Minimum Unit Pricing (MUP)

Evidence Assets developed by:

[Logo of The University of Sheffield]
Master Slide Deck for all MUPLocal presentations

Salford
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

Salford
Setting the Scene
The scale of the local problem

- 60 adults die every year due to alcohol consumption in Salford.
- 13,110 crimes a year caused by alcohol in Salford.
- 3,037 thefts or robberies caused by alcohol in Salford.
- 7,695 incidents of criminal damage caused by alcohol in Salford.
- 2,377 violent incidents caused by alcohol in Salford.
- 4,610 hospital admissions caused by alcohol in Salford.
- Alcohol costs the NHS £23,300,000 a year in Salford.
In Salford
5.8% of people drink at high risk levels

% of Population who are in each drinker group
Salford

% of Population who are in each drinker group
England

They drink 39% of all alcohol

% of all alcohol consumed by drinker group
Salford

% of all alcohol consumed by drinker group
England

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

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

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

138 DEATHS PREVENTED IN THE NEXT 20 YEARS WITH A 50p MUP

Salford

MUP IMPACT

HOSPITAL ADMISSIONS PER YEAR DOWN 417

Salford

MUP IMPACT

SAVE THE NHS £630,000 A YEAR

Salford
Impact of 50p MUP on Average Weekly Alcohol Consumption

Salford -6.6%

Impact of a 50p MUP on weekly alcohol consumption

<table>
<thead>
<tr>
<th>Change in weekly units of alcohol</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>
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<td></td>
<td></td>
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<tr>
<td>Increasing risk</td>
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<tr>
<td>Higher risk</td>
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</tbody>
</table>

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

Change in alcohol-attributable deaths per 100,000 adults per year under a 50p MUP

-14
-12
-10
-8
-6
-4
-2
0
Blackburn
Blackpool
Bolton
Bury
Cheshire East
Cheshire West
Cumbria
Halton
Knowsley
Lancashire
Liverpool
Manchester
Oldham
Rochdale
Salford
Sefton
St Helens
Stockport
Tameside
Trafford
Warrington
Wirral

RIP
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

Salford
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></th>
<th>Off-trade</th>
<th>On-trade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baseline</td>
<td>£17.8</td>
<td>£27.1</td>
</tr>
<tr>
<td>Change</td>
<td>+£2.1</td>
<td>£0.3</td>
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<tr>
<td>After 50p MUP</td>
<td>£19.9</td>
<td>£26.9</td>
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</tbody>
</table>

**Salford**

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>£0</th>
<th>£2,000</th>
<th>£4,000</th>
<th>£6,000</th>
<th>£8,000</th>
<th>£10,000</th>
<th>£12,000</th>
<th>£14,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Off-trade</td>
<td>£11,946</td>
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<tr>
<td>On-trade</td>
<td>-£1,112</td>
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Salford