Both East Ayrshire Licensing Board and East Ayrshire Licensing Forum strongly support the concept of minimum pricing and have determined that any minimum price should be set no lower than £0.45 per unit of alcohol.

We are of the view that the introduction of a minimum alcohol sales price based on a unit of alcohol would address some of the issues that currently exist in relation to Scotland’s relationship with alcohol. A minimum price of £0.45 would increase the price of cheap alcohol relative to its strength, which tends to be more attractive to harmful drinkers and young people, which will in turn lead to a reduction in the consumption of alcohol, thereby reducing alcohol related harm.

£0.45 per unit of alcohol is a good starting point with Scottish Ministers having the ability to modify the price at a later date if deemed necessary.

Carolyn McEwan
Licensing Standards Officer
East Ayrshire Licensing Board and East Ayrshire Local Licensing Forum
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