Persona Homes

by Home Group

OAK VIEW

Southend Road Billericay,
CM11 2PP

A collection of inviting new
2 and 3-bedroom homes in Billericay.







Discover

Oak View

Make yourself at home at Oak View, a new collection of 1, 2 and 3-bedroom homes near the thriving town of Billericay.

Discover Oak View, our collection of new homes in a place where rural charm meets great connections, giving you the calm of a green, established setting with easy links into London and across Essex.

Step into the neighbourhood and you're close to everything Billericay is known for: friendly shops, cafés, good schools and open green spaces for weekend walks.

In our homes you'll find bright rooms, sociable living spaces and thoughtful layouts designed for real everyday life, whether that's cooking together, relaxing after work or finding a quiet corner to focus.

With shared ownership, owning a home at Oak View becomes a simple, flexible way to take your next step. A fresh place to settle, grow and feel right at home.



Development layout

Affordable housing



Existing trees

Play area

Mown grass path

Allotments

Attenuation basin

Gravel path

Positioning of our sustainability features are subject to change. Speak to a Sales Advisor for more information.

Harrier

2-bedroom home

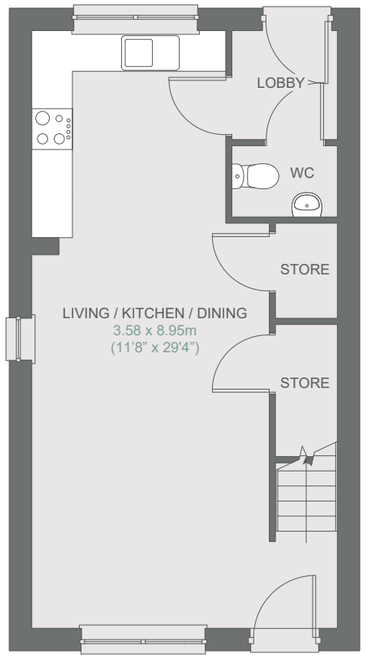
A welcoming two-bedroom home with open-plan living and generous storage.





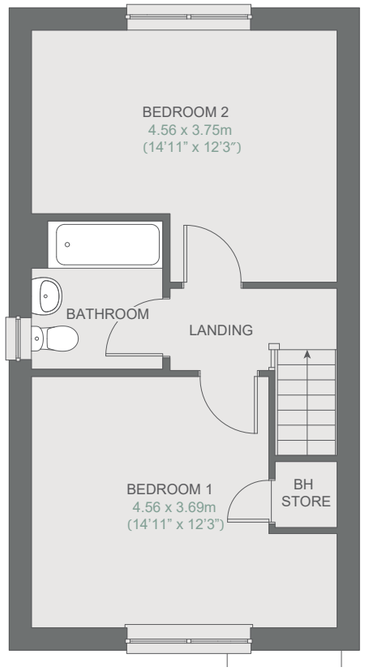






Ground floor

Living room Kitchen/dining	3.58m x 8.95m



First floor

Bedroom 1	4.56m x 3.69m
Bedroom 2	4.56m x 3.75m

Total Area	**81.85 sq m**

Burstead

3-bedroom home

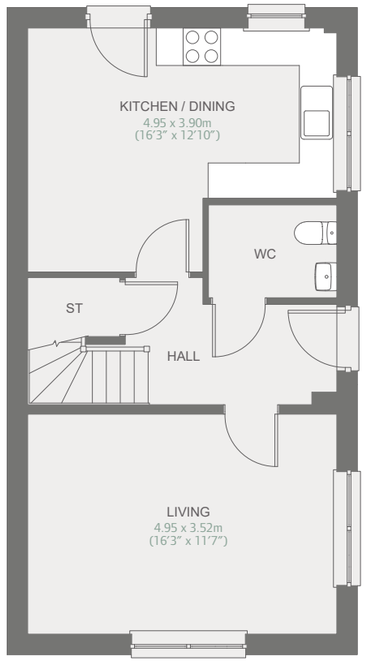
A spacious three-bedroom home designed for modern family living.





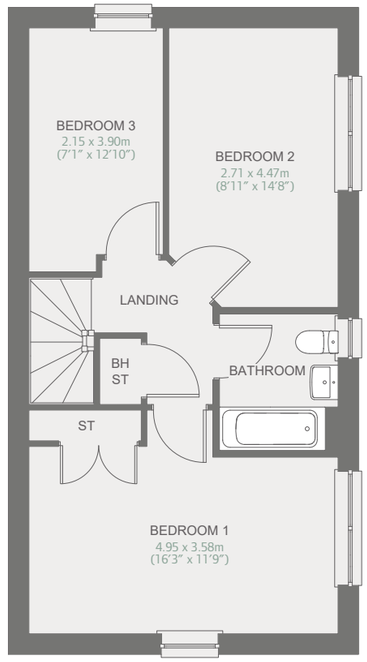






Ground floor

Kitchen/dining room	4.95m x 3.90m
Living room	4.95m x 3.52m



First floor

Bedroom 1	4.95m x 3.58m
Bedroom 2	2.71m x 4.47m
Bedroom 3	2.15m x 3.90m

Total Area	**97.45 sq m**

Heybridge

3-bedroom home

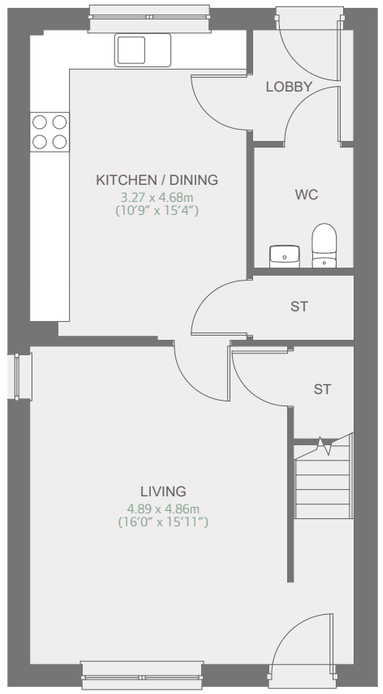
A thoughtfully designed three-bedroom home with flexible living space.





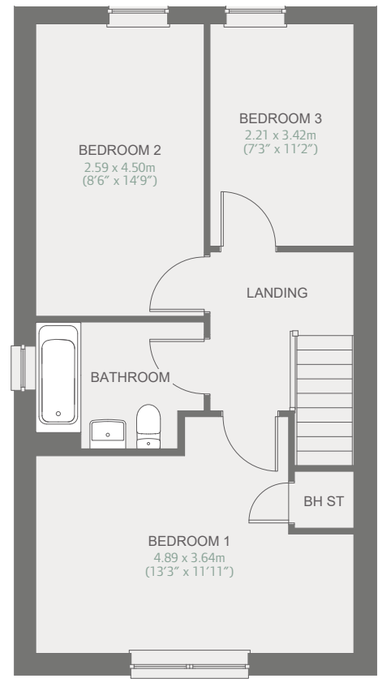






Ground floor

Kitchen/dining room	3.27m x 4.68m
Living room	4.89m x 4.86m



First floor

Bedroom 1	4.89m x 3.64m
Bedroom 2	2.59m x 4.50m
Bedroom 3	2.21m x 3.42m

Total Area	**96.15 sq m**

Hutton

4-bedroom home

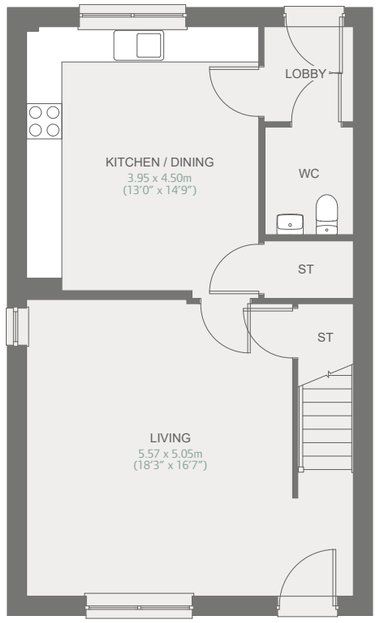
A versatile four-bedroom family home with space to grow and thrive.





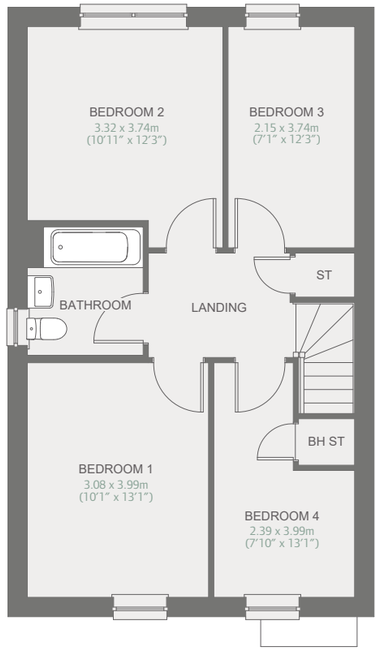






Ground floor

Kitchen/dining room	4.50m x 3.95m
Living room	5.57m x 5.05m



First floor

Bedroom 1	3.99m x 3.08m
Bedroom 2	3.74m x 3.32m
Bedroom 3	3.74m x 2.15m
Bedroom 4	3.99m x 2.39m

Total Area	**108.42 sq m**

Langdon

1-bedroom home

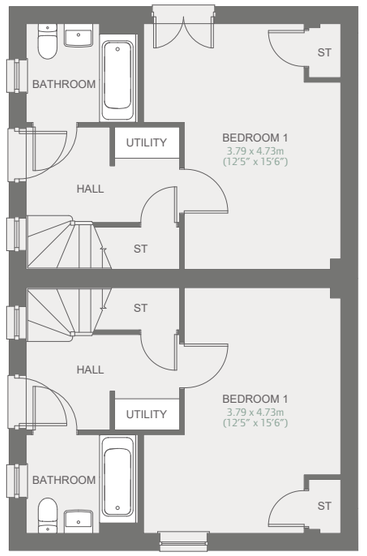
A stylish one-bedroom home with open-plan living and smart storage





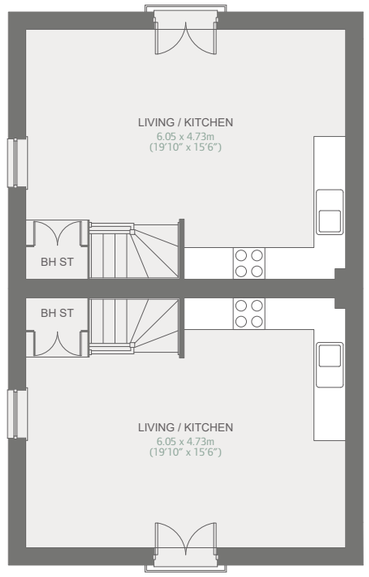






Ground floor

Bedroom 1	4.73m x 3.79m



FIRST FLOOR

First floor

Living room/kitchen	6.05m x 4.73m

Total Area	**58.25sq m**

It’s all in the detail

Found the home you love? Now take a look at all the extras that come as standard!

From stylish kitchens to contemporary bathrooms and thoughtful finishing touches throughout, your Persona home is designed with everyday living in mind.

Kitchen

The heart of the home, designed to be functional and beautiful.

- Sleek, modern kitchen units
- Quality worktops and upstands for a polished finish
- Integrated appliances including oven, hob, cooker hood, fridge-freezer, dishwasher and washing machine
- Stainless steel sink with mixer tap



Bathrooms

Relax and refresh in spaces built for comfort and style.

- Contemporary white sanitaryware with chrome fittings
- Thermostatic shower over the bath
- Full-height tiling around bath
- Chrome heated towel rail
- Shaver socket and LED downlights





Finishing touches & more

Everything you need for modern living

- White emulsion walls and brilliant white ceilings throughout
- Stylish internal doors with chrome handles
- Double-glazed UPVC windows
- Energy-efficient air source heat pumps
- Allocated parking or driveway (plot dependent)
- Turfed front garden and fenced rear garden with patio area and storage shed
- Solar PV panels and EV chargers



* Specifications are subject to change. Images are indicative only and may be of previous developments

Own your home with shared ownership

Getting the keys to your first new home could be easier than you think with this popular government-backed scheme. If you've found the Persona home that is right for you, take the first steps to owning it with shared ownership.

This part-rent, part-buy scheme is an opportunity for first-time buyers and those that do not currently own a home to get on the property ladder. It's an ideal stepping stone for aspiring homeowners who are unable to buy a home outright and would rather buy what they can afford, when they can afford it.

You start off buying a share in your new home on a leasehold basis and as time goes on, you can buy more shares when you can afford it; this process is called staircasing. The more shares you have in your home, the less rent you will pay until eventually you own your home outright and no longer pay rent to us.

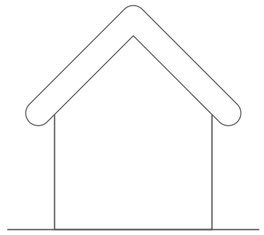


You qualify for shared ownership if:

- You don't currently own a home or have an interest in a home and can't afford to buy one outright
- You have at least a 5% mortgage deposit available for the percentage of the home you would like to buy
- Your combined household income is less than £80,000 or less than £90,000 in London
- You can afford the monthly mortgage, rent and service charge payments

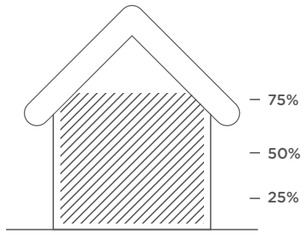
Our guide to buying with Shared ownership

With shared ownership you only buy between 25% and 75% of the value of your chosen home. You then pay a reduced rent on the remaining share of the home that you have not purchased. Depending on your personal financial circumstances, your mortgage deposit could be as low as 5% of the value of the share that you purchase - a lot less than it would be if you were buying a home outright!



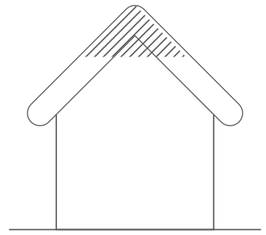
Step 1

Choose your property that qualifies for Shared Ownership



Step 2

Buy between 25% and 75% share of the property meaning less of a deposit up front



Step 3

Pay rent on the remaining share not owned by you

Steps to buying your Persona Home

We know buying a home is a big step, and we're here to guide you every step of the way. We also recommend seeking independent legal advice to make the process as smooth as possible.



We're here to make the whole experience feel smooth, clear, and genuinely enjoyable with these eight simple steps.

Step 1

Initial financial assessment

Before anything else, we'll check your eligibility and complete an affordability assessment. This ensures your new home is the right financial fit for you.

Step 2

Viewing your home or buying off plan

Time to explore your future home! If your home is ready and safe to view, we'll arrange a visit so you can take a look around, ask questions, and make sure it's the perfect match for you.

Step 3

Reserving your home

Found the one? Secure your new home with a £500 reservation fee (deducted from your final purchase cost). We'll take the property off the market and hold it for an agreed period – so it's all yours.

At this stage, you will also need to choose your solicitor. It's important choosing a solicitor with experience in this type of sale. Need recommendations? We're happy to suggest some options to help.

Step 4

Notification of sale and getting mortgage ready

Once we've got your completed forms, mortgage information, and solicitor details, we'll issue a Memorandum of Sale.

Step 5

Solicitor communications

Your solicitor manages the paperwork and helps get everything ready to complete your purchase.

Step 6

Exchange of contracts

Once contracts are exchanged, the sale becomes legally binding, and you'll pay your deposit. If your home is already built, we'll confirm your completion (moving in) date. If you're buying off plan, contracts will be exchanged on notice, meaning you'll have a set timeframe to complete the purchase once your home is ready.

Step 7

Home demonstration

Before moving day, one of our Sales Executives will invite you for a home demonstration. This is your chance to see how everything works and ask any last-minute questions.

Step 8

Completion day

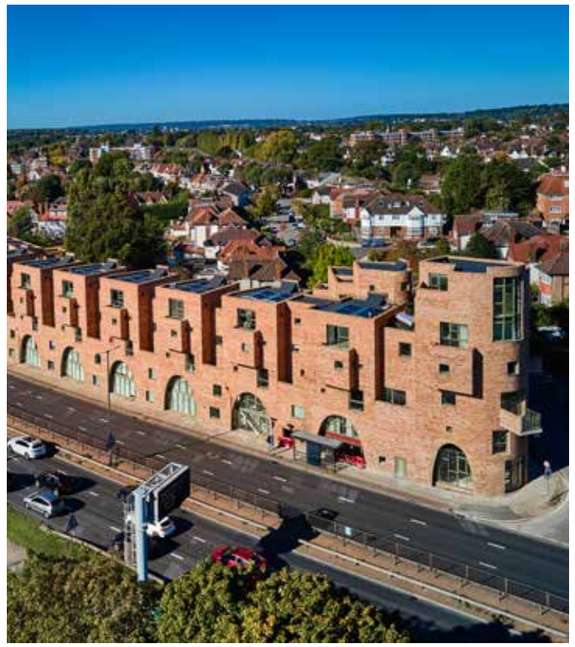
Congratulations, today's the day! Once your solicitor has completed the final steps, things like registering your lease and confirming any advance payments, they'll be ready to transfer the final balance to our solicitor. From there, we'll be all set to hand over the keys to your brand-new Persona home.

When you arrive, one of our Sales Executives will be waiting to welcome you in and walk you through your new space. Your next chapter starts here!

Who we are

Putting people before profit isn't just a promise – it's who we are.

While Persona Homes may be a new name to some, our roots run deep. As a not-for-profit extension of the well-established Home Group brand, we bring over 90 years of experience in housing. Guided by our parent company's values, we put customers first and reinvest our profits to support our core social mission. Whether we're building high-quality, affordable homes or delivering exceptional, personal service, we're here to make a real difference in people's lives.



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Watling Grange, Harrogate



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