



**Brent & Harrow Trading Standards  
Service**

*WORKING IN PARTNERSHIP*



**Brent**

## **Age Restricted Products Responsible Trader Scheme**

### **The Background**

The Responsible Retailers Scheme was launched in September 2007 by Brent & Harrow Trading Standards Service as part of its ongoing program of business advice. This new initiative is aimed at providing all retailers with the tools they need to comply with laws regarding age restricted products.

Trading Standards developed the scheme as a way of working with retailers to try and reduce sales of these products to under age youngsters.

As a result, a pack has been produced to give retailers and their employee's clear information on the law and also advice on good practice measures that should be adopted to prevent such sales taking place.

This scheme operates alongside other initiatives involving local schools. These will not only tackle health education on smoking and drinking but will also encourage young people themselves to get involved in addressing the issues.

Retailers, who sign up to the Responsible Retailers Scheme and meet the criteria outlined, will be given a window sticker to display at their premises. Together with other promotional material provided, this will show customers and other traders that they are supporting this valuable community project.

Members of the Brent & Harrow scheme will receive a sticker to display in the window of their business to show customers and young people they belong to the scheme. This should be displayed in a prominent position to discourage attempts to purchase restricted products by young people who are underage. All members will receive an annual audit by an officer from Trading Standards who will offer advice and guidance on compliance with legislation.

The scheme is **free** to join and open to all businesses in the boroughs of Brent and Harrow. If you are interested in joining please complete and return the slip below or alternatively call 020 8937 5555 (select option 2) and arrange for an officer to visit you.

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**Name of Business .....**

**Address .....**

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**Name of Contact / Business owner .....**

**Daytime contact number .....**