

## **Signature Project Scheme in Central and Western District Community Involvement and Publicity Programme for 2015-16**

### **Purpose**

This paper proposes the community involvement and publicity programme for the signature project in Central and Western (C&W) district in 2015-16.

### **Background**

2. On 21 March 2013, the Central and Western District Council (C&WDC) decided to undertake the “Harbourfront Enhancement and Revitalisation at the Western Wholesale Food Market” (HEAR project) under the Signature Project Scheme (SPS) in C&W district. An allocation of \$90.1 million was approved by the Legislative Council Finance Committee on 14 July 2015 for the implementation of the works component of the HEAR project. A provision of about \$9.7 million has been reserved for the community involvement and publicity activities (\$3.4 million), and for the employment of Non-Civil Service Contract staff (\$6.3 million) under the HEAR project.

### **2015-16 Community Involvement and Publicity Programme**

3. Construction of the HEAR project will commence by the end of 2015. To launch the project and to celebrate this achievement with the district, we propose to organise the following community involvement and publicity activities in 2015-16.

#### **(a) Kick-off Ceremony cum Bus Parade**

4. As the current term of C&WDC will suspend its operation in early October 2015, we suggest to hold the Project Kick-off Ceremony in early September 2015 at the Western Wholesale Food Market (WWFM), and to organise a bus parade on the same day to major spots in C&W district to publicise the HEAR project and to distribute promotional items to the public.

5. The staunch support and invaluable views given by various stakeholders in C&W district are pivotal to the successful launch of the HEAR project. We hence propose to invite all those stakeholders who have participated in the process of formulating the HEAR project, including focus group members and representatives of WWFM operators, to attend the kick-off ceremony, so as to express our appreciation to their contribution and to celebrate with them the achievement of

this milestone. The total estimated cost of the above is about \$120,000.

**(b) Making of Short Films**

6. Taking the history and functions of the waterfront in Western District as the main theme, the design concept of HEAR project reflects the aspiration of the public for an accessible waterfront promenade. To enhance the understanding of young people about the Western District waterfront and to inject creativity and vitality into the HEAR project, we propose to invite young people/ youth services bodies in the district to produce short films to showcase the characteristics of the HEAR project and the district aspiration on the project through research, interviews and creative making. The short films will be released online, shown at the Public Enquiry Services Centre and the community centres, and reproduced as promotional materials. The estimated cost for this initiative is about \$100,000.

**(c) Production of promotional materials**

7. To tie in with the new round of publicity campaign, we propose to produce promotional materials such as posters, leaflets and souvenirs, etc. The estimated cost for the production is about \$60,000.

**Plan for Community Involvement and Publicity Activities in 2016-17**

8. Regarding the programme in 2016-17, our initial thinking is to organise a mural painting competition and a flea market cum carnival. We will consult the new term of C&WDC about the proposals in early 2016.

**Advice Sought**

9. Members are invited to offer their views on the paper.

Central and Western District Office  
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