Minimum Unit Pricing (MUP)

Evidence Assets developed by:-

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

Middlesbrough
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

Middlesbrough
Setting the Scene
The scale of the local problem

40 adults die every year due to alcohol consumption in Middlesbrough.

9,988 crimes a year caused by alcohol in Middlesbrough:
- 2,524 thefts or robberies
- 5,254 incidents of criminal damage
- 2,210 violent incidents

2,600 hospital admissions caused by alcohol in Middlesbrough.

Alcohol costs the NHS £11,910,000 a year in Middlesbrough.
In Middlesbrough

7.5% of people drink at high risk levels

% of Population who are in each drinker group

- Middlesbrough
  - Abstainer: 7.5%
  - Moderate: 20.7%
  - Increasing risk: 22.0%
  - Increased Risk: 49.8%

% of all alcohol consumed by drinker group

- Middlesbrough
  - Abstainer: 44%
  - Moderate: 15%
  - Increasing risk: 41%

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

- Middlesbrough
  - Abstainer: 9%
  - Moderate: 37%
  - Increasing risk: 54%

In England

4.5% of people drink at high risk levels

% of Population who are in each drinker group

- England
  - Abstainer: 21.0%
  - Moderate: 17.1%
  - Increasing risk: 57.4%

% of all alcohol consumed by drinker group

- England
  - Abstainer: 31%
  - Moderate: 22%
  - Increasing risk: 47%

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

- England
  - Abstainer: 14%
  - Moderate: 40%
  - Increasing risk: 46%

They drink 44% of all alcohol

They drink 54% of the cheap alcohol sold below 50p per unit

of people drink at high risk levels

44% of all alcohol

54% of the cheap alcohol sold below 50p per unit

of the cheap alcohol

cheap alcohol
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

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

Middlesbrough

HOSPITAL ADMISSIONS PER YEAR DOWN 256

Middlesbrough

MUP IMPACT

CRIMES A YEAR CAUSED BY ALCOHOL DOWN 436

Middlesbrough

MUP IMPACT

THEFTS OR ROBBERIES DOWN 101
INCIDENTS OF CRIMINAL DAMAGE DOWN 235
INCIDENTS OF VIOLENCE DOWN 100

Middlesbrough

MUP IMPACT

SAVE THE NHS £620,000 A YEAR

Middlesbrough
Impact of 50p MUP on Average Weekly Alcohol Consumption

**MUP IMPACT**

**Consumption**

**DOWN** -9.5%

Middlesbrough

Impact of a 50p MUP on weekly alcohol consumption

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

Middlesbrough
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>
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<tbody>
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<td>Q1</td>
<td>Q2</td>
<td>Q3</td>
<td>Q4</td>
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<tr>
<td>Q5</td>
<td>(least deprived)</td>
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<td>(most deprived)</td>
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<td>Deaths averted per year</td>
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<td>Middlesbrough</td>
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</table>

-5 -4 -3 -2 -1 0 1 Q1 (least deprived) Q2 Q3 Q4 Q5 (most deprived)

RIP
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