

Task Force on Harbourfront Developments on Hong Kong Island

For discussion
on 15 September 2014

TFHK/10/2014

Central Harbourfront Event Space

PURPOSE

This paper provides an overview of the proposed plans for events taking place on the Central Harbourfront Event Space (CHES), located at No. 9 Lung Wo Road, Central, Hong Kong. A location map can be found at Annex I.

BACKGROUND

2. On 23 May 2014, Central Venue Management Limited was awarded, through open tender, the short-term tenancy (STT) NHX-783 of the lot of Government land located at No. 9 Lung Wo Road, Central. The STT is for three years, upon completion of which is renewable on a quarterly basis.

3. The site is currently operating under the name “Central Harbourfront Event Space” (CHES).

4. Approximately 36,600 square metres in size, the purposes for which the CHES can be used includes the organizing and managing of events and activities which fall under the definition of “Entertainment” in Section 2 of the Places of Public Entertainment Ordinance (Cap 172); and events or activities related to trade and industries such as trade exhibitions, conventions and meetings; and Free Public Use as defined within the Tender Application Form. For ease of reference Section 2 of the Places of Public Entertainment Ordinance (Cap 172) is at Annex II.

PROPOSED SCOPE OF DEVELOPMENT

Vision

5. Central Venue Management Limited’s vision for the CHES incorporates a diverse range of events and experiences in order to appeal to as wide a range of interests as possible. Such events and experiences could be sculptures in the park, cultural festivals, sporting events, classical music concerts, outdoor theatre, festive markets, garden competitions, open-air movie nights, and more.

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6. Our vision for the waterfront site is one that will be developed as a harbourfront space for the enjoyment of the people of Hong Kong. One that will evoke a strong sense of local pride and present an exceptional showcase for our city.

Obligations

7. Under the STT, Central Venue Management Limited is required to meet obligations in terms of events, event days as well as categories of events.

8. The STT also makes provision for the HKSAR Government to take back possession of the site for events and activities held by Designated Parties (as determined by the HKSARG).

PROGRESS TO DATE

9. Since taking possession of the CHES on 23 May 2014, Central Venue Management Limited commenced operations of the site within a very short space of time.

10. A website (www.cvm.com.hk) was uploaded on 28 May to provide information on the site – including location, size, rentable areas, facilities on site, accessibility via public transport, contact information, background on Central Venue Management as well as a booking form. Phase II of the website was launched on 1 August and includes additional sections on events taking place on the site, event sponsorship opportunities as well as career opportunities with Central Venue Management Limited.

11. An enquiry number was established to facilitate potential hirers' and the public's enquiries about the site.

12. A booking schedule spanning the duration of the STT was established, incorporating the HKSARG black-out dates, to facilitate potential hirers' planning and booking of events up to 35 months in advance.

Events

13. In line with our vision of a harbourfront site designed for the enjoyment of the local community, Central Venue Management Limited's first event on the CHES is a Green Summer Festival - under which more than 20 events will take place. Events include Urban Farming

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Workshop, Container Art Day, Green Art, Green Market, Green Talk and many others.

14. Green Summer Festival opens on 16 August 2014 and spans eight weekends, finishing on 5 October 2014. The events within the Green Summer Festival are all free public events which members of the public can join free of charge. The events are organized by local associations and community groups and hosted by Central Venue Management Limited on the CHES rent-free.

15. Demand from potential hirers for the CHES is high across the site's three-year availability, with significant interest from potential hirers to book the site for consecutive years.

Event promotion

16. The CHES website serves as the platform through which the public can obtain information on what events are taking place at the site, including whether these are open to the public, paid or free entry.

17. Third party hirers will be responsible for their own promotions of their events confirmed to take place on the CHES. Central Venue Management Limited will upload the event details, together with a link to the event or organiser's website, onto www.cvm.com.hk for public access.

18. Event banners erected around the periphery of the CHES also serve to promote events taking place on the site.

19. For the Green Summer Festival a number of different promotional platforms were used including issuance of press releases, Facebook, Instagram, www.cvm.com.hk, on-site banners, and promotions through local organisations and associations.

ALIGNMENT WITH THE HARBOUR PLANNING GUIDELINES AND HARBOUR PLANNING PRINCIPLES OF VICTORIA HARBOUR

20. Even though the CHES is a designated event space, where possible and relevant Central Venue Management Limited will try to work towards the Harbour Planning Guidelines and Principles laid down by the Harbour-front Enhancement Committee.

21. Our vision and efforts on the CHES will, we hope, contribute towards Proactive Harbour Enhancement (Principle 5). Through the scale

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and calibre of events we bring to the site we aim to reinforce Hong Kong's brand identity as an events capital to the international community.

22. Our commitment to bring a diverse and varied range of events and activities suited to different ages and interests within the community to the CHES contributes towards the creation of a more Vibrant Harbour (Principle 6).

23. The CHES is currently maintaining the existing at-grade access to the Harbourfront Promenade and will endeavor to work with the relevant HKSAR Government departments to improve such at-grade access towards ensuring an Accessible Harbour (Principle 7) when the access gates to the CHES are open.

24. Public Enjoyment (Principle 8) is achieved through the provision of free public events, free public access as well as through paid/ unpaid ticketed events open to the public on the CHES, maximizing opportunities for public enjoyment of the site and the activities held on it.

**Central Venue Management Limited
September 2014**

Attachments

Annex I – Site map of Central Harbourfront Event Space

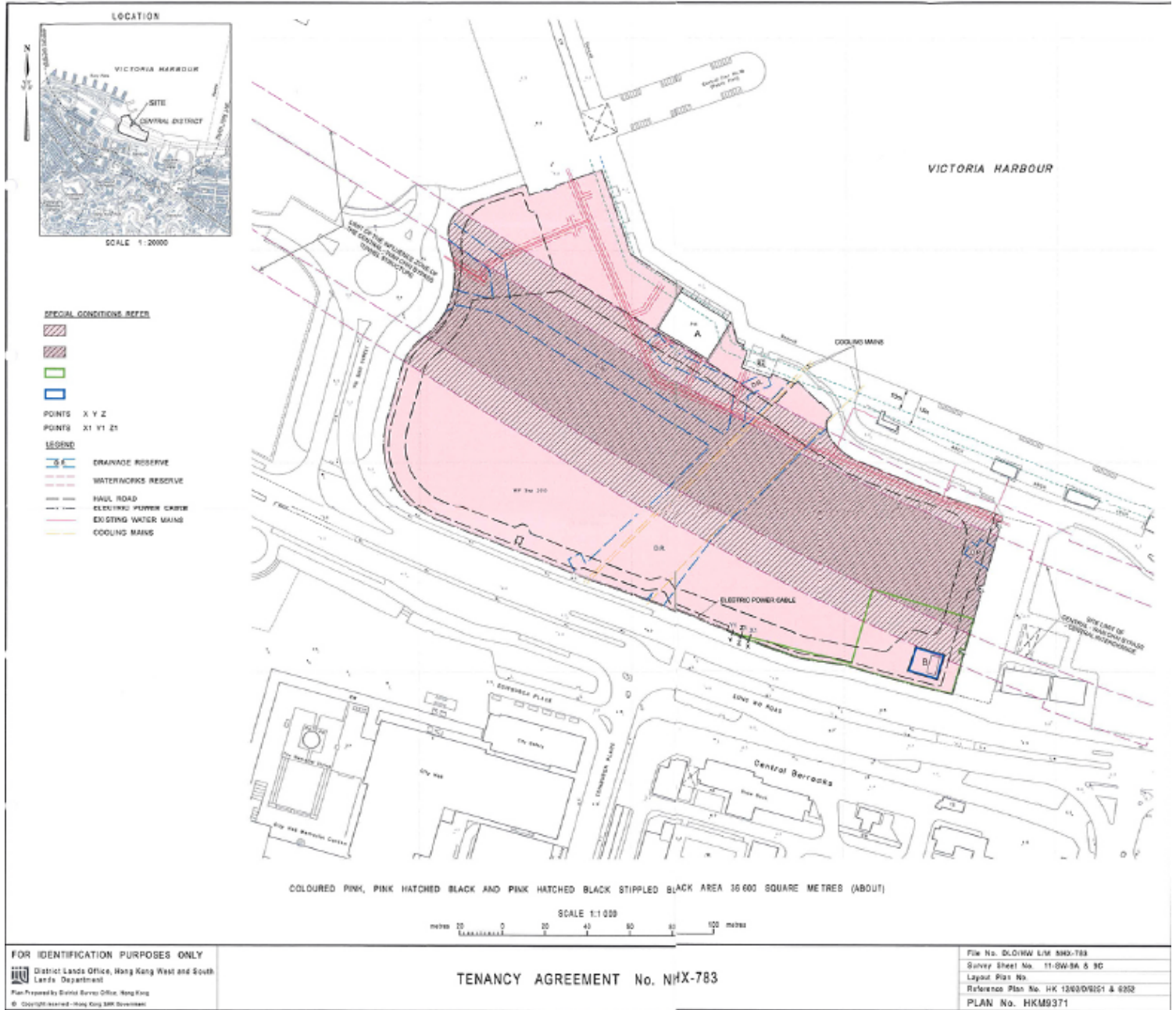
Annex II – Definition of "Entertainment" under Section 2 of the Places of Public Entertainment Ordinance (Cap 172)

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Annex I

Site Map for Tenancy Agreement No. NHX-783



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Annex II

Definition of "Entertainment" under Section 2 of the Places of Public Entertainment Ordinance (Cap 172)

Schedule:	1		L.N. 175 of 2002	15/01/2003
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[sections 2 & 7(4)]
(Amended 83 of 1997 s. 5)

1. The events, activities and other things referred to in the definition of "entertainment" in section 2 of this Ordinance are the following or any part of any of them- (Amended L.N. 120 of 2002)

- (a) a concert, opera, ballet, stage performance or other musical, dramatic or theatrical entertainment;
- (b) a cinematograph or laser projection display;
- (c) a circus;
- (d) lecture or story-telling;
- (e) an exhibition of any 1 or more of the following, namely, pictures, photographs, books, manuscripts or other documents or other things;
- (f) a sporting exhibition or contest;
- (g) a bazaar;
- (h) (Repealed L.N. 120 of 2002)
- (i) an amusement ride within the meaning of the Amusement Rides (Safety) Ordinance (Cap 449) or any mechanical device (other than such an amusement ride) which is designed for amusement; (Amended L.N. 120 of 2002)
- (j) a dance party. (Added L.N. 120 of 2002)

2. In this Schedule "stage performance" (舞台表演) includes a tragedy, melodrama, comedy, farce, pantomime, revue, burlesque, burletta, shadow play, an exhibition of dancing, conjuring or juggling, an acrobatic performance and any other stage event including an interlude.

3. In this Schedule, "dance party" (跳舞派對) means an event with all of the following attributes-

- (a) music or rhythmic sound of any kind or source is provided at the event;
- (b) the primary activity at the event is dancing by the persons attending the event;
- (c) either-
 - (i) the number of persons attending the event exceeds 200 on at least one occasion during the event;
 - or
 - (ii) any part of the event occurs between 2 a.m. and 6 a.m.

(Added L.N. 120 of 2002)
(Schedule 1 added 72 of 1995 s. 9)