Managing Guide

Where to get help?

No ID, No Sale!
Order or download more No ID, No Sale! support materials.
noidnosale.com

CitizenCard
The UK’s leading proof-of-age card scheme with more than half a million cards now in circulation.
citizencard.com

Under Age Sales Ltd
Specialists in providing training and support to retailers of age restricted goods. Including free advice if you fail a test purchase by Trading Standards.
Tel: 0345 257 0018 underagesales.co.uk

Young Scot
The Scottish Government’s proof-of-age scheme.
Tel: 0808 801 0338 youngscot.org

Trading Standards
The lead law enforcement agency in the UK for most age restricted sales.
Tel: 0845 404 0506 tradingstandards.gov.uk

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Introduction

Preventing under age sales

Children should not smoke, drink alcohol, play with fireworks or take part in the lottery. You are the front line in preventing under age sales of these products and all of the other restricted goods listed on the next page. It is a challenging role for all responsible retailers and the No ID, No Sale! campaign materials are here to help you.

No ID, No Sale! is now well recognised throughout the UK. The distinctive red roundel serves as a reminder to your customers that they can be expected to be asked for ID to purchase restricted goods no matter how old they are and particularly if they still look young.

The materials in this pack are here to help you together with the support that you can find on our website www.noidnosale.com and with our other partners.

Take a short time to read through this leaflet, ask your staff to read through it and use the materials in your store. It is about creating the expectation that customers will be challenged for ID.

It’s not personal, It’s the law!
You should always challenge younger customers for ID, even if they look like they might be old enough. It’s always better to check. If the customer doesn’t have their driving licence or passport, you should look for the PASS hologram on any proof-of-age presented. Make sure you check the ID carefully, look for tampering and check the date. It’s often useful to have a note on your till of the year of birth for today’s 18 year olds.

Check for a PASS card, such as a CitizenCard, or a driving licence, passport or military ID.

**Acceptable ID**

**How to challenge for ID?**

**If you have a petrol station on site, there is an additional restriction prohibiting a person under 16 years of age from operating the petrol pumps.**

**Age Restrictions**

**Which products are restricted?**

**18**
- Tobacco products, papers, cigarettes, rolling tobacco
- Alcohol, including pre-mixed drinks and ‘shot tubes’
- Cigarette lighter refills, butane
- Solvents, including glues and intoxicating substances
- Fireworks and sparklers
- Knives, razor blades [except safety razors]
- 18 Videos, DVDs and PEGI 18 rated games
- R18 videos, but you need a special license to sell these
- Newspapers and magazines with any 18/R18 DVDs or games attached
- Tattoos and sunbeds

**16**
- Lottery, including the National Lottery, scratchcards and the Health Lottery
- Party poppers, cracker snaps
- Pets and animals
- Liqueur confectionery
- Petrol, paraffin and liquefied petroleum gas
- PEGI 16 rated games
- Aerosol spray paints

**15**
- 15 videos, DVDs and games
- Newspapers and magazines with any 15 DVDs or games attached

**12**
- 12 Videos, DVDs and PEGI 12 games
- Christmas crackers
- Newspapers and magazines with any 12 DVDs or PEGI 12 games attached

**PENALTIES** vary depending on the product and the circumstances of the sale. A seller of alcohol can receive a fixed penalty of £10 but may be fined up to £5,000 in the magistrate’s court. A seller of tobacco products can be fined up to £2,500.

A shop owner could receive a fine of up to £5,000 for an alcohol sale but this can be £20,000 for repeated breaches. They would also receive a criminal record and can have conditions placed on any licence they hold or apply for.

Other sanctions can include having your lottery terminal removed, loss of your licence to supply alcohol or fireworks or being prohibited from supplying tobacco products.
As many of the age restricted products as possible should be behind the till or in direct sight of your staff working on the till. This may not always be possible, but the courts have said that if you set out your store in a piecemeal and cavalier way, it may prevent you from defending any prosecution brought by Trading Standards for under age sales.

How to layout your store?

A3 Statutory notice: If you sell tobacco, you are legally required to prominently display this notice near to your tobacco products.

Pin badge

DL leaflet dispenser

A4 poster

A5 vinyl window sticker

Tobacco Display Ban

All tobacco products must be stored out of sight of the public. You can reveal only up to 1.5m² of display when: retrieving products; showing stock to an over 18 at their request (they must be ID’d before the stock is revealed); counting stock or restocking the fixture; maintenance/cleaning; or staff training.

Penalties: England, Wales & Northern Ireland – Non-compliance with Tobacco Ban up to £5,000 fine and/or up to 2 years in prison. Scotland – Fixed Penalty Notices £50 to £200 and Retail Tobacco Licence revoked for 3 offences in 2 years.
SIX Top Tips

How to get it right?

1. **Train your staff**
   
   You rely on the snap decisions of your staff to prevent under age sales. You need to ensure that they are properly trained and have the skills to challenge for ID. You can get NVQ accredited training from as little as £20 – see useful contacts.

2. **Set your store out**
   
   Think carefully about how you layout your store. Keep as many of the age restricted goods listed on page 4 as possible behind the counter. Tobacco products must be stored out of sight of the public. That way your customers will need to ask for them giving your staff an added opportunity to assess their age. If all of your age restricted goods won’t fit behind the counter keep them in sight, not hidden away at the back of the store. Use the materials in this pack and order more from the useful contacts if you need them.

3. **Keep your records**
   
   Get your staff to keep a record of when they have refused sales. You can either set your till up to do this or use the refusals register included in this pack. Regularly check the record to see if any of your staff might not be making any refusals – that might indicate that they need some more training. Also keep a copy of any training provided. Show your staff this booklet and get them to sign page 11 to prove that they have read it – it may be useful to show Trading Standards.

4. **If it goes wrong**
   
   Local trading standards officers actively enforce this legislation and one slip up can put your business and licences in jeopardy. If you do fail an official test purchase they will tell you within a few days. You should be prepared to be retested in the next few days and certainly within 3 months. If you fail again, the penalties can be four times higher. Don’t panic. You can get free advice from our useful contacts on page 2.

5. **Remind your staff again**
   
   Have regular reminders for your staff. Perhaps get them to re-read this booklet and keep a log of when you have reminded them about the rules. You should carry out refresher training for your till staff at least once every three months.

6. **Challenge for ID**
   
   If a customer is purchasing age restricted goods always think about challenging them for ID. Your staff should never try to guess someone’s age – if in doubt, always ask for ID.

   You should be clear with staff over what you will accept as valid proof of age. We recommend that you only accept driving licences, passports, proof-of-age cards that carry the PASS hologram (such as CitizenCard) and military ID. Place the CitizenCard dispenser in this pack by your till. That way, if a young customer doesn’t have ID, you can give them a leaflet to diffuse the situation.
In your Pack

What is in my No ID, No Sale! pack?

(01) 1x C4 envelope
(02) 1x A4 folder with pocket
(03) 1x A3 statutory notice
(04) 1x A5 vinyl window sticker
(05) 1x Pin badge
(06) 1x A4 refusals register
(07) 1x A4 covering letter/poster
(08) 1x A5 managers guide
(09) 50x CitizenCard leaflets with dispenser

More materials are available from noidnosale.com

Declaration

Challenge purchasers

I have read and understood this booklet and taken note that I am required to challenge purchasers of age restricted goods for ID, verify their age and that, if I sell to a person who is under age, I will be committing an offence and I could be fined and/or face disciplinary action.
Remember to properly train your staff!

Make sure you set up your store properly!

Always be vigilant, challenge young adults for ID!

Never try to guess the customer's age!