



Persimmon

Together, we make your home



Persimmon @ Fiddington Fields Phase 2

Ashchurch • Tewkesbury

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.

"We have over 50 years of building expertise, 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.



Persimmon @ Fiddington Fields Phase 2

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 32](#)

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



We know you'll want to make your home your own, so we created 'Finishing Touches', our home personalisation service. **Read more on page 33**



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**



Own New



New homes

Built with you in mind



2, 3 & 4
bedroom
homes



Ideal location
with multiple
open spaces



Finishing
Touches
customisable



Excellent
transport
links





Ashchurch • Tewkesbury

Persimmon @ Fiddington Fields

A new way of living awaits...

In the charming village of Ashchurch, Fiddington Fields offers a collection of two, three and four-bedroom new build homes for a brand-new way of living.

These spacious family homes are perfect for those looking for rural living while enjoying the conveniences of major transport links and stunning historic cities. With a wealth of amenities on the doorstep, homebuyers will love the modern lifestyle Fiddington Fields has to offer.

Where comfort meets sustainability

Promoting sustainable habits shouldn't come at the expense of your comfort and the homes at Fiddington Fields provide a fine balance between the two.

With a selection of innovative homes, boasting built-in energy-efficient features, including the highest levels of insulation, PV solar panels, air-to-water heat pumps and electric vehicle charging points, residents can make the most of customisable high-end finishes and enjoy hassle-free sustainable living.



Scan me!

For availability and pricing on our beautiful new homes at Persimmon @ Fiddington Fields.

persimmonhomes.com





The best of modern living

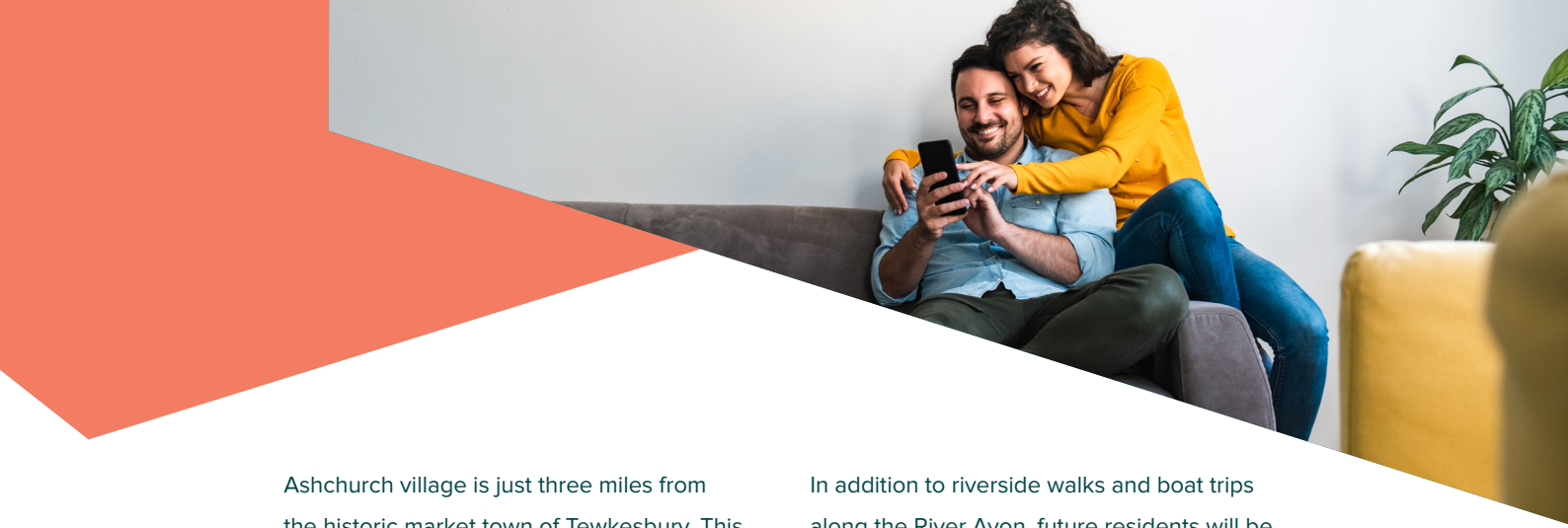
Plenty to explore

With an idyllic blend of countryside and modern living with excellent commuter links to historic Tewkesbury, Fiddington Fields has it all.

Fiddington Fields is perfectly located with an enviable location in the bustling village of Ashchurch, ideal for those looking to stay connected. Ashchurch is home to plenty of convenient amenities, including a village hall, Ashchurch Primary School and coffee shop. There are also a range of planned amenities for the development; from a proposed

sports centre to a brand-new school, plus community allotments and more. The residents at Fiddington Fields will benefit from modern amenities on their doorstep, ready for exploring. For savvy shoppers and avid gardeners, Cotswold Designer Outlet and Dobbies Garden Centre are within walking distance, perfect for weekend browsing.





Ashchurch village is just three miles from the historic market town of Tewkesbury. This county gem is home to independent shops, eateries and vibrant green spaces plus a twice-weekly market, perfect for everyday enjoyment as well as days out. Home to the oldest pub in Gloucestershire, The Black Bear, and a stunning 900-year-old abbey, Tewkesbury is a historic gem. For history fans and families, Tewkesbury is also home to the largest medieval festival in Europe, with historical reenactments, jousting and more! For schooling, Tewkesbury also offers the well-regarded Tewkesbury School, Tewkesbury C of E Primary School and Queen Margaret Primary school.

In addition to riverside walks and boat trips along the River Avon, future residents will be delighted by the accessibility to the Cotswolds; within 15 minutes, this Area of Outstanding Natural Beauty offers picturesque views, miles of walking paths and plenty more, perfect for those looking to get away.

Fiddington Fields is perfect for commuters with its desirable location near to the M5, easily accessible at just half a mile from Junction 9. This makes commuting easy to reach cities such as Birmingham and Bristol. The railway, Ashchurch for Tewkesbury, is a short walk away meaning you can have direct access to Bristol and Cardiff.

Looking for green spaces and fresh air?

Discover Ashchurch and beyond

Tewkesbury 11 minutes	Gloucester 29 minutes	Cotswolds 53 minutes	Bristol 58 minutes	Birmingham 59 minutes
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*Average drive times from development, sourced from Google Maps.

EXPLORE

The local area



**900-year-old
Abbey**



**Oldest pub in
Gloucestershire**



**Riverside
walks**



**3 schools
nearby**



**Twice weekly
markets**

Fiddington Fields

Master Plan

An exciting new community featuring a range of 2, 3 & 4 bedroom homes



Proposed Sports Centre



Ashchurch for Tewkesbury Station



Proposed School



Customer Hub



Starbucks Coffee



Proposed Local Centre



Proposed Sports Pitches



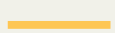
Proposed Allotments



Proposed Play Area



Walking Route



Trainline



Persimmon

←
Tewkesbury
Town Centre

Bristol
↓
Gloucester
↓

*This map is intended for general guidance only and is indicative and subject to change.



↑
Worcester

ALEXANDRA WAY

NORTHWAY LANE

A46



PLATINUM DRIVE

Cotswold
Designer
Outlet

PLATINUM DRIVE

Dobbies
Garden
Centre

YOU ARE
HERE



Phase 1
Persimmon



Charles Church

M5

Future Housing

Phase 2
Persimmon

Barratt
Homes

David Wilson
Homes





Fiddington Fields Phase 2

Our homes

2 bedroom

 **The Alnmouth**

3 bedroom

 **The Danbury**

 **The Kingley**

 **The Barnwood**

 **The Saunton**

 **The Sherwood**

 **The Barndale**

 **The Charndale**

 **The Ashdown**

 **The Ashdown Corner**

4 bedroom

 **The Burnham**

 **The Kennet**

 **The Brampton**

 **The Kielder**

 **Affordable Housing**





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.

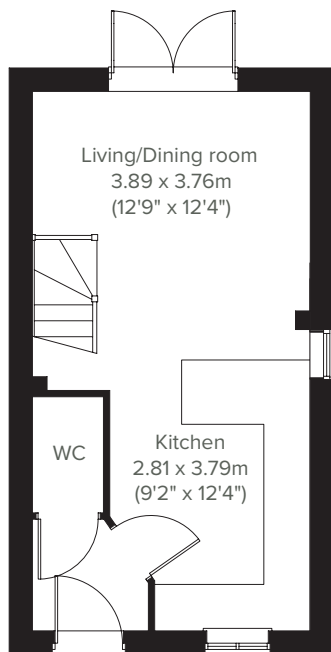


2 bedroom home

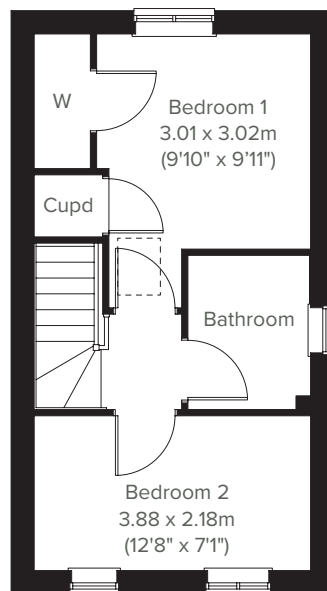
The Alnmouth



Perfectly-proportioned, the Alnmouth has a stylish open plan kitchen/living/dining 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

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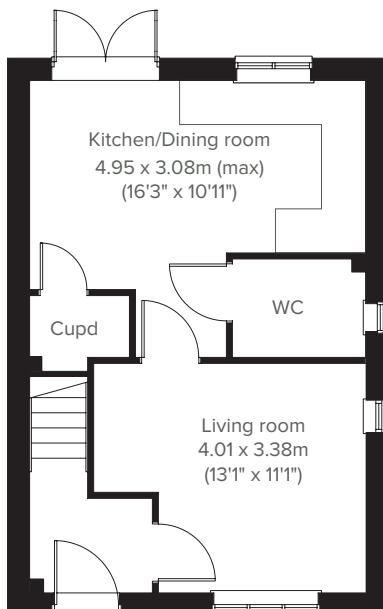


The Danbury

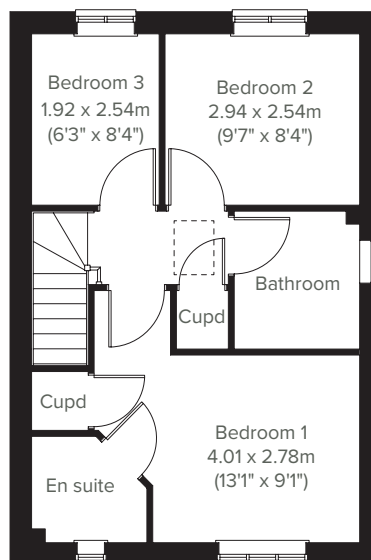
3 bedroom home



Perfect for the way we live today, the Danbury has a modern open plan kitchen/dining room with French doors leading into the garden and a spacious front-aspect living room that's ideal for entertaining. Upstairs there are three bedrooms - bedroom one has an en suite - and a family-sized bathroom. Appealing to families, first-time buyers and young professionals.



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Predicted Energy Assessment: B

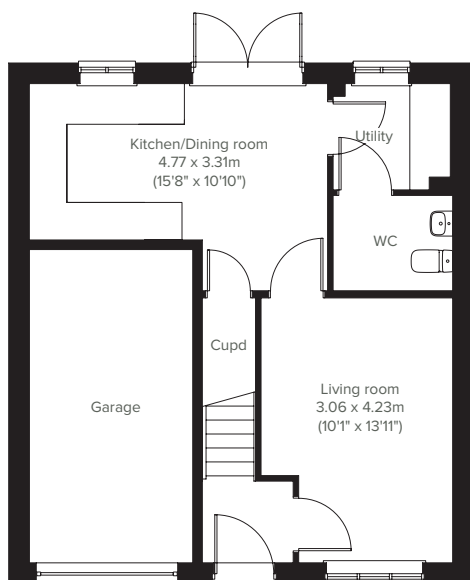


The Kingley

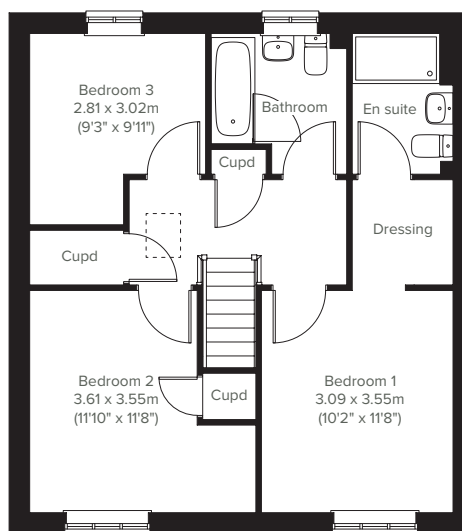
3 bedroom home



An attractive three-bedroom family home, the Kingley is ideal for modern living. The bright open plan kitchen/dining room has French doors leading into the garden - perfect for entertaining and family meals. The downstairs WC and four storage cupboards take care of everyday storage. Plus there's an en suite and dressing room to bedroom one, modern family bathroom and integral garage.



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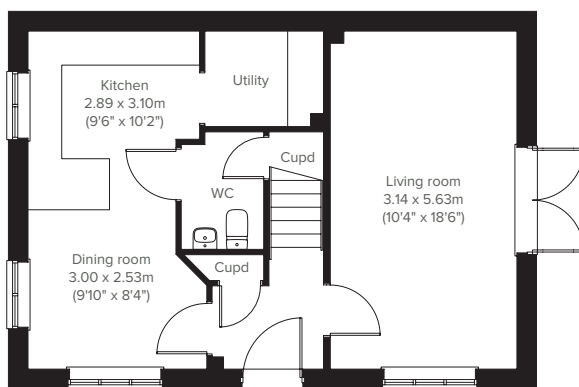


The Barnwood

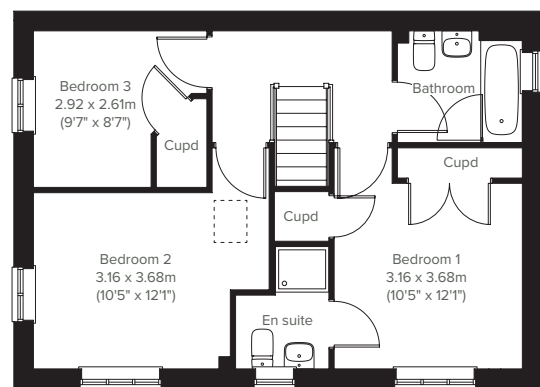
3 bedroom home



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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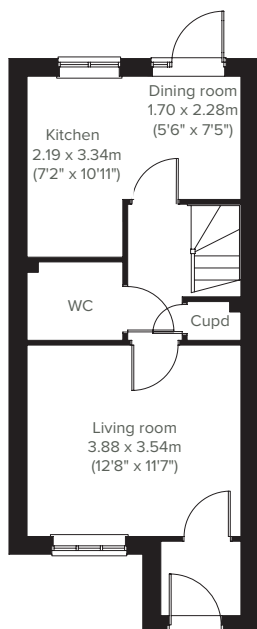


3 bedroom home

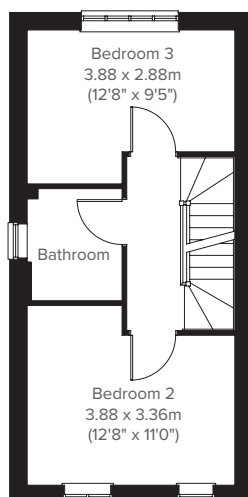
The Saunton



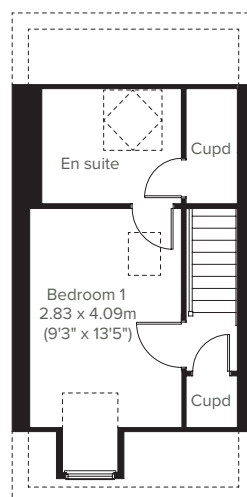
An attractive three-storey home, the Saunton has a modern open plan kitchen/dining room, well-proportioned living room and three good-sized bedrooms. The top floor bedroom one also has a spacious en suite. The enclosed porch, downstairs WC, three storage cupboards and off-road parking mean it's practical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



GROUND FLOOR



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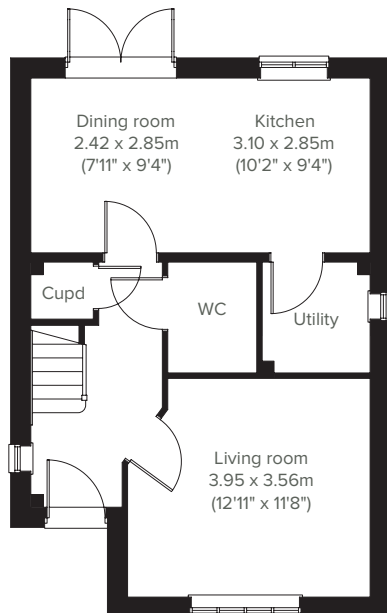


The Sherwood

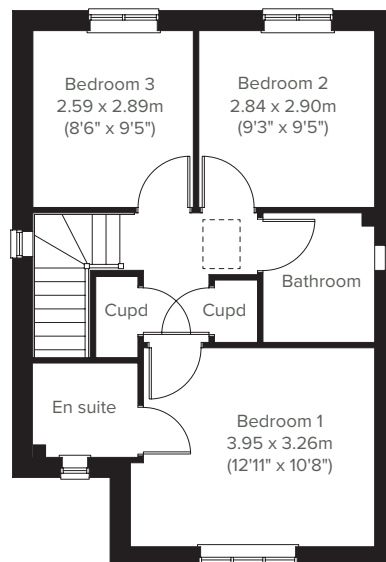
3 bedroom home



The Sherwood is a modern home ideal for family life., featuring 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, the main family bathroom and additional storage cupboards.



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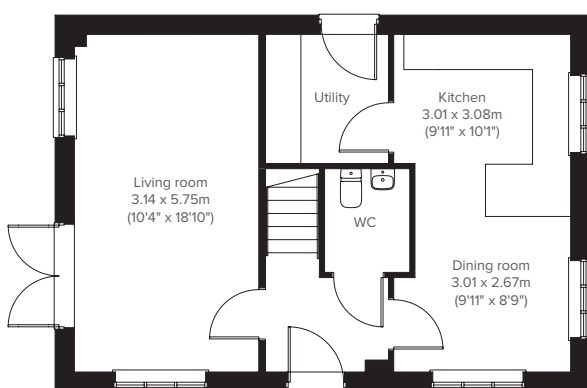


3 bedroom home

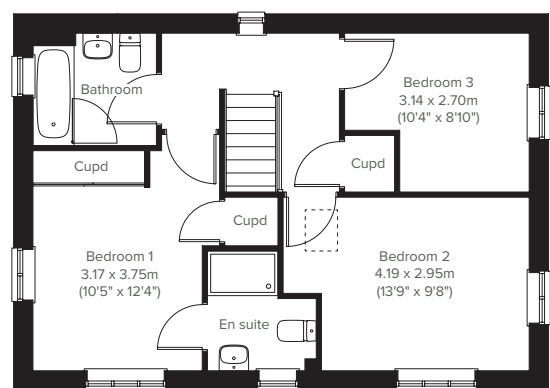
The Barndale



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.



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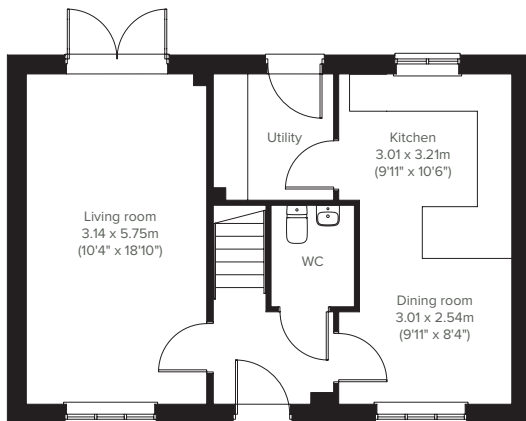


The Charndale

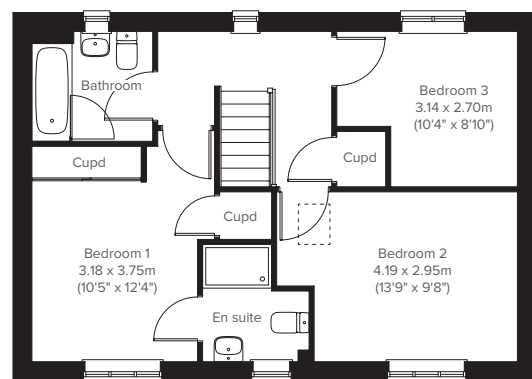
3 bedroom home



Enjoy the best of modern living in this popular home which features a stylish open plan kitchen/dining room and utility room. There's a bright dual-aspect living room with French doors leading into the garden, handy storage cupboards and downstairs WC. Upstairs there are three good-sized bedrooms - bedroom one with an en suite - and a family bathroom.



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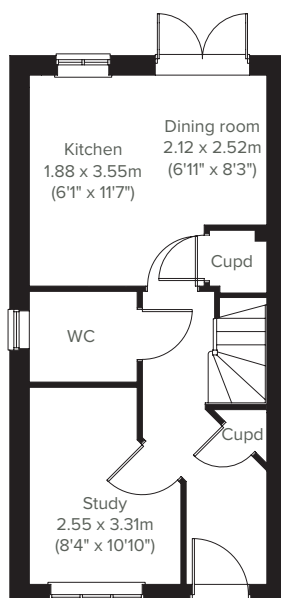


3 bedroom home

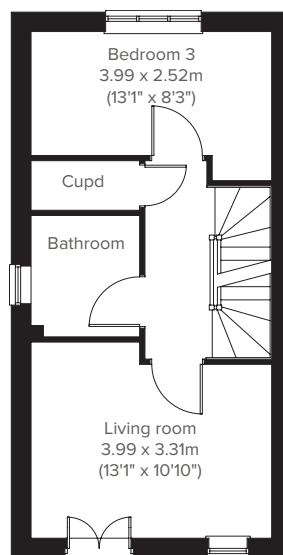
The Ashdown



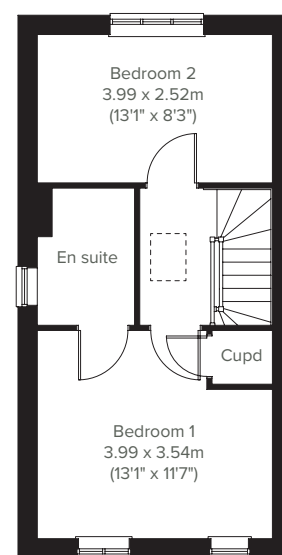
Perfect for the way we live today, the three-bedroom Ashdown has a modern open plan kitchen/dining room with French doors opening into the garden and a handy separate study. The first floor is home to the living room with a Juliet balcony, bedroom three and the family bathroom. On the second floor there are two nicely-proportioned bedrooms - one with an en suite - and a handy storage cupboard.



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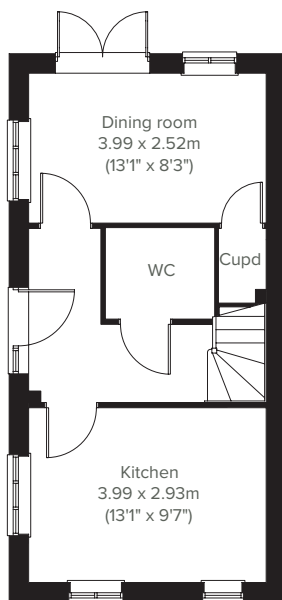


Ashdown Corner

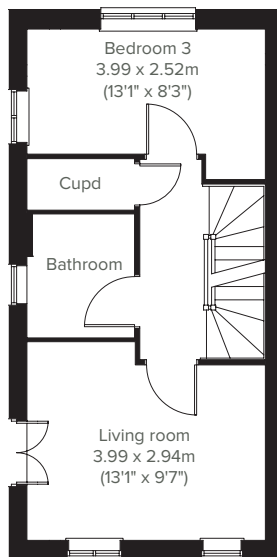
3 bedroom home



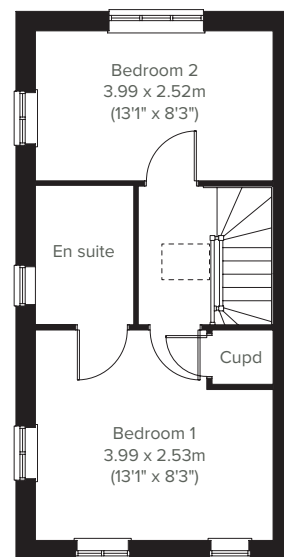
Ideal for the way we live today, the Ashdown Corner has a spacious kitchen and a separate dining room with gFrench doors to the garden. It's practical too with a downstairs WC and a handy storage cupboard. Bedroom three, a bathroom and the living room are situated on the first floor. On the second floor there are two further bedrooms - bedroom one has an en suite - and further storage.



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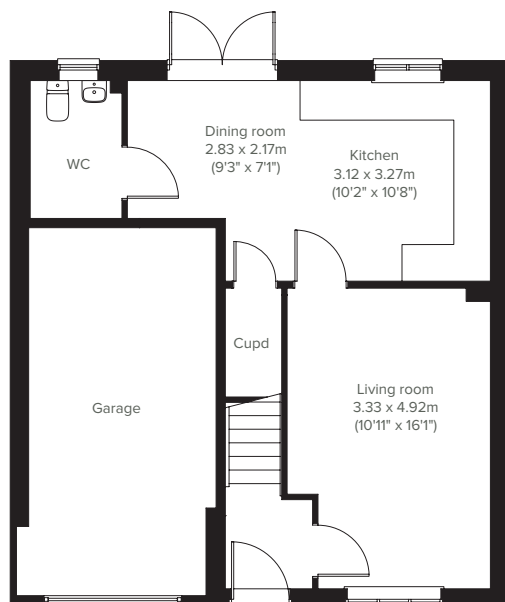


4 bedroom home

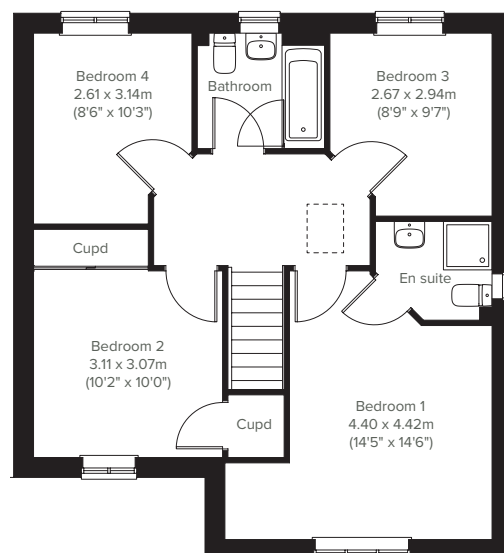
The Burnham



The Burnham is a superb detached home with an integral garage, a good-sized living room with double doors leading into a bright open plan kitchen/dining room - perfect for family life and entertaining. It's practical too with a downstairs WC and three 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.



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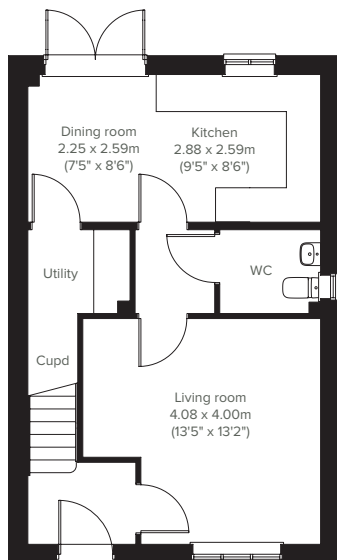


The Kennet

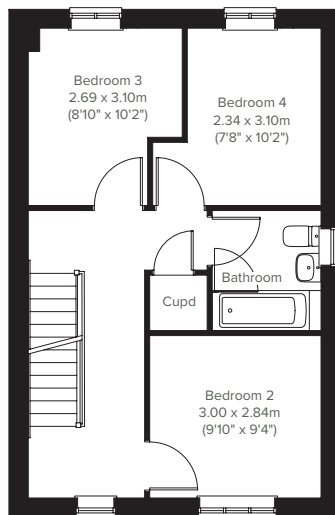
4 bedroom home



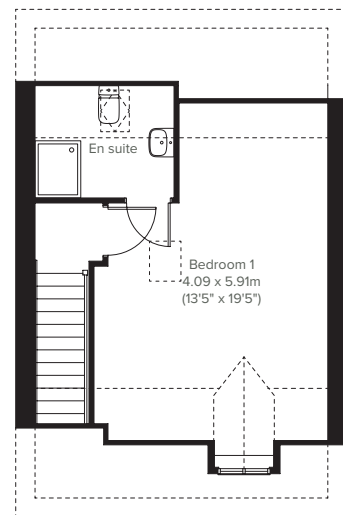
The Kennet is a modern three-storey home ideal for family life. This four-bedroom home features an open plan kitchen/dining room with French doors leading into the garden, a handy utility room and front-aspect living room, plus under-stairs storage and a WC. The first floor has three good-sized bedrooms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



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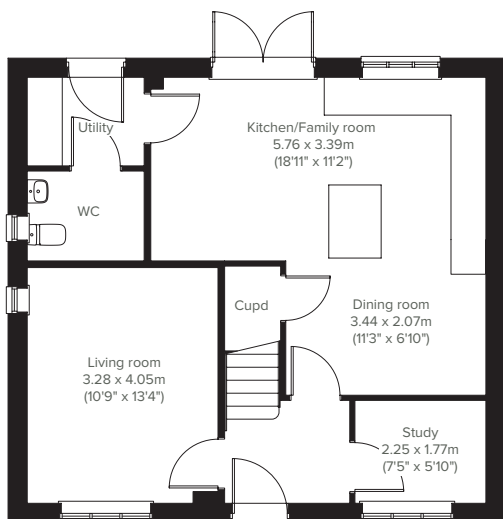


4 bedroom home

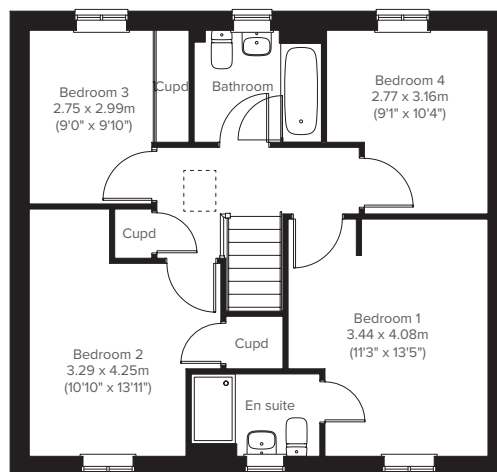
The Brampton



A beautifully-designed four-bedroom detached home, the Brampton has everything you need for modern living. Downstairs there's a front-aspect living room, a spacious kitchen/dining/family room with French doors leading into the rear garden, and a separate study. The first floor is home to a generous bedroom one with an en suite plus plenty of storage cupboards and the family bathroom.



GROUND FLOOR



1ST FLOOR

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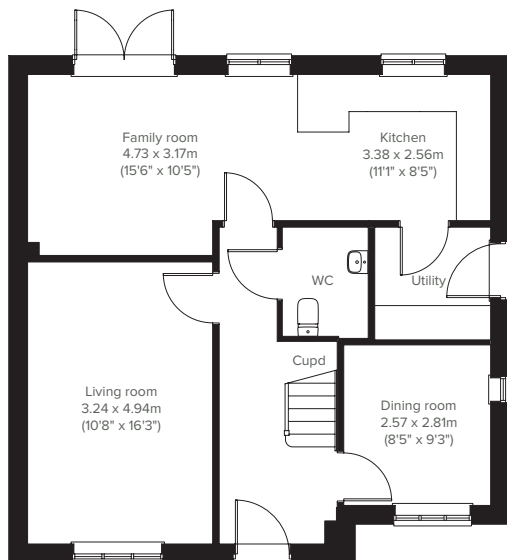


The Kielder

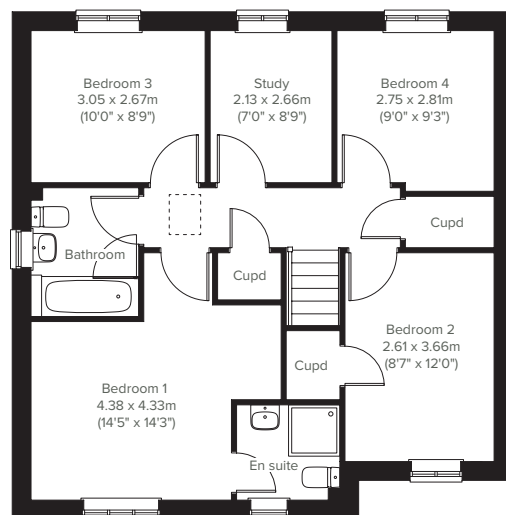
4 bedroom home



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



GROUND FLOOR



1ST FLOOR

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Persimmon @ Fiddington Fields Phase 2

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 in white emulsion.

Stairs

Staircase painted white.

Walls

Painted in white finish.

Doors

White pre-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).

Plumbing

Plumbing for washing machine.

Appliances

Single electric stainless steel oven, gas hob and integrated cooker 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. Where there is no en suite, Mira thermostatic shower with wall mounted shower head, complete with shower screen.

Tiling

Splashback to wash hand basins in WC, bathrooms and en suite.

Splashback to bath area and full height to shower enclosure.

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 panel 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.
- ✓ **Ultra-fast 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.



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."



All about community

Proud to be building communities

When creating Fiddington Fields 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. Fiddington Fields 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, and recreation facilities, as well as initiatives to generate biodiversity.



“We’ve actively enhanced biodiversity at Fiddington Fields.”

EDUCATION

A contribution of £523,476 towards off-site pre-school and nursery. £3,083,616 contribution towards primary education. £166,000 to be provided towards local library services.

HOUSING

35% affordable housing provision, including discount homes for sale.

INFRASTRUCTURE

£615,000 towards the enhancement of local bus services. £289,425 contribution towards the improvement of A438/Shannon Way junction.

GARDENS

New community allotments, measuring 0.5 hectares in size.

COMMUNITY PROVISIONS

£30,000 towards the maintenance and operational cost of a community facility. 2.5 hectares of formal sports areas, including 3 sports pitches.



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 modern home

Space4 is one of the UK's leading producers of precision-engineered construction systems, aiming to include their PEFC-certified sustainable timber frames in 50% of homes by 2025.

Many Persimmon homes already benefit from Space4's modern method of construction, with its technology offering improved insulation and air-tightness. For you, this means a reduction of 50% in heating costs compared to the average home in the UK*, plus you'll own a cosier, more comfortable home.

On the outside, your Space4 home will feature the familiar design of a Persimmon home which uses traditional materials such as brick, stone or render. Underneath, the hi-tech timber frame backbone creates new levels of efficiency and building rigidity. Your property will be durable and finished to an excellent standard.

High-performance insulation, together with Space4 construction, an efficient boiler, and attention to air-tightness and ventilation during the construction process, means that our homes can use 59% less gas than the average home in the UK*.

The use of Space4 technology creates a better place to live and work. Lower consumption of heating fuels and transport helps reduce CO2 emissions, while sustainable, recyclable materials create less impact on the wider environment. The overall carbon dioxide emissions for timber construction (the embodied carbon dioxide) are up to six times lower than for masonry.*

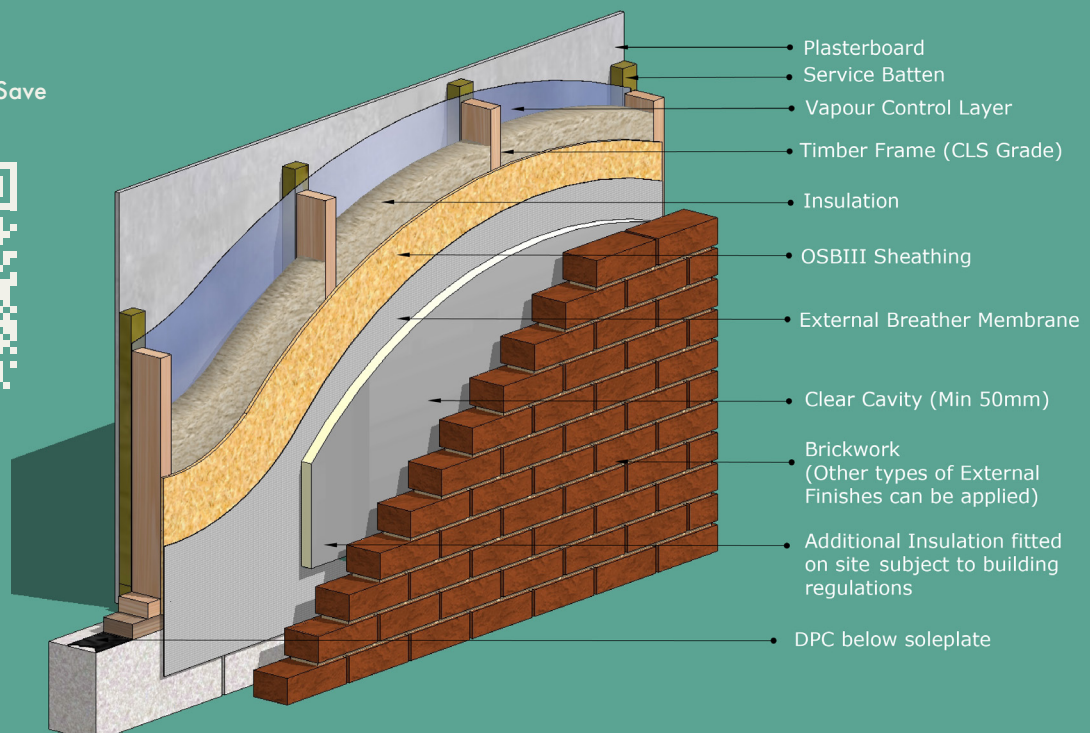
Concerning the Government's code for sustainable homes, most building elements with timber specifications largely fall into the 'A+' or 'A' rated categories compared to masonry**.

50% lower energy bills

According to recent research by the HBF, those who live in new build homes constructed to today's standards could save more than £3,100 a year on their energy bills compared to neighbours in older homes.* This means families could save approximately £77,500 over the lifetime of a 25-year mortgage.

Scan me!

For the HBF Watt a Save report Feb 2023.





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