Minimum Unit Pricing (MUP)

Evidence Assets developed by:-

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

Bradford
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
Bradford
Setting the Scene
The scale of the local problem

Bradford

88 ADULTS DIE EVERY YEAR DUE TO ALCOHOL CONSUMPTION

23,800 CRIMES A YEAR CAUSED BY ALCOHOL

5,303 THEFTS OR ROBBERIES

12,923 INCIDENTS OF CRIMINAL DAMAGE

5,574 VIOLENT INCIDENTS

6,365 HOSPITAL ADMISSIONS CAUSED BY ALCOHOL

Bradford

£29,510,000 A YEAR
In Bradford

3.9% of people drink at high risk levels

They drink 33% of all alcohol

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

% of Population who are in each drinker group

Bradford

England

Bradford

England

Abstainer
Moderate
Increasing risk
Increased Risk

Abstainer
Moderate
Increasing risk
Increased Risk

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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**

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

**Bradford**

- **CRIMES A YEAR CAUSED BY ALCOHOL DOWN 915**
- **THEFTS OR ROBBERIES DOWN 190**
- **INCIDENTS OF CRIMINAL DAMAGE DOWN 504**
- **INCIDENTS OF VIOLENCE DOWN 221**

**MUP IMPACT**

- **HOSPITAL ADMISSIONS PER YEAR DOWN 549**

**Bradford**

- **SAVE THE NHS £1,130,000 A YEAR**
Impact of 50p MUP on Average Weekly Alcohol Consumption

**Impact**

**50p MUP**
on
**Average Weekly Alcohol Consumption**

**Bradford**
-7.2%

<table>
<thead>
<tr>
<th>Change in weekly units of alcohol</th>
<th>Moderate</th>
<th>Increasing risk</th>
<th>Higher risk</th>
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<tbody>
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Impact of 50p MUP on alcohol related deaths is bigger in Yorkshire and the Humber than nationally.

Change in alcohol-attributable deaths per 100,000 adults per year under a 50p MUP:

- Barnsley
- Bradford
- Calderdale
- Doncaster
- East Riding of Yorkshire
- Kingston upon Hull
- Kirklees
- Leeds
- North East Lincolnshire
- North Lincolnshire
- North Yorkshire
- Rotherham
- Sheffield
- Wakefield
- York
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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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 | £26.1 | +£3.4 | £29.4
On-trade | £47.7 | £0.4 | £47.3

Baseline
Change
After 50p MUP
Impact on Alcohol Sales for Business

Average change in retailer revenue per outlet

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Off-trade

-£1,000
-£2,000
£0
£1,000
£2,000
£3,000
£4,000
£5,000
£6,000
£7,000
£8,000
£9,000

-£622

On-trade