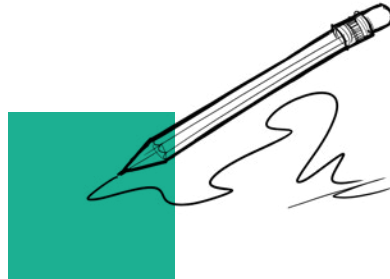




Peddimore – Development Zone 2: (Section 73 application) Statement of Community Involvement

February 2025



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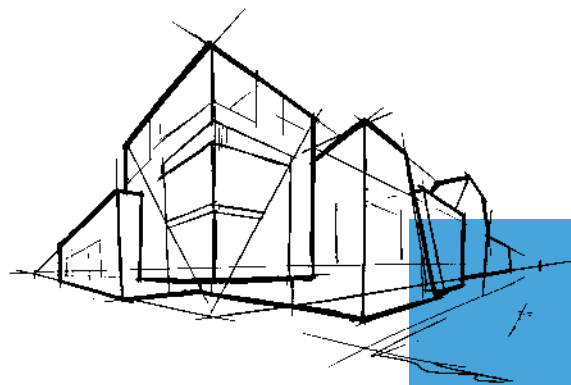
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1 Executive summary

- 1.1 This Statement of Community Involvement outlines ROCKWOOL's approach to public consultation on its proposed plans to develop a new manufacturing facility (Use Class B2: General Industrial) within Development Zone 2, part of the wider Peddimore site, a strategic employment location in Birmingham.
- 1.2 The purpose of this document is to demonstrate how ROCKWOOL has engaged with local stakeholders and the community to listen to their views and respond to any suggestions, questions and concerns prior to the submission of a formal Section 73 ¹ planning application.
- 1.3 It sets out the approach to pre-application engagement, including the methods used to inform and involve stakeholders, details the activities undertaken, and summarises the feedback received and responses to feedback.
- 1.4 If the plans are approved, Peddimore Zone 2 will accommodate a ROCKWOOL manufacturing facility for the production of non-combustible stone wool products. The proposed facility aims to meet increasing demand for high-performance insulation, contributing to improved energy efficiency and fire safety in buildings across the UK.
- 1.5 ROCKWOOL would like to thank everyone who engaged with this consultation regarding our proposals for Peddimore, whether they visited our website, got in touch on email, met with us or attended one of the events.
- 1.6 The consultees collectively provided the company with valuable feedback, representing a range of opinions on different issues and opportunities, covering a mix of views relating to the proposal, and ROCKWOOL respects and values all contributions made.
- 1.7 ROCKWOOL first announced its plans for Peddimore at the start of November 2024, and this consultation was the first opportunity for the company to engage with and listen to local people and businesses, as well as to present our plans.
- 1.8 It is ROCKWOOL's long-term aspiration to invest in the Peddimore site, be an active and constructive part of the local community in and around Minworth, and be a responsible neighbour and good employer as part of the wider regional business community.
- 1.9 The consultation covered a three-week period running from 18 November – 8 December 2024. It provided opportunities to comment on and raise questions about the plans, as well as opportunities to engage with the ROCKWOOL senior management and development team.
- 1.10 During the course of the consultation, ROCKWOOL had more than 2,000 direct points of contact with consultees through a range of different channels. There were seven formal consultation questionnaire responses during the consultation period, along with four emails. We also received two emails outside of the consultation period, and two requests for more information about employment opportunities. Other people also made comments at events or engaged in different ways. All feedback has been taken into consideration.

1 Section 73 (s73) of the Town and Country Planning Act 1990 allows for planning applications to be made for the variation or removal of a condition on an existing planning permission.

- 1.11 Many responses were related to issues that were not relevant to this specific Section 73 application, but ROCKWOOL values these as they provide important insight and will help inform our future plans. There were also a range of comments about wider issues outside of ROCKWOOL's control, which are reflected in this report as they are relevant to the community.
- 1.12 ROCKWOOL has taken on board this feedback, and will continue to do so, ensuring that the issues and opportunities raised are addressed appropriately, either within this or future applications.
- 1.13 ROCKWOOL will continue to keep residents, businesses, elected representatives, and wider stakeholders updated. The Peddimore section on the ROCKWOOL website will be retained and regularly updated and the **community@rockwool.com** email address will remain active, so people are able to communicate with the project team.
- 1.14 ROCKWOOL will continue to engage with and update stakeholders and community members who have provided their contact details and asked to be kept informed. The company will carry out future pre-application consultation activity in advance of the Reserved Matters application, which it plans to submit during 2025/2026.



2 Background

Site planning and development history

- 2.1 The Peddimore site is located on the north eastern edge of Birmingham, within the Royal Town of Sutton Coldfield. It is bordered by Minworth to the south, the A38 to the west, and Wiggins Hill Road to the east, providing strategic connectivity to key transport links, including the M42 and M6 motorways.
- 2.2 The site has long been identified as a strategic location for employment-generating development within Birmingham's Development Plan (2017-2031). In September 2019, Birmingham City Council granted outline planning permission (reference 2019/00108/PA) for the entire Peddimore site, enabling the development of a major employment park. This permission included full planning consent for key infrastructure works, including the construction of a strategic highway network and associated infrastructure to support the site's future development.
- 2.3 Since this planning permission was granted, extensive progress has been made in delivering the site's infrastructure. A new highway spine road through the whole Peddimore site has been developed and Amazon has developed a logistics facility in Development Zone 1, which became operational in 2023.
- 2.4 The Peddimore Zone 2 site is allocated in the adopted Birmingham Development Plan (2017-2031) as a site for employment-generating use and has outline planning permission for Class B1 (now Class E) and B2 industrial uses, with an approved maximum building height of 23.5m above finished floor level.
- 2.5 Extensive landscaping work has taken place across the wider Peddimore site, including tree planting and the creation of footpaths running around the proposed ROCKWOOL site.



- 2.6 In autumn 2024, ROCKWOOL signed an agreement with Birmingham City Council to acquire Development Zone 2. This marks a major milestone in bringing forward ROCKWOOL's plans for a state-of-the-art manufacturing facility on the site.

ROCKWOOL's proposal

- 2.7 ROCKWOOL's proposals are generally in accordance with the outline planning permission for Zone 2 and we are now submitting a Section 73 application seeking to amend the existing hybrid planning permission to facilitate construction of its proposed manufacturing facility, which will be developed entirely within Development Zone 2.
- 2.8 The changes being sought involve an increase in the approved height limits for certain areas within Development Zone 2, including to allow for the construction of two flue stacks rising to a maximum height of 75m above finished floor level. These changes are necessary to accommodate the facility's manufacturing processes and operational needs.
- 2.9 Further details of these proposals, including the design rationale and technical justifications, are outlined in the Planning Statement and Parameter Plan submitted with the application.
- 2.10 Should the S73 application be granted planning permission, ROCKWOOL intends to submit a Reserved Matters application later in 2025/26. Prior to the submission of the Reserved Matters application, ROCKWOOL will undertake a further round of consultation to ensure stakeholders, including the local community and Birmingham City Council, have the opportunity to provide input on the detailed proposals and otherwise engage with ROCKWOOL in a constructive, two-way process.
- 2.11 This Reserved Matters application will address key planning considerations, including the facility's layout, scale, appearance and landscaping. These details will be carefully developed to ensure compliance with the 2019 hybrid planning permission, while also addressing operational needs and incorporating feedback from this and subsequent consultation exercises.



National and local consultation policy and guidance

2.12 The National Planning Policy Framework (NPPF) (updated December 2023), encourages proactive communication between applicants, local planning authorities and local communities. It states:

“Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community.” (ref para 39)

2.13 The January 2020 Birmingham City Council Statement of Community Involvement (SCI) also highlights the benefit of pre-application dialogue between applicants and communities. It states:

“Although this is not mandatory or a legal requirement, the Council recognises that for large or locally significant developments, it is important for developers to engage with local communities prior to the submission of a formal planning application. The process enables communities and stakeholders to have early input into planning proposals and help to identify improvements and overcome objections at a later stage.” (ref para 5.4)

2.14 ROCKWOOL has taken note of this guidance and advice when formulating an appropriate strategy. This approach is designed to ensure that potential issues are identified and addressed early in the planning process.

2.15 We have also committed at the ROCKWOOL Group level to international best practice guidelines on community consultation, including meaningful two-way dialogue that enables us to develop and maintain constructive, positive relations with local stakeholders in the communities around our facilities.

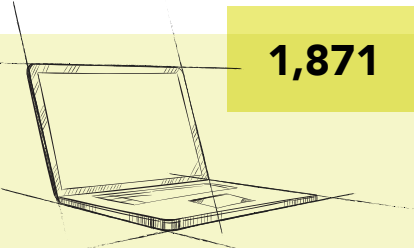


3 Consultation approach

- 3.1 ROCKWOOL recognises the importance and value of involving all stakeholders, including local residents and businesses, in the planning and development process.
- 3.2 The company has chosen to engage with stakeholders and local communities at this very early stage in the development of its plans to ensure stakeholders, community members and their representatives have an opportunity to learn more, ask questions and build a relationship with the ROCKWOOL team.
- 3.3 This proactive, open and transparent approach to engagement is one that ROCKWOOL will carry on throughout all phases of future activity at the Peddimore site.
- 3.4 The consultation programme was designed to be inclusive and accessible. Consultation materials informing of the proposals were provided in-person at events, as well as online, throughout the three-week period to maximise the opportunity for people to engage and respond.
- 3.5 The company is listening to the feedback from this initial pre-application consultation and will use it to help inform not only the Section 73 application, but also future development of its Reserved Matters application, which will set out detailed plans for the site.
- 3.6 If these applications and plans are ultimately approved, ROCKWOOL will continue this proactive, open and transparent approach to community engagement throughout any construction and operational activity. This is in line with ROCKWOOL's well-established approach at its existing UK manufacturing facility near Bridgend in South Wales, which has been successfully operating for 45 years.
- 3.7 The company's overall engagement strategy has been designed to:
 - Be proactive, open and transparent
 - Reach out to those local communities – whether residents or businesses – that are closest to the Peddimore site
 - Engage and inform locally elected political representatives and community groups about the plans
 - Give technical stakeholders an early opportunity to engage with the company as it develops its plans
- 3.8 A three-week pre-application consultation period was held, commencing Monday, 18 November and running until the close of Sunday, 8 December 2024.
- 3.9 The principal activities undertaken as part of this pre-application consultation process were:
 - Two drop-in open house consultation events at different local venues in Minworth
 - Distributing community information leaflets to more than 800 households and businesses on two occasions (those closest to the Peddimore site) with key information about the plans, inviting them to engage in the consultation
 - A consultation section and online questionnaire on the Peddimore proposals included on the ROCKWOOL website
 - Contacting, and where requested, holding briefing meetings with locally elected political representatives; ROCKWOOL received three emails in response, supporting the proposals

- Contacting a range of technical stakeholders who will need to be consulted on the Reserved Matters application, so they are informed about the plans and have an opportunity to respond during this pre-application consultation
- Providing an opportunity for consultees to sign up to receive updates on the proposals on an ongoing basis
- Media engagement and wider promotion

3.10 ROCKWOOL had more than 2,000 direct points of contact with consultees, either just before or during the consultation period as outlined below:



1,871

1,871 visits to the Peddimore website page, from **1,600 unique users**, with each one spending an average of **3 minutes 58 seconds** on the site



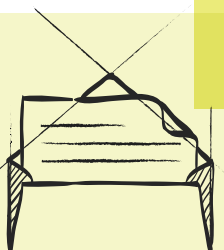
665 downloads of the community information leaflet or consultation information boards from **232 unique users**



64 visits to the consultation response page from **36 unique users**



39 people attended the two **drop-in open house events** held locally



837

837 households and **33 businesses** were issued with community information leaflets - households received them twice, whilst those properties directly next to the site received them three times



29 emails issued to elected politicians and stakeholder bodies



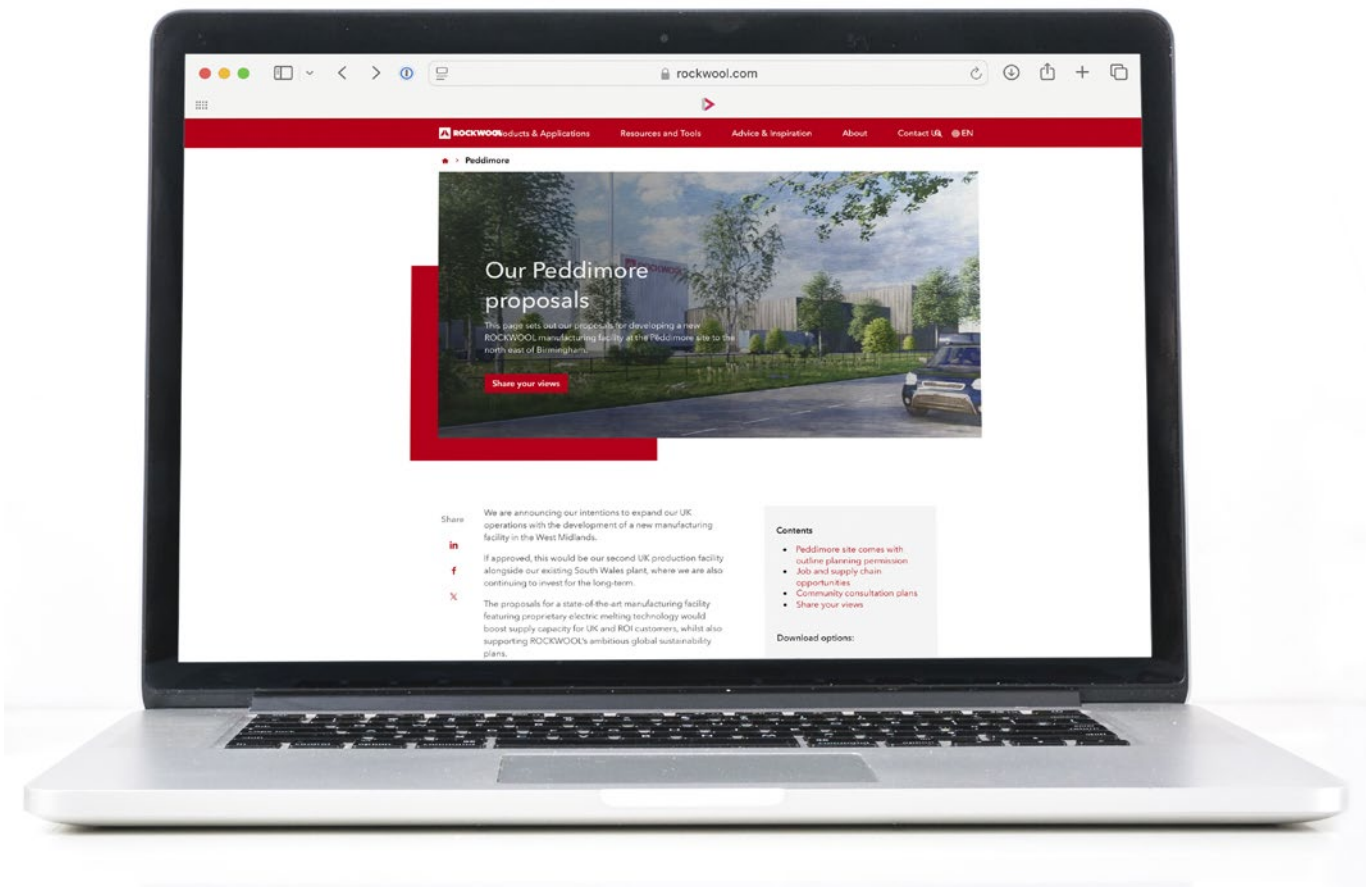
6 people contacted **community@rockwool.com** regarding the proposal



28 pieces of media coverage relating to the new ROCKWOOL plant

3.11 Full details of these activities are outlined below:

Consultation website



3.12 In November 2024, ROCKWOOL introduced a specific section on its UK website dedicated to the Peddimore proposals – <https://www.rockwool.com/uk/peddimore/>. It went live in advance of the pre-application consultation as the plans were announced.

3.13 The website address was promoted throughout all engagement materials. As the consultation started, the website content was expanded to include additional information, along with an online consultation questionnaire to enable people to respond and provide their feedback.

3.14 The website URL will remain active as ROCKWOOL develops its proposals and the content will be updated to provide accurate and relevant information on an ongoing basis.

Drop-in open house consultation events

- 3.15 ROCKWOOL held two drop-in open house events in the local area during the consultation period. Timings and locations are detailed below:

Monday 18 November, 3pm – 6pm
Cuttle Bridge Inn, Kingsbury Road, B76 9DP

Thursday 28 November, 3pm – 7pm
St. George’s Church, Water Orton Lane, Minworth, B76 9BU

- 3.16 These were staffed by senior management and subject matter experts from the ROCKWOOL team and provided attendees with an opportunity to learn more about ROCKWOOL and the Peddimore proposals, ask questions about the plans, and respond to the consultation questionnaire.
- 3.17 Both drop-in events used a mix of exhibition panels and videos to provide this information. Copies of the exhibition panels can be found at Appendix K.
- 3.18 A total of 39 people attended across the two events. Attendees included representatives from Sutton Coldfield Town Council, Walmley Residents Association, and Birmingham International Airport, as well as a range of local residents.



Engaging with elected politicians

3.22 ROCKWOOL contacted the local representatives listed below, either in advance of the consultation or as it started to make them aware of the proposals, encourage them to respond to the consultation or to share information through their networks.

This included:

Local representative	Role
Rt Hon Andrew Mitchell MP	MP for Sutton Coldfield
Mayor Richard Parker	West Midlands Combined Authority Mayor
Cllr John Cotton	Leader, Birmingham City Council (BCC)
Cllr Sharon Thompson	Deputy Leader, BCC
Cllr David Barrie	Local councillor for the site ward (Sutton, Walmley & Minworth)
Cllr Ken Wood	Local councillor for the site ward (Sutton, Walmley & Minworth)
Cllr Majid Mahmood	Cabinet Member, Environment & Transport, BCC
Cllr Robert Alden	Conservative Group Leader, BCC
Cllr Roger Harmer	Liberal Democrat Group Leader, BCC
Cllr Martin Brooks OBE	Chair, Planning Committee, BCC
Cllr Katherine Iroh	Chair, Economy, Skills & Culture Overview & Scrutiny Committee, BCC
Cllr David Wright	Leader, North Warwickshire Borough
Cllr Izzi Secombe	Leader, Warwickshire County Council
Phil Jones	Chair, Walmley Residents Association

3.23 On 13th November an online meeting was held with Cllr David Barrie, who represents the Sutton, Walmley & Minworth ward at Birmingham City Council. This ward covers the site location, as well as the local residents and businesses situated closest to it. A further meeting is planned for January 2025.

3.24 Representatives from Sutton Coldfield Town Council and Walmley Residents Association attended the drop-in open house events.

3.25 Meetings have been arranged with Ian Martin, Director of Commercial and Investment at the West Midlands Combined Authority and Cllr Katherine Iroh, Chair of Birmingham City Council's Economy, Skills and Culture's Overview and Scrutiny Committee, to discuss the proposals and how to maximise the local training, employment and economic benefits, should the plans progress.

3.26 A number of locally elected politicians also promoted the drop-in events through their social media channels, including Andrew Mitchell MP, local ward councillors Cllr David Barrie and Cllr Ken Wood, and former North Warwickshire councillor Shelly Lebrun.

3.27 ROCKWOOL looks forward to continuing to develop these discussions in 2025.

Engagement with technical stakeholders

- 3.28 Ahead of the consultation launch, emails were issued by ROCKWOOL’s planning consultants, Arup, to a wide range of technical stakeholder bodies. These emails introduced the proposal, provided information about the planned consultation activities, and invited initial comments. This early engagement ensured that key stakeholders were made aware of the project from the outset and had the opportunity to raise any preliminary concerns or questions.
- 3.29 Many of these stakeholder bodies will be involved in ongoing engagement with ROCKWOOL as the plans progress. ROCKWOOL recognises the importance of proactive communication with these technical stakeholders. This approach helps establish clear lines of communication, build relationships, and ensure that additional technical knowledge is factored into the development proposals. An example email is included in Appendix A.
- 3.30 Arup notified the relevant specialists and officers listed in the table below to ensure that technical stakeholders were informed about the proposal and consultation plans.

Technical stakeholders	Role
Birmingham City Council planning department	The local planning authority for the Peddimore site
North Warwickshire Borough Council planning department	A neighbouring authority with potential cross-boundary interests
Warwickshire County Council planning department	The highways authority for areas close to the site
West Midlands Combined Authority / Transport for the West Midlands	Regional transport planning authority
Environment Agency	Environmental impacts, particularly flooding and water management
Historic England	Impacts on heritage assets
Natural England	Ecological and biodiversity considerations
Birmingham City Council (Lead Local Flood Authority)	Responsible for surface water management and flood risk
National Highways	Overseeing the strategic road network and transport mitigation
Severn Trent Water	Addressing water supply and wastewater requirements
Canal and River Trust	Assessing impacts on waterways and towpaths
National Grid ED (West)	Electricity distribution network operator
Cadent	Gas distribution network operator
Birmingham Airport	Safeguarding assessments for aviation
Warwickshire Gardens Trust	Offering expertise on the conservation of historic landscapes

- 3.31 There will be ongoing engagement with these stakeholder bodies throughout the development of ROCKWOOL's proposals and how they relate to this Section 73 application and the Reserved Matters application.
- 3.32 On 8th August 2024, Arup submitted a detailed pre-application letter to Birmingham City Council outlining the proposed Section 73 application and seeking guidance on specific planning and technical aspects. BCC responded on 23rd September 2024, providing feedback on the submission. This included advice on the required documentation, key technical considerations, such as stack height impacts and environmental effects, and confirming the need for further consultation with specific statutory and non-statutory consultees. The response formed the basis for refining the planning approach and structuring the scope of supporting evidence for the Section 73 application.
- 3.33 Additionally, on 8th November, a meeting was held with Stuart Wiltshire, BCC's Principal City Designer, and Eddie Wrench, the Langley and Peddimore Lead Planning Officer. This meeting focused on discussing the proposed methodology and viewpoints for the Landscape and Visual Impact Assessment (LVIA), ensuring the assessment aligns with BCC's expectations and adequately addresses visual and landscape considerations.
- 3.34 Discussions are also ongoing with Historic England, in respect of considering the impacts of the scheme on heritage assets in the surrounding area. Their views will be considered in our Heritage Impact Assessment, to be submitted with the Section 73 application, and when developing our designs for the future Reserved Matters application.

Media engagement and wider promotion

- 3.35 ROCKWOOL issued a news release announcing its plans in advance of the consultation period, promoting the investment. This was sent to local media representatives, as well as a range of national trade media. It resulted in 28 pieces of coverage before and during the consultation period across a range of media outlets, including the Birmingham Post, Birmingham Live, Sunday Mercury and Business Live, as well as many trade outlets.
- 3.36 Five posters were displayed on fencing around the site promoting the consultation and copies of the posters and leaflets were also provided to St. George's Church in Minworth, the local Minworth convenience store, and to The Boat Inn, the Hare and Hounds pub and the Cuttle Bridge Inn (all in Minworth).

Feedback channels

3.37 Across all of this communications activity, ROCKWOOL provided a range of options through which people could respond to the consultation and engage with the organisation. This included:

- An online consultation questionnaire
- Hard copy questionnaires at events, which people could either fill in and deposit on the day or takeaway to respond at their leisure and post back to a ROCKWOOL COMMUNITY FREEPOST address
- Sharing suggestions, questions and concerns through the community@rockwool.com email address
- Engaging in-person with ROCKWOOL senior management representatives and subject matter experts at drop-in open house events
- Contacting the company via an email address specifically for those people interested in working at the ROCKWOOL plant through the recruitmentUK@rockwool.com email address

Responding to consultees

3.38 ROCKWOOL has engaged with all consultees who provided us with their contact details during the consultation as set out below:

- An acknowledgment email has been sent to consultees who attended an event and asked to be kept updated on the development of our proposals, confirming that they have been added to our stakeholder list and that we will provide updates to them moving forward
- Consultees who responded in detail to the consultation, whether that is through submitting a questionnaire response or by getting in touch with us via email, have been (or are being) individually responded to. These individual responses allow us to address the specific issues they have personally raised and to provide more information where appropriate.

3.39 We envisage and welcome ongoing conversations taking place with community members as they have questions beyond any formal consultation periods.



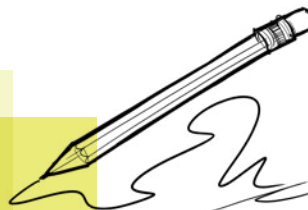
4 Consultation feedback and ROCKWOOL responses

- 4.1 The feedback that ROCKWOOL has received during this pre-application consultation includes a range of responses.
- 4.2 ROCKWOOL has considered all feedback provided across the range of channels (not only those received via questionnaire responses), summarised the key issues and identified its summary responses at this stage as set out below. It is important to note that these are just initial responses at this early stage as ROCKWOOL develops its proposals.
- 4.3 These responses will be developed either in the technical documents submitted as part of this application or in a future Reserved Matters application, as well as in the company's approach to planning and designing, constructing and operating the facility if it is approved.
- 4.4 Seven consultation questionnaires were completed and returned, and the ROCKWOOL team also had many valuable conversations, meetings and discussions with technical stakeholders, politicians and members of the public.
- 4.5 In summary, there was a broad spectrum of views presented on the proposals, ranging from people who were very welcoming of the plans, to people expressing opposition. Some of the feedback received was very general, whereas some comments and questions were much more technical in nature.
- 4.6 Some of the comments raised, however, concern issues that are more relevant to our Reserved Matters application that we plan to submit later in 2025 rather than this Section 73 application. ROCKWOOL will consider all relevant feedback before submitting the Reserved Matters application in 2025.
- 4.7 Other comments relate to matters that are outside of ROCKWOOL's control, but we will also take on board this feedback and consider these comments as we continue to develop our proposal and consider the wider role we can play in the local community.
- 4.8 ROCKWOOL will continue to engage and encourage feedback throughout this future work.
- 4.9 Consultees were asked nine questions split across five sections, as outlined below. Introductory and background information was provided within each section to ensure respondents had relevant information to hand and were able to comment from an informed perspective. A copy of the questionnaire can be viewed in Appendix M.

4.10 Section 1 – Our planning application variation

Q1 – Given that the site is already designated specifically for manufacturing use, do you think ROCKWOOL’s proposed development looks appropriate?

5 consultees responded ‘yes’
 1 consultee responded ‘no’
 1 consultee responded ‘don’t know’



Q2 – Are there any specific vantage points looking across the site area that you are particularly interested in and would like us to consider?

Issue / opportunity	Examples of feedback received	ROCKWOOL response to the issue / opportunity
<p>Visual impact of facility and stacks in particular</p>	<p>Concerns raised about the visual impact from a range of viewpoints, with a particular focus on the stacks.</p> <p>“At 75m high the stacks will be visible for a long way.”</p> <p>“My interest is in the view up across the brook and the Severn Trent land to the proposed storage area.”</p> <p>“Looking across from the West. I live on Kingsbury Road so will see the plant from the back of my house, from the West.”</p> <p>“It looks fine – lots of screening around it would be appreciated.”</p> <p>“My interest is in the view up across the brook and the Severn Trent land to the proposed storage area. There are currently trees planted along the boundary. Is there any plans for further planting?”</p>	<p>We understand the concerns that have been expressed around the height of the stacks.</p> <p>As part of this Section 73 application, we are providing a Landscape and Visual Impact Assessment that reflects this feedback and considers the visual impact of the proposed change in height of the facility from a range of viewpoints.</p>

Issue / opportunity	Examples of feedback received	ROCKWOOL response to the issue / opportunity
	<p>"The back of my property will have a north easterly view of the site. I would like screening to the south west of the site to block the view of the plant."</p> <p>"I have spoken to many of the Landscapers and gardeners involved in planting the trees (to minimise) the views... and after thousands of trees and shrubs have been planted many hundreds have died or failed..." Quote from one guy "at least 10% failed"....</p> <p>"Can I have your assurances for the residents here that every effort will be made to plant at the right time of the year!! "</p> <p>"A good selection of shrubs and trees and bushes are planted to hide the structures, and an ongoing regular maintenance and check programme is made to ensure this."</p> <p>"Also looking at Amazon they went for the Grey fade to blue outer shell which to be honest in poor visibility conditions isn't that bad, but I have seen other huge sites with a pale green shade to light grey to white which mingles better in the surrounding area..."</p> <p>"I hope this will be done and not just white or grey coating."</p> <p>"Conceal with as many tall trees as possible."</p> <p>"Visual impact of the chimney stacks to the surrounding residential area and extensive outdoor storage of the material."</p> <p>"All year screening is needed on Kingsbury Road to clock out industrial sprawl from Curdworth's view."</p> <p>"The hard standing storage area is an eyesore – this requires all year round screening with mature trees planted on bunds around the perimeter."</p> <p>"The aspect looking up towards Wiggins Hill Lane is a beautiful view which includes mature trees – I hope that you will keep this in mind in your plans. This aspect will greatly enhance the whole area and keep an open view."</p> <p>"From the images I have seen the buildings look appropriate for the surroundings and I hope it is kept that way – neutral colours and also additional tree planting etc. where this is available."</p>	<p>These issues raised will also be carefully considered by ROCKWOOL in the development of our Reserved Matters application, which will include proposed site plans, elevations, site sections, roof plans, street views and a Design and Access Statement.</p> <p>Both of these submissions will then be considered by Birmingham City Council when it reviews our applications.</p>

Q3 – Do you have any other comments on ROCKWOOL’s proposed development?

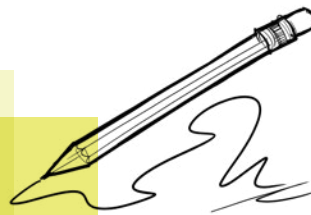
Issue / opportunity	Examples of feedback received	ROCKWOOL response to the issue / opportunity
<p>Lighting</p>	<p>Concerns raised about impact of lighting on local residents during construction and operation.</p> <p>“When Amazon were building their site the residents on Hurst Green, Langley and Cottage Lane were blinded at night by very strong street and internal warehouse lights. This needs to be avoided.”</p> <p>“Concerns around 24/7 lighting being given off by the facility and outdoor storage area causing light pollution to residents when in operation.”</p>	<p>We understand the importance of carefully designed lighting plans that ensure on site safety without unduly impact local residents.</p> <p>These issues will be carefully considered by ROCKWOOL in the development of our Reserved Matters application, which will include a Lighting Assessment, and then by Birmingham City Council when it reviews our application.</p> <p>We have begun engagement with stakeholders like the Council’s planning team, Historic England and the Health and Safety Executive and we will factor their ongoing guidance, along with consultation responses, into this work.</p> <p>While developing our new logistics centre (NLC) in Bridgend, we commissioned an independent lighting specialist to design a lighting strategy which minimised light spill to reduce the impact on nocturnal wildlife and local residents while maintaining a safe working environment for employees. This included measures around the number, height and angling of lights. In a recent review of light levels on the NLC, it was concluded that the lighting levels sat at or just above minimum light requirements set by the HSE and were therefore not excessive.</p>

Issue / opportunity	Examples of feedback received	ROCKWOOL response to the issue / opportunity
<p>Traffic and transport</p>	<p>Concerns raised about volume of traffic and potential for ROCKWOOL to add to this.</p> <p>“I’m worried about more lorries and traffic congestion.”</p> <p>“Locals are worried about 24-hour minimum 75+ per day trucks being added to the limited surrounding road network. Constant noise of heavy slag trucks bringing the material in day and night and pounding the partly residential Kingsbury Road is unwelcome.”</p> <p>“As predicted the Peddimore lorry traffic is avoiding the A38/M6 Toll junction nearby due to M6 Toll Costs.”</p> <p>“Our local road network is not up to all of the developments being proposed. Could an extra road be proposed from the M42 junction, going directly to the site?”</p> <p>“We need overnighting facilities on the site for lorry drivers who are delivering and picking up. At the moment, lorry drivers are just parking anywhere to overnight.”</p> <p>“Also concerned about traffic congestion in and around Minworth. Lorry drivers use Kingsbury Road and come through Minworth, and the roads haven’t been built for that.”</p> <p>“We need to redevelop Water Orton train station and get people using that as a main route in and out of Birmingham as that would help to reduce congestion on the roads.”</p> <p>“It is a very heavy HGV route with not just local drivers, many from far and wide and European who won’t get the message and updates on Sat Navs. Someone must be allocated to sort out the Google maps aspect and mapping for drivers. Still 2 years on we are having HGV drivers in our road as the sat nav is taking them to wrong locations near but not direct. The HGVS shouldn’t even be in the road... and they often get stuck... so map planning for the future and ongoing must be done.”</p> <p>“The A4097 is saturated with HGVs day and night, my window sills are covered in carbon particulates so it is unimaginable what we are breathing in. 70 vehicles a day in and out of Rockwool will do nothing to improve this already dire situation.”</p>	<p>We understand the concerns that are being raised.</p> <p>Our proposals are based on up to 75 vehicle movements a day, with the majority of these movements taking place during normal working hours.</p> <p>More precise details will be determined during the Reserved Matters stage, when they will be informed by the transport assessment and travel plan which will have been undertaken by that point.</p> <p>These are well within the cumulative permitted limits set out for the Peddimore site as a whole.</p> <p>Whilst some of the specific issues raised are about wider concerns than ROCKWOOL, we recognise our responsibility to ensure that we minimise the impact of our proposals on local communities.</p> <p>These issues will be carefully considered by ROCKWOOL in the development of our Reserved Matters application, which will include a Transport Assessment and Travel Plan, and also a Parking Management Plan/strategy.</p> <p>They will also be considered by Birmingham City Council when it reviews our application.</p> <p>We have already begun our engagement with external stakeholders such as the Council’s planning team and we will factor their ongoing guidance, along with consultation responses, into this work.</p>

4.11 Section 2 – Our design approach

Q4 – Do you support our aim of achieving a BREEAM Excellent rating for the facility?

5 consultees responded 'yes'
 1 consultee responded 'don't know'
 1 consultee didn't respond



Q5 – Do you have any comments on our design approach?

Issue / opportunity	Examples of feedback received	ROCKWOOL response to the issue / opportunity
<p>Maximising opportunity for a 'green' design</p>	<p>Suggestions made as to how the design of the buildings and site can be as eco-friendly as possible.</p> <p>"Could you consider using Swift bricks when constructing the facility to enable the local Swift population to nest in the building?"</p> <p>"Could you also include a living wall when building the facility?"</p> <p>"Could you install solar panels on the roof?"</p> <p>"Make the buildings as sustainable as possible please."</p> <p>"Your chimneys will be an eyesore."</p> <p>"Bring the science with a vertical farm and restaurant on top of ROCKWOOL for better designs, less harmful chemicals. Mixed use with biophilic principles to design."</p> <p>"Create an outdoor heated pool heated from the furnace and create a natural swimming pool."</p>	<p>We are in the very early stages of the process and have not yet developed the detailed design of the facility, but this question was asked to garner early input and help us consider suggestions before detailed designs are drawn up.</p> <p>We are listening to people during this consultation phase and will take all comments into consideration when designing the new plant.</p> <p>We will provide more details about the design of the building and what it will look like and the materials to be used when we come back and consult with the community again in 2025, before we submit a Reserved Matters application.</p>

4.12 Section 3 – Technology and the environment

Q6 – Do you have any comments on ROCKWOOL’s technology and environmental approach for Peddimore?

Issue / opportunity	Examples of feedback received	ROCKWOOL response to the issue / opportunity
<p>Positive feedback on detailed approach</p>	<p>Positive comments endorsing ROCKWOOL’s approach.</p> <p>“It’s good to hear that you know what you are doing.”</p> <p>“Pleased environmental concerns are an area of focus for you.”</p>	<p>We welcome this feedback and will continue to ensure that technological and environmental issues are a high priority as we develop more detail around our proposals as part of the Reserved Matters application.</p>
<p>Impact on ecology and wildlife</p>	<p>Concerns raised about the impact on local ecology and wildlife and suggestions made to minimise this impact.</p> <p>“The site has recently attracted wildlife particularly birds such as Stonechat and Barn Owls.”</p> <p>“I would like the design to support and aid local wildlife.”</p> <p>“Mitigation green wildlife corridor along the canal.”</p> <p>“You need to be creating a home for nature instead of taking nature’s homes away from them.”</p>	<p>We are in the very early stages of the process and have not yet developed the detailed design of the facility.</p> <p>These issues will be carefully considered by ROCKWOOL in the development of our Reserved Matters application, which will include an Ecology Survey/Impact Assessment and then by Birmingham City Council when it reviews our application.</p> <p>We are listening to people during this pro-consultation phase and will take all comments into consideration when designing the new plant.</p> <p>We will provide more details about the design of the building and what it will look like and the materials to be used when we come back and consult with the community again in 2025, before we submit a Reserved Matters application.</p>

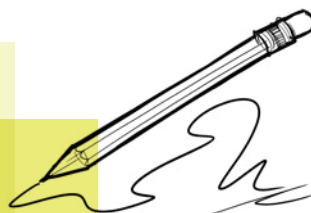
Issue / opportunity	Examples of feedback received	ROCKWOOL response to the issue / opportunity
<p>Impact on water systems</p>	<p>Concerns raised about water levels, quality of existing drainage and potential flooding in the local area.</p> <p>“The area was protected Green Belt and is within metres of the Birmingham-Fazeley canal system. The site itself and surrounding pathways are regularly waterlogged, so drainage is a big problem, and any toxic material may be fed into the water systems.”</p> <p>“There is a surface water flooding issue – bunds on Wiggins Hill have failed.”</p> <p>“There is a flooding issue next to Sports Co.”</p>	<p>These issues will be carefully considered by ROCKWOOL in the development of our Reserved Matters application. This will include a Sustainable Drainage Assessment and Operation Maintenance Plan, which will detail the drainage systems designed to manage surface water sustainably.</p> <p>Our plans will then be reviewed by Birmingham City Council when it reviews our application.</p> <p>We have already begun our engagement with external stakeholders, and we will factor their ongoing guidance, along with consultation responses, into this work.</p>
<p>Emissions and health impact</p>	<p>Concerns raised around what kind of ‘water vapour’ is released into the atmosphere through the chimney stacks.</p> <p>Concerns raised reports online of possible health dangers if dust and loose fibres that can get in your eyes, mouth, skin and lungs, particularly for people with conditions, such as asthma or allergies.</p> <p>“It will be vitally important to make sure that the environmental impact is checked before building works take place and continues afterwards to make sure all regulations regarding any emissions from the manufacturing process are monitored. Any possible impacts regarding emissions, noise dust etc. should be published.”</p>	<p>The health and safety of our staff and the wider community is our priority. The facility will be designed and operated to the highest standards to meet strict permit requirements, which will be set by the Environment Agency.</p> <p>Measures to minimise environmental impacts will include effective filtration and control mechanisms. The plant will also be inspected regularly by qualified staff and by the Environment Agency and will be rigorously maintained to ensure it operates safely and efficiently.</p> <p>Our planning applications will include an Air Quality Assessment, Noise Impact Assessment, and Environmental Management Plan to ensure compliance and outline mitigation measures. All dirty working areas are proposed to be heavily controlled to minimise dust and noise emissions to the surrounding area.</p> <p>Environmental impacts will be closely regulated by the Environment Agency, including process emissions, noise, dust and odour.</p>

Issue / opportunity	Examples of feedback received	ROCKWOOL response to the issue / opportunity
	<p>“Concerned that the content of the binder you are planning to use is unknown at the moment and very concerned about the content of the output from the chimneys.”</p> <p>“As you have facilities around the world, including Bridgend, how can you not supply emissions data and details of the binder and additives?”</p>	<p>The Environment Agency is responsible for determining emission limit values. These are rightly set at stringent levels informed by a combination of statutory limits, guidance by authorities such as the World Health Organisation and what is achievable using the best available technology to ensure that businesses keep up with technological advances.</p> <p>The ROCKWOOL Group is investigating a number of alternative binders. Until we fully understand the impact of these alternatives on product performance, we cannot confirm which binder system would be implemented at Peddimore. As such, it is difficult to answer specific questions about the potential emissions from the site at this point. We are committed to sharing the information with the public when we do have it.</p> <p>We shared information from our Bridgend site with a heavy caveat that the different technology proposed for Peddimore meant it was not representative. Nonetheless we emphasised that emissions from our Bridgend facility are not harmful.</p> <p>We will be using best-in-class abatement technologies such as filters, afterburners and adsorption methodologies to reduce emissions as far as possible and stay within the limits the EA will prescribe in our permit.</p>

4.13 Section 4 – Community engagement and support

Q7 – Do you support ROCKWOOL’s proposed approach to community engagement and support?

6 consultees responded ‘yes’
 1 consultee responded ‘don’t know’



Q8 – Do you have any comments on ROCKWOOL’s proposed community engagement and support initiatives?

Issue / opportunity	Examples of feedback received	ROCKWOOL response to the issue / opportunity
<p>Local employment</p>	<p>Positive feedback about job creation. “Demonstrating there are actually going to be opportunities for local people to apply for and get jobs will be really important.” “Hopefully will generate good long-term employment – may encourage local people to apply for jobs at ROCKWOOL.”</p>	<p>We are committed to maximising opportunities locally and across the West Midlands. We will start to engage with local and regional business and community organisations and training providers as our plans develop.</p>
<p>Commitment to support local activity is welcomed</p>	<p>Positive support for local community investment and engagement. “We would welcome the opportunity to participate in any charitable activities.” “I would like ROCKWOOL to support local groups and initiatives.”</p>	<p>We engage in a number of community-oriented activities in South Wales, including a charitable donations programme that contributes to local causes throughout the year and supports our team’s own fundraising efforts. We would replicate this programme of work in the West Midlands.</p>

Issue / opportunity	Examples of feedback received	ROCKWOOL response to the issue / opportunity
	<p>“Supporting the local community should be a big priority for any business. This needs to be a key focus.”</p> <p>“There are areas where we need investment like a local playground and community noticeboards.”</p> <p>“The proposals sound excellent and I hope they can be carried through.”</p>	<p>We are keen to work with community members and to listen to ideas from local groups to understand where support is most needed and what kind of facilities and activities are required.</p> <p>ROCKWOOL UK is also an active participant in sustainability networks, such as the South Wales Industrial Cluster, which we helped to found, and we are keen to build relationships like this with businesses in the West Midlands.</p>
<p>Evidence of support will be important</p>	<p>Concerns raised as to whether proposed community benefits will actually come to fruition.</p> <p>“I would like to see some evidence of community support in Minworth. The Peddimore development thus far has added absolutely nothing – except increased traffic and light pollution.”</p> <p>“Respondents provided ideas and suggestions around a wide range of potential diverse community projects – many of them not specifically connected to the site – that they felt could be appropriate for ROCKWOOL to support in some way should the facility be developed.”</p>	<p>We engage in a number of community-oriented activities in South Wales, including a charitable donations programme that contributes to local causes throughout the year and supports our team’s own fundraising efforts. We would replicate this programme of work in the West Midlands.</p> <p>We are keen to work with community members and to listen to ideas from local groups to understand where support is most needed and what kind of facilities and activities are required.</p>

4.14 Section 5 – Any other feedback

Q9 – is there any other feedback you would like to provide about ROCKWOOL’s proposals for the Peddimore site?

Issue / opportunity	Examples of feedback received	ROCKWOOL response to the issue / opportunity
<p>Suitability of location for manufacturing development</p>	<p>Concerns raised around previous designation of the site as green belt and its suitability for manufacturing use, and suggestions that manufacturing should be more adjacent to a motorway junction.</p> <p>“The development will adversely affect areas such as Curdworth, the new housing developments at Langley, and Minworth village.”</p> <p>“This is not light manufacturing, and I urge proposals are rejected for this particular site.”</p>	<p>We understand this has been an issue of discussion, but this wider issue has already been consulted on and settled prior to ROCKWOOL making this application.</p> <p>The site has long been identified as a strategic location for employment-generating development within Birmingham’s Development Plan (2017-2031).</p> <p>In September 2019, Birmingham City Council granted outline planning permission (reference 2019/00108/PA) for the entire Peddimore site, enabling the development of industrial facilities.</p> <p>This specifically set a logistics and manufacturing designation for the site, with the area that ROCKWOOL proposes to develop on being dedicated to manufacturing.</p>
<p>Impact of construction</p>	<p>Concerns raised around the impact of construction on the local area.</p> <p>“There were issues with Amazon that came with its construction.”</p> <p>“Pile driving when in progress was a thump every other second for 6-8 hours every day for several months.”</p> <p>“Dirty roads from muddy vehicles.”</p> <p>“Vehicles are still coming and getting lost.”</p>	<p>We understand that people will have concerns about the potential impacts during construction.</p> <p>Our Reserved Matters application will set out our proposals in detail, and this will include arrangements for construction.</p> <p>We will look to minimise the impact of our activity wherever possible and will take all community feedback into account as we develop our construction plans.</p>

Issue / opportunity	Examples of feedback received	ROCKWOOL response to the issue / opportunity
<p>Cumulative volume of development</p>	<p>Concerns that Minworth has seen lots of development over many years which has impacted upon the village, and around the volume of proposals being brought forward in the wider area and the impact this will have on the highway network in particular.</p> <p>“In addition to Rockwool and the disruption you will bring with you, we have a proposed industrial site planned further down the A4097 near to the M42 and M6 toll road junction. Also, in addition to this, we have a huge housing estate planned on the opposite side of the A38 to Peddimore.”</p> <p>“Where on earth is all this traffic going to go as the road is gridlocked on a regular basis now? I am all for progress but at what cost to the residents of Minworth. A very very concerned resident am I.”</p>	<p>We understand these concerns, and are aware that there are a number of other applications that are in the process of being developed or that have been submitted for other developments in a number of areas near the Peddimore site.</p> <p>Unlike many of these other proposals, plans for a manufacturing development on Peddimore Zone 2 and the infrastructure works for the whole Peddimore site have already been approved. This approval has specified overall traffic limits. With the exception of the proposal to change the height limits around parts of our proposed buildings, the ROCKWOOL plans will be within the limits set out by this already granted permission.</p> <p>However, we will continue to engage with the local community as we develop our plans to ensure that the impact of our activity is minimised wherever possible.</p>
<p>Future consultation activity</p>	<p>Request to hold more consultation events that run longer and finish later in the evening once ROCKWOOL has more information to share about the details of its proposal, and concerns raised by a resident that they hadn't received a leaflet.</p> <p>“There are several people unable to attend the meetings as they are in working hours. Would it be possible to have an evening meeting in Walmley or Minworth, to enable working residents to attend please?”</p>	<p>ROCKWOOL extended the second consultation event to finish at 7pm, instead of the original 6pm.</p> <p>ROCKWOOL will consider people's feedback when organising the next pre-application consultation events.</p> <p>ROCKWOOL organised for its information leaflet to be delivered a second time to more than 800 homes to ensure everyone closest to the site was aware of the proposal and have an opportunity to provide feedback.</p>

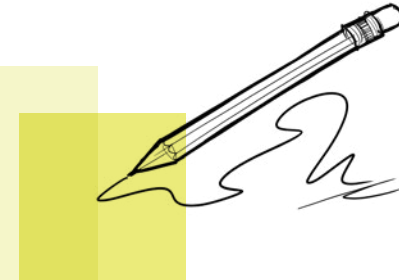
4.15 **Section 6 – About the consultee**

4.16 ROCKWOOL asked consultees some simple questions to help identify their background and interest in the project. Of the seven questionnaire responses received:

5 people identified themselves as a 'local resident'

1 person identified themselves as a 'business representative'

1 person identified themselves as a local councillor / political representative



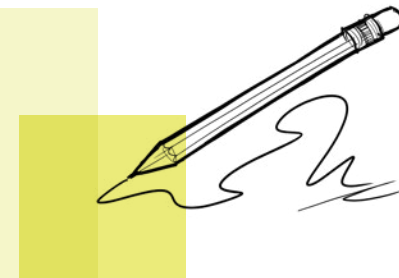
4.17 ROCKWOOL also asked people how they heard about the proposal:

100% (7 people) said through a leaflet/email/poster from ROCKWOOL

1 person also said through an article in the local press

3 people also said through a local community website/social media group

2 people also said via word of mouth



4.18 The majority of people who responded or who attended the events said they would like to be kept updated about the plans and provided their email addresses.

5 Appendices



These appendices provide examples of the different materials used and ways in which ROCKWOOL involved stakeholders across the local community in advance of and during this consultation.



Appendix A: Notification emails to local stakeholders

**email to West Midlands stakeholders re: Peddimore announcement – for use on 5th November**

Subject line: Proposed new manufacturing facility at Peddimore

Dear **NAME**,

I am writing to inform you about ROCKWOOL's proposal to develop a new state-of-the-art manufacturing facility for the production of non-combustible stone wool insulation at the Peddimore site, to the north east of Birmingham.

We're excited about the opportunity to develop a high-quality manufacturing facility in the West Midlands that would create long-term jobs and open up training and supply chain opportunities for the local community.

Our materials help to make buildings safe, healthy and comfortable by improving energy efficiency, acoustics and fire safety. This helps us to assist in the UK's net zero ambitions and in creating a safer built environment.

This site would complement our award-winning plant in South Wales, where we have been part of the business and local community for 45 years, and the ROCKWOOL Group's global presence, which includes 12,000 colleagues in 40 countries.

The Peddimore site already has outline planning permission for a manufacturing facility, and we intend to apply to Birmingham City Council to adapt the existing planning permissions to our specific proposal.

We're in the early stages with our proposals, and in the coming weeks, we will begin consulting with the community so that local people and valued stakeholders such as yourselves can find out more, ask questions, and provide feedback.

This consultation will start on Monday 18th November, and we will be hosting two drop-in open house events as well as providing information online at www.rockwool.com/uk/peddimore.

In the meantime, if you have any queries or would like us to organise a Teams briefing or meeting at some point about the proposal, please reply to this email and copy in our Communications Director [REDACTED] at [REDACTED] and we will be happy to help.

Finally, please find attached for your information a copy of our community leaflet, which contains more information about ROCKWOOL and the Peddimore proposal and is being distributed this week to homes and businesses in the area around the site.

Kind regards,

Nick Wilson

Managing Director | ROCKWOOL Ltd

Appendix A: Notification emails to local stakeholders

Subject: Consultation Invitation: ROCKWOOL's proposed new manufacturing facility at Peddimore, Birmingham

Sensitivity: Private



The ARUP logo is the word 'ARUP' in a red, serif font.

Consultation Invitation

ROCKWOOL's proposed new manufacturing facility at Peddimore, Birmingham

05 November 2024



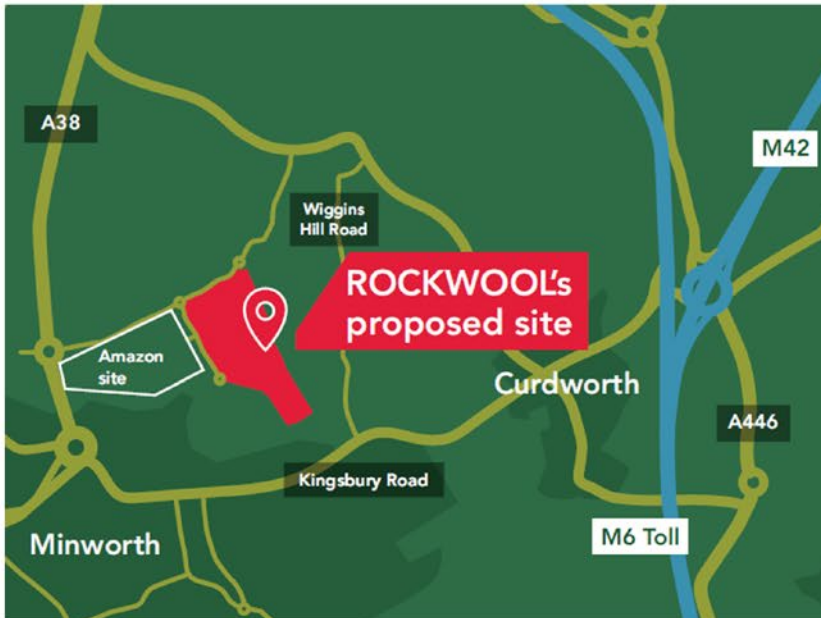
Dear Stakeholder,

Arup are working with ROCKWOOL to bring forward planning proposals for a new state-of-the-art manufacturing facility for the production of non-combustible stone wool insulation at the Peddimore site, to the north east of Birmingham.

ROCKWOOL are excited about the opportunity to develop a high-quality manufacturing facility in the West Midlands that would create long-term jobs and open up training and supply chain opportunities for the local community.

Appendix A: Notification emails to local stakeholders

Their materials help to make buildings safe, healthy and comfortable by improving energy efficiency, acoustics and fire safety. This helps them assist in the UK's net zero ambitions and in creating a safer built environment.



Pre-Application Consultation

To ensure transparency and community involvement, we will be holding a pre-application consultation from November 18th to December 8th, 2024. This will be an opportunity for all stakeholders to learn more about the project and provide feedback. We will host two drop-in open house events.

- **Monday 18th November, 3pm – 6pm:** Cuttle Bridge Inn, Kingsbury Road, B76 9DP
- **Thursday 28th November, 3pm – 6pm:** St. George's Church, Minworth, B76 9BU

You can find detailed information about the project and submit your feedback via the consultation website at www.rockwool.com/uk/peddimore. While you are welcome to engage with us through email at community@rockwool.com or by writing to our freepost address FREEPOST ROCKWOOL COMMUNITY, we encourage you to use the web form on our site for submitting feedback.

However, if you would like more details on the technical or planning approach before submitting formal feedback, please feel free to contact us directly, in reply to this email. We would be happy to discuss the proposals with you should you have any queries or concerns.

Planning Approach

The Peddimore site already has outline planning permission for a manufacturing facility, and we intend to apply to Birmingham City Council to adapt the existing planning permissions to our specific proposal. Our planning strategy involves two key stages to ensure compliance and alignment with local planning regulations. Initially, we will submit a

Appendix A: Notification emails to local stakeholders

Section 73 application to make necessary modifications to the existing outline planning permission on site, particularly regarding building heights. Subsequently, we will proceed with a Reserved Matters application, which will detail the specific design, layout and infrastructural aspects of the development.

We look forward to discussing these processes in more detail during the consultation events and hearing your valuable feedback.


Associate Town Planner

[Arup](#) is a global collective of designers, advisors and experts dedicated to sustainable development, and to using imagination, technology and rigor to shape a better world.

Arup, One Centenary Way, Paradise Circus, Birmingham, B3 3AY, United Kingdom

Appendix B: Consultation poster



ROCKWOOL signs deal to purchase land at Peddimore



ROCKWOOL Limited is a leading manufacturer of non-combustible stone wool insulation. We are excited to unveil our proposal for a new state-of-the-art manufacturing facility at the Peddimore site, next to Amazon.

Community consultation

Find out more at our drop-in open house events:

Monday 18 November 3pm – 6pm

Cuttle Bridge Inn, Kingsbury Road, B76 9DP

Thursday 28 November 3pm – 6pm

St. George's Church, Water Orton Lane, Minworth, B76 9BU

Contact us:

Attend one of our events, detailed above, or go to our website www.rockwool.com/uk/peddimore where you can learn more and provide feedback from 18th November – 8th December 2024.

Alternatively, email community@rockwool.com, or write to us at our freepost address
FREEPOST ROCKWOOL COMMUNITY

For information about employment opportunities, email: recruitmentUK@rockwool.com

Appendix C: Photographs of consultation poster displayed in Minworth



Appendix D: Community information leaflet



Plans for local opportunities with new manufacturing facility at Peddimore

ROCKWOOL Limited, part of the Danish-owned ROCKWOOL Group, is a leading insulation manufacturer. Our materials help to make buildings safe, healthy and comfortable by improving energy efficiency, acoustics and fire safety.

We are excited to unveil our proposal for a new state-of-the-art manufacturing facility for the production of non-combustible stone wool insulation. This would create long-term jobs and open up training and supply chain opportunities for the local community.

We have signed an agreement to buy 114 acres of land next to Amazon at the Peddimore site, north east of Birmingham, which is designated specifically for manufacturing use. The site already has outline planning permission for a manufacturing facility, and we will be applying to Birmingham City Council to adapt the existing planning permissions to our specific proposal.

Artist's impression of the proposed new ROCKWOOL site



Sharing our plans with you

In the coming weeks, we will begin consulting with the community about our plans so that you can find out more, ask questions, and provide feedback. This will include drop-in open house events (see dates and times below) where community members can meet ROCKWOOL leaders and learn about the business, as well as our commitment to delivering social and environmental value in the communities in which we operate.

Find out more

More information is available at www.rockwool.com/uk/peddimore or at our drop-in open house events:

Monday 18 November, 3pm – 6pm
Cuttle Bridge Inn, Kingsbury Road,
B76 9DP

Thursday 28 November, 3pm – 7pm
St. George's Church, Water Orton Lane,
Minworth, B76 9BU

Appendix D: Community information leaflet

What does ROCKWOOL do?

At ROCKWOOL, we transform volcanic rock into stone wool insulation. Our products contribute to addressing many of society's biggest climate change challenges, creating new opportunities to enrich modern living and build safer, healthier, and more climate resilient communities.

Globally, we have approximately 12,200 colleagues in 40 countries, including over 500 in the UK where we have a production facility in Bridgend, South Wales. We've been operating there since 1979 and we have a dedicated workforce, many of whom have been with us for between 10-40 years.

Sustainability is central to our business strategy, and our products and way of working contribute to 11 out of the United Nations' 17 Sustainable Development Goals. You can find out more about our commitments and progress to date in our annual sustainability report, which is published on our website at www.rockwool.com/group/sustainability

At the open house sessions, we'll have more information about how we make stone wool insulation and how our products are making a difference in the built environment, as well as details of the types of jobs within ROCKWOOL and our proposals for the site.

What benefits would the facility bring?

The new facility would enable us to significantly boost our UK production, helping the UK to meet its climate change challenges and assisting in creating a safer built environment.



It would also enable us to create long-term, quality jobs, along with training and supply chain opportunities. We would have a range of opportunities for skilled roles and would also expand our apprenticeship and undergraduate placement programmes to the site in both business and technical roles.

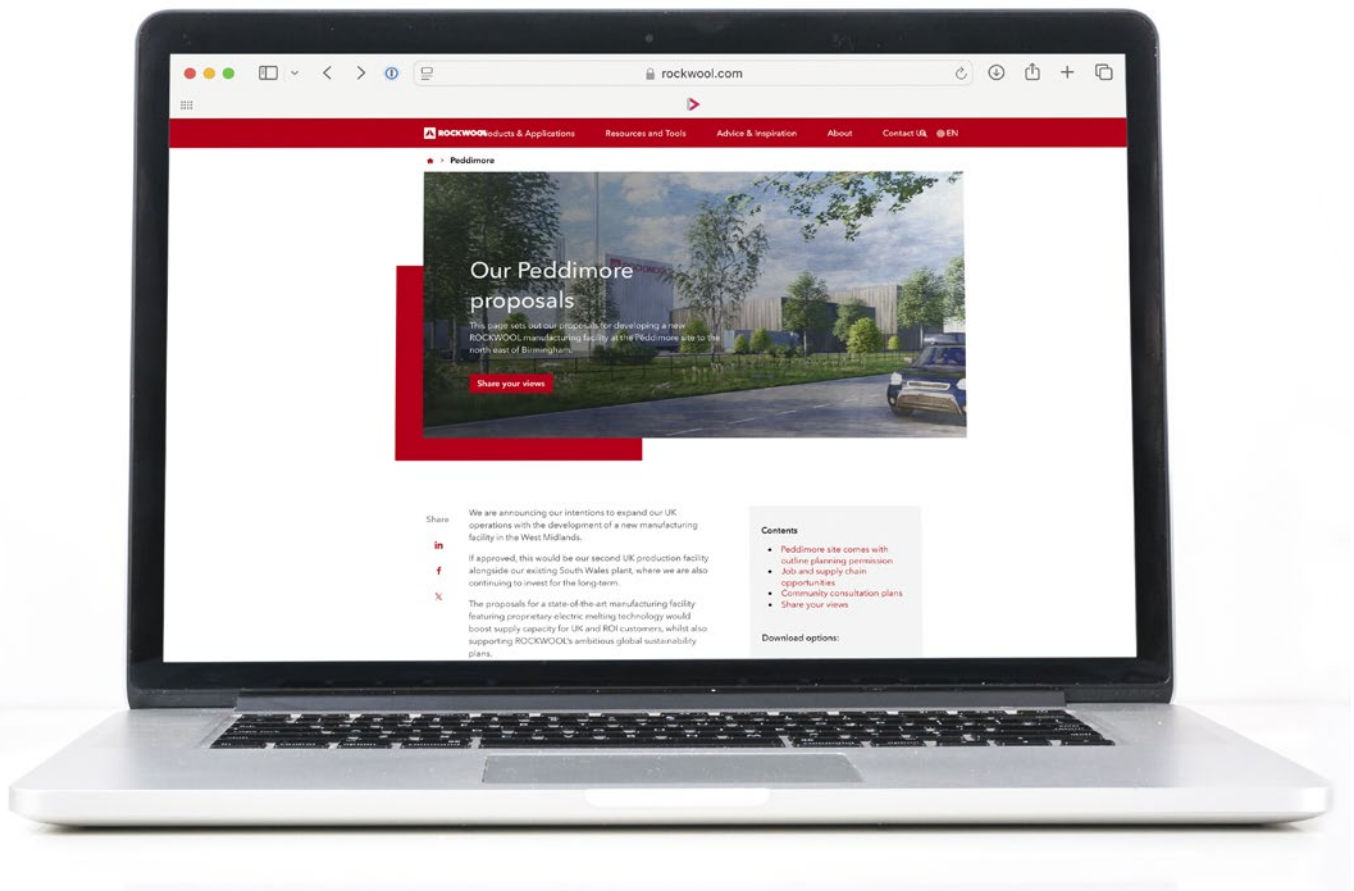
We engage in a number of community-oriented activities in South Wales, including a charitable donations programme that contributes to local causes throughout the year and supports our team's own fundraising efforts. We would replicate this programme of work in the West Midlands.

ROCKWOOL UK is also an active participant in sustainability networks, such as the South Wales Industrial Cluster, which we helped to found. We are keen to build relationships like this with businesses in the West Midlands.

Contact us

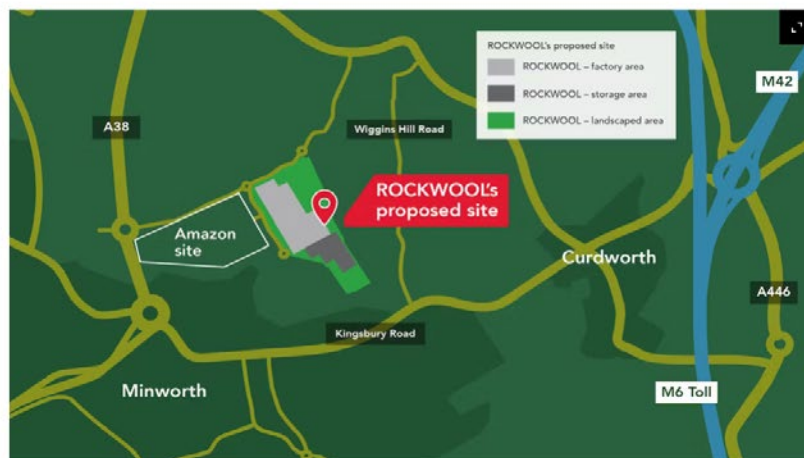
Go to our website www.rockwool.com/uk/peddimore, email community@rockwool.com, attend one of our drop-in open house events, detailed overleaf, or write to us at our freepost address **FREEPOST ROCKWOOL COMMUNITY**

Appendix E: ROCKWOOL website – Peddimore content



Peddimore site comes with outline planning permission

ROCKWOOL has signed an agreement to buy 114 acres of land at the Peddimore site, north of Minworth, to the north east of Birmingham, which has already been designated specifically for manufacturing use.



The site is included in Birmingham City Council's Development Plan and has outline planning permission for a manufacturing facility, whilst key infrastructure including a new access road and roundabout into the site is already in place, servicing an adjacent Amazon facility built in 2023.

← 1/2 →

Appendix E: ROCKWOOL website – Peddimore content

Job and supply chain opportunities

Prospectively, if our proposals are approved, the facility could become operational during 2029.

This would create good quality jobs and training and supply chain opportunities for local people and businesses. Whilst it is still early in the process, we're always keen to talk to people who might be interested in working with us in connection with these opportunities.

Email: recruitmentUK@rockwool.com

Community consultation plans

Our community consultation is now underway. Between 18th November and 8th December 2024 we are consulting with the community to give local residents and nearby businesses the opportunity to find out more, ask questions, and provide initial feedback on our proposals.

Download a copy of the community leaflet that has been distributed to local homes and businesses.

[Download community leaflet](#)

This includes two drop-in events - see details below - where community members can meet members of the ROCKWOOL team and learn about the business, as well as our commitment to delivering social and environmental value in the communities in which we operate.

Monday 18 November, 3pm - 6pm

Cuttle Bridge Inn, Kingsbury Road, B76 9DP

Thursday 28 November, 3pm - 7pm

St. George's Church, Water Orton Lane, Minworth, B76 9BU

Share your views

Thank you for taking the time to read about our plans. Community feedback and input will be important as we finalise the details of our plans for the site and take the next steps towards submitting the planning applications.

You can view our consultation materials and respond to our proposals using the information and links below:

- [Download a copy of the community leaflet that has been distributed to homes and businesses closest to the Peddimore site](#)
- [Download a copy of the public information materials about the site used at our drop-in events](#)
- [Respond to the consultation using our online feedback form](#)

This consultation runs from Monday 18 November to Sunday 8 December. There will be further ongoing opportunities to engage with our team as the plans progress.


Alternatively, email community@rockwool.com, or write to us at our freepost address: **FREEPOST ROCKWOOL COMMUNITY.**

For information about employment opportunities, email: recruitmentUK@rockwool.com

[Share your views](#)

Appendix F: Online exhibition boards






PROPOSED MANUFACTURING FACILITY AT PEDDIMORE

Technology and the environment

We are proposing to build a state-of-the-art manufacturing facility on the Peddimore site.

As part of our commitment to help tackle climate change challenges, as well as being a good neighbour and first-class employer, we will use the latest electric melting technology and aim to achieve BREAM Excellent ratings to ensure our facility meets sustainability goals and continues to perform optimally over time.






We will also be using best-in-class abatement technologies, such as filters, afterburners and adsorption methodologies to manage emissions.

Meeting stringent environmental standards

Our stone wool can be endlessly recycled. In our manufacturing processes, we also recycle materials from other industries that could otherwise end up as waste, whilst our use of rainwater harvesting reduces the amount of mains water needed during our operations.

Our production facilities are subject to strict air quality regulations that aim to protect communities, wildlife, and the local environment. All environmental impacts will be closely regulated and monitored by the Environment Agency, which sets and monitors stringent limits for process emissions, as well as for matters like noise, dust and odour.

Our applications to Birmingham City Council will be supported by a range of environmental assessments and an Environmental Management Plan.



Appendix F: Online exhibition boards

ROCKWOOL PROPOSED MANUFACTURING FACILITY AT PEDDIMORE

Site layout and operations

The site we are acquiring is 114 acres, 61 of which can be developed on.

Our buildings will be constructed with the use of high-quality materials, with a neutral palette, selected to minimise their impact.

The facility will include a furnace area and product packaging area, curing oven and two stacks.



Artist's impression of the site



The manufacturing facility
Car parking
Offices
Hardstanding storage area

At full capacity, the manufacturing plant would operate 24 hours a day. Outside activity will be less during night-time hours and at weekends.

Key infrastructure, including a new road and roundabout into the site, along with a pedestrian/cyclist bridge, is already in place from the A38 dual carriageway. All traffic movements into the site will be via the A38 to the main motorway network.



Artist's impression of the site

A hardstanding storage and loading area will be located to the south of the site, whilst workshops, offices and car parking will be located to the west.

The majority of the buildings will be of 10-18m in height, which is less than the height of the Amazon warehouse.

A small area of one of the buildings would be around 36.5m in height. The two stacks will be a maximum of 75m high.

Detailed plans around the size, location and design of the buildings, along with a detailed plan from a lighting expert and traffic modelling assessments, will be submitted as part of our applications.


ROCKWOOL PROPOSED MANUFACTURING FACILITY AT PEDDIMORE

Our place in the community

We engage in a number of community-oriented activities in South Wales, including:

- Charitable donations: financial support for local charities and social enterprises that deliver health, housing and environmental benefits
- Charity of the year: enhanced support for causes nominated and voted for by our employees
- Employee fundraising: contributing to fundraising initiatives undertaken by our team to amplify their efforts
- Community sponsorship: collaborating with local organisations to sponsor entrepreneurship education in schools

We plan to mirror this approach in the West Midlands to make a positive contribution to the community.




Local sustainability partnerships

ROCKWOOL Ltd is an active participant in local industrial networks. For example, we are a founding member of the South Wales Industrial Cluster and we also work closely with Net Zero Industry Wales, both of which are driving forward collaboration and solutions for industrial decarbonisation in the area.

We are keen to build relationships like this with businesses in the West Midlands and find meaningful projects to collaborate on.

For example, through these networks in Wales we have undertaken projects on site to generate electricity from waste heat, and supported research into new ways to extract carbon dioxide from our waste gas stream and low carbon energy sources.



ROCKWOOL PROPOSED MANUFACTURING FACILITY AT PEDDIMORE

Working with the local community

Working with the local community is important to us. As we prepare our applications for submission to Birmingham City Council, we will keep you updated as our plans develop.

Some of our planning documents are available to view on our website.




The deadline for responses to be submitted during this consultation period is 8 December 2024.

Alternatively, you can get in touch via one of the following channels:

Website: www.rockwool.com/uk/peddimore
 Email: community@rockwool.com
 Post: FREEPOST ROCKWOOL COMMUNITY

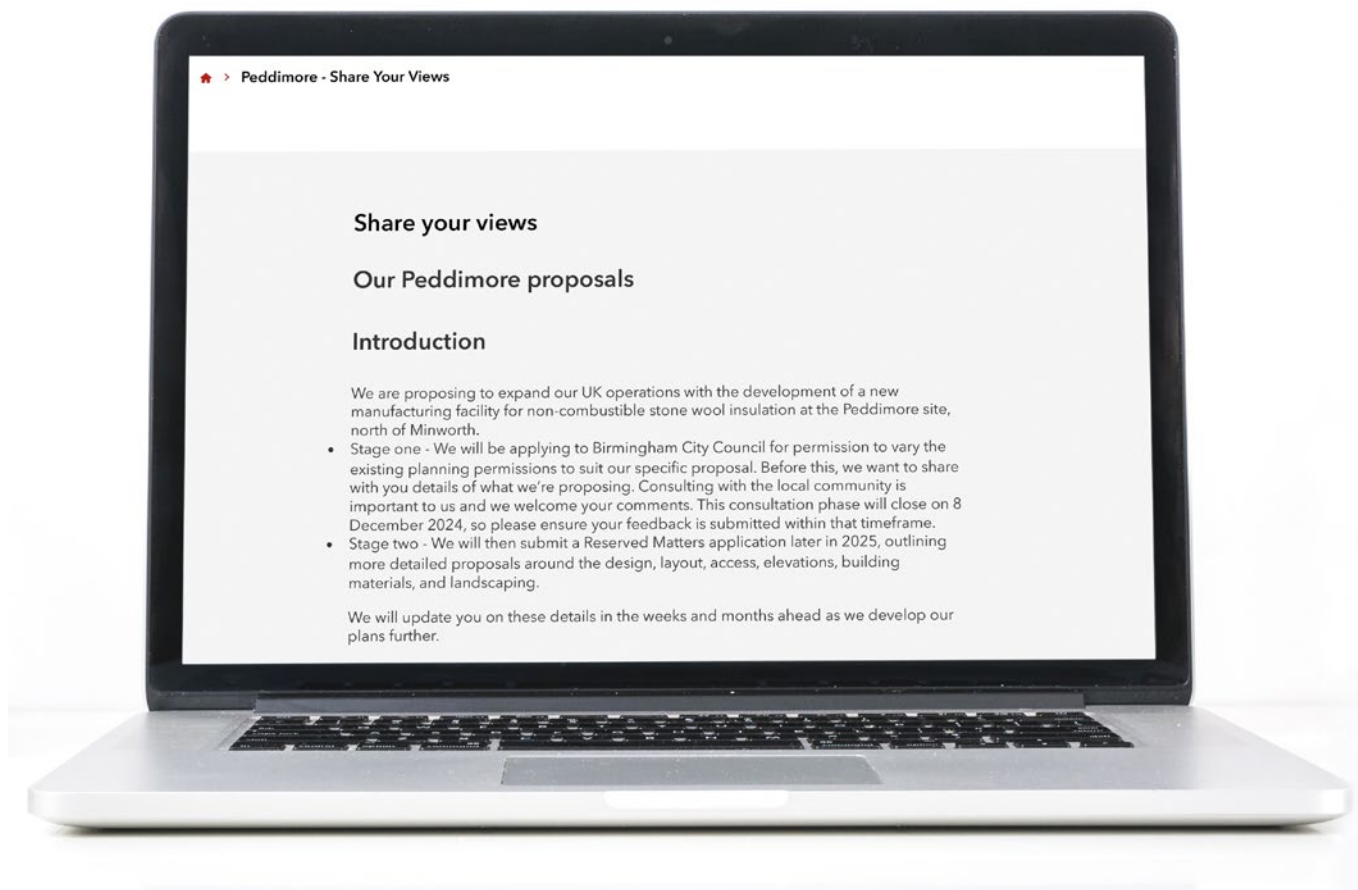
As more documents are finalised, they will be added to the website and available to view.

If you have any questions about the proposal, email us on community@rockwool.com

If you would like to respond to our consultation in writing to feed into our plans, please complete our [consultation questionnaire](#).



Appendix G: Online consultation response questionnaire



Introduction

We are proposing to expand our UK operations with the development of a new manufacturing facility for non-combustible stone wool insulation at the Peddimore site, north of Minworth.

- Stage one - We will be applying to Birmingham City Council for permission to vary the existing planning permissions to suit our specific proposal. Before this, we want to share with you details of what we're proposing. Consulting with the local community is important to us and we welcome your comments. This consultation phase will close on 8 December 2024, so please ensure your feedback is submitted within that timeframe.
- Stage two - We will then submit a Reserved Matters application later in 2025, outlining more detailed proposals around the design, layout, access, elevations, building materials, and landscaping.

We will update you on these details in the weeks and months ahead as we develop our plans further.

Our vision for the Peddimore site

ROCKWOOL Limited, part of the Danish-owned ROCKWOOL Group, is a leading insulation manufacturer. Our materials help to make buildings safe, healthy and comfortable by improving energy efficiency, acoustics and fire safety. Our intention is to build a state-of-the-art manufacturing facility for our stone wool insulation products on the Peddimore site. The new facility would support construction jobs and provide skilled roles, as well as training and supply chain opportunities on a site that is designated for manufacturing use. We already have a manufacturing facility in South Wales, where we have been part of the community for 45 years. Many of our dedicated workforce have been with us for between 10-40 years, and we engage in a number of community-oriented activities in South Wales, as well as being an active participant in sustainability networks. We are keen to build relationships like this with the community and businesses in the West Midlands.

Appendix G: Online consultation response questionnaire

Section 1

Our planning variation application

We are purchasing a 114-acre site, of which 61 acres can be developed on. The site already has outline planning permission for a manufacturing facility of up to 23.5m. We intend to apply to Birmingham City Council for a variation on this planning permission. Our proposals are for a manufacturing facility where the majority of the buildings would be 10-18m in height, which is well within the planning existing permissions and is less than the height of the Amazon warehouse. A small area of one of the buildings would be around 36.5m in height and we would have two stacks with a maximum height of 75m. Our buildings will be constructed with the use of high-quality materials, with a neutral palette, selected to minimise their impact. [You can view images of the proposed development here.](#)

1. Given that the site is already designated specifically for manufacturing use, do you think ROCKWOOL's proposed development looks appropriate?

Select...



2. Are there any specific vantage points looking across the site area that you are particularly interested in and would like us to consider? If so, please share your thoughts here.

Please share your thoughts here.

3. Do you have any other comments on ROCKWOOL's proposed development?

Please share your thoughts here.

Section 2

Our design approach

We intend to submit a Reserved Matters application later in 2025, outlining more detailed proposals around the design, layout, access, elevations, building materials, and landscaping, and we will share further details as part of that process. At this stage, our headline intentions are that our buildings would be constructed with the use of high-quality materials (including our own), with a neutral palette, selected to minimise their impact. We would also aim to achieve **BREEAM** Excellent ratings to ensure our facility meets sustainability goals and continues to perform optimally over time.

4. Do you support our aim of achieving a BREEAM Excellent rating for the facility?

Select...



5. Do you have any comments on our design approach?

Please share your thoughts here.

Section 3

Technology and the environment

We are proposing to build a state-of-the-art manufacturing facility on the Peddimore site. As part of our commitment to help tackle climate change challenges, as well as being a good neighbour and first-class employer, we would use the latest electric melting technology and best-in-class abatement technologies. Our production facilities are subject to strict air quality regulations that aim to protect communities, wildlife, and the local environment. All environmental impacts will be closely regulated and monitored by the Environment Agency, which sets and monitors stringent limits for process emissions, as well as for matters like noise, dust and odour. Our applications to Birmingham City Council will be supported by a range of environmental assessments and an Environmental Management Plan.

6. Do you have any comments on ROCKWOOL's technology and environmental approach for Peddimore?

Please share your thoughts here.

Appendix G: Online consultation response questionnaire

Section 4

Community engagement and support

We engage in a number of community-oriented activities in the local area near our South Wales facility, including:

- Charitable donations for local charities and social enterprises including a charity of the year and supporting employee fundraising efforts
- Community sponsorship: collaborating with local organisations, for example to sponsor entrepreneurship education in schools

We also host community drop-in events and have a dedicated community inbox to support regular dialogue and engagement. ROCKWOOL Ltd is an active participant in local industrial networks. For example, we are a founding member of the South Wales Industrial Cluster and we also work closely with Net Zero Industry Wales, both of which are driving forward collaboration and solutions for industrial decarbonisation in the area. Our plan is to build community and business relationships like this in the West Midlands to make a positive contribution to the community.

7. Do you support ROCKWOOL's proposed approach to community engagement and support initiatives?

Select...



8. Do you have any comments on ROCKWOOL's proposed community engagement and support initiatives?

Please share your thoughts here.

Appendix G: Online consultation response questionnaire

Section 5

Any other feedback

9. Is there any other feedback you would like to provide about ROCKWOOL's proposals for the Peddimore site?

Please share your thoughts here.

10. Please choose which best describes you (please tick all that apply):

- Local resident Business representative
 Interested in working for ROCKWOOL in the future
 Local councillor/political representative Other (please state below)

11. How did you hear about the proposal? (please tick all that apply)

- Leaflet/email/poster from ROCKWOOL ROCKWOOL website Word of mouth
 Article in the local press Local community website/social media group
 Other (please specify)

Thank you for filling in this questionnaire. Please note that any comments submitted may be placed on the public file when we submit our proposals to Birmingham City Council.

- Yes, I would like to receive updates from ROCKWOOL on our Peddimore plans. You may object to the processing of your personal data for these purposes at any time by contacting us. By clicking 'Submit,' you confirm that you have read and accepted the content of our [privacy statement](#).

First Name:

First Name

Last Name:

Last Name

Email Address:

Email Address

*

Organisation:

Organisation

Address:

Address

Submit

Appendix H: Investment announcement news release



Press Release

ROCKWOOL signs deal to purchase land, eyes West Midlands manufacturing site to boost supply of non-combustible insulation

London, 5 November 2024: This would be the company's second UK production facility in addition to its existing South Wales plant

Leading global non-combustible insulation manufacturer ROCKWOOL today announced it has signed an agreement to buy 114 acres (or 46 hectares) of land at the Peddimore site, north east of Birmingham, with the intention to build a state-of-the-art manufacturing facility featuring proprietary electric melting technology for its stone wool insulation products.

The new facility would boost supply capacity for UK and Republic of Ireland customers, whilst also supporting ROCKWOOL's ambitious global sustainability plans. This significant investment would also create skilled long-term jobs and local supply chain opportunities as well as help in achieving the UK's net zero targets and in creating a safer and more sustainable built environment through ROCKWOOL's portfolio of non-combustible and recyclable stone wool insulation products.

Local community consultation plans

The Peddimore site, which is designated specifically for manufacturing use, is included in Birmingham City Council's Development Plan and has outline planning permission for a manufacturing facility. Key infrastructure including a new access road and roundabout into the site is already in place, servicing an adjacent facility built in 2023.

In the coming weeks, ROCKWOOL will begin consulting with the community about its plans, including open house events where community members can meet ROCKWOOL leaders and learn about the business, as well as its commitment to delivering social and environmental value in the communities in which it operates. ROCKWOOL will subsequently submit applications to Birmingham City Council to adapt the existing planning permissions to its specific proposal.

Information about the plans will also be made available at www.rockwool.com/uk/peddimore as the proposal develops.

Building on long-term success

Nick Wilson, Managing Director of ROCKWOOL UK & Ireland, said:

"We're very excited at the opportunity to expand the business into the West Midlands that would enable us to boost our production capacity in the UK and to create quality jobs and business opportunities in the local community. During the past 45 years, we have built a strong foundation at our site in South Wales where we will continue to manufacture and invest for the long-term, and are now looking to build on that success with a second manufacturing plant at the Peddimore site.

The West Midlands has a skilled, local workforce, a strong manufacturing tradition, and excellent transport links, so it is an ideal location for us to expand our business in the UK and bolster our service to customers in the Midlands and across the north of England and Scotland. We're looking forward to sharing our plans with the local community and are fully committed to being a good neighbour and partner for the Minworth and wider West Midlands community".

ENDS

Appendix H: Investment announcement news release

**Notes to editors:**

The visual is an artist's rendition of the prospective factory.

**About ROCKWOOL**

ROCKWOOL Limited is part of ROCKWOOL Group. With one factory based in Bridgend, South Wales and over 500 employees, we are the local organisation offering advanced insulation systems for buildings.

With approximately 12,000 dedicated colleagues in 40 countries and sales in more than 120, ROCKWOOL Group is the world leader in stone wool products, from building insulation to acoustic ceilings, external cladding systems to horticultural solutions, engineered fibres for industrial use to insulation for the process industry and marine & offshore. Stone wool is a durable, endlessly recyclable, versatile material that forms the basis of all our businesses.

For more information, visit: www.rockwool.com/uk (UK) or www.rockwool.com/group (global site).

Appendix I: Examples of media coverage

Insulation giant's production plans for West Mids

ROCKWOOL EYES NEW MANUFACTURING PLANT

NICK HORNER
News Reporter

A DANISH insulation firm is set to build a 'state-of-the-art' manufacturing plant near Sutton Coldfield.

Rockwool, which makes sustainable stone-wool insulation from volcanic rock, has agreed to buy a 114-acre site - the size of more than 70 football pitches - at Peddimore, to build a second UK manufacturing facility.

A company spokesman said: "Our materials help to make buildings safe, healthy and comfortable by improving energy efficiency, acoustics and fire safety."

It is consulting on its plan for Sutton, which it said would "create long-term jobs and open up training and supply-chain opportunities for the local community".

The proposal includes buildings up to 18 metres high, with a small area of one building 36.5 metres. There would also be two stacks reaching up to 75 metres high. The site will have a furnace, a product packaging area, and a curing oven.

Rockwool describes itself as a "leading global non-combustible insulation manufacturer". Its products are used for cladding, cavity insulation, flat roofs, floors, pipe insulation, fire protection and

sound insulation. Its stone wool can be "endlessly recycled".

The firm operates in 40 countries and has 12,200 staff, with 500 at a production site in Bridgend, south Wales, where it has been since 1979.

On its Peddimore plans, the spokesman said: "The new facility would enable us to significantly boost our UK production, helping the UK to meet its climate-change challenges and assisting in creating a safer built environment."

At full capacity the plant would operate 24 hours a day, but outside activity would be less at night and weekends.

Nick Wilson, managing director of Rockwool UK and Ireland, said: "We're very excited at the opportunity to expand the business into the West Midlands... to boost our production capacity in the UK and to create quality jobs and business opportunities in the community."

"During the past 45 years, we have built a strong foundation at

our site in South Wales where we will continue to manufacture and invest for the long-term, and are now looking to build on that success with a second manufacturing plant at the Peddimore site.

"We're looking forward to sharing our plans with the community and are committed to being a good neighbour and partner for the Minworth and wider West Midlands community."

The firm is consulting the public until Sunday, December 8 and views can be posted online. After which planning permission would be sought.

Rockwool says a reserved matters application will be submitted "later in 2025" with more detailed proposals on the "design, layout, access, elevations, building materials and landscaping".



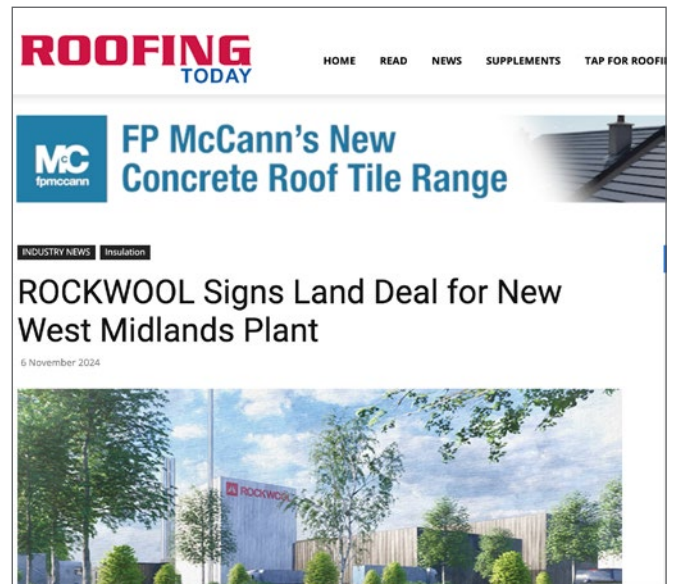
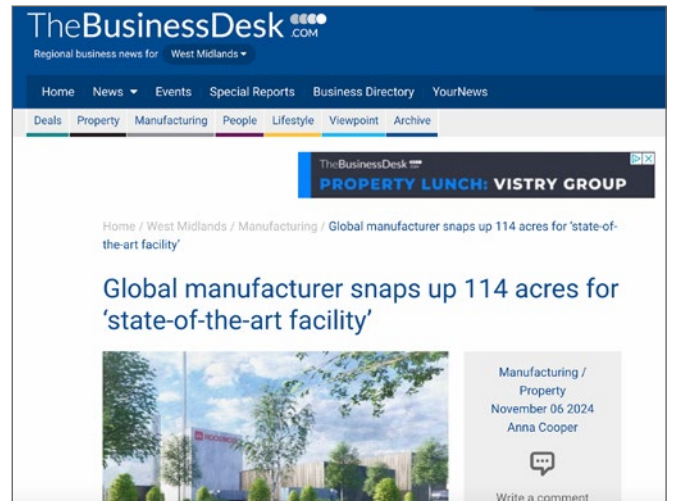
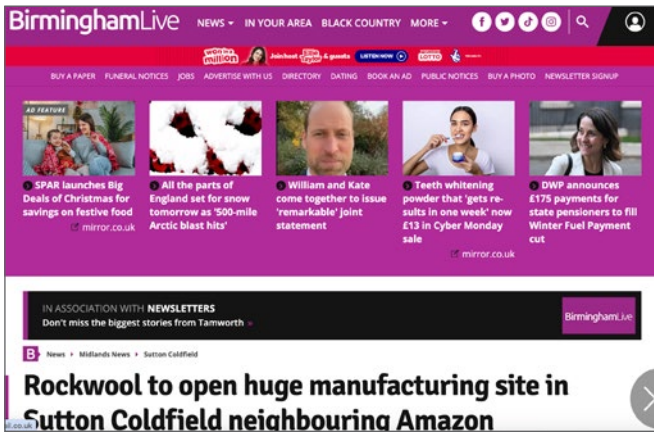
We're very excited the opportunity to expand into the West Midlands... to create quality jobs and opportunities

Nick Wilson, MD



An artist's impression of the new Rockwool manufacturing plant

Appendix I: Examples of media coverage



Appendix J: Summary of media coverage (print and web)

Title	Excerpt	Publication date	Source	URL	Media	Reach
ROCKWOOL in UK manufacturing boost	ROCKWOOL has signed an agreement to buy 114 acres (46 hectares) of land in the West Midlands with the intention to build a state-of-the-art manufacturing...	01/12/2024 00:00:00	Professional Builders Merchant		Press	10,000
ROCKWOOL to open huge manufacturing site in Sutton Coldfield neighbouring Amazon	A 'state-of-the-art' manufacturing plant on the edge of Sutton Coldfield. ROCKWOOL, which makes 'sustainable' stone wool insulation from volcanic rock, has agreed to buy a 114...	28/11/2024 13:32	k.news.yahoo.com	https://uk.news.yahoo.com/rockwool-open-huge-manufacturing-sutton-133240834.html	Web	207,823
Manufacturing firm to open huge new plant with 170 jobs on site near Amazon	A 'state-of-the-art' manufacturing plant on the edge of Sutton Coldfield. ROCKWOOL, which makes 'sustainable' stone wool insulation from volcanic rock, has agreed to buy a 114...	28/11/2024 13:32	Birmingham Live (Web)	https://www.birminghammail.co.uk/news/midlands-news/rockwool-open-huge-manufacturing-site-30471178	Web	996,218
Huge factory will see new jobs	Early sketch of how ROCKWOOL's factory on the Peddimore site in Birmingham could look A MANUFACTURER of insulation has signed a deal to open a huge new...	17/11/2024 00:00	Sunday Mercury		Press	19,568

Title	Excerpt	Publication date	Source	URL	Media	Reach
Insulation maker to open huge new factory	Early sketch of how ROCKWOOL's factory on the Peddimore site in Birmingham A MANUFACTURER of non-combustible insulation has signed a deal to open a huge...	14/11/2024 00:00	Birmingham Post		Press	6,677
Manufacturer secures huge land deal in Birmingham	...insulation has signed a deal to open a huge new production facility in Birmingham. ROCKWOOL has agreed terms to buy 114 acres of land at the Peddimore site near Sutton Coldfield with the aim of...	12/11/2024 22:18	Property & Business Investment Show		Web	5
Manufacturer secures huge land deal in Birmingham	ROCKWOOL has agreed terms to buy 114 acres of land at the Peddimore site near Sutton Coldfield with the aim of building a state-of-the-art manufacturing hub...	12/11/2024 11:12	connecteast midlands.co.uk		Web	120
Manufacturer secures huge land deal in Birmingham	insulation has signed a deal to open a huge new production facility in Birmingham. ROCKWOOL has agreed terms to buy 114 acres of land at the Peddimore site near Sutton Coldfield with the aim of...	12/11/2024 10:30	Business Live	https://www.business-live.co.uk/commercial-property/manufacturer-secures-huge-land-deal-30350969	Web	10,422
Insulation firm plans to open huge West Midlands base after land deal	Insulation manufacturer Rockwool is planning to build a new production facility in the West Midlands after signing off on a 114 acre land deal...	12/11/2024 00:00	Express and Star (Sandwell)		Press	3,649

Title	Excerpt	Publication date	Source	URL	Media	Reach
ROCKWOOL plans to build 'state-of-the-art' manufacturing facility north-east of Birmingham	Global non-combustible insulation manufacturer, Rockwool, has signed an agreement to buy 114 acres (46 hectares) of land at Peddimore, north east of Birmingham...	12/11/2024 08:05	healthestatejournal.com	https://www.healthestatejournal.com/story/46518/rockwool-plans-to-build-state-of-the-art-manufacturing-facility-north-east-of-bi	Web	76
ROCKWOOL signs land deal for new West Midlands manufacturing facility	NON-COMBUSTIBLE INSULATION systems producer ROCKWOOL has signed an agreement to buy 114 acres (ie 46 hectares) of land at the Peddimore site, north east...	11/11/2024 13:25	fsmatters.com	https://www.fsmatters.com/ROCKWOOL-signs-deal-for-West-Midlands-site	Web	621
ROCKWOOL eyes manufacturing expansion	Global insulation manufacturer ROCKWOOL has signed an agreement to buy 114 acres of land at the Peddimore site, north east of Birmingham, with the...	07/11/2024 16:47	Buildersmerchantsjournal.net	https://buildersmerchantsjournal.net/rockwool-eyes-manufacturing-expansion/	Web	209
ROCKWOOL outlines plans for new UK manufacturing site	...technology for its stone wool insulation products. The new facility at the Peddimore site, north east of Birmingham, would boost supply capacity for UK and Republic of Ireland customers...	07/11/2024 15:23	professionalbuildersmerchant.co.uk	https://professionalbuildersmerchant.co.uk/news/rockwool-outlines-plans-for-new-west-midlands-manufacturing-site/	Web	240

Title	Excerpt	Publication date	Source	URL	Media	Reach
ROCKWOOL purchases land for second production facility	Leading global non-combustible insulation manufacturer ROCKWOOL has signed an agreement to buy 114 acres of land on Peddimore Lane, north east of Birmingham...	07/11/2024 11:16	machinery-market.co.uk	https://www.machinery-market.co.uk/news/38521/Rockwool-purchases-land-for-second-production-facility	Web	272
ROCKWOOL signs deal to purchase land and eyes West Midlands for non-combustible insulation	...it has signed an agreement to buy 114 acres (or 46 hectares) of land at the Peddimore site, north east of Birmingham, with the intention to build a state...	07/11/2024 10:40	firebuyer.com	https://firebuyer.com/rockwool-signs-deal-to-purchase-land-and-eyes-west-midlands-for-non-combustible-insulation/	Web	28
ROCKWOOL plans new factory to ramp up output	Stone wool insulation manufacturer ROCKWOOL has bought 46 hectares of land near Birmingham for a new factory to ramp up production in the face of rising...	06/11/2024 23:10	constructionenquirer.com	https://www.constructionenquirer.com/2024/11/06/rockwool-plans-new-factory-to-ramp-up-output/	Web	29,019
Manufacturer Set to Build on Welsh Success with New Midlands Site	...insulation manufacturer is set to expand with a new state-of-the-art facility. ROCKWOOL, which has a factory based in Bridgend and more than 500 employees...	06/11/2024 16:06	business4wales.co.uk	https://businessnewswales.com/manufacturer-set-to-build-on-welsh-success-with-new-midlands-site/	Web	778
News Insulation firm plans to open huge West Midlands factory after completing land deal	...operations with a "state of the art production facility" proposed for land at Peddimore Lane on the north-east fringe of Birmingham. The company currently employs 500 staff at its main UK...	06/11/2024 14:10	Expressandstar.com	https://www.expressandstar.com/news/business/2024/11/06/insulation-firm-set-to-open-huge-west-midlands-factory/	Web	121,578

Title	Excerpt	Publication date	Source	URL	Media	Reach
Manufacturer snaps up Midlands site	Global insulation manufacturer ROCKWOOL has agreed to buy a 114-acre site at Peddimore in the West Midlands for the development of a state of the art...	06/11/2024 13:05	Hsssearch.co.uk	https://www.logisticsmatters.co.uk/Manufacturer-snaps-up-Midlands-site	Web	263
ROCKWOOL eyes West Midlands manufacturing site to boost supply of non-combustible insulation	...local community." Leading global non-combustible insulation manufacturer ROCKWOOL has announced it has signed an agreement to buy 114 acres (or 46 hectares...	06/11/2024 12:25	total-contractor.co.uk	https://www.total-contractor.co.uk/rockwool-eyes-west-midlands-manufacturing-site-to-boost-supply-of-non-combustible-insulation/	Web	80
ROCKWOOL announces plans for new insulation manufacturing facility in Birmingham	Iain Hoey Share this content ROCKWOOL secures land for new Birmingham facility ROCKWOOL has signed an agreement to acquire 114 acres (46 hectares) at...	06/11/2024 12:43	internationalfireandsafetyjournal.com	https://internationalfireandsafetyjournal.com/rockwool-announces-plans-for-new-insulation-manufacturing-facility-in-birmingham/	Web	350
ROCKWOOL buys Birmingham site for new manufacturing facility	ROCKWOOL has agreed a deal to buy 114 acres of land at Peddimore, north east of Birmingham, with a view to building a state-of-the-art manufacturing facility on the...	06/11/2024 11:20	benews.co.uk	https://benews.co.uk/rockwool-buys-birmingham-site-for-new-manufacturing-facility/	Web	593
ROCKWOOL Signs Land Deal for New West Midlands Plant	INSULATION MANUFACTURER ROCKWOOL has bought a West Midlands site to build a new manufacturing plant on. The company announced today it has signed...	06/11/2024 11:01	Roofingtoday.co.uk	https://roofingtoday.co.uk/rockwool-signs-land-deal-for-new-west-midlands-plant/	Web	381

Title	Excerpt	Publication date	Source	URL	Media	Reach
ROCKWOOL signs deal to purchase land, eyes West Midlands manufacturing site to boost supply of non-combustible insulation	Global non-combustible insulation manufacturer ROCKWOOL today announced it has signed an agreement to buy 114 acres (or 46 hectares) of land at the Peddimore...	06/11/2024 10:50	specificationonline.co.uk	https://specificationonline.co.uk/articles/2024-11-06/rockwool/rockwool-purchases-land-in-west-midlands-for-manufacturing-site-to-boost-supply-of-non-combustible-insulation	Web	535
ROCKWOOL signs deal to purchase land, eyes West Midlands manufacturing site to boost supply of non-combustible insulation	Global non-combustible insulation manufacturer ROCKWOOL today announced it has signed an agreement to buy 114 acres (or 46 hectares) of land at the Peddimore...	06/11/2024 10:50	specificationonline.co.uk	https://specificationonline.co.uk/index.php/articles/2024-11-06/rockwool/rockwool-purchases-land-in-west-midlands-for-manufacturing-site-to-boost-supply-of-non-combustible-insulation	Web	535
ROCKWOOL signs deal to purchase land, eyes West Midlands manufacturing site to boost supply of non-combustible insulation	Leading global non-combustible insulation manufacturer ROCKWOOL today announced it has signed an agreement to buy 114 acres (or 46 hectares) of land at the Peddimore...	06/11/2024 09:58	architectprojects.co.uk	https://architectprojects.co.uk/rockwool-signs-deal-to-purchase-land-eyes-west-midlands-manufacturing-site-to-boost-supply-of-non-combustible-insulation/	Web	20

Title	Excerpt	Publication date	Source	URL	Media	Reach
Global manufacturer snaps up 114 acres for 'state-of-the-art facility'	Global insulation manufacturer ROCKWOOL has agreed to acquire 114 acres of land in Birmingham to build a state-of-the-art manufacturing facility. The land...	06/11/2024 09:45	Thebusinessdesk.com	https://www.thebusinessdesk.com/westmidlands/news/2091844-global-manufacturer-snaps-up-114-acres-for-%E2%80%98state-of-the-art-facility%E2%80%99	Web	9,952
ROCKWOOL signs deal to purchase land, eyes West Midlands manufacturing site to boost supply of non-combustible insulation	Leading global non-combustible insulation manufacturer ROCKWOOL today announced it has signed an agreement to buy 114 acres (or 46 hectares) of land at the Peddimore...	06/11/2024 09:28	bdcmagazine.co.uk	https://bdcmagazine.com/2024/11/rockwool-signs-deal-to-purchase-land-eyes-west-midlands-manufacturing-site-to-boost-supply-of-non-combustible-insulation/	Web	854
ROCKWOOL signs deal to purchase land, eyes West Midlands manufacturing site to boost supply of non-combustible insulation	(GLOBE NEWSWIRE) -- Leading global non-combustible insulation manufacturer ROCKWOOL today announced it has signed an agreement to buy 114 acres (or 46 hectares...	06/11/2024 08:35	Yahoo ! Finance (UK)	https://uk.finance.yahoo.com/news/rockwool-signs-deal-purchase-land-083000288.html	Web	102,853

Title	Excerpt	Publication date	Source	URL	Media	Reach
Global manufacturer strikes deal for 114-acre West Midlands site - move supports the creation of job-creating facility	An artist's rendition of the prospective factory (image credit: ROCKWOOL) A global insulation manufacturer has struck an agreement to acquire 114 acres of land at a major...	06/11/2024 08:47	insidermedia.com	https://www.insidermedia.com/news/midlands/global-manufacturer-strikes-deal-for-114-acre-west-midlands-site-move-supports-the-creation-of-job-creating-facility	Web	6,170

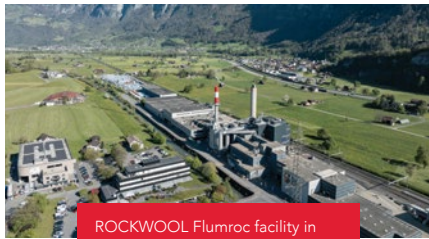
Appendix K: Exhibition boards



Who we are

At ROCKWOOL, we have been transforming volcanic rock into stone wool for nearly 100 years.

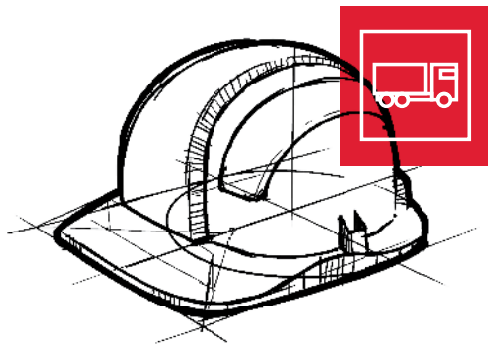
Stone wool is a durable, endlessly recyclable, versatile material that forms the basis of all our businesses. With approximately 12,000 dedicated colleagues in 40 countries and sales in more than 120, we are the world leader in stone wool products, from building insulation to acoustic ceilings, external cladding systems to horticultural solutions, engineered fibres for industrial use to insulation for the process industry, and marine and offshore.



ROCKWOOL Flumroc facility in Switzerland

With the increasing importance of energy efficiency to meet climate change targets, we added a new state-of-the-art production line through a multi-million pound investment in 2008.

Then in 2019 we invested in a new logistics centre, which unlocked the space needed to use the full production capacity created by the 2008 factory extension, as well as offering new and improved facilities for our haulage partners.



Our story starts in 1937 when the first stone wool production began in Hedehusene, Denmark.

Just over 40 years later, the ROCKWOOL Group invested in building a new production facility in South Wales and we opened the factory in Wern Tarw in 1979.



The storage area of the Wern Tarw manufacturing facility in Wales

As demand continues to increase for non-combustible stone wool insulation, we are looking to expand our presence in the UK by investing in a new cutting edge manufacturing facility at Peddimore.

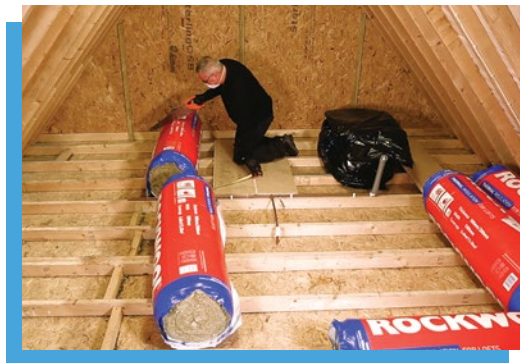
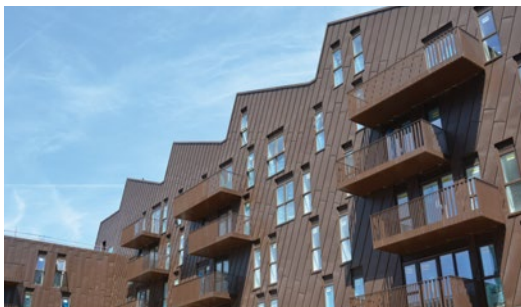
Appendix K: Exhibition boards



What we make at ROCKWOOL

The many strengths of stone wool

We use the inherent properties of stone to create a wide range of stone wool products that can improve your quality of life and help keep you safe, healthy, comfortable and much more.

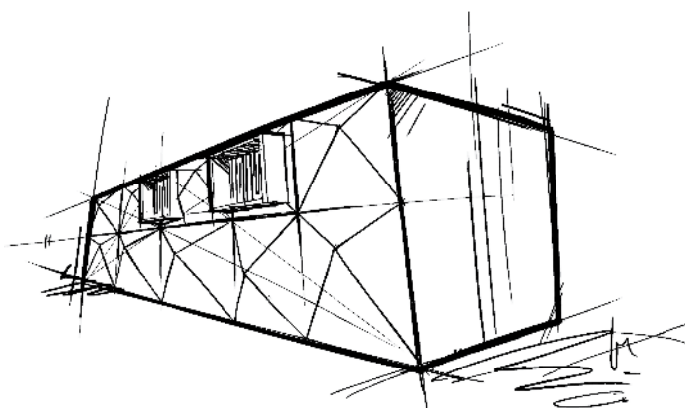


Our products are helping in the fight against climate change and helping to create safer, more comfortable buildings.

With 40% of the country's carbon emissions coming from the built environment, our stone wool insulation is helping to make the UK's building stock more energy efficient.

This can help reduce energy use and energy bills for households across the country.

And whilst we use energy to make our products, over its lifetime, ROCKWOOL building insulation sold in 2023 will save 100 times the energy consumed in its production.



Appendix K: Exhibition boards



Sustainability

at the heart of what we do

Across the ROCKWOOL Group, we take an abundant natural resource – volcanic rock – and transform it into products that help meet global sustainability challenges.

For example, our insulation helps reduce the demand for energy in buildings, whilst other products produced within the Group help tackle urban flooding and create growing substrates that are more water-efficient than soil.

While our products have a significant positive impact on people and society, we recognise that operating as a responsible and sustainable business is equally important and we are working hard to minimise our environmental footprint.



We use respected international frameworks to underpin our approach to sustainability.

For example, through these networks in Wales we have undertaken projects on site to generate electricity from waste heat, supported research into new ways to extract carbon dioxide from our waste gas stream and investigated low carbon energy sources.



Appendix K: Exhibition boards



Our place in the community

We engage in a number of community-oriented activities in South Wales, including:

- Charitable donations: financial support for local charities and social enterprises that deliver health, housing and environmental benefits
- Charity of the year: enhanced support for causes nominated and voted for by our employees
- Employee fundraising: contributing to fundraising initiatives undertaken by our team to amplify their efforts
- Community sponsorship: collaborating with local organisations to sponsor entrepreneurship education in schools

We plan to mirror this approach in the West Midlands to make a positive contribution to the community.



Local sustainability partnerships

ROCKWOOL Ltd is an active participant in local industrial networks. For example, we are a founding member of the South Wales Industrial Cluster and we also work closely with Net Zero Industry Wales, both of which are driving forward collaboration and solutions for industrial decarbonisation in the area.

We are keen to build relationships like this with businesses in the West Midlands and find meaningful projects to collaborate on.

For example, through these networks in Wales we have undertaken projects on site to generate electricity from waste heat, and supported research into new ways to extract carbon dioxide from our waste gas stream and low carbon energy sources.



Appendix K: Exhibition boards

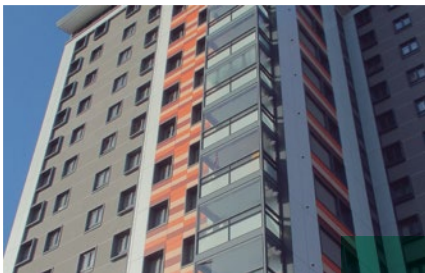


The Crofts, Smethwick

Case study

The Crofts in Smethwick, West Midlands, is a social housing estate consisting of 270 homes across three tower blocks constructed in the 1960s.

These blocks were in poor condition, showing signs of major wear and tear to the building fabric, windows, roofing, and balconies. In the absence of wall insulation, they were proving difficult to heat and especially challenging to keep warm for those tenants living in fuel poverty.



Substantial improvements made over the two-year project included:

- Flat-to-pitched roof conversions with solar power installations
- New windows and balcony enclosures
- Redecorated communal areas
- Installation of a highly efficient, aesthetically attractive and non-combustible insulated cladding system supplied by sister brands, ROCKWOOL and Rockpanel

The award-winning refurbishment resulted in a huge uplift in energy performance. Sandwell Borough Council estimates that approximately 9,600 tonnes of carbon dioxide will be saved every year.



Appendix K: Exhibition boards



ROCKWOOL's proposal: an introduction

ROCKWOOL has signed an agreement to buy 114 acres of land at the Peddimore site, north of Minworth, next to the Amazon warehouse.

It is our intention to build a state-of-the-art manufacturing facility featuring proprietary electric melting technology for our stone wool insulation products.

The new facility would support construction jobs and provide good, skilled roles, as well as training and supply chain opportunities.



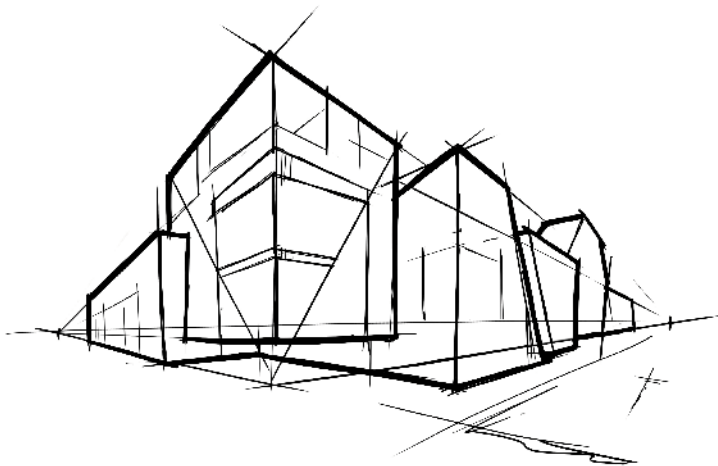
Next steps

The site already has outline planning permission for a manufacturing facility.

Early in 2025, we will be applying to Birmingham City Council for permission to vary the existing planning permissions to suit our specific proposal.

We will then submit a Reserved Matters application later in 2025 outlining more detailed proposals around the design, layout, access, elevations, building materials, and landscaping.

We will update you on these details in the weeks and months ahead as we develop our plans further.



Appendix K: Exhibition boards



Working with the local community

Working with the local community is important to us. As we prepare our applications for submission to Birmingham City Council, we will keep you updated as our plans develop.

Some of our planning documents are available here for you to view today and are also available on our website at www.rockwool.com/uk/peddimore

As more documents are finalised, they will be added to the website and available to view.

If you have any questions about the proposal, please ask a member of our team here today or email us on community@rockwool.com



If you would like to respond to our consultation in writing to feed into our plans, please complete our consultation questionnaire at today's event or you can complete it online via our website.

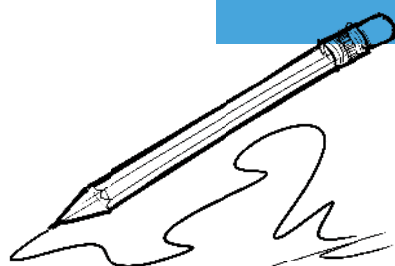
The deadline for responses to be submitted during this consultation period is 8 December 2024.

Alternatively, you can get in touch via one of the following channels:

Website: www.rockwool.com/uk/peddimore

Email: community@rockwool.com

Post: **FREEPOST ROCKWOOL COMMUNITY**



Appendix K: Exhibition boards



Technology and the environment

We are proposing to build a state-of-the-art manufacturing facility on the Peddimore site.

As part of our commitment to help tackle climate change challenges, as well as being a good neighbour and first-class employer, we will use the latest electric melting technology and aim to achieve BREEAM Excellent ratings to ensure our facility meets sustainability goals and continues to perform optimally over time.

Our stone wool can be endlessly recycled. In our manufacturing processes, we also recycle materials from other industries that could otherwise end up as waste, whilst our use of rainwater harvesting reduces the amount of mains water needed during our operations.

We will also be using best-in-class abatement technologies, such as filters, afterburners and adsorption methodologies to manage emissions.



Meeting stringent environmental standards

Our production facilities are subject to strict air quality regulations that aim to protect communities, wildlife, and the local environment.

All environmental impacts will be closely regulated and monitored by the Environment Agency, which sets and monitors stringent limits for process emissions, as well as for matters like noise, dust and odour.

Our applications to Birmingham City Council will be supported by a range of environmental assessments and an Environmental Management Plan.



Appendix K: Exhibition boards



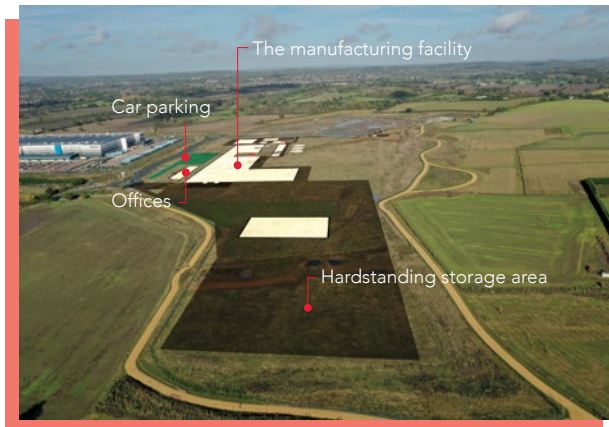
Site layout and operations

The site we are acquiring is 114 acres, 61 of which can be developed on.

Our buildings will be constructed with the use of high-quality materials, with a neutral palette, selected to minimise their impact.

The facility will include a furnace area and product packaging area, curing oven and two stacks.

A hardstanding storage and loading area will be located to the south of the site, whilst workshops, offices and car parking will be located to the west.



Artist's impressions of the site



The majority of the buildings will be of 10-18m in height, which is less than the height of the Amazon warehouse.

A small area of one of the buildings would be around 36.5m in height. The two stacks will be a maximum of 75m high.

At full capacity, the manufacturing plant would operate 24 hours a day. Outside activity will be less during night-time hours and at weekends.

Key infrastructure, including a new road and roundabout into the site, along with a pedestrian/cyclist bridge, is already in place from the A38 dual carriageway. All traffic movements into the site will be via the A38 to the main motorway network.

Detailed plans around the size, location and design of the buildings, along with a detailed plan from a lighting expert and traffic modelling assessments, will be submitted as part of our applications.

Appendix K: Exhibition boards



Working for ROCKWOOL

Working at ROCKWOOL means you are part of something bigger. From the factory floor to the office, we provide career opportunities that contribute to improving the lives of people around the world. We share a passion for making the world more sustainable and doing our part – from our operations to the end products we create.



Benefits

All staff members receive our standard benefits package, which includes:

- 30 days annual leave + bank holidays
- Generous pension contributions
- Westfield Health cashback scheme
- Life Assurance x3 annual salary
- Enhanced sick pay scheme

Training and development

ROCKWOOL is committed to nurturing talent. We will be rolling out our apprenticeship and undergraduate programmes across technical and business functions.

Every employee is given the opportunity to take part in development activities at ROCKWOOL that are tailored to support their performance and career aspirations.

Living Wage Campaign accreditation

We are proud to be an accredited Living Wage employer. The real Living Wage is independently calculated by the Living Wage Foundation annually to reflect the real cost of living. It is higher than the regulatory minimum and ensures that employees of Living Wage employers can afford a decent standard of living.



Appendix K: Exhibition boards



Career opportunities

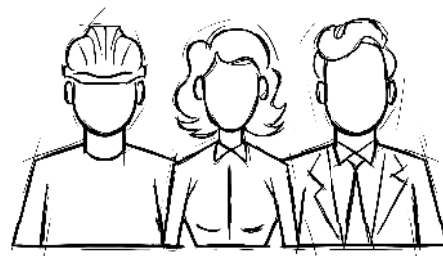
If you're interested in career opportunities at ROCKWOOL, we'd love to hear from you!

We offer a wide range of opportunities within the business, and the proposed facility at Peddimore would offer a range of skilled roles. These include production and logistics opportunities at a range of levels, from apprenticeships to managerial roles, and across different areas, including:

- Production process
- Quality
- Health, safety and the environment
- Mechanical and electrical engineers
- Maintenance
- Project management
- Logistics
- Supply chain



Ask one of the team on hand today for a contact form, or drop us an email at recruitmentUK@rockwool.com to register your interest.



Appendix L: Photography of consultation events



Appendix L: Photography of consultation events



Appendix L: Photography of consultation events



Appendix M: Consultation response questionnaire



Our Peddimore proposals – share your views



Artist's impression of the proposed new ROCKWOOL site

Appendix M: Consultation response questionnaire

Introduction

We are proposing to expand our UK operations with the development of a new manufacturing facility for non-combustible stone wool insulation at the Peddimore site, north of Minworth.

Stage one We will be applying to Birmingham City Council for permission to vary the existing planning permissions to suit our specific proposal.

Before this, we want to share with you details of what we're proposing. Consulting with the local community is important to us and we welcome your comments. This consultation phase will close on 8 December 2024, so please ensure your feedback is submitted within that timeframe.

Stage two We will then submit a Reserved Matters application later in 2025, outlining more detailed proposals around the design, layout, access, elevations, building materials, and landscaping.

We will update you on these details in the weeks and months ahead as we develop our plans further.

About us

ROCKWOOL Limited, part of the Danish-owned ROCKWOOL Group, is a leading insulation manufacturer. Our materials help to make buildings safe, healthy and comfortable by improving energy efficiency, acoustics and fire safety.

Our intention is to build a state-of-the-art manufacturing facility for our stone wool insulation products on the Peddimore site. The new facility would support construction jobs and provide skilled roles, as well as training and supply chain opportunities on a site that is designated for manufacturing use.

We already have a manufacturing facility in South Wales, where we have been part of the community for 45 years. Many of our dedicated workforce have been with us for between 10-40 years, and we engage in a number of community-oriented activities in South Wales, as well as being an active participant in sustainability networks. We are keen to build relationships like this with the community and businesses in the West Midlands.

Section 1 – Our planning variation application

We are purchasing a 114-acre site, of which 61 acres can be developed on. The site already has outline planning permission for a manufacturing facility of up to 23.5m.

We intend to apply to Birmingham City Council for a variation on this planning permission.

Our proposals are for a manufacturing facility where the majority of the buildings would be 10-18m in height, which is well within the planning existing permissions and is less than the height of the Amazon warehouse. A small area of one of the buildings would be around 36.5m in height and we would have two stacks with a maximum height of 75m.

Our buildings will be constructed with the use of high-quality materials, with a neutral palette, selected to minimise their impact.

Appendix M: Consultation response questionnaire



Q1 Given that the site is already designated specifically for manufacturing use, do you think ROCKWOOL's proposed development looks appropriate?

Yes No Don't know

Q2 Are there any specific vantage points looking across the site area that you are particularly interested in and would like us to consider? If so, please share your thoughts here.

Q3 Do you have any other comments on ROCKWOOL's proposed development?

Appendix M: Consultation response questionnaire

Section 2 – Our design approach

We intend to submit a Reserved Matters application later in 2025, outlining more detailed proposals around the design, layout, access, elevations, building materials, and landscaping, and we will share further details as part of that process.

At this stage, our headline intentions are that our buildings would be constructed with the use of high-quality materials (including our own), with a neutral palette, selected to minimise their impact.

We would also aim to achieve BREEAM* Excellent ratings to ensure our facility meets sustainability goals and continues to perform optimally over time. *BREEAM is used to specify and measure the sustainability performance of buildings. Find out more at www.breeam.com

Q4 Do you support our aim of achieving a BREEAM Excellent rating for the facility?

Yes No Don't know

Q5 Do you have any comments on our design approach?

Section 3 – Technology and the environment

We are proposing to build a state-of-the-art manufacturing facility on the Peddimore site. As part of our commitment to help tackle climate change challenges, as well as being a good neighbour and first-class employer, we would use the latest electric melting technology and best-in-class abatement technologies.

Our production facilities are subject to strict air quality regulations that aim to protect communities, wildlife, and the local environment. All environmental impacts will be closely regulated and monitored by the Environment Agency, which sets and monitors stringent limits for process emissions, as well as for matters like noise, dust and odour.

Our applications to Birmingham City Council will be supported by a range of environmental assessments and an Environmental Management Plan.

Q6 Do you have any comments on ROCKWOOL's technology and environmental approach for Peddimore?

Appendix M: Consultation response questionnaire

Section 4 – Community engagement and support

We engage in a number of community-oriented activities in the local area near our South Wales facility, including:

- Charitable donations for local charities and social enterprises including a charity of the year and supporting employee fundraising efforts
- Community sponsorship: collaborating with local organisations, for example to sponsor entrepreneurship education in schools

We also host community drop-in events and have a dedicated community inbox to support regular dialogue and engagement.

ROCKWOOL Ltd is an active participant in local industrial networks. For example, we are a founding member of the South Wales Industrial Cluster and we also work closely with Net Zero Industry Wales, both of which are driving forward collaboration and solutions for industrial decarbonisation in the area.

Our plan is to build community and business relationships like this in the West Midlands to make a positive contribution to the community.

Q7 Do you support ROCKWOOL's proposed approach to community engagement and support initiatives?

Yes No Don't know

Q8 Do you have any comments on ROCKWOOL's proposed community engagement and support initiatives?

Section 5 – Any other feedback

Q9 Is there any other feedback you would like to provide about ROCKWOOL's proposals for the Peddimore site?

Appendix M: Consultation response questionnaire

Section 6 – About you

Please tick each of the following options that describe you: (please tick all that apply)

- Local resident
- Business representative
- Interested in working for ROCKWOOL in the future
- Local councillor/political representative

Other (please state)

How did you hear about the proposal? (please tick all that apply)

- Leaflet/email/poster from ROCKWOOL
- Article in the local press
- ROCKWOOL website
- Local community website/social media group
- Word of mouth

Other (please specify)

Thank you for filling in this questionnaire. Please note that any comments submitted may be placed on the public file when we submit our proposals to Birmingham City Council.

- If you would like to receive updates from ROCKWOOL on our Peddimore plans, please tick this box.

You may object to the processing of your personal data for these purposes at any time by contacting us. To find out more, please read our privacy statement on our website at www.rockwool.com/uk/privacy

Name:

Email:

Organisation:

Address:

If you don't hand in your completed form at the drop-in event, please send it to our freepost address: **FREEPOST ROCKWOOL COMMUNITY**

Appendix N: Job interest form



Job interest form

Proposed manufacturing facility at Peddimore

If you would like to be kept informed about possible employment opportunities with ROCKWOOL, please give us your contact details below. If our planning applications are successful, we will be in touch when the recruitment phase starts.

Name: _____

Email: _____

Home town: _____

Telephone: _____

Profession: _____

Type of job/role you are interested in: _____

You may object to the processing of your personal data for these purposes at any time by contacting us.
To find out more, please read our privacy statement on our website at www.rockwool.com/uk/privacy

www.rockwool.com/uk/peddimore

Appendix O: Email to consultees who attended events

