
STATUTORY INSTRUMENTS

2011 No. 2898

**The London Olympic Games and Paralympic Games
(Advertising and Trading) (England) Regulations 2011**

PART 1

Introductory

Citation, commencement and duration

1.—(1) These Regulations may be cited as the London Olympic Games and Paralympic Games (Advertising and Trading) (England) Regulations 2011.

(2) They come into force on the day after the day on which they are made.

(3) They cease to have effect at the end of 11th September 2012.

Application

2.—(1) These Regulations apply only to—

- (a) places in, and
- (b) things done in or in respect of,

England including the territorial sea adjacent to England⁽¹⁾.

(2) The following provisions bind the Crown—

- (a) regulations 5 to 11, and
- (b) regulations 3 (including Schedules 1 and 2), 4, 16, and 17 to the extent that they relate to advertising activity.

(3) But nothing in these Regulations makes the Crown liable for an offence.

General interpretation

3. In these Regulations—

“the Act” means the London Olympic Games and Paralympic Games Act 2006,

“article” includes a living thing,

“building” means a permanent building but excludes a telephone kiosk,

“event zone” has the meaning given in Schedule 1,

“licence” includes any kind of consent, certificate, permission or authority (by whatever name) granted by a landowner, local authority or other person in accordance with any enactment, Charter or other document,

(1) Under section 1(5) of the Territorial Sea Act 1987 (1987 c. 49), the reference to the territorial sea adjacent to England in regulation 2(1) is to be construed in accordance with section 1 of that Act.

“newspaper or periodical” does not include a newspaper or periodical intended specifically to advertise one or more of the following in an event zone during the relevant event period or periods—

- (a) a good or service,
- (b) a person who provides a good or service,

“railway station” includes all of the following types of station—

- (a) a London Underground station,
- (b) a Greater Manchester Metrolink station,
- (c) a Tyne and Wear Metro station,

“receptacle” means anything which is used (whether or not constructed or adapted for such use) as a container for or for the display of any article, including—

- (a) any vehicle, trailer or barrow, or
- (b) any basket, bag, box, vessel, stall, stand, easel, board, or tray,

“relevant event period” means, in relation to an event zone, a period of time indicated in column (2) of the table in Schedule 2 that is adjacent to the event zone in column (1) of that table,

“telephone kiosk” has the same meaning as in Schedule 3 to the Town and Country Planning Regulations(2), and

“the Town and Country Planning Regulations” means the Town and Country Planning (Control of Advertisements) (England) Regulations 2007(3).

Effect on other legislation &c.

4.—(1) Nothing in these Regulations—

- (a) authorises a person to do anything that is prohibited (whether in a particular place or generally) by or under any enactment or rule of law, or
- (b) affects a requirement of any enactment or rule of law that a person hold a licence before engaging in particular activity (whether in a particular place or generally).

(2) See paragraph 1(1) of Part 2 of that Schedule.
(3) S.I. 2007/783, amended by S.I. 2007/1739.