

### **Valletta – A City for All**

The Foundation embraces the launch of this **new magazine** dedicated entirely to Valletta. The high standards set for the publication by Chrome Marketing and Communications will no doubt stimulate further interest in the city. The magazine will be launched on December 3<sup>rd</sup>. It will be distributed quarterly with the Times on Saturdays. The magazine will be edited by Sarah Puntan-Galea who has extensive experience in journalism and is currently assistant editor of the times. The Foundation is represented by Mr. Claude Zammit Trevisan and Mr. Anthony T. Camilleri on the editorial team.

The magazine on Valletta started off as an idea put forward in one of the Foundation meetings. Upon preparing the terms of reference for the new magazine, it became immediately evident that there is so much that can be said and written about Valletta and that therefore the magazine would have significant potential. The Foundation decided to approach a number of publishers and eventually concluded an agreement with Chrome Marketing and Communications.

The agreement was formally signed in a **reception** held on Friday 21<sup>st</sup> October. The reception, co-organised by Chrome MC and VAF, was well attended by numerous VAF members and other guests. The Foundation would like to thank Heritage Malta for the venue and Marsovin for supplying the wines. Special thanks to C. Camilleri & Sons Limited for once again providing the catering for a VAF event.

Best of luck to Chrome Marketing and Communications on this new and exciting venture.

### **Valletta Walk Tours**

Discussions are ongoing with the Association of Tourist Guides to organise walk tours for Valletta. The intention is to have regular walk tours twice a week. Being two hours duration, the walks are well suited for **individual tourists** (i.e. persons who are not on a day tour or half-day tour). Subject to the outcome of these discussions, the walks will start on a trial basis early next year.



## Leaflet on Valletta

Six reasons why every Maltese should be **proud of Valletta**; this is the subject of a flyer produced by the Foundation. Capital city, history, architecture, culture, living city and Grand Harbour provide ample justification for all Maltese to be proud of the City and hence as far as possible to take good care of it. The production of the leaflets was kindly financed by The Times whereas the Valletta Local Council has kindly agreed to distribute to all households and businesses in Valletta. The leaflets will also be distributed from several Valletta retail outlets. Should you wish to distribute copies within your organisation or from your outlet, please let us know and we will forward the copies.

## CIT-U-M project

CIT-U-M, Citizens' Urban Mobility is the name of a European Union Funded project which the Foundation will be participating in over the next two years. The project deals with accessibility and urban transportation issues in cities and forms part of the URBACT programme. The Foundation felt the project is very appropriate for Valletta, particularly in the light of the present discussions going on about the **accessibility strategy** for Valletta and the park and ride system. VAF is participating together with the Valletta Local Council who are assuming the role of lead partners, the Ministry for Urban Development and Roads, and Impetus Europe.

The kick-off meeting for the CIT-U-M project was held in Athens between the 29<sup>th</sup> and the 2<sup>nd</sup> October 2005. Mr. Claude Zammit Trevisan attended the meeting on behalf of the Foundation. The other partner cities participating in the CIT-U-M network are Larnaca, Valladolid, Seville, West Athens, Alexandroupoli, Catania and Csepel, Kalisz and Szekszard.

## Working Groups

Three working groups have been set up. These are the Projects and Priorities Group, the Social and Membership Group and the Promoting Valletta Group. The chairmen are by Mr. Claude Zammit Trevisan, Mr. Anthony T. Camilleri and Mr. Paul Fenech respectively. The intention is for the working groups to meet regularly and to take responsibility for specific Foundation initiatives.

The Projects and Priorities Working Group are identifying projects which will benefit Valletta. The intention is to lobby Government for implementation. Different areas of Valletta have specific needs in terms of infrastructure and/or **environmental improvements**. An issue which has been identified as a priority for action is the regeneration of Valletta in the evenings.

The Social Activities working group have organized a very successful dinner for the Foundation members on the occasion of the Delicata Wine Festival at Upper Barrakka Gardens. The evening was a very pleasant one in a unique setting.



Preparations are now underway for the organisation of a **Christmas dinner** for the Foundation members.

The Valletta Promotion Group have identified the need for a **dvd/video** to be screened on cruise ships before reaching Malta. Once cruise passengers are aware what Valletta has to offer, more people are likely to visit. A company has been commissioned to produce it. This will largely be financed from sponsorships.

## **VAF gives Feedback on Valletta Access Project**

The Foundation gave further feedback on the proposed controlled access system to Valetta and the park and ride. The Foundation supports the project because it believes it is **good for business** and it is **good for residents**. VAF has expressed concern on the cost of use of the park and ride for workers in Valletta. Other important aspects of the project are the relocation of the *monti* to the area behind the Palace and the pedestrianisation of Merchants Street. The latter initiative in particular will significantly improve the urban environment of Valletta.

## **VAF Wine Glasses**

Petrolea Ltd produced wine glasses with the VAF logo. All members received a letter with which they could collect two wine glasses. Thanks and *prosit* to Mr. Michael Zarb of Petrolea, who is also a Governor on the VAF Board, for this original idea and for producing the glasses.

## **Website**

Preparations are underway for the setting up of a dedicated website on Valletta. The website will promote the city and also offer a convenient service to the Maltese and tourist alike who would need information on anything happening in Valletta. The terms of reference for the website are currently being discussed and will shortly be forwarded to the Board of Governors for endorsement.

## **On the media...**

An article prepared by Foundation Secretary John Ebejer on Valletta and the Foundation was featured in Air Malta's inflight magazine, *Malta this month*. A letter to the editor was also sent to the Sunday Independent to highlight the negative impact of the so called street artists on City Gate. The Times opinion column also featured an article written by Assistant Secretary Claude Zammit Trevisan on the cultural scene in Valletta. The Sunday Times recently featured another article penned by Architect John Ebejer on the need for further pedestrianisation in Valletta. The Vice Chairman Mr. Paul Fenech participated in a Super 1 TV discussion programme. The subject was the new access arrangements to Valletta and the park and ride.

