Minimum Unit Pricing (MUP)

Evidence Assets developed by:-

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

Darlington
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

Darlington
Setting the Scene
The scale of the local problem

- 28 adults die every year due to alcohol consumption in Darlington.
- 5,402 crimes a year caused by alcohol in Darlington.
- 1,242 thefts or robberies.
- 3,070 incidents of criminal damage.
- 1,090 violent incidents.
- 1,625 hospital admissions caused by alcohol in Darlington.
- Alcohol costs the NHS £7,280,000 a year in Darlington.
In Darlington

7.0% of people drink at high risk levels

% of Population who are in each drinker group

Darlington

- Abstainer
- Moderate
- Increasing risk
- Increased Risk

- 14.1%
- 23.6%
- 55.3%
- 7.0%

They drink 40% of all alcohol

% of all alcohol consumed by drinker group

Darlington

- Abstainer
- Moderate
- Increasing risk
- Increased Risk

- 40%
- 42%

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

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

Darlington

- Abstainer
- Moderate
- Increasing risk
- Increased Risk

- 10%
- 39%

England

4.5%

21.0%

57.4%

% of Population who are in each drinker group

England

- Abstainer
- Moderate
- Increasing risk
- Increased Risk

- 17.1%
- 31%

They drink 40% of all alcohol

% of all alcohol consumed by drinker group

England

- Abstainer
- Moderate
- Increasing risk
- Increased Risk

- 22%
- 47%

They drink 51% 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

- 14%
- 46%
Alcohol attributable hospital admissions per 100,000 adult per year

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**

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

**MUP IMPACT**

HOSPITAL ADMISSIONS PER YEAR **DOWN** 115

**MUP IMPACT**

SAVE THE NHS £270,000 A YEAR

Darlington

Darlington

Darlington
# Impact of 50p MUP on Average Weekly Alcohol Consumption

## Darlington

<table>
<thead>
<tr>
<th>Change per outlet</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>12</td>
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</table>

### Q1 (least deprived)

### Q2

### Q3

### Q4

### Q5 (most deprived)

### Darlington

<table>
<thead>
<tr>
<th>Change in weekly units of alcohol</th>
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<tbody>
<tr>
<td>-12</td>
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<tr>
<td>-10</td>
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<td>-8</td>
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<td>-6</td>
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</table>

**Moderate**

**Increasing risk**

**Higher risk**

**DOWN -6.8%**

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**Impact of a 50p MUP on weekly alcohol consumption**

**Darlington**
Impact of 50p MUP on alcohol related deaths is bigger in **North East** than **Nationally**

<table>
<thead>
<tr>
<th>County</th>
<th>Change in alcohol-attributable deaths per 100,000 adults per year under a 50p MUP</th>
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</thead>
<tbody>
<tr>
<td>County Durham</td>
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<td>Darlington</td>
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<td>Gateshead</td>
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<td>Hartlepool</td>
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<td>Middlesbrough</td>
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<td>Newcastle</td>
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<td>Northumberland</td>
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<td>Redcar</td>
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<td>Stockton</td>
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<td>South Tyneside</td>
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<td>Sunderland</td>
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</table>
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.

On trade retailers would see very little change in revenue.

### Darlington

<table>
<thead>
<tr>
<th>Impact on retailer revenue (£millions after duty &amp; VAT)</th>
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<tbody>
<tr>
<td><strong>Baseline</strong></td>
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<tr>
<td>Off-trade</td>
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<tr>
<td>On-trade</td>
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</tbody>
</table>

### Change in annual revenue (£m)

- Off-trade: £8.8 to £9.9, +£1.1
- On-trade: £15.4 to £15.3, £0.1