

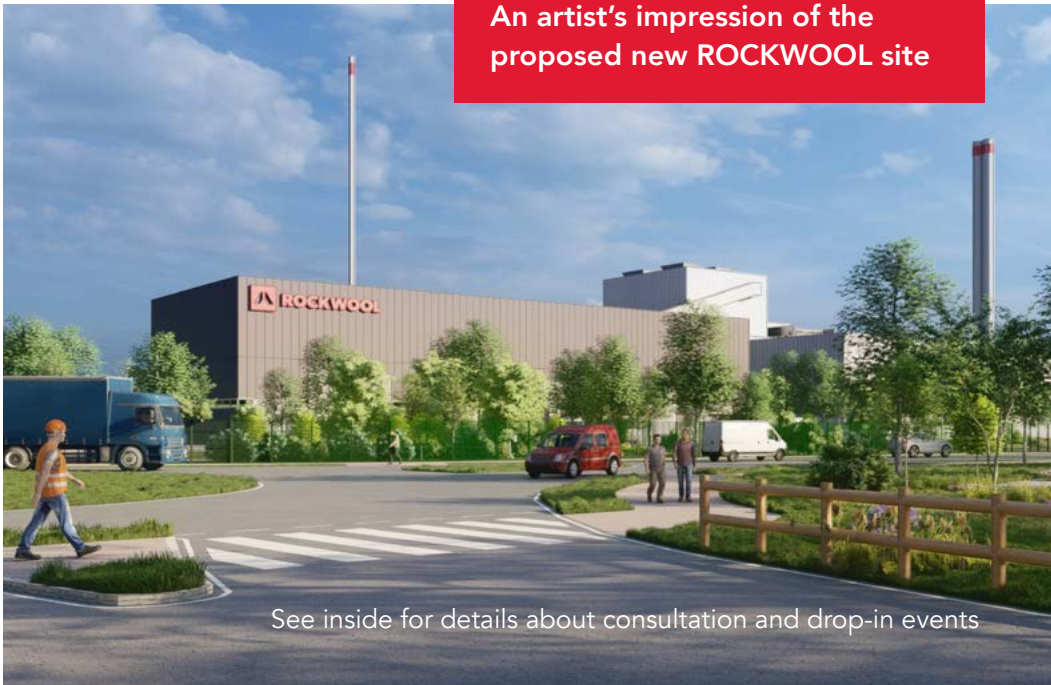
# Learn more about proposed manufacturing facility

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

## 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.

## 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:

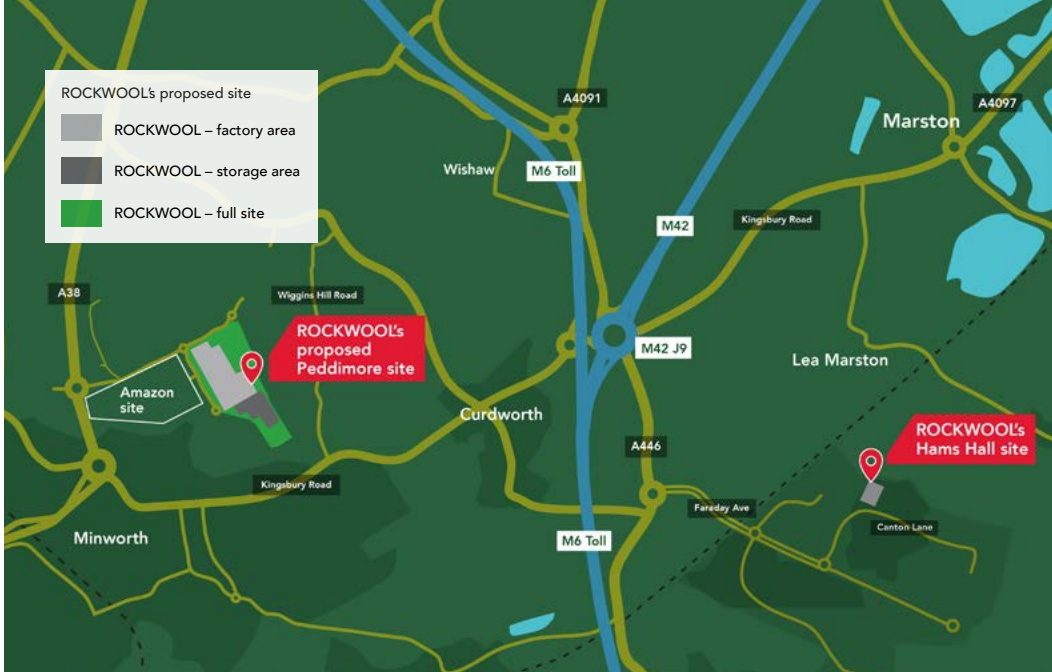
**Find out more at [www.rockwool.com/uk/peddimore](http://www.rockwool.com/uk/peddimore)**

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



## 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](http://www.rockwool.com/uk/peddimore)

If you have any questions about the proposal, email us at [community@rockwool.com](mailto: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](http://www.rockwool.com/uk/peddimore)



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