

CONTROLLING OFFICER'S REPLY

FHB(FE)176

(Question Serial No. 2047)

Head: (49) Food and Environmental Hygiene Department

Subhead (No. & title): (-) Not Specified

Programme: (3) Market Management and Hawker Control

Controlling Officer: Director of Food and Environmental Hygiene (Miss Vivian LAU)

Director of Bureau: Secretary for Food and Health

Question:

With regard to the work of “continu(ing) to enhance the viability of public markets by improving management, upgrading facilities, providing a more flexible mix of trade, and carrying out promotional activities”, please advise this Committee on the following:

- (a) the expenditure on public market management in 18 districts;
- (b) the criteria adopted for determining the “mix of trade” of public markets and the details involved;
- (c) details of the “promotional activities” conducted in public markets, as well as the expenditure and effectiveness in respect of the activities concerned, in the past 3 years.

Asked by: Hon TIEN Puk-sun, Michael (Member Question No. 48)

Reply:

The information sought is provided as follows-

- (a) The Food and Environmental Hygiene Department (The Department) does not keep breakdown of the expenditure on public market management by district. The overall expenditure on market management in the past 3 years is given below:

Financial Year	2014-15	2015-16	2016-17
Expenditure on market management (\$ million)	741.0	720.4	843.0 (revised estimate)

- (b) In early years, public markets were built by the two former Municipal Councils to resite on-street hawkers so as to improve environmental hygiene. The trade mix of

resitees was a major factor affecting the commodities to be sold in public markets from the outset. Generally speaking, in considering the appropriate trade mix, we aim to cover key categories of daily provisions that the community would normally procure from public markets such as vegetables, fruits, fish, meat and poultry, etc. To provide a more flexible mix of trade, the Department introduced a greater variety of service trade stalls to enhance the occupancy rates of public markets. In 2016-17, we successfully let out stalls for conducting service trades such as Chinese medicine practitioners / bone-setters' clinics, computer-related services, beauty / manicure / massage parlours, laundry delivery services, etc. in a number of public markets.

- (c) To enhance the patronage of existing public markets, as an on-going initiative, the Department conducts promotional activities. These include festive celebrations, thematic activities, display of multi-language recipes, publication of booklets to provide updated market information as well as other promotional activities that could help attract members of the public to visit the public markets. According to the sample surveys of market patrons and tenants, over 90% of the respondents were satisfied with the promotional activities. The expenditure involved in market promotional activities pursued in the past three years is \$4 million each year.

- End -