

**Power Generation Midlands - Energy & Resource Park
Consultation Report
August 2020**



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1. Introduction

This report has been created by Font Communications on behalf of client Power Generation Midlands (hereafter referred to as 'the applicant') to set out the pre-application consultation activities undertaken by the applicant and its professional team in support of an Energy & Resource Park next to Liberty Aluminium on Stourport Road, Kidderminster.

The applicant is proposing to build the Energy & Resource Park to generate low carbon energy and provide a sustainable solution for dealing with plastic waste, preventing it ending up in landfill, exported abroad or in oceans.

The scheme will include an Energy Centre, which will generate low carbon energy from non-hazardous commercial and industrial waste from the local area, and a Plastics Recovery Plant which will turn plastic waste into a material that can be made into new products.

The scheme could divert around 105,000 tonnes of waste from landfill every year, including 30,000 tonnes of plastic which could be turned into granules which can be used to make products, such as garden furniture and decking.

The low carbon energy produced could be used to power local businesses including the Liberty Aluminium foundry next door and also provide electricity to the National Grid. Providing a stable supply of electricity and heat to Liberty Aluminium could enable the business to expand its operations in Kidderminster which could see an £8 million investment and over 100 new jobs. The Energy & Resource Park itself would create 60 jobs during construction and 21 on completion.

The scheme is also set to include an education facility to enable local schools and others to come and learn about what happens at the Energy & Resource Park.

This Consultation Report accompanies the planning application for the proposed development. A more detailed description of the proposed development is provided in the Planning Statement.

The applicant is committed to meaningfully engaging local residents and stakeholders and took an open and inclusive approach to consultation. As the consultation was undertaken during the COVID-19 lockdown a public event was not possible. However, a variety of hard copy and online methods were used to reach out to a wide audience.

This included:

- Varied methods of engagement to appeal to a wider demographic, including community contact points; information on the dedicated Power Generation Midlands website; leaflets including a questionnaire sent directly to local residents and businesses; a Freepost address
- A series of virtual meetings offered and held with key stakeholders and interested parties;
- A proactive approach to engagement with the media, offering press releases and statements.

The report presents an overview of the views and feedback from the consultees that have been engaged in the process. All the comments received during the consultation have been logged and analysed and where appropriate taken into account in the development of the planning application. These comments have assisted in understanding the issues that are of most interest to consultees; especially those residing in the surrounding local community.

2. Methodology

2.1 National policy on consultation

Community involvement is an essential part of the planning process and helps to ensure that development is shaped by local views. The applicant recognises that community involvement is an integral and important component of planning and its approach to consultation with the local community reflects this.

While there is no legal requirement to undertake pre-application consultation on most planning applications, it is widely recognised that involving local communities leads to better development. Consultation provides the opportunity to glean information and ideas from a local community which can enrich a scheme. It also provides the opportunity to understand local concerns and aspirations.

The National Planning Policy Framework (NPPF), revised in February 2019, encourages applicants to undertake pre-application consultation. Paragraph 39 states: “Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality preapplication discussion enables better coordination between public and private resources and improved outcomes for the community.”

The NPPF also states that local planning authorities should encourage those applicants, who are not already required to do so by law, to engage with the local community before submitting their applications: “Local planning authorities have a key role to play in encouraging other parties to take maximum advantage of the pre-application stage. They cannot require that a developer engages with them before submitting a planning application, but they should encourage take-up of any pre-application services they offer” (Paragraph 40).

2.2 Worcestershire County Council’s Statement of Community Involvement (SCI)

All local planning authorities are required by law to adopt a Statement of Community Involvement (SCI) setting out how consultation takes place on planning issues. Most SCIs also provide guidance to developers on how they should undertake pre-application consultation within the local community.

In designing the engagement strategy for the Energy & Resource Park, the applicant has taken into account the recommendations in Worcestershire County Council’s SCI. This encourages all potential applicants to discuss their proposals with the authority and engage with the local community prior to submitting a planning application.

The approach to engagement was also agreed with the planning officer at Worcestershire County Council ahead of launching the consultation.

2.3 Font Communications

Specialist consultants Font Communications were engaged to design and implement consultation on the Energy & Resource Park and report back on the results.

Font Communications is an independent communications consultancy specialising in consultation relating to planning applications, with a particularly in-depth understanding of schemes in the energy and waste sectors.

3. Consultation methods

3.1 Overview of consultation

The consultation was launched on 26th May 2020 and ran until 26th June 2020. Due to the limitations of consulting during the COVID-19 lockdown we were not able to hold a public event or any face-to-face meetings. However, the team adapted the approach to include a variety of other online and offline methods to ensure a wide reach. These are outlined below.

The consultation approach, including the distribution area, was agreed with the planning officer at Worcestershire County Council in advance.

3.2 Identifying stakeholders

As part of the consultation, various local stakeholders in the vicinity of or with a likely interest in the proposal were identified. The list of stakeholders was discussed with officers at Worcestershire County Council.

The stakeholder list included:

- Councillors and officers at Worcestershire County Council and Wyre Forest District Council
- Stourport Town Council and Kidderminster Town Council
- The relevant Member of Parliament for the site
- Other interest groups such as business groups
- Local businesses around the site, including Liberty Aluminium

3.3 Engagement with local planning authority

In order to inform the development proposals and scope of assessment work, various pre-application discussions were held with Worcestershire County Council at an early stage in the project's development to assist in gaining an understanding of key issues. These included a pre-application advice meeting also attended by officers from Wyre Forest District Council on 19th June 2019.

A formal Scoping Process was then undertaken to agree the content of the Environmental Statement with Worcestershire County Council and statutory consultees.

3.4 Newsletter

On 26th May 2020, a newsletter was sent to 5,342 homes and businesses within the local area. The newsletter introduced the project, provided details of the consultation, publicised the contact channels and included a tear off questionnaire which could be returned to the project team via Freepost. The newsletter can be viewed at Appendix 1. The distribution area for the newsletter can be viewed at Appendix 2.

3.5 Project website

Launched on 26 May 2020, the dedicated project website, powergenerationmidlands.co.uk, was created to provide visitors with information about the scheme, the consultation, detailed FAQs, and will act as a hub for further updates as the project develops. The website also included the questionnaire which people were able to complete online. The website was promoted through the stakeholder letters, consultation leaflet, press releases and advert.

3.6 Questionnaires

A questionnaire was developed to seek feedback on the proposed Energy & Resource Park. Consultees were able to either complete the questionnaire in hard copy (if they received a copy of the newsletter in the post) or on the project website.

3.7 Stakeholder letters and meetings

All identified stakeholders were written to upon the launch of the consultation, enclosing a copy of the newsletter, including members of Worcestershire County Council, Wyre Forest Council, Stourport and Kidderminster Town Councils, and the Member of the Parliament for the site. A copy of the letter can be viewed at Appendix 3.

Letters to stakeholders proactively offered the opportunity to have video or phone calls with members of the project team, to discuss the proposed development in further detail and address any questions directly.

To date online meetings (via phone call or video conferencing) have been held or are being arranged with:

- Councillor Ken Pollock, Cabinet Member with responsibility for Economy and Infrastructure, Worcestershire County Councillor
- Stourport Town Council
- Councillor Fran Oborski, Worcestershire County Council and Wyre Forest District Council
- Councillor Vicky Caulfield, Wyre Forest District Council and other Green Party representatives

3.8 Community contact points

There are an established a set of community contact points for the proposal which were advertised during the consultation:

- Freephone Information Line: 0800 689 1095
- Email: info@powergenerationmidlands.co.uk
- Freepost address: Freepost HAVE YOUR SAY (no stamp required)

Contact with the team was recorded and responded to where a response was requested or appropriate. A holding response was issued to enquiries that required a response which took longer to collate or where the information was not immediately available. Where possible, those who contacted the project team were directed to further resources or encouraged to participate in the consultation.

3.9 Advert

At the start of the consultation a half page advert was placed in the Kidderminster Shuttle. A copy of this can be viewed at Appendix 4. This advertised the consultation and the community contact points.

3.10 Press releases

As part of the consultation strategy, the applicant took a proactive approach with local and regional media, in order to encourage participation in the consultation and inform a wider audience of the proposed development.

A launch press release was issued to media outlets at the start of the consultation to provide an overview of the proposed development. This can be viewed at Appendix 5.

The release was covered in:

- Kidderminster Shuttle (online and front page in print)
- Express & Star
- Birmingham Post online
- Midlands Business Insider

Following this an interview was arranged with the BBC Radio Worcester & Hereford which ran on Wednesday 3rd June.

The applicant also sought to keep an active dialogue with local press and responded promptly to queries regarding the scheme for follow-up news articles. A follow-up article featured in the Kidderminster Shuttle responding to local feedback on 29 May.

4. Feedback

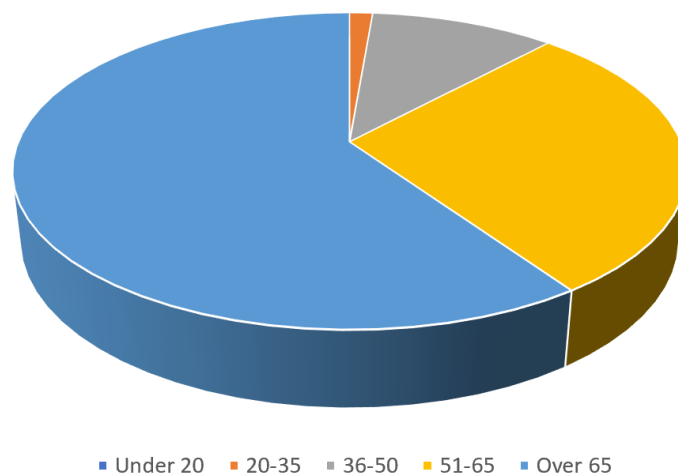
This section of the report provides an overview of the comments that were made throughout the consultation. This encompasses feedback from the variety of methods and channels outlined in the previous section of the report, including views received via responses to the questionnaire and via calls and emails.

4.1 Questionnaires

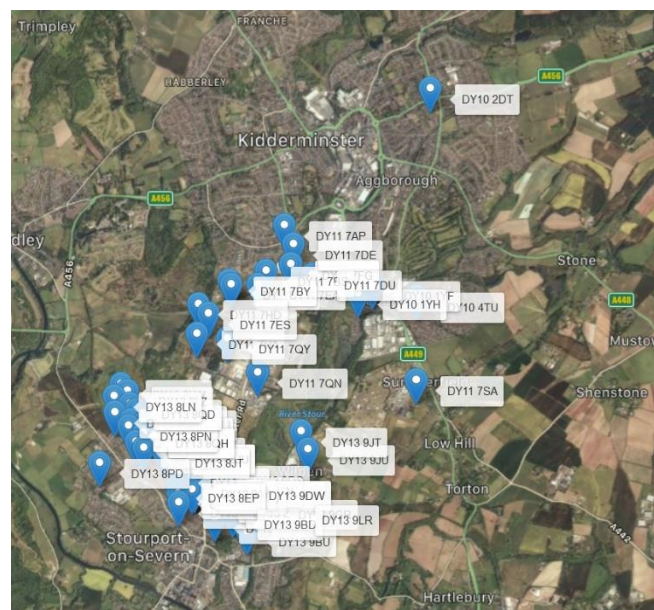
Overall, 214 questionnaires were completed (184 hard copy and 32 online via the website)

The questionnaire sought to understand the demographic of those who participated.

Age demographics

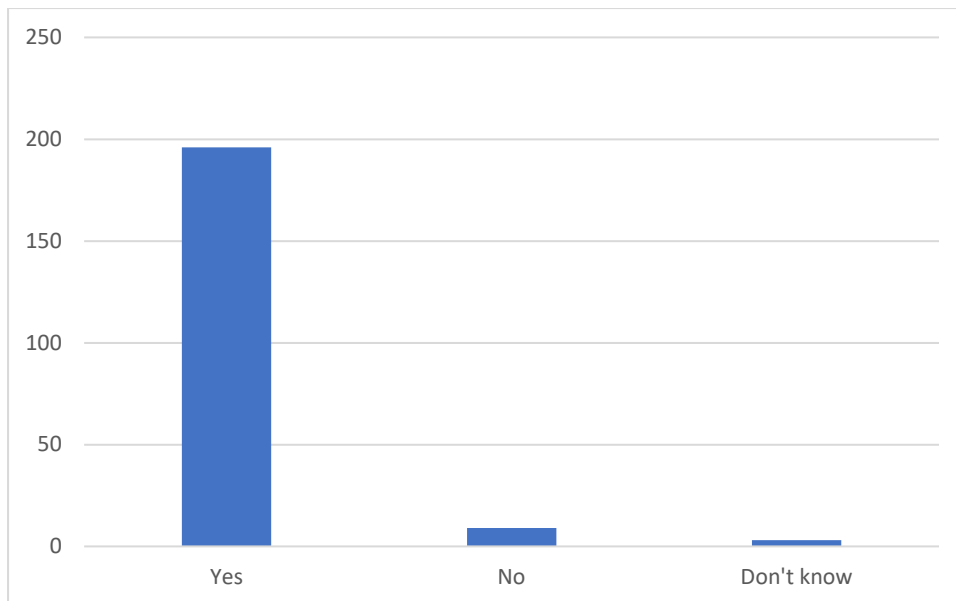


The image below shows (where stated) the postcodes of people who completed the questionnaire.



Question 1

Do you agree that we should be looking at alternatives to landfill for the waste left after recycling?



Comments included:

- We need to get away from landfill
- It is of paramount importance to greatly reduce landfill
- Eventually we will run out of space for landfill
- Not here

Question 2

What is your view on using waste that would otherwise end up in landfill to create low carbon energy?

The majority of respondents supported using waste to generate low carbon energy, providing there are not unacceptable impacts, for example traffic, air pollution, noise and odour.

Some respondents felt that it was a good idea but not in the proposed location, with others questioning whether the Energy & Resource Park is needed in addition to the Hartlebury facility.

Comments included:

- We have to do it. There is no credible alternative
- I think it's brilliant and we should be doing it a lot more
- Acceptable provided all relevant safest and environmental requirements meet necessary standards and are transparent
- A good idea. Although, I am not in favour of burning it right in the middle of a developed area. There is already an incinerator at Hartelbury... Why isn't this producing electricity?
- It is a great alternative; providing this does not cause further air or noise pollution to the local area
- We should look at alternative uses for these products (not burn them)

Question 3

What is your view on the Plastics Recovery Plant which will create a material from plastic waste that can be used to make new products?

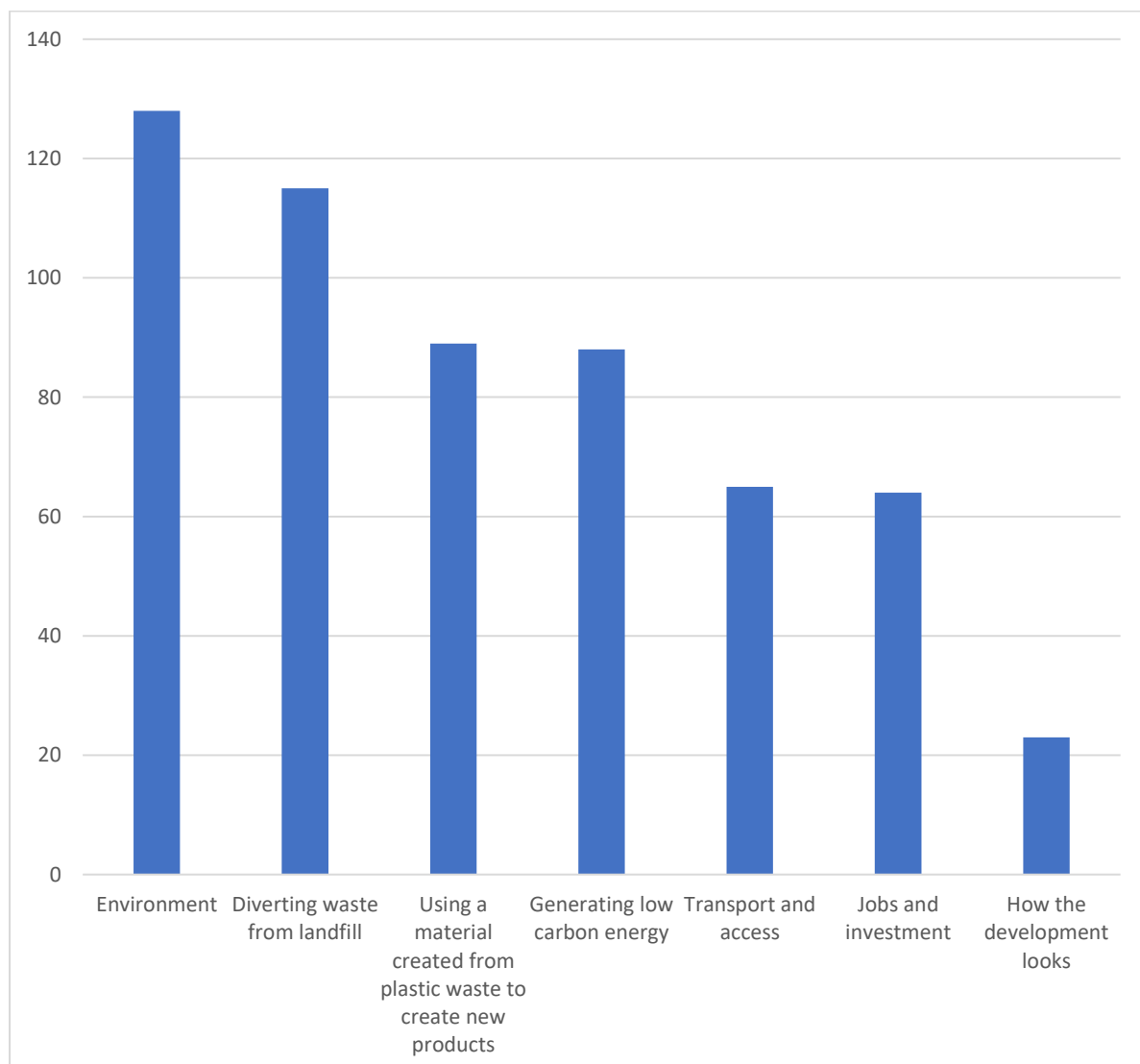
The majority of respondents also supported the plans to create a Plastics Recovery Plant, again providing that environmental impacts could be properly managed.

Comments included:

- I think it's a good idea, plus it will be a creative and useful way of reinventing a plastic product
- Not good your way. You will change one lot of waste plastic into more plastic which will eventually be waste
- It sounds an excellent idea
- If the new products can be recycled and reused again
- Good idea in the right location

Question 4

Which of the following aspects of the proposal are you most interested in? (Tick up to three)



Comments included:

- Already concerned about level of HGV traffic on A449 in Kidderminster. Would oppose if the development would greatly increase this
- Also, air/chimney, atmospheric effects of the plant
- Anything which makes us 'greener' has to be good
- Bringing more jobs is important and re-using materials instead of landfill

Question 5

Please use this space to make any general comments

There were a variety of general comments made which are covered under section 4.3 below.

4.2 General enquiries

A total of 21 enquiries were received via phone, email and the enquiry form on the website. These covered a variety of topics including: expressing support for the proposed development; expressing objection to the proposed development; enquiries about employment and supply chain opportunities; questions regarding the composition of the waste; traffic; emissions; and the need for the development. This also included a response from Kidderminster Civic Society.

All enquiries were responded to on an individual basis.

1.3 Themes

While not explicitly asked the question of whether they supported the proposal a large proportion of respondents expressed their support for the scheme. A small number expressed their objection, while others supported the concept but not in the proposed location.

Supportive comments included:

- This news came as a breath of fresh air in these uncertain times. I wish you every success with this venture
- It all sounds great and it sounds like you have thought of everything including the impact on the environment
- This is a wonderful project and seems to be needed long before the projected three years ago to completion
- I think what you're proposing can only be good for everyone
- Up the good work. I'm with this one all the way
- Good plan. Totally behind the proposal
- Good to see a major investment coming to this area and better still an environmental one
- I support your proposal and hope that all concerned see can see the benefits of the scheme

Those objecting to the proposals commented:

- I don't feel it's needed. It's a hazard to the roads and local community. Do we need all the extra traffic (fumes)?
- I am all for recycling and having a plant of some sort but ideally this should be on an industrial area away from a town, crematorium and congested road
- Very worried about it being so close to our town, it needs to be further away
- We already have a massive energy from waste plant just a few miles away. The local community will need a lot of convincing that another, smaller one on the Stourport Road is a

good thing for the environment. Traffic and air pollution are already massive issues, your proposal is very likely to make them both worse

- We have a very large waste to energy site in the area at Hartlebury trading estate. There is no requirement for another & I will be resisting this with the help of my county councillor
- Terrible, it's going to pollute the air in a built up area
- I am 100% against this proposal

There were a number of common themes and questions raised during the consultation. These are set out in the table below with sample comments.

Topic	Sample comments
Traffic and transport	<ul style="list-style-type: none"> • As a local the amount of extra traffic is a concern to me • Already concerned about level of HGV traffic on A449 in Kidderminster. Would oppose if the development would greatly increase this • All roads in and out of the plant must be good to allow flow of traffic • Would not like to see a massive increase of traffic on the Stourport Road - noise with night time traffic • This main Kidderminster to Stourport Road is already so very lousy. There is Aldi supermarket and fire station on it, 25 lorries a day would be a nightmare on this road • Concerned about rush hour situation but it managed properly could work etc
Environment	<ul style="list-style-type: none"> • Better for the environment • A very good idea. Anything to help the environment • Good idea as long as it doesn't have an adverse effect on the local environment • I agree - Got to be good for the environment, hasn't it? • Great for the environment
Jobs and investment	<ul style="list-style-type: none"> • I might be interested in a job • I work with young people & would like to see REAL jobs for them with training & future prospects • Bringing more jobs is important • Creating jobs in our local area from new investments is always good • We would like to understand from how we could benefit from this prospect as a business
Waste products	<ul style="list-style-type: none"> • What is bottom ash? How is it sorted from fly ash? • What is 'fly ash' and where does it go? • Good idea, but what is the waste product of the plant?
How the development looks	<ul style="list-style-type: none"> • The site must blend in and be pleasing to the eye • I would like reassurance regarding size of building • How tall is the stack?

	<ul style="list-style-type: none"> The canal and its towpath are part of the town's leisure attraction and the buildings will have a visual impact from the canal side
Emissions and Air Quality	<ul style="list-style-type: none"> Stack emissions and their effect on the environment are major issues The most important issue for me is how will it affect air quality. Living so close I would be directly affected Makes sense although I am concerned about emissions from this into the environment I live & work nearby and would worry if there was a lot of traffic polluting the atmosphere Assuming the process involves incineration there will be stack emissions which contain potentially harmful substances such as dioxins
Need	<ul style="list-style-type: none"> Hartlebury already does this We have a very large waste to energy site in the area at Hartlebury trading estate. There is no requirement for another & I will be resisting this with the help of my county councillor I would like to know why when we already have an incinerator on Hartlebury trading estate. Do we need another one and one is supposed to deal with all kinds of waste?
Location	<ul style="list-style-type: none"> I have no problem with recycling, the problem I have with is the location of this plant near town & communities, this sort of plant should be built in the countryside Good idea - but not near residential area We do not think this is a suitable place for this sort of plant. The road is just too busy at the best of times without adding more to it. Using brown land is better than branching out onto green land is far better
Odour	<ul style="list-style-type: none"> As long as there's no smell it's a good idea and no bother for local residents All in all nobody wants to live by a waste depot causing awful chemical smells We have chemical plants adjacent to our housing estate, sewerage farm within short distance. These two already create obnoxious smells on occasions. We do not need an additional source of smell adding to them
Noise	<ul style="list-style-type: none"> Care needs taking to be sure of not polluting the area surrounding the factory with noise or air pollution Yes, I agree totally with recycling but concerned about the noise for the surrounding area No excessive noise 24hr factories in built up areas cause noise pollution
Health and safety	<ul style="list-style-type: none"> Smoke will cause pollution & possible health issues

	<ul style="list-style-type: none"> • Air pollution is a massive health issue - you need to be honest about how much air pollution you will cause • Multiple concerns over the human health impact, especially with plastics • Smoke will cause pollution & possible health issues • Fire at previous recycling concern on Stourport Road • Looks as if it will be a quick turnaround not having stocks piling up should create a safer environment. As last recycling plant caught fire
Impact on wildlife	<ul style="list-style-type: none"> • Good idea but have reservations as to the impact on surrounding area including the wildlife and housing • Will any trees/ wildlife be sacrificed in the building of the park • A few minutes ago I was looking at bird houses made from recycled plastic, we can reuse the plastic to create durable habitats for wildlife • We already have had an increase in traffic due to the Hartlebury recycling plant. Further increase would be detrimental to wildlife and the greater population
Composition and source of waste	<ul style="list-style-type: none"> • What is the catchment area of the waste collection? • The commercial and industrial waste intended for your facility, where precisely is it going to come from? • Please specify exactly the materials you will be dealing with
Consultation	<ul style="list-style-type: none"> • The information distributed does not provide assurances about environmental impact! This should be delayed until public meetings are possible • Please don't insult our intelligence by producing ridiculous "view gathering" material. It is clearly stated towards getting positive responses. No one would say 'no' to these questions • This questionnaire is not an acceptable replacement for a public meeting and we get the impression that the project is being rushed through during the pandemic, so avoiding proper public scrutiny of the project. Any decision should be delayed until a proper public meeting can take place

5. Responses

All of the comments received during the consultation have been carefully considered and where appropriate taken into account in the development of the planning application. This section of the report sets out how the applicant has responded to the issues raised during the consultation.

Topic	Response
Traffic and transport	<p>The traffic which will be generated by the proposed development is likely to be low both over the day and in the morning and peak hours. The proposed development will create a daily flow of 22 HGVs (44 two way HGV movements) which will be spread throughout the day. In addition there will be 15 non-HGV vehicles (30 two way movements) which include staff entering and leaving the site. It is considered that these low additional flows would not make a difference to the operating conditions at the A451 Stourport Road/service road junction or elsewhere on the local road network.</p>
Jobs and investment	<p>The applicant is proposing to invest £30 million in the Energy & Resource Park, creating at least 21 jobs during operation and 60 jobs during construction. There is also the potential to provide energy directly to Liberty Aluminium next door which could see a further 100 jobs created and £8 million invested.</p> <p>The applicant will look to advertise job vacancies approximately three months prior to the facility going operational. Anyone interested in a job at the site can send their CV to info@powergenerationmidlands.co.uk where it will be kept on file.</p>
Waste products	<p>There are two types of ash left over from the energy recovery process – bottom ash and fly ash. Metals are extracted from the bottom ash and sent for recycling. The remaining ash can be recycled as an aggregate in the construction industry. Fly ash and Air Pollution Control (APC) residues are also produced which are also collected and safely disposed of at specialist facilities.</p>
How the development looks	<p>As part of the planning application the applicant has prepared a Landscape and Visual Impact Assessment (LVIA) which has informed the final design.</p> <p>The proposed development is set within an industrial area, adjacent to the existing Liberty Aluminium Forge.</p> <p>The LVIA has set out where the development could be visible from and the potential impacts of the development from viewpoint locations agreed with Worcestershire County Council.</p>

	<p>The report concludes that the proposed development will have a neutral effect on landform and a minor adverse effect on the character and views of the site.</p> <p>The stack will be 50m high. This has been determined based on best practice and air dispersion modelling and will need to be agreed with the Environment Agency as part of the permit.</p> <p>Buildings.</p> <p>The footprints of the buildings are: Plastics Recovery Plant – 16150 sq ft Fuel Reception Building – 22701 sq ft Energy Centre – 13476 sq ft</p>
Emissions and Air Quality	<p>The planning application includes an Air Quality and Human Health assessment which has assessed the potential impact of emissions in the local area. This concludes that the proposed development will not have a significant impact on local air quality, human health or local ecology.</p> <p>The Energy Centre will use proven technology and the process is closely regulated by the Environment Agency. Before it can operate the Energy Centre will need an Environmental Permit and it will have to meet very strict emissions limits. Emissions data is monitored continually with safety controls designed to shut the plant down if it exceeds allowed levels.</p>
Need	<p>The Energy & Resource Park will help tackle two problems facing society – how to dispose of waste more sustainably and how to create secure, low carbon sources of energy. The applicant is providing an alternative to landfill, or export overseas, for the waste left after recyclables have been removed. In accordance with the waste hierarchy the applicant will ‘recover’ energy from the waste rather than it being disposed of, e.g. in landfill.</p> <p>This energy could be used to power local businesses, including Liberty Aluminium next door, which could enable them to expand and create an additional 100 jobs. The applicant is also proposing a Plastics Recovery Plant which will take plastic waste that would otherwise end up in landfill or exported overseas and use it to make a material than can be used to make new products such as garden furniture and decking.</p> <p>Hartlebury was primarily designed to take household waste and while there are plans to increase the capacity of the plant</p>

	<p>there would still be a significant amount of commercial and industrial waste in the local area which could fill the Energy & Resource Park and more. The applicant is already talking to local suppliers who currently send their waste to landfill, and who have no links to Hartlebury, that are interested in sending it to us.</p>
Location	<p>The Energy & Resource Park is being proposed for a brownfield site in an industrial area.</p> <p>The site has been allocated for waste uses in the past and is consistent with national and local locational policies.</p> <p>One of the major benefits of the site is its location adjacent to Liberty Aluminium. The applicant is in discussions with Liberty about taking energy and heat produced at the Park which could enable them to expand, seeing an investment of £8 million and over 100 jobs created.</p>
Odour	<p>All deliveries will be in enclosed vehicles and materials will be tipped, stored and processed in sealed buildings with odour control systems in place, including negative pressure which sucks air into the building. The applicant will only store a minimal amount of waste at the site, so it is used within a couple of days of arriving.</p>
Noise	<p>All the equipment will be inside buildings specially designed to manage noise. The applicant has assessed potential noise impacts as part of the planning application and has demonstrated that the proposed development will remain under the wider background noise of the area.</p>
Health and safety	<p>Since the fire at the site in 2013 new strict fire regulations have come into force for waste sites. The applicant will be agreeing a Fire Prevention Plan with the Environment Agency which will set out the fire prevention measures and procedures in place on the site. The applicant will also not be able to store waste for more than a couple of days at the site as part of the Environmental Permit and the volume and duration waste is stored for will be strictly monitored by the Environment Agency.</p> <p>An assessment of the impacts of the proposed development is included within Chapter 9 of the Environmental Statement. This demonstrates that the proposal will not have a detrimental impact on human health.</p> <p>The proposed development will be required to adhere to strict environmental limits. Data from the emissions stack will be collected via a sensor and sent straight to the control</p>

	<p>room and the Environment Agency. This will ensure that limits are monitored, and action immediately taken in the unlikely event of any breach.</p>
Impact on wildlife	<p>The site is currently made up of previously developed land and surrounding bunds and as such has no ecological value at the current time. The proposed development includes biodiversity enhancement measures and an offset from the Worcestershire and Staffordshire Canal which is located to the east of the proposed development site.</p> <p>The air quality assessment has assessed the impact of the proposals on ecological designations and has concluded that there will be no detrimental effects on these receptors.</p>
Composition and source of waste	<p>The applicant has had several discussions with companies that collect, process and dispose of waste from the Worcestershire area who are interested in sending their waste to us. The applicant is looking to reduce transport miles as far as possible and therefore will look to source majority, if not all, of the waste from within the Worcestershire area.</p> <p>The Worcestershire Waste Core Strategy, and other assessments, have identified that the region currently has a significant need for waste management infrastructure which can process these types of materials.</p> <p>The provision of this infrastructure is essential for the future sustainability of the area and its economy.</p>
Consultation	<p>The applicant was committed to consulting with the local community and sent out over 5000 newsletters to local addresses. The proposed approach to consultation and the distribution area was agreed with Worcestershire County Council before the consultation commenced.</p> <p>The consultation questionnaire allowed people to not only provide answers to the questions posed, but also provided space for respondents to provide any general comments which have been taken into account as the application has been developed.</p> <p>Whilst it is unfortunate that full public meetings have not been possible, the applicant has been open to discussions and have provided the opportunity to comment on the proposed plans. This process will continue throughout the post submission period.</p>

6. Conclusion and Next Steps

Throughout this report, the applicant has demonstrated that pre-application engagement and consultation has been inclusive and proportionate to the proposed development. The consultation has also responded to the potential challenges presented by COVID-19 restrictions by broadening the scope, and length, of the consultation. The applicant has worked closely with stakeholders and has taken on board feedback to address any issues raised.

The applicant has placed community and stakeholder involvement at the core of the pre-application programme. By using a variety of methods – including setting-up community contact points; creating the project website, distributing a community newsletter and questionnaire, issuing press releases and taking an open and proactive approach to engaging with the media – the applicant has encouraged involvement and ran a continuous engagement campaign over a number of weeks.

The channels used during the consultation period will continue to operate following submission of the planning application, to ensure interested parties and surrounding communities can keep up to date as the development progresses. This will include updates to the established website; maintenance of communication channels including email address and information line; and proactive measures to update and inform stakeholders following submission and consideration of the applications.

7. Appendices

Appendix 1 – Newsletter



**power generation
midlands**

ENERGY & RESOURCE PARK

COMMUNITY NEWSLETTER MAY 2020

Power Generation Midlands is looking to develop an Energy & Resource Park on land next to Liberty Aluminium in Kidderminster.

It will generate low carbon electricity and also provide a sustainable solution for dealing with plastic waste preventing it ending up in landfill, exported abroad or in our oceans.

We want to get your views on the plans as we pull together a planning application for the Energy & Resource Park which we expect to submit to Worcestershire County Council in the Summer.

Inside this newsletter you will find more information on our plans and a questionnaire where you can tell us what you think.

About Power Generation Midlands

Power Generation Midlands is a new company created to bring forward the Energy & Resource Park. The individuals involved have a long track record of working in waste management and recycling in the Midlands and have brought together an experienced team to deliver the project.

www.powergenerationmidlands.co.uk

THE SITE

We are proposing to build the Energy & Resource Park in an industrial area next to the Liberty Aluminium foundry on Stourport Rd in Kidderminster.

The brownfield site is currently empty but has been used for waste uses in the past, having once been a landfill site.



THE ENERGY & RESOURCE PARK



The Energy & Resource Park will include an Energy Centre and a Plastics Recovery Plant.

The Energy Centre will take around 75,000 tonnes a year of commercial and industrial (C&I) waste left after recycling from the local area. The waste is used as a fuel to generate low carbon electricity and heat which could be used to power local businesses including the Liberty Aluminium foundry next door and also provide electricity to the National Grid.

The Plastics Recovery Plant will take around 30,000 tonnes of plastic waste that would otherwise end up in landfill or exported overseas. The plastic waste (such as plastic bags, film and containers) is processed through friction plates which breaks it down into granules. This material can then be used to create new products like garden furniture and decking.

We are also looking at including education facilities which will enable local schools and others to come and learn about what happens at the Energy & Resource Park.

THE WASTE HIERARCHY

The waste hierarchy ranks waste management options according to what is best for the environment. It gives top priority to preventing waste in the first place. When waste is created, it gives priority to preparing it for re-use, then recycling, then recovery, and last of all disposal (e.g. landfill).

When waste arrives at the Energy & Resource Park it will already have had recyclable materials removed. It will take waste where the only other realistic option is landfill, creating a value from it rather than it just being buried in the ground.



POWERING UP LIBERTY ALUMINUM

The Liberty Aluminium foundry has been on Stourport Road for five years and employs over 70 people. The company has a long history of producing engine components and we are in discussions with them about providing a stable supply of electricity and heat from the Energy & Resource Park. This could enable Liberty to expand its operations in Kidderminster which could see an investment of £8 million and over 100 jobs.

LOCAL BENEFITS



Divert around 105,000 tonnes of waste from landfill every year

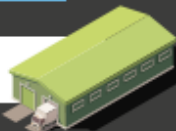


Generate low carbon electricity and heat helping to reduce reliance on fossil fuels



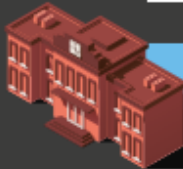
We hope to create at least 25 jobs at the Energy & Resource Park and 60 jobs during construction

Potential to provide energy directly to local businesses such as Liberty Aluminium which could see further investment and jobs



Turn 30,000 tonnes of plastic waste into a material that can be used for new products

Expected investment of over £30 million in the local area



Additional income for the Council through business rates every year

Education facility for local schools



HOW CAN I HAVE MY SAY?

Usually we'd want to hold an event where you can chat to the project team and ask any questions, however during the current pandemic we're having to adapt our approach. There are still a number of ways you can get involved:

- Fill in the questionnaire attached to this newsletter and pop it in the post (it's free!)
- Take a look at our website www.powergenerationmidlands.co.uk where you can also fill in the questionnaire or ask a question
- Get in touch using the contact details on the back of this newsletter

YOUR QUESTIONS ANSWERED

If you can't find the answer to your question here visit our website where we've lots more.

Where will the waste come from?

The Energy & Resource Park will take non-hazardous commercial and industrial waste from the local area. We are already talking to local suppliers who currently send their waste to landfill that are interested in sending it to us.

Will there be an impact on local roads?

We expect around 25 deliveries a day, which will be spread over 24 hours to reduce deliveries at peak times. A transport assessment will be submitted to Worcestershire County Council with the planning application showing how we will manage any impact on local roads.

How safe is energy recovery?

The Energy Centre will use proven technology and the process is closely regulated by the Environment Agency. Before it can operate the Energy Centre will need an Environmental Permit and it will have to meet very strict emissions limits. Emissions data is monitored continually with safety controls designed to shut the plant down if it exceeds allowed levels.

Will it smell?

All deliveries will be in enclosed vehicles and materials will be tipped, stored and processed in sealed buildings with odour control systems in place. We will only store a minimal amount of waste at the site, so it is used within a couple of days of arriving.

Will it detract from recycling?

When waste arrives at the site it will already have had recyclable materials removed. The Energy & Resource Park will take waste where the only other realistic option is landfill, either using it to generate energy or to create a material that can be used to make new plastic products.

NEXT STEPS

We want to get your feedback as we prepare a planning application for the Energy & Resource Park. The consultation closes on 26th June 2020 so please send us your comments before then. Following the consultation, we plan to submit a planning application to Worcestershire County Council in the Summer and expect a decision before the end of the year. If we are successful in securing a planning consent the Energy & Resource Park would take around two years to build.

GET IN TOUCH

Call 0800 689 1095

Email info@powergenerationmidlands.co.uk

Website www.powergenerationmidlands.co.uk

**Post (no stamp required)
Freepost HAVE YOUR SAY**

HAVE YOUR SAY

Please complete this questionnaire, tear off the slip, fold in half, moisten and glue together. Then just pop it in the post – no need to add a stamp!

Need more space? You can write to us using the contact details on the back of the newsletter or fill the questionnaire in online.

All consultation responses must be submitted by 26th June 2020.

Q1. Do you agree that we should be looking at alternatives to landfill for the waste left after recycling?

☐ Yes ☐ No ☐ Don't know

Please provide any comments here

Q2. What is your view on using waste that would otherwise end up in landfill to create low carbon energy?

Q3. What is your view on the Plastics Recovery Plant which will create a material from plastic waste that can be used to make new products?

Q4. Which of the following aspects of the proposal are you most interested in? (Tick up to three)

- | | |
|-------------------------------------------------------|---------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Transport and access | <input type="checkbox"/> How the development looks |
| <input type="checkbox"/> Environment | <input type="checkbox"/> Diverting waste from landfill |
| <input type="checkbox"/> Jobs and investment | <input type="checkbox"/> Using a material created from plastic waste to create new products |
| <input type="checkbox"/> Generating low carbon energy | |

Please expand on your choices here

Q5. Please use this space to make any general comments

ABOUT YOU

Name

Address

Email

Phone

Age: ☐ Under 20 ☐ 20 – 35 ☐ 36 – 50 ☐ 51 – 65 ☐ Over 65

This information is optional but will help us to analyse the information you have provided more effectively and enable us to keep you updated on the project in the future.

Would you like to be kept updated about the project?

If so, please state how:

Yes / No

☐ Email ☐ Post

Providing your contact details allows Font Communications Ltd, on behalf of Power Generation Midlands, to assess the reach of the consultation and log responses. Should you select to be kept informed, your email address and telephone number will allow Font to keep you updated on plans for Power Generation Midlands only. Copies of the feedback received may be made available, in due course, to Worcestershire County Council. We will, however, request that your personal details are not placed on the public record. Your personal details will be held securely by Font Communications Ltd and Power Generation Midlands in accordance with the GDPR Act 2018 and will not be passed to any additional third parties.

Appendix 3 Stakeholder Letter

Dear [Stakeholder],

I'm writing to introduce Power Generation Midlands and request a meeting to discuss our plans to invest £30m in Kidderminster.

We are looking to develop an Energy & Resource Park on land next to the Liberty Aluminium foundry on Stourport Road. The Park could provide a stable supply of low carbon heat and electricity to Liberty, enabling them to expand their operations in Kidderminster which could see an investment of £8 million and over 100 new jobs. The Energy & Resource Park itself would create 60 jobs during construction and 25 on completion.

The Energy & Resource Park will process non-hazardous commercial and industrial waste, which has already had recyclable materials removed, and use it to generate low carbon energy. It will also take plastic waste and use it to create a material that can be made into new products, preventing this plastic ending up in landfill, our oceans, or sent overseas.

I enclose a copy of the newsletter that has been sent to over 5,000 households around the site. The public consultation is open until 26th June 2020 and there are various ways to get involved.

- Call us on 0800 689 1095
- Write to us at Freepost HAVE YOUR SAY
- Email info@powergenerationmidlands.co.uk
- Visit www.powergenerationmidlands.co.uk

Following the consultation, Power Generation Midlands is hoping to submit a planning application to Worcestershire County Council in the Summer. We will be in touch to see if we can arrange a mutually convenient time to speak and look forward to discussing the plans with you.

Appendix 4 – Advert



**power
generation
midlands**

ENERGY & RESOURCE PARK

**CONSULTATION ON PLANS FOR
ENERGY & RESOURCE PARK**

Power Generation Midlands is looking to build an Energy & Resource Park on land next to Liberty Aluminium in Kidderminster.

The park will generate low carbon energy and provide a sustainable solution for dealing with plastic waste.

Energy from the plant could be used to power local businesses including the Liberty Aluminium foundry next door, which could enable them to expand their operations and create over 100 new jobs.

We want to get your views as we pull together a planning application which we plan to submit to Worcestershire County Council this Summer.



The consultation closes on 26th June 2020. To get involved:

Visit www.powergenerationmidlands.co.uk

Call 0800 689 1095

Email info@powergenerationmidlands.co.uk

Write to us Freepost HAVE YOUR SAY

www.powergenerationmidlands.co.uk

Appendix 5 – Press Release



PRESS RELEASE

For immediate release

CONSULTATION LAUNCHED ON PLANNED ENERGY & RESOURCE PARK IN KIDDERMINSTER

Power Generation Midlands is launching a consultation on their plans for a new £30 million Energy & Resource Park on land next to Liberty Aluminium in Kidderminster.

The Energy & Resource Park will generate low carbon energy and provide a sustainable solution for dealing with plastic waste preventing it ending up in landfill, exported abroad or in our oceans. It will include an Energy Centre, which will generate low carbon energy from non-hazardous commercial and industrial waste from the local area, and a Plastics Recovery Plant which will turn plastic waste into a material that can be made into new products.

The low carbon energy produced could be used to provide a stable supply of electricity and heat to the Liberty Aluminium foundry next door on Stourport Road. This could enable Liberty to expand its operations in Kidderminster which could see an £8 million investment and over 100 new jobs. The Energy & Resource Park itself would create 60 jobs during construction and 25 on completion.

The scheme is also set to include an education facility to enable local schools and others to come and learn about what happens at the Energy & Resource Park.

Damian Courtney, of Power Generation Midlands, said: "The Energy & Resource Park will take waste from the local area which is destined for landfill and, rather than burying it in the ground, we'll use it to create low carbon energy, helping to reduce the use of fossil fuels. We're also excited to be providing a solution for plastic waste which is a huge problem facing society. The technology will break the plastic down into a material which can be used to make new products, like garden furniture or decking.

"As well as investing over £30 million in Kidderminster and creating 25 jobs, we hope to be able to support Liberty Aluminium to expand its business and create a further 100 new jobs by providing them with a stable source of low carbon energy.

"While we can't hold a public exhibition to show our proposals to the community during these unprecedented times, there are plenty of other ways people can have their say and we'd encourage people to get in touch."

Ian Whale, Divisional Managing Director, Liberty Aluminium Technologies said:

"This is a really exciting initiative which could not only create local jobs but help increase recycling and divert waste from landfill. We're keen to explore how the proposed Energy & Resource Park could help our long term strategy to become carbon neutral by 2030 through the provision of low carbon energy. Energy is a big cost to our business and lower prices will make us more competitive, win more business and create more jobs."

According to Government policy, the next best thing after preventing waste in the first place is recycling and re-use, followed by recovery, which includes using waste as a fuel to generate energy. The Energy & Resource Park will take waste from the local area which has already had recyclable materials removed and would have otherwise ended up in a landfill.



The scheme could divert around 105,000 tonnes of waste from landfill every year, including 30,000 tonnes of plastic which could be turned into granules which can be used to make new products, such as garden furniture and decking.

Power Generation Midlands is a new company created to bring forward the Energy & Resource Park, backed by an experienced team with a long track record of working in waste management in the Midlands.

The website for the proposals is www.powergenerationmidlands.co.uk where people can fill in an online questionnaire and the consultation is open until 26th June 2020. Newsletters have been sent to over 5000 households and businesses around the site and can be requested by calling 0800 689 1095 or emailing info@powergenerationmidlands.co.uk.

Following the consultation, Power Generation Midlands plans to submit a planning application to Worcestershire County Council in the Summer with a decision expected before the end of the year. If the application is successful, the project would take up to two years to build.

ENDS

Editor's Notes

Attached: Infographic which shows the process of the Energy & Resource Park, redline of the site and artist's impression.

Please contact Rebecca Eatwell at Font Communications on 07827 353113 or at rebecca@fontcomms.com if you have any questions.