Minimum Unit Pricing (MUP)

Evidence Assets developed by:-

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

NorthLincolnshire
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

NorthLincolnshire
Setting the Scene
The scale of the local problem

28 ADULTS DIE EVERY YEAR DUE TO ALCOHOL CONSUMPTION

8,685 CRIMES A YEAR CAUSED BY ALCOHOL

1,945 THEFTS OR ROBBERIES
4,679 INCIDENTS OF CRIMINAL DAMAGE
2,060 VIOLENT INCIDENTS

2,154 HOSPITAL ADMISSIONS CAUSED BY ALCOHOL

NORTH LINCOLN

NORTH LINCOLNSHIRE

£9,150,000 ALCOHOL COSTS THE NHS A YEAR
In North Lincolnshire

4.6% of people drink at high risk levels

They drink 30% of all alcohol

They drink 41% of the cheap alcohol sold below 50p per unit

- **North Lincolnshire**
  - % of Population who are in each drinker group
    - Abstainer: 4.6%
    - Moderate: 16.0%
    - Increasing Risk: 22.1%
    - Increased Risk: 57.3%
  - % of all alcohol consumed by drinker group
    - Abstainer: 30%
    - Moderate: 22%
    - Increasing Risk: 48%
  - % of all alcohol sold under 50p per unit consumed by drinker group
    - Abstainer: 14%
    - Moderate: 45%
    - Increasing Risk: 41%

- **England**
  - % of Population who are in each drinker group
    - Abstainer: 4.5%
    - Moderate: 17.1%
    - Increasing Risk: 21.0%
    - Increased Risk: 57.4%
  - % of all alcohol consumed by drinker group
    - Abstainer: 31%
    - Moderate: 22%
    - Increasing Risk: 47%
  - % of all alcohol sold under 50p per unit consumed by drinker group
    - Abstainer: 14%
    - Moderate: 45%
    - Increasing Risk: 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 ---

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

--- MUP IMPACT ---

**HOSPITAL ADMISSIONS PER YEAR DOWN 116**

--- MUP IMPACT ---

**SAVE THE NHS £330,000 A YEAR**

--- MUP IMPACT ---

**CRIMES A YEAR CAUSED BY ALCOHOL DOWN 267**

--- MUP IMPACT ---

**THEFTS OR ROBBERIES DOWN 56**

--- MUP IMPACT ---

**INCIDENTS OF CRIMINAL DAMAGE DOWN 145**

--- MUP IMPACT ---

**INCIDENTS OF VIOLENCE DOWN 65**

--- MUP IMPACT ---

NorthLincolnshire
Impact of 50p MUP on Average Weekly Alcohol Consumption

Impact of a 50p MUP on weekly alcohol consumption

Moderate

Increasing risk

Higher risk

Change in weekly units of alcohol

NorthLincolnshire

DOWN -5.8%
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.
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 Alcohol Sales for Business

Average change in retailer revenue per outlet

North Lincolnshire

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