

# NO ID? NO SALE FOR ME!

**Challenge 25** helps protect children from harm by ensuring anyone who looks under 25 is asked for ID before being sold alcohol.



Kent Police licensing department has taken robust enforcement action against hundreds of off-licences since 2024, to tackle underage sales and protect young people

## Don't take the risk.

Selling alcohol to a child could cost you your licence, your job, and your home.

**Always check ID. Always stay safe.**



**Kent  
Police**

Report a non-urgent crime online [www.kent.police.uk/report](http://www.kent.police.uk/report)

Talk to us on LiveChat – available 24/7 [www.kent.police.uk/contact](http://www.kent.police.uk/contact)

In an emergency, if crime is in progress or life is in danger call **999**

If you have a hearing or speech impairment, use our textphone service **18000**.  
Or text us on 999 if you've pre-registered with the emergency SMS service.

[www.kent.police.uk](http://www.kent.police.uk)   