Minimum Unit Pricing (MUP)

Evidence Assets developed by:-
Master Slide Deck for all MUPLocal presentations

CheshireWest
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

CheshireWest
Setting the Scene
The scale of the local problem

CheshireWest

75 ADULTS DIE EVERY YEAR DUE TO ALCOHOL CONSUMPTION

14,869 CRIMES A YEAR CAUSED BY ALCOHOL

3,414 THEFTS OR ROBBERIES

7,817 INCIDENTS OF CRIMINAL DAMAGE

3,638 VIOLENT INCIDENTS

4,515 HOSPITAL ADMISSIONS CAUSED BY ALCOHOL

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ALCOHOL COSTS THE NHS £20,280,000 A YEAR

CheshireWest
In CheshireWest

5.3% of people drink at high risk levels

They drink 32% of all alcohol

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

England

17.1% 4.5%

They drink 42% of all alcohol

They drink 45% of the cheap alcohol sold below 50p per unit

England

4.5% 21.0%

CheshireWest

5.3% 13.5%

57.8% 23.4%

% 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
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 ---

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

--- MUP IMPACT ---

HOSPITAL ADMISSIONS PER YEAR DOWN 158

--- MUP IMPACT ---

SAVE THE NHS £370,000 A YEAR
Impact of 50p MUP on Average Weekly Alcohol Consumption

Impact of a 50p MUP on weekly alcohol consumption

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<thead>
<tr>
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<th>Moderate</th>
<th>Increasing risk</th>
<th>Higher risk</th>
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<tbody>
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<td>Q1 (least deprived)</td>
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<td>Q5 (most deprived)</td>
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Change in weekly units of alcohol

- DOWN -3.5%

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

![Graph showing the change in alcohol-attributable deaths per 100,000 adults per year under a 50p MUP across different local areas in North West England. The graph highlights a significant drop in Blackburn compared to other areas.]
Impact on alcohol related deaths is bigger in higher risk drinkers and in deprived areas

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Deaths averted per year

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

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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

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£11,871

Off-trade

£0

On-trade

£-100

£12,000

£10,000

£8,000

£6,000

£4,000

£2,000

£14,000

£10,000

£8,000

£6,000

£4,000

£2,000

£0

-£100

-£2,000

-£100

-£2,000