



**Persimmon**

Together, we make your home



## **Bluebell Meadow Phase 5**

Bradwell • Norfolk

# Together, we make your home

When it comes to designing a new development, we apply the same philosophy every time – make it unique, make it personal. That’s because we understand your new home is more than simply bricks and mortar. It’s a private place of sanctuary where we hope you’ll laugh, entertain and escape for many years to come.

*“As we celebrate 50 years,  
find out more about us  
on page 4”*



## **5 stars!**

We're proud of our 5 star builder status awarded by the national Home Builders Federation (HBF). It's a reflection of our commitment to delivering excellence always and putting our customers at the heart of all we do.



Bluebell Meadow Phase 5

## Find out more

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Who we are

# A little bit about us

You're about to make one of the most exciting investments of your life! A beautiful place to call home for years to come. Here are some reasons to invest in a Persimmon home...

## 50-year pedigree

We've been building homes and communities since the early seventies, and just as fashions have moved on, so too has construction. Over half a century we've perfected processes, fine-tuned materials and honed skills to make us one of today's most modern and progressive home builders.

## Sustainability mission

We're committed to reducing our impact on the planet and building for a better tomorrow, with a dedicated in-house team focused on this. [Read more on page 34](#)

## Persimmon in numbers

It's not all about numbers we know, but to give you sense of scale here are a few:

**14,551**

homes  
sold in  
2021

**200+**

locations  
across  
the UK

**5000+**

employees  
make it all  
happen

**300+**

apprentices  
taken on  
each year

**£1.8m**

donated to  
c.900 charities  
in 2021



## “Target 50 forms part of our 50th Anniversary celebrations”



### Women in construction

‘Target 50’ is a Persimmon initiative based on our ambition to recruit 50 female apprentices or technical trainees into construction-related roles across the UK through 2022.

### Giving back

We do everything we can to give back to our communities and have proudly contributed towards community hubs, children’s play areas, schools and sports facilities.

Our ‘Community Champions’ and ‘Building Futures’ programmes help to raise funds for projects and charities across Great Britain. If you’d like to get involved visit [persimmonhomes.com/community-champions](https://persimmonhomes.com/community-champions) to see if you could apply to support your local community.



### Real Living Wage

We’re proud to be accredited to the Real Living Wage. We value our employees and want to pay them fairly for the good work they do.

**Like to know more? Just scan the QR code below.**



### Happy hour?

We run Customer Construction Clinics from our on-site sales offices each Monday from 5-6pm. Pop in to see the team both during and after you’ve moved in to your new home.



### 10-year warranty

When you buy a Persimmon home it comes complete with a ‘peace of mind’ 10-year insurance-backed warranty and our own two-year Persimmon warranty.



### Help when you need it

You’ll have a dedicated customer care helpline, plus cover for emergencies like complete loss of electricity, gas, water or drainage.

**Finishing Touches**

We know you’ll want to make your home your own, so we created ‘Finishing Touches’, our home personalisation service.

**Read more on page 36**





With you all the way

# Your journey with us

From finding your perfect new home to moving in, we're here to help every step of the way.

1. .....> 2. .....> 3. ....

## Reservation

So you've seen a home you love? Speak to one of our friendly sales advisors who will help you secure your dream home.

## Solicitor

You'll need to instruct a solicitor or conveyancer at the point of reservation. Your sales advisor can recommend a local independent company.

## Mortgage application

Most people will need to apply for a mortgage. We can recommend independent financial advisors to give you the best impartial advice.

4. .....> 5. .....> 6. ....

## Personalise!

The bit you've been waiting for! Making the final choices for your new home. Depending on build stage you can also choose from a range of Finishing Touches.

## Exchange contracts

One step closer to moving in – this is where we exchange contracts/missives and your solicitor will transfer your deposit.

## Quality assurance

Your home will be thoroughly inspected by site teams and will also have an Independent Quality Inspection to make sure it's ready for you to move into.

7. .....> 8. .....> 9. ....

## Home demo

Another exciting milestone! Here's where you get to see your new home before completion. You'll be shown how everything works and any questions can be answered.

## Handover

The moment you've been waiting for! The paperwork has been completed, the money transferred and now it's time to move in and start unpacking...

## After-care

Our site and customer care teams will support you every step of the way. You'll receive a dedicated customer care line number to deal with any issues.

[persimmonhomes.com](https://www.persimmonhomes.com)



## Need help?

One of the best things about buying a new-build home is the amazing offers and schemes you could benefit from. T&Cs apply.



**PART  
EXCHANGE**

### Part Exchange

Need to sell your home? We could be your buyer. Save money and time and stay in your home until your new one completes.



**HOME  
CHANGE**

### Home Change

Sell your current home with our support. We'll take care of estate agent fees and offer expert advice to help get you moving.



**EARLY  
BIRD**

### Early Bird

If you've found a plot that's perfect for you, the Early Bird Scheme could be just what you need to secure your dream home.



- Choice of 1, 2, 3 and 4-bedroom homes
- Range of amenities on your doorstep
- Easy access to Great Yarmouth and Norwich
- Surrounded by Norfolk countryside



**Scan me!**

For availability and pricing on our beautiful new homes at Bluebell Meadow.





Bradwell • Norfolk

# Bluebell Meadow Phase 5

Following on from the success of the previous phases, Bluebell Meadow Phase 5 is our collection of stylish new homes in an enviable location on the southern edge of Great Yarmouth.

Expertly-designed for modern living, Bluebell Meadow Phase 5 has a choice of one-bedroom semi-detached homes, all the way up to spacious four-bedroom detached family homes. The development is in a fantastic location, just a stone's throw away from the famous Norfolk Broads and glorious beaches, yet it's close to a range of local amenities schools and convenient transport links.

## Always in reach

The region is easily-accessible by road from all parts of the UK. Major trunk roads into Norfolk are the M11, A11, A12 and A14 from London and the south-east, while the A47 and A14 serve the Midlands and the North. Great Yarmouth train station also provides links to the surrounding region.

## Everything you need close-by

Bradwell has everything you need close to hand with a Tesco Express, Co-op and Morrisons stores conveniently placed nearby. Bluebell Meadow Phase 5 is also close to Gorleston and Great Yarmouth for more shopping choices; plus the historic city of Norwich is less than 25 miles away and is home to some of the UK's finest shops and eateries.

Just a short drive away, Great Yarmouth has 15 miles of glorious golden sandy beaches to choose from, stretching along a beautiful coastline of seaside towns and villages. You'll also find stunning beaches and plenty going on in nearby Gorleston-on-Sea. If you're looking for something a bit more high-octane, the popular Pleasure Beach with its mixture of fast-paced rides and traditional attractions sits at the top of Great Yarmouth's Golden Mile and provides fun for all the family.

## EXPLORE

Start exploring...

Gorleston beach  
**3.2 miles**

Great Yarmouth train station  
**4.7 miles**

Norwich city  
**22.9 miles**

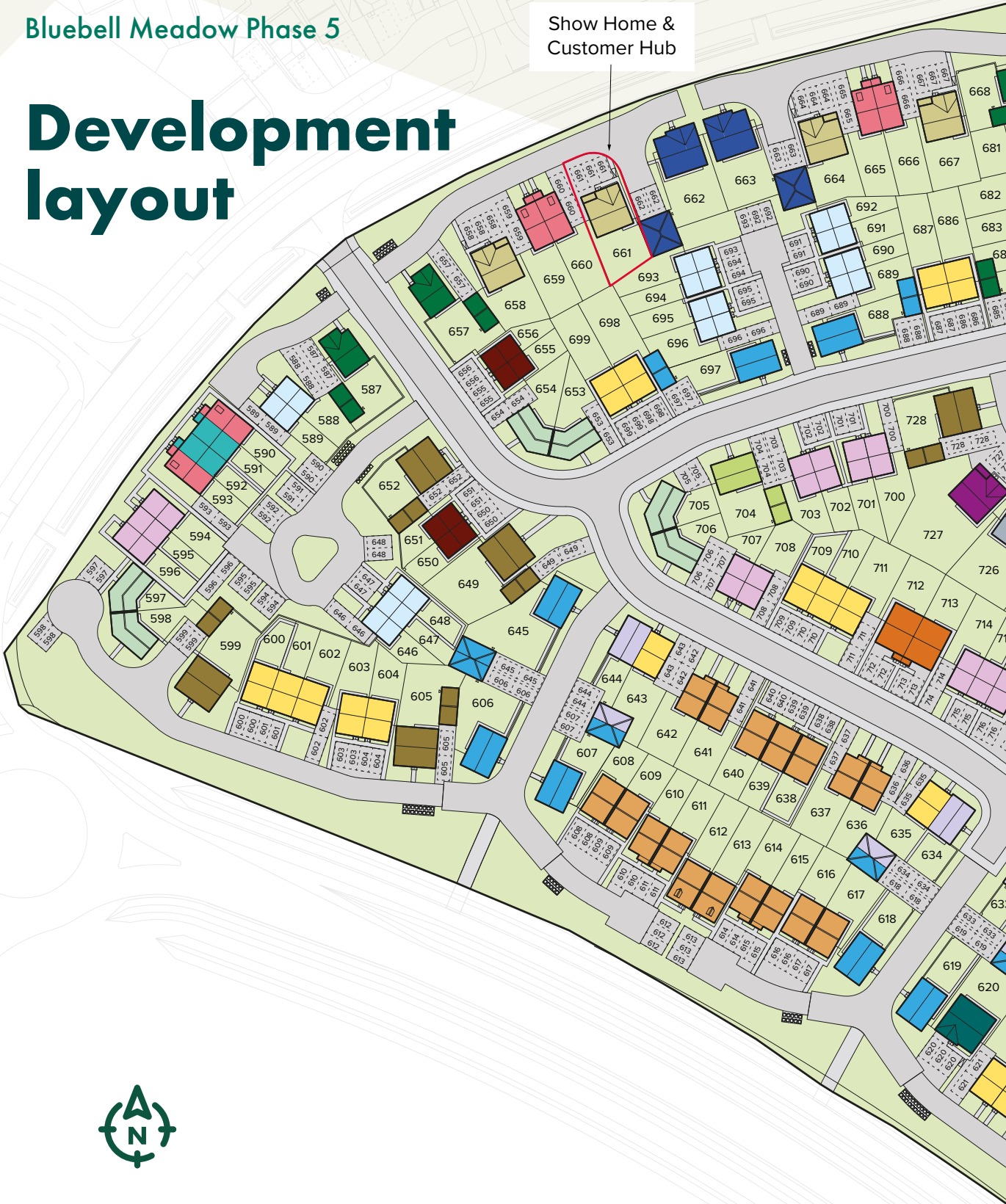
Norwich Airport  
**28.9 miles**



## Bluebell Meadow Phase 5

# Development layout

Show Home & Customer Hub



This site layout is intended for illustrative purposes only, and may be subject to change, for example, in response to market demand, ground conditions or technical and planning reasons. Trees, planting and public open space shown are indicative, actual numbers and positions may vary. This site plan does not form any part of a warranty or contract. Further information is available from a site sales advisor.



# Our homes

## 1 bedroom

-  The Arden
-  The Alnmouth









## 2 bedroom

-  The Epping
-  The Danbury
-  The Deepdale

## 3 bedroom

-  The Glenmore
-  The Sherwood
-  The Redcar
-  The Barnwood
-  The Charnwood
-  The Saunton
-  The Braunton

## 4 bedroom

-  The Rivington
-  The Burnham
-  The Greenwood
-  The Brampton
-  The Selwood
-  The Knebworth DT
-  The Kielder
-  Housing for the Community

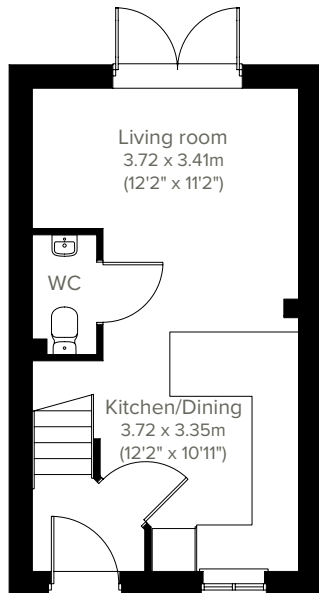


1 bedroom home

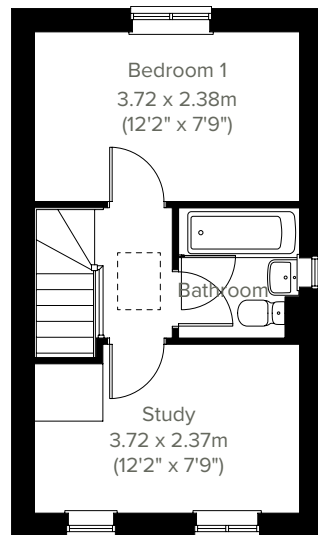
# The Arden



Perfectly-proportioned, the Arden has a stylish open plan kitchen/living/dining room with French doors leading into the garden. It also features flexible first floor rooms, a good-sized family bathroom and off-road parking. Ideal if you're a first-time buyer looking for a fresh modern home you can make your own.



**GROUND FLOOR**



**1ST FLOOR**

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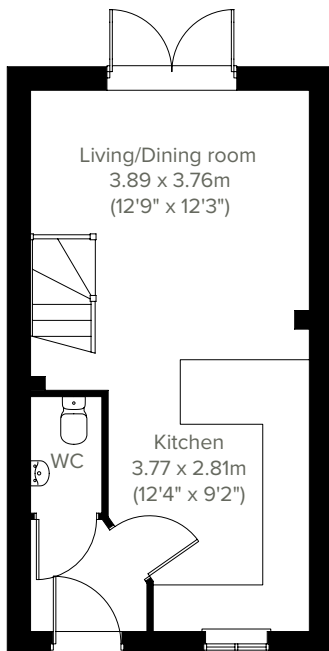


# The Alnmouth

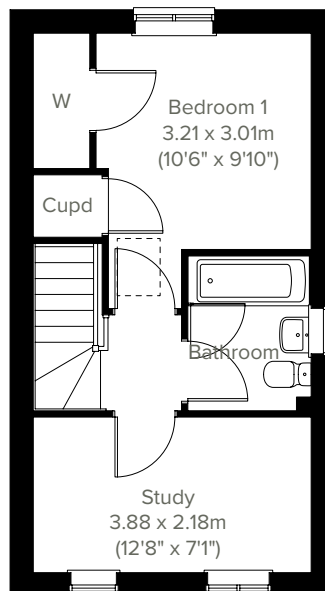
1 bedroom home



Perfectly-proportioned, the Alnmouth has a stylish open plan kitchen/living/dining room with French doors leading into the garden. It also features flexible first floor rooms, a good-sized family bathroom and off-road parking. Ideal if you're a first-time buyer looking for a fresh modern home you can make your own.



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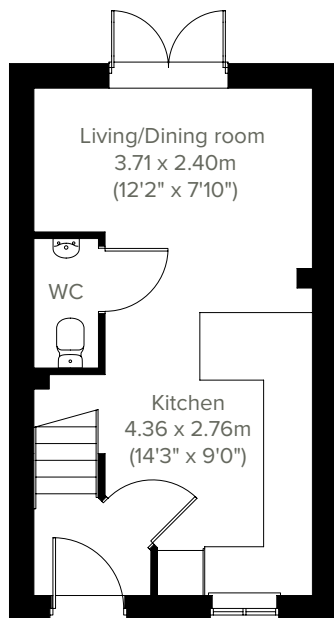


2 bedroom home

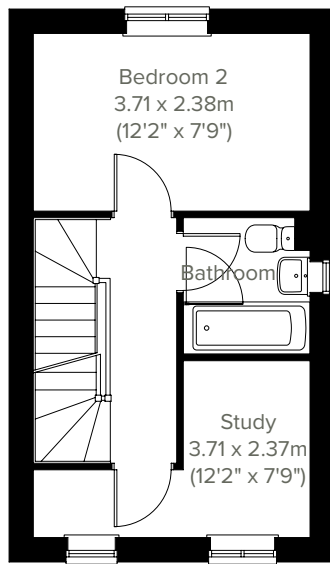
# The Epping



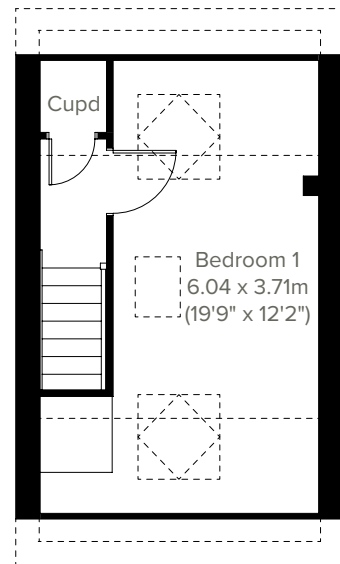
The popular Epping is a two-bedroom home featuring a bright and modern open plan kitchen/dining/living room with French doors leading into the garden. On the first floor you'll find a good-sized bedroom, study and family bathroom. The second floor comprises bedroom one and a handy storage cupboard.



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**1ST FLOOR**



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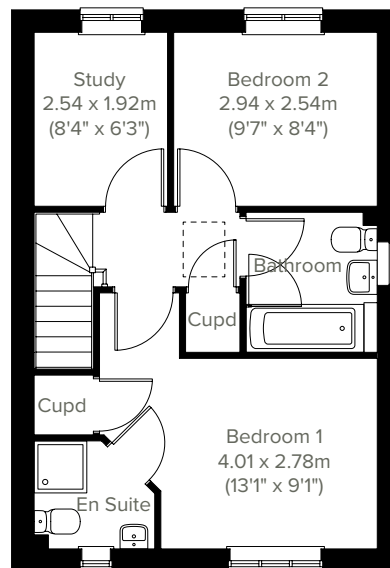
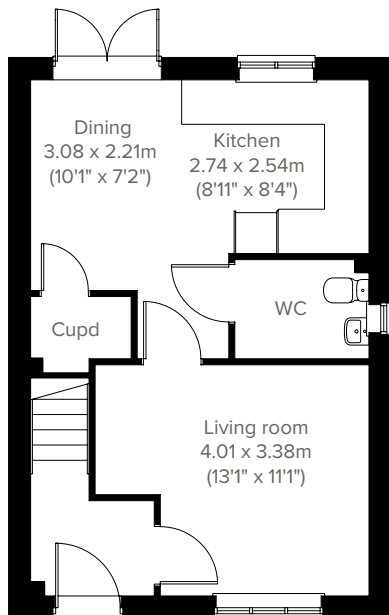


# The Danbury

2 bedroom home



Perfect for the way we live today, the two-bedroom Danbury has a modern open plan kitchen/dining room with garden access and a spacious front-aspect living room that's ideal for entertaining. Upstairs there are two bedrooms and a study - bedroom one has an en suite - and a family-sized bathroom. Appealing to families, first-time buyers and young professionals.



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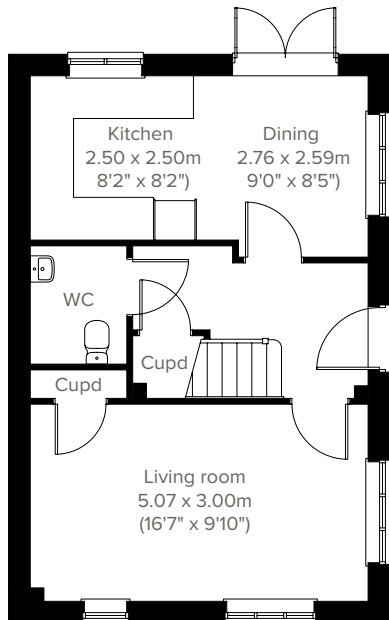


2 bedroom home

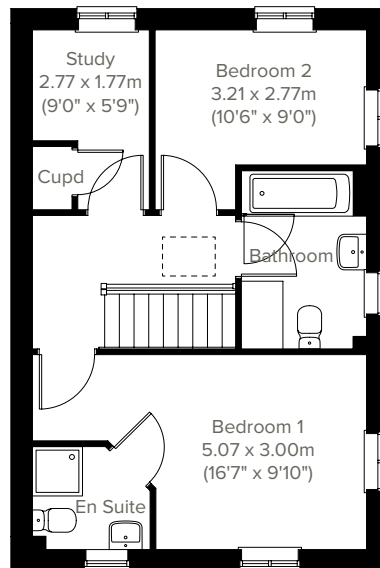
# The Deepdale



A superb family home, the Deepdale features a stunning open plan kitchen/dining room with French doors leading into the garden and an equally impressive living room. A downstairs WC and storage cupboards ensure it's practical as well as stylish. Upstairs you will find two bedrooms, including a large bedroom one with an en suite, a family-sized bathroom, study and handy storage cupboard.



## GROUND FLOOR



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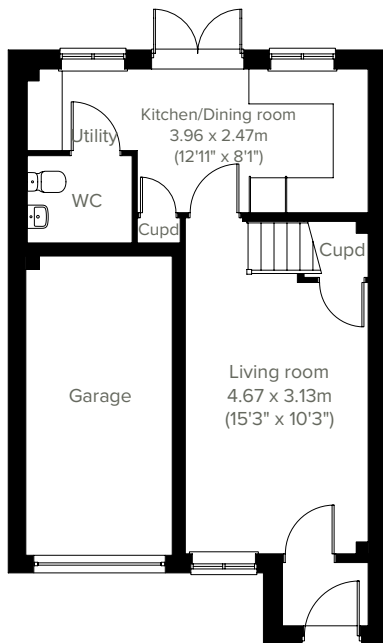


3 bedroom home

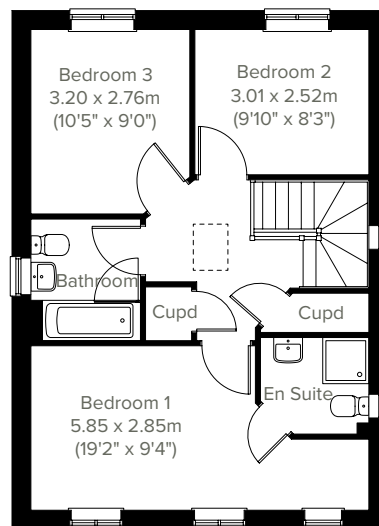
# The Glenmore



The Glenmore is a stunning detached home with an integral garage, a good-sized living room and a bright open plan kitchen/dining room - perfect for family life and entertaining. It's practical too, with a utility, downstairs WC and four storage cupboards. The large bedroom one has an en suite with a spacious landing leading on to two further bedrooms and the main family bathroom.



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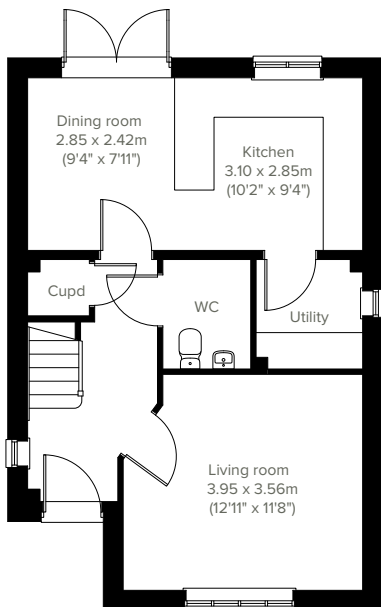


3 bedroom home

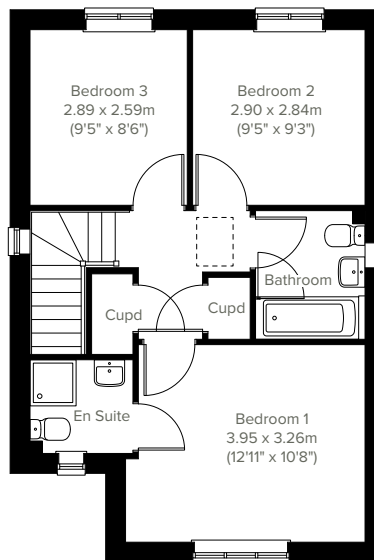
# The Sherwood



The Sherwood is a modern home ideal for family life. This three-bedroom home features an open plan kitchen/dining room with French doors leading into the garden, a handy utility room, a front-aspect living room, plus under-stairs storage and a downstairs WC. The first floor has three good-sized bedrooms, one with an en suite, and the main family bathroom.



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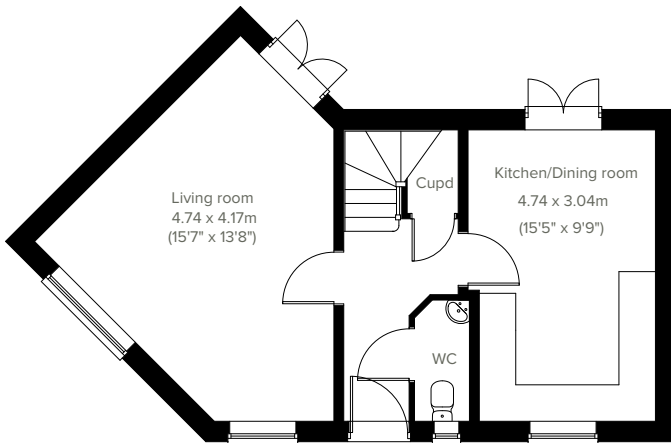


3 bedroom home

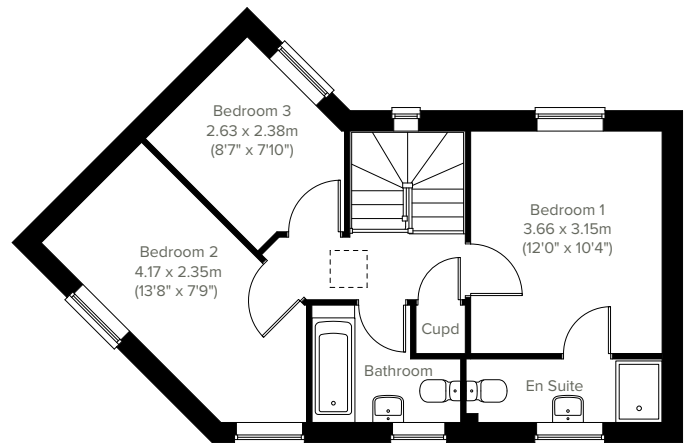
# The Redcar



A fantastic family home, the Redcar features a stunning open plan kitchen/dining room and impressive living room with French doors opening into the garden. A WC and storage cupboard ensure it's practical as well as stylish. Upstairs you'll find three bedrooms, including a large bedroom one with en suite, a family-sized bathroom and handy storage cupboard.



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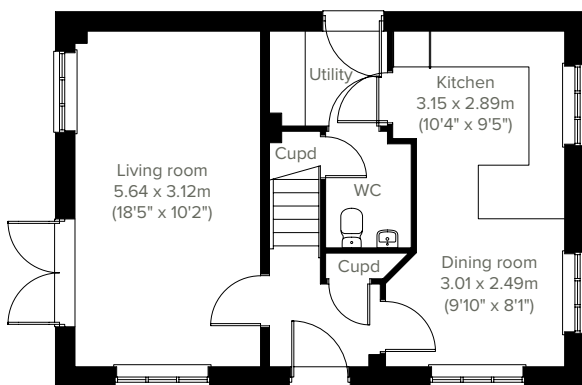


3 bedroom home

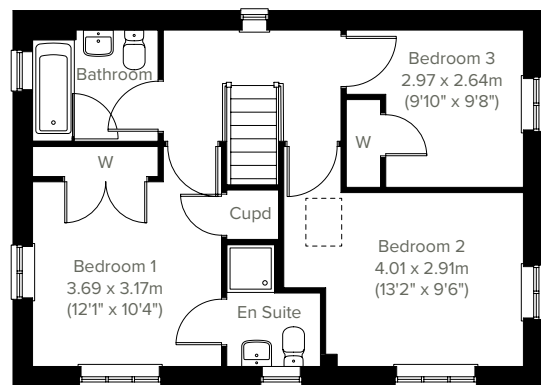
# The Barnwood



A thoughtfully-designed three-bedroom family home with much to offer, the Barnwood has a bright and modern open plan kitchen/dining room leading to a handy utility room. The spacious living room has French doors leading into the garden. The inner hallway, downstairs WC and cupboards take care of everyday storage. Plus there's an en suite to bedroom one and a family bathroom.



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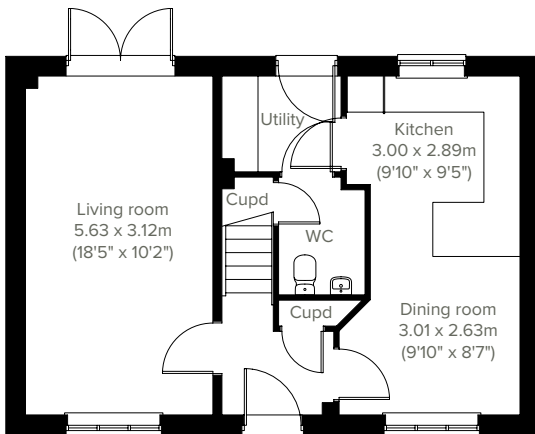


# The Charnwood

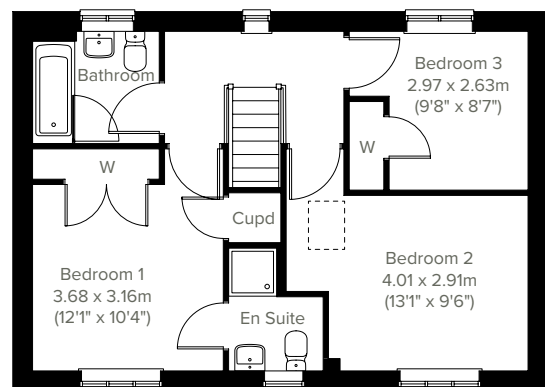
3 bedroom home



Enjoy the best of modern living in this popular three-bedroom home which features a stylish open plan kitchen/dining room and utility room. The Charnwood features a bright dual-aspect living room with French doors leading into the garden, handy storage cupboards and downstairs WC. Upstairs there are three good-sized bedrooms - bedroom one with an en suite - plus a good-sized family bathroom.



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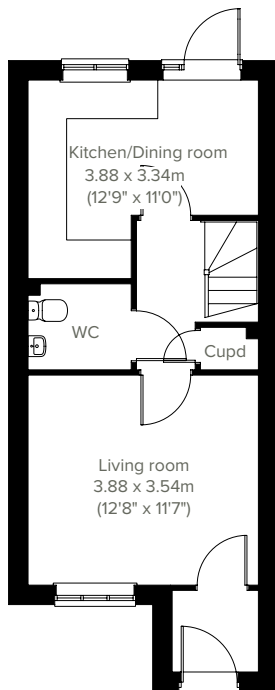


3 bedroom home

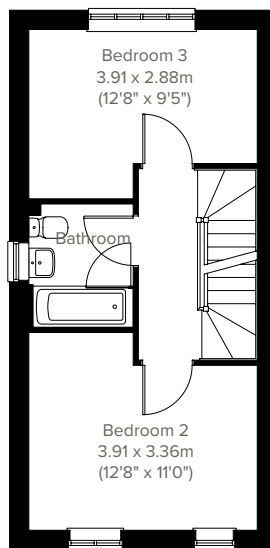
# The Saunton



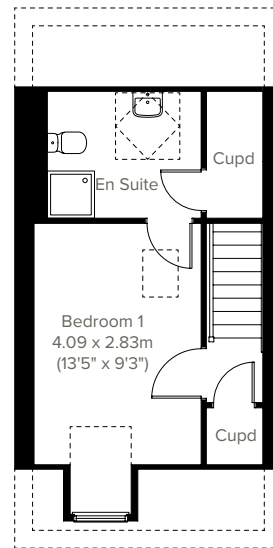
An attractive three-storey, three-bedroom home, the Saunton has a modern open plan kitchen/dining room, well-proportioned living room and three good-sized bedrooms. The top floor bedroom one also has a spacious en suite. The enclosed porch, downstairs WC, three storage cupboards and off-road parking means it's practical as well as stylish.



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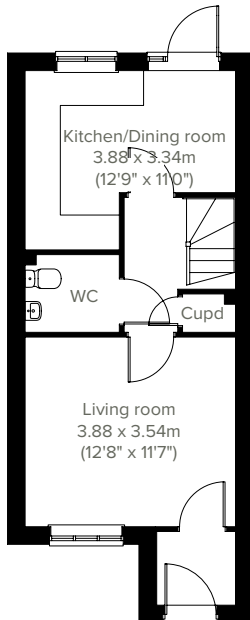


3 bedroom home

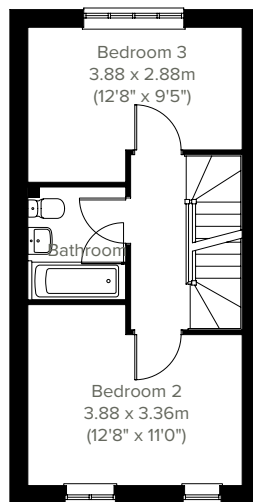
# The Braunton



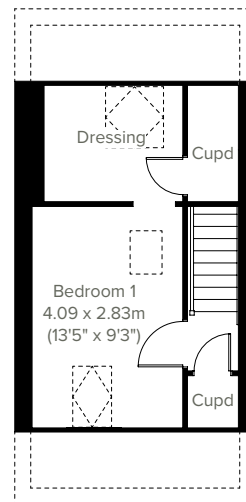
A superb family home, the Braunton features a bright open plan kitchen/dining room with access to the garden and a spacious front-aspect living room. The WC and storage cupboard ensure it's practical as well as stylish. Upstairs you'll find two bedrooms and a family-sized bathroom and on the top floor bedroom one benefits from a dressing area and two handy storage cupboards.



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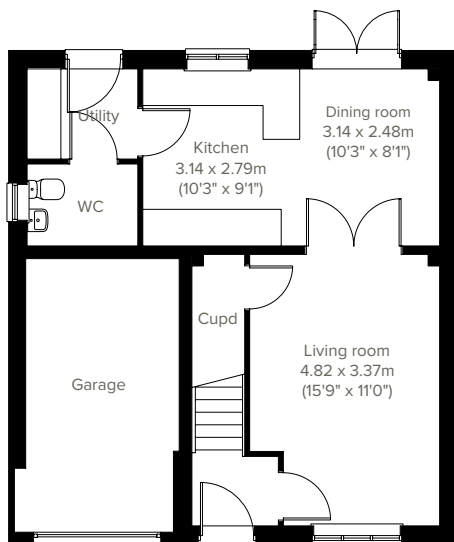


4 bedroom home

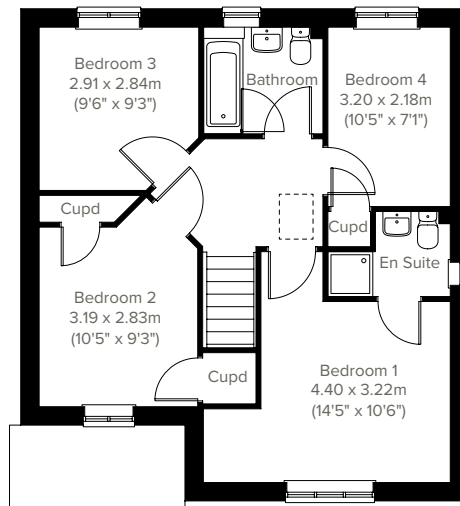
# The Rivington



An attractive family home, the Rivington is designed for modern living. It's a four-bedroom detached home with an integral garage, a front-aspect living room and a spacious open plan kitchen/dining room with French doors leading out into the garden - ideal for family life and entertaining friends. Bedroom one has an en suite with the generous landing area leading on to three further bedrooms, storage cupboards and the main family bathroom.



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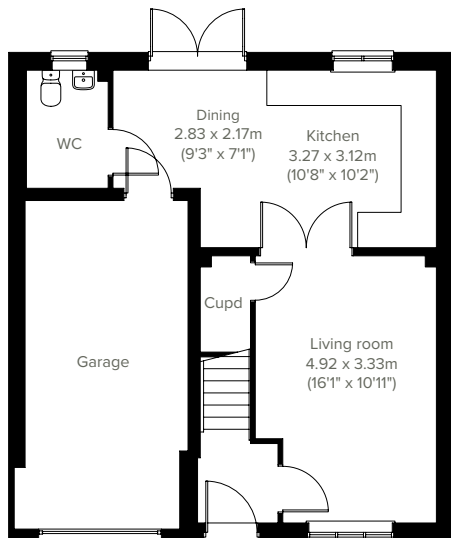


# The Burnham

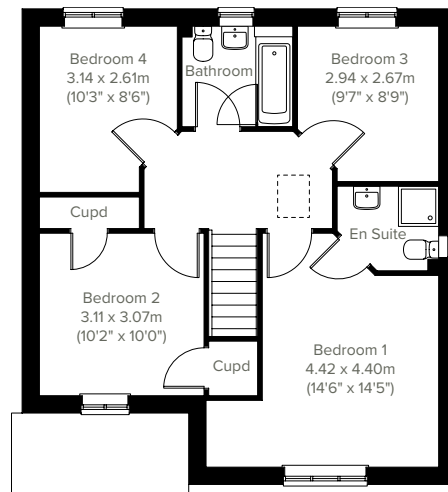
4 bedroom home



The Burnham is a superb detached home with an integral garage, and a good-sized living room with double doors leading into a bright open plan kitchen/dining room - perfect for family life and entertaining. It's practical too with a downstairs WC and three storage cupboards. The large bedroom one has an en suite with the spacious landing leading on to three further bedrooms and the main family bathroom.



**GROUND FLOOR**



**1ST FLOOR**

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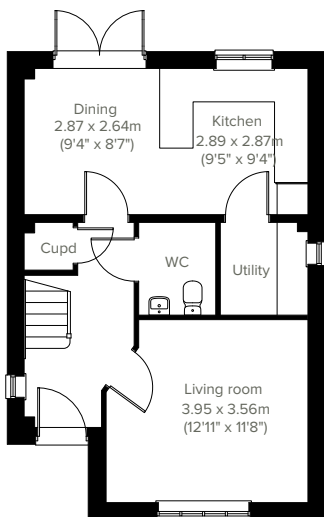


4 bedroom home

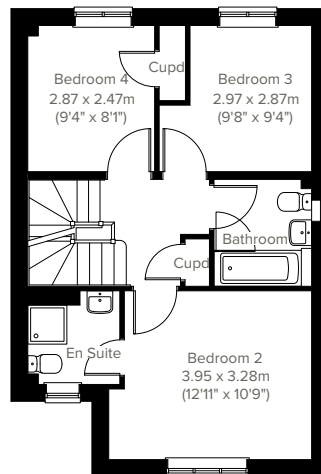
# The Greenwood



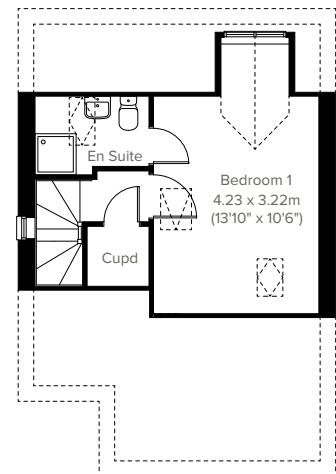
Enjoy the best of modern living in this popular three-storey four-bedroom home. The Greenwood's bright front-aspect living room, spacious kitchen/dining room, separate utility room, handy storage cupboard and downstairs WC complete the ground floor. The first floor consists of three bedrooms - bedroom two with an en suite - and a family bathroom. On the second floor, the spacious bedroom one has an en suite and further storage.



**GROUND FLOOR**



**1ST FLOOR**



**2ND FLOOR**

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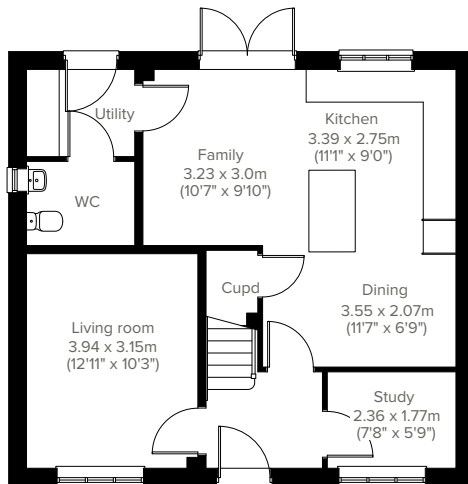


# The Brampton

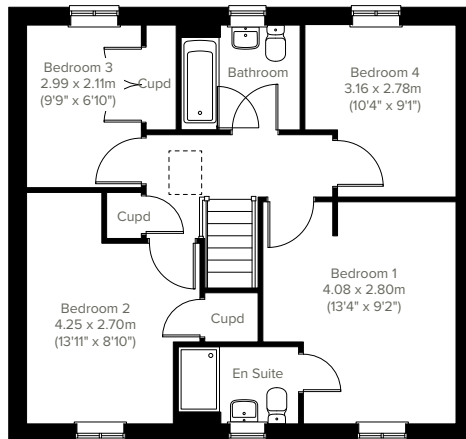
4 bedroom home



A beautifully-designed four-bedroom detached home, the Brampton has everything you need for modern living. Downstairs there's a front-aspect living room, a spacious kitchen/dining/family room with French doors leading into the rear garden, and a separate study. The first floor is home to a generous bedroom one with an en suite plus plenty of storage cupboards and the family bathroom.



**GROUND FLOOR**



**1ST FLOOR**

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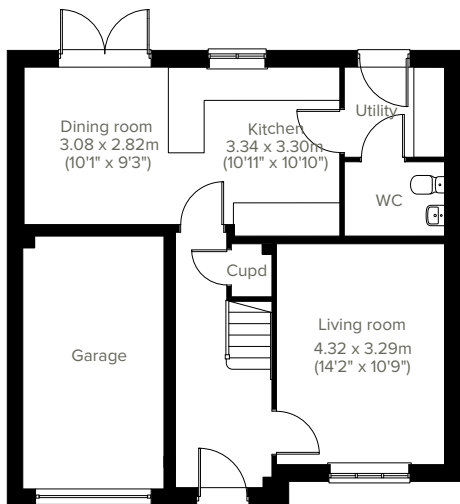


4 bedroom home

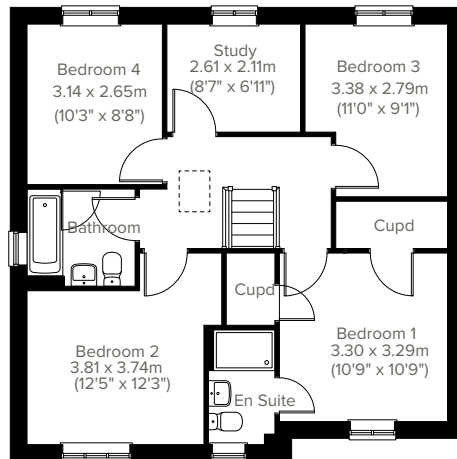
# The Selwood



An attractive family home, the Selwood is designed for modern living. It's a four-bedroom detached home with an integral garage, a front-aspect living room, utility room with outside access, WC and a spacious open plan kitchen/dining room with French doors leading out into the garden - ideal for family life and entertaining friends. Bedroom one has an en suite with the generous landing area leading on to three further bedrooms, study, storage cupboards and the main family bathroom.



**GROUND FLOOR**



**1ST FLOOR**

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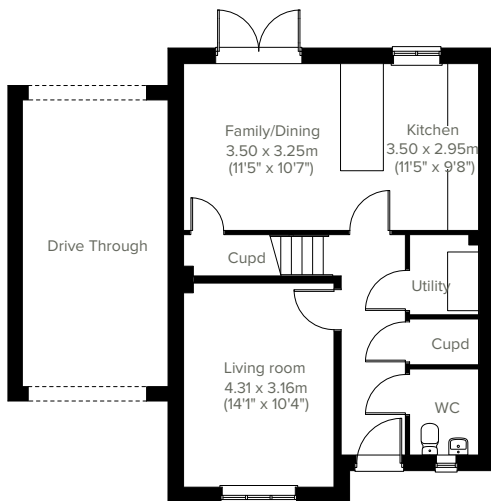


# The Knebworth DT

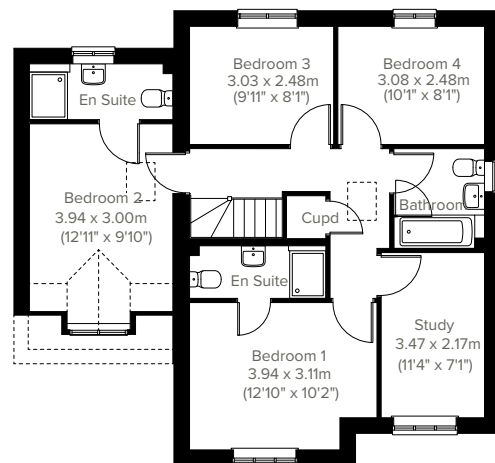
4 bedroom home



Designed with modern family life in mind, the Knebworth DT is a four-bedroom home featuring an open plan kitchen/family/dining room with French doors leading into the garden, a handy utility room and a front-aspect living room, plus under-stairs storage and a WC. The first floor has four good-sized bedrooms, a study - bedroom one with an en suite - and the main family bathroom.



**GROUND FLOOR**



**1ST FLOOR**

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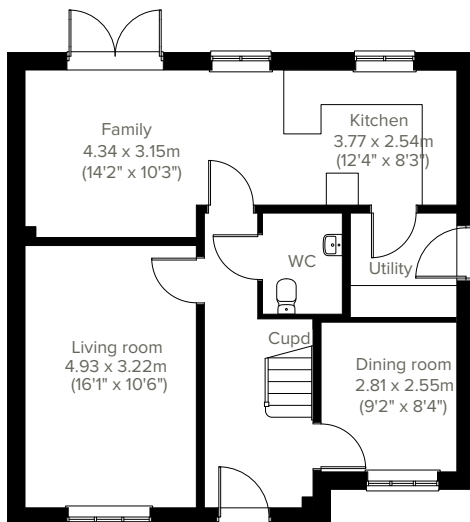


4 bedroom home

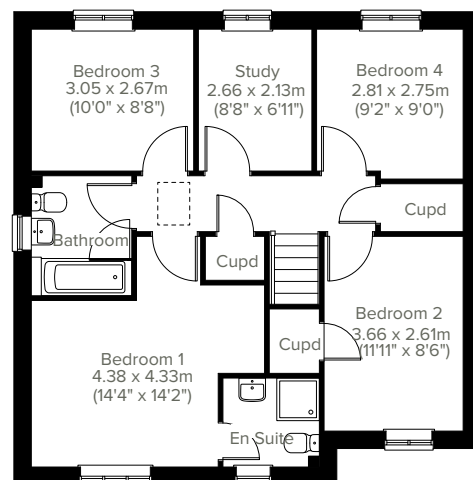
# The Kielder



The Kielder is a superb detached home with a good-sized living room, and a bright open plan kitchen/ family room with double doors leading onto the garden - perfect for family life and entertaining. It's practical too, with a utility, dining room, downstairs WC and three storage cupboards. The large bedroom one has an en suite with the spacious landing leading on to three further bedrooms, a study and the main family bathroom.



**GROUND FLOOR**



**1ST FLOOR**

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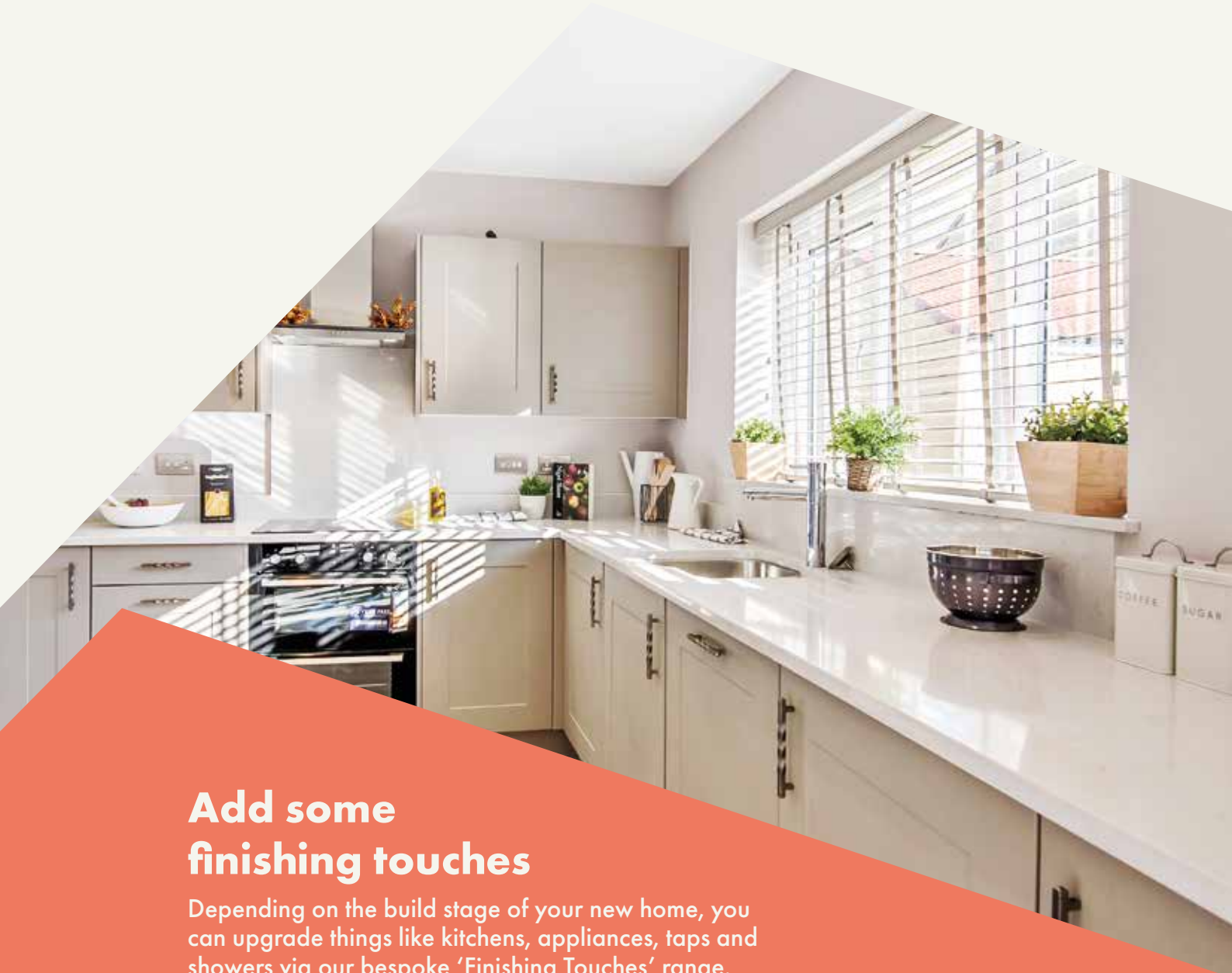




Bluebell Meadow

# Specifications

Our homes include these items as standard to ensure you have everything you need to be comfortable from the day you move in. Built for today's modern lifestyles with sustainability in mind.



## Add some finishing touches

Depending on the build stage of your new home, you can upgrade things like kitchens, appliances, taps and showers via our bespoke 'Finishing Touches' range.





## External

### Walls

Traditional cavity walls.  
 Inner: timber frame or block.  
 Outer: Style suited to planned architecture.

### Roof

Tile or slate-effect with PVCu rainwater goods.

### Windows

Double glazed E-glass windows in PVCu frames.

### Doors

GRP-skinned external doors with PVCu frames.  
 French doors to garden or balcony  
 (where applicable).

### Electrics

External light to front.



## Internal

### Ceilings

Painted white.

### Lighting

Pendant or batten fittings with low-energy bulbs.

### Stairs

Staircase painted white.

### Walls

Painted in white emulsion.

### Doors

Black pre-finished doors.

### Heating

Gas fired combi boiler with radiators in all main rooms, with thermostatically-controlled valves.

### Insulation

Insulated loft and hatch to meet current building regulations.

### Electrics

Individual circuit breakers to consumer unit and double electric sockets to all main rooms

### General

Media plate incorporating TV and telecommunication outlets to living room.



## Kitchen

### General

Fully-fitted kitchen with a choice of doors and laminate worktop with upstands to match (depending on build stage).

### Plumbing

Plumbing for washing machine and dishwasher where applicable.

### Appliances

Single electric oven, gas hob, cooker hood and splash-back all in stainless steel.



## Bathroom

### Suites

White bathroom suites with chrome-finished fittings.

### Extractor fan

Extractor fan to bathroom and en suite (where applicable).

### Shower

Mira showers with chrome fittings to en suite.

### Tiling

Half height tiling to sanitary-ware walls in bathroom and en suite.

### Splash-backs

1-course splash-back to WC basin /  
 3-course splash-back to bath / fully tiled shower.

### General

En suite to bedroom(s) where applicable.

## Security

### Locks



Three-point locking to front and rear doors, locks to all windows (except escape windows).

### Fire

Smoke detectors wired to the mains with battery back-up to all habitable rooms.

## Garage & Gardens

### Garage

Garage, car ports or parking space.



### Garden

Front lawn turfed or landscaped (where applicable).

### Fencing

1.8 metre fence to rear garden, plus gate.

### Charging points

Electric car charging points (where applicable).





Energy efficiency built in

# Sustainability

**Our homes are typically 30% more efficient than traditional UK housing, helping you to save money and reduce your impact on the environment.**

We're proud that we already build our homes to high levels of energy efficiency, but there's still a way to go. Our in-house sustainability team is dedicated to our mission to have net zero carbon homes in use by 2030, and for our own operations to be net zero carbon by 2040.

To achieve this, we're working to science-based carbon reduction targets in line with the Paris Agreement's 1.5°C warming pledge, investing in low-carbon solutions and technology that will further reduce the carbon footprints of our homes and out impact on the planet.

## Energy efficiency built in:

- ✓ **EPC rating – B**  
Our typical B rating makes our homes much more efficient than traditional D-rated homes.
- ✓ **Up to 400mm roof space insulation**  
Warmer in winter, cooler in summer, reducing energy bills.
- ✓ **Argon gas filled double glazing**  
Greater insulation and reduced heat loss.
- ✓ **Energy efficient lighting**  
We use energy-saving LED lightbulbs in all our homes.
- ✓ **A-rated appliances**  
Many of our kitchen appliances have a highly efficient A rating.
- ✓ **A-rated boilers**  
Our condenser boilers far outperform non-condensing ones.
- ✓ **Local links**  
We're located close to amenities and public transport to help reduce your travel footprint.
- ✓ **Ultra-fast broadband**  
OFNL fibre-to-the-home connectivity helps you live and work at home more flexibly.

## Eco goodies

When you move in to your new Persimmon home you'll find some of our favourite eco brands in your Homemove box. These products are plastic free, refillable and ethically sourced.





Your home, your way

# Finishing Touches to make it yours

Our goal is to make your house feel like your home before you've even collected the keys.

Key to achieving this is giving you the creative freedom to add your own style and personality to every room through our fabulous Finishing Touches collection.

Featuring the very latest designs from a host of leading brands, Finishing Touches lets you personalise your home inside and out. And rest assured, every upgrade and item available has been carefully chosen to complement the style

and finish of your new home. Of course, the real beauty is that all these extras will be ready for the day you move in.

Thanks to our impressive buying power we can offer almost any upgrade you can imagine at a highly competitive price. It can all be arranged from the comfort and convenience of one of our marketing suites, in a personal design appointment.

## You can choose:



Kitchens



Appliances



Bathrooms



Flooring



Wardrobes



Fixtures & fittings

"One of the most exciting things about buying a brand new home is putting your own stamp on a blank canvas."



## Share & win!

Share your love for your new Persimmon home and you could win a £100 Next voucher. There's one up for grabs every month. For inspiration, check out past winners' homes on our Instagram page @persimmon\_homes

**#lovemypersimmonhome**

## The earlier you reserve, the greater the choice

We'll always try and accommodate the Finishing Touches you want, but they are build-stage dependent, so the earlier you reserve the better.

[persimmonhomes.com/finishingtouches](https://persimmonhomes.com/finishingtouches)

Finishing Touches are subject to availability and stage of construction. Prices for your specific home type will be in our price list. For a full list of Finishing Touches available for your home, please contact the sales advisor on site.



All about community

## Proud to be building communities

When creating Bluebell Meadow Phase 5, not only did we create a lovely local environment for you and your family, we also contributed to the wider community.

Throughout the development process, we proactively engage with local communities and work closely with planning authorities. Bluebell Meadow Phase 5 has achieved the right balance of homes and open space and the right mix of house types for a thriving community.

We also include much-needed homes for our Housing Association partners. Our plan enhances local facilities too, providing investment in local infrastructure such as transport, education, retail and recreation facilities, as well as initiatives to generate biodiversity.



**“We’ve actively enhanced biodiversity at Bluebell Meadow Phase 5.”**

**MEDICAL CENTRE SITE**

5000m<sup>2</sup> serviced site dedicated as a Medical Centre

**LIBRARY CONTRIBUTION**

£51,000 towards the Library

**PLAY SPACE/OPEN SPACE**

£157,250 towards the maintenance of onsite playgrounds. £68,000 towards the maintenance of open space

**NEIGHBOURHOOD SHOPPING AREA**

A serviced site for up to 1300m<sup>2</sup> of retail floor space

**EDUCATION CONTRIBUTION**

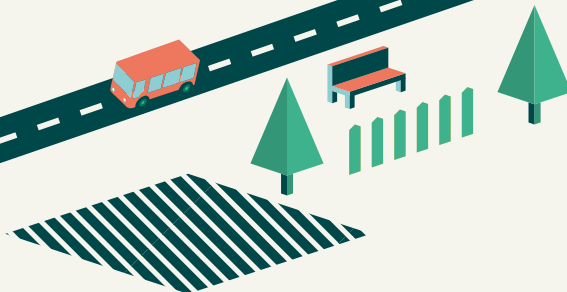
£2,526,748 towards Education

**HIGHWAYS**

£1,449,786 towards an A12/A143 Link Road. Up to £282,000 towards the A12/Beaufort Way Roundabout.

**TRAVEL PLAN**

£348,500 to promote more sustainable travel





6 reasons why it pays to buy new

## Did you know?

Most of the benefits of buying new are obvious, but some are not. Here's a quick summary of the key reasons why it's such a smart move:

1.

### No chain

Few things are more annoying in the home buying process than a time-consuming chain you can't control. Buying new limits the chance of getting involved in one.

2.

### Energy efficient

Our homes include cost-effective combi boilers, first-rate loft insulation and draught-free double glazed windows to meet stringent energy-efficient standards, keeping your energy bills as low as possible.

3.

### Brand new

Absolutely everything in your new home is brand new. You get all the latest designs and tech, complete with manufacturers' warranties. Win-win.

4.

### More ways to buy

We offer a range of schemes to help get you on the property ladder, including Home Change and Part Exchange.

5.

### 10 year warranty

All our new homes come with a ten-year, insurance-backed warranty, as well as our own two-year Persimmon warranty. In the unlikely event you ever need to claim, our Customer Care Team are there to help you.

6.

### Safe & secure

All our homes are built from fire-retardant materials and come with fitted smoke alarms and fire escape windows. They're also far more secure than older buildings thanks to the security locks and lighting we use.

[persimmonhomes.com](https://www.persimmonhomes.com)





**And did we mention you'll have more time for dancing?**

Buying new means you'll spend far less time on repairs and maintenance, after all, life's too short to spend every weekend doing DIY.







## Bluebell Meadow Phase 5

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