Minimum Unit Pricing (MUP)

Evidence Assets developed by:-

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

Warrington
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

Warrington
Setting the Scene
The scale of the local problem

46 ADULTS DIE EVERY YEAR DUE TO ALCOHOL CONSUMPTION

Warrington

8,974 CRIMES A YEAR CAUSED BY ALCOHOL

Warrington

2,208 THEFTS OR ROBBERIES

Warrington

4,478 INCIDENTS OF CRIMINAL DAMAGE

Warrington

2,289 VIOLENT INCIDENTS

Warrington

3,024 HOSPITAL ADMISSIONS CAUSED BY ALCOHOL

Warrington

ALCOHOL COSTS THE NHS £13,970,000 A YEAR
In Warrington

5.4% of people drink at high risk levels

% of Population who are in each drinker group

Warrington

% of Population who are in each drinker group

England

They drink 33% of all alcohol

% of all alcohol consumed by drinker group

Warrington

They drink 45% of the cheap alcohol sold below 50p per unit

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

England

Of people drink at high risk levels 33% 45%

They drink 45% of the cheap alcohol sold below 50p per unit

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

England

Abstainer
Moderate
Increasing risk
Increased Risk

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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
  - **Warrington**

- **MUP IMPACT**
  - **HOSPITAL ADMISSIONS PER YEAR DOWN 132**
  - **Warrington**

- **MUP IMPACT**
  - **SAVE THE NHS £280,000 A YEAR**
  - **Warrington**
Impact of 50p MUP on Average Weekly Alcohol Consumption

MUP IMPACT

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>
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Warrington -4.2%

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

Warrington

Change in weekly units of alcohol

Impact of a 50p MUP on weekly alcohol consumption
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

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

Warrington
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

#### Warrington

<table>
<thead>
<tr>
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<th>Baseline</th>
<th>Change</th>
<th>After 50p MUP</th>
</tr>
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<tbody>
<tr>
<td><strong>Off-trade</strong></td>
<td>£17.4</td>
<td>+£1.8</td>
<td>£19.2</td>
</tr>
<tr>
<td><strong>On-trade</strong></td>
<td>£26.0</td>
<td>£0.1</td>
<td>£25.9</td>
</tr>
</tbody>
</table>

- Off trade retailers would see substantial increased revenue.
- On trade retailers would see very little change in revenue.

Impact on retailer revenue (£millions after duty & VAT)
Impact on Alcohol Sales for Business

Average change in retailer revenue per outlet

Warrington

£15,569
-£380
£0
£2,000
£4,000
£6,000
£8,000
£10,000
£12,000
£14,000
£16,000
£18,000

Off-trade

On-trade