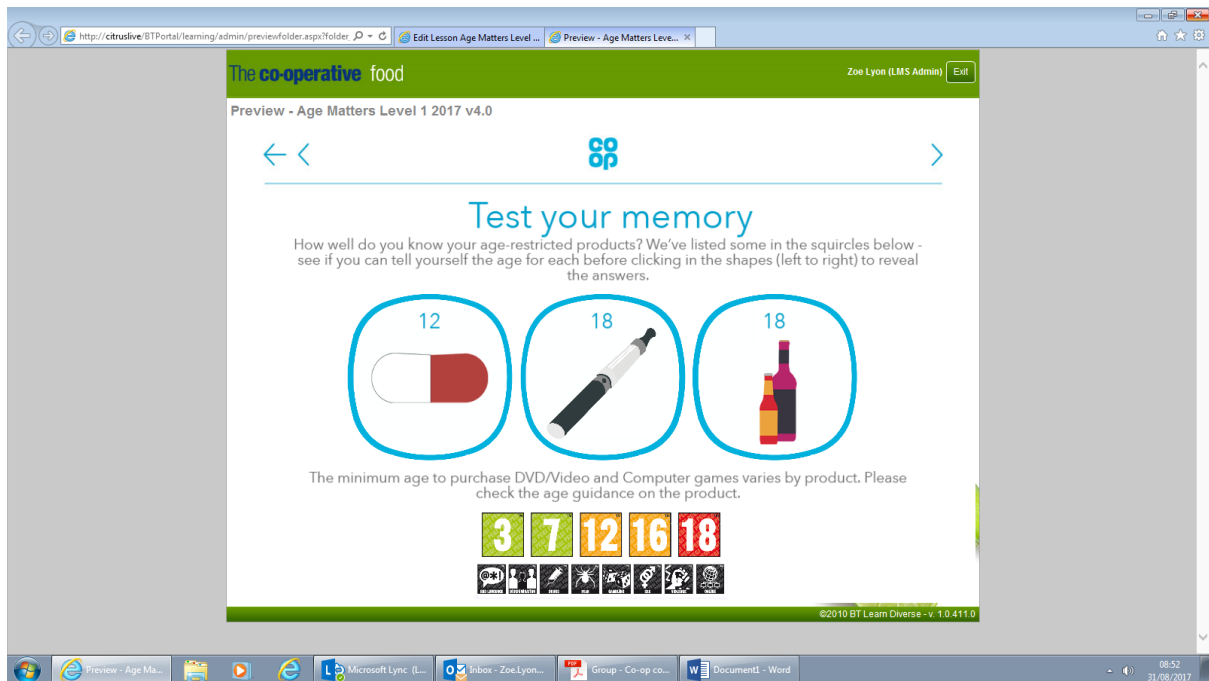
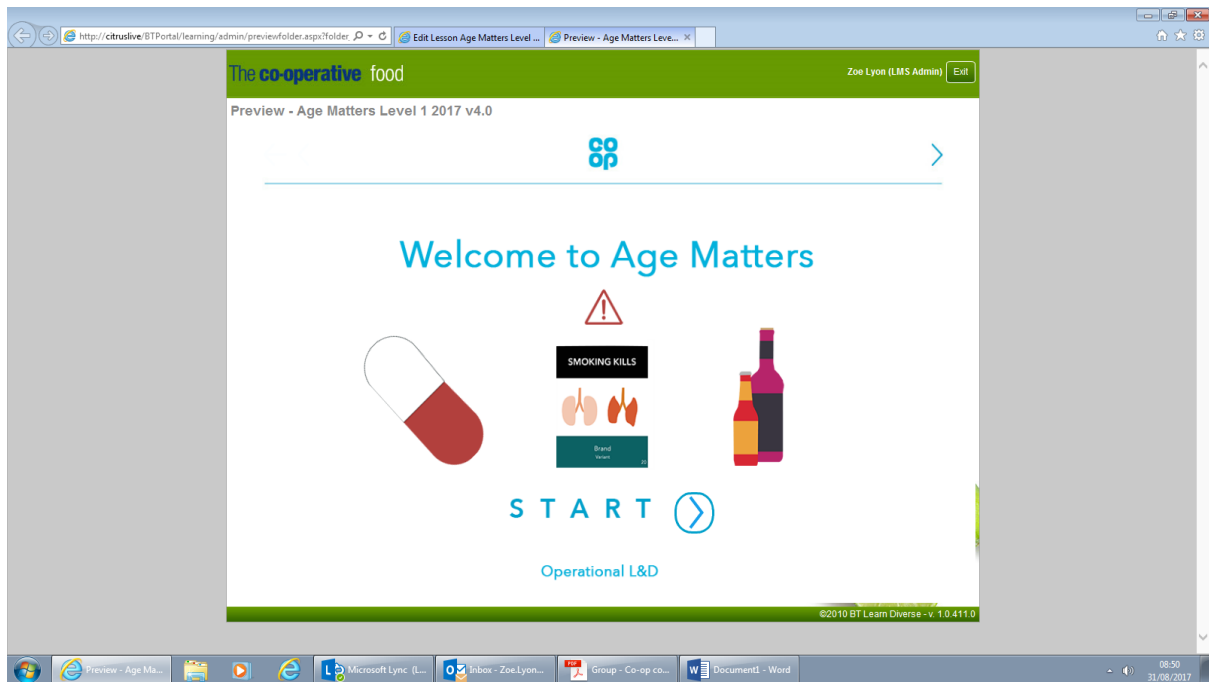
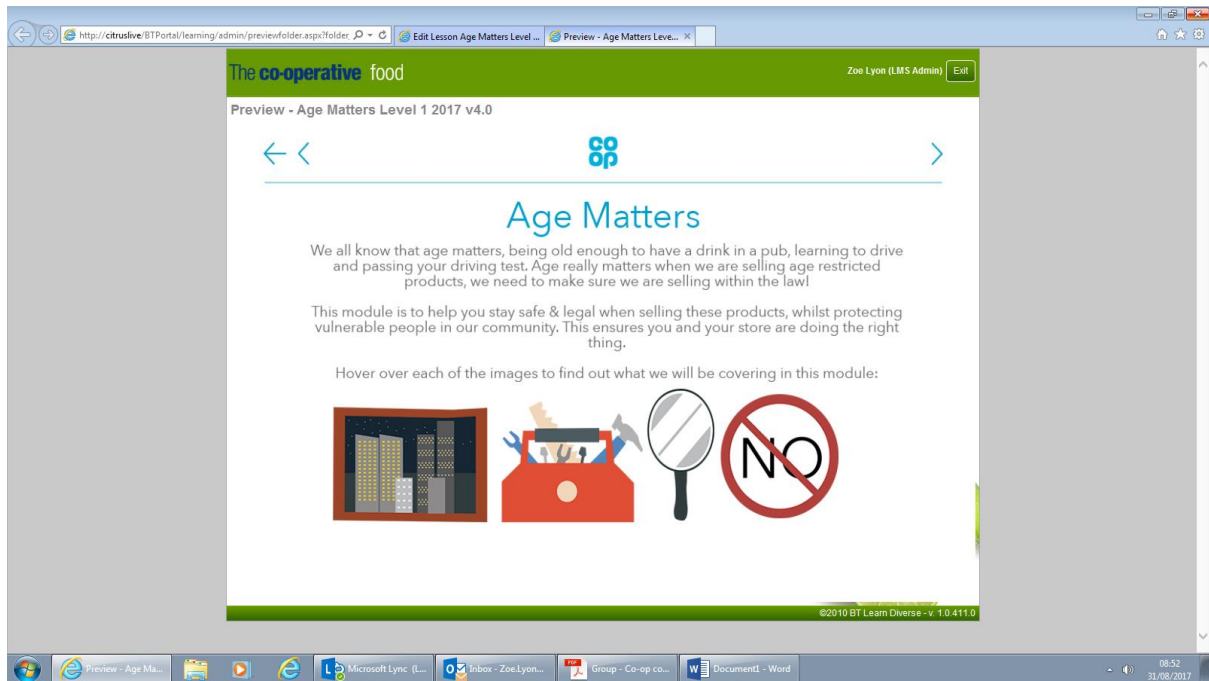






The Bigger Picture – The impact of selling products to under age people

The Toolkit – What tools are there to help you

How old do I look? – Challenge 25, the when and how

Just say no – Refusing a sale

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The co-operative food

Preview - Age Matters Level 1 2017 v4.0

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Checks are ramping up

Recently there has been an increased emphasis on stores that sell Knives, Hair Dyes and Solvents. Click the squircles to reveal more info:

- Knives** For stores that sell kitchen knives, due to police and community concerns over knife crime we will see increased test purchases on these.
- Solvents** The law has recently changed on solvents - there is now no minimum age for restricting their sale. You need to use your best judgement - refuse the sale if you believe a customer is buying with the intention of using them to get 'high'. Have you read the Solvents factsheet which explains more? This can be found in the Age Restricted Sales area of CITRUS Policy.
- Hair Dyes** Stores that sell these must read and understand the new associated document. This can also be found in the Age Restricted Sales area of CITRUS policy.

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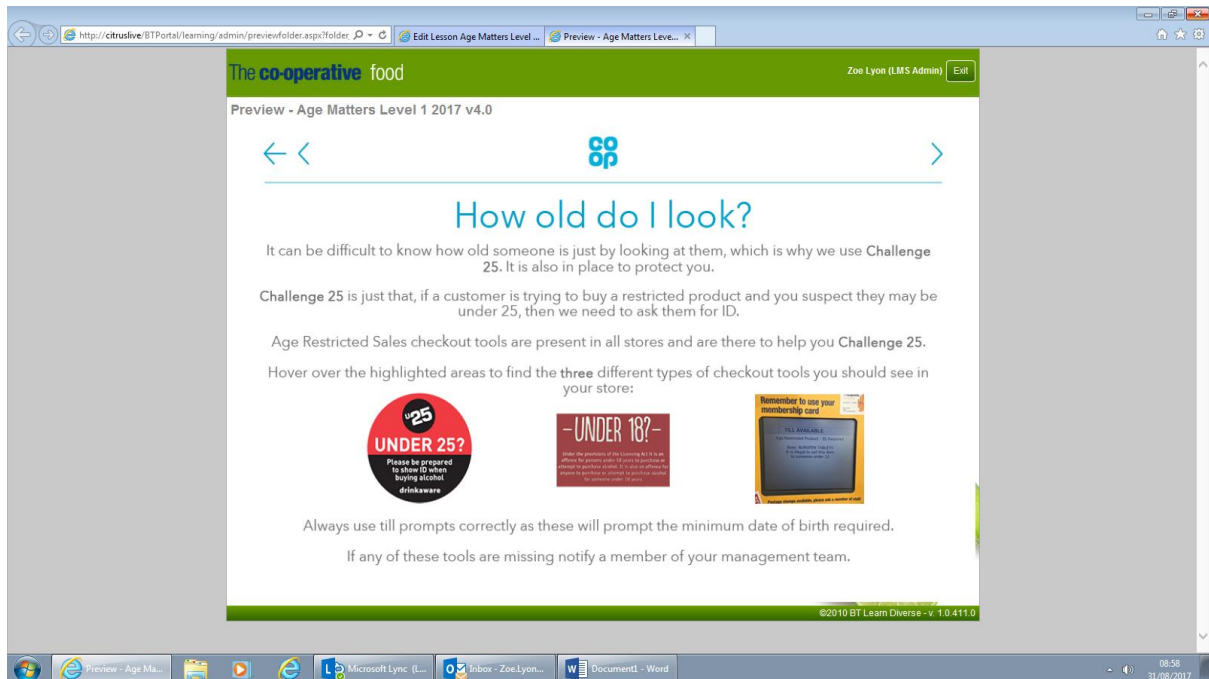
Challenge 25 - What does it mean?

You're told to abide by 'Challenge 25' - but what does that actually mean? Hover over your choice from below (read them carefully!):

- A** If you think a customer buying alcohol or other related products is under the age of 25, you are advised to ask for ID to see if they are old enough to do so.
- B** If you think a customer buying alcohol or other related products is under the age of 25, you should inform a colleague that you are selling an age-related product.

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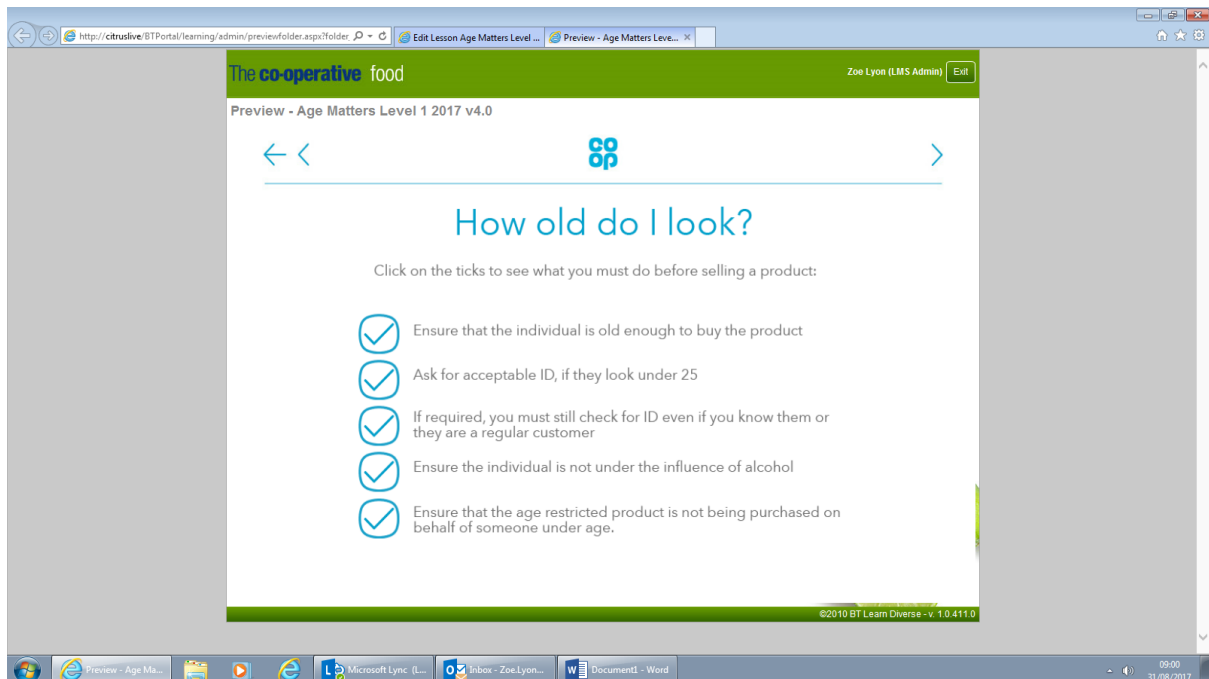


Hover overs

Challenge 25 Badge

Age restricted Point of Sale

Customer facing till screen



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How old do I look?

From time to time the police and other enforcement officers will conduct test purchases to check our systems and procedures work in preventing under age sales. Therefore it is vital that the Challenge 25 policy is being used.

If you are notified you have failed a Test Purchase (FTP), then you must notify your manager immediately.

Please remember that the same process for following Challenge 25 will need to apply when supervising a self-checkout (AST). Before you authorise the purchase you need to be confident that they are old enough to purchase the product.



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How old do I look?

When checking someone's ID, it can be hard to tell if it is genuine, just by looking at it. Hover over the ID for some tips to help spot a fake ID. There are 5 key areas to find.



Compare the customer to the ID. Does the person presenting the ID actually resemble the picture?

Or does he resemble the picture too closely?

Here's what to look for:

- If the customer is wearing exactly the same clothing and hairstyle as the photo on the ID, be suspicious. The ID might have been made hours before.
- Look for slight differences in facial features. People often present the IDs of close family members as their own.

Look for signs of anxiety. If the customer is avoiding eye contact, or looking nervous, be suspicious.

If you're still unsure, smile at the customer and say, "I think I need my manager to take a look at this." If it's fake, the customer will want it back immediately, and you can hand it back and refuse the sale. If it's real, he or she will probably be fine with having a second set of eyes on the ID.

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How old do I look?

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Hover over the ID for some tips to help spot a fake ID. There are 5 key areas to find.

DRIVING LICENCE

1. MORGAN
2. SAMSON
3. MEREDYTH
4. 05-03-84 WALES
5. 11-05-07 46 10-05-17 46 DVLA
6. MORGANM70543WJU 32
7. A Sample
8. 128 BUNNE CRESCENT,
COVENTRY
CV4 6EP
9. B.BE.SI.CI.DI.LIAJAP

S A M S O N J

Ask the customer for information from the ID such as their date of birth. If he or she has stolen someone else's ID, they might not remember smaller details.

If the customer cannot give their personal information without hesitation then it may be a fake or stolen ID.

If in doubt ask for additional photo ID. A lot of fake IDs are legitimate IDs that were lost, stolen or transferred. If that's the case, the customer won't have any additional ID as backup.

Look for signs of anxiety. If the customer is avoiding eye contact, or looking nervous, be suspicious.

If you're still unsure, smile at the customer and say, "I think I need my manager to take a look at this." If it's fake, the customer will want it back immediately, and you can hand it back and refuse the sale. If it's real, he or she will probably be fine with having a second set of eyes on the ID.

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How old do I look?

Whenever you come across an age related sale and you are unsure of the person's age, you must ask for ID.

The till will always prompt you when selling age related products.

Hover over the images below to see which ID's can be accepted in our stores:

DRIVING LICENCE

18+ Card Specimen

CITIZENCARD

ELECTORAL IDENTITY CARD

Please note that any of the above identification can only be accepted if there is a photo included.

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How old do I look?

Whenever you come across an age related sale and you are unsure of the person's age, you must ask for ID.

The till will always prompt you when selling age related products.

Hover over the images below to see which ID's can be accepted in our stores:

Any photo Passport (UK or Foreign) is acceptable.

As with any ID you are shown, be sure that it is genuine before accepting.



Please note that any of the above identification can only be accepted if there is a photo included.

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How old do I look?

Whenever you come across an age related sale and you are unsure of the person's age, you must ask for ID.

The till will always prompt you when selling age related products.

Hover over the images below to see which ID's can be accepted in our stores:

Any photo Driving Licence, provisional included (UK or Foreign) is acceptable as long as you are sure that it is genuine.



Please note that any of the above identification can only be accepted if there is a photo included.

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How old do I look?

Whenever you come across an age related sale and you are unsure of the person's age, you must ask for ID.

The till will always prompt you when selling age related products.

Hover over the images below to see which ID's can be accepted in our stores:

Isle of Man (IOM) Stores - local relevant ID cards can be accepted.

The main ID card used in IOM for alcohol is 'Proof of ID' card.

Please note that any of the above identification can only be accepted if there is a photo included.

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Preview - Age Matters Level 1 2017 v4.0

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How old do I look?

Whenever you come across an age related sale and you are unsure of the person's age, you must ask for ID.

The till will always prompt you when selling age related products.

Hover over the images below to see which ID's can be accepted in our stores:

Proof of Age Card which carries the PASS hologram. There are many variations of the PASS card including 12+, 16+ and 18+, check your CITRUS policy to find out more.

Please note PASS cards cannot be accepted in the Isle of Man.

Please note that any of the above identification can only be accepted if there is a photo included.

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Hover over the images below to see which ID's can be accepted in our stores:



Please note that any of the above identification can only be accepted if there is a photo included.

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The Bigger Picture

There are many repercussions to under age selling.

Failing to uphold your responsibilities can have serious consequences to you and your store.

Hover over each picture below to find out more:

You:

1. On the spot fine of £90 (Scotland £200)
2. Potential disciplinary process and job at risk
3. Taken into custody, fingerprinted and DNA swab taken
4. Court proceedings, with an unlimited fine, formal caution or imprisonment.

Remember to always ask for an acceptable form of ID. The challenge 25 Policy is there to protect you.



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The Bigger Picture

There are many repercussions to under age selling.

Failing to uphold your responsibilities can have serious consequences to you and your store.

Hover over each picture below to find out more:

The Customer:

1. An unlimited fine if caught buying a restricted product for someone under age
2. Embarrassment
3. Possible criminal record
4. Could impact career prospects.



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The Bigger Picture

There are many repercussions to under age selling.

Failing to uphold your responsibilities can have serious consequences to you and your store.

Hover over each picture below to find out more:

The Store:

1. Licence could be suspended or revoked
2. Right to sell selected or any restricted products could be removed
3. Loss of sales
4. The incident could also be reported in the media, resulting in bad press and poor local reputation.



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The Bigger Picture

There are many repercussions to under age selling.

Failing to uphold your responsibilities can have serious consequences to you and your store.

Hover over each picture below to find out more:

The Wider Community:

1. Alcohol abuse accounts for 47% of violent crimes committed each year
2. 33,000 people die from excessive drinking each year
3. There is 1 death a week from solvent abuse.



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The Bigger Picture



The People in Our Community

When selling restricted products, we also need to pay attention to **who** we are selling to.

Not only do we need to ensure the customer is old enough to purchase the item, we also need to ensure they are not intoxicated. This can be seen in various physical elements, such as:

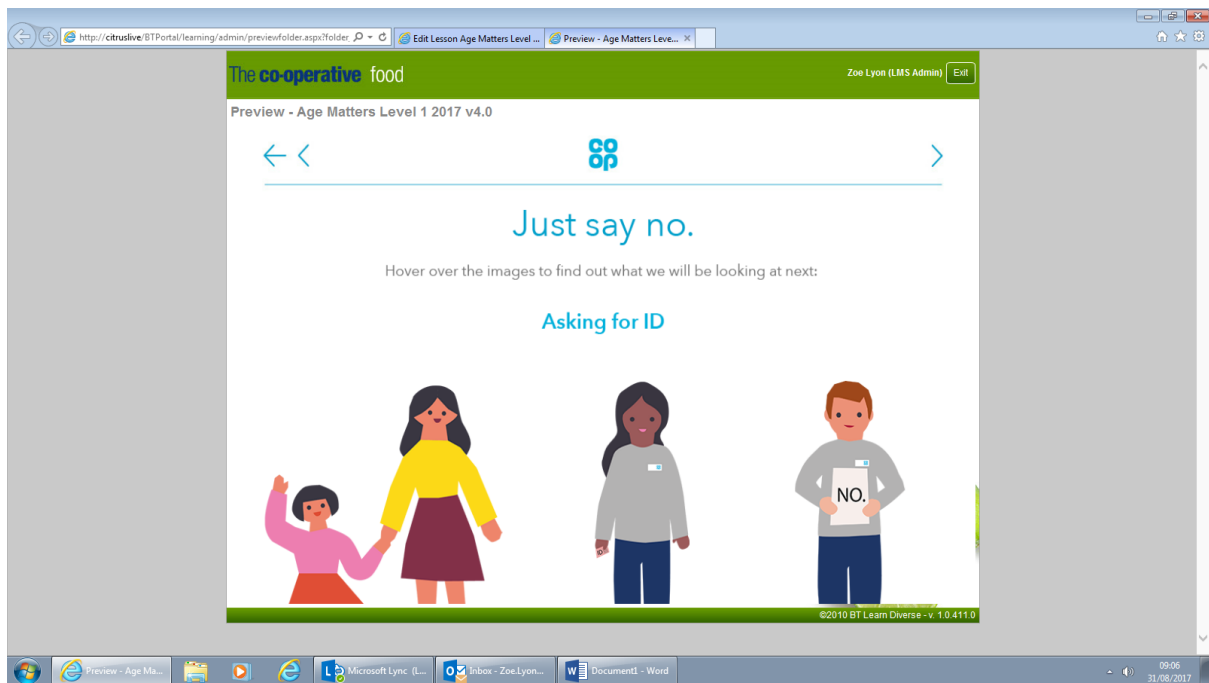
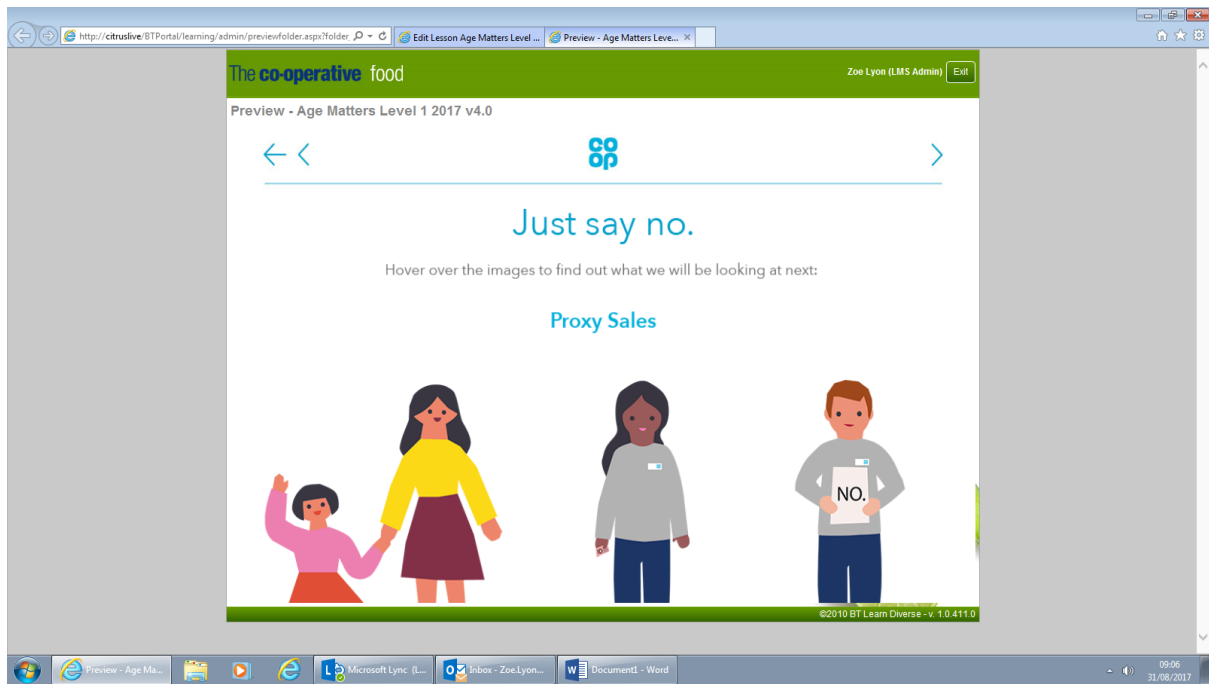
- Slurred speech
- Stumbling or swaying
- Flushed face
- Dropping things/difficulty picking them up
- Smell of alcohol on the person

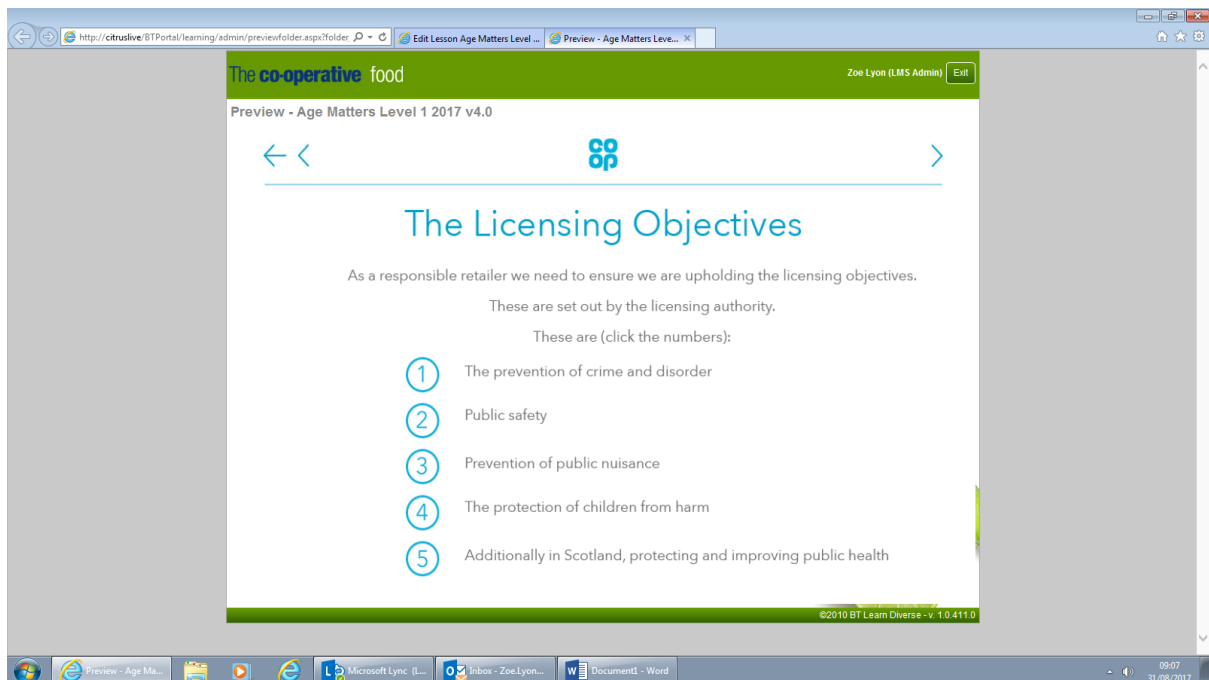
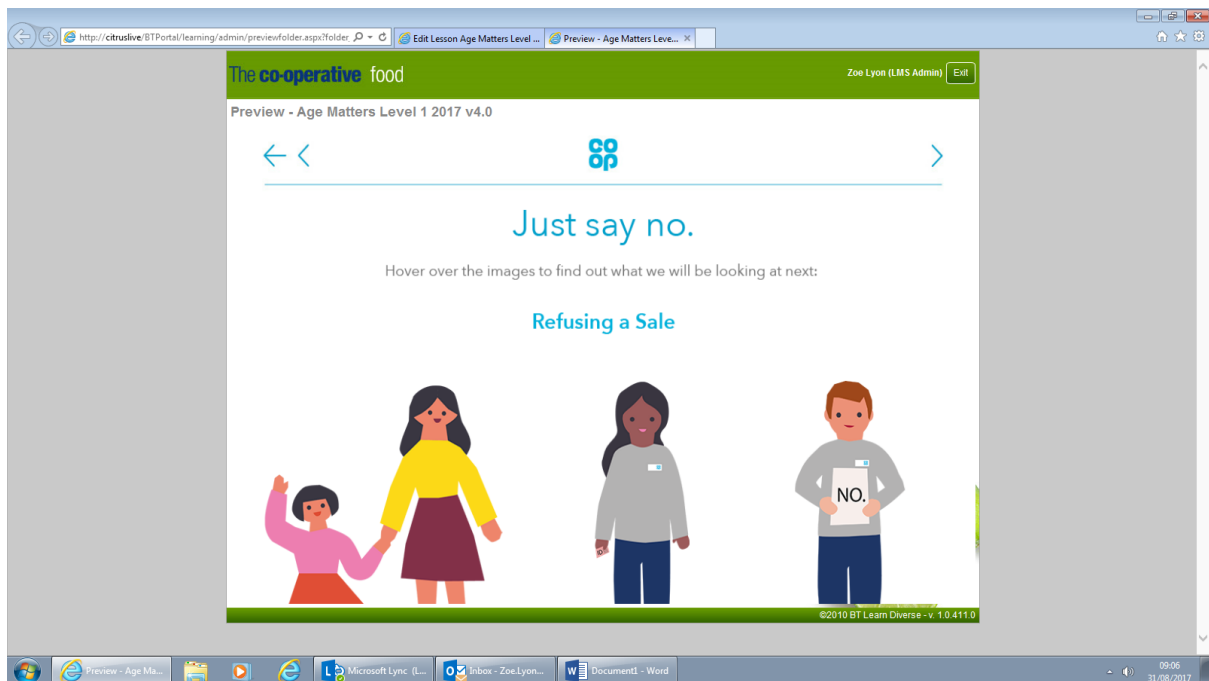
The above elements could also be a sign of illness rather than intoxication. This can be a difficult call to make. There is no reason for us not to sell to someone who is unwell. However we do have a responsibility to make sure they do not come to any harm. If you need more advice then speak to your manager.

This is a good example of thinking about and looking out for the people in your community.

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Just say no - Proxy Sales

We can support the 'Prevention of children from harm' licensing objective by ensuring we are not selling any age related products to people underage. If you believe an age restricted product is being bought for someone under-age you have a responsibility to refuse the sale. This is known as a proxy sale.

There are common things to look out for, if you believe a proxy sale is taking place.

Click on the images to find out what these are:



Young people loitering outside the store, speaking to different customers.

Products that appeal to young people e.g. Alcopops, Vodka, cheap wines, cider and lager.

Purchases made using lots of small change.

Alcohol only sales.

Customers may also be unaware that purchasing alcohol for someone under age is an offence and they could be fined up to £5,000.

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Just say no

In spite of the previous points it can be very difficult to know if a proxy sale is taking place. Lets take a look at 2 scenarios. Click the scenario you think could be the proxy sale:



• Martin comes in with four of his mates
• Martin has ID to show that he is 19
• He is buying a 24 pack of beer.

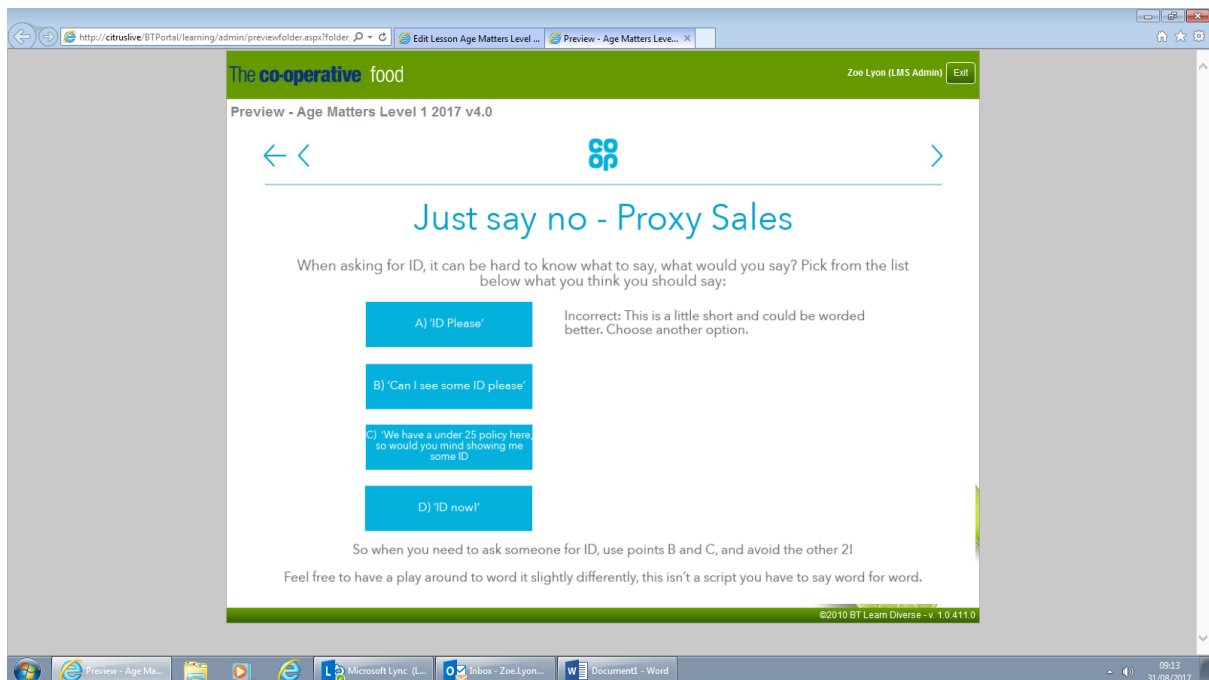
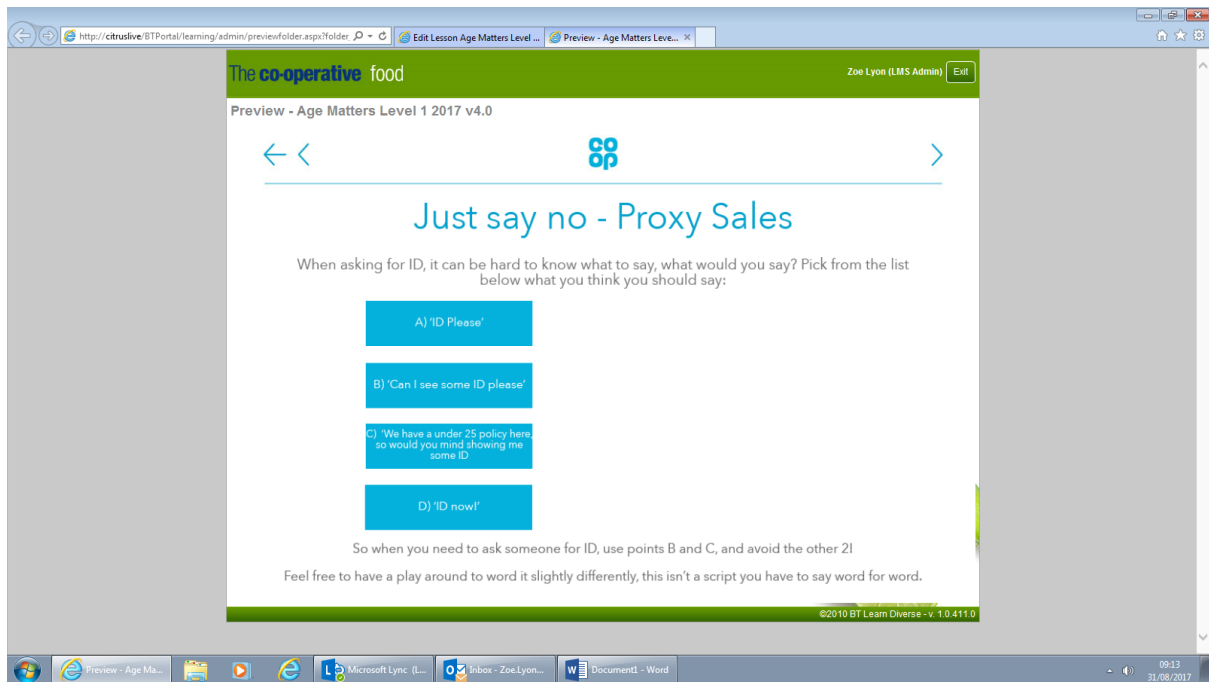
This could be a proxy sale. It is unlikely that Martin is going to drink all 24 himself! As he came in with others we would need to ask if the beer was for them too. If so we would need to ID them also.

This doesn't look like a proxy sale. It is most likely that Barbara has bought the bottle of wine for herself to take home or maybe to a friend.

• Barbara comes into the shop with her two grandchildren aged 11 and 14
• She comes in to buy a bottle of wine.

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Just say no - Proxy Sales

When asking for ID, it can be hard to know what to say, what would you say? Pick from the list below what you think you should say:

- A) 'ID Please'
- B) 'Can I see some ID please'
- C) 'We have a under 25 policy here, so would you mind showing me some ID'
- D) 'ID now!'

Short but covers the necessary points and is professional.

So when you need to ask someone for ID, use points B and C, and avoid the other 2!

Feel free to have a play around to word it slightly differently, this isn't a script you have to say word for word.

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Just say no - Proxy Sales

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- A) 'ID Please'
- B) 'Can I see some ID please'
- C) 'We have a under 25 policy here, so would you mind showing me some ID'
- D) 'ID now!'

This is good as its offers a full explanation in a clear and concise way.

So when you need to ask someone for ID, use points B and C, and avoid the other 2!

Feel free to have a play around to word it slightly differently, this isn't a script you have to say word for word.

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Just say no - Proxy Sales

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- A) 'ID Please'
- B) 'Can I see some ID please'
- C) 'We have a under 25 policy here, so would you mind showing me some ID'
- D) 'ID now!'

Incorrect: This one we definitely wouldn't use, could come across as rude and unprofessional. Choose another option.

So when you need to ask someone for ID, use points B and C, and avoid the other 2!

Feel free to have a play around to word it slightly differently, this isn't a script you have to say word for word.

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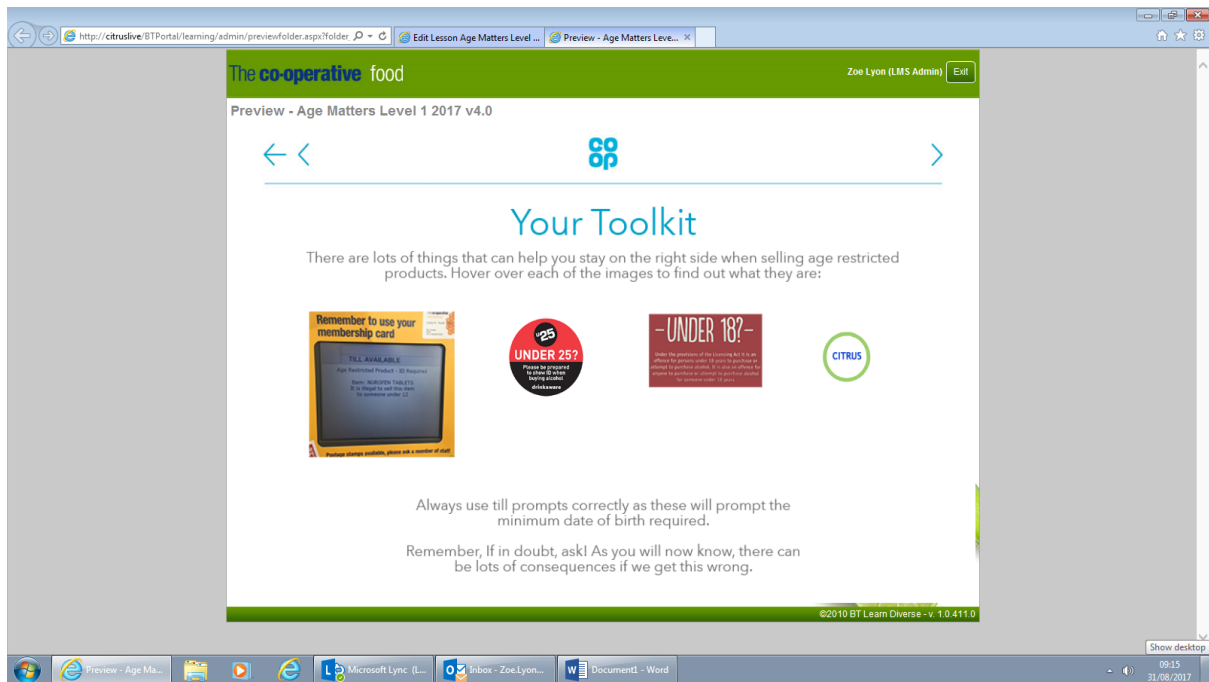
Just say no

Click on the numbers to reveal the 7 behaviours which can help when refusing a sale:

- 1 PROFESSIONAL
It is so important to be professional at all times, especially when a customer isn't happy.
- 2 EYE CONTACT
Sounds so easy right? Make sure you make eye contact with the customer when talking to them.
- 3 RESPECT
Always show respect to the customer. You can do this by letting them have their say and listening attentively.
- 4 CLEAR
When you are speaking to the customer you need to be clear and concise at all times. This means being aware of how fast you are talking and ensuring that they can hear you.
- 5 LISTEN
It is quite a skill to really listen to what someone is saying: it also involves listening to how they are saying it. This could really show what a customer is feeling or thinking.
- 6 POSITIVE
Always be positive and show this in your body language, tone of voice and eye contact.
- 7 WARM
Your tone of voice and body language should be warm and non-defensive.

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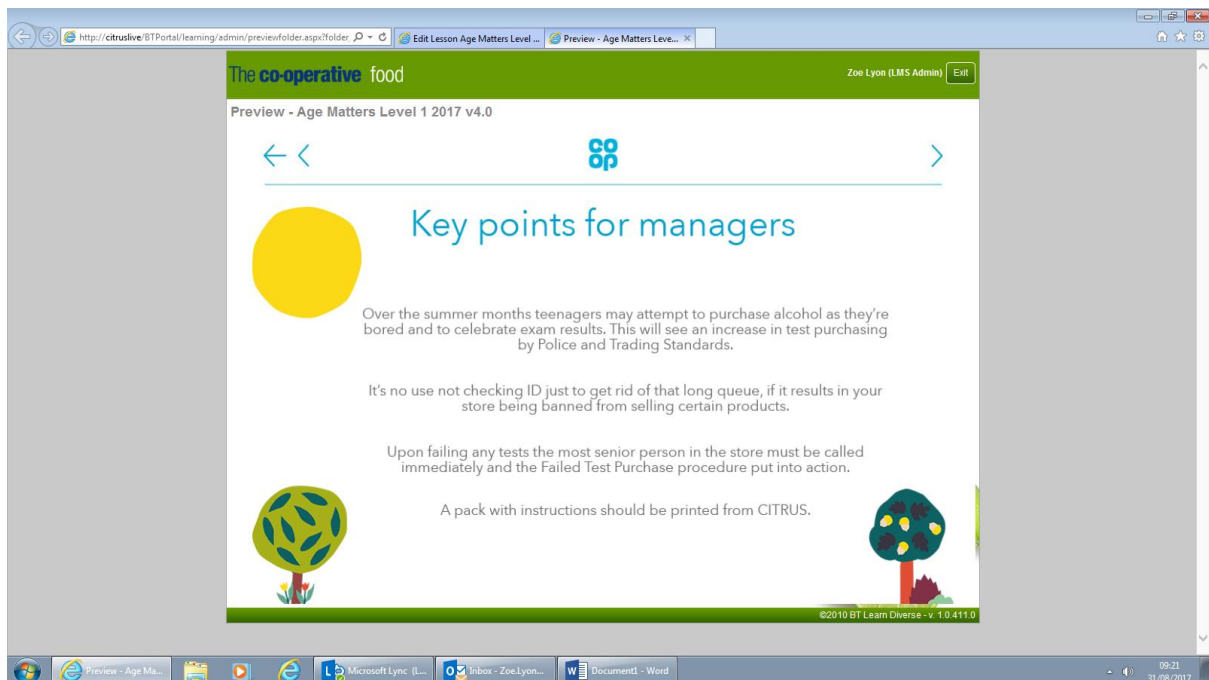


Customer Facing Till Screen

Challenge 25 badge

Age restricted Point of Sale

CITRUS Policies



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Summary

You have almost completed the Age Matters Level 1 module. You should now know (click the ticks):

- ☒ Why we enforce Challenge 25
- ☒ The steps to take when refusing a sale
- ☒ What proxy sales are and how to spot them
- ☒ The tools available to you to avoid potential underage sales

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Congratulations

Thank you for completing this module, you have taken an important step in staying legal when selling restricted products.

Please exit this module and return to your training page and follow the instructions to complete the test.

Thank you!

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