



Challenge 21 Scheme

Alcohol ID Scheme for persons
under the age of 21

East Lindsey District Council strongly supports campaigns to reduce the illegal sale of alcohol to underage persons and encourages the use of a Challenge 21 policy within the alcohol-licensed trade. Under the scheme premises selling alcohol should seek proof of age from anybody who appears to be under the age of 21.

The policy should create a culture of expectation that in pubs, clubs, off licences and similar premises that proof of age should either be offered or produced on demand and that this should be the norm as far as the sale of alcohol to young persons is concerned. Asking for identification at an age limit that is higher than the legal age for sale of the product means that licence holders are much more likely to avoid an illegal sale to someone who looks older than their true age.

The Council strongly recommends that all retailers of alcohol use the Challenge 21 scheme. Using 'No ID No Sale' with the age of 21 set as the level should eliminate most illegal sales.

It can be very difficult to assess the age of a young person and to identify accurately whether someone is 17, 18, 19 or 20 but it is usually easier to determine whether someone is 21. If a retailer suspects a young person is under 21 years old, then identification should be requested. If

the person does not have the relevant identification they should not be served alcohol.

The accepted means of proofing identity should include:

- Passport
- Photo-card driving licence
- Photo-identity card that bears the official PASS (Proof of Age Standards Scheme) hologram logo

Challenge 21 will protect young people by ensuring that only those over 18 can buy alcohol. It can also be used to educate businesses and help create a level playing field for all businesses that sell alcohol.

Challenge 21 aims to cut down on underage alcohol sales.

To enable us to tackle the effects of anti-social behaviour and alcohol related crime in our local community East Lindsey District Council would urge you to apply Challenge 21 (or even Challenge 25) in your business.