

Staff Briefings and Attendance

Four short briefings. Five minutes each.

Briefing 1 — It is your criminal record, not just the company's

- The person who makes the sale commits the offence personally.
- The fine for selling to a child is unlimited.
- Following the policy is what protects you. Departing from it exposes you.
- Ask: who here knows today's born-before date?

Name	Signature	Date

Briefing 2 — The refusal that saves everyone

- A refusal is never wrong. An unnecessary refusal costs us one sale.
- A wrong sale costs a criminal record, up to £20,000 and possibly the licence.
- Be polite, be brief, be final. Then record it.
- Ask: when did you last write in the refusals register?

Name	Signature	Date

Briefing 3 — Spotting a fake

- Take it in your hand. Photograph against face, then date of birth, then expiry.
- Look for the PASS hologram. Look for raised edges and mismatched fonts.
- Do the arithmetic, never guess the year.

- Ask: pass round two IDs and see who spots the altered one.

Name	Signature	Date

Briefing 4 — Proxy sales, the one people miss

- Watch the whole transaction, not just the person paying.
- Adult buying for a group of teenagers outside is an offence.
- Refuse, record, and tell a manager.
- Ask: what would you do if a customer we refused came back with their dad?

Name	Signature	Date

Briefing delivered by: _____ Position: _____

Scope and limitations — read before use

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