

Tom Bennett, who has lived experience and is Rights and Recovery Officer for Scottish Recovery Consortium said:

“People whose lives have been affected by alcohol, and the public more broadly, want to see Scottish Government do the right thing and put sensible measures in place that respond to the current crisis and restrict alcohol marketing and sponsorship. Self-regulation, demonstrably, isn’t working.

“Sponsorship is triggering and makes us drink – it’s extremely effective – that’s why the industry invest so much money in it. Sports sponsorship sends completely the wrong message, especially to our children, that healthy activity is associated with alcohol. It’s completely unacceptable that people are bombarded with alcohol sponsorship when attending their favourite sports events.”

Dr Alastair MacGilchrist added:

“Now is the time for the Scottish Government, as it considers options for restricting alcohol marketing, to break the bond between alcohol and sport by banning alcohol sponsorship of sport in order to protect the health of people in Scotland.”

Notes to editor

- Scottish Health Action on Alcohol Problems (SHAAP) is a partnership of the Medical Royal Colleges in Scotland and the Faculty of Public Health and is based at the Royal College of Physicians of Edinburgh. SHAAP provides the authoritative medical and clinical voice on the need to reduce the impact of alcohol-related harm on the health and wellbeing of people in Scotland and the evidence-based approaches to achieve this. www.shaap.org.uk
- This study was carried out by Dr Richard Purves, Amber Morgan, and Dr Nathan Critchlow in the report *‘Alcohol sponsorship of football: Examining the nature of sponsorship relations for professional football teams across countries with varied restrictions on alcohol marketing’ and assessed sponsorship in the 2021/22 season*
- The study was prepared for Scottish Health Action on Alcohol Problems (SHAAP).
- Both the ‘Calling Time’ campaign and the report can be accessed here: shaap.org.uk/calling-time
- Rt. Hon. Henry McLeish led a review of Scottish football in 2010, “Scotland United: A 2020 vision”

Media enquiries:

All individuals quoted above available for further comment or interview upon request.

Jane Gordon (Policy and Public Affairs Officer, SHAAP)

j.gordon@rcpe.ac.uk

0131 247 3667

Scottish Government sponsorship of football – Scottish Cup and Scottish League Cup

- The Scottish Government have sponsored Scottish football multiple times as a means of promoting/saving Scottish football and also to promote Scottish tourism and healthy living: through both the Scottish Cup and Scottish League Cup
- **1983-1988: Scottish Health Education Group cup**
 - The Government-funded Scottish Health Education Group sponsored the Scottish Cup, and were the first organisation to do so!
 - They sponsored it and disseminated health messaging, but were ultimately outbid as sponsors by Tennent's
 - There was major controversy at the time where Tennent's become the sponsor, with backlash from the British Medical Association etc. warning of the effects of alcohol marketing, see here:
<https://www.heraldscotland.com/news/11928104.health-row-as-tennents-win-the-cup/>
- **2009: Homecoming Scottish Cup**
 - From 1989-2007, Tennent's sponsored the Scottish Cup (with a 3.25mill per 4 year deal), but they ended this deal to sponsor the national team
 - There was then over a year (17 months) with no sponsor, until Scot Gov stepped in
 - This was as part of 'Homecoming Scotland 2009', on the 250th anniversary of Robert Burns' birthday. This was a series of events to attract people of Scottish ancestry to visit Scotland
 - Glasgow-based businessman Willie Haughey signed a two-year sponsorship deal for the cup, handing the branding rights over to the Scottish Government to promote the 'homecoming' theme.
 - Willie Haughey provided £1million and gave all branding rights to the Scottish Government (so wasn't funded by them)
 - "The Scottish Government, who will meet the costs of activating the rights to the tournament, will use the event to promote healthy living and citizenship through football messages."
 - Activation costs = the expenses associated with marketing opportunities such as the branding of pitch hoardings and perimeter boards, advertisements in programmes, website messaging, public relations costs to work with players and community engagement → so this year was protected from alcohol/harmful commodity advertisement
 - Health messages promoted included: anti-social behaviour, alcohol and drug misuse, domestic abuse and violence
 - The aim of the cup sponsorship was said to be to "promote our country internationally and to encourage people to live better, healthier lives"
- **2010: Active Nation Scottish Cup**
 - The cup was still funded by Willie Haughey through the Scottish Government branding rights, with another £1million deal

- However, it was rebranded to be the ‘Active Nation’ Scottish Cup, where the Scottish Government “hope(d) to use their involvement to promote healthy living and citizenship through football messages”
 - Slogan was ‘fitter, healthier, and happier’
 - Read this for quotes from Nicola Sturgeon and SFA CEO:
http://news.bbc.co.uk/sport1/hi/football/scot_cups/8266911.stm
 - The Scottish Health Education Group were the main advert on the programme
 - NHS Health Scotland were involved in developing health messages for the cup
 - There was criticism that the messaging resulted in no behavioural change, and were not backed up by substantial policies to elicit this
 - This article is really helpful and sets out the irony that, in the ‘Active Nation’ Cup, individual teams were still sponsored by alcohol companies:
<https://www.scotsman.com/arts-and-culture/raising-game-how-scottish-cup-final-helping-promote-healthier-lifestyles-1720573>
 - So this was more than 10 years ago, and people were discussing banning sports sponsorship then!
- **2011-2013: Scottish Communities League Cup**
- The Co-Operative Insurance Cup was the previous league cup from 1999 to 2010, but their sponsorship ran out and the Scottish Government stepped in to fill the space
 - From 2011-2013, the Scottish Government funded a league cup
 - with funding support of £1 million from 2011-2012 and £1.7 million from 2012-13
 - The cup was known as the ‘Scottish Communities League Cup’



- £500,000 of this came from the ‘Cashback for Communities’ programme – where money which was seized from crime was invested back for good

- The Cup's tagline was '*Promoting Respect, Responsibility and Tolerance in Scotland's communities through football*'
- See image below for Scottish Government description of their sponsorship:

This year, the Scottish Government is the proud sponsor of the Scottish Football League Cup, which is known as the Scottish Communities League Cup (SCLC) for season 2011/12.

We want to use the SCLC to eradicate negative behaviour associated with football and instead promote the three values of Respect, Responsibility and Tolerance in Scotland's communities:

RESPECT: To show regard or consideration for our national game, for your own actions and towards other supporters, at home and wherever you follow football

RESPONSIBILITY: To be answerable and accountable for your own actions, setting a positive example to others

TOLERANCE: To have a fair and objective view of all religions and football allegiances, celebrating cultural differences

Press release from Scottish Health Action on Alcohol Problems (SHAAP)

Embargoed for 0001hrs Sunday 5 February 2023

Scottish football fans share views on alcohol sponsorship – snapshot survey

A new snapshot survey of Scottish Football Supporters Association members reveals that football supporters are exposed to high levels of alcohol marketing at games and believe that sponsorship of Scottish football's by the alcohol industry should change. Calls for a ban on alcohol sponsorship of sports are being made by SHAAP's 'Calling Time' campaign.

[Sunday 5 February 2023] A snapshot survey of 287 members of the Scottish Football Supporters Association, prepared for Scottish Health Action on Alcohol Problems (SHAAP), has today revealed that Scottish football fans are exposed to a high level of alcohol marketing and of those surveyed, most believe that removing alcohol sponsorship from Scottish football would be a positive change.

Results reveal that supporter awareness of alcohol marketing within Scottish football is extremely high – with **79% of supporters having been exposed to alcohol advertisement or promotion** specifically around football.

The results also show that supporters are open to change: Two-thirds of **supporters feel that Scottish football's reliance on alcohol industry sponsorship is a 'bad thing'** (64%). Fans are **over three times more likely** to believe that replacing current alcohol sponsorship with non-alcohol sponsorship would be a positive change rather than a negative change. Additionally, **two-thirds agree with the decision of Scottish Women's Football** not to accept sponsorship from alcohol companies (66%).

The survey comes after SHAAP launched their 'Calling Time' campaign to end to alcohol sponsorship of sport in Scotland. The campaign was launched in November, at the same time as a new report revealed that Scotland is the country with the second highest proportion of alcohol sponsors across ten comparable European countries top flight football leagues in Europe.

Scottish Football Supporters Association Chairman Andy Smith, commented:

"We carried out this survey because we support the rights of fans to have a say in the future of Scottish football. We will keep working with fans to ensure that their views on alcohol marketing and sponsorship are heard."

Scottish Health Action on Alcohol Problems Director, Elinor Jayne, commented:

"The results of this survey demonstrate the effectiveness of sponsorship by the alcohol industry: while we know that the industry only represents 6.4% of all sponsors in the Scottish Premier League, 79% of fans in this survey reported being exposed to that sponsorship.

"It is well established that exposure to alcohol marketing like this directly influences how much and how often people consume alcohol. Alcohol harm is one of Scotland's greatest public health challenges – with more than 3 people a day dying in Scotland wholly because of alcohol. These tragic and preventable deaths must be addressed with absolute urgency and the widespread and pervasive nature of alcohol marketing in Scotland simply has to come to an end.

"The World Health Organization recommend restrictions on alcohol marketing as one of their 3 'best buys' to reduce alcohol harms. SHAAP is calling for a total ban on alcohol sports sponsorship as an urgent public health measure to protect the Scottish nation from alcohol marketing. Sport should be associated with - and inspire - good health and team spirit, and should not be used as a marketing tool for harmful products. Now is the time for the Scottish Government, as it consults on options for restricting alcohol marketing in Scotland, to address the role which alcohol sports sponsorship plays in Scotland's alcohol crisis."

Notes to editor

- Scottish Health Action on Alcohol Problems (SHAAP) is a partnership of the Medical Royal Colleges in Scotland and the Faculty of Public Health and is based at the Royal College of Physicians of Edinburgh.

SHAAP provides the authoritative medical and clinical voice on the need to reduce the impact of alcohol-related harm on the health and wellbeing of people in Scotland and the evidence-based approaches to achieve this. www.shaap.org.uk

- The 'Calling Time' campaign and the results of the polling can be accessed here: shaap.org.uk/calling-time
- A total of 287 individuals were surveyed online about their attendance at football, their awareness of alcohol advertising and promotion at Scottish football games, and their attitudes towards alcohol sponsorship of football and sport.
- The survey was carried out for SHAAP by independent research company Red Circle Communications.

Press release from Scottish Health Action on Alcohol Problems (SHAAP)

Embargoed for 0001hrs Thursday 9 February 2023

Contribution of alcohol industry to Scottish economy called into question by new report

[Thursday 9 February] While Scotland has a well-established reputation as a producer of whisky, a report today reveals that as a nation we are much more likely to drink wine, beer and vodka. The research from the Social Market Foundation think tank report shows that the alcohol industry costs the economy – in terms of impact on public services, productivity and the value of lives lost to alcohol – roughly the same amount as it generates for the economy. Key findings include:

- 4.9% of the Scottish economy (£8.1bn) can be attributed to the sale of alcohol, around 60% of which comes from whisky exports
- 99% of whisky produced in Scotland is exported
- Alcohol's share of employment (2.4%) is half its share of GDP because whisky production is not labour intensive
- Around half of the 60,000 Scottish jobs related to alcohol are in pubs, bars and restaurants – these are some of the lowest paying jobs in the economy
- The societal costs of alcohol go far beyond the £1.2bn estimated economic cost - including the £ value put on lost life, the costs are comparable to alcohol's contribution to GDP – amounting to between £5-10bn
- Scots drink considerably more wine, beer and vodka than we do whisky

The report, sponsored by Scottish Health Action on Alcohol Problems (SHAAP) and which draws on a wide range of data sources, concludes that the economic costs of reducing alcohol sales in Scotland can be largely offset by gains to other sectors and by having a healthier, more productive population.

Commenting on the findings, Dr Alastair MacGilchrist, Chair of SHAAP, said:

“The Scottish Government’s proposals to restrict marketing such as alcohol sponsorship of sports have led to a heated debate with the alcohol industry making a number of outlandish claims about the negative impact such restrictions would have on the economy. This serves as a distraction from the very real costs to our economy – and more importantly to people in Scotland – resulting from the consumption of alcohol in Scotland. Every day three people die directly because of alcohol. Nearly one in four of us drink at hazardous or harmful levels, impacting our physical and mental health, relationships and ability to fulfil our potential. These are human costs that the alcohol industry chooses to ignore whilst focusing on their annual profits instead.

“We have heard all this scaremongering before when minimum unit pricing was first suggested but today’s report shows that instead of damaging the alcohol industry, after it was implemented the industry continued to grow – while our consumption fell, thus reducing the harms caused by alcohol.

“While it’s important that the Scottish Government listens to everyone’s views on its plans to restrict marketing, I do hope it follows the evidence and puts the people of Scotland ahead of the profits of big alcohol companies.”

Aveek Bhattacharya, Research Director of the Social Market Foundation, who conducted the research said:

“When we think about the alcohol industry in Scotland, our minds are naturally drawn to scotch whisky producers, which do indeed produce around half the economic value that comes from alcohol. Yet the Scottish Government’s alcohol policy is of barely any relevance to the whisky industry, given that 99% of all scotch is sold outside Scotland.

“Policies to reduce alcohol consumption in Scotland will have more effect on supermarkets, off-licences, as well as hospitality. These sectors have shown substantial adaptability in the past, for example shifting their offer towards food. But some of them may be left behind if the Government continues to have success in curbing harmful drinking. The important thing to remember, though, is that if consumers don’t buy alcohol they will shift

their spending to other goods and services, and so revenue and jobs in other sectors will at least partly offset the hit to alcohol retailers and producers.

“Moreover, a workforce that drinks less, and so misses less time off sick, has a lower risk of unemployment and indeed premature death, will only be a good thing for the economy.”

Ends

For media enquiries, contact Jane Gordon xxxx

Notes to editor

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- The ‘Calling Time’ campaign to end alcohol sponsorship of sports is here: shaap.org.uk/calling-time
- The Social Market Foundation is a think tank that works to promote evidence-based policy and cross-party co-operation politics. It has published a number of reports on alcohol policy, public health policy and public policy in Scotland.
- The Social Market Foundation report published today uses a wide range of publicly available sources of data and modelling, and where appropriate, uprates for inflation. The report is available on request and will be available at www.shaap.org.uk from Thursday.

Getting in the spirit?

Alcohol and the Scottish economy

Aveek Bhattacharya

February 2023

The Social Market Foundation is Britain's leading cross-party think-tank, standing proudly in the centre-ground of politics since 1989.

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While the alcohol industry is a prominent part of the Scottish economy, stricter regulation of the domestic market is unlikely to have negative economic effects

Executive Summary

- The Scottish alcohol industry can be split in two: Scotch whisky, and everything else
 - 4.9% of the Scottish economy (£8.1bn) can be attributed to the sale of alcohol, around 60% of which comes from whisky exports
- Distilling generates substantial income, but a fairly modest number of relatively well-paid jobs
 - Alcohol's share of employment (2.4%) is half its share of GDP because whisky production is not very labour-intensive
- The whisky industry mostly caters to foreigners: 99% of scotch production is for export, and Scots drink considerably more wine, beer and vodka than they do whisky
 - It is a substantial contributor to the Scottish Balance of Trade, representing 15% of international exports
- Most of the 60,000 Scottish jobs related to alcohol, however, are in the domestic market: around half are in pubs, bars and restaurants
 - These are some of the lowest paying jobs in the economy: the average hourly wage is £8.46
- The overall effect of lower alcohol consumption on the economy is ambiguous: lost alcohol sales are offset by increased sales in other sectors that gain from diverted demand, and the benefits of a healthier, more productive workforce
- Moreover, the societal costs of alcohol go far beyond the £1.2 billion estimated economic cost – including the £ value put on lost life, they are comparable to alcohol's contribution to GDP – amounting to between £5-10 billion
- Further measures to reduce Scottish alcohol consumption are likely to have only modest effect on the economy – the bigger challenges are for Scotland's relations with other countries

Scotland faces an apparent tension between taking steps to reduce harmful drinking and supporting its economy through the alcohol industry

Introduction

- Scotland's relationship with alcohol is complicated: it has a global reputation for producing alcohol (particularly whisky), but that has come with historically high levels of drinking and harm:
 - Scotland's alcohol-specific death rate was three times as high as England's at the turn of the century, and the death rate remains over 60% higher today
- Policies to address alcohol harm have been resisted by the alcohol industry
 - The Scottish Government's alcohol strategy has been regarded by many as world-leading, bringing with it restrictions on promotions, changes to licensing law and most notably minimum unit pricing (MUP)
 - MUP was delayed for six years due to a legal challenge from the Scotch Whisky Association before it came into force in 2018
- The Scottish Government is currently consulting on restrictions on alcohol sports and events sponsorship, marketing in outdoor spaces, the retail display of alcohol and alcohol advertising in the media
- The potential economic impact of such measures is likely to be a prominent part of the debate around these proposals, and so this document analyses the relationship between alcohol and the Scottish economy

Source: ONS, [Alcohol-specific deaths in the UK: registered in 2021](#)

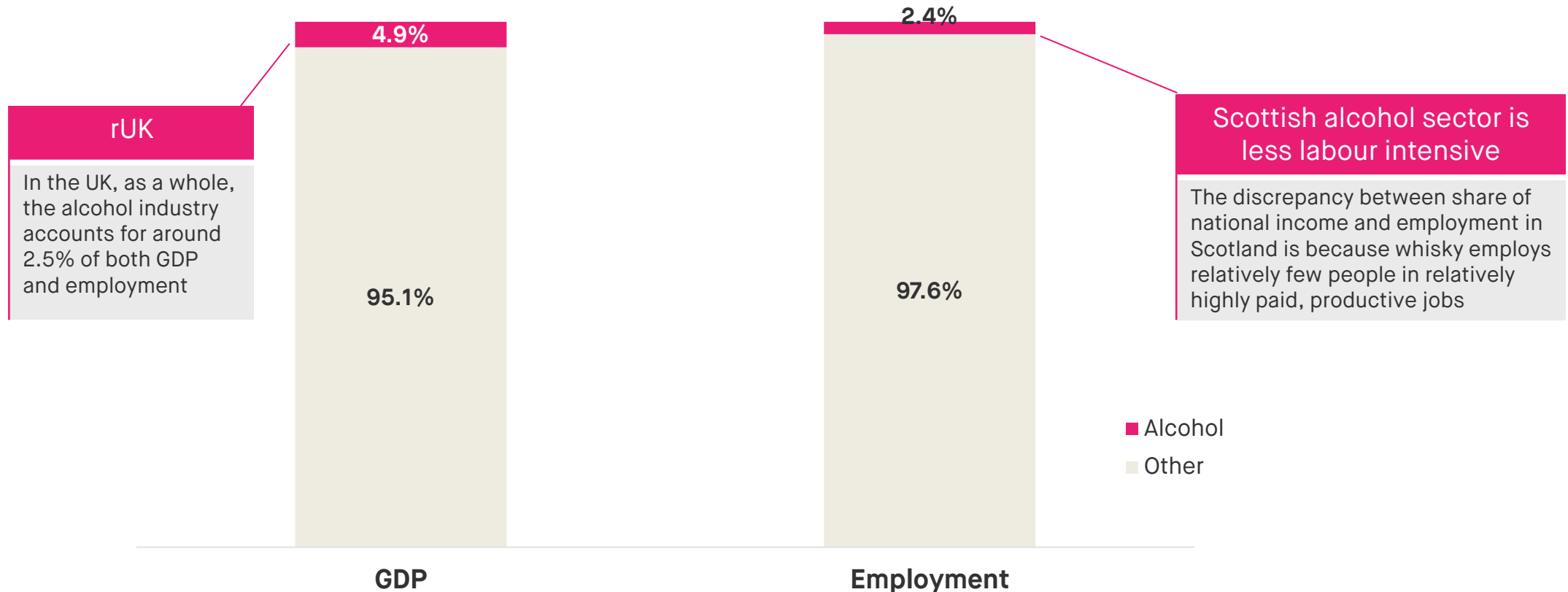
This report explores the relationship between alcohol and the Scottish economy, and implications for policymakers

Key definitions and methodological approach

- It estimates the contribution to Scottish **GDP** (that is national income, or the total value of economic activity) and **employment** that can be attributed to alcohol sales
 - This involves a broad definition of the alcohol industry – counting not just the jobs and income generated by producing alcohol (distilling, brewing etc.), but also other activities along the supply chain eg. selling alcohol in bars and restaurants, or in wholesale or distribution
 - Where a job involves selling multiple goods and services, it is allocated in proportion to revenue
 - For example, 80% of pub, club and bar revenue is from alcohol, and 41% on-trade alcohol revenue is beer, so it is assumed that 33% (80% x 41%) of pub, club and bar employment is attributable to alcohol
- The approach taken here broadly follows the one used in the 2017 Institute of Alcohol Studies report, *Splitting the Bill: alcohol's impact on the economy* – refer to that document for additional methodological detail

The alcohol industry, broadly construed, is responsible for 4.9% of Scottish national income, and 2.4% of employment in Scotland

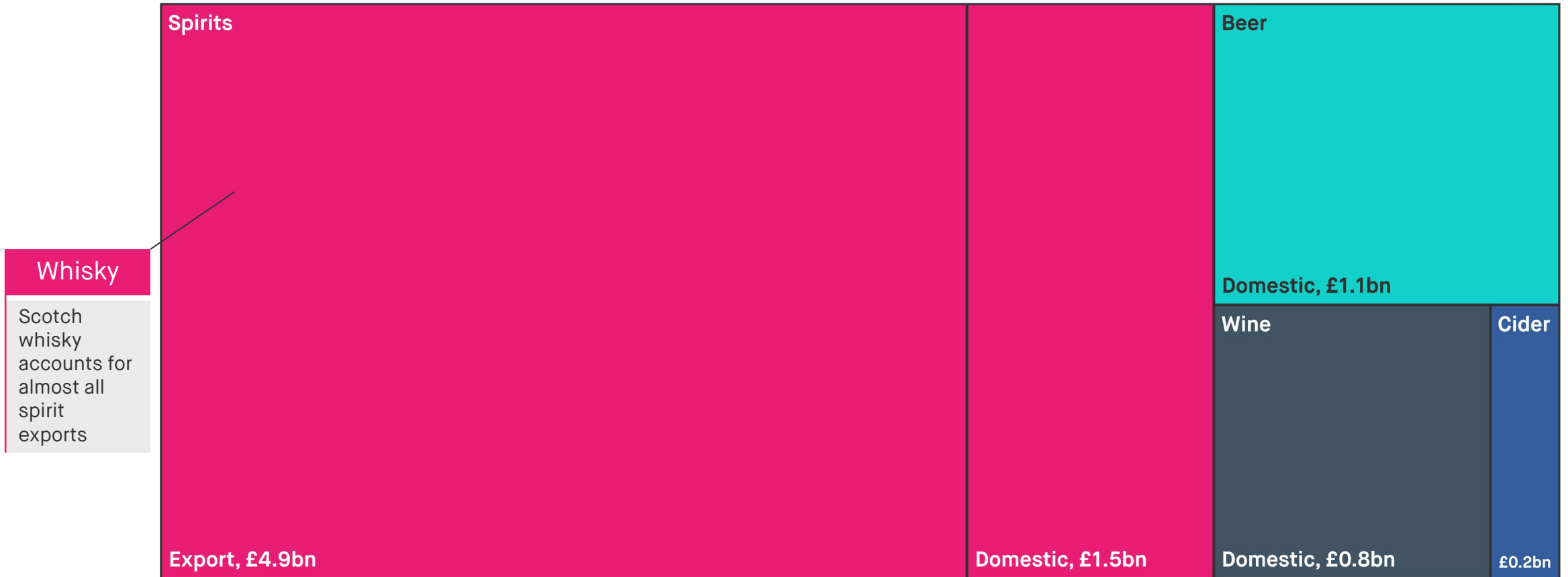
Alcohol industry share of Scottish economy, 2021



Source: ONS, Business Register & Employment Survey; Public Health Scotland, MESAS monitoring report 2022; [UK Trade Info](#); Scottish Government, [GDP Quarterly National Accounts](#); IAS, [Splitting the Bill](#); SMF analysis

Overall, the alcohol industry contributes £8.1bn to the Scottish economy, 75% of which comes from spirits and 60% from exports

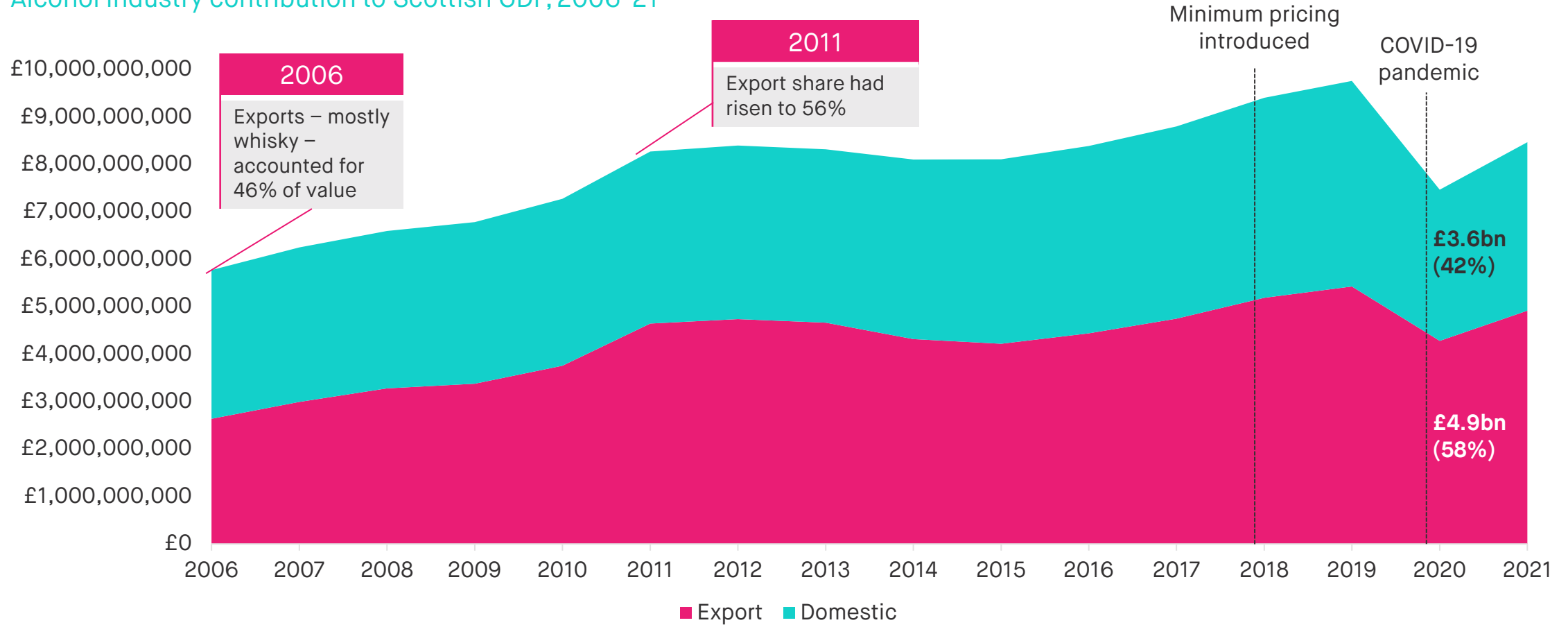
Breakdown of alcohol industry contribution to Scottish GDP by drink type, 2021



Source: ONS, Business Register & Employment Survey; Public Health Scotland, MESAS monitoring report 2022; [UK Trade Info](#); SMF analysis

The economic value generated by whisky exports rose dramatically in the late 2000s, having previously made up less than half of industry contribution to GDP

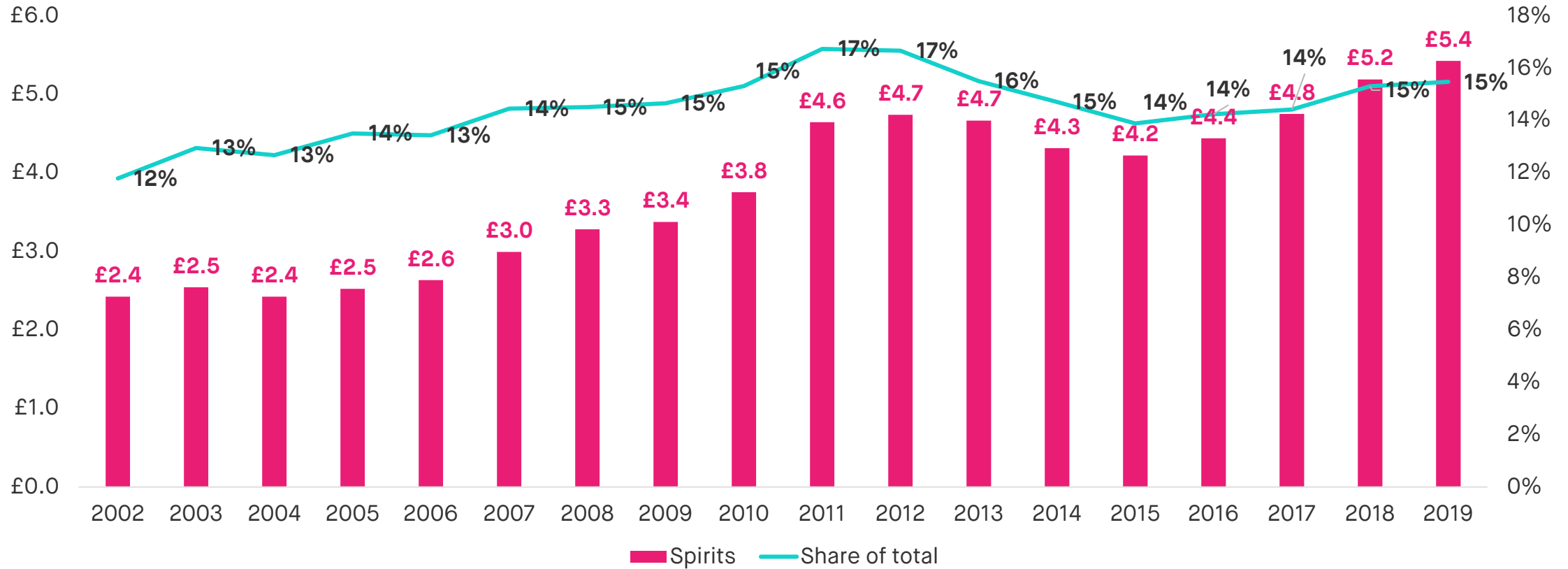
Alcohol industry contribution to Scottish GDP, 2006-21



Source: Public Health Scotland, MESAS monitoring report 2022; UK Trade Info; Scottish Government, [Export statistics Scotland: 2019](#); SMF analysis

Spirits – almost entirely whisky – make a substantial contribution to the trade balance, accounting for 15% of all Scottish international exports

Spirits exports share of total Scottish international exports (£bn)

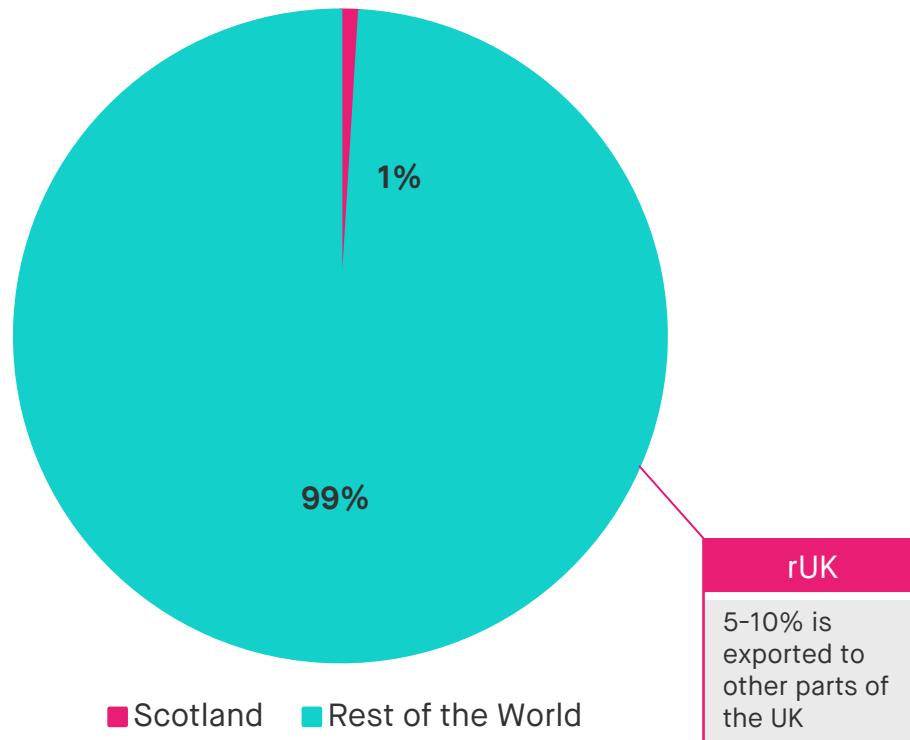


Source: Scottish Government, [Export statistics Scotland: 2019](#); SMF analysis

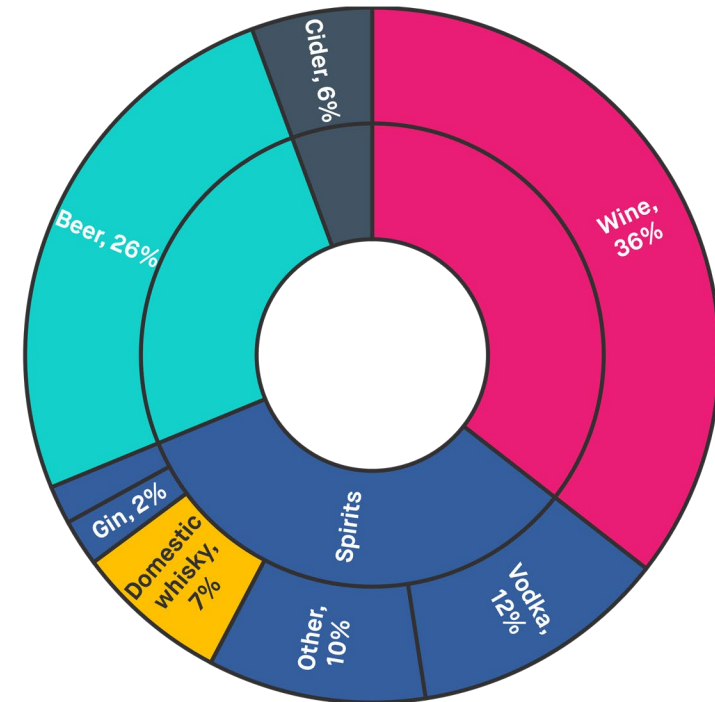
Yet whisky is fairly marginal in the domestic Scottish market: 99% of scotch leaves the country, and Scots drink far more vodka than whisky

Scotch in its domestic market

Scotch whisky sales by location



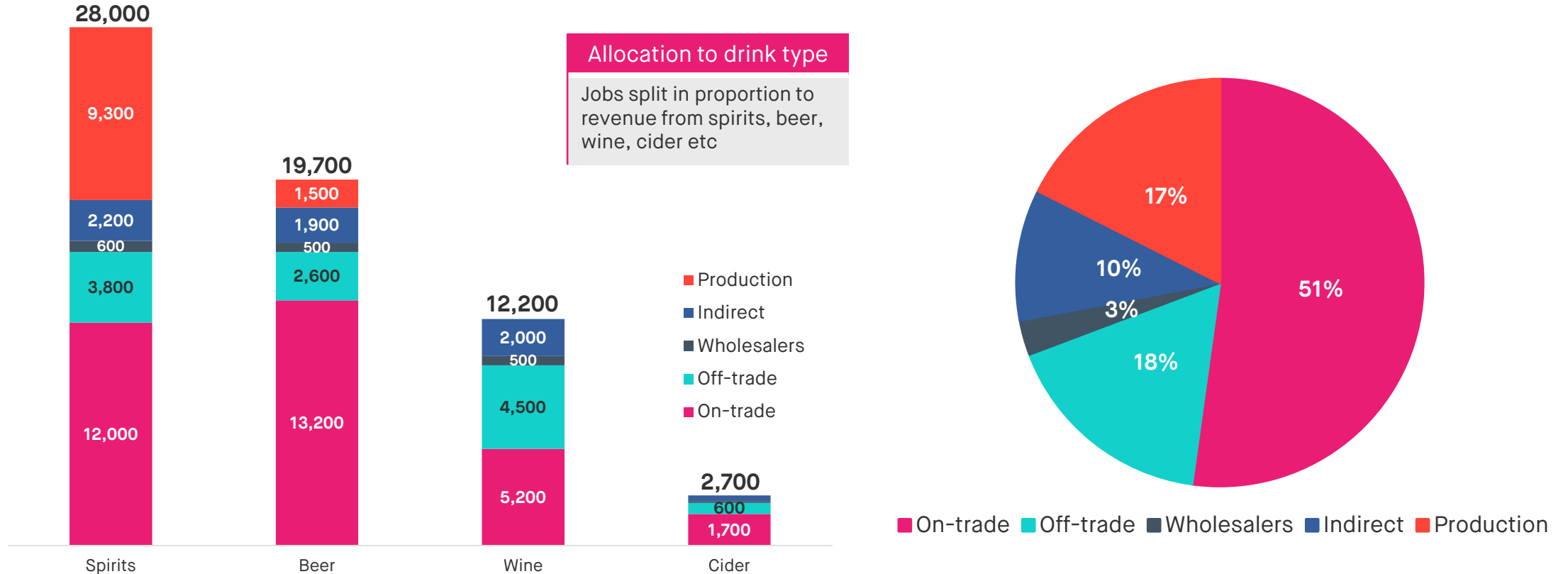
Breakdown of Scottish off-trade volume sales by drink type, 2021



Source: Public Health Scotland, MESAS monitoring report 2022; Scotch Whisky Association; SMF analysis

It is the domestic market that matters more for employment: 60,000 jobs can be attributed to alcohol sales – half in the on-trade, 11,000 in production

Breakdown of alcohol industry employment in Scotland, 2021



Source: ONS, Business Register & Employment Survey; Public Health Scotland, MESAS monitoring report 2022; SMF analysis

Jobs in distilling are highly productive and fairly well paid, but the bulk of alcohol-related jobs are low paying hospitality positions

Median Gross Hourly Wage, 2021 – UK



Source: ONS, Annual Survey of Hours and Earnings; SMF analysis

Most constituencies have relatively few jobs in distilling

Percentage of total employment in distilleries by Scottish Parliamentary Constituency



Source: ONS, Business Register & Employment Survey; SMF analysis

And those constituencies with distilleries have the most jobs attributable to the alcohol industry

Share of employment attributable to alcohol and to distilling



Source: ONS, Business Register & Employment Survey; SMF analysis

Yet in no constituency is distilling among the top three employers – public sector and retail jobs tend to be more significant in most places

Top 10 sectors by employment in Key Constituencies

Moray

| Sector | Employment |
|---------------------------------------|--------------|
| Hospital | 2,000 |
| Primary education | 1,750 |
| Grocery retail | 1,500 |
| Public administration | 1,250 |
| Distilling | 1,250 |
| Baked goods manufacture | 1,000 |
| Secondary education | 800 |
| Elderly/disabled non-residential care | 700 |
| Other non-residential care | 600 |
| Freight transport | 600 |

Dumbarton

| Sector | Employment |
|-------------------------------|--------------|
| Public administration | 2,250 |
| Facilities support activities | 2,000 |
| Defence | 1,500 |
| Grocery retail | 1,250 |
| Primary education | 1,000 |
| Hotels & accommodation | 1,000 |
| Distilling | 1,000 |
| Hospital | 1,000 |
| Secondary education | 600 |
| Licensed Restaurants | 500 |

Mid Fife & Glenrothes

| Sector | Employment |
|--|--------------|
| Public administration | 6,000 |
| Other non-residential care | 1,750 |
| Grocery retail | 1,250 |
| Hospital | 1,000 |
| Primary education | 1,000 |
| Distilling | 1,000 |
| Measuring, testing, navigation instruments | 800 |
| Unlicensed restaurants | 600 |
| Crop production support | 600 |
| Public order and support | 500 |

Source: ONS, Business Register & Employment Survey; SMF analysis

Yet in no constituency is distilling among the top three employers – public sector and retail jobs tend to be more significant in most places

Top 10 sectors by employment in Key Constituencies (2)

Glasgow Anniesland

| Sector | Employment |
|--------------------------------|------------|
| Hospital | 5,000 |
| Ship construction | 2,000 |
| Grocery retail | 1,250 |
| Other health care | 900 |
| Primary education | 800 |
| Non-residential social work | 600 |
| Civil engineering | 600 |
| Distilling | 600 |
| Residential nursing care | 450 |
| Unlicensed restaurants & cafes | 450 |

Argyll & Bute

| Sector | Employment |
|--------------------------------|------------|
| Hospital | 1,500 |
| General public | 1,500 |
| Hotels | 1,250 |
| Grocery retail | 1,250 |
| Home construction | 700 |
| Secondary education | 600 |
| Call centres | 600 |
| Licensed restaurants | 500 |
| Marine aquaculture | 450 |
| Unlicensed restaurants & cafes | 500 |
| Distilling | 400 |

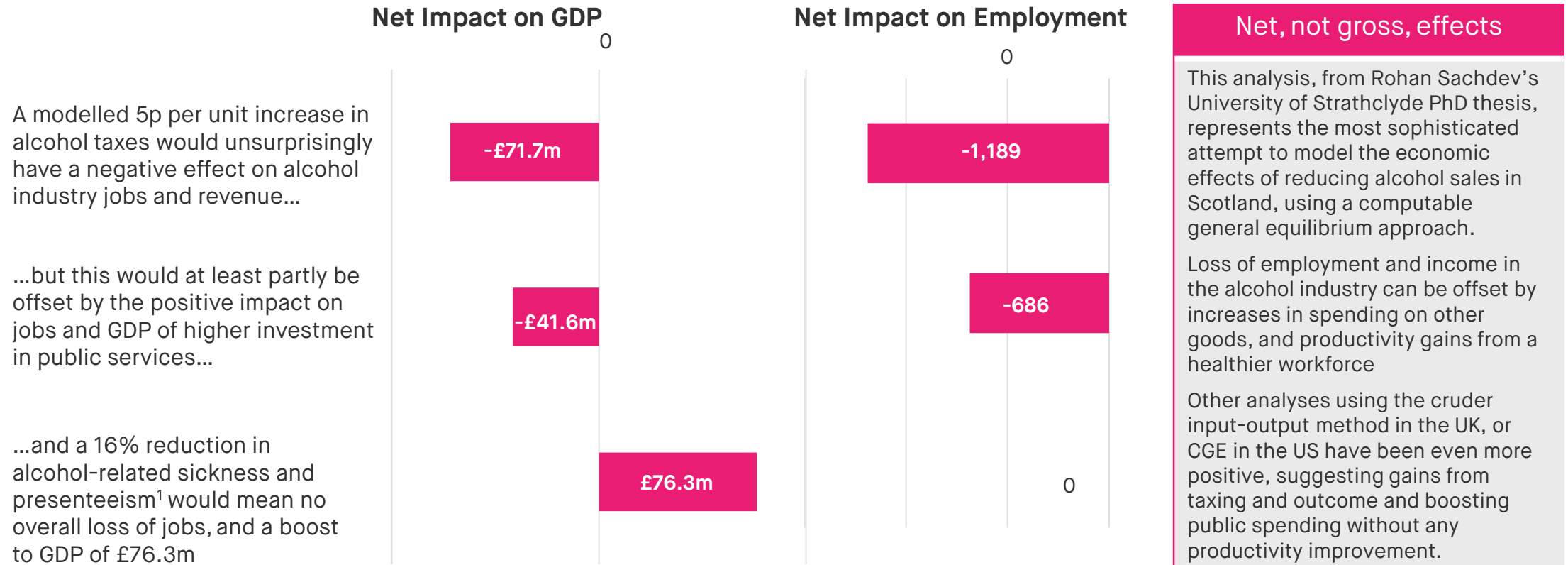
Carrick, Cumnock & Doon Valley

| Sector | Employment |
|-----------------------------|------------|
| Other healthcare | 2,500 |
| Non-residential social work | 1,250 |
| Grocery retail | 1,250 |
| Aircraft manufacturing | 1,000 |
| Camping grounds | 900 |
| Primary education | 800 |
| Hotels | 800 |
| Other residential care | 600 |
| Residential nursing care | 500 |
| Distilling | 400 |

Source: ONS, Business Register & Employment Survey; SMF analysis

None of this implies reducing alcohol sales would be bad for the economy – that depends on what spending replaces it, and the benefits of a healthier workforce

Macroeconomic modelling of an alcohol tax increase in Scotland



¹ ‘Presenteeism’ is when a person is able to attend work but is less productive because of ill health



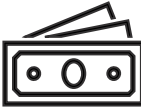

Source: Sachdev (2021), *The use of multi-sectoral models in evaluating the macroeconomic impacts of reduced household consumption of sin goods: the case of alcohol consumption in Scotland*

Alcohol also generates substantial societal costs: estimates suggest they could amount to £5-10bn, with around £1.2bn cost to the economy

Societal and economic cost of alcohol in Scotland

- Putting a monetary value on the harm caused by alcohol is complicated, and sensitive to a range of methodological judgements.
- In 2010, the Scottish Government commissioned the York Health Economics Consortium to estimate the societal cost of alcohol in Scotland, which they calculated to be £3.6 billion in 2007.
- In 2012, researchers at the University of Aberdeen carried out their own assessment, and found the figure to be higher: £7.2 billion in 2010:
 - The discrepancy is mainly due to the inclusion of morbidity costs (the cost to sufferers of non-fatal alcohol-related illness), but the Aberdeen method also underestimates crime costs due to data limitations.
- The figures opposite present the estimates from those studies, uprated in line with inflation. They do not account for changes in drinking patterns or levels of harm
- With over a decade since the last systematic analysis of the societal cost of alcohol in Scotland, the Government should commission an update of its previous analysis.

Total Costs, 2021/22

| | York method | Aberdeen method |
|--|-------------|---------------------|
|  Intangible costs e.g. value of lost life | £2.0bn | £7.2bn |
|  Health & social care costs | £0.7bn | £0.5bn |
|  Labour & productivity costs | £1.2bn | £1.2bn |
|  Crime costs | £1.0bn | £0.1bn |
| Total | £4.9bn | £9.6bn ¹ |

¹ Does not sum to total because of unattributed costs

Source: Scottish Government (2010), [The Societal Cost of Alcohol Misuse in Scotland for 2007](#); Johnston et al (2012), [Inequalities in the distribution of the costs of alcohol misuse in Scotland](#); SMF analysis