

Lancashire Community Alcohol Network
Working together to keep young people safe

Check 25

A guide for
managers about
age-restricted
goods



To download free posters and
training resources please visit
www.lancashire.gov.uk/lancan

Working in partnership



**Lancashire
Constabulary**
police and communities together



Advice to help you adopt Check 25

- Regularly train your staff about Check 25 to ensure they are confident about who to challenge and how to challenge.
- Support your staff so they are confident when they make the decision to challenge customers.
- Display posters in your store to advertise your proof of age policy and to deter potential underage customers.
- Keep records of challenged attempts to buy alcohol - this may help police or trading standards.
- Be clear about what ID is acceptable - Check 25 recommends PASS approved cards, a passport or driving licence
- Ensure your staff are trained about the types of ID that are acceptable and how to look out for fake ID.

National Campaign

The Constabulary is currently working with Trading Standards Services on a joint enterprise to ensure that the PASS card becomes the preferred proof of age. We are asking licensed premises across the county to accept the PASS card as the key tool for age verification.

Our aim is to discourage young people from carrying and presenting passports and driving licenses as proof of age, thus reducing the number of valuable documents being lost within the night time economy and the associated offences of identity theft and fraud that can result. We would therefore like to see the PASS card used as the primary acceptable form of age verification.

Visit www.lancashire.gov.uk/lancan for more information on the National Proof of Age Standards Scheme.

PASS Card

information for staff

1

Check the photo – is it in colour and does it match the cardholder?

2

Check the rose watermark pattern is present

3

Check the hologram – is it a genuine 3D PASS hologram?



4

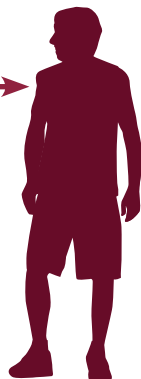
Check the card – is it smooth to the touch or has it been tampered with?

5

You can also check the ultra violet security features under ultra violet light

6

Check the person - are you satisfied?



Do you know the penalties for underage sales?

These are the penalties that you could face if you sell alcohol to a person under the age of 18:

- **A fine of up to £5,000** if a member of staff makes an underage sale, unless they can show they have taken all measures, including asking for identification that would convince a reasonable person that they were over 18.
- **A fine of up to £20,000** for a premise that persistently sells to people underage, defined as happening on 2 or more occasions in a 3 month period.
- **Closure orders** for a maximum of 14 days following persistent underage sales.
- A fine of up to **£5,000 for proxy sales**, where a person purchases alcohol on behalf of a minor.

