



Study on the New Mode of Design and Management at the Belcher Bay Harbourfront Open Space

Walk In Hong Kong Limited | 2021.05.07

Section

1

Background of the Study



On-site Research

4 - 15 Feb 2021



- Site observation
- Surveys and interviews
- Site engagement
- Time-lapse video
- Control study at Belcher Bay Park

Desktop Research

Site opening - 3 May 2021



- Study on the online perception and branding of BBHOP
- Reference also drawn to complaints and compliments received by the Government

A total of 633 surveys and 96 interviews were conducted.

Section

2

Highlights of the Survey



48%

Survey respondents are aged 25-44.

34%

Visitors to BBHOP come from all over Hong Kong.

26%

Survey respondents are of non-Chinese ethnicities.

61%

Survey respondents visit the site more than once a week.

77%

Survey respondents that live in the Central & Western District visit the site more than once a week.

61%

Survey respondents stay at BBHOP for more than 1 hour each visit.



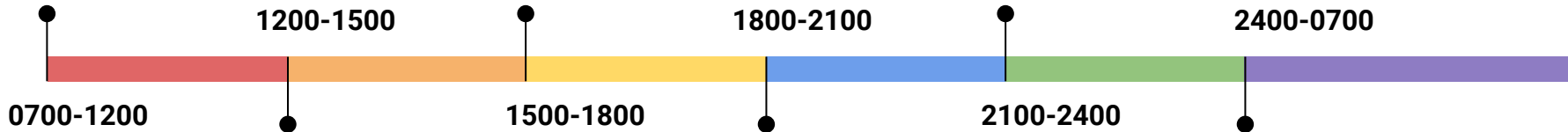
Morning exercise and babysitting



Start to get busy with children of all ages, active users arrive in the late afternoon



Skateboarding, cycling, drinking and group of friends chatting



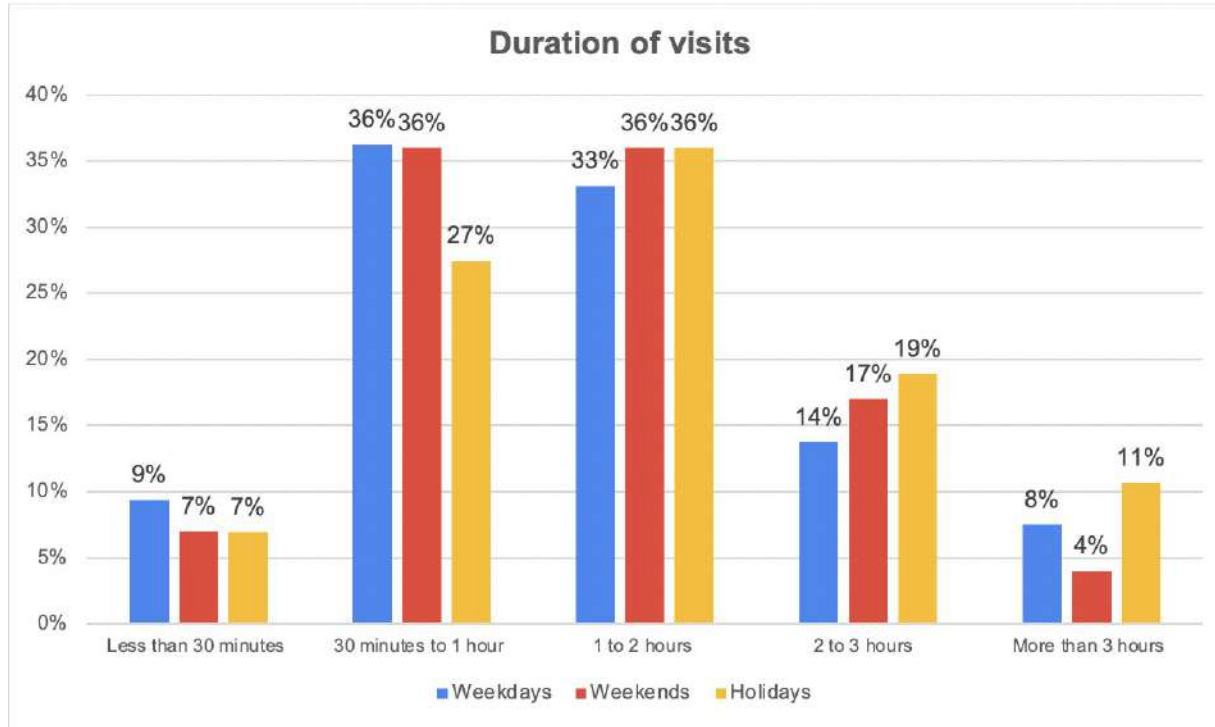
Lunch time: some users would come for takeaway meals

Dinner time: some users would come for takeaway meals; drinking activities start in the evening

Midnight: very deserted until early morning



Site activities flow chart

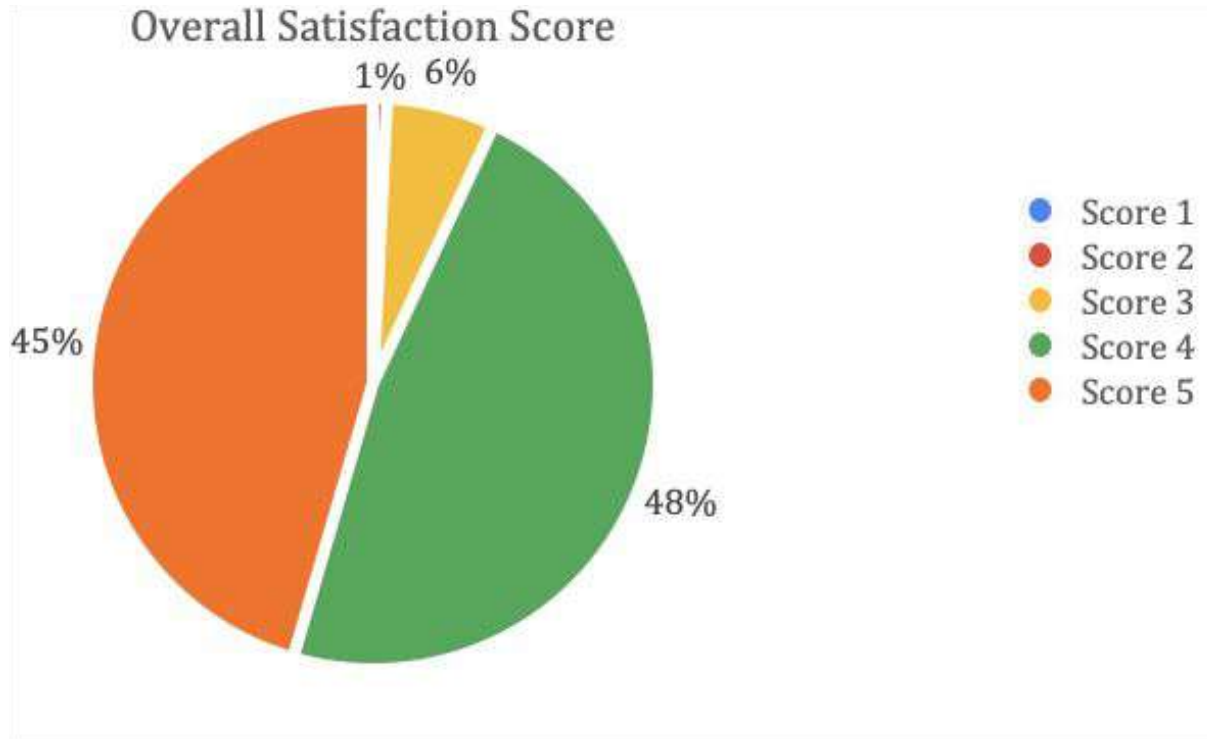


A higher percentage of respondents would spend 2 to 3 hours on site during weekends (17%), and even higher during holidays (19%), as compared to 14% during weekdays.

Time-lapse video

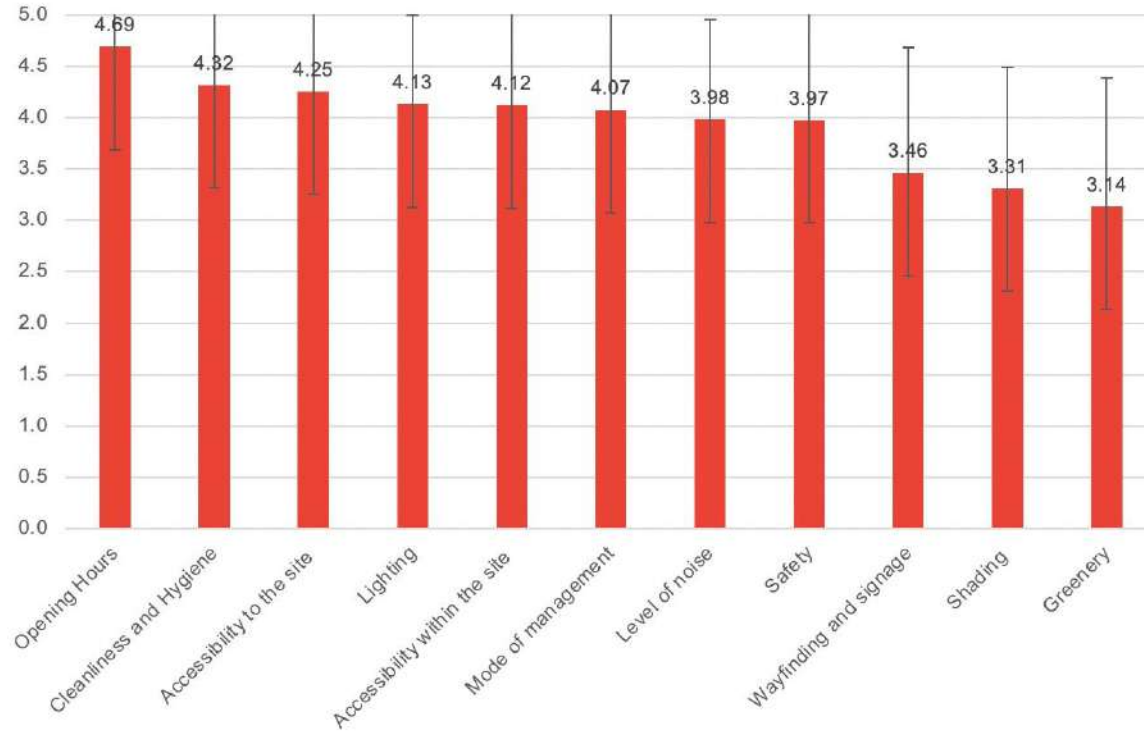
93%

Survey respondents are overall satisfied with BBHOP.



The mean overall satisfaction score is 4.4 out of 5.

Mean Satisfaction Score of Basic Services

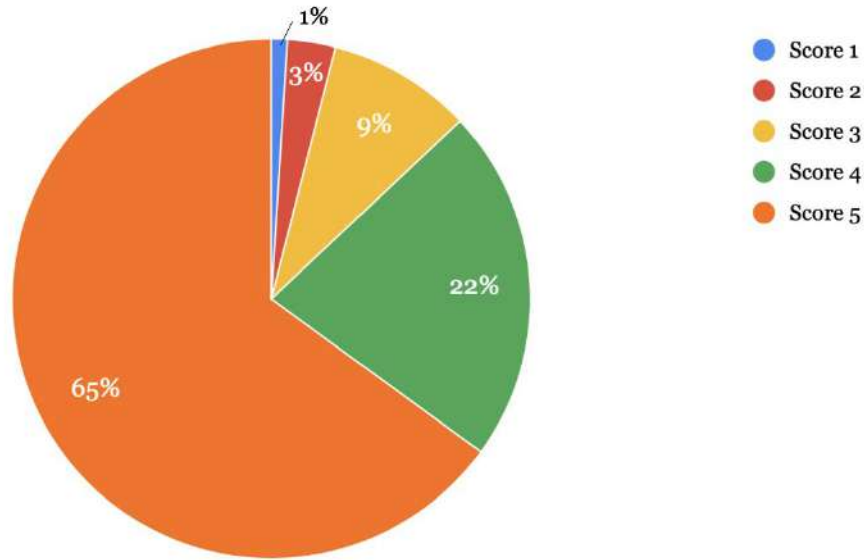


Among all the general facilities and services, the highest-rated items are opening hours at 4.69, cleanliness and hygiene at 4.32, and accessibility to the site at 4.25.

47%

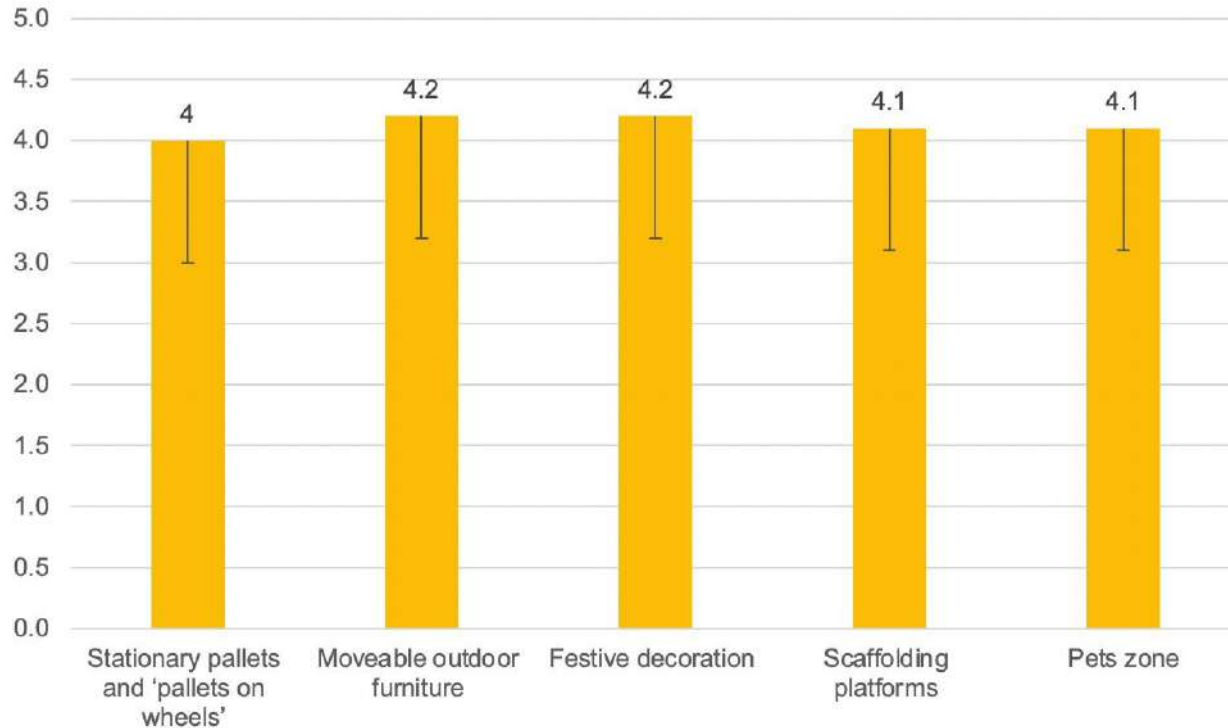
Survey respondents are newly attracted to
BBHOP after its opening.

“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”



87% survey respondents agree at large that it is better that BBHOP has fewer rules compared to other parks by rating 4 or 5.

Mean Satisfaction Score of Special Facilities



Among all the special facilities, the highest-rated items are moveable furniture and festive decoration both at 4.2, followed closely by scaffolding platforms at 4.1.

81%

Survey respondents agree that pop-up can
add value to the site.



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



In the public engagement session, the favourite pop-ups as voted are the CNY & Valentine's Day installations.



CNY pop-ups	Votes
Candy box	50
Heart-shaped chairs	29
Neon lights	23
Scaffolding	14



Amongst the CNY & Valentine's Day installations, the Chinese candy box is the most popular.



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

Amongst the Christmas installations, the sleigh is the most popular.

Section

3

Examples of Innovative Use





Pallets as an enabling tool



Child creating enclosure with pallets on his own



Users of various ethnicities and age groups enjoying the site together



Children of various ethnicities playing together

Examples of passive uses

- 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



Mother and child
reading together



Friends enjoying a
picnic meal



Friends gathering



Babysitting and
photo-taking



Sunbathing



Busking



Man and woman eating
and enjoying sunset



Friends playing
board games

Examples of active uses

- Walk pets: dogs, cats, tortoises, birds
- 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)
- 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



Man using own equipment attached to scaffolding to work-out



Yoga



Lawn bowling



Child using pallets as barricades for roller skating



Father and child playing badminton



Man using traffic cones as barricades for skating



Boxing



Flying kite

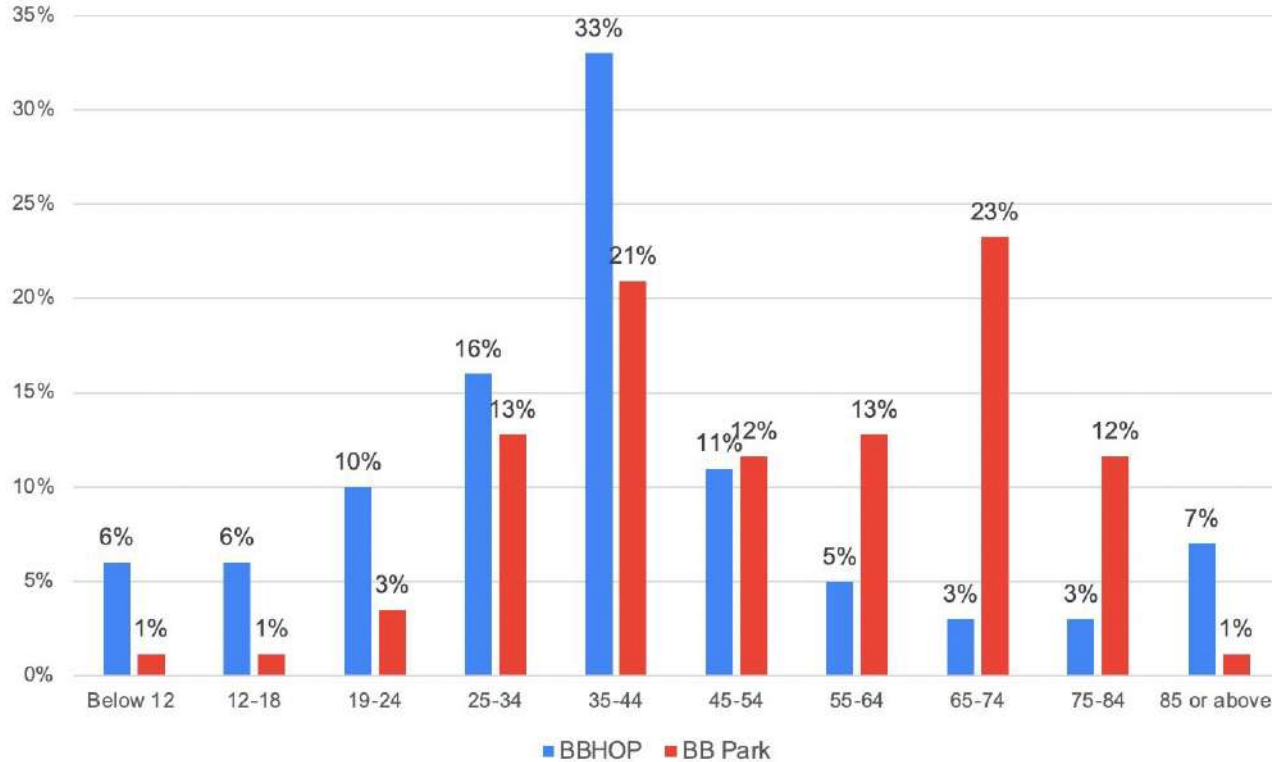
Section

4

Comparison with Nearby Open Spaces

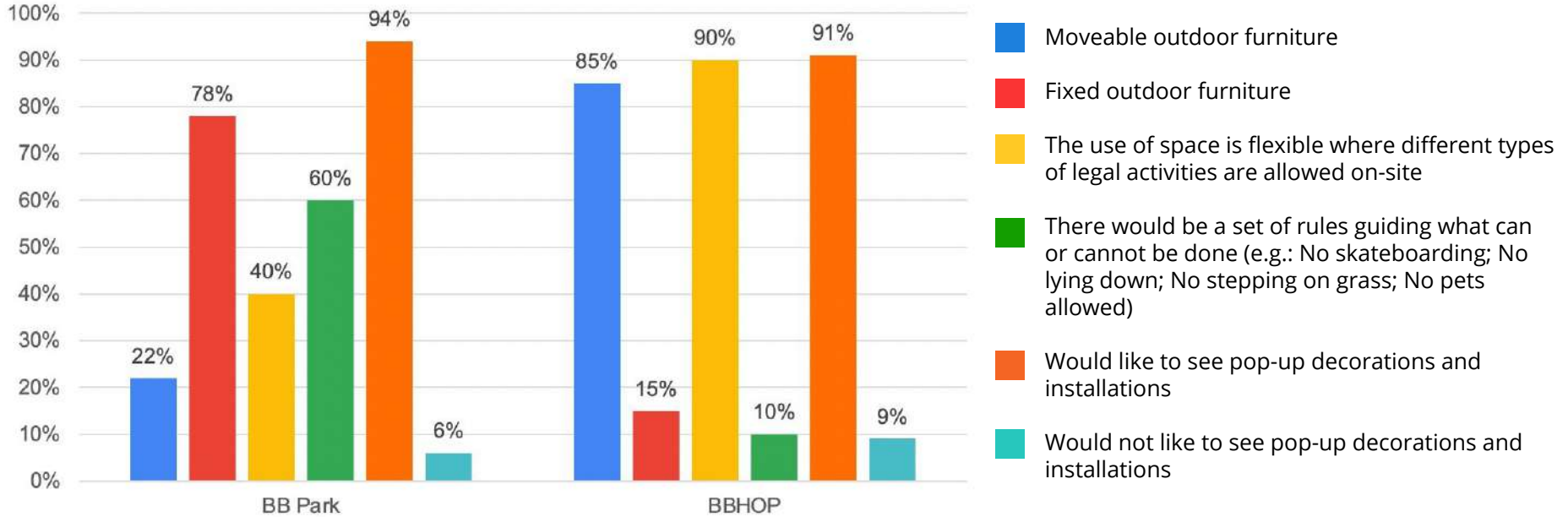


Distribution of age groups



Among the respondents, the users of Belcher Bay Park are older than those at BBHOP, with over 46% being aged 65 years and above.

Preference for innovative design and management mode



When asked about their preferences for innovative design and management mode, respondents at the two sites both highly prefer pop-up decorations and installations.



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，舒服過嘍其他公園。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.)



27



Shek Tong Tsui

Section

5

Selected On-site Feedback and Comments





Utilization of vacant site



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係件好事嚟嘅。

(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.)



55



Southern District

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.)

 85  K Town

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.

 21  K Town

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)



Middle-aged



K Town

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.)



54



K Town

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.)



65



K Town

我嫁得咗

I got married

外子, 我嫁咗你嘅文仔

Mother, I have a roadster

WALK

ADULTS ONLY



Moveable furniture



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 responsibility to look after our children when they are using the facilities.)





45



Shek Tong Tsui

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 , 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.)

 Young mother  Sha Tin

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.)



 9  K Town

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.

 35  K Town

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 個一區嘅特色，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.)

 27  Shek Tong Tsui

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.

 32  Sai Wan

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.

 Mid-30s  K Town



Pop-up installations



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.)

 40s  K Town



Inclusivity and diversity



呢個場地容許唔同人士一齊參與活動，例如有小朋友、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.)



40



K Town



Freedom of use



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.

 60  K Town

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!

  Kwai Tsing

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 area, this park is a lot safer compared to that.)



Father of a child



K Town



Evolving management mode



Very good to take in public feedback, I am quite satisfied and surprised that this place doesn't feel very 'governmental' to me.

 35  K Town



Concrete blocks on sharp aluminium platforms without shading



Tables and benches are added



Artificial turf is added to the ground plate



Shading, tables, benches and artificial turf are added



Before (under-utilized): Creative use of people dining with low concrete blocks as makeshift tables



After (better utilized): Creative use stimulated the idea of providing proper table and benches



Before (under-utilized): Lighting levels at pet zone were bright and often received complaints from nearby residents



After (better utilized): Lighting levels were adjusted to be dimmer and the number of complaints received significantly reduced

燈光測試中

因應居民意見，現正進行下一輪燈光測試。場地於晚上11時後會較之前陰暗，請用家留意安全。



Light Testing in Progress

The site would be darker than before after 11pm. Beware of your safety.



歡迎用家意見

Users' views welcomed



Swift action in response to feedback: Signages with feedback collection channels via QR code are added on-site for effective feedback collection



Swift action in response to feedback: Signages added to encourage users to respect and share the space with one another



Other suggestions and complaints



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 啲車速又快，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.)



55



K Town

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.)

It's very difficult to secure moveable chairs as the quantity is limited, especially for elderly and sunbathing, and during peak hours and holidays.

Dogs that are not under leash and unmasked in the main public area would accidentally bite other users, especially dogs of bigger size.

There is a lack of signages, not sure what activities are allowed at the site.

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.

Section

6

Enquiries, Suggestions and Compliments via Different Channels





Government log

Government log

- As of 3 May 2021, 53 cases of enquiries / comments both positive and negative have been received by BBHOP management since the opening of the site in October 2020
- These enquiries came in through the government 1823 hotline, district councilors, and on-site noted by the security guards
- 31 over 53 enquiries are from the general public
- Some duplicated cases, where the same enquirer enquired the same issue via different sources and channels, have been detected

- Prior to the design of the survey, the government enquiries / comments log were shared with the researchers
- 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
- While a small portion of survey respondents reflected similar worries, the majority of the survey respondents do not share the same sentiments



Maggie and Skylar

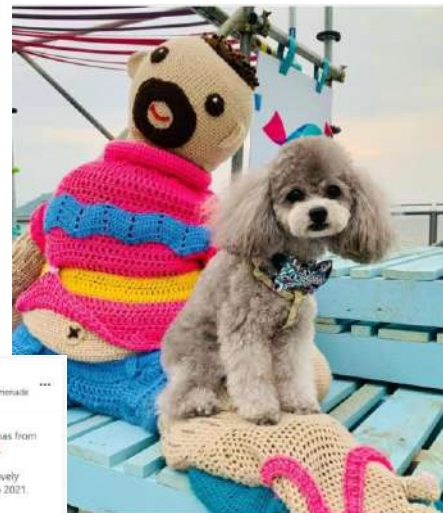
行行下去到西環海旁，原來依家個到區海濱長廊開放俾市民休閒，每日下午午會
有唔少爸爸媽媽帶小朋友去個到放電，個到仲有可愛嘅La Belle Epoque 針織藝術，
當中可愛聖誕 特別多人打聽 有好多活動平台和座椅由運貨時用的卡板搭建
最正係個到保留以往超勁區特色，隨意拼湊組合，自由使用，我地就俾機
而成，活動平台仲可以任由市民發揮創意，隨意拼湊組合，自由使用，我地就俾機
會爸爸發揮力的表現，推我地玩左十幾分鐘，keep calm and stay fit 之後
Skylar 想show下quality 推下爸爸媽媽，但Skylar話超重 叫爸爸落番車
我地影相罷喇

希望黎緊香港有更多支持街頭藝術同俾市民互動臨戶外地方俾我地去探索
#maggieskylar #discoverhongkong #西環 #興隆作街海濱長廊 #LaBelleEpoque #
聖誕節快樂



MacBook Pro

Desktop research



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. Many location-tagged posts are related to parenting, pets, skating, sea views, and pop-up installations at the site.



Many encouraging positive comments about BBHOP have been received via social media platforms Instagram and Facebook.

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，難得出島話想坐電車，於是我就由中環坐去到堅尼地城，順便帶番去#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😁😁之後想show下quality👏推下爸爸媽媽，但話超重😂😂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♥

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


好玩呀😁爸爸好好👍
Like · Reply · 18 w

Top fan
要去玩下^_^
Like · Reply · 18 w

正
Like · Reply · 18 w

好有聖誕氣氛
Like · Reply · 18 w

😍
Like · Reply · 18 w


Like · Reply · 18 w

聖誕樹好可愛
Like · Reply · 18 w

好靚
Like · Reply · 18 w

好好玩啊😁
Like · Reply · 18 w

Top fan
好溫馨
Like · Reply · 18 w

好玩啫
Like · Reply · 15 w

😊
Like · Reply · 15 w

好玩啫
Like · Reply · 18 w

好好玩呀😁😁😁
Like · Reply · 18 w

Super fun!!
Like · Reply · 18 w

好靚呀
Like · Reply · 18 w

難得出島打打卡
Like · Reply · 18 w

Many encouraging positive comments about BBHOP have been received via social media platforms Instagram and Facebook.



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 [redacted] 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/\[redacted\]](https://mewe.com/p/[redacted]) !!

👉 [http://www.instagram.com/\[redacted\]](http://www.instagram.com/[redacted]) !!

#親子育兒

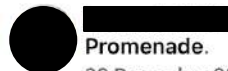
[redacted]

#親子好去處

#放電好去處

#港島放電

#港島親子

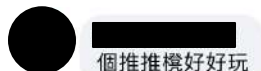


is with [redacted] at 卑路乍灣海濱長廊 Belcher Bay ...

Promenade.

26 December 2020 · Hong Kong · 🌐

有任郁卡板、任坐太陽椅、無敵海景、人力鹿車，曬太陽的曬太陽，遛狗的遛狗，喜歡也可即席做瑜伽.....最簡單也是最正的海濱長廊。



個推推機好好玩

Like · Reply · 4 w



Author

[redacted]
[redacted] 係呀，仲好搶手👉


Like · Reply · 4 w



Many encouraging positive comments about BBHOP have been received via social media platforms Instagram and Facebook.

 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！
最鍾意玩嘅就梗係加咗碌嘅卡板同心型手推車，猜贏咗嗰個就可以坐，猜輸咗嗰個就負責推 😊 最後係舅父仔推我同 ，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，好有節日氣氛
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



Many encouraging positive comments about BBHOP have been received via social media platforms Instagram and Facebook.

 is at **卑路乍灣海濱長廊 Belcher Bay Promenade.**
28 April at 23:29 · Hong Kong · 🌐

《卑路乍灣的surprise》之唔多嘢玩先至最多嘢玩

大仔有事要去上環，我哋一家特登過海接佢，因為太早到佢又未做完嘢，我哋就周圍行等佢，亂衝亂撞嚟咗呢個卑路乍灣海濱長廊。

我啲仔已經大咗，好少去公園，所以我對公園嘅認識開始out。見到呢個公園（長廊），確實有點surprise!

公園面對住維港，真係好舒服。周圍有人踩板同scooter，好多家庭都好休閒咁響度嚇吓涼、睇吓啲小朋友喺度玩。

呢度最大特色係有好多藍色大大塊塑膠卡板，仲要有轆添，可以任小朋友坐響上面周圍轉。

另外有啲無轆嘅大卡板可以任砌唔同嘅嘢，迷宮又得、城堡又得、隧道又得，另外又有幾款有轆嘅車俾人任推任坐，真係幾得意喎，而且仲有好多地方可以俾啲人坐下傾吓計。

講真，呢度好空曠，唔係有好多設施，就只係得頭先我同你講嘅嘢玩。但係我成日都覺得，「唔多嘢玩先至最多嘢玩」，就係呢啲咁隨意擺嘅卡板響度，有任何規則話俾你知點樣玩，小朋友先至可以發揮佢嘅小宇宙，諗到更多嘢玩，咁樣嘅活動先至有益身心！

如果我啲小朋友仲係好細個，我都會再帶佢哋呢玩。亞媽絕對可以好得閒坐埋側邊抖抖，因為細路響度應該會立即自動放電🔋



我個細仔冇乜玩，淨係同爸爸海旁散步，已經好開心。

真心喜歡呢個surprise，希望更多呢類公園響香港啦！



[#lessismore](#)

[#唔多嘢玩先至最多嘢玩](#)

 Yes this is the best park in HK, we go there every weekend! 🔥
Like · Reply · 4 d ❤️ 1

 , is it the one you talked about ?
Like · Reply · 2 d 👍 1

"Most relevant" is selected, so some replies may have been filtered out.

  yes!! Clever
Like · Reply · 2 d

 I wanna go and play 😊
Like · Reply · 2 d

Many encouraging positive comments about BBHOP
have been received via social media platforms Instagram and Facebook.

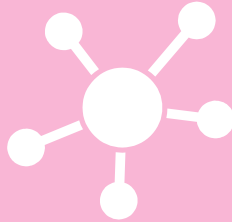
Section

7

Highlighted Users' Suggestions

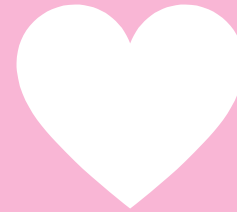


Connectivity



- Some users 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
- Some users suggest connecting Belcher Bay Park and the site and to improve the ease of reaching the site to nearby residents

Inclusivity



- Many users raise the needs of the elderly and disabled and hope to enhance inclusivity of the site

Facilities



- Users suggest a wide range of new facilities that can be added on-site, including basic facilities such as more tables and benches, more moveable and durable chairs for resting and sunbathing, F&B kiosks, first-aid station or kits, fitness facilities for both children and elderly, more shelters or pavilions for shading from different weather conditions, free WiFi and a baby care room

Activites



- Users also would love to see the possibility of joining more interactive and interesting activities and events on site, such as performances and weekend markets

Section

8

Key Observations from the Study





BBHOP attracts diverse users from near and afar

Lone
visitor

Young
family

Foreigners

Skaters

Young
couple

Group of
friends

Pet &
owner





08:45



11:00



14:30



17:00

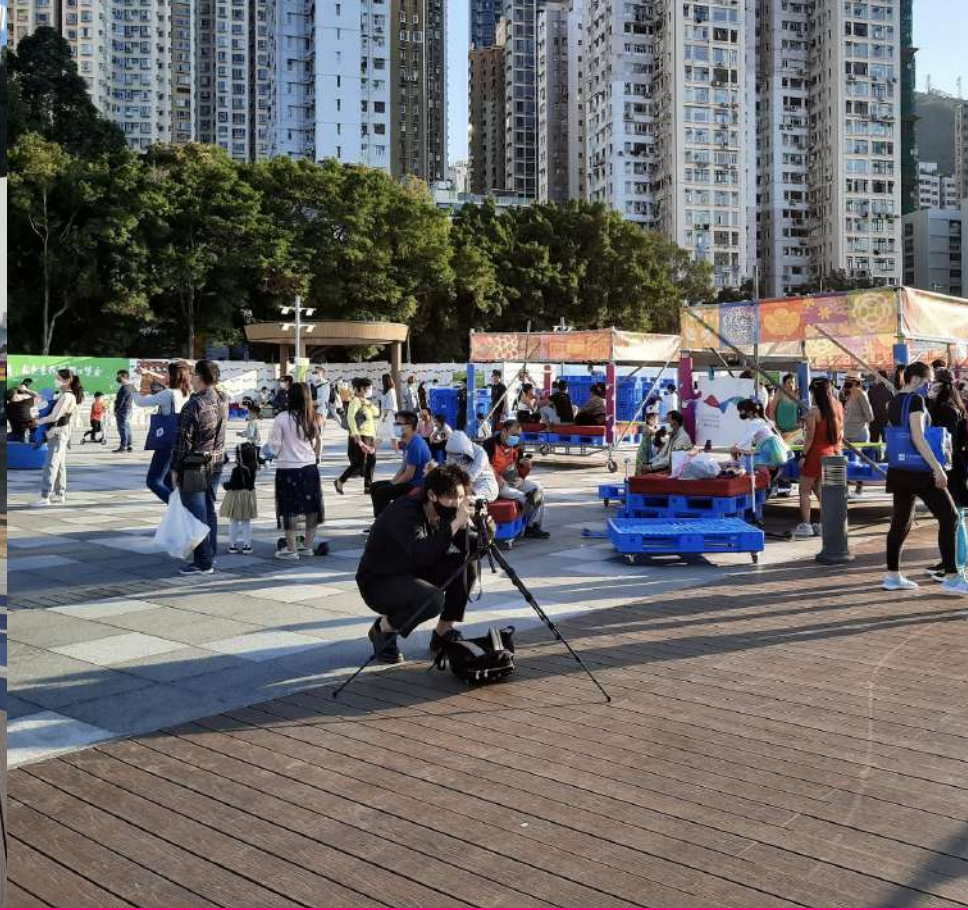
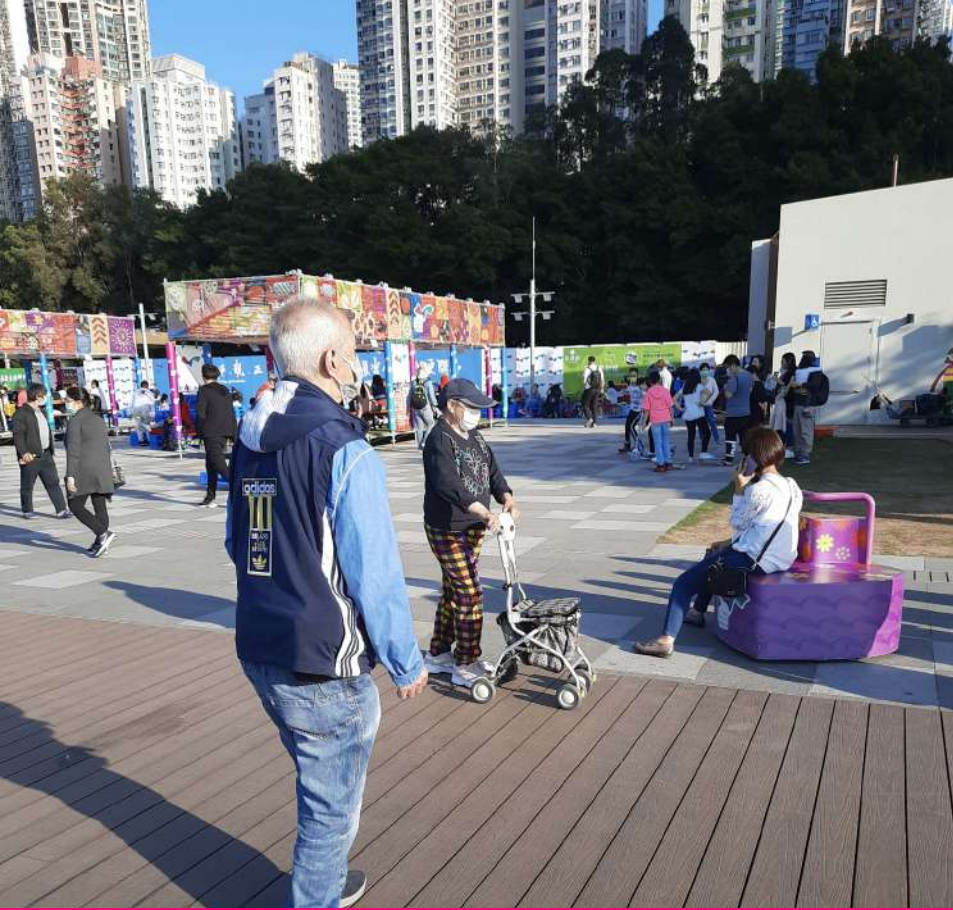


20:00



23:00

Fully utilized site over 24 hours



BBHOP as a neighborhood park and destination



Beloved shared space



Before: Public cargo working area



March 2019: Belcher Bay Harbourfront Promenade



February 2021: Belcher Bay Harbourfront Open Space

Incremental approach is well-received



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



Unpredictability as a selling point of the site



Collaborative installations empower community and creators



Evolving site requires flexible design and responsive management mode



Example: "Upcycling" previous festive moveable pop-up furniture into new ones in order to renew user interest while leveraging on some existing successful components.



BBHOP



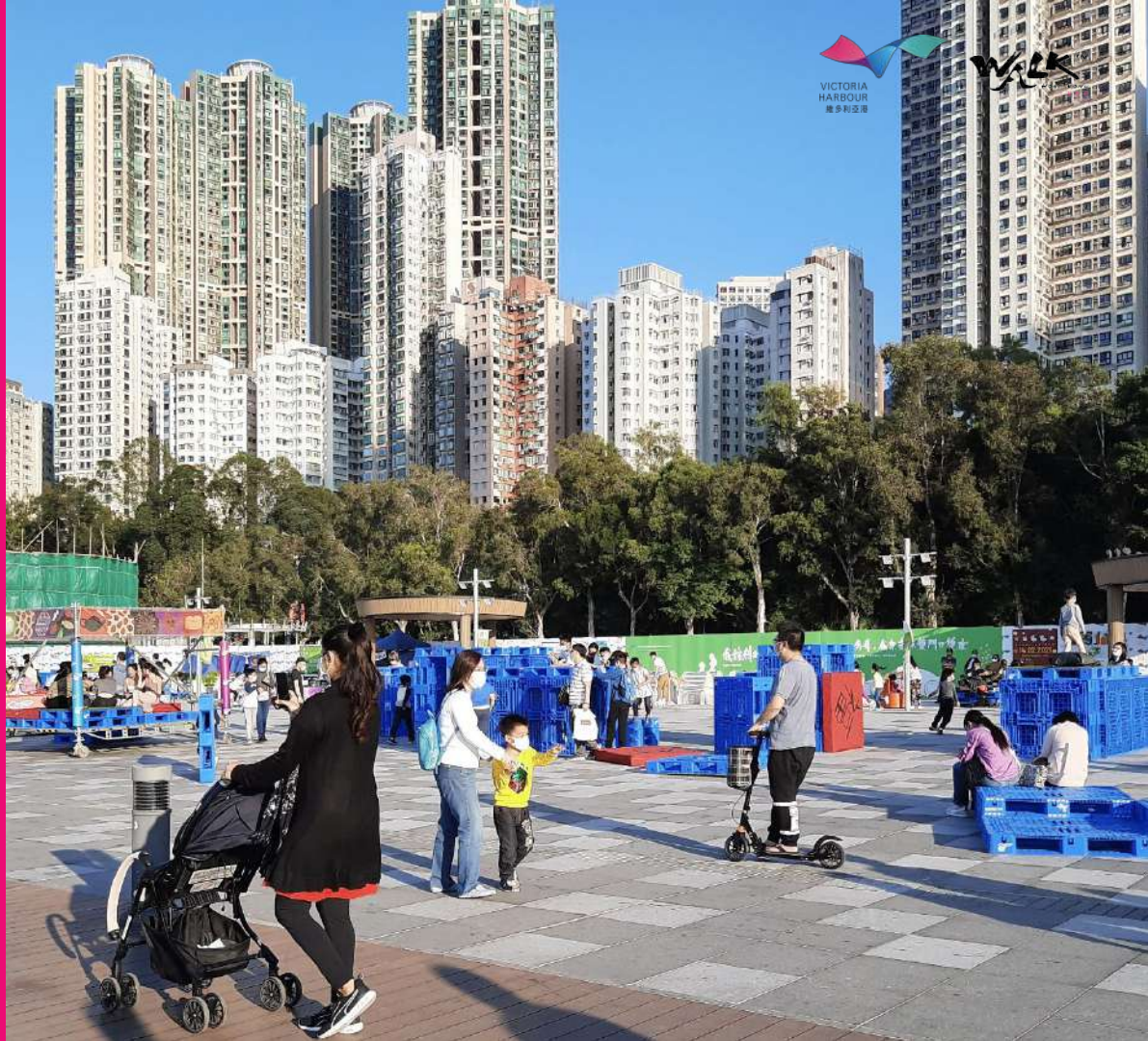
Belcher Bay Park

Park in the same district can serve different users and purposes

Section

9

Lessons Learnt: Management Principles





1. Actual users are the experts

燈光測試中

因應居民意見，現正進行下一輪燈光測試。場地於晚上11時後會較之前陰暗，請用家留意安全。



Light Testing in Progress

The site would be darker than before after 11pm. Beware of your safety.



歡迎用家意見

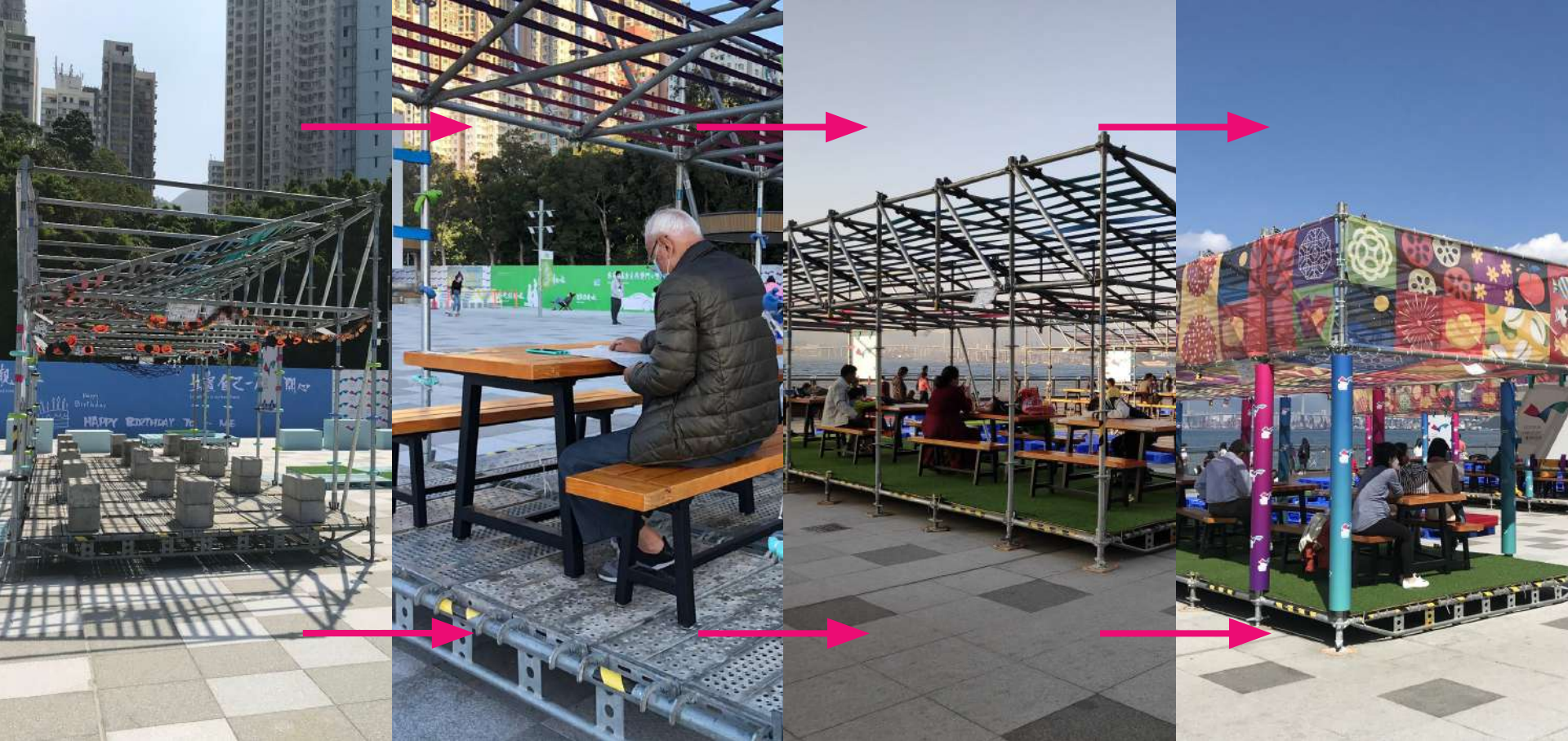
Users' views welcomed



A virtuous feedback cycle is the key to BBHOP's success.



2. Pilot is key



Allow room for iteration and evolvment.



3. Sandbox approach



October 2020: Largely fixed pallet structure



February 2021: An increased number of moveable pallets and furniture

Moveable parts enable new uses and clientele.



4. Capacity building



Scaffolding



Cleaning robot



Sun loungers, stools and coffee tables

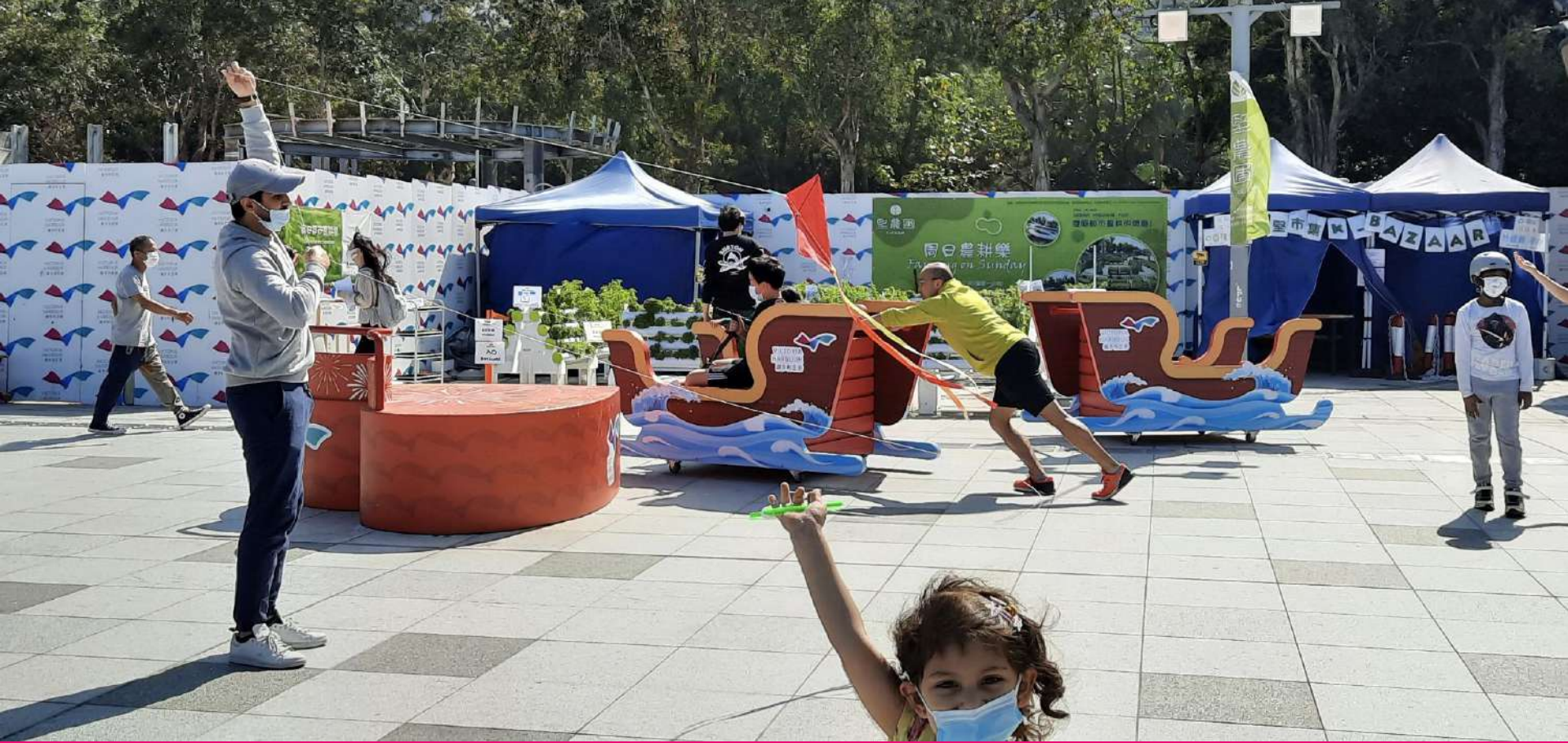


Pallets

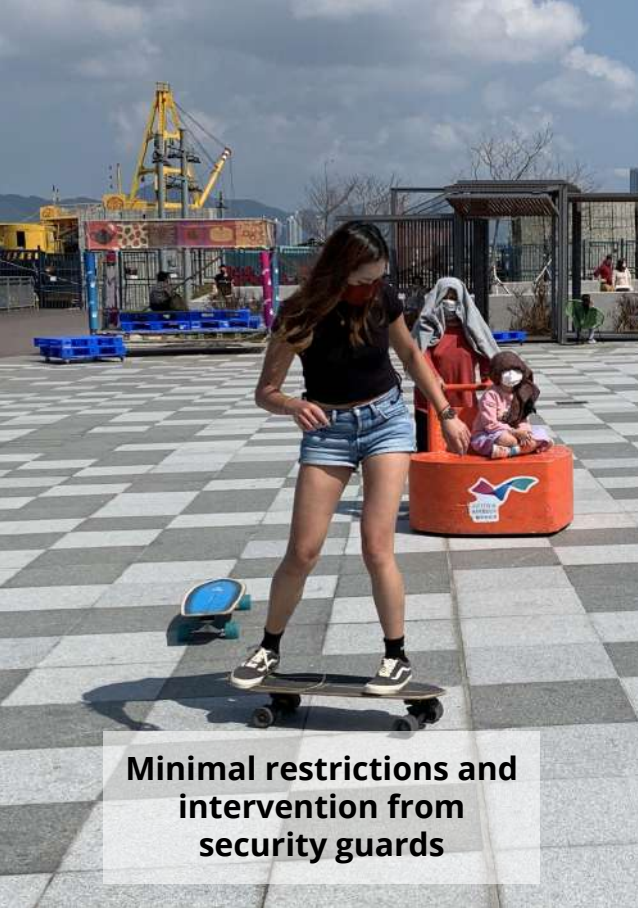


Moveable pop-up furniture

Loose parts enhance collaboration and inclusivity, where users are empowered through experimentation and engagement.



5. Vision-driven approach



Minimal restrictions and intervention from security guards



Users are encouraged to innovate and use the site and its equipments freely



Fence-free design along the waterfront to allow barrier-free connection with Victoria Harbour

Software is of paramount importance.



6. Destination making



**Halloween
pop-up**



**Christmas
pop-up**



**CNY
pop-up**



**Valentine's Day
pop-up**

Evolution and unpredictability within the site itself as an attraction.



7. Chaotic beauty



Solitary / private use of space and equipment



Shared use of space and equipment



Rough 'zoning' of different uses within BBHOP

Inherent order and organization within chaos.



8. From placemaking to sustainable place-management

Section

10

Moving
Forward





Taking the management approach from BBHOP to other Harbourfront Shared Spaces



Proactively taking in constructive feedback and offering vibrant Harbourfront Shared Spaces to the general public