



Restricted Items & Age-Restricted Sales Policy

July 2026

Our Commitment

At All Communities Matter CIC, we are committed to creating safe, welcoming, and responsible markets for everyone. We work closely with our local authority partners to ensure traders comply with UK legislation and help protect children and vulnerable people from harm.

We ask all traders to understand their responsibilities when selling age-restricted products and to follow this policy at all times.

Alcohol Sales

The Law

The Licensing Act 2003 makes it illegal to:

Sell alcohol to anyone under the age of 18.

Buy or attempt to buy alcohol on behalf of someone under 18 (proxy purchasing).

Allow someone under 18 to buy or attempt to buy alcohol.

Sell or attempt to sell alcohol to anyone who appears to be drunk or intoxicated.

Breaching alcohol licensing laws can result in significant fines, criminal prosecution, and action against your licence.

Your Responsibilities

If you sell alcohol at one of our markets or events, you must:

Operate a Challenge 25 policy at all times.

Ask for acceptable photo ID from anyone who looks under the age of 25.

Only accept a valid passport or UK driving licence as proof of age to reduce the risk of fake identification.

Ensure everyone involved in alcohol sales on your stall has been trained in the Challenge 25 scheme.

Record every refused sale in your Refusals Register.

Clearly display the Challenge 25 poster provided by All Communities Matter CIC.

Ensure the Personal Licence Holder has authorised anyone selling alcohol on their behalf using an Authorisation to Supply Alcohol form.

Refuse the sale of alcohol to anyone who appears to be intoxicated and record the refusal.

Knowingly breaking alcohol licensing laws or this policy may result in your details being reported to the relevant licensing authority and may affect your ability to trade at future events.

Age-Restricted Products

Why This Matters

The law places a responsibility on retailers to prevent age-restricted products from being sold to children and young people.

Selling restricted goods to someone underage can lead to fixed penalty notices, substantial fines, criminal prosecution, and other enforcement action.

To help protect everyone, compliance with this policy is a condition of trading with All Communities Matter CIC.

Failure to follow this policy may result in action under our Trader Conduct Policy, including suspension or permanent removal from our markets.

Your Responsibilities

If you sell any age-restricted products, you must:

Follow the Challenge 25 policy for every age-restricted sale.

Request acceptable photo ID from anyone who appears to be under 25.

Only accept a valid passport or UK driving licence as proof of age.

Ensure all staff selling age-restricted products understand and follow Challenge 25 procedures.

Record every refused sale in your Refusals Register.

Clearly display the Challenge 25 poster provided by All Communities Matter CIC.

Any trader who knowingly sells age-restricted products illegally may be reported to the relevant enforcement authority and may be required to attend a Trader Conduct hearing.

E-Cigarettes & Vapes

Under the Nicotine Inhaling Products (Age of Sale and Proxy Purchasing) Regulations 2015, it is illegal to sell nicotine-containing vaping products to anyone under 18.

In addition, All Communities Matter CIC does not permit the sale of any vaping products—including nicotine-free vapes or e-cigarettes—to anyone under the age of 18.

Challenge 25 must always be followed when selling these products.

Fur Products

To support our commitment to ethical and responsible trading, the sale of real animal fur is not permitted at any All Communities Matter CIC market or event.

This includes, but is not limited to:

- Fur coats
- Vintage fur garments
- Fur rugs
- Fur hats
- Clothing with real fur trim
- Any other products made from real animal fur

If you are unsure whether a product is permitted, please contact us before attending the event.

Further Guidance

If you are unsure whether a product is age restricted, please check the latest UK guidance before offering it for sale.

We also encourage all traders to complete Challenge 25 training and ensure all staff understand their legal responsibilities.

Thank you for helping us create safe, responsible, and enjoyable markets for everyone.

