



Advertising Standards Authority  
Mid City Place 71 High Holborn London WC1V 6QT  
Telephone 020 7492 2222 Fax 020 7242 3696  
Textphone 020 7242 8159 E-mail enquiries@asa.org.uk  
Online www.asa.org.uk

Mr L Mason  
FLAT  
The Old School House  
School Road  
Marshland St James  
Wisbech  
Cambs PE14 8EY

Please Quote: A08-50535/VP

**EMAIL & POST**

28 August 2008

Dear Mr Mason

### **YOUR ADVERTISING – FLAT**

The ASA Council has now adjudicated and agreed with our recommendation that the ad breached the Code.

The attached report will be published on the ASA website, [www.asa.org.uk](http://www.asa.org.uk), on Wednesday 10 September and we ask you to treat it as confidential until then. It will be made available to journalists, under embargo, from the Monday before publication. Marshland Wind Farm Ltd will also receive a copy of the adjudication today.

If you have not already done so, you should change your ad immediately to comply with the CAP Code. We should like by return of post your assurance that you either have already changed it or will act promptly to comply with the ASA Council's decision. For convenience, we have enclosed a pro-forma, which you can post or fax to us when you have signed it. Please note ASA adjudications apply to marketing communications in all media, including broadcast (TV and radio) and ads on the Internet. If you send us a written assurance, we shall not write to you again; if you do not, our Compliance team will write to you.

The Committee of Advertising Practice (CAP) is responsible for reviewing and producing the British Code of Advertising, Sales Promotion and Direct Marketing (the CAP Code). The CAP Copy Advice team provides a free and fast pre-publication advice service that is confidential from competitors. Although its advice is not binding on the ASA Council, the team can help if you are in doubt about Code requirements or would like advice on a particular point. You can reach the Copy Advice team by telephone on 020 7492 2100, by fax on 020 7404 3404 or by e-mail at [advice@cap.org.uk](mailto:advice@cap.org.uk) or you may use AdviceOnline, a database of advice that is regularly updated and is available on the CAP website, [www.cap.org.uk](http://www.cap.org.uk).

Thank you for your co-operation throughout the investigation.

**Chairman** Rt Hon Lord Smith of Finsbury • **Director General** Christopher Graham  
**ASA council (Non-broadcast)** James Best • Louisa Bolch • Sally Cartwright • Jean Coussins • Elizabeth Fagan • Sunil Gadhia • Gareth Jones • Andrew Motion • Susan Murray • Colin Philpott • Neil Watts • Diana Whitworth



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Yours sincerely

Investigations Executive

We shall use your contact details, together with other information from or about you, to deal with the complaint. We may contact you to assess the quality of our services or to give you information about our activities, which might interest you. If you do not want to be contacted for that purpose, please let our Data Protection Officer know at the above address or by e-mail at [data.protection@asa.org.uk](mailto:data.protection@asa.org.uk). For further information about our Data Protection Policy please refer to our website [www.asa.org.uk](http://www.asa.org.uk)



FAO: Victoria Preston  
ASA  
Mid City Place  
71 High Holborn  
London  
WC1V 6QT  
Fax: 02072423696  
E-mail: [victoriap@asa.org.uk](mailto:victoriap@asa.org.uk)

**ASSURANCE OF COMPLIANCE WITH ASA ADJUDICATION**

This is an assurance that the advertising that was the subject of ASA investigation reference No. A08-50535/VP will no longer appear in its original form. The claims investigated and found to breach the British Code of Advertising, Sales Promotion and Direct Marketing, and similar claims that are likely to breach the Code, will not appear in our future marketing communications.

Name (please print): .....

Signature: .....

for and on behalf of **FENLAND LANDSCAPE AGAINST TURBINES**

Date: .....