



Persimmon

Together, we make your home



Coseley New Village Phase 3

Dudley • West Midlands



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”



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.



Coseley New Village Phase 3

Find out more

About Persimmon Homes	4
Your journey with us and schemes to help	6
Living at Coseley New Village	9
Our homes	10
Specifications	16
Sustainability	18
Personalise with Finishing Touches	20
Eco Homes	22
Reasons to buy from us	24



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 18](#)

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.



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.

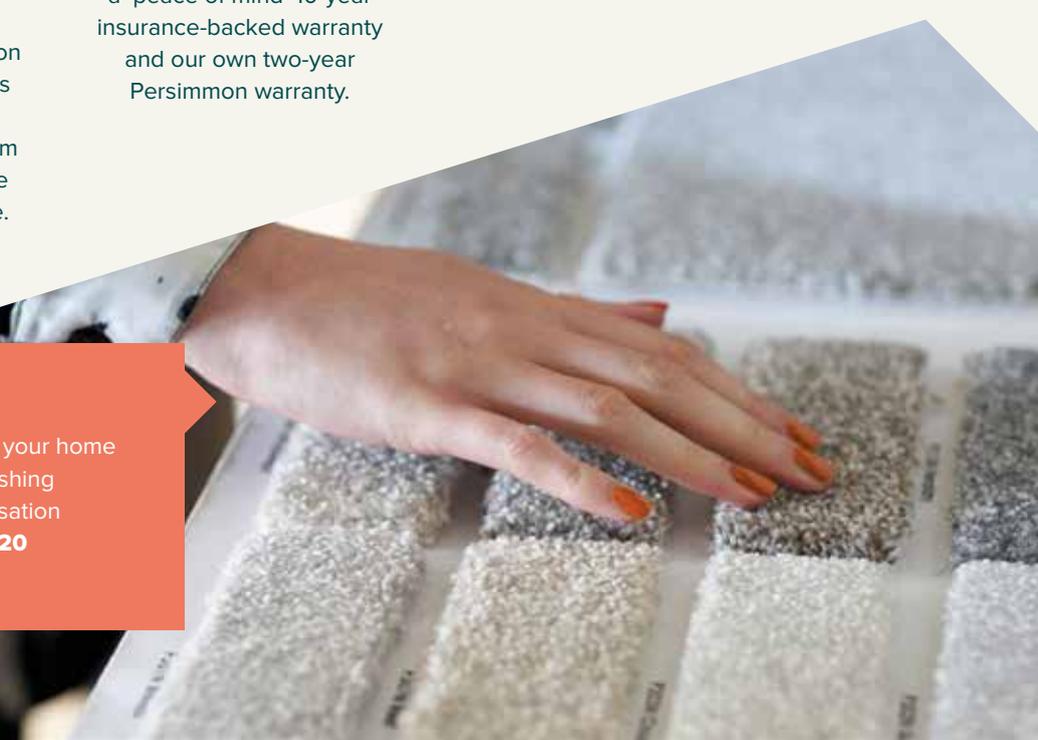


Help when you need it

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 20**





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**

**OWN NEW
RATE REDUCER**

DEPOSIT UNLOCK
THE LOW DEPOSIT MORTGAGE SOLUTION

Bank of Mum and Dad

DEPOSIT BOOST

**Armed Forces/Key
Workers Discount**

Deposit Unlock

Bank of Mum and Dad

Deposit Boost

Armed Forces/Key
Workers Discount



- Choice of 1, 2, 3 & 4-bedroom homes
- Just over a mile away from two local train stations
- Close to Dudley, Wolverhampton and Birmingham
- Good range of local amenities



Scan me!

For availability and pricing on our beautiful new homes at Coseley New Village.



Dudley • Worcestershire

Coseley New Village Phase 3

With an excellent choice of three and four-bedroom homes and one and two-bedroom apartments coming soon, our newest phase of the popular Coseley New Village development will suit growing families, young professionals and down-sizers.

Coseley New Village is in a well-established residential area between Wolverhampton, Dudley and Wednesbury. It merges with its close neighbours and is part of the wider West Midlands metropolitan area that embraces Birmingham.

Local facilities

In the area there is a range of amenities and facilities, from supermarkets to convenience stores, schools to leisure venues, and takeaways to local restaurants. Local green spaces include the Wren's Nest Nature Reserve and the Silver Jubilee Park. Between them, the Springvale Way Retail Park and IKEA Birmingham at Wednesbury will have all that you need to set up your new home.

There's no shortage of things to do, from the attractions and entertainment venues of Birmingham to family days out at Dudley Zoo and Castle. To stay active there's Tipton Leisure Centre 2.5 miles away, for a history lesson the Black Country Living Museum is 2 miles away, and for a breath of fresh air you can head to the Shropshire Hills - an Area of Outstanding Natural Beauty.

The development is just under 5 miles from Junction 9 of the M6 and about 4.5 miles from Junction 2 of the M5, opening up straightforward access to the North West, the South West and across to Coventry for the M1. Train services from Coseley's station have great connections to the West Coast mainline. The fast service to Birmingham New Street takes just 16 minutes. The A4123, Birmingham New Road runs through Coseley, providing a direct link between Wolverhampton and Dudley before connecting with the M5 at Junction 2.

EXPLORE

Tipton train station
1.1 miles

Coseley train station
1.2 miles

Dudley
1.7 miles

Wolverhampton
4.7 miles

Birmingham
9.8 miles

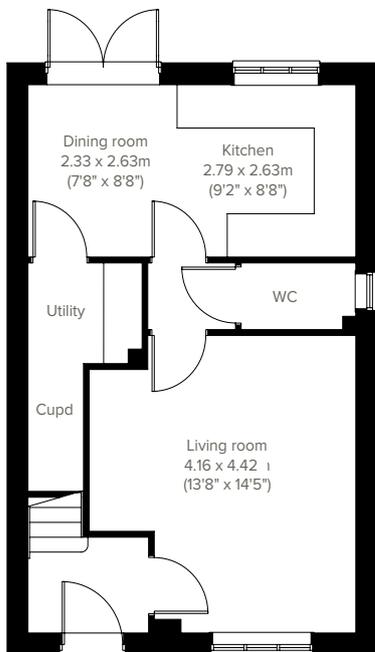


3 bedroom home

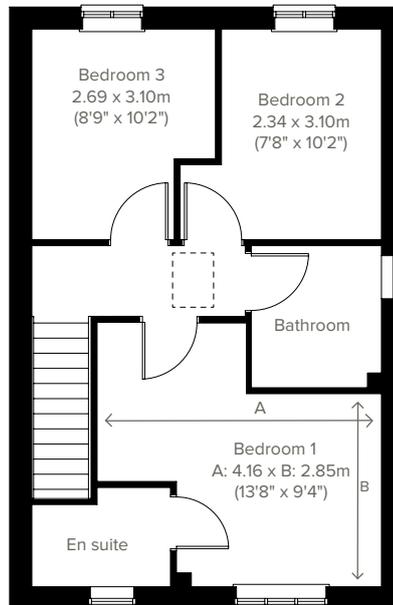
The Galloway



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



GROUND FLOOR



1ST FLOOR

*Selected plots may have window omitted, please speak to a Sales Advisor for more info

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 PEA ratings are estimated and vary between home types, orientation and developments.

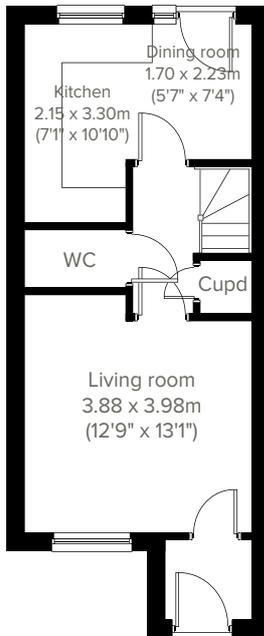


3 bedroom home

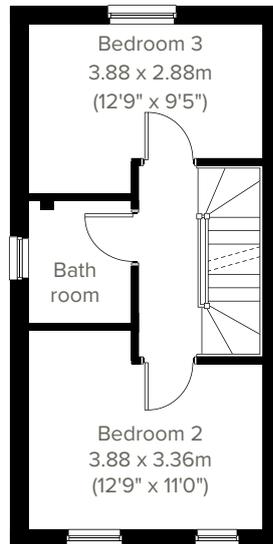
The Saunton



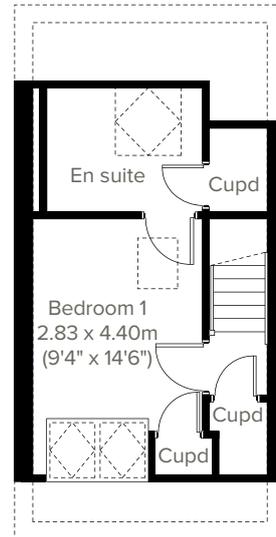
An attractive three-storey, three-bedroom home, the Saunton has a modern open plan kitchen/dining room, well-proportioned living room and three good-sized bedrooms. The top floor bedroom one also has a spacious en suite. The enclosed porch, downstairs WC, four storage cupboards and off-road parking mean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



GROUND FLOOR



1ST FLOOR



2ND 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 PEA ratings are estimated and vary between home types, orientation and developments.

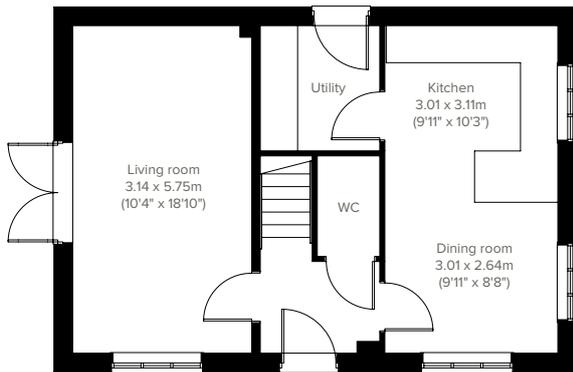


3 bedroom home

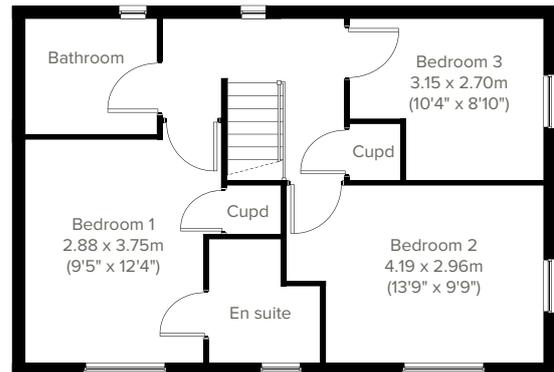
The Barndale



A thoughtfully-designed three-bedroom family home with much to offer, the Barndale has a welcoming open plan kitchen/dining room leading to a practical utility room. The spacious living room has French doors leading into the garden. The inner hallway and downstairs WC take care of everyday storage. Plus there's an en suite to bedroom one and a family bathroom.



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 PEA ratings are estimated and vary between home types, orientation and developments.

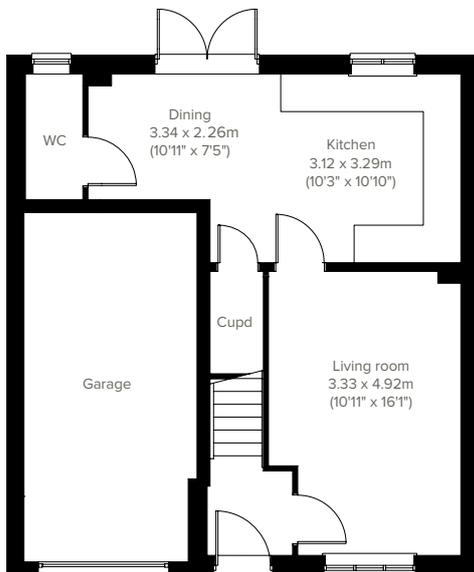


The Burnham

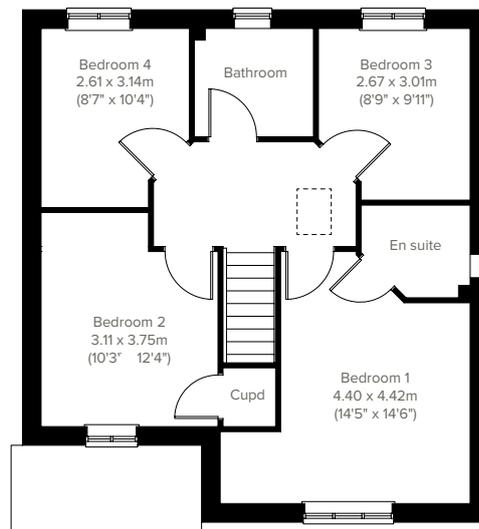
4 bedroom home



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



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 PEA ratings are estimated and vary between home types, orientation and developments.

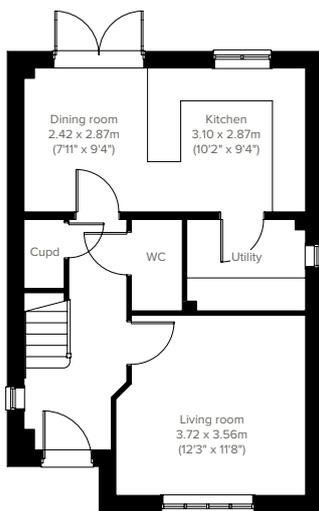


4 bedroom home

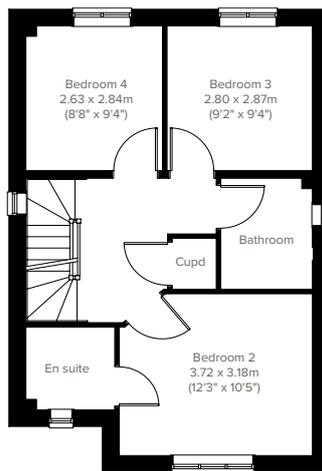
The Greenwood



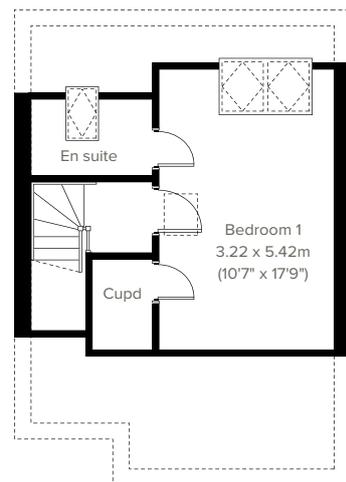
Enjoy the best of modern living in this popular detached four-bedroom home. The Greenwood's bright front-aspect living room, spacious kitchen/dining room, separate utility room, handy storage cupboard and WC complete the ground floor. The first floor consists of three bedrooms - bedroom two with an en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



GROUND FLOOR



1ST FLOOR



2ND FLOOR

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 PEA ratings are estimated and vary between home types, orientation and developments.

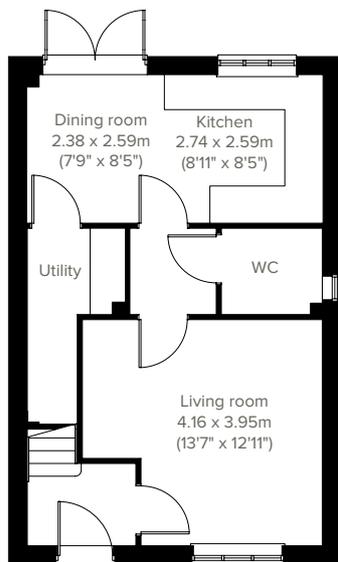


The Kennet

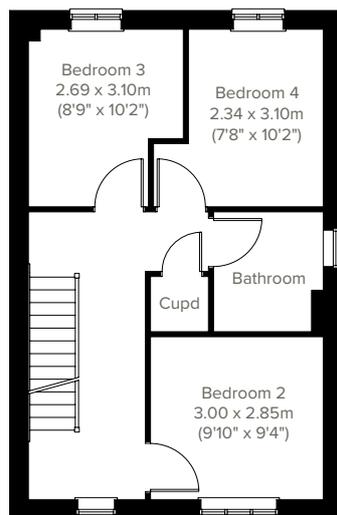
4 bedroom home



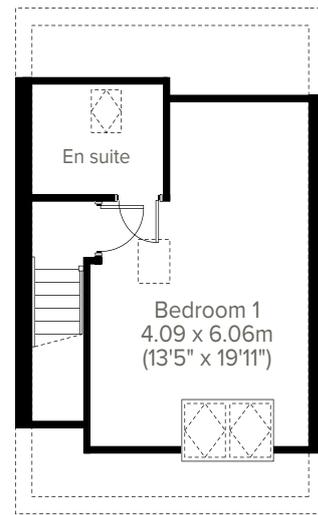
The Kennet is a modern three-storey home ideal for family life. This four-bedroom home features an open plan kitchen/dining room with French doors leading into the garden, a utility room and front-aspect living room, plus under-stairs storage and a WC. The first floor has three good-sized bedrooms and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



GROUND FLOOR



1ST FLOOR



2ND FLOOR

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.

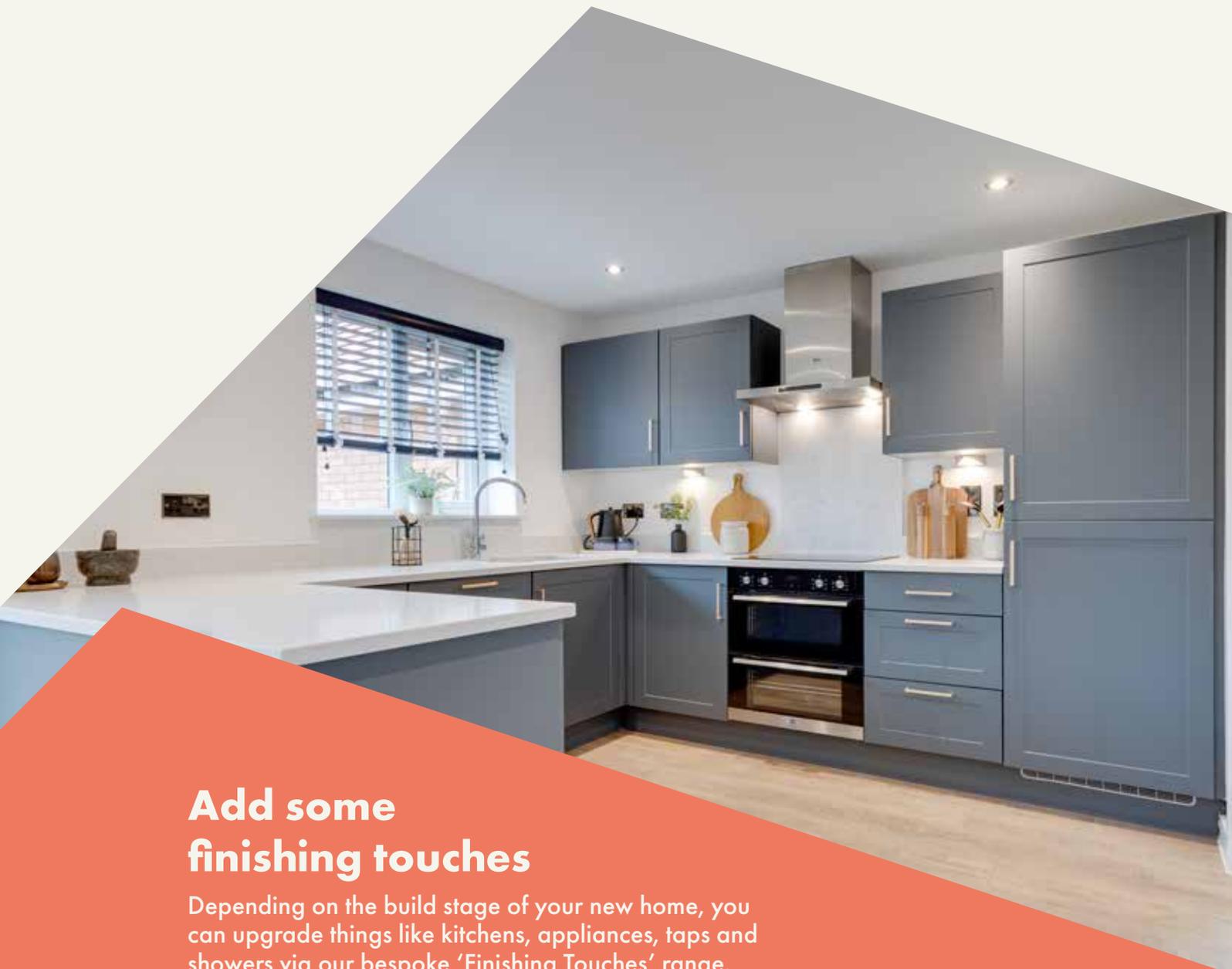
This information is for guidance only and does not form any part of any contract or constitute a warranty. Illustrations are of typical elevations and may vary. Floor plans are not drawn to scale and window positions may vary. Room dimensions are subject to a +/- 50mm (2") tolerance and are based on the maximum dimensions in each room. Please consult your sales advisor on site for specific elevations, room dimensions and external finishes. The PEA ratings are estimated and vary between home types, orientation and developments.



Coseley New Village Phase 3

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.
Outer: Style suited to planned architecture.

Roof

Tiled 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).

Eco

Solar panels.



Internal

Ceilings

Painted white.

Lighting

Pendant or batten fittings with low-energy bulbs.

Stairs

Staircase painted white.

Walls

Painted in white emulsion.

Doors

White finished 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 and 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 (where applicable).

Shower

Mira showers with chrome fittings to en suite.
Shower and screen to bath (where there is no en suite). Shower over bath (to housetypes exceeding 1250sqft).

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.



Garage & Gardens

Garage

Garage 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.
- ✓ **Hyperfast 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.



Eco Range homes

New build homes are changing, and together, we're embracing the future. Recent updates to the Government's Part L building regulations mean from June 2023 our new Persimmon Eco Range homes will have a reduction of 31% in carbon emissions. This means a warmer, more energy-efficient home for you and the really cosy feeling of knowing it's better for the environment.

This means... **a saving of up to £6,730*** over the lifetime of a 25 year mortgage.



31% reduction in carbon emissions

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

EV charging is a handy addition if you have an electric car, as you can charge it from the comfort of your own home. NB: Not all homes will have EV chargers as they're site and plot dependent. They can be added from our Finishing Touches range.

Enhanced loft insulation is a huge cosy blanket that slows down the transfer of heat between your home and the outside world. It not only warms your home in the winter but keeps it cooler in the summer.

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

More thermally-efficient walls mean less heat escaping, so you aren't as dependent on central heating, and whatever heat is generated is kept in your home.

Our panelised offsite-manufactured timber frame technology uses a unique, sustainable panel system which adds to the thermal efficiency of your home. *NB: not all homes will be built using timber frame technology.

Energy-efficient boilers use the latest technology to warm your already well-insulated home. The controls allow you to optimise your energy saving whilst keeping you comfortable.

A more thermally-efficient ground floor will mean you'll benefit from the additional insulation we're incorporating in the floor construction.

*When compared to a Victorian-built equivalent, savings could be up to £31,640. The £6,730 saving is in comparison to a Persimmon home built to current building regulations (2013). NB: not all homes will be built using timber frame technology.

^NB: Not all homes will have EV Chargers, but they can be added from our Finishing Touches range.



6 reasons why it pays to buy new

Did you know?

Most of the benefits of buying new are obvious, but some are not. Here's a quick summary of the key reasons why it's such a smart move:

1.

No chain

Few things are more annoying in the home buying process than a time-consuming chain you can't control. Buying new limits the chance of getting involved in one.

2.

Energy efficient

Our homes include cost-effective combi boilers, first-rate loft insulation and draught-free double glazed windows to meet stringent energy-efficient standards, keeping your energy bills as low as possible.

3.

Brand new

Absolutely everything in your new home is brand new. You get all the latest designs and tech, complete with manufacturers' warranties. Win-win.

4.

More ways to buy

We offer a range of schemes to help get you on the property ladder, including Home Change and Part Exchange.

5.

10 year warranty

All our new homes come with a ten-year, insurance-backed warranty, as well as our own two-year Persimmon warranty. In the unlikely event you ever need to claim, our Customer Care Team are there to help you.

6.

Safe & secure

All our homes are built from fire-retardant materials and come with fitted smoke alarms and fire escape windows. They're also far more secure than older buildings thanks to the security locks and lighting we use.

[persimmonhomes.com](https://www.persimmonhomes.com)



**And did we mention you'll have
more time for dancing?**

Buying new means you'll spend far less time on repairs and maintenance, after all, life's too short to spend every weekend doing DIY.



FibreNest™



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@fibrenest.com

Information correct at June 2025. Please see www.fibrenest.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:



Coseley New Village Phase 3

Sedgley Road West
West Midlands
DY4 8AD

T: 01902 243 311

E: coseleynewvillage.cent@persimmonhomes.com
persimmonhomes.com/coseley-new-village

Head Office

Persimmon Homes Central
Unit 6190 Knights Court
Solihull Parkway
Birmingham Business Park
B37 7YB

T: 0121 748 9820

E: cent.sales@persimmonhomes.com
persimmonhomes.com



Issue: January 2026 Ref: 235-016

Persimmon plc, Registered office: Persimmon House, Fulford, York YO19 4FE Registered in England no: 1818486

Coseley New Village Phase 3 is a marketing name only. The copyright in this document and design is confidential to and the property of Persimmon Homes Developments 2026. These details are intended to give a general idea of the type of home but they do not form part of any specification or contract. The dimensions are approximate and may vary depending on internal finish. By the time you read this some of the details may have changed because of the Persimmon Homes policy of continually updating and improving design features. Therefore, please be sure to check the plan and specification in the sales office to keep you up-to-date with the latest improvements. The vendors of this property give notice that: (i) the particulars are produced in good faith, are set out as a general guide only and do not constitute any part of a contract; (ii) no person in the employment of Persimmon Homes or their authorised agents has any authority to make or give any representation or warranty whatever in relation to this property. Persimmon Homes is compliant with the New Homes Quality Code. Please ask your sales advisor if you have any further questions.