Minimum Unit Pricing (MUP)

Evidence Assets developed by:-

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

Halton
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

Halton
Setting the Scene
In Halton

6.0% of people drink at high risk levels

They drink 38% of all alcohol

They drink 49% of the cheap alcohol sold below 50p per unit
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**

- **65 DEATHS PREVENTED**
  - In the next 20 years with a 50p MUP

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**MUP IMPACT**

- **HOSPITAL ADMISSIONS PER YEAR**
  - Down 130

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**MUP IMPACT**

- **CRIMES A YEAR CAUSED BY ALCOHOL**
  - Down 196

- **THEFTS OR ROBBERIES**
  - Down 36

- **INCIDENTS OF CRIMINAL DAMAGE**
  - Down 111

- **INCIDENTS OF VIOLENCE**
  - Down 49

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**MUP IMPACT**

- **SAVE THE NHS**
  - £260,000 a year

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Impact of 50p MUP on Average Weekly Alcohol Consumption

Consumption

Down -6.0%

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>Moderate</td>
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<tr>
<td>Increasing risk</td>
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<td>Higher risk</td>
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Change in weekly units of alcohol

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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

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

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.
## Impact on Alcohol Sales for Business

### Off-trade Retailers

- **Baseline:** £9.6
- **Change:** +£1.2
- **After 50p MUP:** £10.8

### On-trade Retailers

- **Baseline:** £14.5
- **Change:** £0.1
- **After 50p MUP:** £14.4

<table>
<thead>
<tr>
<th>Change in annual revenue (£m)</th>
<th>Halton</th>
<th>Off-trade</th>
<th>Baseline</th>
<th>Change</th>
<th>After 50p MUP</th>
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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

Off-trade: £18,666
On-trade: -£1,134

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