Minimum Unit Pricing (MUP)

Evidence Assets developed by:-

The University of Sheffield.
Master Slide Deck for all MUPLocal presentations

NorthWest
1. Short UTLA/Region specific slides
Minimum Unit Pricing (MUP)
Exploring the impact of the local implementation of a minimum price for a unit of alcohol - the evidence for NorthWest
Setting the Scene
The scale of the local problem

1791 adults die every year due to alcohol consumption

341,202 crimes a year caused by alcohol

77,761 thefts or robberies
8,225 incidents of criminal damage
74,595 violent incidents

108,403 hospital admissions caused by alcohol

£504,570,000 alcohol costs the NHS a year
5.3% of people drink at high risk levels

They drink 35% of all alcohol

They drink 47% of the cheap alcohol sold below 50p per unit

% of Population who are in each drinker group

NorthWest

% of all alcohol consumed by drinker group

NorthWest

England

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

NorthWest

England

England

Abstainer
Moderate
Increasing risk
Increased Risk

Abstainer
Moderate
Increasing risk
Increased Risk

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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 ---

3332 DEATHS PREVENTED IN THE NEXT 20 YEARS WITH A 50P MUP

--- MUP IMPACT ---

HOSPITAL ADMISSIONS PER YEAR DOWN 5,956

--- MUP IMPACT ---

CRIMES A YEAR CAUSED BY ALCOHOL DOWN 8,528

--- MUP IMPACT ---

SAVE THE NHS £12,200,000 A YEAR

--- MUP IMPACT ---

THEFTS OR ROBBERIES DOWN 1,839
INCIDENTS OF CRIMINAL DAMAGE DOWN 361
INCIDENTS OF VIOLENCE DOWN 1,940
Impact of 50p MUP on Average Weekly Alcohol Consumption

Impact of a 50p MUP on weekly alcohol consumption

<table>
<thead>
<tr>
<th>Change in weekly units of alcohol</th>
<th>Moderate</th>
<th>Increasing risk</th>
<th>Higher risk</th>
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<tbody>
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<td>Q4 (most deprived)</td>
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<td>Q5 (most deprived)</td>
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NorthWest -5.1%
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

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Deaths averted per year

NorthWest
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