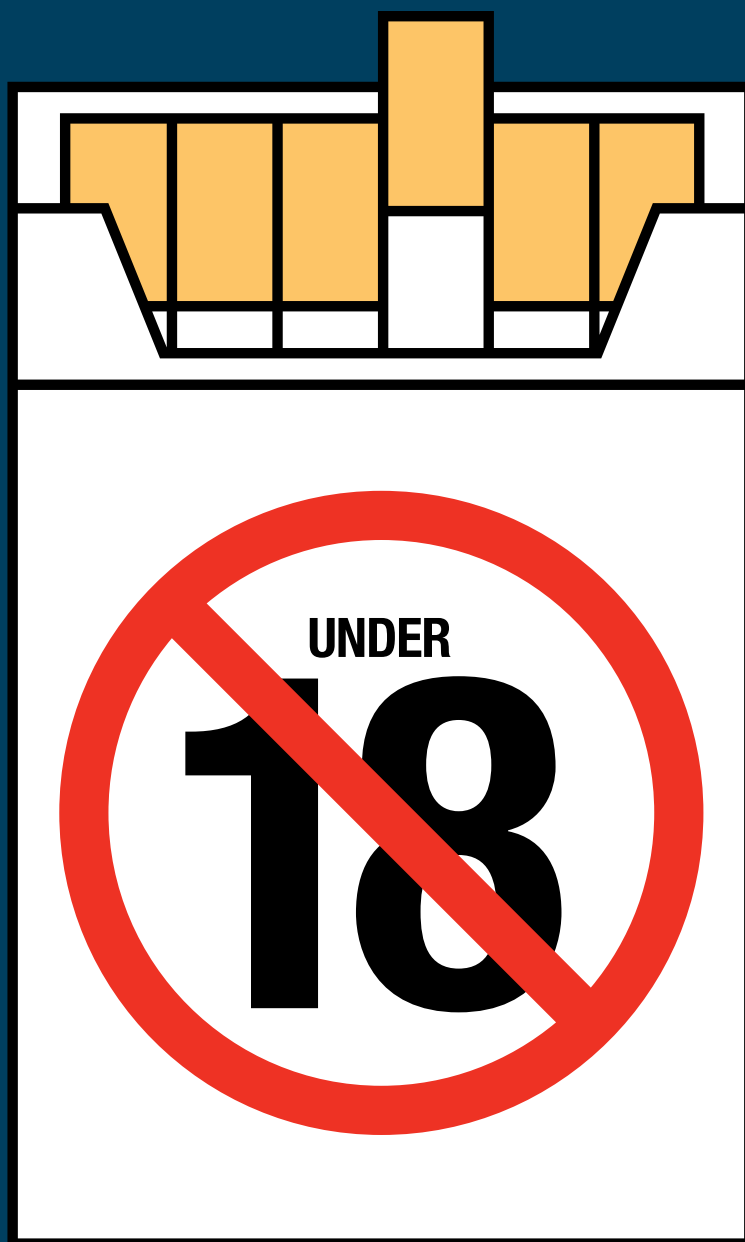


THE LAW IS CHANGING ON 1ST OCTOBER 2007



IT IS ILLEGAL TO
SELL TOBACCO
PRODUCTS TO
ANYONE UNDER
THE AGE OF 18

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THE LAW IS CHANGING

From 1st October 2007 it will be against the law to sell tobacco products to anyone under the age of 18 in England and Wales. The change will include cigarettes, cigars, tobacco for roll-your-own and pipes as well as rolling papers sold both over the counter and through vending machines.

WHY IS THE LAW CHANGING?

Most addicted adult smokers began smoking as teenagers. The law is changing to help prevent children and young people from becoming addicted and experiencing the serious health dangers of smoking.

By choosing to sell tobacco you have to comply with a number of legal duties, one of which is not to sell products to those under the minimum age.

The reasons for this become clear when you consider that:

- One in two lifelong smokers will be killed by their addiction.
- The younger a smoker starts the more likely they are to be killed by their addiction.
- Someone who starts smoking at 15 is three times more likely to die from cancer due to smoking than someone who starts smoking in their mid-20s.

WHAT DO I NEED TO DO TO COMPLY? (THE LEGAL REQUIREMENTS)

From 1st October 2007:

- You must not sell tobacco products to anyone under the age of 18. This will replace the current law where it is illegal to sell tobacco products to anyone under the age of 16.
- You must replace any existing signage (statutory notice) with a sign stating the new legal age restriction for tobacco products. The sign should be placed in a visible position, where it can be seen by anyone wishing to buy tobacco products, and keep to the following guidelines.

SIGNAGE FOR OVER THE COUNTER SALES

We have enclosed a sign for you to use. If you choose to produce your own or use another, to comply with the law:

- It must state, 'It is illegal to sell tobacco products to anyone under the age of 18'.
- It must be at least A3 in size (420mm x 297mm) and have letters at least 36mm high.

A sign is available to download from www.tobaccoagechange.co.uk

SIGNAGE FOR VENDING MACHINE SALES

All tobacco vending machines must also display an updated sign. To comply with the law, your vending machine sign:

- Must state, 'This machine is only for the use of people aged 18 or over'.
- Must be at least 60mm x 100mm, with letters at least 6mm high.
- Must be clearly visible to anyone using the machine.

Your tobacco wholesaler or vending machine provider should be able to provide you with a sign if they haven't done so already.

PREPARING YOUR STAFF

As a retailer you are probably already experienced in tackling age-related issues for the sale of tobacco and other age-restricted products. However, with the age of sale for tobacco increasing you may encounter some new resistance from your younger customers.

Training your staff on the law, and how to question and refuse sales, may be very helpful. Here are some examples of what you could do:

- To avoid committing an offence, you should tell your staff about the change in the law.
- You may wish to keep a record of the training and ask the member of staff to sign to say that they have understood it.
- Staff should be advised that they might be personally liable if they sell to anyone under the age of 18.

The enclosed information sheet contains further advice to help you and your employees abide by the change in law.

ASKING FOR PROOF OF AGE

It is important for you and your staff to know how to ask for proof of age and what to do when dealing with a difficult customer. Managing it well could make life much easier.

- Clearly display the correct signage** on or near your shop counter where it is visible to customers. Hopefully this will deter under-aged customers from attempting to buy in the first place and will help you to remind them that you are simply following the law.
- Be tactful and polite.** Refusal can be embarrassing. Apologise and don't antagonise them or get annoyed yourself.
- Be calm.** If they get angry, stay professional and stand your ground.
- Avoid blame.** Explain that you're legally obliged to ask for proof of age and that it is nothing personal.
- Be safe.** If a customer becomes physically aggressive or threatening remove yourself from the situation and call for help. In extreme situations call the Police.

The best advice is always to ask for proof of age unless you are convinced the person looks at least 21. People of the correct age will not mind showing their photo ID if asked politely.

Unless you are looking at a passport or photo driving licence, always look for the PASS hologram logo when checking a proof of age card.

ACCEPTABLE PHOTO ID



Passport



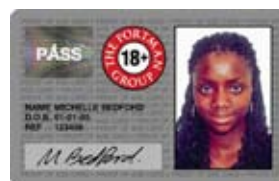
Photo Driving Licence



CitizenCard



Validate Card



Portman 'Prove it' Card



PASS Hologram Logo

In order to help, the Department of Health will be reminding people – particularly teenagers – via a communications campaign, of the need to carry proof of age from an accredited PASS scheme.

HOW WILL THE CHANGE IN LAW BE ENFORCED?

Trading Standards Officers will continue to enforce the law relating to the sale of tobacco products to under-age consumers.

The penalty for selling tobacco products to someone under the age of 18 from 1st October 2007 is a fine of up to £2,500.

Both the sales person and the business owner could be liable for any illegal sales, even if it was believed that the purchase was being made on behalf of an adult, or if the person looked like they were over 18.

Failure to display the statutory notice can result in a fine of up to £1,000. This applies both to over the counter and vending machine sales.

Further advice is available from your Trading Standards department. For more information visit www.tradingstandards.gov.uk/business/business.cfm



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HELP AND SUPPORT

We understand this change will affect the way you run your business and want to make it as easy as possible for you to follow the change in law.

If you have any questions, or would like more information, please visit www.tobaccoagechange.co.uk or contact your local Trading Standards department.

OTHER WEBSITES YOU MAY FIND USEFUL

Trading Standards

A one-stop shop about consumer protection information in the UK.
www.tradingstandards.gov.uk

LACORS

Responsible for overseeing local authority regulatory and related services.
www.lacors.gov.uk

PASS Scheme

The UK's national guarantee scheme for proof-of-age cards. www.pass-scheme.org.uk