

THE DAILY MAIL

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22 July 2013

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Press Complaints Commission
Halton House
20/23 Holborn
London EC1N 2JD

Your ref 131881 Peter Jones

Dear 

Thank you for your email of 3 July regarding the complaint from Peter Jones and do please accept my apologies for the delay in this response.

Having reviewed the matter, I cannot agree that our proposed clarification is deficient in the ways that Mr Jones suggests.

In particular, I cannot see why we should be required to clarify that 'much of the recycling collected from households is reprocessed in the UK'. As far as I am aware, our article never said that it wasn't.

Nor did our article deny that much of the recycling that is exported is reprocessed back into raw materials.

And while other papers - including the Telegraph and Times - may have taken their lead from the Mail, it still follows that they reported similarly.


Notwithstanding the above, I remain keen to bring this matter to an amicable resolution and would therefore propose, subject to the Editor's approval, the following revised wording:

Following an article on April 6 which said that millions of tons of household recycling is being 'dumped abroad', we are happy to clarify that, while 12m tons of household and business waste is sent overseas for recycling, the proportion which ends up in landfill is unknown.

I have also asked for the online headline to be amended and propose that this clarification is also appended to the online article.

In addition, we will of course mark the cuttings for future reference.

I do hope that this complaint can now be resolved on this basis. Nevertheless, do call me if you would like to discuss the matter further.

Yours sincerely, 


Group Managing Editor