

CHAIN

Cheshire Anti Incinerator Network



NEWS RELEASE

20 January 2011

TATA/Brunner Mond PR Stunt - A Dismal Failure

The 'public meeting' organised by Brunner Mond/E-ON about their application to build a giant waste incinerator in Northwich took place on 18 January attracted a small audience most of whom were clearly opposed to the plan. In the interests of keeping the public informed, the following is a brief summary of the lowlights of the meeting; there were no highlights.

- **THE ARROGANT ATTITUDE OF THE PRESENTERS**
- **THE UNREADABLE OHP SLIDES**
- **THE GLIB ANSWERS TO AUDIENCE QUESTIONS**
- **THE EXTENSIVE USE OF AN ILLUSTRATION RECENTLY DESCRIBED AS 'UNTRUTHFUL' BY THE ADVERTISING STANDARDS AUTHORITY**
- **THE REFUSAL TO GIVE ANY ASSURANCES ABOUT THE LONG TERM SECURITY OF THE BRUNNER MOND CHEMICAL PLANT IF A WASTE INCINERATOR WAS BUILT**
- **THE ADMISSION BY THE MANAGER FROM AN ALLEGEDLY "SIMILAR" INCINERATOR IN GERMANY THAT HIS PLANT IS ACTUALLY 25% THE SIZE OF THAT PROPOSED FOR NORTHWICH**
- **THE REFUSAL TO TAKE THE MANY MORE QUESTIONS THAT THE AUDIENCE WANTED TO ASK AT THE END OF THE MEETING RESULTING IN A WALKOUT**



PREACHING TO THE UNCONVERTED