

Trading Standards Information for Business

STEPS YOU CAN TAKE TO AVOID SELLING AGE-RESTRICTED PRODUCTS TO UNDER AGE CUSTOMERS

- Make sure you have identified any age-restricted products that your business may sell, and are clear about the appropriate age limits.
- Ensure new and existing staff are properly trained, and that all staff are regularly reminded about the law. Keep records of any training.
- Ensure your staff are clear about how to deal with attempted under-age purchases and are able to refuse sales when necessary.
- Adopt a **Challenge 21, No ID No Sale** policy for anybody who appears to be under 21. This can minimise the risk of making an underage sale and can assist any staff who are faced with making judgments about a purchaser's age.
- You should be looking for a photo Driving Licence or a proof of age card with the PASS (Proof of Age Standards Scheme) hologram which provides a guarantee that the card is authentic. Schemes accredited include Citizen card, Connexions, Validate and the Portman Card.
- Keep a record when staff refuse sales to under-age persons e.g. in a diary or refusals book (these are available from Trading Standards) and monitor its usage to ensure all sales staff are being vigilant.
- Display notices/posters around the tills/product displays to publicise age-restrictions and the possibility that sales may be refused. This may deter potential purchasers and act as a reminder to staff.
- If you possess an EPOS system it may be possible to set up your till system to remind sales staff to check customers when an age-restricted product is scanned. Alternatively, stickers can be used over certain product bar codes

- Consider moving displays of age restricted products to nearer the counter or even behind it to minimise the risk of theft and to deter youngsters.
- Test your system by involving young people attempting to buy age restricted products except alcohol.

The precautions listed are not exhaustive. You are advised to consider any other steps to prevent sales to under age children.

Age Restricted Product	Age	Max Fine
Alcohol	18	£5,000
Solvents/ Cigarette Lighter Refills (Butane)	18	£5,000
Solvents	18 Advice	£5,000
Fireworks	18	£5,000
Party Poppers	16	£5,000
Tobacco	18	£2,500
Petrol & Petroleum Spirits	16	£5,000
Spray Paints	16	£2,500
Knives	18	£5,000
National Lottery / Instants	16	£5,000
Videos & Computer Software	12, 15, 18	£5,000

Trading Standards involve child volunteers in buying age-restricted products and traders who sell face legal action.

This leaflet is not an authoritative statement of the law and is intended for guidance only, reference should be made to the legislation for more detailed information.

Further business advice and information can be obtained from:

Staffordshire Trading Standards
 14 Martin Street, Stafford, ST16 2LG
 Tel: 08453 303 313
 Minicom: 01785 854156
 Email: businessadvice@staffordshire.gov.uk
 Or visit our website at: <http://www.staffordshire.gov.uk/business/tradingstandards/>

All of our information leaflets are available in a range of formats and languages, including Braille and large print. If this would be useful to you or someone you know, please contact us.

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