

Challenge 25 agenda

The ability to determine the age of young people has become increasingly difficult over the years. This has led to problems for both businesses and young people when trying to sell and purchase age related products.

The Challenge 25 agenda has been created by businesses to help them comply with the legal requirements for challenging age and prohibiting the sale of age related products to minors.

If a person is fortunate enough to look under the age of 25 staff should ask to see an acceptable form of ID.

Only the production of 'proof of age' documents specified by law will satisfy the purpose of the age verification policy. Acceptable forms of ID include:

- (i) A passport
- (ii) A European Union photocard driving licence
- (iii) A Ministry of Defence Form 90 (Defence Identity Card)
- (iv) A photographic identity card bearing the national Proof of Age Standards Scheme (PASS) hologram
- (v) A national identity card issued by another European Union member state or Norway, Iceland, Liechtenstein or Switzerland
- (vi) A Biometric Immigration Document.

It is for each business to decide which of these approved forms of identification it will accept in terms of the age verification policy. They need not all be accepted. It would be recommended to exclude any type of document with which staff are not wholly familiar.

PARENTAL CONSENT IS NOT ACCEPTABLE AND DOES NOT COMPLY WITH THE LAW

Challenge 25 and the Age Record Check (ARC)

The Challenge 25 agenda can be adopted in registered Tattoo studios and complemented with an 'ARC.' An ARC is a documented management system to show that tattoo artists are checking, that individuals are old enough to receive an age restricted treatment.

The law states that the practitioner has a defence if they can show that they had good reason to believe that the person was over 18 years of age. The consent of a client under 18 is not a defence.

By adopting the Challenge 25 agenda and using the ARC it will help to show that tattoo artists and premises have a system in place to prevent the sale of age restricted treatments to minors.

The record may help to provide a legal defence.

A limited number of ARC books are available to order from the Business Compliance and Improvement section on a first come first serve basis.