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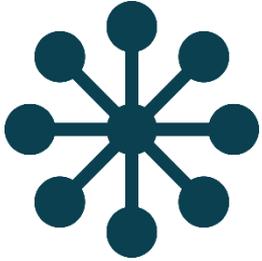
# Introducing Minimum Unit Pricing (MUP) for alcohol

12<sup>th</sup> July 2018 – Leicester Health and Wellbeing Board

Cllr Adam Clarke - Deputy City Mayor  
Environment, Public Health and Health Integration



# Proposal to...



**Agree upon a collective board position on introducing a minimum cost per unit of alcohol.**



**Write to the Home Secretary recommending the introduction of minimum unit pricing (MUP) of 50p is implemented.**

# What is MUP?

A minimum unit price will **link the price of alcohol to its strength** - the more units of alcohol, the higher the price.

It will **increase the price of the most harmful and low cost alcohol (cider and strong spirits)**.

Designed to **protect vulnerable/heavy drinkers** who are more likely to drink cheap alcohol. Moderate drinkers will not be affected.

Benefits include **fewer deaths, fewer hospital admissions and fewer crimes**.



# Alcohol problem in Leicester

**An estimated  
3,914 dependent  
drinkers in need  
of treatment**

**A street  
drinker  
population  
in the city**



**Higher levels of alcohol specific  
mortality and is particularly  
worse for males**

**About £2.5 million is spent locally  
on alcohol treatment services**

**Higher rates of  
alcohol related  
hospital  
admissions...**

**and alcohol  
related  
benefit  
claimants**

# Current action taking place in Leicester

**Enforcement  
of licensing  
conditions on  
premises selling  
alcohol**

**Public space  
protection  
orders – to  
prevent street  
drinking**

**Action in Leicester  
includes licensing,  
advice, interventions  
and response  
following self-  
referrals**

**NHS  
provide advice  
and refer those  
with alcohol  
issues**

**No. 5  
Hill Street  
'Recovery Hub'  
for street  
drinkers**

**Treatment  
services –  
However  
estimates of 83%  
unmet need**

# Expected impact of MUP

**Introducing MUP will help those who are not in a position to recognise that their levels of drinking are harmful.**

**Quite simply users will be unable to afford to keep drinking at the same levels.**

**This in turn will lead to a reduction in alcohol related harms, less crime and antisocial behaviour and a reduction in ill-health through drinking.**



**Minimum Unit Pricing  
from 1 May 2018.**

Retailers cannot legally sell alcohol below the minimum unit price.

For more information visit:  
[minimumunitpricing.scot](http://minimumunitpricing.scot)



*Minimum Unit Pricing has recently been introduced in Scotland.*

*In Canada MUP has been in place for some time and has led to reduced consumption and reduced alcohol related hospital admissions.*

*Introducing MUP in England is currently being debated.*