Minimum Unit Pricing (MUP)

Evidence Assets developed by:-

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

Oldham
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

Oldham
Setting the Scene
The scale of the local problem

54 adults die every year due to alcohol consumption in Oldham.

10,989 crimes a year caused by alcohol in Oldham.

- 2,567 thefts or robberies
- 6,122 incidents of criminal damage
- 2,301 violent incidents

3,055 hospital admissions caused by alcohol in Oldham.

Alcohol costs the NHS £14,270,000 a year in Oldham.
In Oldham

4.9% of people drink at high risk levels

% of Population who are in each drinker group

Oldham

- Abstainer
- Moderate
- Increasing risk
- Increased Risk

% of all alcohol consumed by drinker group

Oldham

- Abstainer
- Moderate
- Increasing risk
- Increased Risk

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

Oldham

- Abstainer
- Moderate
- Increasing risk
- Increased Risk

They drink 35% of all alcohol

% of Population who are in each drinker group

England

- Abstainer
- Moderate
- Increasing risk
- Increased Risk

% of all alcohol consumed by drinker group

England

- Abstainer
- Moderate
- Increasing risk
- Increased Risk

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

England

- Abstainer
- Moderate
- Increasing risk
- Increased Risk

They drink 46% of the cheap alcohol sold below 50p per unit

- Abstainer
- Moderate
- Increasing risk
- Increased Risk

17.1% of people drink at high risk levels.

They drink 35% of all alcohol.

4.9% of people drink 46% 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**

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

Oldham

**MUP IMPACT**

HOSPITAL ADMISSIONS PER YEAR

**DOWN** 177

Oldham

**MUP IMPACT**

CRIMES A YEAR CAUSED BY ALCOHOL

**DOWN** 298

Oldham

**MUP IMPACT**

THEFTS OR ROBBERIES

**DOWN** 66

Oldham

**MUP IMPACT**

INCIDENTS OF CRIMINAL DAMAGE

**DOWN** 167

Oldham

**MUP IMPACT**

INCIDENTS OF VIOLENCE

**DOWN** 65

Oldham

**MUP IMPACT**

SAVE THE NHS

£380,000 A YEAR

Oldham

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

Oldham - 5.4%

Impact of a 50p MUP on weekly alcohol consumption

<table>
<thead>
<tr>
<th></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>Moderate</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Increasing risk</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Higher risk</td>
<td></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>
<td>-4</td>
</tr>
</tbody>
</table>

Oldham
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

Oldham

Deaths averted per year

Moderate

Increasing risk

Higher risk

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

<table>
<thead>
<tr>
<th>Off-trade</th>
<th>On-trade</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Baseline</strong></td>
<td>£14.6</td>
</tr>
<tr>
<td><strong>Change</strong></td>
<td>+£1.9</td>
</tr>
<tr>
<td><strong>After 50p MUP</strong></td>
<td>£16.5</td>
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</tbody>
</table>

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

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

Oldham

<table>
<thead>
<tr>
<th>£0</th>
<th>£1,000</th>
<th>£2,000</th>
<th>£3,000</th>
<th>£4,000</th>
<th>£5,000</th>
<th>£6,000</th>
<th>£7,000</th>
<th>£8,000</th>
<th>£9,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>£8,079</td>
<td>-£422</td>
<td>-£1,000</td>
<td>£0</td>
<td>£1,000</td>
<td>£2,000</td>
<td>£3,000</td>
<td>£4,000</td>
<td>£5,000</td>
<td>£6,000</td>
</tr>
</tbody>
</table>