

The Rt. Hon. (INSERT NAME) MP
House of Commons,
London,
SW1A 0AA

2nd October 2019

Dear (INSERT NAME)

Tackling Cheap Alcohol and Alcohol Harm in our Communities

Colleagues in local authorities across the North of England, together with our Directors of Public Health, have for some time been working on a specific programme focused on tackling cheap alcohol through Minimum Unit Pricing (MUP).

I have recently taken over the lead for this work and, on behalf of the team working on this project, would like to share some information with you about the work we are doing. We hope you will find it useful and informative.

We have recently shared research undertaken by the University of Sheffield with colleagues in every local authority in the North of England. The research outlines the potential local impact of a minimum unit price for alcohol (MUP) on our communities. 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.

We would like to share the following information with you

- A Q&A document addressing this research and wider questions relating to MUP (enclosed)
- a link to the information/data produced by the University of Sheffield for every local authority area in the North of England which provides the opportunity for you to review the evidence/data for the local authority areas within your Constituency:

<https://www.sheffield.ac.uk/scharr/sections/ph/research/alpol/research/minimumunitpricinglocal/assetbank>

The evidence shows that a 50p MUP would have immediate and long-term benefits to health, crime prevention, economic growth and health inequalities. Many people stand to gain from the introduction of MUP – particularly the most vulnerable.

The real price of alcohol compared to other goods has fallen dramatically over the past 30 years and this has been most pronounced in shops and supermarkets. It is possible to buy 2.5 litres of white cider containing the equivalent of almost 19 shots of vodka for £3.70. MUP would increase the price of the cheapest, strongest products by setting a floor price based on the amount of alcohol the product contains. The research shows that doing so would be more effective in terms of reducing harmful consumption, hospital admissions and preventing alcohol-related deaths than other similar policies.

We would encourage you to engage with your local authority and local Director of Public Health, if you would like more information on the local evidence/data. If you would like more information on

MUP generally, including the size of the potential national impact and information about how it would affect different communities, businesses and services, we are planning a Parliamentary session at an appropriate time in the next Parliament although the date for this is yet to be confirmed. As soon as that date has been settled, I will be in touch again with an invitation for you to join us to consider the evidence and discuss it with us.

Yours sincerely



David Parr OBE
Chief Executive
Halton Borough Council