Minimum Unit Pricing (MUP)

Evidence Assets developed by:-

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

Kirklees
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

Kirklees
Setting the Scene
The scale of the local problem

76 ADULTS DIE EVERY YEAR DUE TO ALCOHOL CONSUMPTION

18,853 CRIMES A YEAR CAUSED BY ALCOHOL

4,836 HOSPITAL ADMISSIONS CAUSED BY ALCOHOL

3,986 THEFTS OR ROBBERIES

10,792 INCIDENTS OF CRIMINAL DAMAGE

4,076 VIOLENT INCIDENTS

ALCOHOL COSTS THE NHS £21,940,000 A YEAR

Kirklees
In Kirklees
4.3% of people drink at high risk levels

% of Population who are in each drinker group
Kirklees

- Abstainer
- Moderate
- Increasing risk
- Increased Risk

23.5%
19.5%
52.7%
4.3%

They drink 31% of all alcohol

% of all alcohol consumed by drinker group
Kirklees

- Abstainer
- Moderate
- Increasing risk
- Increased Risk

31%
21%
48%

They drink 42% of the cheap alcohol sold below 50p per unit

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

- Abstainer
- Moderate
- Increasing risk
- Increased Risk

13%
44%
42%

Kirklees

% of Population who are in each drinker group
England

- Abstainer
- Moderate
- Increasing risk
- Increased Risk

4.5%
17.1%
21.0%
57.4%

They drink 31% of all alcohol

% of all alcohol consumed by drinker group
England

- Abstainer
- Moderate
- Increasing risk
- Increased Risk

31%
22%
47%

They drink 42% of the cheap alcohol sold below 50p per unit

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

- Abstainer
- Moderate
- Increasing risk
- Increased Risk

14%
45%
42%
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**
  - **205 DEATHS PREVENTED IN THE NEXT 20 YEARS WITH A 50P MUP**
  - **205**
  - **Kirklees**
  - **MUP IMPACT**

- **MUP IMPACT**
  - **HOSPITAL ADMISSIONS PER YEAR DOWN 346**
  - **Kirklees**
  - **MUP IMPACT**

- **MUP IMPACT**
  - **CRIMES A YEAR CAUSED BY ALCOHOL DOWN 608**
  - **THIEFTS OR ROBBERIES DOWN 122**
  - **INCIDENTS OF CRIMINAL DAMAGE DOWN 352**
  - **INCIDENTS OF VIOLENCE DOWN 135**

- **MUP IMPACT**
  - **SAVE THE NHS £790,000 A YEAR**

#MUPlocal
Impact of 50p MUP on Average Weekly Alcohol Consumption

Kirklees - 6.1%

Impact of a 50p MUP on weekly alcohol consumption

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

Change in weekly units of alcohol

Kirklees
Impact of 50p MUP on alcohol related deaths is bigger in **Yorkshire and the Humber** than Nationally

<table>
<thead>
<tr>
<th>Location</th>
<th>Change in alcohol-attributable deaths per 100,000 adults per year under a 50p MUP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barnsley</td>
<td>-1.5</td>
</tr>
<tr>
<td>Bradford</td>
<td>-1.4</td>
</tr>
<tr>
<td>Calderdale</td>
<td>-1.3</td>
</tr>
<tr>
<td>Doncaster</td>
<td>-1.2</td>
</tr>
<tr>
<td>East Riding of Yorkshire</td>
<td>-1.1</td>
</tr>
<tr>
<td>Kingston upon Hull</td>
<td>-1.0</td>
</tr>
<tr>
<td>Kirklees</td>
<td>-0.9</td>
</tr>
<tr>
<td>Leeds</td>
<td>-0.8</td>
</tr>
<tr>
<td>North East Lincolnshire</td>
<td>-0.7</td>
</tr>
<tr>
<td>North Lincolnshire</td>
<td>-0.6</td>
</tr>
<tr>
<td>North Yorkshire</td>
<td>-0.5</td>
</tr>
<tr>
<td>Rotherham</td>
<td>-0.4</td>
</tr>
<tr>
<td>Sheffield</td>
<td>-0.3</td>
</tr>
<tr>
<td>Wakefield</td>
<td>-0.2</td>
</tr>
<tr>
<td>York</td>
<td>-0.1</td>
</tr>
</tbody>
</table>

RIP
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></th>
<th>Baseline</th>
<th>Change</th>
<th>After 50p MUP</th>
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</thead>
<tbody>
<tr>
<td>Off-trade</td>
<td>£25.5</td>
<td>+£3.2</td>
<td>£28.7</td>
</tr>
<tr>
<td>On-trade</td>
<td>£47.1</td>
<td>-£0.3</td>
<td>£46.8</td>
</tr>
</tbody>
</table>

Kirklees

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

<table>
<thead>
<tr>
<th>Revenue Change</th>
<th>Off-trade</th>
<th>On-trade</th>
</tr>
</thead>
<tbody>
<tr>
<td>£0</td>
<td></td>
<td>£408</td>
</tr>
<tr>
<td>£2,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>£4,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>£6,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>£8,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>£10,000</td>
<td></td>
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<tr>
<td>£9,215</td>
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</tr>
</tbody>
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Kirklees