



The Maples

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Persimmon

Together, we make your home



The Maples

Bewdley • Worcestershire



Persimmon

Together, we make your home

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.

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

HBF Home
Builders
Federation



Customer Satisfaction 2026

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 Maples

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 28](#)

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.

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 30





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.

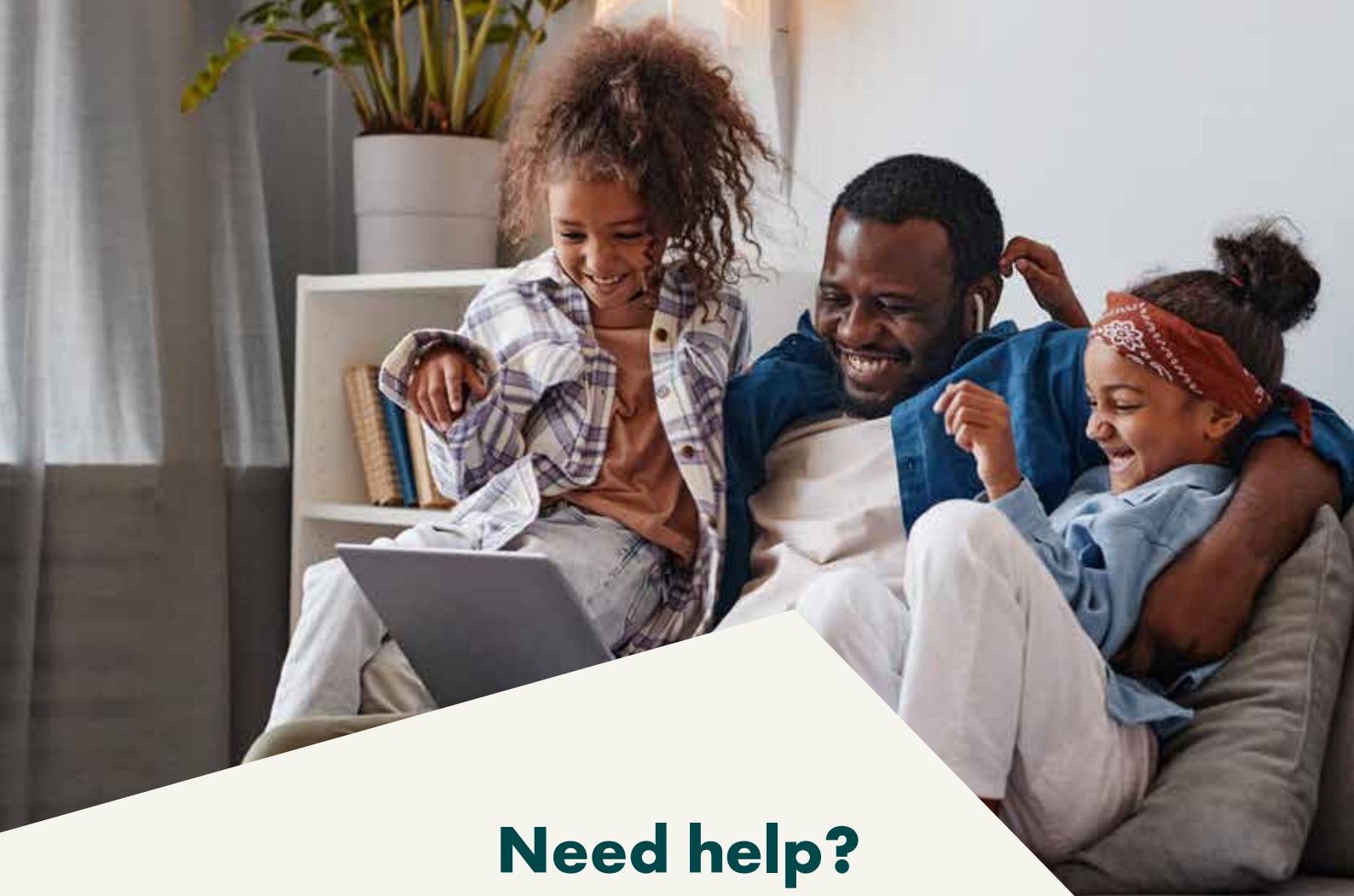
Handover

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**



**EARLY
BIRD**



DEPOSIT UNLOCK
THE LOW DEPOSIT MORTGAGE SOLUTION

Deposit Unlock



Bank of Mum and Dad

Bank of Mum and Dad



Deposit Boost

Deposit Boost



**Armed Forces/Key
Workers Discount**

Armed Forces/Key
Workers Discount

- 
- A modern kitchen with grey cabinetry, a white countertop, and a built-in oven. On the counter, there is a wooden cutting board, a white toaster, a metal container with utensils, a potted plant, and some groceries. A dark apron hangs on the wall to the left.
- Choice of 2, 3, 4 & 5-bedroom homes
 - Close to Worcester and Birmingham
 - Just 3.3 miles away from Kidderminster train station
 - Good range of local amenities



Scan me!

For availability and pricing on our beautiful new homes in The Maples.



Bewdley • Worcestershire

The Maples

The Maples is an exciting development of new energy-efficient homes on the edge of Bewdley, a popular town in Worcestershire. With homes ranging from 2-bedroom to 5-bedrooms, there's something to suit everyone.

From charming cafes to traditional markets, Bewdley is a friendly and vibrant place to call home. Set on the River Severn, the attractive town offers ample amenities including independent and high street shops, pubs, restaurants, schools and attractions including a museum. The development has plenty of green spaces families will love, as well as an on-site children's natural play area. As an added bonus, the fantastic West Midlands Safari Park and its Adventure Theme Park are less than a mile away.

Living at The Maples you'll be within easy reach of shops and essential services. For the weekly shop there's a Tesco and Co-op Food in Bewdley, while larger Kidderminster

is home to a range of high street brands. Bewdley is also home to a selection of charming independent shops, while Kidderminster hosts an open air market twice a week. Kidderminster hospital is less than 2 miles away, and for families with children there's a primary school and secondary school (both rated Good by Ofsted) within walking distance.

Easily within reach

Though The Maples enjoys a historic town location with lovely countryside nearby, it's also close to main transport routes. By car, Worcester is just 15 miles away and Birmingham 21 miles away, both within commuting distance. The M5 provides access to Gloucester and Cheltenham in the south, while the M6 leads north to Stoke-on-Trent. Kidderminster train station is a 10-minute drive away, and operates direct services across the region.

EXPLORE

Kidderminster
2.4 miles

Worcester
15 miles

Birmingham
21 miles

Birmingham Airport
35.7 miles



The Maples

Our homes

2 bedroom



The Alnmouth

3 bedroom



The Danbury*



The Ellesmere



The Stretton



The Farmwood*



The Barnwood



The Charnwood*

4 bedroom



The Redwood



The Greendale



The Rivington*



The Dorridge



The Himbleton

5 bedroom



The Kinver



The Kielder*



Affordable Housing

Kidderminster Road



*All plots of this housetype are now sold out



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.

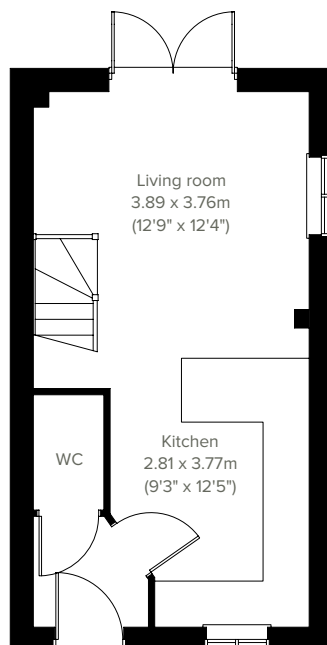


2 bedroom home

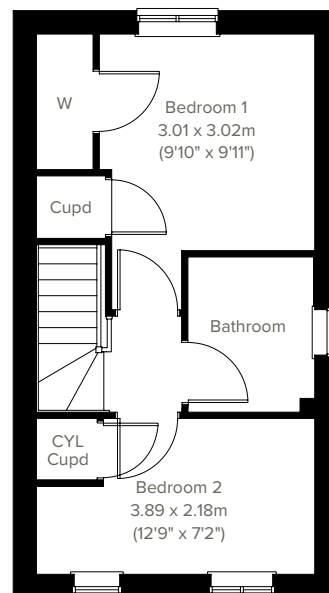
The Alnmouth



Perfectly-proportioned, the Alnmouth has a stylish open plan kitchen/living room with French doors leading into the garden. It also features flexible first floor rooms, a good-sized 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

* Plot specific window

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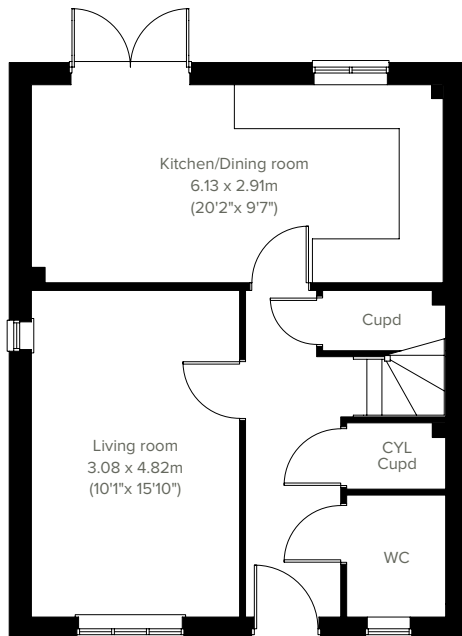


The Ellesmere

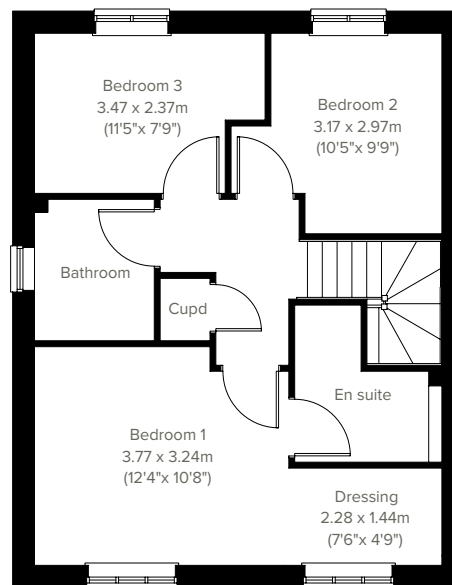
3 bedroom home



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 WC.



GROUND FLOOR



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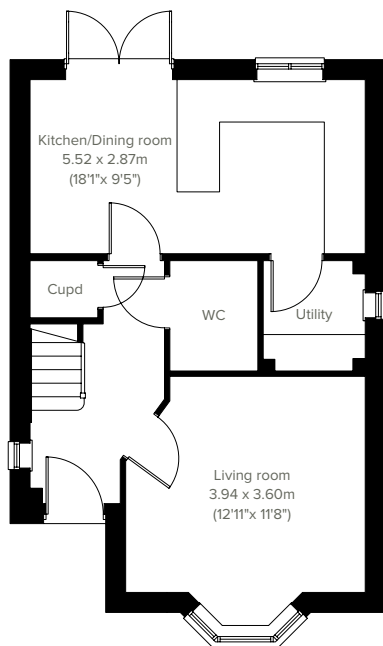


3 bedroom home

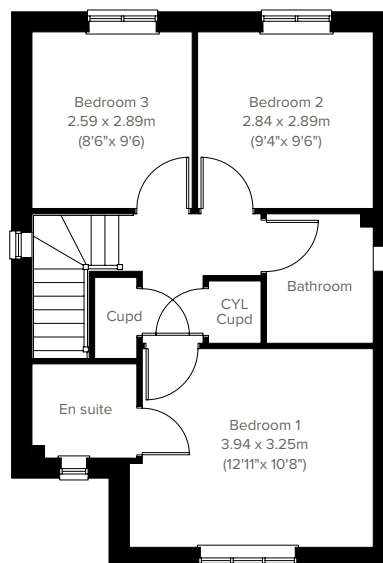
The Stretton



The Stretton is a modern three-bedroom home that's designed with everyday life in mind. It features a bright, front-facing living room with a charming bay window, and a spacious open-plan kitchen/dining room with French doors opening out to the garden – great for entertaining or family time. Upstairs you'll find three bedrooms, including bedroom one with its own en suite, plus a stylish family bathroom. Ideal for first-time buyers, young professionals or growing families looking for a comfortable and flexible place to call home.



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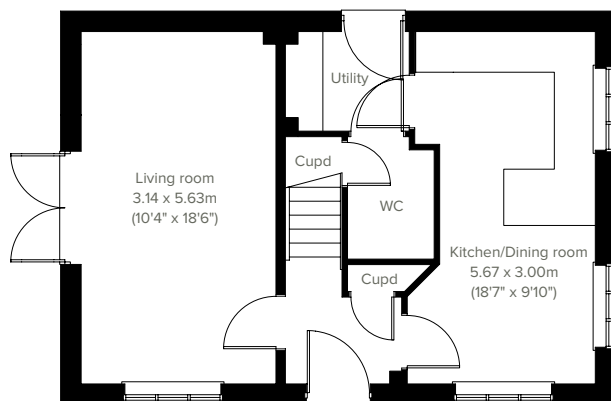


The Barnwood

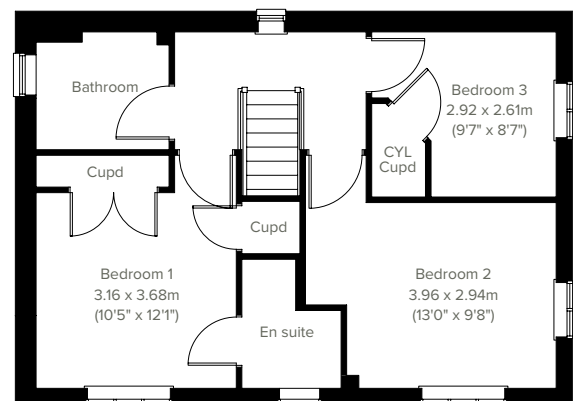
3 bedroom home



A thoughtfully-designed three-bedroom family home with much to offer, the Barnwood 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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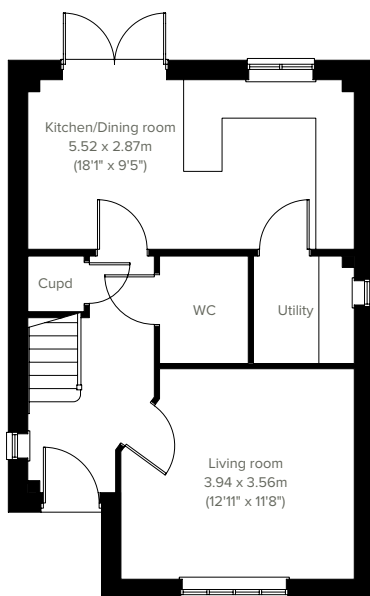


3 bedroom home

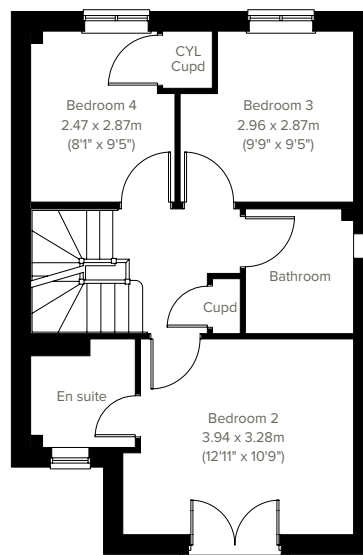
The Redwood



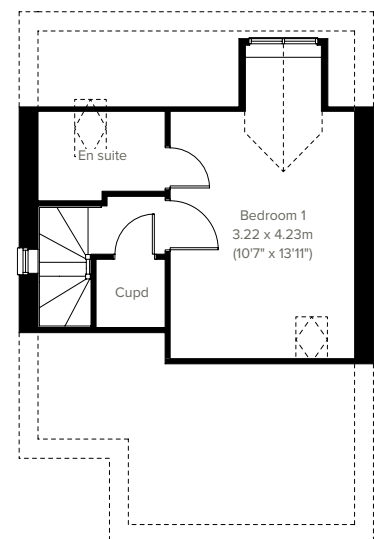
The welcoming Redwood has a bright open plan kitchen/dining room with French doors leading to the garden. The front-aspect living room, utility, under-stairs storage and WC complete the ground floor. Upstairs there are three double bedrooms - bedroom two with a Juliet balcony and an en suite - and a main bathroom. The top floor is home to the large bedroom one with an en suite and a storage cupboard.



GROUND FLOOR



1ST FLOOR



2ND FLOOR

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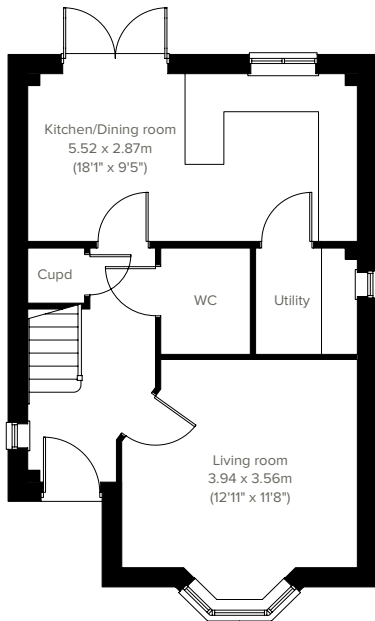


The Greendale

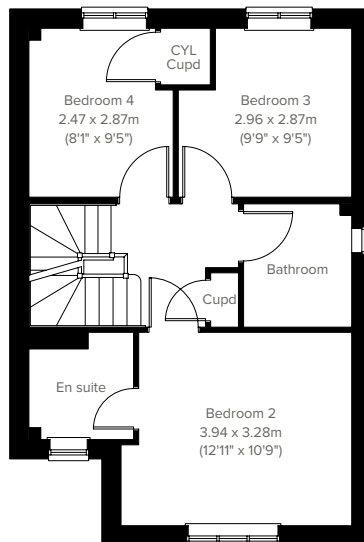
4 bedroom home



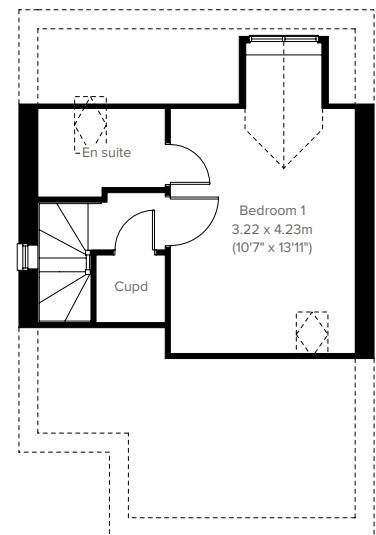
Enjoy the best of modern living in this popular four-bedroom home which features an open plan kitchen/dining room with French doors leading to the garden. The Greendale offers a bright front-aspect living room, handy storage cupboards, utility and downstairs WC. On the first floor, there are three good-sized bedrooms - bedroom two with an en suite - and a good-sized family bathroom. The top floor is home to bedroom one with an en suite and a storage cupboard.



GROUND FLOOR



1ST FLOOR



2ND FLOOR

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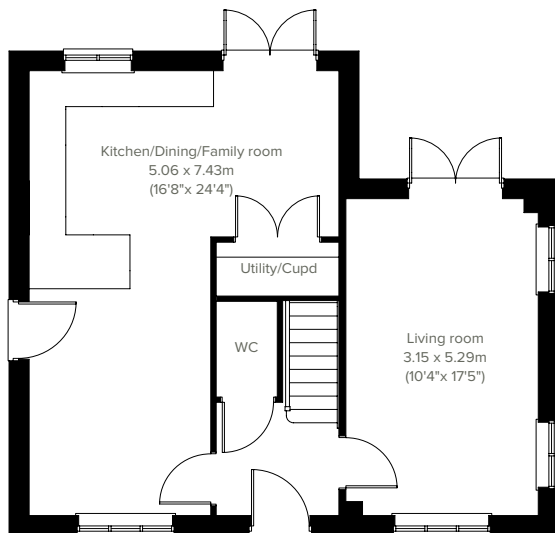


4 bedroom home

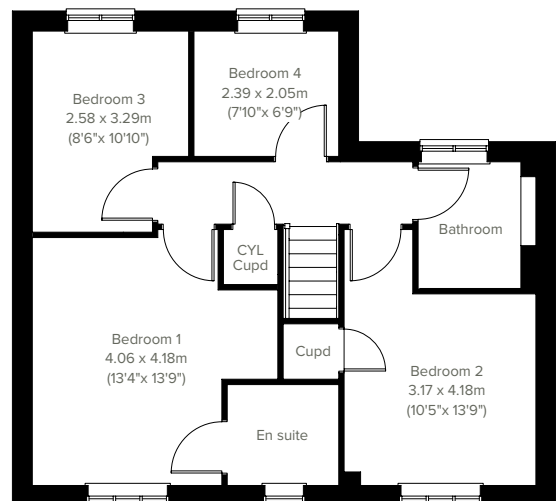
The Dorridge



Ideal for family life, the Dorridge is a beautiful four-bedroom detached home. The open plan kitchen/dining/family room is spacious with French doors leading onto the garden - perfect for gatherings with friends and family. The downstairs WC, en suite to bedroom one and three handy storage cupboards means it's practical as well as stylish.



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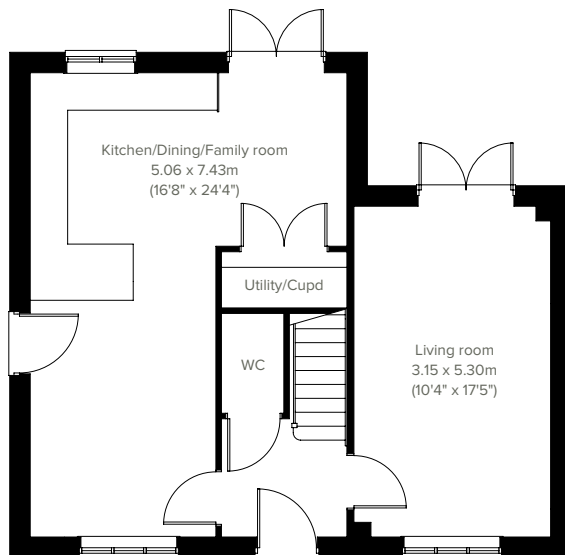


The Himbleton

4 bedroom home



The Himbleton is a stunning four-bedroom, detached family home. Both the living room and the kitchen/dining/family room have French doors that lead you out into the garden. There's a walk-in utility/storage cupboard and a downstairs WC - all practical ground-floor features. Upstairs, bedroom one has its own en suite and the other bedrooms share a good-sized family bathroom. Two more built-in storage cupboards are a great feature.



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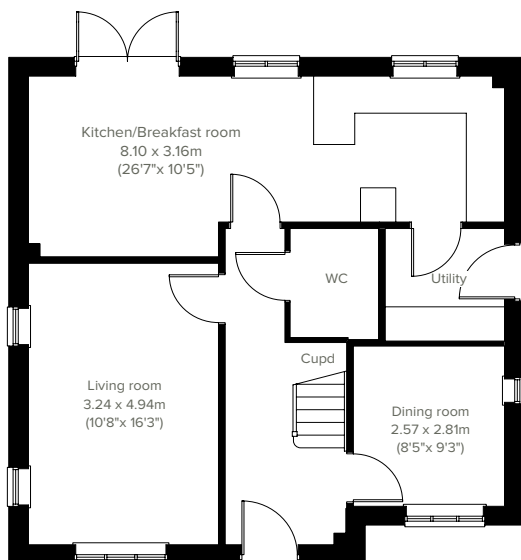


5 bedroom home

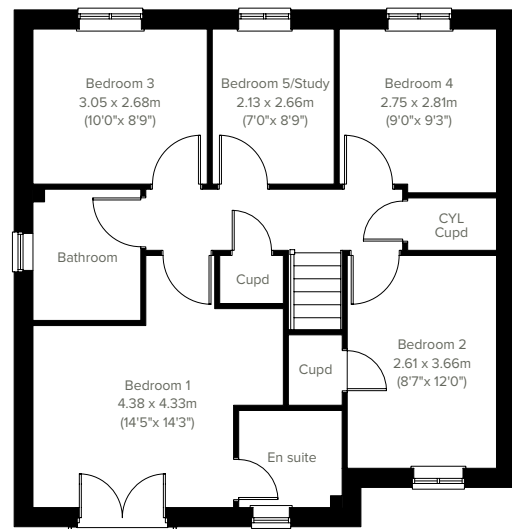
The Kinver



Enjoy the best of modern living in this five-bedroom family home which features a stylish open plan kitchen/breakfast room with French doors leading to the garden. The Kinver boasts a bright dual-aspect living room, separate dining room, utility with outside access, handy storage cupboards and downstairs WC. Upstairs there are four double bedrooms - bedroom one with an en suite - a flexible bedroom/study, and a family bathroom.



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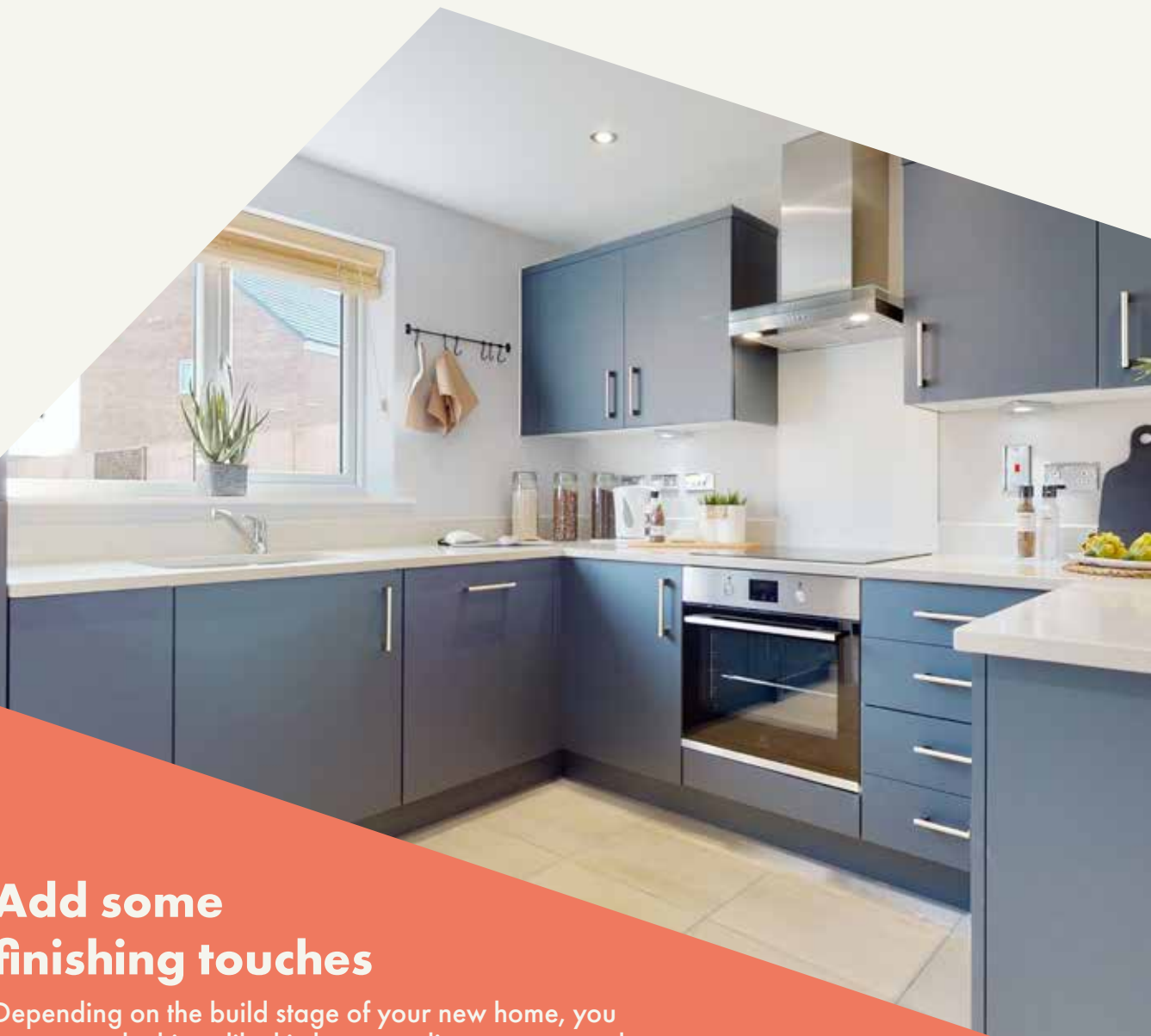




The Maples

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).

Electrics

External light to front. Wiring for external light
 to rear.



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, most with thermostatically-controlled
 valves.

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 and integrated cooker hood with
 splashback from a range of colours.



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,
 complete with shower screen.

Tiling

Half height tiling to sanitaryware walls in
 bathroom and en suite.

Splashbacks

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

Toilets

Soft close toilet seat(s).

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.





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 heating**
Our homes come with a cost-effective air source heat pump.
- ✓ **Local links**
We're located close to amenities and public transport to help reduce your travel footprint.
- ✓ **Hyperfast 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 be in with a chance of winning a voucher. For more details, see 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/finishing-touches

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.



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 air source heat pumps, 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)



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for a brighter future

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Information correct at June 2025. Please see www.fibrenew.com for the latest information and prices.

Get connected today!

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

C:

D:

P:

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 heating using air source heat pumps 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. [#]Selected plots only.