



Persimmon

Together, we make your home



The View Phase 5

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"

HBF Home Builders Federation



Customer Satisfaction 2025

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 5

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 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

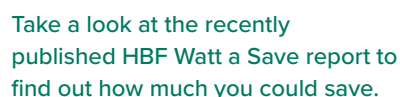
acres of
public space
created

£2.2bn

invested in
local communities
over the last
5 years



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.



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.



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



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.



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.



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



EARLY
BIRD



Deposit Unlock



Bank of Mum and Dad



Deposit Boost



**Armed Forces/Key
Workers Discount**



- Choice of 2, 3, 4 & 5-bedroom homes
- Close proximity to town amenities
- Great green spaces and leisure facilities nearby
- Good range of local amenities



Scan me!

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



Redditch • Worcestershire

The View Phase 5

Discover the newest phase at The View, offering two, three, four and five-bedroom homes in Redditch. With tiered gardens, woodland walks and wonderful views across the town, this is a place where everyday life feels a little more special, right from your front door.

Designed with community in mind

Set among open green spaces and tree-lined paths, The View is designed to feel peaceful, safe and connected. Carefully planned walking routes, play areas and nearby woodland make it perfect for families and nature lovers alike. And with an approved school right next door, it's a place where children can really make the most of their early years.

Easily within reach

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 to Birmingham.

Everything you need on your doorstep

From supermarkets and shops to schools and leisure facilities, Redditch has everything you need close by. The town centre is just minutes away, offering a mix of high street favourites, cafés and local services, and Arrow Valley Country Park and Abbey Stadium Sports Centre are just a short walk from the development.

Enjoy the outdoors

If you fancy a break from shopping and dining in town, there are plenty of ways to keep active and enjoy nature in and around Redditch. Just half a mile from The View you'll find Abbey Stadium Sports Centre, a great facility with pools, a fitness suite, sports hall and football pitches. Or, for something a little more relaxed, head to Arrow Valley Country Park. Over 900 acres in size, the park offers beautiful walking routes, a scenic lake, visitor centre, sailing club and golf course.

EXPLORE

Redditch town centre
2 miles

Birmingham
14 miles

Birmingham Airport
19.2 miles

Coventry
20.5 miles



The View Phase 5



Our homes

2 bedroom



The Alnmouth

3 bedroom



The Danbury



The Galloway



The Sherwood



The Chamdale



The Barndale

4 bedroom



The Rivington



The Dorridge



The Knebworth



The Kennet



The Greenwood

5 bedroom



The Kielder



Affordable Housing

As agreed through Section 106





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. 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.

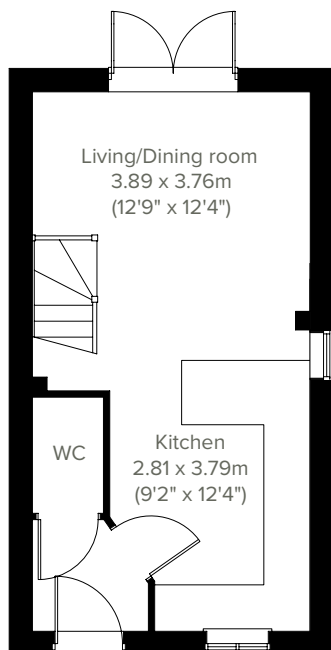


2 bedroom home

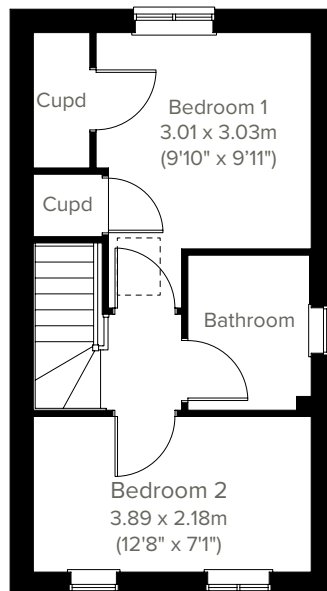
The Alnmouth



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

643 sqft total.

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.

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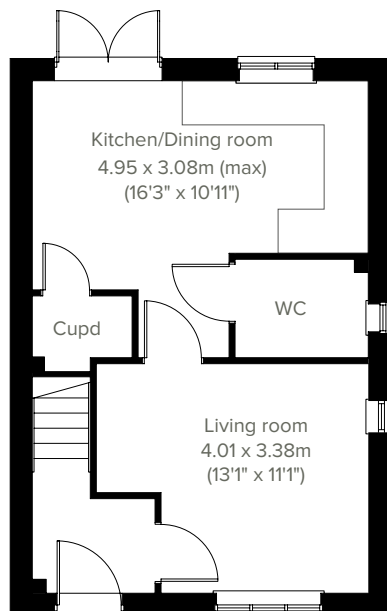


The Danbury

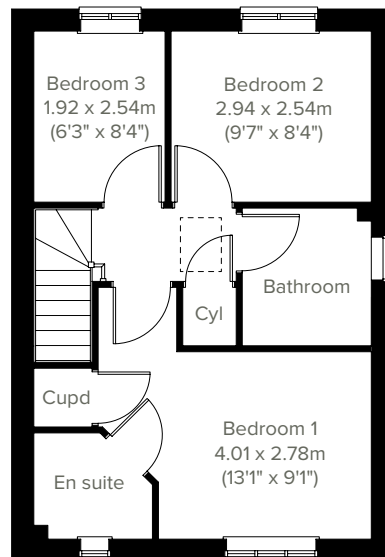
3 bedroom home



With a front-facing living room full of natural light and a separate kitchen/dining area that opens onto the garden, the Danbury is made for both quiet nights in and hosting guests. Upstairs, bedroom one features an en suite, while two further bedrooms and a family bathroom provide flexibility for growing families or hybrid workers.



GROUND FLOOR



1ST FLOOR

816 sqft total.

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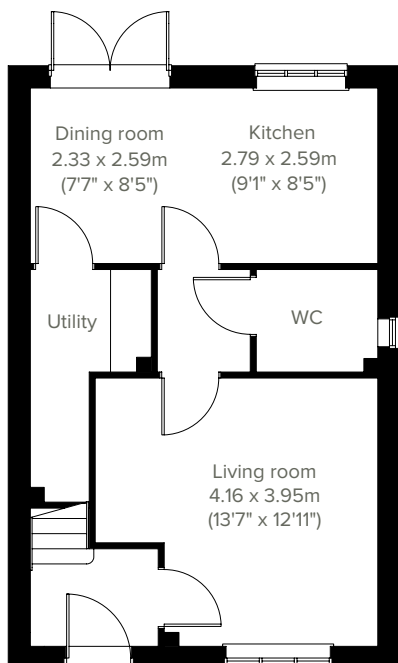


3 bedroom home

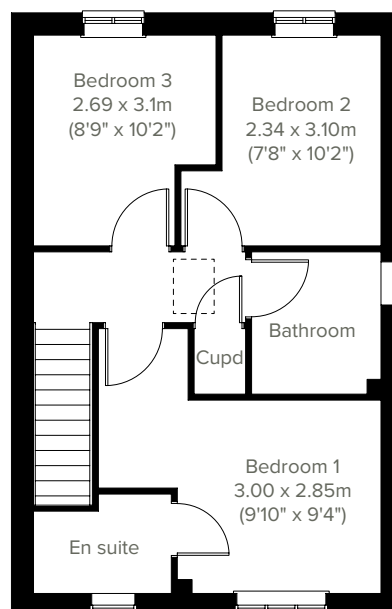
The Galloway



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, a handy storage cupboard, utility and en suite to bedroom one mean it ticks all the boxes for practical family living.



GROUND FLOOR



1ST FLOOR

919 sqft total.

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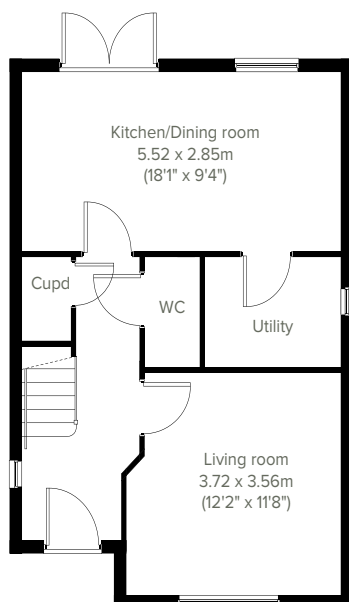


The Sherwood

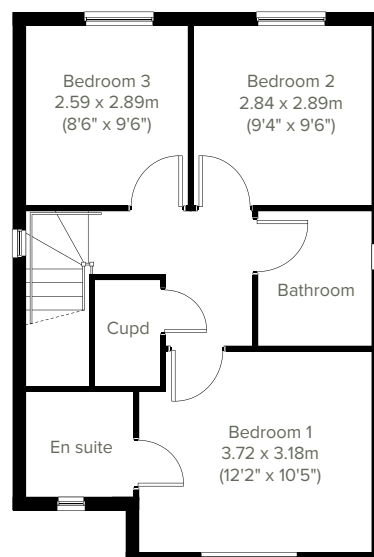
3 bedroom home



The welcoming Sherwood offers a bright front-aspect living room, a downstairs WC, a separate utility room, and a modern open-plan kitchen/dining room for family time. Upstairs, you'll find three well-proportioned bedrooms, ample storage, an en-suite to bedroom one, and a stylish family bathroom.



GROUND FLOOR



1ST FLOOR

983 sqft total.

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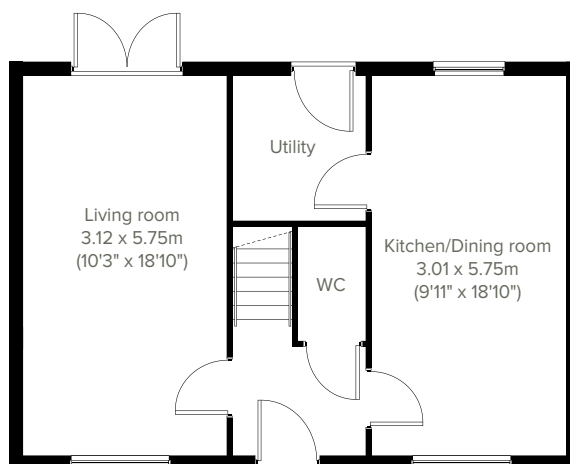


3 bedroom home

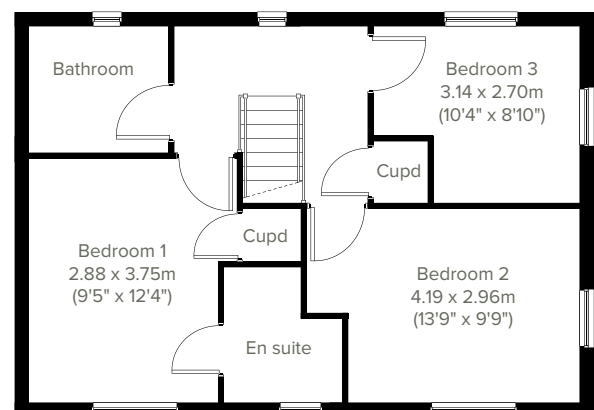
The Charndale



Step into the Charndale, a brilliant family home with plenty of space to grow. The open-plan kitchen/dining room is dual aspect, allowing for plenty of natural light, and there's also a utility with handy outside access, a downstairs WC, and a spacious living room with French doors leading to the garden. The first floor is home to three large bedrooms, bedroom one with an en suite, plenty of storage, and a family bathroom.



GROUND FLOOR



1,059 sqft total.

1ST FLOOR

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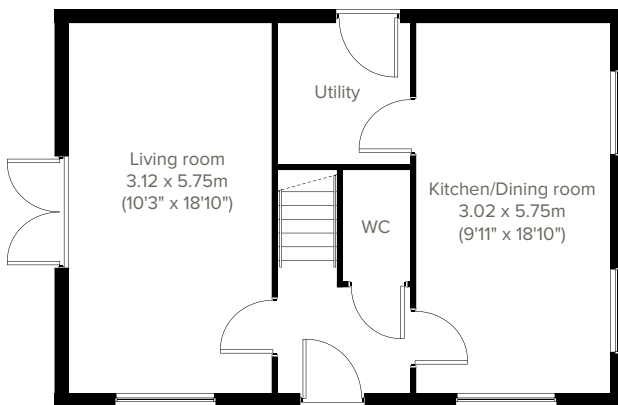


The Barndale

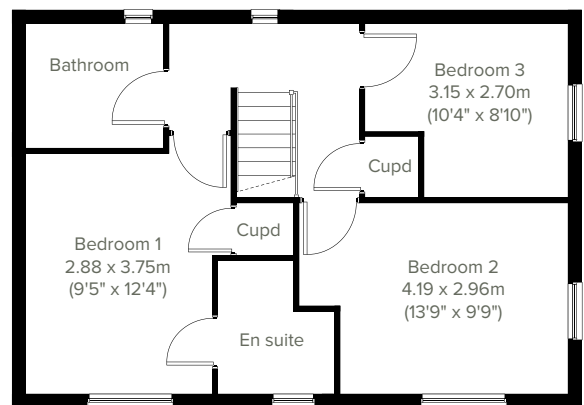
3 bedroom home



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.



GROUND FLOOR



1ST FLOOR

1,060 sqft total.

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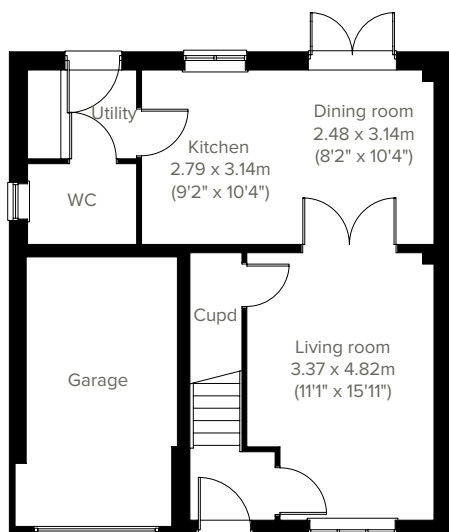


4 bedroom home

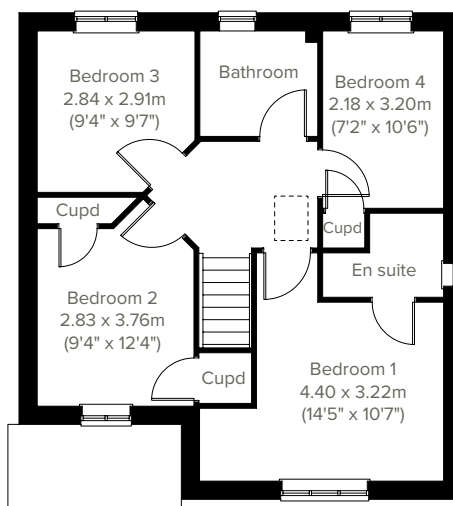
The Rivington



The Rivington is a beautiful detached home designed for growing families. A sociable kitchen/dining area opens out to the garden, while a generous front-facing living room, WC and utility room make everyday living seamless. Upstairs, the wide landing leads to four well-proportioned bedrooms, including bedroom one with its own en suite, and a stylish bathroom. There's also thoughtful storage solutions throughout.



GROUND FLOOR



1ST FLOOR

1,096 sqft total.

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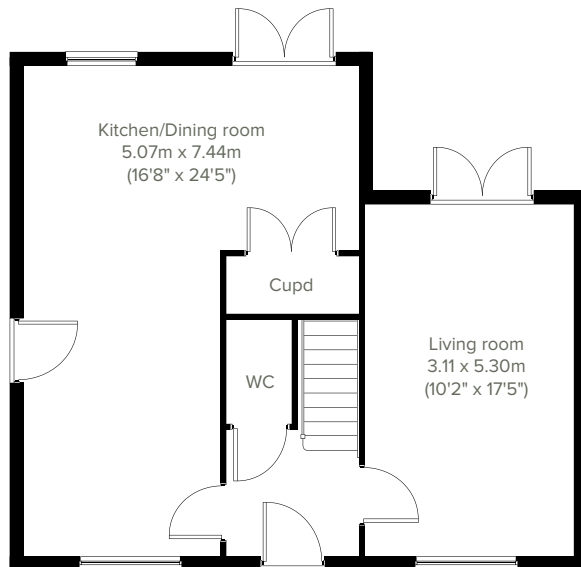


The Dorridge

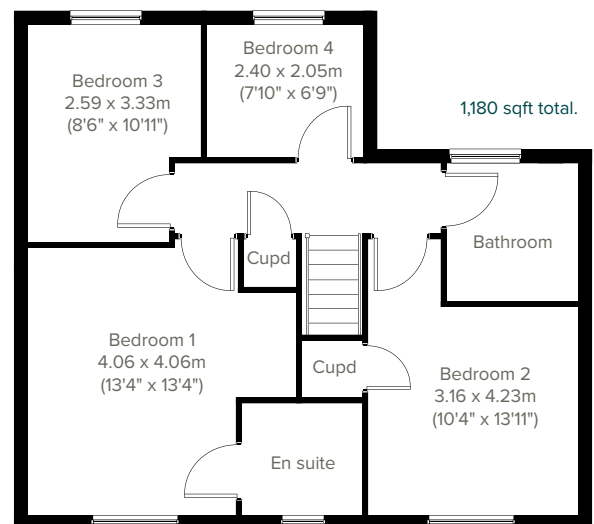
4 bedroom home



The impressive four-bedroom Dorridge has been designed for busy modern life. A huge open-plan kitchen/dining room sits at its heart, with French doors to the garden. There's also a WC, storage, and a dual-aspect living room perfect for relaxed nights in. Upstairs offers just as much space, with four well-proportioned bedrooms, more storage, and a family bathroom.



GROUND FLOOR



1ST FLOOR

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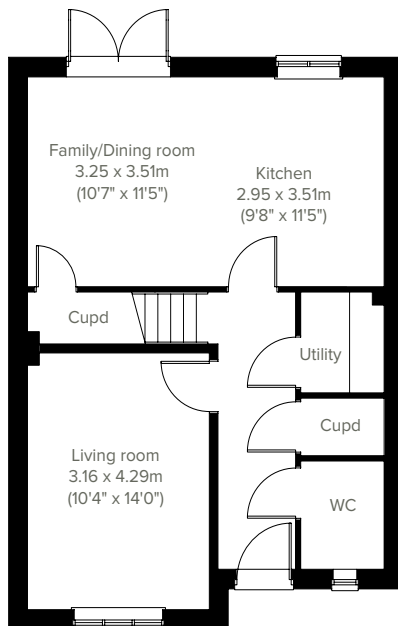


4 bedroom home

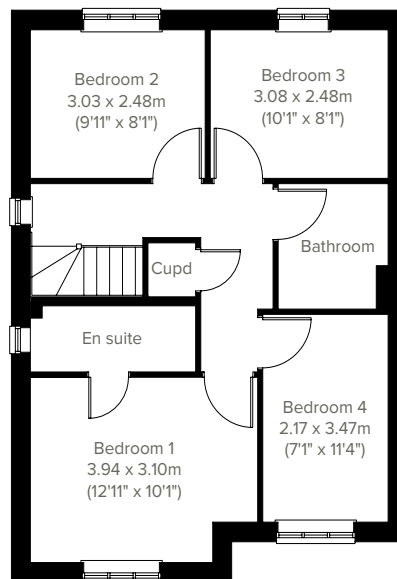
The Knebworth



A great fit for busy households, the Knebworth offers a sociable open plan kitchen/dining/family room with French doors to the garden. There's also a separate living room to the front, a utility room and WC. Upstairs, four well-sized bedrooms and a sleek family bathroom provide comfort and flexibility, with bedroom one enjoying its own en suite.



GROUND FLOOR



1ST FLOOR

1,158 sqft total.

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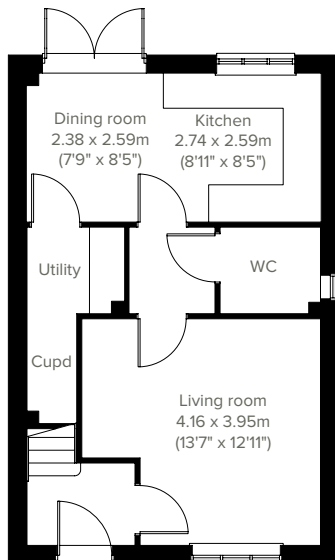


The Kennet

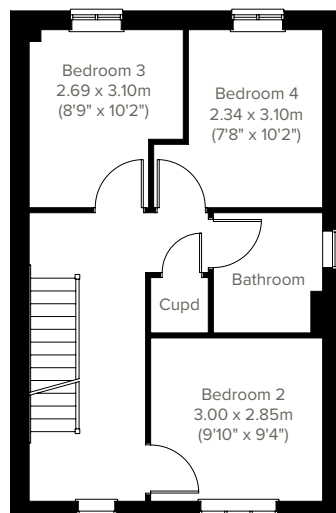
4 bedroom home



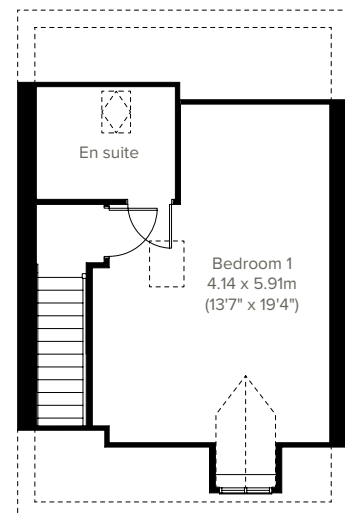
The Kennet is a modern three-storey home ideal for family life. This four-bedroom home features an open plan kitchen/dining room with French doors leading into the garden, a handy utility room and front-aspect living room, plus under-stairs storage and a WC. The first floor has three good-sized bedrooms,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

1,243 sqft total.

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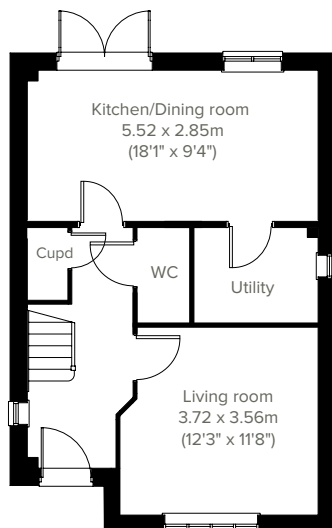


4 bedroom home

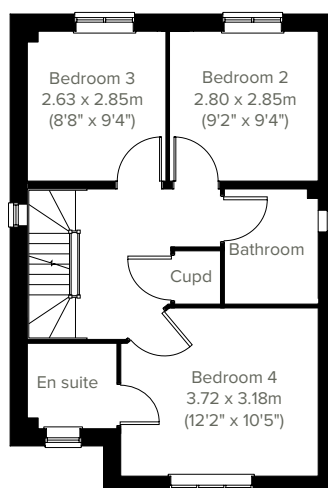
The Greenwood



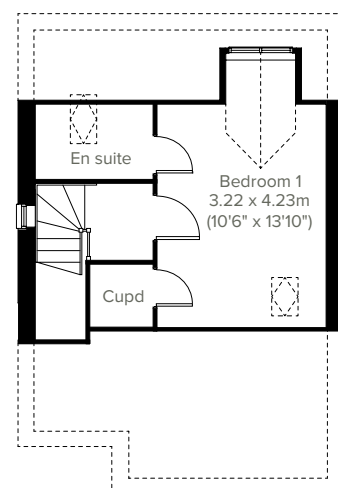
Enjoy the best of modern living in this popular four-bedroom home. The Greenwood's bright front-aspect living room, spacious kitchen/dining room with French doors leading to the garden, separate utility room, handy storage cupboard and downstairs WC complete the ground floor. The first floor consists 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.



GROUND FLOOR



1ST FLOOR



2ND FLOOR

1,255 sqft total.

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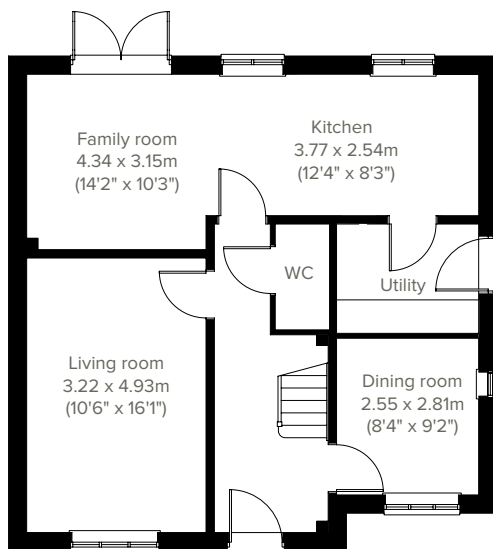


The Kielder

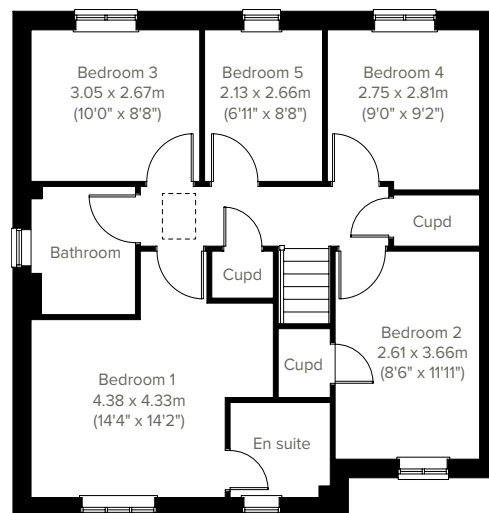
5 bedroom home



The Kielder is a superb detached home with a good-sized living room, a separate dining 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, downstairs WC and three storage cupboards. The large bedroom one has an en suite with the spacious landing leading to four further bedrooms, and the main family bathroom.



GROUND FLOOR



1ST FLOOR

1,412 sqft total.

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The View Phase 5

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.



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.



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.





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.
- ✓ **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.
- ✓ **Hyper-fast broadband**
FibreNest fibre-to-the-home connectivity helps you live and work at home more flexibly.

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.



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.



Your home, better connected
for a brighter future

Hyperfast 900Mb 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@fibrenew.com

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:



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



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