
DRAFT STATUTORY INSTRUMENTS

2011 No.

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

PART 2

Advertising Activity

Advertising undertaken or authorised by the London Organising Committee

11.—(1) Regulation 6 does not apply to advertising activity undertaken or controlled by—

- (a) the London Organising Committee⁽¹⁾, or
- (b) any person authorised by the Committee (whether or not subject to terms and conditions imposed by the Committee and whether or not in accordance with a sponsorship or other commercial agreement with the Committee).

(2) Subject to these Regulations, the Committee has an absolute discretion in respect of each application to it for authorisation.

(3) The Committee must have regard to the provisions of the Host City Contract⁽²⁾ before engaging in advertising activity or granting an authorisation under this regulation.

(4) The Committee's right to engage in advertising activity pursuant to this regulation and any authorisation granted by it are subject to all of the following conditions—

- (a) that the advertiser must hold any licence which, in addition to authorisation by or under this regulation, is required before a person may engage in advertising activity (whether in a particular place or generally),
- (b) that no advertisement be sited or displayed so as to—
 - (i) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome,
 - (ii) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air, or
 - (iii) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle,
- (c) that the advertiser maintain any advertisement in a condition that does not—
 - (i) impair the visual amenity of the site, or
 - (ii) endanger the public.

(1) "the London Organising Committee" is defined in section 1(3)(d) of the Act. Since the passing of the Act, the London Organising Committee has changed its registered name to The London Organising Committee of the Olympic Games and Paralympic Games Limited.

(2) "Host City Contract" is defined in section 1(3)(e) of the Act.

Draft Legislation: This is a draft item of legislation. This draft has since been made as a UK Statutory Instrument:
The London Olympic Games and Paralympic Games (Advertising and Trading) (England) Regulations 2011 No. 2898
