Minimum Unit Pricing (MUP)

Evidence Assets developed by:-

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

Doncaster
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

Doncaster
Setting the Scene
The scale of the local problem

64 adults die every year due to alcohol consumption in Doncaster.

15,937 crimes a year caused by alcohol in Doncaster.
- 3,582 thefts or robberies
- 9,139 incidents of criminal damage
- 3,216 violent incidents

3,848 hospital admissions caused by alcohol in Doncaster.

Alcohol costs the NHS £17,240,000 a year in Doncaster.
In Doncaster

4.7% of people drink at high risk levels

They drink 34% of all alcohol

They drink 45% of the cheap alcohol sold below 50p per unit

Doncaster

<table>
<thead>
<tr>
<th>Group</th>
<th>Abstainer</th>
<th>Moderate</th>
<th>Increasing Risk</th>
<th>Increased Risk</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>18.1%</td>
<td>19.8%</td>
<td>4.7%</td>
<td>57.4%</td>
</tr>
<tr>
<td>Alcohol Consumed</td>
<td>22%</td>
<td>34%</td>
<td>45%</td>
<td>14%</td>
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<tr>
<td>Alcohol Sold</td>
<td>45%</td>
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Doncaster

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<tr>
<td>Population</td>
<td>17.1%</td>
<td>21.0%</td>
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<tr>
<td>Alcohol Consumed</td>
<td>22%</td>
<td>31%</td>
<td>47%</td>
<td>14%</td>
</tr>
<tr>
<td>Alcohol Sold</td>
<td>41%</td>
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England

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</table>
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**

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

Doncaster

**MUP IMPACT**

HOSPITAL ADMISSIONS PER YEAR DOWNS 284

Doncaster

**MUP IMPACT**

- CRIMES A YEAR CAUSED BY ALCOHOL DOWN 600
- THEFTS OR ROBBERIES DOWN 126
- INCIDENTS OF CRIMINAL DAMAGE DOWN 349
- INCIDENTS OF VIOLENCE DOWN 124

Doncaster

**MUP IMPACT**

SAVE THE NHS £680,000 A YEAR

Doncaster

Doncaster

Doncaster
**Impact of 50p MUP on Average Weekly Alcohol Consumption**

### MUP Impact

**Consumption**

**DOWN -7.3%**

### Impact of a 50p MUP on weekly alcohol consumption

<table>
<thead>
<tr>
<th>Quartile</th>
<th>Least deprived</th>
<th>Most deprived</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moderate</td>
<td>Q1</td>
<td>Q5</td>
</tr>
<tr>
<td></td>
<td>Q2</td>
<td>Q4</td>
</tr>
<tr>
<td></td>
<td>Q3</td>
<td></td>
</tr>
<tr>
<td>Increasing risk</td>
<td>Q1 (least deprived)</td>
<td>Q5 (most deprived)</td>
</tr>
<tr>
<td>Higher risk</td>
<td>Q1 (least deprived)</td>
<td>Q5 (most deprived)</td>
</tr>
<tr>
<td></td>
<td>Q1</td>
<td>Q2</td>
</tr>
</tbody>
</table>

**Change in weekly units of alcohol**

- Doncaster
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

Doncaster
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

#### Doncaster

<table>
<thead>
<tr>
<th></th>
<th>Baseline</th>
<th>Change</th>
<th>After 50p MUP</th>
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<tbody>
<tr>
<td><strong>Off-trade</strong></td>
<td>£18.8</td>
<td>+£2.5</td>
<td>£21.3</td>
</tr>
<tr>
<td><strong>On-trade</strong></td>
<td>£34.5</td>
<td>£0.3</td>
<td>£34.2</td>
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</tbody>
</table>

**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

Doncaster

-£841

Off-trade

On-trade