

THE DAILY MAIL

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29 November 2013

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

Your ref 134024 Peter Jones

Dear Ms Hales

Thank you for your letter of 19 November regarding complaint 134024 from Peter Jones.

While I am also pleased to note that this complaint is close to being resolved, I cannot agree with the complainant that our wording is materially deficient.

Nevertheless, in order to bring this matter to a satisfactory conclusion, I would be prepared to offer the following amended wording subject to the Editor's approval:

Articles on 17 August and 16 October reported statements by Environment Minister Lord de Mauley about the need for five separate rubbish bins and the scrapping of traditional weekly rubbish collections under new EU rules. We are happy to clarify that these measures will be implemented only where necessary and practicable.

I look forward to your confirmation that this is acceptable so that I can make the necessary arrangements.

In the meantime, please do not hesitate to contact me if you wish to discuss the matter further.

Yours sincerely



Alex Bannister
Group Managing Editor

Rebecca Hales

Subject: FW: Complaint 135039 - Mr Peter Jones
Attachments: image006.png

From: Patricia Wynn-Davies [mailto:patricia.wynn-davies@telegraph.co.uk]
Sent: 26 November 2013 18:34
To: Rebecca Hales
Subject: RE: Complaint 135039 - Mr Peter Jones

Dear Rebecca

Apologies again for the delay in responding. The reporter is still away for significant family reasons but I have managed to discuss the main issues with him.

Our proposal is to soften the start of the online version of the news article to take account of the fact that not all councils will necessarily opt for additional bins to meet their responsibilities under the EU directive.

We would therefore make the following changes:

1. **Headline:** this should be changed to "Home owners may have to separate more recycling under EU rules"
2. **Standfirst:** this should be changed to "Some households may be expected to separate recycled material into more boxes because of new European Union regulations"
3. **First par under the byline:** the word "homes" should be changed to "councils".

At the end of the piece we propose the following clarification:

Clarification: This article quotes Defra saying that it is up to councils to decide how best to implement the EU Waste Framework Directive but when first posted the piece also suggested that all householders will be expected to separate recyclable material into more boxes. In fact, the directive allows for the continued collection of "co-mingled" recyclable waste as long as councils introduce measures that ensure that thereafter the waste is not mixed with other waste or other materials with different properties. It remains to be seen which councils will meet their obligations under the directive by the issue of additional recycling boxes. We are happy to make this clear.

Our feeling is that the above clarification would be appropriate as it does not overload the reader with too much information - even though the subject is complicated enough by reference to the practical consequences of existing council practices.

I have in mind councils such as the London Borough of Camden. This collects (and may continue to collect after January 2015) "co-mingled" recyclables in one green bin. But there is another white bag for garden rubbish, a brown bin for food waste and a standard bin (or black bin liners) for non-recyclable household waste. That makes four receptacles! It would also be open to such a council to add an additional bin for glass only from 2015. It does not strike us as unreasonable to suspect that so-called "bin blight" might be with us for some time to come. But all this is for discussion on another occasion.

We do not believe any significant inaccuracy is disclosed by the feature article since it made clear that the separation duty will be upon councils, not households.

I hope that the above is helpful.

With best wishes.

Patricia