Minimum Unit Pricing (MUP)

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

Redcar
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
Redcar
Setting the Scene
The scale of the local problem

- 35 adults die every year due to alcohol consumption in Redcar.
- 7,757 crimes a year caused by alcohol in Redcar.
- 1,370 thefts or robberies.
- 4,969 incidents of criminal damage.
- 1,418 violent incidents.
- 2,409 hospital admissions caused by alcohol in Redcar.
- Alcohol costs the NHS £10,690,000 a year in Redcar.
In Redcar

5.8% of people drink at high risk levels

They drink 41% of all alcohol

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

% of Population who are in each drinker group

Redcar

% of all alcohol consumed by drinker group

Redcar

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

Redcar

England

% of Population who are in each drinker group

England

% of all alcohol consumed by drinker group

England

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

England

- Abstainer
- Moderate
- Increasing risk
- Increased Risk

- Abstainer
- Moderate
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- Increased Risk
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 ---

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

--- MUP IMPACT ---

HOSPITAL ADMISSIONS PER YEAR
**DOWN** 171

--- MUP IMPACT ---

CRIMES A YEAR CAUSED BY ALCOHOL: DOWN 261

--- MUP IMPACT ---

SAVE THE NHS **£460,000** A YEAR
Impact of a 50p MUP on weekly alcohol consumption

Impact of 50p MUP on Average Weekly Alcohol Consumption

MUP IMPACT

Consumption

DOWN -7.5%

Redcar

Change in weekly units of alcohol

Redcar

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)
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
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
- Increasing risk
- Higher risk

Deaths averted per year

Redcar
A 50p MUP is around 10 times more effective than a 30p threshold & 2 times more effective than a 40p threshold.

Redcar
## Impact on Alcohol Sales for Business

### Impact on retailer revenue (£millions after duty & VAT)

**Redcar**

<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>£11.2</td>
<td>+£1.5</td>
<td>£12.7</td>
</tr>
<tr>
<td>On-trade</td>
<td>£20.0</td>
<td>£0.2</td>
<td>£19.8</td>
</tr>
</tbody>
</table>

- **Off trade retailers** would see substantial increased revenue.
- **On trade retailers** would see very little change in revenue.