

Research funding from:

  
National Institute for  
Health Research

**#MUPlocal**

# Minimum Unit Pricing (MUP)

Evidence Assets developed by:-



The  
University  
Of  
Sheffield.

# Master Slide Deck for all MUPLocal presentations

## Cumbria

# 1. Short UTLA/Region specific slides



**#MUPlocal**

# **Minimum Unit Pricing (MUP)**

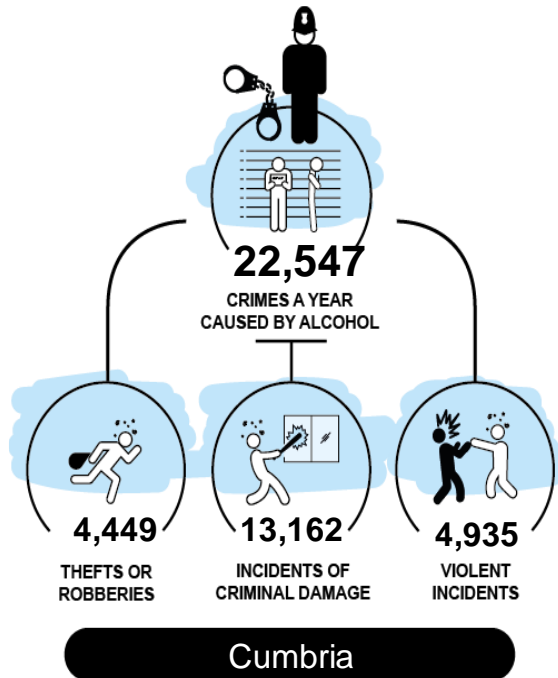
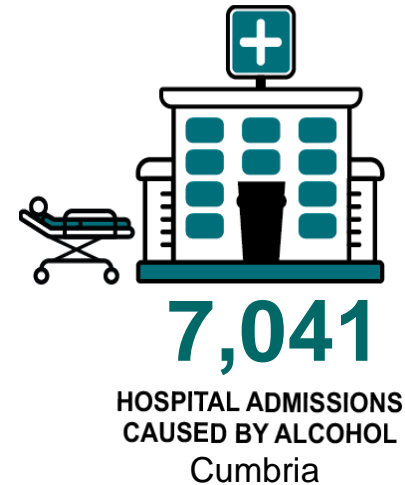
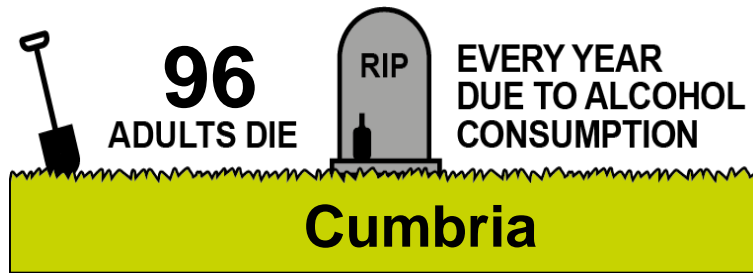
Exploring the impact of the local implementation of a  
minimum price for a unit of alcohol

- the evidence for

**Cumbria**

# Setting the Scene

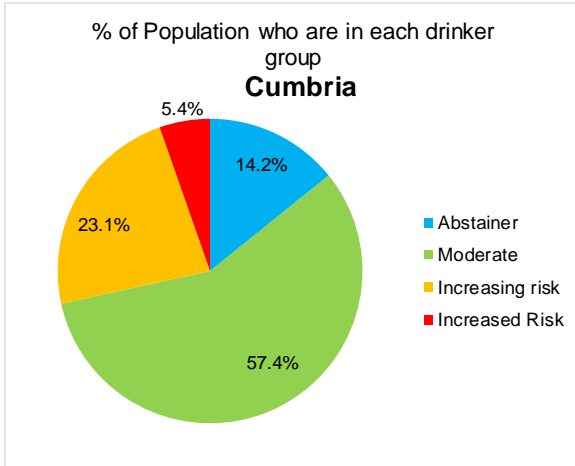
# The scale of the local problem



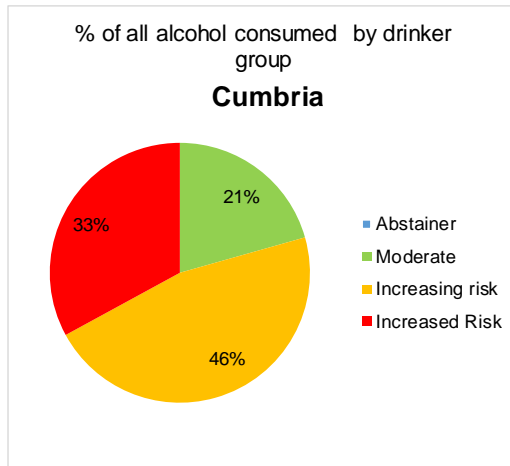
**Cumbria**

## In Cumbria

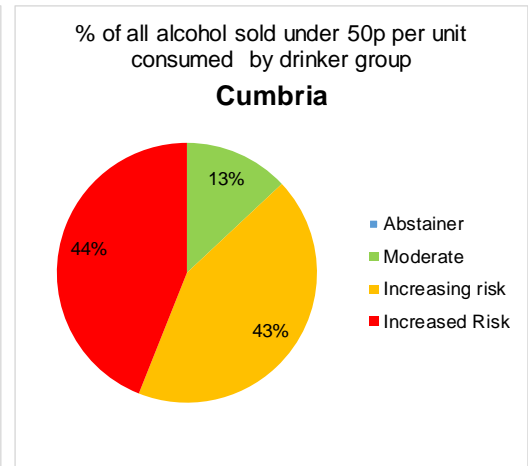
**5.4%** of people drink at high risk levels



They drink **33%** of all alcohol

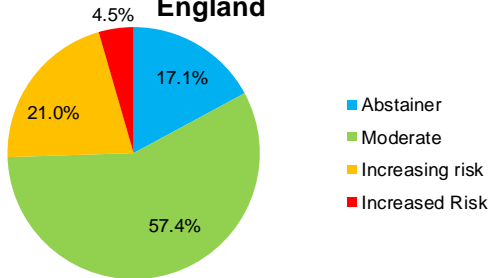


They drink **44%** of the cheap alcohol sold below 50p per unit



% of Population who are in each drinker group

## England



% of all alcohol consumed by drinker group

## England

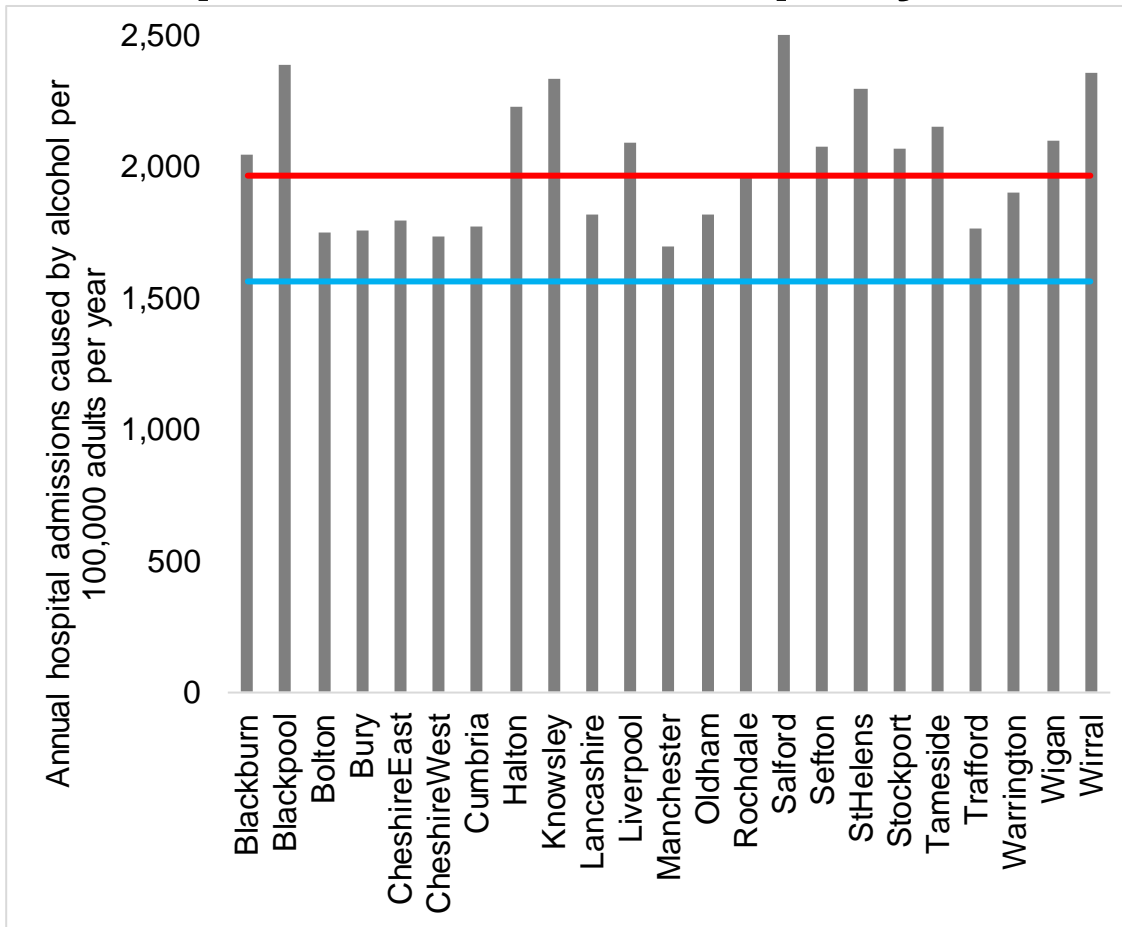


% of all alcohol sold under 50p per unit consumed by drinker group

## England



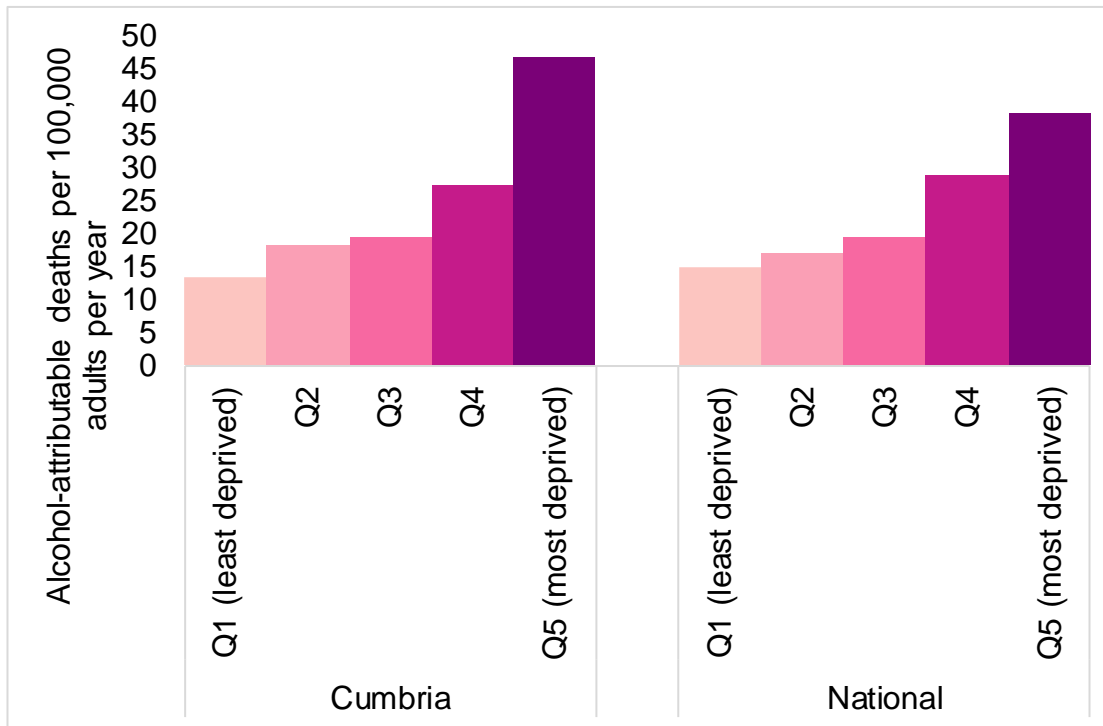
# Alcohol attributable hospital admissions per 100,000 adult per year



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?

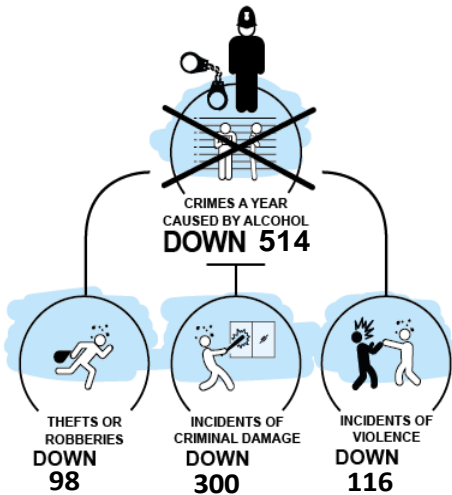
## MUP IMPACT



**189**  
**DEATHS PREVENTED**  
IN THE NEXT 20 YEARS  
WITH A 50P MUP

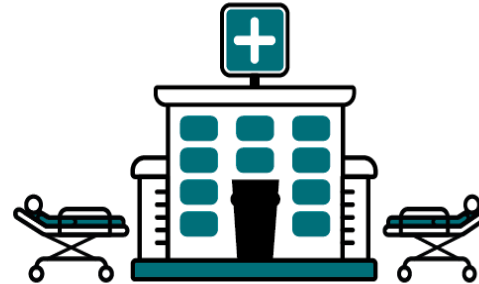
Cumbria

## MUP IMPACT



Cumbria

## MUP IMPACT



HOSPITAL ADMISSIONS PER YEAR

**DOWN 302**

Cumbria

## MUP IMPACT



**SAVE THE NHS**

**£720,000**

**A YEAR**

Cumbria

# Impact of 50p MUP on Average Weekly Alcohol Consumption

## MUP IMPACT

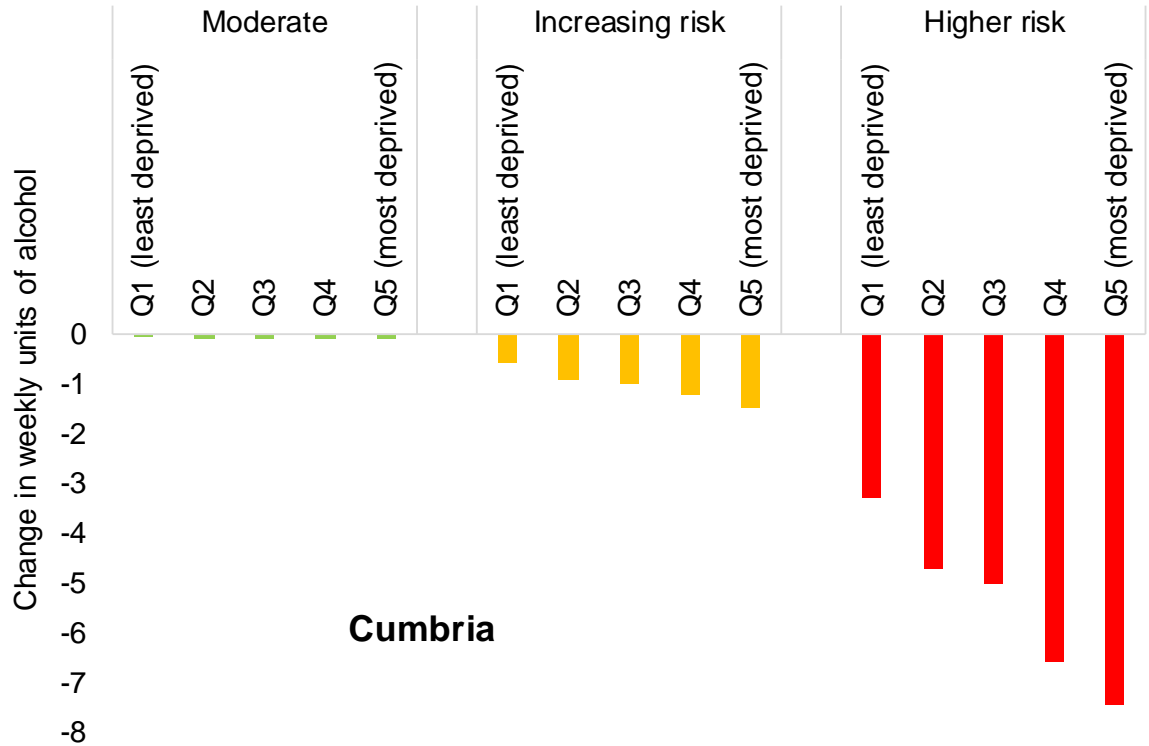
### Consumption



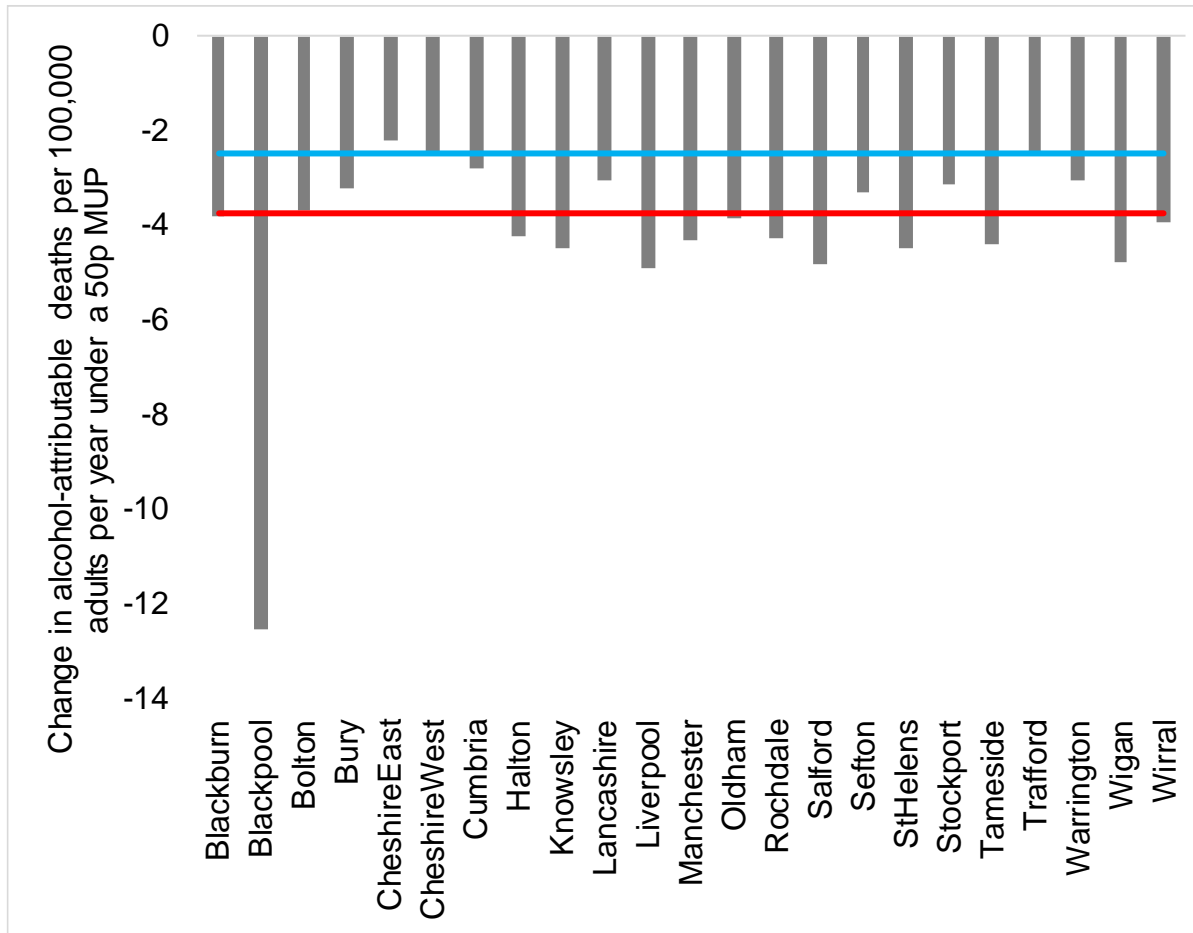
**DOWN** -4.6%

Cumbria

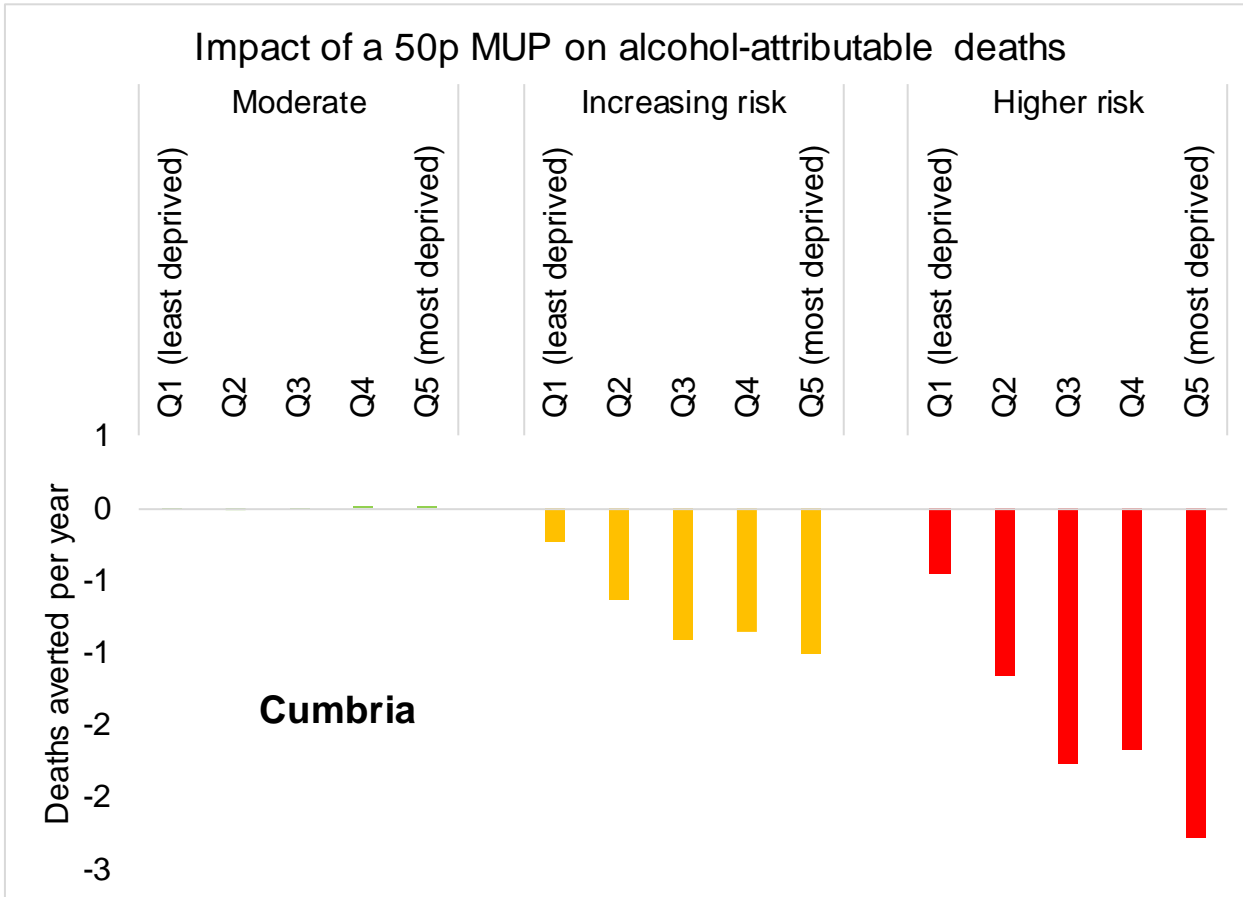
Impact of a 50p MUP on weekly alcohol consumption



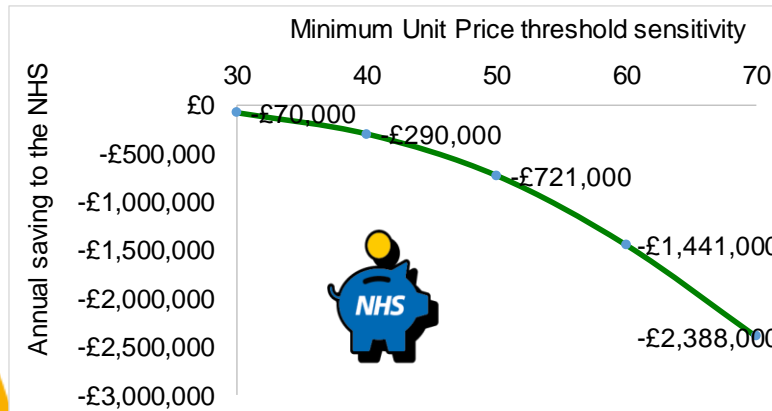
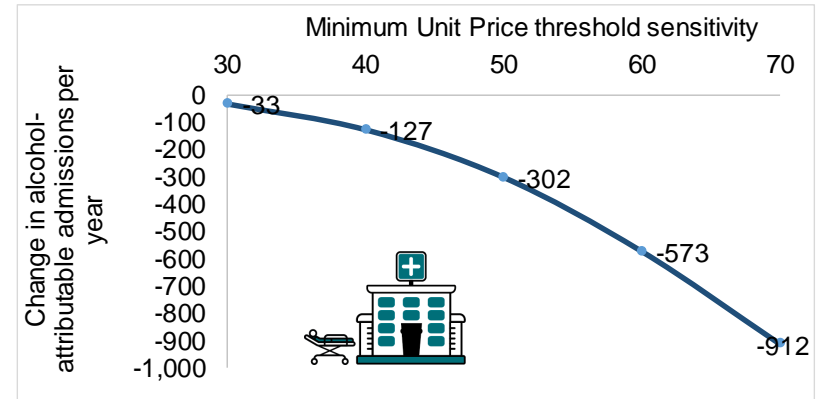
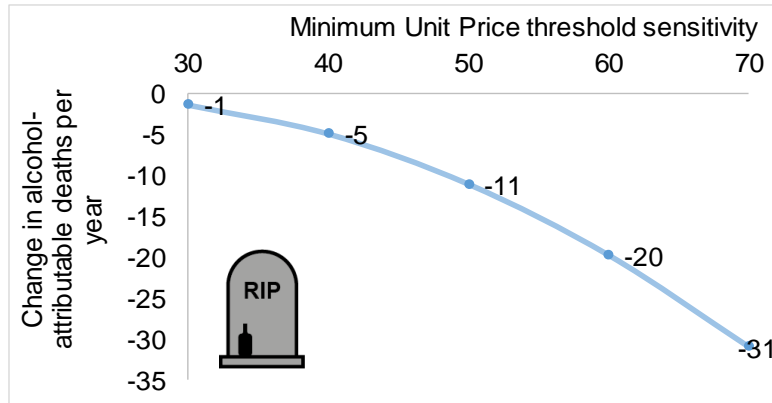
# Impact of 50p MUP on alcohol related deaths is bigger in **North West** than **Nationally**



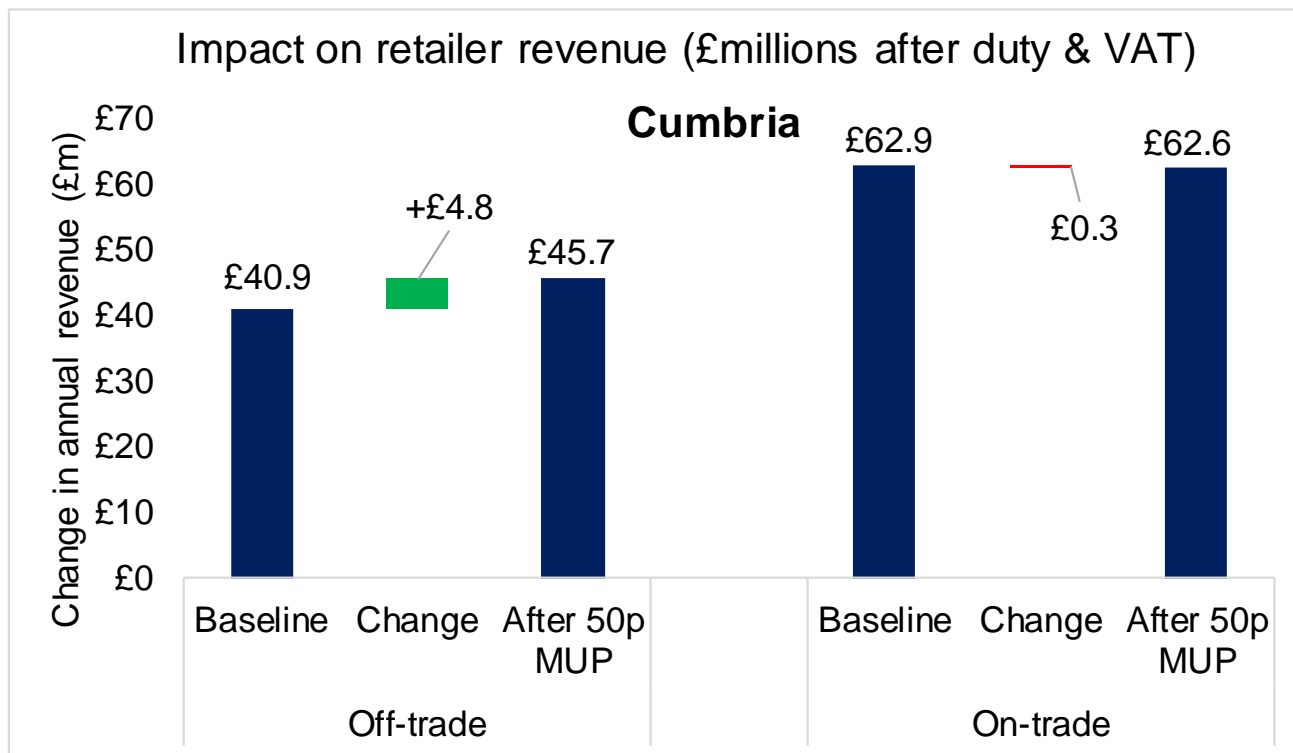
# Impact on alcohol related deaths is bigger in higher risk drinkers and in deprived areas



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



# Impact on Alcohol Sales for Business

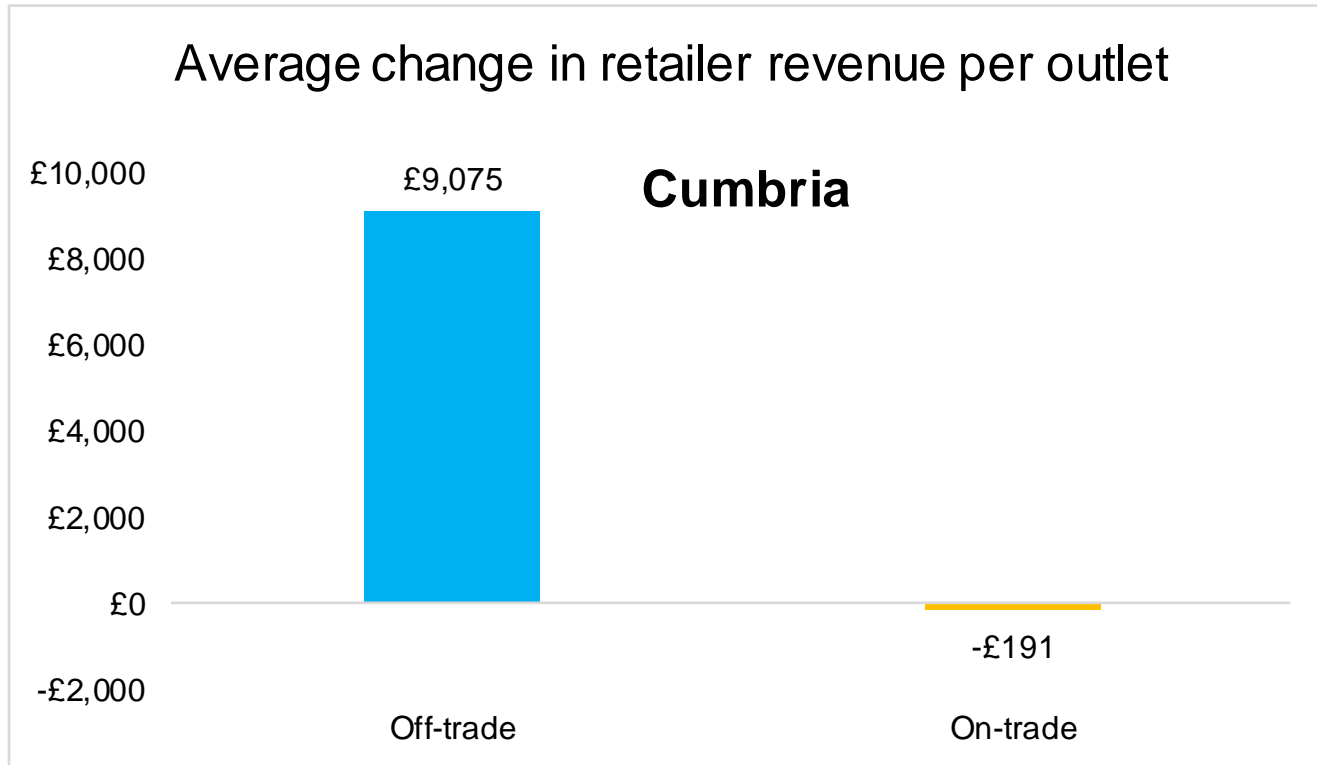


Off trade retailers would see substantial increased revenue

On trade retailers would see very little change in revenue



# Impact on Alcohol Sales for Business



# 2. Detailed 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

**Cumbria**

# What's new?



*National Institute for  
Health Research*

**For the first time, there is scientific  
evidence at local authority level  
about the impact of introducing  
Minimum Unit Pricing (MUP)**

This means decision makers can have an  
informed view of what the introduction of Minimum  
Unit Pricing (MUP) would mean for individuals,  
families, communities and services in ...

## Cumbria



The  
University  
Of  
Sheffield.

#MUPlocal

20

# Robust & objective...

**The University of Sheffield, a world top 100 university, has conducted research on alcohol consumption and impact of pricing policies since 2008. Studies have been used by national level decision makers in Scotland, England, Wales, Northern Ireland & Ireland.**

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The studies in this research programme have been endorsed by the likes of World Health Organisation and UK Medical Research Council. and published in  
The Lancet  
The British medical Journal

The research team has now used a surveys and market research data to develop estimates of the effect of MUP for every Upper Tier Local Authority in the **North** of England.

# What happens next is in the hands of decision makers and stakeholders ...

**The position of the University of Sheffield is objective:**

this report sets out the facts and the research findings so that  
Local Politicians, Local Authority CEOs, Directors of Public Health,  
Police and Crime Commissioners, and the wider community with a stake in  
reducing alcohol-related harm:

**understand  
the local  
authority-level  
research  
findings**

**make an  
informed  
decision about  
any next steps,  
based on the  
data.**

# What's the problem?

High alcohol consumption affects health and increases the numbers of

- early deaths and
- hospital admissions

Due to causes everyone knows are linked to drinking e.g.

- alcohol poisoning and
- liver disease

But also other diseases

- throat & breast cancer
- stroke, heart disease, accidental falls and fires.

- Increased crime including violent incidents, thefts and robberies, and incidents of criminal damage
- Impacts work productivity, sickness absence and the economy
- Some children living with people drinking at increased risk consequently require social services support or get taken into care

# Whose problem?

Individuals from all parts of the community are affected:

- **not just the young but the middle aged and older people**
- **not just poorer people but also middle income and richer people.**

Drinking also affects other people not only the drinker:

- **victims of crime**
- **family & friends of people with health problems**
- **employers and workmates**



# Units of alcohol: 10ml (2 teaspoons) pure ethanol



Pint  
≈ 2 units

Beer  
(4% ABV)



Glass  
≈ 2 units

Wine  
(12% ABV)



Measure  
≈ 1 unit

Whiskey  
(40% ABV)

Drinker type	Units per week	
	Men	Women
Moderate	14 or under	14 or under
Increasing Risk	Above 14 – 50	Above 14 – 35
High Risk	Above 50	Above 35

# What is MUP?

MUP sets in law a minimum price for a unit of alcohol. It is highly targeted at heavy drinkers. Level discussed is 50p (as in Scotland).

The cheapest shop bought alcohol would have to rise in price. Bars & restaurants unaffected, they sell alcohol above this price.

					
	440 ml beer (4.0%)	750 ml wine (13.0%)	700 ml vodka (37.5%)	440 ml cider (5.0%)	3L strong cider (7.5%)
Units	1.8	9.8	28	2.2	22.5
Price now	£0.66	£5.99	£10.00	£0.66	£3.69
Price if 50p MUP	£0.88	£4.88	£14.00	£1.10	£11.25
<b>Increase</b>	<b>+22p</b>	<b>none</b>	<b>+£4.00</b>	<b>+34p</b>	<b>+£7.56</b>

# Minimum pricing in the UK



50p MUP implemented  
1<sup>st</sup> May 2018  
Sunset clause ends  
policy in 2024



Legislation passed  
Consulting on level  
Implementing in  
summer 2019



Review on-going  
No immediate  
movement expected



Committed to policy  
Power-sharing  
assembly currently  
suspended

# EVIDENCE: Does price really affect people's drinking behaviours?

- Price is the most well evidenced effective intervention for reducing alcohol consumption and harms.
- Over 140 research studies have shown increasing price to be effective in reducing consumption and harms.
- Typically these 'price elasticity' studies show a 10% increase in price produces a -5% decrease in purchasing.

# EVIDENCE: Does price really affect people's drinking behaviours?

- Research shows MUP targets price rises at the cheapest alcohol leaving other products unaffected, focusing on people who drink very large amounts of cheap alcohol.
- Something similar to MUP exists in Canada and evidence shows it reduces purchasing, hospital admissions & deaths.
- Evaluations set up in Scotland will look at all of this in UK context

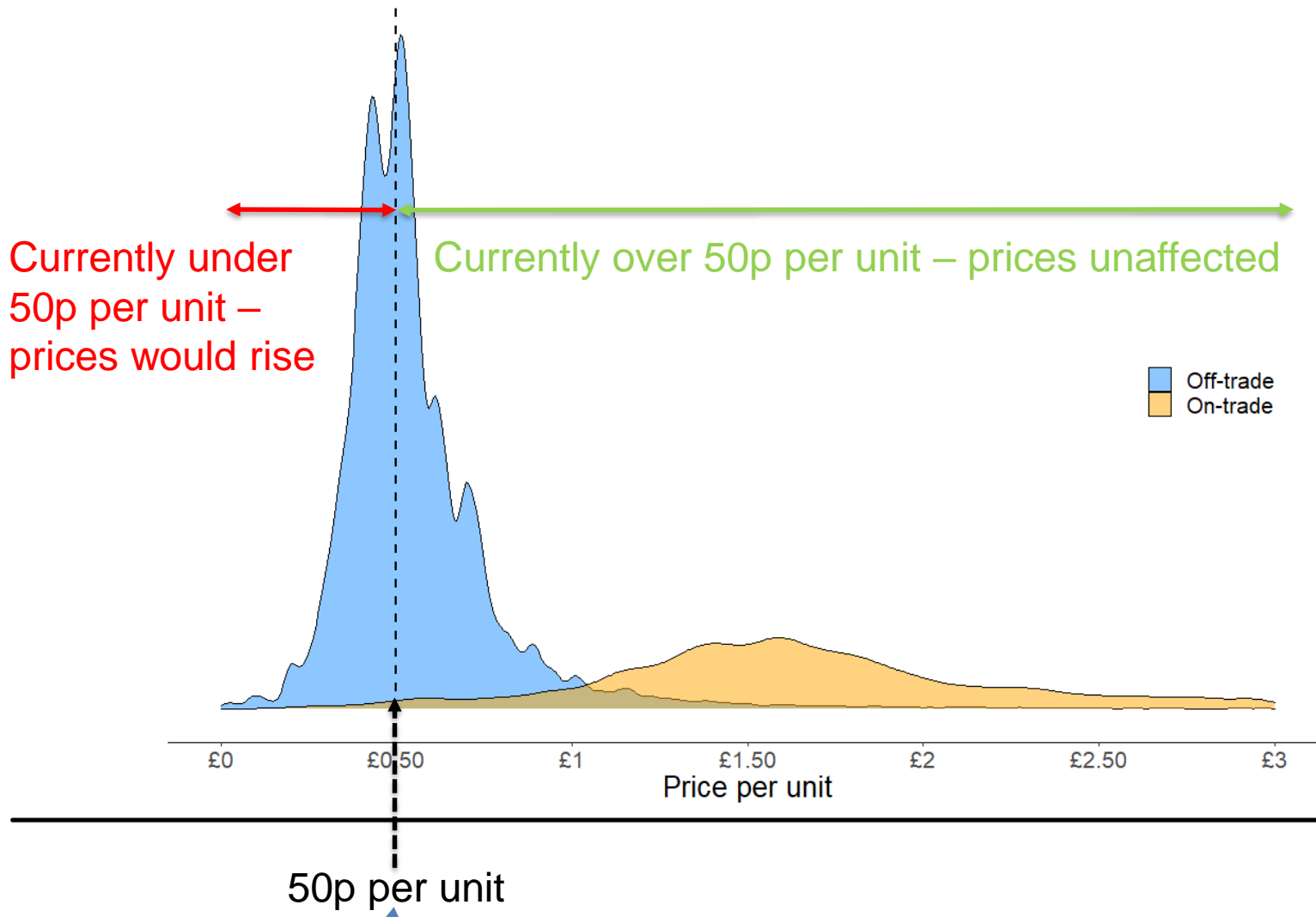
# MUP Impact on Alcohol Trade

**MUP will mostly affect shops and supermarkets, with the prices of their cheapest alcohol rising to the new minimum, and providing them with additional revenue.**

Minimum Unit Pricing ***could*** possibly provide a small boost for pubs, bars and restaurants. People could switch to buy more of their alcohol in the 'on-trade'.

# 50p MUP affects ...

supermarket & shop bought alcohol (off-trade) and  
does NOT really affect pubs & bars (on-trade)

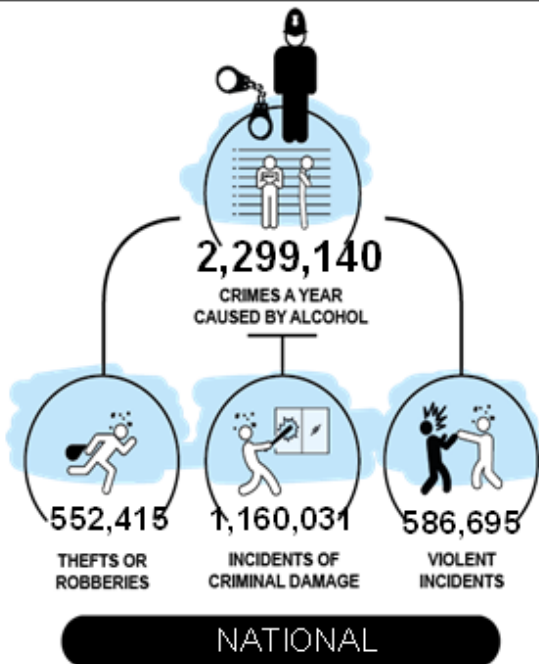
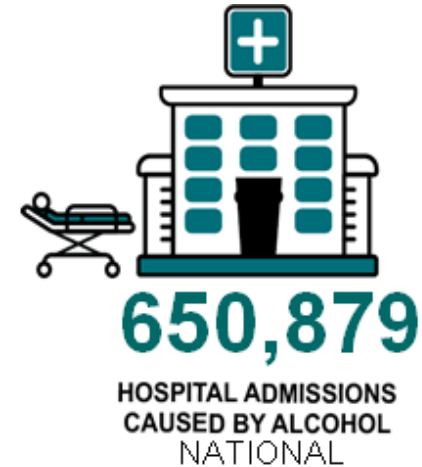


# **Infographics on scale of problem & effect of MUPLocal**



# What this means for the nation

## Scale of the national problem



**NATIONAL**

# What this means for the nation – social and business burden

**82,400**  
FAMILIES  
WITH  
CHILDREN



IN CONTACT WITH SOCIAL SERVICES AND  
WHERE ALCOHOL IS IDENTIFIED AS A FACTOR

**NATIONAL**



**7.7million**

DAYS OFF WORK A YEAR  
DUE TO ALCOHOL CONSUMPTION

**ENGLAND**

# Impact of 50p MUP for England?

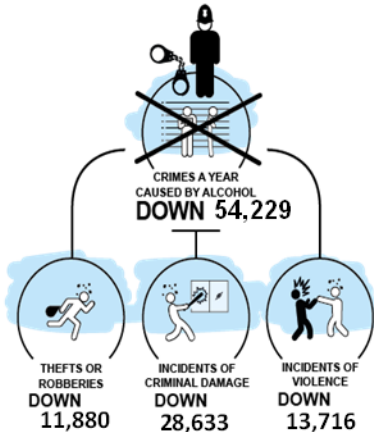
## MUP IMPACT



**16369**  
**DEATHS PREVENTED**  
IN THE NEXT 20 YEARS  
WITH A 50P MUP

NATIONAL

## MUP IMPACT



NATIONAL

## MUP IMPACT



HOSPITAL ADMISSIONS PER YEAR  
**DOWN 29,943**

NATIONAL

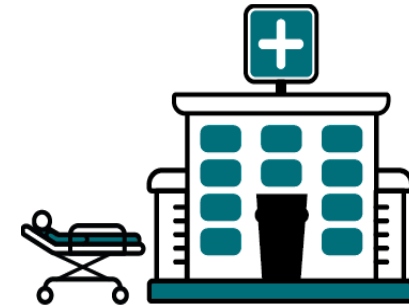
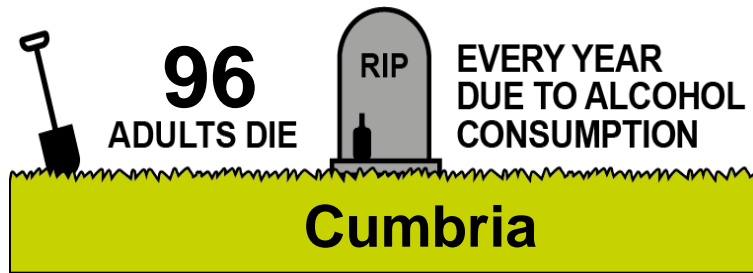
## MUP IMPACT



**SAVE THE NHS**  
**£71,630,000**  
**A YEAR**

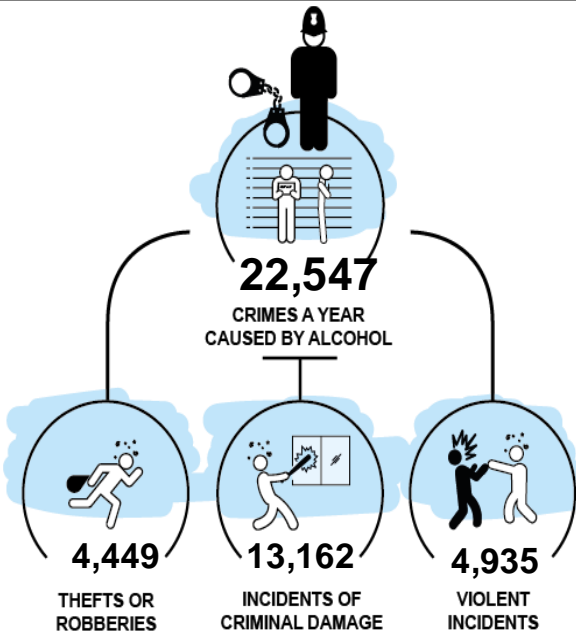
NATIONAL

# The scale of the local problem



**7,041**

HOSPITAL ADMISSIONS  
CAUSED BY ALCOHOL  
Cumbria



ALCOHOL  
COSTS THE NHS  
**£30,980,000**  
A YEAR

**Cumbria**

**Cumbria**

# Impact of a 50p MUP locally?

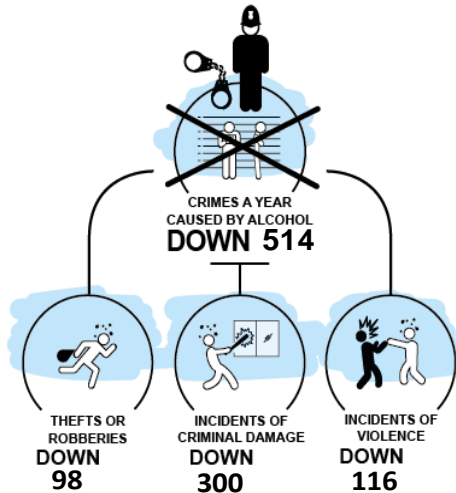
## MUP IMPACT



**189**  
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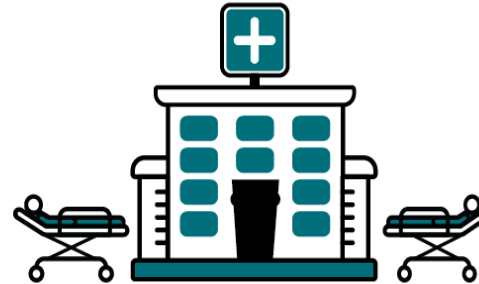
Cumbria

## MUP IMPACT



Cumbria

## MUP IMPACT



HOSPITAL ADMISSIONS PER YEAR

**DOWN 302**

Cumbria

## MUP IMPACT



**SAVE THE NHS**

**£720,000**

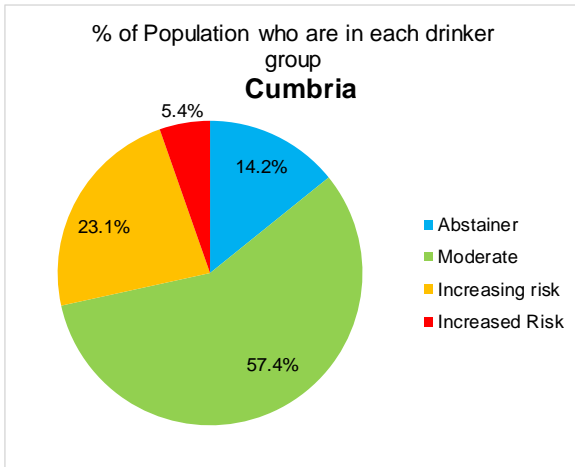
**A YEAR**

Cumbria

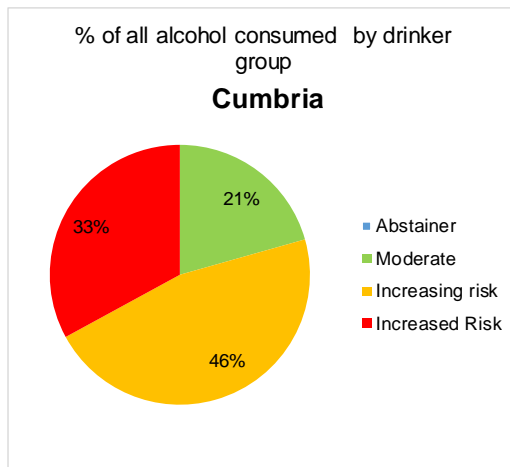
# **Graphs on scale of problem & effect of MUPLocal**

## In Cumbria

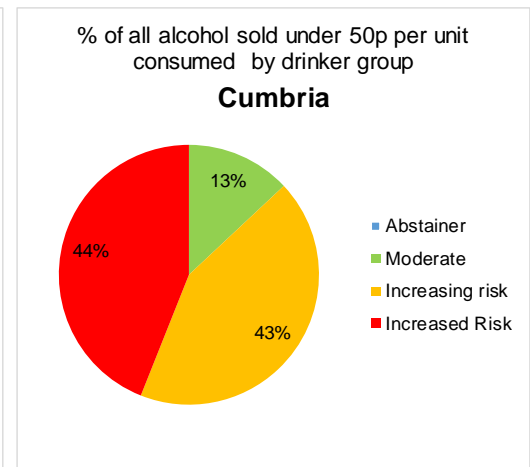
**5.4%** of people drink at high risk levels



They drink **33%** of all alcohol

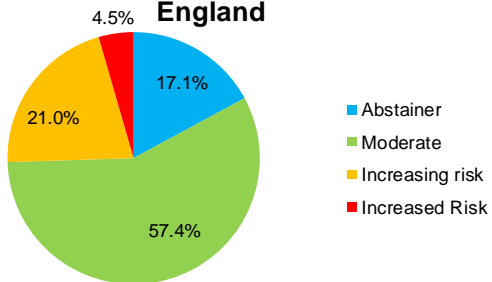


They drink **44%** of the cheap alcohol sold below 50p per unit



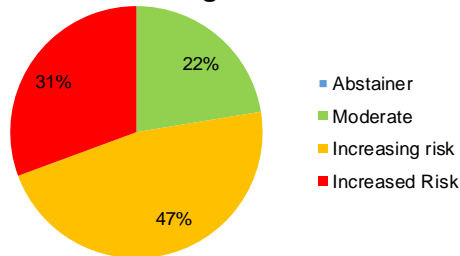
% of Population who are in each drinker group

## England



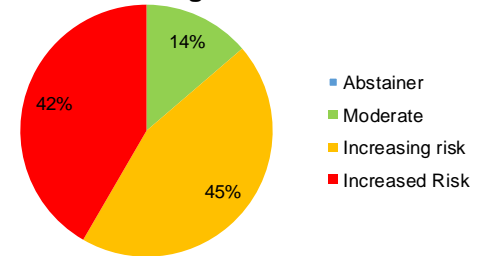
% of all alcohol consumed by drinker group

## England

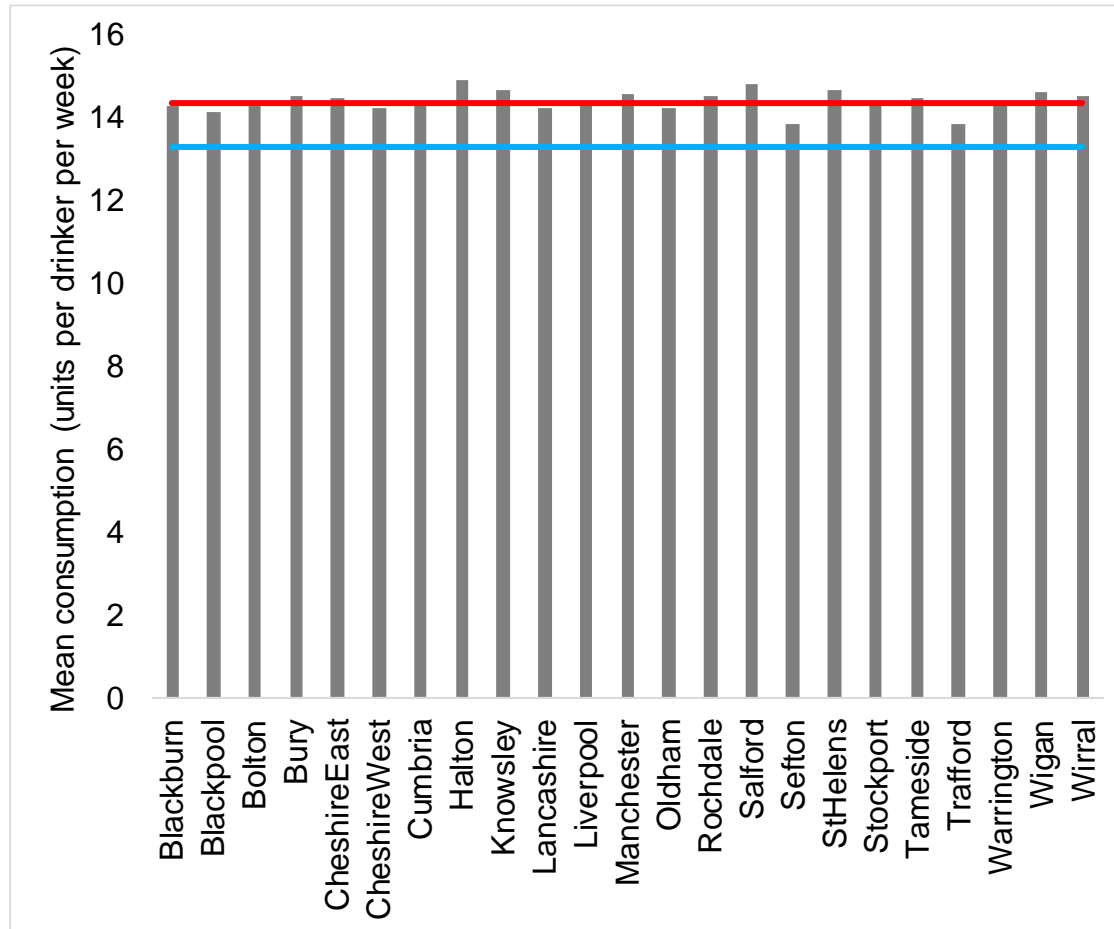


% of all alcohol sold under 50p per unit consumed by drinker group

## England



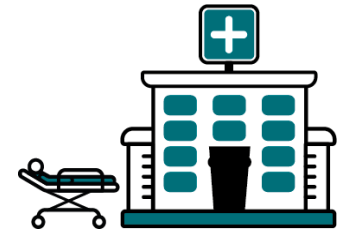
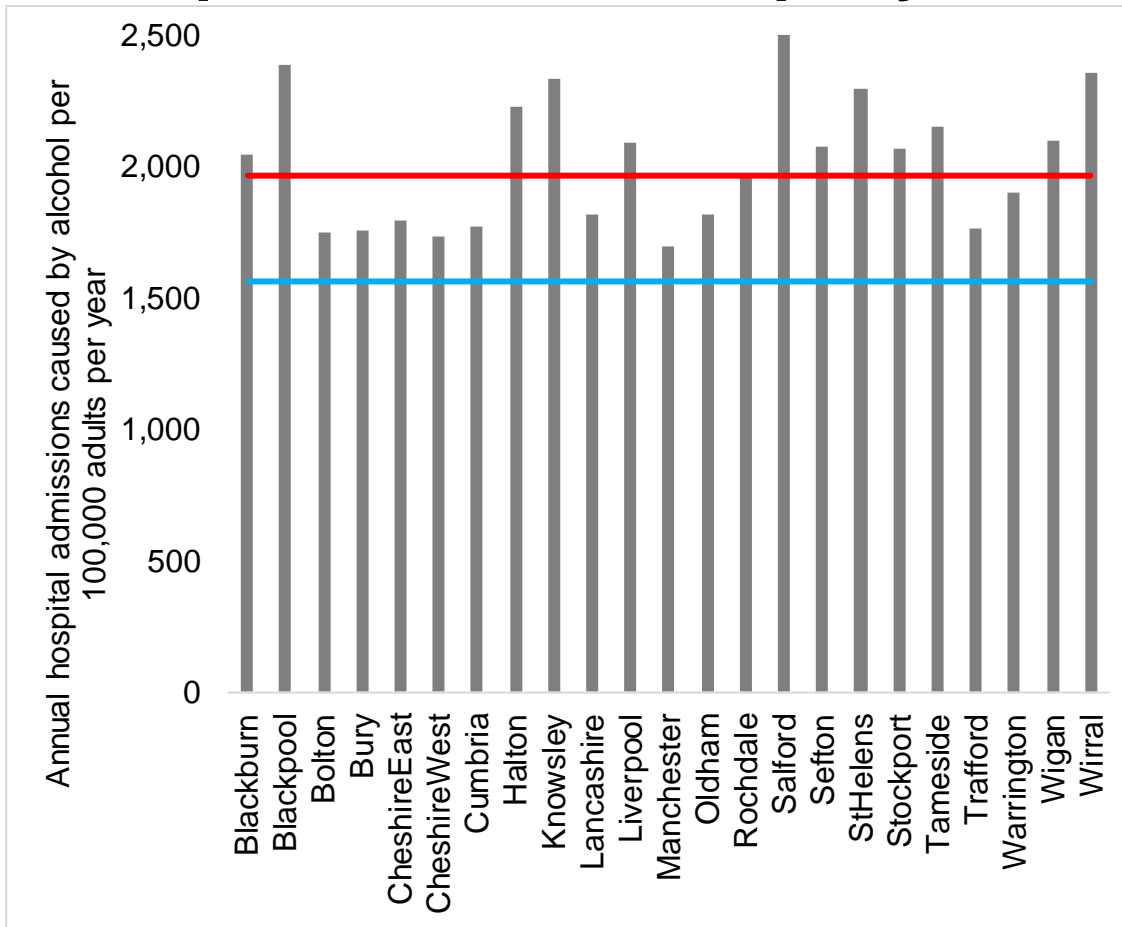
# Mean Weekly Consumption (Units) vs National and Regional Average



The **North West** drinks more alcohol per drinker than **nationally**



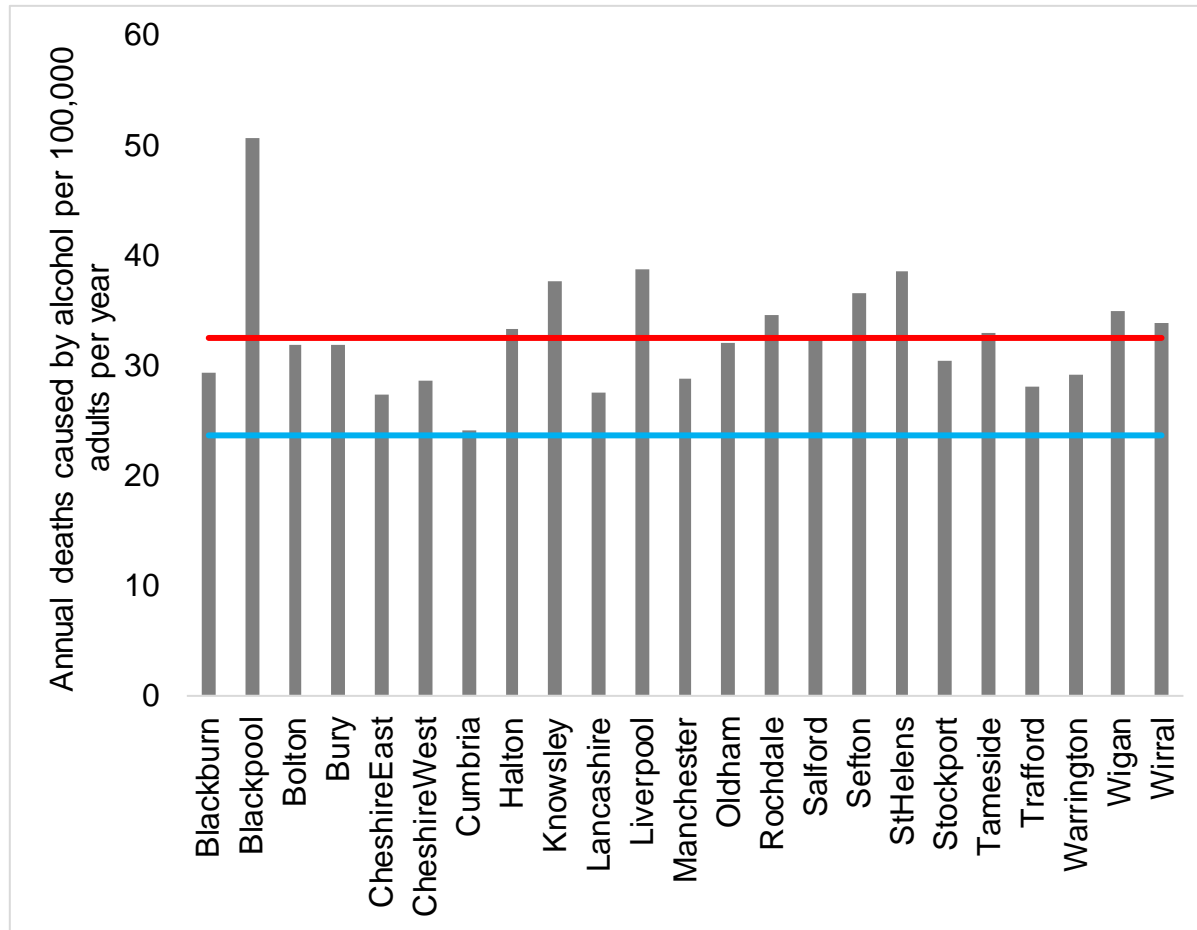
# Alcohol attributable hospital admissions per 100,000 adult per year



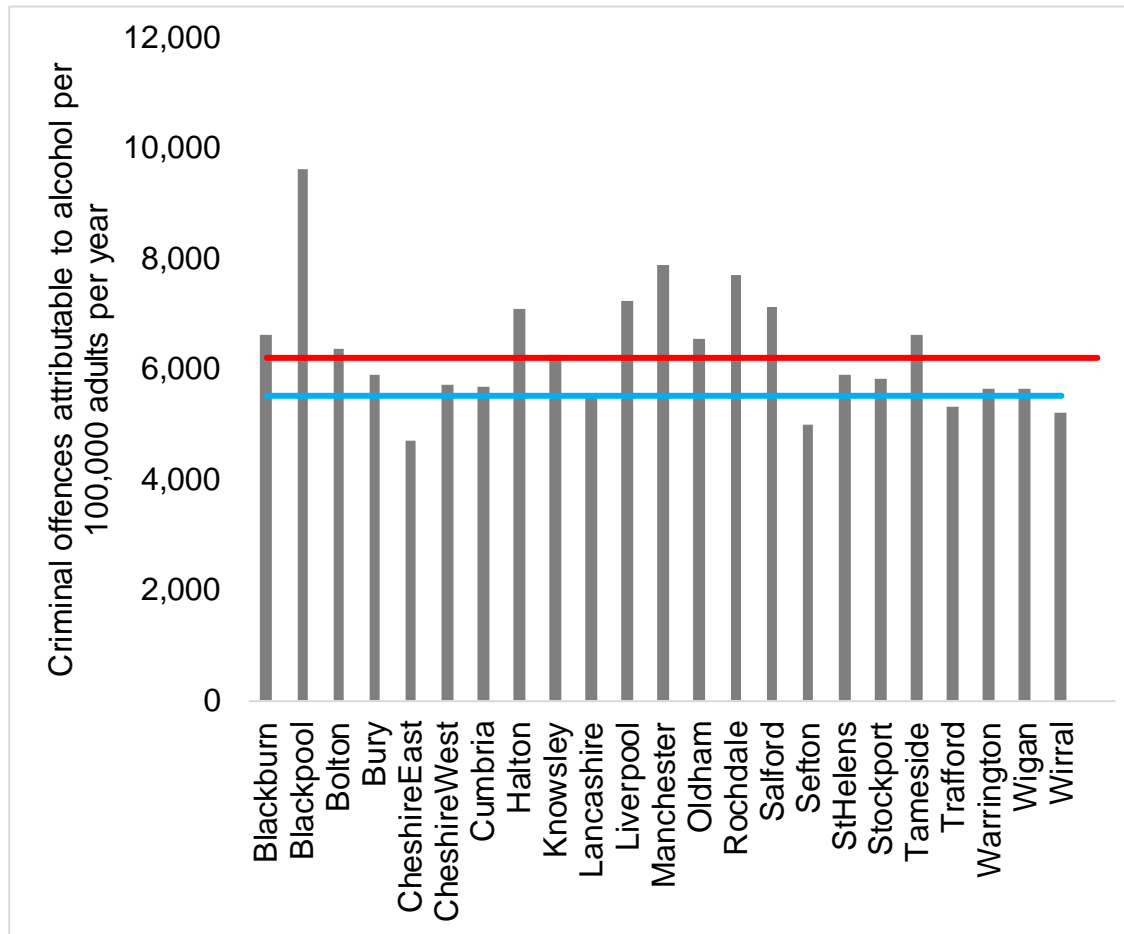
The **North West** experiences more alcohol related hospitalisations per population than **nationally**

# Alcohol attributable death rate

The **North West** experiences more alcohol related deaths per population than **nationally**



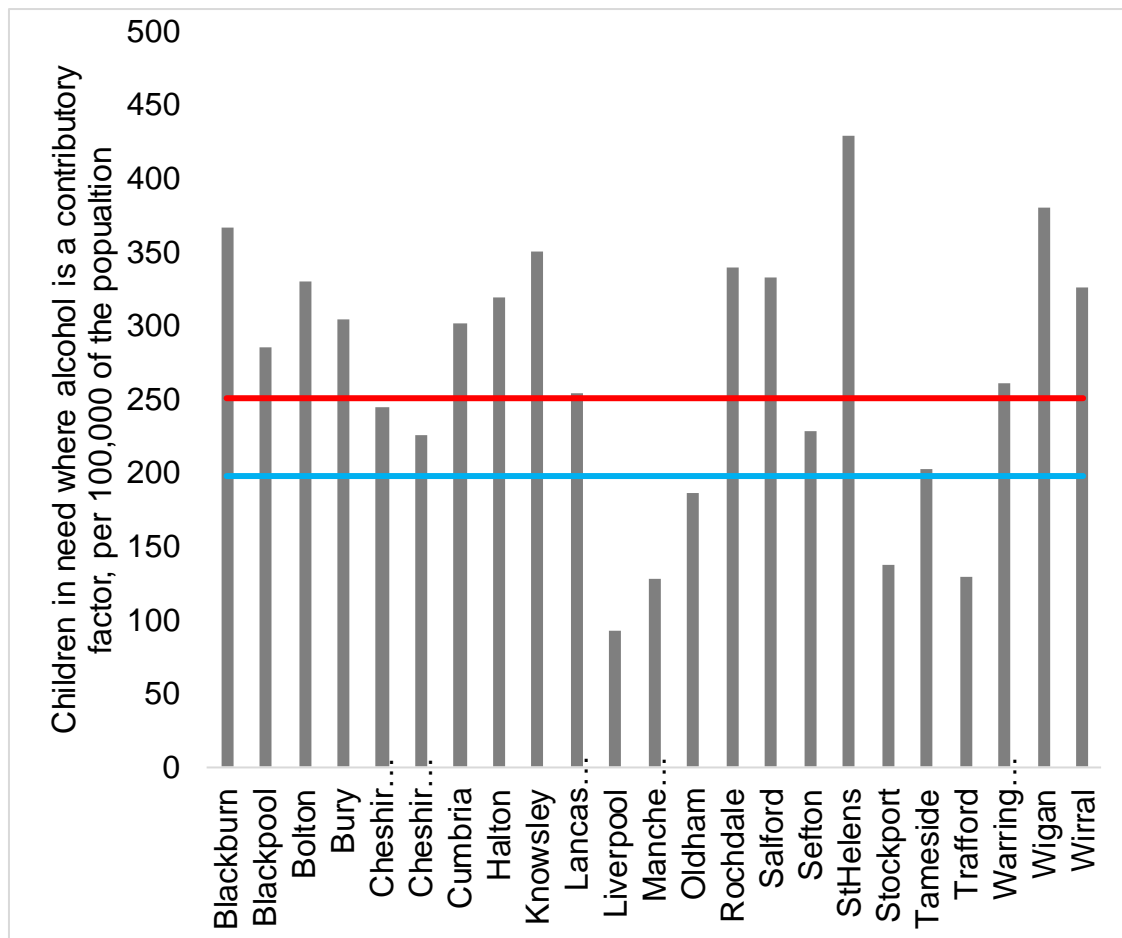
# Alcohol attributable crime rate



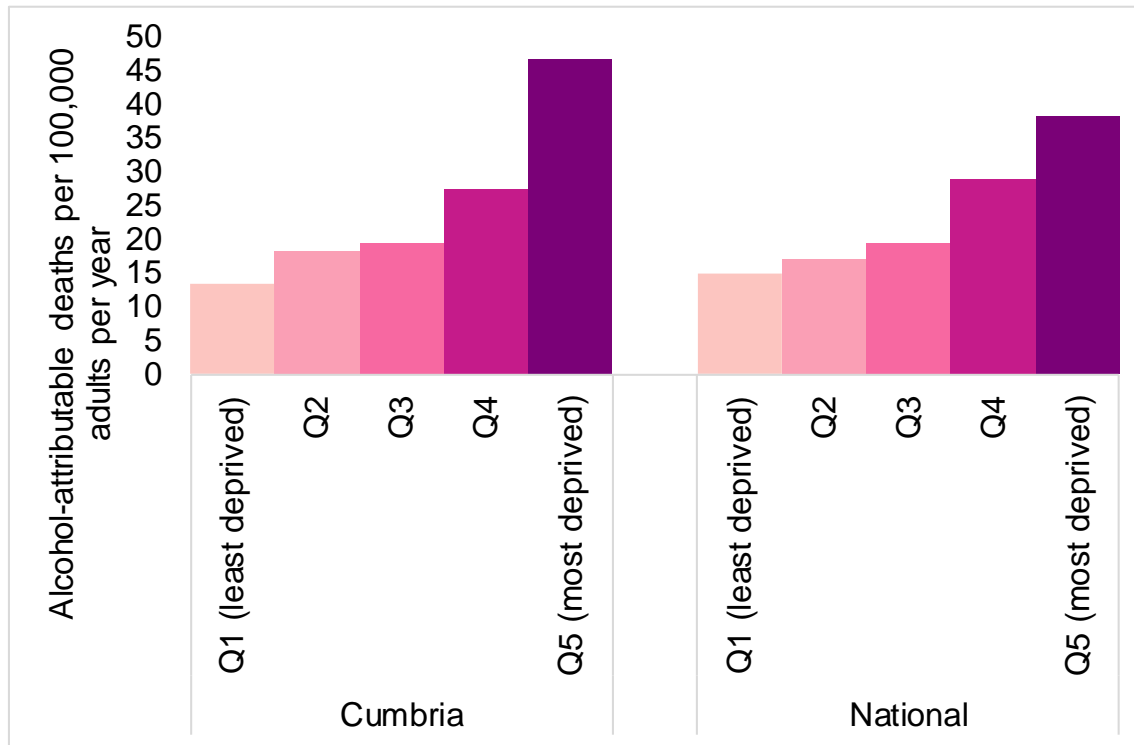
The **North West** experiences more alcohol related crime per population than **nationally**

# Rate of Children in Need (i.e. in contact with social services) cases where alcohol is a contributory factor per 100,000 adults in LA

The **North West** has a higher rate of children in contact with social services where alcohol is a factor than **nationally**

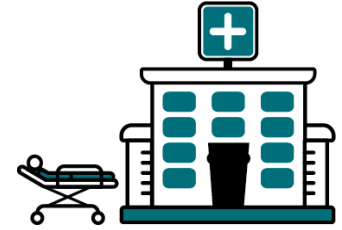
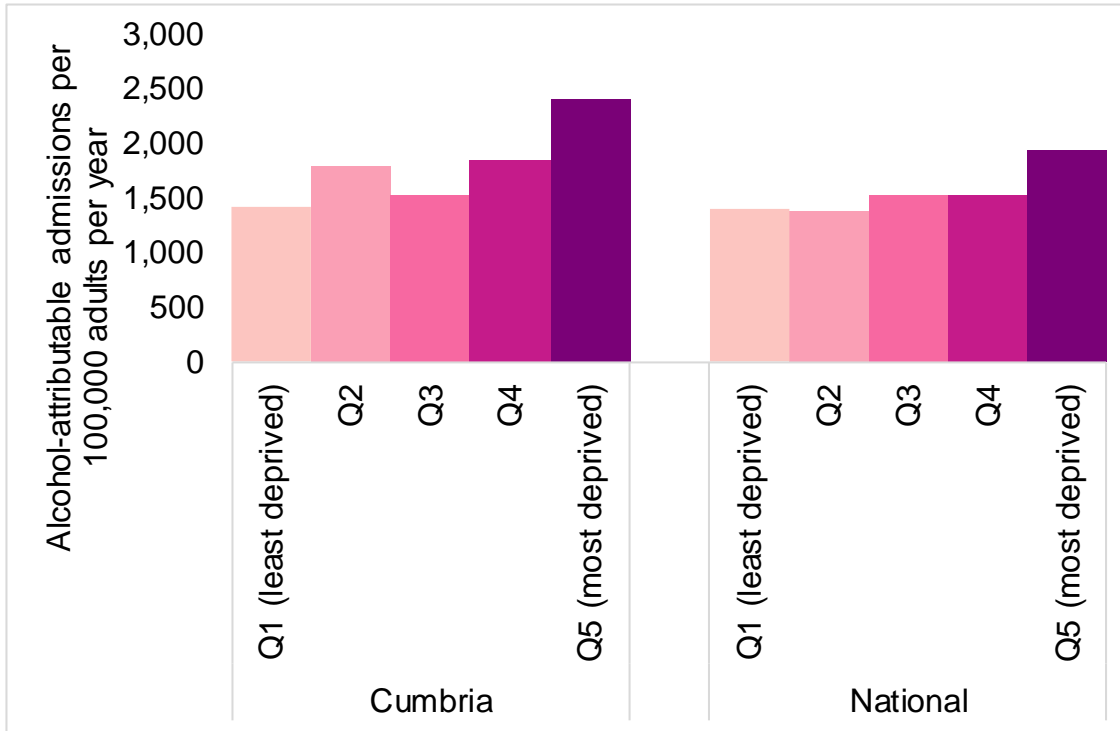


# Alcohol-attributable Deaths per 100,000 Adult Population by Index of Multiple Deprivation Quintile



**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**

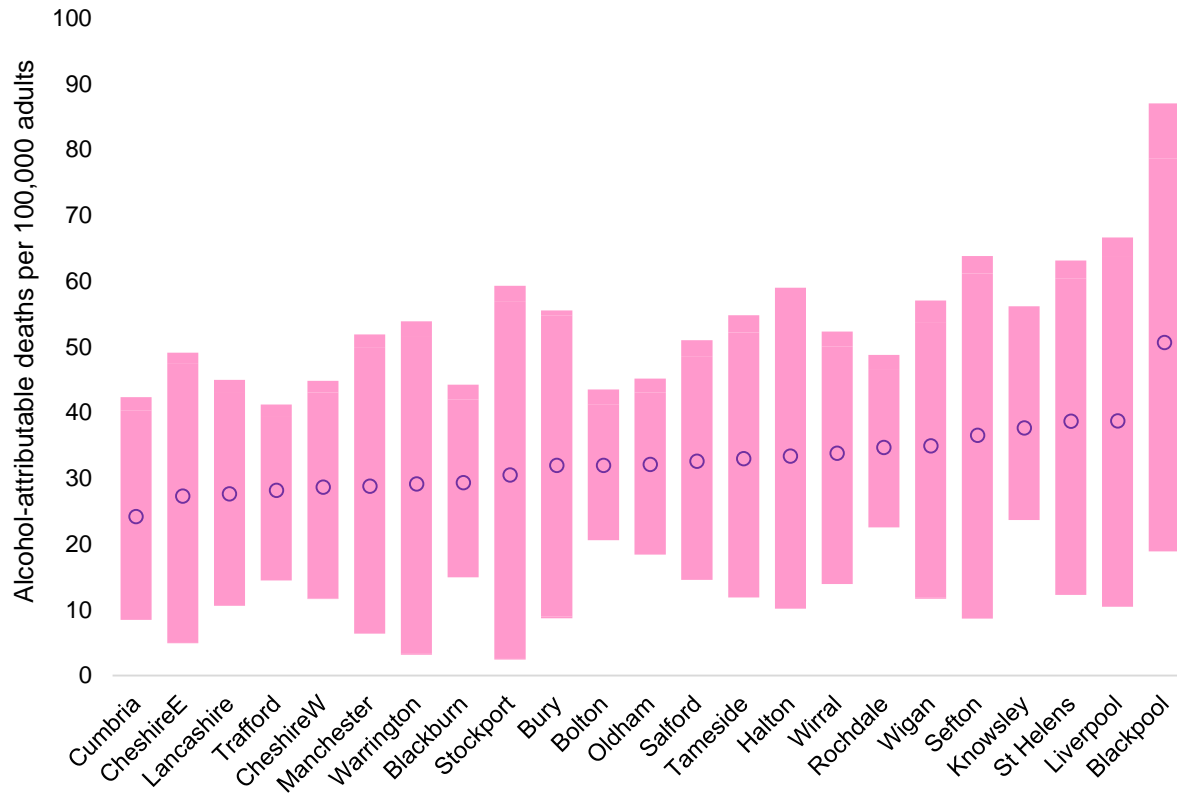
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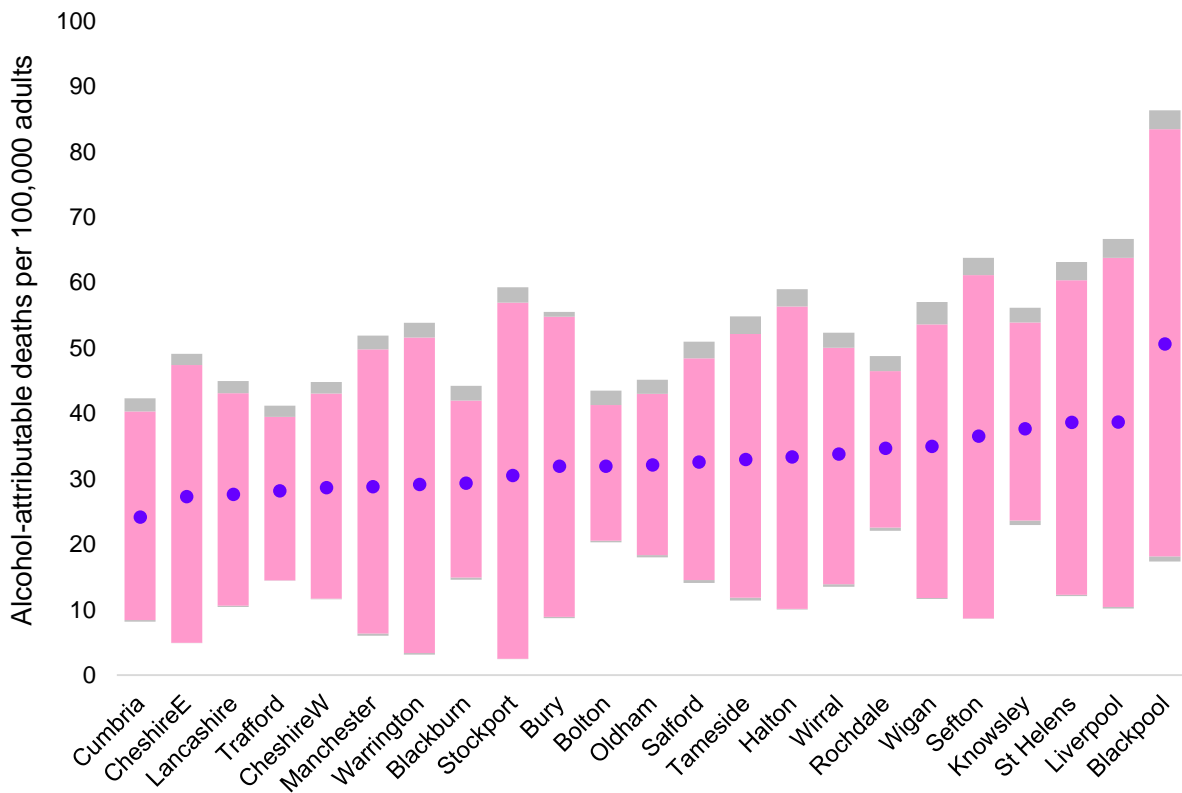
# Slope index of inequality:- Difference between most-deprived 1% versus least deprived 1% of people shows substantial inequality in deaths from alcohol

North West



# Impact of 50p MUP on inequality:- Difference between most-deprived 1% versus least deprived 1% of people in deaths from alcohol would reduce

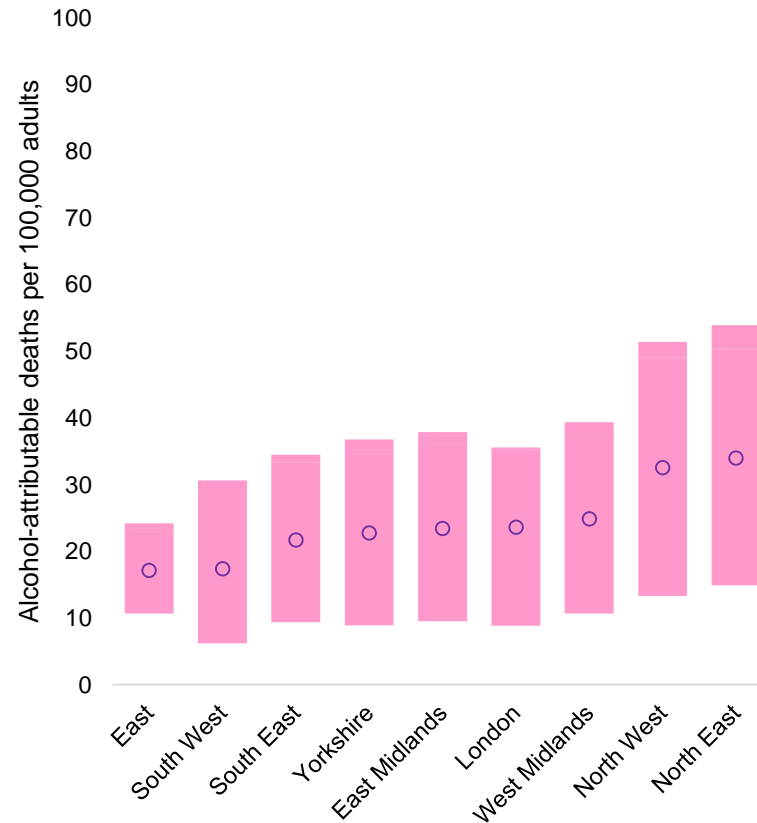
North West





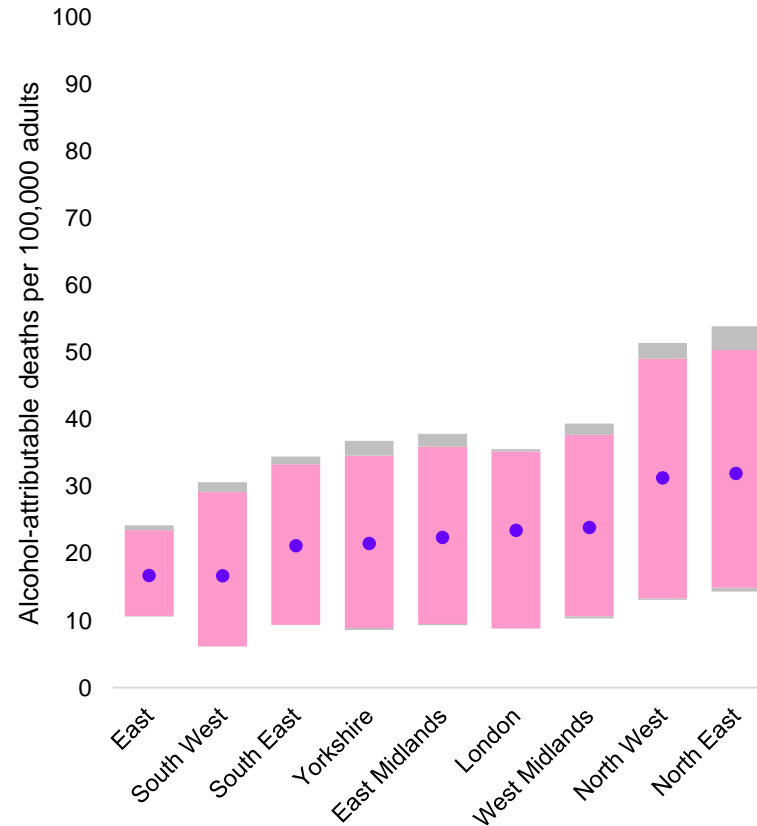
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Across Regions



# Impact of 50p MUP on inequality:- Difference between most-deprived 1% versus least deprived 1% of people in deaths from alcohol would reduce

Across  
Regions



# Current Average Weekly Consumption by drinker group

## Consumption



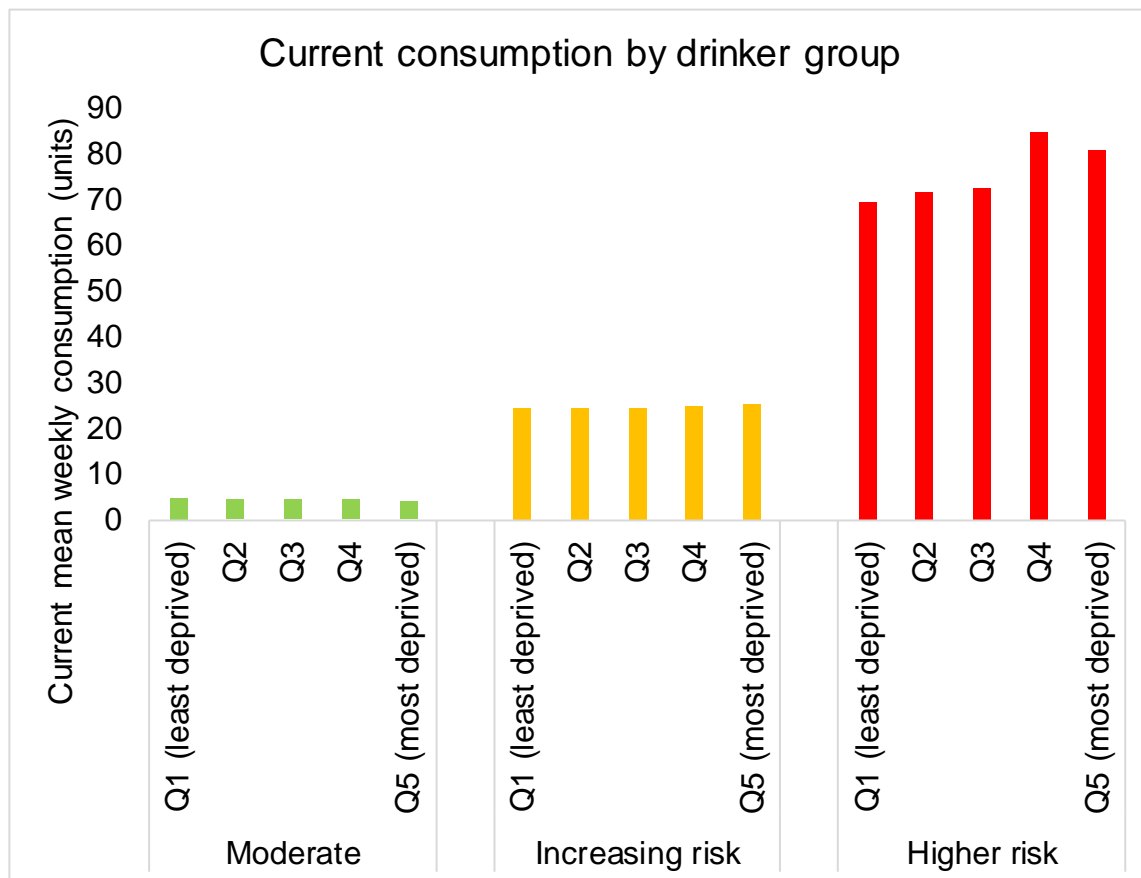
Current weekly units

4.4

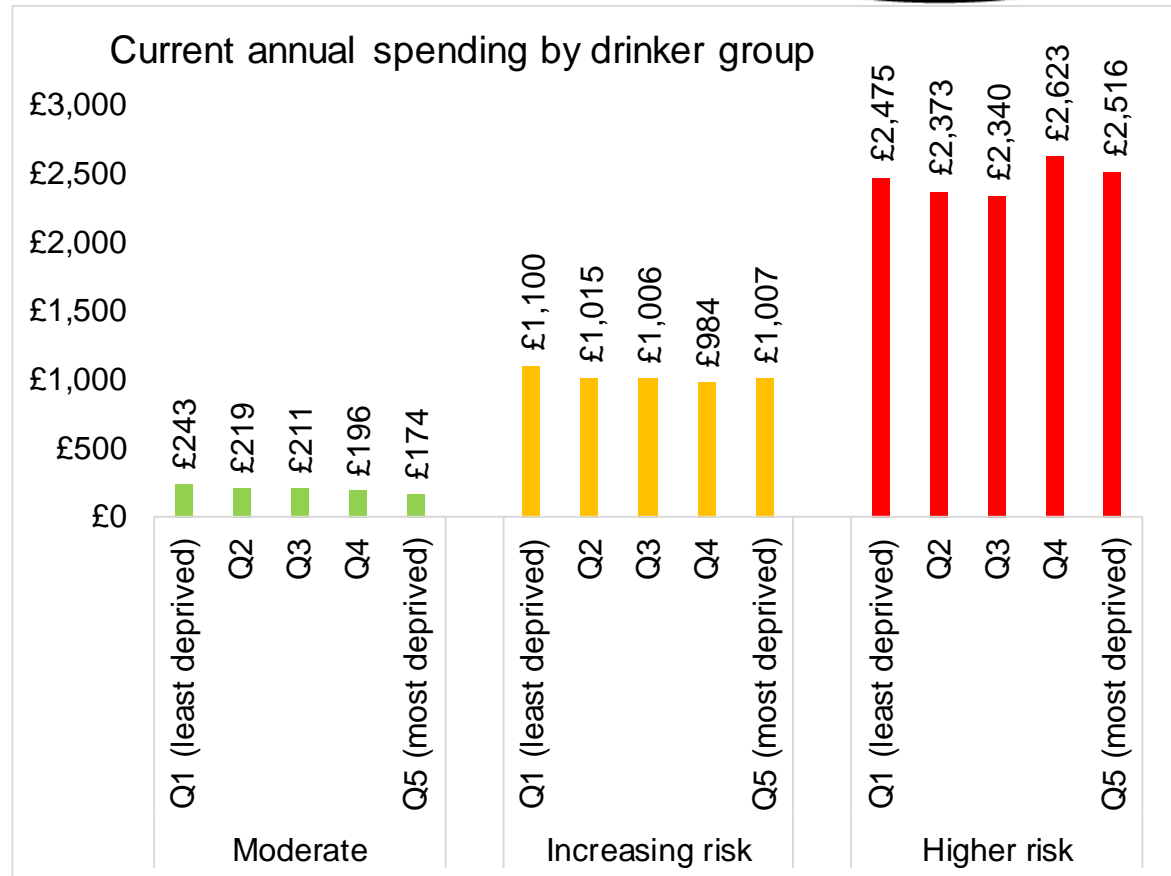
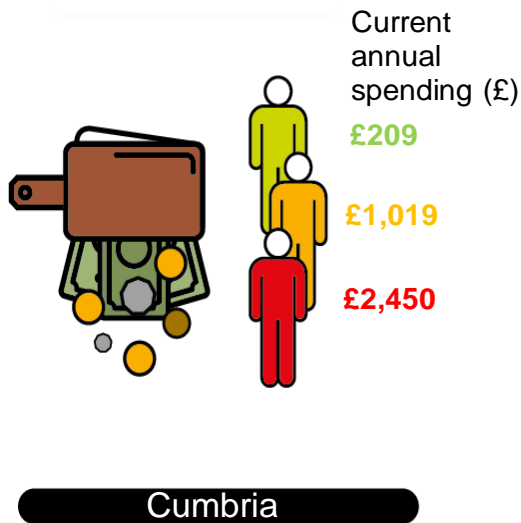
24.8

75.6

Cumbria



# Current Annual Spending by drinker group



# Impact of 50p MUP on Average Weekly Alcohol Consumption

## MUP IMPACT

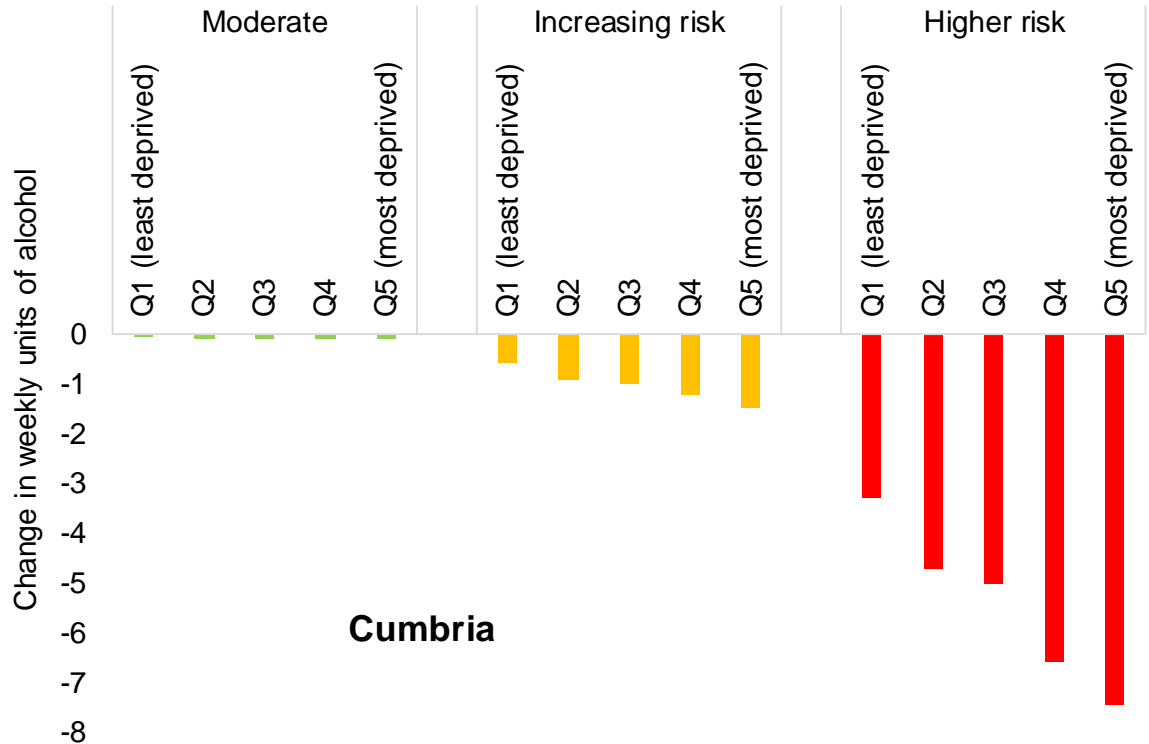
Consumption



**DOWN** -4.6%

Cumbria

Impact of a 50p MUP on weekly alcohol consumption



# Impact of 50p MUP on Annual Spending by drinker group

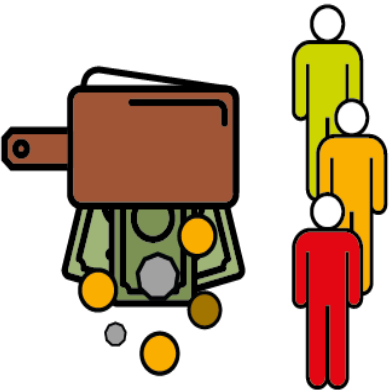
## MUP IMPACT

Change in annual spending

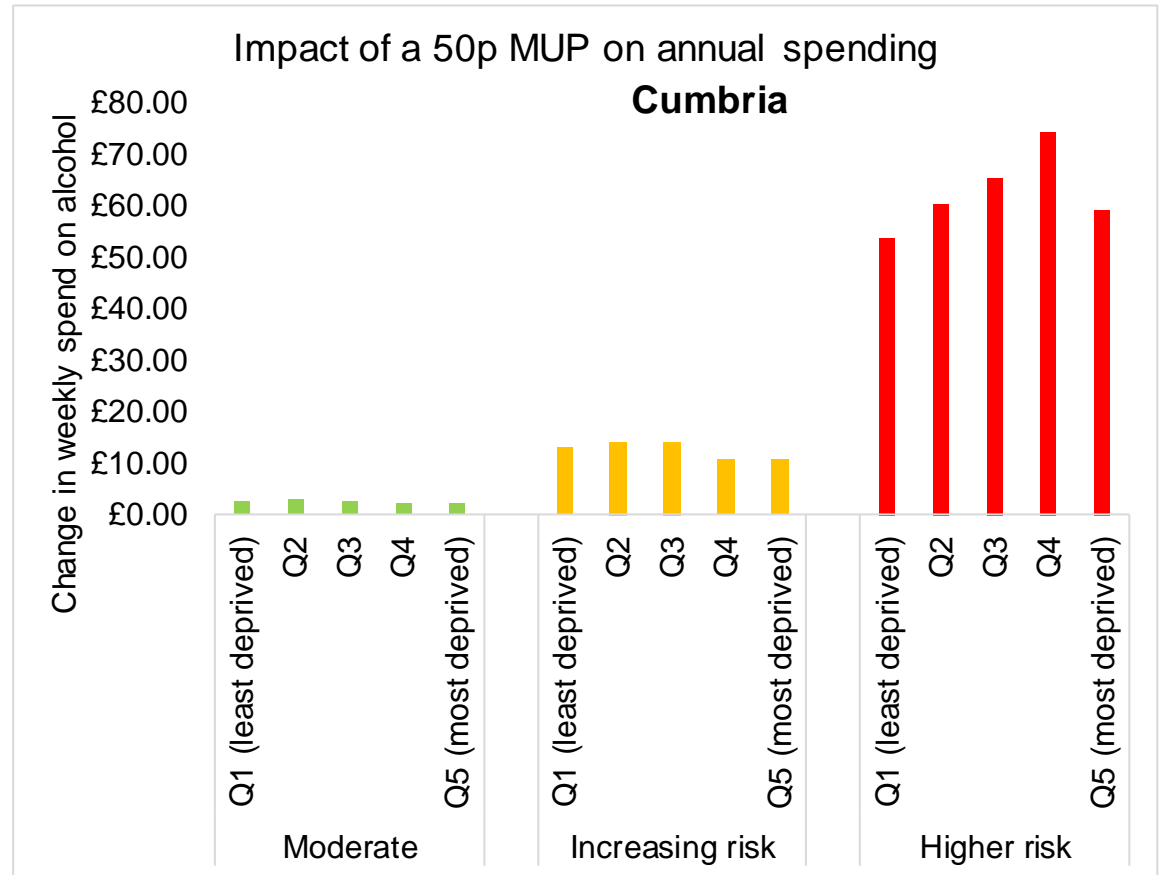
£2.59

£13.04

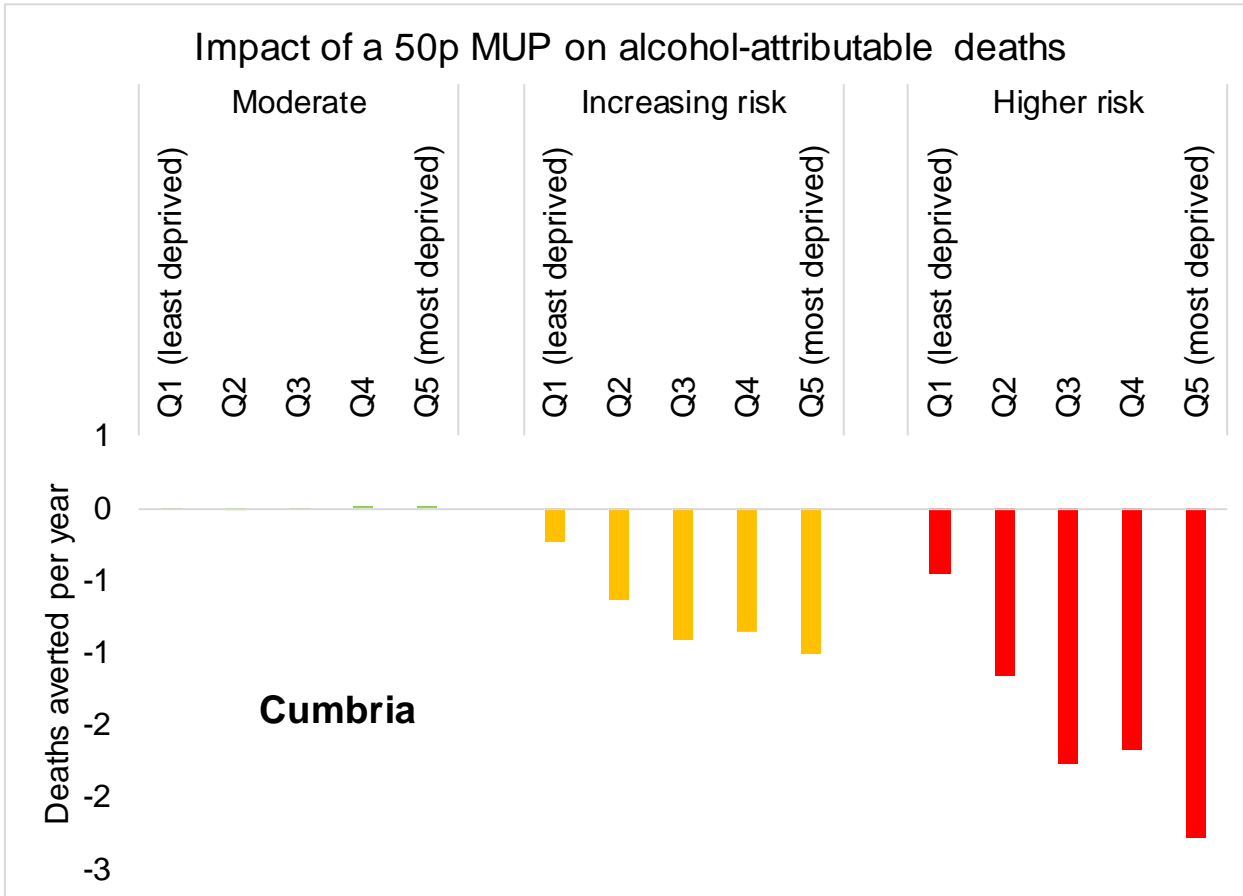
£63.45



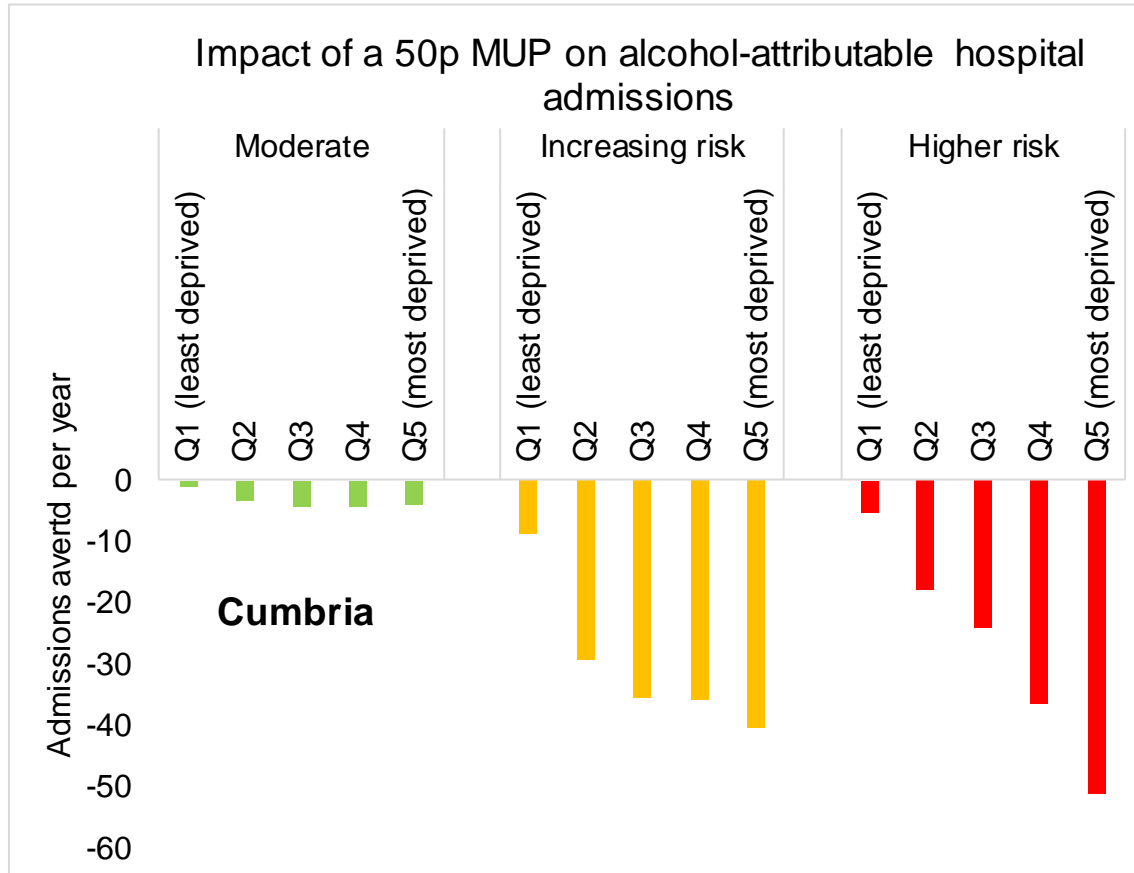
Cumbria



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

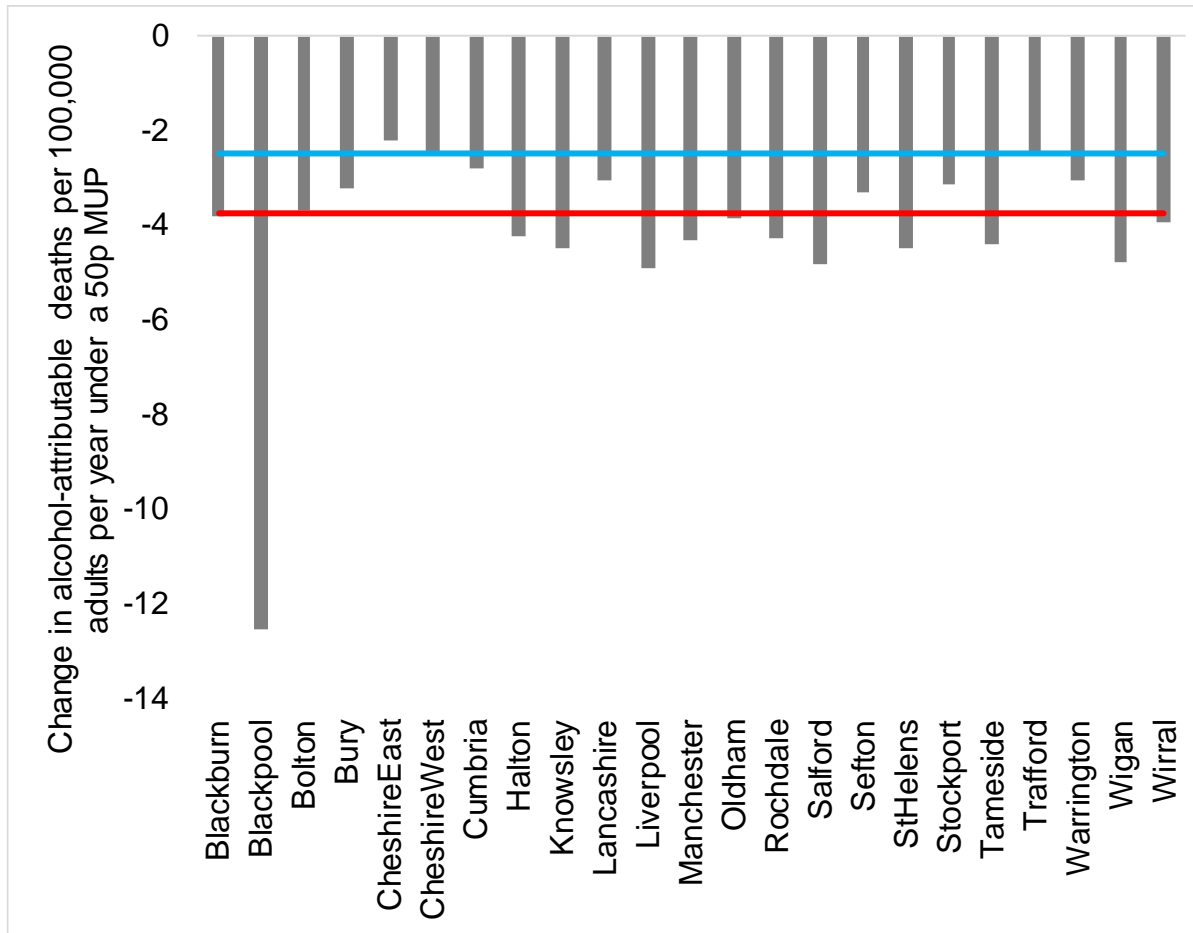


# Impact on alcohol related hospital admissions is bigger in higher risk drinkers and in deprived areas

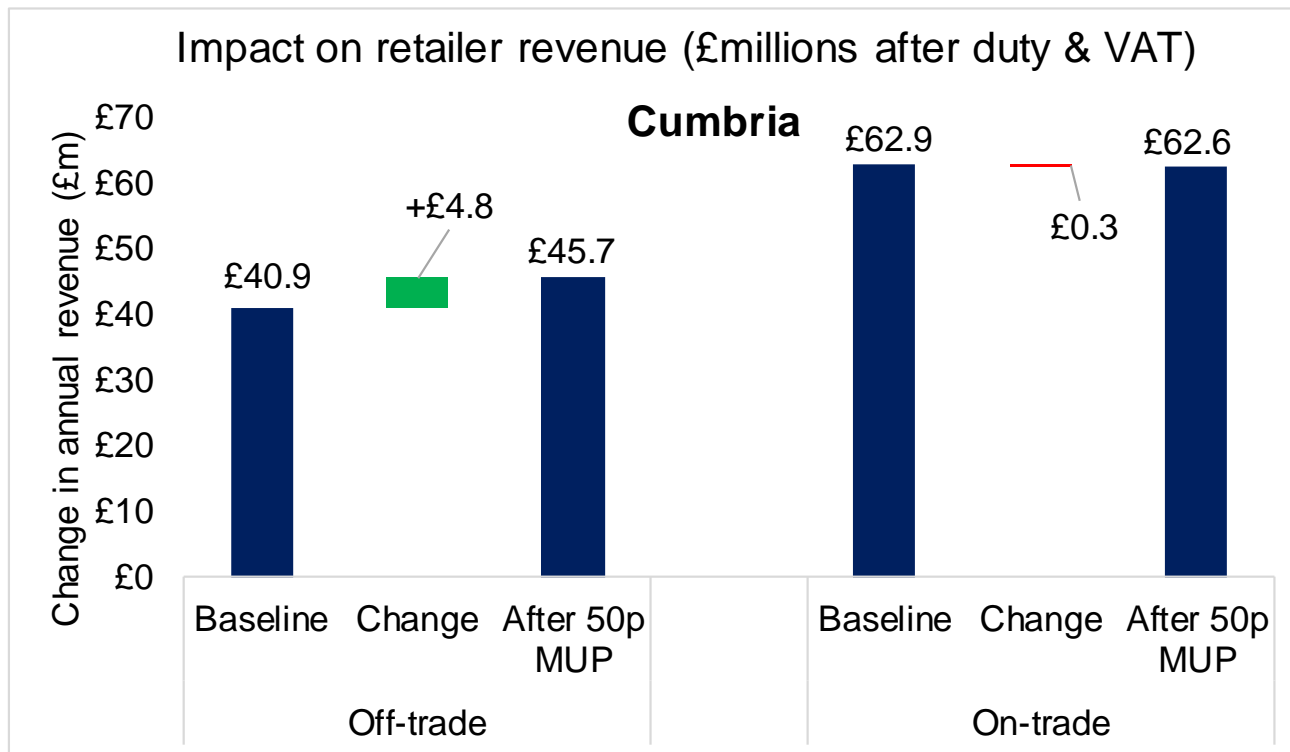




# Impact of 50p MUP on alcohol related deaths is bigger in **North West** than **Nationally**



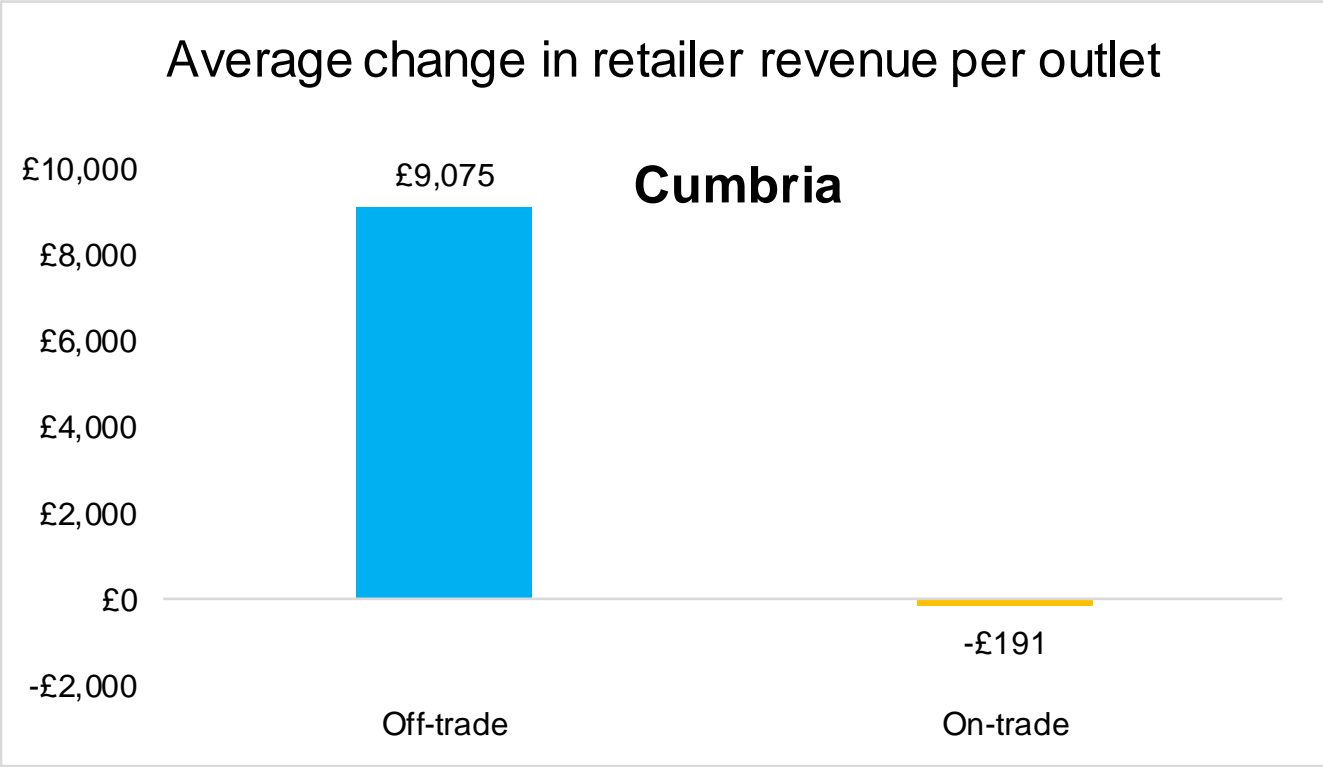
# Impact on Alcohol Sales for Business



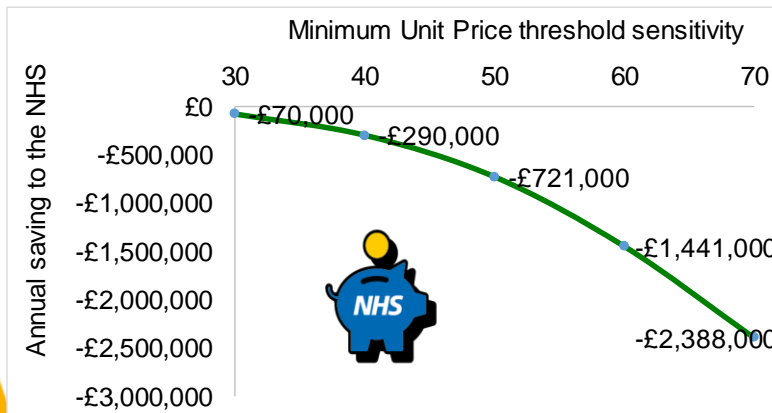
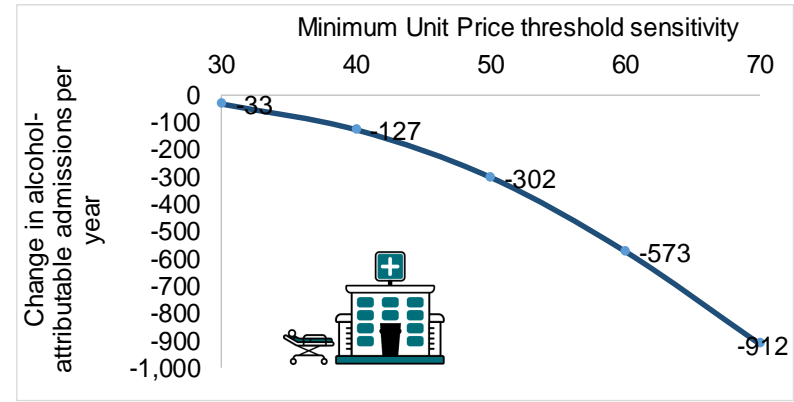
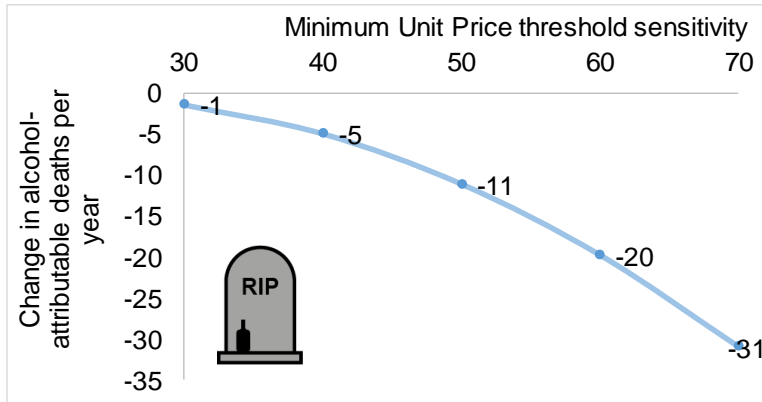
Off trade retailers  
would see substantial  
increased revenue

On trade retailers  
would see very little  
change in revenue

# Impact on Alcohol Sales for Business



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



# What about policy?

Action to tackle the sale of cheap alcohol has been on the agenda for local authorities across the North East and North West for many years.

The Government committed to enshrining Minimum Unit Pricing in law in 2012, but later backed away, demanding more concrete evidence before proceeding.

There's a chance that it could return to the national agenda, especially following the introduction of MUP in Scotland.

Individuals, groups, and organisations continue to lobby government.

# What about right here?

Legal advice commissioned by local councils determined that a possible route to introduce Minimum Unit Pricing was through the Sustainable Communities Act 2007, an act of parliament designed to:

“promote the sustainability of local communities,” in particular,

“the improvement of the economic, social or environmental well-being of the authority’s area.”

# To introduce MUP this way you need two things:

**ONE:** The local level evidence - now available from the University of Sheffield study for all authorities in the North of England.

**TWO:** Local consultation based around the evidence is required to make a proposal under the Act.

# What about other routes to change?

Earlier research concluded that Minimum Unit Pricing would be more effective at changing harmful drinking habits and reducing the health inequalities than an increase on duty tax, which would have to rise between 30% and 700% in order to make any comparable impact.

Alcohol duty rises would also hit moderate drinkers and the wider pub trade, while discouraging fewer heavy drinkers to cut back than other measures. Thus, Minimum Unit Pricing is considered the most effective, most targeted measure for cutting harmful drinking.



# What next?

- Start a conversation about the evidence with all local stakeholders with an interest in alcohol.  
.....
  - Join in the conversation by considering the evidence from your own perspective.  
.....
  - Share the evidence with decision makers in your local authority.  
.....
  - Share this presentation formally with committees such as your Health and Wellbeing Board...(we've designed this so you can delete and add slides).
- Share this presentation informally on hard copy or on a laptop in meetings.  
.....
  - Use our individual infographics to start a conversation on Twitter or LinkedIn.  
.....
  - Use the hashtag #MUPlocal so we can monitor the online conversation on your behalf.  
.....
  - Use our Frequently Asked Questions to answer common queries.  
.....
  - Use our (very brief) project summary to start the conversation.

# And then?

Responsible decision makers in your local authority will decide:

Their position in relation to the introduction of Minimum Unit Pricing

Whether the evidence is sufficient to warrant a public consultation exercise.



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## **End of Detailed Presentation**

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

- the evidence for

**Cumbria**