

Bury Health and Wellbeing Board

Title of the Report	Tackling Cheap Alcohol and Alcohol Harm in our Communities
Date	20.09.19
Contact Officer	Lesley Jones, Director of Public Health
HWB Lead in this area	Lesley Jones, Director of Public Health

1. Executive Summary

Is this report for?	Information <input type="checkbox"/>	Discussion <input type="checkbox"/>	Decision <input type="checkbox"/>
Why is this report being brought to the Board?	To bring the latest research evidence on minimum unit price for alcohol to the attention of the board and for the board to consider what action should be taken in light of the new evidence.		
Please detail which, if any, of the Joint Health and Wellbeing Strategy priorities the report relates to. (See attached Strategy) www.theburydirectory.co.uk/healthandwellbeingboard	All		
Please detail which, if any, of the Joint Strategic Needs Assessment priorities the report relates to. (See attached JSNA) http://jsna.theburydirectory.co.uk/kb5/bury/jsna/home.page	Reducing harm from alcohol		
Key Actions for the Health and Wellbeing Board / proposed recommendations for action.	<ol style="list-style-type: none"> 1. To note the report 2. To consider writing to the Department of Health & Social Care and Home Office in support of Minimum Unit Price for Alcohol 3. To agree a public engagement exercise led by our 'Communities in Charge of Alcohol' (CICA) champions to generate public support for Minimum Unit Price for Alcohol. 		

What requirement is there for internal or external communication around this area?	Subject to board approval, significant communication and engagement would be required.
Assurance and tracking process – Has the report been considered at any other committee meeting of the Council/meeting of the CCG Board/other stakeholders....please provide details.	No

2. Introduction / Background

Sheffield University have recently completed a research project modelling the impacts of introducing a minimum unit price for alcohol. The model produced gives specific details at individual local authority level on the impact that alcohol pricing has on death rates and hospitalisations as well as economic outcomes for consumers, retailers, government tax revenues and NHS healthcare costs.

For Bury Metropolitan Borough Council, for example, the research suggests that a 50p MUP would mean that:

- the NHS would save £259109 per year,
- alcohol related hospital admissions would fall by 120 per year
- 77 deaths would be avoided over the ensuing 20 year period.
- 176 fewer associated crimes would be committed per year

With Scotland's implementation of MUP recently passing its first anniversary and implementation in Wales to be enacted in the near future, there is growing appetite across the North of England to restate the case for MUP and the importance of its inclusion in any national forward plans.

3. key issues for the Board to Consider

The Board is asked to consider the new evidence for Minimum Unit Pricing and how it may wish to influence national plans. Lessons learnt from the introduction of smokefree legislation in 2007 suggests that stakeholder and public opinion are important factors in shaping national public health policy.

Options for consideration include:

- A stakeholder & public awareness and engagement exercise
- Writing a letter to DHSC and the Home Office

In considering these options, the Health & Wellbeing Board may wish to consider how best to time of any agreed action to maximise impact.

4. Recommendations for action

1. Note the harms caused to Bury residents & the Bury economy through alcohol
2. Note the estimated positive impact on reducing alcohol harm the that could be achieved through the introduction of Minimum Unit Price.
3. Agree how to respond to the new research findings.

5. Financial and legal implications (if any)

If necessary please seek advice from the Council Monitoring Officer Jayne Hammond (J.M.Hammond@bury.gov.uk) or Section 151 Officer Steve Kenyon (S.Kenyon@bury.gov.uk).

None

6. Equality/Diversity Implications. Please attach the completed Equality and Analysis Form if required.

The introduction of a Minimum Unit Price for alcohol would help reduce health inequalities.

CONTACT DETAILS:

Contact Officer: Lesley Jones

Telephone number: 6762

E-mail address: l.jones@bury.gov.uk

Date: 20.09.19