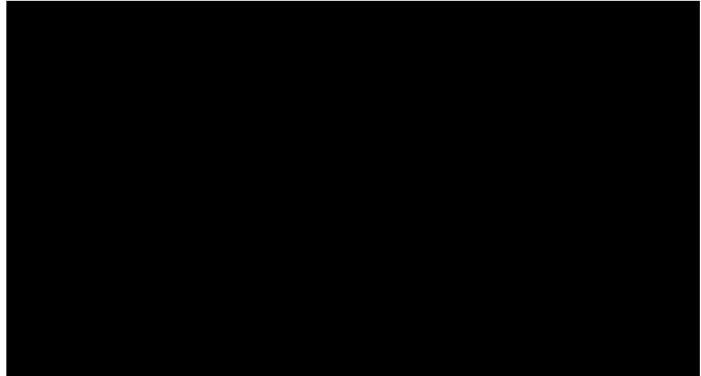


GREATER MANCHESTER LOCAL ENTERPRISE PARTNERSHIP



Alcohol strategy consultation
4th Floor Fry
2 Marsham Street
London
SW1P 4DF
February 5th 2013

Dear Sir or Madam,

As chair of the Greater Manchester Local Enterprise Partnership I am writing to you to endorse the Government's proposal to introduce a minimum unit price for alcohol. I wish to lend our support to this proposal with the additional view that we do not think implementing these proposal will impact negatively upon the economy. For this reason we support a minimum unit price of 50p.

The Greater Manchester Health Commission previously provided public leadership on this matter in order to help spark a public debate. The Commission (now the GM Health & Wellbeing Board), and individual local authorities and Health & Wellbeing Boards are responding separately. We support the content of the GM Health and Wellbeing Board's response (attached) with the following additional comments:

- Regarding **effects on employment and absenteeism**, evidence from Sheffield University, published by DH in 2008 stated that generally, all policy options that target harmful and hazardous drinkers are effective in reducing alcohol related harm in the workplace. The size of the effect is dependent on the extent of price increases. Unemployment due to alcohol problems is focused on harmful drinkers and is estimated to reduce as prices increase: e.g. 3,800 avoided unemployment cases for 30p versus 12,400 for 40p minimum price.
- Regarding the **regeneration of our town centres** one of the key findings from the NW Big Drink debate 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. Implementing minimum unit price and reducing social disorder arising from irresponsible consumption of alcohol will support our work to create vibrant, attractive and economically productive town centres.

- Regarding **impact upon GM business**, our understanding is that implementation of minimum unit would have minimal impact upon the major supermarkets. Debate within GM has focused upon the effect of cheap alcohol and 'pre-loading' upon on-trade sales. In principle, the 'community pub' has an important role to play in terms of encouraging responsible drinking and social cohesion. GM discussions have suggested that minimum unit price will help support local pubs and responsible drinking. A local major brewery, JW Lees, has publicly lent its support to the campaign in GM for these reasons.

If you would wish to discuss these comments further, please contact the GM Local Enterprise Partnership [REDACTED] at the Greater Manchester Integrated Support Team.

Yours sincerely,

[REDACTED]