Minimum Unit Pricing (MUP)

Evidence Assets developed by:-
Master Slide Deck for all MUPLocal presentations

Hartlepool
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

Hartlepool
Setting the Scene
The scale of the local problem

29 ADULTS DIE EVERY YEAR DUE TO ALCOHOL CONSUMPTION

Hartlepool

5,196 CRIMES A YEAR CAUSED BY ALCOHOL

1,121 THEFTS OR ROBBERIES

2,801 INCIDENTS OF CRIMINAL DAMAGE

1,273 VIOLENT INCIDENTS

Hartlepool

1,706 HOSPITAL ADMISSIONS CAUSED BY ALCOHOL

Hartlepool

ALCOHOL COSTS THE NHS £7,640,000 A YEAR

Hartlepool
In Hartlepool

7.3% of people drink at high risk levels

% of Population who are in each drinker group

Hartlepool

- 7.3% Abstainer
- 16.1% Moderate
- 23.4% Increasing risk
- 53.1% Increased Risk

They drink **42%** of all alcohol

% of all alcohol consumed by drinker group

Hartlepool

- 42% Abstainer
- 16% Moderate
- 42% Increasing risk
- 10% Increased Risk

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

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

Hartlepool

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

In England

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

They drink **42%** of all alcohol

% of all alcohol consumed by drinker group

England

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

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

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

England

- 14% Abstainer
- 46% Moderate
- 40% Increasing risk
- 10% Increased Risk
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?

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

HOSPITAL ADMISSIONS PER YEAR DOWN 135

SAVE THE NHS £320,000 A YEAR
**Impact of 50p MUP on Average Weekly Alcohol Consumption**

**MUP IMPACT**

**Consumption**

**DOWN** -8.2%

**Hartlepool**

Impact of a 50p MUP on weekly alcohol consumption

- **Moderate**
  - Q1 (least deprived)
  - Q2
  - Q3
  - Q4
  - Q5 (most deprived)

- **Increasing risk**
  - Q1 (least deprived)
  - Q2
  - Q3
  - Q4
  - Q5 (most deprived)

- **Higher risk**
  - Q1 (least deprived)
  - Q2
  - Q3
  - Q4
  - Q5 (most deprived)

Change in weekly units of alcohol

Hartlepool
Impact of 50p MUP on alcohol related deaths is bigger in North East 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

<table>
<thead>
<tr>
<th></th>
<th>Moderate</th>
<th>Increasing risk</th>
<th>Higher risk</th>
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</thead>
<tbody>
<tr>
<td>Q1 (least deprived)</td>
<td>Q2</td>
<td>Q3</td>
<td>Q4</td>
</tr>
<tr>
<td>Q5 (most deprived)</td>
<td>Q4</td>
<td>Q5</td>
<td>Q5</td>
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</tbody>
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Deaths averted per year

Hartlepool

-3 -2 -1 0 1
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

<table>
<thead>
<tr>
<th>Impact on retailer revenue (£millions after duty &amp; VAT)</th>
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<tbody>
<tr>
<td><strong>Hartlepool</strong></td>
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<tr>
<td>Off-trade</td>
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<td>On-trade</td>
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Off trade retailers would see substantial increased revenue
On trade retailers would see very little change in revenue