

NO PASS

NO SALE



PASS

THE NATIONAL PROOF OF
AGE STANDARDS SCHEME

INFORMATION ABOUT
AGE-RESTRICTED SALES



“The Home Office fully supports the work of the Proof of Age Standards Scheme (PASS). It provides a genuine, reputable proof of age for young people. All card schemes which have received accreditation under PASS are listed on the Home Office website.”

**HAZEL BLEARS MP
HOME OFFICE MINISTER**

WHAT IS PASS?

- > PASS is the UK’s national guarantee scheme for proof-of-age cards. The PASS hologram on a card is the hallmark indicating that the issuer has passed a stringent audit carried out by trading standards officers and that the card may be relied upon.
- > The hologram is forge-proof and recognisable – and the scheme is supported by the Home Office, the Association of Chief Police Officers and the Trading Standards Institute.
- > Over one million young people hold proof-of-age cards bearing the PASS hologram, and numbers are increasing all the time.

BENEFITS FOR RETAILERS AND ENFORCERS

- > PASS was launched because fake proof-of-age cards were becoming a widespread national problem, and those who sell illegally to under-age customers are liable to fines, sometimes on-the-spot, and can easily lose their licences. Given the large number of different card schemes there was also confusion among retailers, publicans, security staff, and even some of those responsible for enforcing the law, over which cards were genuine.
- > Establishing PASS as a national standard has made life easier for all those involved in

age-restricted sales by giving them a single, recognisable logo which they can trust. Furthermore, trade mark registration of the PASS hologram is pending, and this will make its forgery a criminal offence.

- > When a young person produces any card bearing the PASS hologram, the retailer only needs to check the photo and the date of birth, and the sale can proceed.

“Routine use of proof-of-age cards is vital if we are to achieve a reduction in under-age drinking. As far as ACPO is concerned, the only proof-of-age cards that are acceptable are those that have PASS accreditation.”

**COMMANDER CHRIS ALLISON
LICENSING COMMITTEE CHAIR, ASSOCIATION OF CHIEF POLICE OFFICERS**

BENEFITS FOR YOUNG PEOPLE

- > Carrying a card bearing the PASS hologram means young people can gain access to the goods and services to which they are legally entitled without having to risk carrying more costly documents such as passports or driving licences.
- > It is also frustrating for young people who have genuine proof-of-age cards which are not recognised or are refused. The PASS hologram provides the solution.

SUPPORT FOR PASS

- > The scheme is backed by all the main trade associations including:
 - Association of Convenience Stores
 - Association of Licensed Multiple Retailers
 - British Beer & Pub Association
 - Bar Entertainment and Dance Association
 - British Institute of Innkeeping
 - British Retail Consortium
 - ReSolv

NO PASS, NO SALE

- > From September 2005 it is recommended that retailers should adopt a policy of “No PASS, no sale”, recognising that cards with the PASS logo offer the only reliable proof of age, other than passports and driving licences.

PASS

“As we move beyond September 2005 and greater prevalence of PASS hologram cards, trading standards are increasingly going to expect acceptance of PASS accredited cards, new-style driving licences and passports as being reliable evidence of due diligence by businesses selling age controlled products to young people.”

RON GAINSFORD
CHIEF EXECUTIVE, TRADING STANDARDS INSTITUTE

GET PASSED

> Young people can get hold of PASS accredited cards from any of the card issuers listed here (as at 1st August 2005). All cards that are PASS accredited carry the distinctive PASS logo in a hologram.

For contacts links see <http://www.homeoffice.gov.uk/comrace/identitycards/pass.html>



MAJOR CARDS

CitizenCard
Connexions Card
Portman Group Card

VALIDATE UK
Young Scot

LOCAL CARDS*

Bite Card, Essex County Council
The Bracknell Forest SmartCard
Bury Council
Herefordshire Council
Sandwell Metropolitan Borough Council
Southampton City Council
Stockport Metropolitan Borough Council
Wrexham Partnership

*SOME ISSUE ONLY LOCALLY

FURTHER INFORMATION

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