



Festival Park

Easton • Norwich • 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.

"With over 50 years of building excellence, 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.



Festival 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



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.

"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.



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.



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.

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.

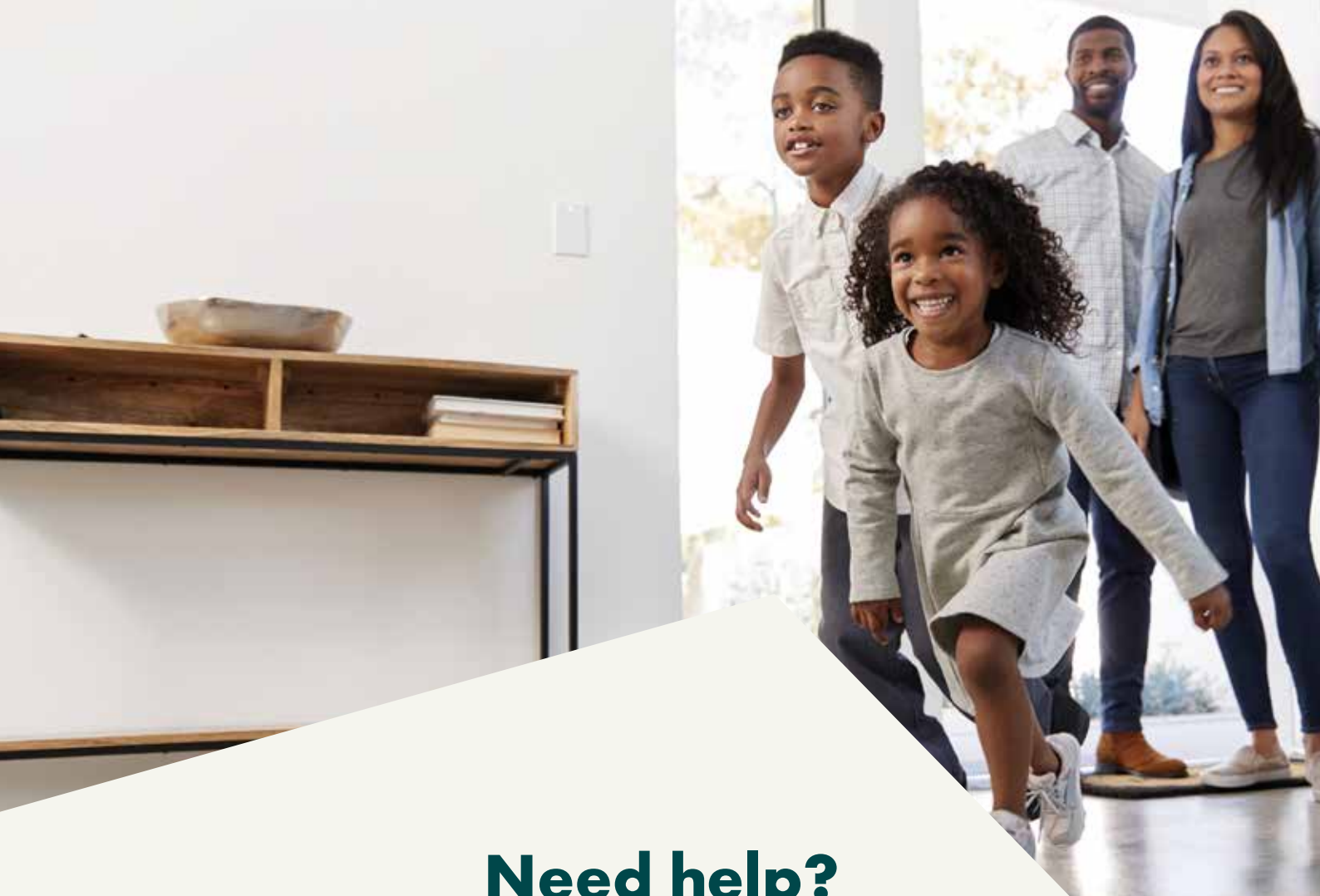
Handover

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.



- Choice of 2, 3, 4 and 5-bedroom houses and 3 bedroom bungalows
- Excellent range of schools nearby
- Proximity to Norwich city centre
- Well-connected with a variety of transport services



Scan me!

For availability and pricing
on our beautiful new homes
in Festival Park



Easton • Norfolk

Festival Park

Excellent proximity to Norwich, good schools, transport links and the coast make our new development Festival Park a fantastic choice for everyone, from young professionals to growing families.

Festival Park is Persimmon's exciting new development situated in the village of Easton, 19 minutes outside the bustling and historic city of Norwich. The location is sure to appeal to families of all ages, with essential amenities such as a post office and primary school in the village itself, while a selection of supermarkets and shops can be found at Longwater Retail Park, just five minutes away.

A location that lets you put family first

Easton is surrounded by a selection of schools rated 'Good' and 'Outstanding' by Ofsted, including St Peter's CofE Primary School, St Augustine's Catholic Primary School, Ormiston Victory Academy and St Michael's VA Junior School.

Alongside the range of beautiful homes, residents will benefit from brand new local facilities including new play areas, a village green, a village shop and improvements to cycle and pedestrian routes.

20 minutes from beautiful Norwich

From Festival Park it's a straight route into the heart of Norwich. The historic and highly popular city is awash with independent and high street shops, a daily market, restaurants, bars and cafes; plus cultural attractions including a Norman Cathedral and medieval castle.

The city is also a gateway to the wider region and beyond, thanks to the train station, bus routes and international airport.

Enjoy town and country

One of the biggest draws of life in Norfolk is the ideal work-life balance, thanks to the proximity of scenic countryside, coastline and beaches. Thetford Forest is a beautiful walking spot around 35-minutes from Festival Park, and avid golfers will have a choice of courses in the local area.

The nearby coastline is dotted with attractive seaside towns to visit, while the Norfolk Broads with over 125 miles of scenic waterways, are another fantastic regional attraction.

EXPLORE

Start exploring...

Longwater retail park	Norwich City Centre	Norwich International Airport	Norwich train station
1.5 miles	6 miles	6.5 miles	11.7 miles



Festival Park

Norfolk
Showground

Development by
Charles Church

Development by
Charles Church

Car Park

Marketing Suite

Show Home

Lagoon

Norwich

A47/Dereham





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. The location of the affordable housing on this plan is indicative only and both the location and number of affordable housing plots may be subject to change.

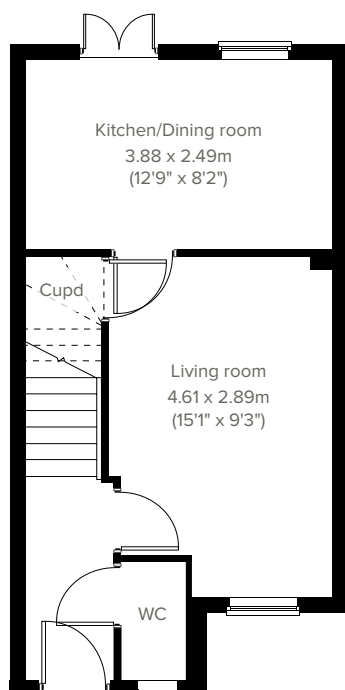


2 bedroom home

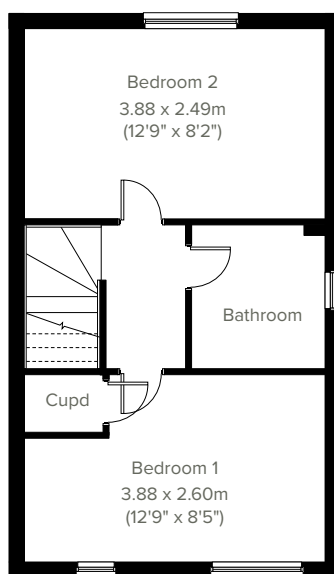
The Alnwick



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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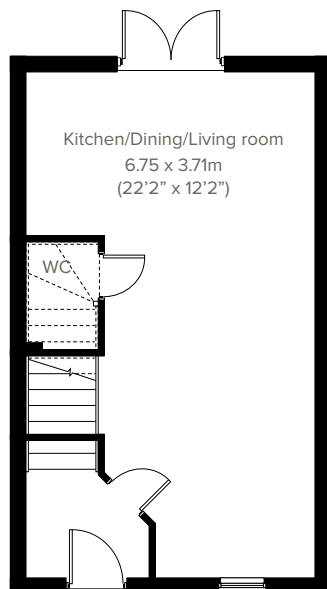


The Moseley

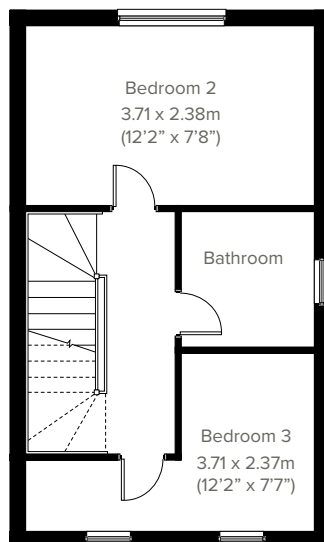
3 bedroom home



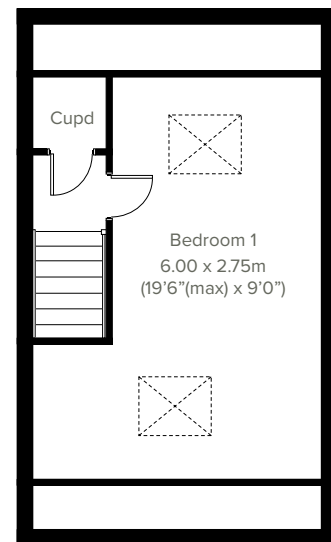
Perfect for the way we live today, the three-bedroom, 2.5-storey Moseley has a modern open plan kitchen/dining/living room. French doors also open into the garden making it a home that's ideal for entertaining. Upstairs there are three nicely-proportioned bedrooms and a family-sized bathroom. Appealing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



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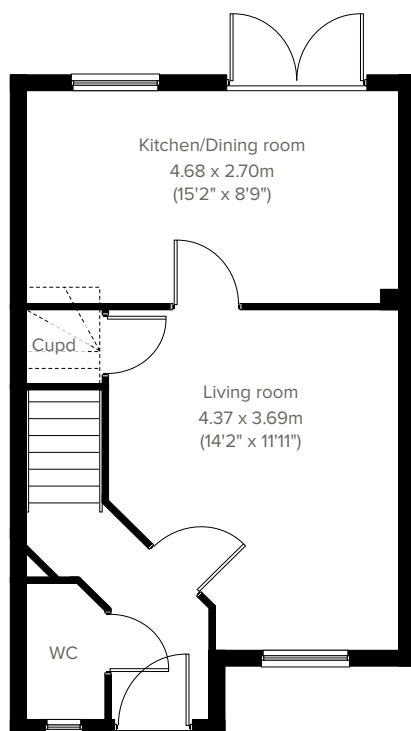


3 bedroom home

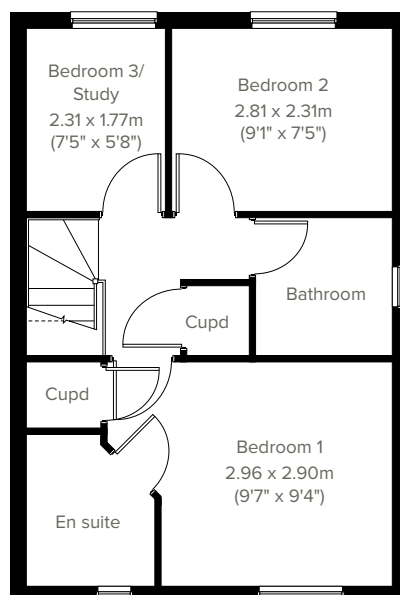
The Hanbury



The popular Hanbury 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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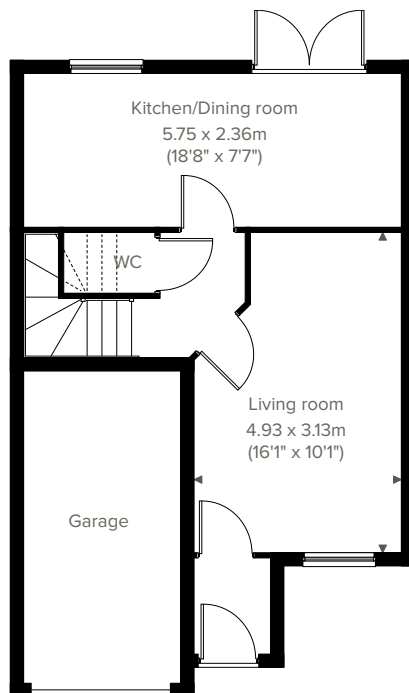


The Rufford

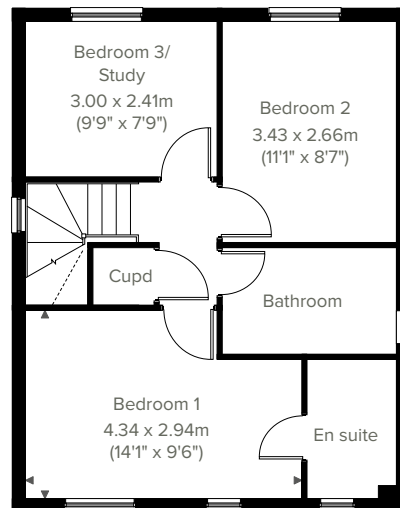
3 bedroom home



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 and WC. Plus there's an en suite to bedroom one, family bathroom and integral garage.



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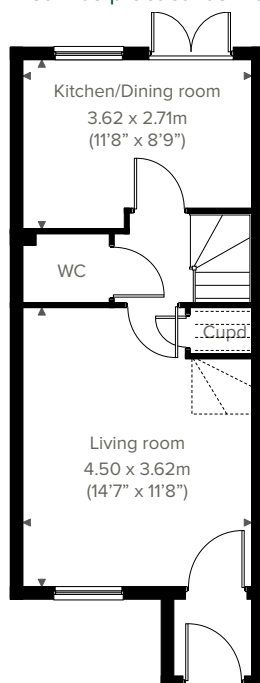


3 bedroom home

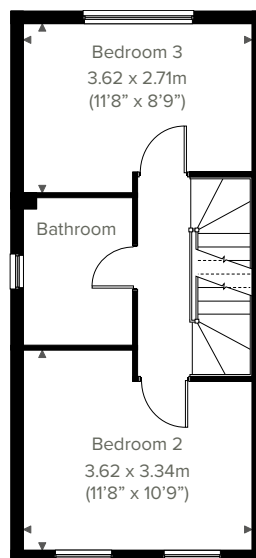
The Sutton



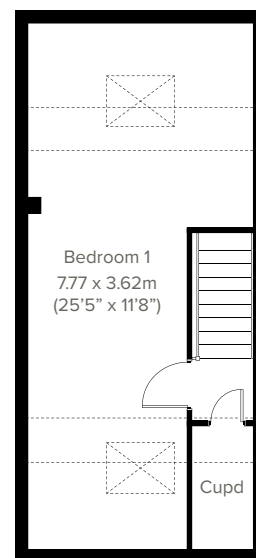
An attractive three-storey, three-bedroom home, the Sutton has a modern open plan kitchen/dining room, well-proportioned living room and three good-sized bedrooms. On the top floor you'll find the spacious bedroom one along with a storage cupboard. The enclosed porch, downstairs WC and off-road parking mean it's practical as well as stylish.



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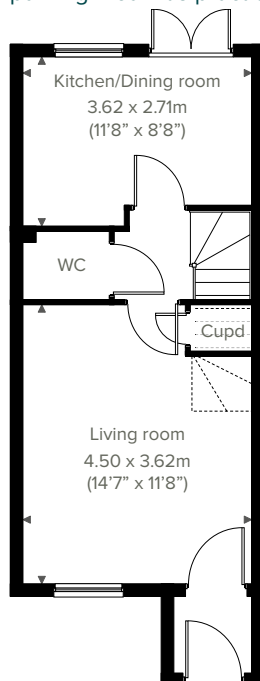


The Souter

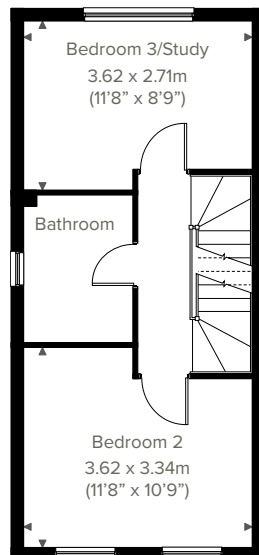
3 bedroom home



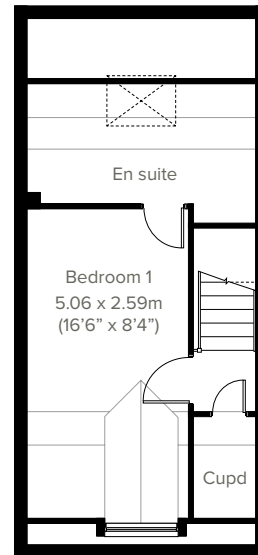
An attractive three-storey, three-bedroom home, the Souter has a modern open plan kitchen/dining room, well-proportioned living room and three good-sized bedrooms. The top floor bedroom one also has a spacious en suite. The enclosed porch, downstairs WC, two storage cupboards and off-road parking mean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



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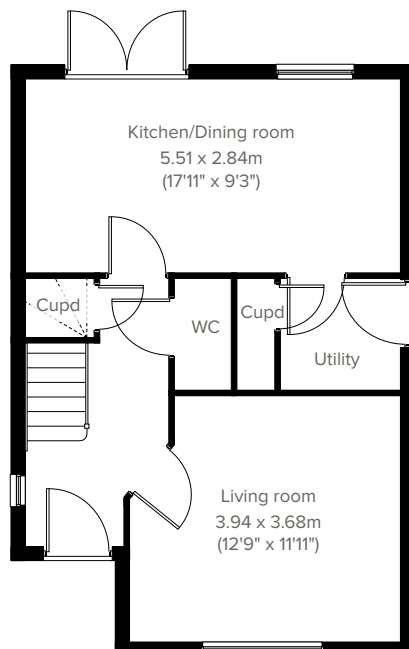


3 bedroom home

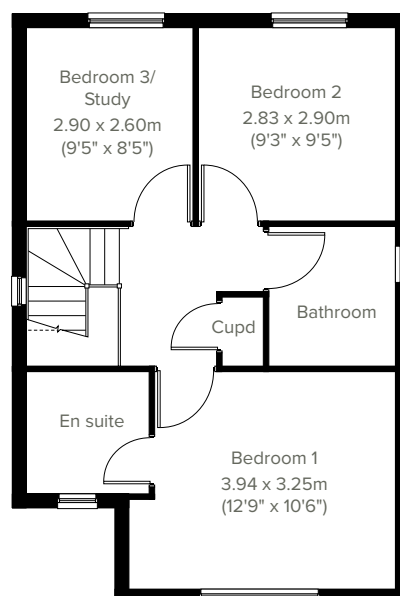
The Hatfield



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 with outside access, handy storage cupboard 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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18

EPC: B

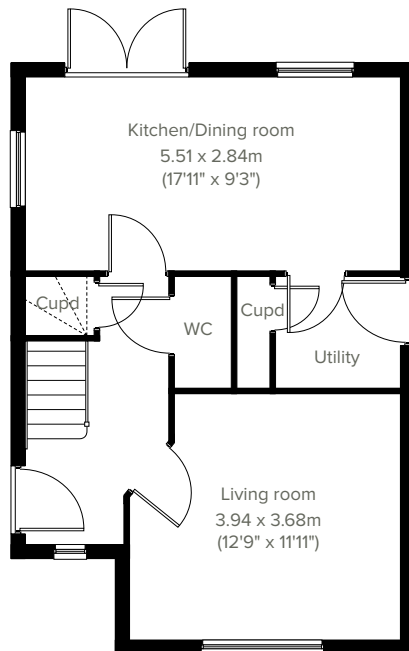


The Hatfield Corner

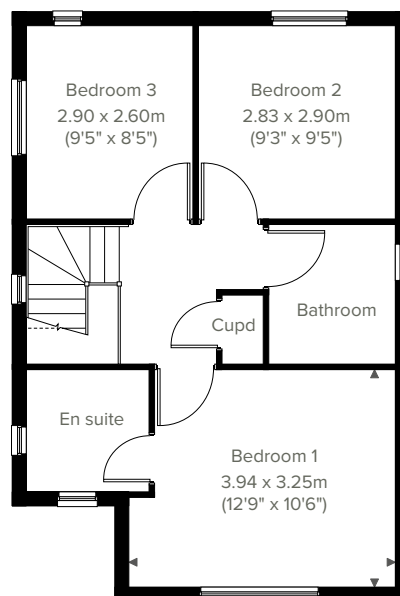
3 bedroom home



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



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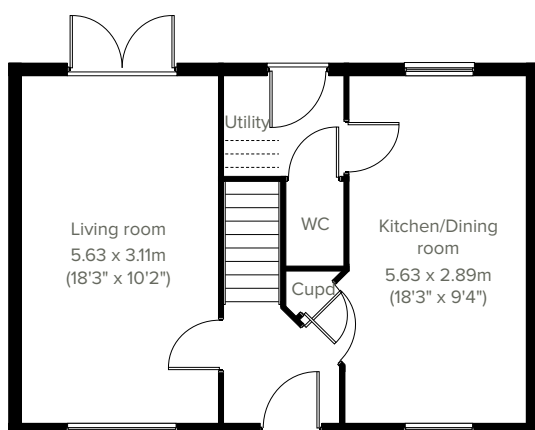


3 bedroom home

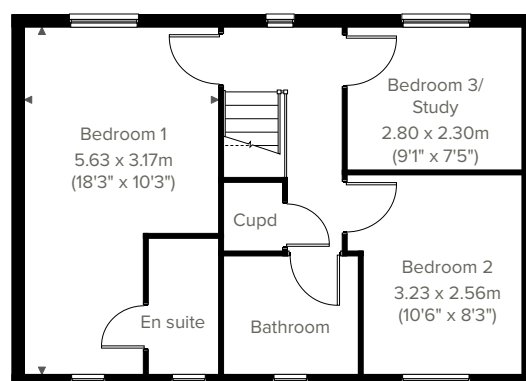
The Clayton



A superb family home, the Clayton 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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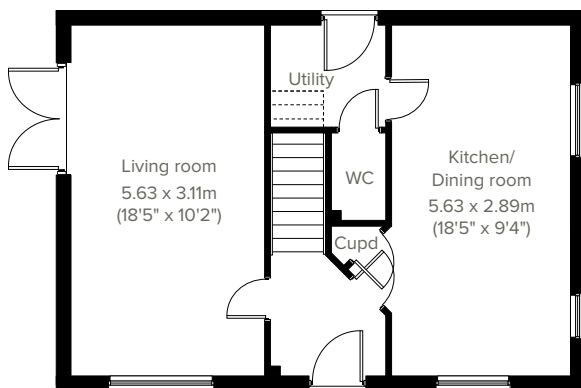


The Clayton Corner

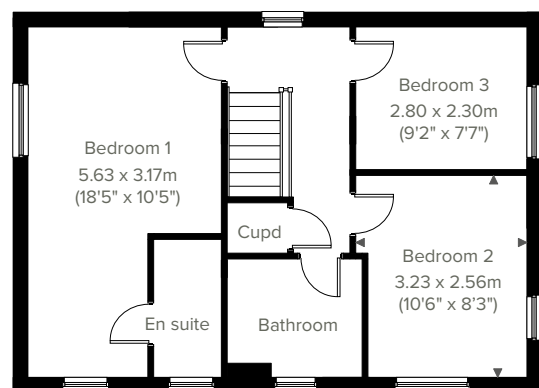
3 bedroom home



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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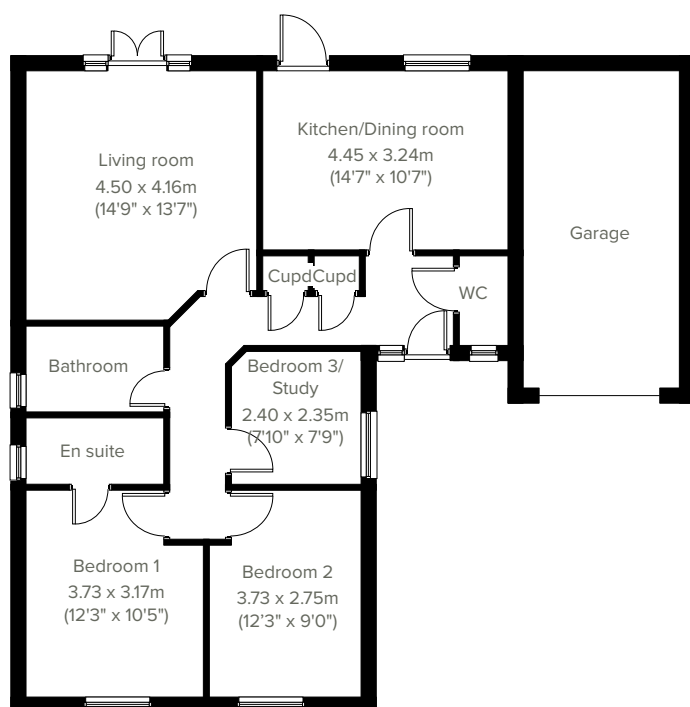


3 bedroom home

The Beaulieu



A superb home, the Beaulieu features an open plan kitchen/dining room and equally impressive living room with French doors opening into the garden. A WC and two storage cupboards ensure it's practical as well as stylish. There are three bedrooms, including a large bedroom one with en suite, and a family-sized bathroom.



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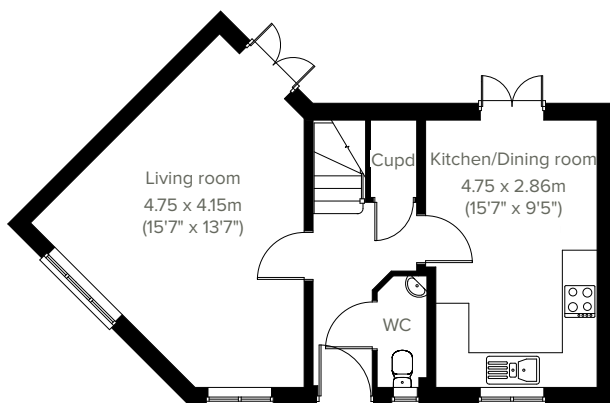


The Redcar

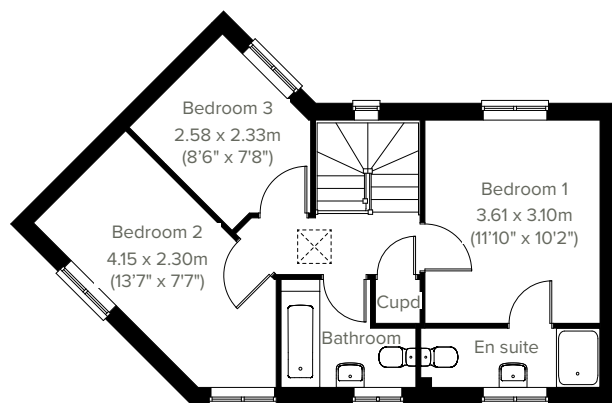
3 bedroom home



A fantastic family home, the Redcar features a 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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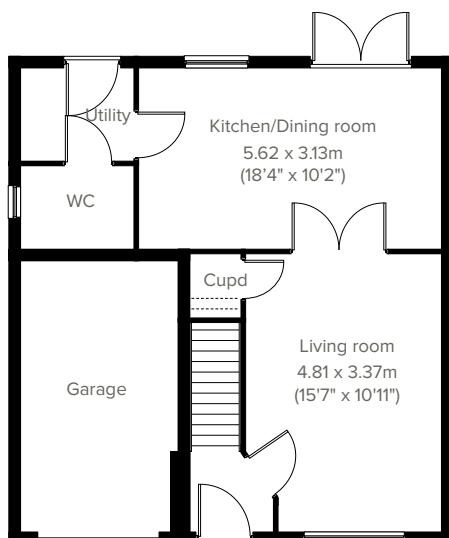


4 bedroom home

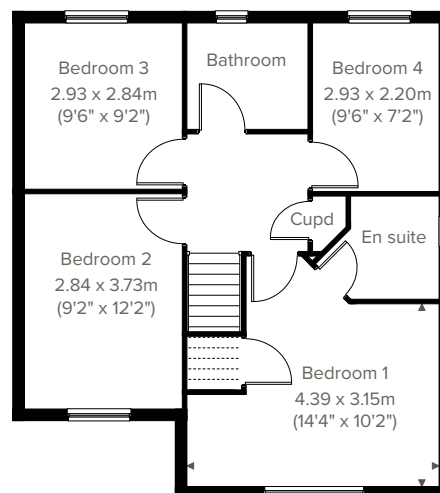
The Roseberry



The Roseberry 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 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 family bathroom.



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24

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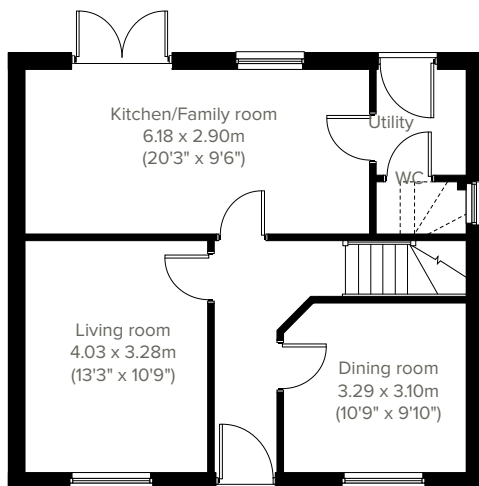


The Chedworth

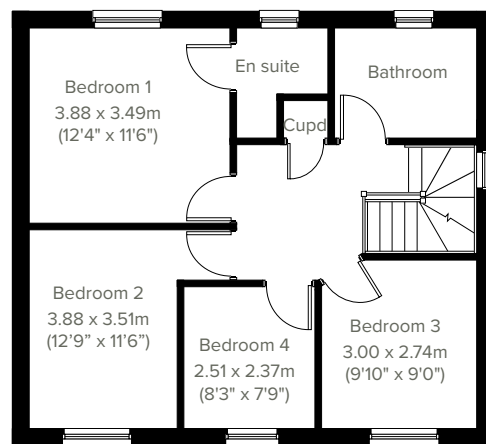
4 bedroom home



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 family-sized bathroom and a storage cupboard.



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FIRST FLOOR

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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.

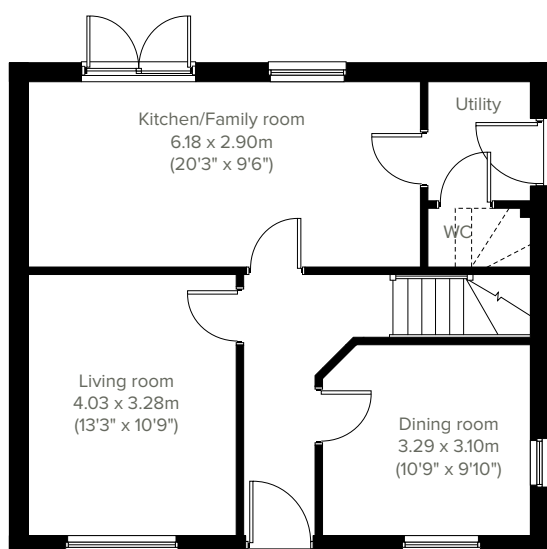


4 bedroom home

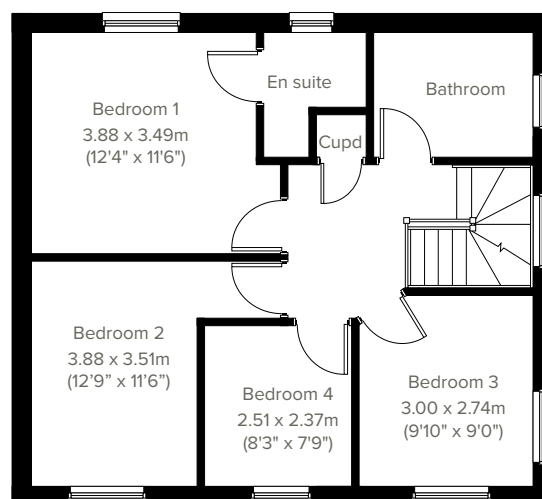
The Chedworth Corner



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 - the bedroom one has an en suite - a large family-sized bathroom and a storage cupboard.



GROUND FLOOR



FIRST FLOOR

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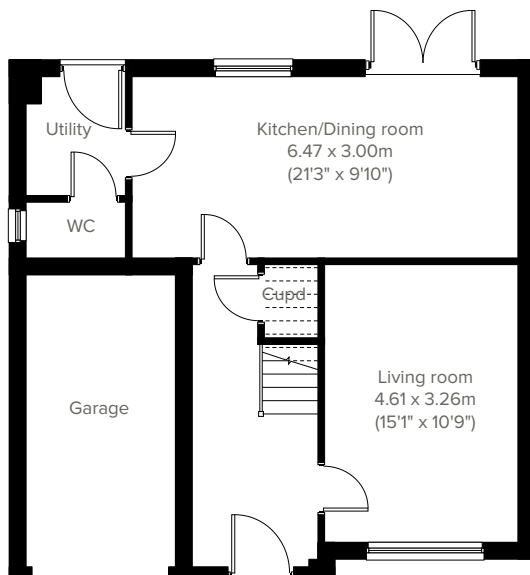


The Winster

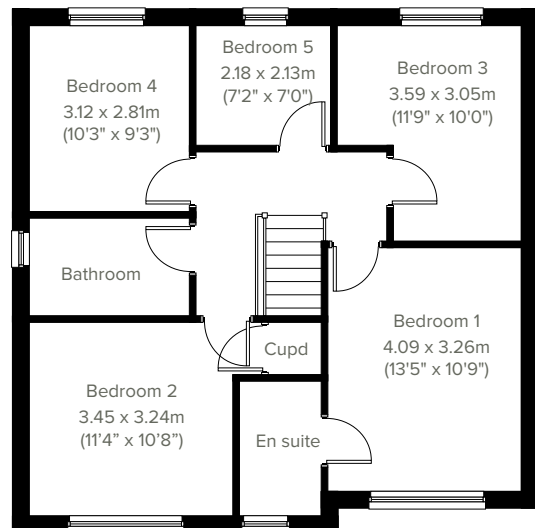
5 bedroom home



Ideal for family life, the Winster is a beautiful five-bedroom detached home. The open plan kitchen/dining room is spacious and bright with French doors leading onto the garden - perfect for gatherings with friends and family. It comes complete with an integral single garage, downstairs WC, utility with outside access and en suite to the bedroom one.



GROUND FLOOR



FIRST FLOOR

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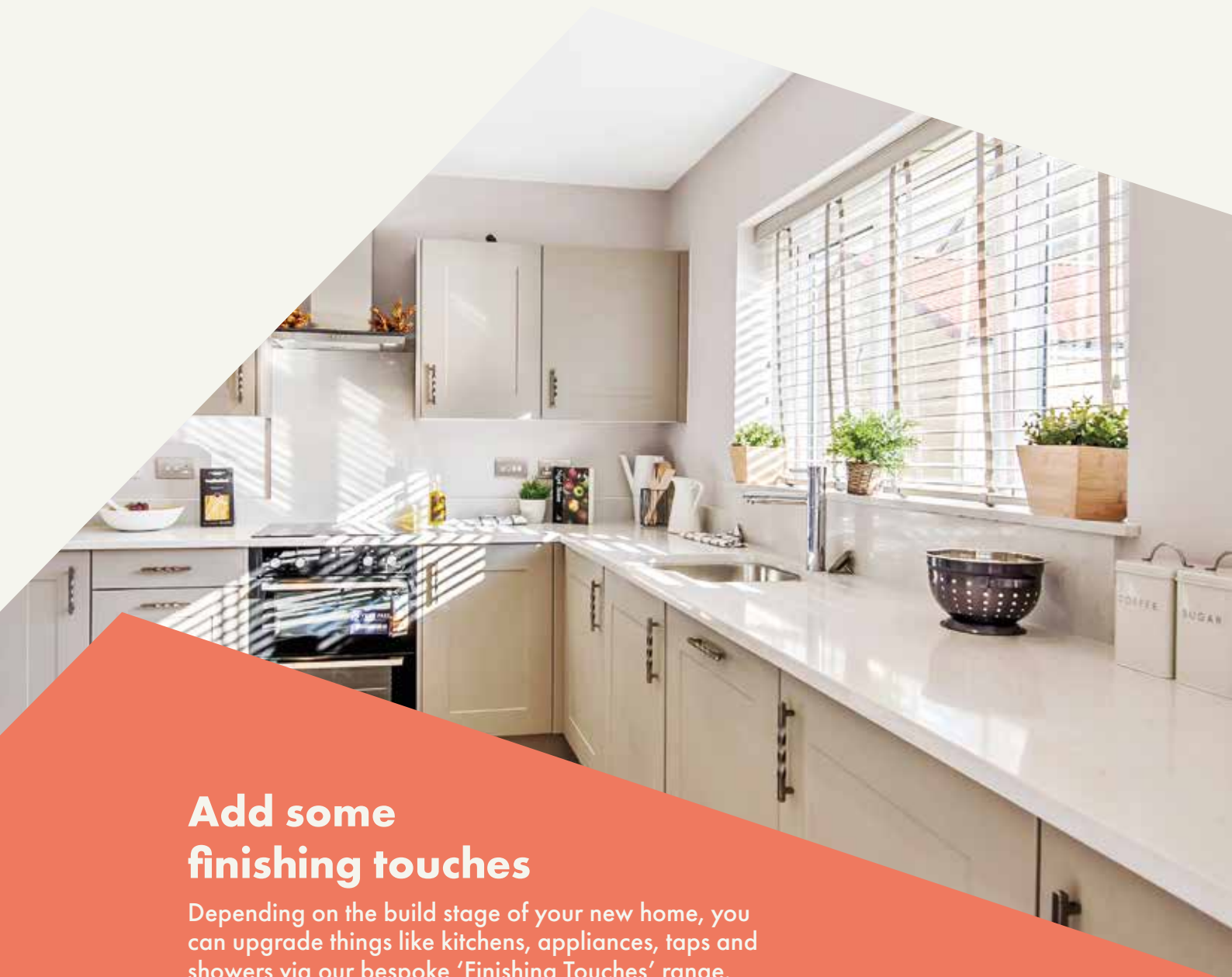
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Festival Park

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).



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.



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 electric stainless steel oven and gas hob in stainless steel with integrated stainless steel cooker hood.



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 ensuite.

Splashbacks

Splashback to sanitaryware walls in bathroom and en suite. Splashback to bath and full height tiled shower where separate enclosure only.

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.





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**
See The Light 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 CO₂ 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 selected 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 customer hubs, 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

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

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 Festival Park, 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. Festival Park 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 Festival Park.”

EDUCATION

Land to accommodate an extension to St Peters Primary School

HOUSING

Affordable housing provision

OPEN SPACE

Creation of woodland walks, and nature enhancements

TRANSPORT

Provision of a new link road and bus route, plus improved cycleways and footpath links to the local community

GARDENS

Allotments provision

COMMUNITY SPACES

Provision of land for a village hall, village green and village shop

SPORTS & RECREATION

Creation of play areas and multi use sports area





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.





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