

From: official information
Sent: Tuesday, 8 February 2022 2:46 pm
To: [REDACTED]
Cc: official information
Subject: Final Response - LGOIMA 21338 - Street furniture advertising contracts - Privacy/ Legal concerns

Kia Ora,

I refer to your information request attached, Hamilton City Council is able to provide the following response.

Please note, unless otherwise stipulated within the documents, all redactions have been made in accordance with [S 7\(2\)\(b\)\(ii\) of LGOIMA](#) – would be likely unreasonably to prejudice the commercial position of the person who supplied or who is the subject of the information.

- 1. All advertising agreements Hamilton City Council is a party to relating to street furniture (e.g., bus shelters)**
Hamilton City Council has one street furniture advertising service provider contract. This contract is with Ooh Media New Zealand Limited (formerly Adshel New Zealand Limited) is attached.
- 2. All documents held by Hamilton City Council relating to the above agreements.**
All relevant, redacted, documents we hold can be found here:  [LGOIMA 21338](#)
- 3. Hamilton City Council's proposed procurement process for the services covered by the above agreements in the future, including:**
 - a. any timelines that Hamilton City Council has in place for future procurement of these services.**
The current contract is valid until September 2024. No decisions have been made, at this present time, in respect of future procurement of these services.
 - b. whether or not the same asset classes will be included in the new agreements.**
As per our response to 3a. Not yet determined.
 - c. whether or not the new agreement will require the removal and replacement of some or all existing assets (if less than all in a class, please specify the percentage to be removed and replaced).**
As per our response to 3a. Not yet determined.
 - d. whether or not Hamilton City Council will be entering into a consortium with one or more other councils for the next agreement and, if so, which one(s)**
As per our response to 3a. Not yet determined.
- 4. For each class of street furniture asset covered by the agreements referred to above:**
 - a. how many of that asset there are:**
86 advertising bus shelters, including those at the Hamilton Transport Centre.
 - b. the approximate age of each asset:**
Hamilton City Council do not keep data on the age of these assets as they belong to Ooh Media.
 - c. the state of repair of each asset (e.g., brand new, used, in need of minor repairs, in need of major repairs, damaged beyond repair).**
Hamilton City Council do not keep data on the condition of these assets as they belong to Ooh Media. Ooh Media undertake their own regular inspection and maintenance activities.
 - d. the location of each asset (please use GPS coordinates):**
Location information attached. HCC don't keep GPS co-ordinates for Ooh Media shelters.
 - e. which assets are owned by Hamilton City Council.**
None. These belong to Ooh Media.

- f. any assets that are proposed to be built/added prior to the end of the current agreements (and who will own them).**

No new street furniture advertising assets are currently planned within the remaining term of the contract with Ooh Media. However, the Hamilton Transport Centre is to be rejuvenated in 2022/23. This will involve the removal/relocation of several Ooh Media assets, with others being updated.

- g. any assets that are proposed to be built/added after the end of the current agreements.**

No new street furniture advertising assets are currently planned beyond the term of the contract with Ooh Media.

- h. the state of regulatory compliance of each asset.**

All advertising shelters within the road corridor in Hamilton City are compliant with Waka Kotahi guidelines, the HCC District Plan, and the HCC Public Places Bylaw 2016.

- i. the resource consent for each asset, indicating the advertising rights associated with that asset and any conditions (e.g., for a digital site, the slot length, number of rotations and transitions).**

Resource consents are not required for street advertising bus shelters. They are a permitted activity, if they comply with the HCC District Plan and the HCC Public Places Bylaw 2016.

- j. for each digital advertising panel, the screen specifications.**

This information has been withheld in accordance with S 7(2)(b)(ii) of LGOIMA.

- k. for each static advertising panel, the static image specifications.**

This information has been withheld in accordance with S 7(2)(b)(ii) of LGOIMA.

You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

Kind Regards,

Official Information Team

Legal Services & Risk | People and Organisational Performance

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