



# London Olympic Games and Paralympic Games Act 2006

## 2006 CHAPTER 12

### *Advertising*

#### **19 Advertising regulations**

- (1) The Secretary of State shall make regulations about advertising in the vicinity of London Olympic events.
- (2) In making the regulations the Secretary of State—
  - (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.

- (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 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 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.