The Dumfries and Galloway Alcohol and Drugs Partnership (ADP) has recently considered the Bill and our comments are below for your information.

The advantages and disadvantages of establishing a minimum alcohol sales price based on a unit of alcohol

Dumfries and Galloway ADP supports the proposal to introduce a minimum alcohol sales price based on a unit of alcohol. Research from Europe and elsewhere shows a clear, direct relationship between the price and consumption of alcohol. The ADP believes that minimum pricing will reduce the effects of alcohol related harm in the areas of health, crime and employment.

Minimum pricing will have minimal effect on moderate drinkers. Its greatest effects on actual price will be seen in the high volume/high alcohol products, often the choice of young, inexperienced drinkers. There is compelling evidence which shows that when prices rise, consumption falls. Alongside recent legislative changes concerning multi-pack purchase and bargain basement offers, this offers a real opportunity to effect culture change to Scottish drinking habits.

Dumfries and Galloway ADP believes that the introduction of a minimum sales price based on a unit of alcohol will, over time, reduce the population mean alcohol consumption and may produce its greatest effects on those groups within the population who are currently of most concern.

On a more cautionary note, the ADP is concerned that this proposed change may produce unwanted consequences such as increased trafficking of cheap alcohol from the European mainland, increased cross-border purchasing from England and possible loss of employment in the cheap-end alcohol production industry.

The level at which such a proposed minimum price should be set and the justification for that level

The ADP believes that a minimum price of at least fifty pence per unit of alcohol should be set.

Using the formula described in the Bill and working on concrete examples, we believe a unit price of fifty pence will result in a pricing structure which minimises the financial effects on moderate drinkers but will have significant effects on the high alcohol/high volume end of the market. The effects on the on-trade should also be minimal. Once a minimum price is set it can, of course, be reviewed and varied in light of effect and circumstances. The
Scottish Government should enshrine in law the authority to review and vary the minimum price set as evidence of its effectiveness accumulates over time.

**Any other aspects of the Bill**

The ADP welcome sight of the formula that will be used to calculate the minimum price and would suggest that this be more widely publicised with examples of its application to help combat the arguments being put up by those who oppose the introduction of minimum pricing.

Patrick Shearer  
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Chair, Dumfries & Galloway ADP