
Introducing Minimum Unit Pricing (MUP) for alcohol

12th 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



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.