



Meeting	Planning & Highways
Date	Wednesday 8 th October 2025
Report Title	25.080 Update on Middle Mill
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The old Sundeala site has been purchased by a company called Unwasted. They have provided the following press release.

PRESS RELEASE: 10th September 2025

Eco pioneer signs deal to bring old paper mill back to life. The inventor of Neverwaste™ low carbon construction panels has agreed a deal to recommission the former production plant of Sundeala Ltd in Cam, Gloucestershire, creating dozens of new jobs.

The news was welcomed by Stroud MP Dr Simon Opher as “a wonderful opportunity for the rebirth of an old mill” and to continue operations on a site that had been in use for more than 250 years until the collapse of Sundeala two years ago. Administrator Grant Thornton has agreed a sale to property investors on behalf of Unwasted, the Neverwaste owner.

Unwasted has invested millions of pounds developing and patenting a unique process for upcycling waste cellulose into high specification construction panels that can be used to make furniture, doors, kitchens, and flooring in a totally circular production process. No virgin timber is required and no glues or toxic chemicals are used. The panels can be remade into new product at the end of life many times over.

Dr Opher said: “Unwasted’s proposal to transform the old pinboard plant at Cam is a once-in-a-lifetime opportunity to bring world class green manufacturing to the area and in the process create 70 new jobs.”

Unwasted is also relocating its R&D centre from Deeside in north Wales to the site in Cam where it will continue to explore new techniques in waste fibre technology. It plans to create apprenticeships and community education in the upcycling of waste resources.

The £20m investment in the Cam plant will enable it to produce 10,000 cubic metres of product annually when fully operational for sale to manufacturers and distributors in the UK and north west Europe.

Unwasted founder and CEO Rod Fountain said: “It is wonderful to be able to upcycle an old mill as our first commercial production plant and to re-energise old equipment to make a state-of-

We look forward to working with them to share their plans and support their project