

**Annual Updates 2012 - 2013**

**Responsibility Deal Pledge:**

**A4. Tackling Under-Age  
Alcohol Sales**

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**“We commit to ensuring effective action is taken in all premises to reduce and prevent under-age sales of alcohol (primarily through rigorous application of Challenge 21 and Challenge 25).”**

<b>Partner name:</b>	<b>Please describe your work to reduce and prevent under-age sales of alcohol, over the last year.</b>
<b>10 International</b>	We will only sell wine to reputable retail customers who have a policy of rigorous application of Challenge 21 and Challenge 25 which will help prevent under-age sales of alcohol.
<b>Aldi Stores Ltd</b>	All store colleagues receive comprehensive training in applying Challenge 25 to tackle under-age alcohol sales and each region record the number of refusals per store per month. On average there are 30 refusals per month in stores across the UK and an average of 23 refusals a month in our Irish stores. We also adopt the content of BBPA/WSTA signage with relevant adaptations to style to bring the signage in line with the ALDI brand.
<b>ASDA</b>	Asda operates Challenge 25 in every store and we use an independent verification system (Serve Legal) to ensure that Asda colleagues are applying the policy appropriately: test purchasing is carried out in all of our stores on a regular basis and the results are published on-line. We display the Challenge 25 logo on our shelf-edge and point of sale materials in-store. We support Community Alcohol Partnerships, which tackle under-age drinking in local communities through co-operation between alcohol retailers/licensees and local stakeholders.
<b>Brand Phoenix Limited</b>	We are still full supporters of all supplier initiatives of Challenge 21 and Challenge 25.

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<p><b>British Beer &amp; Pub Association</b></p>	<p>The BBPA developed the Challenge 21 campaign as a tool to assist members with tackling and reducing underage sales. The campaign has had a good success rate with levels of underage sales falling. It has since been made a legal obligation to have an age verification policy such as Challenge 21 in place.</p> <p>The BBPA continues to make the Challenge 21 poster publicly available to download on the website and provides hard copy posters to member pubs and licensees who are part of Pub-watch schemes. The scheme remains widely used age verification policy around and has widespread recognition. <a href="http://www.beerandpub.com/industry-briefings/challenge-21?from_search=1">http://www.beerandpub.com/industry-briefings/challenge-21?from_search=1</a></p> <p>The BBPA and members have long been committed to tackling underage sales. Alongside the Challenge 21 scheme the BBPA supports PASS, the nationally recognised Proof of Age Standards Scheme which helps to ensure that all proof of age cards carry the PASS hologram to ensure that they are a valid and legitimate form of identification. Members who support PASS will ensure that door staffs are trained to recognise the PASS hologram along with other acceptable forms of identification such as a driving license or a passport.</p> <p>Additionally the BBPA has been involved with the Better Regulation Delivery Office in developing the Age Restricted Products Guidance which was been published by BIS in January of this year. The guidance sets out how to effectively enforce legislation around sale of age restricted products (including alcohol) to protect young people whilst avoiding placing unnecessary burdens on responsible businesses.</p> <p>Through PASS the BBPA also commented on the revised Home Office 'False ID Guidance' and which was published in July 2012 and this guidance now references military ID as an acceptable form of identification, something that the BBPA has argued should be the case to enable soldiers on leave to use licensed premises if they are old enough.</p>
<p><b>British Institute of Inn-keeping</b></p>	<p>Additional 'Think' Challenge-21 Campaign poster added to web site.</p>

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<p><b>C&amp;C Group plc</b></p>	<p>Our Tennent's field salesforce worked with Scottish Beer and Pubs Association to deliver Challenge 25 materials across our direct delivered outlets in Scotland.</p> <p>We worked with bar concessionaires at T in the Park to ensure that challenge 25 was enforced across all bars at this 85,000 / day event – proof of age required at 2 stages of alcohol purchase process: at Drinks Token Booths and bars themselves.</p> <p>In the last year the Tennents Training Academy has trained 000's of young people looking to make a career in the hospitality industry. A very high number of these courses will be individuals looking to secure Professional Licence Holder (PLH) courses where identifying and dealing with underage drinking is a key part of the course content.</p>
<p><b>Central England Co-operative (formerly Midlands Co-operative)</b></p>	<p>Since 2009, we have committed to Challenge 25, requiring proof of age from all under-25s buying alcohol, including any customer who looks under 25. In 2012 we provided training for all employees working in our food stores to improve their understanding of Challenge 25. We refresh this training twice a year.</p>
<p><b>Charles Wells Ltd</b></p>	<p>The social responsibility module within Charles Wells Pub Company's licensee induction programme is presented by the Managing Director. It reinforces their obligations under the Licensing Act and the social responsibility they hold and we emphasise the need to prevent under-age sales of alcohol as a priority</p>
<p><b>Coe Vintners</b></p>	<p>No update on the 2012 submission</p>
<p><b>Co-operative Group (The)</b></p>	<p>Since 2009, we have committed to Challenge 25, requiring proof of age from all under-25s buying alcohol, including any customer who looks under 25. In 2012 we provided training for all employees working in our food stores to improve their understanding of Challenge 25. We refresh this training every year.</p>
<p><b>Daniel Thwaites PLC</b></p>	<p>We continue to work to the strategy laid out in March 2009.</p>

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#### Diageo Great Britain Limited

We have continued our support for Community Alcohol Partnerships with a donation of £30,000 in 2012/2013. . There are now over 50 operational CAP schemes across the UK, with ten new schemes expected to launch in the near future. Future CAP development is being proactively encouraged in areas with high harms (e.g. where alcohol specific hospital admissions for Under 18s are high).

Evaluations continue to show good evidence of success including:

- 30% decrease in anti-social behavior (Dearne and Penistone, South Yorkshire 2011)
- 50% decrease in youth nuisance, youth diversionary referrals decreased from 114 to 40 (Derry, 2011)
- 50% decrease in youth alcohol related accidents requiring the attention of the London Ambulance Service (Islington 2012)

A new website was launched in April 2013, featuring a number of new features including case studies and an evaluation “tool-kit” for use by CAP schemes.

We also fund (£50,000) ‘Collingwood Learning’, an organisation which runs a ‘Theatre in Education’ schools tour which delivers a play and workshop, raising awareness of the risks of alcohol and alcohol misuse. In three months the 2013 tour reached 65 schools and over 15,000 pupils, taking the total number of young people to have now seen ‘Smashed’ to over 210,000 pupils in 1,165 schools. We also continue to fund Drinkaware’s ‘InTuition’ ‘lifeskills’ schools programme which is currently being tested in schools throughout England and are funding a pilot of SHAHRP (schools health and harm reduction project) in Glasgow. We offer Challenge 21 and Challenge 25 posters for free on our Diageo POS (point of sale) website to allow our customers to easily download the materials.

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<b>Direct Wine Holdings Ltd</b>	<p>The 'Challenge 25' policy has been adopted in all our shops and we are committed to ensuring it is rigorously applied. We give Store Managers regular refresher training on Challenge 25. The policy means that we request proof of age from any person attempting to purchase alcohol, taste wine at our tasting counters or at our events who we believe to be under the age of 25. All refused sales must be recorded in the stores refusals register.</p> <p>We implemented technology that is used by gambling sites and other wine merchants that verifies the age of any new customers using several sources including the electoral roll. This technology claims to verify a customer's age in 95 per cent of cases. In the remaining 5 per cent of cases we will contact the customer in question by phone and only complete the sale if they supply us with a passport number or driving licence number which we can use to verify that they are over 18.</p>
<b>Enterprise Inns plc</b>	<p>Due to the nature of the Leased and Tenanted model, Enterprise are unable to direct this activity within the Estate. We do however, provide all Publicans with access to Challenge 21 and Challenge 25 information to raise awareness in this area and to encourage compliance.</p>
<b>Essentially Wine Ltd</b>	<p>A new member of staff joined in late April 2013 and another is expected to start in June. With the benefit of the standard induction training he quickly gained the confidence and judgement to challenge customers who appeared to be 21 or younger. The June joiner will also receive clear instruction on the principles of Challenge 21, including the need to keep accurate records of challenges.</p> <p>Essentially Wine Ltd reviewed whether to continue using Challenge 21 principles as its main method of tackling under age sales, or whether to adopt Challenge 25 with its higher margin of error in challenging customers for proof of age. The decision was taken to continue with Challenge 21 given both the numbers of challenges and the proportion resulting in refused service continue to suggest that this is not a major problem for Essentially Wine, probably due to it's market positioning and target demographic.</p>
<b>Everards Brewery Ltd</b>	<p>All who do the APLH with us go on to do the online Age Awareness seminar. The employee training booklet is now available on the hub for all staff to access. The posters are still available free of charge. All employees who serve at Recruitment and other trade events are trained in Health and Safety, Age awareness and basic food hygiene.</p>
<b>Frederic Robinson Ltd</b>	<p>We continue to promote in our estate Challenge 21.</p>

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<p><b>Fuller Smith and Turner PLC</b></p>	<p>The Challenge 21 training is part of our induction system but this year we are using an online interactive training programme and quiz. The NCLPH has now changed to the APLH courses.</p> <p>We continue to offer the ARAR (Award in Responsible Alcohol Retailing) as a refresher to the above course.</p>
<p><b>Greene King plc</b></p>	<p>All of our directly managed premises operate 'challenge 21' or 'challenge 25' and free of charge notices are available to all of our premises. Our premises are regularly audited both in-house and externally to ensure minuted team meetings are taking place and that notices are displayed in prominent positions advising customers that a 'challenge 21' or 'challenge 25' policy is in force along with further licensing and compliance checks.</p> <p>We have reviewed and amended our in-house staff training booklets which all our new bar staff must complete and sign before being permitted to sell alcohol. We have also updated our manager's induction and our training packages now include an interactive picture quiz and questionnaire.</p> <p>Our test purchasing policy has been reviewed to include testing of our self-service tills.</p> <p>We continue to send our manager's regular updates of the licensing law via our in-house email systems, intranet and publications, this was reflected when we amended our policies to include Military ID as our 4th form of acceptable identification</p>
<p><b>H. Weston &amp; Sons Ltd</b></p>	<p>We currently have a schools educational programme where alcohol education is a key part of the criteria. This is run by our education officer in conjunction with local schools and teachers.</p>

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<p><b>Heineken UK</b></p>	<p>Working with major wholesale and convenience customer, Today's Group, we launched and sponsored a CSR Award to challenge and reward Today's members to integrate responsibility into their business practice. As part of this award, we worked closely with Today's and their members to encourage uptake of Challenge 25. We provided Imperial Cash &amp; Carry with Challenge 25 Point of Sale packs, which included information on how to implement this best-practice policy in store, as well as posters and badges for staff – to allow them to send to all of their retail club members and packs in store for customers to pick up free of charge.</p> <p>HEINEKEN was one of four companies to fund the research commissioned by Proof of Age Standards Scheme to understand challenges around identification for young people. The findings of the research sponsored by HEINEKEN helped guide future development of the campaign to “Make PASS the Standard”. Companies are now being asked to sign up to the ‘Retail Partners’ Commitment to Action’ to support the campaign to make PASS accredited Proof of Age Cards the norm especially within the late night sector where there is evidence that cards are being refused by door supervisors.</p> <p>In 2012, HEINEKEN also sponsored the printing and distribution of 80,000 training cards to raise awareness of the Proof of Age Standards Scheme to retailers across the UK. Cards were distributed to training providers, licensees, pub companies and security firms supplying door supervisors within the late night sector.</p>
<p><b>Iceland Foods Ltd</b></p>	<p>Iceland continues to successfully operate a Challenge 25 Serve 18 Policy in all of our 756 licensed premises throughout the United Kingdom.</p> <ul style="list-style-type: none"> <li>• We also have operated for a number of years our own internal test purchase programme to check our stores are complying with the above policy. Colleagues failing to follow Company Policy will face disciplinary action.</li> <li>• Compliance with this Challenge 25 policy continues to be assessed by our internal audit checks.</li> <li>• Regular refresher training is provided to all licensed stores and this takes place twice a year</li> <li>• A till prompt also appears when alcoholic products are scanned asking to cashier to verify the age of the customer.</li> <li>• Till software is used to record any refused sales and at the end of each trading week Store Managers are to check the reason for refusal with the cashier and keep a log of this information for a rolling 12 month period.</li> </ul>

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<b>J Wray &amp; Nephew UK Ltd</b>	We encourage our customers to sign up to Challenge 25 and our sampling activity enforces Challenge 25 guidelines.
<b>JD Wetherspoon PLC</b>	<p>JD Wetherspoon continues to evaluate the best means of delivery of this pledge via point of sale material available to customers.</p> <p>We continued to support the work of the Drinkaware Trust in this area in 2012/2013 by providing visibility to the organisation on our point of sale material, till receipts and our customer magazine. Please see the specific Drinkaware pledge annual update for fuller details.</p>
<b>Joseph Holt LTD</b>	Challenge 21 Policy is operated throughout all our pubs. Challenge 21 training is included in customer Service and Licensing Courses.
<b>JW Lees &amp; Co (Brewers) Ltd</b>	<p>Managed Houses All houses operate the Challenge 21 Scheme.</p> <p>All tills have a “refusal to serve” button on them to prove the age verification has been requested - 432 occasions in the past 12 months.</p> <p>Regular staff training sessions are held and the underage issue is an agenda item.</p> <p>A number of houses have door supervision to help overcome any potential issues.</p> <p>We operate a computer training system with CPL T training and 476 members of staff have successfully completed the Age Verification training course.</p> <p>426 members of staff have also received the award in Underage Sales Prevention.</p>

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<p><b>Lidl</b></p>	<p>Lidl UK GmbH remain firmly committed to preventing under-age sales of alcohol, and we continue to rely on our robust systems of staff training and awareness in place.</p> <p>In addition to the regular refresher training carried out within our stores, we promote the message for compliance with our THINK 25 policies and procedures by sending our head office trading compliance managers to all our distribution centres for further district and senior sales management awareness training on an annual basis.</p> <p>We have continued these annual group presentations and bi-annual in-store staff refresher training over the last year.</p> <p>To affirm our position as a responsible retailer within the local community, we also have over the last few years engaged in local authority initiatives where meetings on this topic in relation to tackling specific localised challenges were held. Naturally, we will continue to do so.</p>
<p><b>Majestic Wine Warehouse Ltd</b></p>	<p>All Store Managers are required to hold a personal licence.</p> <p>All store staff receive training, which includes a section on responsible retailing of alcohol and social responsibility. This arms staff with the knowledge and confidence to prevent under-age sales.</p> <p>We continue to operate a Challenge 25 policy in our 194 stores and on delivered sales, always asking for a recognised form of ID when we have reason to believe that the customer or person receiving goods may be under the age of 25. We also do not sell alcohol to customers whom we suspect of passing alcohol to people under age.</p> <p>All our stores are required to log every refusal in the log book.</p> <p>We support the Portman Group's Code of Practice regarding the responsible naming, packaging and promotion of alcoholic drinks.</p>

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<p><b>Marks &amp; Spencer</b></p>	<p>M&amp;S operates a strict Challenge 25 policy in all of our stores.</p> <p>We have 6 monthly Age Restricted Sales refresher training for customer assistants. A programme is in place to rectify any issues that arise from this training.</p> <p>All age restricted products are flagged by a till prompt when scanned.</p> <p>We have an online refusal log which captures refusals through the till.</p> <p>We also instigate an external supplier to carry out test purchases across selected stores at various times of the year.</p>
<p><b>Marston's PLC</b></p>	<p>Regular refresher training [six months]. Staff who joined more than three years ago re-doing e-learning Licensing Module. Age Verification Policy as per BBPA. In house test purchasing. Refusals monitored via EPOS tills. Compliance with regard to RU21 badge and 'Challenge 21' posters checked by internal audit. Pubs at Risk list refreshed.</p>
<p><b>McMullen &amp; Sons Ltd</b></p>	<p>No change to our previous statement. We will continue with our "Challenge 21" policy throughout our pubs and bars. We will continue to train all new employees on the law pertaining to underage drinking and our company's requirement of them to ask for a valid form of identification from anyone who appears to be under the age of 21 who may be attempting to buy alcohol. We will continue to record the occasions where service has been refused.</p>

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<p><b>Midcounties Co-operative</b></p>	<p>We are committed to Challenge 25. Challenge 25 means that our staff will check the age of any customer buying alcohol if they look under 25. We organise training for colleagues working in our Food Stores to improve their understanding of Challenge 25. Systems have been put in place at checkouts to prompt staff to ask for appropriate forms of identification when an age-restricted product is scanned for purchase. In order to continue with the transaction the staff must manually input the age they believe the customer to be.</p> <p>We have an extensive training programme in place for our colleagues around alcohol related sales. Since 1st July 2009 all of our staff in our Food Stores have to sign a 1-2-1 age restricted agreement adhering to challenge 25 with a weekly refusal log in place where each refused sale is logged by the different employees.</p> <p>In January 2013 we rolled out an online training programme requiring colleagues to complete an online module followed by an online assessment to evidence key understanding of alcohol risks. This training programme was put together in consultation with the Police and Trading Standards, both of which were fully supportive of our programme. This online programme has progressed the robustness and auditability of our training programme, with the feedback from colleagues and managers being very positive.</p> <p>We have also had the following campaigns across our trading area;</p> <ul style="list-style-type: none"> <li>-Challenge 25 posters displayed throughout our sites</li> <li>-Leaflet distribution across our trading area showcasing the challenge 25 message and promoting Drinkaware</li> <li>-In store plasma screen messages relating to the Challenge 25</li> <li>-Partnership work to promote the Challenge 25 message and Drinkaware with Gloucestershire police</li> </ul>
<p><b>Mitchells &amp; Butler plc</b></p>	<p>We have robust training practices in place to support our 40,000 team members and ensure we deliver confident and responsible service across our businesses. Our Challenge 21 policy is firmly embedded across our estate.</p> <p>Last year over 675,000 customers were refused service for failing to prove they were over 18 and over 229,000 were refused service as they were deemed to be intoxicated. In addition, to reflect the Scottish law, we have our Challenge 25 programme in place across our Scottish premises.</p> <p>Our Challenge 21 and 25 schemes are also a fundamental pillar of the Company Alcohol and Social Responsibility Policy.</p>

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<p><b>Molson Coors Brewing Company (UK) Ltd</b></p>	<p>As the largest brewer in the UK, Molson Coors is not directly involved in the retail of alcohol however, we are passionate about doing everything we can through our customers and the trade bodies we work with to support the reduction and prevention of underage sales of alcohol.</p> <p>To that effect, from Board level down, Molson Coors is actively engaged in a number of initiatives to support this. For example, we are involved in both the Portman Group and Drinkaware, led by our UK &amp; Ireland Managing Director, Simon Cox.</p> <p>We have committed to invest over £1 million over three years in direct funding for Drinkaware, in addition to the wide range of promotional and marketing support Drinkaware campaigns such as Why let good times go bad? receives from our brands which in turn equates to several £million of additional in-kind support.</p> <p>As a Portman Group founder member and strict follower of the CAP &amp; ASA advertising codes, it is incumbent on us to ensure none of our brands' marketing will appeal to children and there have been no complaints in the past 12 months regarding any of our marketing activities in that context.</p> <p>Through our Alcohol Respect agenda, Molson Coors is also actively involved in supporting the best alcohol responsibility programmes for the on and off trades - Best Bar None and Community Alcohol Partnerships. Both programmes include elements around preventing underage sales of alcohol and, in the case of Community Alcohol Partnerships; is also about tackling the consequences of underage drinking in local communities.</p>
<p><b>Morrisons Supermarkets Plc</b></p>	<p>We operate a strict "Challenge 25" policy to prevent under-age sales of alcohol. Colleagues are rigorously trained in this area. Our compliance rate as measured by independent simulated test purchases has increased from 76% in September 2011 to 88% in December 2012.</p> <p>This is an industry-leading pass rate, according to Serve Legal, the specialist company that monitors our performance and that of other major retailers.</p>
<p><b>Odeon Cinemas Ltd</b></p>	<p>ODEON operate Challenge 25 and Challenge 21 standards within their cinemas and will be implementing Challenge 25 across all cinemas by Summer 2013.</p>
<p><b>Places for People Leisure (Formerly DC Leisure)</b></p>	<p>What we now offer: All bars only serve alcohol when appropriate ID is offered. We have fully trained door staff on site for all major functions. ID is checked at point of entry. Most sites operate a band system which clearly identifies over 18's</p> <p>'Challenge 25' has been applied in all premises serving alcohol. The application of 'Challenge 25' has been added to the auditing process to ensure full compliance. Any discrepancies are resolved immediately.</p>

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<p><b>Restaurant Group Plc</b></p>	<p>The Restaurant Group (TRG) has operated Challenge 21 in all of its establishments for several years. All team members are trained to request ID as per the guidelines set out by Challenge 21. The Group recently rolled out challenge 25 in its restaurants throughout Scotland in accordance with the recent changes in Scottish licensing legislation. In December 2011, TRG delivered a new style of licensing signage, which features the following statement: 'Alcohol will only be served to persons who are older than 18 years. If you are fortunate to look under 25 you may be asked for legally acceptable photographic ID. Drunkenness will not be accepted and if you are believed to be under the influence of alcohol no further drinks will be supplied and you will be asked to leave'.</p>
<p><b>Sainsbury's Supermarket Ltd</b></p>	<p>As a major retailer, we recognise our responsibility to ensure we do not sell alcohol to those underage. We have adopted a Think 25 policy for many years and retrain our colleagues every six months. We raise awareness Think 25 through point of sale material in stores and by asking our colleagues to wear a Think 25 badge. Ahead of key times of year where we anticipate there might be an increase in attempts by under 18s to purchase alcohol (for example, half term) we increase the focus on Think 25 by raising awareness with colleagues and management.</p> <p>We have an internal test purchase scheme operated by an external provider and each store is tested every twelve weeks. If a store does not comply to our policy, we carry out additional checks in the following twelve weeks. These checks are linked to our store managers' performance measures. Coaching support from our Store Support Centre is provided to support store managers and regional managers on how to keep Think 25 alive in their stores.</p> <p>Our Primary Authority has provided assured advice for our Think 25 policy and procedures. Our Head of Legal Services chairs the Retail of Alcohol Standards Group (RASG), which continues to work on new and developing issues around underage, proxy or illegal sales.</p>

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<p><b>Shepherd Neame Ltd</b></p>	<p>Shepherd Neame is committed to the responsible retailing of alcohol across its estate of 354 pubs, inns and hotels. We operate more than 240 pubs within Kent and are active members of the Kent Community Alcohol Partnership (KCAP), which is widely considered as one of the UK's most successful Community Alcohol Partnerships. Their aim is to tackle issues connected with alcohol through a joint stakeholder approach. KCAP members include: Kent police, local health bodies, Trading Standards, local licensing authorities and education providers. On the advice of KCAP, we are operating Challenge 21 across our estate. They view Challenge 25 as relevant to the off-trade, due to the emergence of proxy sales by 18-21 year olds. Consequently, our tenancies code of practice stipulates our support of the Challenge 21 initiative and this approach is mirrored in our managed estate. In addition, independent mystery drinker visits take place on a regular basis to monitor this and other aspects of best practice. The code of practice also includes a social responsibility charter, which governs responsible business practice. Tenancy agreements are dependent on adherence to this charter. The company also records how many age checks and refusals take place in its managed estate, to assist with in-house training.</p>
<p><b>Southern Co-operative (The)</b></p>	<p>All alcohol, tobacco and other age restricted products are flagged to in store colleagues as requiring 'proof of age' prior to sale. The following forms of ID are accepted in our stores: UK photo drivers licence, any country passport, photo ID cards with a pass logo such as the Citizen Card and more recently military ID (in line with specific MOD guidance). Transactions are unable to proceed without confirmation of this. We were one of the first retailers to introduce the Challenge 25 campaign and this now forms part of our 'business-as-usual'. This is supported by a comprehensive training programme for newly appointed retail colleagues, as well as refresher training every business quarter through e-learning. This training covers age identification scenarios, as well as conflict resolution linked to refusal of service. We conduct our own test purchasing as a matter of routine at all our retail stores. An £80 bonus is paid to colleagues who pass and this is publicised through our internal communications. We have also run positively-themed road shows, involving trading standards officers, police licensing and/or neighbourhood teams, to promote the Challenge 25 campaign across our trading estate and to educate communities on the reasons for retailer requests and the dangers associated with minors consuming alcohol.</p>
<p><b>St.Austell Brewery Co. Ltd</b></p>	<p>We are trialling challenge 25 in a selection of St Austell Brewery managed houses.</p> <p>Approx 500 ID refusals per year.</p> <p>All staff receive training at induction and repeat training at least once a year.</p>

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<b>T&amp;R Theakston Ltd</b>	All staff are trained to ask of any person that looks to be under the age of 25 to prove they are 18.
<b>Tesco PLC</b>	To ensure that we sell alcohol responsibly, all our checkout colleagues receive 'Challenge 25' training and are prompted by the till to ask for ID from any customer who looks under 25. We also share this training with independent retailers within the Community Alcohol Partnership Scheme. We are currently refreshing our Challenge 25 training DVD to emphasise the importance of responsible retailing of alcohol.
<b>W.H. Brakspear &amp; Sons Ltd</b>	We encourage all our tenants and lessees to have a formal policy on under age sales. Based on the BBPA Challenge 21 model.
<b>Wadworth</b>	<p>All pubs are issued with Challenge 25 materials and are subject to feedback on any exercises taken by licencing officer's and police to check responsible retailing of alcohol.</p> <p>Responsible retailing, Drinkaware and responsibility deal ethos is presented to all new business partners along with a clear understanding of the role their business plays in the support of the responsibility deal - part of this includes awareness of both underage drinking and sales to underage customers.</p> <p>Challenge 25 materials have been issued to all pubs and monitoring of materials is being built into a standard checklist for business development managers to audit</p>
<b>Waitrose</b>	<p>We take our responsibility to prevent underage sales of alcohol very seriously. We have ensured that all Partners (employees) that sell alcohol receive mandatory training twice a year on the requirements of the sale of alcohol. Additional training is also provided for Partners who sell alcohol by their line manager which is designed to validate and improve Partners ability and confidence to Challenge 25 which is the age verification policy operated in our stores.</p> <p>To ensure that this training is delivering the required compliance with our procedures which Partners are trained on, we operate a robust independent test purchasing operation using Serve Legal. The results of these tests are used to assist branches in identifying any area of non-compliance so that this can be addressed through retraining. We also run specific workshops where necessary to provide specialist training for these Partners.</p>
<b>Whitbread Group PLC</b>	Challenge 25 and Challenge 21 forms part of Whitbread training. All bar staff are trained to this agreed programme and the scheme is advertised behind the bar. Additionally all food menus containing alcoholic drink items state 'Alcohol served to over 18's only'.

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<p><b>Wine and Spirit Trade Association (WSTA)</b></p>	<p>The WSTA continues to administer and promote the Challenge 25 scheme, which continues to be the benchmark for all national proof of age schemes. We provide advice and support to a wide range of businesses about the operation of the scheme and supply the schemes materials such as posters and badges, free through our website <a href="http://www.wsta.co.uk/challenge25">www.wsta.co.uk/challenge25</a>. Later this year the WSTA will be conducting a review of Challenge 25 and reporting on the uptake of the scheme across the UK. It should be noted that Challenge 25 has now been adopted into law in Scotland.</p> <p>In addition to Challenge 25, the WSTA is tackling underage sales through our commitment to Community Alcohol Partnership (see pledge A7).</p>
<p><b>Wines of Interest</b></p>	<p>We have not sold alcohol to any underage person since we began in business and continue to check customers' age and ask for proof of age when appropriate.</p>
<p><b>Young &amp; Co.'s Brewery P.L.C.</b></p>	<p>We trained all Young's managed house pub managers on licensing matters, including under-age sales. This training was provided to those individuals new to pub management as part of their induction; it also formed part of the on-going training programme for existing managers. Training was provided on-line and through team meetings. The background and application of Challenge 21 was explained; this was supplemented by guidance as to what proof of ID was acceptable and what a member of staff should do when he or she feels uncomfortable about serving someone. Regular audits were undertaken throughout the year, part of which involved managers being reminded of how to prevent sales of alcohol to those who appear under-age. In some Young's managed house pubs, "Challenge 21" posters were stuck up; these were on the back of toilet doors, in staff areas and elsewhere. Managers trained and reminded their team about under-age sales.</p>