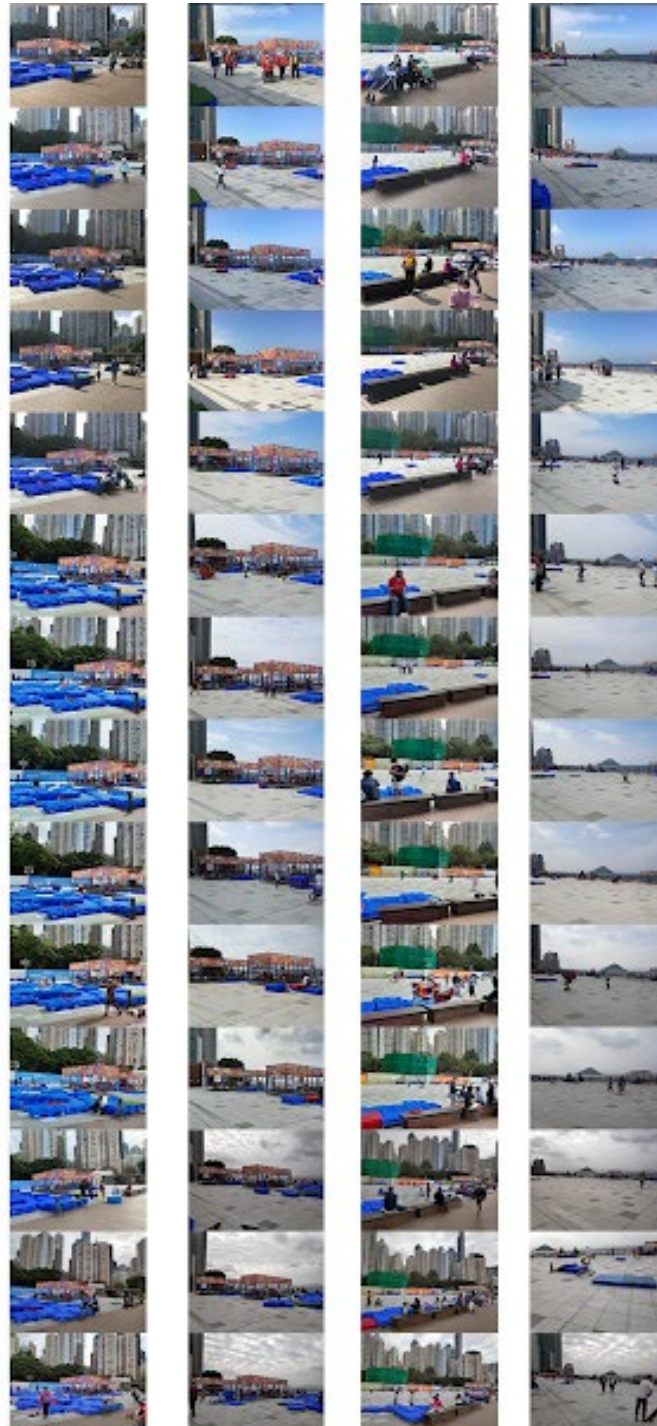
8 February 2021 (Mon)

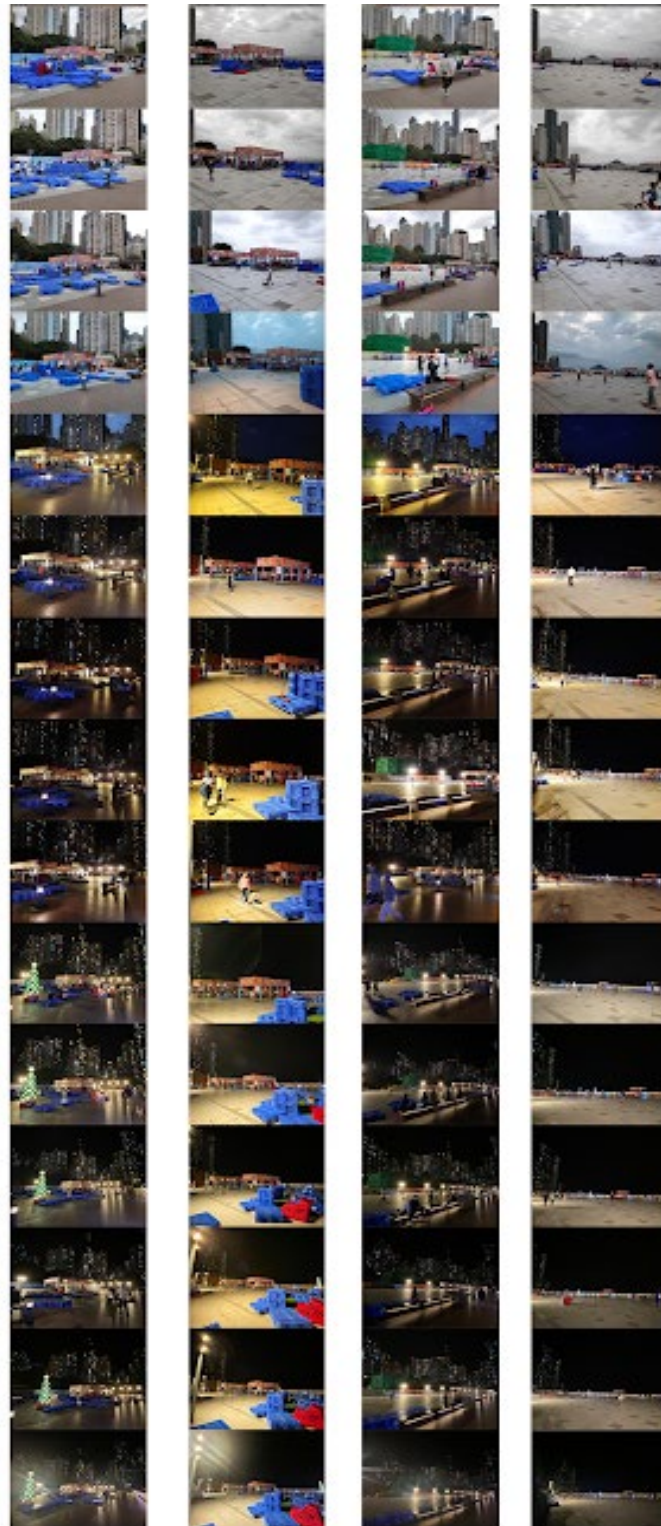










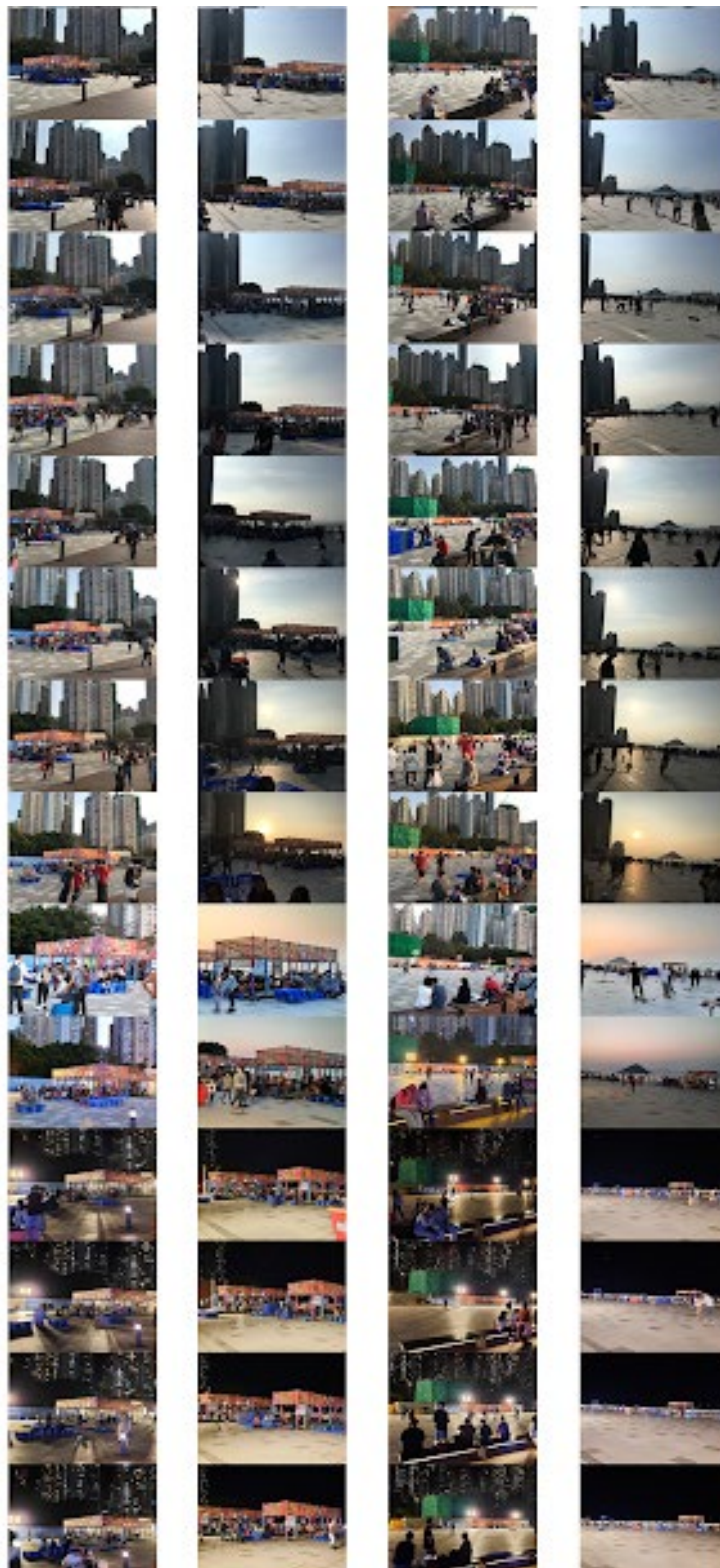


14 February 2021 (Mon)

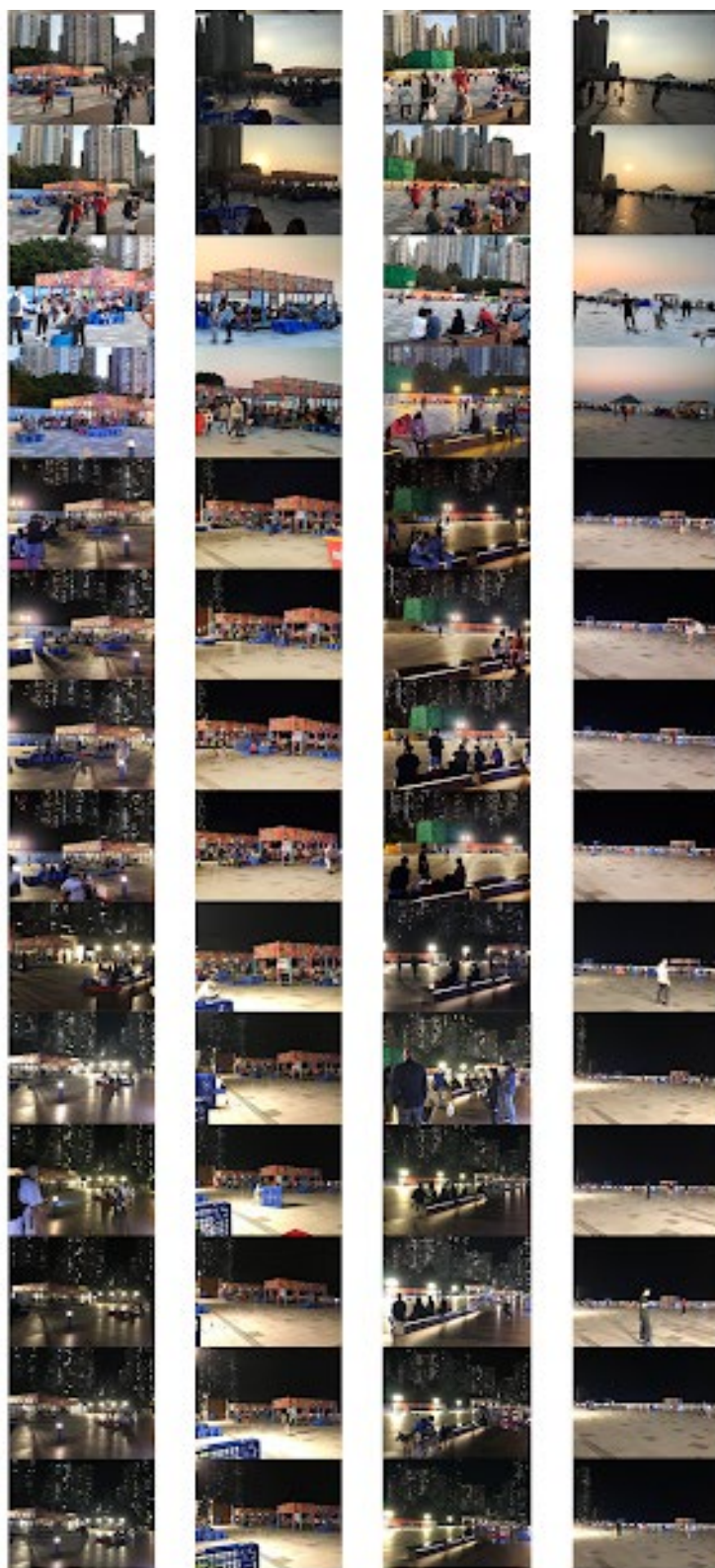












**Appendix F: Harbourfront Shared Spaces – Existing Management Arrangements**

	<b>Activities</b>	<b>Regulatory Arrangement</b>
1.	Use and enjoyment	Open to public 24 hours a day
2.	Fishing	Permitted along the promenade, with due regard to safety of other visitors
3.	Pets	Permitted as long as they are on a leash or otherwise kept under control, and relevant general regulations (e.g. Dogs and Cats Ordinance (Cap. 167) and its subsidiary legislations) are observed.
4.	Cycling, rollers, sliders, scooters, balanced-bikes etc.	Permitted in shared path of at least 6 metres in width and larger spaces. Users shall take due regard to the uses and safety of other visitors.
5.	Stepping on lawn area	Permitted except when maintenance is required.
6.	Public entertainment activities	Subject to permission under the relevant regulations and by the concerned venue owner.
7.	Street performance	Allowed on the basis that no obstruction and nuisance is caused to the others, and subject to compliance of prevailing laws such as Summary Offences Ordinance (Cap. 228), Noise Control Ordinance (Cap. 400), and Crimes Ordinance (Cap. 200).
8.	Kites and balloons	To ensure flight safety, a kite shall not be flown within 5km or an aerodrome, nor at a height of more than 60 metres above ground level or within 60 metres of any vessel, vehicle or structure.
9.	Unmanned Aircraft Systems (UAS) (including drone)	Permission by the Civil Aviation Department is required under the relevant safety requirements, as the Victoria Harbour and its coastal areas are in the vicinity of an airport/ aircraft approach/ take-off paths/

Basic Facilities:

- Sheltered seatings
- Moveable seatings and tables
- Lightings
- Water dispensers (for bottle refilling and for pets)
- Bins (for rubbish, recycling and pet waste)
- Reversed vending machines
- Automatic vendor machines/ food kiosk / restaurant
- Venue and power supply for interactive art pieces and decoration
- Toilets (including universal toilet) and babycare room in walkable distance
- Free wifi