



Persimmon

Together, we make your home



The Willows

Downham Market • Norfolk



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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.



The Willows

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 32](#)

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 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 34





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.

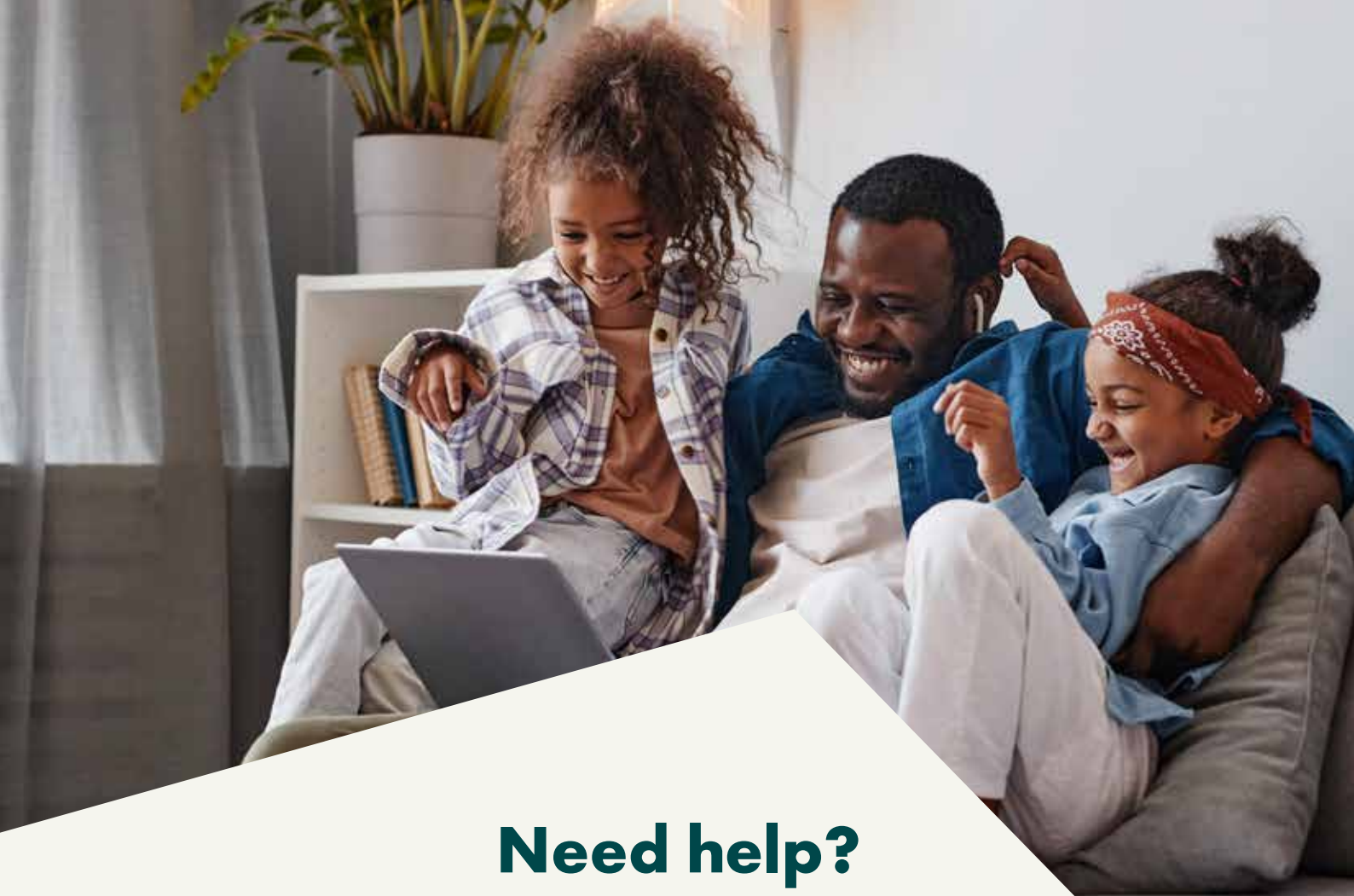
Handover

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**



**HOME
CHANGE**



**EARLY
BIRD**



Deposit Unlock



Bank of Mum and Dad



Deposit Boost



**Armed Forces/Key
Workers Discount**



- ④ Choice of 1, 2, 3, 4 & 5-bedroom homes
- ④ Great commuter links
- ④ Close to excellent schools
- ④ Good range of local amenities



Scan me!

For availability and pricing on our beautiful new homes in The Willows.



Downham Market • Norfolk

The Willows

If you're looking for a new home in northwest Norfolk, The Willows at Downham Market offers a range of stunning one, two, three, four and five-bedroom homes.

Set on the outskirts of the town, The Willows enjoys easy access to both the town centre and scenic open countryside. Downham Market has been a focal point for rural Norfolk for centuries, and the picturesque Market Square keeps the tradition going with its thriving open-air markets on Fridays and Saturdays. The history of this charming town is balanced with handy amenities, with shops, schools and essential services providing everything you need for day-to-day life.

With the added benefit of main roads and a train station providing travel across the region, Downham Market could be your ideal place to call home, whether you're a first-time buyer, a family seeking more space or looking to downsize.

Easily within reach

Downham Market sits right next to the A10. It's one of the county's main routes, bypassing the town rather than taking traffic through it. It's the link between King's Lynn on the coast, all the way down to Greater London and the M25. King's Lynn is 11 miles away, while Cambridge is 35 miles down the A10. Another benefit for commuters, the local train station runs services to London Kings Cross taking less than 2 hours.

Downham Market has a good range of local shops, pubs, restaurants, and takeaways, located in Market Square, High Street, and Bridge Street. A Tesco Superstore, Morrisons, and The Bridge Street Surgery are each just over a mile from the development. The Alive Downham Leisure Centre is also just over a mile from The Willows. Hillcrest Academy and Nelson Academy are the two primary schools, and for secondary education, Downham Market Academy also has a sixth form.

EXPLORE

Start exploring...

Downham Market Town centre
0.6 miles

Kings Lynn
12.3 miles

Peterborough
34.9 miles

Cambridge
36.4 miles



The Willows



Our homes

1 bedroom

 The Ashridge

2 bedroom

 The Alnmouth

 The Redhill

3 bedroom

 The Danbury

 The Deepdale

 The Barnwood

 The Sherwood

 The Galloway

 The Saunton

4 bedroom

 The Barnwood DT

 The Kennet

 The Grizedale

 The Greenwood

 The Brampton

 The Rivington

5 bedroom

 The Brightstone

 The Barmouth

 Affordable Housing

 Shared Ownership



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.



Sub Station

L.A.P.

Possible Future Development

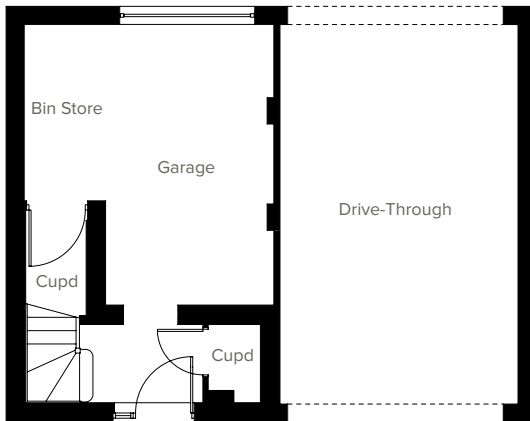


1 bedroom home

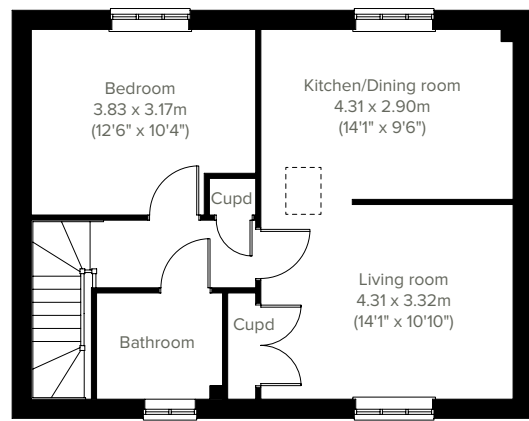
The Ashridge



The Ashridge is a thoughtfully-designed one-bedroom home with a bright living room, open plan kitchen/dining room, spacious bedroom, garage and plenty of storage space. Perfect for first-time buyers and young professionals.



GROUND FLOOR



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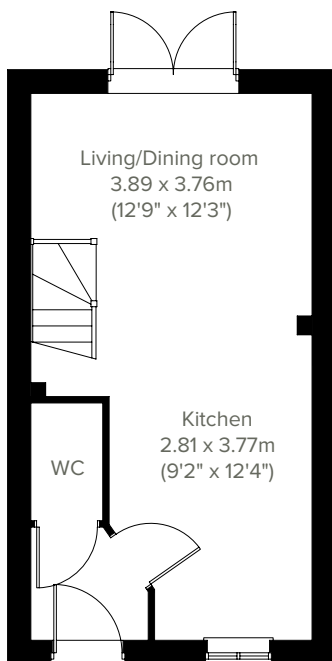


The Alnmouth

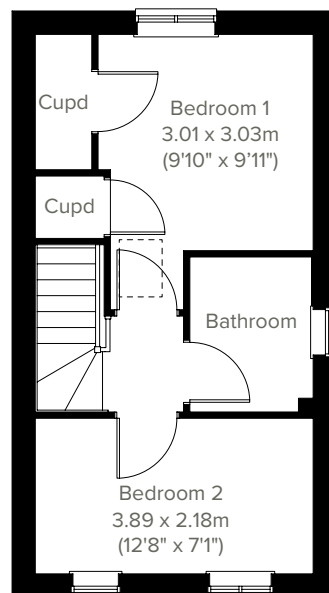
2 bedroom home



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



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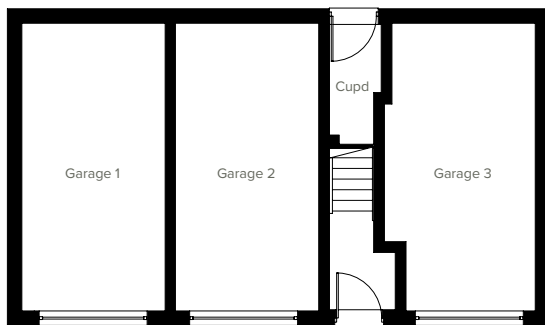


2 bedroom home

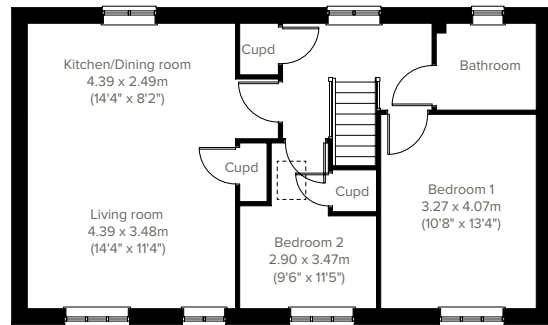
The Redhill



Modern living at its best, the Redhill's open plan kitchen/dining/living room is bright and ideal for the way we live today. Upstairs there are two nicely-proportioned bedrooms, plenty of storage and a modern family-sized bathroom. The Redhill also benefits from a garage and is perfect for first-time buyers and young professionals.



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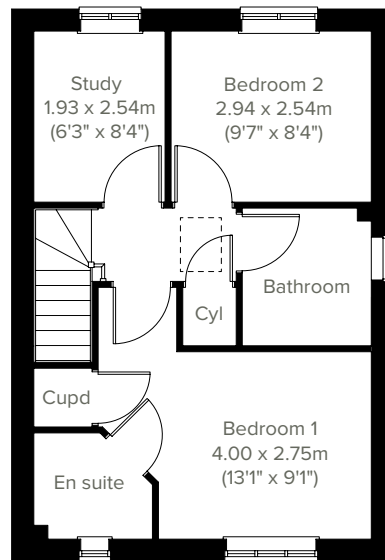
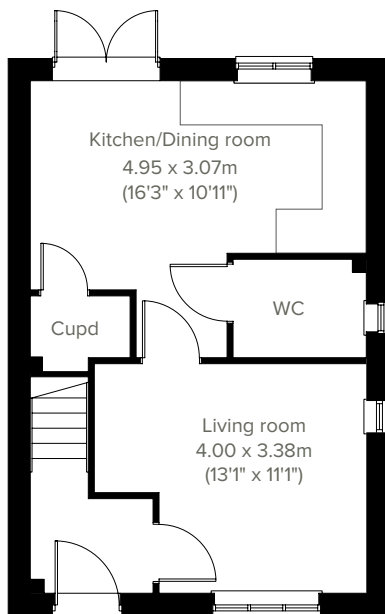


3 bedroom home

The Danbury



Perfect for the way we live today, the three-bedroom Danbury has a modern open plan kitchen/dining room with garden access and a spacious front-aspect living room that's ideal for entertaining. Upstairs there are 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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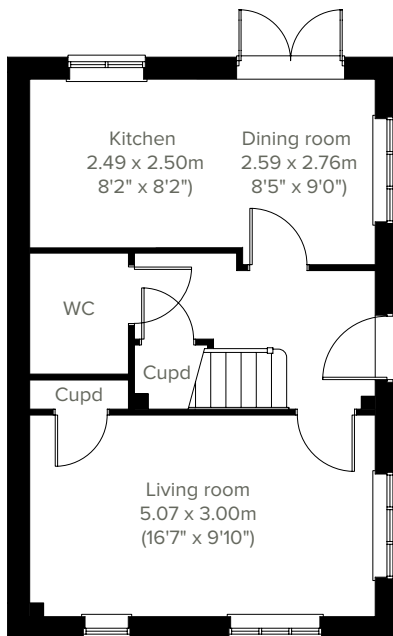


3 bedroom home

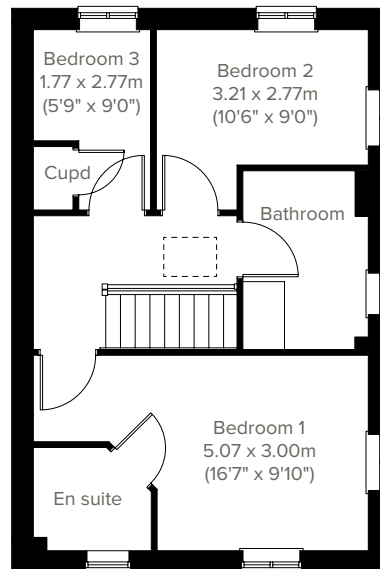
The Deepdale



A superb family home, the Deepdale features a stunning open plan kitchen/dining room with French doors leading into the garden and an equally impressive living room. A downstairs WC and storage cupboards ensure it's practical as well as stylish. Upstairs you'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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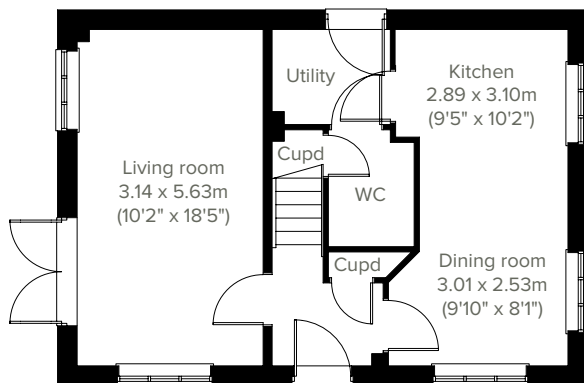


The Barnwood

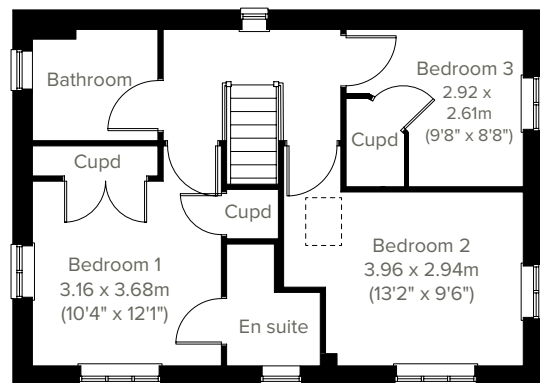
3 bedroom home



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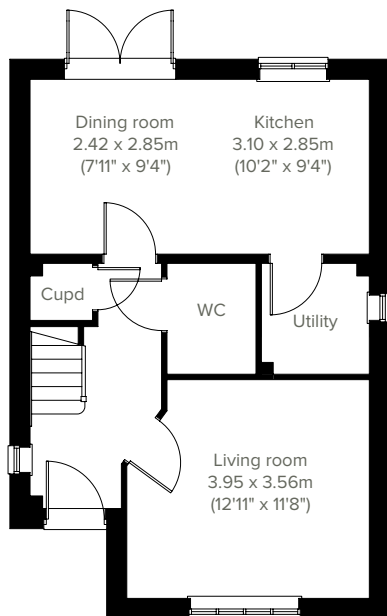


3 bedroom home

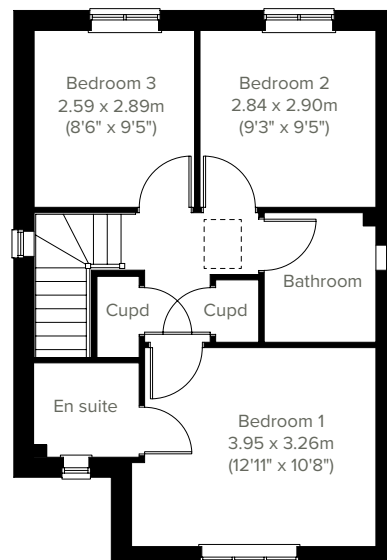
The Sherwood



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



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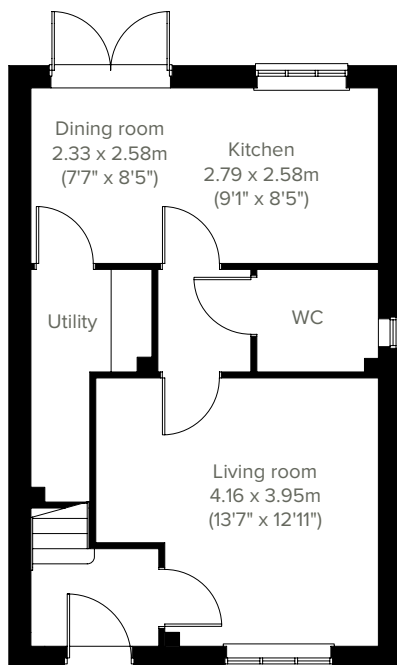


The Galloway

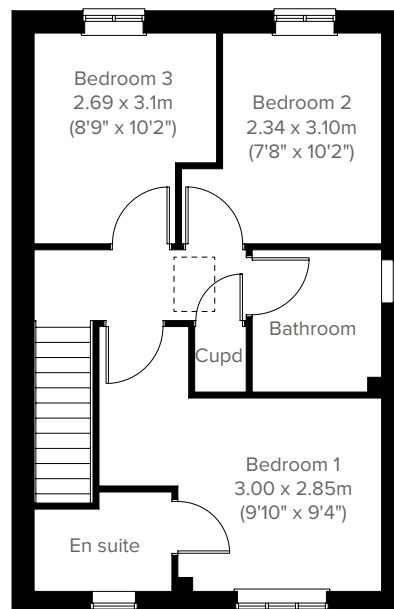
3 bedroom home



The popular Galloway 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, handy storage cupboards and en suite to bedroom one mean it ticks all the boxes for practical family living.



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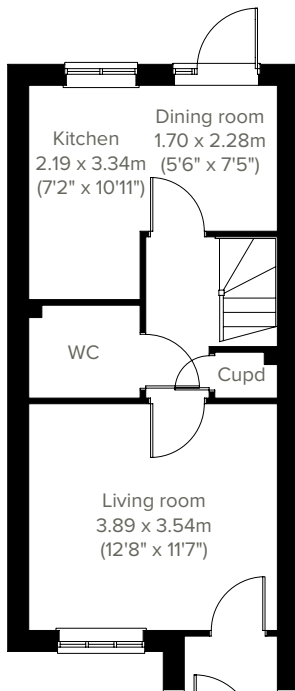


3 bedroom home

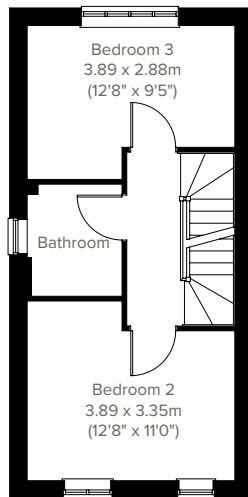
The Saunton



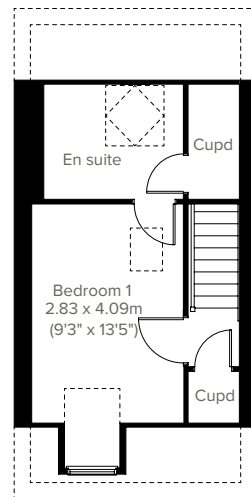
An attractive three-storey, three-bedroom home, the Saunton has a modern open plan kitchen/dining room, well-proportioned living room and three good-sized bedrooms. The top floor bedroom one also has a spacious en suite. The enclosed porch, downstairs WC, three storage cupboards and off-road parking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



GROUND FLOOR



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2ND FLOOR

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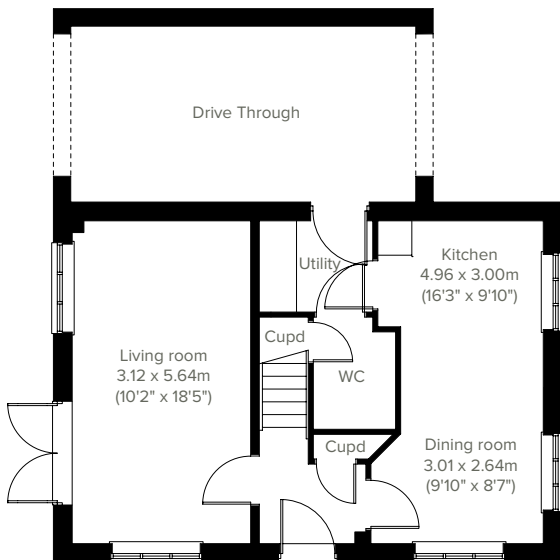


The Barnwood DT

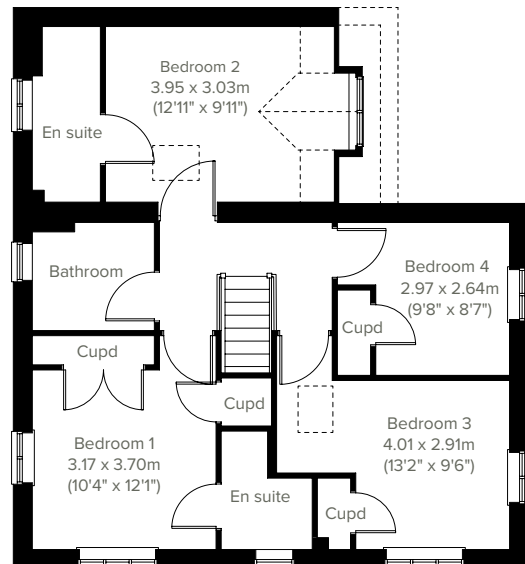
4 bedroom home



A beautifully-proportioned four-bedroom detached home, the Barnwood DT has everything you need for modern living. Downstairs there's a dual-aspect kitchen/dining room, a spacious living room with French doors leading into the rear garden, a utility room opening into the drive through and a WC. The first floor is home to all bedrooms - bedrooms one and two including en suites - and the family bathroom.



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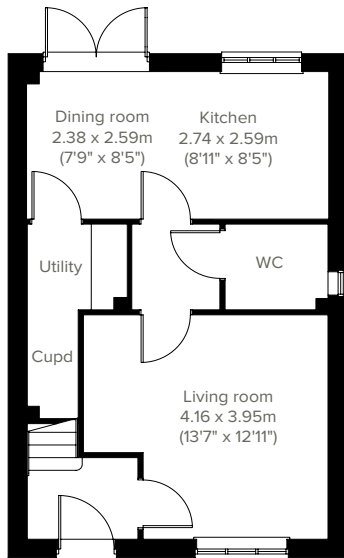


4 bedroom home

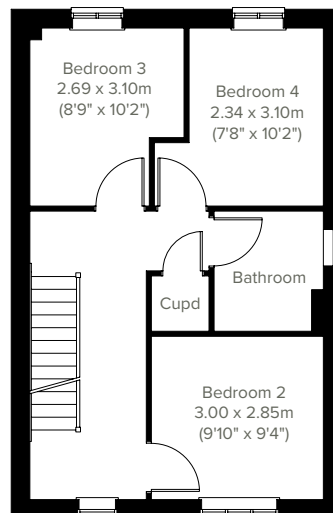
The Kennet



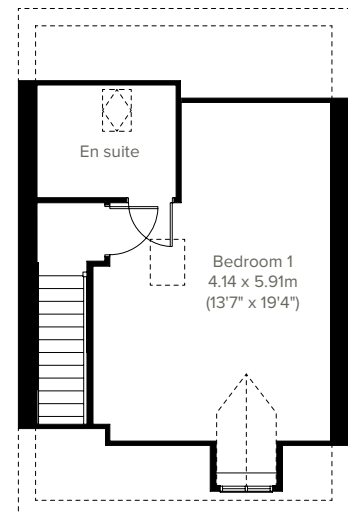
The Kennet is a modern three-storey home ideal for family life. This four-bedroom home features an open plan kitchen/dining room with French doors leading into the garden, a handy utility room and front-aspect living room, plus under-stairs storage and a WC. The first floor has three good-sized bedrooms,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



GROUND FLOOR



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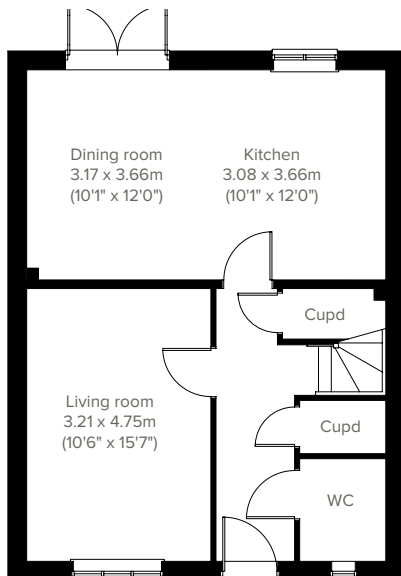


The Grizedale

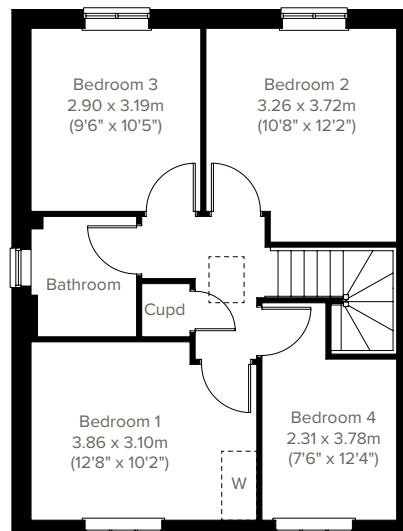
4 bedroom home



A beautifully-proportioned four-bedroom detached home, the Grizedale has everything you need for modern living. Downstairs there's a front-aspect living room, a spacious kitchen/dining room with French doors leading into the rear garden, two handy storage cupboards and a WC. The first floor is home to a generous bedroom one and en suite, plus three further bedrooms, storage cupboards and a family bathroom.



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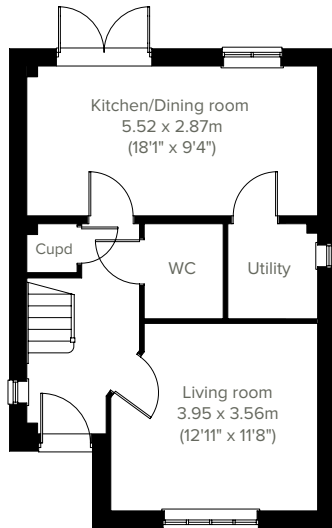


4 bedroom home

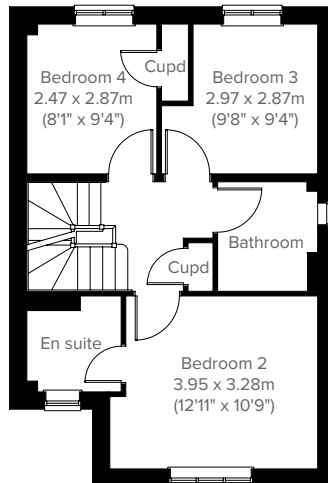
The Greenwood



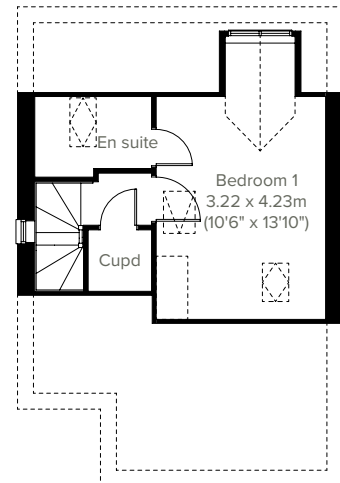
Enjoy the best of modern living in this popular four-bedroom home. The Greenwood's bright front-aspect living room, spacious kitchen/dining room, separate utility room, handy storage cupboard and downstairs WC complete the ground floor. The first floor consists of three bedrooms - bedroom two with an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



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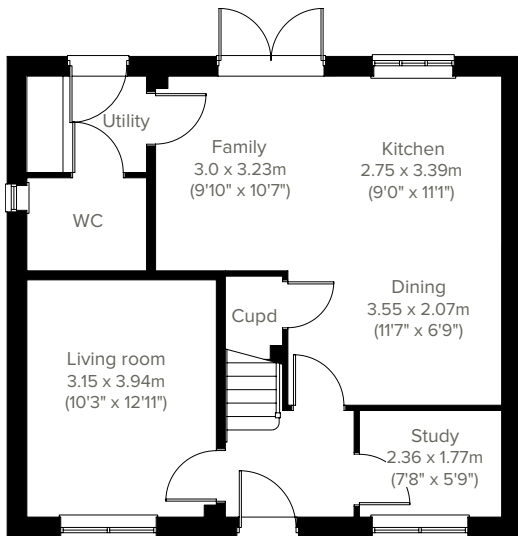


The Brampton

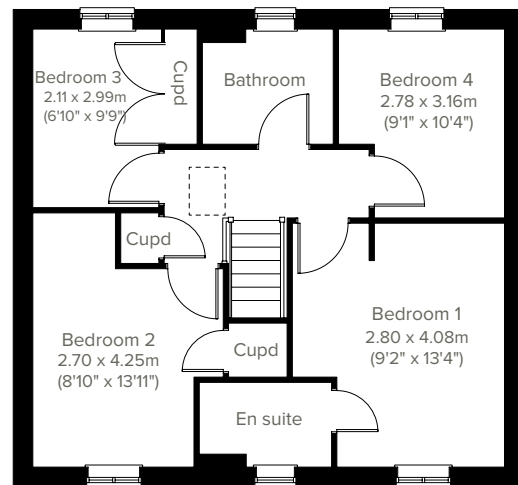
4 bedroom home



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



GROUND FLOOR



1ST FLOOR

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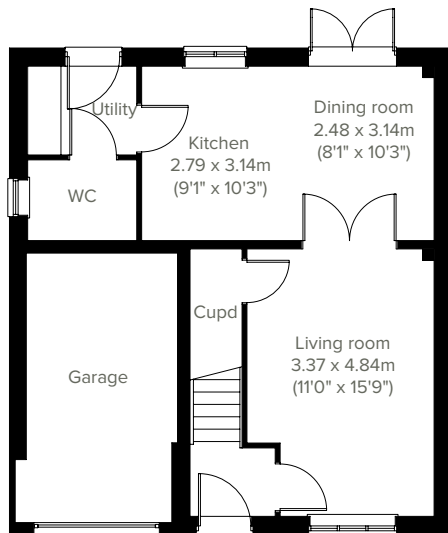


4 bedroom home

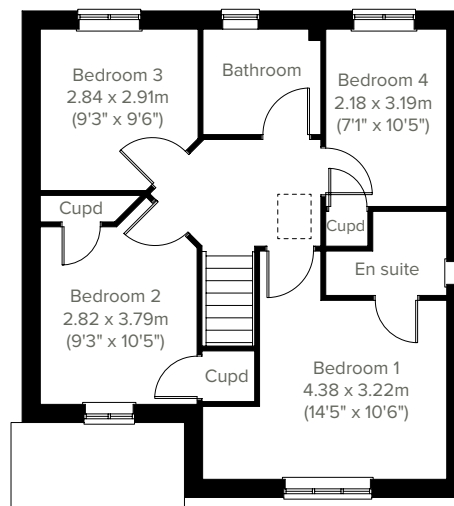
The Rivington



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



GROUND FLOOR



1ST FLOOR

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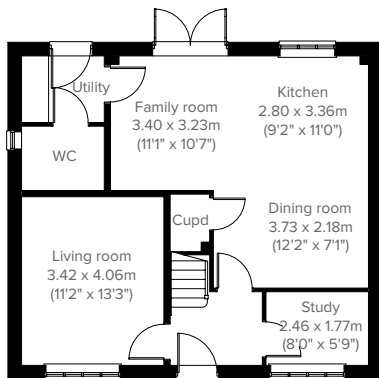


The Brightstone

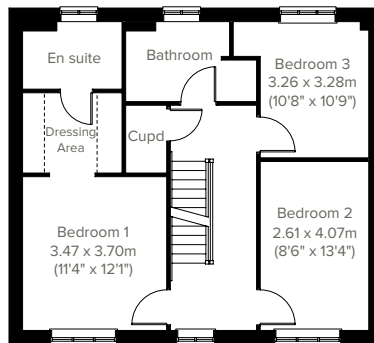
5 bedroom home



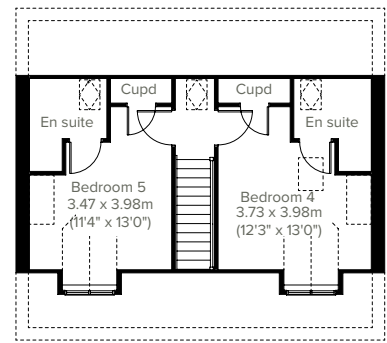
A stunning detached home with an impressive open plan kitchen/dining/family room, the Brightstone has five bedrooms and is perfectly designed for modern family living. Its other features include a bright family living room and separate study. The first floor bedroom one is spacious with a large en suite and walk through wardrobe. This floor is also home to a further two bedrooms and a family bathroom. The second floor is home to two more bedrooms, both with their own en suites and handy storage cupboard.



GROUND FLOOR



1ST FLOOR



2ND FLOOR

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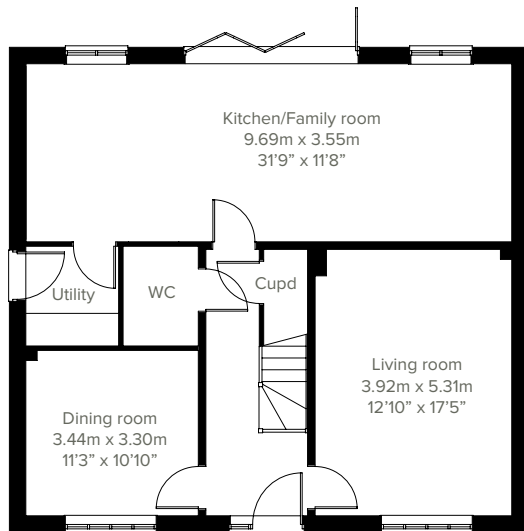


5 bedroom home

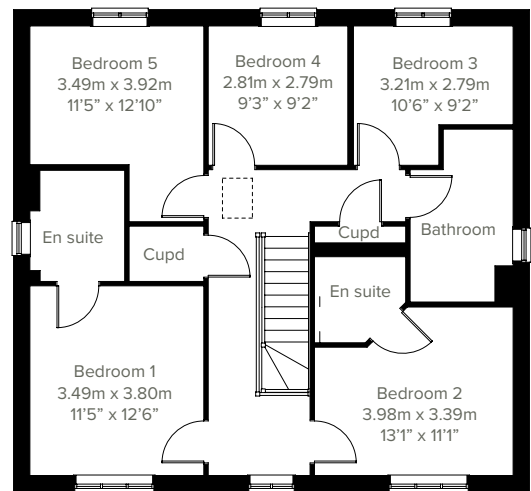
The Barmouth



The Barmouth is an ideal family home to grow into. It has five bedrooms, three bathrooms, an open-plan kitchen/dining/family room, and separate living and dining rooms. The versatile layout works for a range of lifestyles and uses. There's scope for a home office, a guest bedroom, and a playroom. Bi-fold doors to the garden make the most of the outside space, too.



GROUND FLOOR



1ST FLOOR

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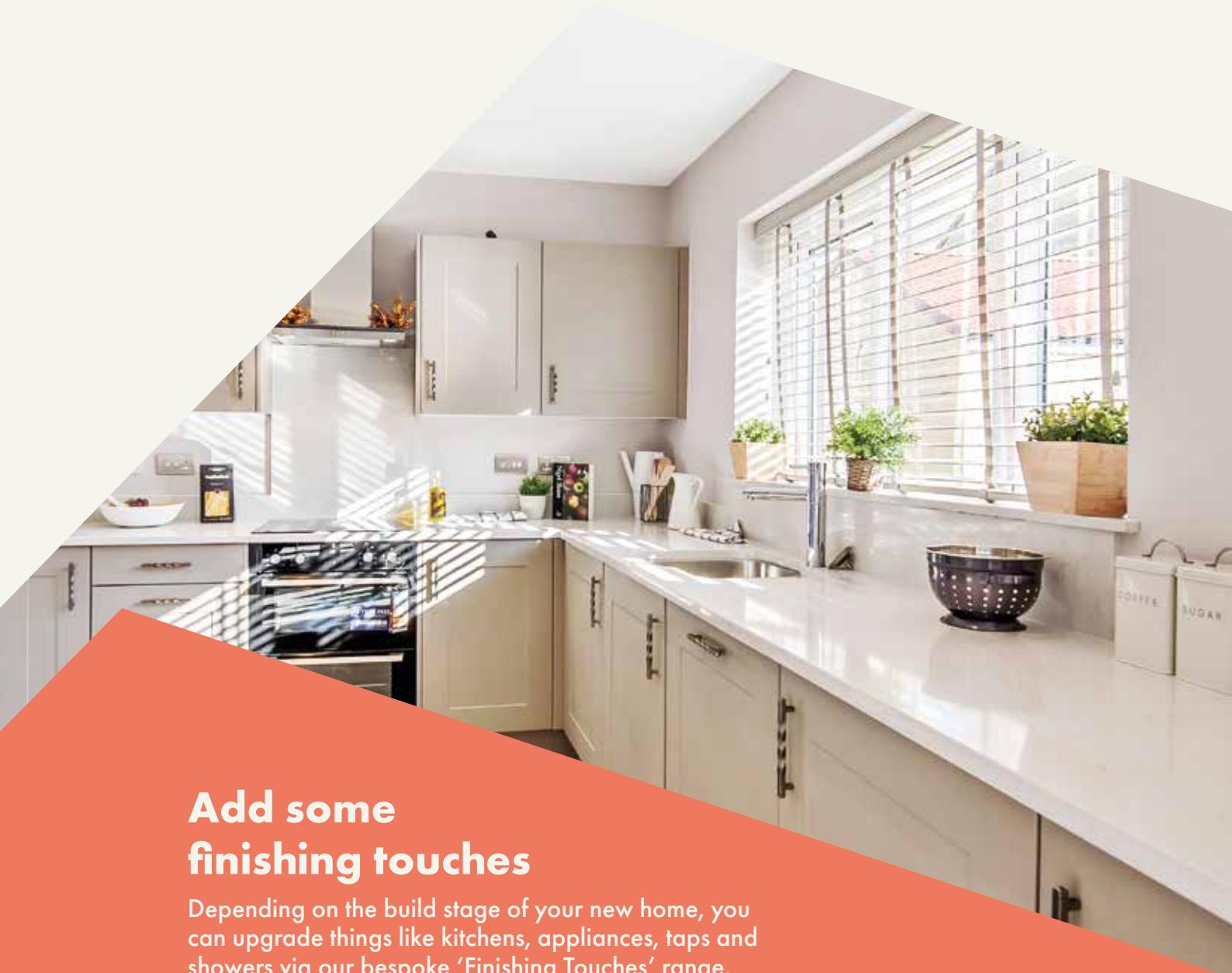




The Willows

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.

Extractor fan

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

Shower

Mira showers. Where there is no en suite, Mira thermostatic shower with wall mounted shower head.

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**
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 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 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

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.



Eco Range homes

New build homes are changing, and together, we're embracing the future. Recent updates to the Government's Part L building regulations mean from June 2023 our new Persimmon Eco Range homes will have a reduction of 31% in carbon emissions. This means a warmer, more energy-efficient home for you and the really cosy feeling of knowing it's better for the environment.

This means... **a saving of up to £6,730*** over the lifetime of a 25 year mortgage.



31% reduction in carbon emissions

Solar panels help boost your existing energy-efficient boiler using sustainable green energy. For full details of the number of solar panels (where applicable) and the location; please refer your sales advisor for details.

EV charging is a handy addition if you have an electric car, as you can charge it from the comfort of your own home. NB: Not all homes will have EV chargers as they're site and plot dependent. They can be added from our Finishing Touches range.

Enhanced loft insulation is a huge cosy blanket that slows down the transfer of heat between your home and the outside world. It not only warms your home in the winter but keeps it cooler in the summer.

Waste water heat recovery ensures the waste water from the shower heats the incoming cold water as it goes up the pipe so that the boiler doesn't have to work as hard to heat it.

More thermally-efficient walls mean less heat escaping, so you aren't as dependent on central heating, and whatever heat is generated is kept in your home.

Our panelised offsite-manufactured timber frame technology uses a unique, sustainable panel system which adds to the thermal efficiency of your home. *NB: not all homes will be built using timber frame technology.

Energy-efficient boilers use the latest technology to warm your already well-insulated home. The controls allow you to optimise your energy saving whilst keeping you comfortable.

A more thermally-efficient ground floor will mean you'll benefit from the additional insulation we're incorporating in the floor construction.

*When compared to a Victorian-built equivalent, savings could be up to £31,640. The £6,730 saving is in comparison to a Persimmon home built to current building regulations (2013).[^]NB: not all homes will be built using timber frame technology.
[^]NB: Not all homes will have EV Chargers, but they can be added from our Finishing Touches range.



Persimmon

Notes





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.



Scan me!
For packages & pricing.



0333 234 2220



support@fibrenew.com

Get connected today!

To sign up you will need your Unique Customer Reference.
Please ask your sales advisor for this:

C:

D:

P:



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