

The only concern I have about minimum pricing is that people who cannot necessarily afford to continue their drinking habits will still continue to drink the same amounts - this dose raise questions around whether child poverty in such families will increase.
I find it utterly ridiculous that this is even being debated - yet again the law abiding majority are expected to subsidise those that break the law! Punish those that are at fault, don't price me out of my rare pleasure of an occasional bottle of vino!
Retired people on modest/low incomes would be harmed by a blanket minimum price system. It's not the bitter/stout drinks that are causing the problems it is lagers, ciders, 'shots' and other drinks with high alcohol content.
Yet again this council jumps on the band wagon and "tries to do good" with out thinking of the people they are ment to represent. People on the wirral as a hole do not have the spare money to pay over inflated prices at the best of times never mind with what the country is going through.
Will not solve the problem. Heavy drinkers will just find the money from other parts of their lifestyles which may impact additionally on them or close members of the family i.e. food, living costs, heating, leisure etc. Meanwhile the rest of us will pay an additional tax. – pointless
There may be some merit in minimum pricing but it has to be nationwide. What's to stop anyone going to Ellesmere Port or Neston to buy alcohol if it's much cheaper there?
Lots of people buy alcohol in bulk in supermarkets, often when the stores are having cheap promotions - the fact that a small minority of people abuse alcohol should not mean that everyone has to pay more in the hope that a minimum price will deter the idiots - has anyone considered the possibility that a minimum unit price won't deter them? What then? keep on increasing the minimum price until it has some effect?
Why is being disabled a relevant question in this survey?!?!?
I am opposed to minimum pricing as I don't see why I should be penalised due to the drinking habits and behaviours of others. I think there are a lot of people out there who need to take responsibility for themselves and raising the cost of drinking by the estimated £15 a month is not going to deter these people from going out, drinking too much and ultimately causing problems for other people. etter education in schools and colleges which shows the harsh reality of alcohol and it's effects would, in the long term, have more effect.
Please do not penalise the well behaved majority in an attempt to control the disruptive minority (who will manage to obtain drink or drugs by other methods anyway!)
in addition, the use of community wardens, local beat police officers would be of more use during the evenings and night-time patrolling the streets, than they currently are during the day. i still do not understand the role the wardens do in rock ferry for example, i have only ever seen them patrolling during the day time, which is not a lot of use. better use of this resorce, and expense, if they worked during evening hours when a presence on the streets would be of some value.
That I am strongly against a percentage rise on the price of all alcohol, but I do support a minimum price.
Minimum pricing will be seen as an unpopular stealth tax. It will be increasingly resented as the minimum price (once set) rises year-on-year. It will not affect binge drinking - the Sheffield study cannot predict an accurate model for this. It will increase smuggling and the availability of dangerous black market liquor which will be accessible to minors. It will increase travelling to buy in bulk at cheaper prices thus defeating the object of the exercise i.e. to discourage the purchase of large volumes of affordable alcohol. It unfairly punishes responsible drinkers - more so the poorest in society for example pensioners.
Minimum pricing is just another tax that benefit nobody. All licenced premises will all have reduced sales for alcohol with potential for going out of business. Unscrupulous shop keepers with a reduction in sales will be even more tempted to break the law and sell alcohol to children. Trading Standards tend not to work weekends and evenings and this makes them less effective. It may be worth considering employing Trading Standards Officers who only work evenings and weekends.
This proposal is just a smokescreen that will satisfy the Mother Grundies but will do little to resolve the actual problems.
Please do something about the problem instead of talk and no action- for many years now.
I cannot see why lawful, responsible individuals should be charged more for anything simply because a minority of irresponsible people cause a nuisance. Once again it is the majority who are punished for the actions of the minority
How about spending money on worthwhile projects instead of issue like this? There are many worthy causes that will suffer cuts due to 'Government cut backs' - put the cash into these instead of a negative useless issue.
We encourage youths not to congregate in groups of more than 3 or we move them on, we want them off the streets, not seen and not heard, why, what exactly do we want them to do
One of the most common points of opposition to a minimum price is that it is unfair to penalise the majority, who cause no problem through their alcohol consumption. It is the most important point, too; it is not the job of councils, police or anyone else to suggest that decent, tax-paying, law-abiding people should be treated the same as violent antisocial yobs. The most sensible policy is to deal with the yobs and leave everyone else alone.
We are grooming future alcoholics, all paid for with state benefits, plus all the related NHS problems, there are more important issues to spend our taxes on, Have you ever been to the local casualty department on a friday and saturday night! worth a visit I can tell you!

<p>The return of boot leg beer and trips to calais will start again if this silly policy is introduced. Not to mention, going to other boroughs to buy alcohol. i work in st helens, and i will buy my wine beer etc from there if wirral introduces this policy. and im sure i wont be the only one. This will in turn, effect small business's all across the region, as well as the pubs which are all ready empty. Birkenhead is a ghost town on a saturday night already, and this will only make it worse. Stop penalising hard working people and do something useful for a change. EG fit the Brown,Green, and Grey Bin wagons with snow ploughs, which can clear the roads as the do there rounds.</p>
<p>Pricing per unit only benefits businesses since they reap additional profits not the tax people.</p>
<p>As a pensioner on a fixed income. I enjoy with my wife, going to our local pubs for a sociable drink to meet friends. Being on a fixed income, with the cost of food, utilities, clothing, council tax etc. all rising, why should it cost the majority of law abiding citizens more money just because of the behaviour as a percentage of the population of a few louts.</p>
<p>Why even consider punishing the majority of law abiding citizens for the sake of minority who will continue whatever the price of alcohol</p>
<p>Since a lot of areas are considering this it would be by far the best option if all areas did this at the same time(I believe there are some thoughts about a national scheme).Isolated areas having or not having minimum pricing would create problems-people going to certain areas to access cheap alcohol etc.</p>
<p>The problem appears to be a British one. Communities in Europe drink alcohol without the same outcomes. This suggests there is a need to re-educate rather than take on the lead that Greater Manchester is doing. People should have the right to deal with their bodies asa they feel fit. That said, they should also be prepared to pay a premium for treatment where over indulgence is a regular feature.</p>
<p>i drink sensibly in the comfort of my own home.i occasionally visit licensed premises in liscard.i strongly oppose been taxed for other peoples problems.should you implament such a policy,then on principle i will go else were no matter how much it cost me in petrol.i will even buy off the black market if i am forced to because of the unfair tax adding to the cost.i have worked all my life i am not some lay about who likes his ale and gets drunk.i am 60 years old.the poeple who you are targeting will go strait to the black market leaving decent honest working poeple to pick up the bill,for dearer alchol.you will more than likely turn the youngsters to drugs because it will end up a cheaper option.this is not the road to go down.you can ignore this email,but rember what i have said 10 years down the line if this policy is implemented.totally out of touch with reality.</p>
<p>I think it is unfair to place minimum pricing on alcohol sales as this would affect responsible drinkers and they would not then be able to benefit from offers in supermarkets that are on currently such as 3 for 3 etc. Why punish responsible drinkers!!!</p>
<p>In my opinion it is about time this drink issue was attended to, People who are addicted to drink cost the welfare state a great deal of money and thier families a great deal of pain. Drinkers DO need help, and putting up the cost is the first step, I only hope that the monies raised will go to employing staff to support those with an addiction.</p>
<p>no tolerance by the police regarding drink fuelled offences. Should it be proved that there insufficient policethen call the army in to assist . the army would be better employed in this capacity than in he killing fields of afghanistan. ask the parents or wives of the deceased.</p>
<p>I think it is unfair to penalise hard working people especially in times of austerity by increasing alcohol prices with no clear evidence that this would tackle anti-social behaviour. Anti-social behaviour is as likely to occur either due to a) Demand for alcohol will still exist and the price elasticity of it is such that I don't believe increasing prices will significantly decrease demand, b) Drug use is still an issue.</p>
<p>The vast majority of drinkers are sensible and do not cause any problems to others. It smacks of the worst of the 'Nanny state' to treat all drinkers as incapable of making informed choices and dictating how we should live our lives. Applying an artificial tax levy is unfair and would not carry the support of the majority of adults. The solution lies in dealing with the problem drinkers, not in inflicting financial pain on all !</p>
<p>Landlords and publicans should use powers they already have and refuse to serve people who have had to much to drink are drunk or causing trouble. Minimum pricing punishes everyone, target the ones who cause the problems through the courts and close these premises down.</p>
<p>i think this idear has not been thought out properly. You are hitting the working class and people who cause no problems in life to anybody else,i personaly enjoy a drink after weeks hard work just like many others. i would not be able to afford to drink at them prices and would look else were for cheaper booze ie beer run so would many other people inc the people causing the problems.i also would like to say alot of people like to have a beer as away of out let of stress after weeks hard work or every days challengers,if alcohol is taken away or put at to higher price people would look for alternatives ie drugs.the local pub would not benefit as all the alcohol problems round here and around the country are youths who are unable to go to public house.IT IS TOTALY WRONG TO CHARGE THE PEOPLE OF MERSEYSIDE,WIRRAL WHO CAUSE NO PROBLEMS TO OTHERS MORE TAX OR PRICE FOR THERE ONLY LITTLE BIT OF PLEASURE THEY MIGHT HAVE AFTER WEEKS HARD WORK FOR THE MESS OF THE FEW WHO WILL JUST LOOK FOR SOMETHINK ELSE TO TAKE AND LEAVE US WITH NOTHINK.you only have to look at the state of the local pubs to see how the cost of alcohol has destroyed them.</p>
<p>Minimum prices will adversely affect poorer people. Everyone will drink just as much but will be worse off</p>
<p>Who pockets the increased cost of the rise ? Supermarkets no doubt.</p>
<p>We live in a supposed free market society where jobs and prices are justified by supply and demand. Why interfere with the price of alcohol whilst doing nothing about the price of gas, electricity, water, insurance, booking fees for</p>

<p>concert tickets. Why arent the council doing something about the policy of music and sporting venues stopping people bringing in their own food and drink whilst at the same time selling food and drink at vastly inflated prices inside the venue (eg £3-60 a pint of weak lager inside the Liverpool Echo arena, £3-50 for bottle of 330ml bottle of Fosters, £5-00 for a pastie\pie, £8 for fish and chips at Aintree races)</p> <p>The councils should be looking at existing licensing legislation to stop venues ripping off paying customers by having a captured market at such venues instead of interfering in a free market.</p>
<p>A minimum price for alcohol is using a sledgehammer to crack a nut. I enjoy a glass of wine at approx. £3.50 for a 750ml bottle - to increase that to 450ml for a 12% wine is ridiculous.</p> <p>You are proposing to penalise the majority for the irresponsible actions of the minority.</p>
<p>The public should not have to pay the price for under age drinkers who can't behave & are being sold alcohol by irresponsible shop keepers, the Council & Police should be more pro-active in stopping them drinking themselves stupid, i.e. increase fines/penalties/awareness & visit these outlets to issue warnings (Greece issue 3 yellow cards & then shut them for a month) and if necessary take away their licence.</p> <p>Also as the Brewery, Government & outlet supplier already decide on the amount a drink should cost should the Council really need to become involved & have they not already got enough to do given the state of many areas throughout Wirral.</p>
<p>With a financially better of younger generation an increase in cost will have little or no effect.</p> <p>Whats an extra few pounds on a night out if you are spending 10's or even 100's.</p> <p>The only ones effected are those on a tight budget (ie pensioners , low paid etc).</p> <p>Look at the problem and not for excuses.</p>
<p>If this proposed idea was to go ahead it would hit harsh on the poor in this community who already find it hard to make ends meet with the cost of living raising whilst wages and work are on the decline. Focus more on those who DO abuse drink rather than target everyone</p>
<p>Minimum alcohol pricing is a good idea, if only to bring in more tax. It won't cut drinking levels, people will just take the hit and spend more. But if it helps pay for their hospital treatment later in life, hey, why the hell not?</p>
<p>These policies may revive the pub trade and create jobs and less frenzied drinking.</p>
<p>It is not the amount of people drinking; it is the amount that a minority drink to such a degree that it causes problems.</p> <p>Introducing a minimum unit price would be punishing the responsible drinker & is not the answer to the problem of binge drinking.</p> <p>Part of the problem is about how alcohol is consumed & often these problem drinkers indulge in other illegal substances at the same time.</p> <p>Too many shops are being issued licences to sell alcohol & often it is the licensees that are irresponsible.</p> <p>According to the ONS, the more wealthy or Middle class tend to drink more expensive premium branded alcohol that is already above the proposed min 50p per unit price.</p> <p>Also according to the ONS Alcohol consumption in 2009 was down 13% on 2004 & distributed across a larger population.</p> <p>So the implementation of min price per unit would hit the responsible poorer of us.</p> <p>Those who are determined to drink irrelevant of price will find a way of getting the money to support their habit possibly leading to an increase in crime.</p>
<p>STOP GOING FOR THE EASY OPPTIONS, THERE ARE MORE AND CHEAPER DRUGS AVAILABLE THAN THE COST OF ALCOHOL THESE DAYS.WHY NOT FOCUS YOUR RESOURCES WHERE THE REAL DAMAGE TO OUR SOCIETY IS BEING CAUSED</p>
<p>Yes. I am fed up with being penalised for the actions of the minority. I would also like to say that I think it is about time that the authorities started to support the licenced trade instead of continuously hammering another nail in the coffin.</p>
<p>People seem to go out in this country to get wasted seems to be younger generation Who dont think they can have a good time unless they are very drunk</p>
<p>I do not see why the minority must spoil it for the vast majority of sensible drinkers.</p>
<p>Why should those of us who are sensible with our drinking be penalised by the minority. If you i will spend less, but i just make the effort and brew my own! 70's here we come again</p> <p>Many public houses are already struggling and this will lead to there closure as more and more people stop frequenting them, as they become more expensive.</p> <p>Those that do cause trouble by there drinking, will only look for differnt ways of getting there thrills.</p> <p>Will it lead to an increase in drug use, to get the high?</p>
<p>I think children in school, and at home should be taught about the responsibility of drinking alcohol, and how to behave.</p>
<p>People who drink responsibly should not have to pay for those who don't. Other EU countries have no problems whatsoever like the UK and that's because they are brought up with drink and they respect their parents and people in authority unlike the idiots who live in this country. I do think that alcopops/strong beer/cider/shots should be made more expensive but not normal beer/cider/spirits/wine which responsible people drink.</p>
<p>Isnt the 50p minimum per unit just penalising the supermarkets and small shops. There is alot of so called anti social behaviour in towns and cities up and down the country where people have paid alot more per unit in pubs and clubs - how is the 50p minimum going to stop this</p>

<p>I object to the nanny state approach to the way alcohol is enjoyed, and also that this will hit the poorest, most vulnerable residents in a time of double dip recession</p>
<p>To put on a local Tax would force the pulic to go to areas where there is no tax,it would still no stop the excessive drinking thus no benefit . Maybe a standing charge could be made for the cost of the services needed to deal with the problem ie cost of Police , Medical Services. If a person is invoved in a Car accident a charge is made why not in these cases.</p>
<p>Unfair to charge everyone for the small minority of abusers.</p>
<p>I doubt that a minimum price per unit of alcohol is lawful either under European law or UK competition law. To introduce it via local byelaws is crazy - it will just create a patchwork quilt, postcode lottery of different regulations depending on where you live. The legal consequences of breaking competition law will be visited on the retailers you impose this byelaw on. Hence I believe you will very quickly see this challenged in the courts - probably by a large supermarket chain. Incidentally, the Sheffield study DOES NOT provide evidence of the impact that a minimum price has on alcohol-related hospital admissions. The Sheffield study is a mathematical model that works out what the reductions would be on the basis of a number of unproven assumptions about the relationship between alcohol and price. It is a mathematical model - not a piece of research - there is no research anywhere in the world that can demonstrate the direct relationship between price, consumption and harms posited in the Sheffield report. I strongly recommend that before you waste community charge payers money with this nonsense that you seek advice from senior counsel about the legality of what you propose - this issue goes way above the pay grade of the Borough Solicitor. A QC's advice on this would probably cost about £3,000 - a lot less than it wil cost you if you are sued by a supermarket for loss of business, or for damages arising out of the fact that you have acted ultra vires in imposing a byelaw that may cause a major retailer to be prosecuted for a breach of competition law or European law in this regard. Before Wirral Council jumps on this silly bandwagon, consult a lawyer or count the cost. Paul Chase</p>
<p>Increasing the price of alcohol would only increase the profits to either the outlets or suppliers to them. the people involved would just pay the extra and carry on. Extra pay would be demanded. Ordinary respectable people would be penalised. Pensioners would suffer.</p>
<p>To put alcohol, price wise, out of reach of many people is a recipe for disaster. The average person (Of a legal age to drink) is being brought down to the lowest common denominator of society, and they know it. The smoking ban has decimated the leisure industry and the proposed price hike of alcohol will finish it off. At a time when the country needs tax revenues for the likes of the two foreign wars we are engaged in, now is not the time to reduce this sort of tax income. If the proposal is passed the likes of myself will have to pay the shortfall in revenue when the effects on the treasury coffers are felt. I don't want to bear this burden of extra personal tax. Anyone who has truly thought about this proposal, without prejudice, must accept that drinking, illegally or otherwise will continue, and some people will abuse it. Surly it is better they do it with a controlled substance than buying from an illegal source or homemade still. A further problem to add to the misery of the exchequer will be the perfectly legal "booze cruise" which will flourish yet again, and we as a nation will lose revenues way beyond expectation. That does not include the people that sell the liquor illegally. The worst scenario I see, as do many other people I have talked to, is the resultant use of marijuana. Kids will replace one drug for another resulting in more crime, more health problems and obviously more loss of tax revenues. In conclusion Don't penalize the hard working, overtaxed citizen of this country, who enjoys a drink when he/she arrives home from work, or a night out with friends, or the poorer of our society who will be excluded from the pleasure an occasional drink can bring. Alcohol should not be the preserve of the rich alone, as so many other things have become in recent years. I do not expect my opinion to have much sway on the final outcome and decision you will make as I, along with many others actually believe this to be another money making exercise which will backfire, and the powers that be will, yet again, return to the general public with hikes in council tax etc. to fund the shortfalls this short-sighted idea will bring about. Birkenhead shopping centre is already dying as a result of car parking fee greed and if the Wirral alone brings in the proposed local beer tax people will travel outside the area and fill up their cars with supplies and, as mentioned earlier, if this plan goes national people will travel abroad. Children, teenagers and adults all need hope. Education, real discipline in schools and employment would stop most of our societies drink problems. This is what you need to focus on. A little carrot can work wonders where the stick will always, eventually, fail. RB.</p>
<p>Wirral Council is opposed to "common sense" so I will not be surprised to see minimum pricing brought in!</p>
<p>This is a Central Government/Health issue. Yes, there are problems with excess drinking which need to be addressed. There are enough taxes already and it is NOT the place for local authorities to effectively raise prices for</p>

the vast majority of the population.
If alcohol is made more expensive in pubs then it will merely encourage more people to buy cheap alcohol in supermarkets and off licences. This will be counter productive.
I think the price of soft drinks and non-alcoholic drinks in pubs and bars should be significantly lower than alcoholic drinks. The price of a glass of lemonade/coke is £2-2.50. The price of half a beer is £1.20, what would you rather buy?
Do not want to see alcohol retailers make more profit
I support a minimum price for Alcohol but consider that the main problems apply to super strength ciders and similar rather than standard beers etc. Feel all this might do is line the pockets of supermarkets etc
Most people who drink alcohol do so within sensible measures. This is yet another propposal where the sensible majority is being penalised for the actions of a minority. The last government let the cat out of the bag by believing the UK could have a cafe culture.
Stick to what the council is supposed to do. There is far too much interference in peoples lives from meddling, small minded interfering do-gooders
People will just buy the cheapest alcohol they can afford if they want to get drunk. It seems unfair to penalise those who drink responsibly by increasing their household bills, especially as the price of everything else is going up.
Please look at the long term problem rather than a quick win.
In addition to minimum pricing, I would like to see further work preventing under age young people from being able to purchase alcohol. I would also like to see further health awareness campaigns with children which enable them to understand the dangers of drinking so that they don't start in the first place.
Penalising the majority will not help the minority. Education may help. A completely different angle is needed - give the kids an alternative - coffee bars aimed at youngsters maybe or milk shake bars with internet access....I don't know!
The majority of drinkers are adult & responsible about their drinking. As with any group, it is a minority that cause a problem. More ban's could be handed out to people who cause trouble when drunk. In the Northeast they have a very strong policy on dealing with troublemakers. A ban from one pub constitutes a ban from all those in the area. The bar owners/managers have to co-ordinate this, passing around lists of those they've had to deal with, etc, but I believe that it has been successful in reducing the problems caused by the few.
I am often asked for 40p off beggars in the street and couldn't understand why (never 30p or 50p). I asked a few friends and they told me it was the cheapest alcoholic drink you could buy at an off-licence. So the issue of begging should also be addressed, I'll happily buy a sandwich for someone who is hungry but will not give to beggars.
Minimum pricing is just one intervention that you should take. We also need a campaign to encourage local shopkeepers not to use alcohol as a loss leader. It is very sad to see that the most prominent sales areas in my local Co-op are given over to the active promotion of low price alcohol deals. We also need more support for alternatives for young people in the area. Instead of the Council squandering many £millions over the last three years in Tranmere to knock down perfectly serviceable houses in the disastrous HMRI initiative, the money should have gone on youth services and increasing local police presence. We also need the Church Road CCTV unit re-established before summer. It makes a significant contribution to reducing local antisocial activity.
I think I have made myself clear, though perhaps unpopular!
You need to rally the supermarkets with their lost leader cheap alcohol offers. Also, drinks in pubs are now the only alternative is for people to drink at home/in the street where there is little/no boundaries and incidences of home violence are more likely. An example of this is at the weekend I was charged £3.50 for a pint of pear cider, in the supermarket I can buy 4 for £4.00 (£1 each). When money is short people are not going to pay this. Incentives for pub landlords (ie. lower business rates) should be made and efforts to get breweries to reduce their prices to an affordable (but not irresponsible) level to encourage people to drink less in their own home and go out where it is more easily controlled/monitored.
I think that the pricing structure should NOT encourage people to drink at home rather than in pubs and clubs, so possibly it may be better if alcohol in pubs and clubs is not greatly more expensive than in off licences
Alcohol should not be solely for the rich, the working classes should not be viewed as intemperate and immoral. Our members of parliament who pass the laws have shown that they are not above breaking the law if they can benefit themselves, they can not take the high-ground morally when most of them were found to be fiddling their expenses. And it has not taken long for them to find the trough again.
As with all things it is education about what the damage alcohol does to the body that will change peoples mind about whether it is acceptable to drink to excess. it has taken along time to change peoples attitude to smoking so it will be with alcohol, putting up the price will not work wonders as it didnt with cigarettes. it takes education .
I think a national minimum alcohol price might be a good idea but can't see a local one working if it is set too high. Would this include alcohol sold in supermarkets?
how will it be policed and to what cost to the council. vulnerable people who self medicate with alcohol will be put more at risk so what strategies will be put in place to support them.
If the price of alcohol is raised, young people especially, will rely more heavily on other drugs. E.g. I am told that

<p>you can buy a line of coke for 50p</p> <p>Controlling people's behaviour by cost only results in one law for the rich and another for the poor. If the primary target group for such legislation is young adults, it must be remembered that they are also the group with the greatest disposable income. It could therefore have an adverse effect resulting in late night town centres becoming even more exclusively the domain of the young drinker.</p>
<p>There is a law on the statute books which states that, "...it is illegal to sell alcohol to a person under the influence." I would like to see licence holders have their licences suspended/revoked for flouting this law - be it a landlord or a shopkeeper. Currently we have no real deterrent to stop these drunken idiots repeatedly blighting people's lives, but if they lost their local hostelry/drinks outlet because the police and licensing authorities actually used the letter of the law to its fullest, then maybe they might think a little more about the inconvenience THEY would be put to, in having to go further afield to get a drink. And, more's the point, the licensee/shop owner who persistently aggravates the situation by looking more to their profit in selling alcohol to those already under the influence of alcohol, instead of saying 'no', should be very aware that their loss of livelihood is a very good possibility. The police, too, would have to spend far less time dealing with drunks and be able to turn their attention to more serious matters.</p> <p>To those in a position to make the difference I say, "Where's your balls?" You've lost the art of being tough on a situation, isn't it about time you changed that? The law abiding citizens of this Borough are behind any council member who is prepared to stand up and be counted.</p>
<p>if you increase alcohol prices people may turn to cheap drugs!</p>
<p>A minimum price per unit will only serve to penalise those who drink responsibly in the first place. Most people who currently cause problems to society through alcohol use will find other ways to fund it purchase. Therefore, I can see other areas of crime, e.g. theft, burglary and muggings going up in order that the cost of alcohol can be funded.</p>
<p>Yes please:</p> <p>I feel strongly that the only way to reduce NHS and Policing expenses and therefore higher taxes for non-drinkers and drinkers alike, would be for the forms used by the Police and hospitals to include a box to be checked - "Are you certain that this injury/incident was caused as a result of alcohol?"</p> <p>Whenever that box is checked the bill should be costed and the invoice sent to the Alcohol industry.</p> <p>There could also be a space to mention any outlet which is considered to be at fault.</p> <p>Then the drinks industry would have to put prices up to pay the bill and would also be more likely to ensure that the abuse is more closely regulated.</p> <p>The industry could pass on the invoice, or a proportion of it, to any outlet which is found to be at fault.</p>
<p>I would like to see stricter control of the sale of alcohol at off-licenses and a united approach of Liverpool and Wirral together to combat drunkenness especially in the young</p>
<p>One again strategy is being reduced to the lowest common denominator. Increasing prices to deter the irresponsible drinkers automatically penalises those in society who take a responsible approach to alcohol consumption.</p>
<p>Another ill thought out Tory policy, then again they are the patrons of the wealthy and privileged in society who won't be affected by the VAT increase and cuts to benefits.</p>
<p>The minimum pricing should be targeted at off licence sales and public houses with a bad behaviour record.</p>
<p>People must make their own choices. Stop 'nannying' people.</p>
<p>If alcohol prices go up, how many local pubs and restaurants will go out of business. Although the prices will go up in the supermarket, they will generally always be cheaper than the pub. Therefore more people will drink at home, drinking more and more frequently. Drinking in pubs is a social activity, and most people will have a couple of drinks and walk/get a taxi home. Less people going to the pub = more drinking at home = less socialising = more depression within the community.</p> <p>Also, spending money in pubs etc will help the recovery from the recession. Hitting people again will make people spend less.</p> <p>At the end of the day, if people with alcohol related problems want a drink, they will get one regardless of the price. They will beg, borrow or steal to get the money for it. Better education of alcohol related issues will be a bigger help than putting prices up.</p>
<p>Quiet alcoholism is a hidden problem, people who do not get roaring drunk or go out causing trouble but who cannot function without alcohol.</p>
<p>The minimum pricing of alcohol will not be a benefit many of the residents, the majority of the people of the Wirral are very sensible and can manage their consumption.</p> <p>The people who do drink to excess will carry out drinking no matter what the cost of the units so in reality you are punishing the majority while it will not matter to the minority.</p> <p>If you increase the price of alcohol, you may find that there could be less food and clothing available to a household on minimum wage or income support due to the extra money spent by the household on alcohol.</p> <p>I believe that an increase in pricing will not effect the consumption level you don't care how much you pay when you go out for a drink.</p>
<p>Please... Wirral Borough Council. Keep out of our lives.</p>
<p>minimum pricing takes the responsibility from the individual for their drinking and penalises sensible drinkers.</p>
<p>It's a ridiculous solution to the problem since those dependent on alcohol will find the money to pay for it whatever it costs.</p>

I am certain that if teenagers had somewhere to go to meet up and involve themselves in activities, that they would not be hanging around street corners drinking and getting involved in criminal activities - they just want something to occupy and interest them and for people to be interested in them and their future.
Land lords encouraging young people to drink too much with special offers eg happy hour and making mixed alcohol cheeky vintage readily available .
It is very hard to think of ways to reduce alcohol abuse, without it having an effect on sensible to moderate use of alcohol.
As I said above, people will drink whatever it costs. I'm sure the problematic drinkers don't just go for the cheaper stuff, they go for anything they can get their hands on. I do not see why people like myself and friends, family etc who are hard working, sensible people who like to have a drink should be punished because of some idiots. You are punishing the wrong people. If you ban things like the offers they have in supermarkets, Joe public loses out....plus that will make a black market.
As usual the questions on sex, race etc do not provide information on whether a representative sample of people have given their input. The sample is self selecting and biased towards those who receive the e-mail and especially biased against those in full time employment and those with families to support who lack the time to input into these so called consultations
It would look better on questionnaires if the questions were posed in a grammatical manner, without finishing sentences with a preposition, eg. question should be "In which area do you live", not "What area do you live in!"
It would help if all young people understood what 'a unit' of alcohol is. I find that lots think a half pint glass of Vodka is a unit. PHSE in schools should not work on the assumption that all youngsters are going to consume alcohol. At the moment it seems to be saying 'it's OK to drink as long as you don't get drunk'. We should be telling them the worst horror stories we can find and frightening them off until they are 18!! Further, there is no need for parents to leave the house when teenagers have parties! Send out the message that responsible parents stay in and keep an eye on what's going on, even if they hole up in the kitchen. Adults need to set a good example. Drinking to excess in front of children, even if it's only once or twice a year, is a bad example. But we need to change our whole language. Why do we assume that one celebrates birthdays, Christmas, retirements, and any good news by consuming alcohol? (have you tried to buy an 18th birthday card which doesn't have a reference to alcohol?) and not just good news - Bad news too: 'have a drink you'll feel better'; drown your sorrows.... It isn't good enough for adults in responsible positions to say, 'Well I got drunk when I was a teenager' and assume it's a rite of passage. One drunken night can, and often does, leave teenagers with emotional baggage and mental or physical scars for life. No-one should take this lightly.
Having devised and rolled out the largest survey of young people across the Region in relation to their drinking and smoking habits 2005, 2007 and 2009, and worked with Liverpool John Moores Public Health on a number of research documents, I can state that the empirical evidence from that research highlights that as Trading Standards have been more and more proactive at testing off licence premises to establish if they sell to underage children, the more that underage children have stated they obtain their alcohol from their parents or from over 18's purchasing it for them. The price increase is unlikely to alter parents giving their children alcohol if they already do. Many parents give their children an unfathomable rate of pocket money, again this is unlikely to reduce significantly, so IF underage children have the cash currently to purchase alcohol via over 18's then they will just spend a higher proportion of their pocket money so they can continue to do so. Once this habit forming alcohol behaviour has begun, it will continue through their 20's etc. Speak to your Council Trading Standards Staff for a copy of the Regional Young Peoples Survey on Alcohol and Cigarettes and the specific one for Wirral and the rest of the Merseyside and Halton Authorities.
I should like to see a sophisticated system, that increases the cost of units of alcohol, as well as all alcoholic drinks - to inhibit the sales of super-strength lagers and ciders, whose main function is to deliver an alcohol based kick, rather than an appreciation of the taste of a drink.
There are millions of pensioners and other citizens who take advantage of cheap alcohol and do not cause any problems for society. Why should they be penalised because of a minority of selfish, thoughtless morons. If we had a group of morons driving at high speed down our high street would you suggest fining all motorists? I would hope not.
We do not want any more licensed premises in Hoylake nor late licences after midnight, as the Residents deserve the peaceful enjoyment of their property as stated in Wirral UDP. We also would like to see greater enforcement and checks being made to ensure Bars and Licensed Premises Food Retailers[ie Pizza Shops] operate to their Licences and are fined when they operate illegally.
charging sensible drinkers for the abuse of the minority would not be right.
Something is wrong when it is cheaper to buy high strength cider than bottled water. Need to do something to curb supermarkets and shops selling it in cheaply as loss leaders.
I think that that minimum pricing is bound to affect adversely people who currently are social drinkers and cause no problems. However, I think that there will be an overall benefit.
It is not the amount of people drinking; it is the amount that a minority drink to such a degree that it causes problems.

<p>Introducing a minimum unit price would be punishing the responsible drinker & is not the answer to the problem of binge drinking.</p> <p>Part of the problem is about how alcohol is consumed & often these problem drinkers indulge in other illegal substances at the same time.</p> <p>Too many shops are being issued licences to sell alcohol & often it is the licensees that are irresponsible.</p> <p>According to the ONS, the more wealthy or Middle class tend to drink more expensive premium branded alcohol that is already above the proposed min 50p per unit price.</p> <p>So the implementation of min price per unit would hit the responsible poorer of us.</p> <p>Those who are determined to drink irrelevant of price will find a way of getting the money to support their habit possibly leading to an increase in crime.</p>
<p>why should i have to pay extra for adrink at the end of a hard working day-i am not the problem,the problem stems from your reluctance to apply existing laws.</p>
<p>Minimum pricing is urgently required. Alcohol abuse is a serious problem on the Wirral, and not with just teenagers. The Council should take note of the very positive effect, which the ban on smoking in public buildings has had. A similar scheme is needed for the control of alcohol. I speak as an abuser of alcohol for 6 years, between 1999-2005.</p>
<p>The increase in price up to a minimum price should generate income to establish worthwhile charities who help and support eg. young people, alcoholics or provide safe transport. Street Pastors work in cities setting up help centres for clubbers. The revenue should not go into bottomless Government or retailers' coffers.</p>
<p>WHY SHOULD THE ORDINARY DRINKER BE PENALISED FOR THE FOLLY OF THE YOUTH.</p>
<p>I think that putting a minimum price on alcohol is hitting those of us who drink responsibly.</p> <p>Underage drinking is not a new thing all teenagers go through that period in their life and whatever the price if they want to drink they will always be able to obtain it.</p>
<p>I consider myself among the vast majority of people who use alchol without destroying the neighbourhood & welcome the cheaper prices. In the past it was far cheaper to buy drinks on the continent so people brought back as much as they could after a holiday, so depriving the British economy of the profits. Now with cheaper prices here there is little need to go abroad to buy alcohol, so we put our money into our home economy.</p> <p>As usual the first option seems to be penalise everyone just to control a small minority.</p>
<p>Minimum prices should only be introduced on those drinks most closely associated with alcohol-related problems, e.g. lager. Other drinks, such as real ale, should not be targetted, as these are almost solely enjoyed by responsible drinkers.</p>
<p>Return to shorter licened hours i.e. close clubs and pubs earlier</p> <p>Encourage licenced premises to support responsible drinking - control cheap drinks promotions etc</p>
<p>minimum alcohol pricing should be applied to all retail outlets and should be set at a price somewhat higher than the cost of the drinks to the retailer.</p>
<p>I oppose the minimum pricing as I don't go out to socialise any more as it costs too much. I prefare to dink at home at the weekend therefore I buy my alcohol when I do my weekly shopping as this is the only way I can afford to have a drink. As I don't smoke this is the only pleasure I have.</p>
<p>Yes, Firstly, We are supposed to be living in a free market rather economy rather than a planned economy. You are a Council and not democratically voted into power to manipulate the prices of products available in an open market.</p> <p>If youths are causing criminal offences due to alcohol consumption then the Police should arrest them! If they are not causing criminal offences then leave them be to enjoy their legal right to consume alcohol.</p> <p>A minimum price will not deter youths from buying it. If you think it will then you are completely barking mad and obviously not living in the real world.</p> <p>Lastly, I voted in the Council elections wrongly thinking that I was voting for intelligent Councillors to implement their policies in the best interests of the public. I didnt realise that you haven't got any and need to ask the public for theirs!</p> <p>I look forward to your next request for advice.</p>
<p>I am strongly against minimum pricing as I believe that if someone is determined to drink no matter what the age or price they will do so.</p>
<p>Strong enforcement such as they have in europe.</p> <p>Zero tolerance on drink driving such as they adopt in Norway.</p> <p>Heavier penalties for drink-related offences.</p> <p>Limit the use of advertising alcohol products and glamourising drinking.</p> <p>Have more national advertising coverage showing the disadvantages of heavy drinking.</p> <p>I have always been a great believer in the carrot-and-stick method. Enforcement is very necessary.</p> <p>But I feel that people who don't drink should be rewarded somehow, perhaps lower insurance premiums, or something along those lines, and just maybe.....it might make a difference?</p>
<p>I do not think price would make much difference to older drinkers.</p>
<p>An introduction of a minimum amount per unit would only penalise those who drink sensibly. Those who abuse alcohol should be the ones that are targeted more specifically and dealt with more robustly rather than draconian legislation that punishes everyone regardless being introduced.</p>
<p>Minimum pricing punishes everybody not just the irresponsible drinkers - especially in a recession when there is less spare money around for leisure activities.</p>
<p>Better policing (by police or community support) of pubs and off licenses, and heavy fines imposed on any adult</p>

<p>buying alcohol for a minor, and, perhaps parents. Vigilance by staff in pubs, and refusal to serve anyone who, in their opinion , has had enough. Support from managers in this would not come amiss, but I don't know how you achieve this.</p>
<p>Don't make things worse than they have been made already.</p>
<p>Instigate the policy of prosecuting outlets that sell to underage drinkers. Apply the law and drumb them out of business.</p>
<p>I only buy cheap beer when its on offer in the supermarkets. normal prices have increased double in the last couple of years from around £10 a box up to close to £20 for larger.</p>
<p>This is a brilliant way to make decisions. It really suits me to respond to online questionnaires, but please also try and include people who do not have access to the internet at home. Thank you very much.</p>
<p>The idea that making drink more expensive will solve the alcohol abuse problem is short sighted. Have we learned nothing from the regular price increases in tobacco? Every time cigarettes and tobacco have gone up in price the old "I'm going to cut down or give up altogether" comments come out - I've yet to see any of those people do either, they just find the extra money to carry on! Rather than introduce a minimum price which will effectively put the extra money in the profits of the retailers for no return to the general public, we should impose a local alcohol tax which can see the money used to finance youth or alcohol rehabilitation schemes.</p>
<p>Most people drink responsibly . It is patronising to inflict minimum pricing on those who don't - they'll still buy it regardless of the price -and it is a not so subtle way of getting more money out of the majority of people who are already being subjected to stealth taxes</p>
<p>In the current climate I feel that there are other priorities that the council should be addressing. If the enforcement of licencing laws cannot be successfully achieved how do they propose to enforce these laws? Why take on new responsibilities whilst cutting the workforce by 25%?</p>
<p>The problem is that you can buy alcohol in too many outlets this, should be restricted so it can be better policed/monitored.</p>
<p>I would like to know if the the drop in centres located in Birkenhead actually work, I see many of them and as a tax payer would like reassurance that such centres are beneficial and not just a waste of us hard working tax payers money?</p>
<p>not enough done to highlight the distruction alcohol does</p>
<p>It is not fair to penalise everyone just because of under age / younger people drinking, why not charge them if they have to be took to hospital due to drinking too much so that only people who abuse alcohol have to pay for it.</p>
<p>why do the vast majority of law abiding people who drink sensibly have to suffer being priced out of their enjoyment of a social drink by the actions of mostly young people who will find the price for their alcohol no matter how high that price is, but can that be said of the worker on low income or the millions of pensioners who enjoy their drink in moderation? I think not.</p>
<p>I don't see why people who behave responsibly should have to pay more.</p>
<p>Placing a minimum price per unit on alcohol would only punish people who currently consume alcohol responsibly and give the regular alcohol related offenders a reason to find an alternative method to feed their irresponsible habits.</p>
<p>The majority of adults use alcohol in a safe way that doesn't impede on their family, community, job or health. Overpricing alcohol will encourage people to make their own "moonshine" where the strength of the alcohol would more often be stronger in alcohol volume than what is on sale already which would have a knock on effect to alcohol related illnesses.</p>
<p>As above. As with people who allow their dogs to mess on the beach, the council wanted to ban all dogs thus punishing responsible dog owners(although I know this did not come to fruition), this is just the same,punish those who work hard and have a drink responsibly because of those who have nothing better to do than cause trouble and drink.</p>
<p>Each year we hear more and more that alcohol-related anti-social behaviour and crime is on the rise. Each year the tax on alcohol rises. There is a clear correlation here - when people can't afford to drink small amounts of alcohol frequently they instead drink lots of alcohol infrequently, which is a greater risk to their health. By introducing a minimum price on alcohol you will kill people, not help them.</p>
<p>I wish some elected members of council and the government would stand up and be counted, not hide behind policies most of them would honestly reject if they were victims instead of hiding away in self created ivory towers, away from street level. Remember, you all have to come back down to earth eventually, whatever you do, just hope its not too late and you become a victim of the guy next door like we have to.</p>
<p>I dont think price will make a difference to peoples drinking. People will still go out and get drunk it just might take them longer to save up for the drinks.</p>
<p>The problem seems to be mainly off-licences in residential areas. Many proprietors cynically disregard the laws on age - teenagers have easy access to alcohol at low prices. Some supermarkets are also at fault</p>
<p>i am opposed to minimum pricing,because its not fair on people like myself who work hard all week.And enjoy a drink at the weekend.why should people who drink responsibly have to suffer price rises.</p>
<p>Ido not drink but feel it is wrong to penalise the many for the wrong doing of the few.</p>

I am assuming this minimum price will apply to all major supermarkets as this is not their main business and not just to pubs off licences etc. If a minimum price is introduced it may give local pubs a fighting chance for survival
Have you thought that as there is a significant proportion of the population without internet access and that it is self selective this can never be a representative survey?
I'm not particularly for or against minimum alcohol pricing - it would not directly affect me as I barely drink. However, I don't feel that minimum pricing will necessarily solve the issues relating to alcohol. More awareness of the risks of alcohol, better education in school, better parenting (knowing where your child is and what they are doing!), Police being given the right tools and resources to be able to break up crowds of young people hanging about, Police actually responding to calls from residents to deal with unruly kids, stricter sales policies (i.e. over 25) and they must show ID. People will always be able to get hold of cheap alcohol, so a minimum unit price will only be so effective, plus by introducing it you actually punish those who use alcohol responsibly.
I think putting prices up is completely the wrong way to look at things. It is not going to stop the problem, if anything it will make matters worse as people struggle to pay the alcohol which they will still want despite the higher price. Drinking is a culture in Britain and raising prices is not going to change this. The mindset of people instead needs to be tackled, I think it is quite scary that you obviously do not realise this!!!
We should be penalising offenders instead of everyone now having to pay more to make up for the reckless behaviour of certain individuals. I agree on a higher price for the cheaper strong ciders as these appear to be bought by alcoholics and people who want to get stupidly drunk. I don't agree on higher prices in pubs as these are high enough anyway and will put many more pubs out of business.
Go back to restricted opening times. Off Licenses in Sweden are only open for short periods during the day and you can only buy drink in designated shops and it is expensive. It works.
More vigorous procedures for extending venues licensing hours need to be introduced and the criteria / justifications for requests to extend a venues existing hours should be made more onerous. For example - Why do 18th birthday parties in venues need to make an application to extend their hours beyond midnight. Not all the attendees will be 18 - how will they deal with this aspect . Christening parties - why do they need to be given an extension? and so forth
Yes, I no longer go to pubs for a drink and much prefer to have an enjoyable drink at home in the evening. I will hopefully be able to continue to do so without my pension being further eroded.
It needs to be implemented as soon as possible.
I think this is an over reaction due to the few who abuse alcohol pricing. As always its the majority who are made to suffer. Higher prices will not deter the purchase of alcohol. Get into schools to encourage youngsters not to drink. Fine parents of kids caught drinking. Leave the pricing to market conditions and leave us with freedom of choice.
I would like to register my protest prior to Wirral Council making a decision to impose a minimum price on the retail sale of alcohol. To do so would infringe the human rights of an individual to purchase alcohol at a price set by retailers, in so much that low paid and responsible persons would be targeted and become victimised by such a decision. People on low incomes have every right to enjoy a relaxing and affordable drink at home especially so in these austere times! Why should this simple pleasure be taken away from them whilst more affluent members of our society would still be able to enjoy this simple pleasure! I fully agree that rowdy and drunken behaviour needs to be controlled, but I believe that this needs to be done by rigorous challenging of under age persons attempting to purchase alcohol and by stopping these low priced offers in clubs. Please think very carefully before imposing such a draconian by-law on law abiding and responsible members of the public.
Stop looking for knee-jerk blanket bans and "easy" answers which punish the majority of well mannered and well behaved people and focus on dealing with problem makers. Many people drive too fast also, should we increase the cost of petrol as well!? It is an idea which lacks foresight and hasn't been thought through.
Don't think that putting up the price will deter people from drinking.
I am supportive of increasing the price of alcohol but unless you increase it very substantially you won't prevent binge drinking.
I believe that minimum pricing per unit should be targeted rather than applied across the board. For instance if it is applied to such products as sherry or similar being traditionally an older persons drink -this is likely to penalise this category of person who likes the occasional drink but is very unlikely to abuse the pricing system. The main problem areas I believe are in the boxes of drinks sold as loss leaders by the supermarkets and the alchopop type drinks - you need only stand by any supermarket checkout to see who is buying these items in huge quantities to see where the problem areas lie - very few pensioners gather in intimidating groups or create disturbances in public through alcohol abuse!
Why should I as a sensible and mature drinker have to pay more for my wine because others can't keep an eye on their offspring? If youngsters are on the streets getting drunk then there is a problem within the family which should be addressed, it's not just about alcohol. Its about parenting, self respect, responsible behaviour.
The issue of enforcement should be looked at. From my experience adults who buy the alcohol for underaged should be punished severely. Imagine the publicity it would cause if some where prosecuted and named!
Fewer licensed premises (off-licences)
As addiction to alcohol is responsible for growing rates of various illnesses, let alone family breakdown and road

<p>traffic accidents, any action that would help to reduce addiction can only be of benefit to the community.</p>
<p>No mention as to who will benefit from any price increase ... when prices go up who will receive the additional money? The manufacturer (for what?); the Government (why?); the seller (why?); the Council (why?). Basically it is "cash cow" for someone with both the Government and the Council having to then account for the additional "income" by way of setting up another expensive QUANGO for £1m to show how they distributed the £1/2M income.</p>
<p>Any form of minimum pricing would penalise the vast majority of the law-abiding population. I believe that it would be very wrong to punish the respectable majority for the bad behaviour of the appalling minority. Deal with the idiots, not ordinary folk.</p>
<p>SILLY IDEA.</p>
<p>Introducing a minimum price for alcohol, would be unfair to the majority of residents such as myself, who respect others and do not drink excessively. Myself and my wife are pensioners who like a drink at home, having a minimum pricing policy would just increase the price of alcohol, and presumably the profits of supermarkets and off licences. We have enough on our plate with rising prices of fuel and petrol.</p>
<p>Those who drinks with due care should not be punished by price rises, especially in this economic climate.</p>
<p>Takeaway food shops should have to clean up the mess made by their customers who purchase meals on their way home and then throw them on the pavements</p>
<p>This needs to be combined with more invetmenet in enforcement against off licenses who serve young people buying alcohol</p>
<p>I feel that there should be a complete ban on drink driving, no safe limit as everyone is affected differently there should be a straight rule - no drink driving.</p>
<p>Get the Police to back off from their strutting around when stopping people. Their attitude gives an impression of them only wanting to get tickets issued to earn "Brownie Points" to justify their existance. They need not only with drink related, but also Motorists, not appear that they are only interested in getting money from us for petty mindedness and get back to the way the British Police operated prior to the last abomination of a government we had who were only interested in brow beating. I hereby declare that I have never been stopped due to being drunk, agressive or violent in my life. I also state that I have been stopped and booked when in my car and the attitude was to just get a ticket out and money in the system. My "Offence" was to not have mty headlights on on a main road fully lit and it being a 40 mph area. Booked simply to get money. Pettymindedness.</p>
<p>Fortunately both of my children who are now grown up realise there are lots of other pursuits that bring real fun and contentment that is lasting and worthwhile</p>
<p>Reduction in retail outfits which have licences, should cease sales in supermarkets and only allow off licence sales from related public house premises.</p>
<p>Margate and West Yorkshire LAs have imposed a requirement through conditions in the Licensing Act 2003 that requires off licences to indelibly mark the containers that alcohol is sold in, so the police can identify the premises and take appropriate action against the licensed premises and the licence holder. I think this is something that Wirral should consider.</p>
<p>If a minimum price for alcohol is introduced in Merseyside unfortunatley, unless some agreement is made with major retailers, off sales in Cheshire, Lancashire and North Wales will increase to compensate. If minimum pricing is introduced it will potentially increase profits for the major alcohol retailers even if total volumes of sales are reduced. There should be some process whereby retailers are encouraged(oblged??) to invest back into the local community.</p>
<p>I think this is an excellent initiative</p>
<p>If you put a minimum price on alcohol, it will not stop people from buying, it may cause a lot of issues ie shoplifting etc to find the money to buy what they need.</p>
<p>The governments policy of allowing drinking establishments to make their own hours has clearly increased alcohol related problems and is a failure that has had a marked effect upon all communities. The law ought to be reversed.</p>
<p>Raising the price will just infuriate people at a time where prices of everything else are rising, it will not curb alcohol problems, more people will take alcohol out with them or drink at home before they go out which will impact on businesses. Need education / advertising campaign to impact on the effects of alcohol abuse.</p>
<p>The idea of a minimum pricing policy is fundamentally anti-competitive and would doubtless fall foul of the Competition Act and of European law, even if the Home Secretary were to 'sign off' on the introduction of a by-law, which – if I may - seems unlikely given that central Government has already ruled out 'minimum pricing' as a national strategy. Irrespective of its legality (or otherwise), 'minimum pricing' as a strategy would not actually have the desired effect – on the contrary, there would be a number of unintended consequences such as the penalisation of legitimate consumers that do not have a problem relationship with alcohol, 'cross border' booze-cruises and damage to legitimate businesses in the local area. We would all like to see an end to the sort of scenes that blight some of our town and city centres at the weekend when people have had too much to drink. It is appealing to imagine that there might be an easy answer to the problem. The supporters of minimum unit pricing suggest that a price hike for alcohol would provide a solution by forcing people to drink less. It's a simple theory until you really think about the implications and the reality of problem drinking.</p>

The truth is that most people in the UK have a perfectly normal relationship with alcohol. Most of us enjoy a drink with friends at the weekend or a glass of wine at home with our evening meal. Far from harming anyone it is a simple pleasure for you, your family and friends.

A minimum unit price of 50p would put the price of drinks up across the board. Everybody pays more regardless of whether or not they have a problem with alcohol.

Many of us would say it simply isn't fair for the majority to face the same hit as the minority which has the problem. It's worse in fact. Self-evidently those on low and fixed incomes, such as pensioners and single parent families, would be hardest hit.

For those with less money to spend, forcing up the price of a bottle of wine from say £3.99 to £5 may mean the difference between being able to enjoy a bottle of wine at the weekend or not, particularly when household budgets are already stretched and fuel bills are rising.

But would that price rise persuade problem drinkers to change their behaviour?

Most of us would say no and indeed the overwhelming evidence supports that view.

Major international studies show that while people who drink excessively may switch to different drinks if the price of a particular product goes up they are least likely to cut back if prices go up generally. It's what you'd expect – heavy drinkers aren't likely to be deterred by a price hike because they are more determined to carry on drinking the amount they do.

The fact is that there is no evidence to suggest that minimum unit pricing of alcohol would stop problem drinkers drinking because it has never been tried anywhere in the world.

Addressing the price of alcohol is not of itself going to tackle problem drinking. The solution must be education and tougher enforcement of the raft of laws we have to tackle alcohol misuse and anti-social behaviour arising from it.

Putting the price up in Merseyside won't work. In particular it will be completely ineffective if you can get in your car and drive to Cheshire where prices are cheaper. And what about the internet? A local price rise wouldn't stop someone from buying their drink online. It seems more like a recipe for damaging local businesses than for curing problem alcohol consumption.

Our industry – producers and the major retailers of alcohol in the UK – support plans to ban the sale of alcohol below cost. Duty and VAT are consumer taxes and should rightly be paid by them. There are, however, a number of small businesses in the Wirral area that even now are selling alcohol below the sum of Duty and VAT.

The likelihood is that some of these businesses are utilising 'duty fraud' stock (i.e. – products on which the alcohol tax has not been paid) in order to maintain a competitive edge in the market

We would urge Wirral Council to focus its efforts on working with HMRC to deal with those businesses in the Wirral area which may be funding their trading through criminal activity (duty fraud). This would be a far more effective strategy than attempting to implement 'minimum pricing' which is not only anti-competitive, but also likely to be ineffective in tackling the issue of drinkers that have a problem relationship with alcohol.

Via the WSTA (Wines and Spirits Trade Association) Bargain Booze is working with central Government to find a solution to the issue of problem drinkers and to agree a set of practical steps for ensuring consumers have the right information about the drinks they choose to buy and the risks if they drink too much.

Education is part of the answer and so too is enforcement. Merseyside has a good track record in this area.

Finally, you might be surprised to know that while reported alcohol-related hospital admissions continue to increase the Government's own figures show that alcohol consumption in the UK has been falling for the last few years. In fact overall consumption is down 12% since 2004.

The problem is not all of us who like a drink. It's a minority of people who continue to drink to excess, inflicting harm on themselves and others. We need policies that tackle this minority, not a blanket policy like minimum unit pricing which punishes all consumers, particularly the poor, while doing nothing to dissuade problem drinkers.

Responsible drinkers should not be targeted when it is not them who are at fault, so why should they be hit financially

Wirral Borough Council needs to focus on other areas to restore community pride, Dog Fouling, litter on the streets, ensuring refuse collection and not using weather as an excuse.

Only I was informed by the police about my daughter and the problem was dealt with by a good chat between myself ,my daughter and a police constable in my home.

higher prices may have a negative effect on peopel and they might get involved in crime to get the money

Please stop referring to us as merseyside.

It seems that the people who drink responisble once again would be paying a higher price for the actions of others which seems so unfair.

I like to go out have a drink with friends etc but I don't cause fights, damage other peoples property etc.

Why aren't shops more accountable when sold selling alchol to underaged children?

Why done more publicans say no to the person they can see have over indulged and getting stropopy already?

Surely to have a license to sell alchol you have to accept responisbility for your customers well being in some way, and not just keep selling drink to someone who is cleary the worst for wear.

I haven't got all the answers, and I have had my car damaged on numerous occasions due to passing people that are drunk. I have incurred the cost of this damage, so why should I now have my odd night out made more expensive again due to the lack of control in others?

Maybe a night in the cells isn't enough, maybe a heavy fine and community service would make these people think twice.

The imposition of a minimum price/unit will not have a major affect on drinking unless the price is raised to the level

were the responsible drinker was denied his/her right to enjoy a glass or two. High prices for cigarettes has created it's own problems of criminality.
Need to look at dependent marginal groups bigger packages of care - including support More supported accomodation / access to accomodation once detoxification is complete to reduce the opportunities to remainin g alcohol free Swifter access to services
I guess that pricing will only go so far in reducing drinking problems. I wonder that boredom may be a big problem for youth. They need something to do. A safe environment and wholesome activities might allow them to be with their peers and make better use of their time
Pricing should be split across alcohol categories ie Beer, wines, Spirits etc, there should also be a VAT differential between on trade and off trade premises.
I think that, as a society, we tolerate too much excess - we eat too much and we drink too much and we tolerate too much in the name of 'individual freedom'. While I would defend anyone's right to 'be themselves' that shouldn't be at the expense of others' right to the same freedoms. Big business can afford to cut the unit price of alcohol because of the volumes sold and because of additional purchases - they're supplying (and creating) our demand. The short term losers are usually small businesses but I think we're all the long term losers and we need to reverse the trend.
No matter what the price people would still buy it!
We are far too tolerant of drunken underage drinkers behaving in a menacing and abusive manner
Look at the likes of France and Sweden etc who dont have teenage alcohol problems to see what they do differently. England is far too tollerant with social issues.
No
I do not believe that introducing minumum pricing will reolve alcohol related problems
Feel that if people drink they will still find ways to get the money for alcohol which will possibly create more problems.
Pubs and clubs only to sell alcohol
THE GOVERNMENT NEEDS TO INVEST MORE MONEY IN EDUCATION AND PREVENTION. EDUCATE FROM A YOUNG AGE.
Should put the drinking age up to 25. You'll see a huge drop in anti-social behaviour and teen pregnancy.
If we had more policing of known problem areas this would reduce anti social behaviour
Its another stealth tax
Alcohol should be sold at prices decided on by retailers, but should only be sold through designated alcohol outlets, that do not sell anything else. This would prohibit supermarkets and corner shops selling it.
I think people who are found by the police to be drunk and incapable should be fined: this would mainly affect young people.
Pictures on billboards showing effect of alcohol
I had a friend killed y a drunk driver. I have also been attacked in the street by a drunk. Some people can be very abusive and intimidating when drunk.
They should police underage sales and youths hanging around drinking. It would be an idea to have more things for youths to do ie, youth clubs. Moreton used to have sports cages that were used alot by youths but they built a medical centre on them!! Now we have 'base jumpers'.
Still think would get their drinks anyway.
The problem of alcohol stems from all generations who think it is a good idea to go out and get drunk. The problem is not with the young generation, but with everyone from all ages who themselves drink too much and say we having a good time. A great example for the young we set.
Proportionately it affects the working class adversely.
Drinking is a personal choice and its up to the individual what/how much they choose to drink. Drink is a major health/social problem, however, oftenthere are other issues that make people drink. These should be addressed first.
More intervention from early age.
Intervention at a young age, maybe from school.
To prevent at early age
I believe that those people who abuse alcohol and as a consequence engage in anti-social behaviour, criminal damage and violence etc. believe that a) They are unlikely to be caught as there are no Police about these days, b) The Police can't be bothered finding out who engages in the behaviour, c) The Courts do nothing to them if they do endup in Court.
I think alot of alcohol related problems result from people mixing drinks mainly after the introduction of 'trendy' shots and alcopops. I consider most young people and adults con loose control of the number of drinks they consume. Possibly a ban on these drinks or higher prices may help as sensible drinkers will be penalised if all drink prices were increased.
My job involves seeing people who have alcohol issues. I have seen their distress, realsie how often thay use hospital and GP Services. There needs to be some compulsory point ot which a person deemed to be an alcoholic / boarder line has to attend rehabilitation. More of this needs to be available for young people - they should also be compulsorily referred for rehabilitation if Police action is warrented from their behaviour.

I feel it may not affect that attitudes and lifestyles of the people of Wirral. People will still be influenced by issues such as social pressure. It may be viable to look at tackling these types of issues.
too many people in hospital with alcohol related illness
Minimum price policies penalise those who drink responsibly, and will deter those who do not.
I think if you put prices up in supermarkets and off licenses it could lead to more crime. If a person has an addiction and needs alcohol they will commit crime to get hold of it.
Who will get the increased money?? and who benefits??
Alcohol needs to be stopped or needs to be a stop on how much you can buy in one night and weekend
We had to sell our home of 20 years because of anti-social behaviour drinking on the streets, fighting, verbal abuse to me and my family, threatening behaviour, vandalism to my car and house, verbal abuse and this happened everyday till we had to move and could not fight on as everywhere we turned for help wanted 12 months of evidence.
More media coverage re: abuse of alcohol
As a mother of 2 young children, I'm more aware of dog fouling in the area, it's a very big problem at the minute and needs addressing.
Whatever the price of alcohol it will always be bought and the same things will happen same as now.
I don't think setting a price for alcohol is fair to people on low incomes who enjoy drinking in a responsible way. I understand young people can get it cheap and some can cause trouble but they would still find a way of getting alcohol no matter what price it is. I just think again people who enjoy a drink responsibly should not have to pay higher prices for it just because the Council think it would stop anti-social behaviour and crime with young people because it won't!
Why do all corner shops have to sell alcohol, if they didn't this would help in the demise of A.S.B
I do not think it will make any difference to the community whether alcohol increases or not.
If prices go up, more trips will be made abroad to bring in cheap beer
The minimum pricing policy penalises everyone not just the binge drinkers that the government are trying to target. It penalises people who just want a bottle of wine to enjoy with a meal. People who drink to get drunk will still buy alcohol and the underlying problems are not being addressed.
Even if minimum price is introduced, people are still going to obtain alcohol in as many ways they can
I feel that I would be being penalised. I work full time.
Minimum pricing will not work because people will find the extra money to pay for it. Educate parents. Lead by example.
We need to be looking at: 1) education - linked to alcohol consumption 2) parenting skills 3) Good role models for children (less coverage of so called celebrities behaving badly.) 4) more respect for authority - meaning the person not just the uniform.
Drunken people should not be permitted to travel on public transport
The problem is children outside shops asking people to buy alcohol for them and people acting irresponsibly by doing that.
Problems are with youngsters outside shops asking people to go in and buy alcohol for them.
too widely available
Don't think people should be criticised for buying alcohol for wanting a drink
Putting a minimum price on alcohol would see pubs, off licences, and many small businesses closing, resulting in more and more job losses in Merseyside. Alcohol is a massive sales target to all people, and if minimum price of alcohol was put into place, people would stop buying it, therefore, businesses would close. People in the north west, working in licenced premises, simply cannot afford to lose their jobs, because of a pointless increase, which will simply lead to people going to other countries to import alcohol.
As a sensible drinker, minimum pricing will put the price up and line the pockets of the supermarkets. Drinkers / Alcoholics will drink, no matter what price (the same as drug addicts).
Raising the price will not solve or alleviate the problem.
I do agree to supporting minimum alcohol pricing however I do feel that certain people who depend on alcohol consumption will find a way regardless. (i.e stealing, or purchasing from an off licence that sells individual bottles/cans)
I have concerns that minimum pricing may increase incidences of theft/burglary. I live in an area where there is a concentration of people who are largely dependant on alcohol-if prices are increased, are these people going to take measures to ensure that they can still buy what they need? The area I live in is already well known for anti-social behaviour/ crime, so we could do without an increase.
Putting a minimum price on off licensed premises would promote higher prices in pubs, who would then profiteer, as has happened with recent VAT increases, which in turn would mean even higher off license sales as moderate drinkers choose a lower cost alternative. Higher prices is a short term 'easy' option that will mean long term hardship to the pub trade as business dies off.
This country's population has a love/hate relationship with alcohol, largely due to society turning a blind eye to

unacceptable behaviour. Education via all forms of media is required to bring about a change in our perception of what is and isn't acceptable - and this has to be enforced rigorously until people's sense of responsibility is changed for the better.
Why should the everyone be "punished" because of the anti-social behaviour of a minority group of the population. I am not convinced that there is a correlation between price and anti-social behaviour and suspect that there is a general decline in respect for society. If an individual seeks to get drunk and cause trouble he will, irrespective of the cost.
I HAVE NURSED PEOPLE WITH ALCOHOL PROBLEMS.I ALSO HAVE EXPERIENCE OF WHAT ALCOHOL DOES TO MY OWN FAMILY AND FRIENDS.SUPERMARKETS ARE THE WORST OFFENDERS FOR ENCOURAGING CHEAP DRINK AND AVAILABILITY. THE HIGHER THE PRICE THE BETTER AS FAR AS I'M CONCERNED.
As well as minimum pricing I think the licencing hours should be reviewed. Pubs and clubs should have shorter opening hours. Britain does not have a 'cafe society' lets not pretend we do.
I think the legal age of drinking should be raised to 25 and pubs should ask everyone for ID
I think ts already expensive and this is just another excuse for the government to get more out of us.
If the young kids had somewhere to go on a Friday and Saturday night which didn't cost a bomb you would get alot less trouble.
More help and money should be made available to treat and educate dependent drinkers.
stop supermarkets sell cheap alcohol so public house's can make a improvement
staff guarding victoria park in to cut weeds + bush around trees + by fencing by children play area were they flat bottles
I am unaware of anybody who has quit smoking simply because the price of cigarettes have increased. People with alcohol dependency will just drink less but drink stronger alcohol. I am against blanket controls imposed by the state or local councils becuae of the activities of a minority. The excessive consumption of alcohol and abuse of drugs is often related to complex social issues. If people want help, there is help available. Young people, many of whom have more disposal income than ever before, will always find ways of affording alcohol if they wish to consume it.
putting price restrictions on alcohol penalises people who drink moderately
Although i support minimum pricing i don't mean that it should be priced out of reach as this will only increase crime to pay for it. It is ridiculous though that alcohol is more expensive than soft drinks. I think there should be and end to incentives to bulk buy.
I feel by putting up the price of alcohol for everyone is penalising the people who do drink responsibly, as ever the minority spoil it for everyone. Increasing the price is not a deterrent to buy it, as its at the top of the shopping list before food. As they still want to drink it will just cost them more and increase profits for retailers.
i cannot comment on the above has i have had no problems with any one drinking alcohol in my area.
i don't think reducing alcohol prices or putting them up as people will get it away shops that sell it need to stop at an earlier time
This will encourage more drinking at home with alcohol priveded from 'out of town' sources. This will make the 'negative' issues even more difficult to measure and monitor. Why should sensible, less well off, drinkers be penalised by raising the minimum price? Is it only poorer people who drink to excess? Don't some people feel 'positive' for having the occasional drink?
low/reasonably priced alcohol is a great relaxer for many pensioners & lower paid
every weekend there is trouble in my street as we live close to birkenhead town centre
I don't think minimum pricing would have any affect at all where there is a will there is a way people who want to buy alcohol will they will pay whatever if they really want it
i think paying more for alcohol will stop the young buying it on a regular basis
I would feel penalised for others drinking in excess. Licensed premises have a duty to ensure behaviour and should stop serving once a person is believed to have had enough.
any problem that may exist regarding alcohol-related crime/anti-social behaviour or under-age drinking should be tackled through education
All you hear these days is "cuts in this.../cuts in that".. etc. No money is spent in providing things for communities these days due to bankers/tories needing their new porches etc. If you spend nothing on the population , expect them to abuse themselves in other ways. This is a problem caused due to inaction & budget cuts.
By putting up the price of alcohol it will not deter people from drinking, if people want tp drink they will. It is not fair to make hard working people pay more for alcohol when they don't abuse it and use it in social situations for relaxing
minimum age to buy alcohol should be increased to 21
alcohol 18 to easy to get
Everybody has less money to spend We are taxed more and mor

Putting the price up will not deter youngsters from drinking in fact it might increase crime i.e burglaries
Yes - off licence is spelt thus not with an "s".
A drinker will always find money for alcohol. The ordinary person who enjoys a sip of sherry or wine should have to pay more for social manipulation
The alcohol pathway at the local hospital does not work, far too often alcohol related patients are discharged home before anyone even considers a referral to the alcohol nurse, this is not helpful. Also it would be good if we could advertise the difficulties we face supporting alcohol mis users, too often people think the authority can assert services on drinkers, this is legally impossible, but society then blames LA for not responding, yet we are often powerless to respond.
I think this is a Government con to get more money.
Can't understand how alcohol is legal as this is also a destructive drug
Would like to see alcohol banned. Sister died of alcohol related illness. Brother murdered as result of alcohol.
Raise age limit to 21 years. Cancel 24 hour licences.
Unemployment between 16-24 Year olds is now 1 in 5 The number of children who are entering social care is increasing Police numbers are reducing Funding to those who work with addiction and alcohol problems is reducing Schools dumb down and spit out thousands of children who have been through an exam factory but have no concept of thinking for themselves, taking responsibility for their actions and respecting anything The battle between community solidarity and celebrating diversity which is one of the greatest challenges facing progressive liberalism is not currently being addressed by anyone. Address the above issues and you will find alcohol issues will reduce. The problem will never be completely eradicated as will always be addicts/ people who abuse any privilege, however paying lip service to the issue by raising alcohol prices will not help solve any issues. While the above issues are long term solutions and the problem is current, simply punishing those responsible of crimes will work as part of a short term solution to a long term plan as will advising and educating people on their responsibilities
Local Parks should be closed , gates locked at 8pm in winter months and 9pm in the summer that way there is no underage drinking , or tramps using the parks as a pub. Also fines if found with alcohol after a certain hour
Parks need to be patrolled by people with powers of arrest.
Stop allowing liquor licences to local shops Make access to alcohol less easily available Give it the same priority as smoking and other drugs
I think it will take a while to see any improvements, but while the supermarkets offer such cheap prices, they seem to go do instead of increasing
don't think anything will change with drinking, they will drink whatever
alcohol abuse is rife in this area late night shop are the biggest provider of alcohol to under age drinkers
Do not think price increase will deter people
Why should it affect people who drink sensibly.
Why people who drink sensibly should be penalised.
More money to be spent on A & E, education and Police.
Education is a main route to educating and empowering individuals to have insight and understanding on the affects of over drinking can affect on the human being. Physical, psychological and social impact it takes on peoples lives. From junior school upwards - education / re: alcohol awareness should be put forward.
People who drink responsibly shouldn't be affected by the behaviour of others.
More Policing
To be aware of the dangers of alcohol
Should be a 25+ age policy, if they look under 25 ID required.
If people want to drink it is up to them they should have been brought up in a way where they know how to behave responsibly. Pricing will not change anything. If its too expensive they will steal to get money for it.
Responsible drinkers should not be penalised for the actions of irresponsible.
This action will not solve any of the problems caused by alcohol but if more action is taken it may be the the first step in tackling behaviours related to alcohol, such as raising the age of drinking, changing pub hours, more policing and government intervention.
I do not think it is fair to impose minimum pricing across the board when it would mostly affect those who drink sensibly and responsibly. A separate initiative needs to be introduced such as tackling under age sales to alleviate this issue.
It is an individuals choice to drink and minimum pricing not likely to have a major impact reducing alcohol related illness. It may reduce under age drinking.
We need more youth clubs for older kids

Publicise alcohol addiction more in campaigns like we see for smoking.
Publicise the health effects from drinking too much alcohol.
Some corner shops serve under age kids.
There will be more penalized by putting prices up.
I do not think it is right to penalise those who drink responsibly by introducing minimum alcohol pricing.
I do not think everybody should be punished if they drink responsibly.
There might be more robberies
Not to punish responsible drinkers.
I do not think increaing prices of alcohol will make any difference
It would be better to address the situating regarding selling alcohol to under aged people.
There should be more regulations within within shop. Stop drinks promotions etc
All roads to be alcohol free areas