
STATUTORY INSTRUMENTS

2010 No. 445

**The Tobacco Advertising and Promotion
(Display) (England) Regulations 2010**

Citation, commencement and application

1.—(1) These Regulations may be cited as the Tobacco Advertising and Promotion (Display) (England) Regulations 2010 and come into force—

- (a) for the purpose of large shops, other than bulk tobacconists, on 1st October 2011; and
- (b) for all other purposes, on 1st October 2013.

(2) These Regulations apply in relation to England.

(3) These Regulations do not apply to specialist tobacconists⁽¹⁾.

(4) For the purposes of this regulation—

“large shop” means a shop which has a relevant floor area exceeding 280 square metres; and
“relevant floor area”, in relation to a shop, means the internal floor area of so much of the shop as consists of, or is comprised in, a building but excluding any part of the shop which is used neither for the serving of customers in connection with the sale of goods nor for the display of goods.

⁽¹⁾ See section 6(2) and (3) of the Act for the definition of “specialist tobacconist”.