

*Confidential*

# COMPLAINT NOTIFICATION

*SUBJECT TO CONFIRMATION*

**CASE NUMBER** : B06-03899/MP

**ADVERTISER** : **Save Our Unspoilt Landscape**  
Western House  
Main Street  
Lowick  
Northumberland  
TD15 2UD

**MEDIUM** : Circular/Leaflet

**INDUSTRY COMPLAINT** : Manchester

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## **COMPLAINT:**

A circular, for Save Our Unspoilt Landscape (SOUL), was headlined "Please help us to keep these monsters out of your back yard" and featured images of wind turbines on the front page and across the bottom of pages 2 and 3. Text on the first page of the circular claimed "There is clear evidence that these turbines will do enormous damage to the local environment, to the local economy and to the lives of local people. And there is also clear evidence from countries which have tried the wind power experiment proving that wind power generation is a hugely expensive and massively inefficient failure". On page 2 of the circular, text stated "No wind = no power. Wind speeds over 45 mph = danger = reduced power. Wind speeds over 56 mph = shut down = no power. This means that wind turbines are incredibly inefficient". Headline text in the next column stated "Will wind turbines reduce CO2 emissions? NO". Text on page 3 of the circular stated "This sprawling carpet of vast steel structures will need to be connected to the national grid, which will mean new powerlines, pylons and substations across our countryside. BUT the national grid can't cope with any more input from wind turbines at the moment. 'Wind Farm' builders are now being told it could be 10 yrs before their turbines are connected to the grid. Yet still the rush to build goes on ... Surveys carried out in areas of Scotland, Cumbria and Wales where wind turbines have been built or are planned indicate that over 25% of visitors would not return to these areas".

Pendragon Consultants Ltd, on behalf of Force 9 Energy, challenged whether

1. the claims "There is clear evidence that these turbines will do enormous damage to the local environment, to the local economy and to the lives of local people";
2. "there is also clear evidence from countries which have tried the wind power experiment proving that wind power generation is a hugely expensive and massively inefficient failure";
3. "This means that wind turbines are incredibly inefficient";

4. "Will wind turbines reduce CO2 emissions? NO";
5. "This sprawling carpet of vast steel structures will need to be connected to the national grid, which will mean new powerlines, pylons and substations across our countryside";
6. "the national grid can't cope with any more input from wind turbines at the moment" and
7. "Surveys carried out in areas of Scotland, Cumbria and Wales where wind turbines have been built or are planned indicate that over 25% of visitors would not return to these areas" were misleading and could be substantiated and
8. whether the image of the wind turbines along the bottom of pages 2 and 3 was misleading because it was an inaccurate representation.

(Ed 11: 3.1; 7.1)