Minimum Unit Pricing (MUP)

Evidence Assets developed by:-

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

Knowsley
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

Knowsley
Setting the Scene
The scale of the local problem

- 42 adults die every year due to alcohol consumption in Knowsley.
- 7,005 crimes a year caused by alcohol in Knowsley.
  - 1,406 thefts or robberies
  - 4,506 incidents of criminal damage
  - 1,093 violent incidents
- 2,615 hospital admissions caused by alcohol in Knowsley.
- Alcohol costs the NHS £12,220,000 a year in Knowsley.
### In Knowsley

<table>
<thead>
<tr>
<th>% of Population who are in each drinker group</th>
<th>percent of all alcohol consumed by drinker group</th>
<th>% of all alcohol sold under 50p per unit consumed by drinker group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowsley</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Abstainer</td>
<td>5.9%</td>
<td>12%</td>
</tr>
<tr>
<td>Moderate</td>
<td>18.6%</td>
<td>38%</td>
</tr>
<tr>
<td>Increasing risk</td>
<td>20.0%</td>
<td>50%</td>
</tr>
<tr>
<td>Increased Risk</td>
<td>55.5%</td>
<td></td>
</tr>
</tbody>
</table>

In Knowsley

5.9% of people drink at high risk levels

They drink **39%** of all alcohol

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

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<th>percent of all alcohol consumed by drinker group</th>
<th>% of all alcohol sold under 50p per unit consumed by drinker group</th>
</tr>
</thead>
<tbody>
<tr>
<td>England</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Abstainer</td>
<td>4.5%</td>
<td>14%</td>
</tr>
<tr>
<td>Moderate</td>
<td>17.1%</td>
<td>42%</td>
</tr>
<tr>
<td>Increasing risk</td>
<td>21.0%</td>
<td>45%</td>
</tr>
<tr>
<td>Increased Risk</td>
<td>57.4%</td>
<td></td>
</tr>
</tbody>
</table>

In England

4.5% of people drink at high risk levels

They drink **39%** of all alcohol

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

**39%** of people drink at high risk levels

**They drink 50% of all alcohol consumed by drinker group**

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

**Knowsley**

- Abstainer
- Moderate
- Increasing risk
- Increased Risk

**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?

MUP IMPACT

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

MUP IMPACT

HOSPITAL ADMISSIONS PER YEAR

DOWN 170

MUP IMPACT

SAVE THE NHS £340,000 A YEAR

Knowsley
Impact of 50p MUP on Average Weekly Alcohol Consumption

Knowsley -6.4%

Impact of a 50p MUP on weekly alcohol consumption

Moderate

Increasing risk

Higher risk

Change in weekly units of alcohol

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

![Graph showing change in alcohol-attributable deaths per 100,000 adults per year under a 50p MUP](image-url)
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

Knowsley
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

Impact on retailer revenue (£millions after duty & VAT)

<table>
<thead>
<tr>
<th>Change in annual revenue (£m)</th>
<th>Baseline</th>
<th>Change</th>
<th>After 50p MUP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Off-trade</td>
<td>£10.2</td>
<td>+£1.5</td>
<td>£11.7</td>
</tr>
<tr>
<td>On-trade</td>
<td>£15.8</td>
<td>-£0.1</td>
<td>£15.7</td>
</tr>
</tbody>
</table>

Knowsley

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></th>
<th>Off-trade</th>
<th>On-trade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowsley</td>
<td>£19,676</td>
<td>-£1,528</td>
</tr>
</tbody>
</table>

- £5,000
- £10,000
- £15,000
- £20,000
- £25,000