



# Persimmon

Together, we make your home



## Swan Park

Dawlish • Devon

# 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.



Swan 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...

### 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 24](#)

## 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 26**





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.

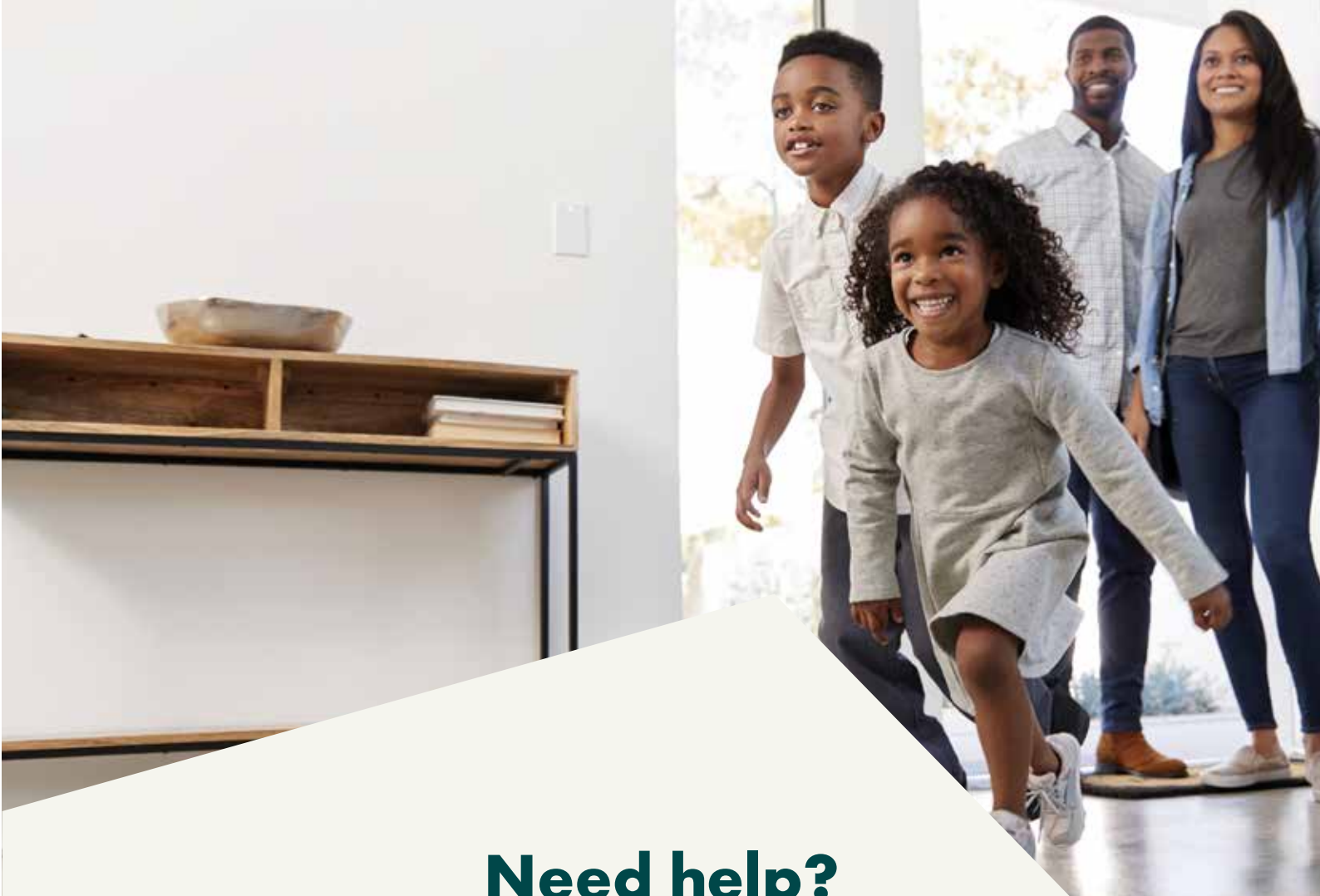
## Handover

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.





- Choice of 2, 3 and 4-bedroom homes
- Fantastic edge of town location
- Sandy beaches within walking distance
- Close to local schools
- Under 12 miles from Exeter city centre



**Scan me!**

For availability and pricing on our beautiful new homes at Swan Park.





Dawlish • Devon

# Swan Park

Our new development Swan Park offers a range of two, three and four-bedroom homes in the thriving seaside resort of Dawlish, South Devon. A sought-after location and a fantastic place to call home.

## Everything you need close by

Less than two miles from Dawlish town centre, Swan Park is in an ideal location to enjoy all the area has to offer. The charming town is filled with a mixture of independent shops and high street stores, alongside traditional seaside attractions such as bars, cafés and an amusement arcade. There's a good range of services and amenities located in the town, while Sainsbury's is just across the road from the development, making your weekly shop a breeze.

For even more choice, Swan Park is within a 20-minute drive of Exeter, a hub of entertainment, leisure and shopping.

## Excellent transport links

Commuting from Swan Park is convenient as Dawlish train station is just under 2 miles away with regular trains to Exmouth, Exeter, Torquay, Paignton and London Paddington. The M5 motorway is just 18 miles from the development.

## Stunning beaches on your doorstep

The surrounding Devonshire countryside offers many opportunities to enjoy the region's forests, rivers, beaches and wildlife; from the stunning landscapes of the famous Dartmoor National Park, to the golden sands of Dawlish Warren. Just down the road is Escot Country Park with acres of beautiful parkland, a red squirrel enclosure, café and children's outdoor play areas.

So, whether you're looking to get your first foot on the housing ladder or have a growing family, you're sure to find something perfect for you at Swan Park.

## EXPLORE

### Start exploring...

Dawlish Warren Beach  
**1.5 miles**

Dawlish  
**1.6 miles**

Dawlish Train Station  
**1.8 miles**

Exeter City Centre  
**11.7 miles**



Swan Park

# Development layout

Future Development  
By Persimmon Homes

## Our homes



The Morden



The Barton



The Danbury



The Moseley



The Windermere



The Derwent



The Lockwood



The Lockwood Corner



The Coniston



The Coniston Corner



Affordable Housing

NHS  
Hospital

Self-build P

P.O.S

Approx.  
Location of  
Pond





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.





2 bedroom home

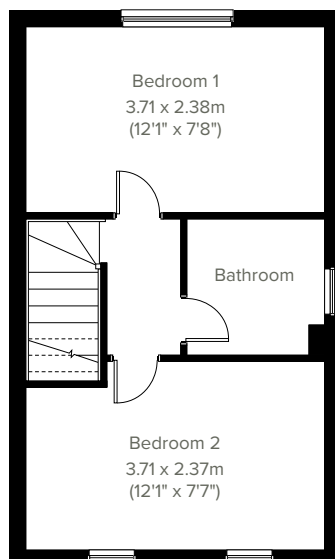
# The Morden



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**



**1ST FLOOR**

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**12**

The Morden EPC: B

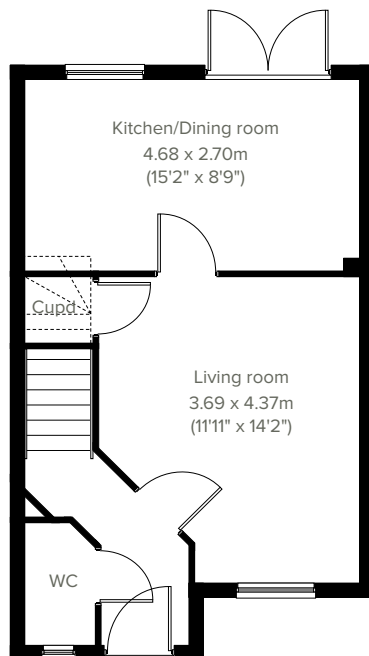


# The Barton

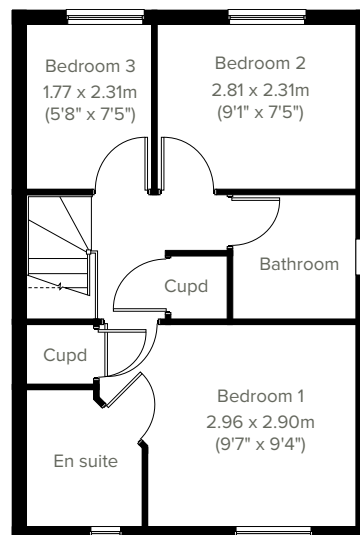
3 bedroom home



The popular Barton is a three-bedroom family home with 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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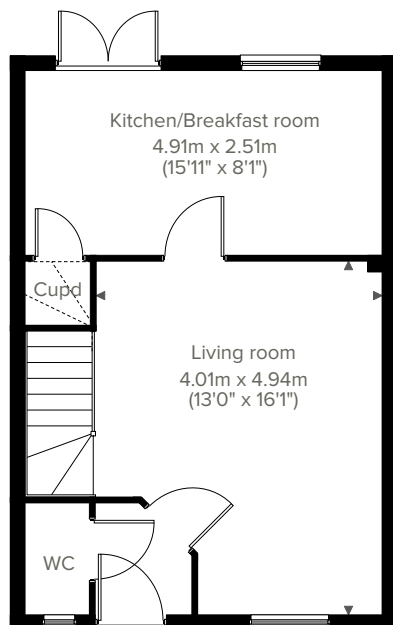


3 bedroom home

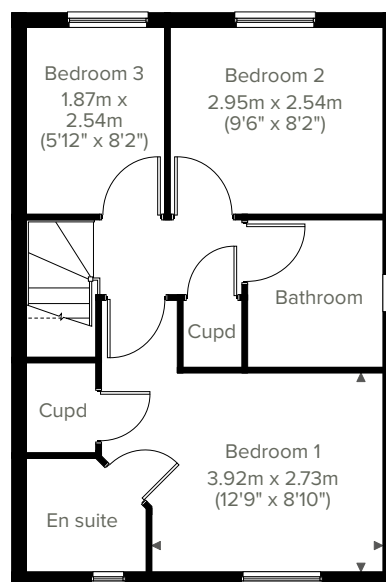
# The Danbury



The Danbury is an ergonomic three-bedroom home with a good-sized living room, open plan kitchen/ breakfast room and plenty of storage space on both floors. Upstairs there are three spacious bedrooms, with bedroom one benefiting from an en suite.



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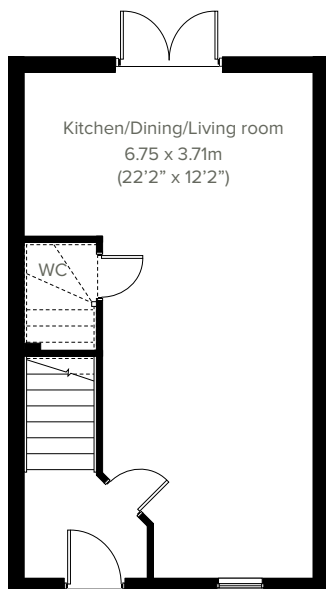


# The Moseley

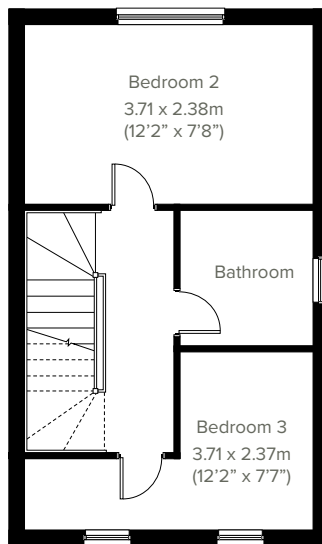
3 bedroom home



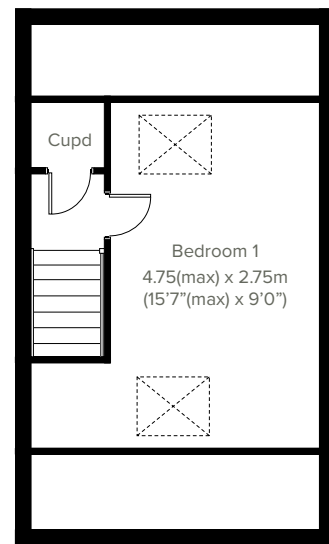
Perfect for the way we live today, the three-bedroom, 2.5-storey Moseley has a modern open plan kitchen/dining/living room with French doors leading to the garden making it a home that's ideal for entertaining. Upstairs there are three nicely-proportioned bedrooms and a family-sized bathroom. Appealing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



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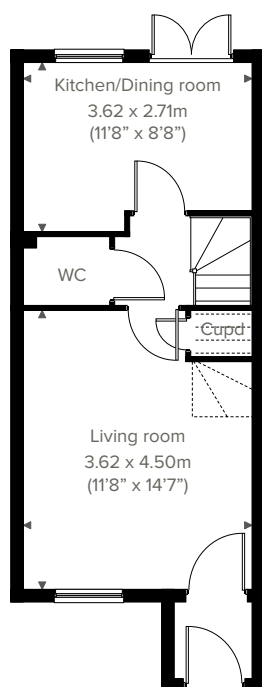


3 bedroom home

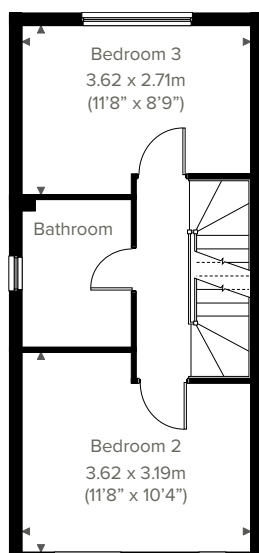
# The Windermere



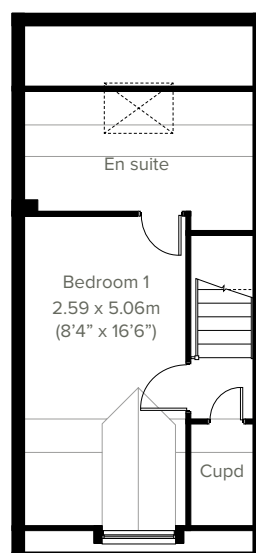
An attractive three-storey, three-bedroom home, the Windermere has a modern open plan kitchen/ dining room, well-proportioned living room and three good-sized bedrooms; the top floor bedroom one benefitting from a spacious en suite. The enclosed porch, downstairs WC, two storage cupboards and off-road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



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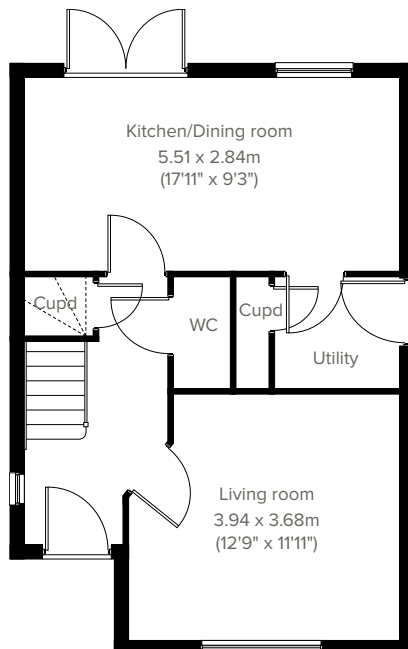


# The Derwent

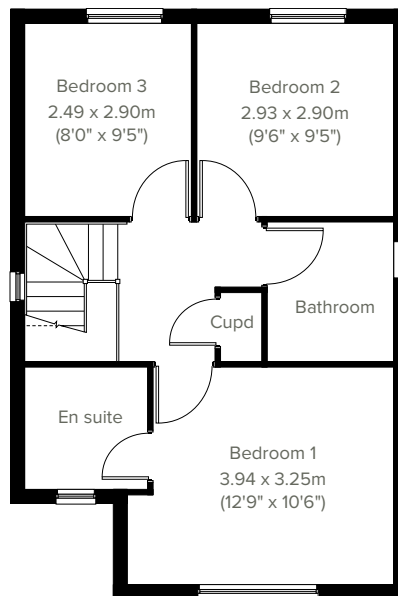
3 bedroom home



Enjoy the best of modern living in this popular three-bedroom home which benefits from a stylish living room, downstairs WC and a spacious kitchen/dining room with French doors leading into the garden. Upstairs, there are two good-sized bedrooms, a family bathroom and a further storage cupboard.



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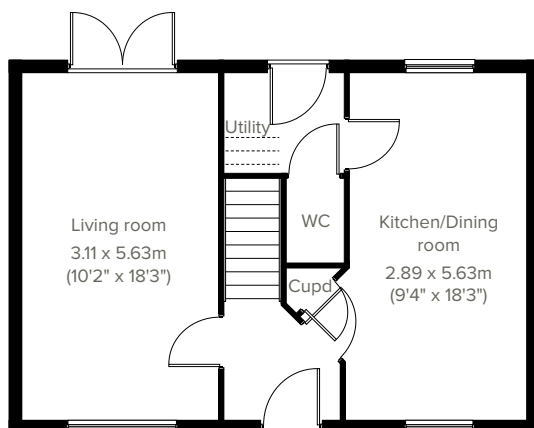


3 bedroom home

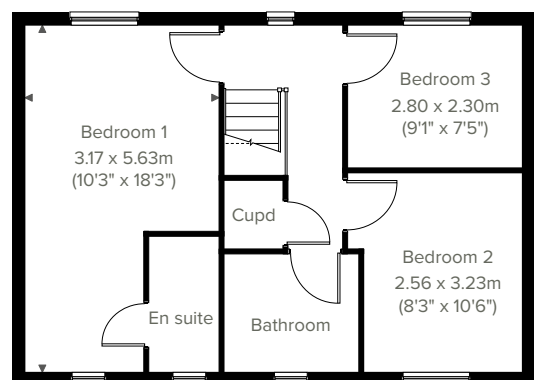
# The Lockwood



A superb family home, the Lockwood 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 an en suite, a family-sized bathroom and another handy storage cupboard.



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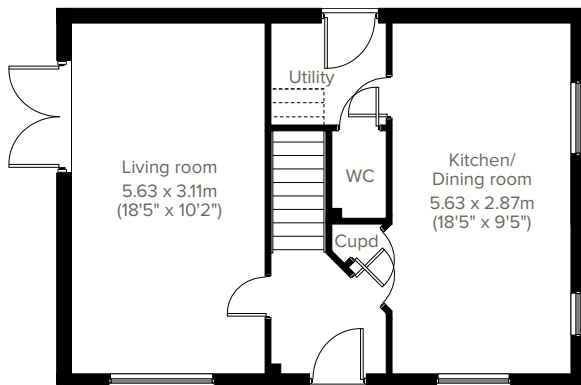


# The Lockwood Corner

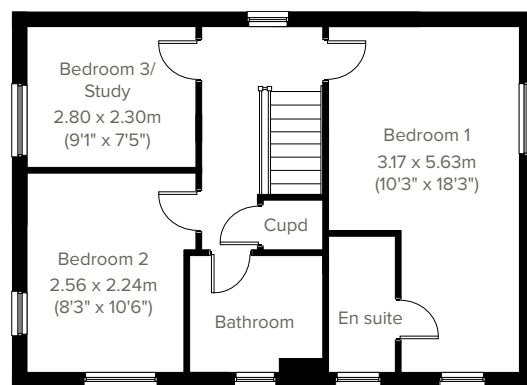
3 bedroom home



A fantastic family home, the Lockwood 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 an en suite, a family-sized bathroom and handy storage cupboard.



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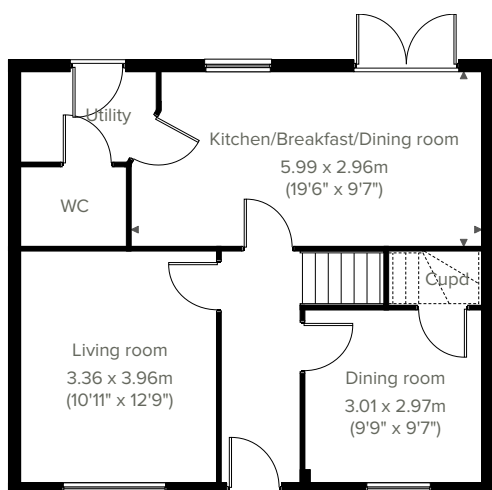


4 bedroom home

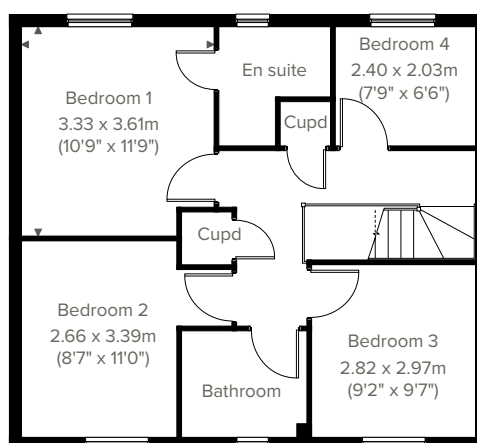
# The Coniston



A popular family home, the Coniston ticks all the boxes. The modern and stylish open plan kitchen/ breakfast/dining 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 two storage cupboards.



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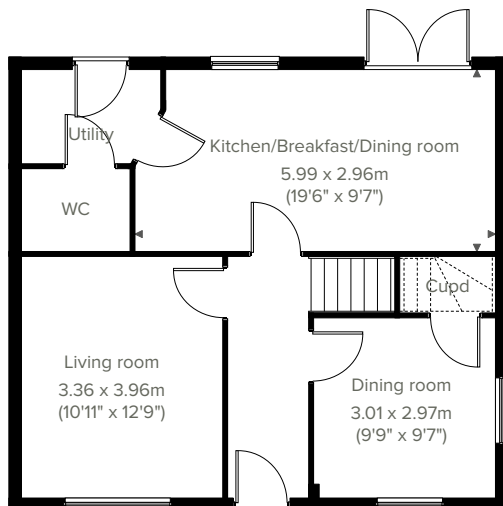


# The Coniston Corner

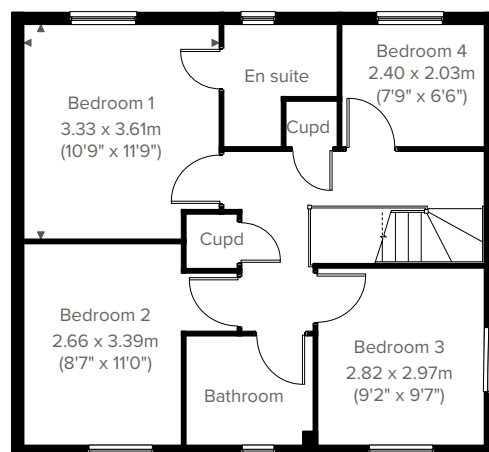
4 bedroom home



A popular family home, the Coniston Corner ticks all the boxes. The modern and stylish open plan kitchen/breakfast/dining 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 two storage cupboards.



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Swan 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

Doorbell and 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, 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.



## 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.  
Where there is no en suite, Mira thermostatic shower with wall mounted shower head, complete with shower screen.

### 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.



## 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.



## 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.







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. 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.



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.





Persimmon

# Notes

Handwriting practice lines consisting of 12 horizontal dotted lines.



Your home, better connected for a brighter future.



Great news! Swan Park benefits from access to ultrafast, full fibre-optic broadband.



## Your home, better connected with FibreNest

- ▶ 100% full fibre-optic internet access installed directly into your new home
- ▶ You and your family can do more online at the same time, with less lag and hold-ups
- ▶ Enjoy lightning-fast speeds that won't be affected by the length of the line serving your property
- ▶ Full-fibre future-proofs your home, ensuring you'll always be able to access the latest in online services
- ▶ Stream 4k content, play online games and more on multiple devices all at the same time with less interruptions
- ▶ Work from home like you do in the office, thanks to our high-capacity, super reliable network
- ▶ Enjoy an exceptional level of customer support from our UK call centres

## How our packages compare<sup>1</sup>

Download type	500Mb	250Mb	125Mb	75Mb	20Mb	10Mb
 HD movie (12GB)	3m 15s	6m 30s	13m	23m	1h 20m	2h 40m
 Video game (40GB)	11m	21m 45s	43m 45s	1h 17m	4h 30m	9h

To have your new home connected, register now at [fibrenewest.com/connect](https://fibrenewest.com/connect)  
Questions? Just give our friendly team a call on **0333 234 2220**



Please see [fibrenewest.com](https://fibrenewest.com) for up-to-date details on our packages and pricing.

No hidden costs. No price rises during the minimum term of your contract or automatic increases at the end.<sup>2</sup> Great service. Guaranteed.

<sup>1</sup>Estimated download times are calculated at the maximum attainable speed and assumes that speed being available for the duration of the download. Speeds are delivered to your FibreNest Hub and may not be achieved when using a device that is incapable of communicating at that speed. Circular graphical illustrations represent proportional segments of time based on the longest and shortest download times displayed. <sup>2</sup>FibreNest will not increase the price of your package during the minimum term of your contract unless required to by a change in law or regulatory obligations, for example, due to an increase in the rate of VAT. FibreNest does not plan automatic price increases to apply at the end of your minimum term; however, the basic price of our packages may vary over time and may take effect before you enter a subsequent minimum term with us.



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