



NEWSLETTER

VALLETTA ALIVE FOUNDATION

June 2006 – Issue No.4

Streets-Alive

An innovative evening initiative for Valletta

The Foundation will be organising Streets-Alive, an activity aimed at revitalizing evening leisure activity in Valletta. VAF is pleased to announce that a sponsorship for this event has been secured from Bank of Valletta. Yet again, it is thanks to the Bank of Valletta that an initiative in favour of the City will be made possible.

During the first months of this year a lot of time and effort has gone into the preparation of Streets-Alive. The idea was first discussed and developed by the Projects and Priorities Group of the Foundation. The idea of Streets-Alive is to focus on one evening a week, namely Friday and have a variety of activities, giving people a range of reasons why they would want to enter Valletta. It could be to hear street musicians, to do some shopping, to see a museum or simply to walk along the streets of Valletta.

During the summer, there will also be the Malta Arts Festival which is being organised by Malta Council for Culture and the Arts on the opera house site. We thought it appropriate to co-ordinate these two activities, whereby the Foundation will provide a programme of on-street activities from 6.30pm to 9.00pm (prior to the main event of the Festival). The dates will therefore be on Fridays 28th July, 4th, 11th, 18th August.

To generate a minimum level of activity it is envisaged that there will be street musicians at various locations in Republic Street, Merchant street and possibly other streets and piazzas. In addition there will be late shopping, late opening of museums, walk tours of Valletta, street animation and children's corner. We also hope to have discounts being

offered by numerous participating shops and restaurants as well as incentives from Embassy Cinema.

Apart from activities put up by the organisers, it is intended to establish a framework, within which other entities could prepare their own activities. If you form part of an organisation which would be interested in organising an activity or in contributing in any way, please contact the Foundation as soon as possible.

Promotional DVD for Cruise Liners

The DVD on Valletta aimed at cruise liners has now been completed. VAF had commissioned *Where's Everybody* to produce the DVD to be screened on cruise ships as they enter harbour. The DVD will be formally launched shortly. The project was kindly sponsored by the Malta Tourism Authority and the Republic Street Business Community Association.

Memorandum to Government Essential Projects for Valletta

The Valletta Alive Foundation prepared a memorandum listing projects which it considers essential for Valletta. The memorandum was submitted to government in view of the request by the Honorable Prime Minister to members of the public and to NGOs to suggest projects which should be implemented using EU's structural funds.

The Foundation has taken a wider perspective. The Foundation believes that Government needs to adopt a long term strategy for Valletta and ensure that over a period of ten years to fifteen the various priorities as listed in this memorandum are addressed. EU funds is an important source of funding and the Foundation expects that some two or three projects listed in this memorandum will be implemented using EU funds.

There are other sources of funds which can be used in a programmed manner over a period of ten years to address Valletta's many needs. Other funds include central government's own budget allocation, (including through its

various agencies such as Works Division, VRC, Malta Tourism Authority and Heritage Malta) and private funds through public private partnership.

This memorandum includes a number of projects which could be carried out using EU structural funds. Some of the suggestions made could well be considered for funding by central government or by means of public private partnership. A long term strategy for Valletta is required not least because Valletta will take centre stage in Europe as the European Capital of Culture in 2018. A copy of the memorandum is being circulated to members with this Newsletter.

Meeting with Minister Austin Gatt

A meeting was held with Minister Gatt to discuss the access strategy for Valletta. The Minister informed the Foundation on the progress that has been achieved to date and what is being planned for in the coming months. The Foundation expressed its concern on how parking in Valletta is being reduced (for example in Strait Street) without having in place the relevant improvements in accessibility to Valletta. The Foundation argued that there should not be any reduction in parking until and unless the Park and Ride Scheme is operational. Mr. Alfred Zahra and Mr. Paul Fenech attended on behalf of the Foundation.

Valletta – A City for All

The Second Edition of Valletta - City for All was published with the Times of 8th April 2006. Yet again it provides interesting reading on many aspects of Valletta. The first edition was published on December 3rd 2005. Raising awareness remains a prime objective of the Foundation and the printed media is one way of achieving this.

Renewing your Membership

THANK YOU to all our members who have renewed their membership. Most of last year's members have already done so. We consider this as active support for the objectives of the

Foundation and the work that is being carried out. If you have not submitted your membership fee due for 2006, please do not forget to do so at your earliest convenience. Thank you for your co-operation.

Forthcoming social activity – Dinner at Upper Barrakka Gardens

Once again, the Valletta Alive Foundation will hold its annual summer dinner for members and friends at the panoramic Upper Barrakka Gardens. This promises to be a memorable evening in the historic setting of these beautiful gardens.

Dinner will be held during the Delicata Wine Festival, who have kindly offered the site for one evening to enable the Foundation to hold its annual dinner.

More information about this event will be provided shortly.

Appeal to our members

We need the support of our members on a number of projects which we have!

During these past few months we have employed a person on a part-time basis to provide administrative support. Unfortunately, after a few months the person chose not to continue. Should you know of anyone who would be interested to provide VAF with administrative support against payment on a part-time basis, please let us know.

We also need support for the Streets-Alive project. Anybody who is willing to offer some of their time to give a helping hand can call Alfred 9949 3977, John on 9943 9945 or Claude on 7960 4008 or approach any other member of the Board. We look forward to actively involve you in our very exciting projects!