



## White Rose Park Phase 2

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**Persimmon**

Together, we make your home

# White Rose Park

Hellesdon • Norfolk



**Persimmon**  
Together, we make your home

# 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.

*"We have over 50 years of building expertise, 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.



White Rose Park

## 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.

### Over 50 years of expertise

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 30](#)

## Persimmon in numbers

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

**14,868**

homes  
sold in  
2022

**200+**

locations  
across  
the UK

**5000+**

employees  
make it all  
happen

**700+**

apprentices  
taken on  
each year

**£505.6m**

invested in  
local communities  
in 2022



## “Building sustainable homes and community hubs”

### Save money on your energy bills

The increased thermal retention from our insulation and double glazing, along with reduced water use thanks to efficient appliances, mean you'll automatically save money on your energy and water bills – and with the rising cost of living, this can make a real difference.



Take a look at the recently published HBF Watt a Save report to find out how much you could save.



### 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.



### Giving back

We do everything we can to give back to our communities and proudly contribute 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.



### 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 32**





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 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.





- ③ 2, 3, 4 and 5-bedroom homes
- ③ Excellent range of local amenities
- ③ Near to the beautiful Norfolk Broads and nature reserves
- ③ Easy access to the city centre



**Scan me!**

For availability and pricing  
on our beautiful new homes in  
White Rose Park



Hellesdon • Norfolk

# White Rose Park

**Persimmon at White Rose Park Phase 2 is our new development offering a mix of two, three, four and five-bedroom homes. The development appeals to young professionals and families alike, and provides all the necessities of modern day living.**

The development is being constructed on the former site of the old Royal Norwich Golf Club, in the sought-after village of Hellesdon. A suburb of Norwich, Hellesdon is approximately four miles north-west of the historic city. It has an excellent range of local amenities, with a variety of independent shops at Sweet Briar Retail Park. Hellesdon also boasts a local Asda supermarket, a library, a variety of pubs, restaurants & takeaways and a doctor's surgery.

### **Leisure for all ages...**

For leisure facilities, there's the impressive David Lloyd gym in Hellesdon, featuring state-of-the-art fitness equipment, a swimming pool, indoor and outdoor racquet courts; luxury spa areas, a huge range of fitness classes and even a children's fitness programme. Avid golfers will also enjoy the

Wensum Valley Golf Club, located on the outskirts of Taverham. Those who love the outdoors can find some lovely walks in Catton Park, in the centre of Old Catton.

### **A beautiful, historic city on your doorstep...**

Persimmon at White Rose Park is perfectly positioned to enjoy all that Norwich has to offer. Home to some of the UK's finest shopping, Norwich has a wide variety of independent stores, along with two indoor malls and a daily market. You'll never be stuck for something to do as the city has a good choice of restaurants, bars and cafés, theatres and cinemas, as well as a wealth of historic buildings and museums, including the magnificent Norman cathedral and medieval castle.

If you have a family with young children, you'll be pleased to know there are six schools in Hellesdon – a secondary school, two junior schools and three infant schools. There's also a community pre-school for little ones.

## **EXPLORE**

**Start exploring...**

Norwich Airport  
**1.4 miles**

Norwich train station  
**3.8 miles**

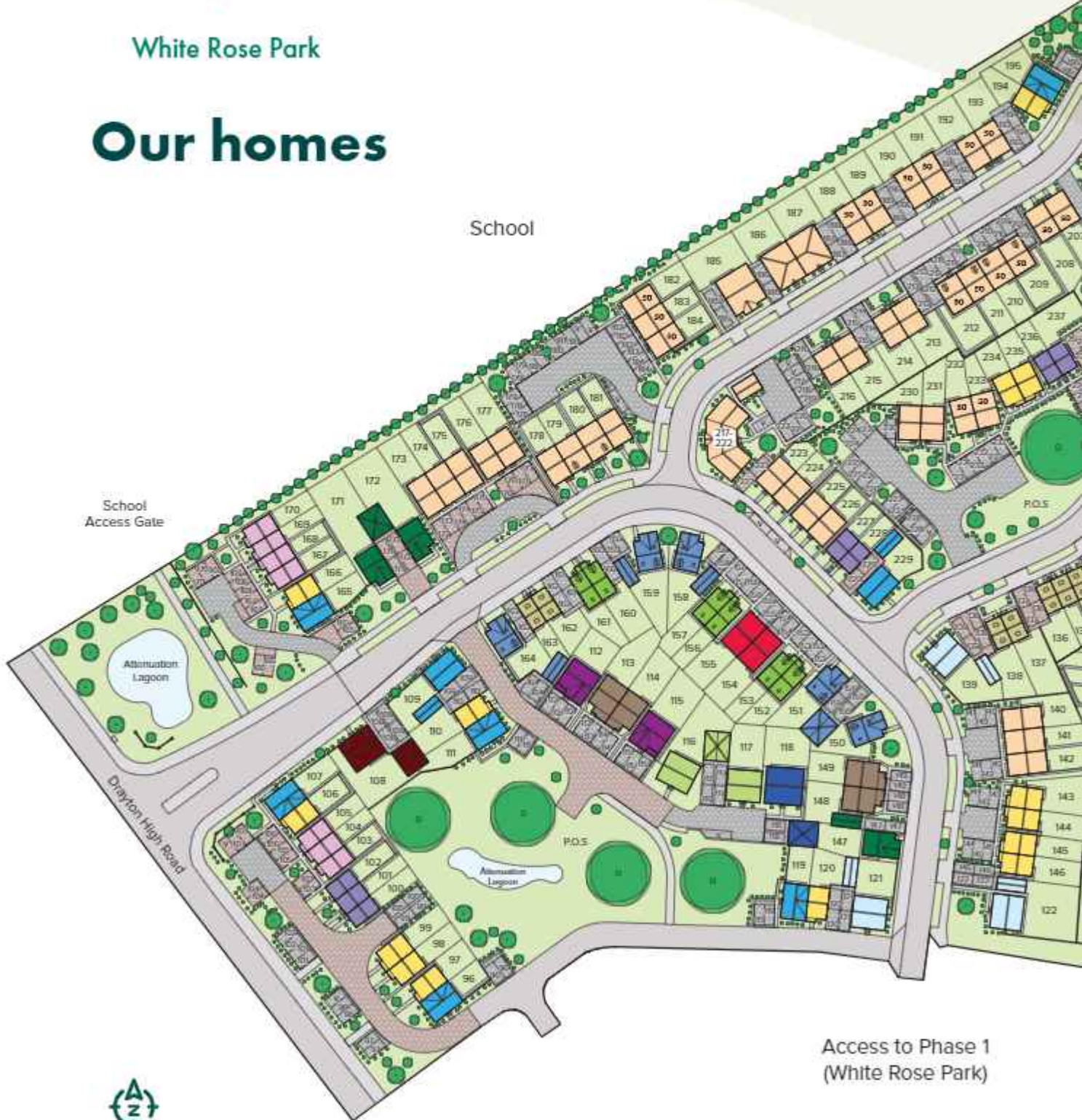
Holt  
**20.7 miles**

Cambridge  
**65 miles**



White Rose Park

# Our homes



School

School  
Access Gate

Attenuation  
Lagoon

Drayton High Road

Attenuation  
Lagoon

P.O.S.

Access to Phase 1  
(White Rose Park)





# Our homes

## 2 bedroom

-  The Morden
-  The Alwick

## 3 bedroom

-  The Moseley
-  The Hanbury
-  The Rufford
-  The Souter
-  The Hatfield
-  The Clayton Corner

## 4 bedroom

-  The Roseberry
-  The Lumley
-  The Chedworth
-  The Chedworth Corner
-  The Wilton

## 5 bedroom

-  The Hadleigh
-  The Newton

-  Housing for the Community
- 50.  Shared Ownership

The 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 advice.



2 bedroom home

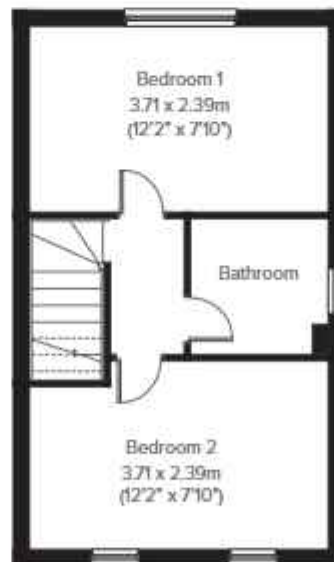
# The Morden



Modern living at its best, the Morden's open plan kitchen/dining/living room is bright and ideal for the way we live today. Upstairs there are two nicely-proportioned bedrooms and a family-sized bathroom. Perfect for first-time buyers and young professionals.



**GROUND FLOOR**



\* Window positions may vary

**FIRST FLOOR**

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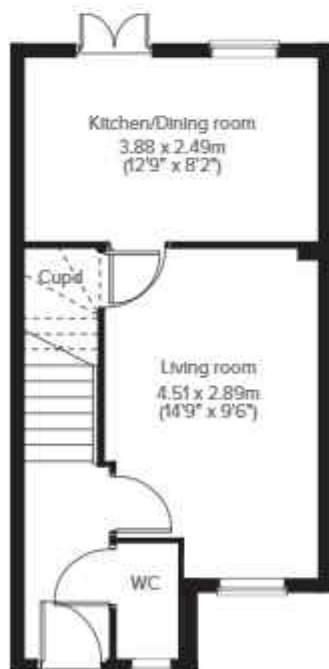


# The Alnwick

2 bedroom home



Perfectly-proportioned, the Alnwick has a stylish open plan kitchen/dining room with French doors leading into the garden, two double bedrooms, a good-sized living room 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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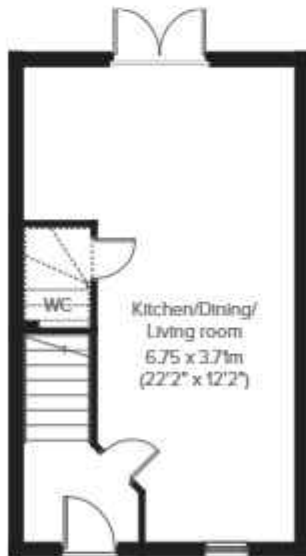


3 bedroom home

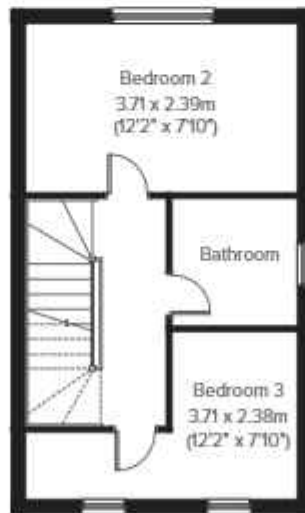
# The Moseley



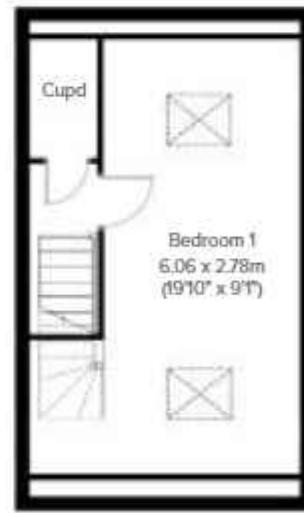
Perfect for the way we live today, the three-bedroom, 2.5 storey Moseley has a modern open plan kitchen/dining/living room. French doors also open into the garden making it a home that's ideal for entertaining. Upstairs there are three nicely-proportioned bedrooms and a family-sized bathroom. Appealing to families, first-time buyers and young professionals.



**GROUND FLOOR**



**FIRST FLOOR**



**SECOND FLOOR**

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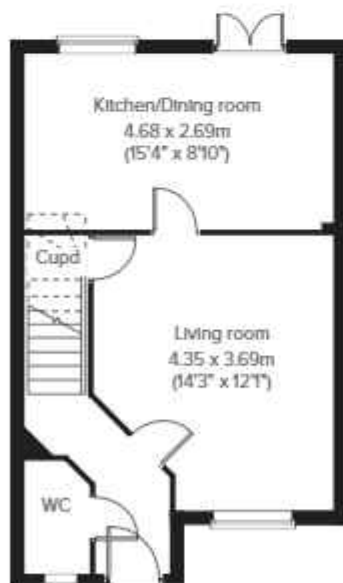


# The Hanbury

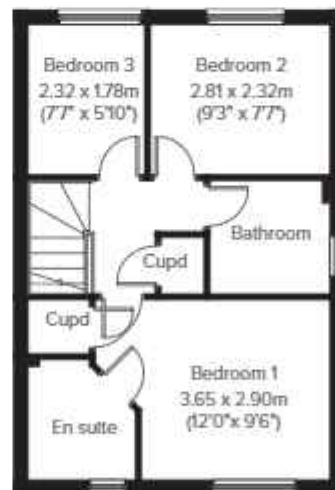
3 bedroom home



The popular Hanbury is a three-bedroom family home with a bright and modern open plan kitchen/dining room with French doors leading into the garden. The downstairs WC, three handy storage cupboards and en suite to bedroom one mean it ticks all the boxes for practical family living.



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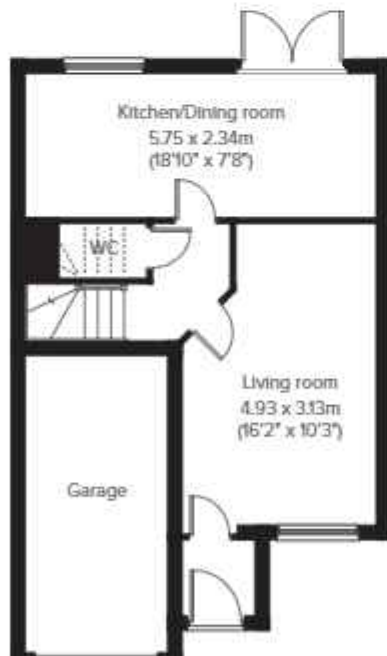


3 bedroom home

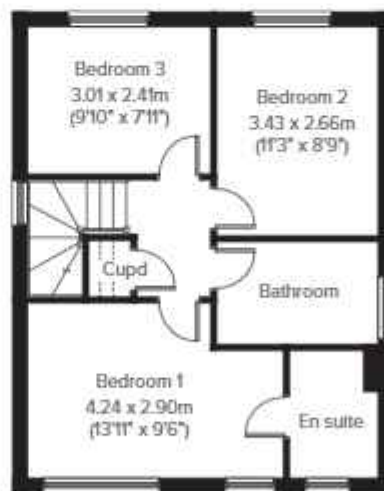
# The Rufford



A thoughtfully-designed three-bedroom home with much to offer, the Rufford is popular with families. The bright and modern open plan kitchen/dining room with French doors leading into the garden is ideal for entertaining and family meals. The front porch, inner hallway, downstairs WC and cupboard takes care of everyday storage. Plus there's an en suite to bedroom one, family bathroom and integral garage.



## GROUND FLOOR



## FIRST FLOOR

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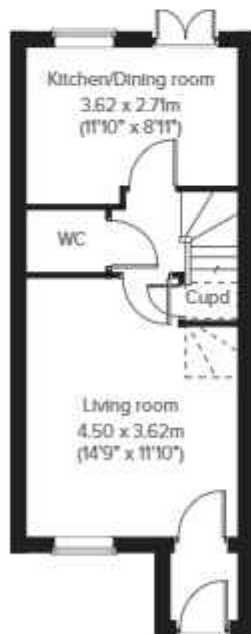


# The Souther

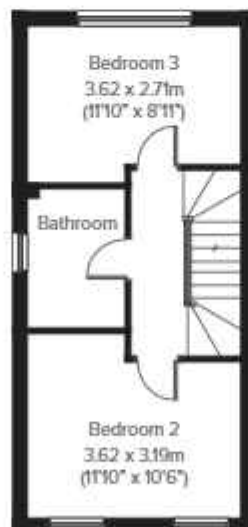
3 bedroom home



An attractive three-storey, three-bedroom home, the Souther 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, two storage cupboards and off-road parking means it's practical as well as stylish.



**GROUND FLOOR**



**FIRST FLOOR**



**SECOND FLOOR**

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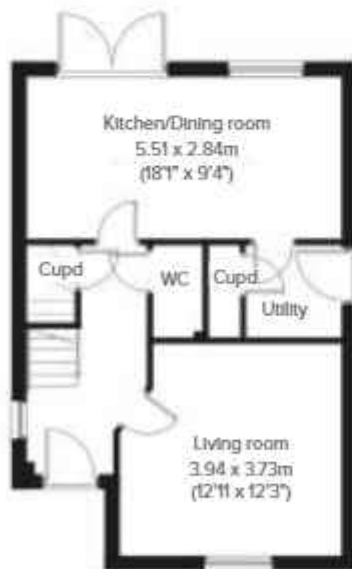


3 bedroom home

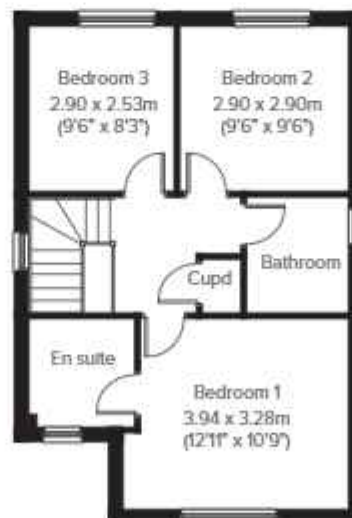
# The Hatfield



Enjoy the best of modern living in this popular three-bedroom home which benefits from a stylish open plan kitchen/dining room with French doors leading into the garden. The Hatfield's bright front aspect, living room, separate utility room, handy storage cupboards and downstairs WC complete the ground floor. Upstairs, bedroom one has an en suite and there's a good-sized family bathroom and further storage.



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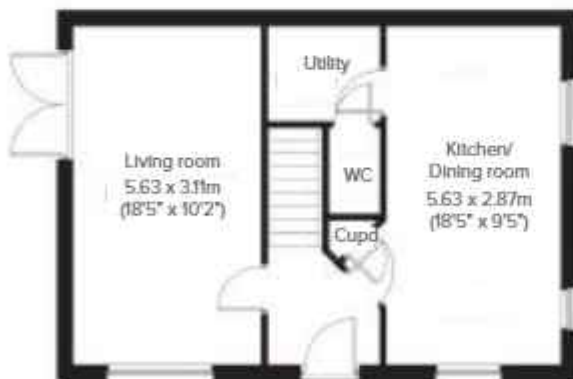


# The Clayton Corner

3 bedroom home



A fantastic family home, the Clayton Corner features a stunning open plan kitchen/dining room and equally impressive living room with French doors opening into the garden. A utility room, 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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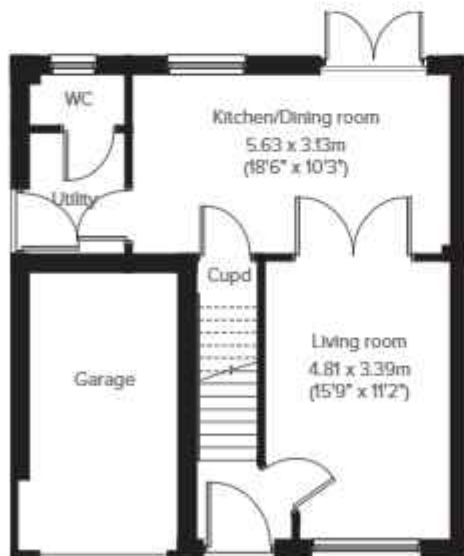


4 bedroom home

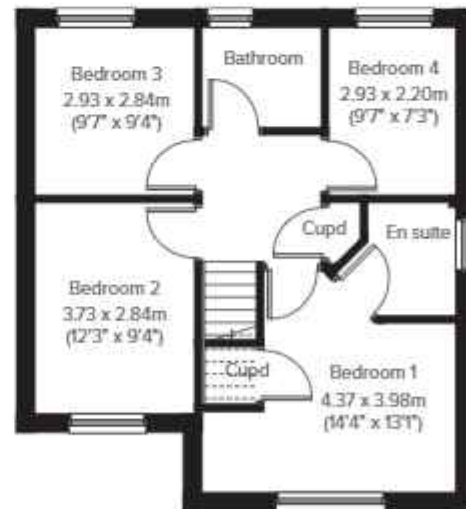
# The Roseberry



The Roseberry is a superb detached home and an integral garage, 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 utility, 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.



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# The Lumley

4 bedroom home



This modern three-storey home is ideal for family life. The Lumley is a four-bedroom home featuring 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 WC. The first floor has three good-sized bedrooms, one with an en suite and storage cupboard, and the main family bathroom, to on the top floor there's an impressive bedroom one with en suite and storage cupboard.



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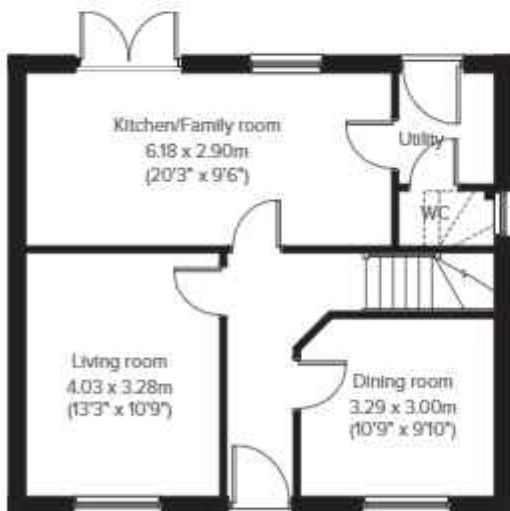


4 bedroom home

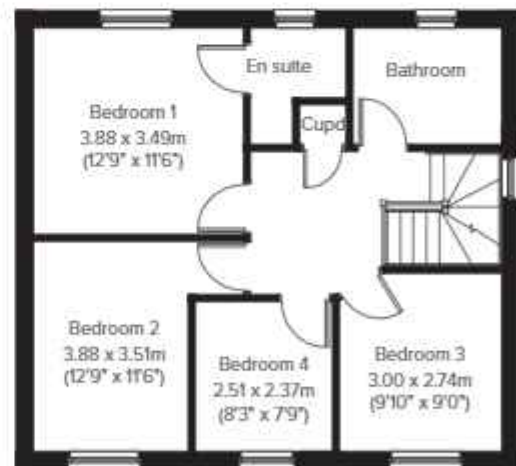
# The Chedworth



A popular family home, the Chedworth ticks all the boxes. The modern and stylish open plan kitchen/family room is perfect for spending time as a family and entertaining. There's also a well-proportioned living room, separate dining room, downstairs WC and handy utility with outside access. Upstairs there are four bedrooms - bedroom one has an en suite - a large family-sized bathroom and a storage cupboard.



**GROUND FLOOR**



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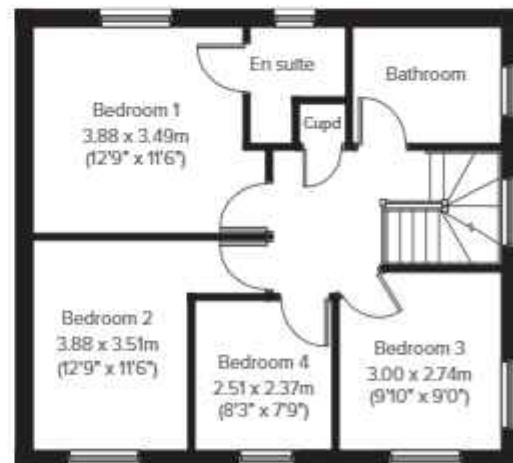
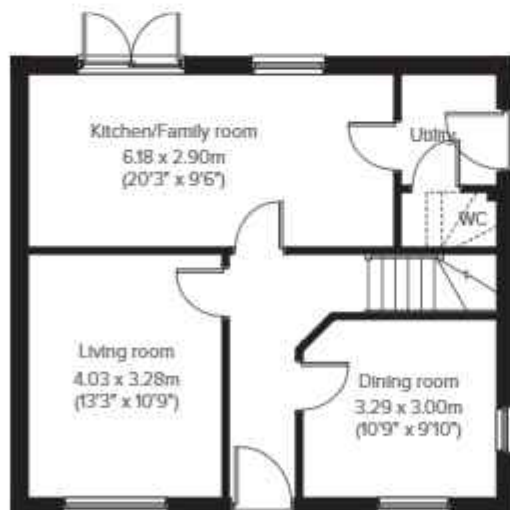


# The Chedworth Corner

4 bedroom home



A perfectly-proportioned detached home, the Chedworth Corner is a popular choice with families. The modern and stylish open plan kitchen/family room is perfect for spending time as a family and entertaining. There's also a bright front aspect living room, separate dining room, downstairs WC and handy utility with outside access. Upstairs there are four bedrooms, bedroom one with an en suite, a large family-sized bathroom and a storage cupboard.



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4 bedroom home

# The Wilton



Perfectly-proportioned, the Wilton has a stylish open plan kitchen/living/dining room on the first floor, four bedrooms (bedroom four is on the ground floor and can also be used as a study), a good-sized utility with outside access and integral garage. The second floor is home to three bedrooms - bedroom one with en suite, the main family bathroom and two handy storage cupboards.



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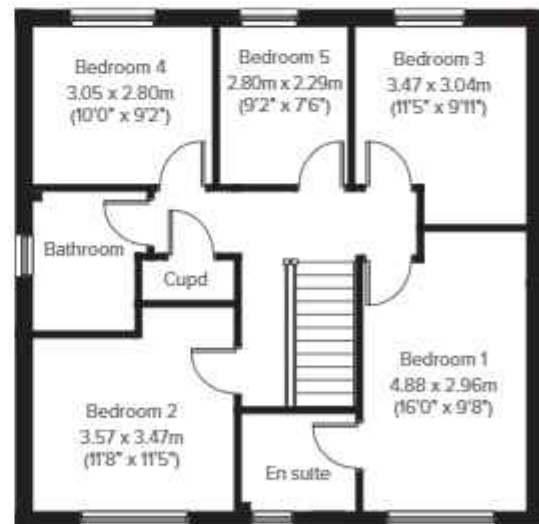
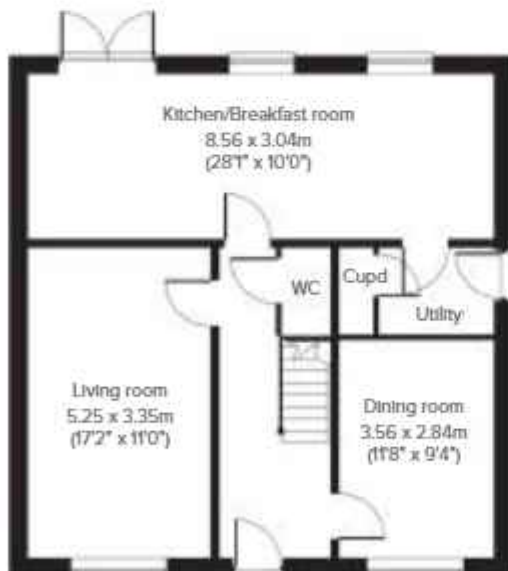


# The Hadleigh

5 bedroom home



An impressive family home, the Hadleigh is a five-bedroom detached property perfect for modern living. The stylish open plan kitchen/breakfast room is ideal for spending time as a family and entertaining guests. There's also a well-proportioned living room, separate dining room, downstairs WC and handy utility with outside access. Upstairs there are five bedrooms - bedroom one with en suite - a large family-sized bathroom and handy storage cupboard.



Please note that elevation treatments and window/door positions may vary from plot to plot. Plot specific information will be confirmed on your reservation check list.

This information is for guidance only and does not form any part of any contract or constitute a warranty. Illustrations are of typical elevations and may vary. Floor plans are not drawn to scale and window positions may vary. Room dimensions are subject to a +/- 50mm (2") tolerance and are based on the maximum dimensions in each room. Please consult your sales advisor on site for specific elevations, room dimensions and external finishes. The EPC ratings are estimated and vary between home types, orientation and developments.

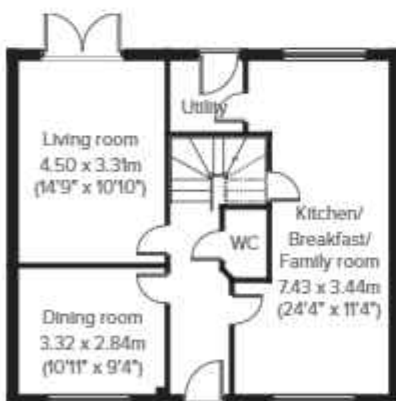


5 bedroom home

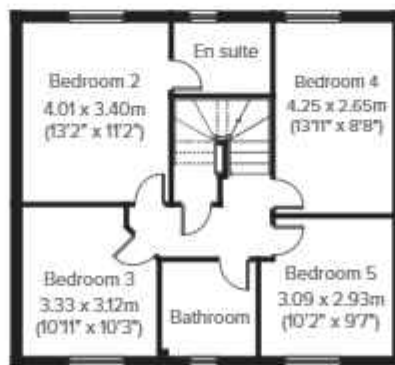
# The Newton



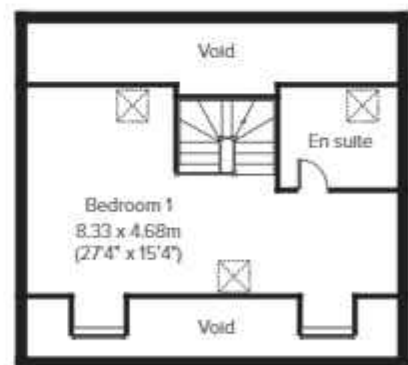
A stunning detached home with an impressive open plan kitchen/breakfast/family room, the Newton has five bedrooms and is perfectly designed for modern family living. Its other features include a bright family living room with French doors leading into the garden, separate dining room and a handy utility. The top floor bedroom one is a spacious sanctuary with a large en suite. The first floor is home to four further bedrooms - one with a second en suite – and a family bathroom.



GROUND FLOOR



FIRST FLOOR



SECOND FLOOR

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White Rose Park

## 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

White pre-finished doors with white hinges.

### Heating

Gas fired combi boiler with radiators in all main rooms, most 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

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) with soft closure to all doors and drawers.

### Plumbing

Plumbing for washing machine.

### Appliances

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



## Bathroom

### Suites

White bathroom suites with chrome-finished fittings.

### Extractor fan

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

### Shower

Thermostatic shower with chrome fittings to en suite.

### Tiling

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

### Splash-backs

Splashback to WC basin.

### 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 and carbon monoxide detector.

## 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.





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 our 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**  
FibreNest fibre-to-the-home connectivity helps you live and work at home more flexibly.
- ✓ **Lower-carbon bricks**  
Our concrete bricks typically use 28% less carbon in manufacture than clay, giving total lifetime carbon savings of 2.4 tonnes of CO<sub>2</sub> per house built.

## 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 is one up for grabs every month. For inspiration, check out past winners' homes on our Instagram page @persimmon\_homes

**#lovemypersimmonhome**

A woman in a light blue blazer is reviewing documents with a couple. The man and woman are looking at the documents with interest. The scene is set in a bright, modern office or sales environment.

## 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 adviser on site.



Persimmon

# Notes

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# FibreNest™



Your home, better connected  
for a brighter future



## Ultrafast 500Mb broadband is available on this development.

FibreNest provides you with high-speed, totally unlimited  
full-fibre broadband to your home, at great prices.



## Choose the best package for you

We know every household is different, that's why we've put together six amazing packages to suit everyone's needs. From surfing the net on the sofa to binge-watching the latest box set, streaming music with friends to ruling the galaxy in the latest must-have game - we've got the service for you.



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0333 234 2220



support@fibre nest.com

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