



British Beer & Pub Association



PRESENTATION TO 3RD OPEN EUROPEAN ALCOHOL AND HEALTH
FORUM 19TH NOVEMBER 2010

**Commitment: Enforcement of age
limits for selling and serving
alcoholic drinks**

The problem and solution



- **Prohibition of sale of alcohol to the young has been UK law for many years**
- **Drinking alcohol in the pub was seen as a 'rite of passage' – there was a tolerance of infringement of the law by society**
- **However, changes in economic and social factors prompted tougher Government enforcement of the law on underage sales**
- **The pub industry embraced this change with the introduction of the BBPA's Challenge 21 campaign to increase awareness of the law in this area**
- **Challenge 21 helps pubs to ensure that they are serving alcohol to those over 18 years of age, by checking photo ID of customers who appear to be under 21**
- **Pubs turn away one million under 18s a month**

Commitment and implementation

- Since 2008, the BBPA Commitment has been implemented on a range of levels
- For pub operators this includes conferences, website display, distribution of posters to member companies and individual pubs
- Over 500,000 posters distributed through pubs, pubwatches, police and local authorities
- €8.1million spent on promotion and training
- BBPA has highlighted the campaign in the trade press to ensure maximum visibility of the campaign in the pub industry
- Educated local and national government on the campaign through meetings, conferences and seminars
- Member of PASS scheme (proof of age cards)



Challenge
21

If you are lucky enough to look under 21 you will be asked to prove that you are **over 18** when you buy alcohol

If you are under 18 you are committing an offence if you attempt to buy alcohol

The only acceptable forms of proof are:

- Photocard Driving Licence
- Passport
- Proof of age cards bearing the PASS hologram

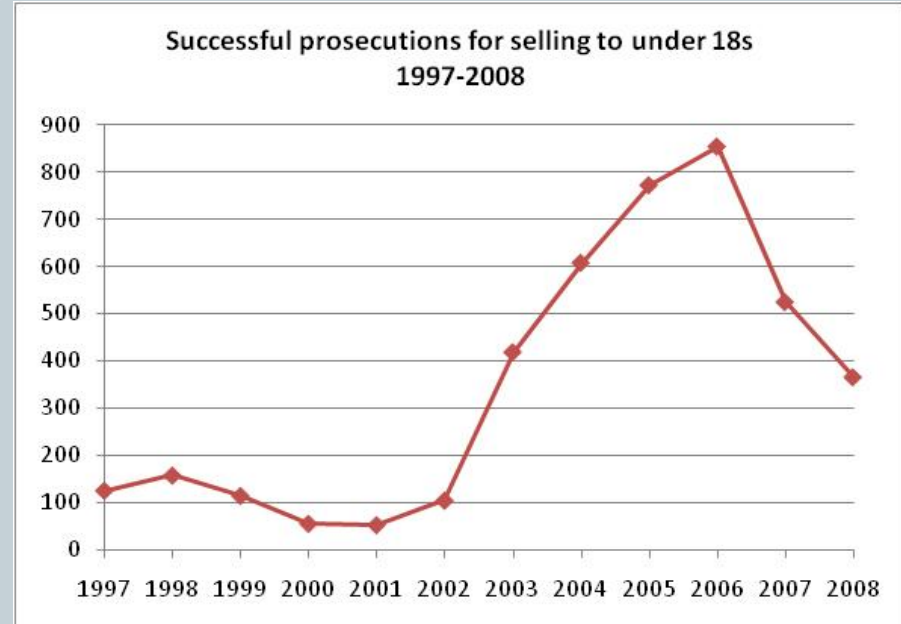
DRINKAWARE.CO.UK BEERANDPUB.COM



Outcomes

- The results of the campaign for the first reporting period were good
- 5000 downloads of Challenge 21 from BBPA website between Jan 2008 and Feb 2009
- 2008-9 survey of leased/tenanted pubs showed 68% displayed Challenge 21 posters
- The same survey showed managed pubs had Challenge 21 posters in 93% of venues
- YouGov poll of 18-24 year olds indicated that 91% of young people are aware of the Challenge 21 scheme

Source: UK Ministry of Justice



The future



- **Problems – Mandatory Code, Challenge 21 can be a legal requirement under UK law**
- **Therefore commitment must lapse as no longer voluntary**
- **BBPA still in strong support of Forum aims – new commitment looks at increasing awareness of alcohol units and responsible consumption patterns in the on-trade**

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