

**ENFORCEMENT APPROACH TO THE SALE OF  
AGE RESTRICTED PRODUCTS**

1. The illegal sale of age restricted products has a detrimental impact on our communities. The Public Protection Partnership (PPP) acknowledges the role responsible retailing plays in ensuring the sale of such products is conducted in a manner which limits that impact and the harmful effects on the safety and health of individuals. To this end the PPP proposes to continue to raise awareness in the wider community of the issues relating to the misuse of age restricted products by young people and to seek the support of the community in driving out illegal sales
2. The PPP recognises the role that the wider community plays in supporting young people to make informed choices. Through tobacco and alcohol harm reduction initiatives we will continue to engage with young people and the education community in order to close the circle between education and regulation in relation to harmful products such as tobacco and alcohol.
3. The PPP will continue to support, host and deliver the Berkshire West Tobacco Control Alliance's strategic objectives insofar as they relate to young people and smoking.
4. The PPP will continue to encourage and support responsible retailing by offering advice and support on how to best achieve compliance with the legislation relating to the sale of age restricted products.
5. The PPP in conducting our enforcement work will continue to develop and have regard to intelligence, whether from partner agencies or the wider community.
6. The PPP will use powers such as the instigation of licence reviews or temporary closure orders to secure ongoing compliance with the law.
7. While acknowledging the national guidance on the conduct of test purchase operations, it is the view of the PPP that wider geographical operations support legitimate businesses. By challenging their procedures we help maintain a high level of vigilance and provide visible reassurance of our efforts to secure a level playing field. These operations develop the intelligence picture and further inform the broader enforcement programme.
8. We believe that our operations should recreate a real life scenario. Where a young volunteer working with us is inappropriately challenged as to their age, and they have prior parental consent, they will be able to be untruthful about their age; thus ensuring the businesses procedures are robustly challenged
9. In carrying out test purchasing steps to provide safeguards for both the young person and the trader are taken including having regard to national guidelines in respect of ensuring the safety of young people. Where appropriate we will take legal or other action against traders and individuals in accordance with the PPP's adopted Enforcement Policy.
10. In delivering this important policy area the PPP will work closely with key partners including schools, public health, Thames Valley Police and others identified in the relevant control strategy.