

From: Rob Taylor [REDACTED]
Sent: 19 March 2026 09:43
To: Tillbridge Solar Project <TillbridgeSolarProject@planninginspectorate.gov.uk>
Subject: Attn of Mr Ely

You don't often get email from [REDACTED]

Hi

Apologies for using this email I could not find another. I saw your comments about newspaper promo

The below is something I wrote last year - circulations have dropped further since then so the numbers are worse.

The idea newspapers are well read is sadly decades out of date

Thanks
Rob Taylor

Flintshire has 155,319 people living there. 128,000 of those people are over the age of 16.

The Leader product that covers that area has a circulation of 3,041. The circulation certificate says 65% are for Wrexham edition so 1976 copies and 35% for Flintshire edition so just 1,064 copies there..

In Flintshire alone [Stats Wales](#) say there are 16,000 'older people' (75+). The Older Peoples Commissioner say roughly a third of older people could be classed as digitally excluded (Source: '[Access Denied](#)' report 2024) - so 5,280 such excluded people in this example.

- Let's assume every single purchaser of The Leader Flintshire edition is a digitally excluded older person and makes up the entire 1,064 circulation, and no one else buys a copy.
- Let's assume the obligation to pay £0.95 every weekday, £4.75 a week or around £240 a year, to stay informed is a fair requirement in our society for older digitally excluded people (in a cost of living crisis) .
- Let's assume they all read every paper from front to the back - where the statutory notices are.
- Let's assume they can read the usually very small print the notices use - as referenced in one Senedd committee.

