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**Hello and welcome to our first Under Age Sales Update Newsletter. Underage Sales Update has been created to provide information for employers and sales assistants on the CitizenCard proof of age card and under age sales in general.**

Swindon Borough Council's Trading Standards Service has published this newsletter. We have an objective to prevent under age sales of products including cigarettes, alcohol, knives and fireworks.

Part of our Under Age Sales work involves 'test purchases'. Test purchases involve young volunteers, accompanied by Trading Standards Officers attempting to purchase age-restricted products. Where an under age sale is made we carry out an investigation and if appropriate we will prosecute. The consequences of making an

illegal sale are set out on page 2. You can find details of our latest round of under age sales test purchasing later in this Newsletter.

Test purchases are an important part of our work to reduce underage sales but it is not the only part. We are here to support retailers and sales assistants with practical advice and guidance and by promoting the CitizenCard. This newsletter includes details of CitizenCard distribution in Swindon, how to recognise the CitizenCard and other valid proof of age cards.



## No ID No Sale!

As it's impossible to guess a young person's age we promote the No ID No Sale campaign.

Ask yourself "Do they look over 21?" – if not you must ask for ID before selling an age-restricted product.

## The CitizenCard

Swindon Trading Standards Service promotes the CitizenCard proof of age Card. Our CitizenCard Officer offers a free card to all secondary school pupils in Swindon. Over 14000 cards have now been issued to young people in Swindon.

This means that young people can prove their age. Remember – No ID, No Sale!



## AGE RESTRICTED PRODUCTS:

Obviously one of the keys to stopping under age sales is to know the age limits for all products you sell. Test yourself with our Age Restrictions Quiz to make sure you know your age restrictions. The quiz contains some common items and some that are slightly more unusual!

How old does a person have to be before they can buy the following?:

-  Party Poppers
-  Fireworks
-  Lottery Ticket
-  Set of kitchen knives
-  Bacardi Breezer
-  Music CD (Parental Guidance)
-  Rizla Papers
-  20 Benson and Hedges
-  Liqueur Chocolates
-  15 Video/DVD
-  Ear piercing

Now turn to the back page for the correct answers.

## ? How to tell a young person's age.

Take a look at this photograph.  
Can you guess the age of these young people?



From left to right the ages are: 19, 14, 16, 20, 15.

The purpose of this photo is not to test you on how good you are at guessing people's ages – it's to make the point that it's virtually impossible to guess a person's age correctly.

**So how do you tell a young person's age?**  
The only way is to request ID or proof of age.

## The consequences of under age sales:

We work hard to support you in preventing under age sales. However, underage sales are a criminal offence and we will prosecute retailers AND SHOP ASSISTANTS who have sold age-restricted products illegally.

Your employer should already have given you a copy of the "Life's about choices" poster. This sets out the likely consequences of an under age sale. These include:

- An appearance in court
- A criminal record
- A fine and or imprisonment
- Loss of employment

If you haven't seen a copy of this poster, request it from your manager.

# How to recognise the CitizenCard

This is a sample of the CitizenCard. Every retailer of age restricted products has been sent a sample CitizenCard for information. If you haven't seen the sample card ask your manager.

1

# Other Valid Proof of Age cards

CitizenCard is not the only proof of age card in circulation. Here are some examples of other similar cards you can accept as proof of age:



Follow these instructions when requesting proof of age:



**ASK...**  
for a CitizenCard.



**COMPARE...**  
the photograph with the customer.



**CHECK...**  
the age bracket and date on which they reach the next age bracket to establish they are old enough to buy.



**CHECK...**  
the card has not been tampered with or altered.



**CHECK...**  
for a 'PASS' hologram.



**OFFER...**  
a CitizenCard application forms if they do not have proof of age.



**RECORD...**  
your refusal in a refusal book.

**IF IN DOUBT, DON'T SELL!**

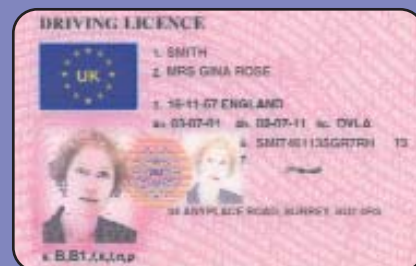
2



3



4



5



6





# Under Age Sales Test Purchases – Update:

Over the last three years we have concentrated our underage sales test purchases on alcohol and tobacco. Here are the results:

## ALCOHOL TEST PURCHASES:

Total number of premises not sold during test purchases	=	45
Total number of premises sold	=	72
Total number of premises visited	=	117



## TOBACCO TEST PURCHASES:

Total number of premises not sold during test purchases	=	124
Total number of premises sold	=	46
Total number of premises visited	=	170



Our latest round of Under Age Sale visits was undertaken in October 2004. We made 22 alcohol visits which resulted in 5 sales to underage volunteers - 22% failure. We also made 31 tobacco visits which resulted in 3 sales - 9.7% failure

If you were one of those stores that sold you would have been contacted in relation to these matters, if not congratulations and keep up the good work!!!!

## ANSWERS TO QUESTIONS ON PAGE 2

Party Poppers	16
Fireworks	18
Lottery Ticket	16
Set of kitchen knives	16
Bacardi Breezer	18
Music CD (Parental Guidance)	No legal restriction – advisory only
Rizla Papers	16
20 Benson and Hedges	16
Liqueur Chocolates	16
15 Video/DVD	15
Ear piercing	No legal restriction

How did you do? If you are unsure about the age restrictions for products that you sell you should seek guidance from your manager as a matter of urgency.



### Any questions?

Remember, we are here to help. If you have any queries about Underage Sales or the CitizenCard you can contact:

Swindon Trading Standards Service  
3rd Floor  
Premier House  
Station Road  
Swindon SN1 1TZ  
Tel: 01793 466155.