



PRIORS CRESCENT  
SALFORD PRIORS

CALA HOMES  
BUILT FOR YOUR NEXT CHAPTER



Computer generated aerial image of Priors Crescent





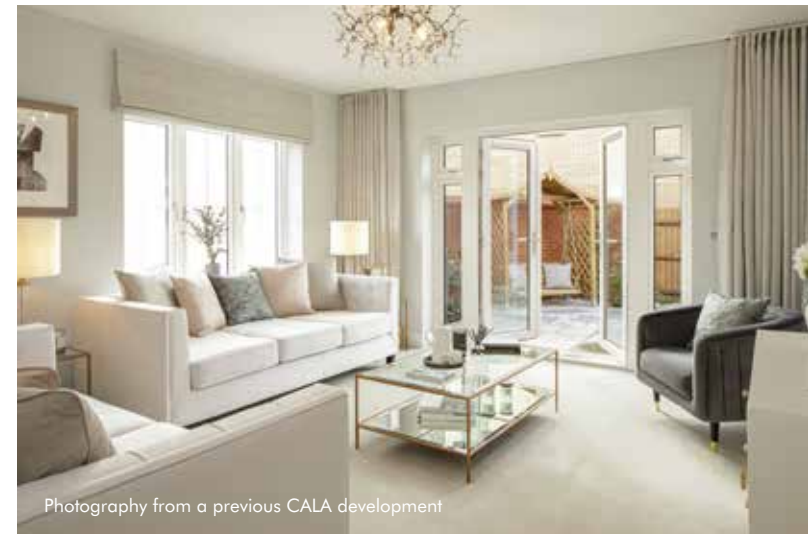
Stock photography

## PRIORS CRESCENT

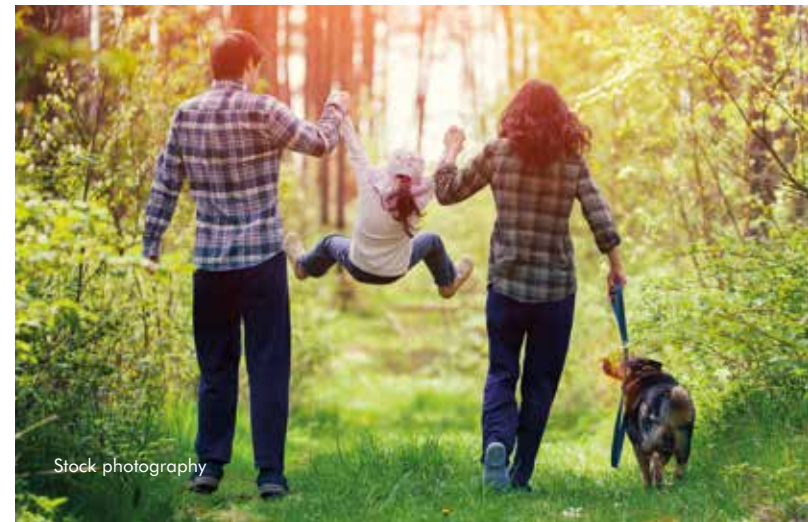
### ESCAPE TO YOUR COUNTRY SANCTUARY

It's the perfect blend of active and relaxed lifestyle you've always dreamed of. Distinctive in character and contemporary in feel, Priors Crescent brings an idyllic selection of 2, 3, 4 & 5 bedroom homes and 2 bedroom bungalows to the charming village of Salford Priors.

With properties up to 2,700 sq ft, each light and spacious home showcases CALA's impeccable build quality and high specification, while some enjoy a private gated enclave and views across the picturesque countryside. Priors Crescent is unique in design, with homes set around a sweeping crescent overlooking 7.5 acres of open green space, and all within strolling distance of the post office and general store, local pub and primary school. Stratford and Evesham are close by along with the added convenience of major motorway links, creating an attractive rural escape that's never too far away.



Photography from a previous CALA development



Stock photography











## BUYING NEW IS BETTER WITH CALA



### CALA PEACE OF MIND

A 10-year NHBC Buildmark Warranty, 24-hour response service for emergency calls and after-sales service for two years following all purchases.



### MOVE CHAIN-FREE

Our 100% Part Exchange\* service frees you from being in a chain. For more information and to use our part exchange calculator to see what you could save, visit [cala.co.uk/part-exchange](https://cala.co.uk/part-exchange)



### MORE CHOICE

With a selection of kitchens and bathrooms, you can choose the cabinets, tiles and floorings to suit you. Choices are subject to build stage.



### A VIBRANT NEW COMMUNITY

Many residents of new developments find that they quickly become part of an inclusive community of like-minded people.



### LESS MAINTENANCE

A new build home requires lower maintenance compared to an old house, saving you time and money.



### THE BEST OF BOTH

CALA homes balance modern contemporary design with traditional architecture to enhance their characterful surroundings.



### ENERGY EFFICIENT

Enjoy reduced gas and electricity bills and a better insulated, more energy efficient home, compared to a Victorian home with some modern updates.”



### SAFE AS HOUSES

Built with safety in mind, our homes comply with the latest Health and Safety standards, including modern consumer units and ample, well positioned sockets, multi-point locks and mains powered smoke alarms.



### ALL THE MOD CONS

New built-in kitchen appliances covered by manufacturers’ warranties and the latest water-efficient bathroom fittings. Also a boiler and heating system complete with at least a two year warranty.



### FREEDOM TO PERSONALISE

A brand new home is the golden opportunity to make it your own. Its blank canvas can bring out the interior designer in you and give you the freedom to stamp your personality on everything.



### MORE LIGHT AND SPACE

Our Light & Space Collection is thoughtfully designed to promote sustainability and wellbeing. Maximising natural light, some homes also feature three-zone kitchens to create open plan living and breakaway rooms for relaxation, such as formal lounges and private studies.



### CONSUMER CODE FOR HOMEBUILDERS

We comply with the Consumer Code for Homebuilders, giving you peace of mind during the purchase process.



\*CALA will obtain 2 independent valuations based on achieving a sale in a 4–6 week period, part exchange considered subject to CALA’s purchasing criteria, terms and conditions. Up to 100% part exchange available on selected plots, subject to terms and conditions and not in conjunction with any other offer. Incentives are available at selected developments on selected homes. For terms and conditions on all CALA incentives, please visit [cala.co.uk/terms](http://cala.co.uk/terms). \*\*Source: The NHBC Foundation 2016.



Stock photography



Photography from a previous CALA development



## SERVICE WITH A WIDE RANGE OF SMILES

Premier quality homes deserve a customer service to match. CALA is committed to making your journey to a whole new lifestyle as enjoyable as the destination itself. Supporting you every step of the way, we work hard to ensure a straightforward and smooth-running move. From initial enquiry through to handing over the keys and beyond, we'll help your dream home come true.

Here are just some of the many comments we've received from happy CALA homeowners:



"We've been really impressed with the CALA experience and the way the company delivers – not only on the quality of the homes, but also customer experience. Everything we could have wanted in our new home came as standard, without the hidden costs we'd become accustomed to hearing about various other developers."

**DIANE AND DAVID MCCARTNEY,  
PURCHASERS AT ELMWOOD PARK, BANBURY**

"Using CALA's part exchange service was perfect for us as there was very little for us to do, which is great when you've got a busy family life and work full time. CALA set up the estate agents for us and managed the whole process, plus it took out all the risk and concerns we had over the chain breaking."

**DAVID ICKE AND HANNAH LUCKETT,  
PURCHASERS AT BURROW HILL PARK,  
BURTON GREEN**



"With me taking retirement and our son now all grown up, it was the perfect time to downsize. Making a move to Foxgloves is proving to be one of the best decisions we've ever made. We instantly felt right at home and settled in quickly and easily."

**VALERIE BRADSHAW, PURCHASER AT  
FOXGLOVES, SHIPSTON-ON-STOUR**

## PART EXCHANGE\* HELPS FAMILY SECURE MOVE TO RUGBY

Lynette and Steven fell in love with the homes at Eden Park when they first visited. Once the decision to move was made, they were able to complete and move into their new Rugby home in just 8 weeks using CALA Homes' up to 100% Part Exchange service.

Lynette comments: "We lived in Northamptonshire for about 15 years in a 25-year-old property. We made the decision to move further north as we wanted to be within the catchment area for some of the grammar schools in Warwickshire. With Rebecca going into her final year of primary school this September, it was important for us to give her the best chance. Rugby appealed to us in particular because of its convenient access to the motorway network. I work in Milton Keynes and Steven works in Lutterworth, so it was key that our journey to work wouldn't be affected either."

Lynette said: "We didn't know much about part exchange, but the sales team gave us plenty of knowledge and advice on how it works and how it could really help us. They made us a sensible offer on our current property and we soon realised this would be the ideal solution for us. Had we not used part exchange, we would still be waiting for our house to sell before we could make a move, so this just took the weight off our shoulders."

LYNETTE & STEVEN GILBEY, PURCHASERS AT EDEN PARK, RUGBY



"We hadn't previously heard of CALA Homes, but when we came across the development here in Rugby, the sales team really impressed us with their service. CALA really stood out to us compared to other housebuilders in the area as they were more focused on what we wanted as a family. They listened intensely to our situation and made some great recommendations, including the suggestion to use the part exchange service."





# SALFORD PRIORS

## RELAX IN THE HEART OF VILLAGE LIFE

Sitting about 8 miles to the west of Stratford-upon-Avon and 6 miles north of Evesham, this small Warwickshire village enjoys an idyllic country setting. It also offers the convenience of a post office with general store, nursery and primary school, church and local pub, The Bell Inn, where you can enjoy real ale and hearty food in comfy surroundings. Salford Priors Memorial Hall holds a variety of events, such as art classes, yoga and cinema clubs.

Stratford-upon-Avon, the world-famous birthplace of William Shakespeare, is close by, where you can take in a wealth of museums, parks and cultural attractions such as The Royal Shakespeare Theatre, with its romantic riverside setting. Both Stratford-upon-Avon and Evesham will spoil you for choice with an array of shops, bars and bistros. Worcester and Redditch are also nearby, with the village of Bidford-on-Avon having a number of pubs, restaurants and a supermarket.

Historic listed buildings and picture-perfect conservation areas add to the local character, including the National Trust Coughton Court, Salford Hall, which is a Grade 1 listed luxury hotel, and Ragley Hall, set in thousands of acres of landscaped gardens and woodlands and offering a host of seasonal events.

All sorts of leisure activities are available throughout the area, whether you want to join one of several golf clubs, explore Salford Priors' extensive network of footpaths and leafy lanes, or go boating on the River Avon.

Enjoy a family day out at The Valley in Evesham, where you'll find a large choice of shops and attractions, including The Evesham Vale Light Railway and a beautiful garden centre. Afterwards, catch the latest film or enjoy a live opera at Regal Cinema, which offers a café and gallery wine bar.

Education is an important factor for families who will appreciate the choice of schooling available. Salford Priors CofE Primary School, situated just across the road, Harvington C.E First & Nursery School, rated 'outstanding' by Ofsted, Bidford-on-Avon CofE Primary School, Alcester Academy Secondary School and Stratford Girls' Grammar School are all close by.





Stock photography



Local area photography









## EASY COME, EASY GO

If you're looking for a healthy balance between work and life, Priors Crescent is a desirable rural haven within easy reach of Birmingham and London.

About 8 miles from the development, Stratford-upon-Avon is just a few minutes by car via the B439, with the nearest town of Evesham just a 10-minute journey via the A46.

Evesham Station has regular direct trains to London Paddington, arriving in the capital in 1 hour 40 minutes, at Oxford in less than 50 minutes and Worcester in just 15 minutes. For journeys to London Marylebone and Birmingham Moor Street, Stratford-upon-Avon Station is approximately 9 miles away.

Birmingham Airport is just 40 minutes from home so, whether you need to be in the city, want to escape to the Warwickshire countryside, or dream of taking off to more exotic shores, Priors Crescent offers a convenient gateway for everyone.

Distances and journey times are approximate and are taken from Google Maps and [www.thetrainline.com](http://www.thetrainline.com)



Local area photography



Stock photography



# SUPERBLY CONNECTED



## ON FOOT

- Salford Priors Post Office & Stores – 0.1 miles
- Salford Priors CofE Primary School – 0.1 miles
- Salford Priors Memorial Hall – 0.1 miles
- The Bell Inn – 0.4 miles
- The Vineyard Inn – 0.7 miles
- Salford Hall Hotel – 1 mile



## BY CAR

- Bidford-on-Avon – 2 miles
- Harvington C.E First & Nursery School – 2.2 miles
- Bidford Grange Country Golf Club – 3.7 miles
- Waitrose & Partners, Alcester – 4.9 miles
- Ragley Hall – 5.2 miles
- The Valley, Evesham – 5.5 miles
- Evesham Leisure Centre – 7.5 miles
- Stratford Girls' Grammar School – 8.7 miles
- The Royal Shakespeare Theatre – 9.1 miles
- Stratford-Upon-Avon Station – 9.1 miles
- Birmingham Airport – 28 miles



## BY RAIL FROM EVESHAM STATION

- Worcester Shrub Hill – 16 minutes
- Oxford – 49 minutes
- London Paddington – 1 hr 40 minutes

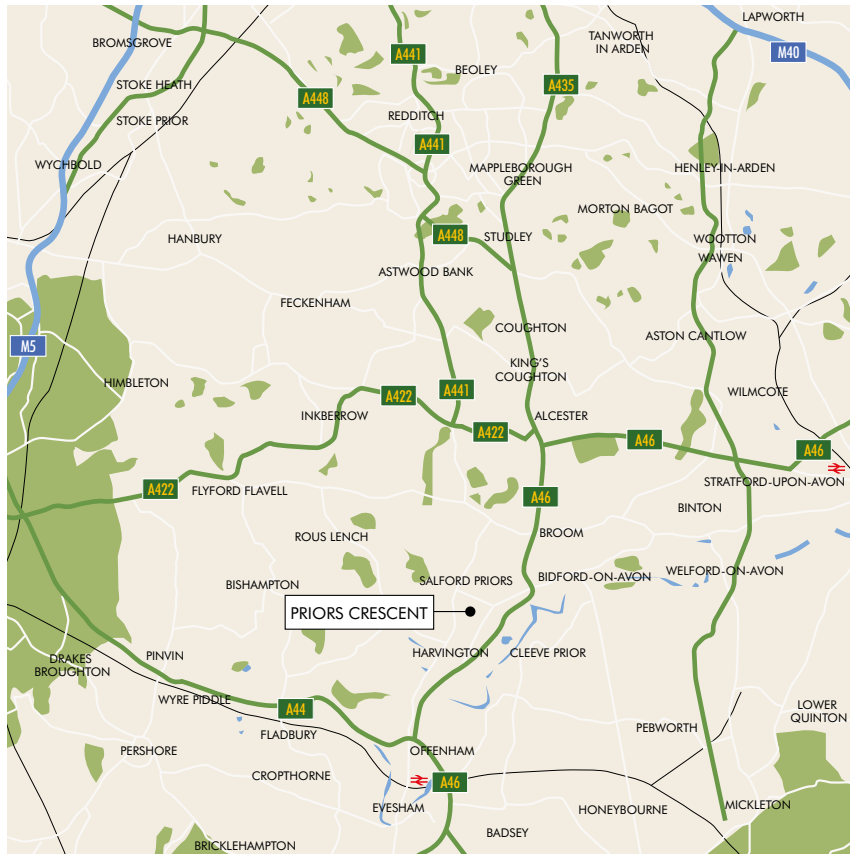


## BY RAIL FROM STRATFORD-UPON-AVON STATION

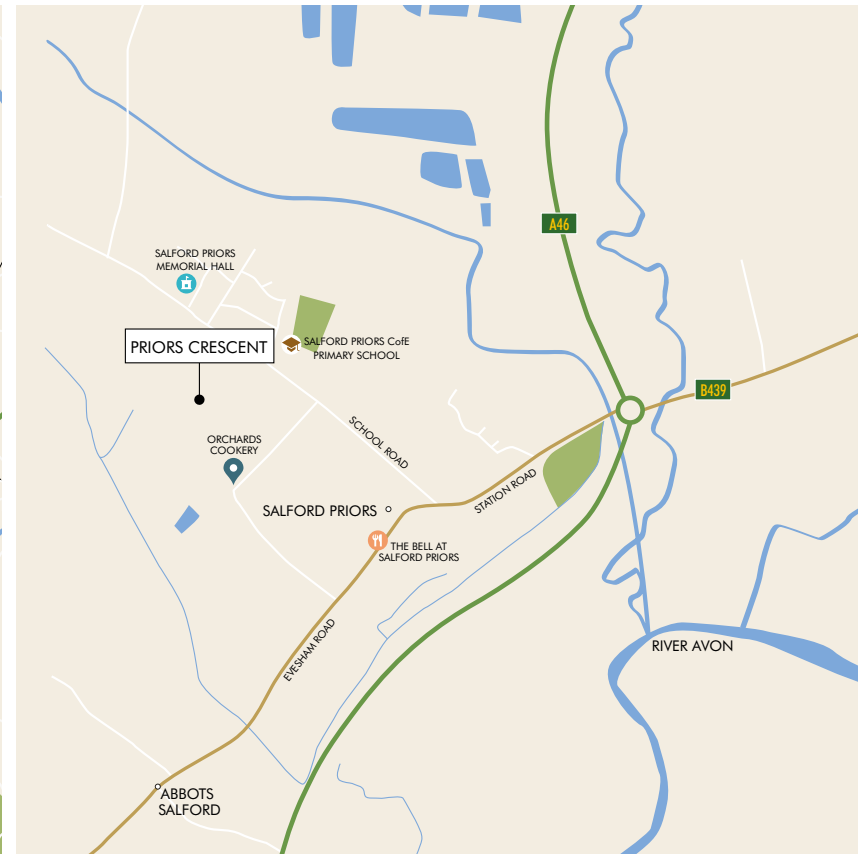
- Leamington Spa – 30 minutes
- Birmingham Moor Street – 46 minutes

# PERFECTLY LOCATED

Priors Crescent, School Road, Salford Priors, Warwickshire, WR11 8XD



REGIONAL MAP



LOCAL AREA MAP









Photography from a previous CALA development







## CALA HOMES

CALA Homes' primary goals are to deliver design excellence in everything we do and ensure a first class customer experience for everyone who buys one of our homes.

To achieve this, we focus on investing in our most important asset – our people – and running an effective and sustainable business that makes a positive contribution in the areas where we operate.

CALA is built on the foundation values of passion, quality, delivery and respect.



ASPIRATIONAL  
HOMES



FIRST CLASS  
CUSTOMER  
SERVICE



QUALITY  
DESIGN AND  
BUILD



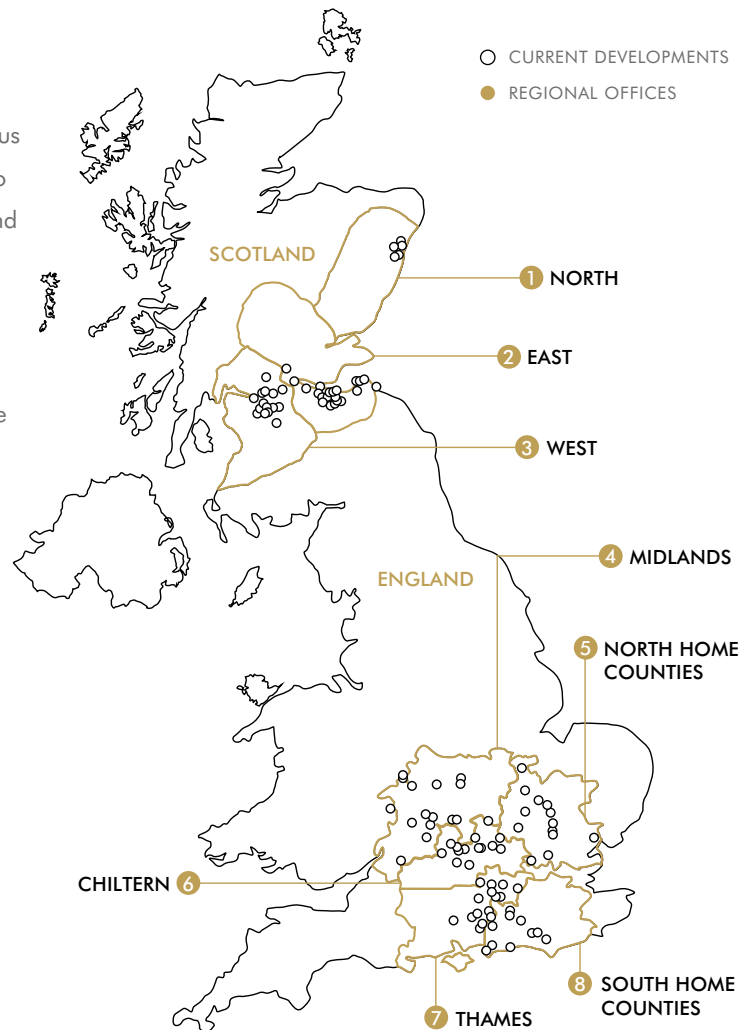
INVESTMENT IN  
OUR PEOPLE



POSITIVE  
LEGACY

CALA builds aspirational homes in desirable areas across the South East of England, the Midlands and Scotland. Properties range from starter homes to spacious family properties and we also work with local authorities and registered social landlords to provide much-needed affordable housing.

Building a strong, sustainable business that provides opportunities for our people and a positive legacy for future generations will remain at the heart of the CALA way.





## SUSTAINABILITY THE CALA WAY

CALA has a rich heritage originally dating back to 1875. We started building homes in the 1970s and, for over 40 years, have been creating high quality, sustainable new homes and communities. However it is not just what we do, but the way we do it that matters to CALA.

Thinking sustainably is at the heart of everything we do; from identifying the right sites, through creating a safe, healthy and fulfilling working environment, to taking a sensitive approach to development and delivering communities that meet local requirements.



### LAND

Buying the right sites in sustainable locations that meet the needs of homeowners and are part of local communities.



### COMMUNITY CONSULTATION

A collaborative approach to ensure the right design solution for the local area and valuable investment in affordable housing, local facilities and infrastructure.



### ENVIRONMENT

A respectful approach to development, minimising the impact on natural resources and biodiversity and creating energy efficient homes.



### DESIGN

Homes that meet the needs of customers and future generations and take inspiration from the local vernacular to enhance the areas in which we build.



### PEOPLE

Creating an empowering and inclusive culture that puts the wellbeing of our people, partners, customers and local communities at the heart of our business.



### CUSTOMERS

Delivering a first class customer experience from the first enquiry through to after-sales support.

DISCOVER MORE AT [CALA.CO.UK/SUSTAINABILITY](https://www.cala.co.uk/sustainability)

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