



Challenge 25 Policy

Our **Challenge 25** policy applies to all age-related sales that occur on our premises. We are obliged to apply our **Challenge 25** policy when any customer who looks to be under the age of 25 attempts to purchase alcohol, either for themselves or for someone else.



Selling alcohol to anyone under 18, is breaking the law. The consequences are serious, which could receive a £90 Fixed Penalty Notice or if prosecuted a fine up to £5000, this may result in a conviction being recorded against your name. The Licence Holder and Licence are also at risk, additionally, the Venue and the Designated Premises Supervisor (DPS) or owner could face prosecution as a result, as well as having the licence suspended or revoked.

Our **Challenge 25** policy requires us to use a 4-step approach every time we see someone who appears to be under the age of 25:

1. Assess the age of every customer.
2. If you think the customer *looks* under 25, ask for ID.

Only the following documents are acceptable for proof of age purposes:

- **A valid Passport**
- **A valid photo drivers' licence**
- **A "Pass" approved card from the national Proof of Age Standards Scheme**
- **A British Military ID Card**
- **A National Identity Card**

Only **Original Documents** can be accepted - photocopies, photographs or **Phone Apps** and out of date passports are **not acceptable**

3. If the customer cannot produce acceptable ID, the sale of alcohol will be refused.
4. When alcohol is refused you must record this in a refusal's logbook.

There are fake proof of age cards, so if you are unhappy with the ID for any reason or it looks fake or tampered with, or you think it belongs to someone else (e.g., a brother or sister), refuse the sale and bring the matter to the attention of your senior officer or security.

Challenge 25 applies at all times, even when:

- You think security has previously checked a customer's ID.
- You are busy.
- You believe you have seen acceptable ID from the customer on a previous occasion.

If you ask for ID from everyone you think looks under 25, then you are protecting yourself from breaking the law.