

# Age restricted sales

## Refusals Register



Walsall Council

## Challenge 25

- It is good practice to ask a customer to produce valid photo ID to prove his or her age if they do not look 25 or older before selling an age restricted product
- Photo driver's licenses, passports and cards which bear the Pass Mark hologram, including the Validate Card, are acceptable as proof of age
- Student ID cards, birth certificates and other forms of ID which do not bear the Pass Mark hologram are not acceptable as proof of age
- If a customer is not able to produce valid photo ID which confirms his or her age, the sale must be refused
- If you suspect that an adult is buying for a young person you should refuse the sale



If staff sell an age-restricted product to a customer who is under age (16 for lottery and aerosol paints; 18 for tobacco, alcohol, fireworks, solvents and knives) both the proprietor and staff may be liable to prosecution which can lead to a fine and/or prison.

If convicted of selling alcohol to a person underage the courts may order the personal licence to be forfeited or suspended. A review of the premises licence may also be held and this could result in additional conditions or restrictions being put on the licence or the licence might be suspended or revoked.

## How to refuse a sale

**Ask for proof of age.** This helps the situation as it is not a direct refusal. It says that you will make the sale if they can produce valid proof of age. Only accept proof of age with a photo, and only then if you are happy it is correct.

**Refuse politely.** If necessary repeat your refusal clearly.

**Keep calm.** Don't get into an argument.

**Explain briefly why you cannot sell.** Try saying:

- 'I'm sorry, if I serve you I might be breaking the law.'
- 'We have a policy of 'no proof of age, no sale.'
- 'Our company policy is not to sell these products to young people.'

**Show customers notices, posters and stickers** that indicate you will not serve alcohol to under 18s or sell other age restricted products.

**Offer an application form for an approved proof of age card scheme** and tell the customer that if they come back with a proof of age card showing they are old enough you will be happy to serve them.

**Be positive in your refusal.** Have a firm tone of voice, be confident and use direct eye contact. Do not waver from your decision not to sell. If you look unsure a customer may think you are likely to change your mind and continue to argue.

The law is on your side and you are doing the right thing.

**Call your supervisor or manager for support if necessary.**

**Record details** of the attempted purchase in your Refusals Register

**Report incidents** where you have felt threatened and/or intimidated.

- Dial 999 for police assistance if the situation becomes an emergency, for example in the case of an assault, threats, swearing etc.
- Call the police on 08451135000 to report low level incidents such as nuisance youths at the premises or situations where you have felt intimidated.

## How to use the Refusals Register

The Refusals Register should be kept in a safe place away from customers where all staff can access it easily.

Each time a sale is refused because a customer cannot produce valid photo ID to prove his or her age the details should be recorded in the Refusals Register once the customer has left the premises.

The manager will monitor that the register is being used properly and sign the bottom of each page.

Date	Time	Product	Name or description of person	Observations	Staff member

Checked by (manager/supervisor)

Name: ..... Signature: ..... Date: .....

<b>Date</b>	<b>Time</b>	<b>Product</b>	<b>Name or description of person</b>	<b>Observations</b>	<b>Staff member</b>

Checked by (manager/supervisor)

Name: ..... Signature: ..... Date: .....

**Age-restricted sales Refusals Register**

<b>Date</b>	<b>Time</b>	<b>Product</b>	<b>Name or description of person</b>	<b>Observations</b>	<b>Staff member</b>

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