

## **Guidelines for Hosting Outdoor Events in the West Kowloon Cultural District (Public Open Spaces)**

### **Introduction**

Set against the backdrop of Hong Kong's iconic city skyline and harbour the West Kowloon Cultural District (WKCD) provides an unparalleled outdoor environment for hosting events. The West Kowloon Cultural District Authority (WKCDA) welcomes event organisers who wish to use the District and these guidelines provide information on how to apply for host an outdoor event.

We offer a range of outdoor spaces for event hire with the below objectives:

- provide opportunities for outdoor and/or indoor events;
- raise public awareness of the future uses of the site;
- bring people to the District so that they will get familiar with access to the site and reinforce the message that the district is developed for all the people of Hong Kong with different backgrounds and interests;
- act as incubators for developing and nurturing talents in performing arts and visual culture, plus associated venue management and other ancillary professional/technical skills;
- pilot the integration of software building with hardware development in response to public expectation; and
- provide the WKCDA with a foretaste of running a site with mixed commercial and cultural activities, and balance the two to achieve a financially sustainable and viable operation for WKCD.

Any events that takes place within the public open spaces of WKCD requires written permission from the WKCDA before it can proceed.

### **Definition of Terms**

**“Public Open Space”** means any space within WKCD as delineated on a plan published by the WKCDA under section 5(1) of West Kowloon Cultural District (Public Open Spaces) Bylaw (Cap 601A), which is shown as the Public Open Spaces Boundaries Plan on the WKCDA's website ([www.westkowloon.hk](http://www.westkowloon.hk)).

**“Event”** means any events or activities specially organised for a specific purpose, such as concerts, performances, ceremonies, exhibitions, festivals, fairs, and sporting events, etc. An event can be public or private, free or charged.

Street performances, as well as commercial filming and photography, are subject to separate guidelines, which have been posted on the WKCDA website.

**“Public Event”** means any events that the general public can access or

participate in, whether free, ticketed or through paid donation. It can be commercial, charitable or not-for-profit. Unless entry is open, there must be a platform accessible by the public to purchase tickets or register for admission.

**“Private Event”** unlike Public Event, it means any event that restricts access to a specific group is generally not accessible to the public. Examples include corporate parties, staff fun days, charity gala dinners, cocktail receptions and wedding ceremonies, etc.

**“Commercial Event”** means any event primarily seeks to promote, advertise, or introduce a product, service, brand or company to the public. It may or may not involve any sales or sampling activities. This definition applies even if ticket proceeds are donated to a charity, if the brand has a dominating role in the event.

**“Charged Event”** means an event requires a fee for general admission. It can be a paid ticket or donation.

**“Free Event”** means an event allows access with no entrance charge and provides free content with any charged elements being discretionary (e.g. food and beverage or merchandise). In the case where there is no entry fee but participants need to pay for most or all of the activities in the event (say a carnival or a food festival which sells tokens or vouchers), it will be treated as a Charged Event.

### **Our Approach to Event Application**

Hosting cultural, social and community activities in the public open spaces can provide public enjoyment, social inclusion and health benefits, as well as contribute to the wider economy. The WKCDA shall carefully review each application in order to balance the needs of different uses and protect the fabric of the park and public open spaces.

There are a range of outdoor event spaces available in the park and public open spaces in the District. The site plan in the WKCDA’s website shows the locations of these spaces as well as their characteristics. This information will help the event organisers to select the suitable site for the event. The event organisers is advised to have the site visit where needed.

### **Assessment Criteria and Procedures**

We accept applications for hosting events all year round, although outdoor events in the summer, event organisers must take into account the weather conditions and risks involved, including high temperatures and potential severe weather such as rainstorms and typhoons.

Each application will be assessed on a case-by-case basis and the WKCDA has absolute discretion in approving the application. The assessment criteria include:

- Proposed location, time and duration of the event
- Lead time before the event
- Scheduling conflicts with other activities or events
- Ability of the event organisers to meet site requirements and conditions of use
- Previous track record of the event organisers
- Impact on other users and the facilities in the park and public open spaces
- Alignment with the mission and artistic vision of the WKCD

Processing an application normally takes 1 month but longer time shall be required for complicated case.

Upon approval of the application, a formal agreement shall be executed between the WKCDA and the applicant. Event cannot go ahead unless a legally binding agreement is in place.

### **Event fees**

A fee will be charged and different rates will be adopted depending on location used and nature of events. In addition, event organisers is required to pay for any direct costs such as utilities, security, cleaning, debris removal fee or damage repair that are incurred exclusively by the event. In some cases, the WKCDA may consider revenue or profit sharing for large scale ticketed events. Details will be discussed with the event organisers on a case-by-case basis. A security deposit will normally be requested in advance of events. The security deposit will be refunded after the event organisers fulfils all licence conditions.

### **Site Protection and Restoration**

The park and public open spaces comprise lawns, trees, shrubs, plants and other greenery and it is important these areas are maintained to the highest standard for public enjoyment. Event organisers are required to do their utmost to minimise the impact of their events on the natural environment.

No pegging of structures, perforating the ground, or vehicles driving over grass is allowed due to the presence of irrigation and other services under the park surface.

It is the event organiser's responsibility to ensure that there is adequate protection of lawns, trees, plants and other facilities and fixtures during the installation of event infrastructure, equipment and facilities. Event organiser's may be required to propose detailed protection measures and reinstatement plans to the WKCDA. We may also impose restrictions on certain activities or

works if they are likely to cause considerable damage or pose risks to other users. The WKCDA staff will survey event site with the applicant before and after the event to determine impact. Event organiser's is responsible to reinstate the event site at his own cost.

### **Event Management**

Hosting outdoor event requires meticulous planning and co-ordination. This is even more imperative when the event is held in a public open spaces that intersects with many other activities and uses.

Event organisers and participants must comply with the West Kowloon Cultural District (Public Open Spaces) Bylaw (Cap 601A) and any rules or regulations published by the WKCDA.

Event organisers are also required to apply all necessary permits, approval and licences such as temporary places of public entertainment licence, temporary food factory license, liquor license, etc. and abides by all applicable laws and regulations.

The WKCDA works closely with event organisers to ensure the delivery of successful events. Event organisers is required to submit the following plans / schedules for the WKCDA's approval, including but not limited to:

- Site layout plan
- Event rundown
- Production schedule
- Crowd management plan
- Traffic plan
- Security plan
- Cleaning and waste management plan
- Signage plan
- Contingency plan and cancellation policy
- Risk assessment and risk management plan

For events involving any installation of temporary structures, building works or other high risk activities such as pyrotechnics, working in confined spaces or working at height, the WKCDA may require event organisers to follow our Work Safety System. Method statement, detailed drawings and risk assessment should be submitted to the WKCDA for approval. Relevant permits are required to apply before works commence.

Depending on the location, there may be a power supply for event use (subject to additional cost). Event organisers can bring his own power generators, subject to the WKCDA's approval.

Event organisers should hold insurance for public liability, contract works and

other risks as required by the WKCDA.

Our park and public open spaces are close to residence so managing noise from events is critical. Event organisers shall follow the Noise Control Guidelines for Music, Singing and Instrument Performing Activities issued by the Environmental Protection Department for staging concerts and amplified performances. As a general rule, no noise should be audible after 11pm.

### **Sustainability and Accessibility**

We strive to make the WKCD sustainable and accessible to all and encourage all events to uphold these same principles. Here are a few suggestions of how to make the event more sustainable:

- Minimise consumption of energy and water
- Use clean fuels and minimise production of emissions
- Manage and control carefully any environmentally hazardous materials
- Provide for waste recycling
- Collect food waste and send to recycling plants
- Minimise or discourage provision and consumption of non-recyclable materials or disposable items
- Encourage participants to bring their own bottles, mugs, containers and utensils
- Encourage participants to use public transport

Holding an accessible and inclusive event means you can accommodate a wider audience. People of different abilities can participate in your event if you can do some of the following:

- Ensure access is barrier-free
- Reserve spaces for wheelchair users
- Provide accessible toilet facilities
- Provide simplified, large print, Braille or audio versions of maps and event guides
- Provide accessibility services for performances such as sign interpretation, audio description, accessible captions
- Provide assistive listening devices
- Offer discounted accessible tickets

### **Enquiries**

For any enquiry, please feel free to contact 2200 0876 or email to [venuehire@wkcd.hk](mailto:venuehire@wkcd.hk)