Minimum Unit Pricing (MUP)

Evidence Assets developed by:-

The University of Sheffield
Master Slide Deck for all MUPLocal presentations

EastRiding
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

EastRiding
Setting the Scene
The scale of the local problem

51 adults die every year due to alcohol consumption in EastRiding.

11,616 crimes a year caused by alcohol in EastRiding.

2,761 thefts or robberies, 5,986 incidents of criminal damage, and 2,869 violent incidents in EastRiding.

4,354 hospital admissions caused by alcohol in EastRiding.

Alcohol costs the NHS £18,310,000 a year in EastRiding.
In EastRiding
4.7% of people drink at high risk levels

% of Population who are in each drinker group
EastRiding

% of all alcohol consumed by drinker group
EastRiding

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

% 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

They drink 28% of all alcohol

They drink 40% of the cheap alcohol sold below 50p per unit

In England
21.0% of people drink at high risk levels

EastRiding

57.5%
23.5%
14.3%
4.7%

England

57.4%
21.0%
17.1%
4.5%

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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**

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

**EastRiding**

**MUP IMPACT**

- **CRIMES A YEAR CAUSED BY ALCOHOL DOWN 274**
  - THEFTS OR ROBBERIES DOWN 62
  - INCIDENTS OF CRIMINAL DAMAGE DOWN 142
  - INCIDENTS OF VIOLENCE DOWN 69

**EastRiding**

**MUP IMPACT**

- **HOSPITAL ADMISSIONS PER YEAR DOWN 170**

**EastRiding**

**MUP IMPACT**

- **SAVE THE NHS £450,000 A YEAR**

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

**DOWN -4.5%**

Impact of a 50p MUP on weekly alcohol consumption:

- **Moderate**
  - Q1 (least deprived): 0
  - Q2: -1
  - Q3: -2
  - Q4: -3
  - Q5 (most deprived): -4

- **Increasing risk**
  - Q1 (least deprived): -5
  - Q2: -6
  - Q3: -7
  - Q4: -8
  - Q5 (most deprived): -9

- **Higher risk**
  - Q1 (least deprived): -10
  - Q2: -11
  - Q3: -12
  - Q4: -13
  - Q5 (most deprived): -14

**Change in weekly units of alcohol**

**EastRiding**
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.
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)

<table>
<thead>
<tr>
<th>Off-trade</th>
<th>Baseline</th>
<th>Change</th>
<th>After 50p MUP</th>
</tr>
</thead>
<tbody>
<tr>
<td>EastRiding</td>
<td>£26.2</td>
<td>+£2.9</td>
<td>£29.1</td>
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</tbody>
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<table>
<thead>
<tr>
<th>On-trade</th>
<th>Baseline</th>
<th>Change</th>
<th>After 50p MUP</th>
</tr>
</thead>
<tbody>
<tr>
<td>EastRiding</td>
<td>£46.4</td>
<td>£0.1</td>
<td>£46.3</td>
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</table>
Impact on Alcohol Sales for Business

Average change in retailer revenue per outlet

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<thead>
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<th></th>
<th>Off-trade</th>
<th>On-trade</th>
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</thead>
<tbody>
<tr>
<td>Average change</td>
<td>£10,468</td>
<td>-£138</td>
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<tr>
<td>Revenue</td>
<td>£2,000</td>
<td>£12,000</td>
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<tr>
<td>Range</td>
<td>£0</td>
<td>£0</td>
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</tbody>
</table>

EastRiding