

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.

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.

ROCKWOOL's proposed site

-  ROCKWOOL – factory area
-  ROCKWOOL – storage area
-  ROCKWOOL – full site



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 via our website.**

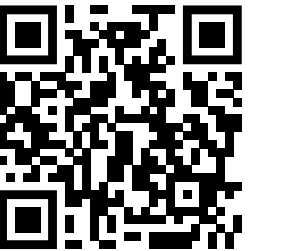
The deadline for responses to be submitted during this consultation period is 9am on 18 May 2026.

Website: www.rockwool.com/uk/peddimore

Alternatively, you can get in touch via:

Email: community@rockwool.com

Post: **FREEPOST ROCKWOOL COMMUNITY**



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.



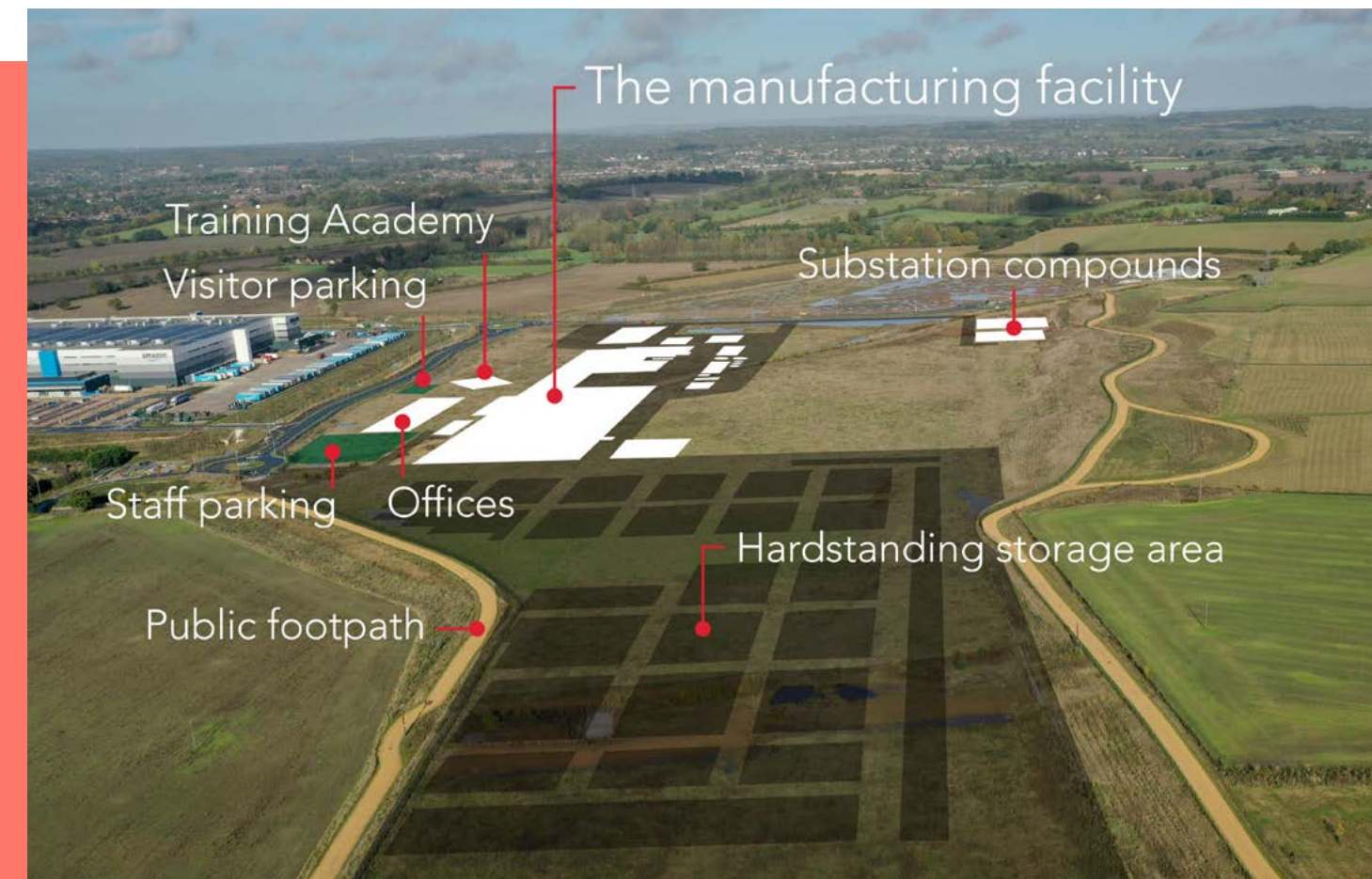
Design and landscaping

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.



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.



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.

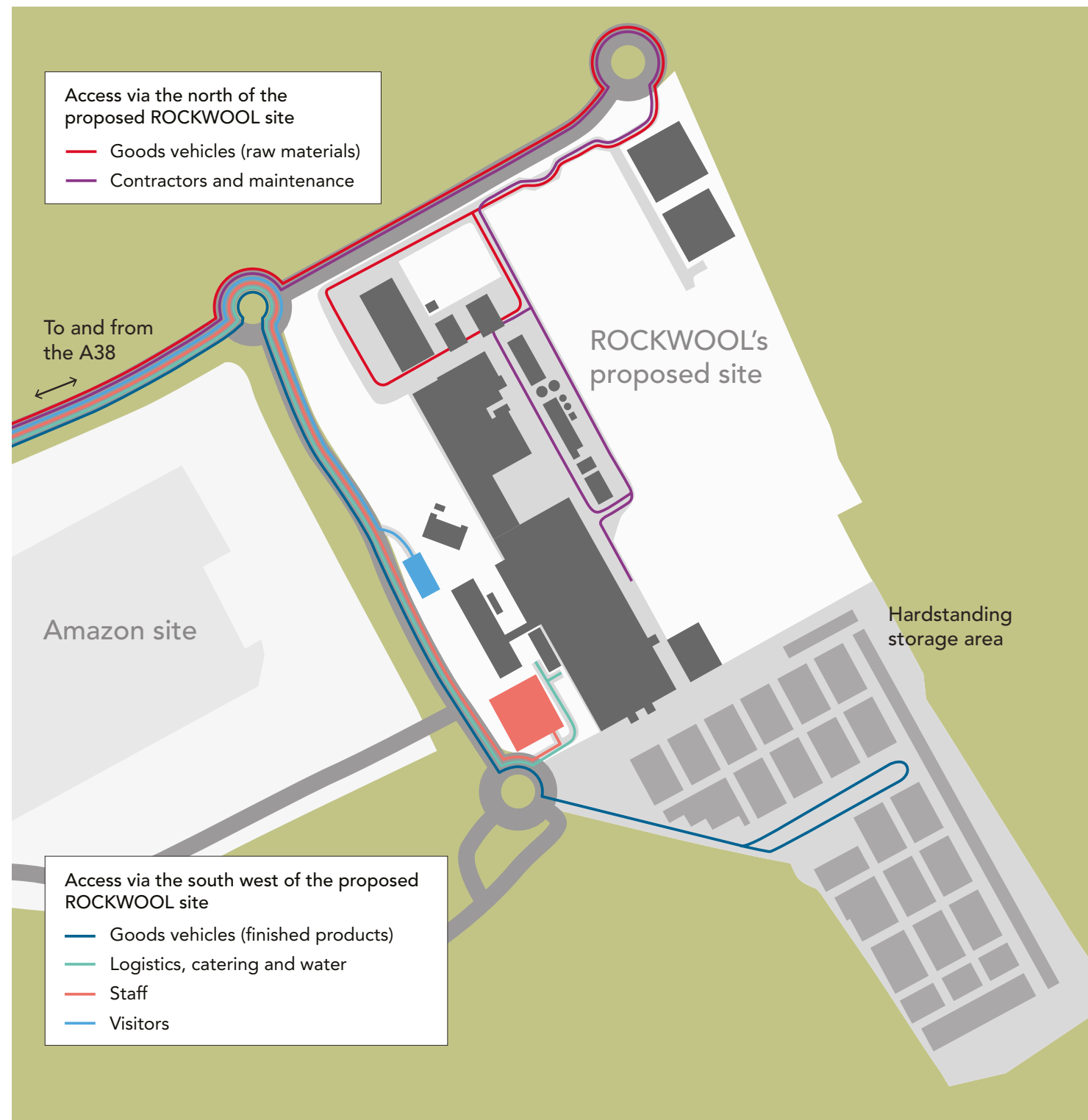
At full capacity, the facility would operate 24 hours a day. Outside activity would be less during nighttime hours and weekends.

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.

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.

Working for ROCKWOOL

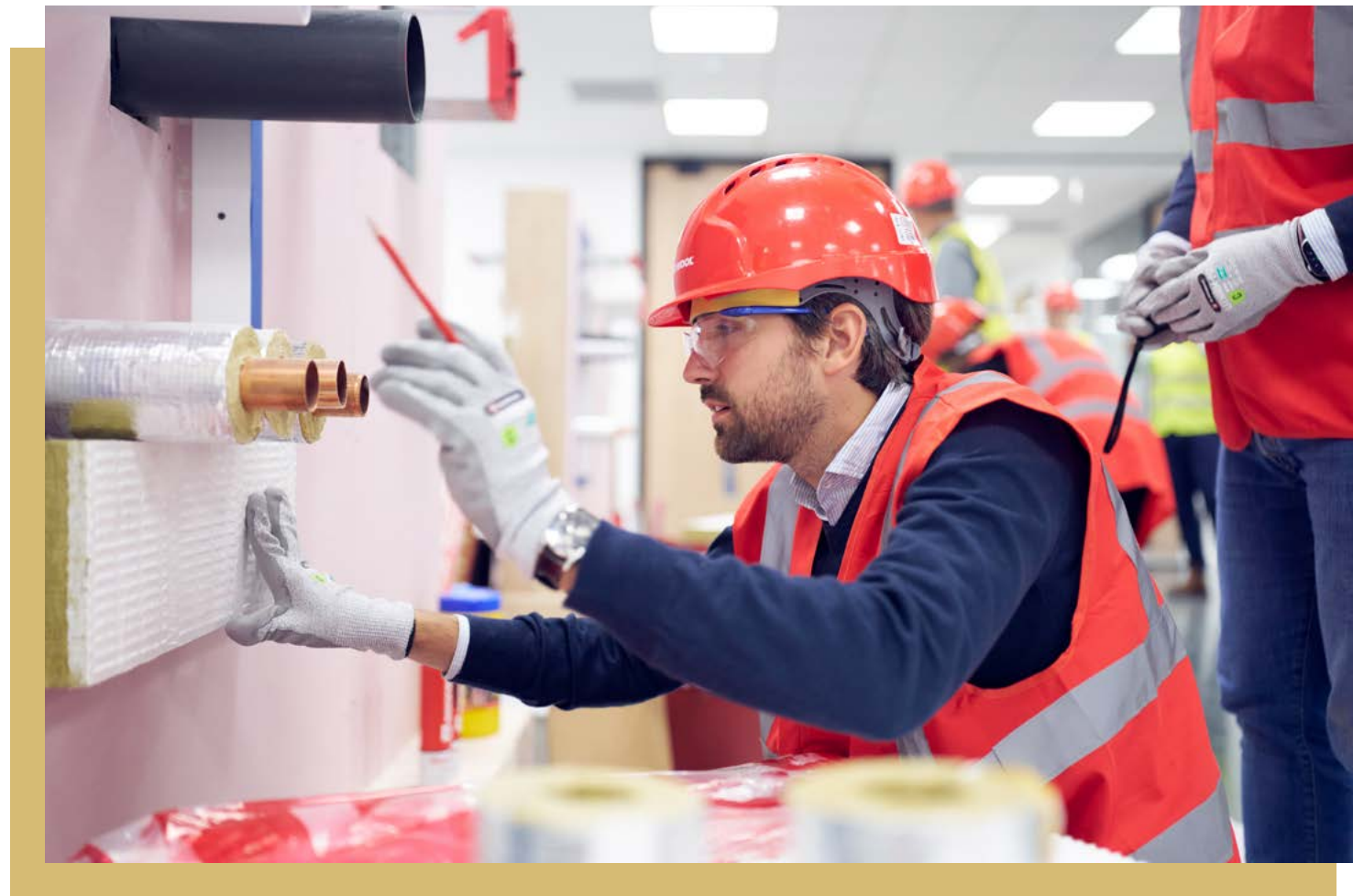
Working at ROCKWOOL means you are part of something bigger. From operational to office-based roles, we provide career opportunities that contribute to improving the lives of people around the world.

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.

