Minimum Unit Pricing (MUP)

Evidence Assets developed by:-

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

Hull

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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

Hull
Setting the Scene
The scale of the local problem

53 adults die every year due to alcohol consumption in Hull.

18,357 crimes a year caused by alcohol in Hull.
- 5,200 thefts or robberies
- 9,062 incidents of criminal damage
- 4,094 violent incidents

3,644 hospital admissions caused by alcohol in Hull.

Alcohol costs the NHS £17,170,000 a year in Hull.
In Hull

5.2% of people drink at high risk levels

They drink 37% of all alcohol

They drink 48% of the cheap alcohol sold below 50p per unit

% of Population who are in each drinker group

Hull

England

% of all alcohol consumed by drinker group

Hull

England

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

Hull

England

- Abstainer
- Moderate
- Increasing risk
- Increased Risk
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 ---

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

--- MUP IMPACT ---

HOSPITAL ADMISSIONS PER YEAR  
**DOWN** 331

--- MUP IMPACT ---

SAVE THE NHS  
£750,000 A YEAR
Impact of 50p MUP on Average Weekly Alcohol Consumption

Impact of a 50p MUP on weekly alcohol consumption

<table>
<thead>
<tr>
<th>Consumption</th>
<th>Change in weekly units of alcohol</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hull</td>
<td>Down -8.7%</td>
</tr>
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</table>

Impact of a 50p MUP on weekly alcohol consumption

<table>
<thead>
<tr>
<th>Hull</th>
<th>Moderate</th>
<th>Increasing risk</th>
<th>Higher risk</th>
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</thead>
<tbody>
<tr>
<td>Q1 (least deprived)</td>
<td>Q2</td>
<td>Q3</td>
<td>Q4</td>
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<tr>
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</tr>
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</table>
Impact of 50p MUP on alcohol related deaths is bigger in **Yorkshire and the Humber** than Nationally

![Bar chart showing change in alcohol-attributable deaths per 100,000 adults per year under a 50p MUP for various areas in Yorkshire and the Humber.](chart.png)
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.

### Hull

- **Change in alcohol-attributable deaths per year**:
  - 0 at 30 MUP
  - Decreases to -28 at 70 MUP

- **Change in alcohol-attributable admissions per year**:
  - 0 at 30 MUP
  - Decreases to -845 at 70 MUP

- **Annual saving to the NHS**:
  - £0 at 30 MUP
  - Decreases to £2,075,000 at 70 MUP

- **Change in alcohol-attributable offences per year**:
  - 0 at 30 MUP
  - Decreases to -2,277 at 70 MUP
Impact on Alcohol Sales for Business

Off trade retailers would see substantial increased revenue

On trade retailers would see very little change in revenue

Baseline | Change | After 50p MUP
---|---|---
£15.6 | £17.8 | +£2.2

Baseline | Change | After 50p MUP
---|---|---
£29.3 | £29.0 | £0.3
Impact on Alcohol Sales for Business

Average change in retailer revenue per outlet

- £1,100
- £2,000
£0
£2,000
£4,000
£6,000
£8,000
£10,000
£12,000
£14,000

Off-trade

On-trade

£12,743

Hull

£0