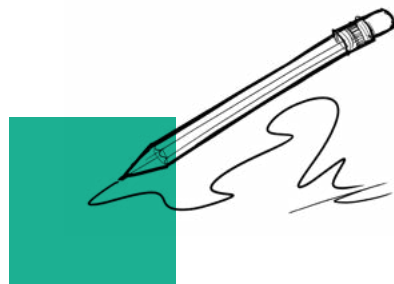


Peddimore – Development Zone 2: (Reserved Matters application)

Statement of Community Involvement

July 2026



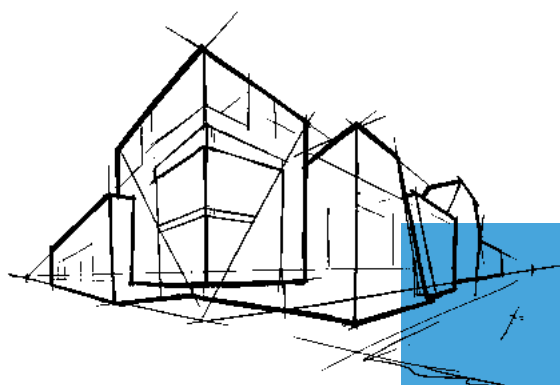
Contents

1	Executive summary	3
2	Background	5
3	Consultation approach	8
4	Consultation feedback and ROCKWOOL responses	18
5	Appendices	48
	Appendix A: Notification emails to local stakeholders	49
	Appendix B: Consultation poster	50
	Appendix C: Photographs of consultation poster displayed in Minworth	51
	Appendix D: Community information leaflet	52
	Appendix E: ROCKWOOL website – Peddimore content	56
	Appendix F: Online exhibition boards	58
	Appendix G: Announcement press release	62
	Appendix H: Examples of media coverage	64
	Appendix I: Summary of media coverage (print and web)	66
	Appendix J: Exhibition boards	67
	Appendix K: Photography of consultation events	82
	Appendix L: Consultation response questionnaire	83
	Appendix M: Job interest form	91
	Appendix N: Email to consultees who attended events	92

1 Executive summary

- 1.1 This Statement of Community Involvement outlines ROCKWOOL's approach to public consultation on its Reserved Matters planning application for the Peddimore site.
- 1.2 The application outlines proposals for the development of 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.
- 1.3 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 Reserved Matters planning application.
- 1.4 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 together with the responses provided.
- 1.5 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.
- 1.6 ROCKWOOL would like to thank everyone who engaged with this consultation regarding our proposals for Peddimore, whether by visiting the website, getting in touch on email, meeting with the team or attending one of the events.
- 1.7 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.
- 1.8 ROCKWOOL first announced its plans for Peddimore at the start of November 2024, at which point it undertook a separate pre-application consultation ahead of the Section 73 application that was submitted in February 2025 and approved later in the year.
- 1.9 As a result, this consultation was not the first opportunity for the company to engage with and listen to local people and businesses, but it marked an important stage in the development of our proposals and we were able to share more detailed information about them.
- 1.10 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.
- 1.11 The Reserved Matters consultation covered a three-week period running from 27 April – 18 May 2026. 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.
- 1.12 During the course of the consultation, ROCKWOOL had over 1,100 direct points of contact with consultees through a range of different channels. There were four formal consultation questionnaire responses during the consultation period, along with three emails. Other people also made comments at events or engaged in different ways. All feedback has been taken into consideration.

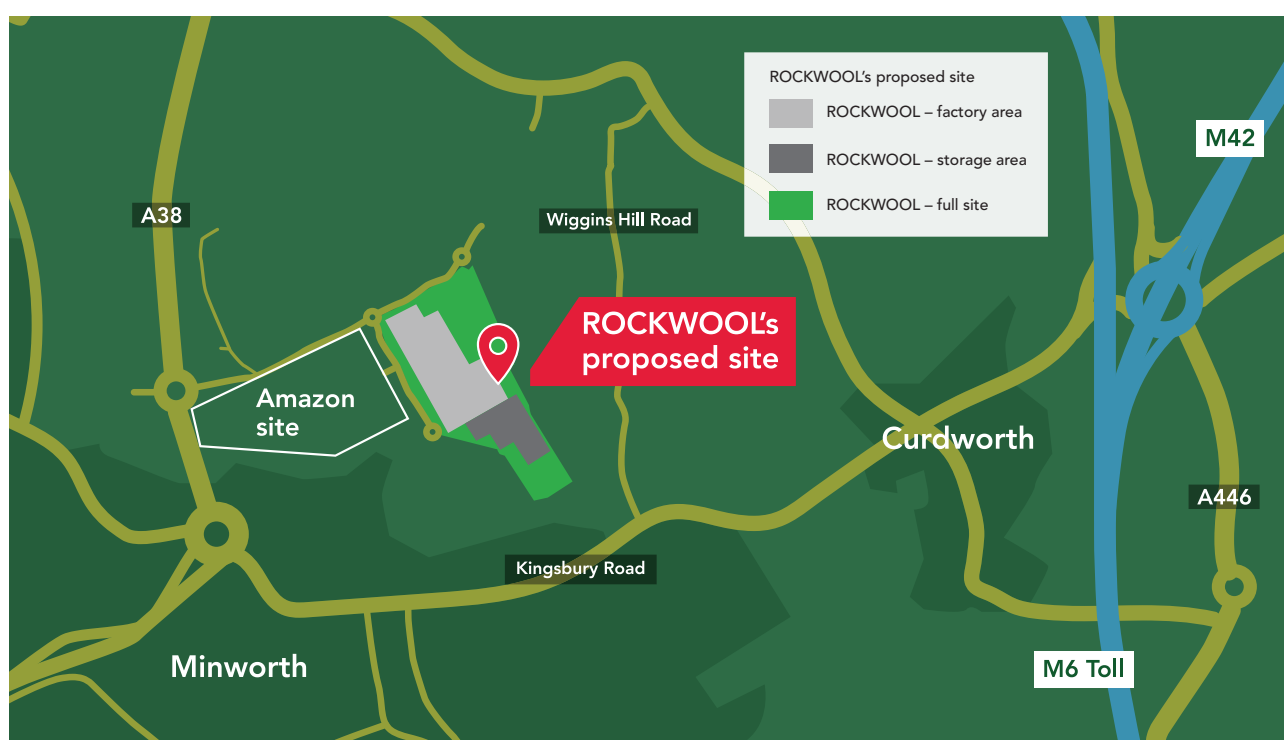
- 1.13 Many responses were related to issues that were not relevant to this specific Reserved Matters application, but ROCKWOOL values these as they provide important insight and will help inform our future plans. There were also a range of comments about wider issues outside of ROCKWOOL's control, which are reflected in this report as they are relevant to the community.
- 1.14 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.
- 1.15 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.
- 1.16 Moving forward, ROCKWOOL will continue to engage with and update stakeholders and community members who have provided their contact details and asked to be kept informed, as well as carrying out wider engagement activity and at appropriate times if plans are approved and the proposal is developed.



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 marked a major milestone in bringing forward ROCKWOOL's plans for a state-of-the-art manufacturing facility on the site.
- 2.7 In February 2025, we submitted our Section 73 planning application seeking to amend the existing hybrid planning permission to facilitate construction of our proposed manufacturing facility, which will be developed entirely within Development Zone 2, to Birmingham City Council. The application has now been approved by the Council.
- 2.8 The changes sought in that application involved 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 were necessary to accommodate the facility's manufacturing processes and operational needs.

ROCKWOOL's proposal

- 2.9 ROCKWOOL's proposals are in accordance with the outline planning permission for Zone 2, and we are now submitting a Reserved Matters application.
- 2.10 Our Reserved Matters application addresses key planning considerations, including the facility's layout, scale, appearance and landscaping. These details have been carefully developed to ensure compliance with the 2019 hybrid planning permission, while also addressing operational needs and incorporating feedback from this consultation and our previous consultation for our Section 73 application.



National and local consultation policy and guidance

- 2.11 The National Planning Policy Framework (NPPF) (updated December 2024), 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 40)

- 2.12 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)

- 2.13 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.
- 2.14 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.

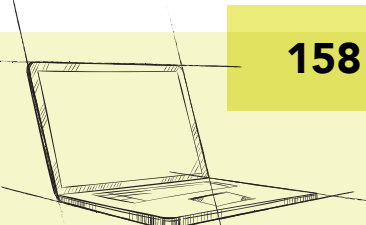


3 Consultation approach

- 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 about 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 has listened to the feedback from its previous Section 73 application and its initial pre-application consultation and will use it to help inform its Reserved Matters application.
- 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 over 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, 27 April and running until 9am on Monday, 18 May 2026.
- 3.9 The principal activities undertaken as part of this pre-application consultation process were:
 - Two drop-in open house consultation events at a local venue 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 elected officials at the various tiers of government and a range of technical stakeholders, 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 1,100 direct points of contact with consultees, either just before or during the consultation period as outlined below:



158

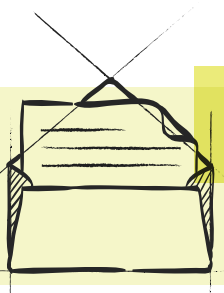
158 visits to the Peddimore website page, from **85 unique users**, with each one spending an average of **1 minutes 14 seconds** on the site



30 downloads of the community information leaflet or consultation information boards



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



854

814 households and **40 businesses** were issued with community information leaflets. Households directly next to the site received them twice



37 emails issued to elected politicians and stakeholder bodies



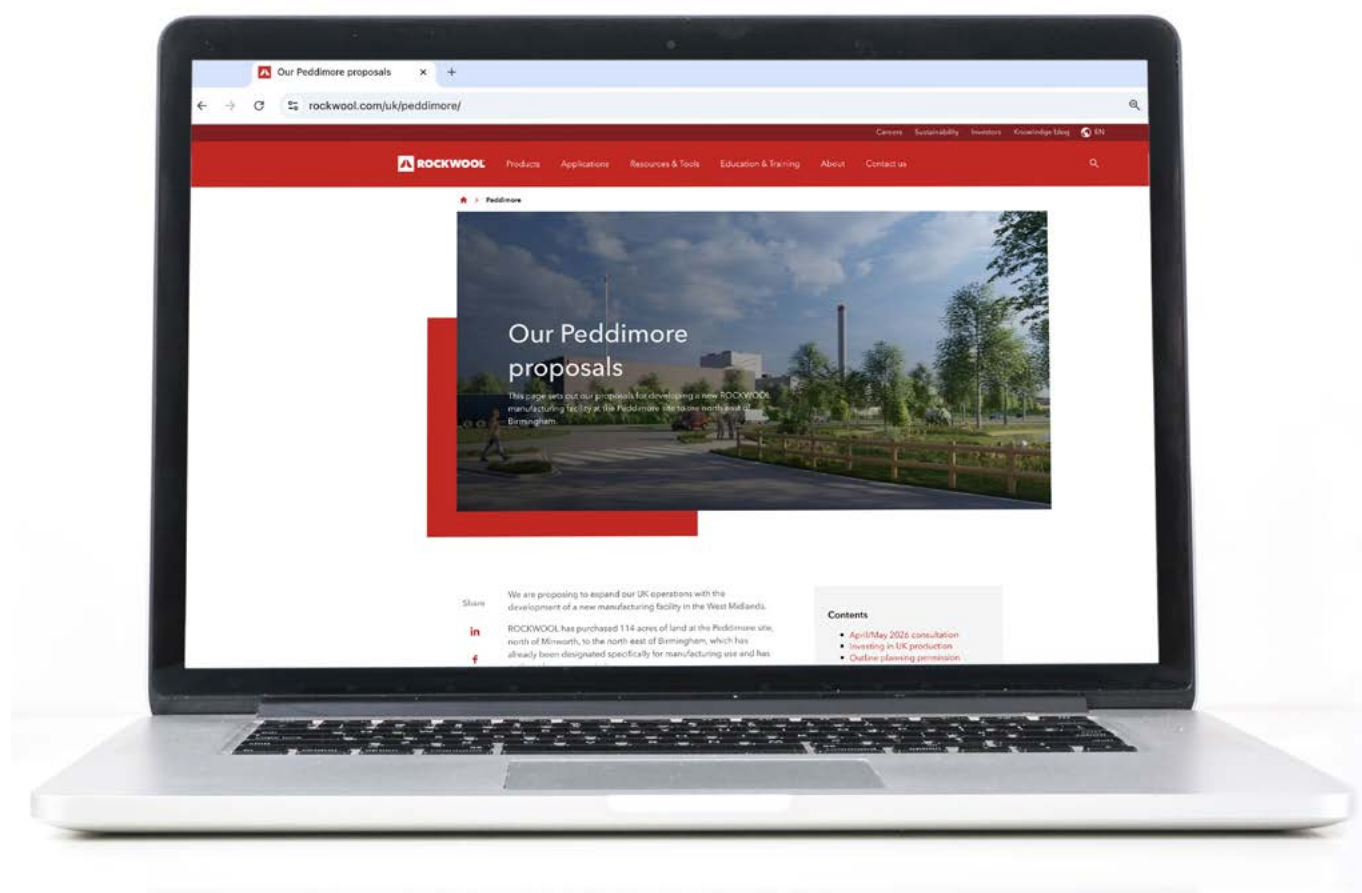
3 people contacted **community@rockwool.com** regarding the proposal



2 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 was updated again in April 2026, in advance of the consultation for the Reserved Matters application.

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:

Tuesday, 28 April 2026, 3pm – 8pm
Cuttle Bridge Inn, Kingsbury Road, B76 9DP

Wednesday, 29 April 2026, 4.30pm – 8pm
Cuttle Bridge Inn, Kingsbury Road, B76 9DP

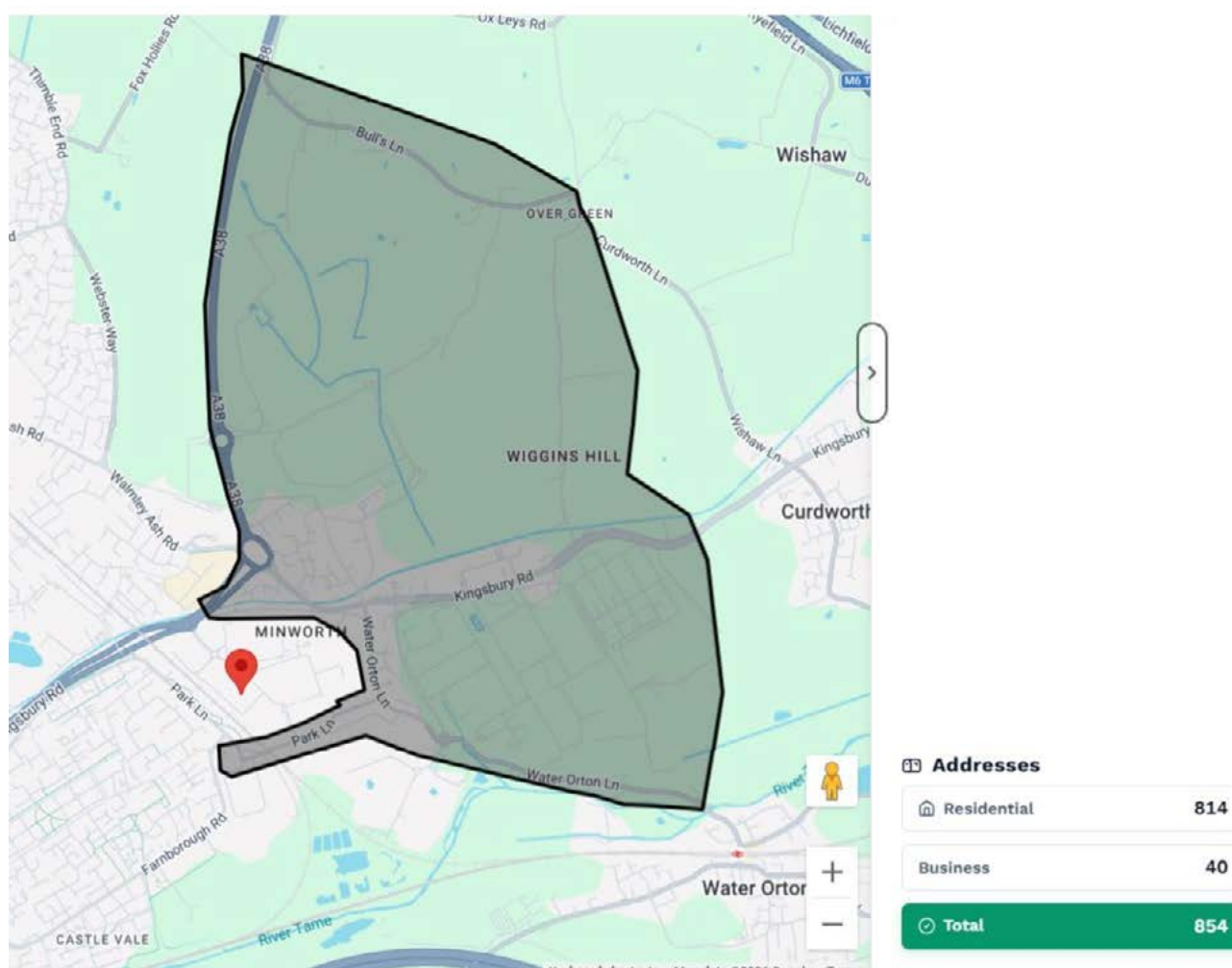
- 3.16 These were staffed by senior management and subject matter experts from the ROCKWOOL team and provided attendees with an opportunity to learn more about ROCKWOOL and the Peddimore proposals, ask questions about the plans, and respond to the consultation questionnaire.
- 3.17 Both drop-in events used a mix of exhibition panels and videos to provide this information. Copies of the exhibition panels can be found at Appendix J.
- 3.18 A total of 34 people attended across the two events. Attendees included Birmingham City Council councillors, representatives from Sutton Coldfield Town Council and from Walmley Residents Association as well as a range of local residents.



Distributing community information leaflets

- 3.19 Community information leaflets were delivered door-to-door on two separate occasions to 814 households in the vicinity of the site. This included residents on Summer Lane, Kingsbury Road, Wiggins Hill Road, Peddimore Hall Road, and Bulls Lane, as well as throughout Minworth village. For those houses closest to the site or overlooking the site (about 90 properties), ROCKWOOL representatives also delivered leaflets on the day the proposals went public, ensuring they were among the first to know about the plans. A further 40 community information leaflets were posted to businesses that were based within the identified distribution area.
- 3.20 The leaflets informed local residents and businesses about the proposals and encouraged them to find out more or to respond to the consultation by visiting the Peddimore section of the ROCKWOOL website or by attending one of the drop-in open house sessions.
- 3.21 A copy of the community information leaflet can be found in Appendix D and is shown below, along with a copy of the map that shows where leaflets were distributed.

Mapped Area



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
Chair	Walmley Residents Association
Cllr John Cooper	Local ward member, Sutton Coldfield Town Council
Cllr Derrick Griffin	Local ward member, Sutton Coldfield Town Council
Cllr Terry Wood	Local ward member, Sutton Coldfield Town Council
Cllr John Perks	Local ward member, Sutton Coldfield Town Council
Cllr Cindy Yip	Local ward member, Sutton Coldfield Town Council

3.23 Cllr Ken Wood attended the first drop-in open house session and Sutton Coldfield Town Councillor Cllr John Perks attended the second session.

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

3.25 A number of locally elected politicians also promoted the drop-in events through their social media channels, including Walmley Residents Association, local ward councillors Cllr David Barrie, Cllr Ken Wood and Cllr John Perks.

3.26 ROCKWOOL looks forward to continuing to develop these discussions moving forward.

Engagement with technical stakeholders

- 3.27 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.
- 3.28 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.
- 3.29 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.

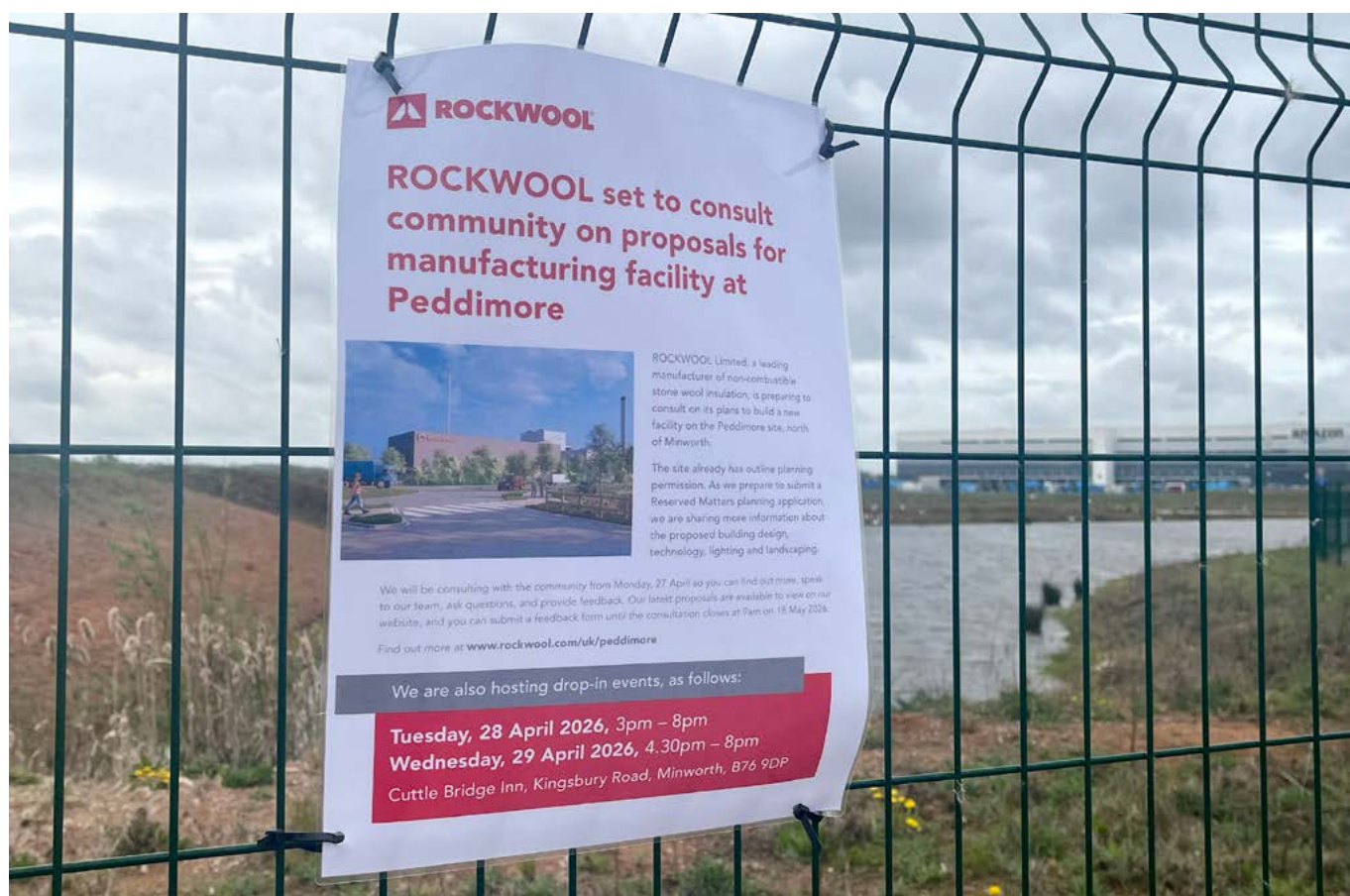
Technical stakeholders	Role
Birmingham City Council planning department	The local planning authority for the Peddimore site
North Warwickshire Borough Council planning department	A neighbouring authority with potential cross-boundary interests
Warwickshire County Council planning department	The highways 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

- 3.30 There will be ongoing engagement with these stakeholder bodies throughout the development of ROCKWOOL's proposals.
- 3.31 A formal request for pre-application advice was submitted to Birmingham City Council in December 2025, setting out details of the proposed Reserved Matters application for Development Zone 2 and the associated discharge of conditions strategy.
- 3.32 Initial officer feedback provided guidance on key planning and technical matters, including the scope of supporting information required and the approach to discharging planning conditions.
- 3.33 In addition to the pre-application submission, a programme of targeted technical engagement has been undertaken with BCC officers as the proposals have evolved. This has included:
- **Ecology meeting** – to discuss survey requirements, ecological mitigation and enhancement strategy, and the scope of submissions required to address relevant planning conditions;
 - **Transport / Highways meeting** – to review access arrangements, parking provision, servicing strategy and Transport Statement requirements, including the need for a Stage 1 Road Safety Audit;
 - **Urban Design meeting** – to review the developing layout, scale, appearance and landscape strategy, and to ensure alignment with the Reserved Matters Design Guide and wider Peddimore framework;
 - **Environmental Health Officer meeting** – to discuss the scope and level of information required to address Condition 59, including emissions, stack heights and associated air quality impacts, and alignment with the Environmental Permit process;
 - **Flood Authority / Drainage engagement** – to review the proposed surface water drainage strategy, SuDS approach and discharge requirements, with feedback confirming general alignment with the evolving design.
- 3.34 Further detail on this technical engagement is provided within the Planning Statement and supporting technical documents.
- 3.35 Engagement with wider technical consultees has also continued alongside the development of the proposals. This has included feedback from Canal & River Trust in relation to lighting and ecological considerations associated with the Birmingham and Fazeley Canal corridor. The feedback highlighted the potential use of the canal corridor by foraging and commuting bats, and the need to consider lighting effects in this context.
- 3.36 In response, further lighting assessment work has been undertaken, including extending the lighting model to consider the canal corridor and assessing vertical illuminance in line with ILP GN08 guidance. The lighting strategy has been reviewed and mitigation measures are being incorporated into the proposals. These include reducing lighting levels within the storage area and introducing additional screening along the southern boundary to reduce potential light spill towards the canal corridor.
- 3.37 The proposed southern boundary mitigation is being developed through the Reserved Matters design process and is expected to comprise a combination of earth bunding and/or fencing to provide an appropriate screening effect. This will be reflected in the relevant Reserved Matters submission documents, including the External Lighting Report, landscape drawings and site plans.

- 3.38 The detailed technical position, including the updated modelling, assumptions and mitigation measures, is set out in the External Lighting Report submitted as part of the Reserved Matters application.
- 3.39 This feedback has informed the evolution of the proposals and demonstrates that technical consultee comments have been reviewed and addressed through ongoing design development.

Media engagement and wider promotion

- 3.40 ROCKWOOL issued a news release announcing the consultation period and promoting the drop-in events. This was sent to local media representatives, as well as a range of national trade media. It resulted in two pieces of coverage before the consultation period, in Birmingham Business and Insider Media.
- 3.41 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

3.42 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

3.43 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.

3.44 We envisage and welcome ongoing conversations taking place with community members if 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 reflects a range of perspectives.
- 4.2 ROCKWOOL has considered all feedback provided across all communication channels (not only those received via questionnaire responses), summarised the key issues and identified its summary responses at this stage as set out below.
- 4.3 Where appropriate, these responses will be developed either in the technical documents submitted as part of this application, or in the company's approach to planning and designing, constructing and operating the facility if it is approved.
- 4.4 Four 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 Consultees were asked twelve questions split across seven 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 L.
- 4.6 In summary, there was a broad spectrum of views presented on the proposals, ranging from those 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.
- 4.7 We have considered all feedback given before finalising and submitting our Reserved Matters application. Some 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 Section 1 – Design and landscaping

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

3 consultees responded 'yes'
0 consultee responded 'no'
1 consultee responded 'don't know'



Q2 – Do you have any other general comments on ROCKWOOL's proposed approach to design and landscaping?

Issue / opportunity	Examples of feedback received	ROCKWOOL response to the issue / opportunity
Visual impact	Comments on the visual impact of the proposals: "The proposed increase in building heights to 35m and chimney stacks to 75m creates an overbearing industrial presence that is wholly out of character with the surrounding landscape. These structures will cause significant adverse visual impact for residents in Minworth and Walmley." "Would it be possible to scale back the height and emissions?"	We understand the concerns that have been expressed around the height of the buildings and the stacks. These issues have been carefully considered by ROCKWOOL in the development of this application, which includes proposed site plans, elevations, site sections, roof plans, street views and a Design and Access Statement, and our proposals are in line with existing permissions.

Issue / opportunity	Examples of feedback received	ROCKWOOL response to the issue / opportunity
		The heights of our buildings and stacks have already been approved as part of the Section 73 application submitted in 2025. The ROCKWOOL site would include a range of buildings, the majority of which would measure from 10m to 18m in height. For comparison, the neighbouring Amazon warehouse stands at 22.8m with the stair towers reaching 24.8m in height. A small area of one of the buildings would be approximately 36.5m in height to accommodate the process that part of the building will house, whilst our stack heights have been set at 75m to minimise any impact on air quality. The height of the stacks was agreed following a dispersal study to determine what the optimum height the stacks should be to minimise the impact of any emissions, ensuring any pollutants would be sufficiently diluted and dispersed before reaching the ground.

Issue / opportunity	Examples of feedback received	ROCKWOOL response to the issue / opportunity
Environmental impact	Comments around the approach taken to minimise environmental impact / further suggestions made: "Good to blend in with environment. Please ensure green space, native planting and habitat features are top priority." "Native wild flowers, bug hotels, lake, bird boxes, bird baths, mini beast water saucers on the ground."	We welcome this feedback. We will look to incorporate suggestions of this type into our proposals where appropriate if planning permission is granted. Landscaping features are integral to our proposed design. We are planning extensive and sympathetic planting around the site, including new trees, shrubs and plants that aid the biodiversity of the area and help to screen and integrate the manufacturing facility. The design, with continuous ecological corridors, would support climate resilience while contributing to the health and wellbeing of staff and visitors. Green spaces, native planting, and habitat features, such as nesting bird boxes, would help to create a natural environment.

Issue / opportunity	Examples of feedback received	ROCKWOOL response to the issue / opportunity
Impact on canal corridor	Comments on mitigation measures re: views from the Birmingham & Fazeley Canal 'corridor': "ES Addendum Appendix 2.2: Landscape and Visual Impact Assessment, provided with last year's Section 73 application to vary Condition 3 of planning permission 2021/02972/PA, addressed the increase in the height parameter for Development Zone 2 (DZ2). That assessment acknowledges secondary mitigation for views from the canal corridor, for example: – "Provision of detailed design information to ensure colours of the proposed buildings do not contrast with the surrounding landscape and skyline"; – "Incorporating on-plot landscaping to site boundaries to further enhance screening." We request that details of such mitigation are provided at the Reserved Matters stage. Native planting would be preferred in locations close to the canal to enhance the biodiversity value of the Birmingham and Fazeley Canal Site of Local Importance for Nature Conservation (SLINC)."	A site-wide landscaping plan was approved as part of the hybrid planning permission (2019/00108/PA) for Peddimore. The Reserved Matters submission builds on this framework with plot-specific structural and boundary planting to provide screening, soften the development and support biodiversity enhancement. Additional southern boundary mitigation is also proposed adjacent to the external storage area, including landscaped bunding and fencing/ screening to reduce potential visual and lighting effects towards the Birmingham and Fazeley Canal corridor. Native and biodiversity-supporting planting will be used where appropriate.

Issue / opportunity	Examples of feedback received	ROCKWOOL response to the issue / opportunity
Positive feedback	Comments supporting the approach taken: "Looks good." "Good to blend in with environment." "The look of the development looks ok."	We welcome this feedback. ROCKWOOL sees this facility as a benchmark for combining sustainable industrial architecture with an environment where advanced technology and ecological responsibility can co-exist. We would use high-quality materials with a neutral palette, many produced by the ROCKWOOL Group, for the construction to minimise impact on the environment and blend with the landscape.
Further development	Concerns raised about future development on the site: "Looks good. Concerns would be about further development on the site – which is presumably the reason for 114 vs 61 acres."	The size of the site provides potential future flexibility for the business and also ensures that our operations can be appropriately designed, screened and positioned well away from nearby communities. Should ROCKWOOL look to invest further in the site and develop additional facilities in the future, these proposals would need to be subject to an entirely new planning process. This would include further consultation and would be subject to scrutiny and approval by Birmingham City Council.

Issue / opportunity	Examples of feedback received	ROCKWOOL response to the issue / opportunity
BREEAM	Support for achieving BREEAM excellence status: "Please ensure it reaches BREEAM Excellence as this would become an exemplar to demonstrate to Birmingham City Council it can be done."	We welcome this comment and can confirm we are still aiming to achieve BREEAM excellent status with this submission.
Landscaping	Suggestions made to minimise the visual impact of the factory from day one: "Will you use a mix of mature and young plants / trees from the outset to soften the impact – planting some at a higher level where possible?" "How long will it take the trees planted to get to the stages that they are shown at in the visualisations provided?" "Should consider a more undulating landscaping approach which will be better for screening the factory."	The landscape proposals include planting to soften the appearance of the development and provide screening as it establishes. These would look smaller initially but typically start forming a recognisable woodland structure within around 5-10 years, continuing to mature over the longer term. Bunding and fencing/screening are proposed where necessary to mitigate effects on local receptors, particularly along the southern boundary next to the external storage area. Bunding cannot be provided around the whole site due to space constraints, operational requirements and drainage considerations. The proposals therefore use a combination of planting, boundary treatments and targeted bunding/screening where these measures are most effective and deliverable.

Issue / opportunity	Examples of feedback received	ROCKWOOL response to the issue / opportunity
		The available space around the site boundary, particularly within the front-of-house areas, is constrained and would not accommodate bunds of sufficient height and footprint to provide meaningful screening. To achieve an effective landform, side slopes of approximately 1:3 would typically be required, resulting in a substantial land take that is not available within the current site layout. In addition, any changes to site levels would need to be carefully balanced against drainage requirements; changes may impact storage requirements at the site perimeter and the ability to drain the site by gravity. The landscape proposals already include perimeter planting, which will provide visual softening and screening benefits as it establishes. The artistic impressions included within the consultation materials are illustrative and show the intended longer-term landscape character.

4.10 Section 2 – Our design approach

Q3 – Do you think ROCKWOOL's proposed site layout looks appropriate within the footprint of the site?

- 1 consultees responded 'yes'
- 1 consultee responded 'no'
- 1 consultee responded 'don't know'



Q4 – Do you have any specific comments on the proposed site layout and operational hours?

Issue / opportunity	Examples of feedback received	ROCKWOOL response to the issue / opportunity
24-hour working	Concerns around a variety of impacts of 24-hour working on the local community: "Concerns around site being operational 24 hours a day, traffic, noise, pollutions."	We understand these concerns being raised and are committed to minimising all impacts of our operations on local communities. ROCKWOOL has extensive international experience operating facilities on a 24/7 basis. We have designed our facilities, working practices and operating hours so they co-exist effectively with local communities. For example, when operating at full capacity, the Peddimore manufacturing plant would operate 24 hours a day. However outside activity will be less during night-time hours and at weekends and the vast majority of HGVs would arrive and leave between 6am and 6pm.

Issue / opportunity	Examples of feedback received	ROCKWOOL response to the issue / opportunity
Staff welfare	Concerns around impact of 24-hour working on staff welfare: "I hope you don't work 24 hours a day. It's good to stop now and then."	The welfare of our staff is of great importance to us. We are able to run 24/7 by operating shift patterns across our on-site production and logistics. In addition to this, we offer members of our team 30 days annual leave as standard, as well as providing health and well-being support through a range of company policies and benefits including via Westfield Health.

4.11 Section 3 – Lighting

Q5 – Do you think ROCKWOOL's approach to lighting for the site is appropriate?

3 consultees responded 'yes'

0 consultee responded 'no'

0 consultee responded 'don't know'



Q6 – Do you have any comments on ROCKWOOL’s lighting approach for Peddimore?

Issue / opportunity	Examples of feedback received	ROCKWOOL response to the issue / opportunity
Light pollution for local homes	Concerns around impact on local homes: “The surrounding houses will be very susceptible to the light pollution – Amazon had this problem.”	We understand the importance of carefully designed lighting plans that ensure on site safety without unduly impacting local residents. Lighting is essential for safety in operational areas and along access routes, particularly during periods of low natural light. We know it is also an important consideration for our neighbours. This issue has been carefully considered by ROCKWOOL in the development of our Detailed Lighting Scheme, which is part of our Reserved Matters application. The scheme sets out a proposed lighting approach, designed by specialist lighting experts, that is safe, compliant and sensitive to its surroundings. It includes: – the use of warm, directional and well-controlled lighting – lighting focused only where it would be needed, avoiding unnecessary glare – low height lighting in non-operational areas This would combine to help minimise sky glow and light spill, protecting residential properties and the local environment.

Issue / opportunity	Examples of feedback received	ROCKWOOL response to the issue / opportunity
		As part of our application, we have undertaken detailed assessments of potential lighting effects, including on nearby homes during the hours of darkness. The results of our assessments show that light levels at nearby windows would be well below recommended British Standard limits and are not expected to impact local residents.
Light pollution generally	Concerns around light pollution in general: "The country is generally too lit up during hours of darkness."	We understand this concern and it is why we have developed a Detailed Lighting Scheme which will be submitted as part of the Reserved Matters application to minimise any light pollution from the site, as set out above.
Impact on wildlife	Concerns over impact on wildlife: "Warm directional, necessary lighting to consider the wildlife too."	This has been considered as part of our Detailed Lighting Scheme. Our on-site lighting would be designed and set out to factor in the impact on wildlife as well as local communities. For example, our lighting strategy is to aim light fittings away from sensitive ecology.
Support for the approach taken	General supportive comments: "I appreciate the work being put into limit light pollution." "I hope you do as you say and have. warm directional, necessary lighting."	We welcome this feedback and will continue to ensure that our lighting plans are carefully designed and ensure on-site safety without unduly impacting local residents throughout both the construction and operational phases if the plans are approved.

Issue / opportunity	Examples of feedback received	ROCKWOOL response to the issue / opportunity
Stack lighting	Questions about the need for and brightness of lighting at the top of the stacks: "Will the stacks need to be lit up to warn aircraft?" "There needs to be consideration of both what is needed for aircraft and light pollution impact on the local community."	The stacks would require aviation warning lighting to ensure they are visible to aircraft at night. The need for this lighting has been considered through the airport safeguarding process, with reference to Civil Aviation Authority guidance, CAP 168 and the Air Navigation Order 2016. Any lighting would be limited to what is necessary for aviation safety, while minimising unnecessary light spill and visual impact.
Impact on canal corridor	Comments on potential of lighting impact on the Birmingham & Fazeley Canal 'corridor': "Canal corridors function as bat foraging and commuting routes, which are sensitive to lighting. Therefore, a lighting plan should be provided to ensure that any lighting conforms with Guidance Note 8: Bats and Artificial Lighting (BCT & ILP). We would expect to see no net increase in light levels along the canal as a result of the development, in order to protect the biodiversity values of the SLINC. We expect that lighting details will be secured through the discharge of Condition 47 of planning permission 2025/00802/PA."	We are progressing some additional lighting assessment work to look at this specific issue raised by the Canal and River Trust. This will involve extending the current lighting model to include the canal corridor, assessing both horizontal and vertical illuminance in line with ILP GN08 guidance, and revising the report to confirm compliance (or identify any mitigation required).

4.12 Section 4 – Traffic and sustainable transport

Q7 – Do you think ROCKWOOL's proposed access routes and wider travel and sustainable travel plans for the site are appropriate?

2 consultees responded 'yes'

1 consultee responded 'no'

1 consultee responded 'don't know'



Q8 – Do you have any specific comments about ROCKWOOL's proposal for traffic access and sustainable travel plans?

Issue / opportunity	Examples of feedback received	ROCKWOOL response to the issue / opportunity
Volume of HGV traffic	Concerns around volume of HGV traffic: "7.5 heavy goods vehicles per hour is not sustainable for local roads." "Sounds like a lot of heavy good lorries."	We understand the concerns expressed around HGV traffic and have looked carefully at this issue as part of our Reserved Matters application. It is addressed in various ways in our Transport Statement, HGV Parking & Turning Plan and Travel Plan submitted as part of the application. The traffic data shows the ROCKWOOL facility would not significantly add to traffic in the area. Traffic levels associated with our proposal are much lower than those for Amazon.

Issue / opportunity	Examples of feedback received	ROCKWOOL response to the issue / opportunity
		The proposed development would be expected to generate approximately 15 two-way HGV movements per hour between 09:00 and 16:00, and 218 two-way HGV trips across the full day, Further detail is provided in the Transport Statement. Outside of these hours, there would be considerably fewer HGVs coming to the ROCKWOOL site. Overall, these numbers are well within the cumulative permitted limits set out for the Peddimore site as a whole. Similarly, we are proposing 111 parking spaces (for context, Amazon has almost 800). Our access and sustainable transport proposals will be considered by Birmingham City Council when it reviews our application.
Impact on local villages	Concerns around impact of HGVs travelling through local villages: “1 HGV every 10 or so minutes travelling through villages of Curdworth and Minworth. Significantly impacting air quality.” “To access motorway network all vehicles will be passing through the villages of Minworth and Curdworth which are already struggling from heavy goods traffic.”	All HGVs coming to ROCKWOOL would use the main motorway network. They will then journey from the point at which they leave the motorway network via the most appropriate route, taking into consideration the local/regional road network. All traffic movements to the site would be via the A38 and the newly-built roundabout situated to the north-west of Amazon. Heavy goods vehicles bringing materials to the ROCKWOOL facility would then enter the site via an access road to the north of the ROCKWOOL plant. Staff and visitors, along with heavy goods vehicles arriving at site to pick up goods, would enter the site via three entrances to the west of the facility, between the ROCKWOOL plant and Amazon.

Issue / opportunity	Examples of feedback received	ROCKWOOL response to the issue / opportunity
HGVs waiting to access site and cluttering up the local road network	Concerns about HGVs waiting to access the site having a negative impact on the local road network.	ROCKWOOL's procurement approach and well-established operating systems will ensure this doesn't happen. Wherever possible, we seek to work with local partners and this includes haulage firms – ensuring drivers don't need to travel and 'park up locally' in advance to pick up deliveries. We also work with our appointed hauliers to ensure minimal impact on the local road network through a mix of a) a carefully designed system – already in use on our South Wales site – whereby all drivers know exactly what time they need to arrive on site b) a KPI and penalty based system where all drivers and contracted haulage firms will be instructed never to arrive early and never to park up locally in advance.
Sustainable transport	Concerns and specific comments about sustainable transport options: "Very small percentage of workers will walk/cycle." "Lots of bike racks. Shower, changing rooms for the cyclists – you should have enough heat for the shower." "Can ROCKWOOL invest in / support bus routes to maximise public transport access?"	ROCKWOOL is committed to undertaking a number of initiatives to maximise the potential for workers and visitors to the site to use sustainable transport, such as: – ensuring at least one in five parking spaces would have a charging point for electric vehicles. – providing ample high-quality and convenient cycle parking / bike racks on site. – having dedicated cyclist and pedestrian access to the site.

Issue / opportunity	Examples of feedback received	ROCKWOOL response to the issue / opportunity
		This will build on the infrastructure already set up at the wider Peddimore site to encourage sustainable transport which includes: – a pedestrian/cyclist footbridge linking Peddimore to the proposed Langley housing development site and wider area – the provision of local bus and pedestrian routes – cycle paths to and around the site We are happy to explore further opportunities for encouraging sustainable transport to and from the site in conjunction with transport operators, Birmingham City Council and our neighbours if our plans are approved

4.13 Section 5 – Technology and the environment

Q9 – 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
Emissions and air quality	Concerns about emissions and their potential impact on air quality: "Major concerns about emissions into the atmosphere." "More details about what the actual emissions are and confirmation of no impact on human health or ecology."	At ROCKWOOL, we take our environmental responsibilities seriously and our in-house engineers work to create technology and processes that reflect best practice and minimise any impact on air quality. Our production facilities are also subject to strict environmental regulations that aim to protect communities, wildlife, and the local environment and ensure they comply with stringent Environment Agency permit requirements. Emissions would be monitored in line with the environmental permit and reported to the Environment Agency and the public. This would include emissions to air, land and water, as well as noise, dust and odour. We would use the latest electric melting and best-in-class abatement technologies, such as filtration and thermal conversion, to manage emissions. As part of our planning work, we commissioned an Air Quality Impact Assessment to determine what the optimum height the stacks should be in order to minimise the impact of any emissions, ensuring any pollutants would be sufficiently diluted and dispersed before reaching the ground. This enabled us to select the stack height of 75m.

Issue / opportunity	Examples of feedback received	ROCKWOOL response to the issue / opportunity
		The modelling does not just look at the potential emissions from the proposed ROCKWOOL plant in isolation. The existing background concentrations (which would include contribution from other nearby sources such as road traffic) of the assessed pollutants are also considered in the assessment to determine the total predicted environmental concentration. The predicted long-term process contributions from the proposed ROCKWOOL facility do not exceed any of the relevant environmental Quality Standards at any of the locations. For short-term concentrations, the impacts are considered 'insignificant' as per Environment Agency guidance. The air quality impact at all ecological sites was also considered "insignificant".
Emissions monitoring	Queries about the nature of emissions monitoring and ROCKWOOL's response to any breaches: "Will the environment agency mandate real time, continuous emission monitoring for NO_x, SO₂, and particulates (PM₁₀/PM_{2.5}) during this phase, with an immediate "stop-work" requirement should limits be exceeded?" "Would the site have staff on site who could clearly view constant, on site, real-time emission monitoring so it is easily identified if levels increase toward a high level and be prevented from reaching a high level?"	The plant would be designed and operated to ensure it complies with its strict permit requirements. This would include emissions monitoring for NO_x, SO₂, and particulates (PM₁₀/PM_{2.5}). This would enable our expert team to identify if levels were increasing and to take appropriate action. ROCKWOOL's facility would be monitored around the clock by our experts to ensure it operated efficiently and safely, and in accordance with its Environmental Permit. In the event of a breach, we would notify the Environment Agency immediately and take urgent action to correct the issue and prevent any further breach.

Issue / opportunity	Examples of feedback received	ROCKWOOL response to the issue / opportunity
	"The Natural Resources Wales recorded a NO_x (nitrogen oxide) exceedance at the Bridgend site in late 2020. High NO_x levels can lead to acid rain and nitrogen saturation, which negatively affects plant biodiversity and water quality and therefore will also impact animal and bird habitats. How can it be guaranteed that there will not be high levels of NO_x at this proposed site and what will be in place to monitor these levels to prevent them from ever becoming a high level?"	We would not continue to operate outside our permit and would shut down safely straight away while we worked on a resolution. ROCKWOOL would investigate the cause and restore any affected areas, implementing measures to prevent a recurrence. ROCKWOOL would keep detailed records of the incident, the investigation, and actions taken, as this would be required for regulatory scrutiny.
Choice of binders	Questions raised about the choice of binders and other materials used in the process: "Given that standard Rockwool production utilizes phenol-formaldehyde binders, how will the Environment Agency ensure that the emission limit values for Volatile Organic Compounds and formaldehyde are strictly enforced, especially considering the site's proximity to sensitive receptors like the many schools in close proximity and residential areas in Minworth?" "Alternative binders: Has it been required to explore formaldehyde free (such as those used in Rockwool's AFB evo range) as part of their assessment to eliminate these specific carcinogenic risks at the source?" "Raw formaldehyde is a known irritant and human carcinogen. While Rockwool states that high temperature curing leaves only trace amounts in the final product, the manufacturing process itself can release Volatile Organic Compounds (VOCs) and formaldehyde into the air."	In line with our global sustainability targets and ongoing investment in production advances, we would employ our proprietary, state-of-the-art electric melting technology and low emission binders at Peddimore, if the proposals are approved. The binder we have historically used to hold stone wool fibres together in our products is fully synthetic. This existing binder is safe and its use in South Wales is not causing any environmental issues. To further support our environmental performance, we have been developing a range of low-emission binders which are designed to reduce selected emissions from production whilst also delivering on product performance. We are in the process of evaluating the best binder fit for Peddimore, the details of which would in due course form part of the environmental permitting process and as such be subject to expert, independent health and safety scrutiny.

Issue / opportunity	Examples of feedback received	ROCKWOOL response to the issue / opportunity
Cumulative impact of emissions in the local area	“The introduction of 24/7 manufacturing emissions—including potential VOCs and nitrogen oxides—on top of existing traffic pollution from the A38 and M6 Toll is unsustainable. This development risks breaching local air quality objectives, particularly affecting residents with existing respiratory conditions.” “Will the EA’s assessment of air quality account for the cumulative effect of these industrial emissions on top of existing high levels of NO_x and particulate matter from the nearby M6 Toll and A38 or other proposed businesses in this vicinity now and in the future?”	The cumulative impact of emissions is something we have looked at very closely as part of our Air Quality Impact Assessment. The impact assessment was commissioned to determine what the optimum height of the stacks should be to minimise the impact of any emissions, ensuring any pollutants would be sufficiently diluted and dispersed before reaching the ground. This enabled us to select the stack height of 75m. The modelling focused on 57 receptor sites – a mix of residential properties, leisure facilities, public rights of way, and local wildlife sites, all within 2km of the proposed stack locations on the ROCKWOOL plant. Its purpose was to show how any emissions, including NO₂, PM₁₀ and PM_{2.5}, coming from the proposed facility would impact on air quality. The modelling does not just look at the potential emissions from the proposed ROCKWOOL plant in isolation. The existing background concentrations (which would include contribution from other nearby sources such as road traffic) of the assessed pollutants are also considered in the assessment to determine the total predicted environmental concentration. The predicted long-term process contributions from the proposed ROCKWOOL facility do not exceed any of the relevant environmental Quality Standards at any of the locations. For short-term concentrations, the impacts are considered ‘insignificant’ as per Environment Agency guidance.

Issue / opportunity	Examples of feedback received	ROCKWOOL response to the issue / opportunity
Construction impact	Concerns about local construction impact: "During construction more dirt on local roads."	The air quality impact at all ecological sites was also considered "insignificant". We understand that potential construction works raise questions and we take our responsibilities on this very seriously. Firstly, the local community would be a priority throughout the construction process, and we would continue the engagement we have already established with local residents, businesses and elected officials, ensuring ongoing dialogue prior to any works commencement as well as throughout the process. We would look to minimise the impact of our activity wherever possible and will take all community feedback into account as we develop our construction plans. Construction works would be undertaken in accordance with the approved hours set out in Condition 52 of the outline Planning Permission for the Peddimore site. This would allow works, including earthworks, between 07:00 and 19:00 Monday to Friday and 08:00 and 13:00 on Saturdays, with no working on Sundays or Bank Holidays.
Hazardous waste	Concerns about potentially hazardous wastes: "Will there be a guarantee that hazardous wastes, such as Spent Pot Liner (SPL), which have caused significant public concern at other Rockwool sites, will be excluded from this site?" "Can I have clarification if there are procedures implemented to prevent contaminated or radioactive slag from entering the production line?"	SPL is a coke substitute, so would not be considered for the proposed Peddimore facility, which would use our proprietary, state-of-the-art electric melting technology. No contaminated or radioactive materials would be permitted to enter the production line. Raw materials are also subject to strict regulatory oversight by the Environment Agency.

Issue / opportunity	Examples of feedback received	ROCKWOOL response to the issue / opportunity
Regulator's effectiveness and transparency	Concerns about effectiveness of regulation: "After watching 'Dirty Business' I have little faith in the Environment Agency regulation. e.g. sewage in rivers. I hope ROCKWOOL will be honest and transparent over limits and have a significantly larger conscience."	The Environment Agency is responsible for determining legally binding 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 – What is achievable using the best available technology to ensure that businesses keep up to date with technological advances. Emissions will be monitored in line with the environmental permit and reported to the Environment Agency and the public.
Use of heat and power	Suggestions for using heat and power: "Use VIOGAS from Minworth to power your furnace and with the waste heat use to heat the new houses on Langley."	We would be using our proprietary, state-of-the-art electric melting technology at Peddimore if the proposals are approved, in line with our global sustainability targets. Our manufacturing processes are designed to capture and reuse heat both within the process and to provide hot water and heating to the building. As a result, heat leaving the process is considered 'low grade' and not well suited to district heating systems.
Support for proposal	General support for the proposal: "Good to see lower environmental impact."	We welcome this comment and will continue to aim to minimise our environmental impact and maximise the sustainability of our operations where possible.

Issue / opportunity	Examples of feedback received	ROCKWOOL response to the issue / opportunity
Sewage and waste water	Concerns raised about old pipes being used to take away sewage and waste water: "There have been problems at Amazon – we're concerned that ROCKWOOL would be using the same old pipe network."	The Reserved Matters application is supported by foul and surface water drainage information, including a Foul Water Drainage Report and Surface Water Drainage Strategy. These documents set out how foul and surface water would be managed for the development and will be reviewed by Birmingham City Council as part of the application. We have already begun our engagement with external stakeholders, and we will factor their ongoing guidance, along with consultation responses, into this work.
Proximity to schools	Concerns about potential impact on pupils: "The site is in close proximity to several schools. I am concerned that the Environmental Impact Assessment (EIA) does not sufficiently account for the vulnerability of pupils. Similar Rockwool facilities globally, such as in Ranson, West Virginia, have faced severe community opposition specifically due to their proximity to schools and the potential for long-term cumulative health impacts." "Given the Peddimore site's proximity to residential areas and schools, I ask if there will be a formal guarantee that strict environmental enforcement protocols will be in place from Day One of commissioning?"	The proximity of schools, along with houses and other community facilities has been considered as part of our proposal development. As part of the air quality monitoring exercise that we commissioned, we measured existing air quality at 57 locations within a 2km radius of the stacks, and these locations included a nursery/pre-school. Its purpose was to show how any emissions, including NO₂, PM₁₀ and PM_{2.5s}, coming from the proposed facility would impact on air quality. The modelling does not just look at the potential emissions from the proposed ROCKWOOL plant in isolation. The existing background concentrations (which would include contribution from other nearby sources such as road traffic) of the assessed pollutants are also considered in the assessment to determine the total predicted environmental concentration.

Issue / opportunity	Examples of feedback received	ROCKWOOL response to the issue / opportunity
		The predicted long-term process contributions from the proposed ROCKWOOL facility do not exceed any of the relevant Environmental Quality Standards at any of the locations. For short-term concentrations, the impacts are considered 'insignificant' as per Environment Agency guidance. We can confirm that environment enforcement protocols will be in place from day one of commissioning.

4.14 Section 6 – Working with the local community

Q10 – Do you support ROCKWOOL's proposed approach to working with the local community?

2 consultees responded 'yes'

0 consultee responded 'no'

2 consultee responded 'don't know'



Q11 – 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
Funding opportunities	Comments highlighting potential specific opportunities for funding support: "Things for youth/children – play areas, skateboard park are desperately needed in Minworth. However, all the green spaces get earmarked for development – progress or short sighted." "Does the grant scheme cover churches work with people and the community. Does it cover a community garden?" "We will see if you do as you say."	ROCKWOOL engages 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. As part of this 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. We are also an active participant in local sustainability partnerships and 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.

Issue / opportunity	Examples of feedback received	ROCKWOOL response to the issue / opportunity
		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.

4.15 Section 7 – Additional feedback

Q12 – 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
Sustainability	Support for ROCKWOOL's approach to sustainability: "Welcome to Sutton Coldfield it is good to have a company who takes sustainability seriously. We at Eco Sutton had a good zoom meeting with people from ROCKWOOL. We were invited to your open day in Wales but couldn't go. When is the next one?"	We welcome this feedback and look forward to continuing to engage with ECO Sutton, who provided us with numerous helpful insights and suggestions on our call together. We will continue to host engagement events as well as taking meetings as we progress the project, and if our planning application is successful, we would put in place a series of engagement events both prior to any works commencing on site and throughout their duration, as well as ongoing open house sessions once we reach an operational phase.

Issue / opportunity	Examples of feedback received	ROCKWOOL response to the issue / opportunity
		We would circulate details of this to residents, community groups and elected officials as we have through the planning consultation stages.
Consultation publicity	Concern raised around the notifications and awareness of the consultation process: “Not enough people in the local area have been notified or are aware of the proposed ROCKWOOL site.”	Almost 900 households and businesses were issued with community information leaflets. Households closest to the site received them twice. ROCKWOOL issued a news release announcing its plans in advance of the consultation period. This was published by Birmingham Business and Insider Media. ROCKWOOL wrote to local political representatives from Birmingham City Council, Sutton Coldfield Town Council and Walmley Residents Association, highlighting the consultation. Local councillors and the Walmley Residents Association then promoted the drop-in events through their social channels. This included Cllr David Barrie, Cllr Ken Wood and Cllr John Perks. 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, and the Cuttle Bridge Inn (all in Minworth).

Issue / opportunity	Examples of feedback received	ROCKWOOL response to the issue / opportunity
Decision-making process	Comments around the Council's decision-making process: "It's going to happen – Brimingham City Council have decided it. Just have to get on with it I suppose. Sorry I might be anti-progress."	Our development does not yet have final approval and we fully respect the planning process including meaningful consultation with the local community as a core part of that process, as well as valuing continued and ongoing engagement should we be granted permission to build and operate our proposed Peddimore facility. For many years the site has 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 industrial facilities. This specifically set a logistics and manufacturing designation for the site, with the area that ROCKWOOL proposes to develop on being dedicated to manufacturing.
Noise	Comments made about potential noise from the proposed facility: "A manufacturing plant of this scale will generate continuous industrial noise and a high volume of HGV movements (projected at 75+ per day). This will result in a detrimental loss of amenity for nearby residents who currently benefit from a quieter suburban environment." "How loud will it be and will it be continuous noise/ vibration?"	The submitted noise impact assessment demonstrates that the development can be operated without giving rise to unacceptable noise impacts. The facility has been designed to minimise noise, including enclosing all key aspects of the process. We would have robust environmental management on site, including for noise. Our relationship with the local community is important to us, and for example at our South Wales facility, on the rare occasions where local residents have felt the need to raise an issue, we have dealt with it directly and as efficiently as possible.

4.16 Section 8 – About the consultee

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

3 people identified themselves as a 'local resident'

1 person identified themselves as belonging to the 'other' category, stating they represented ECO Sutton, an Environmental Campaign Group.

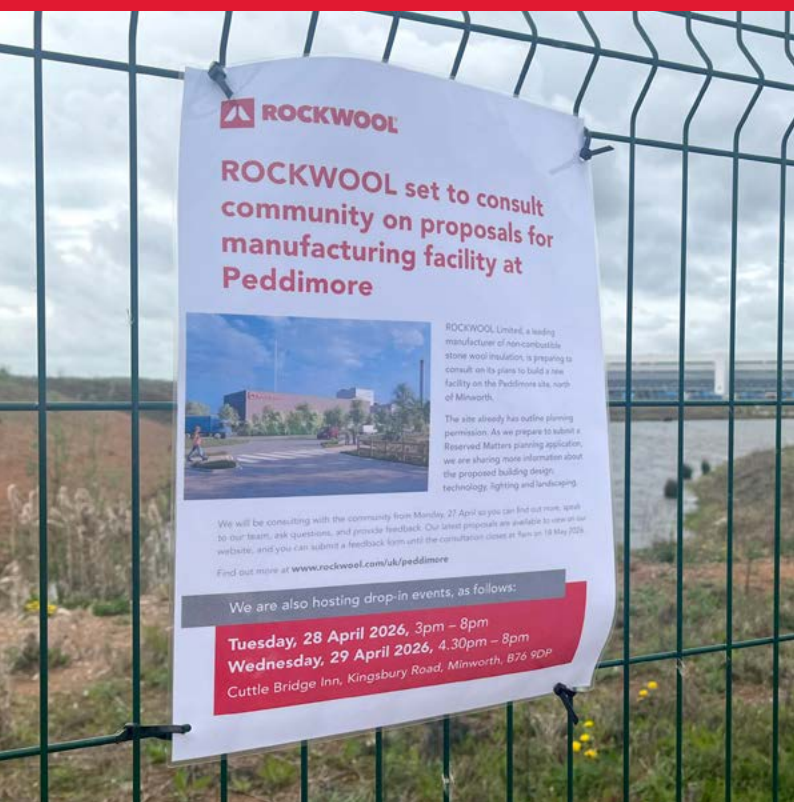
ROCKWOOL also asked people how they heard about the proposal:

2 people said through an article in the local press

2 people said through a local community website / social media group

4.17 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 all West Midlands stakeholders

Subject line: ROCKWOOL preparing for community consultation on plans for manufacturing facility at Peddimore

Dear **INSERT NAME**,

I'm writing to update you on ROCKWOOL's proposals for a manufacturing facility on the Peddimore site and to let you know about the launch of our next community consultation.

With a UK manufacturing site in Bridgend, where we've been part of the community since 1979, our insulation products are designed to improve energy efficiency, acoustics and fire safety, helping to tackle climate change and create a safer, healthier and more comfortable built environment. In 2025, we also opened a new global centre of excellence for fire-stopping at Hams Hall, on the outskirts of Birmingham.

We are proposing to develop an additional high-quality manufacturing facility for the production of non-combustible stone wool insulation at Peddimore, which would create long-term, quality jobs and supply chain opportunities.

The site already has outline planning permission for manufacturing use. Last year, we were granted permission to ensure the height parameters could accommodate our proposed facility, and now we are providing more detail about our proposals, including around technology, design, lighting and landscaping. We aim to submit a Reserved Matters application to Birmingham City Council this summer once we have taken discussions on these proposals and considered all feedback.

The latest information about our plans will be available from April 27 at www.rockwool.com/uk/peddimore. Online feedback forms will be available from that date, and can be submitted until 9am on Monday, 18 May. You can also submit your feedback by emailing community@rockwool.com, or writing to FREEPOST ROCKWOOL COMMUNITY.

Additionally, we will be hosting two drop-in events at the Cuttle Bridge Inn, Kingsbury Road, Minworth, B76 9DP, where our consultation materials will be available to view in-person, with members of our senior team on-hand to discuss our proposals:

- 3pm–8pm, Tuesday, 28 April 2026
- 4.30pm–8pm, Wednesday, 29 April 2026

Finally, please find attached a copy of our consultation information leaflet, which is being distributed to homes and businesses near the site this week. We look forward to hearing your thoughts and if you have any questions, please don't hesitate to contact us at community@rockwool.com.

Kind regards,

Nick Wilson
Managing Director | ROCKWOOL Limited

Appendix B: Consultation poster



ROCKWOOL set to consult community on proposals for manufacturing facility at Peddimore



ROCKWOOL Limited, a leading manufacturer of non-combustible stone wool insulation, is preparing to consult on its plans to build a new facility on the Peddimore site, north of Minworth.

The site already has outline planning permission. As we prepare to submit a Reserved Matters planning application, we are sharing more information about the proposed building design, technology, lighting and landscaping.

We will be consulting with the community from Monday, 27 April so you can find out more, speak to our team, ask questions, and provide feedback. Our latest proposals are available to view on our website, and you can submit a feedback form until the consultation closes at 9am on 18 May 2026.

Find out more at www.rockwool.com/uk/peddimore

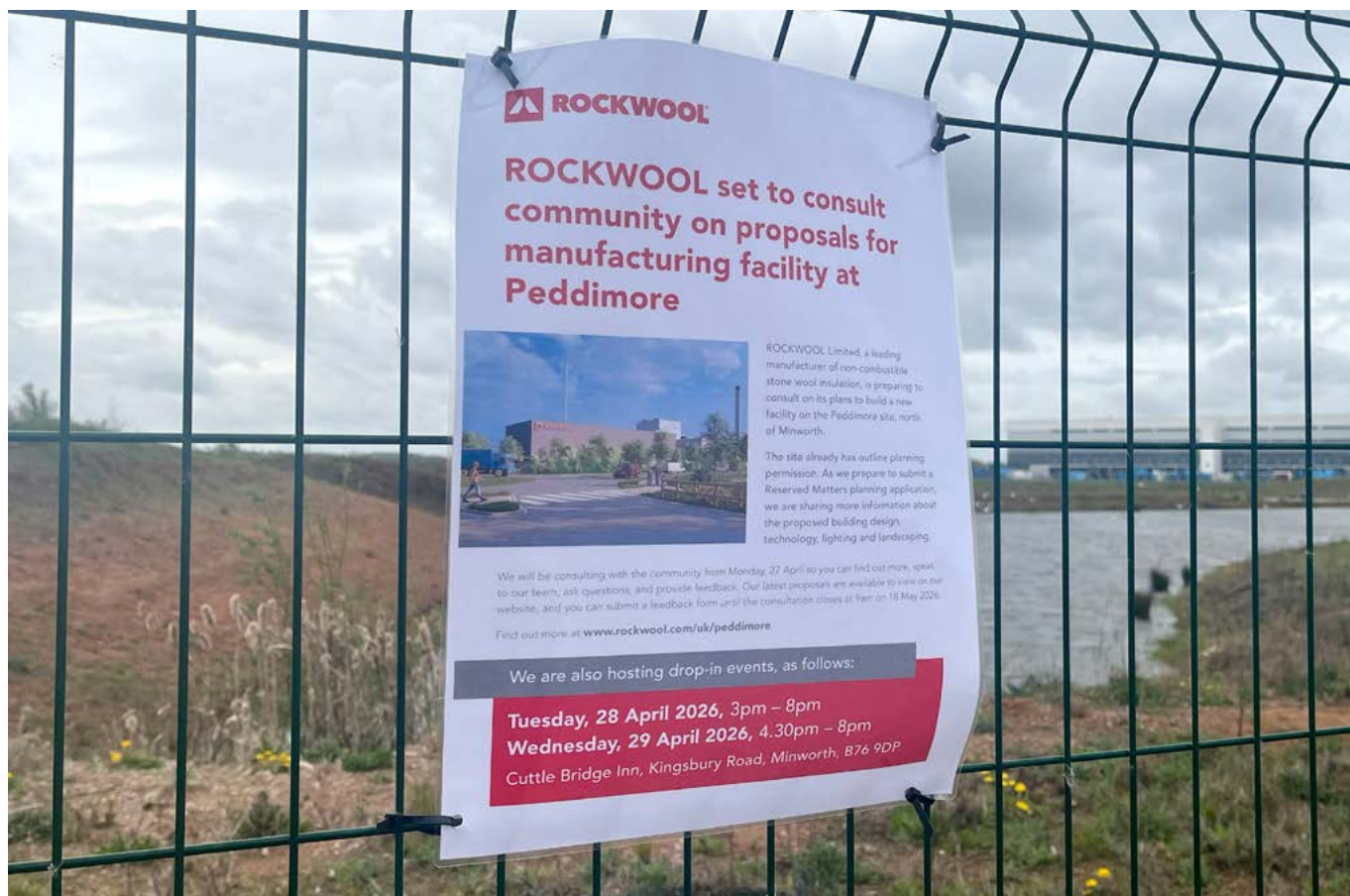
We are also hosting drop-in events, as follows:

Tuesday, 28 April 2026, 3pm – 8pm

Wednesday, 29 April 2026, 4.30pm – 8pm

Cuttle Bridge Inn, Kingsbury Road, Minworth, B76 9DP

Appendix C: Photographs of consultation poster displayed in Minworth



Appendix D: Community information leaflet



April 2026

Learn more about proposed manufacturing facility

Leading insulation manufacturer ROCKWOOL Limited is consulting about its proposals for a new state-of-the-art production facility on the Peddimore site.

The new facility would support construction jobs and provide good, skilled roles. Supply chain opportunities would also be available.

The site already has outline planning permission. We previously consulted the community before submitting a Section 73 application in 2025, requesting consent to vary some of the permissions to suit our proposal, which was granted. Now we are preparing a more detailed Reserved Matters application for submission to Birmingham City Council this summer.

An artist's impression of the proposed new ROCKWOOL site



See inside for details about consultation and drop-in events

Appendix D: Community information leaflet

About ROCKWOOL UK

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.

Globally, we have approximately 13,000 colleagues in 40 countries, with over 500 in the UK, where we have had a production facility in Bridgend, South Wales, for more than 45 years.

In 2025, we invested in a new factory at Hams Hall on the outskirts of Birmingham to produce our new fire-stopping range. In January 2026, we launched a new Training Academy on the site, helping to boost the capabilities and skills of people working with our products in the construction and building safety sector.



Our Peddimore plans

ROCKWOOL already owns the 114-acre Peddimore site, which is designated in Birmingham City Council's Development Plan for manufacturing use. We are proposing to build a new facility, featuring proprietary electric melting technology, on 61 acres of the land for the production of non-combustible stone wool insulation.

We will be submitting more detail about our proposal in the Reserved Matters application, including information about building design, technology, lighting and landscaping.

If the Reserved Matters application is approved, construction could begin in 2027, with the facility becoming operational in 2030/31.

Appendix D: Community information leaflet

Benefits to the community

The new facility would enable us to significantly boost our local production, helping the UK to meet its climate change challenges and assisting in creating more energy-efficient, acoustically comfortable, and safer built environments.

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

We currently engage in a number of community-oriented activities in South Wales, including a charitable donations programme that contributes to local causes throughout the year. We plan to replicate this programme in the West Midlands.

ROCKWOOL UK is also an active participant in sustainability networks, and we intend to build relationships with businesses and organisations in the West Midlands.

Sharing our plans with you

We will be consulting from Monday, 27 April so you can find out more about the plans, ask questions, and provide feedback. From that date, the latest proposals will be available to view on our website, and you can submit a feedback form until the consultation closes at 9am on 18 May 2026:

Find out more at www.rockwool.com/uk/peddimore

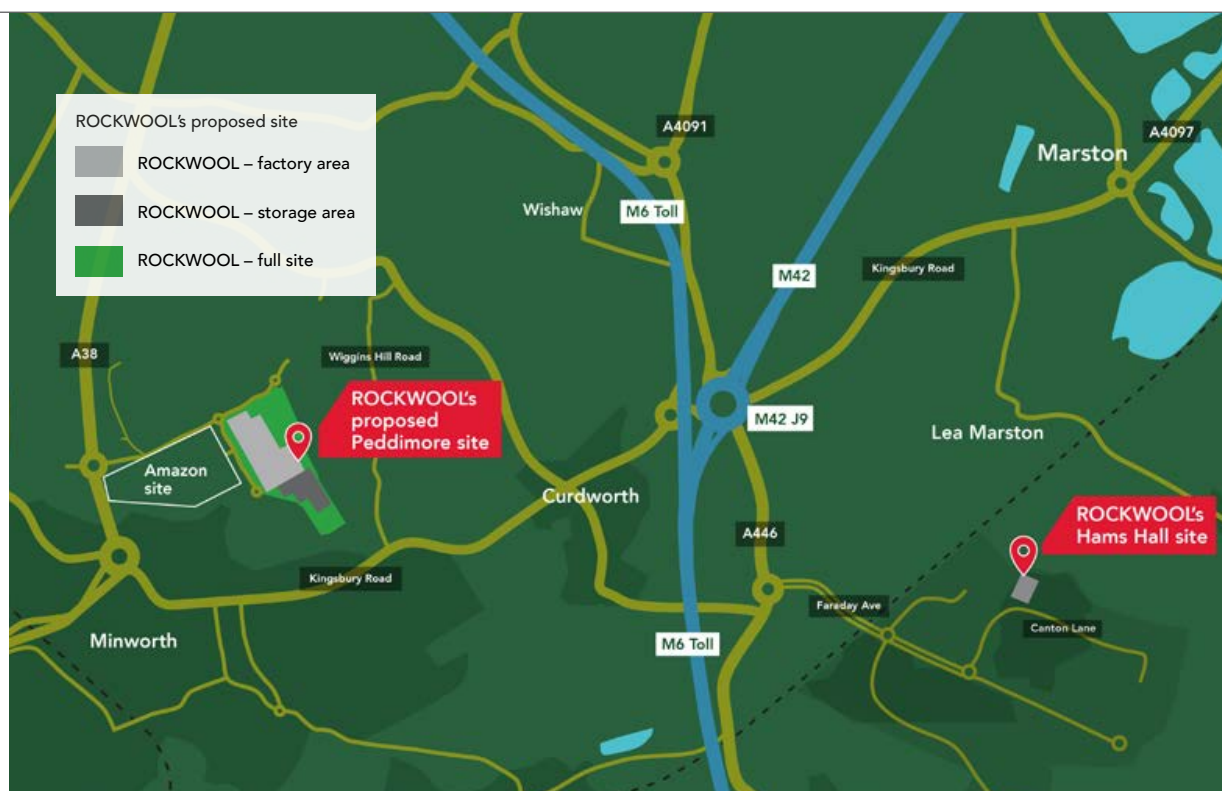
We will also be hosting drop-in events, as follows:

Tuesday, 28 April 2026 - 3pm to 8pm

Wednesday, 29 April 2026 - 4.30pm to 8pm

Cuttle Bridge Inn, Kingsbury Road, Minworth, B76 9DP

Appendix D: Community information leaflet



Working with the local community

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

Our planning documents are available to view on our website. As more documents are finalised, they will be added to the site and available to view at www.rockwool.com/uk/peddimore

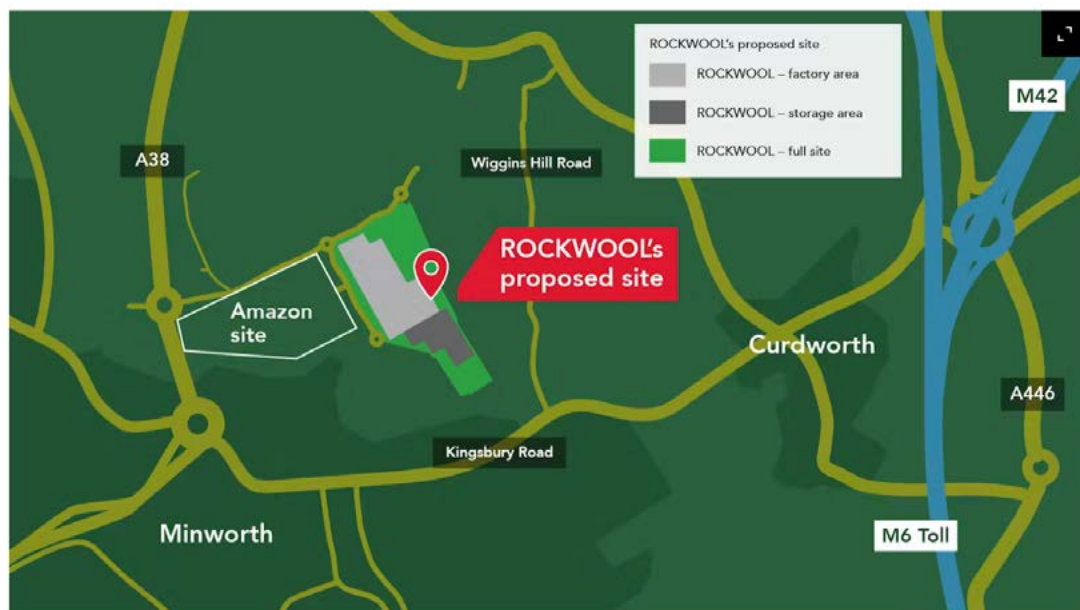
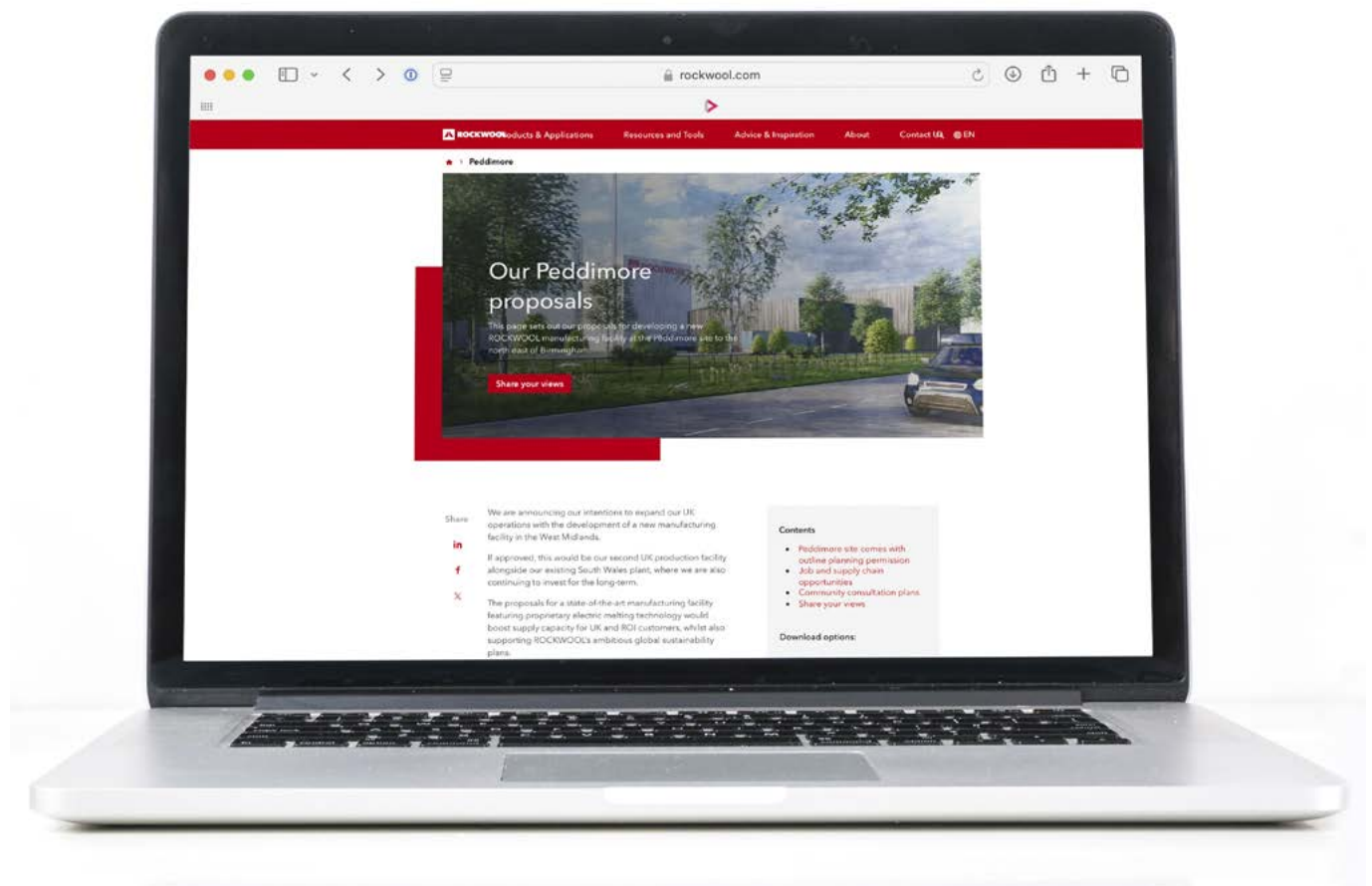
If you have any questions about the proposal, email us at community@rockwool.com or write to us at **FREEPOST ROCKWOOL COMMUNITY**

If you would like to respond to our consultation in writing, please complete our consultation questionnaire from 27 April 2026 on the website – www.rockwool.com/uk/peddimore



The deadline for responses for this consultation period is 9am on Monday, 18 May 2026

Appendix E: ROCKWOOL website – Peddimore content



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

Our planning applications

We have adopted a two-step approach to the planning process to ensure compliance and alignment with local planning policies and conditions, as well as the site’s existing designation and planning status.

Step one - February 2025

Our proposals will generally align with the 2019 outline planning permission for the Peddimore site, but we have sought to make some changes to the approved drawings, in particular to adjust maximum permissible building height limits.

We submitted our Section 73 planning application to Birmingham City Council in early February 2025. The application has now been approved by the Council. You can view and download these Section 73 application documents from the section below.

You can access the [application details here on Birmingham City Council's website](#).

Download documents

RW-UK

Peddimore

RW-UK

0 selected files

☐

Covering letter

Download

☐

Site location plan

Download

☐

ES Appendix 3 - Parameter Plan Proposed Heights

Download

Job and supply chain opportunities

If our Reserved Matters proposal is approved, the facility could become operational in 2030.

This would create [good quality jobs and training as well as 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

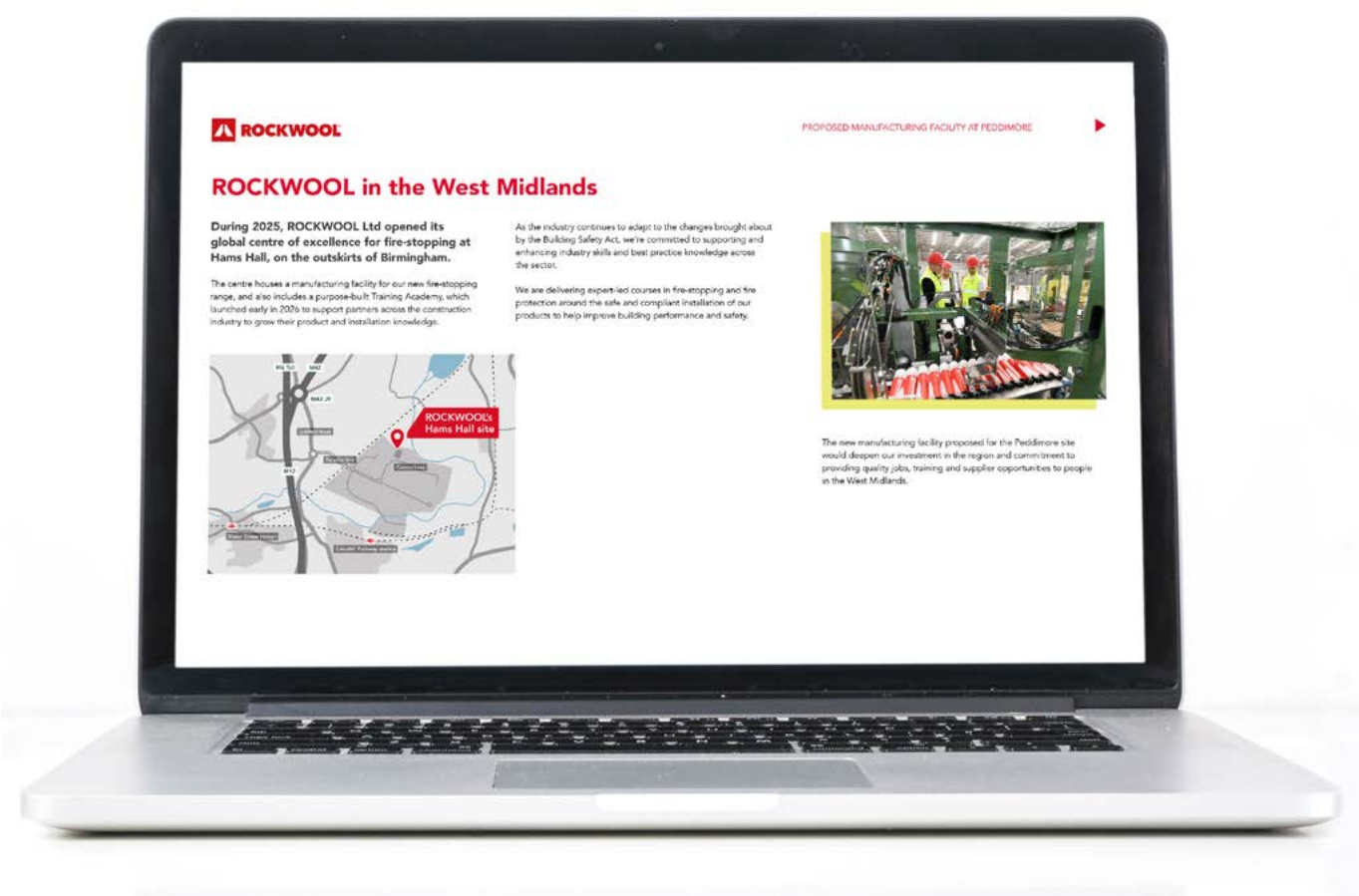
Community engagement to-date

In November/December 2024, we held a pre-application consultation relating to our initial Section 73 application. This application has now been approved.

We published a summary of our engagement process, consultation feedback and ROCKWOOL’s responses to that feedback in a [Statement of Community Involvement](#), which was submitted as part of our Section 73 planning application to Birmingham City Council in February 2025.

You can view the first phase of consultation materials here by downloading our [community leaflet](#) or our [information boards](#) from our drop-in open house events.

Appendix F: Online exhibition boards





PROPOSED MANUFACTURING FACILITY AT PEDDIMORE

ROCKWOOL in the West Midlands

During 2025, ROCKWOOL Ltd opened its global centre of excellence for fire-stopping at Hams Hall, on the outskirts of Birmingham.

The centre houses a manufacturing facility for our new fire-stopping range, and also includes a purpose-built Training Academy, which launched early in 2026 to support partners across the construction industry to grow their product and installation knowledge.

As the industry continues to adapt to the changes brought about by the Building Safety Act, we're committed to supporting and enhancing industry skills and best practice knowledge across the sector.

We are delivering expert-led courses in fire-stopping and fire protection around the safe and compliant installation of our products to help improve building performance and safety.



The new manufacturing facility proposed for the Peddimore site would deepen our investment in the region and commitment to providing quality jobs, training and supplier opportunities to people in the West Midlands.

Appendix F: Online exhibition boards



PROPOSED MANUFACTURING FACILITY AT PEDDIMORE



ROCKWOOL's proposal: an introduction

ROCKWOOL has purchased 114 acres of land at the Peddimore site, north of Minworth, next to the Amazon warehouse.

We are proposing to build a state-of-the-art manufacturing facility, featuring proprietary electric melting technology, for our stone wool insulation products.

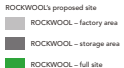
The new facility would support construction jobs and provide good, skilled roles, as well as training and supply chain opportunities for people in the region.

Next steps

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

During 2025, we successfully applied to Birmingham City Council to vary some of the details in the current planning permissions to suit our specific proposal.

Now, we are preparing to submit a more detailed Reserved Matters application, which provides more information around the design, technology, layout, lighting and landscaping of the site. We plan to submit the application to Birmingham City Council this summer.







PROPOSED MANUFACTURING FACILITY AT PEDDIMORE



Working with the local community

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

Our consultation materials are available here for you to view today and are also available on our website at www.rockwool.com/uk/peddimore




If you would like to respond to our consultation in writing to feed into our plans, **please complete our consultation questionnaire via our website.**

The deadline for responses to be submitted during this consultation period is 9am on 18 May 2026.

Website: www.rockwool.com/uk/peddimore



Alternatively, you can get in touch via:
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, please ask a member of our team here today or email us on community@rockwool.com



PROPOSED MANUFACTURING FACILITY AT PEDDIMORE



Technology and the environment



Sustainability is at the heart of everything we do at ROCKWOOL. We are committed to protecting the local environment, being a responsible neighbour and prioritising the health and safety of our team and the wider community.

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 low emissions binders for our stone wool products.

We would aim to achieve BREEAM Excellent ratings to ensure our facility meets sustainability goals and continues to perform optimally over time. Our engineering experts are working to constantly evolve our technological solutions to ensure we become ever more efficient and sustainable.

The plant will be designed and operated to meet all relevant safety and environmental standards.

With modern technology, strong regulatory controls and round-the-clock monitoring, the facility would be designed to minimise its environmental impact while delivering essential insulation materials.

Our operations would be regulated by the Environment Agency, which sets legally binding limits to protect local communities and the environment.




Appendix F: Online exhibition boards

 **ROCKWOOL**

PROPOSED MANUFACTURING FACILITY AT PEDDIMORE

Design and landscaping

We have given careful consideration to the layout of the site and the design of the infrastructure.

The site we have purchased is 114 acres, which is designated in Birmingham City Council's Development Plan for manufacturing use, and we are proposing to build a new facility on 61 acres of the land.

The proposed facility has been conceived as a benchmark for sustainable industrial architecture and an environment where advanced technology and ecological responsibility can coexist.

From building orientation to material selection, we would prioritise energy efficiency, low-carbon construction, and long-term adaptability.





The vision for the site is to establish a distinctive ROCKWOOL campus set within a linear park, integrating the buildings to create a cohesive landscape-led environment.

We would use high-quality materials with a neutral palette, many of which are produced by the ROCKWOOL Group, for the construction of our buildings to minimise their impact on the local environment and blend with the landscape.

The local environment is important to us, and we aim to create a facility that the community can be proud of and where people want to work.

Landscape features are integral to our design

We are planning extensive and sympathetic planting around the site, including new trees, shrubs and plants that aid the biodiversity of the area and help to screen and integrate the manufacturing facility.

The design, with continuous ecological corridors, would support climate resilience while contributing to the health and wellbeing of staff and visitors. Green spaces, native planting, and habitat features, such as nesting bird boxes, would help to create a natural environment.



 **ROCKWOOL**

PROPOSED MANUFACTURING FACILITY AT PEDDIMORE

Lighting

Lighting is essential for safety in operational areas and access routes, particularly during periods of low natural light.

We know it is an important consideration for our neighbours and have worked with lighting experts to design a proposed lighting scheme that is safe, compliant, and sensitive to its surroundings.



The use of warm, directional and well-controlled lighting would help minimise light spill beyond the site boundary, protecting nearby residential properties and the local environment. Lighting would be focused only where it is needed, avoiding unnecessary glare.

As part of our application, we have undertaken detailed assessments of potential lighting effects, including on nearby homes during the hours of darkness. The results show that light levels at nearby windows would be well below recommended British Standard limits and are not expected to result in noticeable effects for local residents.

The lighting modelling assessment will be submitted with our planning application.

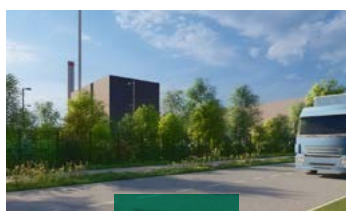


 **ROCKWOOL**

PROPOSED MANUFACTURING FACILITY AT PEDDIMORE

Operational design

The manufacturing facility would be designed for the production, packing and storing of our insulation products.



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

The majority of the buildings would be 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 would be a maximum of 75m.

At full capacity, the facility would operate 24 hours a day. Outside activity would be less during nighttime hours and 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 would be via the A38.



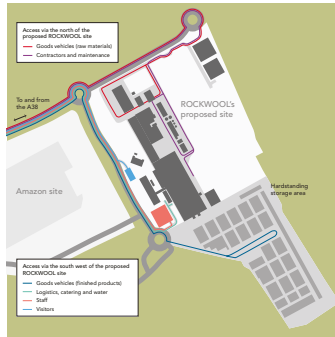
Detailed plans around the size, location and design of the buildings, along with a detailed plan from a lighting expert and traffic modelling assessments, will be submitted as part of our applications.

Appendix F: Online exhibition boards



PROPOSED MANUFACTURING FACILITY AT PEDDIMORE

Traffic and sustainable transport



As part of our Reserved Matters application, we are preparing a traffic management plan and sustainable travel plan, taking into consideration the different ways our staff, contractors and visitors can travel to the facility.

All traffic movements to the site would be via the A38. Heavy goods vehicles bringing materials to the facility would enter the site via an access road to the north of the plant.

Staff and visitors, along with heavy goods vehicles arriving at site to pick up goods, would enter the site via three entrances to the west of the facility, between the ROCKWOOL plant and Amazon. All pedestrian and cyclist access would be via this side of the building.

We expect there to be, on average, around 7.5 heavy goods vehicles coming to site every hour between 6am and 6pm. Outside of these hours, there would be considerably fewer HGVs coming to site. They would use the main motorway network.



Shift patterns on the site have been designed to minimise the impact on peak rush hour times on local roads. Local bus stops, well established pedestrian routes, and cycle paths provide sustainable and active travel options for staff and visitors.



PROPOSED MANUFACTURING FACILITY AT PEDDIMORE

Working for ROCKWOOL

Working at ROCKWOOL means you are part of something bigger. From operational to office-based roles, we provide career opportunities that contribute to improving the lives of people around the world.

Benefits

All staff members receive our standard benefits package, which includes a competitive salary, a company bonus scheme, 30 days annual leave, generous pension contributions, Westfield Health cashback scheme, life assurance 4x annual salary and an enhanced sick pay scheme.

Living Wage Campaign accreditation

We are proud to be an accredited Living Wage employer, paying at least the real Living Wage set annually by the Living Wage Foundation to reflect the true cost of living.




Training and development

ROCKWOOL is committed to nurturing talent, including via an established apprenticeship scheme.

We also have an undergraduate programme across technical and business functions. Every participant is given the opportunity to undertake three departmental rotations at ROCKWOOL that are tailored to support their performance and career aspirations.

Career opportunities

We offer a wide range of roles across our UK sites, including Hams Hall and our proposed facility at Peddimore. Upcoming job opportunities at the Peddimore site will include positions in:

- 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 G: Announcement press release



Bridgend, 23 April 2026

ROCKWOOL prepares for Reserved Matters consultation on proposed manufacturing facility

ROCKWOOL is about to begin community consultation on proposals for a manufacturing facility in the West Midlands – creating jobs and training opportunities in the region.

ROCKWOOL, a leading manufacturer of non-combustible insulation, is due to share details of its proposals for a state-of-the-art manufacturing facility on the Peddimore site, north east of Birmingham.

The site already has outline planning permission for manufacturing use and ROCKWOOL is working towards an application to Birmingham City Council for the proposed building design and exterior lighting and landscaping.

Community consultation plans

Ahead of this, ROCKWOOL will open a three-week community consultation on Monday 27th April, giving members of the public an opportunity to find out more about the plans, meet members of the ROCKWOOL team and discuss their feedback.

Two drop-in events are being held at the Cuttle Bridge Inn, on Kingsbury Road, Minworth on Tuesday 28th April from 3pm to 8pm, and Wednesday 29th April, from 4.30pm to 8pm. The latest information about the plans will also be available to view at www.rockwool.com/uk/peddimore.

Investing in the West Midlands

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

“We’re excited by the proposals we’ve developed for a site that would not only produce our stone wool insulation, but also feature products from across the ROCKWOOL Group in the facility’s design, providing a showcase for their benefits and performance.

“We look forward to sharing and discussing these proposals, as well as details of the high quality jobs and supply chain opportunities that the facility would create for local people and businesses here in the West Midlands.”

ROCKWOOL has strong foundations in the UK, having operated from South Wales since 1979 and adding a global centre of excellence for fire-stopping at Hams Hall, near Birmingham, in 2025. The proposed Peddimore site would boost stone wool supply capacity for UK and Republic of Ireland customers, while also supporting ROCKWOOL’s ambitious global sustainability plans.

If given the go-ahead, construction could begin in 2027 with the facility becoming operational in 2030/31.

- ENDS -

Appendix G: Announcement press release

**For more information, contact:**

Karen Westcott: 07545 210067 karen@dtw.co.uk

Kate Robertson: 07483 418269 kate@dtw.co.uk

Picture caption: *An artist's rendition of the proposed ROCKWOOL facility.*

**About ROCKWOOL**

ROCKWOOL Limited is part of ROCKWOOL Group. With one stone wool factory based in Bridgend, South Wales, our global centre of excellence for fire-stopping in Hams Hall, Birmingham, and over 500 employees, we are the local organisation offering advanced insulation systems for buildings.

At ROCKWOOL Group, we are committed to enriching the lives of everyone who experiences our products and services. We help our customers and communities tackle many of today's biggest sustainability and development challenges, from energy consumption and noise pollution to fire resilience, water scarcity, and flooding. Our product range reflects the diversity of the world's needs, while supporting our stakeholders in reducing their own carbon footprint.

Stone wool is a fully recyclable, versatile material that forms the basis of all our businesses. With more than 13,000 dedicated colleagues in around 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.

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

Appendix H: Examples of media coverage




[HOME](#)
[NEWS](#)
[FEATURES AND ANALYSIS](#)
[FIVE MINUTES WITH](#)
[INSIGHTS](#)
[CONTACT US](#)



Birmingham Business

Best Places to Work Awards 2026

TICKETS NOW AVAILABLE

[Purchase Tickets](#)

We see things differently.



Intelligence-driven financial services.

Heligan Group redefines banking, blending trusted financial guidance with the latest Insights and Innovations.

[Find out more](#)


heligangroup.com

LET'S WORK TOGETHER



...TO DELIVER YOUR TALENT SOLUTIONS™



Manufacturer will share facility proposals

ROCKWOOL - a leading manufacturer of non-combustible insulation - is due to share details of its proposals for a state-of-the-art manufacturing facility on the Peddimore site, north east of Birmingham.

The site already has outline planning permission for manufacturing use and ROCKWOOL is working towards an application to Birmingham City Council for the proposed building design and exterior lighting and landscaping.

Ahead of this, ROCKWOOL will open a three-week community consultation on Monday April 27, giving members of the public an opportunity to find out more about the plans, meet members of the ROCKWOOL team and discuss their feedback.

Two drop-in events are being held at the Cuttle Bridge Inn, on Kingsbury Road, Minworth on Tuesday April 28 from 3pm to 8pm, and Wednesday April 29, from 4.30pm to 8pm. The latest information about the plans will also be available to view at www.rockwool.com/uk/peddimore.

Nick Wilson, managing director of ROCKWOOL UK and Ireland, said: "We're excited by the proposals we've developed for a site that would not only produce our stone wool insulation, but also feature products from across the ROCKWOOL Group in the facility's design, providing a showcase for their benefits and performance.

"We look forward to sharing and discussing these proposals, as well as details of the high quality jobs and supply chain opportunities that the facility would create for local people and businesses here in the West Midlands."

ROCKWOOL has strong foundations in the UK, having operated from South Wales since 1979 and adding a global centre of excellence for fire-stopping at Hams Hall, near Birmingham, in 2025. The proposed Peddimore site would boost stone wool supply capacity for UK and Republic of Ireland customers, while also supporting ROCKWOOL's ambitious global sustainability plans.

If given the go-ahead, construction could begin in 2027 with the facility becoming operational in 2030/31.

[Post](#) [Share](#)



SUCCESSION WEALTH

Considering using a Wealth Manager?

We specialise in:

- Wealth protection
- Wealth preservation
- Goal-based financial planning

Contact us today and we will put you in touch with a Wealth Planner in your area.



Appendix H: Examples of media coverage

insidermedia
Login or Register
Advertising
X in f Q

NEWS/FEATURES
EVENTS
PUBLICATIONS
SUBSCRIPTIONS
INSIGHTS
ROUNDTABLES
RANKINGS
VIDEO
PODCASTS
DIRECTORIES

HOME > NEWS > MIDLANDS

Advertisement
TRUSTED BY OCCUPIERS ON SITE
Dunelm
WYK
BOXT
GATEWAY 36 BARNLEY

Midlands

ROCKWOOL seeks views on job-creating Birmingham manufacturing base

By Adam Beech
24 Apr 2026, 06:00

0 COMMENTS SHARE ADD US ON

An artist's rendition of the proposed facility (image credit: ROCKWOOL)

Global insulation manufacturer ROCKWOOL is about to begin community consultation on proposals for a major manufacturing facility in Birmingham.

The Peddimore site already has outline permission for manufacturing use and ROCKWOOL is working towards an application to Birmingham City Council for the proposed building design and exterior lighting and landscaping.

Ahead of this, the group will open a three-week community consultation on Monday 27 April, giving members of the public an opportunity to find out more about the plans, meet members of the team and discuss their feedback.

Advertisement
insiderdirectory
corporate finance services
Getting the right advice from proven, professional advisers is essential. USE THE INSIDER DIRECTORY

Nick Wilson, managing director of ROCKWOOL UK and Ireland, said: "We're excited by the proposals we've developed for a site that would not only produce our stone wool insulation, but also feature products from across the ROCKWOOL Group in the facility's design, providing a showcase for their benefits and performance.

"We look forward to sharing and discussing these proposals, as well as details of the high quality jobs and supply chain opportunities that the facility would create for local people and businesses here in the West Midlands."

Two drop-in events are being held at the Cuttle Bridge Inn, on Kingsbury Road, Minworth on Tuesday 28 April from 3pm to 8pm, and Wednesday 29 April, from 4.30pm to 8pm.

If given the go-ahead, construction could begin in 2027 with the facility becoming operational in 2030/31.

Featured News

Mills Selig bolsters corporate practice - investment comes on back of landmark year for team

Hull City's Premier League promotion hailed - "we'll have more eyes on us, and more chances to show people what we have to offer here"

Law firm advises on sale of wine developer to global group - partners says deal "testament to the strength of the business"

Closomat inks deal for Sale office space

Dealmaker hails North West's entrepreneurial business community after successful regional expansion at Cavendish

Yorkshire cleaning products company hails export success - "The US represents a particularly exciting opportunity"

Advertisement
ONLY £125
insider
Delivering...
insider
ENGINE ROOM
insider
BUILDING SUPERHERO WARS
Get your 12 month Magazine Subscription

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

Title	Excerpt	Publication date	Source	URL	Media	Reach
Manufacturer will share facility proposals	ROCKWOOL – a leading manufacturer of non-combustible insulation - is due to share details of its proposals for a state-of-the-art manufacturing facility on the Peddimore site, north east of Birmingham.	24/04/2026 0:00	Birmingham Business	https://www.birminghambiz.co.uk/news/Manufacturer-will-share-facility-proposals	Web	64
ROCKWOOL seeks views on job-creating Birmingham manufacturing base	Darlington has one of the lowest child road casualty rates for children aged 11 to 13 in the North-East, according to the latest figures. Data from Road.	24/04/2026 5:00	Insider Media	https://www.insidermedia.com/news/midlands/rockwool-seeks-views-on-job-creating-birmingham-manufacturing-base	Web	8,043

Appendix J: Exhibition boards



Who we are

At ROCKWOOL, we have been transforming volcanic rock into stone wool for nearly 90 years.

Stone wool is a durable, endlessly recyclable, versatile material that forms the basis of all our businesses. With approximately 13,000 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, helping to unlock our capacity as well as offering new and improved facilities for our haulage partners.



Our story starts in 1937 when the first ROCKWOOL 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

In January 2026, we launched a new Training Academy at Hams Hall on the outskirts of Birmingham, offering best practice courses to support the use of our fire-stopping products.

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 J: Exhibition boards



What we make at ROCKWOOL

The many strengths of stone wool

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



Our innovative stone wool products address diverse challenges and touch many aspects of everyday life.

They help in the fight against climate change and help to create safer, more comfortable buildings.

With 25% 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 2025 will save almost 100 times the energy consumed in its production.

In 2025, we launched our new range of fire-stopping products. These materials are designed to seal gaps, openings and joints in a building to help slow the spread of fire, smoke and heat from one room to another. They are important for fire safety because they help contain a fire to its starting point for as long as possible, giving people more time to escape and helping firefighters control the situation more safely.

Appendix J: 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, the UN Sustainable Development Goals call for businesses, governments and civil society to work together to end poverty, protect the planet and ensure prosperity for all. We contribute to meeting 11 of the 17 UN SDGs and pursue a fact-based, auditable approach to measure and quantify our impact, so that we can measure our progress.



Appendix J: Exhibition boards



Sustainability

at the heart of what we do

We set ambitious targets and action plans to continually improve our performance.

In 2016, the ROCKWOOL Group announced six operational targets that will drive improvements in our safety and environmental performance to 2030 across six key areas:

- CO₂ emission intensity
- Water efficiency
- Landfill waste
- Energy efficiency
- Reclaimed material
- Safety, health, and wellbeing

In 2019 the Group added two more goals through the Science Based Target initiative to reduce our absolute Scope 1, 2 and 3 greenhouse gas emissions by a third by 2034.

In 2025, we agreed to pursue more ambitious climate targets and formalised our commitment to reach Net Zero greenhouse gas emissions by 2050.

We have also formalised our diversity and inclusion target of more female leaders in executive and middle management positions.

We are making good progress against these targets and exceeded our interim 2022 targets in CO₂ emission intensity, energy efficiency, water efficiency, reclaimed materials and landfill waste.



You can see a detailed progress update each year in ROCKWOOL Group's annual report, published each spring and made available on www.rockwool.com/group for anyone to read



Appendix J: 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 J: 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 J: Exhibition boards



ROCKWOOL in the West Midlands

During 2025, ROCKWOOL Ltd opened its global centre of excellence for fire-stopping at Hams Hall, on the outskirts of Birmingham.

The centre houses a manufacturing facility for our new fire-stopping range, and also includes a purpose-built Training Academy, which launched early in 2026 to support partners across the construction industry to grow their product and installation knowledge.



As the industry continues to adapt to the changes brought about by the Building Safety Act, we're committed to supporting and enhancing industry skills and best practice knowledge across the sector.

We are delivering expert-led courses in fire-stopping and fire protection around the safe and compliant installation of our products to help improve building performance and safety.

The new manufacturing facility proposed for the Peddimore site would deepen our investment in the region and commitment to providing quality jobs, training and supplier opportunities to people in the West Midlands.

Appendix J: Exhibition boards

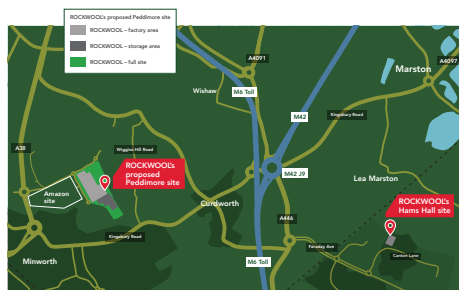


ROCKWOOL's proposal: an introduction

ROCKWOOL has purchased 114 acres of land at the Peddimore site, north of Minworth, next to the Amazon warehouse.

We are proposing 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 for people in the region.



Next steps

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

During 2025, we successfully applied to Birmingham City Council to vary some of the details in the current planning permissions to suit our specific proposal.

Now, we are preparing to submit a more detailed Reserved Matters application, which provides more information around the design, technology, layout, lighting and landscaping of the site. We plan to submit the application to Birmingham City Council this summer.

Appendix J: Exhibition boards



Working with the local community

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

Our consultation materials 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 9am on 18 May 2026.

Website:
www.rockwool.com/uk/peddimore



Alternatively, you can get in touch via:

Email: community@rockwool.com

Post: **FREEPOST ROCKWOOL COMMUNITY**

Appendix J: Exhibition boards



Technology and the environment

Sustainability is at the heart of everything we do at ROCKWOOL. We are committed to protecting the local environment, being a responsible neighbour and prioritising the health and safety of our team and the wider community.

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 low emissions binders for our stone wool products.

We would aim to achieve BREEAM Excellent ratings to ensure our facility meets sustainability goals and continues to perform optimally over time. Our engineering experts are working to constantly evolve our technological solutions to ensure we become ever more efficient and sustainable.

The plant will be designed and operated to meet all relevant safety and environmental standards.



With modern technology, strong regulatory controls and round-the-clock monitoring, the facility would be designed to minimise its environmental impact while delivering essential insulation materials.

Our operations would be regulated by the Environment Agency, which sets legally binding limits to protect local communities and the environment.



Appendix J: Exhibition boards



Design and landscaping

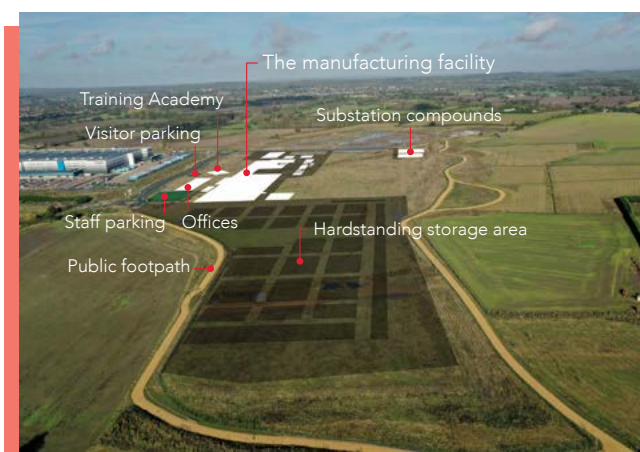
We have given careful consideration to the layout of the site and the design of the infrastructure.

The site we have purchased is 114 acres, which is designated in Birmingham City Council's Development Plan for manufacturing use, and we are proposing to build a new facility on 61 acres of the land.

The proposed facility has been conceived as a benchmark for sustainable industrial architecture and an environment where advanced technology and ecological responsibility can coexist.

From building orientation to material selection, we would prioritise energy efficiency, low-carbon construction, and long-term adaptability.

The vision for the site is to establish a distinctive ROCKWOOL campus set within a linear park, integrating the buildings to create a cohesive landscape-led environment.



We would use high-quality materials with a neutral palette, many of which are produced by the ROCKWOOL Group, for the construction of our buildings to minimise their impact on the local environment and blend with the landscape.

The local environment is important to us, and we aim to create a facility that the community can be proud of and where people want to work.



Landscape features are integral to our design

We are planning extensive and sympathetic planting around the site, including new trees, shrubs and plants that aid the biodiversity of the area and help to screen and integrate the manufacturing facility.

The design, with continuous ecological corridors, would support climate resilience while contributing to the health and wellbeing of staff and visitors. Green spaces, native planting, and habitat features, such as nesting bird boxes, would help to create a natural environment.



Appendix J: Exhibition boards



Lighting

Lighting is essential for safety in operational areas and access routes, particularly during periods of low natural light.

We know it is an important consideration for our neighbours and have worked with lighting experts to design a proposed lighting scheme that is safe, compliant, and sensitive to its surroundings.

The use of warm, directional and well-controlled lighting would help minimise light spill beyond the site boundary, protecting nearby residential properties and the local environment. Lighting would be focused only where it is needed, avoiding unnecessary glare.



As part of our application, we have undertaken detailed assessments of potential lighting effects, including on nearby homes during the hours of darkness. The results show that light levels at nearby windows would be well below recommended British Standard limits and are not expected to result in noticeable effects for local residents.

The lighting modelling assessment will be submitted with our planning application.

Appendix J: Exhibition boards



Operational design

The manufacturing facility would be designed for the production, packing and storing of our insulation products.

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

The majority of the buildings would be 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 would be a maximum of 75m.

At full capacity, the facility would operate 24 hours a day. Outside activity would be less during nighttime hours and 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 would be via the A38.

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.

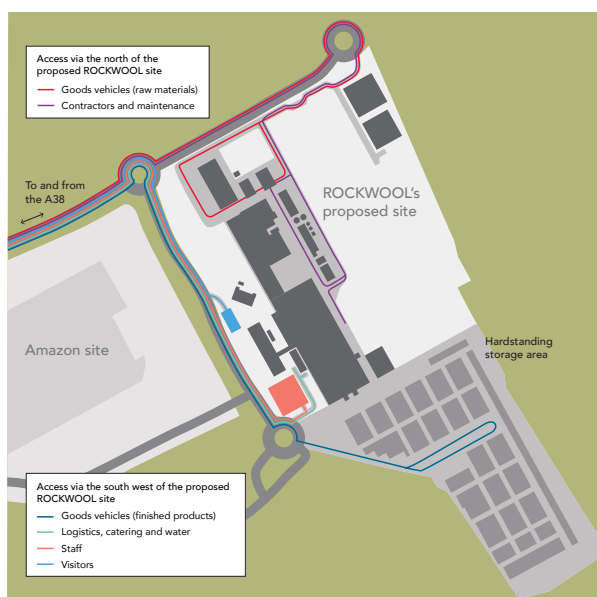
Appendix J: Exhibition boards



Traffic and sustainable transport

As part of our Reserved Matters application, we are preparing a traffic management plan and sustainable travel plan, taking into consideration the different ways our staff, contractors and visitors can travel to the facility.

All traffic movements to the site would be via the A38. Heavy goods vehicles bringing materials to the facility would enter the site via an access road to the north of the plant.



Staff and visitors, along with heavy goods vehicles arriving at site to pick up goods, would enter the site via three entrances to the west of the facility, between the ROCKWOOL plant and Amazon. All pedestrian and cyclist access would be via this side of the building.

We expect there to be, on average, around 7.5 heavy goods vehicles coming to site every hour between 6am and 6pm. Outside of these hours, there would be considerably fewer HGVs coming to site. They would use the main motorway network.

Shift patterns on the site have been designed to minimise the impact on peak rush hour times on local roads. Local bus stops, well established pedestrian routes, and cycle paths provide sustainable and active travel options for staff and visitors.

Appendix J: Exhibition boards



Working for ROCKWOOL

Working at ROCKWOOL means you are part of something bigger. From operational to office-based roles, we provide career opportunities that contribute to improving the lives of people around the world.

Benefits

All staff members receive our standard benefits package, which includes a competitive salary, a company bonus scheme, 30 days annual leave, generous pension contributions, Westfield Health cashback scheme, life assurance 4x annual salary and an enhanced sick pay scheme.



Living Wage Campaign accreditation

We are proud to be an accredited Living Wage employer, paying at least the real Living Wage set annually by the Living Wage Foundation to reflect the true cost of living.



Training and development

ROCKWOOL is committed to nurturing talent, including via an established apprenticeship scheme.

We also have an undergraduate programme across technical and business functions. Every participant is given the opportunity to undertake three departmental rotations at ROCKWOOL that are tailored to support their performance and career aspirations.

Career opportunities

We offer a wide range of roles across our UK sites, including Hams Hall and our proposed facility at Peddimore. Upcoming job opportunities at the Peddimore site will include positions in:

- 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 K: Photography of consultation events



Appendix L: Consultation response questionnaire



Our Peddimore proposals – share your views



Artist's impression of the proposed new ROCKWOOL site

Appendix L: Consultation response questionnaire

Introduction

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

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

The site is designated for manufacturing and already has outline planning permission. Our Section 73 application, submitted in 2025 requesting consent to vary some of the permissions for our proposal, has been approved by Birmingham City Council.

This consultation relates to our more detailed Reserved Matters planning application, which we plan to submit to Birmingham City Council this summer. It includes more detail on a range of aspects of the project, including building design and appearance, site layout, access arrangements, and landscaping, to complete the planning process.



Section 1 – Design and landscaping

The proposed facility has been conceived as a benchmark for sustainable industrial architecture and an environment where advanced technology and ecological responsibility can coexist. From building orientation to material selection, we would prioritise energy efficiency, low-carbon construction, and long-term adaptability.

The vision for the site is to establish a distinctive ROCKWOOL campus set within a linear park, integrating the buildings to create a cohesive landscape-led environment.

We would use high-quality materials with a neutral palette, many of which are produced by the ROCKWOOL Group, for the construction of our buildings to minimise their impact on the local environment and blend with the landscape.

We are aiming to achieve BREEAM* Excellent ratings to ensure our facility meets sustainability goals and continues to perform optimally over time.

Landscape features are integral to our design. We are planning extensive and sympathetic planting around the site, including new trees, shrubs and plants that aid the biodiversity of the area and help to screen and integrate the manufacturing facility.

The design, with continuous ecological corridors, would support climate resilience while contributing to the health and wellbeing of staff and visitors. Green spaces, native planting, and habitat features, such as nesting bird boxes, would help to support the natural environment.

Appendix L: 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 Do you have any other general comments on ROCKWOOL's proposed approach to design and landscaping?

Section 2 – Site layout and operations



We have given careful consideration to the layout of the site and our proposed operations.

The site we have purchased is 114 acres, which is designated in Birmingham City Council's Development Plan for manufacturing use, and we are proposing to build a new facility on 61 acres of the land.

The manufacturing facility would be designed for the production, packing and storing of our insulation products. A hardstanding storage and loading area would be located to the south of the site, whilst workshops, offices and car parking would be located to the west.

The majority of the buildings would be 10-18m in height, which would be 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 would be a maximum of 75m high.

At full capacity, the facility would operate 24 hours a day. Outside activity would be less during nighttime hours and weekends. Typical office hours would be 8am-5pm.

Appendix L: Consultation response questionnaire

Q3 Do you think ROCKWOOL's proposed site layout looks appropriate within the footprint of the site?

☐ Yes ☐ No ☐ Don't know

Q4 Do you have any specific comments on the proposed site layout and operational hours?

Section 3 – Lighting

Lighting is essential for safety in operational areas and access routes, particularly during periods of low natural light.

We know it is an important consideration for our neighbours too, so have worked with lighting experts to design a proposed lighting scheme that is safe, compliant, and sensitive to its surroundings.

The use of warm, directional and well-controlled lighting would help minimise light spill beyond the site boundary, protecting nearby residential properties and the local environment. Lighting will be focused only where it is needed, avoiding unnecessary glare.

As part of our application, we have undertaken detailed assessments of potential lighting effects, including on nearby homes during the hours of darkness. The results show that light levels at nearby windows would be well below recommended British Standard limits and are not expected to result in noticeable effects for local residents.

The lighting modelling assessment will be submitted with our planning application.

Q5 Do you think ROCKWOOL's approach to lighting for the site is appropriate?

☐ Yes ☐ No ☐ Don't know

Q6 Do you have any comments on ROCKWOOL's lighting approach for Peddimore?

Appendix L: Consultation response questionnaire

Section 4 – Traffic and sustainable transport

As part of our Reserved Matters application, we are preparing a traffic management plan and sustainable travel plan, taking into consideration the different ways our staff, contractors and visitors can travel to the facility.

All traffic movements to the site would be via the A38. Heavy goods vehicles bringing materials to the facility would enter the site via an access road to the north of the plant. Staff and visitors, along with heavy goods vehicles arriving at site to pick up goods, would enter the site via three entrances to the west of the facility, between the ROCKWOOL plant and Amazon. All pedestrian and cyclist access would be via this side of the building.

We expect there to be, on average, around 7.5 heavy goods vehicles coming to site every hour between 6am and 6pm. Outside of these hours, there would be considerably fewer HGVs coming to site. They would use the main motorway network.

Shift patterns on the site have been designed to minimise the impact on peak rush hour times on local roads.

Local bus stops, well established pedestrian routes and cycle paths provide sustainable and active travel options for staff and visitors.

Q7 Do you think ROCKWOOL's proposed access routes and wider travel and sustainable travel plans for the site are appropriate?

☐ Yes ☐ No ☐ Don't know

Q8 Do you have any specific comments about ROCKWOOL's proposal for traffic access and sustainable travel plans?

Appendix L: Consultation response questionnaire

Section 5 – Technology and the environment

Sustainability is at the heart of everything we do at ROCKWOOL. We are committed to protecting the local environment, being a responsible neighbour and prioritising the health and safety of our team and the wider community.

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 low emissions binders for our stone wool products.

We would aim to achieve BREEAM Excellent ratings to ensure our facility meets sustainability goals and continues to perform optimally over time. Our engineering experts are working to constantly evolve our technological solutions to ensure we become ever more efficient and sustainable.

With modern technology, strong regulatory controls and round-the-clock monitoring, the facility would be designed to minimise its environmental impact while delivering essential insulation materials.

Our operations would be regulated by the Environment Agency, which sets legally binding limits to protect local communities and the environment.

Q9 Do you have any comments on ROCKWOOL's technology and environmental approach for Peddimore?



Appendix L: Consultation response questionnaire

Section 6 – Working with the local community

We are keen to build community and business relationships in the West Midlands to make a positive contribution to the community, like we do with our facility in South Wales.

We engage in a number of community-oriented activities in the local areas near our site there, including charitable donations to local charities and social enterprises, and community sponsorships, where we collaborate with local organisations, such as sponsoring 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.

We are committed to nurturing talent, including via an established apprenticeship scheme.

We also have an undergraduate programme across technical and business functions. Every participant is given the opportunity to undertake three departmental rotations at ROCKWOOL that are tailored to support their performance and career aspirations.

Q10 Do you support ROCKWOOL's proposed approach to working with the local community?

☐ Yes ☐ No ☐ Don't know

Q11 Do you have any comments on ROCKWOOL's proposed community engagement and support initiatives?

Section 7 – Additional feedback

Q12 Is there any other feedback you would like to provide about ROCKWOOL's proposals for the Peddimore site?

Appendix L: Consultation response questionnaire

Section 8 – About you

Please tick each of the following options that 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)

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 completing 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 wish to opt in to find out more about our proposal in the future, please tick this box.

Your contact details will not be used for marketing purposes and will not be shared with anyone outside of the contracted team working on this proposal.

Name:

Email:

Organisation:

Address:

ROCKWOOL Limited ("ROCKWOOL") is committed to safeguarding your privacy. The protection of personal data is important to us, and we only process personal data in compliance with the applicable data protection requirements, in particular the General Data Protection Regulation ("GDPR").

Emails we send you in relation to events you have signed up for may include tracking technologies that tell us whether you have received or opened the email or clicked a link in the email. We delete your personal data when the purpose of processing has been achieved.

Appendix M: 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 N: Email to consultees who attended events

