



The premises licence holder shall (ensure) –

1. Operate a Challenge 25 age-restricted sales policy.
2. Challenge 25 logos shall be prominently displayed in all advertising material associated with this premises, including any websites.
3. When placing orders for alcohol online, customers shall be reminded to provide acceptable ID - a Photo Driving Licence, Passport or PASS Card in order to take delivery of their purchase.
4. Products will be delivered by a third party courier who will employ the Challenge 25 scheme when alcohol deliveries are made, accepting only a Photo Driving Licence, Passport or PASS Card as ID.
5. Failure to provide proof of age will result in any alcohol not being delivered to the customer and returned to the premises. Records of all such refusals of delivery of alcohol, or declined sales, shall be maintained on the premises and made available to the police and local authority officers upon reasonable request.
6. All product deliveries containing alcohol will be marked with a Challenge 25 (or similar) sticker by premises staff and the driver reminded that the customers photo ID (passport, photo driving licence or PASS proof of age card) must be requested and checked prior to fulfilling the delivery.