

An analysis of intended alcohol consumption by young people celebrating GCSE results in 2016

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Research Report

In collaboration with:



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Introduction

The protection of children from harm is what lies behind the range of age restricted sales legislation. Under Age Sales Ltd are a social enterprise that specialises in helping retailers to achieve compliance. We offer comprehensive and, if needed, intensive support to mainly small, independent retailers. It could be a sole trader, part of a chain, one of the symbol or fascia groups, or a franchisee. We can help them to secure their business and retain trading licences.

As a social enterprise, we use some of our profits to commission work to support our social objectives which are set out in our [Programme for Change](#).

In July 2016, we commissioned OnePoll to undertake a nationwide survey of 1,000 15 or 16 year olds who were awaiting the results of their GCSE's due to be published in England and Wales on 25th August 2016. The survey asked questions about how these young people would celebrate their results, whether or not they would use alcohol to do so and where and how they planned to get hold of alcohol. The purpose of the report is to inform debate about the access young people have to alcohol and to reinforce messages to retailers of the need for diligence and adequate staff training to prevent under age access to alcohol.

OnePoll are an internationally recognised market research and analysis organisation. Their data is reliable as all surveys are compliant with the Market Research Society code of conduct and they have quality control systems in place to ensure results are accurate.

The survey was conducted online between 8th August and 18th August 2016. The full list of survey questions is shown in Appendix One.

Overview

As nervous 15 and 16 year olds up and down the country anxiously await their GCSE results our research shows that retailers need to be extra vigilant as over 315,000 students could be celebrating with alcohol.

In this survey of 15 and 16 year olds, 45 per cent admit that alcohol may well form a part of their GCSE celebrations. With over 700,000 GCSE students due to find out their grades, there are hundreds of thousands of teenagers expected to try and obtain and consume alcohol.

A third of those who want to mark their achievements with alcohol will try to purchase it themselves from independent retailers and 1 in 10 will use a fake ID. This survey of 1,000 GCSE students also found that 15 per cent will ask their parents to buy drinks for them.

Whilst some teenagers might see having a tipples or two to celebrate their grades as a one-off occasion, the research reveals that underage drinking is an issue all year round. The results show over a quarter (26 per cent) drink alcohol at least once a month and 13 per cent drink at least once a week.

The teenagers questioned also admitted to getting themselves into precarious situations when under the influence of alcohol. A fifth have argued with family or friends, 15 per cent have found themselves injured, admitted to hospital or blacked out, and one in ten confessed to having sex. A further five per cent have engaged in physical violence and four per cent admitted to taking drugs, while one in 20 females admitted to self-harming after drinking.

Celebrating GCSE's

We asked our respondents who they were planning to celebrate their GCSE results with. The majority (59.60%) said that they would be celebrating with family. Around a third (31.0%) said that they would celebrate with friends. Respondents in the North East were significantly more likely to celebrate with friends (46.3%) than the national average. Youngsters in the West Midlands were more likely to celebrate with their family (72.53%). Around 1 in 20 (4.9%) said that they didn't plan to celebrate their results; with boys more than twice as likely not to celebrate their results than girls (6.71% boys; 3.15% girls).



The most likely celebration choice was going out for a meal with friends or family (66.38%). Almost 1 in 5 girls plan to have a private party or gathering (19.63%), but less than 1% of respondents said that they planned to go out to a nightclub. Having a private party was significantly more likely in London (29.58%). One in seven youngsters (13.47%) said that they planned to meet up with friends at an outdoor location, like a local park, to celebrate their results. This was more likely to be boys (17.34%) than girls (9.92%).

Drinking Alcohol

Around 45% of 15 or 16 year olds admit that alcohol may well form part of their celebrations with 15% saying that it definitely will. There was little difference between girls and boys as to whether alcohol will feature in celebrations. However, there were significant regional variations, with alcohol much more likely to be part of celebrations in London (21.13%) and the South West (24.68%), but kids in the East of England (4.48%) and the West Midlands (5.95%) were significantly less likely to be drinking alcohol.

Buying Alcohol

More than a third of boys (34.78%) who are getting alcohol to celebrate will be attempting to buy it themselves; whereas less than one in four girls will (23.19%). Of the 15/16 year olds that have attempted to buy alcohol only 4 out of 10 have been challenged for ID (39.74%). Girls were more likely to be challenged for ID than boys (44.7% v 35.4%) and youngsters are more likely to be challenged for ID in London and the South East than any other regions (44.9%). One in ten kids have fake or false ID (9.2%) with the use of an older friend or family member's ID being the most popular. Four percent of our respondents have fake ID that they have purchased from the internet or made themselves.



One in five (19.55%) of youngsters buying alcohol will attempt to buy it themselves with a quarter of them (4.76%) using fake or false ID to do so. Most children will get their parents (39.1%), an older friend (25.6%) or another family member (11.03%) to buy it for them.

Risky Behaviour

One in five of our respondents (19.80%) have ended up having a verbal argument with friends or family after drinking alcohol with one in 20 involved in physical violence (5.10%) and 3.7% have ended up in hospital after drinking.

One in ten 15/16 year olds have had sex after drinking alcohol (10.4%) with a third (3.90%) having unprotected sex. Boys are more than twice as likely to have unprotected sex after drinking than girls (5.49% v 2.36%).

Gender and Regional Breakdown



49.2%
(n=492)



Female

50.8%
(n=508)

Scotland

8.0%
(n=80)

**Northern
Ireland**

1.9%
(n=19)

North West

14.1%
(n=141)

**West
Midlands**

9.1%
(n=91)

Wales

5.7%
(n=57)

South West

8.0%
(n=80)



North East

5.4%
(n=54)

**Yorkshire &
Humberside**

9.0%
(n=90)

East Midlands

9.1%
(n=91)

East of England

7.4%
(n=74)

London

7.6%
(n=76)

South East

14.7%
(n=147)

Appendix One – Questions and Results

1. Who will you be most likely to celebrate your GCSE exam results with?

National Results

Choice	%	Male	Female
Family	59.60% 596	58.33% 287	60.83% 309
Friends	31.00% 310	30.08% 148	31.89% 162
I will celebrate my GCSE results alone	1.80% 18	1.42% 7	2.17% 11
Other person / people	0.40% 4	0.41% 2	0.39% 2
N/A / I do not plan to celebrate	4.90% 49	6.71% 33	3.15% 16
N/A / I am not taking GCSEs	2.30% 23	3.05% 15	1.57% 8

Regional Breakdown

	East of England	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Family	55.41% 41	67.03% 61	51.32% 39	44.44% 24	60.28% 85	52.63% 10	60% 48	67.35% 99	58.75% 47	47.37% 27	72.53% 66	54.44% 49
Friends	35.14% 26	29.67% 27	36.84% 28	46.30% 25	34.04% 48	36.84% 7	20% 16	23.81% 35	36.25% 29	38.60% 22	18.68% 17	33.33% 30
I will celebrate my GCSE results alone	0% 0	1.10% 1	5.26% 4	5.56% 3	1.42% 2	0% 0	1.25% 1	2.04% 3	0% 0	3.51% 2	0% 0	2.22% 2
Other person / people	0% 0	1.10% 1	0% 0	1.85% 1	0% 0	0% 0	0% 0	0% 0	1.25% 1	0% 0	1.10% 1	0% 0
N/A / I do not plan to celebrate	8.11% 6	1.10% 1	6.58% 5	1.85% 1	2.13% 3	5.26% 1	11.25% 9	3.40% 5	2.50% 2	5.26% 3	7.69% 7	6.67% 6
N/A / I am not taking GCSEs	1.35% 1	0% 0	0% 0	0% 0	2.13% 3	5.26% 1	7.50% 6	3.40% 5	1.25% 1	5.26% 3	0% 0	3.33% 3

2. How are you most likely to celebrate your GCSE results?

National Results

Choice	%	Male	Female
Private party or gathering (e.g. at home, at a friend's house or a hired out venue)	17.78%	15.77%	19.63%
	165	70	95
Meal with family	55.82%	56.53%	55.17%
	518	251	267
Meal with friends	10.56%	7.88%	13.02%
	98	35	63
Meeting friends at an outdoor location (e.g. local park)	13.47%	17.34%	9.92%
	125	77	48
Going to the pub/a nightclub	0.97%	1.13%	0.83%
	9	5	4
Other	1.40%	1.35%	1.45%
	13	6	7

Regional Results

	East of England	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Private party or gathering (e.g. at home, at a friend's house or a hired out venue)	19.40% 13	20% 18	29.58% 21	7.55% 4	23.70% 32	11.76% 2	7.69% 5	16.06% 22	19.48% 15	11.76% 6	14.29% 12	18.52% 15
Meal with family	47.76% 32	55.56% 50	36.62% 26	47.17% 25	53.33% 72	47.06% 8	67.69% 44	62.77% 86	49.35% 38	49.02% 25	72.62% 61	62.96% 51
Meal with friends	11.94% 8	8.89% 8	18.31% 13	22.64% 12	8.89% 12	11.76% 2	15.38% 10	5.11% 7	11.69% 9	9.80% 5	7.14% 6	7.41% 6
Meeting friends at an outdoor location (e.g. local park)	19.40% 13	13.33% 12	14.08% 10	15.09% 8	11.85% 16	17.65% 3	7.69% 5	13.87% 19	16.88% 13	23.53% 12	5.95% 5	11.11% 9
Going to the pub/a nightclub	0% 0	2.22% 2	0% 0	3.77% 2	0% 0	11.76% 2	0% 0	0% 0	1.30% 1	3.92% 2	0% 0	0% 0
Other	1.49% 1	0% 0	1.41% 1	3.77% 2	2.22% 3	0% 0	1.54% 1	2.19% 3	1.30% 1	1.96% 1	0% 0	0% 0

3. Will you be drinking alcohol when you celebrate your GCSE results?

National Results

Choice	%	Male	Female
Yes	14.87% 138	15.54% 69	14.26% 69
No	54.74% 508	54.05% 240	55.37% 268
Maybe	29.31% 272	29.73% 132	28.93% 140
Prefer not to say	1.08% 10	0.68% 3	1.45% 7

Regional Results

	East of England	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Yes	4.48% 3	12.22% 11	21.13% 15	18.87% 10	14.07% 19	11.76% 2	9.23% 6	19.71% 27	24.68% 19	11.76% 6	5.95% 5	18.52% 15
No	59.70% 40	51.11% 46	50.70% 36	50.94% 27	51.11% 69	58.82% 10	69.23% 45	57.66% 79	50.65% 39	52.94% 27	59.52% 50	49.38% 40
Maybe	34.33% 23	34.44% 31	25.35% 18	30.19% 16	34.07% 46	29.41% 5	21.54% 14	21.90% 30	23.38% 18	31.37% 16	34.52% 29	32.10% 26
Prefer not to say	1.49% 1	2.22% 2	2.82% 2	0% 0	0.74% 1	0% 0	0% 0	0.73% 1	1.30% 1	3.92% 2	0% 0	0% 0

4. Will you attempt to buy the alcohol for your GCSE celebrations yourself?

National Results

Choice	%	Male	Female
Yes	28.99% 40	34.78% 24	23.19% 16
No	68.84% 95	62.32% 43	75.36% 52
Prefer not to say	2.17% 3	2.90% 2	1.45% 1

Regional Results

	East of England	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Yes	33.33% 1	36.36% 4	60% 9	60% 6	31.58% 6	100% 2	0% 0	25.93% 7	10.53% 2	16.67% 1	0% 0	13.33% 2
No	66.67% 2	63.64% 7	40% 6	30% 3	68.42% 13	0% 0	100% 6	74.07% 20	89.47% 17	66.67% 4	100% 5	80% 12
Prefer not to say	0% 0	0% 0	0% 0	10% 1	0% 0	0% 0	0% 0	0% 0	0% 0	16.67% 1	0% 0	6.67% 1

5. How often do you typically drink alcohol? Please select nearest match

National Results

Choice	%	Male	Female
More than twice a week	1.20% 12	1.42% 7	0.98% 5
Twice a week	3.30% 33	3.66% 18	2.95% 15
Once a week	8.80% 88	9.35% 46	8.27% 42
Once a month	12.60% 126	10.98% 54	14.17% 72
Every couple of months	15.70% 157	16.26% 80	15.16% 77
Once a year or less	19.10% 191	19.72% 97	18.50% 94
Never	37.80% 378	37.20% 183	38.39% 195
Prefer not to say	1.50% 15	1.42% 7	1.57% 8

Regional Results

	East of England	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
More than twice a week	0% 0	0% 0	6.58% 5	0% 0	0.71% 1	0% 0	1.25% 1	2.04% 3	0% 0	0% 0	1.10% 1	1.11% 1
Twice a week	1.35% 1	4.40% 4	5.26% 4	0% 0	2.13% 3	5.26% 1	5% 4	6.80% 10	3.75% 3	3.51% 2	0% 0	1.11% 1
Once a week	10.81% 8	4.40% 4	6.58% 5	18.52% 10	12.06% 17	0% 0	6.25% 5	4.08% 6	18.75% 15	12.28% 7	5.49% 5	6.67% 6
Once a month	9.46% 7	19.78% 18	14.47% 11	20.37% 11	9.22% 13	0% 0	13.75% 11	10.88% 16	11.25% 9	14.04% 8	13.19% 12	11.11% 10
Every couple of months	14.86% 11	23.08% 21	13.16% 10	11.11% 6	19.86% 28	31.58% 6	3.75% 3	10.88% 16	11.25% 9	10.53% 6	19.78% 18	25.56% 23
Once a year or less	20.27% 15	19.78% 18	15.79% 12	16.67% 9	18.44% 26	15.79% 3	32.50% 26	26.53% 39	20% 16	8.77% 5	8.79% 8	15.56% 14
Never	40.54% 30	28.57% 26	32.89% 25	33.33% 18	37.59% 53	42.11% 8	37.50% 30	36.05% 53	33.75% 27	49.12% 28	51.65% 47	36.67% 33
Prefer not to say	2.70% 2	0% 0	5.26% 4	0% 0	0% 0	5.26% 1	0% 0	2.72% 4	1.25% 1	1.75% 1	0% 0	2.22% 2

6. Which of the following have you ever participated in or experienced, under the influence of alcohol or intoxicating substances?

National Results

Choice	%	Male	Female
Having unprotected sex	3.90% 39	5.49% 27	2.36% 12
Having protected sex	6.50% 65	9.15% 45	3.94% 20
Drugs	3.60% 36	4.27% 21	2.95% 15
Verbal argument with friends/family	19.80% 198	20.73% 102	18.90% 96
Physical behaviour/violence	5.10% 51	6.91% 34	3.35% 17
Criminal damage	2.40% 24	3.46% 17	1.38% 7
Self-harming	3.00% 30	1.22% 6	4.72% 24
Injuries	5.00% 50	6.10% 30	3.94% 20
Ended up in hospital	3.70% 37	3.66% 18	3.74% 19
Blacked out	3.90% 39	4.27% 21	3.54% 18
None of the above / N/A	68.10% 681	67.28% 331	68.90% 350
None / Prefer not to say	4.70% 47	4.88% 24	4.53% 23

Regional Results

	East of England	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Having unprotected sex	4.05% 3	3.30% 3	7.89% 6	7.41% 4	5.67% 8	0% 0	5% 4	3.40% 5	2.50% 2	3.51% 2	2.20% 2	0% 0
Having protected sex	5.41% 4	4.40% 4	11.84% 9	12.96% 7	6.38% 9	0% 0	3.75% 3	4.08% 6	7.50% 6	14.04% 8	4.40% 4	5.56% 5
Drugs	2.70% 2	1.10% 1	6.58% 5	3.70% 2	7.80% 11	0% 0	5% 4	3.40% 5	1.25% 1	1.75% 1	3.30% 3	1.11% 1
Verbal argument with friends/family	18.92% 14	9.89% 9	18.42% 14	33.33% 18	26.95% 38	47.37% 9	18.75% 15	19.05% 28	18.75% 15	22.81% 13	12.09% 11	15.56% 14
Physical behaviour/violence	4.05% 3	5.49% 5	3.95% 3	11.11% 6	5.67% 8	15.79% 3	1.25% 1	5.44% 8	8.75% 7	1.75% 1	2.20% 2	4.44% 4
Criminal damage	1.35% 1	1.10% 1	6.58% 5	3.70% 2	2.13% 3	10.53% 2	1.25% 1	2.04% 3	2.50% 2	5.26% 3	1.10% 1	0% 0
Self-harming	4.05% 3	2.20% 2	1.32% 1	11.11% 6	1.42% 2	5.26% 1	0% 0	2.72% 4	3.75% 3	5.26% 3	1.10% 1	4.44% 4
Injuries	5.41% 4	4.40% 4	9.21% 7	11.11% 6	7.09% 10	15.79% 3	2.50% 2	4.08% 6	1.25% 1	0% 0	3.30% 3	4.44% 4
Ended up in hospital	1.35% 1	2.20% 2	3.95% 3	7.41% 4	4.96% 7	0% 0	0% 0	6.80% 10	3.75% 3	3.51% 2	3.30% 3	2.22% 2
Blacked out	1.35% 1	0% 0	3.95% 3	5.56% 3	3.55% 5	5.26% 1	5% 4	4.08% 6	7.50% 6	3.51% 2	3.30% 3	5.56% 5
None of the above / N/A	70.27% 52	75.82% 69	60.53% 46	50% 27	63.83% 90	47.37% 9	75% 60	66.67% 98	68.75% 55	59.65% 34	82.42% 75	73.33% 66
None / Prefer not to say	5.41% 4	6.59% 6	9.21% 7	3.70% 2	4.96% 7	5.26% 1	2.50% 2	2.72% 4	3.75% 3	12.28% 7	2.20% 2	2.22% 2

7. Have you ever been asked for ID when attempting to buy alcohol, tobacco or other age restricted products?

National Results

Choice	%	Male	Female
Yes	12.00% 120	11.59% 57	12.40% 63
No	18.20% 182	21.14% 104	15.35% 78
N/A / I have never attempted to buy age restricted products	69.80% 698	67.28% 331	72.24% 367

Regional Results

	East of England	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Yes	4.05% 3	4.40% 4	21.05% 16	22.22% 12	14.18% 20	5.26% 1	15% 12	15.65% 23	6.25% 5	15.79% 9	3.30% 3	13.33% 12
No	13.51% 10	21.98% 20	28.95% 22	18.52% 10	23.40% 33	36.84% 7	13.75% 11	11.56% 17	20% 16	12.28% 7	17.58% 16	14.44% 13
N/A / I have never attempted to buy age restricted products	82.43% 61	73.63% 67	50% 38	59.26% 32	62.41% 88	57.89% 11	71.25% 57	72.79% 107	73.75% 59	71.93% 41	79.12% 72	72.22% 65

8. Do you possess a fake ID/ use an ID which isn't yours?

National Results

Choice	%	Male	Female
Yes, purchased from the internet	1.90% 19	1.83% 9	1.97% 10
Yes, I made it myself	2.10% 21	2.44% 12	1.77% 9
Yes, I use an older friend's	4.20% 42	3.05% 15	5.31% 27
Yes, I use an older brother's/sister's/relative's	2.10% 21	2.24% 11	1.97% 10
Yes, other	0.10% 1	0.20% 1	0% 0
None / No	90.80% 908	91.46% 450	90.16% 458

Regional Results

	East of England	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Yes, purchased from the internet	0% 0	1.10% 1	7.89% 6	0% 0	2.13% 3	10.53% 2	1.25% 1	1.36% 2	2.50% 2	0% 0	0% 0	2.22% 2
Yes, I made it myself	2.70% 2	2.20% 2	3.95% 3	5.56% 3	0.71% 1	5.26% 1	0% 0	2.72% 4	2.50% 2	1.75% 1	1.10% 1	1.11% 1
Yes, I use an older friend's	1.35% 1	3.30% 3	10.53% 8	9.26% 5	2.13% 3	0% 0	6.25% 5	4.76% 7	2.50% 2	1.75% 1	2.20% 2	5.56% 5
Yes, I use an older brother's/sister's/relative's	0% 0	0% 0	2.63% 2	7.41% 4	0.71% 1	5.26% 1	1.25% 1	3.40% 5	1.25% 1	3.51% 2	2.20% 2	2.22% 2
Yes, other	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	1.75% 1	0% 0	0% 0
None / No	95.95% 71	93.41% 85	84.21% 64	79.63% 43	94.33% 133	78.95% 15	91.25% 73	88.44% 130	91.25% 73	91.23% 52	95.60% 87	91.11% 82

9. How are you usually most likely to get hold of age restricted products (including alcohol and tobacco)?

National Results

Choice	%	Male	Female
Buy it myself, using either a fake ID or using an older sibling's/friend's ID	1.90% 19	2.44% 12	1.38% 7
Buy it myself, not using any form of ID and dressing normally	2.90% 29	3.46% 17	2.36% 12
Buy it myself, not using any form of ID and dressing up to try and make myself look older	3.00% 30	4.07% 20	1.97% 10
Ask strangers outside of a shop to buy it for me	1.90% 19	1.63% 8	2.17% 11
Ask an older friend to buy it for me	10.20% 102	7.93% 39	12.40% 63
Ask parents to buy it for me	15.60% 156	14.84% 73	16.34% 83
Ask a family member (other than parents) to buy it for me	4.40% 44	4.67% 23	4.13% 21
N/A / I do not get hold of age restricted products	59.60% 596	60.77% 299	58.46% 297
Other	0.50% 5	0.20% 1	0.79% 4

Regional Results

	East of England	East Midlands	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Buy it myself, using either a fake ID or using an older sibling's/friend's ID	1.35% 1	1.10% 1	9.21% 7	3.70% 2	0.71% 1	0% 0	0% 0	0% 0	5% 4	1.75% 1	2.20% 2	0% 0
Buy it myself, not using any form of ID and dressing normally	0% 0	2.20% 2	3.95% 3	1.85% 1	4.26% 6	21.05% 4	2.50% 2	4.08% 6	0% 0	7.02% 4	0% 0	1.11% 1
Buy it myself, not using any form of ID and dressing up to try and make myself look older	2.70% 2	4.40% 4	7.89% 6	5.56% 3	1.42% 2	5.26% 1	2.50% 2	3.40% 5	2.50% 2	0% 0	3.30% 3	0% 0
Ask strangers outside of a shop to buy it for me	0% 0	0% 0	2.63% 2	7.41% 4	1.42% 2	0% 0	3.75% 3	2.04% 3	1.25% 1	0% 0	0% 0	4.44% 4
Ask an older friend to buy it for me	4.05% 3	7.69% 7	15.79% 12	14.81% 8	16.31% 23	10.53% 2	10% 8	10.20% 15	7.50% 6	8.77% 5	7.69% 7	6.67% 6
Ask parents to buy it for me	21.62% 16	18.68% 17	5.26% 4	22.22% 12	12.06% 17	0% 0	20% 16	10.88% 16	20% 16	12.28% 7	13.19% 12	25.56% 23
Ask a family member (other than parents) to buy it for me	5.41% 4	4.40% 4	1.32% 1	3.70% 2	7.09% 10	5.26% 1	2.50% 2	6.12% 9	5% 4	1.75% 1	3.30% 3	3.33% 3
N/A / I do not get hold of age restricted products	64.86% 48	61.54% 56	53.95% 41	40.74% 22	54.61% 77	57.89% 11	58.75% 47	63.27% 93	58.75% 47	68.42% 39	70.33% 64	56.67% 51
Other	0% 0	0% 0	0% 0	0% 0	2.13% 3	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	2.22% 2

About Us

Under Age Sales Ltd is a social enterprise that specialises in helping retailers and suppliers of age restricted products and services to comply with legislation.



We have a comprehensive range of point-of-sale materials, including nationally recognised No ID No Sale and Challenge 21/25 posters, stickers, badges, panels and shelf edges. Our products can all be purchased online:

[Click here](#)



We offer specialist support to retailers or service providers that have failed a test purchase or face law enforcement action. We work with trading standards and the police as an honest negotiator to help resolve weaknesses in systems.

[Click here](#)



We are a fully accredited EdExcel Learning Centre offering unique qualifications for staff working in age restricted sales environments. Specialist Awards in Preventing Under Age Sales across five key industries.

[Click here](#)

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