Minimum Unit Pricing (MUP)

Evidence Assets developed by:-

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

Blackpool
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

Blackpool
Setting the Scene
The scale of the local problem

56 adults die every year due to alcohol consumption in Blackpool.

10,605 crimes a year caused by alcohol in Blackpool.

1,976 thefts or robberies.

5,479 incidents of criminal damage.

3,151 violent incidents.

2,633 hospital admissions caused by alcohol in Blackpool.

Alcohol costs the NHS £12,810,000 a year in Blackpool.
In Blackpool

5.9% of people drink at high risk levels

% of Population who are in each drinker group

Blackpool

- Abstainer
- Moderate
- Increasing risk
- Increased Risk

In England

4.5% of people drink at high risk levels

% of Population who are in each drinker group

England

- Abstainer
- Moderate
- Increasing risk
- Increased Risk

They drink 44% of all alcohol

% of all alcohol consumed by drinker group

Blackpool

- Abstainer
- Moderate
- Increasing risk
- Increased Risk

They drink 54% of the cheap alcohol sold below 50p per unit

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

Blackpool

- Abstainer
- Moderate
- Increasing risk
- Increased Risk

They drink 31% of all alcohol

% of all alcohol consumed by drinker group

England

- Abstainer
- Moderate
- Increasing risk
- Increased Risk

They drink 42% of the cheap alcohol sold below 50p per unit

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

England

- Abstainer
- Moderate
- Increasing risk
- Increased Risk
The **North West** experiences more alcohol related hospitalisations per population than **nationally**.
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?

**Blackpool**

**MUP IMPACT**

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

**HOSPITAL ADMISSIONS PER YEAR DOWN 338**

**SAVE THE NHS £660,000 A YEAR**

**MUP IMPACT**

CRIMES A YEAR CAUSED BY ALCOHOL DOWN 583

THEFTS OR ROBBERIES DOWN 104

INCIDENTS OF CRIMINAL DAMAGE DOWN 298

INCIDENTS OF VIOLENCE DOWN 180
Impact of 50p MUP on Average Weekly Alcohol Consumption

**Impact**

**MUP IMPACT**

**Consumption**

**DOWN** -14.2%

**Blackpool**

Impact of a 50p MUP on weekly alcohol consumption

<table>
<thead>
<tr>
<th></th>
<th>Q1 (least deprived)</th>
<th>Q2</th>
<th>Q3</th>
<th>Q4</th>
<th>Q5 (most deprived)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moderate</td>
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<tr>
<td>Increasing</td>
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<td>Higher risk</td>
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</tbody>
</table>

Change in weekly units of alcohol

Blackpool
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

- **Moderate**
  - Q1 (least deprived)
  - Q2
  - Q3
  - Q4
  - Q5 (most deprived)

- **Increasing risk**
  - Q1 (least deprived)
  - Q2
  - Q3
  - Q4
  - Q5 (most deprived)

- **Higher risk**
  - Q1 (least deprived)
  - Q2
  - Q3
  - Q4
  - Q5 (most deprived)

Deaths averted per year

![Graph showing the impact of a 50p MUP on alcohol-attributable deaths in Blackpool.](#)
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 retailer revenue (£millions after duty & VAT)

<table>
<thead>
<tr>
<th>Off-trade</th>
<th>On-trade</th>
</tr>
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<tbody>
<tr>
<td>Baseline</td>
<td>£19.3</td>
</tr>
<tr>
<td>Change</td>
<td>£0.4</td>
</tr>
<tr>
<td>After 50p MUP</td>
<td>£18.9</td>
</tr>
</tbody>
</table>

Blackpool

Change in annual revenue (£m)
Impact on Alcohol Sales for Business

Average change in retailer revenue per outlet

Blackpool

£4,728

£0

-£302

£2,000

£3,000

£4,000

£5,000

£0

-£1,000

Off-trade

On-trade