

**Signature Project Scheme in Central & Western District  
Progress Report and Plan of Community Involvement and  
Publicity Activities 2017-18**

**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 2017-18.

**Background**

2. The Chief Executive announced in his 2013 Policy Address that an allocation of \$100 million would be earmarked for each district to carry out signature project(s). In this connection, the Central and Western District Council (“C&WDC”) decided to adopt the proposed “Harbourfront Enhancement and Revitalisation at the Western Wholesale Food Market” 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; and was allocated a funding of \$90,100,000 by the Finance Committee of LegCo on 14 July 2015.

**Work Progress**

3. On the construction front, infrastructure works of the SPS project have already commenced in late January 2016 and are close to completion. Utility and fitting-out works will commence later and are expected to be completed in late 2017.

4. On the community involvement and publicity front, various public engagement activities were organised in 2016-17 to promote interest in the local history of C&W district and enhance public understanding of the SPS project. These activities included art workshop; Harbourfront Leisure Facilities Painting Competition; set up publicity booth at the Western Wholesale Food Market Flea Market cum

Carnival; and collaborated with the Central and Western District Youth Development Network to jointly organise a thematic exhibition cum talks and guided tours featuring the writer HO Chi.

### **Plan of Community Involvement and Publicity Activities 2017-18**

5. To step up the promotion of the SPS project and attract public participation, we propose to organise the following community involvement and publicity activities in 2017-18. Details are as follows –

#### **(a) Short films (micro films) production and film shows in schools and the district**

6. The Working Group on Signature Project is collaborating with the Central, Western & Islands District Youth Outreaching Social Work Team of the Hong Kong Young Women's Christian Association to invite professional team and youth in the district to shoot and produce several micro films about the history and functions of the Western Harbourfront. The films are expected to be completed in the third to fourth quarter of 2017. We propose to organise film shows in C&W district to share the short films (micro films) about the SPS project with members of the public, teachers and students. The estimated expenditure for the above two community involvement and publicity activities will be around \$300,000.

#### **(b) Publicity and educational promotion**

7. To tie in with the new round of publicity and the opening of the SPS project, we propose to launch a series of publicity and educational promotions, including producing posters, buntings and souvenirs, etc. The estimated expenditure will be around \$100,000.

#### **(c) Flea market cum carnival**

8. We propose to provide funding support for organising the flea market cum carnival again. The estimated expenditure will be around \$150,000.

#### **(d) Opening of the SPS project**

9. We propose to organise an opening ceremony upon the commissioning of the SPS project, including giving cultural performances and producing local history

education materials. The estimated expenditure will be around \$660,000.

**Advice Sought**

10. Members are invited to comment on the paper.

Central and Western District Office

March 2017