

8. AVAILABILITY OF ALCOHOL

Since there are links between deprivation and alcohol-related hospital stays (Figure 45, page 40) this section reviews the number of publically accessible alcohol outlets in areas of relative deprivation. Since Moray has few data zones in the most deprived quintile in Scotland data zones in the first and second most deprived quintiles have been included in the analysis. Large parts of Moray are in the 2 least-deprived quintiles (Figure 87), with the more deprived areas being mainly in towns, such as Elgin, Forres and Buckie, with Lossiemouth and Keith containing data zones in the second most deprived quintile. Perhaps not surprisingly the areas with more residents have more alcohol outlets, and the association with areas of deprivation is considered below.

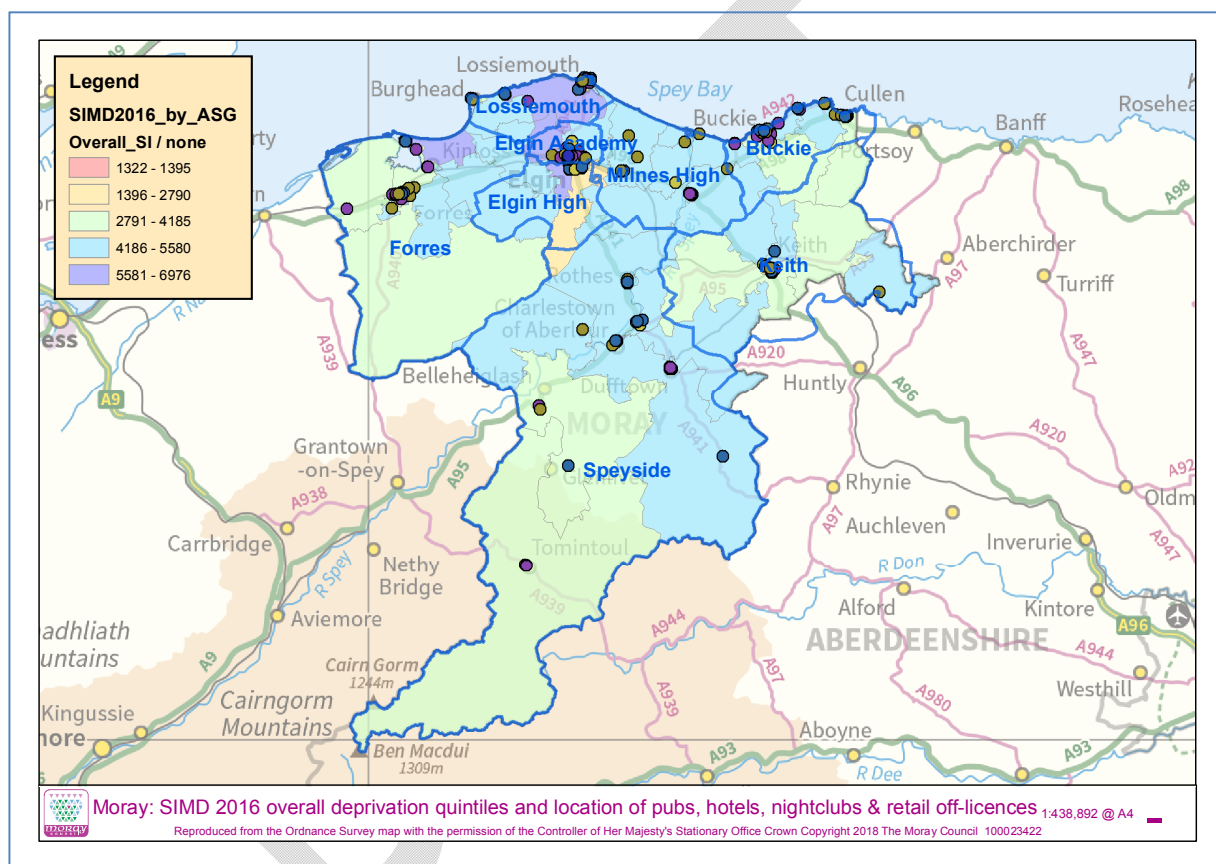


Figure 87: Scottish Index of Multiple Deprivation overall deprivation quintiles for Moray (2016)

Moray has a relatively low level of deprivation according to the SIMD 2016 methodology. There are 126 data zones in Moray of which 13 are in the most deprived quintile for the SIMD 2016 overall measure (10.3%) and 17 in the 2nd most deprived quintile (13.5%). In contrast, there are 38 data zones in the least deprived quintile (30.2%).

Forty per cent of data zones in Moray contain no publically-accessible alcohol outlets and a further 22% have just a single outlet. The average is 1.5 outlets per data zone, with 48 data zones containing above average numbers of publically-accessible alcohol outlets. Outlets are located in data zones covering all 5

of the overall SIMD quintiles, although the most deprived quintile does contain the highest proportion. However, for the remaining quintiles the differences become closer:

- Most deprived quintile
 - Each data zone contains 3.5 publically accessible alcohol outlets on average
 - 69% of data zones (9) contain above average numbers of outlets
 - Just 15.4% (2) contain no outlets
- 2nd most deprived quintile
 - Each data zone contains 1.8 publically accessible alcohol outlets on average
 - 53% of data zones (9) contain above average numbers of outlets
 - 41.2% (7) contain no outlets
- 3rd most deprived quintile
 - Each data zone contains 1.4 publically accessible alcohol outlets on average
 - 38% of data zones (11) contain above average numbers of outlets
 - 44.8% (13) contain no outlets
- 4th most/2nd least deprived quintile
 - Each data zone contains 1.2 publically accessible alcohol outlets on average
 - 31% of data zones (9) contain above average numbers of outlets
 - 41.4% (12) contain no outlets
- Least deprived quintile
 - Each data zone contains 1 publically accessible alcohol outlet on average
 - 26% of data zones (10) contain above average numbers of outlets
 - 44.7% (17) contain no outlets

Elgin Bishopmill East and Ladyhill has the highest number of this type of alcohol outlet in Moray, and is also one of the most deprived data zones in Moray. However, the High Street in the largest town in Moray is located within this particular data zone. Although the adjacent data zones have easy access to Elgin town centre they do not all experience the same level of deprivation, but instead range from the most deprived quintile to the 2nd least deprived quintile (see Figure 88).

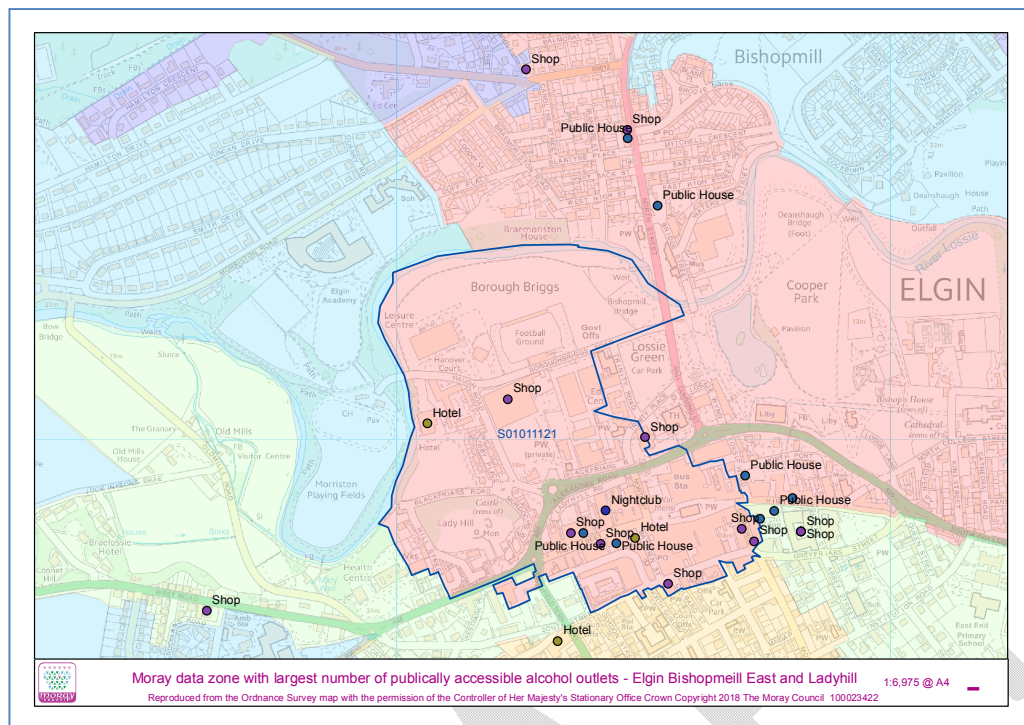
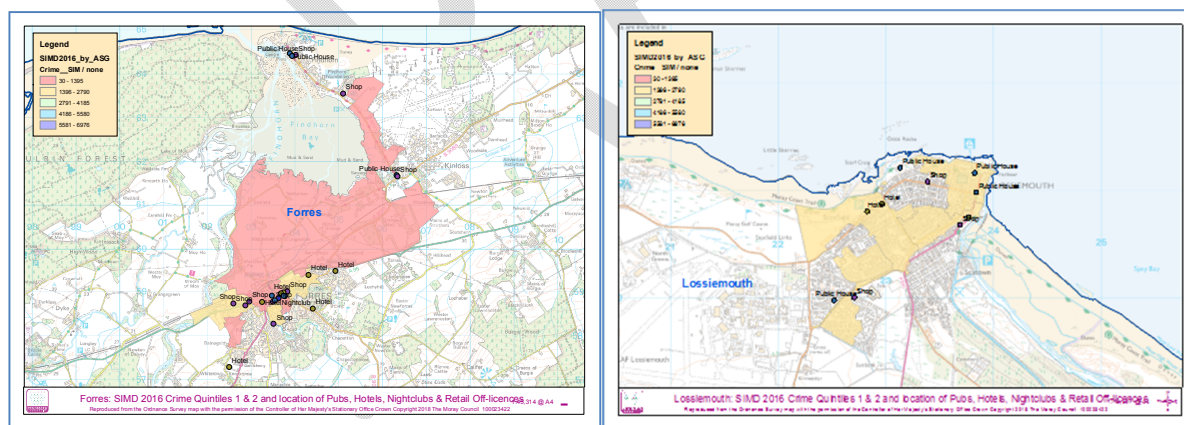


Figure 88: Elgin Bishopmill East and Ladyhill and location of alcohol outlets

The other Moray data zones in 1st and 2nd most deprived quintiles are in Forres, Lossiemouth, Buckie, Keith and other parts of Elgin, including New Elgin East. They are all predominantly in, or in close proximity to, town centres (Figure 89).



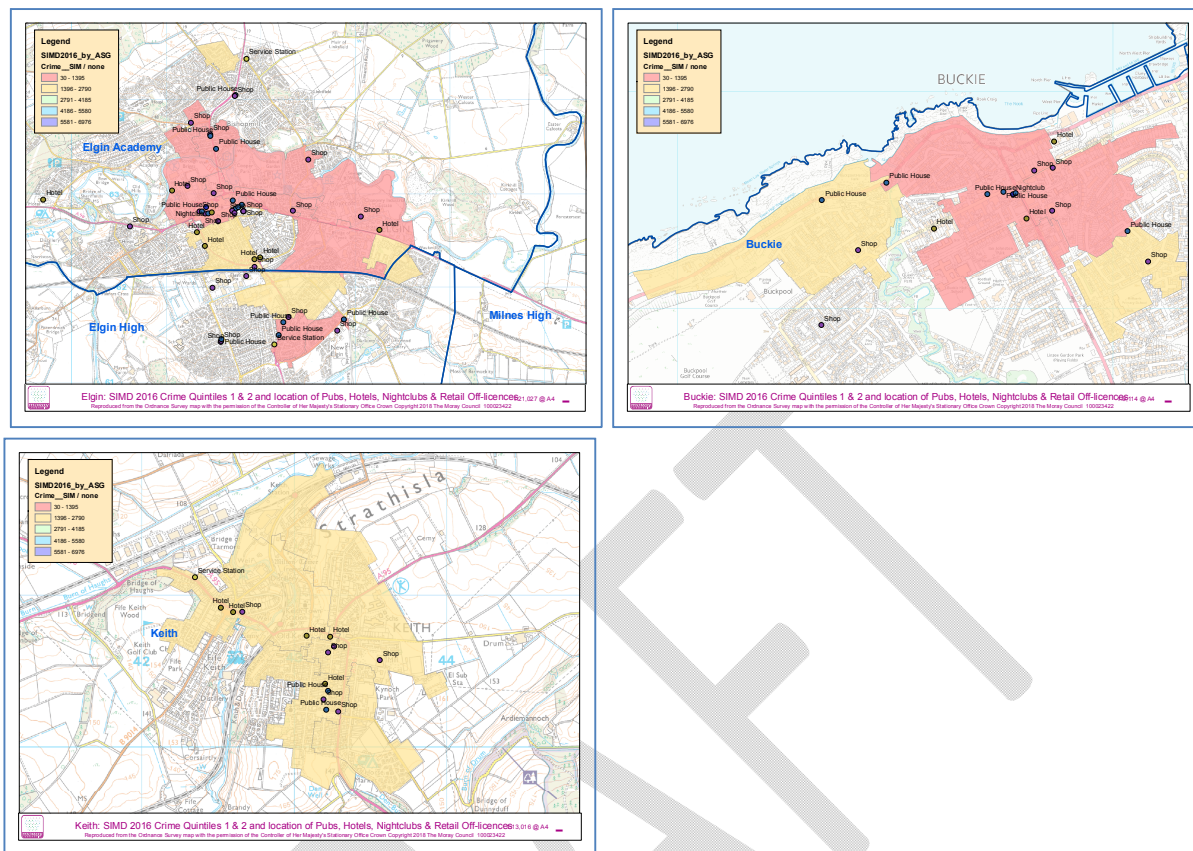


Figure 89: Moray data zones in 1st and 2nd most deprived quintiles showing location of the publicly accessible alcohol-outlets

According to Alcohol Focus Scotland, in conjunction with the Centre for Research on Environment, Society and Health (CRESH)³² Moray has one of the lowest availability of alcohol outlets of all the local authorities in Scotland: 28th overall, 25th for on-sales and 28th for off-sale outlets. (Note, however, that the CRESH data refers to 30 local authorities, and not all 32.) For most of Moray the density of alcohol outlets is considerably lower than the national rate (Figure 90). Using the CRESH Webmap³³ it is possible to plot the density of alcohol-outlets within a selected distance of a data zone population centre. The left-hand map at Figure 90 shows the alcohol on-sales outlet density for a distance of 800m from the data zone population centre, and illustrates that for most of Moray the on-sales density is well below the Scottish average. However, there are areas in the centre of Forres, Elgin town centre, Lossiemouth and Buckie that are above the Scottish average. When the distance from the centre of data zone

³² Alcohol Outlet Availability and Harm in Moray, April 2018

³³ <https://creshmap.com/shiny/alcoholtobacco/>

populations is taken out to 1,600m then the only data zones above the Scottish average are in the Centre of Elgin.

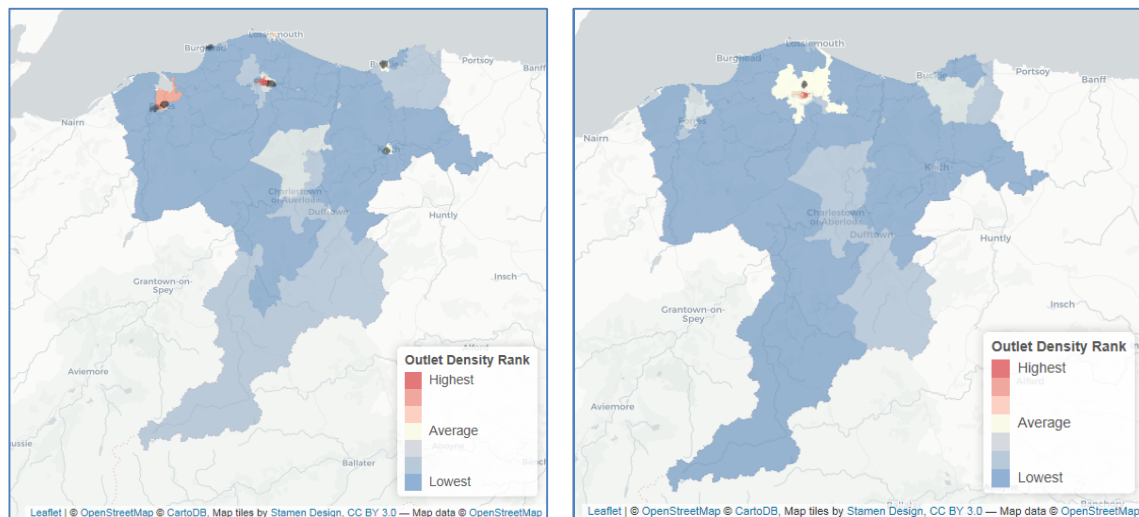


Figure 90: On-licences alcohol outlet density in Moray 800m and 1600m from centre of data zone populations (CRESH)

Figure 91 illustrates the same information for off-licences, and shows that across Moray the alcohol outlet densities for off-licences are even lower than for on-licences.

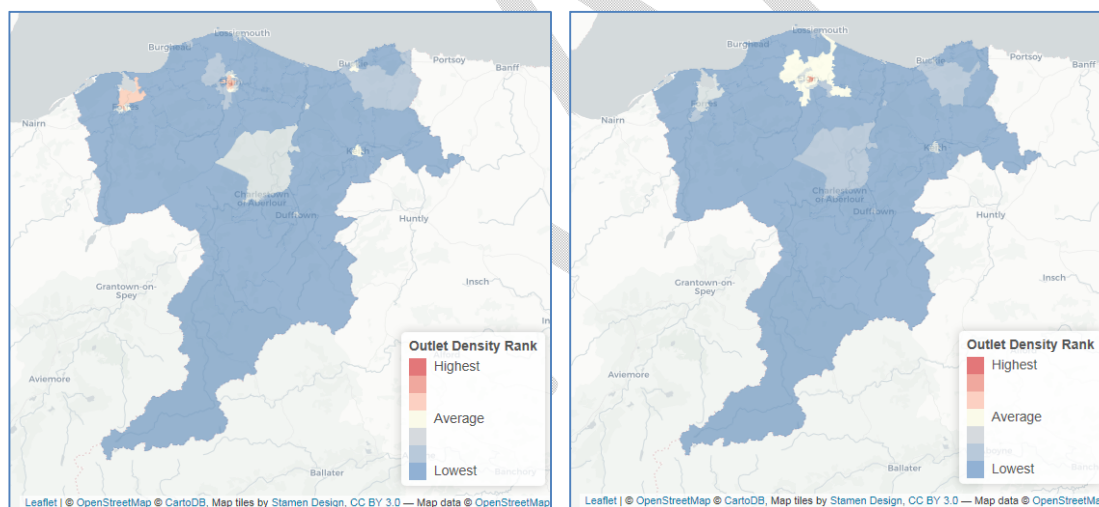


Figure 91: Off-licence alcohol outlet density in Moray 800m and 1600m from centre of data zone populations (CRESH)

Although people in Scotland still buy more alcohol each week than people living in England & Wales the amount has been dropping steadily since 2010 (Figure 92). Note that 73% of alcohol sold in Scotland in 2016 was purchased from supermarkets and off-licences.³⁴

³⁴ MESAS Monitoring Report 2017

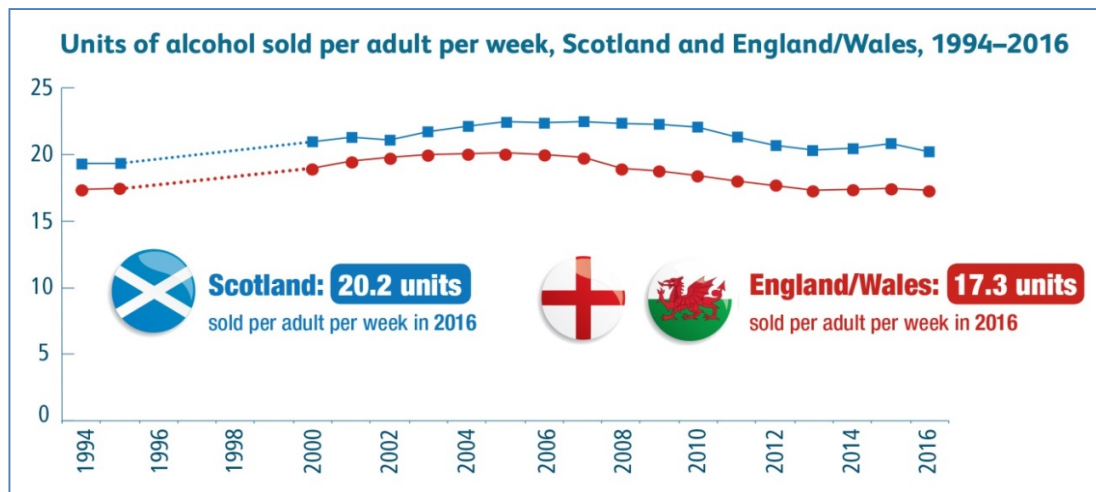


Figure 92: Units of alcohol sold per adult per week, Scotland and England/Wales, 1994–2016 (NHS Health Scotland)³⁵

SIMD 2016 deprivation and alcohol-outlets

Data zones in Moray tend to be in the lowest 3 quintiles for overall deprivation,

³⁵ http://www.healthscotland.scot/media/1460/alcohol-sales-in-scotland-2016_english.pdf

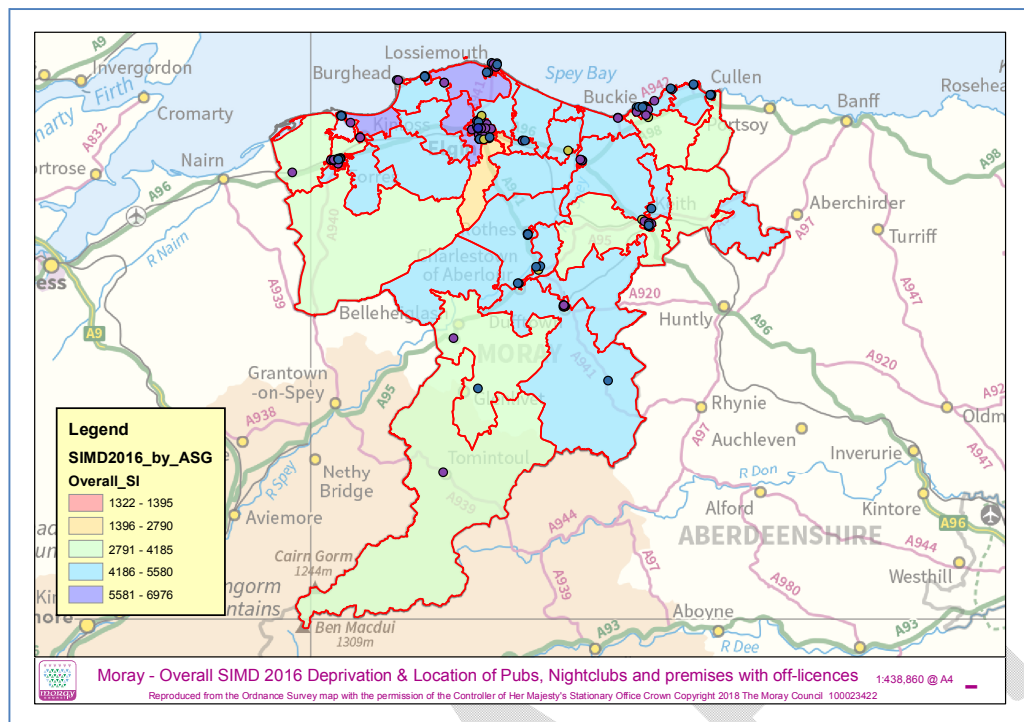


Figure 93: Moray overall levels of deprivation (as measured by SIMD 2016) and publically-accessible alcohol-outlets

Elgin has one data zone in the most deprived quintile overall, compared to all Scottish data zones. However, second-most deprived quintile = most outlets.

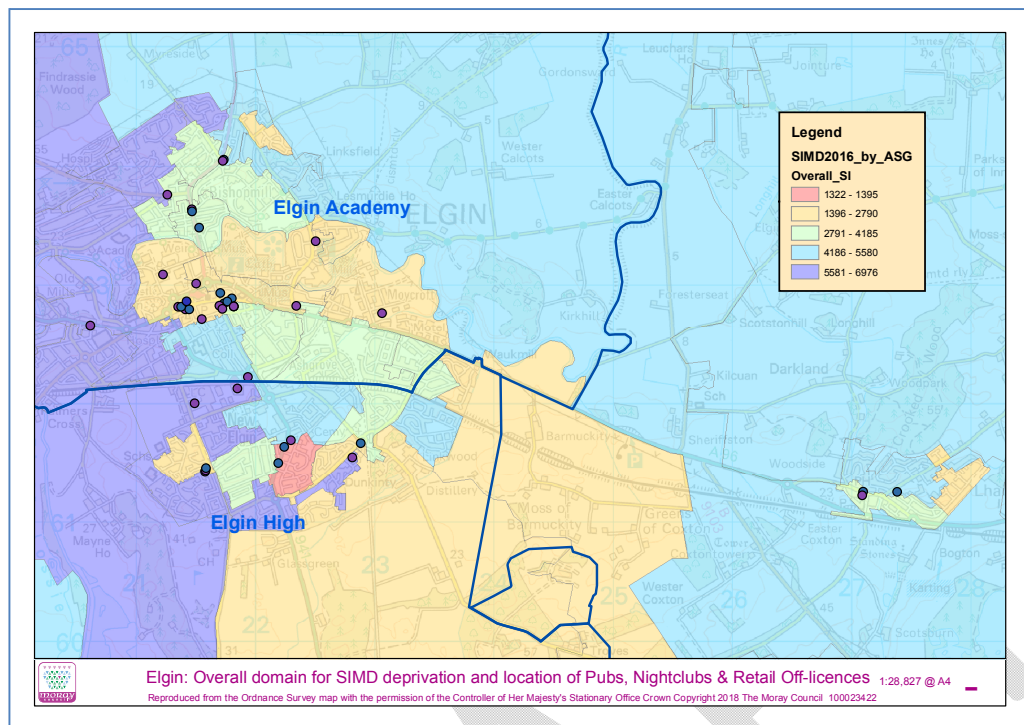


Figure 94: Elgin, and surrounding areas, overall levels of deprivation (as measured by SIMD 2016) and publically-accessible alcohol-outlets

Summary of alcohol availability in Moray:

- Low