#MUPlocal

Minimum Unit Pricing (MUP)

Evidence Assets developed by:-

The University Of Sheffield.

Master Slide Deck for all MUPLocal presentations

Bury

1. Short UTLA/Region specific slides
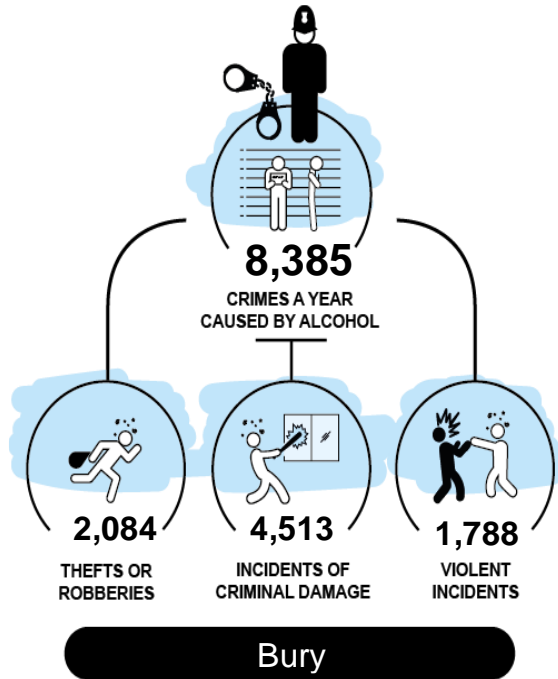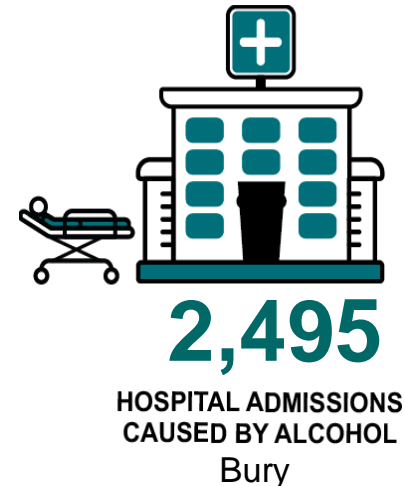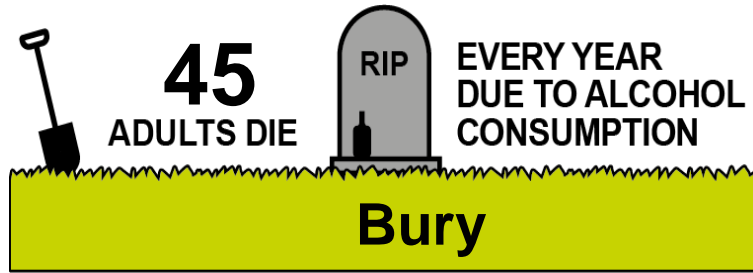
#MUPlocal

Minimum Unit Pricing (MUP)

Exploring the impact of the local implementation of a minimum price for a unit of alcohol
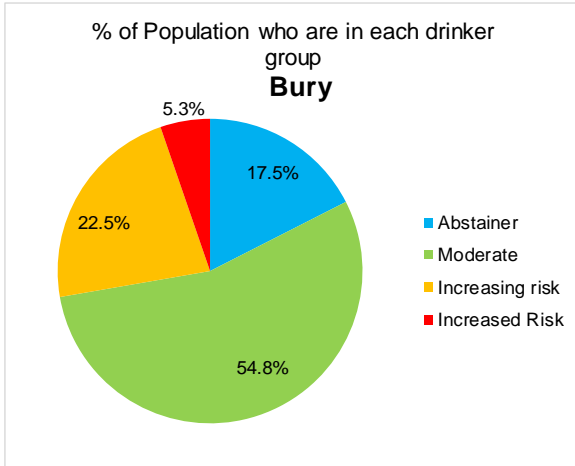
- the evidence for

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Setting the Scene

The scale of the local problem

45 ADULTS DIE · RIP · EVERY YEAR DUE TO ALCOHOL CONSUMPTION

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2,495

HOSPITAL ADMISSIONS CAUSED BY ALCOHOL
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8,385
CRIMES A YEAR CAUSED BY ALCOHOL

2,084
THEFTS OR ROBBERIES

4,513
INCIDENTS OF CRIMINAL DAMAGE

1,788
VIOLENT INCIDENTS

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NHS · ALCOHOL COSTS THE NHS **£11,430,000** A YEAR

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In Bury

They drink **33%** of all alcohol
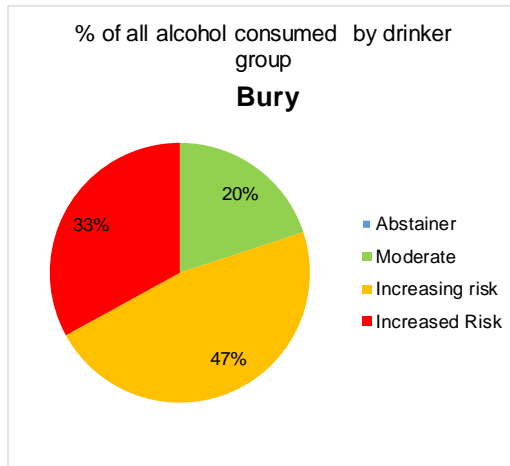
They drink **44%** of the cheap alcohol sold below 50p per unit
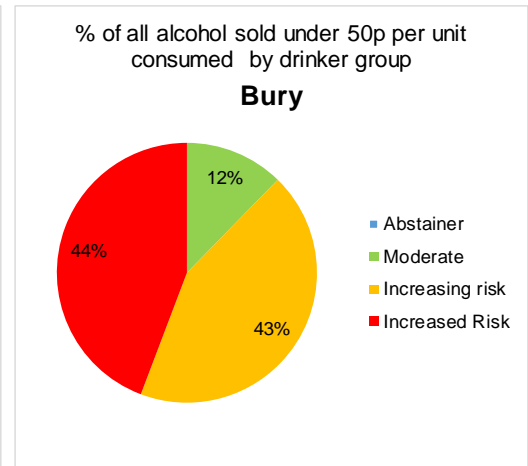
% of Population who are in each drinker group
Bury
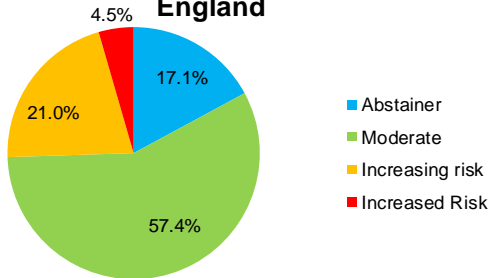
- 17.5% Abstainer
- 54.8% Moderate
- 22.5% Increasing risk
- 5.3% Increased Risk

% of all alcohol consumed by drinker group
Bury

- 20% Moderate
- 47% Increasing risk
- 33% Increased Risk

% of all alcohol sold under 50p per unit consumed by drinker group
Bury

- 12% Moderate
- 43% Increasing risk
- 44% Increased Risk

% of Population who are in each drinker group
England

- 17.1% Abstainer
- 57.4% Moderate
- 21.0% Increasing risk
- 4.5% Increased Risk

% of all alcohol consumed by drinker group
England

- 22% Moderate
- 47% Increasing risk
- 31% Increased Risk

% of all alcohol sold under 50p per unit consumed by drinker group
England

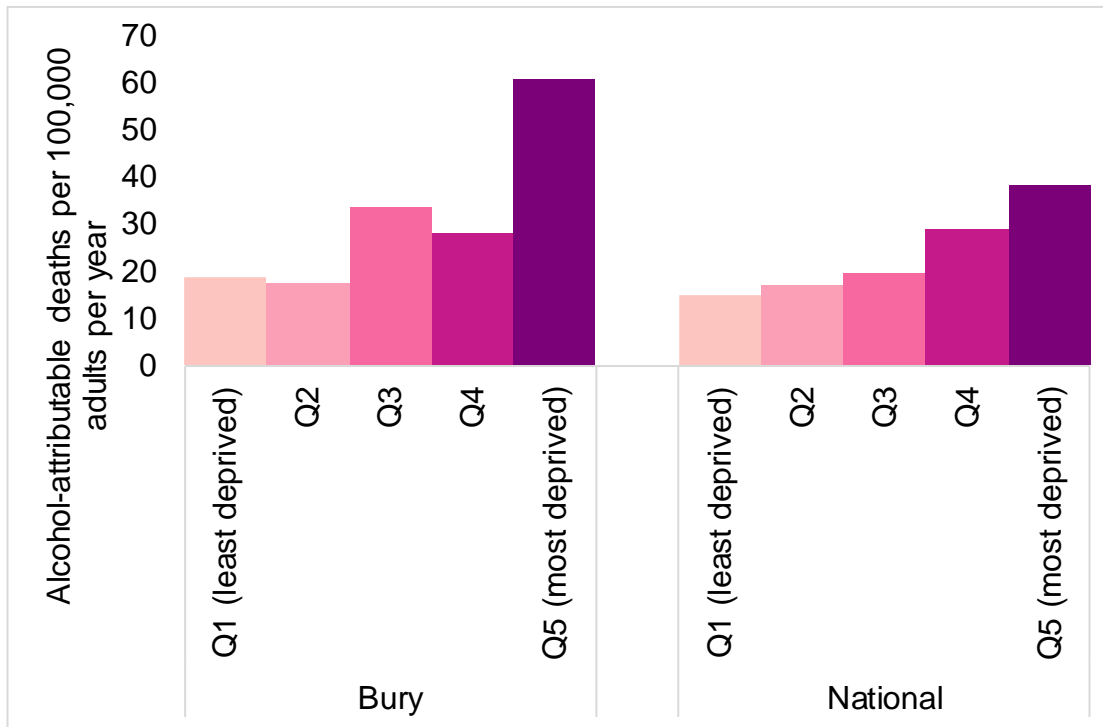- 14% Moderate
- 45% Increasing risk
- 42% Increased Risk

Alcohol attributable hospital admissions per 100,000 adult per year
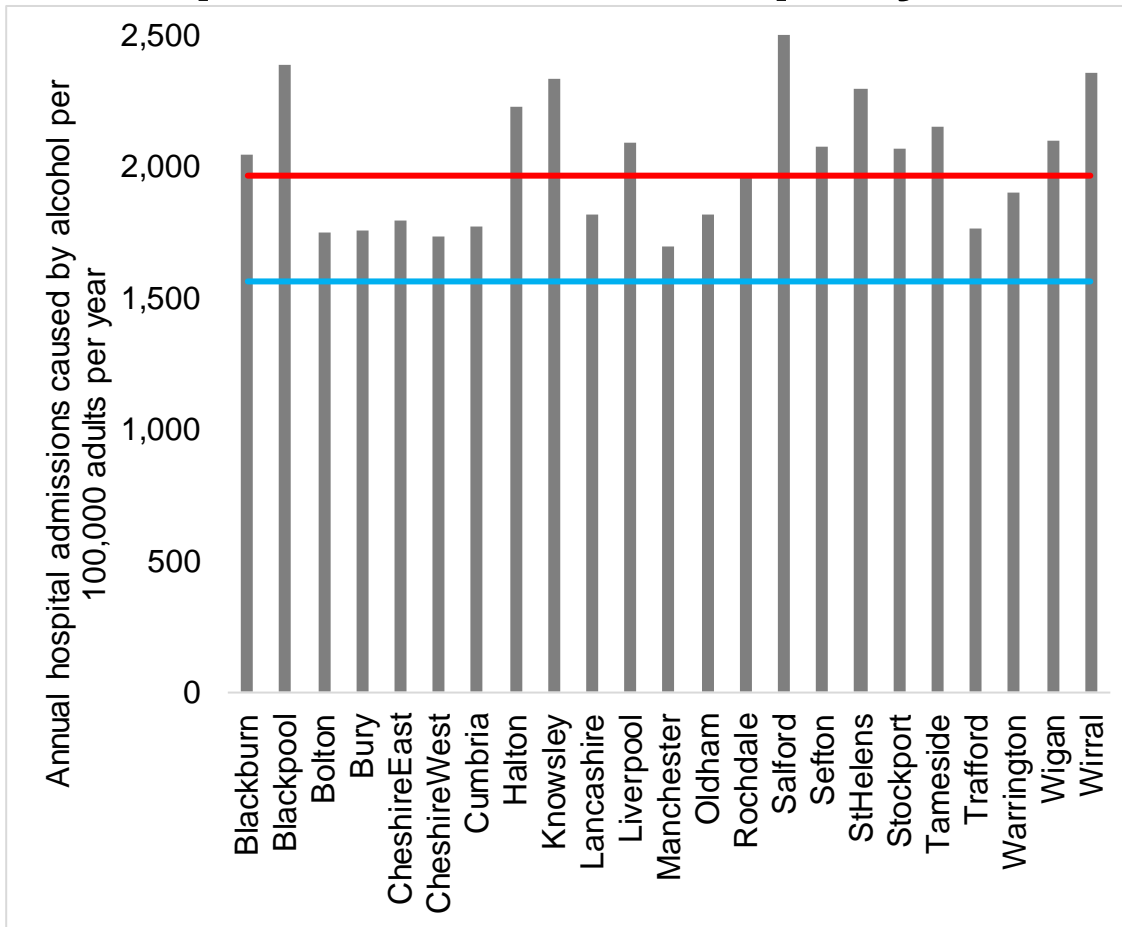
The North West experiences more alcohol related hospitalisations per population than nationally

Alcohol-attributable Deaths per 100,000 Adult Population by Index of Multiple Deprivation Quintile

More deprived areas experience higher rates of alcohol attributable deaths – and the gap between rich and poor can be bigger in many LAs than it is nationally

Impact of MUP
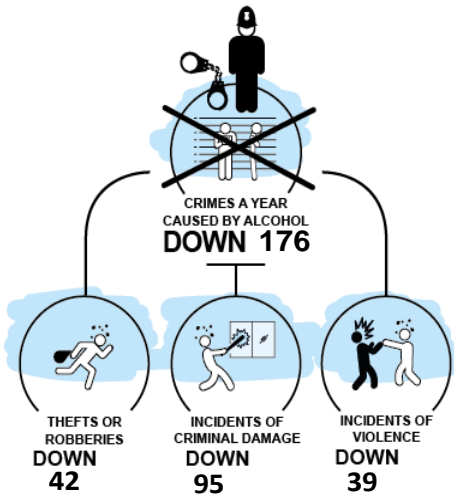
Impact of a 50p MUP locally?

MUP IMPACT

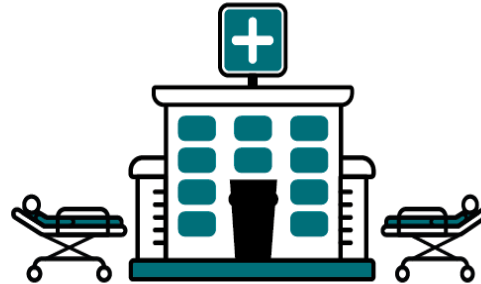**77 DEATHS PREVENTED** IN THE NEXT 20 YEARS WITH A 50P MUP

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MUP IMPACT

CRIMES A YEAR CAUSED BY ALCOHOL
DOWN 176

THEFTS OR ROBBERIES DOWN 42

INCIDENTS OF CRIMINAL DAMAGE DOWN 95

INCIDENTS OF VIOLENCE DOWN 39

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MUP IMPACT

HOSPITAL ADMISSIONS PER YEAR
DOWN 120

Bury

MUP IMPACT

SAVE THE NHS £260,000 A YEAR

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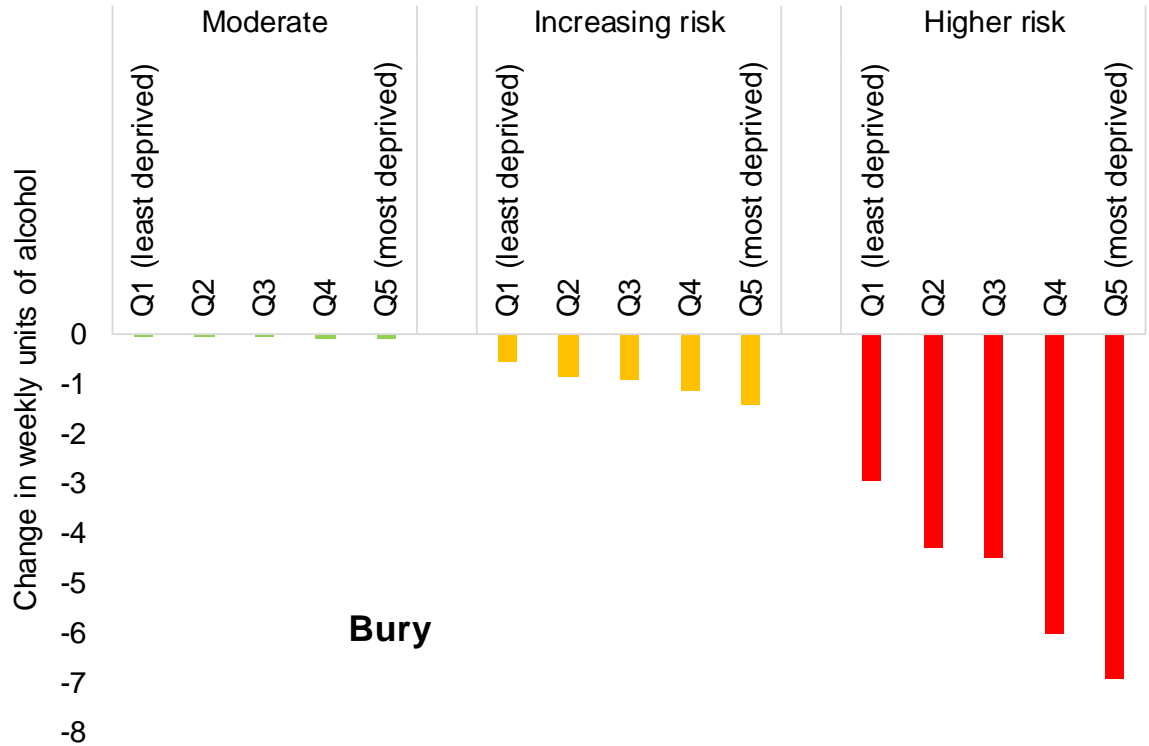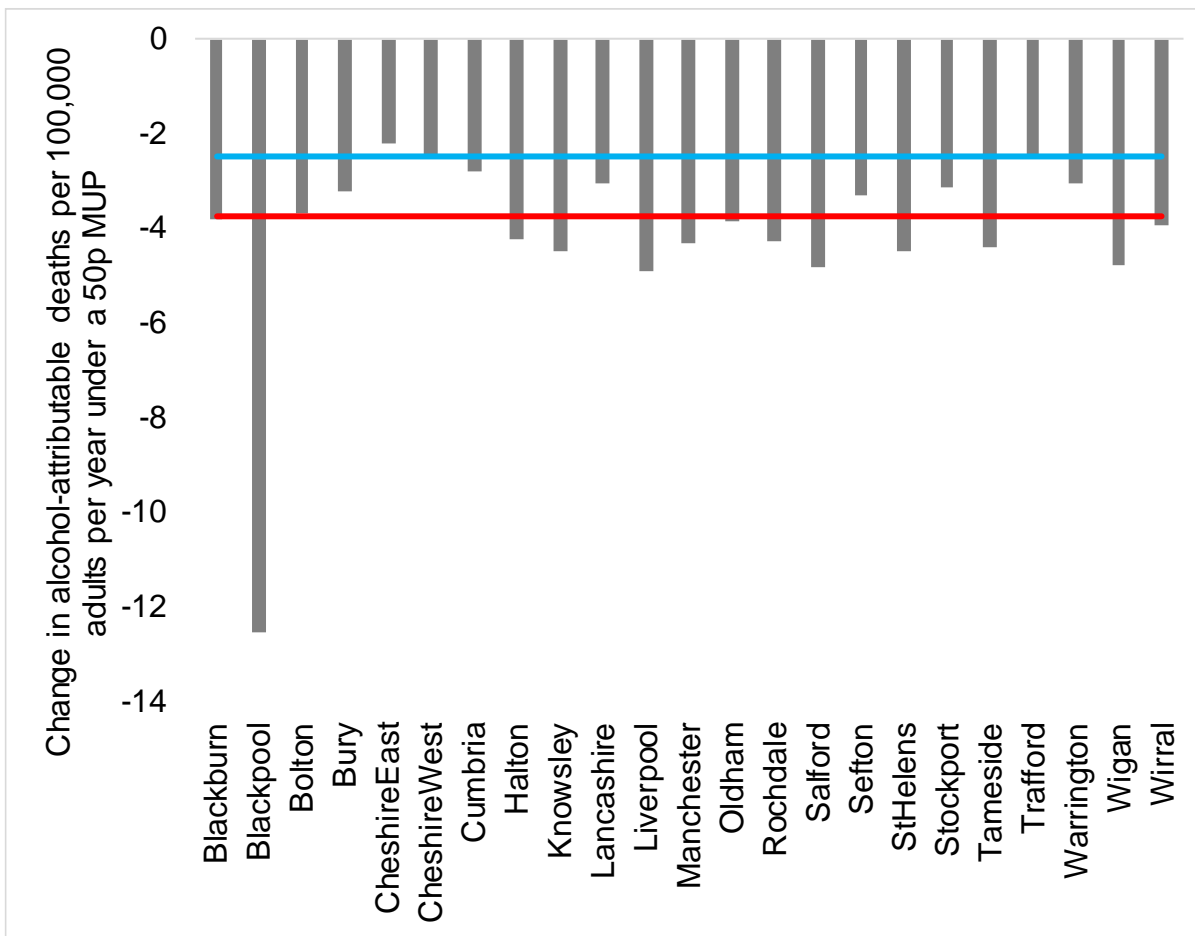# Impact of 50p MUP on Average Weekly Alcohol Consumption
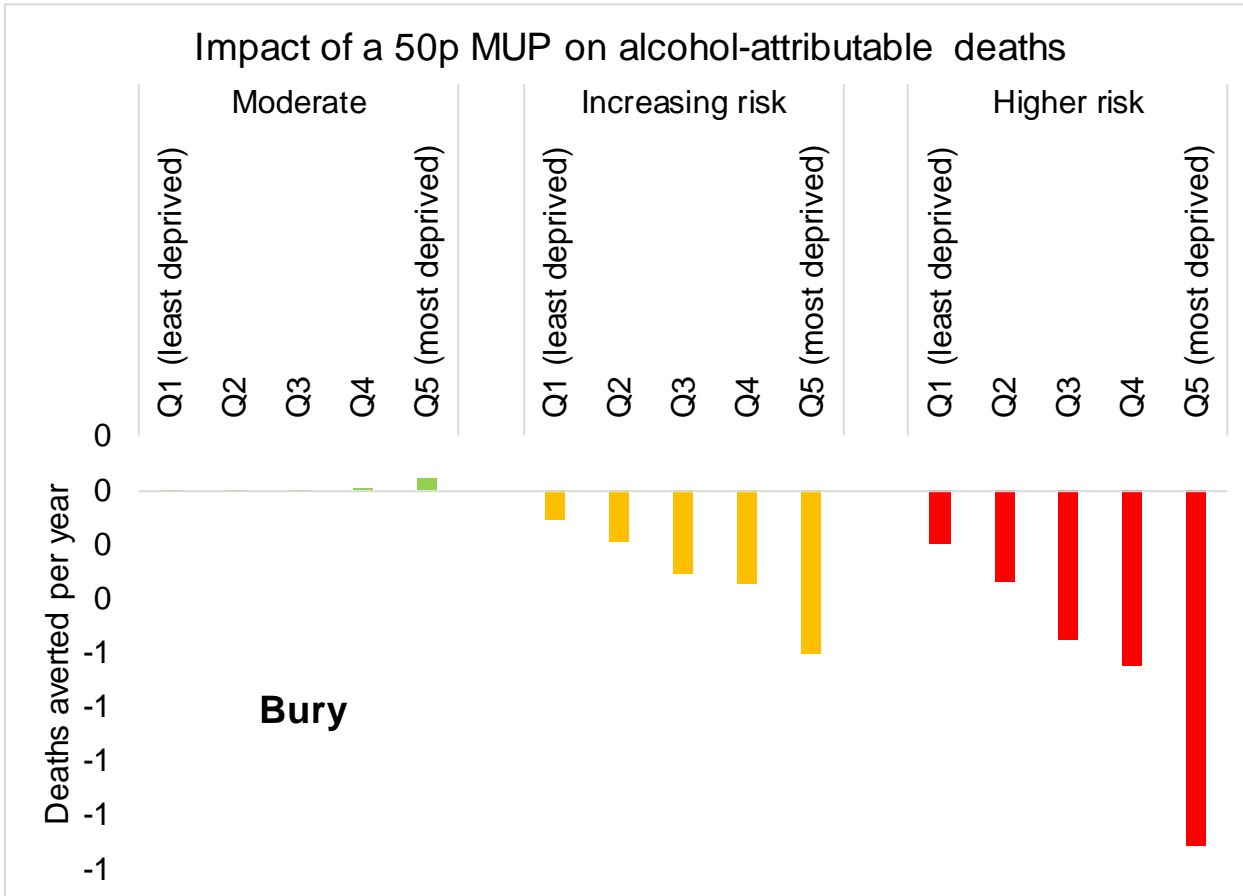

MUP IMPACT

Consumption

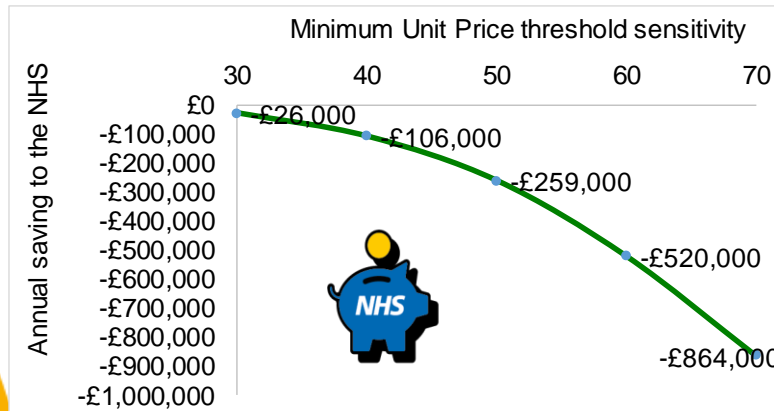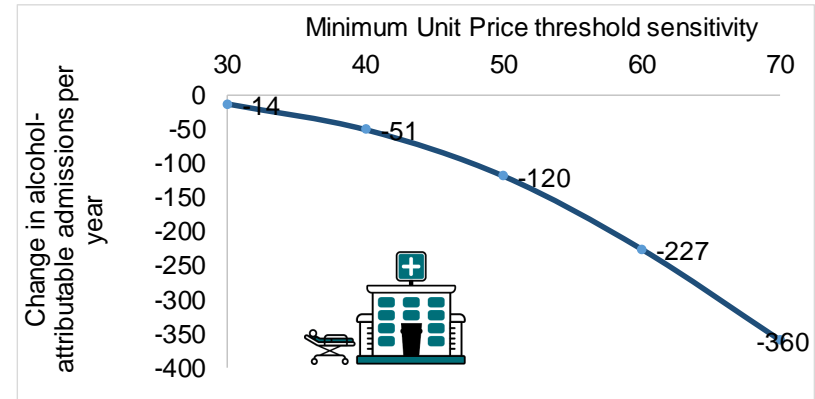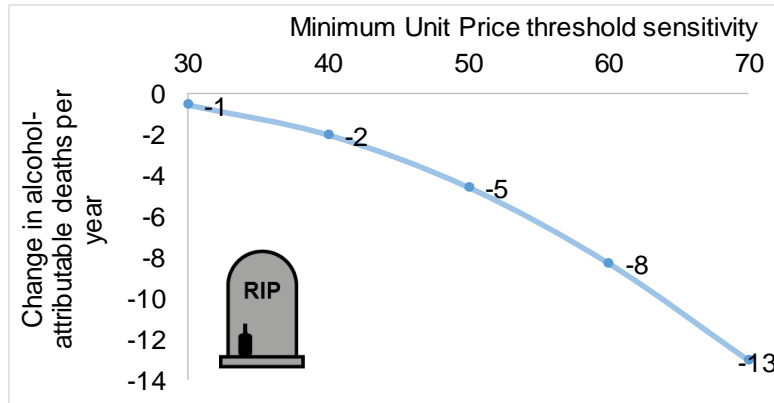DOWN   -4.3%

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Impact of a 50p MUP on weekly alcohol consumption

Impact of 50p MUP on alcohol related deaths is bigger in North West than Nationally

Impact on alcohol related deaths is bigger in higher risk drinkers and in deprived areas

Impact of a 50p MUP on alcohol-attributable deaths

A 50p MUP is around
10 times more effective than a 30p threshold &
2 times more effective than a 40p threshold

Minimum Unit Price threshold sensitivity — Change in alcohol-attributable deaths per year: 30: -1, 40: -2, 50: -5, 60: -8, 70: -13

Minimum Unit Price threshold sensitivity — Change in alcohol-attributable admissions per year: 30: 14, 40: -51, 50: -120, 60: -227, 70: -360

Minimum Unit Price threshold sensitivity — Annual saving to the NHS: 30: -£26,000, 40: -£106,000, 50: -£259,000, 60: -£520,000, 70: -£864,000

Minimum Unit Price threshold sensitivity — Change in alcohol-attributable offences per year: 30: 16, 40: -70, 50: -176, 60: -348, 70: -574

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Impact on Alcohol Sales for Business

Impact on retailer revenue (£millions after duty & VAT)

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Change in annual revenue (£m)

Off-trade:
- Baseline: £14.6
- Change: +£1.7
- After 50p MUP: £16.3

On-trade:
- Baseline: £22.2
- Change: £0.1
- After 50p MUP: £22.2

Off trade retailers would see substantial increased revenue

On trade retailers would see very little change in revenue

Impact on Alcohol Sales for Business

Average change in retailer revenue per outlet

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Off-trade: £11,832
On-trade: -£317