

*Consultation Question 1:*

*Do you agree that this MUP level would achieve these aims?* I strongly agree with this. There is good evidence that 50p/unit would be even more effective

*Consultation Question 2:*

*Should other factors or evidence be considered when setting a minimum unit price for alcohol?* The minimum price must be periodically reviewed in line with inflation. The extra revenue received by retailers should be channelled into some remedial area for alcohol-related issues.

*Consultation Question 4:*

*The aim of minimum unit pricing is to reduce the consumption of harmful and hazardous drinkers, while minimising the impact on responsible drinkers. Do you think that there are any other people, organisations or groups that could be particularly affected by a minimum unit price for alcohol?* There will be a knock-on benefit to those who do not consume the alcohol but suffer its effects e.g. children, health workers, communities, and employers.

*Consultation Question 6:*

*Are there any further offers which should be included in a ban on multi-buy promotions?* Although legal, alcohol is not the same as other commodities that carry zero or minimal risk of harm. Therefore all sales and marketing tools that aim to increase purchase and consumption over and above what can be considered a baseline level, should be banned

*Consultation Question 8:*

*The aim of a ban on multi-buy promotions is to stop promotions that encourage people to buy more than they otherwise would, helping people to be aware of how much they drink, and to tackle irresponsible alcohol sales. Do you think that there are any other groups that could be particularly affected by a ban on multi-buy promotions?* The same groups would benefit as for question 6. In addition standard outlets such as small off licences and pubs, would benefit over and above the larger supermarkets.

*Consultation Question 10:*

*Do you think that the mandatory licensing conditions do enough to target irresponsible promotions in pubs and clubs?* There should be stronger sanctions against multi-buy promotions in pubs, and happy hours. The larger spirit measures (35ml) and wine glasses (250ml) should be discouraged or banned