
STATUTORY INSTRUMENTS

2011 No. 2898

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

PART 2

Advertising Activity

Control of advertising activity

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

- (a) relates to a good, service, business or other concern in which the person has an interest or for which the person is responsible, or
- (b) takes place on land, premises or other property that the person owns or occupies or of which the person has responsibility for the management.

(4) 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 an interest in or responsibility for a good or service if that person is an officer of a business or other concern that has an interest in or is responsible for the good or service, and
- (c) a person is to be treated as having responsibility for the management of land, premises or other property if that person is an officer of a business or other concern that owns, occupies or has responsibility for the management of the land, premises or other property.

(5) In paragraph (4), “an officer” means a director, manager, secretary or other similar officer.

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