

News Release



December 7, 2004

Policy & Planning

Stirling Council

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Retailers Identify with Young Shoppers

STIRLING's retailers will know exactly the type of goods they can sell to under 18's, thanks to Stirling Council's new Trading Standards information pack.

And with over 3000 young people across the Stirling Council area having signed-up to carrying new official ID cards - retailers will also be able to ask for proof of age.

Stirling Council's Trading Standards and Youth Support have teamed up with Young Scot and The Scottish Retail Consortium to produce a localised version of the national retailer awareness and training pack, which highlights the sale of age restricted goods such as knives, solvents, cigarettes, alcohol, fireworks and DVD /Videos. Packs are being distributed immediately to 200 local retailers selling age restricted goods with follow up advice and training from Trading Standard Officers if needed. The packs will also be distributed to other retailers, and will be available online to download from the Stirling Council website (www.stirling.gov.uk).

Retailers will also receive information about the new Stirling Young Scot PASS™ (Proof of Age Standards Scheme) card, which will be available from December 20, 2004.

This ID card supersedes all other proof of age schemes and will be adopted throughout the United Kingdom. It allows young people to prove their age and entitlement to purchase age restricted goods and services.

Neil Chalmers of Trading Standards said "It's often difficult for retailers to tell the age of young people from their appearance. The use of proof of age cards helps them determine the age of a young person before they make a sale, and keeps them the right side of the law."

Thistles Shopping Centre Director Colin Moulston said “Whilst most retail staff are clear about restrictions on selling tobacco and alcohol, there are many other goods which are age restricted. For example party poppers, liqueur chocolates and even pets. Many retailers also have issues with the amount of fake IDs in circulation. By introducing the Stirling Young Scot PASS™ card, we now have easily identifiable and reliable ID information whose validity, if necessary can be queried locally. Any initiative that assists our retailers like this is to be fully Supported.”

Bill Miller, Service Manager, Youth Support said “Young people will have confidence in purchasing goods which they are legally entitled to, whether it’s a lottery ticket or reduced fare on the bus, by showing their Stirling Young Scot PASS™ card. With the back up of the training and awareness pack, retailers will be sure that they are staying on the right side of the law.”

For more information contact Bill Miller, Service Manager, Youth Support on 01786 432211.

Note to Editor:

PHOTO OPPORTUNITY:

Launch of Retailer Awareness and Training Pack.

Where: The Basement, Back Walk, Stirling

When: Tuesday 7th December

Time: 3.30 – 4.30pm

In attendance: Trading Standards, Youth Support, local retailers and licence holders, and young people

Photo opportunity: “Identity parade” of young people and selection of age restricted goods Approx. 3.45 pm

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