Minimum Unit Pricing (MUP)

Evidence Assets developed by:-

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

County Durham
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

CountyDurham
Setting the Scene
The scale of the local problem

137 adults die every year due to alcohol consumption in County Durham.

22,134 crimes a year caused by alcohol in County Durham.
- 4,004 thefts or robberies
- 13,674 incidents of criminal damage
- 4,455 violent incidents

8,252 hospital admissions caused by alcohol in County Durham.

Alcohol costs the NHS £36,890,000 a year in County Durham.
In County Durham

7.0% of people drink at high risk levels

They drink 40% of all alcohol

They drink 51% of the cheap alcohol sold below 50p per unit

% of Population who are in each drinker group

% of all alcohol consumed by drinker group

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

County Durham

England
The North East 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**

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

**CountyDurham**

**MUP IMPACT**

HOSPITAL ADMISSIONS PER YEAR

**DOWN** 589

**CountyDurham**

**MUP IMPACT**

THIEVES OR ROBBERIES

**DOWN** 124

INCIDENTS OF

CRIMINAL DAMAGE

**DOWN** 457

INCIDENTS OF

VIOLENCE

**DOWN** 152

**CountyDurham**

**MUP IMPACT**

SAVE THE NHS

**£1,580,000**

A YEAR

**CountyDurham**
Impact of 50p MUP on Average Weekly Alcohol Consumption

**MUP IMPACT**

**Consumption**

**DOWN** -7.5%

**County Durham**

Impact of a 50p MUP on weekly alcohol consumption

<table>
<thead>
<tr>
<th>Change in weekly units of alcohol</th>
<th>Moderate (Q1 least deprived)</th>
<th>Increasing risk (Q5 most deprived)</th>
<th>Higher risk (Q5 most deprived)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1 (least deprived)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q2</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Q3</td>
<td></td>
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<td></td>
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<tr>
<td>Q4</td>
<td></td>
<td></td>
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<tr>
<td>Q5 (most deprived)</td>
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</tbody>
</table>

Change per outlet:

-12  -10  -8  -6  -4  -2  0

Q1 (least deprived)  Q2  Q3  Q4  Q5 (most deprived)
Impact of 50p MUP on alcohol related deaths is bigger in North East than Nationally

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

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Minimum Unit Price threshold sensitivity

Change in alcohol-attributable deaths per year
0 30 40 50 60 70
-3 -10 -23 -38 -66

Minimum Unit Price threshold sensitivity

Change in alcohol-attributable admissions per year
0 30 40 50 60 70
-65 -259 -589 -1,038 -1,558 -1,800

Minimum Unit Price threshold sensitivity

Annual saving to the NHS
0 30 40 50 60 70
-£0 £165,000 £678,000 -£1,585,000 -£2,880,000 -£4,414,000

Minimum Unit Price threshold sensitivity

Change in alcohol-attributable offences per year
0 30 40 50 60 70
-66 -302 -734 -1,361 -2,134 -2,500

County Durham
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## Impact on Alcohol Sales for Business

### Off-trade Retailers

Off-trade retailers would see substantial increased revenue.

### On-trade Retailers

On trade retailers would see very little change in revenue.

<table>
<thead>
<tr>
<th>County Durham</th>
<th>Off-trade</th>
<th>On-trade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baseline</td>
<td>£41.8</td>
<td>£76.2</td>
</tr>
<tr>
<td>Change After 50p MUP</td>
<td>+£5.7</td>
<td>£0.9</td>
</tr>
<tr>
<td>Baseline</td>
<td>£47.5</td>
<td>£75.2</td>
</tr>
</tbody>
</table>

Change in annual revenue (£m) and Impact on retailer revenue (£millions after duty & VAT) for Off-trade and On-trade sectors in County Durham.