Minimum Unit Pricing (MUP)

Evidence Assets developed by:-

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

Barnsley
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

Barnsley
Setting the Scene
The scale of the local problem

41 ADULTS DIE EVERY YEAR DUE TO ALCOHOL CONSUMPTION

Barnsley

9,947 CRIMES A YEAR CAUSED BY ALCOHOL

2,110 THEFTS OR ROBBERIES
6,099 INCIDENTS OF CRIMINAL DAMAGE
1,738 VIOLENT INCIDENTS

Barnsley

3,373 HOSPITAL ADMISSIONS CAUSED BY ALCOHOL
Barnsley

ALCOHOL COSTS THE NHS £15,320,000 A YEAR

Barnsley
In Barnsley

5.0% of people drink at high risk levels

% of Population who are in each drinker group

<table>
<thead>
<tr>
<th>Group</th>
<th>Barnsley</th>
<th>England</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abstainer</td>
<td>18.3%</td>
<td>17.1%</td>
</tr>
<tr>
<td>Moderate</td>
<td>21.5%</td>
<td>21.0%</td>
</tr>
<tr>
<td>Increasing risk</td>
<td>33%</td>
<td>47%</td>
</tr>
<tr>
<td>Increased Risk</td>
<td>55.2%</td>
<td>44%</td>
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They drink 33% of all alcohol

% of all alcohol consumed by drinker group

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They drink 44% of the cheap alcohol sold below 50p per unit

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

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In England

57.4% of people drink at high risk levels

They drink 33% of all alcohol

% of all alcohol consumed by drinker group

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Yorkshire and the Humber 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 ---

**116 Deaths prevented in the next 20 years with a 50p MUP**

--- MUP IMPACT ---

**HOSPITAL ADMISSIONS PER YEAR**

*DOWN 253*

--- MUP IMPACT ---

**CRIMES A YEAR CAUSED BY ALCOHOL**

*DOWN 345*

--- MUP IMPACT ---

**THEFTS OR ROBBERIES**

*DOWN 69*

--- MUP IMPACT ---

**INCIDENTS OF CRIMINAL DAMAGE**

*DOWN 214*

--- MUP IMPACT ---

**INCIDENTS OF VIOLENCE**

*DOWN 62*

--- MUP IMPACT ---

**SAVE THE NHS**

*£570,000 A YEAR*
Impact of 50p MUP on Average Weekly Alcohol Consumption

Barnsley - 6.8%
Impact of 50p MUP on alcohol related deaths is bigger in Yorkshire and the Humber 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

- Moderate
- Increasing risk
- Higher risk

Deaths averted per year

Barnsley
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 Alcohol Sales for Business

Average change in retailer revenue per outlet

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<tr>
<th></th>
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<th>On-trade</th>
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<tr>
<td>Barnsley</td>
<td>£11,202</td>
<td>-£678</td>
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- £2,000
- £4,000
- £6,000
- £8,000
- £10,000
- £12,000