

ASSOCIATION OF GREATER MANCHESTER AUTHORITIES

COMMITTEE: AGMA Executive
DATE: November 2010
SUBJECT: Interim Report on Minimum Unit Price for Alcohol in Greater Manchester Authorities
REPORT OF: Cllr Cliff Morris (Chair of the Greater Manchester Health Commission)

PURPOSE OF REPORT

At the AGMA Executive's July 2010 meeting it was agreed that:

- "A Task and Finish Group be set up to pursue a model being developed in regard to a bylaw approach as a campaigning tool with a view to encourage national legislation for a minimum alcohol unit price."
- "A paper on the proposed model including implementation issues be submitted to the Executive Board."

This interim report provides an update on the work of the Task & Finish Group.

As the Task and Finish Group has been undertaking its work, it has become clear that there are a number of complex issues and factors which require more work, including issues around enforcement, definition, and hypothecation. In addition the national legislative context for consideration of the minimum unit pricing for alcohol, and for the potential deployment of a bylaw, is changing rapidly. For example there are;

- Potential to changes to bylaw arrangements contained in the forthcoming Localism bill
- Implications of the Crime and Security Act
- Implications of the Licensing Act Review
- Implications of the Treasury Review of Alcohol Taxation and Pricing
- 2010 Drug Strategy Consultation results and next steps
- Publication of Government funded research on the relationship between alcohol pricing and crime, on the industry, and in relation to public opinion (due December 2010)

The leadership shown by the Greater Manchester Health Commission and AGMA Executive in considering the deployment of a bylaw for minimum unit pricing for alcohol, coupled with work being taken forward by other parts of the UK (particularly Scotland) has provoked a national debate on alcohol pricing generally and minimum unit pricing in particular. Local Authorities in the north west as well as elsewhere in England have expressed interest in the bylaw approach being considered in GM. The Task and Finish group consider it is sensible to seek opportunities to establish a broader based coalition of support if the ultimate objective is to prompt debate on potential national legislation.

RECOMMENDATIONS:

The AGMA Executive is asked to:

- a. Receive and note the interim report
- b. Endorse the proposal that further work be carried out by the Task and Finish Group to reflect the changing national legislative context for consideration of the minimum unit pricing for alcohol and for the potential deployment of a bylaw, and agree for the submission of a final report at a later date.
- c. Recognise that in ensuring the bylaw proposal is practicable and enforceable as an element of the campaign towards national legislation on minimum unit pricing, further work is required to understand and balance the enforcement implications against the benefits of the proposal
- d. Endorse the GM Task and Finish Group to seek support from other areas regionally and nationally, e.g. Cheshire & Merseyside, to form a broader based coalition of support
- e. Continue the commitment to the position adopted previously to strongly advocate nationally and locally for a minimum unit price for alcohol given the scale of health and societal harm caused by alcohol misuse in all parts of Greater Manchester.

Interim Report of the GM Task and Finish Group on Minimum Unit Pricing for Alcohol

Report on behalf of:	Eamonn Boylan – Chief Executive Stockport MBC Lead AGMA Chief Executive for Health
Report for:	Association of Greater Manchester Authorities Executive Board
Report on:	Interim Report - Implementation of the Proposed Minimum Unit Price Alcohol Bylaw
Report provided by:	Minimum Unit Price for Alcohol Bylaw Task and Finish Group
Date:	November 2010

1. Background and Context

1.1 Background

At the July 2010 meeting of the AGMA Executive there was agreement to establish a Task & Finish Group to “pursue a model being developed in regard to a bylaw approach as a campaign tool with a view to encourage National legislation for a minimum alcohol unit price.”

The purpose of this interim report is to update the AGMA Executive on the work of the Task and Finish Group and to highlight where further work is required to take forward this complex issue.

The AGMA Executive, on the basis of evidence received by the Greater Manchester Health Commission, had previously expressed support in principle for minimum unit pricing for alcohol.

The Task and Finish Group is in the process of compiling a comprehensive report for the AGMA Executive on the opportunities and challenges associated with the utilisation of a bylaw for minimum unit price for alcohol, discussing how this work closely aligns with the aims of the Greater Manchester Strategy. This work has recognised that a model of a bylaw approach will only be effective as part of the work to encourage national legislation on the matter if it is practicable and enforceable.

Following the request for this report from the AGMA Executive, Local Authorities in Greater Manchester have been commended locally and nationally for their leadership in considering this approach in tackling the huge health and societal harm caused by alcohol misuse. Such harm is not unique to Greater Manchester, but Greater Manchester is disproportionately affected by alcohol related harm and it is appropriate for imaginative solutions to be considered.

1.2 GM Health Commission Consideration of Alcohol Harm

In January 2009 the Greater Manchester Health Commission received a presentation on alcohol harm in Greater Manchester. Evidence from the Greater Manchester Directors of Public Health Annual Report of 2008 had demonstrated the scale of health and societal harm caused by excessive alcohol consumption across Greater Manchester, and that on most indicators of alcohol harm, such as increases in alcohol related hospital admissions, and crime linked to alcohol, a greater degree of harm was being caused than in other comparable parts of England.

The Greater Manchester Health Commission at a meeting in June 2009 made two particular recommendations; firstly that Greater Manchester should seek to develop a metric of alcohol consumption in Greater Manchester that could be tracked over time, and secondly that AGMA and other Greater Manchester partners should strongly advocate nationally for a minimum unit price for alcohol.

On the issue of a replicable metric for alcohol consumption in Greater Manchester, Greater Manchester will be the first part of England to have adopted an international

recognised survey methodology to provide a measure of consumption of alcohol. This survey is underway currently in a collaboration between the Greater Manchester Public Health Practice Unit (part of the Greater Manchester Public Health Network), and Liverpool John Moores University (a World Health Organisation recognised Centre of Excellence on the topic). The results of this survey will be available to the Greater Manchester Health Commission and the AGMA Executive early in 2011.

On the issue of minimum unit pricing, the Greater Manchester Health Commission provided oversight to a process of engagement with key partners in Greater Manchester. This included a special workshop held on the 19th October 2009 which involved over 40 representatives across Greater Manchester, including Councillors from local authorities in GM, and representatives from the Commission for the New Economy and Public Protection Commission. At the meeting Dr Petra Meier, from Sheffield University, presented the research which had previously informed the Chief Medical Officer's 2009 report on this matter. There was consensus of support for minimum unit price as an intervention that targets cheap on-licence promotions and cheap loss leader off licence sales. There was also a sense of urgency to make progress in this area.

The Health Commission subsequently explored this issue and made a number of reports to the AGMA Executive. During this period the Greater Manchester Alcohol Strategy Group have secured the involvement of partners across Greater Manchester, including:

- Greater Manchester Directors of Public Health
- The Health Facilitators Network (local authority health policy leads)
- Crime and Disorder Reduction Partnerships
- Greater Manchester Police (GMP)
- Licensing and Trading Standards
- The Public Protection Commission
- Commission for the New Economy

Support for the position of Minimum Unit Pricing for alcohol was also reflected in the Greater Manchester Against Crime (GMAC) Strategic Assessment November 2009

1.3 AGMA Executive Consideration of Alcohol Harm

At its November 2009 meeting the AGMA Executive recognised the damage that excessive consumption of alcohol does to our communities and endorsed the work of the Health Commission. The AGMA Executive agreed to work with the Health Commission and other agencies to reduce excessive alcohol consumption including through lobbying for a minimum unit price for alcohol.

At its February 2010 meeting the AGMA Executive agreed to advocate strongly nationally and locally for a minimum unit price for alcohol of 50p. Since the November 2009 meeting there had been a number of opportunities for the Health Commission to lobby locally and nationally in favour of a minimum unit price. In doing so Commission representatives had not mentioned a specific amount for a minimum unit price. The Health Commission had felt that it would provide a stronger lobbying position if AGMA could 'sign up' to a specific figure and that a report should be presented to the Executive.

In July 2010 the AGMA Executive agreed to set up a Task & Finish Group to “pursue a model being developed in regard to a bylaw approach as a campaign tool with a view to encourage National legislation for a minimum alcohol unit price.”. Since the July meeting there has been considerable interest in the Greater Manchester position from national and local press.

The Executive Board requested that a paper on the proposed model of use of a bylaw to implement minimum unit pricing should be submitted to a future meeting. The Executive stressed that this approach would usefully act as a campaigning tool with a view to encourage national legislation.

1.4 Scope of the Work of the Task and Finish Group

The Task and Finish Group has been working to ensure the AGMA Executive receives a comprehensive briefing on all aspects of the case for minimum unit pricing for alcohol and also the particular proposal for implementation of a Bylaw to achieve a minimum unit price for alcohol in Local Authorities in Greater Manchester. The group is therefore working on the following:

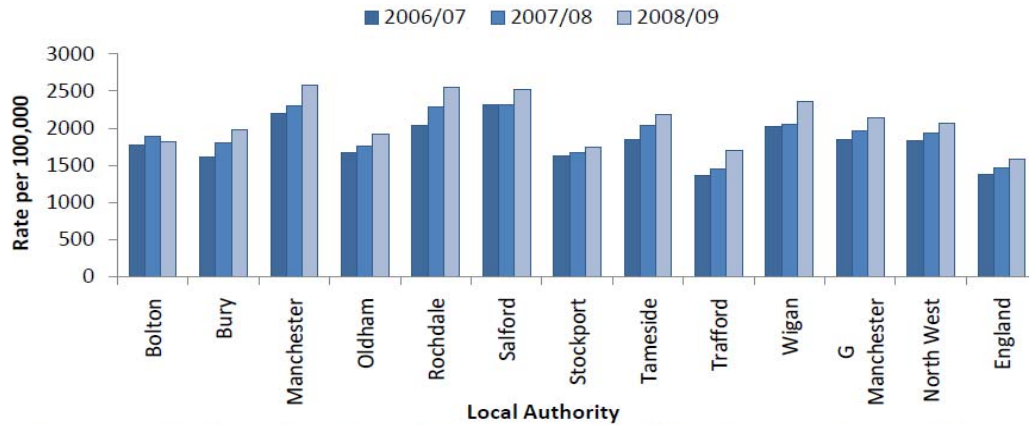
- review and update of the national and international evidence for the reduction of ill health and social harm from a set minimum unit price of alcohol
- the implications of pursuing minimum unit price through a local bylaw (as opposed to national legislation)
- the potential contribution of minimum unit pricing for alcohol to the achievement of the objectives of the Greater Manchester Strategy
- an overview of current understanding of public opinion on minimum unit pricing for alcohol
- the extent to which the lead on this issue shown by authorities in Greater Manchester had garnered support from other local authority areas from outside Greater Manchester
- an overview of the level of support for minimum unit pricing from industry and other key stakeholders
- an analysis of the legal, economic, cross border, hypothecation and social disorder implications of a potential deployment of a bylaw for minimum unit pricing of alcohol
- the extent to which a bylaw on minimum unit pricing is comparable with other alcohol bylaws
- a consideration of the implications of enforcement of a bylaw in local authorities in Greater Manchester

2. Evidence

2.1 Alcohol Harm in Greater Manchester.

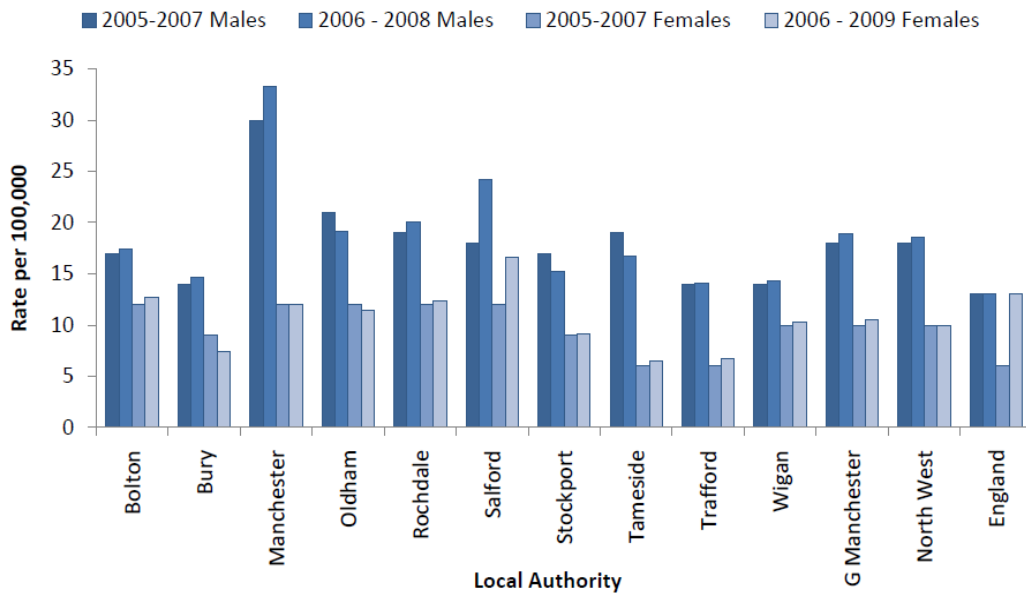
The Greater Manchester Alcohol Strategy Group, a multi-agency partnership that has supported the work of the Greater Manchester Health Commission, has ensured the provision of a comprehensive review of key indicators of alcohol harm across Greater Manchester. These are produced by Liverpool John Moores University and available on www.gmphnetwork.org.uk. For the purposes of this interim report the following graphs on hospital related admissions for alcohol related harm by local authority in England demonstrates the necessity of Greater Manchester taking a lead on the issue. (Ref: *Greater Manchester Alcohol Indicators Report, October 2010*)

Figure 3: NI 39: Hospital Admissions for alcohol-related harm by Local Authority in Greater Manchester.



Department of Health using Hospital Episode Statistics and Office for National Statistics mid-year population estimates. Source: North West Public Health Observatory (2010). See appendix 9.2 for data tables

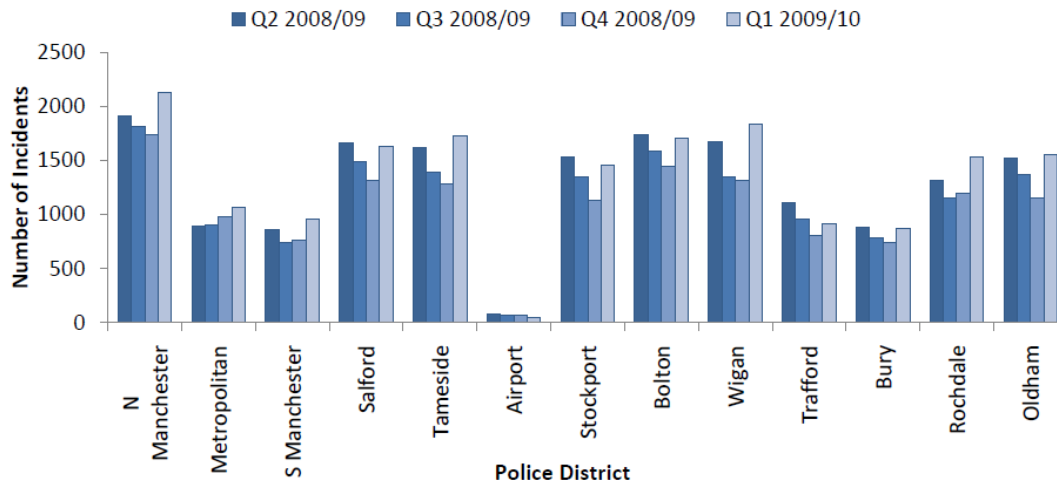
Figure 12: Alcohol-specific mortality by Local Authority in Greater Manchester, 2005-09



2.2 Social Disorder

Of particular concern to communities is the social disorder linked to excessive alcohol consumption. The following chart, again from the GM Alcohol Indicators report, demonstrates the sheer number of police incidents in each police district in GM related to alcohol.

Figure 18: Number of alcohol-related Incidents by Police district, July 2009 - June 2010



Source: Greater Manchester Police (2010). See appendix 9.2 for data tables.

2.3 Evidence base for Minimum Unit Pricing

The Task and Finish Group is keen to provide for the AGMA Executive an overview of the evidence base for use of minimum unit price to reduce alcohol harm.

The cornerstone of the evidence base for Minimum Unit Pricing is research carried out by Sheffield University in 2008 that identified that 50p per unit of alcohol would target irresponsible drinking; impacting on hazardous and harmful drinkers, while imposing a minimal financial effect on moderate drinkers and on-trade sales. Total bans of supermarket and off-license discounting would be effective but banning only large discounts has little effect, therefore a set minimum unit price is required. Overall the Sheffield analysis considered a minimum unit price for alcohol would have a major impact in reducing alcohol related harm.

This analysis has subsequently been endorsed by several authoritative national reviews, including

- Sir Liam Donaldson Our Health Our Nation, The Chief Medical Officer Annual Report (2009)
- Alcohol Concern "The Price is Right" (May 2009)
- The House of Commons Health Committee Report on Alcohol (December 2009)
- NICE clinical guidelines (June 2010)

The research indicated that a 50p minimum unit price would be effective in reducing across England alcohol consumption on average:

- per drinker by 6.9%. This would lead to 97,900 fewer hospital admissions and 10,300 fewer violent crimes per year.
- per 11-18 year old drinker by 7.3%. This would lead to 500 fewer hospital admissions and 2,200 fewer violent crimes per year for that age category
- per high-risk drinkers by 10.3%.
(Sheffield University research 2009)

A minimum unit price of 50p in Greater Manchester would reduce alcohol-related hospital admissions by 4,482 per annum. Furthermore, modeling of national cost data shows that the estimated saving to health services following the implementation of a minimum unit price of 50p is in the region of £1.375 billion per annum at full effect (in 10 years). This would constitute a significant saving to the public sector expenditure in Greater Manchester.

Notably, the Sheffield analysis suggested increases in price would not impact equally across all drinkers. This is because those who drink hazardously and harmfully tend to choose cheaper drinks. A minimum price per unit of 50p would lead to consumption of low-risk drinkers falling by only 3.5%. Introducing a minimum price per unit of alcohol would therefore affect hazardous and harmful drinkers far more than those who drink in moderation.

The Sheffield University team concluded that positive benefits would be seen as soon as a pricing policy was implemented and that decreases in violent crime and workplace absence would be among the first effects.

Further work on the potential effects of minimum unit pricing has been undertaken by government in 2009 and 2010 but the timetable for publication was unclear. In a parliamentary answer on 26th October 2010, James Brokenshire (Parliamentary Under Secretary of State, Home Office) confirmed the following reports would be available before the end of this year.

- the links between alcohol pricing and crime,
- the economic impact of alcohol price interventions on industry and
- public understanding of and views on alcohol price interventions to be published.

The Task and Finish Group will ensure the full report to the AGMA Executive reflects this additional evidence.

3. Policy Context

3.1 National

In addition to the publication of the reports referred to in 2.3 above, the Task and Finish group have recognised a number of pieces of imminent national consultation and potential legislation that have the potential to change the context with which local advocacy for a bylaw model takes place. These include:

- Potential to changes to bylaw arrangements contained in the forthcoming Localism bill - reducing the number of bylaws and to simplify the process for setting up new bylaws.
- Implications of the Crime and Security Act 2010 – which will allow the power to restrict sale and supply of alcohol in certain circumstances
- Implications of the Licensing Act Review - potential changes includes the adding of public heath to the licensing act, the restriction of opening hours to venues after 12md and the introduction of a night time levy to venues that stay open late, to pay for the policing and clearing up after.
- Implications of the Treasury Review of alcohol taxation and pricing - the Coalition set out in their agreement that they would stop the sale of alcohol below cost price. Discussions have taken place about what cost price is. They have informally agreed that alcohol should not be sold for less than the duty plus the VAT. This does not bring the price to anywhere close to 50p per unit. We have developed papers that discuss this if required by the AGMA Board.
- 2010 Drug Strategy Consultation results and next steps moving away from the methadone maintenance to a recovery community for all substance misuses. It has been well documented that clients substitute methadone maintenance/heroin with alcohol

3.2 Greater Manchester Strategy

The Task & Finish Group have also recognised the strong links between this work and the aims of the Greater Manchester Strategy (GMS). The GMS recognises the relationship between economic development and health:

- Improving the health of the population is essential for achieving the economic ambition for the City Region.
- The benefits of economic growth must be felt by all (there is a strong relationship between alcohol related illness and health inequalities).

Although the Health Commission have led this work it has worked closely with its sibling commissions including the Commission for New Economy (to understand the economic implications discussed above) and the Public Protection Commission to understand the contribution to reducing social disorder. The Greater Manchester Against Crime Strategic Assessment identified alcohol related assaults, perceptions of antisocial behaviour relating to drunkenness, and unattractive night time economies due to irresponsible drinks pricing as areas as concern. One of the key findings from the NW Big Drink debate (Our Life 2009) was that nearly half of participants avoided the town centre at night because of the drunken behaviour of others, and half felt that action was

needed to tackle alcohol issues in their area. The Strategic Assessment also discussed the harm caused by home drinking, including ‘preloading’ (the home consumption of off licensed purchased alcohol prior to a ‘night out’)

The Strategic Assessment recommended 50p minimum unit price as one measure which would help to address these issues, which was subsequently supported by the Public Protection Commission.

3.3 GM Stimulating National Debate

The leadership shown by the Greater Manchester Health Commission and AGMA Executive has provoked a national debate on minimum unit pricing and potential deployment of bylaws, building on and recognising the work already undertaken on potential minimum unit pricing considered in the Scottish Parliament. Local Authorities in the North West as well as around the country have expressed interest in the bylaw approach and it is sensible to seek opportunities to establish a broader based coalition of support if the ultimate objective is to prompt debate on potential national legislation. Eamonn Boylan (Chief Executive, Stockport Council) is working with Local Authority Chief Execs elsewhere in the North West looking to deploy a large scale change methodology in pursuit of addressing alcohol harm.

The leadership shown by AGMA in considering bylaw implementation of minimum unit price generated considerable local, regional, national and even international media coverage. Given that the Health Commission and the AGMA Executive had committed to advocating nationally on the issue of minimum unit pricing this has been a very helpful development.

Since the July 2010 AGMA Executive meeting there has been considerable interest in the Greater Manchester position from national and local press, The Manchester Evening News asked the Prime Minister during a visit to Greater Manchester about the potential use of a bylaw for minimum unit pricing and the response was *"I think the idea of the councils coming together on this is a good one and we will certainly look at it very sympathetically."*

Contact has also been established with local authorities in the North East, in Sussex, and with the Welsh Assembly:

The Task and Finish Group will continue partnership building with interested local authorities in England and to assess the extent of commitment towards a broader based coalition of support for national minimum unit pricing.

Area	Comments
Merseyside and Cheshire & Warrington	Cheshire & Warrington Leadership Board and the Liverpool City Region Cabinet have agreed to progress consultations and engagement with individual councils and members of the public regarding minimum pricing. Further, Cheshire & Warrington Health and Wellbeing Commission and the Liverpool City Region Safer Healthier Communities Board have both agreed to establish a joint working group to explore the issues around minimum unit pricing for alcohol, including the implementation issues of

	pursuing a bylaw.
10 Local Authorities in the North East of England	Our Life and GMPHN representatives presented the bylaw proposal to large group of local authority officials from the North east. This builds upon work undertaken by Balance North East (the North East's alcohol campaign). There is no active consideration of the bylaw route evident there but Middlesbrough Council have had discussions with local retailers regarding revised licensing conditions that would create a minimum price of 50p per unit. This appears similar to attempts made in Oldham.
Alcohol Focus Scotland	With a different legal system and local governance arrangements this will require further investigation from AFS which Our Life will endeavour to support.
Devon	There has been an enquiry from NHS colleagues in Devon where discussions on a minimum price bylaw between the NHS and local authority are active.
Jersey	There has been an enquiry from the Government of Jersey. It is understood that their investigations are at a very early stage.
Sussex	Brighton have arranged a meeting for all of the Sussex Boroughs to discuss the Bylaw on 26 th November
Shropshire	Initial contact made
Sheffield	Initial contact made
Wales	Welsh Assembly considering MUP response

4. Implementation Risks

4.1 Scope of the bylaw

One issue that has been raised relates to the practicalities of implementing minimum unit price of a Greater Manchester geographic footprint, given the possibility of Greater Manchester residents travelling out-of-borough to purchase cheaper alcohol. The Task & Finish Group is keen to gather more evidence in this area but concluded two points:

- This provides a strong argument for continuing to explore opportunities at a regional and national level.
- Although in some instances Greater Manchester residents may travel out of the city conurbation it is likely that the relatively small price increase for the vast majority of drinkers would not provide a strong enough driver to travel in this way (e.g. from central Manchester into Cheshire). The group would also argue that this will be the case for those drinkers likely to be most affected by a minimum unit price, for example, underage drinkers without car transport. However, as suggested above, the Task & Finish Group is keen to gather more evidence in this area.

4.2 Local Enforcement

A key responsibility for the Task and Finish Group has been to consider issues around enforcement. The Task and Finish group has representation on it from GMP, and from the Greater Manchester Public Protection Partnership, and has scoped the key issues of concern on the deployment of a bylaw.

As the intrinsic nature of a bylaw commonly requires the applying authority to adopt the role of enforcer, the Task and Finish Group initially identified the AGMA Lead Officers of Regulatory Services (i.e. Trading Standards Officers) as the most logical choice for ownership. However, the Lead Officers have recently highlighted their concern as to the scale of available resources to carry out this role. This concern has now led GMASG to consider a wider scope of existing partnership enforcement roles, which could potentially assist Trading Standards Officers (TSOs).

It is suggested that the successful development of a MUP bylaw enforcement process across Greater Manchester is subject to:

- A. The definition of retail products into respective (minimum) price-bands,
 - B. The adoption of the price-bands by the licensed trade,
 - C. The enforcement and prosecution process for *non-compliance*.
- Where the success of B is further attributable to:
- D. Potential legal challenge,
 - E. Public support *-influenced by health, cost, political and marketing factors,*

The legality of a local minimum price is currently untested in the UK courts and the drinks industry/retailers cannot make a legal challenge until a bylaw has been approved and implemented.

It is also important when considering the implementation of the bylaw to ensure that there is a fair and just enforcement policy which will achieve the aims of the bylaw whilst providing clear guidance to the trade on how the Council will consider breaches of the bylaw.

The Task and Finish Group consider further work is required to understand the prioritisation of this potential enforcement work on existing council regulatory services capacity at a time of constraint, and in recognition of the fact that local bylaw implementation will not necessarily command additional enforcement resource.

4.3 Implications for GMP

Currently the process for pursuing s.147A Licensing Act offences (Persistently selling alcohol to children) in Greater Manchester is already subject to joint intelligence, detection and prosecution protocols between the police, and TSO / licensing enforcement partners. Similar arrangements will need to be put in place across the partner organisations to ensure effective enforcement of any proposed bylaw. Although some work has been done on regulation, there are a number of outstanding issues to address. For example how to attribute the respective cost of alcohol in a food and alcohol drink combined promotion.

The Task and Finish Group consider further work is required to scope the response to a number of challenges to regulation

4.4 By Law Drafting

The Task and Finish Group recognise the importance of testing the actual drafting of a bylaw. The precise wording will be a matter for individual local authorities but it is assumed a degree of consistency would be important.

A proposed initial draft of a bylaw has been produced by the legal Department at Stockport Council and this is attached as Appendix 1, but this has not yet been subject to independent review.

4.5 Use of 'dividend'

A challenge in the consideration of minimum unit pricing is to consider to whom the dividend should go. In written evidence before the Scottish Parliament Committees on Minimum unit pricing for alcohol, ASDA for example provided the following statement

"The Scottish Government predicts that drinks industry profits will be boosted by a 40ppu minimum price to the tune of £130 million a year. This is a direct transfer from consumers to the drinks industry which does not deliver a single additional penny to the public purse to invest in tackling alcohol misuse. The financial memorandum states that a 40ppu minimum price and promotions ban would lead to a reduction of £12 million per annum from the Scottish budget through lost duty and VAT receipts. Over three years that amounts to more than a quarter of

the £120 million budget for tackling alcohol misuse. We believe that consumers will find this hard to understand. “

<http://www.scottish.parliament.uk/s3/committees/hs/inquiries/AlcoholBill/documents/015ASDA.pdf> :

The proposal of introducing a minimum price through the adoption of a bylaw does not allow the Councils to determine where the 'dividend' should go and therefore the income would go directly to the drinks industry.

The Task and Finish Group consider further work is required to understand this issue in greater depth.

5. Public Opinion

A key element of the work of the Task and Finish group is to provide the AGMA Executive with an understanding of public opinion on Minimum Unit Pricing.

Overall the public's view on price is that it does affect how much people consume. Offers in both the on-trade and off-trade are perceived to encourage customers to buy and consume more. 80% of respondents to the North West's Big Drink Debate for example, indicated that low prices and discounts increase alcohol consumption. The studies documented below focus on the evidence (to date) of the public's opinion of minimum unit pricing.

5.1 Our Life North West

In June 2009 Our Life (a health advocacy organization funded in part by the Primary Care Trusts in GM) and online panel specialists Research Now surveyed 1,000 North West residents on alcohol issues. The response to the survey was designed to be representative of the region in terms of age, sex, and socio-economic profile and the distribution of frequency of alcohol consumption was in line with that estimated for the population of the North West by the North West Public Health Observatory (NWPHO).

The key findings of the survey were:

- 35.3% of respondents agreed with the statement – “a minimum price per unit of alcohol should be introduced to curb irresponsible and harmful drinking”, 47.2% of respondents disagreed.
- The distribution of opinion varied considerably by age with 30.0% of respondents aged 16 - 24 in agreement compared to 42.4% aged 65 and over.
- 16.8% of respondents were indifferent about the minimum price statement. This was comparable to other policy measures proposed in the survey. The public's indifference on minimum price is no higher than that expressed in consideration of other policy interventions and it is not as high as that currently being suggested.
- As could be expected those respondents with a higher frequency of alcohol consumption were less likely to agree with the statement on minimum price (29.7%). This compares to 63.8% of non-drinkers.

5.2 Ci –Research

Ci – Research has conducted two investigations into the public's opinion of minimum price. The first study of 200 North West residents in March 2010 found that 34% of respondents agreed with the introduction of a 50p minimum unit price, 44% disagreed and 22% were unsure.

The second study conducted in July 2010 was based on 500 interviews with young people aged 17 - 26 across the UK.

The study found that:

- 48% of the 17 – 26 year olds surveyed support the idea of minimum unit pricing and 52% indicate they do not.
- 51% agreed that minimum unit pricing would help improve the nation's health;

- 49% agreed that it would reduce the cost to the NHS;
- 45% agreed that it would help cut crime and disorder;
- 42% agreed that it would make them think more about the quantity of alcohol they buy.

However;

- 53% of respondents agreed that minimum unit pricing wouldn't be fair to people on low incomes, and;
- Only 33% indicated that it would make them drink less.

5.3 Faculty of Public Health study

On the 6th June 2010 the Faculty of Public Health (FPH) asked YouGov to poll a sample of 1,448 adults across Britain to assess attitudes to a variety of health issues, and to ask them what actions they thought the new government should prioritize. Respondents were asked whether they would support or oppose the following proposal:

“Set a minimum price for alcoholic drinks sold in supermarkets by setting a minimum price for each unit of alcohol”

- Overall 45% of the respondents polled supported the setting of a minimum unit price for alcohol;
- 44% opposed the measure and 11% did not know how to answer.
- There was slightly less support in the North of England with 42% of respondents in support versus 48% in opposition.
- As with Our Life's poll support for minimum pricing increased with age.

5.4 Balance North East

In July 2010 RSUK Limited on behalf of Balance North East conducted a survey of 107 publicans on issues relating to current alcohol consumption and their trade. Key findings of the study include:

- 94.4% of publicans indicated that supermarket price promotions have adversely affected their trade;
- 35.6% of publicans have responded to this by running their own drinks promotions;
- 95.3% of publicans have heard of minimum unit pricing and 90.7% support it;
- 62.6% of the publicans surveyed recognised that this would have no effect on their prices.

5.5 The North East Big Drink Debate

The North East Big Drink Debate began on the 4th June 2009 and consisted of a snowball survey of the public in the North East. Respondents were asked to reflect on the impact of potential policy scenarios on the amount of alcohol they drink.

- 42% of alcohol drinkers felt that increased alcohol prices would reduce the amount they themselves consumed
- 50% indicated that it would have no impact.

- 32% of respondents indicated that discounts and promotional offers increase their consumption
 - 59% of respondents indicated that they have no impact on their consumption

5.6 GFK NOP

In February 2010 GFK NOP included a series of questions on minimum unit pricing within a 2,193 strong representative survey of UK adults. They found that:

- 63% of respondents indicated that a proposed minimum price of 50p per unit would have no effect on the amount of alcohol they buy;
- Alcohol promotions such as 'Buy One Get One Free' and 'Three for £10' – encourage more than a quarter (29%) of consumers to buy more than they intended.

5.7 Ipsos MORI / Economist poll

On behalf of The Economist, Ipsos MORI interviewed a representative sample of 1,253 adults aged 18+ across Great Britain. Interviews were conducted by telephone between the 18 and 20 April 2010. The survey found that:

- 32% of respondents want the government to try to limit people's boozing by taxing alcohol more, and;
- Respondent opinion did not fall when people were reminded that they would end up paying more for their own beer; indeed support increased slightly, though the increase is still within the statistical margin of error.

6. Key Contacts

To discuss alcohol issues across Greater Manchester, minimum unit pricing, the role of the Greater Manchester Alcohol Strategy Group and access key sources of evidence, please contact

Mike Jones Alcohol Programme Manager, Greater Manchester Public Health Network

Tel: 901942 483083 Mob: 07785 527506 Email: mike.jones@alwpct.nhs.uk

To discuss the Health Commission's policy position and the AGMA Executive, please contact

Andrew Burridge, Policy and Programme Manager (Greater Manchester Health Commission)

Email: a.burridge@agma.gov.uk

DRAFT Bylaw for the minimum price for the public sale of alcohol

[name of borough] Metropolitan Borough Council

1. General interpretation

“the area” means any part of land within the Metropolitan Borough of [name of borough]

“the Council” means [name of borough] Metropolitan Borough Council.

“Off Licence” means any newsagent, supermarket or any other independent retailer with a licence for the sale and consumption of alcohol off the premises.

“On Licence” means any pub, nightclub, restaurant or any other establishment with a licence for the sale and consumption of alcohol on the premises.

“Public sale” means the offer of alcohol for sale is available to the general public, with no restriction other than the purchaser is over the age of eighteen years old.

“Unit of alcohol” means a single unit of alcohol.

2. Application

This Bylaw will apply throughout the Metropolitan Borough of [name of borough]

3. Minimum Price for the Public Sale of Alcohol

No individual, business, company or temporary licence holder based within the area, whether classified as Off Licence or On Licence shall offer the public sale of alcohol at any time without exception at a price less than fifty pence, or equivalent value of euros at the time of sale, per unit of alcohol.

4. Advertising

No individual, business, company or temporary licence holder based within the area whether classified as Off Licence or On Licence shall offer the public sale of alcohol unless the unit content of any drink or beverage recognised to contain alcohol is clearly advertised, whether that be on the drink or beverage container or on any other easily and notably displayed medium.

5. Special Offers

No individual, business, company or temporary licence holder based within the area whether classified as Off Licence or On Licence shall introduce or allow any loyalty,

bonus, reward, discount or any other special offer that shall allow alcohol to be purchased following the accrual and production of any recognised credit note, token or receipt for any such scheme.

6. Penalty

Any individual, business or company based within the area who offends this Bylaw shall be liable upon conviction to a fine not exceeding level 2 on the standard scale.

7. Review

The minimum price for the public sale of alcohol as defined within this Bylaw will be reviewed on an annual basis and any decision on the future minimum price will take into account inflation and all other reasonable financial factors that are appropriate at the time.