



DERBY CITY COUNCIL

GENERAL LICENSING COMMITTEE
25 MARCH 2009

ITEM 5

Report of the Corporate Director of Environmental Services

INTRODUCTION OF CHALLENGE 25 SCHEME

RECOMMENDATION

- 1.1 To note the information set out in this report regarding the introduction of the Challenge 25 Scheme in Derby.
- 1.2 To note the joint working arrangements that are taking place between the various partners involved in this Scheme.

SUPPORTING INFORMATION

- 2.1 In an effort to combat underage drinking, the Council's Licensing Team and Trading Standards Team, in partnership with Derbyshire Constabulary, Derby Community Safety Partnership and Derby City Pubwatch are launching a new proof of age scheme. The scheme is to be known as 'Challenge 25' and will replace the existing Challenge 21 scheme.
- 2.2 The rationale behind the increase in age of challenge is that a number of young people can make themselves look 21 years old relatively easily, but it is a lot more difficult for them to look 25 years old. The aim therefore is that by raising the age of challenge to 25 years, more young people who try and purchase alcohol whilst under the legal age of 18 years old will be identified and refused.
- 2.3 The scheme is due to be launched at the next meeting of the Derby City Centre Pubwatch on 25 March 2009 and will come into force on 30 March 2009 in time for the Easter holiday weekend.
- 2.4 The Challenge 25 scheme is expected to be rolled out across Derbyshire to ensure consistency throughout the Police's area of responsibility.
- 2.5 Licensees within Derby City Centre who attend the meeting will be given posters, badges and other materials. The remainder of licensed premises, including off-licences and supermarkets, will be visited by Police Community Support Officers and Council Licensing Officers before the start date and given the literature.

For more information contact: Michael Kay, Tel. 01332 641940, email michael.kay@derby.gov.uk
Background papers: None
List of appendices: Appendix 1 – Implications

IMPLICATIONS

Financial

1. The publication material has been funded jointly by the Community Safety Partnership, Derbyshire Constabulary and Derby City Pubwatch.

Legal

- 2.1 In the majority of cases, the adoption of the Challenge 25 scheme by individual premises will be voluntary.
- 2.2 Under the Licensing Act 2003, a Premises Licence holder may choose to adopt a Challenge 25 scheme in their Operating Schedule which will then become part of their licence conditions.
- 2.3 In the interests of achieving one or more of the four licensing objectives and following information considered at a General Licensing Sub Committee, the Council can attach the adoption of a Challenge 25 scheme to the conditions of a Premises Licence.

Personnel

3. None directly arising.

Equalities Impact

4. None directly arising.

Corporate objectives and priorities for change

5. The introduction of the Challenge 25 scheme contributes to the corporate objective of **giving excellent services and value for money**.