



Persimmon

Together, we make your home



Cromwell Wharf

Lichfield • Staffordshire



Persimmon

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When it comes to designing a new development, we apply the same philosophy every time – make it unique, make it personal. That's because we understand your new home is more than simply bricks and mortar. It's a private place of sanctuary where we hope you'll laugh, entertain and escape for many years to come.

"With over 50 years of building excellence, find out more about us on page 4"

HBF Home Builders Federation



Customer Satisfaction 2025

5 stars!

We're proud of our 5 star builder status awarded by the national Home Builders Federation (HBF). It's a reflection of our commitment to delivering excellence always and putting our customers at the heart of all we do.



Cromwell Wharf

Find out more

About Persimmon Homes	4
Your journey with us and schemes to help	6
Living at Cromwell Wharf	9
Our homes	10
Specifications	22
Sustainability	24
Personalise with Finishing Touches	26
Proud to be building communities	28
Eco Range homes	30
Reasons to buy from us	32



Who we are

A little bit about us

You're about to make one of the most exciting investments of your life! A beautiful place to call home for years to come. Here are some reasons to invest in a Persimmon home...

Over 50 years of expertise

We've been building homes and communities since the early seventies, and just as fashions have moved on, so too has construction. Over half a century we've perfected processes, fine-tuned materials and honed skills to make us one of today's most modern and progressive home builders.

Sustainability mission

We're committed to reducing our impact on the planet and building for a better tomorrow, with a dedicated in-house team focused on this. [Read more on page 24](#)

Persimmon plc in numbers

It's not all about numbers we know, but to give you sense of scale here are a few:

10,664

homes
delivered in
2024

200+

locations
across
the UK

4,731

direct employees
make it all
happen

484

acres of
public space
created

£2.2bn

invested in
local communities
over the last
5 years



"Building sustainable homes and community hubs"

Save money on your energy bills

The increased thermal retention from our insulation and double glazing, along with reduced water use thanks to efficient appliances, mean you'll automatically save money on your energy and water bills – and with the rising cost of living, this can make a real difference.



Take a look at the recently published HBF Watt a Save report to find out how much you could save.

The Persimmon Pledge

The Persimmon Pledge is our commitment to making sure you receive exceptional customer service and relevant communications before, during and after you've moved in.

Find out more about the Persimmon Pledge.



Accessible homes

It's crucial that your new home works perfectly for you and your needs. We build in line with Approved Document M accessibility requirements.



Scan the QR code to find out what each rating means.



Happy hour

We run Customer Construction Clinics from our on-site sales offices each Monday from 5-6pm. Pop in to see the team both during and after you've moved in to your new home.



10-year warranty

When you buy a Persimmon home it comes complete with a 'peace of mind' 10-year insurance-backed warranty and our own two-year Persimmon warranty.



Help when you need it

You'll have a dedicated customer care helpline, plus cover for emergencies like complete loss of electricity, gas, water or drainage.

Finishing Touches

We know you'll want to make your home your own, so we created 'Finishing Touches', our home personalisation service. **Read more on page 26**





With you all the way

Your journey with us

From finding your perfect new home to moving in,
we're here to help every step of the way.

1.➔ 2.➔ 3.

Reservation

So you've seen a home you love? Speak to one of our friendly sales advisors who will help you secure your dream home.

Solicitor

You'll need to instruct a solicitor or conveyancer at the point of reservation. Your sales advisor can recommend a local independent company.

Mortgage application

Most people will need to apply for a mortgage. We can recommend independent financial advisors to give you the best impartial advice.

4.➔ 5.➔ 6.

Personalise!

The bit you've been waiting for! Making the final choices for your new home. Depending on build stage you can also choose from a range of Finishing Touches.

Exchange contracts

One step closer to moving in – this is where we exchange contracts and your solicitor will transfer your deposit.

Quality assurance

Your home will be thoroughly inspected by site teams and will also have an Independent Quality Inspection to make sure it's ready for you to move into.

7.➔ 8.➔ 9.

Home demo

Another exciting milestone! Here's where you get to see your new home before completion. You'll be shown how everything works and any questions can be answered.

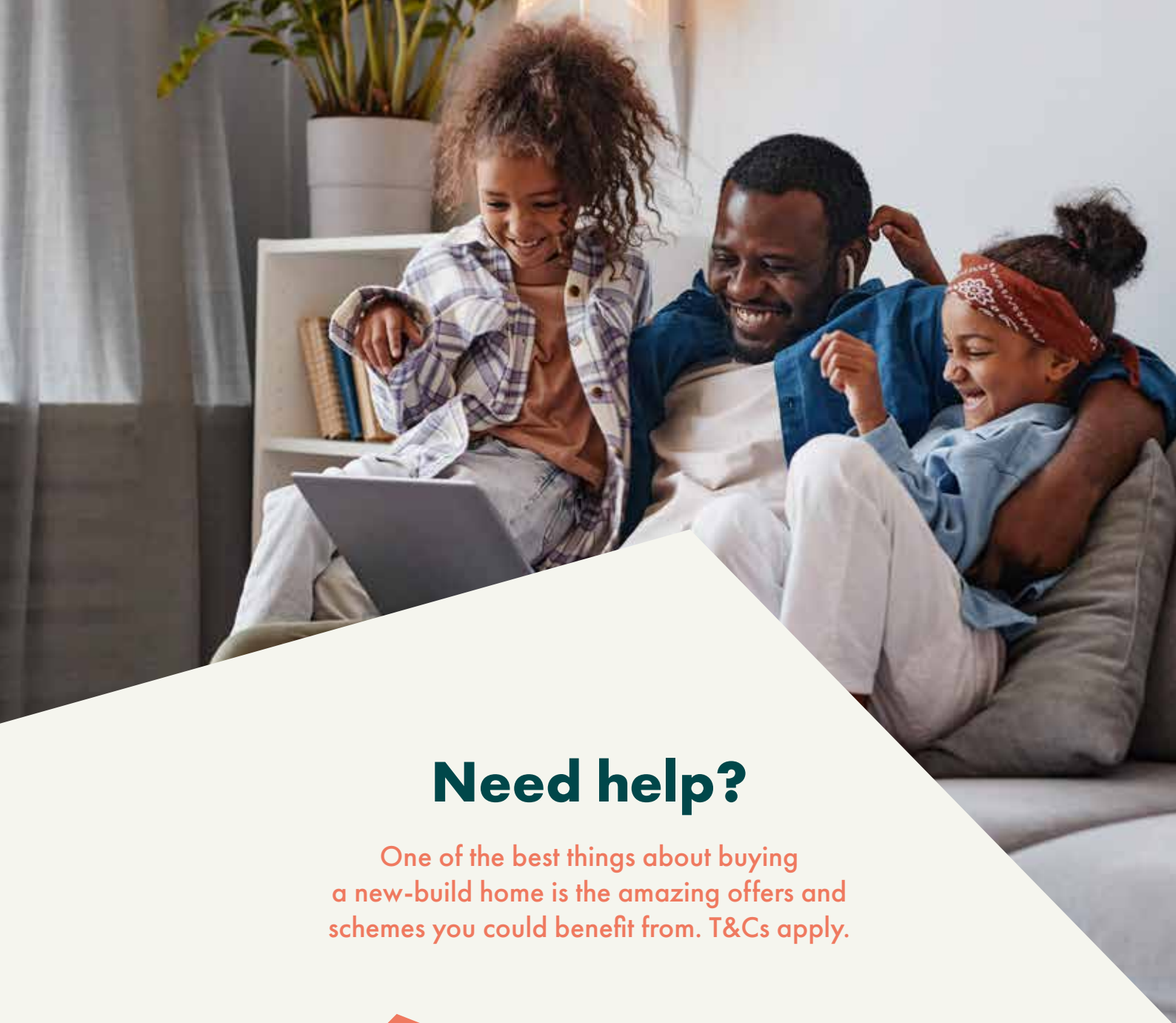
Handover

The moment you've been waiting for! The paperwork has been completed, the money transferred and now it's time to move in and start unpacking...

After-care

Our site and customer care teams will support you every step of the way. You'll receive a dedicated customer care line number to deal with any issues.

[persimmonhomes.com](https://www.persimmonhomes.com)



Need help?

One of the best things about buying a new-build home is the amazing offers and schemes you could benefit from. T&Cs apply.



PART
EXCHANGE

Part Exchange



HOME
CHANGE

Home Change



Deposit Boost



Own New Rate Reducer



- Choice of 2, 3 and 4-bedroom homes
- Range of respected primary and secondary school nearby
- Excellent links to Birmingham
- Family-friendly amenities



Scan me!

For availability and pricing on our beautiful new homes at Cromwell Wharf.



Lichfield • Staffordshire

Cromwell Wharf

Perfect for first-time buyers, growing families and those looking to downsize, our exciting new development offers energy-efficient two, three and four-bedroom homes.

Located on the border of the sought-after cathedral city of Lichfield, Cromwell Wharf gives you a beautiful everyday balance of relaxing country surroundings and easy access to a wealth of local amenities and culture.

Daily essentials are covered by a range of well-known supermarkets close by, such as Waitrose, which is only 5 minutes away by car. Within easy reach, families will enjoy the wide range of respected primary and secondary schools. And for commuters, excellent transport links connect you to the nearby locations of Birmingham, Sutton Coldfield & Tamworth.

Nature's beauty

Surrounded by the beautiful Staffordshire countryside, here you're close to scenic spaces like Beacon Park, and Shortbutts Park is under a 15-minute walk away.

Ideal for golf lovers, you also have Whittington Heath Golf Club and Darnford Moors Golf Club, which are both a short drive from the development.

Convenience

From shops and schools to healthcare and leisure facilities, Lichfield offers an abundance of daily essentials that are a stone's throw away. Lichfield's ancient cathedral is located near the town's bustling high street and the beautiful nature spots of Stowe Pool and Beacon's Park. There's also a thriving cultural scene which includes the Garrick Theatre, plus a fantastic range of restaurants and cafés.

EXPLORE

Start exploring...

Lichfield
1.3 miles

Tamworth
7.2 miles

Sutton Coldfield
7.9 miles

Birmingham
17.1 miles



Cromwell Wharf Phase 1

Our homes

2 bedroom



The Addlebrough

3 bedroom



The Galloway



The Kingley



The Sherwood



The Saunton



The Charndale



The Barndale

4 bedroom



The Rivington



The Brampton



The Lambridge

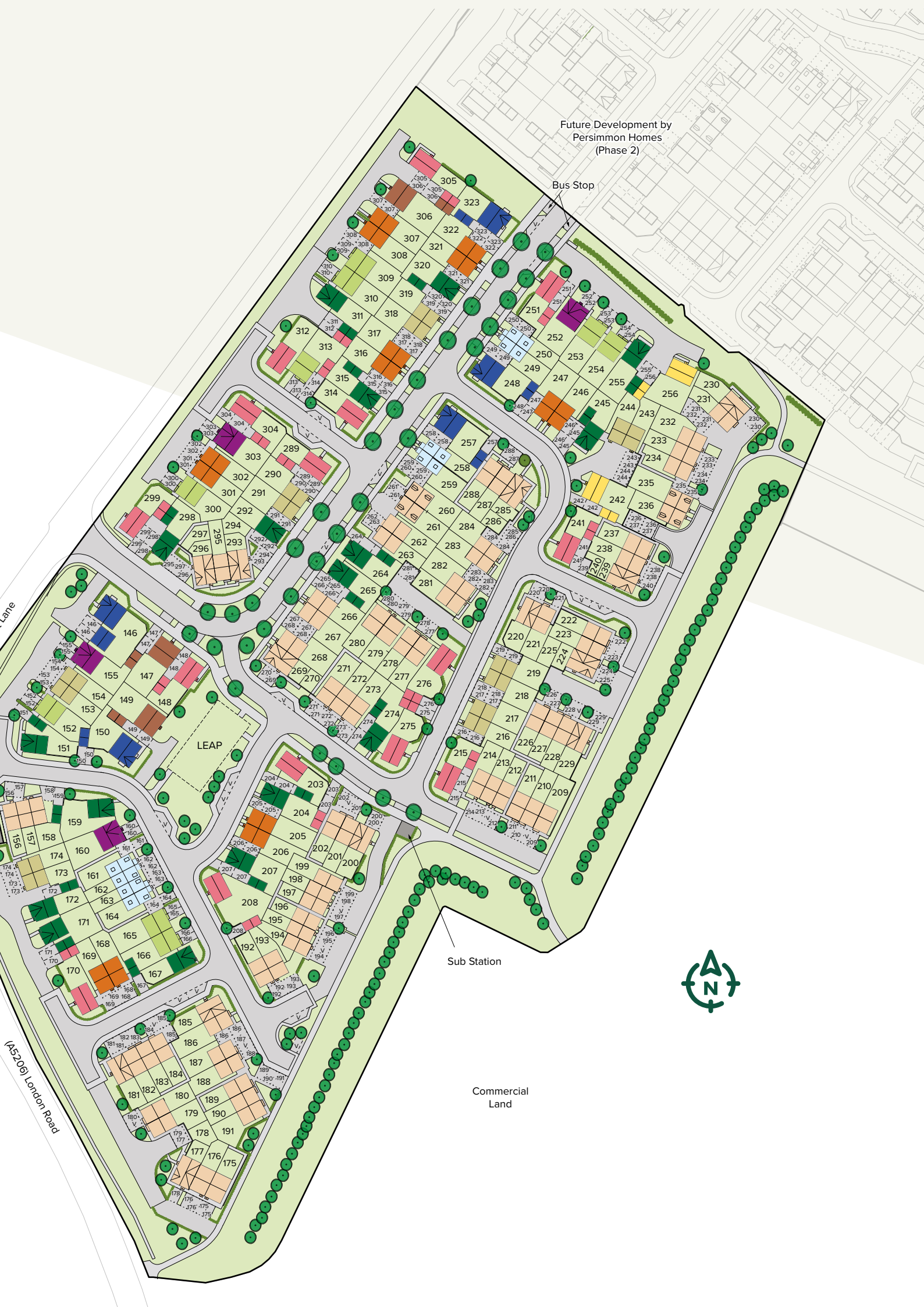


Affordable Housing

Sub Station

Cricket

This site layout is intended for illustrative purposes only, and may be subject to change, for example, in response to market demand, ground conditions or technical and planning reasons. Trees, planting and public open space shown are indicative, actual numbers and positions may vary. This site plan does not form any part of a warranty or contract. Further information is available from a site sales advisor. The location of the affordable housing on this plan is indicative only and both the location and number of affordable housing plots may be subject to change.



Future Development by
Persimmon Homes
(Phase 2)

Bus Stop

Sub Station

Commercial
Land



Lane

(A5209) London Road

LEAP

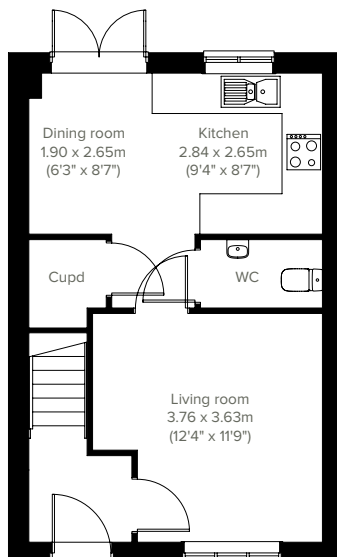


2 bedroom home

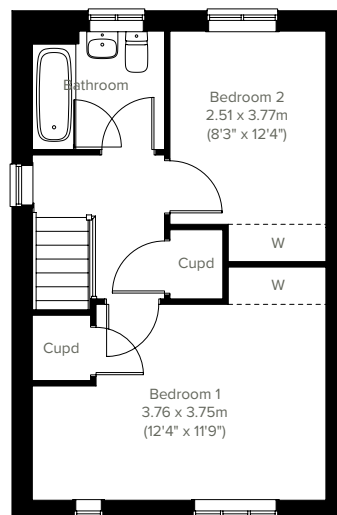
The Addlebrough



The Addlebrough features a bright open plan kitchen/dining room with French doors leading into the garden and a large, spacious front-aspect living room. Upstairs there are two nicely-proportioned bedrooms and a family-sized bathroom. With plenty of storage cupboards too, this house is perfect for first-time buyers and young professionals.



GROUND FLOOR



1ST FLOOR

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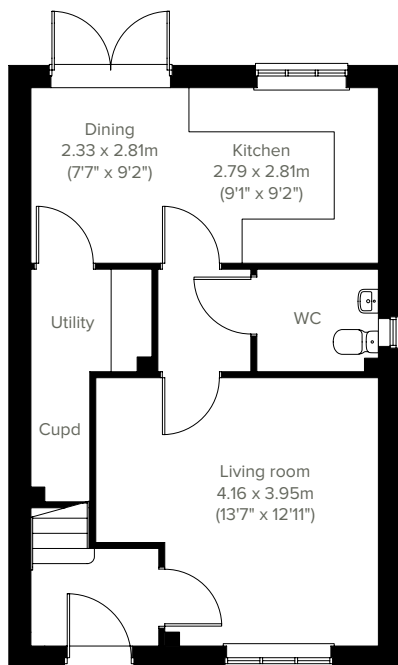


The Galloway

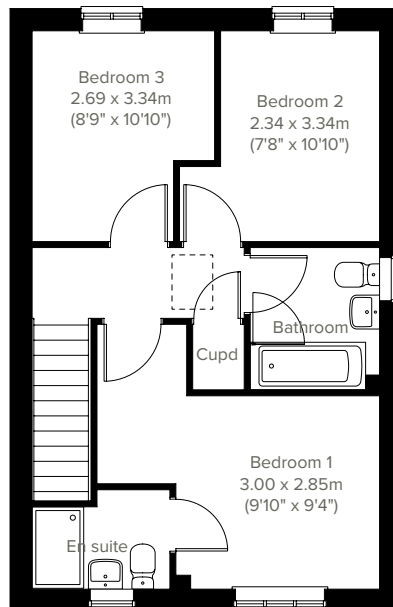
3 bedroom home



The popular Galloway is a three-bedroom family home with bright and modern open plan kitchen/dining room with French doors leading into the garden. The downstairs WC, two handy storage cupboards and en suite to bedroom one mean it ticks all the boxes for practical family living.



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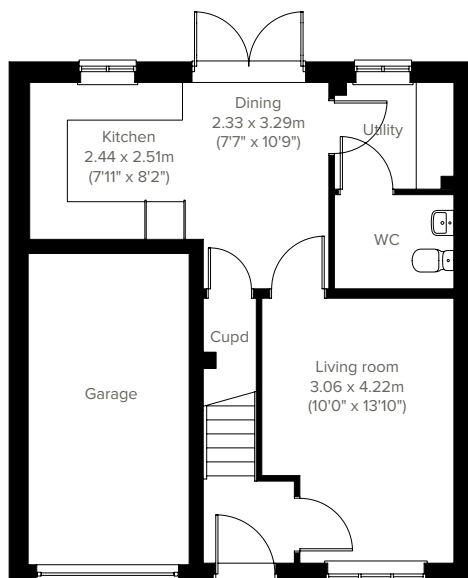


3 bedroom home

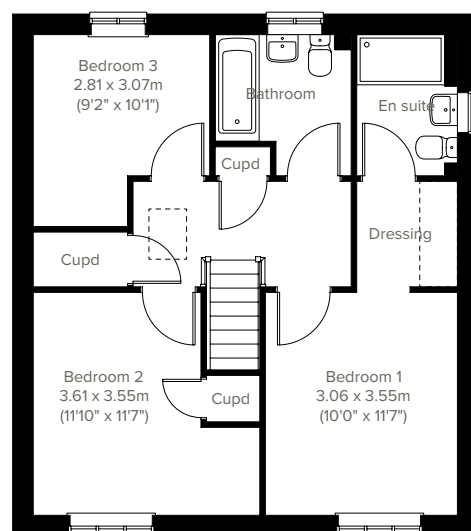
The Kingley



An attractive three-bedroom family home, the Kingley is ideal for modern living. The bright open plan kitchen/dining room has French doors leading into the garden - perfect for entertaining and family meals. The downstairs WC, utility and four storage cupboards take care of everyday storage. Plus there's an en suite and dressing room to bedroom one, modern family bathroom and integral garage.



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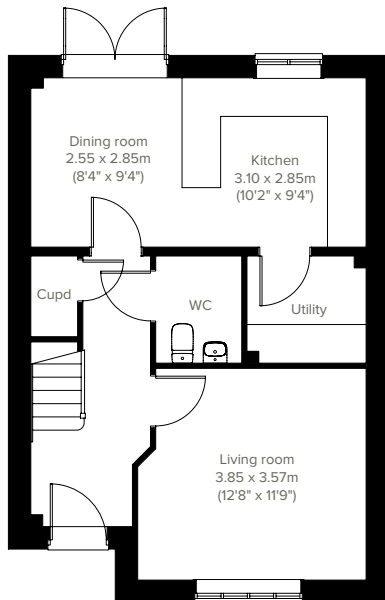


The Sherwood

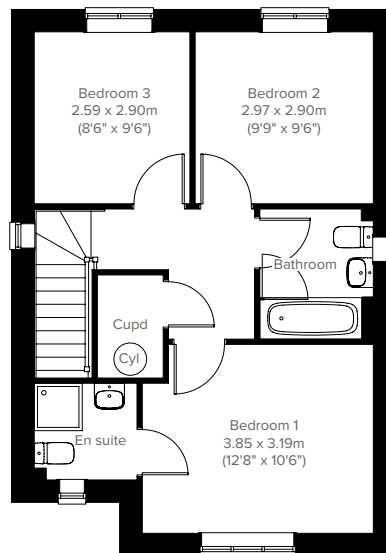
3 bedroom home



The Sherwood is a modern home ideal for family life. This three-bedroom home features an open plan kitchen/dining room with French doors leading into the garden, a handy utility room, a front-aspect living room, plus under-stairs storage and a WC. The first floor has three good-sized bedrooms, one with an en suite, and the main family bathroom.



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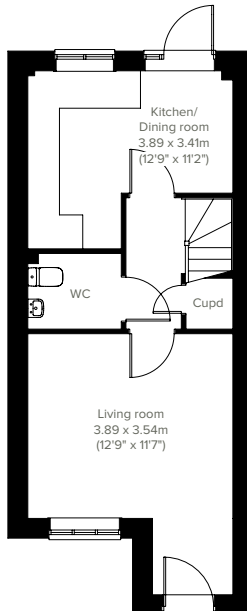


3 bedroom home

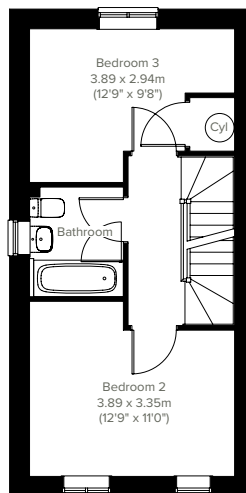
The Saunton



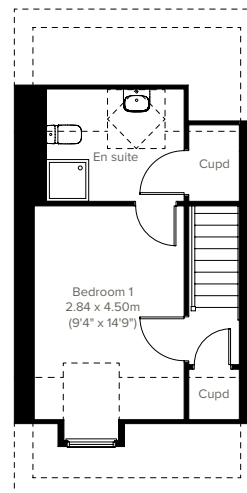
An attractive three-storey, three-bedroom home, the Saunton has a modern open plan kitchen/dining room, well-proportioned living room and three good-sized bedrooms. The top floor bedroom one also has a spacious en suite. The enclosed porch, downstairs WC, three storage cupboards and off-road parking mean it's practical as well as stylish.



GROUND FLOOR



1ST FLOOR



2ND FLOOR

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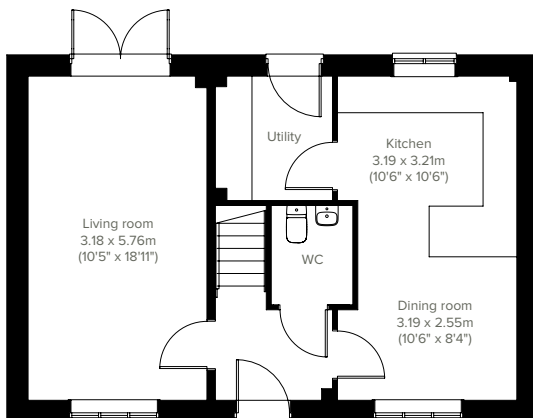


The Charndale

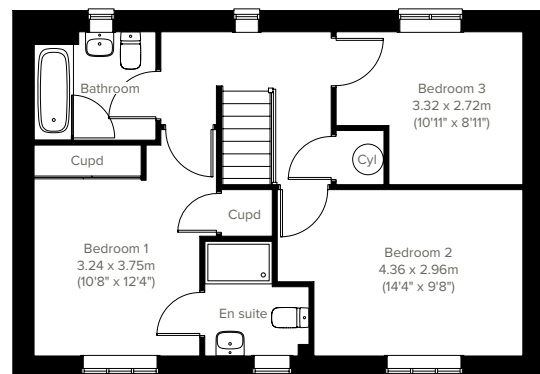
3 bedroom home



Enjoy the best of modern living in this popular three-bedroom home which features a stylish open plan kitchen/dining room and utility room with outside access. The Charndale features a bright dual-aspect living room with French doors leading into the garden, handy storage cupboards and downstairs WC. Upstairs there are three good-sized bedrooms - bedroom one with an en suite - and a good-sized family bathroom.



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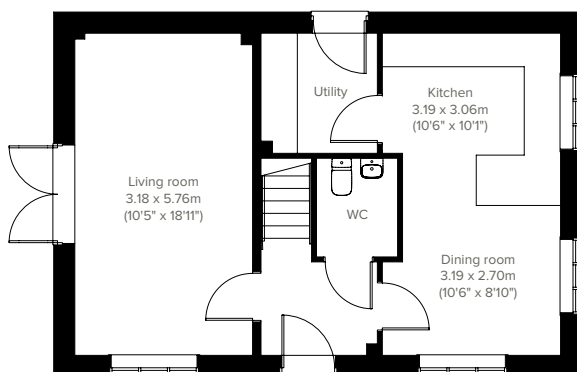


3 bedroom home

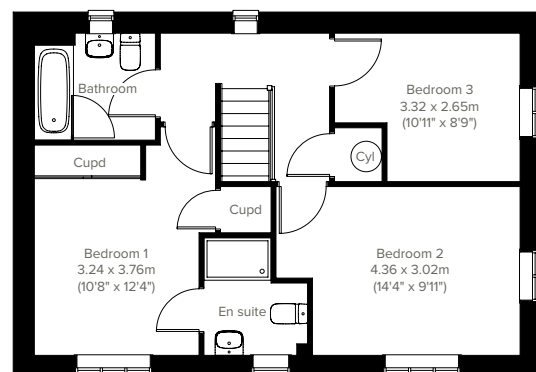
The Barndale



A thoughtfully-designed three-bedroom family home with much to offer, the Barndale has a bright and modern open plan kitchen/dining room leading to a handy utility room with outside access. The spacious living room has French doors leading into the garden. The inner hallway, downstairs WC and cupboards take care of everyday storage. Plus there's an en suite to bedroom one and a family bathroom.



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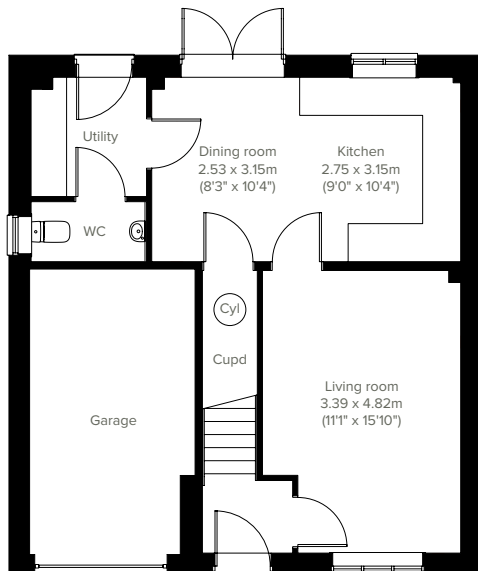


The Rivington

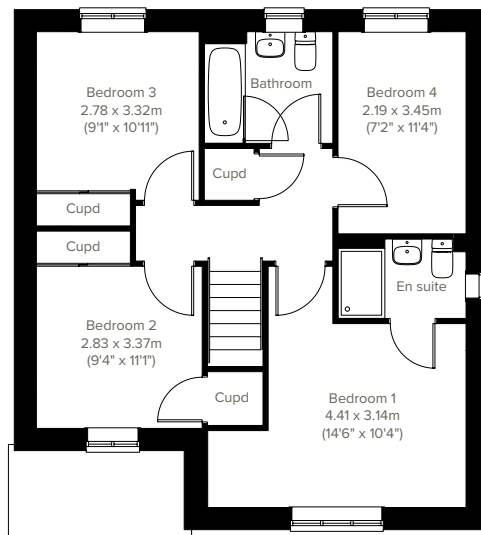
4 bedroom home



An attractive family home, the Rivington is designed for modern living. It's a four-bedroom detached home with an integral garage, a front-aspect living room and a spacious open plan kitchen/dining room with French doors leading out into the garden - ideal for family life and entertaining friends. Bedroom one has an en suite with the roomy landing leading on to three further bedrooms, storage cupboards and the main family bathroom.



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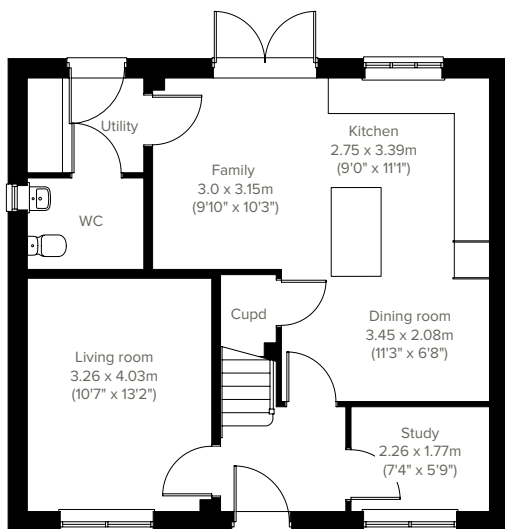


4 bedroom home

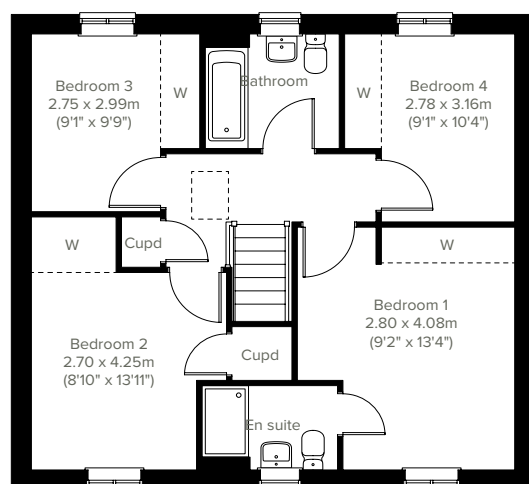
The Brampton



A beautifully-designed four-bedroom detached home, the Brampton has everything you need for modern living. Downstairs there's a front-aspect living room, a spacious kitchen/dining/family room with French doors leading into the rear garden, and a separate study. The first floor is home to a generous bedroom one with an en suite plus plenty of storage cupboards and the family bathroom.



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20

PEA: B

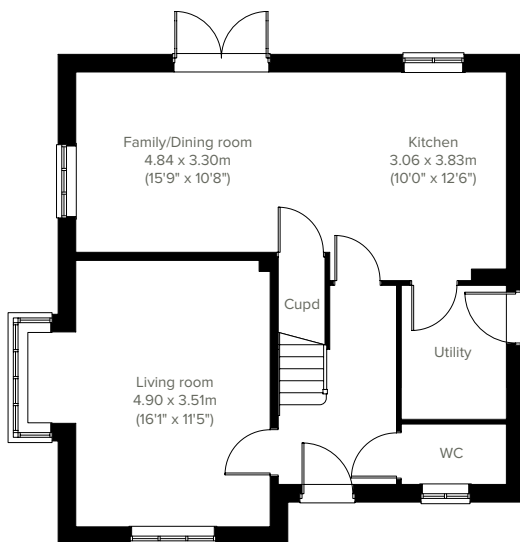


The Lambridge

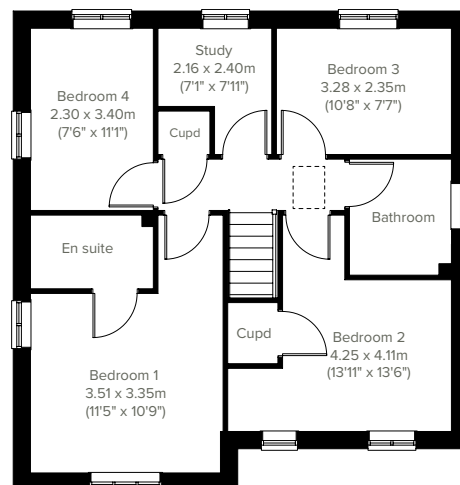
4 bedroom home



A beautifully-designed four-bedroom detached home, the Lambridge has everything you need for modern living. Downstairs there's a front-aspect living room with a bay window, and a spacious kitchen/dining/family room which leads into the garden and a handy utility. The first floor is home to a generous bedroom one with an en suite, plus two storage cupboards, a separate study and the family bathroom.



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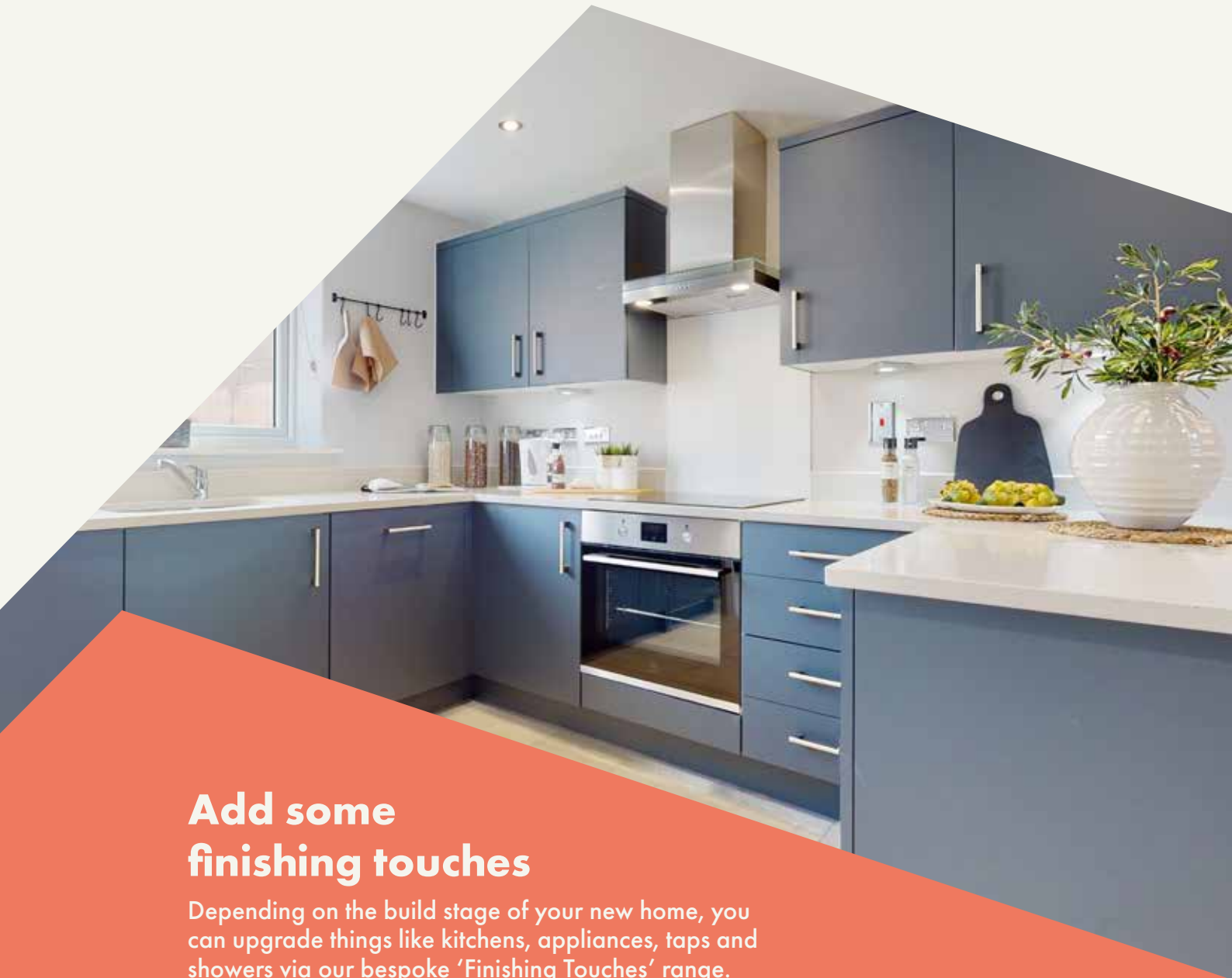
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Cromwell Wharf

Specifications

Our homes include these items as standard to ensure you have everything you need to be comfortable from the day you move in. Built for today's modern lifestyles with sustainability in mind.



Add some finishing touches

Depending on the build stage of your new home, you can upgrade things like kitchens, appliances, taps and showers via our bespoke 'Finishing Touches' range.



External

Walls

Traditional cavity walls.

Inner: block.

Outer: Style suited to planned architecture.

Roof

Tile or slate-effect with PVCu rainwater goods.

Windows

Double glazed E-glass windows in PVCu frames.

Doors

GRP-skinned external doors with PVCu frames.

French doors to garden or balcony
(where applicable).



Internal

Ceilings

Painted white.

Lighting

Pendant or batten fittings with low-energy bulbs.

Stairs

Staircase painted white.

Walls

Painted in white emulsion.

Doors

White pre-finished doors with white hinges.

Heating

Air source heat pump with radiators in all main rooms, with thermostatically-controlled valves to bedrooms.

Insulation

Insulated loft and hatch to meet current building regulations.

Electrics

Individual circuit breakers to consumer unit and double electric sockets to all main rooms.

General

Media plate incorporating TV and telecommunication outlets to living room.



Bathroom

Suites

White bathroom suites with chrome-finished fittings.

Extractor fan

Extractor fan to bathroom and en suite
(where applicable).

Shower

Mira showers with chrome fittings to en suite.

Where there is no en suite, Mira thermostatic shower with wall mounted shower head.

Splashbacks

Splashback to sanitaryware walls in bathroom and en suite. Splashback to bath and full height tiled shower where separate enclosure only.

General

En suite to bedroom(s) where applicable.



Security

Locks

Three-point locking to front and rear doors, locks to all windows (except escape windows).

Fire

Smoke detectors wired to the mains with battery back-up.



Garage & Gardens

Garage

Garage, car ports or parking space.

Garden

Front lawn turfed or landscaped
(where applicable).

Fencing

1.8 metre fence to rear garden, plus gate.



Kitchen

General

Fully-fitted kitchen with a choice of doors and laminate worktop with upstands to match (depending on build stage).

Plumbing

Plumbing for washing machine.

Appliances

Single electric stainless steel oven and induction hob in stainless steel with integrated stainless steel cooker hood.





Energy efficiency built in

Sustainability

Our homes are typically 30% more efficient than traditional UK housing, helping you to save money and reduce your impact on the environment.

We're proud that we already build our homes to high levels of energy efficiency, but there's still a way to go. Our in-house sustainability team is dedicated to our mission to have net zero carbon homes in use by 2030, and for our own operations to be net zero carbon by 2040.

To achieve this, we're working to science-based carbon reduction targets in line with the Paris Agreement's 1.5°C warming pledge, investing in low-carbon solutions and technology that will further reduce the carbon footprints of our homes and our impact on the planet.

Energy efficiency built in:

- ✓ **PEA rating – B**
Our typical B rating makes our homes much more efficient than traditional D-rated homes.
- ✓ **Up to 400mm roof space insulation**
Warmer in winter, cooler in summer, reducing energy bills.
- ✓ **Argon gas filled double glazing**
Greater insulation and reduced heat loss.
- ✓ **Energy efficient lighting**
We use energy-saving LED lightbulbs in all our homes.
- ✓ **A-rated appliances**
Many of our kitchen appliances have a highly efficient A rating.
- ✓ **Air Source Heat Pumps**
Use the latest technology to warm your already well-insulated home. The controls allow you to optimise your energy saving whilst keeping you comfortable.
- ✓ **Local links**
We're located close to amenities and public transport to help reduce your travel footprint.
- ✓ **Lower-carbon bricks**
Our concrete bricks typically use 28% less carbon in manufacture than clay, giving total lifetime carbon savings of 2.4 tonnes of CO₂ per house built.

Eco goodies

When you move in to your new Persimmon home you'll find some of our favourite eco brands in your Homemove box. These products are plastic free, refillable and ethically sourced.





Your home, your way

Finishing Touches to make it yours

Our goal is to make your house feel like your home before
you've even collected the keys.

Key to achieving this is giving you the creative freedom to add your own style and personality to every room through our fabulous Finishing Touches collection.

Featuring the very latest designs from a host of leading brands, Finishing Touches lets you personalise your home inside and out. And rest assured, every upgrade and item available has been carefully chosen to complement the style

and finish of your new home. Of course, the real beauty is that all these extras will be ready for the day you move in.

Thanks to our impressive buying power we can offer almost any upgrade you can imagine at a highly competitive price. It can all be arranged from the comfort and convenience of one of our marketing suites, in a personal design appointment.

You can choose:



Kitchens



Appliances



Bathrooms



Flooring



Wardrobes



Fixtures & fittings

"One of the most exciting things about buying a brand new home is putting your own stamp on a blank canvas."



Share & win!

Share your love for your new Persimmon home and you could win a £100 IKEA voucher. There is one up for grabs every month. For inspiration, check out past winners' homes on our Instagram page @persimmon_homes

#lovemypersimmonhome

The earlier you reserve, the greater the choice

We'll always try and accommodate the Finishing Touches you want, but they are build-stage dependent, so the earlier you reserve the better.

persimmonhomes.com/finishingtouches

Finishing Touches are subject to availability and stage of construction. Prices for your specific home type will be in our price list. For a full list of Finishing Touches available for your home, please contact the sales advisor on site.



All about community

Proud to be building communities

When creating Cromwell Wharf, not only did we create a lovely local environment for you and your family, we also contributed to the wider community.

Throughout the development process, we proactively engage with local communities and work closely with planning authorities. Cromwell Wharf has achieved the right balance of homes and open space and the right mix of house types for a thriving community.

We also include much-needed homes for our Housing Association partners. Our plan enhances local facilities too, providing investment in local infrastructure such as transport, education, retail and recreation facilities, as well as initiatives to generate biodiversity.



“We’ve actively enhanced biodiversity at Cromwell Wharf.”

EDUCATION

Contribution of over £6M towards both Primary and Secondary education.

WELLBEING

Health and Wellbeing contribution of £218K towards improvements or extension to existing surgeries within the catchment of the development area, including the Westgate Practice and the Dawin Medical Practice.

HOUSING

Affordable and extra care housing provision.

PUBLIC TRANSPORT

£750K to be used towards the provision of a public bus service to serve the development and connect it to Lichfield City Centre. Bus service contribution of £5K and Travel Plan Contribution of £7.5K to the County Council.

ALLOTMENT PLOTS

11 allotment plots will be delivered on site.

COMMUNITY SPACES

Public open spaces including children's play areas and football pitches.

SPORTS

Sports Pavillion will be provided alongside a 20 space car park with cycle parking incorporated.

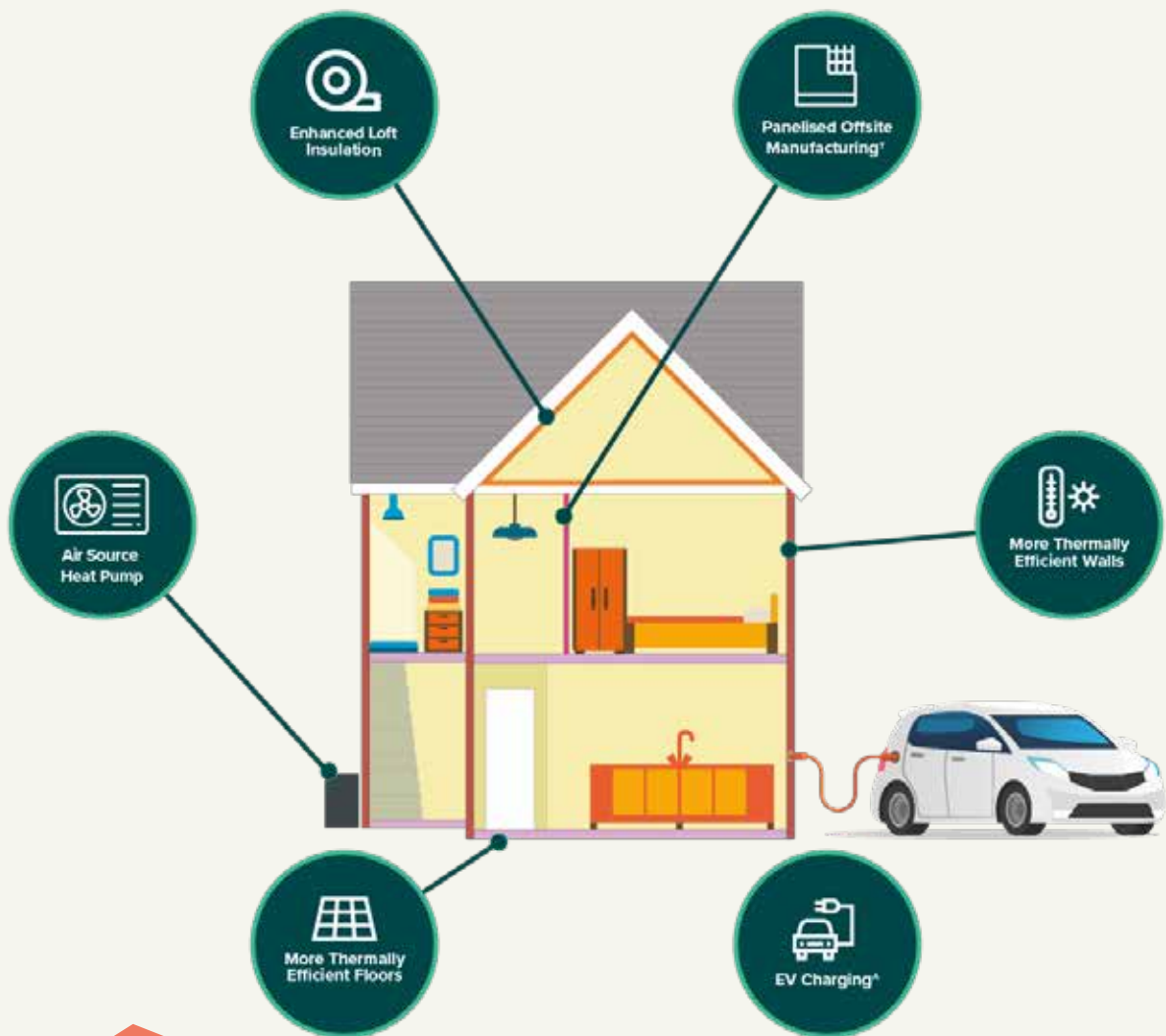




Eco Range homes

New build homes are changing, and together, we're embracing the future. Recent updates to the Government's Part L building regulations mean from June 2023 our new Persimmon Eco Range homes will have a reduction of 31% in carbon emissions. This means a warmer, more energy-efficient home for you and the really cosy feeling of knowing it's better for the environment.

This means... **a saving of up to £6,730*** over the lifetime of a 25 year mortgage.



31 % reduction in carbon emissions

EV charging is a handy addition if you have an electric car, as you can charge it from the comfort of your own home. NB: Not all homes will have EV chargers as they're site and plot dependent. They can be added from our Finishing Touches range.

Enhanced loft insulation is a huge cosy blanket that slows down the transfer of heat between your home and the outside world. It not only warms your home in the winter but keeps it cooler in the summer.

More thermally-efficient walls mean less heat escaping, so you aren't as dependent on central heating, and whatever heat is generated is kept in your home.

Our panelised offsite-manufactured timber frame technology uses a unique, sustainable panel system which adds to the thermal efficiency of your home. *NB: not all homes will be built using timber frame technology.

Energy-efficient air source heat pumps use the latest technology to warm your already well-insulated home. The controls allow you to optimise your energy saving whilst keeping you comfortable.

A more thermally-efficient ground floor will mean you'll benefit from the additional insulation we're incorporating in the floor construction.

*When compared to a Victorian-built equivalent, savings could be up to £31,640. The £6,730 saving is in comparison to a Persimmon home built to current building regulations (2013).[†]NB: not all homes will be built using timber frame technology.

[†]NB: Not all homes will have EV Chargers, but they can be added from our Finishing Touches range.



6 reasons why it pays to buy new

Did you know?

Most of the benefits of buying new are obvious, but some are not. Here's a quick summary of the key reasons why it's such a smart move:

1.

No chain

Few things are more annoying in the home buying process than a time-consuming chain you can't control. Buying new limits the chance of getting involved in one.

2.

Energy efficient

Our homes include cost-effective combi boilers, first-rate loft insulation and draught-free double glazed windows to meet stringent energy-efficient standards, keeping your energy bills as low as possible.

3.

Brand new

Absolutely everything in your new home is brand new. You get all the latest designs and tech, complete with manufacturers' warranties. Win-win.

4.

More ways to buy

We offer a range of schemes to help get you on the property ladder, including Home Change and Part Exchange.

5.

10 year warranty

All our new homes come with a ten-year, insurance-backed warranty, as well as our own two-year Persimmon warranty. In the unlikely event you ever need to claim, our Customer Care Team are there to help you.

6.

Safe & secure

All our homes are built from fire-retardant materials and come with fitted smoke alarms and fire escape windows. They're also far more secure than older buildings thanks to the security locks and lighting we use.

[persimmonhomes.com](https://www.persimmonhomes.com)



**And did we mention you'll have
more time for dancing?**

Buying new means you'll spend far less time on repairs and maintenance, after all, life's too short to spend every weekend doing DIY.



Your modern home

Space4 is one of the UK's leading producers of precision-engineered construction systems, aiming to include their PEFC-certified sustainable timber frames in 50% of homes by 2025.

Many Persimmon homes already benefit from Space4's modern method of construction, with its technology offering improved insulation and air-tightness. For you, this means a reduction of 50% in heating costs compared to the average home in the UK*, plus you'll own a cosier, more comfortable home.

On the outside, your Space4 home will feature the familiar design of a Persimmon home which uses traditional materials such as brick, stone or render. Underneath, the hi-tech timber frame backbone creates new levels of efficiency and building rigidity. Your property will be durable and finished to an excellent standard.

High-performance insulation, together with Space4 construction, an efficient boiler, and attention to air-tightness and ventilation during the construction process, means that our homes can use 59% less gas than the average home in the UK*.

The use of Space4 technology creates a better place to live and work. Lower consumption of heating fuels and transport helps reduce CO2 emissions, while sustainable, recyclable materials create less impact on the wider environment. The overall carbon dioxide emissions for timber construction (the embodied carbon dioxide) are up to six times lower than for masonry.*

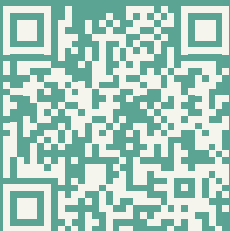
Concerning the Government's code for sustainable homes, most building elements with timber specifications largely fall into the 'A+' or 'A' rated categories compared to masonry**.

50% lower energy bills

According to recent research by the HBF, those who live in new build homes constructed to today's standards could save more than £3,100 a year on their energy bills compared to neighbours in older homes.* This means families could save approximately £77,500 over the lifetime of a 25-year mortgage.

Scan me!

For the HBF Watt a Save report Feb 2023.







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