Minimum Unit Pricing (MUP)

Evidence Assets developed by:-

[University of Sheffield logo]
Master Slide Deck for all MUPLocal presentations

Sunderland
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

Sunderland
Setting the Scene
The scale of the local problem

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- 89 adults die every year due to alcohol consumption
- 13,739 crimes a year caused by alcohol
- 3,053 thefts or robberies
- 8,225 incidents of criminal damage
- 2,460 violent incidents
- 4,653 hospital admissions caused by alcohol
- Alcohol costs the NHS £20,610,000 a year
In Sunderland

7.0% 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

Sunderland

% of all alcohol consumed by drinker group

Sunderland

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

Sunderland

% 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

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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 ---

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

--- MUP IMPACT ---

HOSPITAL ADMISSIONS PER YEAR

**DOWN** 415

--- MUP IMPACT ---

SAVE THE NHS £1,060,000 A YEAR
Impact of 50p MUP on Average Weekly Alcohol Consumption

MUP IMPACT

Consumption

DOWN -9.1%

Sunderland

Impact of a 50p MUP on weekly alcohol consumption

<table>
<thead>
<tr>
<th>Q1 (least deprived)</th>
<th>Q2</th>
<th>Q3</th>
<th>Q4</th>
<th>Q5 (most deprived)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moderate</td>
<td></td>
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<td>Increasing risk</td>
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<td>Higher risk</td>
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Change in weekly units of alcohol

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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.
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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Baseline | Change | After 50p MUP
---|---|---
Off-trade | £21.5 | £24.3 | £38.3
£2.8
On-trade | £0.7 | £37.6