Minimum Unit Pricing (MUP)

Evidence Assets developed by:-

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

Wirral
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

Wirral
Setting the Scene
The scale of the local problem

84 adults die every year due to alcohol consumption in Wirral.

12,904 crimes a year caused by alcohol in Wirral.
- 2,681 thefts or robberies
- 7,478 incidents of criminal damage
- 2,745 violent incidents

5,842 hospital admissions caused by alcohol in Wirral.

Alcohol costs the NHS £27,590,000 a year in Wirral.
In Wirral
5.8% of people drink at high risk levels

% of Population who are in each drinker group
Wirral

- Abstainer: 5.8%
- Moderate: 15.4%
- Increasing risk: 21.5%
- Increased Risk: 57.3%

They drink 37% of all alcohol

% of all alcohol consumed by drinker group
Wirral

- Abstainer: 37%
- Moderate: 21%
- Increasing risk: 43%
- Increased Risk: 43%

They drink 48% of the cheap alcohol sold below 50p per unit

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

- Abstainer: 13%
- Moderate: 48%
- Increasing risk: 39%
- Increased Risk: 13%

In England

% of Population who are in each drinker group
England

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

They drink 42% of all alcohol

% of all alcohol consumed by drinker group
England

- Abstainer: 31%
- Moderate: 22%
- Increasing risk: 47%
- Increased Risk: 47%

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: 14%
- Moderate: 42%
- Increasing risk: 45%
- Increased Risk: 14%
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 ---

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

Wirral

--- MUP IMPACT ---

HOSPITAL ADMISSIONS PER YEAR

DOWN 339

Wirral

--- MUP IMPACT ---

CRIMES A YEAR CAUSED BY ALCOHOL

DOWN 354

Wirral

--- MUP IMPACT ---

THEFTS OR ROBBERIES

DOWN 69

Wirral

--- MUP IMPACT ---

INCIDENTS OF CRIMINAL DAMAGE

DOWN 206

Wirral

--- MUP IMPACT ---

INCIDENTS OF VIOLENCE

DOWN 78

Wirral

--- MUP IMPACT ---

SAVE THE NHS £690,000 A YEAR

Wirral

#MUPLocal 11
Impact of 50p MUP on Average Weekly Alcohol Consumption

**MUP IMPACT**

**Consumption**

**DOWN** -5.6%

Wirral

Impact of a 50p MUP on weekly alcohol consumption

<table>
<thead>
<tr>
<th>Region</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><strong>Wirral</strong></td>
<td>Moderate</td>
<td></td>
<td></td>
<td></td>
<td>Increasing risk</td>
</tr>
<tr>
<td></td>
<td>Higher risk</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Change in weekly units of alcohol

Wirral
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.
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.

<table>
<thead>
<tr>
<th>Off-trade</th>
<th>Baseline</th>
<th>Change</th>
<th>After 50p MUP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baseline</td>
<td>£25.7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Change</td>
<td></td>
<td>£2.9</td>
<td></td>
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<tr>
<td>After 50p MUP</td>
<td></td>
<td>£28.5</td>
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</tbody>
</table>

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

<table>
<thead>
<tr>
<th>On-trade</th>
<th>Baseline</th>
<th>Change</th>
<th>After 50p MUP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baseline</td>
<td>£37.5</td>
<td></td>
<td>£37.2</td>
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<tr>
<td>Change</td>
<td></td>
<td></td>
<td>£0.3</td>
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<tr>
<td>After 50p MUP</td>
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</tr>
</tbody>
</table>
Impact on Alcohol Sales for Business

Average change in retailer revenue per outlet

Wirral

Off-trade

£11,242

On-trade

-£639

£0

£2,000

£4,000

£6,000

£8,000

£10,000

£12,000

-£2,000