



The View Phase 4

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Persimmon

Together, we make your home

The View Phase 4

Redditch • Worcestershire



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"



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.



The View Phase 4

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 26](#)

Persimmon in numbers

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

9,922

homes
delivered in
2023

200+

locations
across
the UK

4800+

employees
make it all
happen

452

acres of
public space
created

£2.3bn

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.

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 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.

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.

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 28





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**



**HOME
CHANGE**



Deposit Unlock



**Bank of Mum
and Dad**



Deposit Boost



**Armed Forces/Key
Workers Discount**



- ③ Choice of 2, 3, 4 & 5-bedroom homes
- ③ Close proximity to town amenities
- ③ Great green spaces and leisure facilities nearby
- ③ Handy transport links to Birmingham



Scan me!

For availability and pricing on our beautiful new homes at The View.



Redditch • Worcestershire

The View Phase 4

Enjoy the best of Redditch and the surrounding area with a new home at The View, our latest phase of this popular development offers a range of stunning two, three, four and five-bedroom homes.

Set on the northern outskirts of Redditch, The View enjoys a fantastic semi-rural position within easy reach of shops, several well-respected schools, beautiful countryside and great transport links – everything you could need in a place to call home.

Redditch has a rich history evidenced by a number of attractions around the town, from the Forge Needle Museum to the fascinating ruins of Bordesley Abbey which was also used as a Royal Swannery. Today the town is a bustling hub with a wide range of amenities. The leisure facilities nearby include Arrow Valley Country Park and Abbey Stadium Sports Centre, just a short walk from The View.

Shop 'til you drop

For all the shops and services you could need, make the short trip into the centre of Redditch. There you'll find the Kingfisher Shopping Centre, home to over 150 stores, restaurants and a cinema complex. There's also a wide range of high street and independent stores around the town, plus large homeware shops and supermarkets.

Excellent transport links

Whether you're travelling for work or leisure, you'll find no shortage of transport options living at The View. The development sits just off the A441, which leads 14 miles directly into the centre of Birmingham. Alternatively you could join the nearby M40, which runs south to London and also has handy links to the M5 and M42. Redditch train station, 1.9 miles from The View, operates a number of routes including regular direct services.

EXPLORE

Start exploring...

Redditch town centre
2 miles

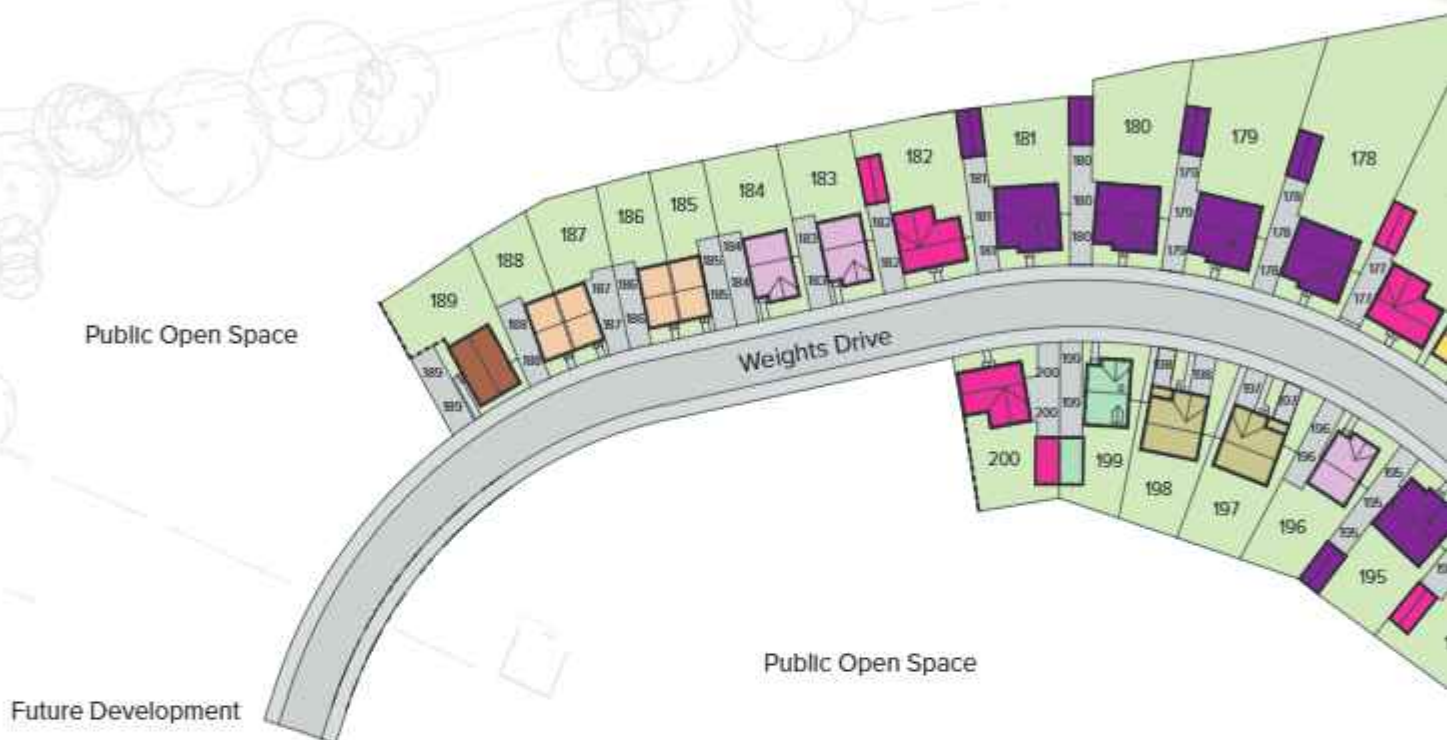
Birmingham
14 miles

Birmingham Airport
19.2 miles

Coventry
20.5 miles



The View Phase 4



Our homes

2 bedroom

 The Alnmouth

3 bedroom

 The Danbury

 The Sherwood

 The Ellesmere

 The Charndale

 The Barndale

4 bedroom

 The Himbleton

 The Rivington

 The Kennet

 The Greenwood

5 bedroom

 The Kielder

 Affordable Housing



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 adviser. 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.

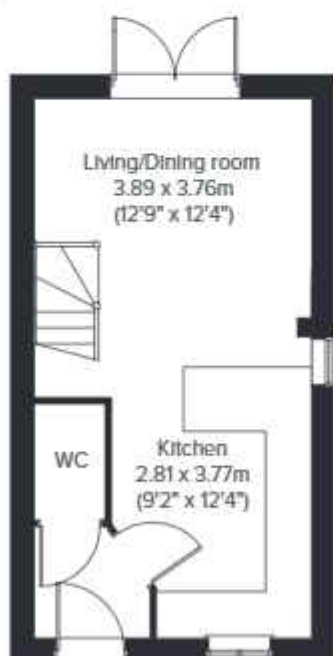


2 bedroom home

The Alnmouth



Perfectly-proportioned, the Alnmouth has a stylish open plan kitchen/dining/living room with French doors leading into the garden. It also features two bedrooms, a good-sized family bathroom 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

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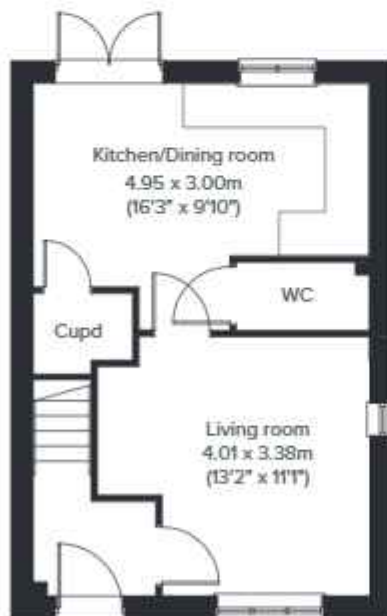


The Danbury

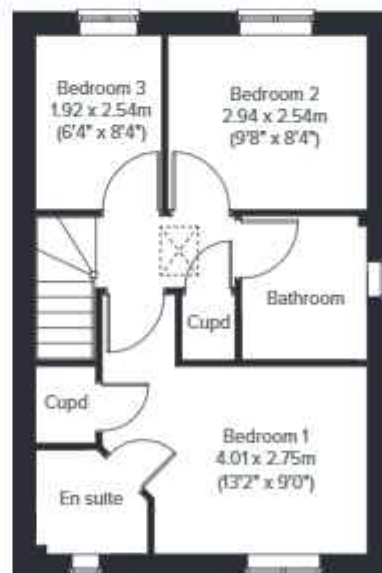
3 bedroom home



Perfect for the way we live today, the three-bedroom Danbury has a modern open plan kitchen/dining room with French doors to the garden and a spacious front-aspect living room that's ideal for entertaining. Upstairs there are three bedrooms - bedroom one has an en suite - and a family-sized bathroom. Appealing to families, first-time buyers and young professionals.



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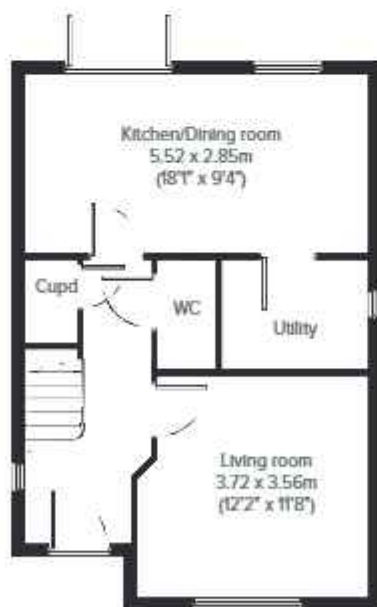


3 bedroom home

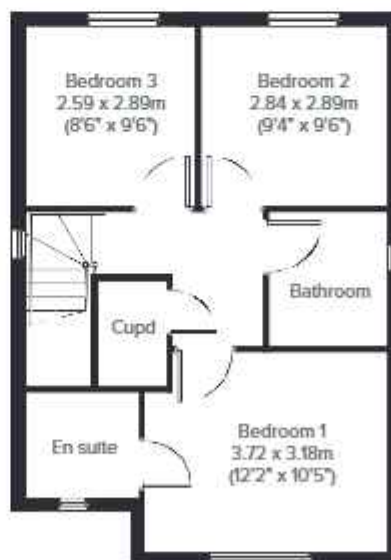
The Sherwood



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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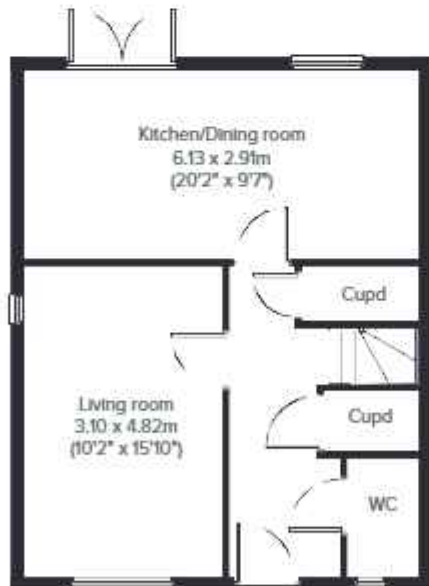


The Ellesmere

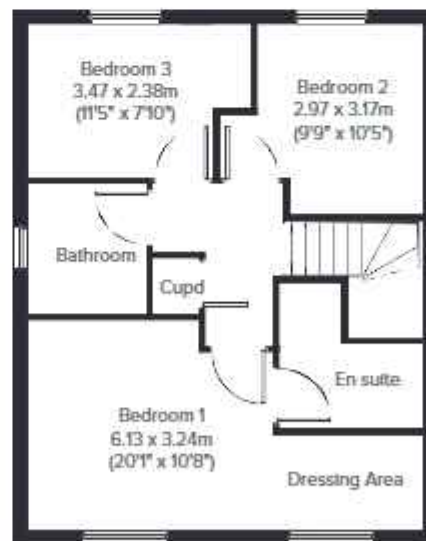
3 bedroom home



Perfectly-proportioned, the Ellesmere is a three-bedroom home with lots to offer. The open plan kitchen/dining room has French doors leading into the garden and there is a front-aspect living room. Upstairs you'll find a large bedroom one with an en suite and dressing area, two double bedrooms and the main bathroom. It's practical as well with three handy storage cupboards and a downstairs WC.



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3 bedroom home

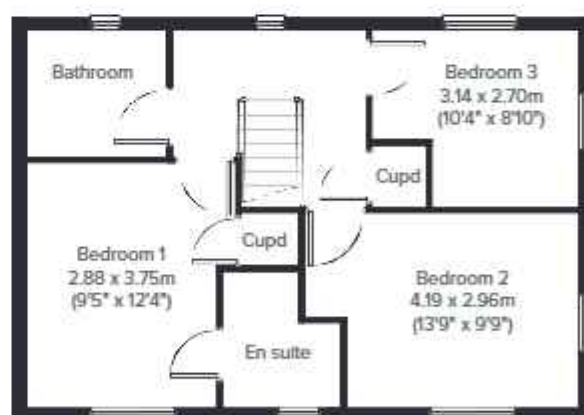
The Charndale



The Charndale is a popular three-bedroom family home with much to offer, it has a bright and modern open plan kitchen/dining room leading to a handy utility room. The spacious living room has French doors leading into the garden. Upstairs there are three good sized bedrooms, bedroom one benefiting from an en suite, plenty of storage and a modern family bathroom.



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The Barndale

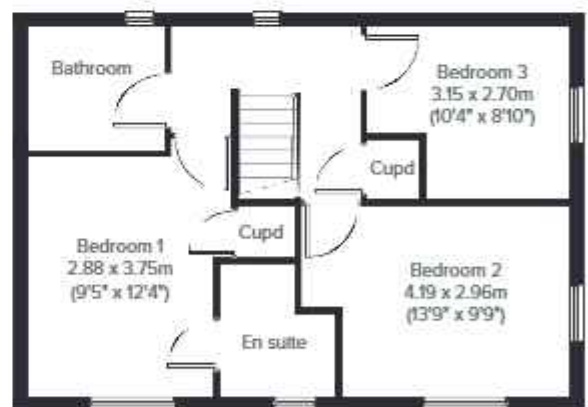
3 bedroom home



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. 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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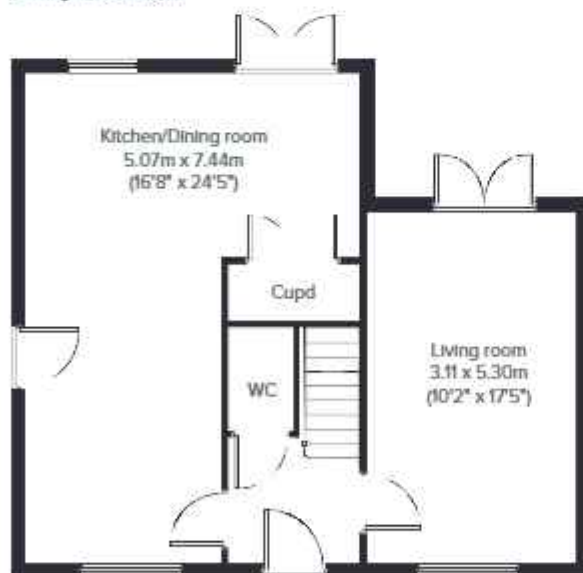


4 bedroom home

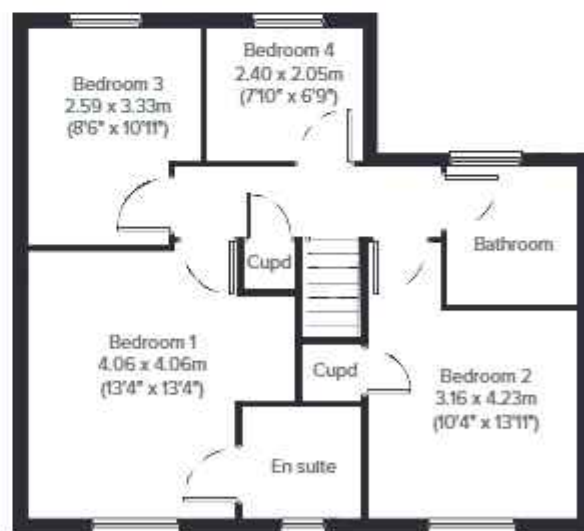
The Himbleton



This lovely four-bedroom, detached family home has been designed to suit a growing family. Both the living room and the kitchen/dining room have French doors that lead out into the garden. There's also three storage cupboards and a downstairs WC. Upstairs, two of the bedrooms face the front and two overlook the garden. Bedroom one has its own en suite and the other bedrooms share a good-sized family bathroom.



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The Rivington

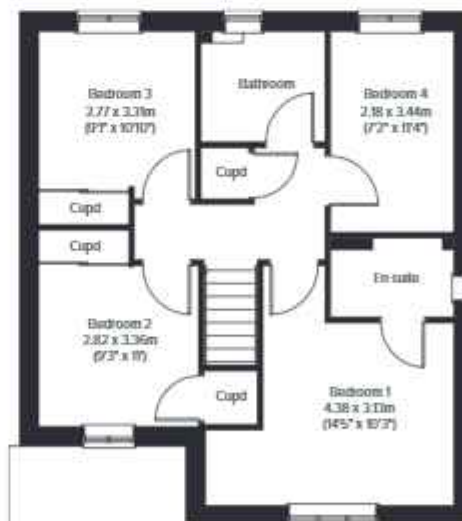
4 bedroom home



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, a spacious open plan kitchen/dining room with French doors leading out into the garden. Bedroom one has an en suite, with the landing leading on to three further bedrooms, storage cupboards and the main family bathroom.



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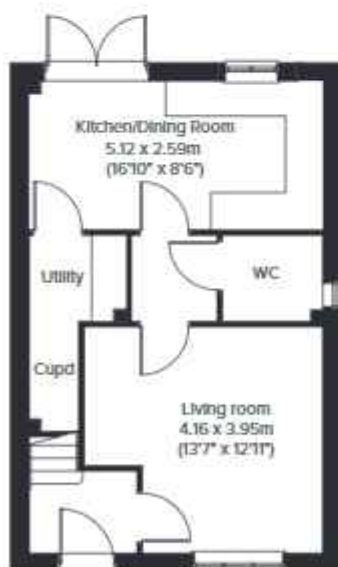


The Kennet

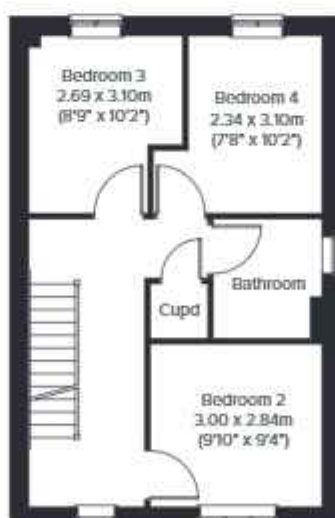
4 bedroom home



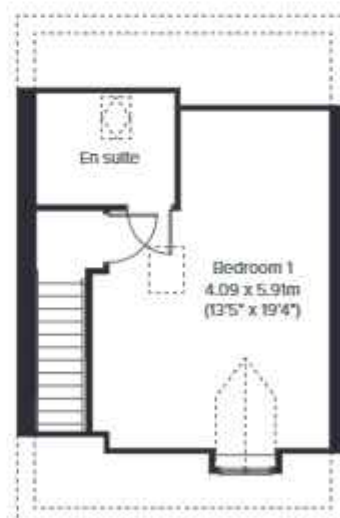
The Kennet is a modern three-storey home ideal for family life. This four-bedroom home features an open plan kitchen/dining room with French doors leading into the garden, a handy utility room and front-aspect living room, plus under-stairs storage and a WC. The first floor has three good-sized bedrooms,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



GROUND FLOOR



1ST FLOOR



2ND FLOOR

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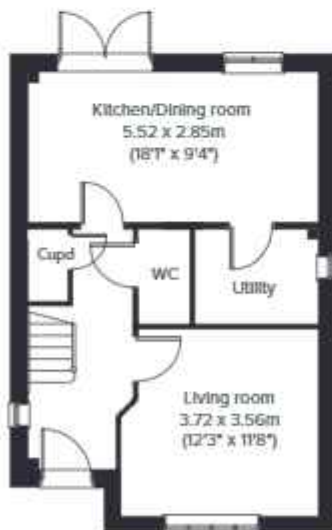


The Greenwood

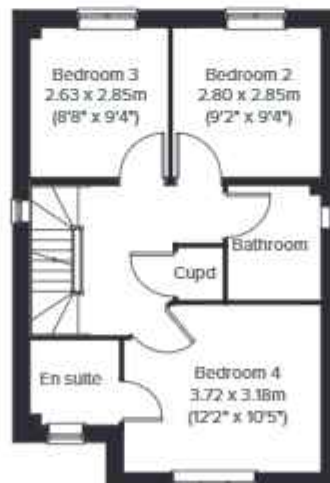
4 bedroom home



Enjoy the best of modern living in this popular four-bedroom home. The Greenwood's bright front-aspect living room, spacious kitchen/dining room with French doors leading to the garden, separate utility room, handy storage cupboard and downstairs WC complete the ground floor. The first floor consists of three bedrooms - bedroom four with an en suite and a family bathroom. On the second floor, bedroom one has an en suite and further storage space.



GROUND FLOOR



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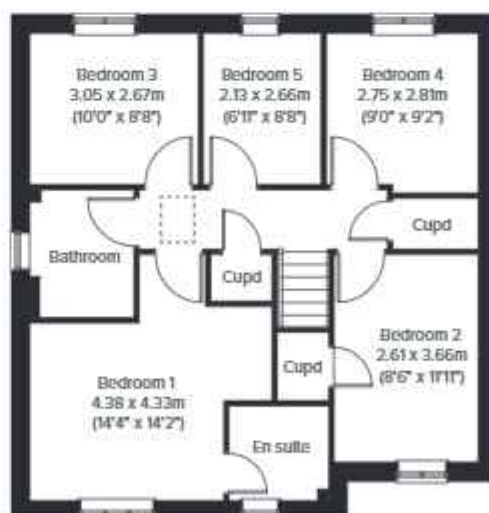
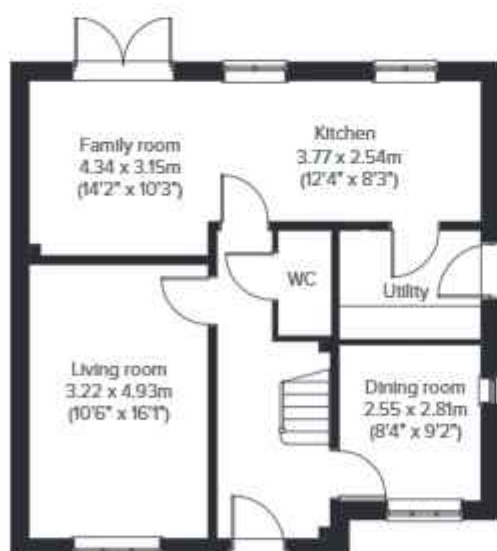


5 bedroom home

The Kielder



The Kielder is a superb detached home with a good-sized living room, and a bright open plan kitchen/ family room with French doors leading onto the garden - perfect for family life and entertaining. It's practical too, with a utility, separate dining room, downstairs WC and two storage cupboards. The large bedroom one has an en suite with the landing leading on to four further bedrooms and the main family bathroom.



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The View Phase 4

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 painted 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.



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 gas 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.
- ✓ **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 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 adviser on site.



All about community

Proud to be building communities

When creating The View, 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. The View 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 The View."

EDUCATION

Contribution of £3,140,000 towards local education.

HOUSING

Affordable and extra care housing provision.

TOWN CENTRE

£520,000 contributions towards the town centre.

HIGHWAYS

Contribution of £1,249,000 towards highways improvements.

TRANSPORT

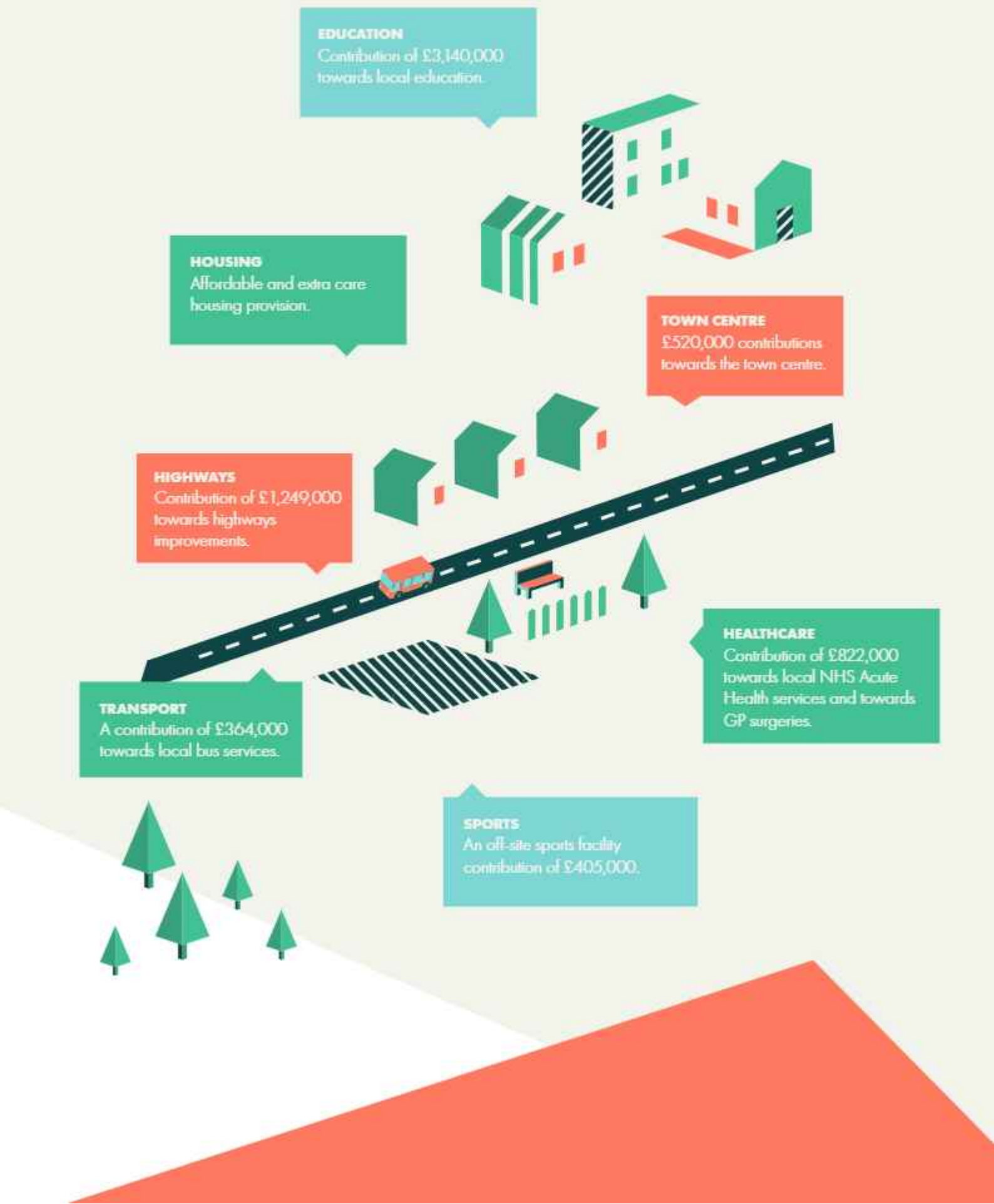
A contribution of £364,000 towards local bus services.

HEALTHCARE

Contribution of £822,000 towards local NHS Acute Health services and towards GP surgeries.

SPORTS

An off-site sports facility contribution of £405,000.





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

Solar panels help boost your existing energy-efficient boiler using sustainable green energy. For full details of the number of solar panels (where applicable) and the location; please refer your sales advisor for details.

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.

Waste water heat recovery ensures the waste water from the shower heats the incoming cold water as it goes up the pipe so that the boiler doesn't have to work as hard to heat it.

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 boilers 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)



FibreNest™



Your home, better connected
for a brighter future



Ultrafast 500Mb broadband is available on this development.

FibreNest provides you with high-speed, totally unlimited
full-fibre broadband to your home, at great prices.



Choose the best package for you

We know every household is different, that's why we've put together six amazing packages to suit everyone's needs. From surfing the net on the sofa to binge-watching the latest box set, streaming music with friends to ruling the galaxy in the latest must-have game - we've got the service for you.



Scan me!
For packages & pricing.



0333 234 2220



support@fibrenewest.com

Get connected today!

To sign up you will need your Unique Customer Reference.
Please ask your sales advisor for this:

C:

D:

P: