



London Olympic Games and Paralympic Games Act 2006

2006 CHAPTER 12

Advertising

19 Advertising regulations

- (1) The Secretary of State ^{F1}... shall make regulations about advertising in the vicinity of London Olympic events.
- (2) In making the regulations the Secretary of State ^{F1}... —
 - (a) shall aim to secure compliance with obligations imposed on any person by the Host City Contract,
 - (b) shall have regard to any requests or guidance from the International Olympic Committee, and
 - (c) shall also have regard to amenity and public safety.
- (3) The regulations shall specify, or provide criteria for determining—
 - (a) the places in respect of advertising in which the regulations apply,
 - (b) the nature of the advertising in respect of which the regulations apply, and
 - (c) what is, or is not, to be treated for the purposes of the regulations as advertising in the vicinity of a place.
- (4) The regulations may apply in respect of advertising of any kind including, in particular—
 - (a) advertising of a non-commercial nature, and
 - (b) announcements or notices of any kind.
- (5) The regulations may apply in respect of advertising in any form including, in particular—
 - (a) the distribution or provision of documents or articles,
 - (b) the display or projection of words, images, lights or sounds, and
 - (c) things done with or in relation to material which has or may have purposes or uses other than as an advertisement.

Changes to legislation: There are currently no known outstanding effects for the London Olympic Games and Paralympic Games Act 2006, Section 19. (See end of Document for details)

- (6) The regulations shall specify, or provide criteria for determining, the period of time during which they apply; and—
- (a) the regulations shall apply only for such time as the Secretary of State ^{F1}... considers necessary for the purpose of securing compliance with obligations imposed on any person by the Host City Contract, and
 - (b) the regulations may apply during different periods in respect of different places.
- (7) The regulations shall permit, subject to any specified conditions, advertising undertaken or controlled by—
- (a) any person specified in the regulations as appearing to the Secretary of State ^{F1}... to have responsibility in accordance with the Host City Contract for the control of advertising in relation to the London Olympics (“a responsible body”), or
 - (b) any person authorised by a responsible body (whether or not subject to terms and conditions and whether or not in accordance with a sponsorship or other commercial agreement).
- (8) The regulations—
- (a) may prohibit action of a specified kind or in specified circumstances,
 - (b) may impose obligations on persons who—
 - (i) take action in relation to an advertisement, or
 - (ii) have an interest in or responsibility for a product or service to which an advertisement relates,
 - (c) may impose obligations on persons who own, occupy or have responsibility for the management of land, premises or other property,
 - (d) may, in particular, impose on a person an obligation to take steps to ensure—
 - (i) that other persons do not take action of a particular kind;
 - (ii) that a situation is not permitted to continue, and
 - (e) shall have effect despite any consent or permission granted (whether before or after the commencement of the regulations) by any landowner, local authority or other person.

Textual Amendments

- F1** Words in s. 19 omitted (7.7.2010) by virtue of [Secretary of State for Culture, Olympics, Media and Sport Order 2010 \(S.I. 2010/1551\)](#), art. 1(2), [Sch. para. 8\(1\)\(e\)](#)

Commencement Information

- I1** S. 19 in force at 30.5.2006 for E.W.N.I. by [S.I. 2006/1118](#), [art. 3\(1\)](#)
- I2** S. 19 in force at 31.12.2006 for S. by [S.S.I. 2006/611](#), [art. 2](#)

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