



Subject:	ITV 1 Million Minutes Bench at C.S. Lewis Square
Date:	9 th November 2021
Reporting Officer:	Ryan Black, Director Neighbourhood Services
Contact Officer:	Stephen Leonard, Neighbourhood Services Manager

Restricted Reports

Is this report restricted?

Yes

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No

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If Yes, when will the report become unrestricted?

After Committee Decision

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After Council Decision

☐

Some time in the future

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Never

☐

Call-in

Is the decision eligible for Call-in?


Yes

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No

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1.0	Purpose of Report or Summary of main Issues
1.1	The purpose of this paper is to ask for Members approval for the Council to support the 1 Million minutes campaign and to permit the temporary wrapping of a bench at CS Lewis Square as part of the ITV 1 million minutes campaign to combat the national pandemic of loneliness.
2.0	Recommendations
2.1	The Committee is asked to: <ul style="list-style-type: none">Consider this request to support the campaign and approve the application of a temporary wrap to a bench at CS Lewis Square.
3.0	Main report
	Background
3.1	City and Neighbourhood Services have received a request from ITV Good Morning Britain and the Eastside Greenways team to support the ITV 1 million minutes campaign.
3.2	1 Million Minutes campaign works with charities to help combat the national pandemic of loneliness. This campaign doesn't ask for money, it asks people for their time. Throughout December there will

	<p>be a pledge button on the ITV website where people can commit time to volunteer with charities helping lonely people. This could be as simple as a companion call or running a friendship group.</p>
3.3	<p>Last year they had a record-breaking 85 million minutes pledged - a number they hope to exceed in 2021. This year, as part of the campaign, ITV would like to launch an installation series that puts benches around the country to encourage people to sit down and talk to one another. They aim to make people think about those who are lonely and to inspire them to help by pledging their time.</p>
3.4	<p>ITV Good Morning Britain would like to place a temporary wrap on an existing bench at the popular location in front of the Visitor Centre at CS Lewis Square in East Belfast. See below. The timescale is from 6th-31st December. ITV would be responsible for the application of the wrap, ongoing maintenance, liability etc for the duration of the campaign until the 31st December when there will be the option to leave or remove the wrap.</p>
	
3.5	<p><u>Financial & Resource implications</u></p> <p>None</p>
3.6	<p><u>Rural needs, Equality or Good Relations Implications</u></p> <p>None.</p>
4.0	<p>Appendices – Documents Attached</p>
	<p>None</p>