

Shop on Apliu Street in Sham Shui Po convicted of causing noise nuisance by advertising goods

Wing Yeung Technology Company Limited, which sells TV set-top boxes and mobile phones and is located on Apliu Street in Sham Shui Po, and its director were convicted and fined a total of \$8,000 at Kwun Tong Magistrates' Courts today (October 7) for contravening the Noise Control Ordinance (NCO) by causing noise nuisance to nearby residents through constantly using loudspeakers to advertise goods.

A spokesman for the Environmental Protection Department (EPD) said that the department has been strictly combating noise nuisance caused by shops advertising goods in various districts. In addition to stepping up routine inspections and strengthening enforcement against shops with repeated contraventions, the department has also collaborated with relevant departments, including the Food and Environmental Hygiene Department and the Police, to take joint enforcement action. Since January 2018, the EPD has stepped up the combating of noise nuisance caused by shops advertising goods across the territory, and a total of 91 cases have been convicted by the courts for contravening the NCO, with fines of \$470,000 in total. Apart from prosecuting non-compliant companies, the EPD also prosecutes their directors with repeated offences in accordance with the law, with a view to stiffening penalties and strengthening the deterrent effect.

In regard to Sham Shui Po District, the department has been closely monitoring how shops advertise goods in the district, and conducts blitz enforcement actions from time to time to continuously combat illegal behaviour. The spokesman reminded persons responsible for retail shops and hawkers that they should not use street cries or play promotional recordings in public places to attract customers, with a view to not causing noise nuisance to nearby residents. If using loudspeakers, they should minimise the number of loudspeakers, reduce their volume, use loudspeakers with a lower power rating and install or place their loudspeakers facing downwards inside their shops, so as to avoid causing noise nuisance to people outside their shops or nearby residents. Otherwise, the actions may constitute an offence. Upon conviction, offenders are liable to a maximum fine of \$10,000. As for the operators or directors of shops with repeated contraventions, they will also be held personally liable for their offences once convicted.