Minimum Unit Pricing (MUP)

Evidence Assets developed by:-

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

Gateshead
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
Gateshead
Setting the Scene
The scale of the local problem

58 adults die every year due to alcohol consumption in Gateshead.

8,617 crimes a year caused by alcohol in Gateshead:
- 1,839 thefts or robberies
- 5,250 incidents of criminal damage
- 1,528 violent incidents

3,217 hospital admissions caused by alcohol in Gateshead.

Alcohol costs the NHS £14,970,000 a year in Gateshead.
In Gateshead

7.4% of people drink at high risk levels

% of Population who are in each drinker group

Gateshead

- Abstainer: 7.4%
- Moderate: 15.4%
- Increasing risk: 23.5%
- Increased Risk: 53.6%

They drink 42% of all alcohol

% of all alcohol consumed by drinker group

Gateshead

- Abstainer: 17%
- Moderate: 42%
- Increasing risk: 42%
- Increased Risk: 10%

They drink 52% of the cheap alcohol sold below 50p per unit

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

Gateshead

- Abstainer: 10%
- Moderate: 38%
- Increasing risk: 52%
- Increased Risk: 10%

% 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: 14%

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

England

- Abstainer: 40%
- Moderate: 14%
- Increasing risk: 46%
- Increased Risk: 10%
The North East experiences more alcohol related hospitalisations per population 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.
Impact of MUP
Impact of a 50p MUP locally?

--- MUP IMPACT ---

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

--- MUP IMPACT ---

HOSPITAL ADMISSIONS PER YEAR DOWN 283

--- MUP IMPACT ---

SAVE THE NHS £850,000 A YEAR
Impact of 50p MUP on Average Weekly Alcohol Consumption

MUP IMPACT

Consumption

DOWN -8.5%

Impact of a 50p MUP on weekly alcohol consumption

Gateshead

Change in weekly units of alcohol

Moderate

Increasing risk

Higher risk

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)

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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

- County
  - Durham
  - Darlington
  - Gateshead
  - Hartlepool
  - Middlesbrough
  - Newcastle
  - Northumberland
  - North Tyneside
  - Redcar
  - Stockton
  - South Tyneside
  - Sunderland
Impact on alcohol related deaths is bigger in higher risk drinkers and in deprived areas

<table>
<thead>
<tr>
<th>Impact of a 50p MUP on alcohol-attributable deaths</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moderate</td>
</tr>
<tr>
<td>Increasing risk</td>
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<tr>
<td>Higher risk</td>
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<tr>
<td>Q1 (least deprived)</td>
</tr>
<tr>
<td>Q2</td>
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<tr>
<td>Q3</td>
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<tr>
<td>Q4</td>
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<td>Q5 (most deprived)</td>
</tr>
<tr>
<td>Q5 (most deprived)</td>
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<tr>
<td>Q5 (most deprived)</td>
</tr>
</tbody>
</table>

Deaths averted per year

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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

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<table>
<thead>
<tr>
<th>Change in annual revenue (£m)</th>
<th>Baseline</th>
<th>Change</th>
<th>After 50p MUP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Off-trade</td>
<td>£16.8</td>
<td>+£2.1</td>
<td>£18.9</td>
</tr>
<tr>
<td>On-trade</td>
<td>£29.4</td>
<td>£0.5</td>
<td>£28.9</td>
</tr>
</tbody>
</table>
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**Gateshead**

Off trade retailers would see substantial increased revenue.

On trade retailers would see very little change in revenue.