Application for SDC Fund:
Southern District Literary Trail - Announce the Landmark Designs by Wall Sticker inside the Aberdeen Pedestrian Tunnel and Organise “Creative Writing and Flower Plaque Making Programme”

Purpose

This paper seeks the funding approval of Members for announcement of the five Southern District Literary Trail landmark designs on the inner walls of Aberdeen Pedestrian Tunnel and organization of the “Southern District Literary Trail – Creative Writing and Flower Plaque Making Programme”.

Background and Recommendations

2. At its 23rd meeting held on 11 April 2011, the Community Affairs and Publicity Committee (CAPC) under the Southern District Council (SDC) endorsed the proposal to organise the “Southern District Literary Trail – Creative Writing and Flower Plaque Making Programme”. It was also preliminarily agreed that the creations of students be showcased around the “World Book Day” (23 April) in 2012 and a major promotion activity be organised to further promote the literary trail. Before seeking funding from SDC, CAPC had invited the Working Group on Promoting the Development of Tourism (the Working Group) to follow up the subject with the organizer and come up with further details based on Members’ views.

3. In response to the recommendations of CAPC, the organiser submitted the programme details and proposed budget (at Annexes 1 and 2 respectively). The budget in respect of activities on the exhibition day only includes stalls and performances related to the two workshops. Since the programme will be carried forward to the next financial year, Members are invited to first consider the project details and the respective budget, then consider the allocation of fund for 2011-12 and 2012-13 – should Members consider the proposed budget at Annex 2 agreeable, it is recommended that an allocation of $291,800 under the Community Involvement Projects Fund for 2011-12 be allocated to meet the expenditure under items 1, 2 and 4. Regarding the expenditure for art stalls and performance on the exhibition day, it is recommended that SDC should give in
principle support to the listed activities and let the next SDC decide on the allocation of fund together with the budget required for production of the exhibition programme in 2012. In addition, it is proposed that SDC should approve the funding application for items 2 and 3 under the District Minor Works Fund.

4. On the other hand, CAPC agreed at its 24th meeting held on 23 May 2011 to announce the results of the Southern District Literary Trail Landmark Design Competition by means of wall sticker inside the Aberdeen Pedestrian Tunnel. The Working Group was tasked to follow up on the subject. Having called for initial quotations, it is recommended that SDC should allocate $40,000 for such purpose. As the awardees will assist in designing the layout, no design fees is required.

Advice Sought

5. Members are invited to advise on the contents of Annexes 1 and 2 and to consider approval of funding for the “Southern District Literary Trail – Creative Writing and Flower Plaque Making Programme” and announcement of the five landmark designs by wall sticker inside the Aberdeen Pedestrian Tunnel.

Secretariat, Southern District Council
July 2011