



Blue Bird

# A Century in the Making

A limited collection of homes within the historic Blue Bird Welfare Building

MARSDEN KIWI



*A rare collection of 13 homes*

*Rooted in history, reimagined for today*



# EXPLORE Blue Bird

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WELCOME

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HISTORY IN THE MAKING

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# A Landmark, Reimagined



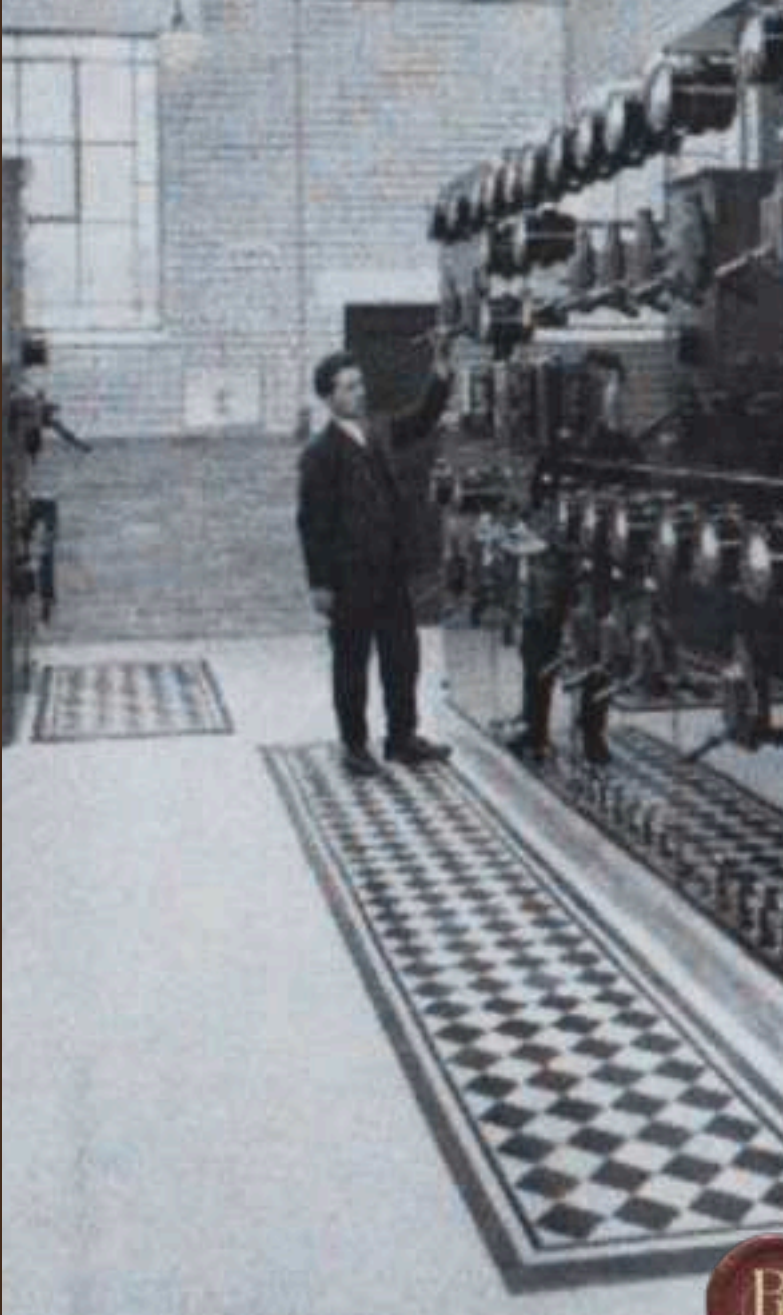
Computer-generated imagery is indicative. Design, specification and finishes may vary.

## The Welfare Building

The Welfare Building has always been about people and that remains at its heart today. Inside, you'll find spaces that feel warm and inviting. Light pours through the original window openings, and every finish has been chosen for comfort as much as style.

No two homes are the same. Each carries a trace of the building's story, from its distinctive red-brick façade to the craftsmanship of its restoration. The result is a home that feels established, characterful and effortlessly welcoming from the moment you step inside.





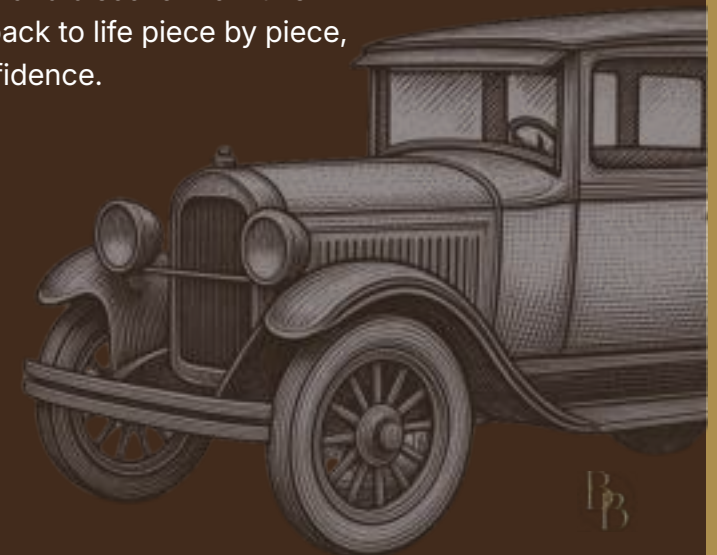
## History in the Making

For over a century, the Blue Bird Toffee Factory has stood as a proud part of local life, a place where craftsmanship, care and community came together to create something truly special.

Today, that legacy is being thoughtfully reimaged for a new generation.

The Welfare Building, once a vibrant hub where factory workers gathered to eat, laugh and celebrate, is now being transformed into a distinctive collection of homes. A considered restoration that honours its heritage, while introducing a refined new chapter of design and modern living.

This is a rare opportunity to experience the story as it unfolds. To step inside, explore the spaces, and discover how this iconic landmark is being brought back to life piece by piece, with care, creativity and quiet confidence.



# Phase One



Location Map (Imagery © Google)

## A Century in the Making

Each home at Blue Bird has been individually named to honour the building's rich industrial past. Homes within the Welfare Building take their names from the craft and quiet industry of the former factory, a nod to the production and process that once defined the space.

9	Garden Room
10	Terrace
11	Parlour
12	Studio
13	Sanctuary



## ROMSLEY / HUNNINGTON

Set within the historic Blue Bird Welfare Building, Blue Bird presents a rare opportunity to enjoy thoughtfully designed homes in the heart of Hunnington, near Romsley. Surrounded by open countryside yet well connected to Birmingham and the wider Midlands, this is a setting that balances heritage, character and everyday ease.

### A Desirable Village Setting

Hunnington and neighbouring Romsley offer a charming semi-rural environment, defined by countryside views, established homes and a strong sense of community. With their peaceful atmosphere and village appeal, they provide an ideal backdrop for a lifestyle that feels both relaxed and well rooted.

### Countryside on the Doorstep

One of the area's defining characteristics is its connection to the landscape. From nearby walking routes and bridleways to open green spaces and far-reaching views, Hunnington and Romsley offer an outdoor lifestyle that feels both restorative and scenic.

### Everyday Amenities Nearby

Despite its tranquil setting, the area is well served for day-to-day convenience. Local pubs, cafés, village essentials and well-regarded schools are all close at hand, while Bromsgrove, Halesowen and surrounding centres offer a wider choice of shopping, dining and practical services.

### A Place with Character

Rich in local identity, the area combines village warmth with quiet confidence. Blue Bird builds on this sense of place, bringing new life to a landmark building and offering homes that feel connected to both the history and future of the site.

### Well Connected Living

Blue Bird enjoys an enviable position for those seeking a balance between countryside living and connectivity. With easy access to Birmingham, the motorway network and surrounding Worcestershire and West Midlands towns, it is ideally placed for commuting, schooling and weekend travel.



Cleat Hills

# No.9 Garden Room

Connecting life indoors to the natural rhythm beyond



## Kitchen - Eucalyptus

A soft muted eucalyptus kitchen that feels airy, calm, and effortlessly contemporary.



Ideal for bright, open-plan homes where a lighter palette enhances natural light and creates a relaxed, refined atmosphere. Carefully selected to complement the lighter heritage tile palette within this area of the building.

## Heritage Highlights



Original glazed wall tiles and restored parquet flooring

Opening out to a private garden, Plot 9 is designed around light and flow, with indoor and outdoor living working seamlessly together. The fresh eucalyptus kitchen palette brings a sense of softness and clarity, sitting beautifully against the richness of restored parquet flooring and original heritage tiles.

Computer-generated imagery is indicative.  
Design, specification and finishes may vary.

# Garden Room

2 Bed 2 Bath 1 Storey  
37.7m<sup>2</sup> Garden / 2 Parking spaces / 1 EV

Approx. GIA - 86.7sqm (933sqft)

Kitchen	2.64m x 6.07m
Dining, Living	2.96m x 6.07m
Master Bedroom	3.71m x 3.76m
En Suite	1.40m x 3.76m
Bedroom 2	3.57m x 3.13m
Bathroom	1.49m x 3.05m
Utility	1.49m x 0.88m
Store	1.99m x 0.91m
Store	1.29m x 0.55m
Cloaks	1.29m x 0.55m



# No.10 Terrace

Shaped by light, air and a sense of freedom

## Kitchen - Olive

A rich olive green kitchen offering depth and a more classic, grounded aesthetic.



Carefully selected to complement the original glazed heritage tile palette within this area of the building.

## Heritage Highlights



Original glazed wall tiles and restored parquet flooring

With its connection to a larger private garden, Plot 10 offers a more grounded, intimate take on open-plan living. The deep olive kitchen palette brings warmth and character, sitting effortlessly alongside restored parquet flooring and original glazed tiles.

# Terrace

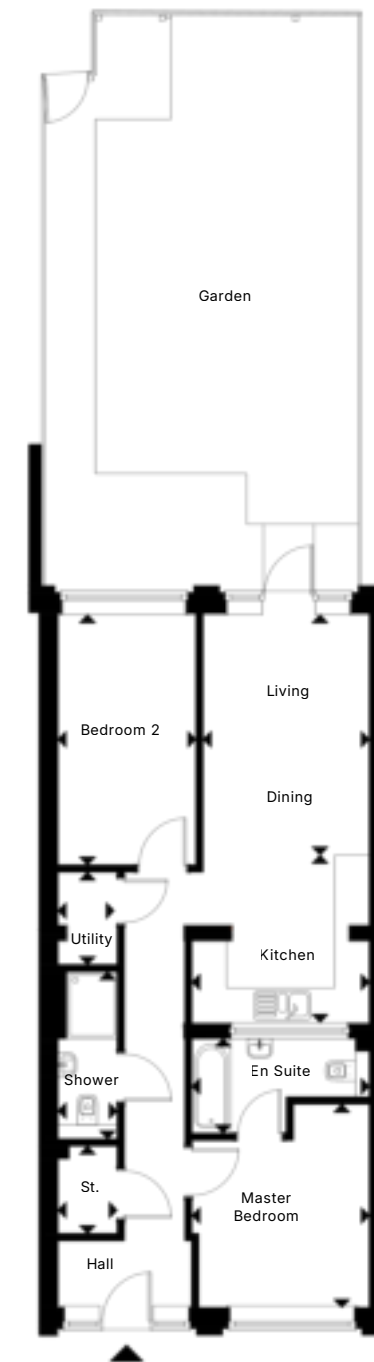
2 Bed 2 Bath 1 Storey

59.0m<sup>2</sup> Garden / 2 Parking spaces / 1 EV

Approx. GIA - 69.4sqm (747sqft)

Kitchen	3.00m x 3.20m
Dining, Living	4.32m x 3.00m
Master Bedroom	3.65m x 3.20m
En Suite	1.70m x 3.20m
Bedroom 2	4.50m x 2.49m
Shower Room	3.00m x 1.07m
Utility	1.66m x 1.07m
Store	1.57m x 1.07m

Not to scale



Canopy



Specifications may vary by plot. Please speak to your sales agent for full details.

# No.11 Parlour

A gracious space for conversation and calm

## Kitchen - Eucalyptus

A soft muted eucalyptus kitchen that feels airy, calm, and effortlessly contemporary.



Ideal for bright, open-plan homes where a lighter palette enhances natural light and creates a relaxed, refined atmosphere. Carefully selected to complement the lighter heritage tile palette within this area of the building.

Computer-generated imagery is indicative.  
Design, specification and finishes may vary.

## Heritage Highlights



Original glazed wall tiles and restored parquet flooring

With its long, elegant proportions, Plot 11 is designed for both relaxation and conversation, with spaces that feel calm, open and beautifully connected. The soft eucalyptus kitchen palette enhances the natural light, creating a gentle contrast to the building's restored parquet flooring and original glazed tiles.

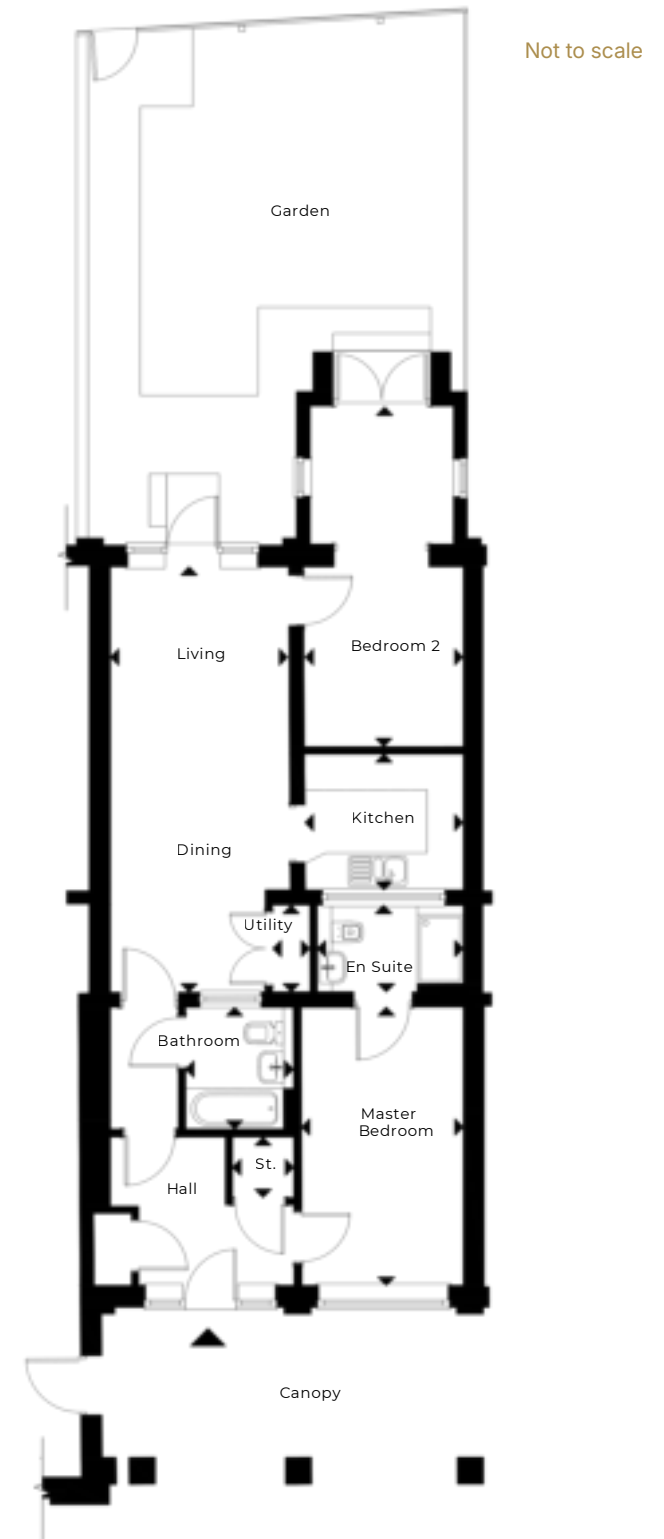


# Parlour

2 Bed 2 Bath 1 Storey  
51.0m<sup>2</sup> Garden / 2 Parking spaces / 1 EV

Approx. GIA - 82.7sqm (890sqft)

Kitchen	2.36m x 2.75m
Dining, Living	7.37m x 3.09m
Master Bedroom	4.83m x 2.81m
En Suite	1.50m x 2.53m
Bedroom 2	5.89m x 2.75m
Bathroom	2.10m x 1.86m
Utility	1.50m x 0.65m
Store	1.05m x 1.05m



Specifications may vary by plot. Please speak to your sales agent for full details.

# No.12 Studio

Echoing the craftsmanship that built the Blue Bird story

## Kitchen - Amaranth

A soft terracotta-toned kitchen that creates a warm, contemporary focal point.



A soft terracotta-toned kitchen that creates a warm, contemporary focal point. Carefully paired with warmer heritage tile tones to create a cohesive and character-led interior finish.

## Heritage Highlights



Original glazed wall tiles and restored parquet flooring

Bathed in natural light from its corner position, Plot 12 offers a beautifully considered take on studio living, where every element feels purposeful and refined. The terracotta-toned kitchen introduces warmth and personality, sitting comfortably alongside restored parquet flooring.



Not to scale.

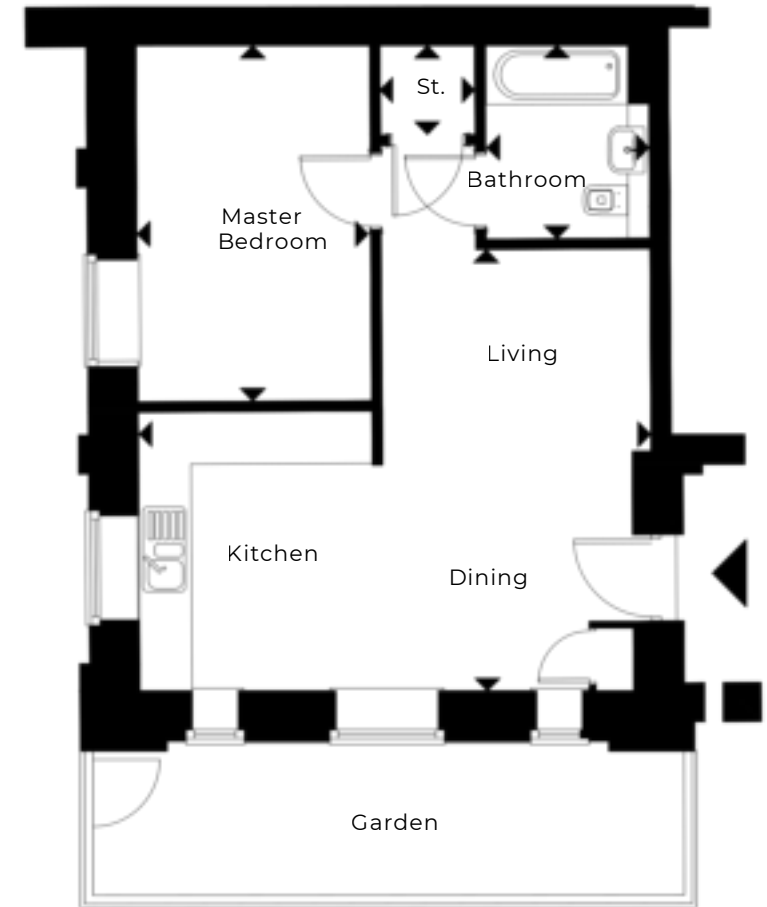
# Studio

1 Bed 1 Storey

14m<sup>2</sup> Front courtyard / 1 Parking space / 1 EV

Approx. GIA - 46.5sqm (501sqft)

Kitchen, Living, Dining	5.26m x 6.14m
Master Bedroom	4.24m x 2.80m
Bathroom	2.31m x 1.95m
Store	1.06m x 1.13m



Specifications may vary by plot. Please speak to your sales agent for full details.

# No.13 Sanctuary

Inspired by the building's heritage of care and wellbeing



## Kitchen - Amaranth

A soft terracotta-toned kitchen that creates a warm, contemporary focal point.



A soft terracotta-toned kitchen that creates a warm, contemporary focal point. Carefully paired with warmer heritage tile tones to create a cohesive and character-led interior finish.

## Heritage Highlights



Original glazed wall tiles and beautiful glazed entrance

Designed as a place to slow down and unwind, Plot 13 offers a calm and beautifully balanced living environment, with light-filled spaces and a seamless connection to the garden beyond. The warm terracotta kitchen palette adds depth and softness, complementing original glazed tiles, a striking entrance, and carefully restored heritage details throughout.

# Sanctuary

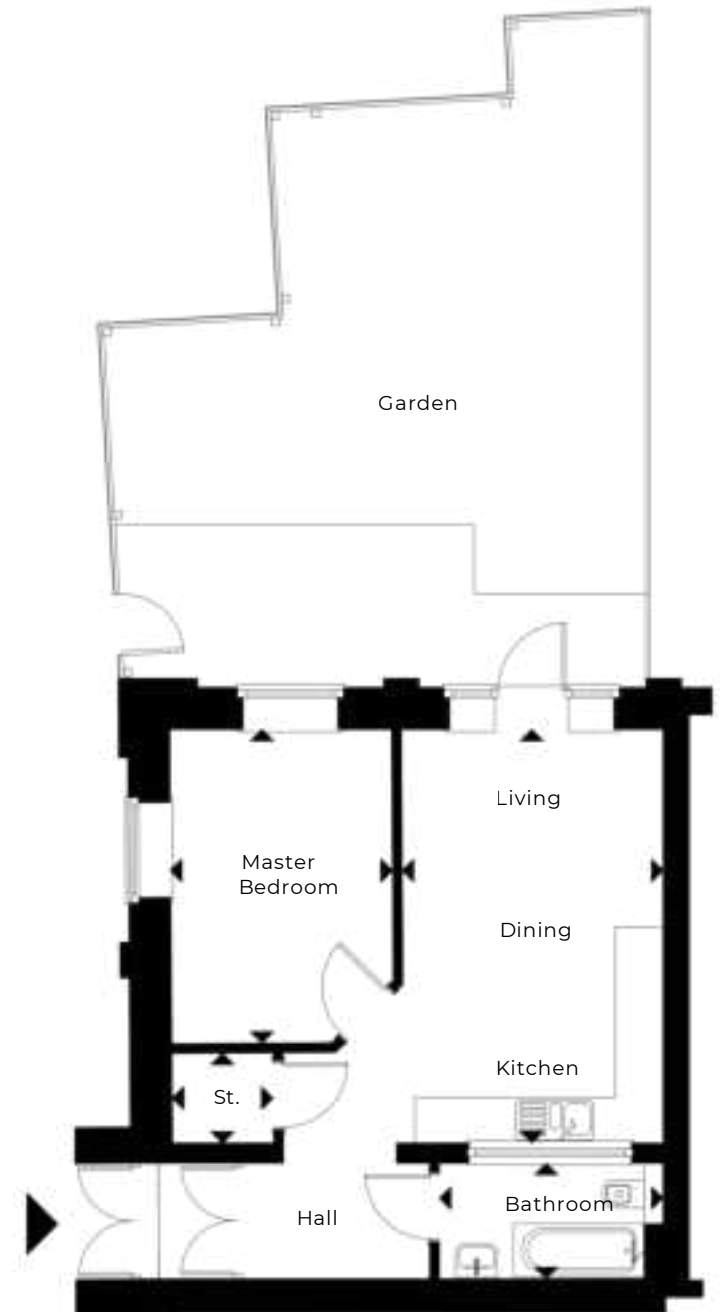
1 Bed 1 Storey

49.5m<sup>2</sup> Garden / 1 Parking space / 1 EV

Approx. GIA - 46.0sqm (495sqft)

Kitchen, Living, Dining	5.43m x 3.42m
Master Bedroom	4.12m x 2.90m
Bathroom	1.51m x 2.92m
Store	1.17m x 1.32m

Not to scale.



Specifications may vary by plot. Please speak to your sales agent for full details.

# A Superior Specification

## Exterior & Structure

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Grade II listed building

Heritage architectural detailing to red external brickwork

Traditional grey roof finish

Elegant partially glazed heritage entrance doors - PAS24

Private gardens with patios and landscaped planting

Subtle outdoor lighting

Sympathetically repaired or replaced original putty-glazed windows

## Heating, Electrical & Technology

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Gas central heating throughout

Elegant tall heritage column radiators

Suspended track lights to kitchens  
*(subject to plot)*

Pendant lighting to living and bedrooms

USB charging points in principal bedrooms and kitchen

Electric vehicle charging point for each home

## Sustainability & Efficiency

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High levels of insulation to walls, roof and floors

Smart meters provided as standard

EPC Rating C

## Heritage Highlights

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Restored parquet flooring, original glazed wall tiles, and living areas that celebrate the building's original character.

*Please refer to individual floor plans, as heritage features vary from home to home.*



# Interior Finishes & Lifestyle

## Quietly luxurious living

### Interior Finishes

Smooth plastered walls and ceilings, finished in a soft off-white emulsion

Finished with deep, generously proportioned skirting boards and elegant picture rails, introducing a refined layer of architectural detail throughout

Elegant Georgian-style three-panel doors with ribbed black lever handles

Plush fitted carpets to bedrooms  
*(and stairs where appropriate)*

### Kitchen & Appliances

Soft-closing doors and drawers

Handleless wall units

Bar handles to base units

Silgranit inset sink in soft white

Dual lever tap in stainless steel

Bosch single oven & Induction hob

Integrated 70/30 fridge/freezer

Fully integrated dishwasher

Designer worktops and wall panels

Integrated cutlery insert

Base-mounted telescopic bin

Integrated washer/dryer within kitchens

Freestanding washer/dryers to utility areas

### Bathrooms & En Suites

Chrome-finish brassware with a refined designer profile

Elegant styled sanitaryware in a timeless white finish

Feature glossy porcelain wall tiles, selected to introduce texture and enhance the traditional aesthetic

Heated towel rails and recessed downlights

Rainfall shower heads with detachable handsets

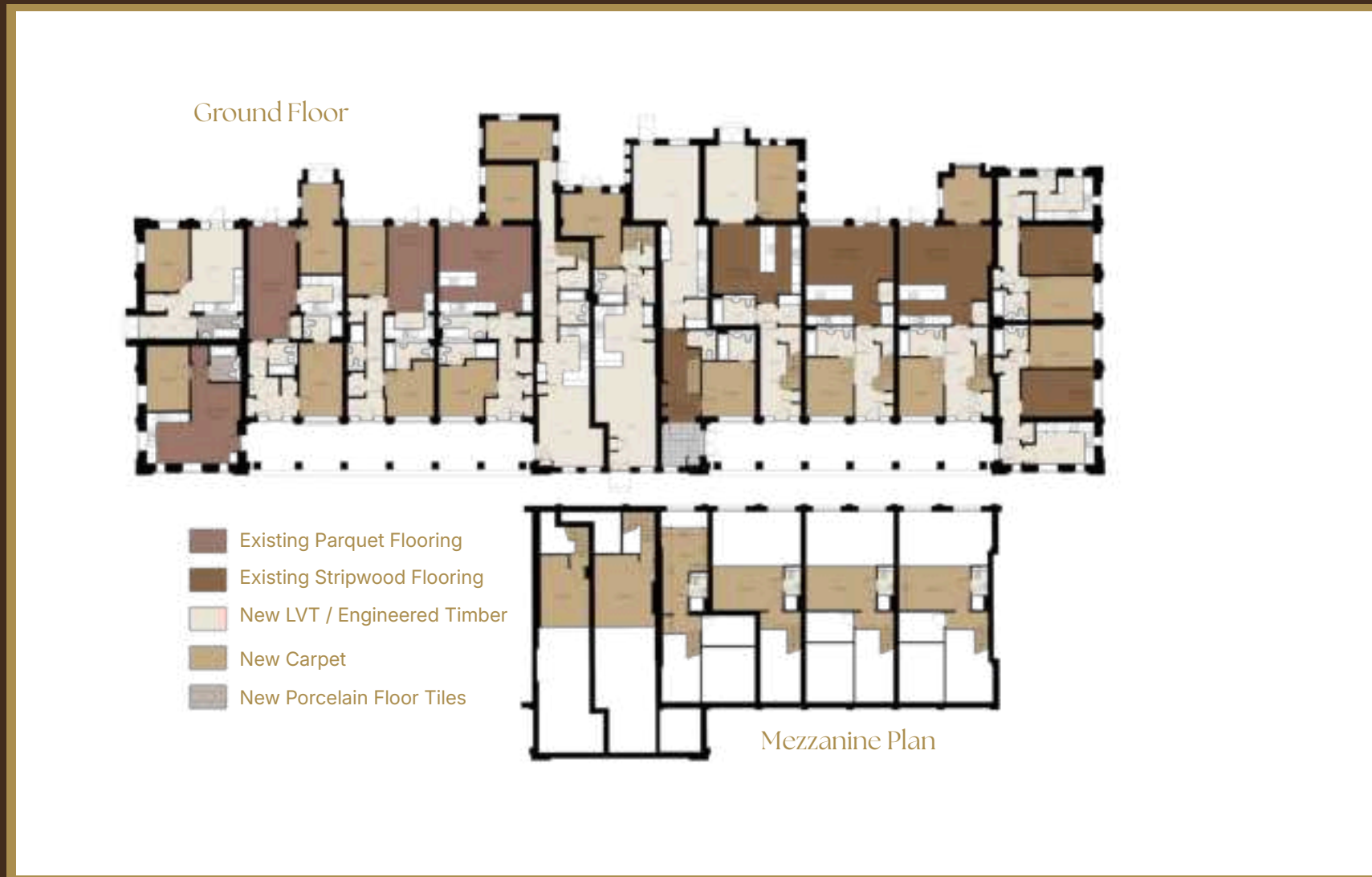


Specifications may vary by plot. Please speak to your sales agent for full details.

# FAQs

NO.	Question / Information	Answer
1	Are the properties freehold?	Virtual Freehold (999 Year Lease)
2	What is the management fee and what is included?	Approx. £415.38 per unit per annum. Full inclusions are listed in the Management Schedule. (10 year RPI forecast rate of 3.5% per annum)
3	What is the Bellway service charge?	Indicative annual fee: £230.00 + VAT. Subject to change awaiting confirmation from TrustGreen
4	Can you confirm who will provide the building insurance?	Bspoke Commercial Ltd Approx. £280.29 per unit per annum
5	What white goods are included?	Integrated fridge-freezer, integrated dishwasher and a washer/dryer
6	Are pets allowed?	Yes, with prior written consent from the Management Company. Consent will not be unreasonably withheld. Pets must not cause nuisance
7	Any restrictions or covenants?	Yes. The building is Grade II listed. More Information on Grade II Listed Building – Buyer Guidance (What Owners Can and Cannot Do)
8	How will parking & visitor spaces be allocated?	1 Space for 1 Bed Homes, 2 Spaces for 2 & 3 Bed Homes, 5 Visitor Spaces and 1 EV charger per home
9	Can wardrobes be added as an extra?	Yes. See Sepatate Wardrobe Pricing Schedule
10	What is the EPC Rating?	EPC Rating C
11	Who is the warranty provider?	BuildZone
12	What will the heating system be?	Combi boiler with radiators
13	Will the hob be gas or electric?	Electric
14	Is there an alarm system?	No, however can be added - See separate Electrical Pricing Schedule

# Proposed Flooring Schedule



## About the developer

### Marsden Kiwi

For over 15 years, Kiwi has been a trusted name in the high-end private residential market, delivering bespoke, luxurious homes across the Midlands. Known for meticulous attention to detail, superior craftsmanship and a personal, design-led approach, the business has built a reputation for creating homes that blend timeless design with modern innovation.

In 2021, the firm expanded into the new-build and development sector through a partnership with a private investor and latterly formalised the relationship through introducing Marsden Kiwi Homes. The partnership combines design and construction expertise with investment strength - a collaboration built on shared values of quality, creativity and care.

Today, Marsden Kiwi specialises in developing properties on carefully selected sites, chosen for their unique character and exceptional locations. Every home begins with thoughtful land selection and a deep understanding of how people live, resulting in developments that balance beauty, practicality and a genuine sense of place.

Whether transforming heritage landmarks like the Blue Bird Toffee Factory or creating contemporary homes from the ground up, Marsden Kiwi continues to redefine and improve the quality of new homes through craftsmanship, innovation and integrity.

“Building a  
better way  
to live”



MARSDEN KIWI



Reserve your place in history  
today...

To discover more and book your  
private viewing of *Blue Bird*  
Please get in touch.



Discover More



DISCLAIMER: These particulars are compiled with care to give a fair description but we cannot guarantee their accuracy and they do not constitute an offer or contract. The developer reserves the right to alter any specifications and floor plan layouts without prior notice. All journey times stated are approximate, sourced from google.com. Walking times and distances taken from google.com. Interior and exterior images are computer generated and are for illustrative purposes only.



MARSDEN KIWI

Building a better way to live