

# NEW REGULATIONS

## New regulations for outdoor trading and advertising in 2012

If you plan to advertise or trade during summer 2012, you may need to apply for approval.

The Olympic Delivery Authority (ODA) has released details of temporary outdoor advertising and trading regulations during the Olympic and Paralympic Games. By 29th February, anyone wishing to advertise or trade in 27 event zones including Lord's Cricket Ground and roads and pavements on road race routes running through Westminster must apply for permission to operate.

The temporary regulations are to prevent ambush marketing and cover displaying advertisements on billboard and poster sites, distributing promotional material, displaying or projecting logos, collecting for charity and busking. Shop signs and indoor advertising are not affected.

Trading in open public places around these zones is also affected and anyone wishing to do so will need authorisation from the ODA.

Outside these areas normal advertising and street trading controls continue to apply. Visit [www.westminster.gov.uk/services/environment/planning/permission](http://www.westminster.gov.uk/services/environment/planning/permission) for information.

Visit [www.london2012.com/advertisingandtrading](http://www.london2012.com/advertisingandtrading) for information, a postcode checker to find out if you are affected and details of how to apply.

## Where do they apply?

- Event venues
- Road races roads

See the postcode checker at [www.london2012.com/advertisingandtrading](http://www.london2012.com/advertisingandtrading) for details.

## Who does it apply to?

- Anyone who advertises
- Those who arrange for it to take place
- People who own or occupy land on which advertising takes place

## What does it cover?

- Displaying an advertisement
- Distributing or providing promotional materials
- Displaying or projecting logos
- Carrying an advertisement
- Trading in open spaces within the event zone including selling goods from a pitch
- Collecting money for charity
- Busking

There are exceptions, including selling newspapers. Visit [www.london2012.com/documents/oda-publications/detailed-provisions-of-the-advertising-and-trading-regulations.pdf](http://www.london2012.com/documents/oda-publications/detailed-provisions-of-the-advertising-and-trading-regulations.pdf) for a full list.

## How do I apply?

Apply online by 29th February 2012. Download an application form at [www.london2012.com/advertisingandtradingapplications](http://www.london2012.com/advertisingandtradingapplications). You will be notified within 21 days.

Traders will be offered financial assistance to find alternative trading locations who have been trading at a fixed location since 30th May 2011. £200 per day per trading pitch.

## What will happen if I trade or advertise illegally?

The ODA will use enforcement powers in the case of deliberate, targeted ambush marketing or persistent disregard of ODA advice.