

What is Challenge 25?

Challenge 25 is the policy we use and a key tool to help prevent the sale of alcohol to people under the age of 18. It is imperative that it is in operation at all times in our businesses. We have a responsibility to ensure that we are doing everything that we reasonably can to prevent under age sales. Failure to adhere to these procedures can result in an £80 fixed penalty notice or possible prosecution under the Licensing Act 2003.

Who must you ask for ID?

Anyone who appears under the age of 25 should be asked to show a valid form of identification to prove that they are over the age of 18.

What we must do if someone appears under the age of 21

Explain it is against the law to serve alcohol to under 18s. Ask for identification. If a customer has no identification then service must be refused.

What forms of ID are acceptable?

All staff must be aware that we only accept the following forms of ID:

Valid International passport
UK Driving licence – photo licence
Proof of age scheme cards – with PASS accredited Hologram logo

What we must look for when checking ID

Check the hologram – 3D effect, not stuck on
Check photo – right person
Check date of birth - the minimum D.O.B should be displayed behind the bar
Check card – not tampered with
Check person - If we are still unsure about a person's age, we are legal obliged to refuse service.

When asking customers to prove their age

If a customer does not have the necessary identification, we will explain the challenge 25 policy and advise the customer to return with acceptable identification.

If we suspect that the document does not belong to the bearer or has been tampered with, then we will refuse service.

All staff will be trained and briefed in the Challenge 25 procedure.

IF A CUSTOMER LOOKS UNDER THE AGE OF 21, WE WILL ASK THEM FOR ID TO PROVE THAT THEY ARE OVER THE AGE OF 18