Minimum Unit Pricing (MUP)

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

Stockton
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 Stockton
Setting the Scene
The scale of the local problem

52 adults die every year due to alcohol consumption in Stockton.

8,714 crimes a year caused by alcohol in Stockton.

- 1,714 thefts or robberies
- 4,998 incidents of criminal damage
- 2,002 violent incidents

3,089 hospital admissions caused by alcohol in Stockton.

Alcohol costs the NHS £13,420,000 a year in Stockton.
In Stockton

6.8% of people drink at high risk levels

They drink 39% of all alcohol

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

% of Population who are in each drinker group

Stockton

- Abstainer
- Moderate
- Increasing risk
- Increased Risk

% of all alcohol consumed by drinker group

England

- Abstainer
- Moderate
- Increasing risk
- Increased Risk

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

England

- Abstainer
- Moderate
- Increasing risk
- Increased Risk

14.8%
54.6%
23.7%
6.8%
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?

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

**HOSPITAL ADMISSIONS PER YEAR DOWN 235**

**SAVE THE NHS £590,000 A YEAR**
Impact of 50p MUP on Average Weekly Alcohol Consumption

**DOWN -6.8%**

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)
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

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<tr>
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<th>Moderate</th>
<th>Increasing risk</th>
<th>Higher risk</th>
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<tbody>
<tr>
<td>Q1 (least deprived)</td>
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Deaths averted per year

Stockton
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

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

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<th>Change in annual revenue (£m)</th>
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<td>Baseline</td>
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<td>Off-trade</td>
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<td>On-trade</td>
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Stockton