



# Persimmon

Together, we make your home



## Holly Fields

Erdington • West Midlands

# Together, we make your home

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.

**"We have over 50 years of building expertise, find out more about us on page 4"**



## **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.



Holly Fields

## Find out more

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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 20](#)

## Persimmon in numbers

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

**14,868**

homes  
sold in  
2022

**200+**

locations  
across  
the UK

**5000+**

employees  
make it all  
happen

**700+**

apprentices  
taken on  
each year

**£505.6m**

invested in  
local communities  
in 2022



### Real Living Wage

We're proud to be accredited to the Real Living Wage. We value our employees and want to pay them fairly for the good work they do.

**Like to know more? Just scan the QR code below.**



### 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.

## "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.

### Giving back

We do everything we can to give back to our communities and proudly contribute towards community hubs, children's play areas, schools and sports facilities.

Our 'Community Champions' and 'Building Futures' programmes help to raise funds for projects and charities across Great Britain. If you'd like to get involved visit [persimmonhomes.com/community-champions](https://persimmonhomes.com/community-champions) to see if you could apply to support your local community.



### 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.



### 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.

### 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 22**





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**  
Need to sell your home? We could be your buyer. Save money and time and stay in your home until your new one completes.



**HOME  
CHANGE**


**Home Change**  
Sell your current home with our support. We'll take care of estate agent fees and offer expert advice to help get you moving.



**EARLY  
BIRD**

**Early Bird**  
If you've found a plot that's perfect for you, the Early Bird Scheme could be just what you need to secure your dream home.



- 
- A photograph of a modern kitchen with grey cabinets, a white countertop, and a built-in oven. On the counter, there is a toaster, a cutting board, and some kitchen utensils. A dark apron hangs on the wall to the left.
- Choice of 2, 3 and 4-bedroom homes
  - Just a 14 minute drive to Birmingham city centre
  - A bustling local area with thriving shops and industry
  - Good range of local attractions



**Scan me!**

For availability and pricing  
on our beautiful new homes  
at Holly Fields.





Erdington • West Midlands

# Holly Fields

Located in Erdington, a lively and popular suburb of Birmingham, our exciting development Holly Fields offers a range of homes to suit all buyers with opportunities to make the most of the town and city via fuss-free transport links.

With its vibrant high street, superb transport links and close proximity to retail parks and other attractions, Erdington is often cited as one of the most up-and-coming areas of Birmingham, particularly attractive to first-time buyers and families.

Holly Fields, 5 minutes from Erdington high street and train station, is located within a wide range of schools and nurseries. For retail opportunities the high street offers a selection of shops and services while The Fort, a retail park with larger brands such as Primark, Next and Sports Direct, is just a mile away. Attractions are not in short supply – Birmingham hosts a fantastic selection of museums, entertainment venues, restaurants and historical sites.

## Find fresh air close to the city

Despite the close proximity to Birmingham city centre, there are several green spaces within easy reach of the development. Holly Lane Sports and Social Club, a 5-minute walk from the development, offers football pitches, tennis courts and a bowling green, while a 5-minute drive (or half-hour walk) will take you to Pype Hayes Park, a lovely area offering walking routes, landscaped gardens and a playground.

## Minimize your journeys

One of the main draws of this location is without a doubt the great transport links – from the development, it's just a 14-minute drive to Birmingham city centre. Alternatively, you could take the train from Erdington Station (1.1 miles from Holly Lane) and be in Birmingham New Street within 15 minutes. The area is also served by an extensive bus network.

## EXPLORE

Start exploring...

Erdington  
**1.3 miles**

Sutton Coldfield  
**5 miles**

Birmingham  
**5.4 miles**

Coventry  
**17.7 miles**

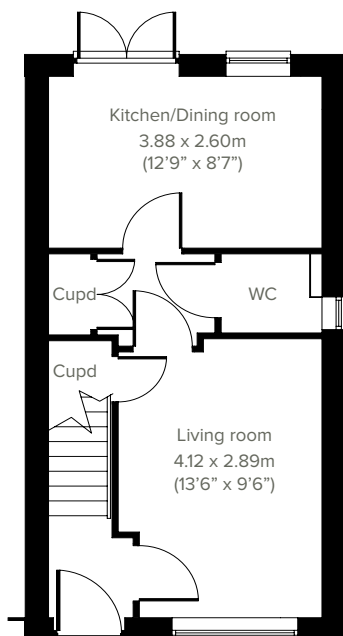


2 bedroom home

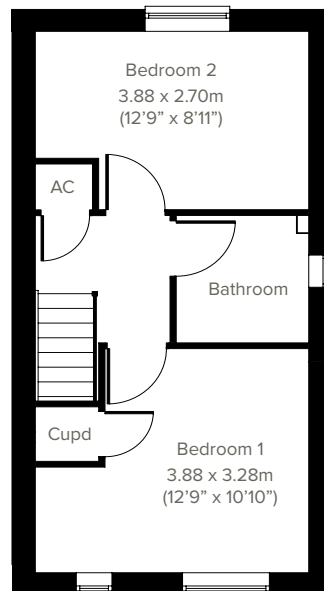
# The Alnwick Special



Perfectly-proportioned, the Alnwick Special has a stylish open plan kitchen/dining room with French doors leading into the garden, two double bedrooms, a good-sized living room and off-road parking. Ideal if you're a first-time buyer looking for a fresh modern home you can make your own.



**GROUND FLOOR**



**1ST FLOOR**

Please note that elevation treatments and window/door positions may vary from plot to plot. Plot specific information will be confirmed on your reservation check list.

This information is for guidance only and does not form any part of any contract or constitute a warranty. Illustrations are of typical elevations and may vary. Floor plans are not drawn to scale and window positions may vary. Room dimensions are subject to a +/- 50mm (2") tolerance and are based on the maximum dimensions in each room. Please consult your sales advisor on site for specific elevations, room dimensions and external finishes. The EPC ratings are estimated and vary between home types, orientation and developments.

**10**  
**EPC: B**



# The Moseley

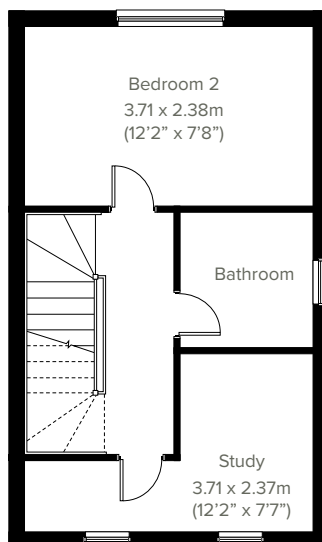
2 bedroom home



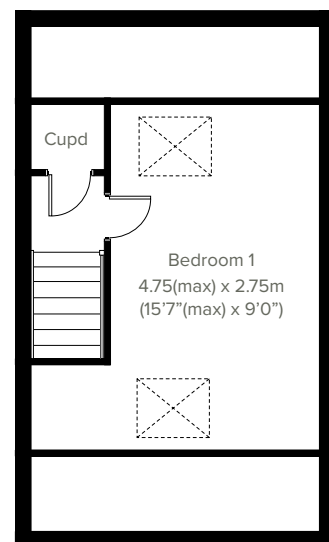
Perfect for the way we live today, the two-bedroom, 2.5-storey Moseley has a modern open plan kitchen/dining/living room with French doors leading to the garden making it a home that's ideal for entertaining. Upstairs there are two nicely-proportioned bedrooms, a separate study and a family-sized bathroom. Appealing to families, first-time buyers and young professionals.



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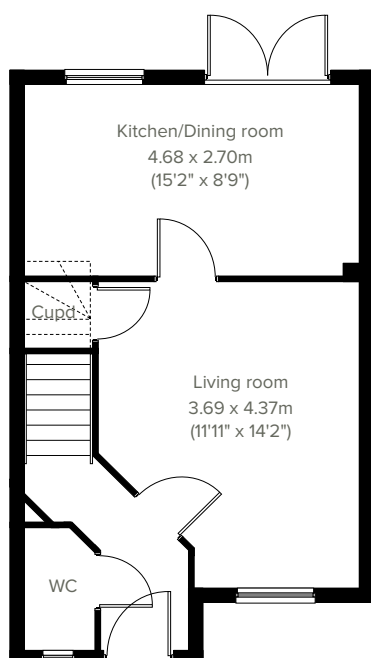


2 bedroom home

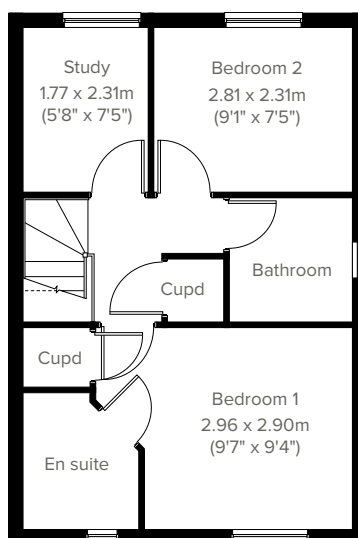
# The Barton



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



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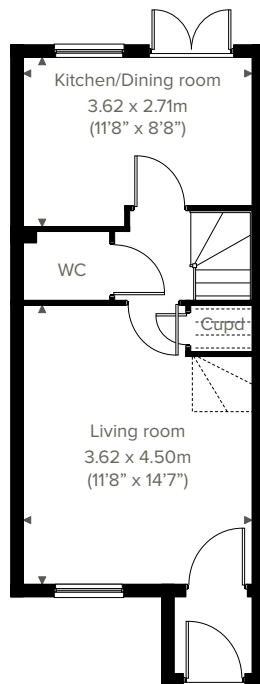


# The Windermere

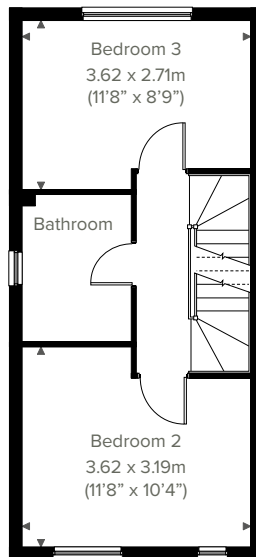
3 bedroom home



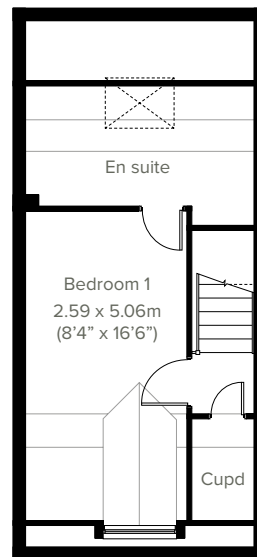
An attractive three-storey, three-bedroom home, the Windermere has a modern open plan kitchen/dining room, well-proportioned living room and three good-sized bedrooms; the top floor bedroom one also has a spacious en suite. The enclosed porch, downstairs WC, two storage cupboards and off-road parking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



**GROUND FLOOR**



**1ST FLOOR**



**2ND FLOOR**

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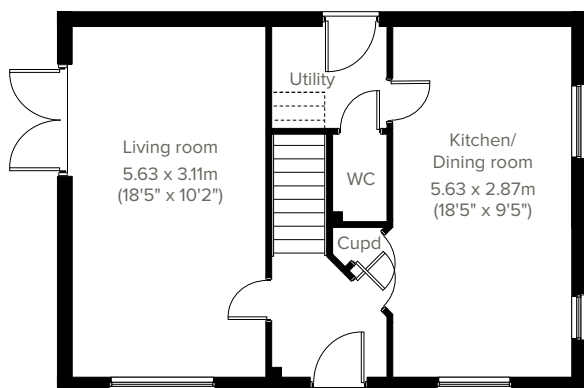


3 bedroom home

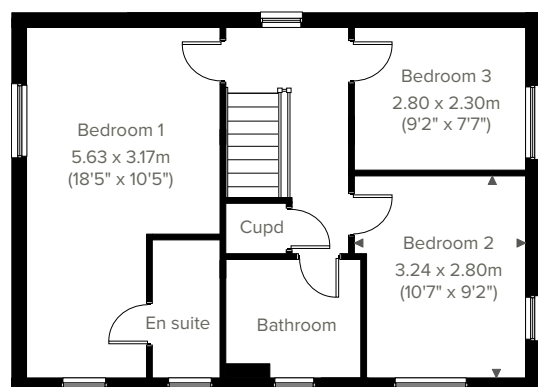
# The Lockwood Corner



A fantastic family home, the Lockwood Corner features a stunning open plan kitchen/dining room and equally impressive living room with French doors opening into the garden. A utility with outside access, WC and storage cupboard ensure it's practical as well as stylish. Upstairs you'll find three bedrooms, including a large bedroom one with an en suite, a family-sized bathroom and another storage cupboard.



**GROUND FLOOR**



**1ST FLOOR**

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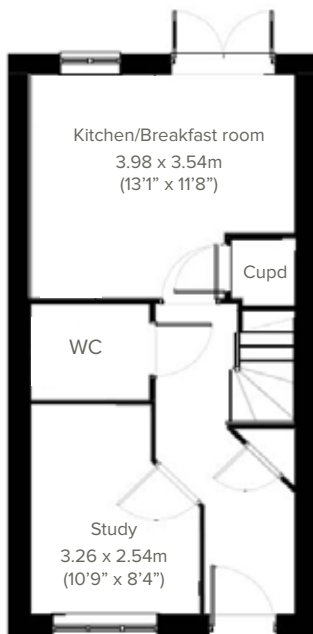


# The Ashdown

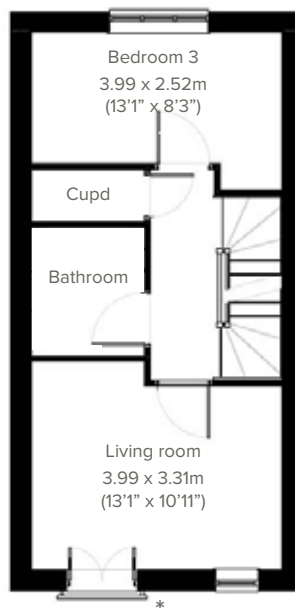
3 bedroom home



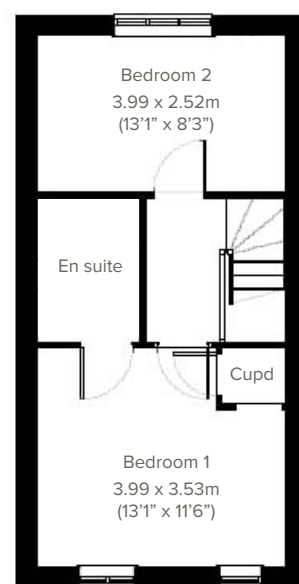
The Ashdown is a superb home with an open plan kitchen/breakfast room with French doors leading into the garden - perfect for family life and entertaining. It's practical too, with a downstairs WC, separate study and four storage cupboards. Both bedroom three, the living room and the main bathroom are situated on the first floor. On the upper floor there's two further bedrooms, with bedroom one benefiting from an en suite.



**GROUND FLOOR**



**1ST FLOOR**



**2ND FLOOR**

\*plot specific

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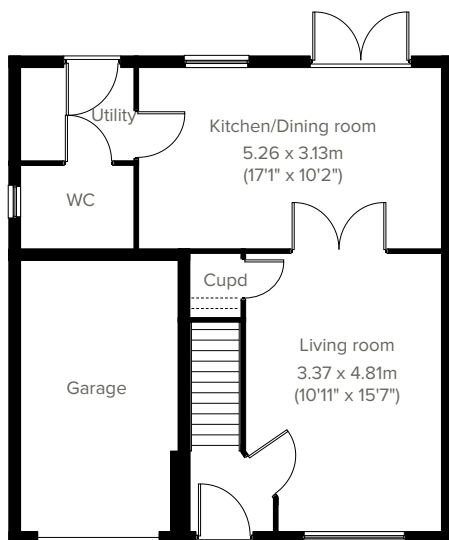


4 bedroom home

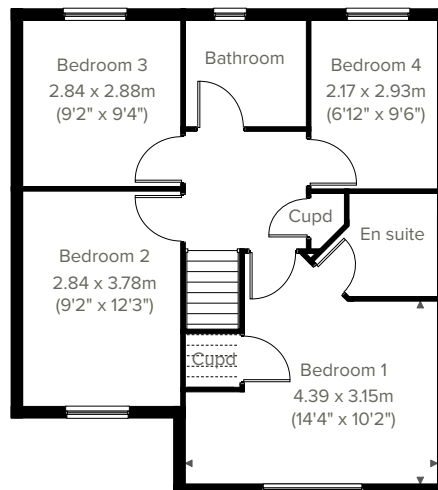
# The Hornsea



The Hornsea is a superb detached home with an integral garage, and a good-sized living room with double doors leading into a bright open plan kitchen/dining room - perfect for family life and entertaining. It's practical too, featuring a utility with outside access, a downstairs WC and three storage cupboards. Upstairs, bedroom one has an en suite, with the spacious landing leading on to three further bedrooms and the main family bathroom.



**GROUND FLOOR**



**1ST FLOOR**

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**16**

**EPC: B**



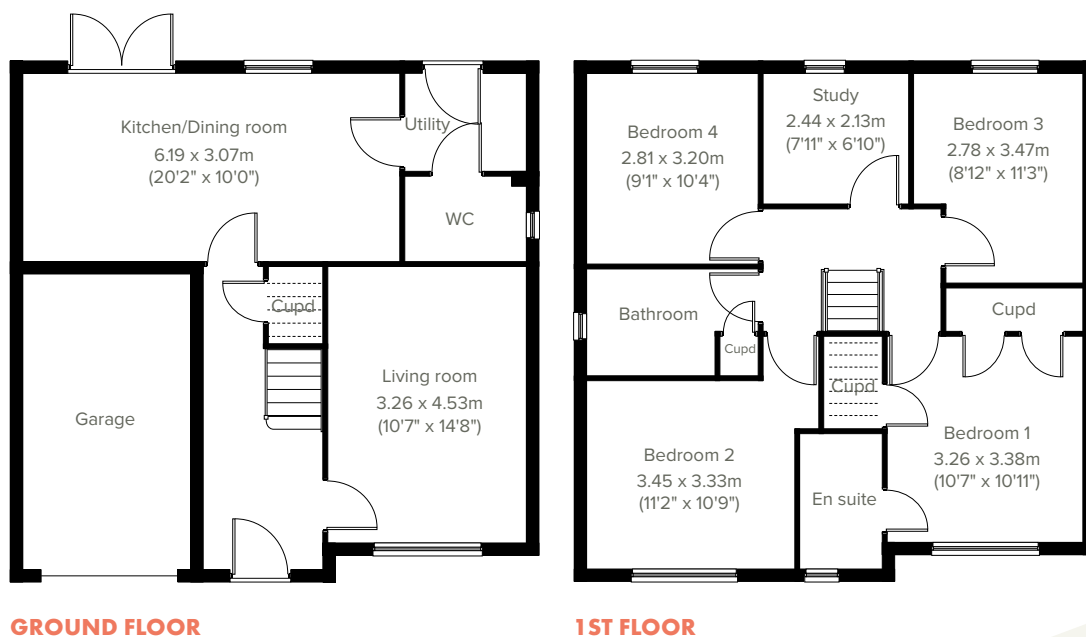


# The Belmont

4 bedroom home



Ideal for family life, the Belmont is a beautiful four-bedroom detached home. The open plan kitchen/ dining room is spacious and bright with French doors leading into the garden - perfect for gatherings with friends and family. It comes complete with a single integral garage, downstairs WC, en suite to bedroom one, four handy storage cupboards and a separate study - perfect for the way we live today.



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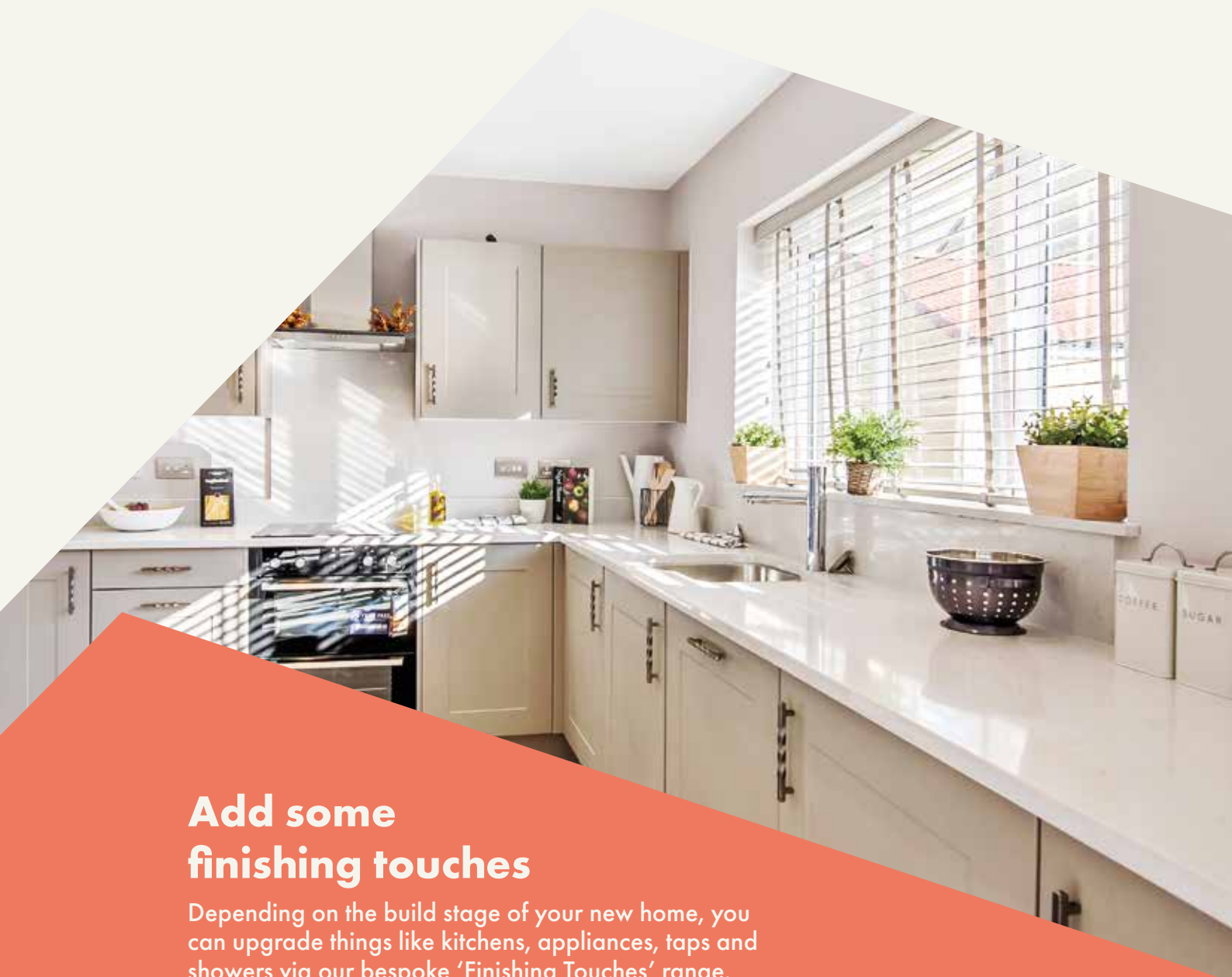




Holly Fields

# 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: timber frame or 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 doors with white hinges.

### Heating

Gas fired combi boiler 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.



## Kitchen

### General

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

### Plumbing

Plumbing for washing machine.

### Appliances

Single electric stainless steel oven, ceramic hob, stainless steel chimney hood and splash-back.



## 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.  
Shower and screen to bath where there's no en suite (and to Belmont house type).  
En suite splashback to basin and full height to shower enclosure.

### Tiling

1 course splashback to WC basin / 3 course splashback to bath / fully tiled shower

### 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 with single up-and-over white door or parking space (where applicable).

### Garden

Front lawn turfed or landscaped (where applicable).

### Fencing

1.8 metre fence to rear garden, plus gate.





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:

- ✓ **EPC 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.
- ✓ **A-rated boilers**  
Our condenser boilers far outperform non-condensing ones.
- ✓ **Local links**  
We're located close to amenities and public transport to help reduce your travel footprint.
- ✓ **Ultra-fast broadband**  
FibreNest fibre-to-the-home connectivity helps you live and work at home more flexibly.
- ✓ **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 CO<sub>2</sub> per house built.





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)



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 Next voucher. 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](https://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.





## Holly Fields

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