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
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

80 adults die every year due to alcohol consumption in Cheshire East.

13,771 crimes a year caused by alcohol in Cheshire East.

2,931 thefts or robberies, 7,284 incidents of criminal damage, and 3,556 violent incidents.

5,247 hospital admissions caused by alcohol in Cheshire East.

Alcohol costs the NHS £23,120,000 a year in Cheshire East.
In Cheshire East

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

England

% of Population who are in each drinker group

% of all alcohol consumed by drinker group

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

- 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?

--- MUP IMPACT ---

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

--- MUP IMPACT ---

CRIMES A YEAR CAUSED BY ALCOHOL DOWN 221

--- MUP IMPACT ---

HOSPITAL ADMISSIONS PER YEAR DOWN 161

--- MUP IMPACT ---

THEFTS OR ROBBERIES DOWN 45

--- MUP IMPACT ---

INCIDENTS OF CRIMINAL DAMAGE DOWN 117

--- MUP IMPACT ---

INCIDENTS OF VIOLENCE DOWN 59

--- MUP IMPACT ---

SAVE THE NHS £370,000 A YEAR

--- MUP IMPACT ---

CheshireEast

--- MUP IMPACT ---

CheshireEast

--- MUP IMPACT ---

CheshireEast

--- MUP IMPACT ---

CheshireEast

--- MUP IMPACT ---

CheshireEast
### Impact of 50p MUP on Average Weekly Alcohol Consumption

#### MUP Impact

**Consumption**

*DOWN -3.2%*

**Cheshire East**

#### Impact of a 50p MUP on weekly alcohol consumption

<table>
<thead>
<tr>
<th>Q1 (least deprived)</th>
<th>Q2</th>
<th>Q3</th>
<th>Q4</th>
<th>Q5 (most deprived)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Moderate</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Change in weekly units of alcohol</td>
<td>0</td>
<td>-1</td>
<td>-2</td>
<td>-3</td>
</tr>
<tr>
<td><strong>Increasing risk</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Change in weekly units of alcohol</td>
<td>0</td>
<td>-1</td>
<td>-2</td>
<td>-3</td>
</tr>
<tr>
<td><strong>Higher risk</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Change in weekly units of alcohol</td>
<td>0</td>
<td>-1</td>
<td>-2</td>
<td>-3</td>
</tr>
</tbody>
</table>
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
Increasing risk
Higher risk

Cheshire East
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></th>
<th>Baseline</th>
<th>Change</th>
<th>After 50p MUP</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Off-trade</strong></td>
<td>£34.6</td>
<td>£3.3</td>
<td>£37.9</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>On-trade</strong></td>
<td>£51.0</td>
<td></td>
<td>£50.9</td>
</tr>
<tr>
<td><strong>Baseline</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Change</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>After 50p MUP</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Cheshire East
Impact on Alcohol Sales for Business

Average change in retailer revenue per outlet

Cheshire East

£11,552

£12,000
£10,000
£8,000
£6,000
£4,000
£2,000
£0

-£2,000

Off-trade

-£75

On-trade
2. Detailed 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

CheshireEast
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 …
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.

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

<table>
<thead>
<tr>
<th>Drink</th>
<th>Units</th>
<th>Moderate</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beer (4% ABV)</td>
<td>Pint</td>
<td>14 or under</td>
<td>14 or under</td>
<td></td>
</tr>
<tr>
<td>Wine (12% ABV)</td>
<td>Glass</td>
<td>Above 14 – 50</td>
<td>Above 14 – 35</td>
<td></td>
</tr>
<tr>
<td>Whiskey (40% ABV)</td>
<td>Measure</td>
<td>Above 50</td>
<td>Above 35</td>
<td></td>
</tr>
</tbody>
</table>
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.

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

Scotland
50p MUP implemented 1st May 2018
Sunset clause ends policy in 2024

Wales
Legislation passed Consulting on level
Implementing in summer 2019

England
Review on-going
No immediate movement expected

Northern Ireland
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’.

#MUPlocal
50p MUP affects …
supermarket & shop bought alcohol (off-trade) and
does NOT really affect pubs & bars (on-trade)

Currently under 50p per unit – prices would rise

Currently over 50p per unit – prices unaffected
Infographics on scale of problem & effect of MUPLocal
What this means for the nation

Scale of the national problem

- 9,862 adults die every year due to alcohol consumption
- 2,299,140 crimes a year caused by alcohol
  - 552,415 thefts or robberies
  - 1,160,031 incidents of criminal damage
  - 586,695 violent incidents
- 650,879 hospital admissions caused by alcohol
- £2,855,440,000 alcohol costs the NHS a year
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

7.7 million 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

HOSPITAL ADMISSIONS PER YEAR DOWN 29,943

NATIONAL

MUP IMPACT

THEFTS OR ROBBERIES DOWN 11,880
INCIDENTS OF CRIMINAL DAMAGE DOWN 28,633
INCIDENTS OF VIOLENCE DOWN 13,716

SOME IMPACT

SAVE THE NHS £71,630,000 A YEAR

NATIONAL
The scale of the local problem

- **80 adults die every year due to alcohol consumption**
- **13,771 crimes a year caused by alcohol**
  - 2,931 thefts or robberies
  - 7,284 incidents of criminal damage
  - 3,556 violent incidents
- **5,247 hospital admissions caused by alcohol**
- **£23,120,000** alcohol costs the NHS a year
Impact of a 50p MUP locally?

**MUP IMPACT**

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

**MUP IMPACT**

HOSPITAL ADMISSIONS PER YEAR DOWN 161

**MUP IMPACT**

SAVE THE NHS £370,000 A YEAR
Graphs on scale of problem & effect of MUPLocal
In CheshireEast

5.4% of people drink at high risk levels

% of Population who are in each drinker group

CheshireEast

- 5.4%
- 12.9%
- 24.4%
- 57.3%

Abstainer
Moderate
Increasing risk
Increased Risk

They drink 31% of all alcohol

% of all alcohol consumed by drinker group

CheshireEast

- 31%
- 21%
- 48%

Abstainer
Moderate
Increasing risk
Increased Risk

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

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

CheshireEast

- 43%
- 45%
- 12%

Abstainer
Moderate
Increasing risk
Increased Risk

In England

% of Population who are in each drinker group

England

- 4.5%
- 17.1%
- 21.0%
- 57.4%

Abstainer
Moderate
Increasing risk
Increased Risk

They drink 31% of all alcohol

% of all alcohol consumed by drinker group

England

- 31%
- 22%
- 47%

Abstainer
Moderate
Increasing risk
Increased Risk

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

England

- 42%
- 45%
- 14%

Abstainer
Moderate
Increasing risk
Increased Risk

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

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

England

- 43%
- 45%
- 12%

Abstainer
Moderate
Increasing risk
Increased Risk
The North West drinks more alcohol per drinker than nationally.
The North West experiences more alcohol related hospitalisations per population than nationally.
The North West experiences more alcohol-related deaths per population than nationally.
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.
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.
More deprived areas experience higher rates of alcohol attributable hospital admissions – and the gap between rich and poor can be bigger within many LAs than it is nationally.
Slope index of inequality:- Difference between most-deprived 1% versus least deprived 1% of people shows substantial inequality in deaths from alcohol.
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
Slope index of inequality:- Difference between most-deprived 1% versus least deprived 1% of people shows substantial inequality in deaths from alcohol

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

Impact of 50p MUP on inequality: Difference between most-deprived 1% versus least deprived 1% of people in deaths from alcohol would reduce.
### Current Average Weekly Consumption by drinker group

<table>
<thead>
<tr>
<th>Consumption</th>
<th>Current weekly units</th>
</tr>
</thead>
<tbody>
<tr>
<td>CheshireEast</td>
<td>4.6</td>
</tr>
<tr>
<td></td>
<td>24.9</td>
</tr>
<tr>
<td></td>
<td>72.8</td>
</tr>
</tbody>
</table>

#### Current consumption by drinker group

<table>
<thead>
<tr>
<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>
<td></td>
<td></td>
<td></td>
<td>Increasing risk</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Higher risk</td>
</tr>
</tbody>
</table>

- Current mean weekly consumption (units)
Current Annual Spending by drinker group

<table>
<thead>
<tr>
<th>Quarters</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></td>
<td>£250</td>
<td>£224</td>
<td>£217</td>
<td>£201</td>
<td>£180</td>
</tr>
<tr>
<td></td>
<td>£1,137</td>
<td>£1,047</td>
<td>£1,038</td>
<td>£1,016</td>
<td>£1,039</td>
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<tr>
<td></td>
<td>£2,509</td>
<td>£2,397</td>
<td>£2,357</td>
<td>£2,653</td>
<td>£2,540</td>
</tr>
</tbody>
</table>

Cheshire East

Current annual spending (£)

£227
£1,080
£2,482

Q1 (least deprived) Moderate
Q2 Q3 Q4 Increasing risk
Q5 (most deprived) Higher risk

#MUPlocal
Impact of 50p MUP on Average Weekly Alcohol Consumption

**MUP IMPACT**

**Consumption**

**DOWN** -3.2%

Impact of a 50p MUP on weekly alcohol consumption

<table>
<thead>
<tr>
<th>Consumption</th>
<th>Change in weekly units of alcohol</th>
</tr>
</thead>
<tbody>
<tr>
<td>CheshireEast</td>
<td></td>
</tr>
</tbody>
</table>

**Impact of a 50p MUP on Average Weekly Alcohol Consumption**

**CheshireEast**
Impact of 50p MUP on Annual Spending by drinker group

MUP IMPACT

Impact of a 50p MUP on annual spending

CheshireEast

Change in annual spending

£2.73

£16.16

£72.35

Change in weekly spend on alcohol

Q1 (least deprived)  Q2  Q3  Q4  Q5 (most deprived)

Q1 (least deprived)  Q2  Q3  Q4  Q5 (most deprived)

Moderate  Increasing risk  Higher risk

CheshireEast

£0.00

£10.00

£20.00

£30.00

£40.00

£50.00

£60.00

£70.00

£80.00

£90.00

£100.00
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

Increasing risk

Higher risk

Deaths averted per year

Cheshire East
Impact on alcohol related hospital admissions is bigger in higher risk drinkers and in deprived areas.

Impact of a 50p MUP on alcohol-attributable hospital admissions

- Moderate
- Increasing risk
- Higher risk

CheshireEast
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

Average change in retailer revenue per outlet

<table>
<thead>
<tr>
<th>Revenue Range</th>
<th>Off-trade</th>
<th>On-trade</th>
</tr>
</thead>
<tbody>
<tr>
<td>£11,552</td>
<td>£11,552</td>
<td>-£75</td>
</tr>
<tr>
<td>£0</td>
<td>£0</td>
<td>-£75</td>
</tr>
<tr>
<td>£2,000</td>
<td>£2,000</td>
<td>-£75</td>
</tr>
<tr>
<td>£4,000</td>
<td>£4,000</td>
<td>-£75</td>
</tr>
<tr>
<td>£6,000</td>
<td>£6,000</td>
<td>-£75</td>
</tr>
<tr>
<td>£8,000</td>
<td>£8,000</td>
<td>-£75</td>
</tr>
<tr>
<td>£10,000</td>
<td>£10,000</td>
<td>-£75</td>
</tr>
<tr>
<td>£12,000</td>
<td>£12,000</td>
<td>-£75</td>
</tr>
<tr>
<td>£14,000</td>
<td>£14,000</td>
<td>-£75</td>
</tr>
</tbody>
</table>

CheshireEast
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.
End of Detailed Presentation

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

CheshireEast