

1970 No. 1866

EMERGENCY POWERS

The Electricity (Advertising and Display) Order 1970

Made - - - 12th December 1970
Coming into Operation 14th December 1970

The Secretary of State, in pursuance of his powers under regulation 19 of the Emergency (No. 2) Regulations 1970(a) and of all other powers in that behalf enabling him, hereby orders as follows:—

1. This Order shall come into operation on 14th December 1970 and may be cited as the Electricity (Advertising and Display) Order 1970.

2.—(1) In this Order “electricity” means electricity supplied by an Electricity Board.

(2) The Interpretation Act 1889(b) shall apply to the interpretation of this Order as it applies to the interpretation of an Act of Parliament.

3.—(1) Except under a licence granted by or on behalf of the Secretary of State no person shall consume or permit the consumption of electricity for the purpose of:—

- (a) advertising any article product or service; or
- (b) the display of any article, building or structure or any part thereof.

(2) Nothing in this Article shall apply to the consumption of electricity for the purpose of:—

- (a) broadcasting any advertisement by means of television; or
- (b) projecting any advertisement by means of any film or slide on to a screen in any theatre or cinema licensed under the Cinematograph Act 1909 or the Theatres Act 1968; or
- (c) displaying any article or structure which is a traffic sign within the meaning of subsection (1) of section 51 of the Road Traffic Act 1960(c); or
- (d) displaying any sign at any premises of a registered pharmacist indicating the nature of such premises.

(a) S.I. 1970/1864 (1970 III, p. 6089). (b) 1889 c.63.
(c) 1960 c.16.

(3) Nothing in this Article shall apply to the consumption of electricity at any premises used for the purposes of any railway undertaking.

4. Every licence granted under this Order shall be revocable without prior notice and may be subject to conditions.

John Davies,

Secretary of State for Trade and Industry.

Dated 12th December 1970.

EXPLANATORY NOTE

(This Note is not part of the Order.)

This Order prohibits, except under a licence granted by the Secretary of State, the consumption of electricity supplied by an Electricity Board for advertising purposes (including shop window and other displays) and also for flood lighting. The use of electricity, however, for broadcasting advertisements on television or projecting advertisements on to cinema or theatre screens or for traffic signs is permitted. The use of a sign at the premises of registered pharmacists is also permitted, and in addition electricity may be used at premises used by railway undertakers.

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