

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

## CheshireEast

# 1. Short UTLA/Region specific slides



**#MUPlocal**

# **Minimum Unit Pricing (MUP)**

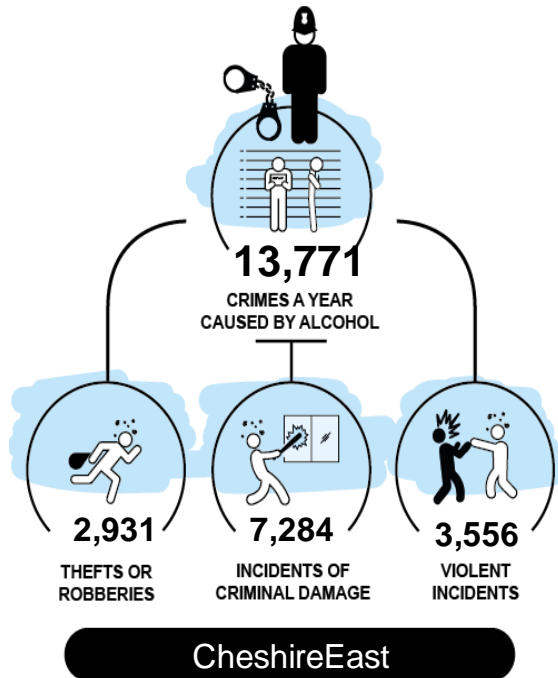
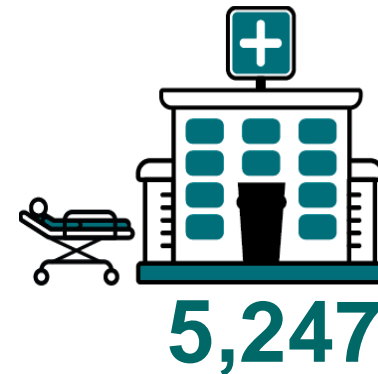
Exploring the impact of the local implementation of a  
minimum price for a unit of alcohol

- the evidence for

**CheshireEast**

# Setting the Scene

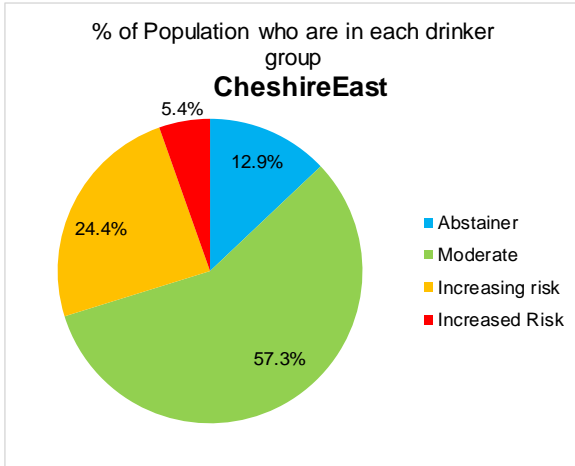
# The scale of the local problem



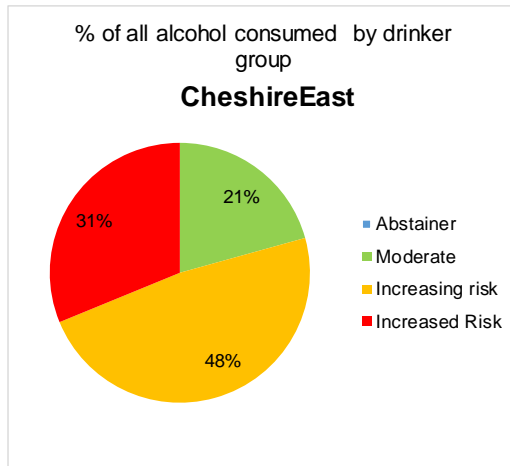
**CheshireEast**

## In CheshireEast

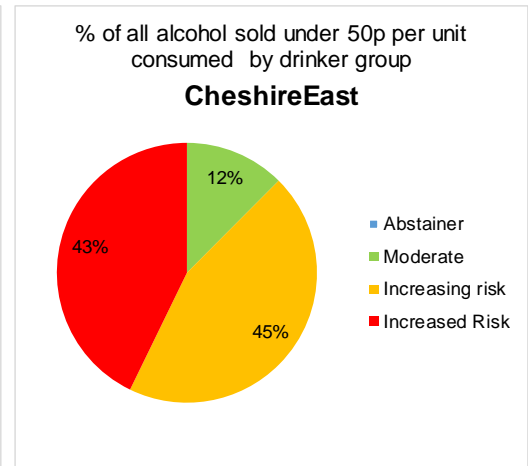
**5.4%** of people drink at high risk levels



They drink **31%** of all alcohol

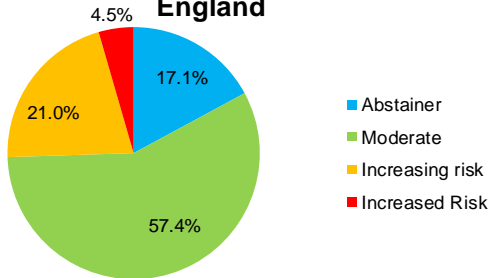


They drink **43%** of the cheap alcohol sold below 50p per unit



% of Population who are in each drinker group

## England



% of all alcohol consumed by drinker group

## England

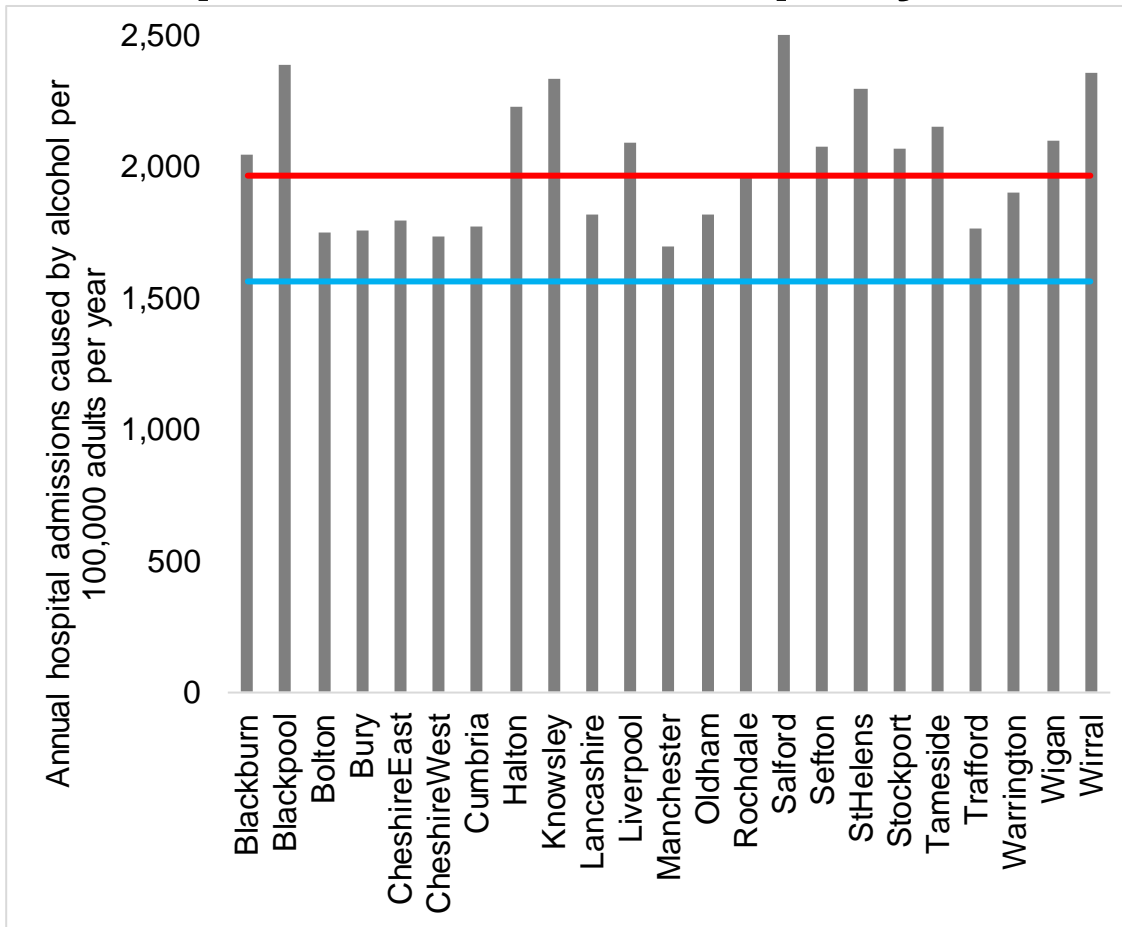


% of all alcohol sold under 50p per unit consumed by drinker group

## England



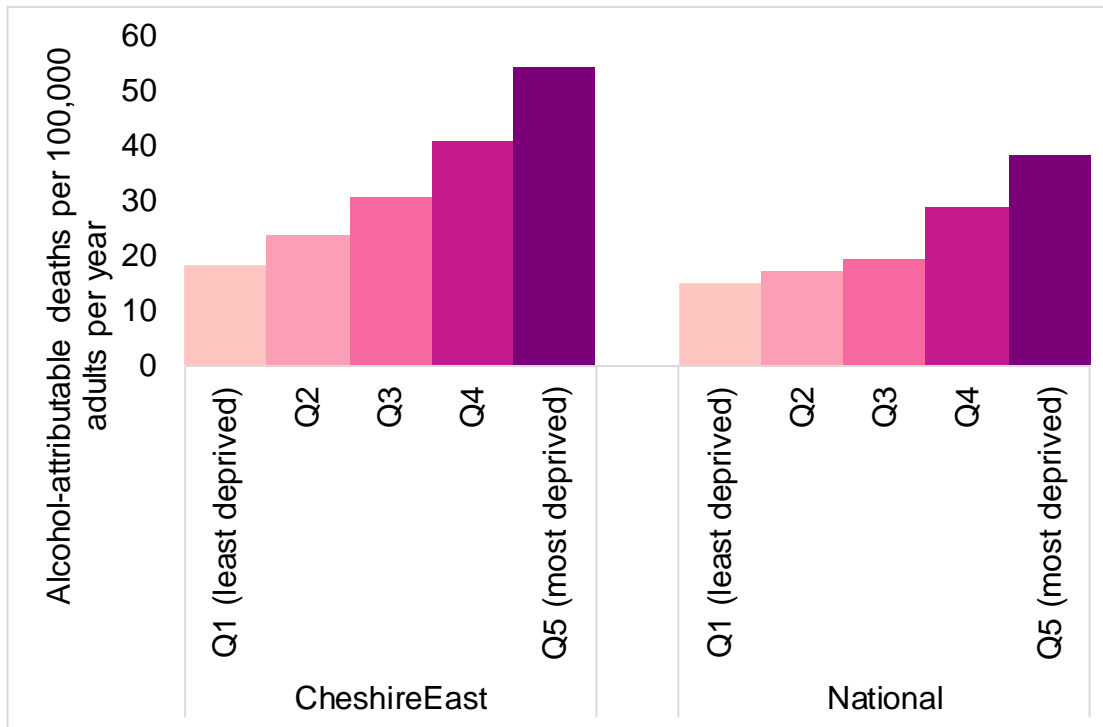
# Alcohol attributable hospital admissions per 100,000 adult per year



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?

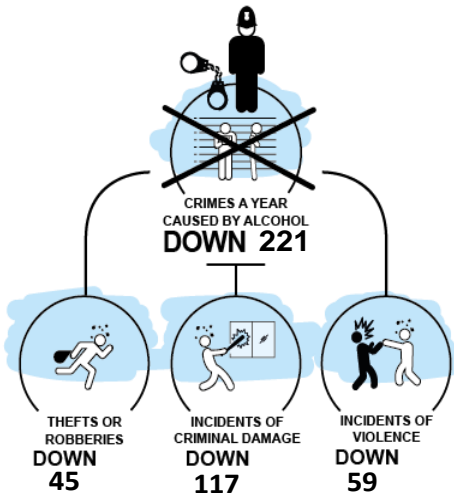
## MUP IMPACT



**108**  
**DEATHS PREVENTED**  
IN THE NEXT 20 YEARS  
WITH A 50P MUP

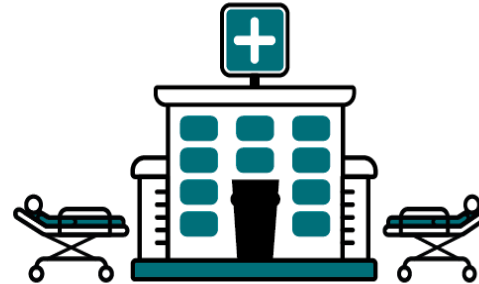
CheshireEast

## MUP IMPACT



CheshireEast

## MUP IMPACT



HOSPITAL ADMISSIONS PER YEAR

**DOWN 161**

CheshireEast

## MUP IMPACT



**SAVE THE NHS**

**£370,000**

**A YEAR**

CheshireEast

# Impact of 50p MUP on Average Weekly Alcohol Consumption

## MUP IMPACT

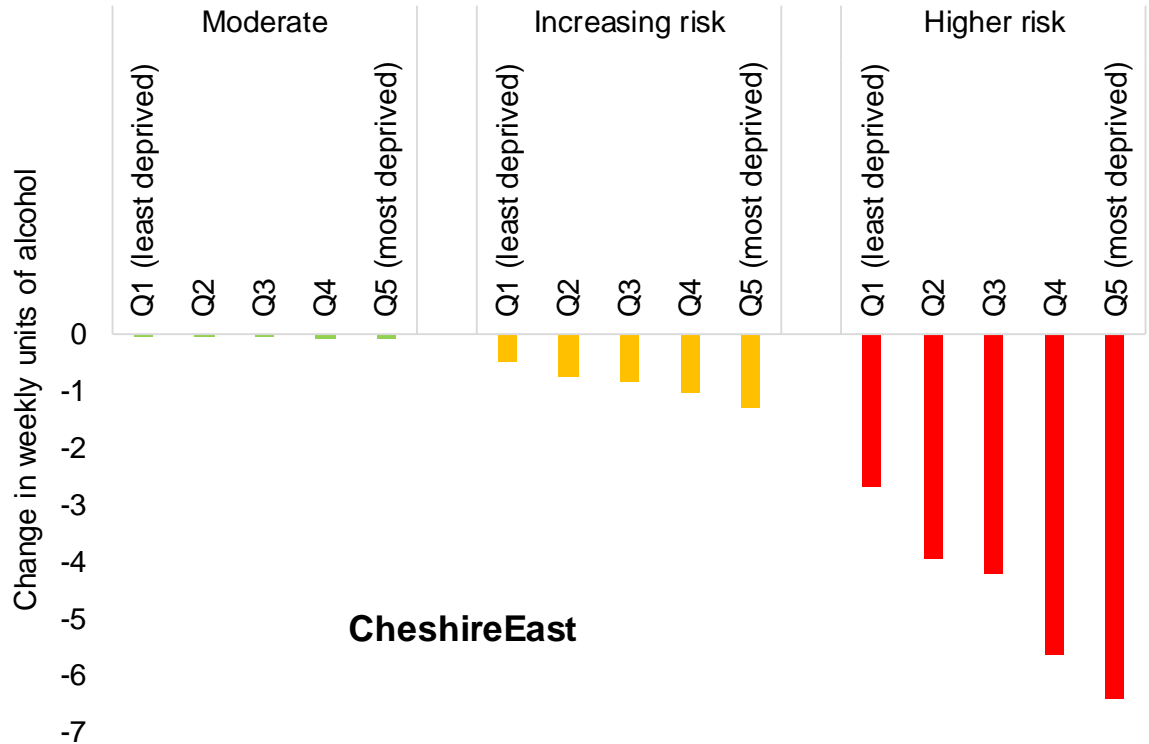
Consumption



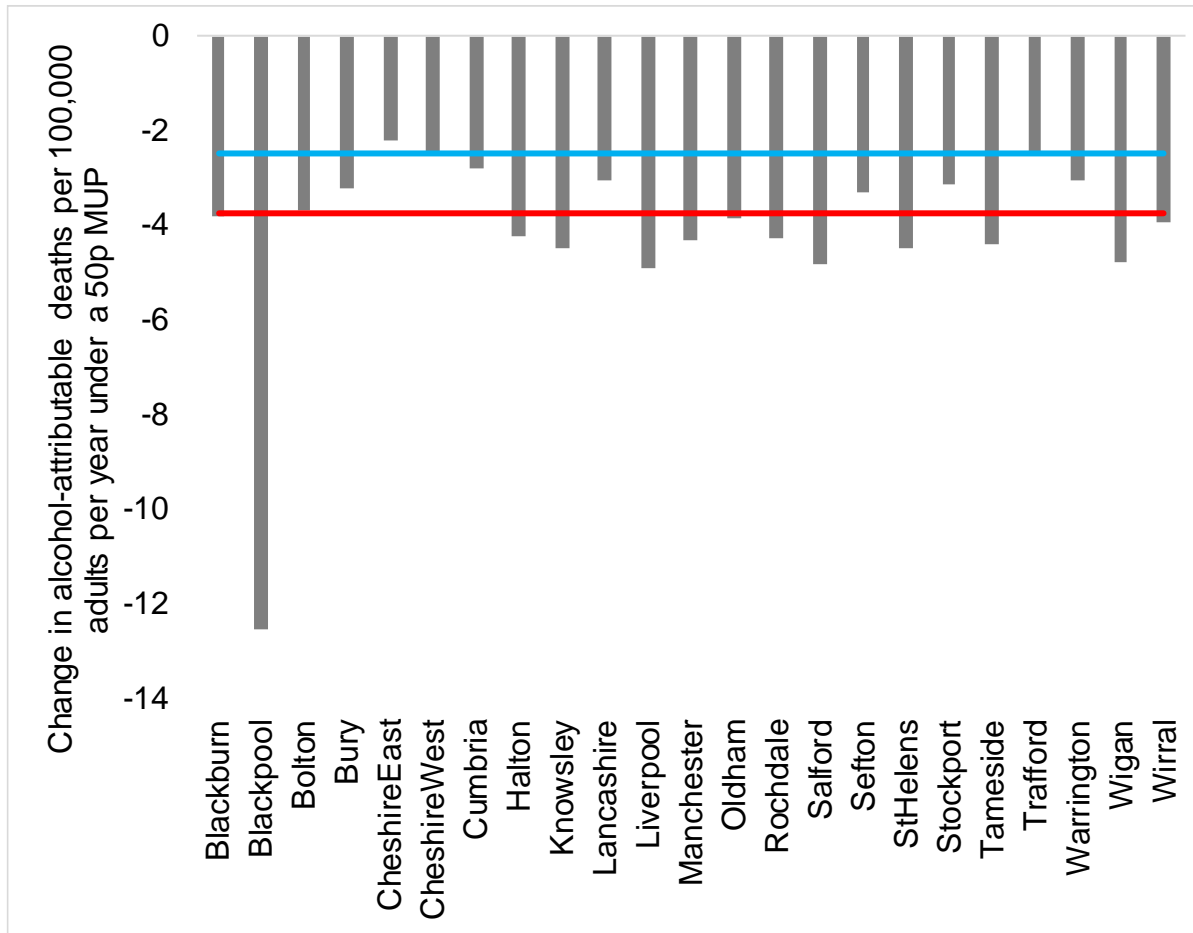
**DOWN -3.2%**

**CheshireEast**

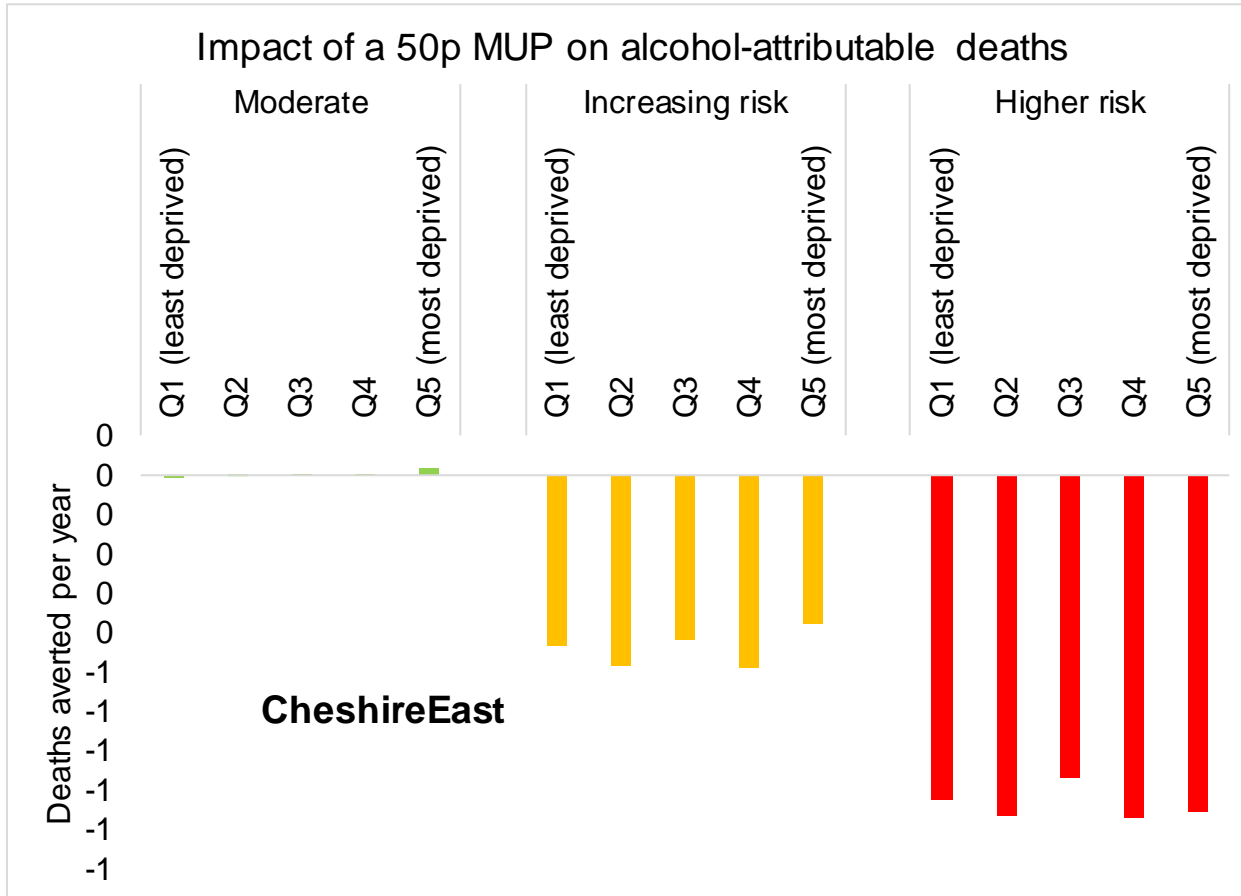
Impact of a 50p MUP on weekly alcohol consumption



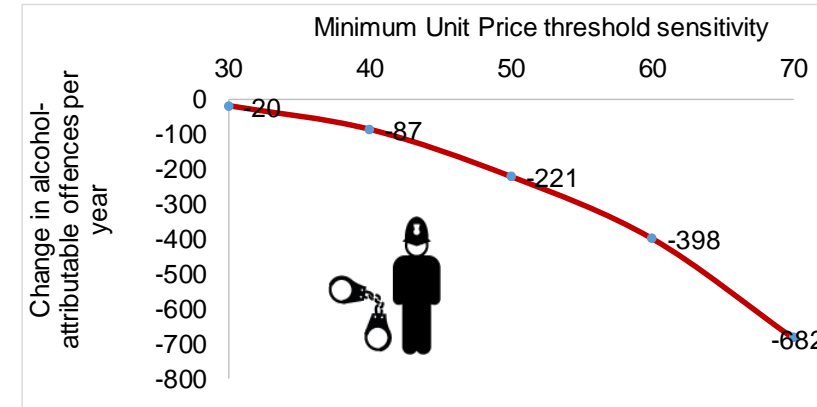
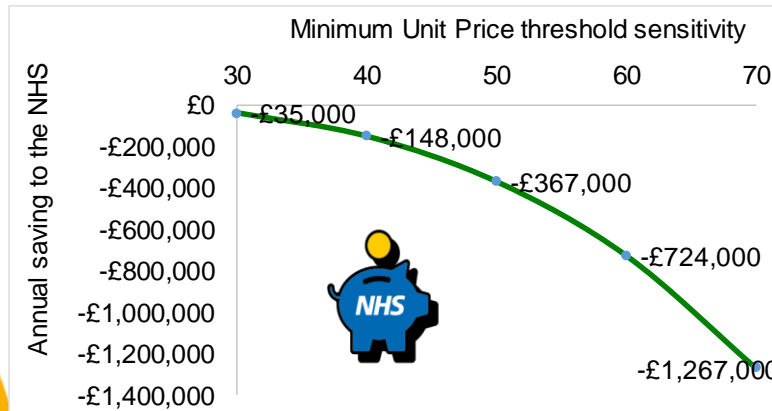
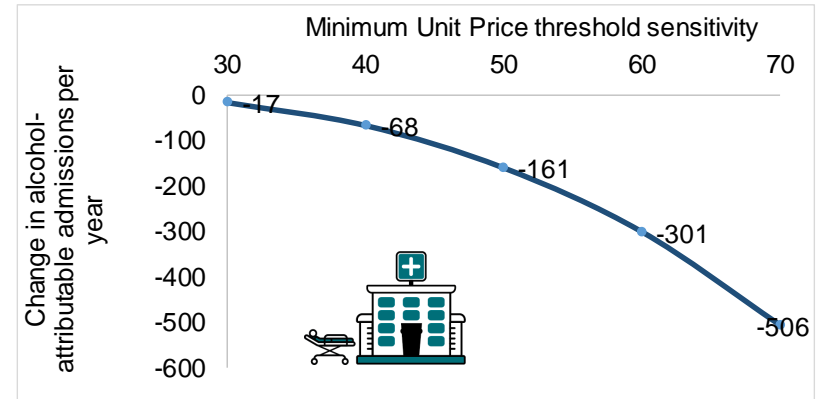
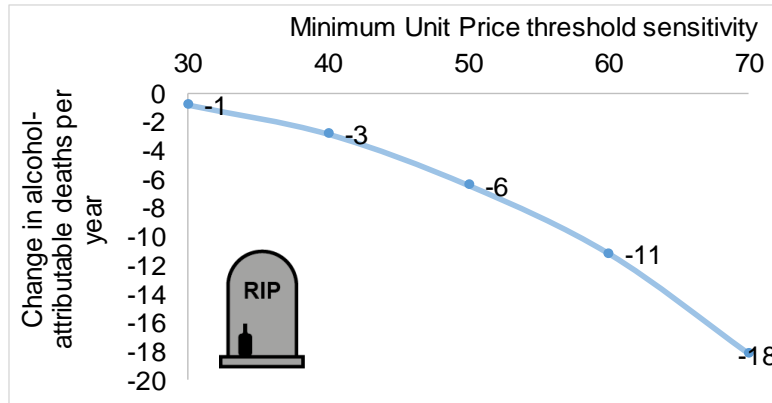
# Impact of 50p MUP on alcohol related deaths is bigger in **North West** than **Nationally**



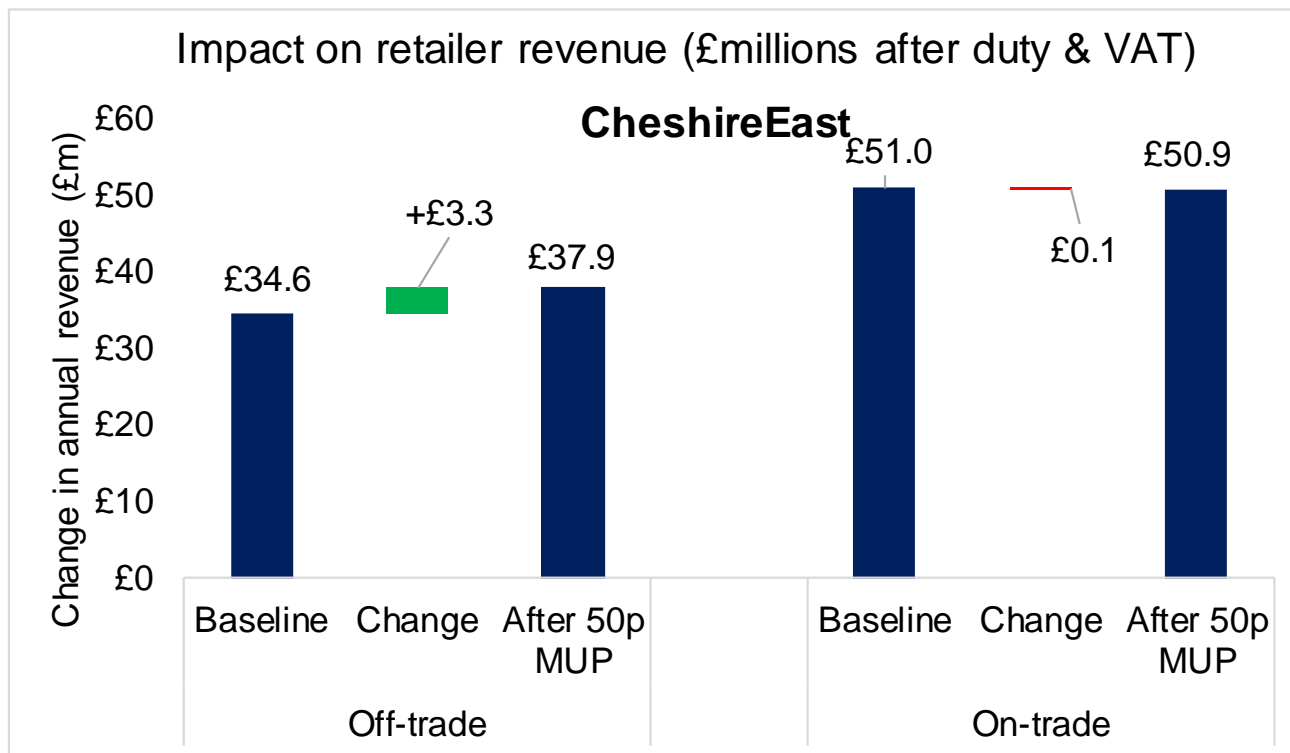
# Impact on alcohol related deaths is bigger in higher risk drinkers and in deprived areas



# 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

