

Advertising & Street Trading Regulations

Implementation Plan

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The Olympic Delivery Authority

Statutory duties of the ODA

- o Authorisation of street traders
- o Detailed notice
- o Advice & assistance
- o Enforcement

Will need approval of the Sec of State



The Regulations



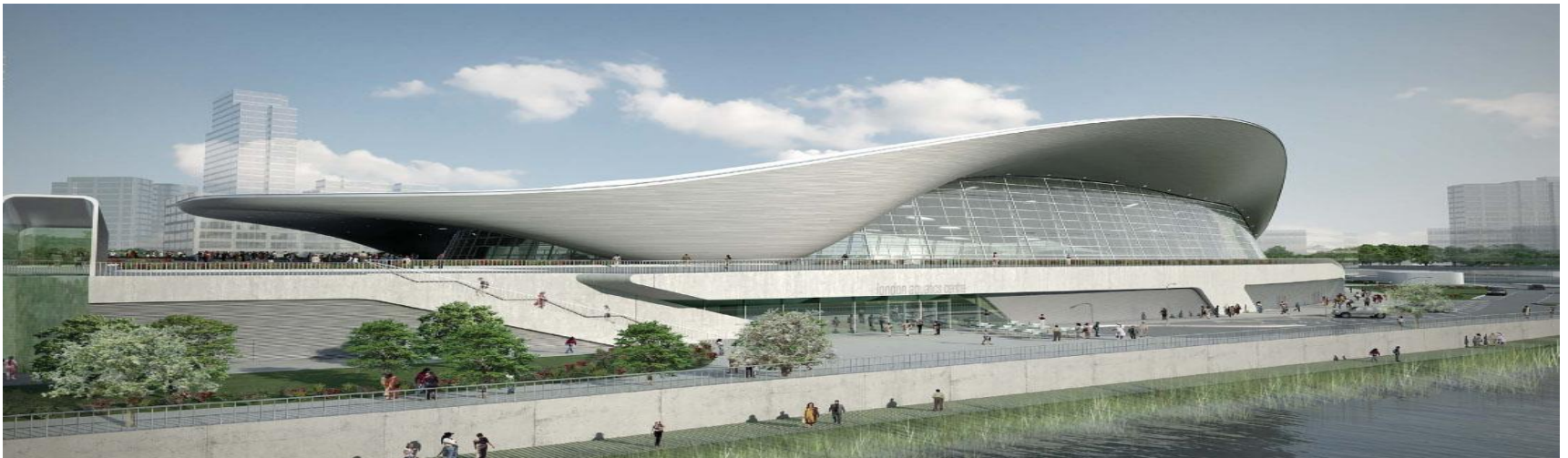
Regulations will prevent **ALL** street trading and **ALL** advertising with in the vicinity of Olympic venues during Olympic events

Consultation will help to define

- o Street trading
- o Advertising
- o Vicinity

Authorisation of Street Traders

- o Applies to existing street within the vicinities
- o Location and types being identified
- o Existing licensing requirements still apply
- o Authorisation criteria
- o Additional Terms & Conditions
- o Must have regard to the Host City contract
- o Authorise where possible
- o LOCOG developing an authorisation policy for advertisers



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Detailed Notice

- o 6 months in advance of the regulations
- o Detailed provisions
- o Shared with Local Authorities
- o And those affected



Advice & Assistance

- o Provide information
- o Find alternative pitches
- o Working with Local Authorities
- o Assistance includes financial assistance



Enforcement

- o Enforcement is the responsibility of the ODA
- o Officers 'Designated' by the ODA
- o Host Authority Trading Standards Officers
- o Plus neighbouring authorities volunteering to assist
- o Police assistance
- o Developing criteria for designated officers and MoU's with Local Authorities
- o Training



Further Considerations

- o Training plan
- o Enforcement policy
- o Storage of seized items
- o Appeals process
- o Testing
- o Prosecutions



The construction of the venues and infrastructure for the London 2012 Games is funded by the National Lottery through the Olympic Lottery Distributor, the Department for Culture, Media and Sport, Greater London Authority and the London Development Agency.



MAYOR OF LONDON

