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STATUTORY INSTRUMENTS

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**2011 No. 2898**

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

PART 3

Trading Activity

**Control of trading**

**13.**—(1) A person must not engage in trading activity in an event zone during the relevant event period or periods.

(2) A person is to be treated as contravening paragraph (1) if that person arranges (at any time and in any place) for trading activity to take place in an event zone during the relevant event period or periods.

(3) A person is also to be treated as contravening paragraph (1) if trading activity in an event zone during the relevant event period or periods—

- (a) is undertaken by a business or other concern in which that person has an interest or for which the person is responsible, or
- (b) takes place on land that the person owns or occupies or of which that person has responsibility for the management.

(4) But paragraph (3) does not apply to a person who proves that—

- (a) the trading activity took place without their knowledge, or
- (b) they took all reasonable steps to prevent the trading activity taking place or, where it has taken place, to prevent it continuing or recurring.

(5) Without prejudice to the generality of paragraph (3)—

- (a) a person is to be treated as having an interest in or responsibility for a business or other concern if that person is an officer of the business or concern,
- (b) a person is to be treated as having responsibility for the management of land if that person is an officer of a business or other concern that owns, occupies or has responsibility for the management of the land.

(6) In paragraph (5), “an officer” means a director, manager, secretary or other similar officer.

(7) This regulation applies in relation to trading activity whether or not it consists of the result or continuation of activity carried out before these Regulations came into force.