

The Proof of Age Scheme

These days, fashionable clothes, make-up and confidence make it easy for young people to disguise their age. That's why the maintenance of a strong and consistent requirement for proof of age is so important. It helps prevent underage sales and drinking, while allowing you to keep within the law and provide over 18s with a consistent and recognisable method to prove that they are of age to purchase alcohol.

**The message is clear
No ID – No Sale.**

CitizenCard is the UK's leading proof of age card scheme. Displaying the PASS (Proof of Age Standards Scheme) hologram the cards are recognised as valid ID by the Home Office, police and trading standards. To obtain free of charge a supply of application forms and a dispenser email contact@citizencard.com or phone 0844 499 4688. For more information visit www.citizencard.com



Licensing Solutions

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Dealing with Confrontation - Saying **NO** to Underage Drinkers



A guide for staff in licensed premises and off licences.

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No one likes bullies or gangs. But all too often people give in to their demands because they feel intimidated. To do so is understandable – it's easier to back down than risk more trouble by standing up to aggression. But for those who serve alcohol, life's not so simple.

It is illegal to serve alcohol to under 18s, anyone who is buying for a minor, or anyone who is intoxicated or under the influence of drugs.

By backing down, people who work in off licences, pubs and clubs risk prosecution and can have their licences revoked. They may even lose their livelihoods.

That's why it's important to know how to handle awkward situations without breaking the law. Not by being aggressive to threatening customers or humiliating them – a trigger for violence – but by letting them get out of the situation without losing face. Even though you've got what you want.

Most customers are legitimate and polite. But there's always a few who are out for trouble. This booklet provides some clues on how to handle them by being alert, standing your ground, avoiding blame and keeping your distance.

"I'm very sorry, but we're not allowed by law to sell alcohol to anyone who can't prove they're over 18."

Be alert

Experienced staff always monitor their premises inside and out, because they know prevention is better than cure.

If there's a group of youngsters hanging around outside, a quiet word early on will often be enough to send them on their way. If this doesn't do the trick, a quick call to the local police can help – it's more difficult to sort things out once a gang or drunk is inside.

When people do walk into your premises, always acknowledge them and say hello. Customers feel instantly welcome. Would-be troublemakers know that you've registered their presence too.

Keep expensive personal items hidden from view. If you are unlucky enough to fall victim to a thief – drunk or not – don't chase them, as you'll be leaving the till vulnerable. Call the police instead.

Displaying Proof of Age and Challenge material makes youngsters think twice before attempting to buy alcohol.

- **Monitor premises**
- **Greet customers**
- **Keep expensive personal items hidden**
- **Don't chase thieves, call the police**
- **Display Proof of Age and Challenge 21/25 material**



Stand your ground

Troublemakers can be persistent but you have to refuse to serve youngsters and drunks by law.

Always be polite and calm. Don't antagonise by getting annoyed or aggressive. If you shout, expect to be shouted at. Be professional. Apologise. Tell the customer that you'd be putting your license at risk if you serve them alcohol. A refusal can embarrass a customer, so be tactful.

Never talk down to the person in question, especially if they are young and in a group. It will make them feel small in front of others in the group and can provoke violence. Instead, maintain a professional tone. If faced with a group, move the person you're talking to away from the rest. This lessens the chance of them playing to the crowd.

If you are alone behind the till or counter, do not leave its protection and always alert any other members of staff available using security buzzers or agreed procedures as soon as possible.

- Be polite
- Apologise
- Don't antagonise
- Be firm
- Use tact
- Don't humiliate



Avoid Blame

Politely stress your legal obligations, when refusing to serve someone. If you're asking for identification for proof of age, emphasise that it's nothing personal – but that the law requires it. State that it's the policy of the shop, bar or club to make this request to anyone who you suspect of being underage.

Whenever practical, refer to the Proof of Age and Challenge material on display to re-emphasise the fact that it is Company Policy to ask for identification for proof of age.

The same principle of de-personalisation applies to drunks. Explain that the law prevents you serving alcohol to anyone who is intoxicated. If necessary, repeat that it's nothing personal, that you could get into trouble and may even lose your licence or job for serving them.

- De-personalise the situation
- Explain your legal obligation
- Point out Proof of Age and Challenge 21/25 material
- Blame the shop, pub or club policy
- Don't get angry



Keep your distance

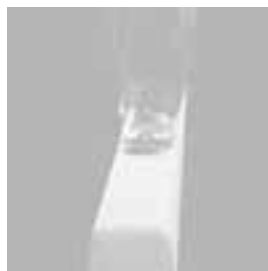
People sometimes get aggressive without warning

Don't respond to aggression with aggression, but try to stay calm. Apologise, use relaxed body language and avoid prolonged eye contact. This signals that you do not want a fight, and slims down the chance of a punch being thrown.

Use slow and deliberate body movements and try to keep something between you and the aggressor. Stay behind the till or counter. This provides a barrier should violence occur.

Refuse to be drawn into an argument. Saying sorry gives aggressors a way out without losing face. If they get physical, don't retaliate and try to keep your distance. If things get out of hand, call 999.

Always ensure that you know where any emergency buttons are located, how they work, and that you know how to call for assistance from colleagues and do not leave it too late to do so.



- **Avoid prolonged eye contact**
- **Use relaxed body language**
- **Say sorry**
- **If possible, keep a barrier between you and the aggressor**



When you ask somebody to produce proof of age in order to complete a purchase you must ensure that only an approved form of identification is accepted and that you check it correctly:

Only accept

- **A valid passport**
- **A European style photo driving licence**
- **A PASS accredited card such as the CitizenCard**

Always ask for the identification to be handed to you for authentication purposes.

If you are in any doubt about the validity of the identification offered or the age of the customer even with the identification **you MUST refuse the sale and record the details in the refusals book then tell your supervisor by the end of your shift.**

Checking proof of age

Check:

1. Passport

- **The passport date – it is valid**
- **The photograph – it belongs to the customer**
- **Date of birth – the customer is old enough to complete the purchase**

2. European style driving licence

- **The licence date – it is valid**
- **The photograph – it belongs to the customer**
- **Date of birth – the customer is old enough to complete the purchase**

3. PASS cards

- **The card is completely flat with no raised edges around the photo or PASS logo – REJECT THE CARD IF IT IS NOT FLAT – IT MAY HAVE A CHANGED PHOTO**
- **The PASS logo hologram 3D effect is working**
- **The card date – it is valid**
- **The photograph – it belongs to the customer**
- **Date of birth – the customer is old enough to complete the purchase**

4. The customer

- **Matches the photograph on the card**
- **Is not acting suspiciously**
- **Has not altered the card offered in any way**