

## **Herefordshire Council Policy – Challenge 25**

Challenge 25 is the industry standard in England and Wales

Sections 19.3, 23.14 & 23.28 of Herefordshire Council's Licensing Policy 2015-2020 explains the council's position on Challenge 25 –

**19.3** To protect young people, the council should routinely undertake test purchasing to ensure the law is being adhered to. It should be noted the Licensing Authority supports the use of the Challenge 25 Policy and recommends this should be included as part of an applicant's operating schedule in any Premises Licence or Club Premises Certificate application. Please contact Trading Standards for further details.

**23.14** Premises that sell alcohol should have due regard to proof of age schemes, and this Licensing Authority recommends that the Challenge 25 Policy be used (further details contact Trading Standards).

### **23.28 'Challenge 25'**

It is unlawful to sell or supply alcohol to persons under the age of 18. Following test purchases operations within the county, it has been established that Challenge 21 has little effect. The Authority therefore requires premises within the county to operate a 'Challenge 25' policy, other than in exceptional circumstances.