



Insights Report Hamilton Trading in Public Places

24 February – 24 March



**Hamilton
City Council**
Te kaunihera o Kirikiriroa

Background

- Hamilton City Council is considering minor amendments to the Trading in Public Places Bylaw and Policy to improve clarity, consistency, and effectiveness, and to ensure they reflect current trading practices and community expectations.
- We invited feedback to understand how these proposed changes may affect traders, residents, businesses, and community organisations, and to ensure the bylaw and policy appropriately balance economic activity, public amenity, accessibility, and fairness in public spaces.
- The consultation was live from 24 February – 24 March.
- We received a total of **95 submissions** – from 88 individuals and 5 representatives of organisations. A further 2 respondents did not indicate whether their submission was made on behalf of an individual or organisation.

Processing feedback

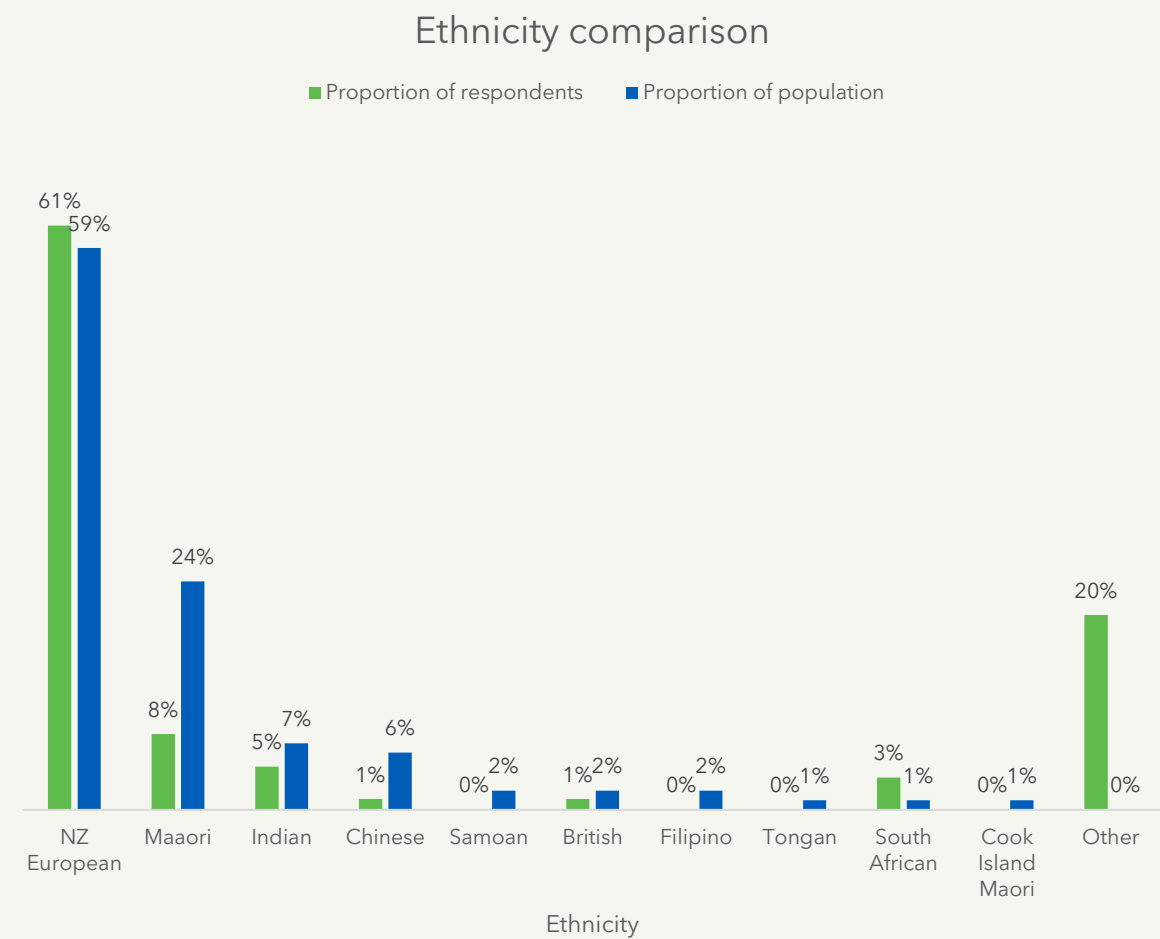
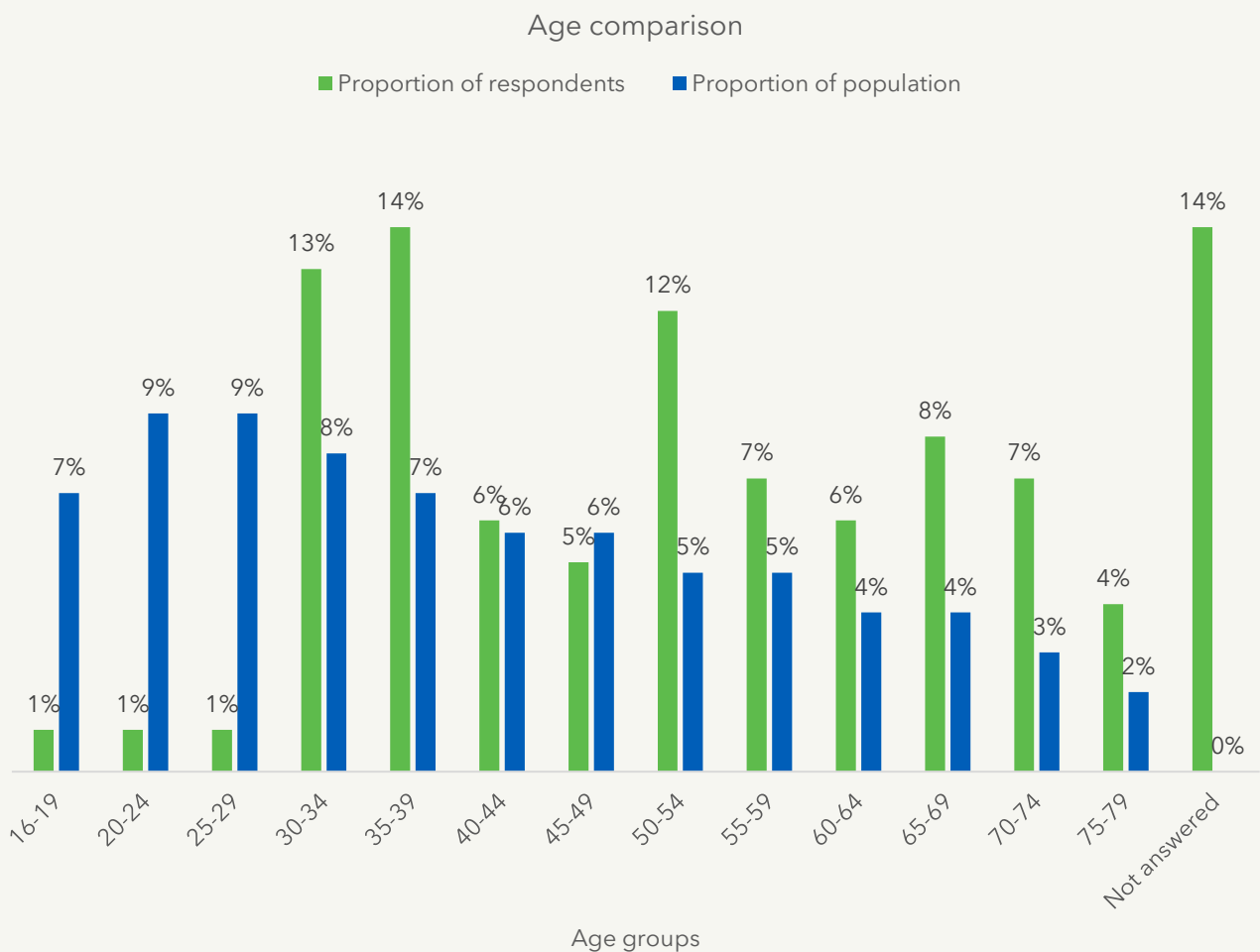
- Any emails or hardcopies were entered into our online survey tool.
- The majority of our submissions were made through our online survey tool, hosted on Council's Have Your Say page.
- Any attachments were manually checked.
- Counts and percentages were calculated using Microsoft Excel. Text comments were grouped into themes.



Submission insights

Individual responses

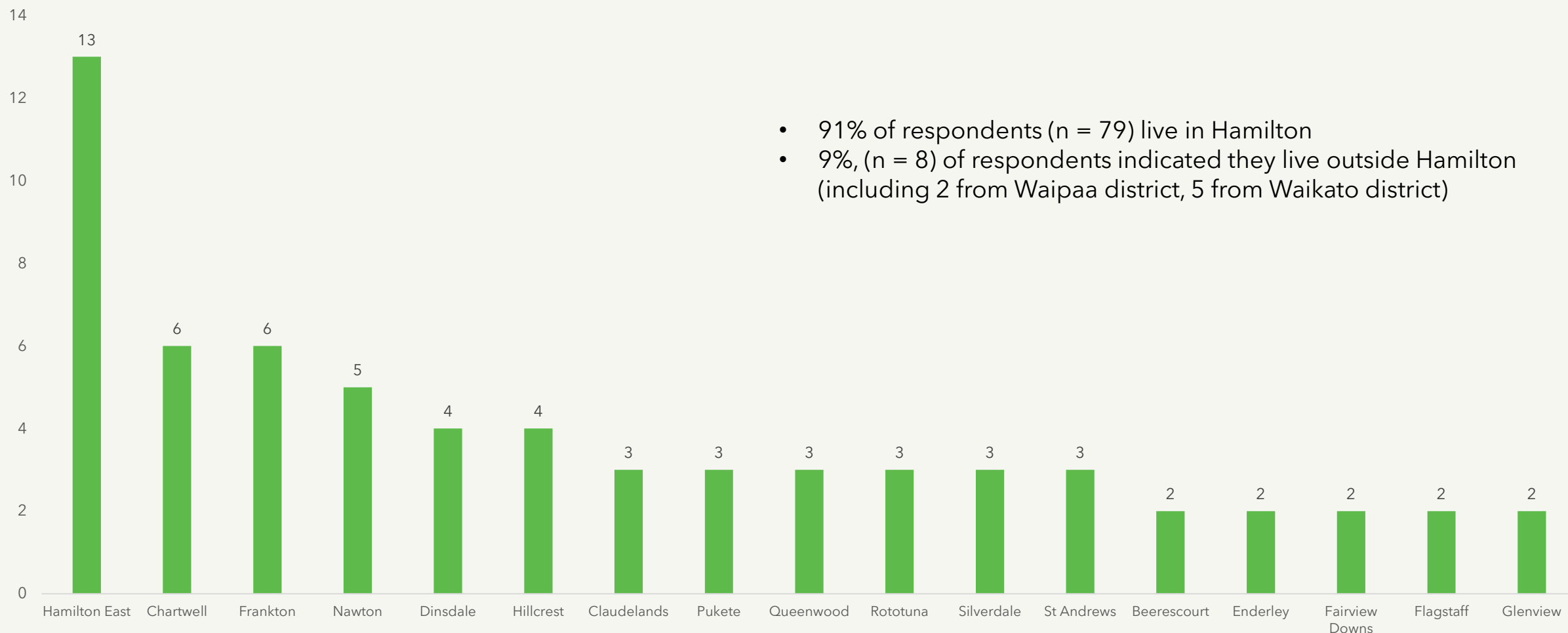
About our respondents



82 of the 95 respondents disclosed their age.
83 disclosed their ethnicity.
Respondents could select more than one ethnicity.

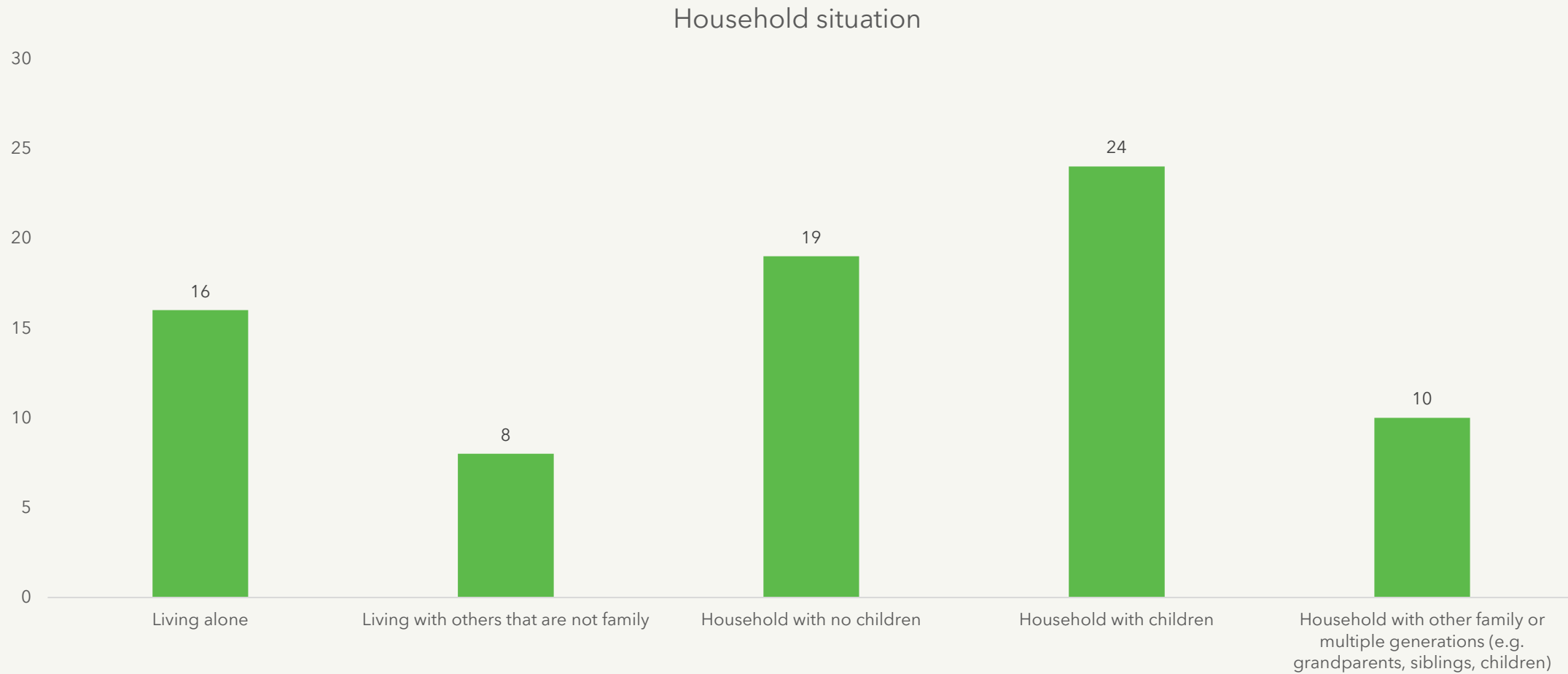
About our respondents

Area Comparison



87 of the 95 individual respondents mentioned their location.
Of these, 79 live in Hamilton.

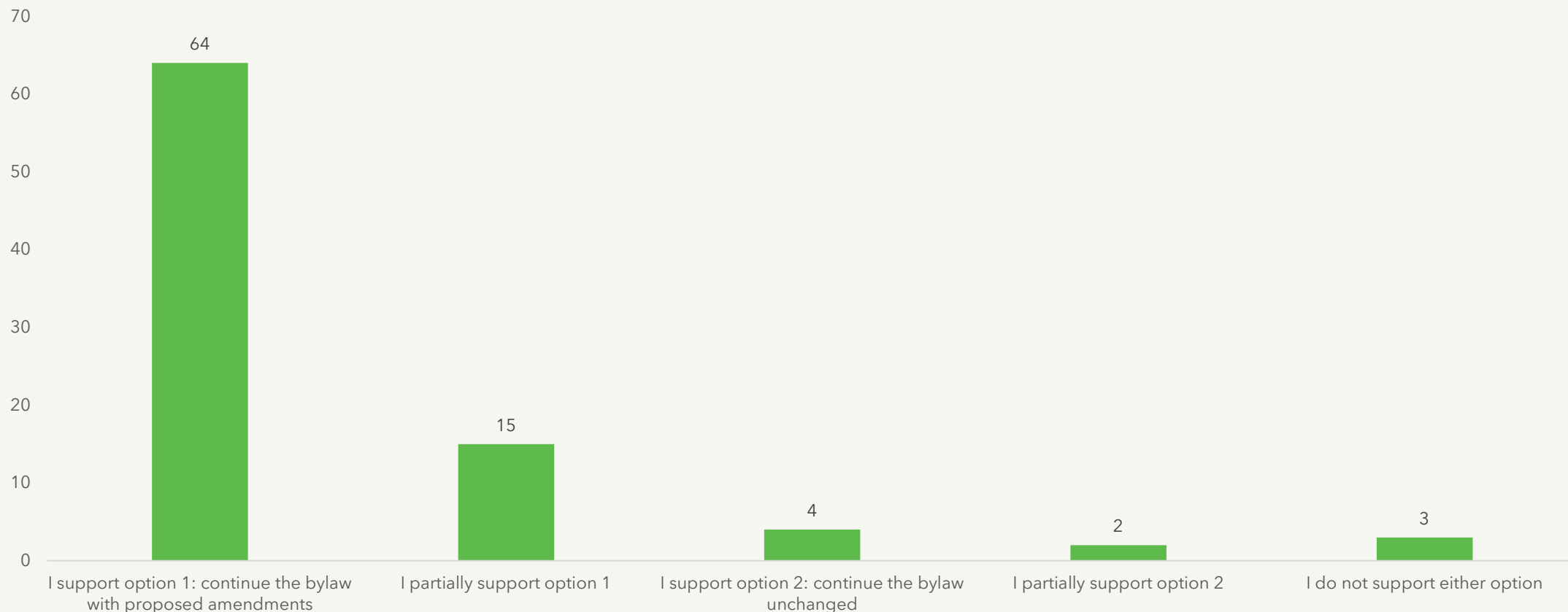
About our respondents



77 of the 95 individual respondents mentioned their household situation.

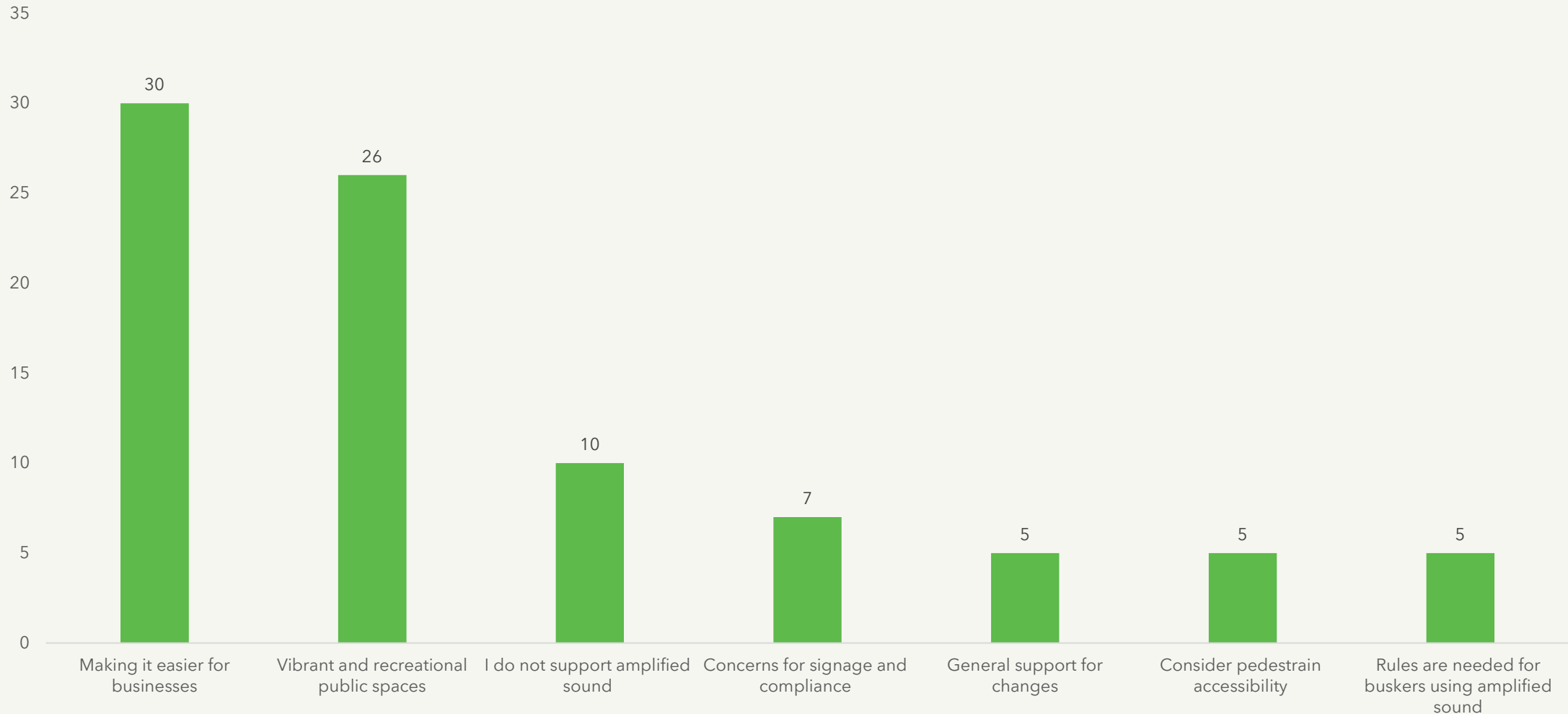
Public places bylaw

Do you support Council's proposal to make minor amendments to the Trading in Public Places Bylaw?



Comments on public places bylaw

Themes from comments on Public Places Bylaw



Themes from individual responses

"Tell us the reason for your response"



Making it easier for businesses

n = 30

"We need vibrancy and we need to remove barriers for the small businesses to thrive"



Vibrant and recreational public spaces

n = 26

"A more interactive public environment would help build a stronger sense of community. It would not only add colour and character to everyday human interaction but also give the city a more unique and recognizable identity."



I do not support amplified sound for buskers

n = 10

"Buskers should not have amplification."



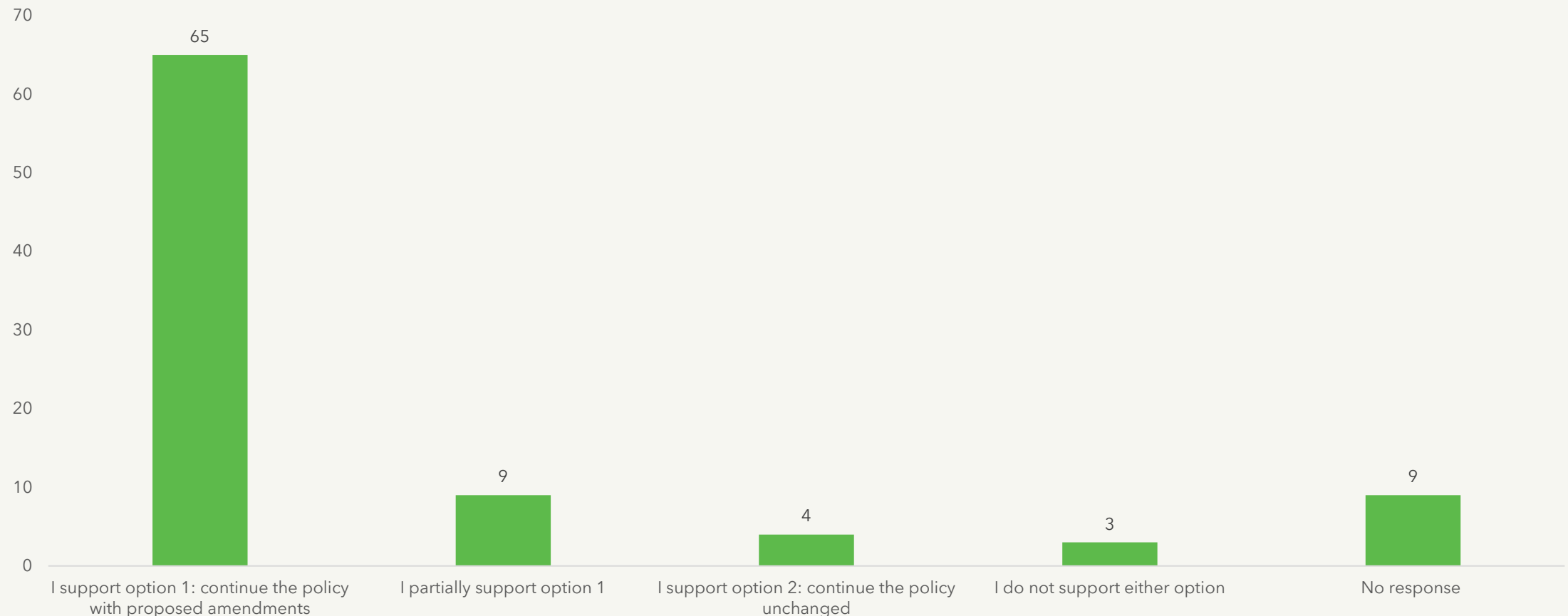
Concerns for signage and compliance

n = 7

"Specifically I would prefer footpath signage not to be placed where it obstructs a desire line (direct route) for a footpath user."

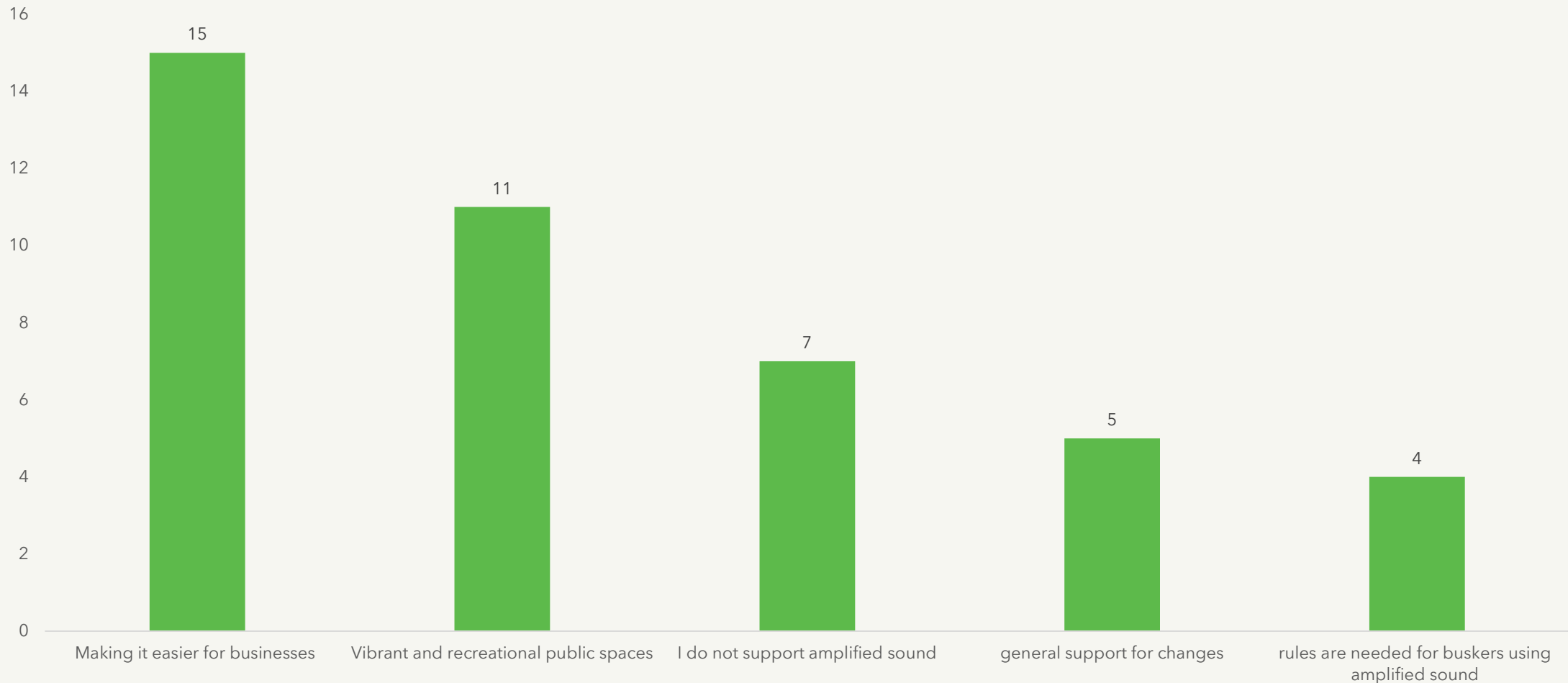
Trading in public places policy

Do you support Council's proposal to make minor amendments to the Trading in Public Places Policy?



Comments on public places policy

Themes from comments on Public Places Policy



Themes from individual responses

"Tell us the reason for your response"



Making it easier for businesses

n = 15

"I think it's a great idea to support small businesses in any ways the council is able to, to help them survive in these tough economic times."



Vibrant and recreational public spaces

n = 11

"Hopefully, this will help improve the vibe of the CBD as it sometimes feels really dead."



I do not support amplified sound for buskers

n = 7

"Except do not allow buskers or others the use of amplified sound. We deserve to be able to shop in the city centre without anyone elses offering or opinions being broadcast over a wide reaching area"



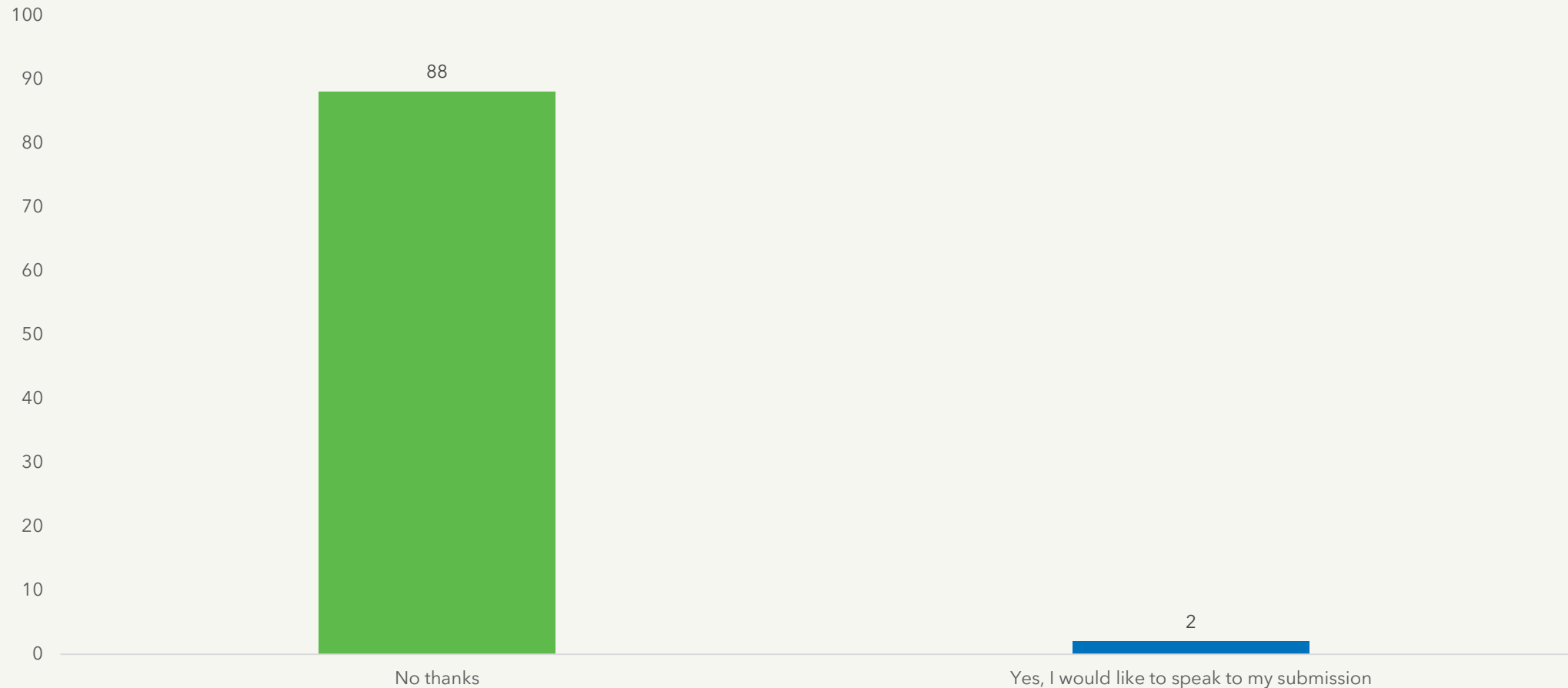
General support for changes

n = 5

"The proposed changes will provide a sensible and practical update to the bylaw."

Verbal submission

Would you like to make a verbal submission?



Key findings

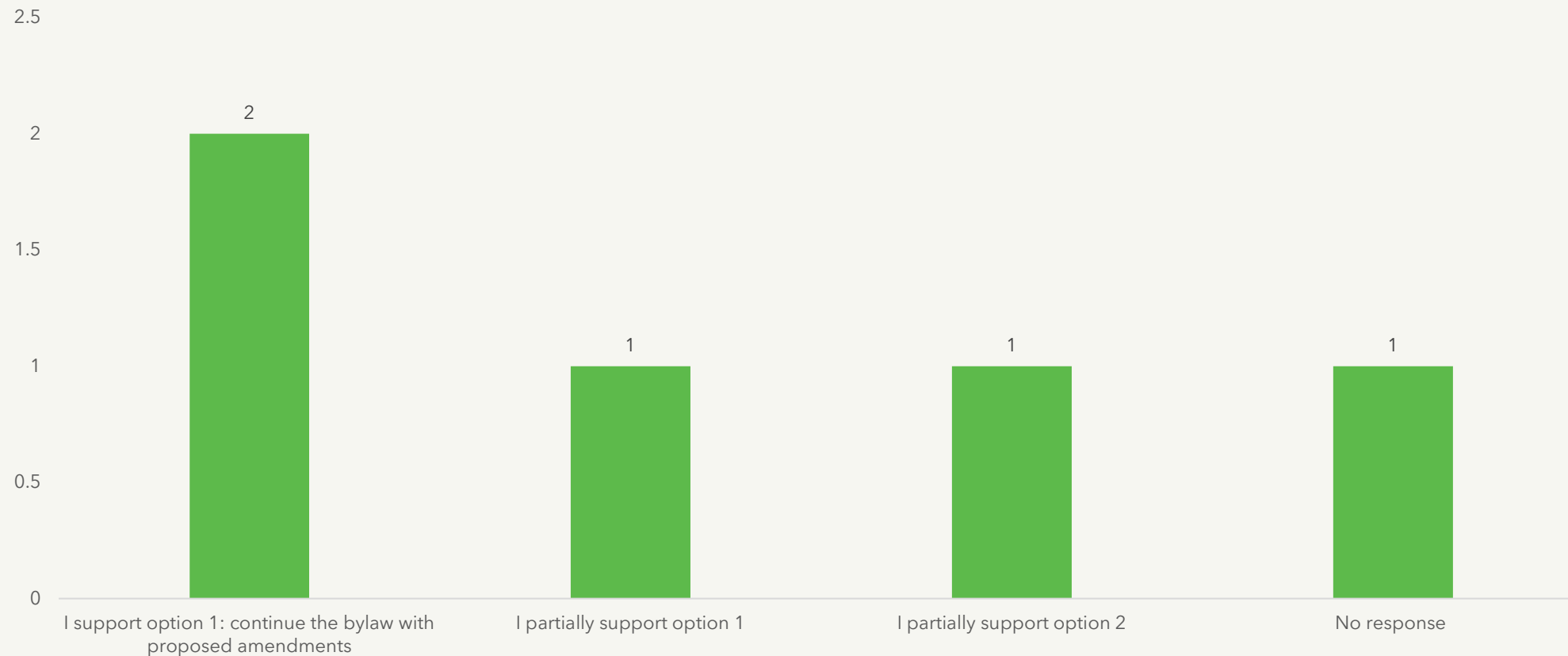
- 71% of respondents support continuing the public places bylaw with proposed amendments.
- 72% of respondents support continuing the trading in public places policy with proposed amendments.
- Themes from the comments were similar across both the Policy and the Bylaw.
- Most respondents supported making it easier for businesses to operate and for vibrant and recreational public spaces.
- Some respondents requested changes to the policy and bylaw about Buskers, including limiting the use of speakers.
- Signage is supported provided it does not compromise safety or accessibility.

Submission insights

Organisation responses

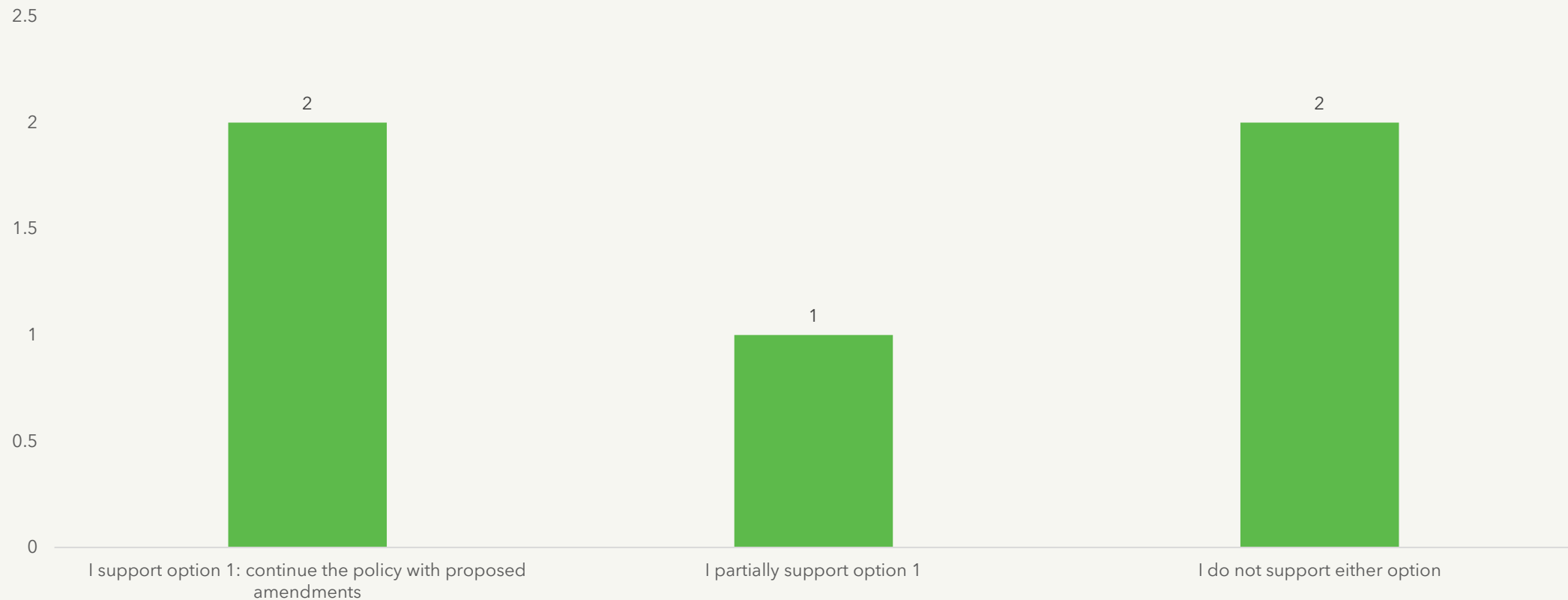
Public places bylaw

Do you support Council's proposal to make minor amendments to the Trading in Public Places Bylaw?



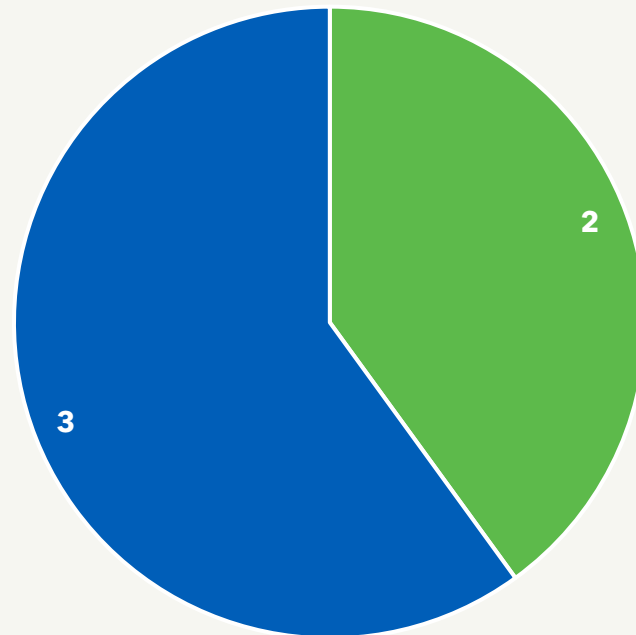
Trading in public places policy

Do you support Council's proposal to make minor amendments to the Trading in Public Places Policy?



Verbal submission

Would you like to make a verbal submission?



■ No thanks ■ Yes, I would like to speak to my submission

Themes from organisation responses

- Responses on behalf of organisations can be read in full on our website.

Engagement results

Social media feedback

Themes from social media

- We received 12 relevant comments across our social media posts.
- Social media commentary was de-identified, then analysed using CoPilot.
- The most common themes from these comments were:



**No amplified sound
and street speakers**
3 comments



**Support for dining,
with conditions**
2 comments



**Public Safety and
Anti-Social Behaviour**
2 comments



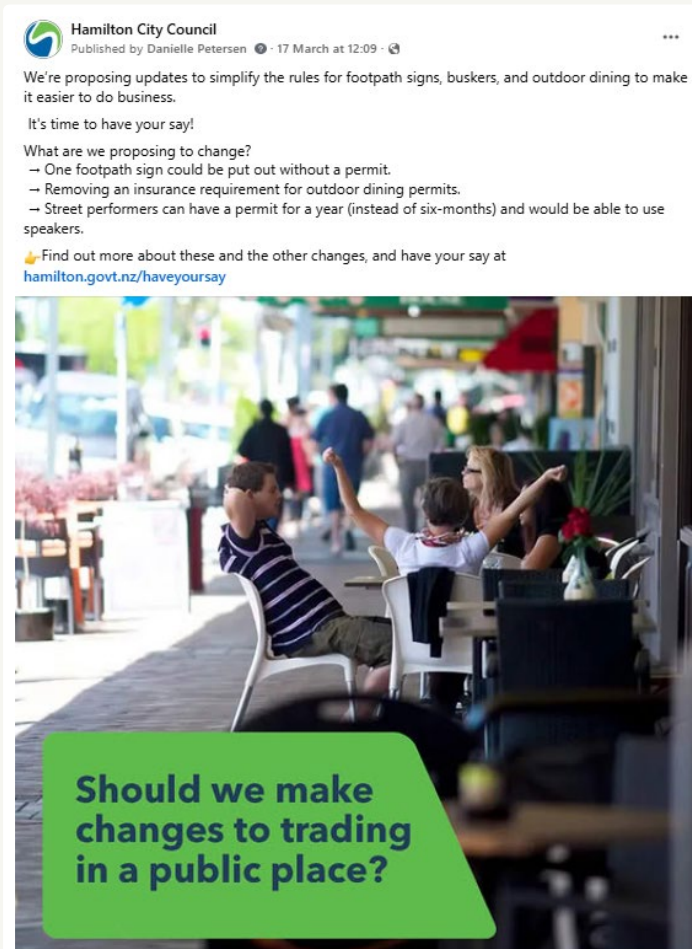
Others
5 comments



Engagement

Tactics + results

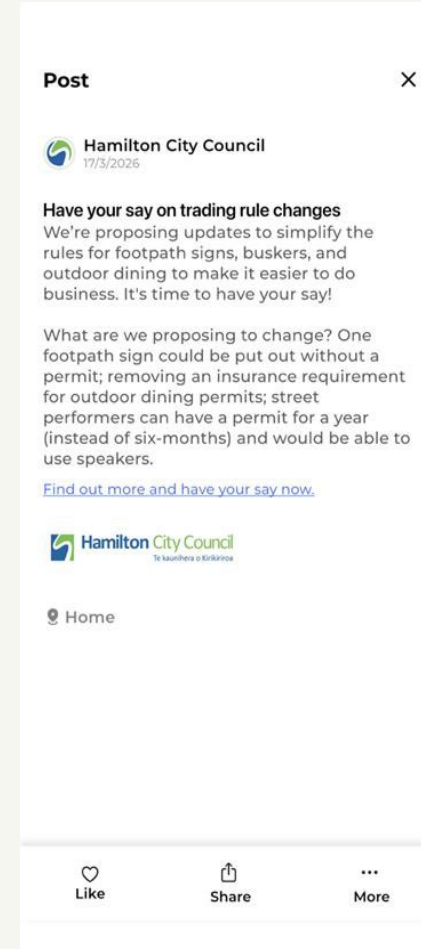
Engagement tactics



Social media post.



Social media story.



Antenna post.



Poster, newspaper advertisement and signage.

Engagement results

Reached

Heard about the consultation

- 56,705 reached on social media
- 5655 views on an Antenno city-wide post
- 1 newspaper advertisement
- 1 media release
- Posters, digital collateral and messages distributed through libraries, and key stakeholders

Engaged

Sought more information

- 745 social media link clicks
- 506 Antenno link clicks
- 55 social media reactions
- 38 social media comments
- 1476 visits our consultation page

Heard

95 survey responses

What's next?



**Community
consultation**

24 February – 24 March 2026



**Hearings for
verbal submissions**

June 2026



**Decision
date**

To be confirmed