

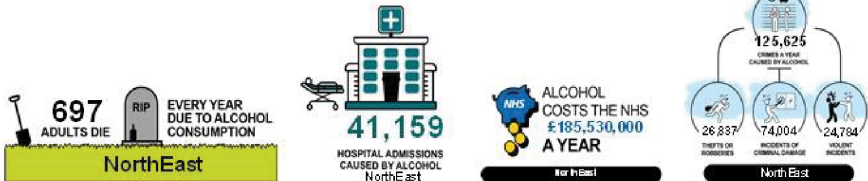
Minimum Unit Pricing at Local Authority level

MUP sets a minimum price for a unit of alcohol. Level discussed is 50p (as Scotland).
 4 cans lager ABV 4% would be at least **£3.52**. 75cl vodka ABV 37.5% at least **£14.00**
 75cl bottle red wine ABV 13% at least **£4.88**. 3L strong cider ABV 7.5% at least **£11.25**

EVIDENCE BRIEFING:

NorthEast

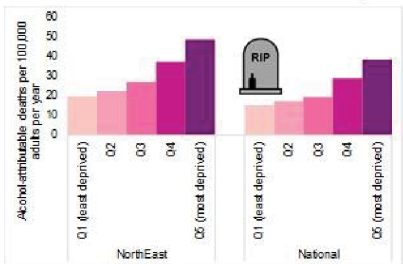
Current harms caused by alcohol in our area



There is a substantial burden of mortality, hospital admission, NHS cost and crime caused by alcohol. The University of Sheffield study estimates the reduction in these burdens if a MUP were implemented. Other burdens including the effects of alcohol on children in the community and the need for and costs of social care are also substantial but the impact on these has not been examined in this study. **More deprived areas** experience higher rates of alcohol attributable deaths than less deprived areas. The gap between rich and poor is bigger in many LAs in our Region than it is nationally

Research Method in Brief

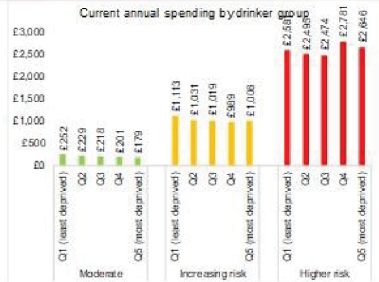
Building on methods used in Scotland & England^{1,2} Evidence on 45 diseases and their relationship with alcohol consumption³. Evidence on consumer price responsiveness⁴. Assume prices of products currently sold below 50p per unit will rise to exactly 50p per unit and other products will be unaffected.



Current alcohol consumption and spending

More people drink at **high risk levels** and **increasing risk levels** in our LA than nationally. High risk men **50+ units (more than 25 pints a week)** High risk women **35+ units (more than 3½ bottles wine)**

They typically spend £2,500 a year on alcohol. And they drink around half of all the cheap alcohol currently sold under 50p per unit.



Consumption

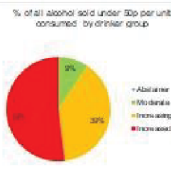
Current weekly units
4.4



25.2

79.1

NorthEast



NorthEast

Current annual spending by drinker group
£118
£1,025
£2,516

Impact of a 50p MUPLocal?

NorthEast

Estimated Impact of a 50p MUP on harms

MUP IMPACT



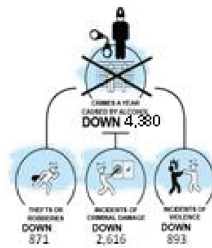
North East

MUP IMPACT



North East

MUP IMPACT



North East

MUP IMPACT



North East

The local impact of a 50p MUP would be substantial.

There would be reductions in deaths, hospital admissions, crimes and NHS costs.

Other burdens including the effects of alcohol on children in the community and the need for and costs of social care are also expected to change but they have not been examined in this study.

Who would be most affected?

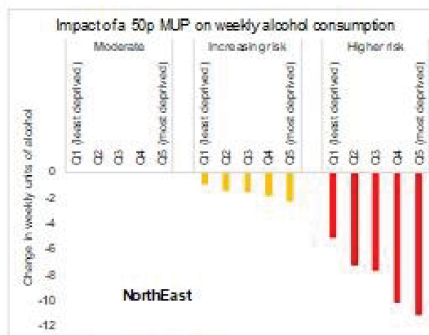
MUP IMPACT

Consumption



DOWN -7.7%

North East

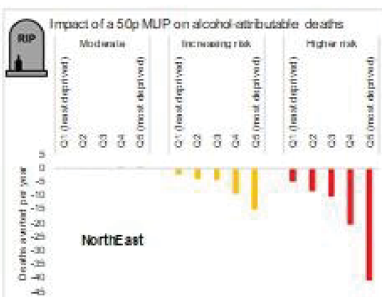


North East

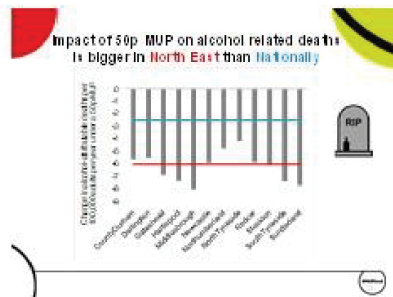
MUP IMPACT



Consumption changes are largest for **higher risk drinkers**, and especially in the more deprived areas. Moderate drinkers are not very much affected in terms of consumption. Inequalities would reduce. People would pay higher prices for cheap alcohol currently sold below 50p per unit, and would drink slightly less. These two effects counterbalance somewhat so that consumer spending and revenue to shops & supermarkets would increase a little, whilst pubs, bars & clubs would be very little affected.



North East



North East

Deaths due to alcohol are reduced mostly in **higher risk drinkers** and in **more deprived areas**.

The impact of a 50p MUP is estimated to be considerably bigger in our Region than nationally.

This is because we have a higher current baseline level of harm and because there are more people drinking a large amount of the cheap alcohol currently sold under 50p per unit in our Region.

Conclusions: A 50p MUP affects **high risk** and **increasing risk** drinkers who drink the most cheap alcohol. The University of Sheffield study estimates substantial impact on deaths, hospital admissions, crime and NHS costs, whilst also reducing inequalities between the least and most deprived areas.

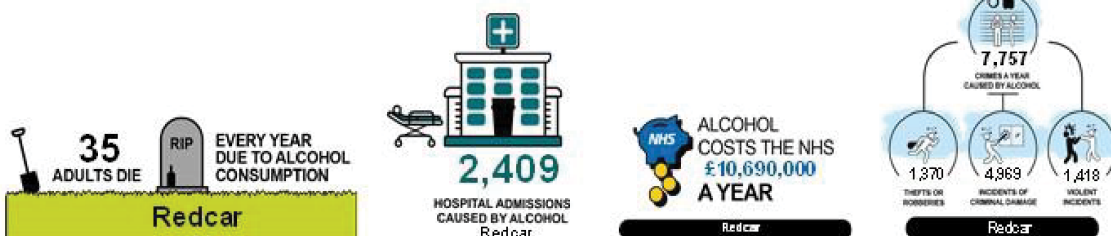
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EVIDENCE BRIEFING: Redcar

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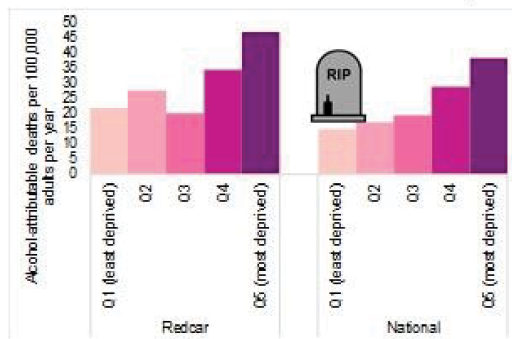


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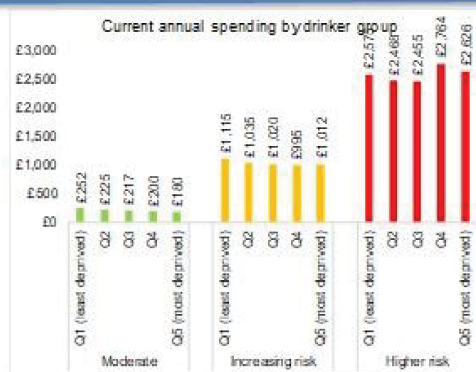
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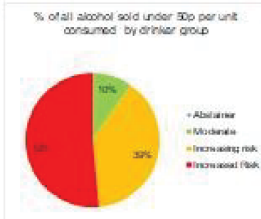
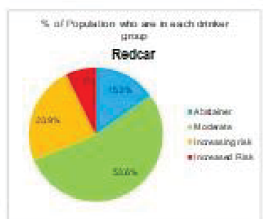
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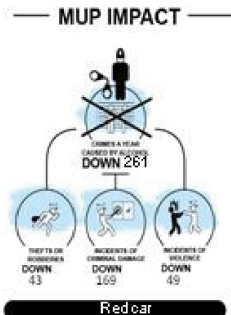
Consumption



Impact of a 50p MUPLocal?

Redcar

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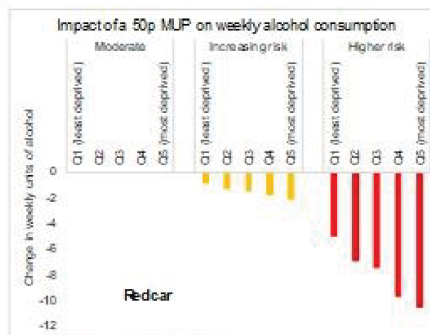
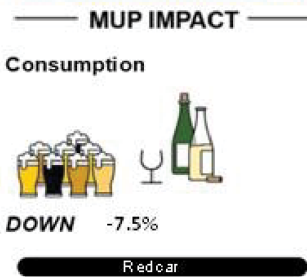


The local impact of a 50p MUP would be substantial.

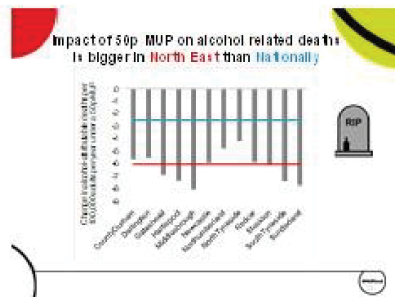
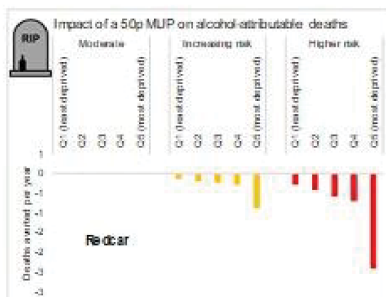
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