

## Edinburgh Violence Reduction Programme Alcohol and Night Time Economy (Action A2)

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### EVRP Steering Group Report

January 2011

#### Purpose of report

- 1 The purpose of the report is to update partners of related information for the Edinburgh Violence Reduction Programme (EVRP) Alcohol Night Time Economy (ANTE) Action 2 – Youths and Alcohol. The report will consider the following three areas of Action 2, PASS (Proof of Age Standards Scheme), test purchasing and age restricted sales.

#### Main report

##### Proof of Age Standards Scheme

- 2 PASS is the UK's national proof of age accreditation scheme, endorsed by the Home Office, the Association of Chief Police Officers, the Security Industry Authority and the Trading Standards Institute.
- 3 PASS sets and maintains minimum criteria for proof of age card issuers to meet. The PASS hologram on a card is the hallmark indicating that the card issuer has passed a stringent audit carried out by Trading Standards Officers and that the card may be relied upon.
- 4 The PASS card within Scotland is known as the National Entitlement Card (NEC) and is a free smart card available for young people aged from 11 to 25. For young people living in Edinburgh, the NEC is called the One Edinburgh Card and is available from the City of Edinburgh Council (CEC) or Young Scot.
- 5 It is not compulsory for young people to have a One Card. However, all CEC school children are issued with One Edinburgh Card application forms during the P7/S1 time period. Young people can also apply for the One Card from CEC libraries or from Young Scot and this is usually the route taken for young people who attend independent (private) schools.
- 6 To date, there have been 24,273 PASS cards issued to young people in Edinburgh. Unfortunately, neither CEC nor Young Scot have a break down on whether cards have been issued to young people from state or independent schools. Young Scot's latest figures (December 2009) show that there has been an 80% take up rate amongst S1 to S3 pupils from the 23 CEC secondary

- Clifton Hall (whole school)
- George Heriots (S4 pupils)
- St Marys (S1 issued and whole school given information)
- Stewart Melville (S1 given information)

7 Young Scot undertook a large national marketing campaign which took place when the NEC was first launched in Sept/Oct 2007. This included;

- Radio (Forth) adverts
- Electronic advertising (MSN / Bebo)
- Poster (distributed via local authorities)
- Bus headliners

Young Scot have also launched an additional website known as 'Young Scot Extra' which offers support services to young people who have left school. A central focus for Young Scot Extra will be to increase the awareness and use of the Young Scot NEC as proof of age.

### Test Purchasing

8 The Police Licensing Department currently carry out test purchasing of sales of alcohol to young people.

<b>2010 LBP Test Purchasing Operations</b>		
MONTH	PREMISES TESTED	FAILURES
June/July	17	4
August	0	0
September	20	1
October	39	2
November	20	2
December	0	0

9 The CEC Licensing Standards Officers (LSO) play a key role in the prevention and education of sales of alcohol to young people from licensed premises and off-sales. The initiative carried out during summer 2010 and Operation Astrodome saw the LSO's visit all night clubs looking at late opening conditions. Before entering the premises the officers would discuss with door stewards the issue of allowing entry to persons who were underage and the forms of ID that are acceptable under the Licensing (Scotland) Act 2005. In total there were 43 clubs and a number of other premises who as a matter of course employ door stewards, resulting in over 100 visits being carried out.

10 Currently there is no link between test purchasing results for alcohol, fireworks and tobacco. Test purchasing of fireworks was carried out during the period between 15th October and 10th November 2010. CEC officers along with volunteers attempted test purchases for fireworks in 34 premises and in two of these premises the volunteers were able to buy fireworks. This has resulted in one prosecution and one advisory letter. From April 2010 to date CEC officers have carried out 41 test purchases for tobacco which produced 6 failures. This has resulted in 5 formal warnings and one prosecution report.

- 11 CEC departments which carry out test purchasing agree that their results should be linked in order to highlight retailers who fail on more than one area of underage sales. The departments have suggested that test purchasing results be centrally analysed, perhaps by a Police Analyst or a Council Officer.
- 12 Local community intelligence is vital to identifying retailers who may allegedly sell alcohol to young people as well as other prohibited goods. With this in mind, the scoping of a standardised intelligence pro-forma in order for CEC Officers to share this information with LBP 'A' Division DIU could be undertaken.

### **Age restricted sales**

- 13 Promotion of proof of age schemes to retailers of age restricted sales in areas where links have been established between youth alcohol misuse and violence is an action which can result in community re-assurance.
- 14 Meetings have been held with local CEC Community Safety Managers regarding the benefits of partnership working in paragraph 13 and this action has now been discharged from the ANTE Action Plan (Action 2). Similarly, identifying training implications for staff and updating the guidance on alcohol seizure have also reached completion and have been discharged.
- 15 With regards to the promotion of proof of age schemes, Young Scot are currently working closely with retailers, the licensed trade and the enforcement community to ensure that all 'front line' staff providing young people with age restricted goods or services know that PASS cards and the Young Scot NEC are tools to help them comply with recent and forthcoming legislation related to age verification.
- 16 Young Scot worked with partners in 2010 to develop new training and awareness raising materials for retailers and the licensed trade. Following consultation with partners, a new PASS training and awareness pack was launched on 23 November 2010. This includes:
  - A PASS awareness booklet for staff, which also doubles as a sales refusal record book;
  - An A3 poster to be displayed in premises selling age restricted goods and services which reinforces that PASS Cards, Driving Licenses and Passports are acceptable proofs of age;
  - A credit card sized PASS card recognition guide for staff; and
  - A window sticker to be displayed to indicate to young people that "PASS Cards are accepted here".

These materials will be distributed through key partners, including local authorities and trade associations. The packs can also be downloaded or ordered from [www.youngscot.org/pass](http://www.youngscot.org/pass)

- 17 The launch of the new PASS pack will be supplemented by articles in trade press and ongoing work to engage with Licensing Forums and other groups representing retailers and the licensed trade.

### **Recommendations**

- 18 **Proof of Age Standards Scheme**

Margo Morris, Senior Youth Strategy & Planning Officer, from Children and Families has advised that 2011 promotion of the 'One Card' will be in the following areas;

- **Scottish Youth Parliament Elections**  
One Card promotion will be carried out in February 2011 as all young people will be asked to use their Edinburgh Young Scot/NEC card number to vote online on the Scottish Youth Parliament elections in March 2011. CEC will be giving Edinburgh pupils information about how to make a new application if they have never had a card and also details about how to renew their card if it has been lost/damaged/stolen.
- **Photo refresh**  
During the academic year there will be a photo refresh of cards for senior pupils as most of their cards have outdated photographs.
- **Edinburgh Young Scot Discounts**  
CEC will be working with young people later in the year to increase the number of discounts on the card for young people.
- **Electronic Rewards**  
Working in partnership with Young Scot there will be a launch of electronic rewards on the card where young people will be able to accrue points for their involvement in various activities.

Margo Morris has also indicated that she would be interested to discuss ways in which the EVRP could aid the promotion of the card and has highlighted that the area of Trading Standards / Licensing would be of particular relevance.

**Recommendation 1:** Given the above points for the 'One Card' it would be advisable for an EVRP ANTE representative to meet Margo Morris to further discuss the promotion of the One Edinburgh Card.

## 19 **Test Purchasing**

**Recommendation 2:** Test purchasing results for alcohol, fireworks and tobacco are analysed centrally to highlight retailers who fail on more than one area of underage sales.

**Recommendation 3:** A standardised intelligence pro-forma be developed in order for CEC Officers to share local community intelligence with LBP 'A' Division DIU.

## 20 **Age Restricted Sales**

**Recommendation 4:** The activities associated with 'Age Restricted Sales' be discharged from the ANTE Action Plan (Action 2) as a result of the activities meeting satisfactory completion.

**Andrew Mitchell**  
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