



Brick type: Yorkshire Red Blend
Location: Olton

Project Architect: Persimmons Homes
Developer: Persimmons Homes

Developed by Persimmon Homes, the Georgian-inspired architecture has transformed this part of Warwick Road which had previously had a reputation as a local eyesore.



Flemings Housing

The site of the derelict Flemings Hotel in Olton, Solihull, has been transformed into an elegant development of one and two bedroom apartments.

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Located in a conservation area, the scheme has been carefully designed to blend in with the existing buildings and the choice of brick was of vital consideration to Solihull Borough Council.

As such Forterra's Yorkshire Red Blend was chosen as it has been used elsewhere in the area and offered the perfect solution for the local planners.

The light textured brick, which has been laid in a Flemish bond pattern, offers a traditional feel to the new build homes and its delicate red hues complement the buff stone detailing, white windows and doors, and slate roof tiles.

The scheme is arranged in two blocks set in landscaped gardens and offers off-street parking. Each building features a symmetrical design and has two front doors giving access to a total of 52 apartments.

The development is jointly owned by Solihull Community Housing and Waterloo Housing Association and picked up a 2011 NHBC Pride in the Job Quality Award in recognition of the quality of the workmanship.



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