



Persimmon
Together, we make your home



Whitmore Place

Coventry • 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.

"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.



Whitmore Place

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 30](#)

Persimmon in numbers

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

10,664

homes
delivered in
2024

200+

locations
across
the UK

4,731

direct employees
make it all
happen

484

acres of
public space
created

£2.2bn

invested in
local communities
over the last
5 years



**“Building sustainable homes
and community hubs”**

Save money on your energy bills

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



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

The Persimmon Pledge

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



**Find out more about the
Persimmon Pledge.**

Accessible homes

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



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



Happy hour

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



10-year warranty

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



Help when you need it

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



Finishing Touches

We know you'll want to make your home your own, so we created 'Finishing Touches', our home personalisation service.

Read more on page 32



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.

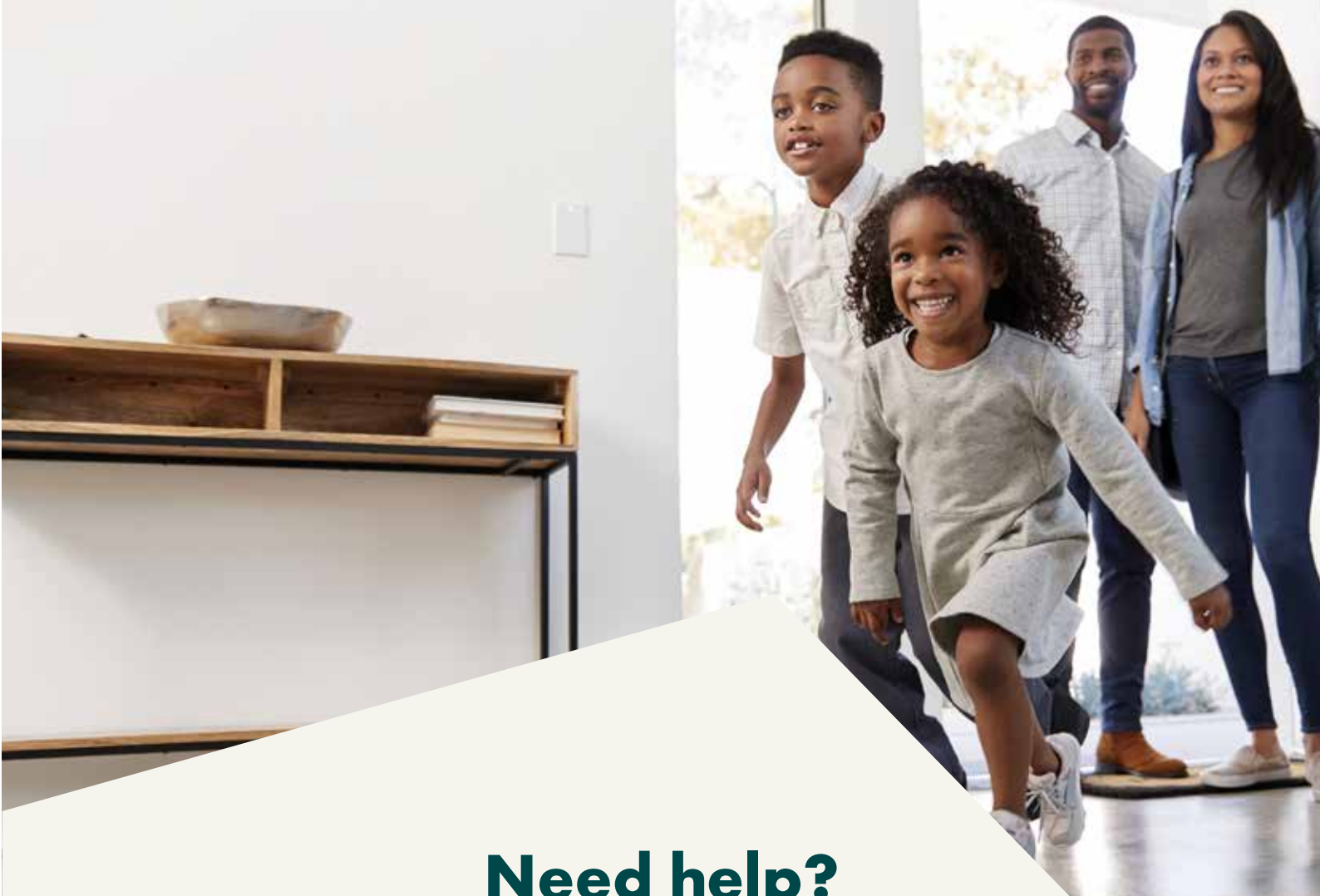
Handover

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.



- Choice of 2, 3 & 4-bedroom homes
- Close to a range of shops and facilities
- A few minutes from the heart of Coventry
- Great commuter links to the wider region



Scan me!

For availability and pricing
on our beautiful new homes
at Whitmore Place.



Coventry • West Midlands

Whitmore Place

Our new development of two, three, and four-bedroom houses is set in the popular residential area of Holbrooks, 2.5 miles from the centre of Coventry.

With green open spaces within walking distance, a choice of schools nearby, a range of shops and facilities within a couple of miles, and speedy links to the heart of the city, Whitmore Place is a great location to suit a range of buyers.

Plenty to do locally

For everyday shopping the area is well-served by the Arena Shopping Park, 1.3 miles from Whitmore Park. There you'll find a selection of major high street brands including Tesco Extra, Marks and Spencer, Boots and New Look, plus food outlets.

The proximity to Coventry means you'll be close to a wide range of attractions and activities. The historic city – at one point one of the most powerful in England – is home

to Coventry Transport Museum, Coventry Music Museum and Herbert Art Gallery & Museum, all of which make a fun day out for children and adults alike. You could also take in some entertainment at the Belgrade Theatre or admire the stunning architecture of Coventry Cathedral. Closer to home, Holbrooks Park is right next to the development and provides acres of fields, paths and a playground.

Choice of schools nearby

Parkgate Primary School and Holbrook Primary School are both just over a mile away, whilst for secondary education President Kennedy School (classed as 'Outstanding' by Ofsted) is 1.7 miles away. There are two universities in Coventry – Coventry University, and the University of Warwick on the southern outskirts. Alongside the construction of Whitmore Place, contributions will also be made to local education, highways, NHS trusts and the local sports club.

EXPLORE

Jump in the car and start exploring

Arena Shopping Park
1.3 miles

Coventry city centre
2.8 miles

Warwick
13 miles

Birmingham
22.6 miles

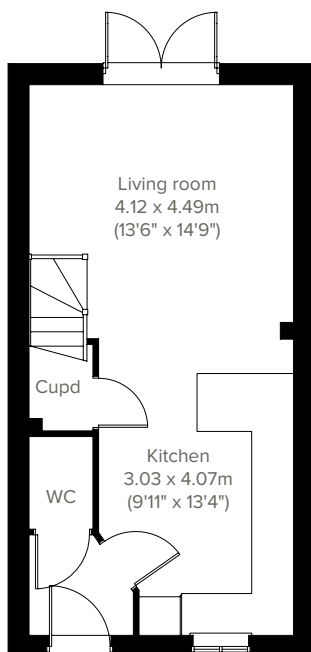


2 bedroom home

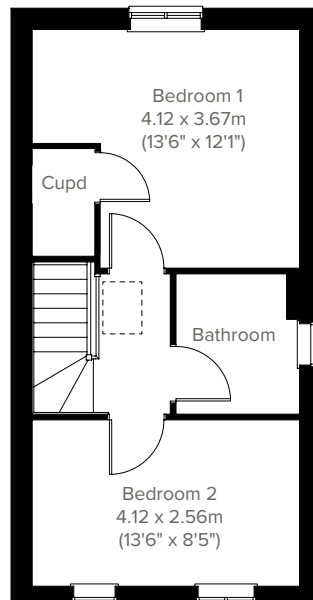
The Haldon



The Haldon has a stylish open plan kitchen/living room with French doors leading into the garden, two double bedrooms, a good-sized family bathroom, handy storage cupboards and off-road parking. Perfect for first-time buyers and young families.



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.

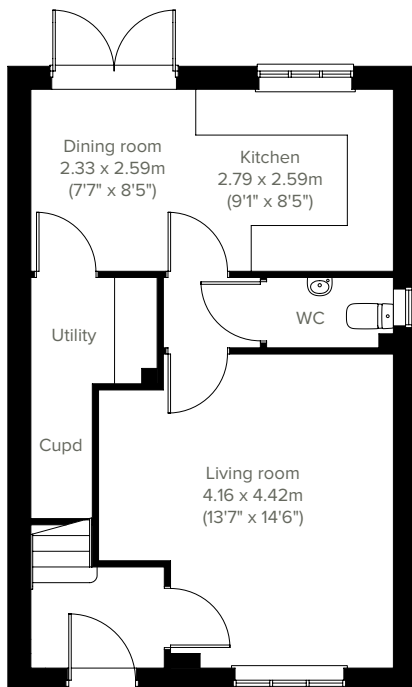


The Galloway

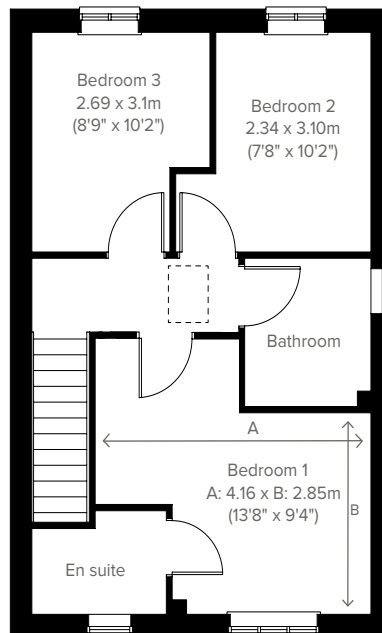
3 bedroom home



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



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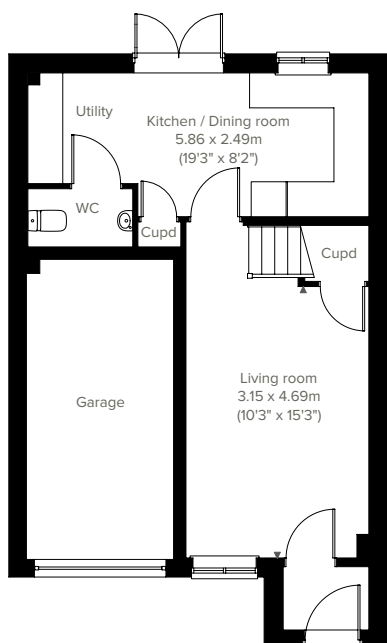


3 bedroom home

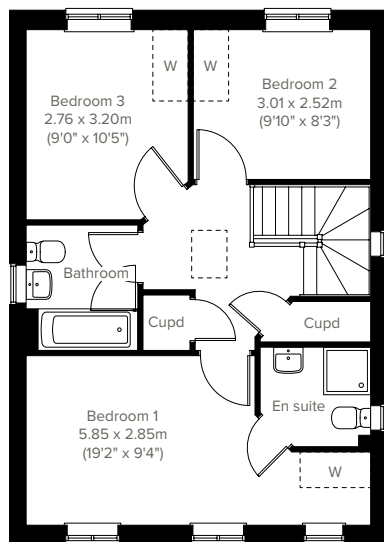
The Glenmore



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



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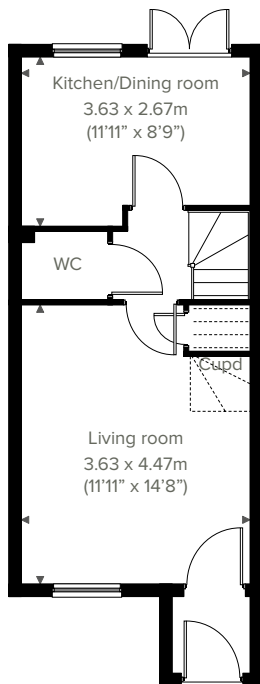


The Windermere

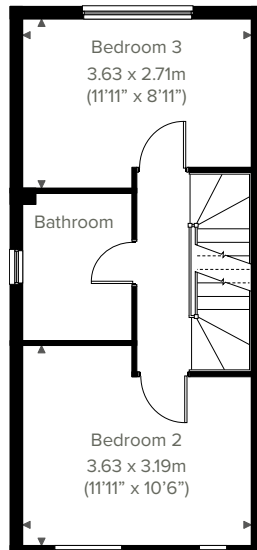
3 bedroom home



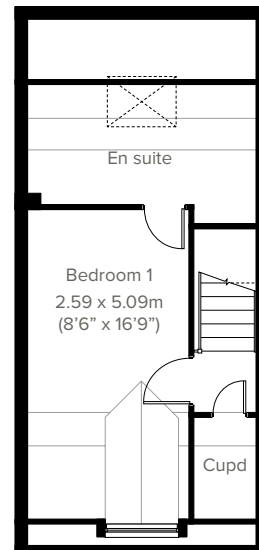
An attractive three-storey, three-bedroom home, the Windermere has a modern open plan kitchen/dining room, well-proportioned living room and three good-sized bedrooms; the top floor bedroom one also has a spacious en suite. The enclosed porch, downstairs WC, two storage cupboards and off-road parking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



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2ND FLOOR

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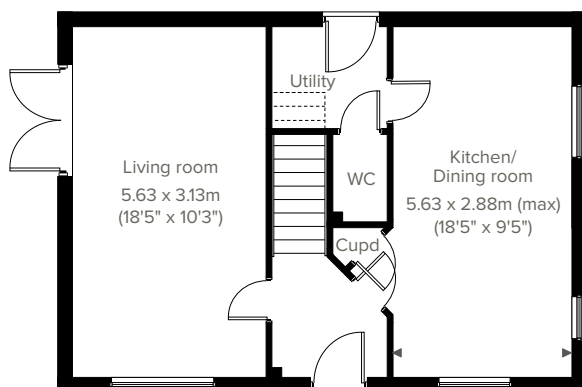


3 bedroom home

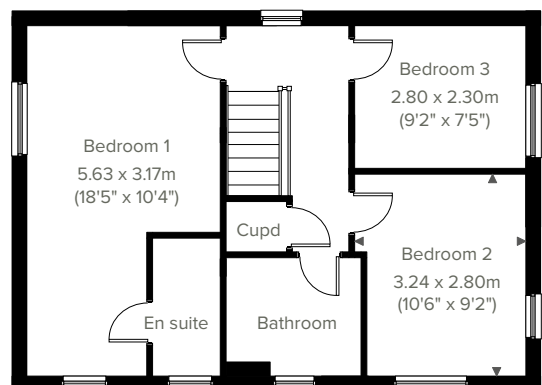
The Lockwood Corner



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 room, 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 handy storage cupboard.



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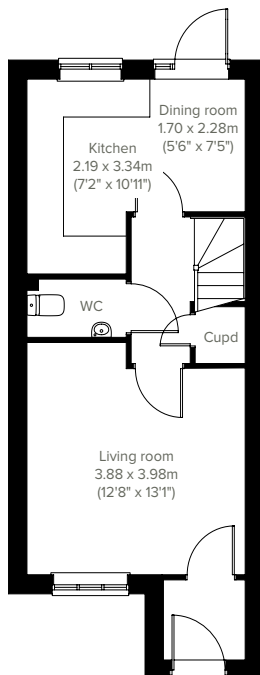


The Saunton

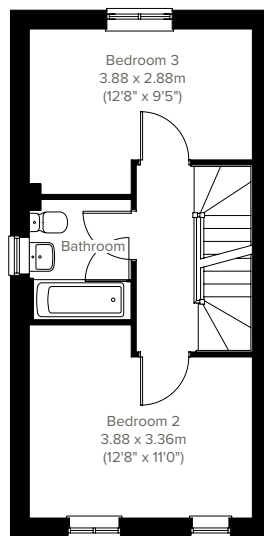
3 bedroom home



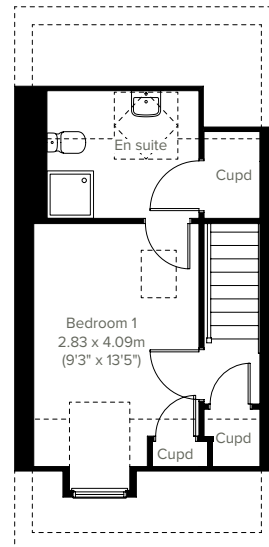
An attractive three-storey, three-bedroom home, the Saunton has a modern open plan kitchen/dining room, well-proportioned living room and three good-sized bedrooms. The top floor bedroom one also has a spacious en suite. The enclosed porch, downstairs WC, three storage cupboards and off-road parking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



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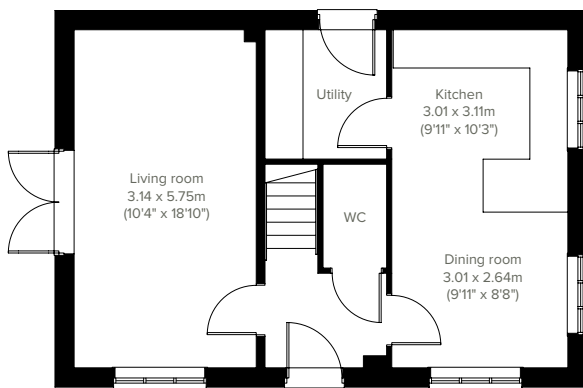


3 bedroom home

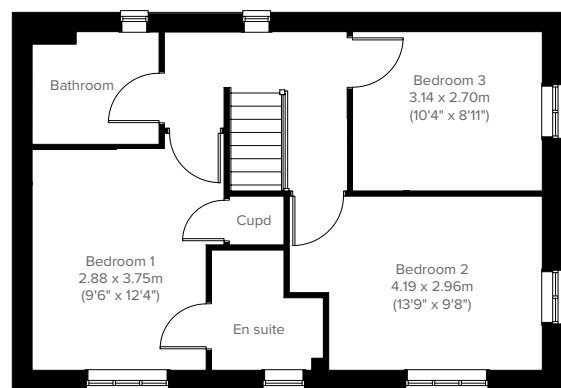
The Barndale



The Barndale is an attractive three-bedroom home with an open-plan kitchen/dining room, utility room with outside access and a spacious living room with French doors to the garden. It also includes handy storage, a downstairs WC, en suite to bedroom one and a family bathroom – ideal for modern family life.



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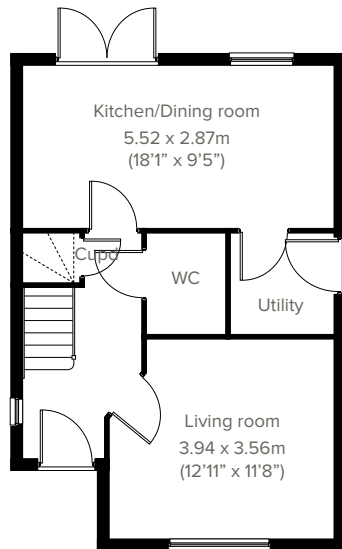


The Earlswood

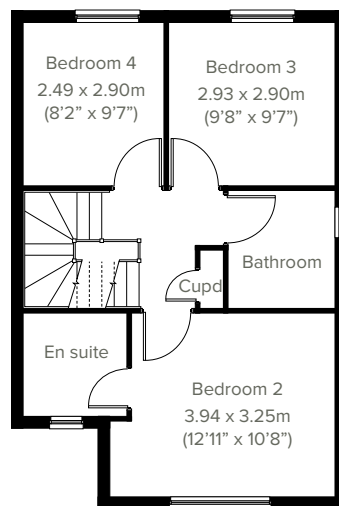
4 bedroom home



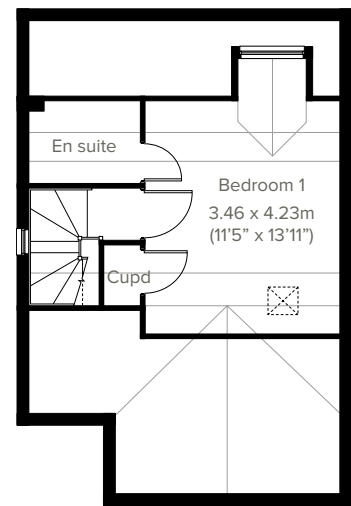
The Earlswood is a modern three-storey home ideal for family life. This four-bedroom home features an open plan kitchen/dining room with French doors leading into the garden, a handy utility room, a front-aspect living room, plus under-stairs storage and a WC. The first floor has three good-sized bedrooms,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



GROUND FLOOR



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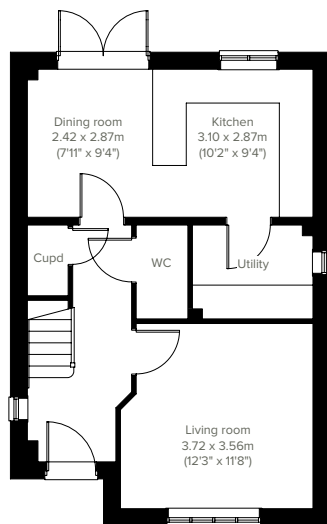


4 bedroom home

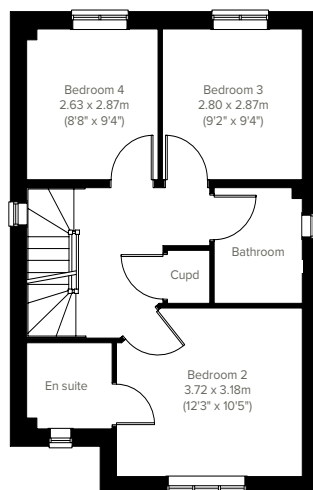
The Greenwood



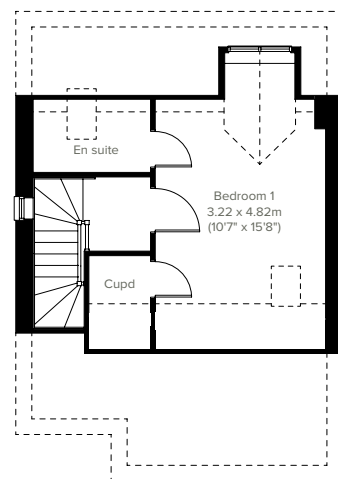
The Greenwood is a stylish four bedroom house offering plenty of space for growing families. A modern open plan kitchen/dining room are at the heart of the home, while the first floor consists of three well-proportioned bedrooms, one with an en suite, a family bathroom and additional storage. The second floor is home to a further impressive bedroom with an en suite.



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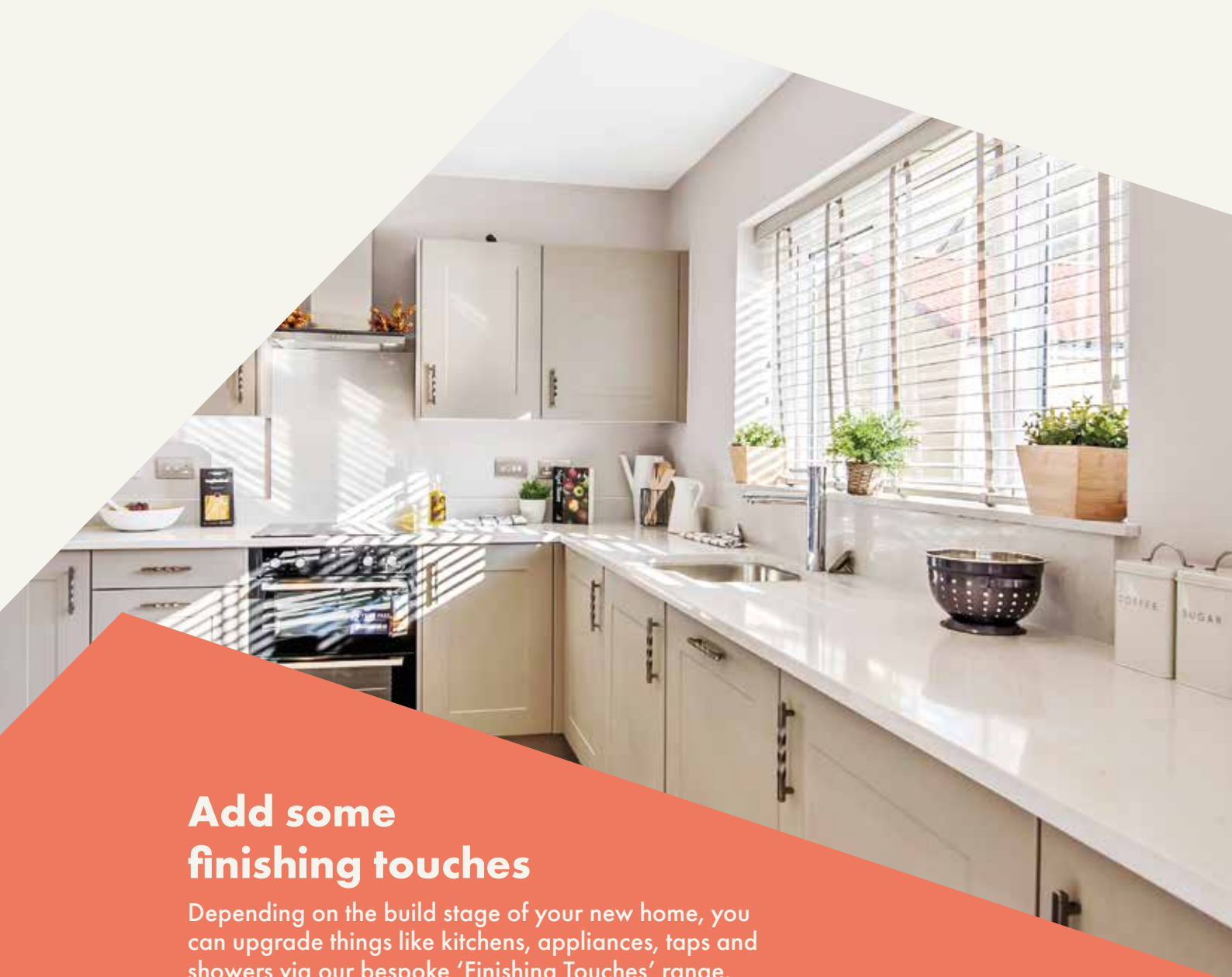




Whitmore Place

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 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(s) (where applicable).

Shower

Mira showers with chrome fittings to en suite(s).

Shower and screen to bath where there's no en suite.

Shower over bath in the Earlswood & Greenwood housetypes only.

Tiling

1-course splash-back to WC basin.
 3-course splash-back 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 and heat detectors.



Garage & Gardens

Garage

Garage or parking space(s).

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 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.
- ✓ **A-rated appliances**
Many of our kitchen appliances have a highly efficient A rating.

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 inspiration, check out 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 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)



Persimmon

Notes

Notes section with horizontal dotted lines for writing.





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