

HALTON

Minimum Unit Pricing (MUP) in Halton



What is MUP?

MUP sets a floor price for a unit of alcohol. It targets the cheapest alcohol most commonly consumed by the heaviest drinkers.

MUP was introduced in Scotland at 50p per unit in 2018, meaning 3 litres of strong cider (ABV 7.5%) now costs no less than £11.25. Currently in England, this same bottle of cider can cost as little as £3.50.

Alcohol harm is a driver of health inequalities, with more deprived communities suffering higher levels of harm despite consuming less alcohol; so when it comes to alcohol harm in England, there is also a North/South divide.

For this reason, **evidence about the impact of MUP is now available at a local authority level for most parts of the north of England** following a University of Sheffield research study. Key findings for our local area can be found below.



The
University
Of
Sheffield.

NHS
National Institute for
Health Research

Alcohol Harm in Halton

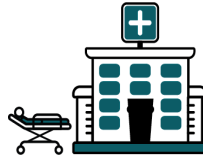
Current estimates of harm caused by alcohol in our area.

In our area, **88% of the alcohol sold for less than 50p per unit** is consumed by increasing and higher risk drinkers who make up 27% of the local population.



6,839

CRIMES CAUSED BY ALCOHOL EACH YEAR



2,152

HOSPITAL ADMISSIONS CAUSED BY ALCOHOL EACH YEAR



1,321
THEFTS OR ROBBERIES



£10m

ALCOHOL COSTS THE NHS A YEAR



3,852
INCIDENTS OF CRIMINAL DAMAGE



32

ADULTS DIE EVERY YEAR DUE TO ALCOHOL CONSUMPTION



1,665
VIOLENT INCIDENTS

Impact of Minimum Unit Pricing on Alcohol Harm in Halton

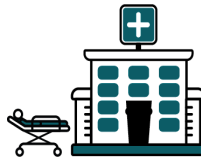
Estimated impact of a 50p MUP on harms caused by alcohol in our area.

A minimum unit price would **save lives**, prevent crime, **protect the most vulnerable** and save NHS money.



196

FEWER CRIMES CAUSED BY ALCOHOL EACH YEAR



130

FEWER HOSPITAL ADMISSIONS EACH YEAR



36

FEWER THEFTS OR ROBBERIES



SAVE THE NHS

£256,200

A YEAR



111

FEWER INCIDENTS OF CRIMINAL DAMAGE



49

FEWER VIOLENT INCIDENTS

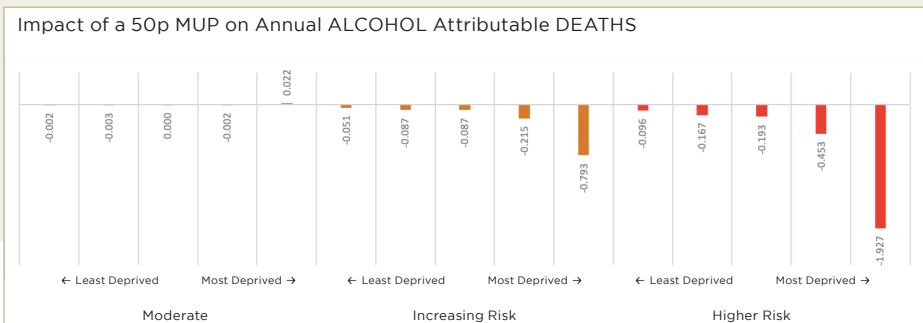
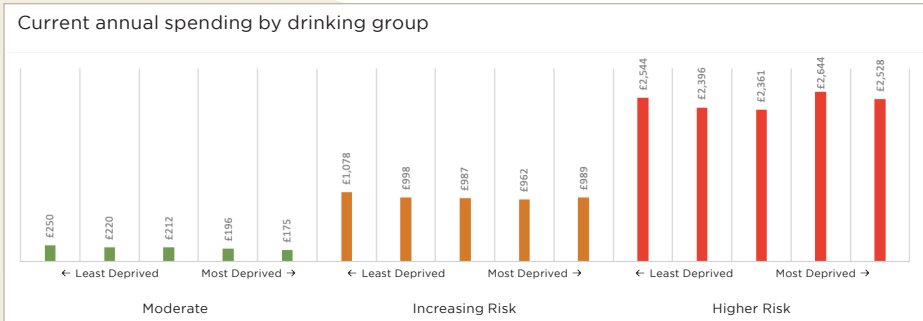


65

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

Who Would Be Most Affected?

MUP is targeted at the heaviest drinkers who consume the cheapest, strongest alcohol, especially in the most deprived areas, and would help to reduce health inequalities. It achieves this with little impact on moderate drinkers, including those on low incomes.



For the full research, including methodology and references visit, <http://sheffield.ac.uk/scharr>