Minimum Unit Pricing (MUP)

Evidence Assets developed by:-

Research funding from:
National Institute for Health Research

#MUPlocal

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

HOSPITAL ADMISSIONS CAUSED BY ALCOHOL in Wirral:

5,842 admissions

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
- Moderate
- Increasing risk
- Increased Risk

% of all alcohol consumed by drinker group
Wirral

- Abstainer
- Moderate
- Increasing risk
- Increased Risk

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

- Abstainer
- Moderate
- Increasing risk
- Increased Risk

% 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 37% of all alcohol
They drink 48% of the cheap alcohol sold below 50p per unit

of people drink at high risk levels
37%
48%

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

of all alcohol
37%
48%

of the cheap alcohol
37%
48%

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

of all alcohol
37%
48%

of the cheap alcohol
37%
48%

Wirral

England

Wirral

England

Wirral

England
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

--- MUP IMPACT ---

HOSPITAL ADMISSIONS PER YEAR DOWN 339

--- MUP IMPACT ---

SAVE THE NHS £690,000 A YEAR

--- MUP IMPACT ---

Wirral

Wirral

Wirral

Wirral
Impact of 50p MUP on Average Weekly Alcohol Consumption

Wirral -5.6%

Impact of a 50p MUP on weekly alcohol consumption

<table>
<thead>
<tr>
<th>Quartile (Q)</th>
<th>Least Deprived</th>
<th>Most Deprived</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q5</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**
Impact on alcohol related deaths is bigger in higher risk drinkers and in deprived areas

Impact of a 50p MUP on alcohol-attributable deaths

Wirral
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 retailer revenue (£millions after duty & VAT)

<table>
<thead>
<tr>
<th>Off-trade</th>
<th>On-trade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baseline</td>
<td>Baseline</td>
</tr>
<tr>
<td>£25.7</td>
<td>£37.5</td>
</tr>
<tr>
<td>Change</td>
<td>Change</td>
</tr>
<tr>
<td>£0.3</td>
<td>£0.3</td>
</tr>
<tr>
<td>After 50p MUP</td>
<td>After 50p MUP</td>
</tr>
<tr>
<td>£28.5</td>
<td>£37.2</td>
</tr>
</tbody>
</table>

Wirral
Impact on Alcohol Sales for Business

Average change in retailer revenue per outlet

<table>
<thead>
<tr>
<th>Revenue</th>
<th>Off-trade</th>
<th>On-trade</th>
</tr>
</thead>
<tbody>
<tr>
<td>£0</td>
<td></td>
<td>-£639</td>
</tr>
<tr>
<td>£2,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>£4,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>£6,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>£8,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>£10,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>£12,000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Wirral
2. Detailed 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
What’s new?

For the first time, there is scientific evidence at local authority level about the impact of introducing Minimum Unit Pricing (MUP).

This means decision makers can have an informed view of what the introduction of Minimum Unit Pricing (MUP) would mean for individuals, families, communities and services in Wirral.
The University of Sheffield, a world top 100 university, has conducted research on alcohol consumption and impact of pricing policies since 2008. Studies have been used by national level decision makers in Scotland, England, Wales, Northern Ireland & Ireland.

The studies in this research programme have been endorsed by the likes of World Health Organisation and UK Medical Research Council and published in The Lancet, The British medical Journal.

The research team has now used surveys and market research data to develop estimates of the effect of MUP for every Upper Tier Local Authority in the North of England.
What happens next is in the hands of decision makers and stakeholders …

The position of the University of Sheffield is objective:
this report sets out the facts and the research findings so that
Local Politicians, Local Authority CEOs, Directors of Public Health,
Police and Crime Commissioners, and the wider community with a stake in
reducing alcohol-related harm:

- understand the local authority-level research findings
- make an informed decision about any next steps, based on the data.
What’s the problem?

High alcohol consumption affects health and increases the numbers of
• early deaths and
• hospital admissions

Due to causes everyone knows are linked to drinking e.g.
• alcohol poisoning and
• liver disease

But also other diseases
• throat & breast cancer
• stroke, heart disease, accidental falls and fires.

• Increased crime including violent incidents, thefts and robberies, and incidents of criminal damage
• Impacts work productivity, sickness absence and the economy
• Some children living with people drinking at increased risk consequently require social services support or get taken into care
Whose problem?

Individuals from all parts of the community are affected:

• not just the young but the middle aged and older people

• not just poorer people but also middle income and richer people.

Drinking also affects other people not only the drinker:

• victims of crime

• family & friends of people with health problems

• employers and workmates
# Units of alcohol: 10ml (2 teaspoons) pure ethanol

<table>
<thead>
<tr>
<th>Drinker type</th>
<th>Units per week</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moderate</td>
<td>14 or under</td>
<td>14 or under</td>
<td></td>
</tr>
<tr>
<td>Increasing Risk</td>
<td>Above 14 – 50</td>
<td>Above 14 – 35</td>
<td></td>
</tr>
<tr>
<td>High Risk</td>
<td>Above 50</td>
<td>Above 35</td>
<td></td>
</tr>
</tbody>
</table>

- **Beer** (4% ABV)
  - Pint ≈ 2 units
- **Wine** (12% ABV)
  - Glass ≈ 2 units
- **Whiskey** (40% ABV)
  - Measure ≈ 1 unit

Units of alcohol: 10ml (2 teaspoons) pure ethanol.
What is MUP?

MUP sets in law a minimum price for a unit of alcohol. It is highly targeted at heavy drinkers. Level discussed is 50p (as in Scotland).

The cheapest shop bought alcohol would have to rise in price. Bars & restaurants unaffected, they sell alcohol above this price.

<table>
<thead>
<tr>
<th>Units</th>
<th>440 ml beer (4.0%)</th>
<th>750 ml wine (13.0%)</th>
<th>700 ml vodka (37.5%)</th>
<th>440 ml cider (5.0%)</th>
<th>3L strong cider (7.5%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>£0.66</td>
<td>£5.99</td>
<td>£10.00</td>
<td>£0.66</td>
<td>£3.69</td>
</tr>
<tr>
<td>Price if 50p MUP</td>
<td>£0.88</td>
<td>£4.88</td>
<td>£14.00</td>
<td>£1.10</td>
<td>£11.25</td>
</tr>
<tr>
<td>Increase</td>
<td>+22p</td>
<td>none</td>
<td>+£4.00</td>
<td>+34p</td>
<td>+£7.56</td>
</tr>
</tbody>
</table>
Minimum pricing in the UK

Scotland
- 50p MUP implemented 1st May 2018
- Sunset clause ends policy in 2024

Wales
- Legislation passed
- Consulting on level
- Implementing in summer 2019

England
- Review on-going
- No immediate movement expected

Northern Ireland
- Committed to policy
- Power-sharing assembly currently suspended
EVIDENCE: Does price really affect people’s drinking behaviours?

• Price is the most well evidenced effective intervention for reducing alcohol consumption and harms.

• Over 140 research studies have shown increasing price to be effective in reducing consumption and harms.

• Typically these ‘price elasticity’ studies show a 10% increase in price produces a -5% decrease in purchasing.
EVIDENCE: Does price really affect people’s drinking behaviours?

- Research shows MUP targets price rises at the cheapest alcohol leaving other products unaffected, focusing on people who drink very large amounts of cheap alcohol.
- Something similar to MUP exists in Canada and evidence shows it reduces purchasing, hospital admissions & deaths.
- Evaluations set up in Scotland will look at all of this in UK context.
MUP Impact on Alcohol Trade

MUP will mostly affect shops and supermarkets, with the prices of their cheapest alcohol rising to the new minimum, and providing them with additional revenue.

Minimum Unit Pricing could possibly provide a small boost for pubs, bars and restaurants. People could switch to buy more of their alcohol in the ‘on-trade’.
50p MUP affects …
supermarket & shop bought alcohol (off-trade) and
does NOT really affect pubs & bars (on-trade)

Currently under 50p per unit – prices would rise
Currently over 50p per unit – prices unaffected
Infographics on scale of problem & effect of MUPLocal
What this means for the nation

Scale of the national problem

9862 adults die every year due to alcohol consumption

2,299,140 crimes a year caused by alcohol

552,415 thefts or robberies

1,160,031 incidents of criminal damage

586,695 violent incidents

650,879 hospital admissions caused by alcohol

Alcohol costs the NHS £2,855,440,000 a year
What this means for the nation – social and business burden

82,400 families with children in contact with social services and where alcohol is identified as a factor

7.7 million days off work a year due to alcohol consumption

England
Impact of 50p MUP for England?

--- MUP IMPACT ---
16,369 DEATHS PREVENTED IN THE NEXT 20 YEARS WITH A 50P MUP

--- MUP IMPACT ---
HOSPITAL ADMISSIONS PER YEAR DOWN 29,943

--- MUP IMPACT ---
INCIDENTS OF CRIMINAL DAMAGE DOWN 28,633

--- MUP IMPACT ---
INCIDENTS OF VIOLENCE DOWN 13,716

--- MUP IMPACT ---
THEFTS OR ROBBERIES DOWN 11,880

--- MUP IMPACT ---
SAVE THE NHS £71,630,000 A YEAR
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 in Wirral.

7,478 incidents of criminal damage in Wirral.

2,745 violent incidents in Wirral.

5,842 hospital admissions caused by alcohol in Wirral.

Alcohol costs the NHS £27,590,000 a year in Wirral.
Impact of a 50p MUP locally?

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

Wirral

HOSPITAL ADMISSIONS PER YEAR DOWN 339

Wirral

SAVE THE NHS £690,000 A YEAR

Wirral
Graphs on scale of problem & effect of MUPLocal
In Wirral

5.8% of people drink at high risk levels

% of Population who are in each drinker group
Wirral

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

% of all alcohol consumed by drinker group
Wirral

- Abstainer 37%
- Moderate 43%
- Increasing risk 21%
- Increased Risk 13%

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

- Abstainer 48%
- Moderate 39%
- Increasing risk 14%
- Increased Risk 13%

In England

4.5% of people drink at high risk levels

% of Population who are in each drinker group
England

- Abstainer 21%
- Moderate 57.4%
- Increasing risk 17.1%
- Increased Risk 4.5%

% of all alcohol consumed by drinker group
England

- Abstainer 31%
- Moderate 47%
- Increasing risk 22%
- Increased Risk 14%

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

- Abstainer 42%
- Moderate 45%
- Increasing risk 14%
- Increased Risk 13%

They drink 37% of all alcohol

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

of people drink at high risk levels

of all alcohol

of the cheap alcohol sold below 50p per unit
The North West drinks more alcohol per drinker than nationally.
The North West experiences more alcohol related hospitalisations per population than nationally.
The North West experiences more alcohol related deaths per population than nationally.
The North West experiences more alcohol related crime per population than nationally.
The North West has a higher rate of children in contact with social services where alcohol is a factor than nationally.
Alcohol-attributable deaths per 100,000 adult population by Index of Multiple Deprivation Quintile

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.
More deprived areas experience higher rates of alcohol attributable hospital admissions – and the gap between rich and poor can be bigger within many LAs than it is nationally.
Slope index of inequality:- Difference between most-deprived 1% versus least deprived 1% of people shows substantial inequality in deaths from alcohol

North West
Impact of 50p MUP on inequality:- Difference between most-deprived 1% versus least deprived 1% of people in deaths from alcohol would reduce

North West

Alcohol-attributable deaths per 100,000 adults

RIP

#MUPlocal 48
Slope index of inequality:- Difference between most-deprived 1% versus least deprived 1% of people shows substantial inequality in deaths from alcohol.
Impact of 50p MUP on inequality: Difference between most-deprived 1% versus least deprived 1% of people in deaths from alcohol would reduce

Across Regions

![Diagram showing alcohol-attributable deaths per 100,000 adults across different regions.](image)
Current Average Weekly Consumption by drinker group

- Current weekly units for Wirral:
  - Q1: 4.4
  - Q2: 24.4
  - Q3: 78.1

Current consumption by drinker group:

- Q1 (least deprived): Moderate
- Q5 (most deprived): Higher risk

Risk categories:
- Moderate
- Increasing risk
- Higher risk
Current Annual Spending by drinker group

Current annual spending (£)

Wirral

£206

£993

£2,525

Q1 (least deprived)

Q2

Q3

Q4

Q5 (most deprived)

Moderate

Increasing risk

Higher risk

£0

£500

£1,000

£1,500

£2,000

£2,500

£3,000
Impact of 50p MUP on Average Weekly Alcohol Consumption

**Wirral** -5.6%

<table>
<thead>
<tr>
<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>Impact of a 50p MUP on weekly alcohol consumption</strong></td>
<td>Moderate</td>
<td>Increasing risk</td>
<td>Higher risk</td>
<td></td>
</tr>
<tr>
<td>Change in weekly units of alcohol</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>-0</td>
<td>-3</td>
<td>-5.8</td>
<td>-2.5</td>
<td></td>
</tr>
<tr>
<td>-1</td>
<td>-4</td>
<td>-5.8</td>
<td>-3.4</td>
<td></td>
</tr>
<tr>
<td>-2</td>
<td>-6</td>
<td>-5.8</td>
<td>-3.5</td>
<td></td>
</tr>
<tr>
<td>-3</td>
<td>-9</td>
<td>-5.8</td>
<td>-4.5</td>
<td></td>
</tr>
</tbody>
</table>

**Q1 (least deprived)**

**Q2**

**Q3**

**Q4**

**Q5 (most deprived)**

**Wirral**
Impact of 50p MUP on Annual Spending by drinker group

Impact of a 50p MUP on annual spending

Wirral

Change in annual spending
£2.29
£8.49
£43.84

Change in weekly spend on alcohol

Wirral

Q1 (least deprived) Q2 Q3 Q4
Moderate
Increasing risk
Q1 (least deprived) Q2 Q3 Q4
Q5 (most deprived)
Higher risk

Wirral
Impact on alcohol related deaths is bigger in higher risk drinkers and in deprived areas.

![Impact of a 50p MUP on alcohol-attributable deaths](chart)

**Wirral**
Impact on alcohol related hospital admissions is bigger in higher risk drinkers and in deprived areas

Impact of a 50p MUP on alcohol-attributable hospital admissions

Moderate

Increasing risk

Higher risk

Wirral

Admissions averted per year

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)
Impact of 50p MUP on alcohol related deaths is bigger in North West than Nationally
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 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>£25.7</td>
<td>£37.5</td>
</tr>
<tr>
<td>Change</td>
<td>+£2.9</td>
<td>£0.3</td>
</tr>
<tr>
<td>After 50p MUP</td>
<td>£28.5</td>
<td>£37.2</td>
</tr>
</tbody>
</table>

Wirral
Impact on Alcohol Sales for Business

Average change in retailer revenue per outlet

- £12,000
- £10,000
- £8,000
- £6,000
- £4,000
- £2,000
- £0
- £2,000
- £4,000
- £6,000
- £8,000
- £10,000
- £12,000

Off-trade

Wirral

On-trade

£11,242

-£639

£0

£2,000

£4,000

£6,000
A 50p MUP is around 10 times more effective than a 30p threshold & 2 times more effective than a 40p threshold.
What about policy?

Action to tackle the sale of cheap alcohol has been on the agenda for local authorities across the North East and North West for many years.

The Government committed to enshrining Minimum Unit Pricing in law in 2012, but later backed away, demanding more concrete evidence before proceeding.

There’s a chance that it could return to the national agenda, especially following the introduction of MUP in Scotland.

Individuals, groups, and organisations continue to lobby government.
What about right here?

Legal advice commissioned by local councils determined that a possible route to introduce Minimum Unit Pricing was through the Sustainable Communities Act 2007, an act of parliament designed to:

“promote the sustainability of local communities,” in particular,

“the improvement of the economic, social or environmental well-being of the authority’s area.”
To introduce MUP this way you need two things:

**ONE:** The local level evidence - now available from the University of Sheffield study for all authorities in the North of England.

**TWO:** Local consultation based around the evidence is required to make a proposal under the Act.
What about other routes to change?

Earlier research concluded that Minimum Unit Pricing would be more effective at changing harmful drinking habits and reducing the health inequalities than an increase on duty tax, which would have to rise between 30% and 700% in order to make any comparable impact.

Alcohol duty rises would also hit moderate drinkers and the wider pub trade, while discouraging fewer heavy drinkers to cut back than other measures. Thus, Minimum Unit Pricing is considered the most effective, most targeted measure for cutting harmful drinking.
What next?

• Start a conversation about the evidence with all local stakeholders with an interest in alcohol.

• Join in the conversation by considering the evidence from your own perspective.

• Share the evidence with decision makers in your local authority.

• Share this presentation formally with committees such as your Health and Wellbeing Board…(we’ve designed this so you can delete and add slides).

• Share this presentation informally on hard copy or on a laptop in meetings.

• Use our individual infographics to start a conversation on Twitter or LinkedIn.

• Use the hashtag #MUPlocal so we can monitor the online conversation on your behalf.

• Use our Frequently Asked Questions to answer common queries.

• Use our (very brief) project summary to start the conversation.
And then?

Responsible decision makers in your local authority will decide:

Their position in relation to the introduction of Minimum Unit Pricing

Whether the evidence is sufficient to warrant a public consultation exercise.
End of Detailed Presentation

Exploring the impact of the local implementation of a minimum price for a unit of alcohol

- the evidence for

Wirral