

Challenge 25 Policy

Henley in Arden Memorial Hall

Policy Statement

Henley Memorial Hall operates a Challenge 25 policy. This means that if a customer attempting to purchase alcohol looks under the age of 25, they will be asked to prove that they are at least 18 years old.

Purpose

The purpose of this policy is to:

- Prevent underage sales of alcohol
- Protect young people from alcohol-related harm
- Ensure compliance with the Licensing Act 2003
- Protect staff and the venue from prosecution

Acceptable Forms of ID

We will only accept the following forms of photographic identification:

- UK/EU/EEA Photocard Driving Licence
- Passport (any nationality)
- Proof of Age Standards Scheme (PASS) accredited cards bearing the PASS hologram
- UK Armed Forces ID Cards
- Biometric Residence Permits

We **cannot** accept:

- Non-photographic driving licences
- Photocopies of ID
- Digital photos of ID documents
- Citizen cards without PASS accreditation
- Student ID cards

Procedure

When to Challenge

- Challenge anyone who appears to be under 25 years of age
- If in doubt, always ask for ID
- Be polite, friendly and respectful when asking for proof of age

How to Challenge

1. Politely explain that the customer appears to be under 25
2. Ask to see an acceptable form of photographic ID
3. Check the ID carefully:
 - Ensure the photograph matches the customer
 - Check the date of birth
 - Look for signs of tampering or forgery
 - Check security features (holograms, watermarks)
4. If satisfied, complete the sale
5. If in doubt, politely refuse the sale

Refusing a Sale

- Be polite but firm
- Explain the reason clearly: "I'm sorry, but I cannot serve you without acceptable proof that you are over 18"
- Do not serve the customer under any circumstances if you have refused them
- Record the refusal in the refusals register

Refusals Register

All refusals must be recorded in your refusals register, and incidents reported to the management committee including:

- Date and time
- Description of the person refused
- Reason for refusal
- Name of staff member refusing service
- Any other relevant details

Proxy Sales

You must refuse service if you believe alcohol is being purchased on behalf of someone who is underage (proxy purchase). This includes situations where:

- An adult is clearly purchasing for a minor
- A group includes minors who may consume the alcohol
- There is any suspicion of proxy purchasing

Signage

Clear signage displaying the Challenge 25 policy will be prominently displayed:

- At the bar/service area

- At entry points
- At points of sale

Review

This policy will be reviewed every 2 years or following any incidents or changes to licensing legislation.

Policy Approved By: Ian Smedley - Charman

Date: 20th November 2025

Next Review Date: 20th November 2027