

Hertfordshire Standard

Raising the Standard for Proof of Age in Hertfordshire

VALIDATE UK Kicks Off at Watford Football Club

Elton's Bar at Watford Football Club hosted the launch of the VALIDATE UK Card in Hertfordshire this week. Young People in Watford and Bushey are the first in the county to receive a VALIDATE UK card that aims to prevent the underage sale of alcohol, cigarettes and knives.

Hertfordshire Trading Standards and Validate UK have been working together for the last 18 months to make the scheme available to young people. It is hoped this will create a "no ID, no sale" culture among retailers and licensees and ensure age-restricted products are only sold to those who are legally allowed to buy them – it also allows young people to access services and goods they are legally entitled to, for example, the 15 year old boy who does not look old enough to purchase a DVD or cinema ticket and the 15 year old girl who is entitled to a reduced bus fare but looks older than 15!

County Councillor Richard Smith, Executive Member

for Community Safety, said: "We aim to change the culture surrounding the sale of age-restricted products so that young people expect to be asked for ID to prove their age. In other areas of the country where this scheme has been introduced, it has not only reduced the opportunity for young people to purchase products such as alcohol and cigarettes but also led to a drop in anti-social behaviour."

Students from Bushey Hall School and Westfield Community Technology College attended the launch and feature in the photographs along with Cllr Richard Smith, Guy Pratt, Head of Trading Standards, Mike MacGregor Operations & Development Manager and Nick Quinlan, Under Age Sales Project Officer.



Top: Elton's Bar, Students from Bushey Hall Community School. Far Left: Trading Standards representatives. Left: Students from Westfield Community Technology College.

What's it all about?

What is Validate?

Validate UK is a national voluntary photographic proof of age card for everyone. It aims to ensure that age restricted products are only sold to those who are legally entitled to them by creating a NO ID = NO SALE culture. It can also help those who may look younger prove their age.

The scheme is PASS accredited. PASS is the proof of age standards scheme which is supported by the UK Government, the Home Office, the Institute of Trading Standards and APCO, the association of Chief Police Officers. To be a PASS accredited scheme, it is audited every two years by the Institute of Trading Standards with a strict criteria with an aim to ensure that the scheme is secure for card holders and trustworthy for retailers, licensees and those selling age restricted products or services.

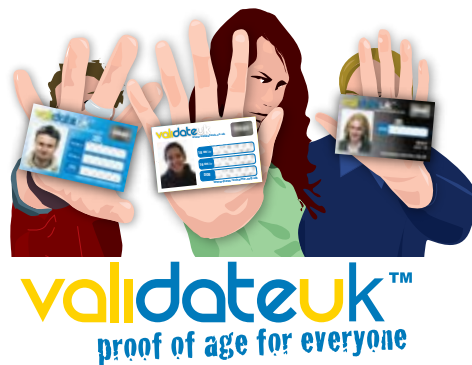
Validate UK helps young people who appear to be under the legal age prove their right to make purchase, for example; a 15 year old boy who does not look old enough to hire a film or purchase a cinema ticket, or the 15 year old girl who is entitled to a reduced bus fare but looks older than her age.

How will it work?

By issuing the card to every 16-18 year old in full time education, and promoting awareness of the scheme, we aim to change the culture, so that young people expect to be asked for ID to prove their age to make a purchase of an age restricted product. The premises which have been visited so far support the scheme and will be challenging anyone who looks under 21. Figures in other areas show that the implementation of

this scheme can dramatically reduce anti social behaviour and reduce the opportunity for young people to purchase products such as alcohol and cigarettes.

We are currently visiting and contacting retailers and licensed premises in the County to talk with them about the card. Because the card bears the PASS hologram, it is recognised by most major retailers and licensed premises. It is important for the card to be more than just a proof of age card, it needs to be something young people will want to carry with them. This is why we are currently working with local businesses to secure local discounts for card holders. The card will also be linked with the Herts Sports Partnership 1624

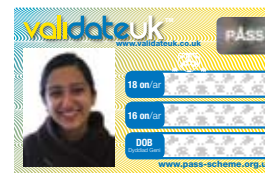


Richard Smith, Executive Member, Community Safety, Hertfordshire County Council

We are very pleased to be working with Validate UK to offer proof of age cards to the young people of Hertfordshire.

The under age sale of alcohol or any age restricted products in Hertfordshire will not be accepted. You simply can not guess a persons age. The PASS accredited Validate Proof of Age Card is a really useful tool not only as a safe option to help shop keepers and publicans to determine a persons age, but help young people gain access to products and services they are entitled to. Not to mention the benefits attached for card holders.

active card which has a whole range of benefits such as days out, sports and leisure to theatre tickets. Have a look at their website www.1624active.com for more information.



PASS...the real thing



The Proof of Age Standards Scheme (PASS) is the UK's national guarantee scheme for proof-of-age cards. The scheme was launched to bring in a common standard, an easily recognisable identity and a robust accreditation process

to help retailers and licensees ascertain a person's age for the purchase of age restricted products. PASS is supported by the Home Office, the Institute of Trading Standards and the Association of Chief Police Officers (ACPO). The VALIDATE UK proof of age scheme has been accredited for 5 years.

More information is available from the PASS Director & Administrator, Kate Winstanley katewinstanley@live.co.uk

First school to get Validate UK Cards

Bushey Hall is the first school to be issued with Validate UK cards in Hertfordshire

If you'd like more information about the scheme or would like to become involved please contact Nick Quinlan at Hertfordshire County Council on 01727 813849



Extensive Sports Facilities

Dacorum Sports Trust operates sports facilities and services across Dacorum, facilities include two sports centres, two dual use sports sites, a golf complex, and an athletics track alongside many sessions and classes operating throughout the local villages. All of our extensive facilities can be found on our website www.sportspace.co.uk or you can call our main sports centre



'Sportspace Hemel Hempstead' on 01442 228188. All of our prices are very competitive and there really is something for everyone at Sportspace, we look forward to seeing you soon.

EMPIRE
CINEMAS

Jarman's Park
Hemel Hempstead

Student Discount on Cinema Tickets on production of your VALIDATE UK Card

QUASAR
ELITE

179 Marlowes
Hemmel Hempstead
HP1 1BB

Quasar are offering £2 per game Monday to Friday before 6pm – on production of your VALIDATE UK Card – Term Time Only

Get a VALIDATE UK Card & Get an AA Driving Lesson FREE !



Get a VALIDATE UK Card...
Get a driving lesson free with the AA !"

Marilyn Baverstock, Campaign Manager, AA Driving School said.

"AA driving school is happy to be working with Validate to encourage young people to adopt a more responsible approach to driving and road safety right from the outset

Young drivers are the most 'at risk' driving group, largely through inexperience, a poor attitude towards speeding, a need to show off in front of others as well as misuse of alcohol and drugs.

It is essential for young drivers to learn good habits from the outset and AA driving school firmly believes this begins with plenty of skilled tuition coupled with supervised practice, but everything must be underpinned by the need to develop and maintain a mature attitude towards the danger the driver poses to themselves and others when behind the wheel.

Never leave it to chance. We don't. AA driving school uses only fully qualified instructors who are committed to providing you with quality tuition."

Get fit Get active Get rewarded

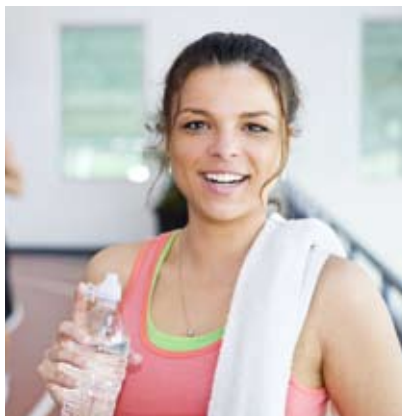
Discount rates on sports and leisure facilities

Discounts on theatre tickets and events

Savings on big brand products and services

A chance to get fit, meet friends and have fun!

This new initiative developed by the Herts Sports Partnership is designed to encourage 16 to 24 year olds to become more active. As being active can be fun! Not only will you look better and feel better, it's a great way to spend time with your mates, socialise and meet new people. With 1624active not only will you become fitter and healthier, you will also receive fantastic savings on life's everyday purchases including Holidays, Attractions, Restaurants and Gifts plus much more. Register your Validate card online today for FREE to activate a whole load of great discounts and prizes by visiting www.1624active.com.



BENEFITS OF THE HERTFORDSHIRE VALIDATE UK CARD

As well as the great benefits that Validate already have to offer, Hertfordshire card holders will get...

1624 active with loads of national discounts from days out to gym membership

Sportspace – Reduced rate sports pass at their Dacorum Centres

Empire Cinema Hemel Hempstead – Student Discount on cinema tickets!

We are working on more local discounts.. got any ideas? The 6th form at Bushey Hall School gave us these suggestions.

- Discounted transport
- Discount at Topman/Topshop
- Discounted Food
- Discounted bowling

Watch this space for further updates

For more information send an email to Nick at: trading_standards@hertscc.gov.uk

*discounts are subject to change. Venue offers right to change or cancel discounts at any time.



www.hertsdirect.org/tradingstandards - Hertfordshire Trading Standards

www.herts.police.uk – Hertfordshire Constabulary

www.1624active.co.uk – Herts Sports Partnership

www.empirecinemas.co.uk – Empire Cinemas