
STATUTORY INSTRUMENTS

2011 No. 2898

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

PART 2

Advertising Activity

Other exceptions

10.—(1) Regulation 6 does not apply to advertising activity of a description falling within paragraphs (2) to (7).

- (2) Displaying an advertisement that is employed wholly as—
 - (a) a memorial, or
 - (b) a railway signal,
- (3) Distributing or providing a current newspaper or periodical.
- (4) Advertising activity undertaken in accordance with a condition attached to an authorisation granted under regulation 15 (trading activity authorised by the Olympic Delivery Authority &c.).
- (5) Displaying an advertisement on an aircraft for one or more of the following purposes—
 - (a) complying with the law of the United Kingdom or any other country, being law in force in relation to the aircraft,
 - (b) securing the safety of the aircraft or any person or property therein,
 - (c) the furtherance, by or on behalf of a Government department, by a person acting under any public duty or by a person providing ambulance or rescue facilities by air, of measures in connection with circumstances, existing or imminent at the time the aircraft is used, which may cause danger to persons or property,
 - (d) civil defence, military or police purposes.
- (6) Displaying a mark or inscription (other than an illuminated sign) on the body of an aeroplane or helicopter.
- (7) Displaying an advertisement on an item of street furniture provided that the advertisement—
 - (a) is not illuminated,
 - (b) bears only the name, contact details and device (or any one or more of those things) of the manufacturer, owner and operator of the street furniture (or any one or more of those persons), and
 - (c) is not displayed as part of an ambush marketing campaign.
- (8) Paragraph (3) does not apply to the distribution or provision of a current newspaper or periodical in a street if the distribution or provision is done from a receptacle that causes undue interference or inconvenience to persons using the street.