

ABOUT TAYLOR WIMPEY

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PERRYFIELDS-PHASE-THREE

Taylor Wimpey

Taylor Wimpey was formed by the merger of George Wimpey and Taylor Woodrow in 2007. We have a history dating back to the 19th Century. We are one of the largest homebuilders in the UK, completing over 14,500 homes each year.



This image shows our development in Tarvin.



Planning sustainable communities



More than building homes



Green spaces



Energy efficient homes



We embrace diversity and inclusion in our policies and practices



Engaging with local people



“Our aim is to be the nation’s leading residential developer for creating value and delivering quality. We are passionate about working with local people, businesses, local authorities and our customers to build aspirational homes”

For more information, visit:
taylorwimpey.co.uk



Taylor Wimpey lays the foundations for thriving communities

10,848
completions
in 2023

£405m
contributed
to local
communities

TAYLOR WIMPEY IN YOUR AREA

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Taylor Wimpey

We are a national company, working locally across the UK through our 22 regional offices. Each of our regional offices employs people from within its local area.

The below homes are available at our Sanders View at Perryfields development in Bromsgrove and are examples of the high-quality designed homes that Taylor Wimpey deliver across the Midlands.



Homes at our Sanders View at Perryfields development



Homes at our Sanders View at Perryfields development

Our address and some key facts

**Taylor Wimpey
North Midlands**
2 Trinity Court,
Broadlands,
Wolverhampton
WV10 6UH

*Private homes
completed in 2023.*

389

*Staff directly
employed including
office personnel, site
managers, sales executives
and various labourers on site.*

171

*Affordable
homes completed
in 2023.*

92

*Apprentices
employed.*

8

*Taylor Wimpey – a national company
and local homebuilder*



*Support and
funding for
charities*



*Educate kids
in how to
stay safe*



WORKING IN YOUR COMMUNITY

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We do much more than build homes. As a considerate, responsible developer, we have a commitment to local communities.



Taylor Wimpey North Midlands presents its 2024 charity partner The Haven with a £5000 cheque and a variety of brand new toys



Taylor Wimpey, Coventry Peace Orchard and Cardinal Newman Catholic School commemorate the new seven year cycle of the community project

Taylor Wimpey establishes a tree-rific local partnership with a community orchard

Taylor Wimpey North Midlands and Taylor Wimpey Midlands have combined forces to pledge £1500 toward the upcoming new seven year cycle of the Coventry Peace Orchard project.

The donation funded seven new apple trees for the next cycle, which were planted by pupils from Cardinal Newman Catholic School. Located on the outskirts of Coventry, the Coventry Peace Orchard project was set up by World War II veteran Dennis Davison and is a legacy to the apple orchards of Normandy, where he and many others successfully fought for peace in 1944. The orchard is entirely self-funded and is reliant on volunteers from the local community to maintain it.

“The Peace Orchard is a regular coffee and picnic stop for many and holds a special place in the hearts of the Coventry community. We are extremely grateful to both Taylor Wimpey and Cardinal Newman for the support they’ve given us with this particular project.”



Pupils celebrate World Book Day at Lawley Village Academy

World Book Day celebrations in Lawley

We helped Lawley Village Academy celebrate this year’s World Book Day by donating a £250 book voucher.

Pupils marked the global event by embracing a bedtime theme, dressing up in their pyjamas and enjoying a hot chocolate and reading session.

“Thanks to Taylor Wimpey’s donation, we’ll be able to purchase a variety of books to support all our students in their learning and development.”



Taylor Wimpey and Himley Hall Sailing Club officially open the new bench to its members, Himley residents and visitors

Taylor Wimpey deliver helping hand to Himley Hall Sailing Club

Himley Hall Sailing Club has received a boost from Taylor Wimpey North Midlands as it looks to rebuild months on from an arson attack.

The housebuilder has donated a new bench to replace the original seating space which, alongside the club’s hut and decking, was destroyed in a fire in December 2023. In addition to replacing the bench, Taylor Wimpey also funded a new commemorative plaque to replace the original sign which was dedicated to the memory of David and Mary Harris, two longstanding members of the sailing club.

“It’s been a tough few months after being forced to start from near enough scratch, but their contribution has enabled us to take one step closer to reopening the hut again for our members. On behalf of everyone at the club, I’d like to thank them for their kind support.”

Taylor Wimpey leads local business initiative which delivers toy-tastic Christmas boost to Wolverhampton charity

The Taylor Wimpey North Midlands team and a number of its suppliers joined forces to deliver a seasonal surprise to The Haven, a Wolverhampton-based charity that supports women and children fleeing domestic abuse.

A donation of £5000 was made, with Taylor Wimpey employees also gifting a number of brand new toys to the charity through its specially organised ‘big give’ scheme. The Haven, which has been selected by Taylor Wimpey North Midlands to be its local charity partner throughout 2024, provides practical and emotional support to those under its care, including a 24/7 helpline, safe accommodation, specialist programmes, counselling and therapy and children’s services.

“We’re absolutely blown away with the kindness shown by employees at Taylor Wimpey North Midlands and its suppliers. Through the donation we have received from Taylor Wimpey, we can help ensure the women and children we support still get to have some special memories.”

DEVELOPMENT PROPOSAL

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Our designs for Perryfields, phases three and four

Taylor Wimpey is in the early stages of preparing proposals for approximately 423 homes on land off Perryfields Road, Bromsgrove.

Outline planning permission for a development of up to 1,300 homes, as well as a variety of new community facilities, including an extra care facility, a school and a local centre, was approved in August 2021 and these proposals are for our third and fourth phases of the development.

Of the 423 new homes, 30% will be classed as affordable housing in line with local policy requirements, equating to approximately 127 homes.

Feedback from this consultation will shape our reserved matters planning application, which we intend to submit to Bromsgrove District Council in December.



The proposed layout of Perryfields, phases three and four



How the new homes at Perryfields could look

Key facts


423
new homes

30%
affordable
homes


Phases three
and four of the
wider Perryfields
site


Previously
agreed access
off Perryfields
Road

NATURAL ENVIRONMENT

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Protecting and preserving the natural environment

Protecting and preserving the natural environment, including valued landscapes and habitats is a key priority. Our design process involves an assessment of the site and how it relates to the surrounding area in terms of its character and setting.

Our vision is to create a sustainable walkable neighbourhood where amenities, schools, open spaces, cycle networks, and bus stops are all within a convenient distance from the new homes.

Homes will neighbour a newly-created park that will run across the northern boundary of the site, providing a space for people to walk, cycle and play throughout the year. The park will eventually join up with later phases of the development to provide a considerable network of open space with links to sports pitches and play areas.

A number of surveys have already been carried out to establish the wildlife and habitats already present on site. The development will be designed to protect and

enhance these habitats and species whilst creating a green and pleasant environment for people. Existing trees and hedgerows will be retained where possible, and there will be extensive additional planting. New habitats will be created, from native woodland and meadow areas to orchards and earth mounds. New wetland areas will become home to a variety of species and will also aid drainage.

Any protected species on the site will be located and managed responsibly by an ecologist, who will work to a Habitat Management Plan that will be submitted for approval by Bromsgrove District Council.



Ponds will create new wetland habitats and aid drainage

Access to local facilities and services

Our residents should have convenient access to local facilities and services by a range of transport modes. Facilities that we provide on-site should be easy to find and our scheme should integrate with the surrounding community by reinforcing existing connections or creating new ones.



The connectivity plan for Perryfields, phases three and four

It is important that our new development connects logically and easily with the rest of the Perryfields site and the wider community. The site is well located in terms of access to the local facilities in Bromsgrove, including schooling options.

Cycling and walking will be encouraged, with safe and attractive routes through the development that link to existing foot and cycle paths, including all Public Rights of Way.

The wider development will include a mobility hub to enable and encourage sustainable travel.

The hub will offer a range of different services, including bicycle sharing and general repair advice, designated EV charging points, the use of a community concierge to provide additional support to residents and a range of travel information.

The wider site will include spaces for business, education and leisure, encouraging local living and reducing the need for residents to travel long distances.

For those that do need to travel by car, vehicle access will be from a new junction off Perryfields Road. A spine road running through the development and connecting with future phases will include an off-street cycle pathway and dedicated crossing points for residents.

DRAINAGE

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Our strategy for drainage on site

Due to the topography of the site we are proposing separate surface and foul water networks.

Severn Trent Water has assessed the impact of the proposed development on the public sewer system and concluded that the capacity of their existing network will meet the needs of the new homes.

Surface water

We have carried out a flood risk assessment on the site and designed a surface water drainage system to accommodate for water flows up to a 1 in 100 year event, with a 40% allowance for climate change. Surface water sewers will drain rainfall with no negative impact on flood risk to either the development or its surrounding areas.

The development will incorporate a series of attenuation ponds, which will also create new wildlife habitats and underground precast attenuation tank. Water will then slowly flow through a headwall to an additional swale prior to connecting into the existing brook.



Foul water

The wastewater drainage from the proposed third and fourth phases of homes will be split across the development – with the western section draining to an existing manhole in Grayshott Close and the eastern section draining back to the foul water pumping station that was established as part of phase one.



Attenuation basins will help to gradually distribute surface water run off

CHARACTER

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How we design our homes

The character and design of the proposed phases will reflect the surrounding area, with community safety and sustainability as key priorities.



The development masterplan

Streets and key public spaces such as open space and play areas will be designed with active frontages and natural surveillance in mind.

All of the homes will be designed with energy efficiency in mind. Each of the properties will be thermally efficient, having been created through sustainable construction methods that meet the current Building Regulations, and all new homes will include access to an electric charging point.

All new homes will include access to secure cycle storage, and car parking provision will be in line with Worcestershire County Council's Streetscape Design Guide. Whilst some garages will be provided, these will be excluded from the car parking calculation.

All homes will have private outdoor space and rear gardens will generally be designed to comply with the council's space standards.

Most of the new homes will be up to two storeys in height, in keeping with the existing development, arranged into detached, semi-detached and terraced groups. There will be a small number of two and a half storey homes available to purchase, and some bungalows will be provided as part of the wider development.

The proposed new homes will include a range of features in keeping with the locality, such as chimneys to add visual interest to the roofscape, recessed front doors, traditional pitch porches, brick and render, and eaves with simple brick detailing.



How the new homes at Perryfields could look



All new homes will include access to an electric charging point

COMMUNITY

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Benefits for our customers and the local community

We aim to work closely with communities to help ensure our schemes deliver long term benefits for our customers and the local community.

Perryfields will be a sustainable community that benefits both new residents and those that already live nearby. The Perryfields development as a whole will deliver a range of new facilities and improvements to existing services that will enable the community to flourish.

Taylor Wimpey will provide land for a new First School and funding to help local secondary schools expand. We will also develop a new employment area to help create jobs and services for local people.

Perryfields will include a variety of green open spaces, including a large park and several play areas. We will also fund enhancements to existing local walking routes, giving easy and safe access to nearby destinations like Sanders Park and Bromsgrove town centre.

We will also enhance the local road network, including the junctions on the A38 for New Road and Bromsgrove Highway, and fund improvements to local public transport.

As part of our Section 106 commitments, financial contributions will also be made towards the NHS, including Worcestershire NHS Acute Hospitals Trust, and other local infrastructure.



Our Perryfields development will include a number of play areas



Taylor Wimpey will improve local roads for the benefit of all users



The development will encourage walking and cycling

ECONOMIC BENEFITS

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What will our development bring to the area?

We are proposing a residential development of approximately 423 new homes in Bromsgrove. The development will include a range of property styles and sizes, and a proportion of the new homes will be affordable housing.

We have used UK-wide statistical data to demonstrate that the proposed development can bring a number of economic benefits to the local area.

Building the homes



600+ jobs

Direct employment

Estimated to create 170+ temporary construction jobs per year of build.



300+ jobs

Indirect/Induced employment

Over 300 jobs could be supported in the supply chain per year of build.



£14.2m

Economic output

Expected additional Gross Value Added (GVA) per year from direct and indirect jobs.

Once people move in



£2,359,500

First occupation expenditure

Total anticipated spend on goods and services by people as they move in to the new houses, to make them feel like home.



£11,069,229

Total spend by residents

The amount the residents of the new development are expected to spend per year.

Additional local authority income



£569,283

Additional Council Tax revenues per year

Estimated additional Council Tax per year based on the proposed number of new homes.



£3,003,000

New Homes Bonus payments

A grant paid, over six years, by central government to local councils.



Future homes: part of our net zero journey

Taking action for a greener, healthier future

Net zero by 2045

We've committed to reach net zero emissions by 2045 – ahead of UK regulation.

Our target and transition plan covers our whole business including:

- Our operations,
- The homes we build
- Our supply chain and materials

Getting to net zero is the right thing to do for our stakeholders and the planet and will make our business more resilient to the impacts of climate change.

Reducing emissions by 90%

Our ambitious target will see us reduce carbon emissions by at least 90%.

Any remaining emissions will be neutralised by removing and storing carbon from the atmosphere.

Our target is being independently validated by the Science Based Targets initiative.

By 2045
90% + 10% = 100%
Reduction in our emissions of at least 90% Reduction by neutralising residual emissions of up to 10%

Building on our track record

51%

We've already reduced emissions from our operations by more than half since 2013.

We are the only housebuilder to hold the Carbon Trust Standard – an independent certification which recognises best practice in carbon reduction.



Low carbon homes and communities

With our target, we will make zero carbon-ready homes more accessible to customers and communities – so they can reduce their own energy use and carbon emissions at home.

The five homes on this site are part of our net zero journey, enabling us to test new technologies and techniques.

We are also working with suppliers to reduce the emissions 'embodied' in the materials we use to build our homes and developments, contributing to the sustainable communities of the future.

Key milestones

Roll out zero carbon ready homes
2025

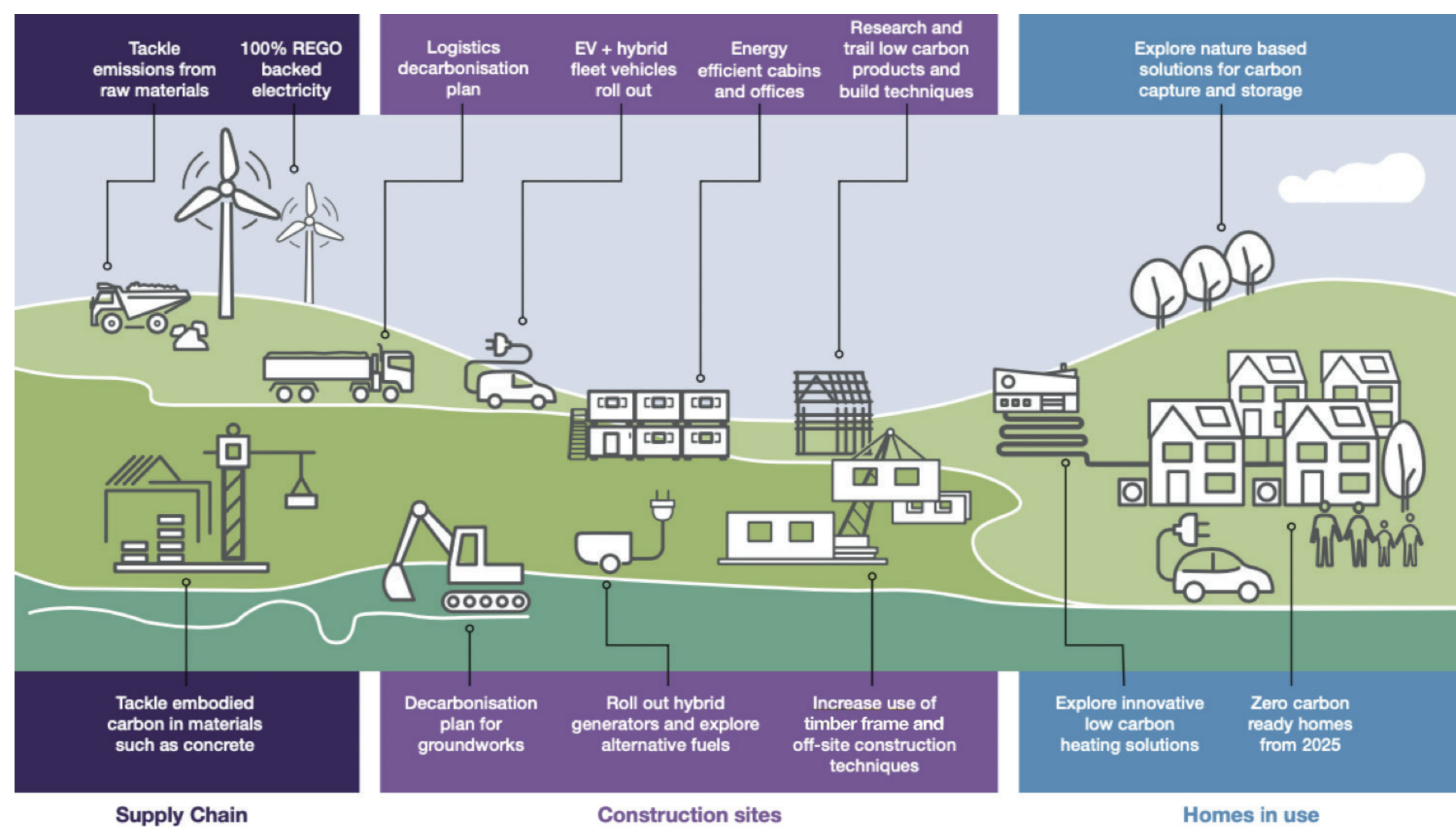
46% emissions reduction
2030

All operations net zero
2035

75% emissions reduction
2040

Net Zero
2045

Our net zero actions across our value chain



Building a better world

Net Zero is part of our environment strategy that also includes ambitious targets on nature, resources and waste. It's our guide to a greener, healthier future.



A home for nature

We're designing our developments with more space for nature.

We're including features for wildlife like hedgehog highways, bee bricks, bird and bat boxes and pollinator-friendly planting and working with expert organisations such as Hedgehog Street and Buglife.

Being around nature is good for our mental and physical health, so last year we helped over 2,000 customers to create a nature friendly garden.



More sustainable materials

Recycled materials are now included in many areas of our homes, from worktops, drawers and doors, to insulation and window frames.

The timber we use is sourced from responsibly managed forests that have been certified by FSC or PEFC.

We recycle 98% of our construction waste and have sent over 100,000 paint pots for recycling since 2019.



Better living for customers

48% of customers told us they consider environmental performance when choosing a new home. Our new build homes help customers to reduce energy and water use, and will become even more efficient over the next few years.

We're also building in features such as integrated recycling and EV charging points and designing our developments to encourage walking and cycling.

NEXT STEPS

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*What we would like
from you, and what you
can expect from us*

Once you have had an opportunity to look at the scheme proposal, if you have any questions or wish to comment please fill in one of the feedback forms and either return it to us today or post it using the details below. You can also email us or visit our website. Your views are very important to help us shape and develop the proposed scheme.

Following consideration and detailed review of the feedback that we receive, we hope to submit a Reserved Matters planning application to Bromsgrove District Council in December 2024. At that time the council will write to neighbours again, giving details of the application and an opportunity for you to make any further comments.

You can email your comments to:
perryfieldsphasethree@taylorwimpey-pr.co.uk

Alternatively, you can write to us:
Perryfields Consultation
Taylor Wimpey North Midlands
2 Trinity Court, Broadlands,
Wolverhampton, WV10 6UH

**All feedback should be received by midnight on
Wednesday 16th October 2024.**



Our Hamilton Copse development in Uttoxeter



Woodland View, Coventry

Thank you for taking part in our consultation. Your views make a real difference



Appledown Meadow Site Manager and NHBC Pride in the Job winner Michael Carnell

*What is Taylor Wimpey doing in
your area?*

9

*developments
currently
on sale*

2

*NHBC Pride in
the Job Quality
Awards in 2024*

1

*development
sold out
in 2023*