

**Signature Project Scheme in Central & Western District
Progress Report and Plan of Community Involvement and
Publicity Activities 2016-17**

Purpose

This paper briefs Members on the latest progress of the Signature Project Scheme (“SPS”) project in the Central and Western (“C&W”) district and the Plan of Community Involvement and Publicity Activities 2016-17.

Background

2. The Central & Western District Council (“C&WDC”) decided to adopt the proposed “Harbourfront Enhancement and Revitalisation (HEAR) at the Western Wholesale Food Market (WWFM)” as a SPS project in C&W district on 21 March 2013. A Steering Committee was subsequently set up by C&WDC to assist in the preparatory, consultation and publicity work in relation to the SPS project. On 17 July 2014, C&WDC endorsed the final content and design layout. The SPS project was approved by the Panel on Home Affairs and the Public Works Subcommittee of the Legislative Council (LegCo) on 24 March and 30 June 2015 respectively. The SPS project was allocated a funding of \$90,100,000 by the Finance Committee of LegCo on 14 July 2015.

Work Progress

3. On the community involvement and publicity front, the Kick-off Ceremony cum bus parade and “Big Waterfront in Small Eyes” drawing activity were successfully held in September 2015. The Working Group on Signature Projects is co-producing with the Central, Western & Islands District Youth Outreaching Social Work Team of the Hong Kong Young Women’s Christian Association a creative short film (micro film) about the history and functions of the Western Harbourfront. The film is expected to be completed in March 2016.

4. The construction works of the SPS project already commenced in late January 2016. The facility is expected to be completed and commissioned in around late 2017.

Plan of Community Involvement and Publicity Activities 2016-17

5. To step up the promotion of the SPS project and attract public participation, the following community involvement and publicity activities are proposed to be organised in 2016-17. Details are as follows –

(a) Western Harbourfront drawing competition and arts workshop

6. We propose organising the Western Harbourfront drawing competition and arts workshop with the aim of teaching the primary and secondary students in C&W district drawing skills so that they can depict the scenes of the Central and Western Harbourfront (or other buildings) in their paintings, which will be on display in the venue of the SPS project. The estimated expenditure of the activities will be around \$150,000.

(b) Outdoor film shows and film teaching kit

7. We propose organising outdoor film shows in C&W district to share the creative short film (micro film) about the SPS project with the residents, teachers and students. Teaching kit will also be produced to promote the history of C&W district. The estimated expenditure will be around \$50,000 - \$100,000.

(c) Production of publicity materials

8. To tie in with the new round of publicity, we propose producing publicity materials, including posters, leaflets and souvenirs, etc. The estimated expenditure will be around \$50,000.

Advice Sought

9. Members are invited to comment on the paper.

Central & Western District Office
March 2016