Minimum Unit Pricing (MUP)

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

Lancashire
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
Lancashire
Setting the Scene
The scale of the local problem

254 ADULTS DIE EVERY YEAR DUE TO ALCOHOL CONSUMPTION

Lancashire

16,779 HOSPITAL ADMISSIONS CAUSED BY ALCOHOL

Lancashire

50,507 CRIMES A YEAR CAUSED BY ALCOHOL

Lancashire

9,420 THEFTS OR ROBBERIES

Lancashire

29,487 INCIDENTS OF CRIMINAL DAMAGE

Lancashire

11,600 VIOLENT INCIDENTS

Lancashire

ALCOHOL COSTS THE NHS £75,420,000 A YEAR

Lancashire
In Lancashire

*5.2% of people drink at high risk levels*

% of Population who are in each drinker group

- **Lancashire**
  - Abstainer: 5.2%
  - Moderate: 16.4%
  - Increasing risk: 22.1%
  - Increased Risk: 56.3%

% of all alcohol consumed by drinker group

- **Lancashire**
  - Abstainer: 33%
  - Moderate: 21%
  - Increasing risk: 46%

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

- **Lancashire**
  - Abstainer: 13%
  - Moderate: 43%
  - Increased Risk: 46%

In England

*4.5% of people drink at high risk levels*

% of Population who are in each drinker group

- **England**
  - Abstainer: 4.5%
  - Moderate: 17.1%
  - Increasing risk: 21.0%
  - Increased Risk: 57.4%

% of all alcohol consumed by drinker group

- **England**
  - Abstainer: 31%
  - Moderate: 22%
  - Increasing risk: 47%

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

- **England**
  - Abstainer: 14%
  - Moderate: 45%
  - Increased Risk: 42%
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 ---

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

Lancashire

--- MUP IMPACT ---

HOSPITAL ADMISSIONS PER YEAR DOWN 777

Lancashire

--- MUP IMPACT ---

CRIMES A YEAR CAUSED BY ALCOHOL DOWN 1,109

Lancashire

--- MUP IMPACT ---

THEFTS OR ROBBERIES DOWN 196
INCIDENTS OF CRIMINAL DAMAGE DOWN 649
INCIDENTS OF VIOLENCE DOWN 264

Lancashire

--- MUP IMPACT ---

SAVE THE NHS £1,800,000 A YEAR

Lancashire
Impact of a 50p MUP on weekly alcohol consumption

**Lancashire**

-4.4%

Impact of 50p MUP on Average Weekly Alcohol Consumption

**MUP IMPACT**

**Consumption**

**DOWN**

Lancashire

Impact of a 50p MUP on weekly alcohol consumption

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

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

Deaths averted per year

Lancashire
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

Average change in retailer revenue per outlet

Lancashire

£84,868

£0

£20,000

£30,000

£40,000

£50,000

£60,000

£70,000

£80,000

£90,000

£10,000

£20,000

£30,000

£40,000

£50,000

£60,000

£70,000

£80,000

£90,000

Off-trade

On-trade

-£2,015

£0