

**COMMUNITY SPORTS COMMITTEE**  
**New Intelligent Sports and Recreation Services**  
**Booking and Information System**

**Purpose**

This paper aims to brief Members on the development of a new Intelligent Sports and Recreation Services Booking and Information System for Hong Kong's public sports and recreational services by the Leisure and Cultural Services Department (LCSD).

**Background**

2. At present, the Leisure Link System (the Leisure Link) is used by LCSD for processing bookings of sports and recreational facilities and programmes under its management. The number of bookings made via the Leisure Link was close to 6.4 million in 2016. The Leisure Link is made up of the two different booking systems of the former Municipal Councils consolidated and has been in use for over 20 years. Despite the repeated piecemeal upgrading work carried out on the Leisure Link over the years, due to technical limitation, the existing system cannot be further upgraded in a cost-effective manner to enhance the user experience and operational efficiency in order to keep pace with the technological development and meet public aspirations.

3. The Chief Executive announced in the 2017 Policy Address the development of a new intelligent system for Hong Kong's public sports and recreational services to allow more efficient, convenient and user-friendly booking of the sports and recreational facilities and programmes provided by LCSD, thereby encouraging members of the

public to exercise regularly and lead a healthy lifestyle. LCSD is planning to develop a new Intelligent Sports and Recreation Services Booking and Information System.

### **New Intelligent Sports and Recreation Services Booking and Information System**

4. The proposed new system of LCSD aims to provide services to the public anytime and anywhere through Internet platform and mobile application. LCSD will also provide new smart self-service stations at over 270 sports and recreational venues under its management (including the District Leisure Services Offices in the 18 districts). The new intelligent system equipped with a series of customer-oriented functions is expected to achieve the following benefits:

- (a) members of the public can register for a personal account to enjoy a series of personalised services, including instant viewing of booking records of sports and recreational facilities and programmes, keeping a personal profile with qualifications and eligibility information for enrolment in specific sports and recreational activities, access to useful information (such as venues available for hire or the remaining places for recreation and sports programmes) according to user's preference as well as receipt of notifications and reminders (such as temporary closure of venues and/or cancellation of recreation and sports programmes due to inclement weather) etc.;
- (b) the new system will provide a unified electronic service platform where members of the public can book and enquire about sports and recreational services through the Internet platform and mobile application anytime and anywhere. The new system will be equipped with a more powerful and convenient search function with greater flexibility to enable the public to set specific selection criteria according to their needs and preferences when searching for and booking sports and recreational venues or programmes. Under the new system, the electronic services with a wider coverage will include more

sports and recreational facilities and programmes, so that the public will not need to submit applications in person or by post;

- (c) the new system will provide a wider diversity of electronic services to members of the public, including electronic application form submission and electronic payment services. The new system will also make available electronic services to enable group users such as National Sports Associations, Community Sports Clubs and schools to submit group applications, follow up on applications and make payments via the Internet, etc. These functions dovetail with the Government's Digital 21 Information Technology Strategy;
- (d) with the interactive smart self-service stations to be installed at the sports and recreational venues, member of the public can use the automated services to sign in for sessions and programmes more expeditiously and in a more user-friendly manner. Programme instructors can focus on coaching by reducing some of the administrative work, thereby enhancing the operational efficiency and service quality of venues.
- (e) the new system can provide big data such as utilisation of sports and recreational venues and programmes to enable the government to better understand and analyse the distribution, usage pattern and preferences of customers, supply and demand of different facilities and programmes in different districts, as well as the relevant changes and trend. The analyses will facilitate the government in designing and providing better sports and recreational facilities and services to meet the changing need of the community; and
- (f) the new system will be equipped with customer relationship management function. For instance, customers can express their views to the system administrators via the system anytime and anywhere so that venue managers can be aware of the customers' views and enhance the venue services by making timely improvement.

5. In addition to the above benefits, the new system will also provide an enhanced facility allocation function. At present, sports and recreational facilities are mainly booked and allocated on a first-come-first-served basis. The new system will introduce a new function of allocating facilities by ballot. For some popular sports and recreational facilities, such as turf football pitches and the facilities in the multi-purpose arenas of sports centres (badminton courts, basketball courts and volleyball courts, etc.), LCSD will consider arranging booking and allocation of these facilities by means of ballot. Members of the public will no longer need to queue up at booking counters in early morning for booking these facilities. It will enable a more efficient and fair allocation of valuable community resources and help curbing touting activities and preventing the abuse of facilities.

6. On recreation and sports programmes, the new system will provide a unified and one-stop electronic service platform for the public to enrol in the recreation and sports programmes in the 18 districts and enable a more efficient and fair allocation of places for programmes. In enrolling in popular recreation and sports programmes such as fitness training courses, instead of completing more than one application form or queuing up at different booking counters in morning for enrolment, members of the public will only need to submit one application via the system.

7. In general, with the commissioning of the new system, the places of recreation and sports programmes and the popular sports and recreational facilities will be allocated by ballot first. The remaining places or sessions will then be made available for enrolment or booking on a first-come-first-served basis.

### **Implementation Arrangements**

8. LCSD will consult the Panel on Home Affairs of the Legislative Council on the proposed development of the new Intelligent Sports and Recreation Services Booking and Information System in due course.

We plan to seek funding approval from the Financial Committee of the Legislative Council in the 2017-18 financial year for developing the above system. If everything goes well, the work to develop the new system is expected to commence in the 2017-18 financial year and will be implemented in two phases in end 2021 and end 2023.

9. Prior to the launch of the new Intelligent Sports and Recreation Services Booking and Information System, LCSD will provide the public with timely information about the new system through different channels. We will arrange staff and customer service ambassadors to station at the venues to help the public (including the elderly) get familiar with the new system for booking of sports and recreational facilities or programmes when the new system is rolled out (including the installation of the interactive smart self-service stations at the venues). At initial launch of the new system, the booking counter services at the 18 District Leisure Services Offices will be maintained. In addition, a telephone hotline will be set up to facilitate public enquiries.

### **Advice Sought**

10. Members are invited to comment on the new Intelligent Sports and Recreation Services Booking and Information System.

Leisure and Cultural Services Department  
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