



A CGI of the new homes

Cricket Lane

Lichfield

Persimmon Homes West Midlands is delighted to be delivering the approved Reserved Matters Consent for 520 new homes in Lichfield.

Located on land benefitting from Full Planning Approval for residential development, this community will provide a mix of one- to five-bedroom homes, helping to meet local housing needs in the area.

Of these, 182 (35%) homes will be transferred to a housing association partner for rent and shared ownership.

All homes on this development will be fitted with EV charging points and air source heat pumps.

Affordable, quality homes for local people

We're proud of our record in supporting local people to buy their own home. Our average selling price is c.20% below the UK national average, and around 50% of our private sales have been to first-time buyers over the last two years.

Sustainable, considered placemaking

We understand the importance of designing homes that fit the existing communities around them. Throughout the planning process for our proposed community at Cricket Lane, we have worked with Lichfield District Council to ensure that our homes are in keeping with – and enhance – the local area and its surroundings.

Connectivity is at the heart of this proposed development, including a 3m shared path on London Road adjacent to the site, access between the residential and employment sites*, and a connection to enable foot and cycle access to the Lichfield and Hatherton Canal towpath to the north of the site.

The development will also accommodate a bus route, connecting into the existing Lichfield public transport network and helping to reduce car dependency.

The wider site will bring a range of facilities to the community, including two new sports pitches, on-site allotments and two play areas.

**the employment element is subject to separate planning approval & under the ownership of Indurent.*

Year	Population	Area	Density
2010	100	100	1.0
2015	150	100	1.5
2020	200	100	2.0
2025	250	100	2.5
2030	300	100	3.0
2035	350	100	3.5
2040	400	100	4.0
2045	450	100	4.5
2050	500	100	5.0
2055	550	100	5.5
2060	600	100	6.0
2065	650	100	6.5
2070	700	100	7.0
2075	750	100	7.5
2080	800	100	8.0
2085	850	100	8.5
2090	900	100	9.0
2095	950	100	9.5
2100	1000	100	10.0

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2060	600	100	6.0
2065	650	100	6.5
2070	700	100	7.0
2075	750	100	7.5
2080	800	100	8.0
2085	850	100	8.5
2090	900	100	9.0
2095	950	100	9.5
2100	1000	100	10.0



Masterplan of the proposed community at Cricket Lane.

Key aspects to the development

- ② Land benefits from full consent for residential development.
- ② 520 premium, high-quality homes delivered by a HBF 5-star builder.
- ② 182 homes to be transferred to a housing association partner for rent and shared ownership (35% of all properties).
- ② Mix of home sizes for a range of buyers, from one- to five- bedrooms.
- ② All homes to be zero-carbon ready, compliant with Future Homes Standard build.
- ② A range of open space enhancements, including sports pitches, play areas and allotments.
- ② Connectivity and placemaking at the heart of the development, with new routes created to connect the development to the wider area and reduce car dependency.
- ② Local jobs and apprenticeships created as part of the construction of the development.

Community benefits

As part of our wider development at Cricket Lane, over £8.7m will be paid in S106 and CIL contributions to support infrastructure delivery and ensure economic development. These include highways, public transport, education, sports and public open space contributions.

About Persimmon

Persimmon Homes is one of the UK's leading 5-star house builders – the HBF's highest rating for quality and customer satisfaction. The company is proud to be an accredited Living Wage Foundation employer and a Top 100 Apprenticeship employer.

As well as being an official partner of Team GB, Persimmon's Community Champions scheme has donated over £1.5 million in the last 2 years to local charities, sports clubs and good causes in the areas we work.

If you know an organisation that could benefit, please visit: persimmonhomes.com/community-champions

Get in touch:

E: lisa.webb2@persimmonhomes.com
 T: 07471 216 182

Our house prices are c.20% lower than the UK national average, and c.30% more energy efficient than existing housing stock.