

# NO PASS

# NO SALE



**PASS**

THE NATIONAL PROOF OF  
AGE STANDARDS SCHEME

INFORMATION ABOUT  
AGE-RESTRICTED SALES

“The Government wholeheartedly supports the Proof of Age Standards Scheme (PASS), and would encourage all retailers to accept it as proof of age. Young people are rightly concerned about taking their passport with them on a night out, due to the risk of theft or loss, and they require a reliable document in order to prove their entitlement to purchase age-restricted goods. I am keen to reassure retailers that accepting a PASS hologram card which carries the bearers image and acceptable date of birth is due diligence, and can be accepted with confidence.”

JAMES BROKENSHIRE MP  
MINISTER FOR CRIME PREVENTION

“The Proof of Age Standards Scheme (PASS) has ACPO’s full support as a vital tool in helping to reduce underage drinking and the associated harms to individuals and society. PASS gives young people a convenient means of proving their age and offers retailers a reliable means of ensuring that they are exercising due diligence at the point of sale. ACPO advises against the practice of carrying valuable ID such as passports for alcohol related purchases; if lost or stolen such documents can be of use to criminals as well as causing inconvenience and expense to those who have to replace them.”

CHIEF CONSTABLE JON STODDART  
LICENSING LEAD, ASSOCIATION OF CHIEF POLICE OFFICERS (ACPO)

“Trained and professional SIA-licensed door supervisors play an important role in creating a safe environment for the public at pubs and clubs across the UK.

“Our approved door supervisor training ensures door supervisors are made aware of the PASS scheme and we endorse PASS as a valuable tool in helping to reduce under-age drinking.”

BARONESS RUTH HENIG  
CHAIRMAN, SECURITY INDUSTRY AUTHORITY (SIA)



## 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 on.
- > The hologram is forge-proof and recognisable – and the scheme is supported by the Home Office, Scottish Government, Welsh Assembly Government, the Association of Chief Police Officers and the Trading Standards Institute, amongst many others.
- > More than two 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 and may even 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.
- > PASS helps retailers and enforcers, because fake proof-of-age cards do NOT carry the PASS hologram. There are many

- genuine cards of different appearance, but all of them carry the same PASS logo.
- > 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 makes 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.

## 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 supported by all the main trade associations including:
  - Association of Convenience Stores
  - Association of Licensed Multiple Retailers
  - BII
  - British Beer and Pub Association
  - British Hospitality Association
  - British Retail Consortium
  - NOCTIS
  - Wine and Spirit Trade Association
- > PASS is also supported by National Pubwatch

## NO PASS, NO SALE

- > 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**

“PASS is the accepted and credible proof of age alternative to new style driving licences and passports. TSI continues to strongly support PASS and to advise the trading standards community accordingly. We see PASS as being a reliable indicator of businesses exercising due diligence in their selling of age controlled products.”

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 2nd November 2010). All cards that are PASS accredited carry the distinctive PASS logo in a hologram.

> For contact links see  
[www.pass-scheme.org.uk](http://www.pass-scheme.org.uk)



**NATIONAL CARDS** CitizenCard  
Validate UK  
Young Scot

**LOCAL CARDS** Bromley  
Blackpool  
Bracknell  
Derbyshire  
Essex  
Flintshire  
Isle of Man  
Milton Keynes  
North Tyneside  
Oldham  
Sandwell  
Selby  
Southampton  
Southwark  
Suffolk  
Telford and Wrekin

### FURTHER INFORMATION

Kate Winstanley  
PASS Director/Administrator  
117 Powder Mill Lane  
Twickenham  
TW2 6EG  
07590 924710  
[kate@pass-scheme.org.uk](mailto:kate@pass-scheme.org.uk)

### OR

Robert Humphreys  
Chairman, PASS Board  
[humphreysr@parliament.uk](mailto:humphreysr@parliament.uk)