





# 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.

"With over 50 years of building excellence, find out more about us on page 4"





**About Persimmon Homes** 4 Your journey with us and schemes to help 6 Living at The Fairways 8 Our homes 12 **Specifications** 22 Sustainability 24 Personalise with Finishing Touches 25 Reasons to buy from us 27



# 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 24** 

## Persimmon in numbers

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

**9,922** homes

homes delivered in 2023 200+

locations across the UK 4800+

employees make it all happen 452

acres of public space created £2.3bn

invested in local communties over the last 5 years



#### The Persimmon Pledge

The Persimmon Pledge is our commitment to making sure you receive exceptional customer service and relevant communications before, during and after you've moved in.

Find out more about the Persimmon Pledge.



#### Accessible homes

It's crucial that your new home works perfectly for you and your needs. We build in line with Approved Document M accessibility requirements.



Scan the QR code to find out what each rating means.



#### 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.

### "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.

#### 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 to see if you could apply to support your local community.



10-year warranty

When you buy a Persimmon home it comes complete with

#### You'll have a dedicated customer

care helpline, plus cover for emergencies like complete loss of electricity, gas, water or drainage.

Help when you need it

# **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 25





#### 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.

#### 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.

#### 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.

#### Home demo

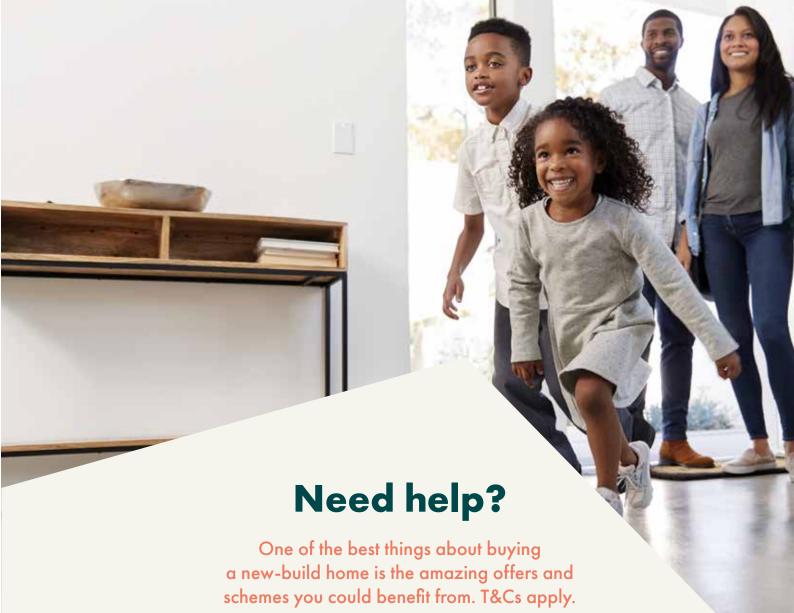
Another exciting milestone! Here's where you get to see your new home before completion. You'll be shown how everything works and any questions can be answered.

#### 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...

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















Bank of Mum and Dad



**Deposit Boost** 



Armed Forces/Key Workers Discount





#### Cramlington • Northumberland

# The Fairways Phase 3

Located just 10 miles north of the vibrant city of Newcastle upon Tyne, our newest phase at The Fairways offers beautiful three and fourbedroom homes.

#### Designed with the community in mind

Sought-after Cramlington is a thriving centre for industry and a popular place to set up home. is close to a number of main transport routes, benefits from an attractive shopping centre, leisure facilities, footpaths and a cycleway network, making it an ideal choice for all types of buyers. An excellent range of schools can be found there too, including Beaconhill, Hareside and Shanklea primary schools, and the popular Cramlington Learning Village secondary school, all rated 'Good' by Ofsted.

#### **Explore local attractions**

There are lots of opportunities to get out and about in the local area. The unique and impressive Northumberlandia landscape sculpture and visitor centre is less than a mile from The Fairways, while Plessey Woods Country Park is three miles away. The popular

coastal towns of Blyth and Whitley Bay, and their attractive beaches, are both within half an hour of the development. And for those who enjoy a livelier scene, Newcastle, with all its attractions and nightlife, is nearby.

#### Great choice of shops

Living at The Fairways, you'd be approximately two miles from the impressive Manor Walks Shopping and Leisure Centre, where you'll find a good choice of retail outlets as well as a large Sainsbury's and Vue cinema. For even more choice, Newcastle city centre is a shopper's paradise with several major shopping areas, including the exclusive Northumberland Street and the Eldon Square Shopping Centre.

All this, along with proximity to the peaceful Northumberland countryside, beautiful coastal towns and the bustling city of Newcastle, means you get the best of all worlds at The Fairways.

#### **EXPLORE**

Jump in the car and start exploring

Morpeth **7.8 miles** 

Blyth **8.1 miles** 

Newcastle **8.4 miles** 

Whitley Bay
10.6 miles



#### The Fairways Phase 3

#### **Our homes**

#### 3 bedroom

- The Danbury
- The Deepdale
- The Glenmore
- The Sherwood
- The Barnwood
- The Saunton
- The Braunton

#### 4 bedroom

- The Burnham
- The Kennet
- The Marston
- Affordable housing
- ★ DOMV

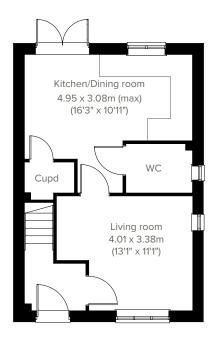


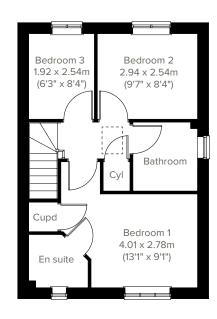






Perfect for the way we live today, the three-bedroom Danbury has a modern open plan kitchen/dining room with French doors leading into the garden and a spacious front-aspect living room that's ideal for entertaining. Upstairs there are three bedrooms - bedroom one has an en suite - and a family-sized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





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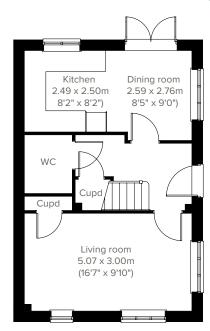
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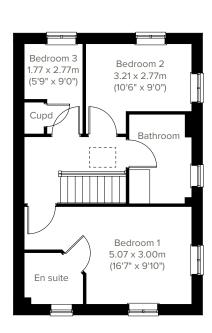
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A superb family home, the Deepdale features a stunning open plan kitchen/dining room with French doors leading into the garden and an equally impressive living room. A downstairs WC and storage cupboards ensure it's practical as well as stylish. Upstairs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





#### **GROUND FLOOR**

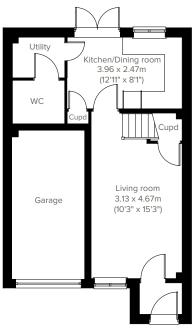
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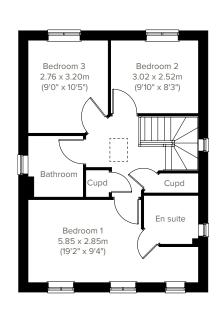
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The Glenmore is a stunning detached home with an integral garage, a good-sized living room and a bright open plan kitchen/dining room - perfect for family life and entertaining. It's practical too, with a utility, downstairs WC and four storage cupboards.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





**GROUND FLOOR** 

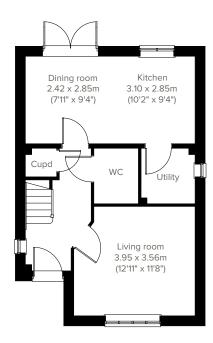
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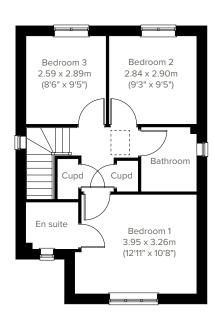
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The Sherwood is a modern home ideal for family life. This three-bedroom home features an open plan kitchen/dining room with French doors leading into the garden, a handy utility room, a front-aspect living room, plus under-stairs storage and a WC.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





#### **GROUND FLOOR**

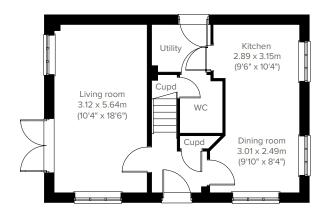
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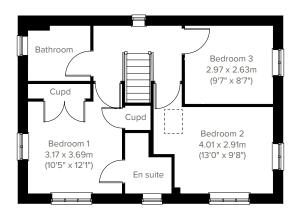
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A thoughtfully-designed three-bedroom family home with much to offer, the Barnwood has a bright and modern open plan kitchen/dining room leading to a handy utility room with outside access. The spacious living room has French doors leading into the 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.





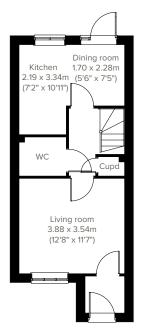
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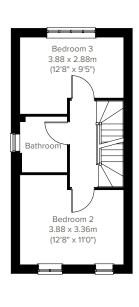
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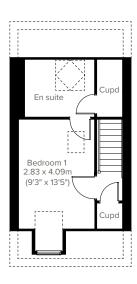
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An attractive three-storey, three-bedroom home, the Saunton has a modern open plan kitchen/dining room with garden access, well-proportioned living room and three good-sized bedrooms. The top floor bedroom one also has a spacious en suite. The enclosed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







#### **GROUND FLOOR**

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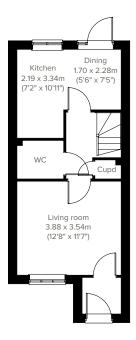
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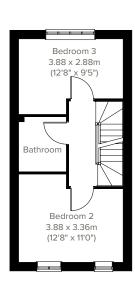
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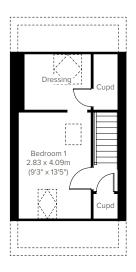




A superb family home, the Braunton features a bright open plan kitchen/dining room with access to the garden, and a spacious front-aspect living room. The WC and storage cupboard ensure it's practical as well as stylish. Upstairs you'll find two bedrooms and a family-sized bathroom and on the top floor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







**GROUND FLOOR** 

**1ST FLOOR** 

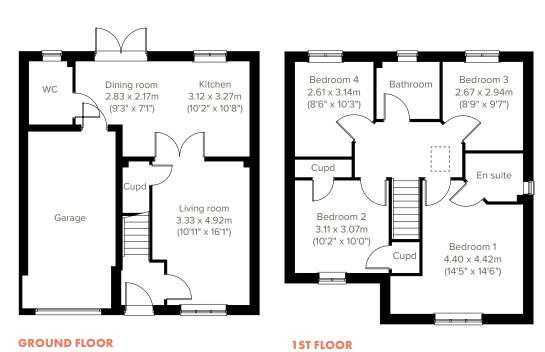
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The Burnham is a superb detached home with an integral garage, a good-sized living room with double doors leading into a bright open plan kitchen/dining room - perfect for family life and entertaining. It's practical too with a downstairs WC and three 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.

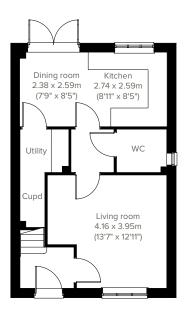


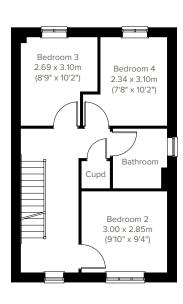
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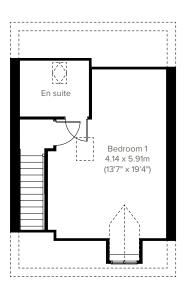




The Kennet is a modern three-storey home ideal for family life. This four-bedroom home features an open plan kitchen/dining room with French doors leading into the garden, a handy utility room and front-aspect living room, plus under-stairs storage and a WC. The first floor has three good-sized bedrooms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







**GROUND FLOOR** 

**1ST FLOOR** 

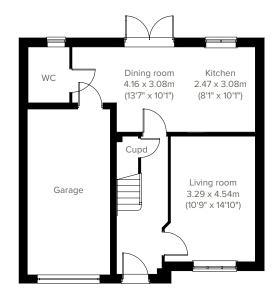
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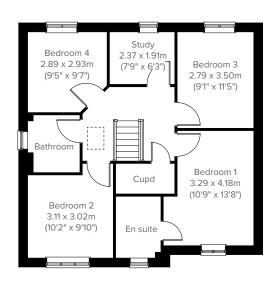
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A popular family home, the Marston ticks all the boxes. The modern and stylish open plan kitchen/dining room is perfect for spending time as a family and entertaining. There's also a well-proportioned living room and a downstairs WC. Upstairs there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





#### **GROUND FLOOR**

#### **1ST FLOOR**

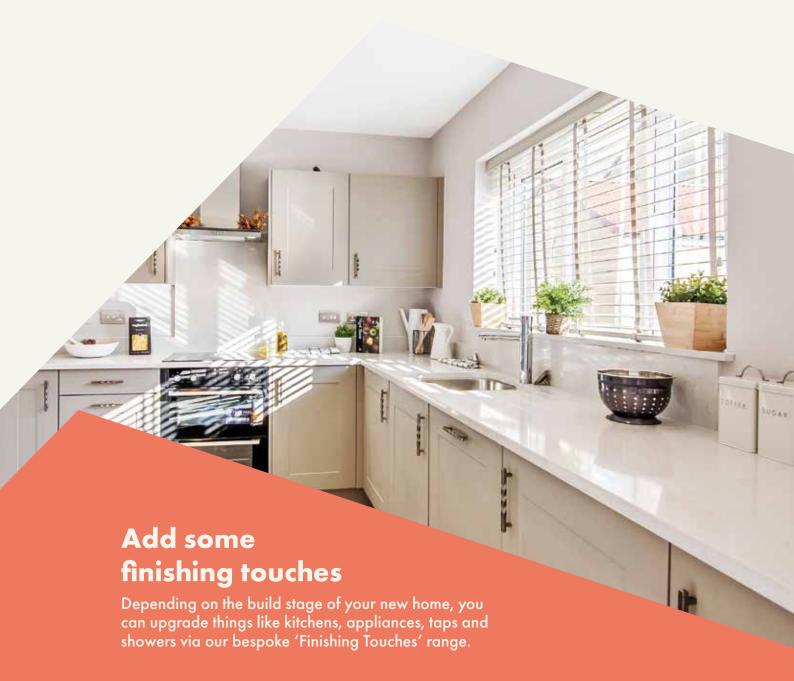
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The Fairways Phase 3

# **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.





#### External

#### Walls

Traditional cavity walls.

Inner: timber frame or block.

Outer: Style suited to planned architecture.

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).



#### Internal

#### **Ceilings**

Painted white.

#### Lighting

Pendant or batten fittings with low-energy bulbs.

#### **Stairs**

Staircase painted white.

#### Walls

Painted in white emulsion.

White pre-finished doors with white hinges.

#### Heating

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

#### 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.

#### **Appliances**

Single white electric oven and gas hob. Integrated cooker hood and splashback.



#### **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 sanitaryware walls in bathroom and en suite.

#### **Splashbacks**

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

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.



#### **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:**

PEA 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.
- 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  $CO_2$  per house built.



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



#### Share & win!

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



# 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 bingewatching 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.



Scan me! For packages & pricing.





support@fibrenest.com

#### Get connected today!

To sign up you will need your Unique Customer Reference.

Please ask your sales advisor for this:

C: D:



#### 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.

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. 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.

**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.

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.

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.



#### The Fairways Phase 3

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