

# European Platform Against Windfarms News Post

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## Health effects recognised in UK Advertising Standards Authority says windfarms can't be advertised as producing no health effects



Low Spinney wind farm in Leicestershire

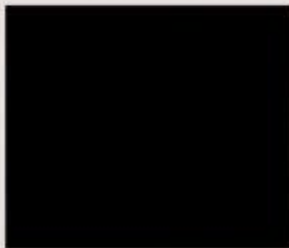
In 2012 Scottish Power Renewables claimed “*There is no medical evidence to suggest that wind turbines affect health*”. This claim appeared in the FAQ section of their web site promoting the Mynydd Mynyllod Windfarm in Wales. After a complaint to the ASA, and an investigation lasting more than nine months Scottish Power Renewables have assured the ASA that they will **“make the basis for claims for health and wind farms clearer, avoiding definitive claims”**.

At the time of writing Scottish Power appear to have removed the claim from their web site:

[www.mynyddmynyllodwindfarm.com/about-faqs.asp](http://www.mynyddmynyllodwindfarm.com/about-faqs.asp)

**Letter from ASA:**

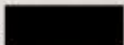
**(scroll down to following page please)**



Advertising Standards Authority  
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London WC1V 6QT  
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Email [enquiries@asa.org.uk](mailto:enquiries@asa.org.uk)  
[www.asa.org.uk](http://www.asa.org.uk)

Ref:A12-212626

15 August 2013  
By post

Dear Mr 

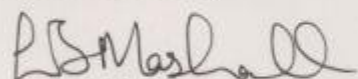
### Your complaint

Further to my letter of 18 April, we have now received a response from ScottishPower Renewables (UK) Ltd. They have assured us that they will make the basis for claims for health and wind farms clearer, avoiding definitive claims. We consider that this will resolve the complaint without referring the matter to the ASA Council, and will consequently be closing our file.

In a formal investigation, if the ASA Council decides that an ad is in breach of the Code, the advertisers are told to withdraw or amend it. Because the advertiser has already assured us that the advertising you complained about will be amended, we consider there is little to be gained from continuing with a formal investigation, which would achieve that same outcome. Although we will not publish full details of your complaint on our website, [www.asa.org.uk](http://www.asa.org.uk), basic information including the advertisers' name and where the ad appeared will appear on **Wednesday 28 August**.

Thank you for taking the time and trouble to raise the matter with us. If you would like more information about what we do and the ads we have found in breach of the Code, please have a look on our website.

Yours sincerely



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