Minimum Unit Pricing (MUP)

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

NorthEast
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

NorthEast
Setting the Scene
The scale of the local problem

697 adults die every year due to alcohol consumption in North East.

125,625 crimes a year caused by alcohol in North East.

26,837 thefts or robberies in North East.

74,004 incidents of criminal damage in North East.

24,784 violent incidents in North East.

41,159 hospital admissions caused by alcohol in North East.

Alcohol costs the NHS £185,530,000 a year in North East.
In NorthEast

7.1% of people drink at high risk levels

% of Population who are in each drinker group

NorthEast

- Abstainer: 15.7%
- Moderate: 23.4%
- Increasing risk: 53.8%

They drink 40% of all alcohol

% of all alcohol consumed by drinker group

NorthEast

- Abstainer: 17%
- Moderate: 43%
- Increasing risk: 40%

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

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

NorthEast

- Abstainer: 9%
- Moderate: 39%
- Increasing risk: 52%

In England

4.5% of people drink at high risk levels

% of Population who are in each drinker group

England

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

They drink 31% of all alcohol

% of all alcohol consumed by drinker group

England

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

They drink 46% of the cheap alcohol sold below 50p per unit

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

England

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

1970 DEATHS PREVENTED IN THE NEXT 20 YEARS WITH A 50P MUP

NorthEast

--- MUP IMPACT ---

HOSPITAL ADMISSIONS PER YEAR DOWN 3,255

NorthEast

--- MUP IMPACT ---

THIEVES OR ROBBERIES DOWN 871

INCIDENTS OF CRIMINAL DAMAGE DOWN 2,616

INCIDENTS OF VIOLENCE DOWN 893

NorthEast

--- MUP IMPACT ---

SAVE THE NHS £8,410,000 A YEAR

NorthEast
Impact of 50p MUP on Average Weekly Alcohol Consumption

**Impact**

- **MUP IMPACT**

 **Consumption**

**DOWN** -7.7%

**NorthEast**

<table>
<thead>
<tr>
<th>Impact of a 50p MUP on weekly alcohol consumption</th>
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<tbody>
<tr>
<td><strong>Moderate</strong></td>
</tr>
<tr>
<td>Q1 (least deprived)</td>
</tr>
<tr>
<td>Q1 (least deprived)</td>
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<tr>
<td>Change in weekly units of alcohol</td>
</tr>
<tr>
<td>NorthEast</td>
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</tbody>
</table>

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

-9 -8 -7 -6 -5 -4 -3 -2 -1 0

County: Durham, Darlington, Gateshead, Hartlepool, Middlesbrough, Newcastle, Northumberland, North Tyneside, Redcar, Stockton, South Tyneside, Sunderland

RIP
Impact on alcohol related deaths is bigger in higher risk drinkers and in deprived areas

Impact of a 50p MUP on alcohol-attributable deaths

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)

Deaths averted per year

NorthEast
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