

# **CHAIN**

## **Cheshire Anti Incinerator Network**



NEWS RELEASE

6 January 2011

### **Waste Incinerator Advert Misleading – Official**

**CHAIN has learned that the Advertising Standards Authority has responded to a complaint from the public and ruled that a Brunner Mond/E-ON advert published in several Cheshire newspapers last year was misleading and ordered that it must not be used again. The judgment concluded that the illustration in the advert purporting to represent the giant incinerator these companies propose to build in Northwich gave a misleading impression of the huge scale of plant particularly to residents in nearby homes and road users in the area.**

**In detail, the Council of the ASA decided that the advert breached its Code because it did not meet the requirements for ‘substantiation’ and ‘truthfulness’.**

**Brian Cartwright, Chairman of CHAIN, made the following comment on the ASA ruling:**

**‘This news comes as no surprise to the many in our community who have been campaigning against the Northwich waste incinerator. We have been saying for months that the Brunner Mond planning application and the accompanying PR guff is just a catalogue of half-truths, inaccuracies and omissions. For example, they still refuse to tell the public anything about the sources of the waste they would burn or what it would contain. CHAIN will continue to advise our thousands of supporters to question everything Brunner Mond/E-ON say and challenge all of the claims they make.**

**We now hope that members of Cheshire West and Chester Council will take note of this important finding by the ASA and that it will remove any doubt they may have about opposing the waste incinerator planning application when they make their decision in a few weeks time. ‘**

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