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Wednesday, November 1 2006

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- Conwy Vale Car Park, Glan Conwy, Sunday November 5, 6pm onwards

NEWS, VIEWS & WHAT-TO-DOS

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THE WRONG IMPRESSION

RIVAL camps have clashed over controversial wind farm proposals.

And now a storm is brewing between the opposition group Save Our Scenery and conflicting campaigners Sustainable Energy Alliance.

This comes after the Advertising Standards Authority revealed that it will uphold all six of the complaints made against protesters SOS, and the materials they have been using to oppose the Gwynt y Mor offshore development.

Sparks flew after a photo montage of the North Wales coast created by SOS, was published in the Pioneer earlier this year.

The image, which featured on the letters page depicted an unofficial impression of what the Llandudno promenade could look like if the proposed army of Blackpool Tower-sized wind farms were to be implemented.

But environmental group

By **KELLY BARKER**
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Sustainable Energy Alliance (SEA) slammed the move and formally complained to independent body ASA which polices the rules laid down in advertising codes.

An expert for the ASA said of the photo montage: "Because the turbines appeared too densely spread and too close to the shore, the photograph exaggerated the likely effect of the proposed wind farm on the horizon and was not an accurate representation of what the wind farm would look like when built."

The ASA have also told SOS not to use a number of claims made in their leaflets unless they can provide viable evidence.

But SOS chairman John Lawson-Reay has hit back, and in a letter to the authority said that the group will 'ignore' their advice.

"The reality is that the ASA have no powers whatsoever to enforce their conclusions and we will continue to publish any material that

we consider to be fair and accurate."

He added: "We are bemused as to the 'expert's' confusion regarding the number of turbines depicted and that they are too crowded. The image showed only 77 turbines when in fact there are likely to be over 290."

Mr Lawson-Reay who anticipates that a public inquiry is on the cards, also told how the group disagreed with the ASA over their leaflet and rejected claims that SOS are 'marketers'.

He said: "We have no goods or services to sell, we are only concerned with alerting the public to what might happen to our environment."

But in a press release, SEA coordinator Jonathan Lincoln said: "We are obviously delighted by the conclusions reached by the ASA council."

"By upholding the complaints against SOS, the ASA have underlined the importance of substantiated, factual information being made available about important projects such as Gwynt y Mor."



SCORES of North Wales women - and girls - led the way on behalf of breast cancer survivors when they joined in Colwyn Bay's 'All Walk Together' which took to the prom in the Bay on Sunday. Picture ROBIN FORMSTONE.

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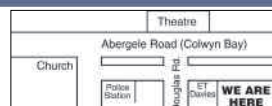
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