



Brascote Park

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Persimmon

Together, we make your home



Brascote Park

Leicester • Leicestershire



Persimmon

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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"

HBF Home
Builders
Federation



Customer Satisfaction 2025

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.



Brascote 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 28](#)

Persimmon plc in numbers

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

10,664

homes
delivered in
2024

200+

locations
across
the UK

4,731

direct employees
make it all
happen

484

acres of
public space
created

£2.2bn

invested in
local communities
over the last
5 years



"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.

The Persimmon Pledge

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

Find out more about the Persimmon Pledge.



Accessible homes

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



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



Happy hour

We run Customer Construction Clinics from our on-site sales offices each Monday from 5-6pm. Pop in to see the team both during and after you've moved in to your new home.



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 30**





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.

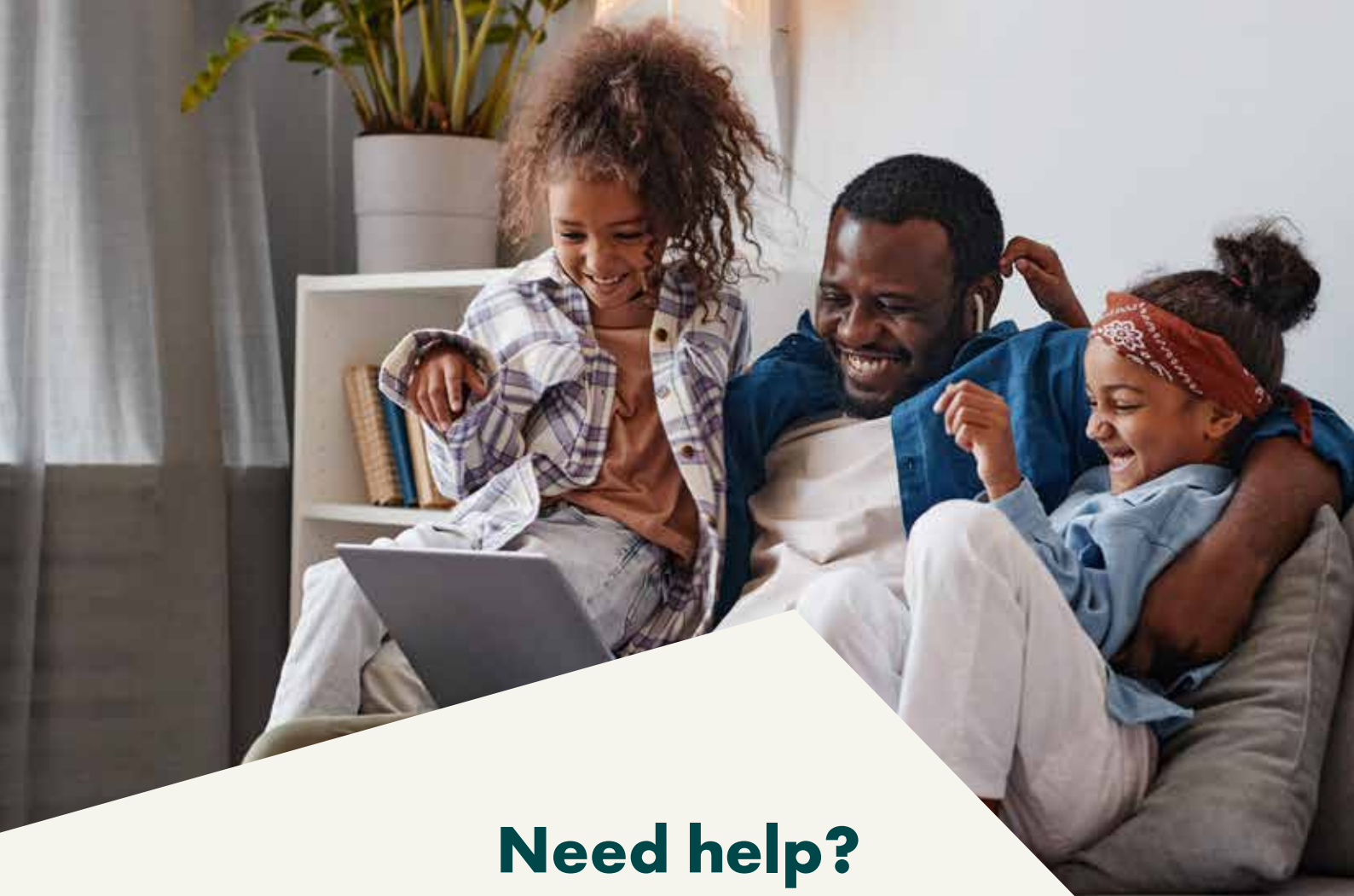
Handover

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.



Deposit Unlock



Deposit Boost

- 
- Choice of 1, 2, 3, 4 and 5-bedroom homes
 - Surrounded by stunning countryside
 - Close to local shops, schools and amenities
 - Excellent transport links



Scan me!

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



Leicester • Leicestershire

Brascote Park

Discover modern, energy-efficient homes for sale in Newbold Verdon, a village 10 miles from Leicester – where rural living meets easy amenities and convenient transport links.

Whether you're a first-time buyer, a growing family or simply looking to downsize, Brascote Park offers a range of two, three, four and five-bedroom homes and the perfect balance of rural tranquillity and modern comfort.

Located just outside of the sought-after town of Market Bosworth, Brascote Park provides easy access to local shops, supermarkets and essential amenities. And if exploring picturesque villages is a favourite weekend activity, here you have a wealth of countryside spots to choose from.

Easy travel links

With excellent road networks to Leicester and the A1 motorway nearby, Brascote Park makes commuting effortless.

For international travel, you have the choice of East Midlands Airport (under 30 minutes away by car) or Birmingham Airport, which is under an hour's drive from Brascote Park.

School days

A home at Brascote Park offers well-respected primary and secondary schools nearby that provide great learning opportunities for children at all stages of development.

Newbold Verdon Primary School is rated 'Good' by Ofsted, and Miles Bosworth Academy and Miles Barlestone CofE Primary School are close by.

All you need

When you want extra amenities, the towns of Market Bosworth and Hinckley have a larger range of shopping and facilities to enjoy.

EXPLORE

Start exploring...

Market Bosworth
4.4 miles

Hinckley
8.1 miles

Leicester
10.1 miles

East Midlands Airport
19.3 miles



Brascote Park



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.

Our homes

2 bedroom

-  The Tunstall
-  The Haldon
-  The Wareham

3 bedroom

-  The Dallington
-  The Barndale
-  The Galloway
-  The Silverdale
-  The Studland

4 bedroom

-  The Hollicombe
-  The Lambridge
-  The Seacombe
-  The Barmouth
-  The Broadhaven

 **Affordable Housing**
As agreed through Section 106

 **First Homes**

 **Discounted Market Value Plots**



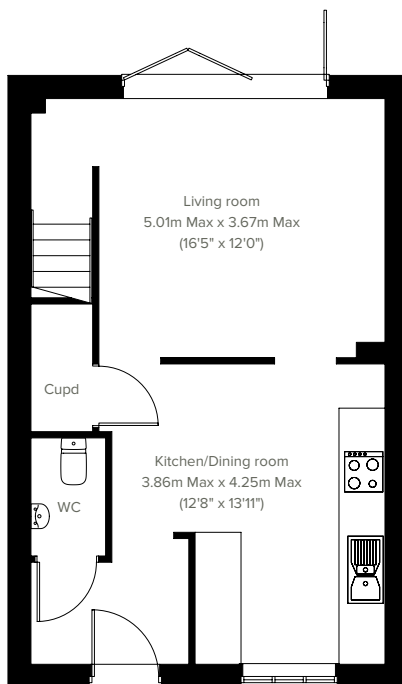


2 bedroom home

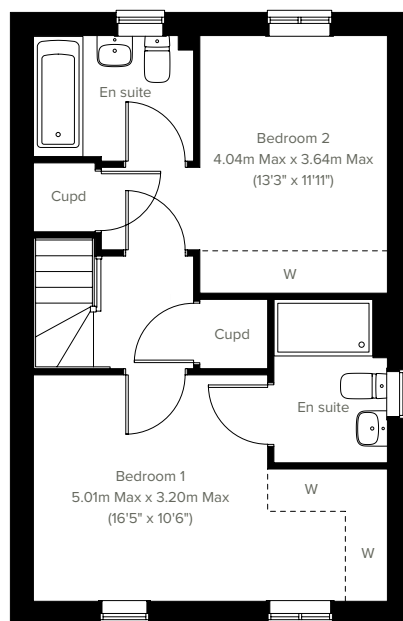
The Tunstall



The two-bedroom Tunstall has a natural flow that will appeal to many. At the front of the home, the kitchen/dining room leads into the spacious living room which boasts bi-fold doors to the garden. There's also a practical storage cupboard and downstairs WC. Upstairs, the well-proportioned bedrooms both benefit from en suites, perfect for hosting guests.



GROUND FLOOR



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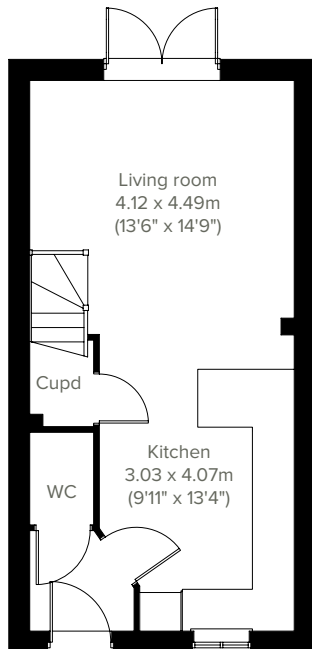


The Haldon

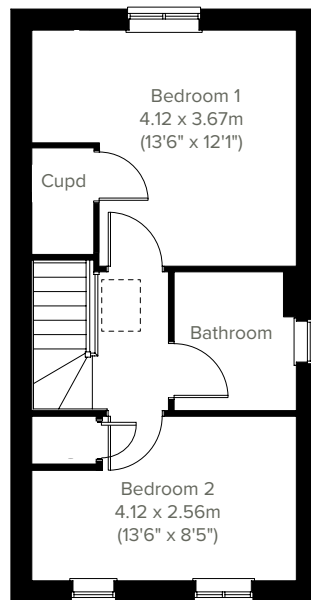
2 bedroom home



The Haldon has a stylish open plan kitchen/living room with French doors leading into the garden, two double bedrooms, a good-sized family bathroom, handy storage cupboards 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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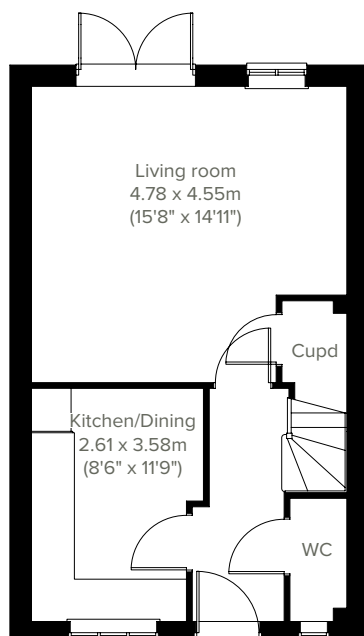


2 bedroom home

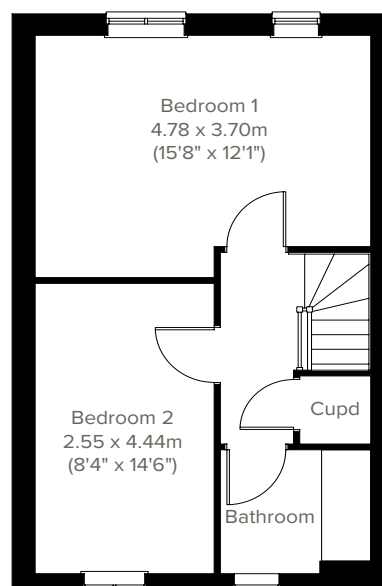
The Wareham



Enjoy the best of modern living in this popular two-bedroom home which benefits from a stylish kitchen/dining room, downstairs WC and a spacious living 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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14

PEA: B

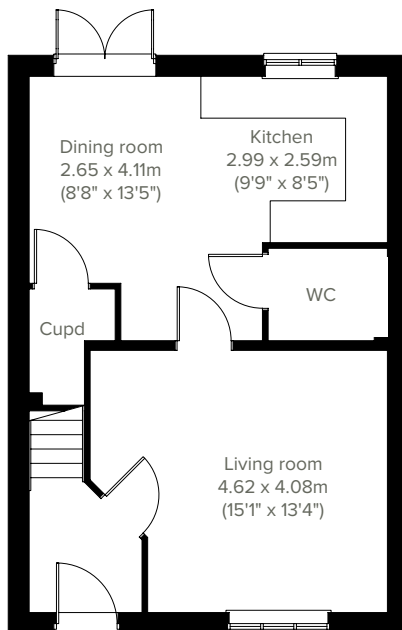


The Dallington

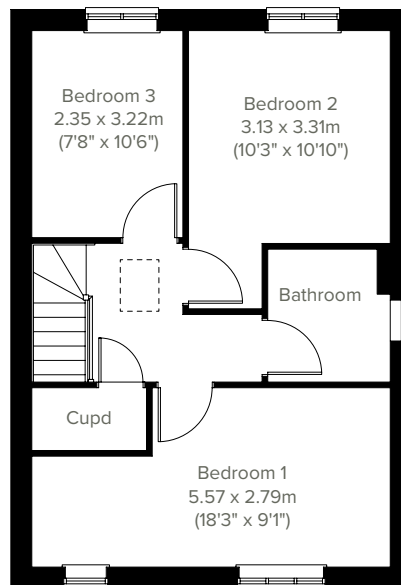
3 bedroom home



An attractive three-bedroom home, the Dallington has a modern open plan kitchen/dining room, well-proportioned living room and three good-sized bedrooms. The downstairs WC, two storage cupboards and off-road parking mean it's practical as well as stylish.



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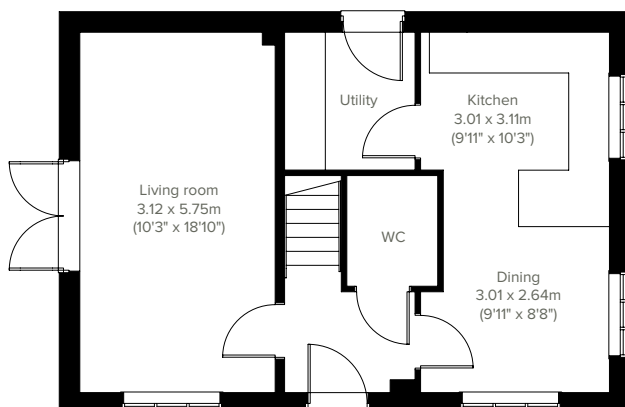


3 bedroom home

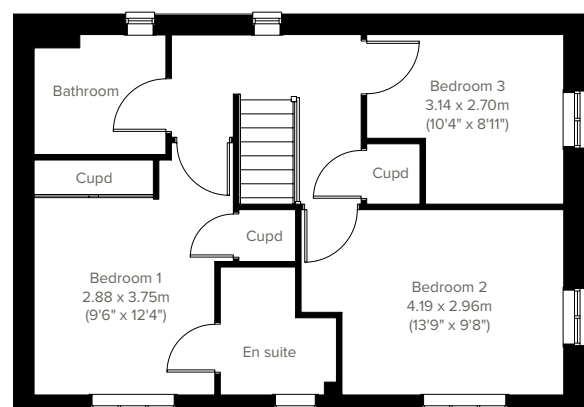
The Barndale



A thoughtfully-designed three-bedroom family home with much to offer, the Barndale has a bright and modern open plan kitchen/dining room leading to a handy utility room with outside access. The spacious living room has French doors leading into the garden. The inner hallway, downstairs WC and cupboards take care of everyday storage. Plus there's an en suite to bedroom one and a family bathroom.



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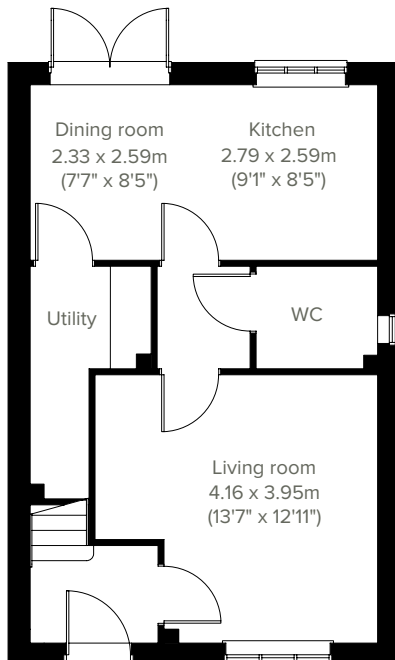


The Galloway

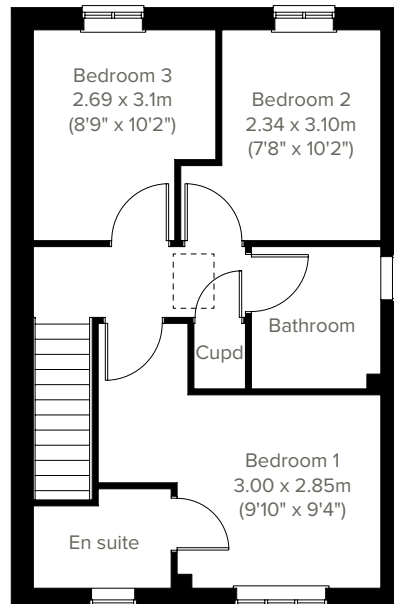
3 bedroom home



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 cupboard and en suite to bedroom one mean it ticks all the boxes for practical family living.



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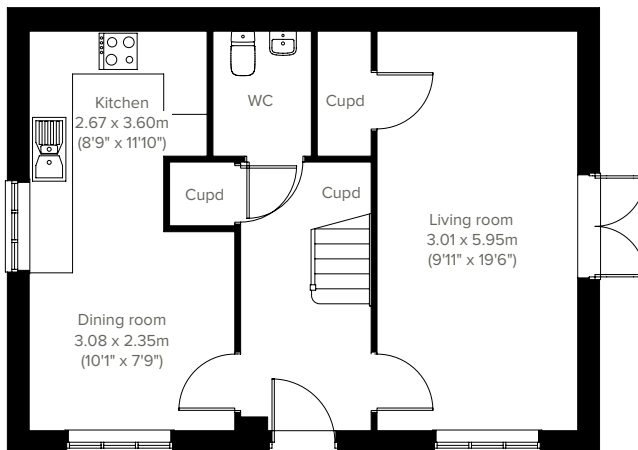


3 bedroom home

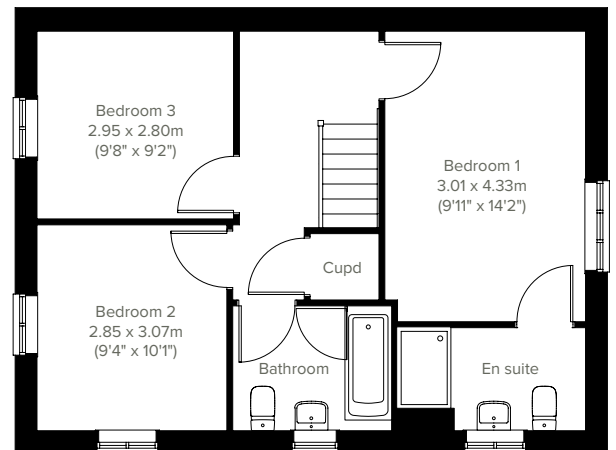
The Silverdale



A modern three-bedroom home, the Silverdale has a bright open plan kitchen/dining room, and a spacious dual-aspect living room with French doors to the garden. The inner hallway, downstairs WC and cupboards take care of everyday storage. On the first floor there are three good-sized bedrooms - an en suite to bedroom one - and a family bathroom.



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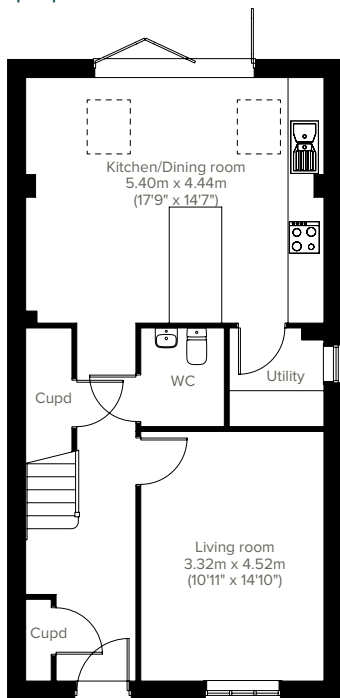


The Studland

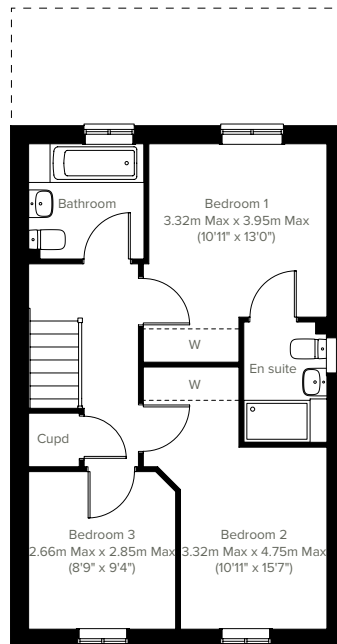
3 bedroom home



The open plan kitchen/dining room is the spacious heart of this home, with bi-fold doors opening into the garden and rooflights to let light stream in. The Studland also features a separate living room, practical utility, downstairs WC, and both understairs and hallway storage. Upstairs there are three well-proportioned bedrooms with an en suite to bedroom one.



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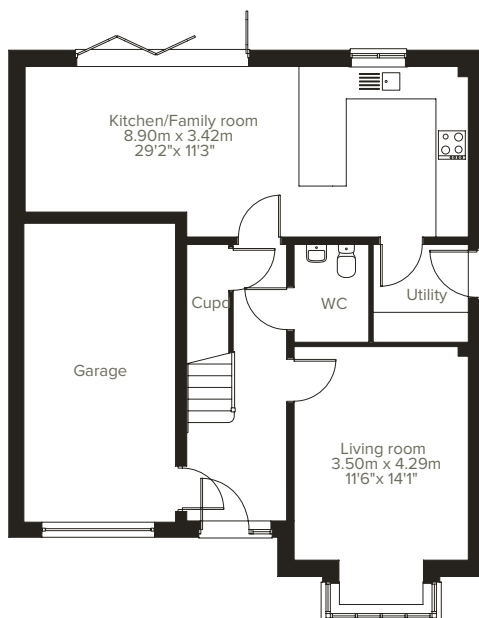


4 bedroom home

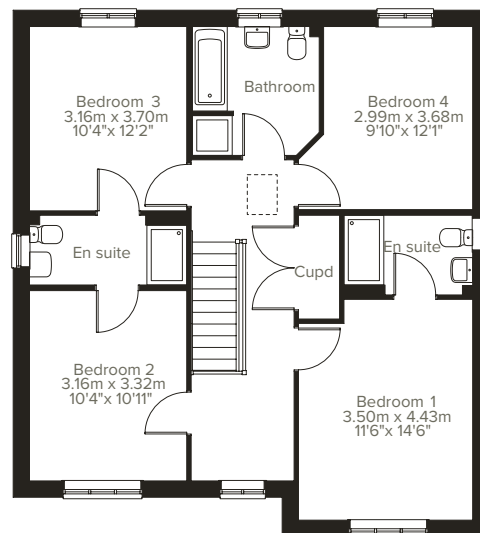
The Hollicombe



This good-looking four-bedroom, three-bathroom new home has an attractive bay window at the front, and fabulous bi-fold doors leading from the open-plan kitchen/family room to the garden at the back. The integral garage has internal access and the utility room has outside access – two convenient and practical features that are part of the appeal of the Hollicombe as a family home.



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20

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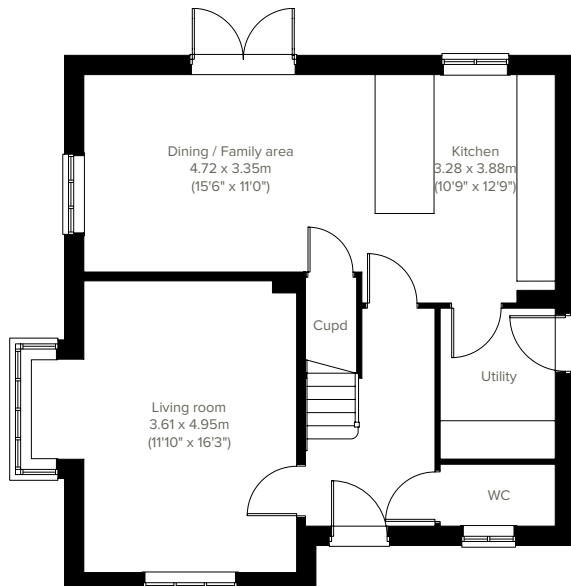


The Lambridge

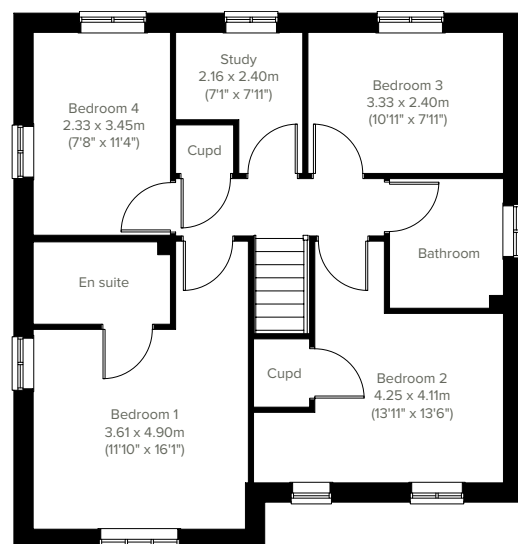
4 bedroom home + study



The Lambridge is a four-bedroom family home. The spacious kitchen/dining/family room enjoys an open aspect through French doors to the rear garden. There's a bright front-aspect living room with a bay window, a downstairs WC and a handy utility with outside access. Upstairs you'll find four bedrooms - bedroom one benefiting from an en suite - plus a convenient study, modern-fitted family bathroom and two storage cupboards.



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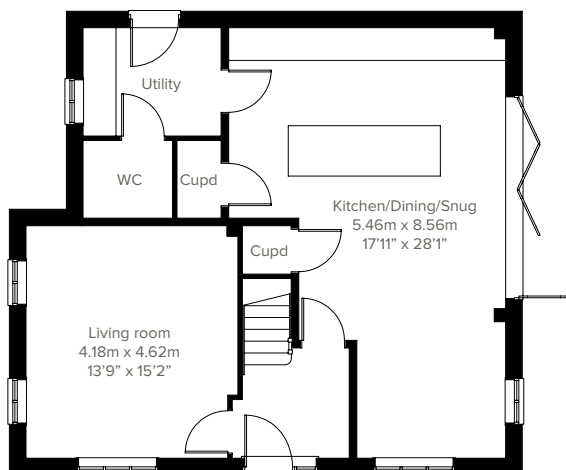


4 bedroom home

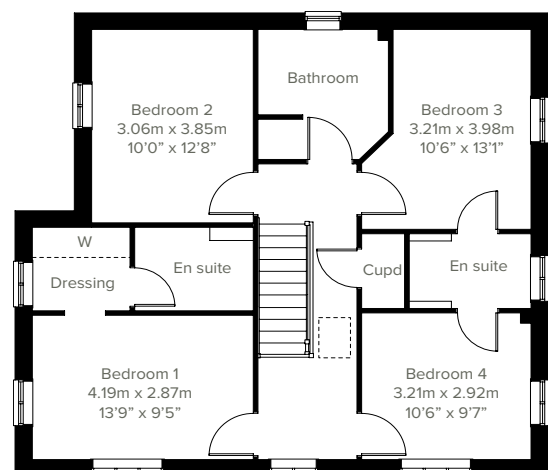
The Seacombe



A huge open-plan kitchen/dining room that incorporates a snug, an island, and bi-fold doors to the garden is the jewel in the crown of this four-bedroom detached family home. The Seacombe doesn't stop there. There's a separate living room, a utility room with outside access, three bathrooms, a dressing room to bedroom one, and a garage. This is a wonderful new home for all aspects of family life.



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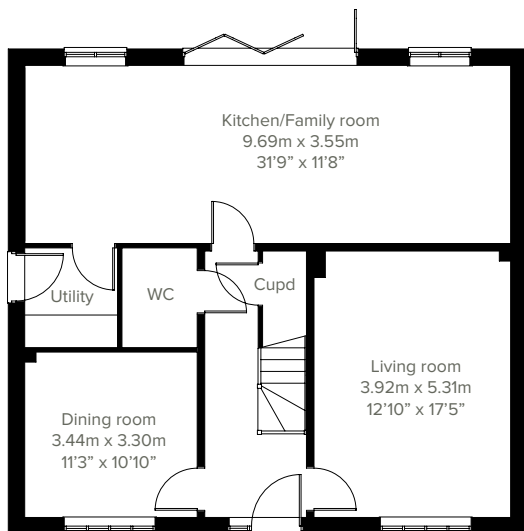


The Barmouth

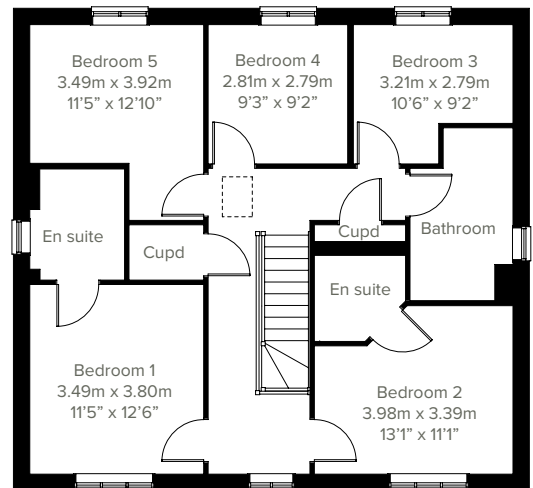
5 bedroom home



The Barmouth is an ideal family home to grow into. It has five bedrooms, three bathrooms, an open-plan kitchen/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.



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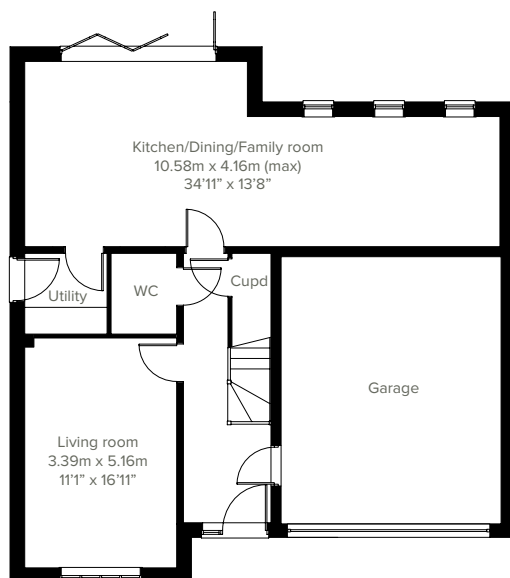


5 bedroom home

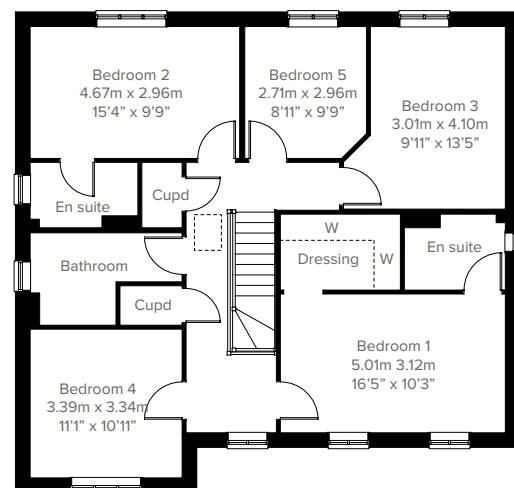
The Broadhaven



This five-bedroom, three-bathroom family home has the bonus of an integrated double garage. There's still plenty of room for the rest of the ground floor accommodation, and bi-fold doors to the garden put the bright kitchen/dining/family room right at the heart of the home. Upstairs, the spacious bedrooms are accompanied by a family bathroom, two en suites and a dressing room to bedroom one.



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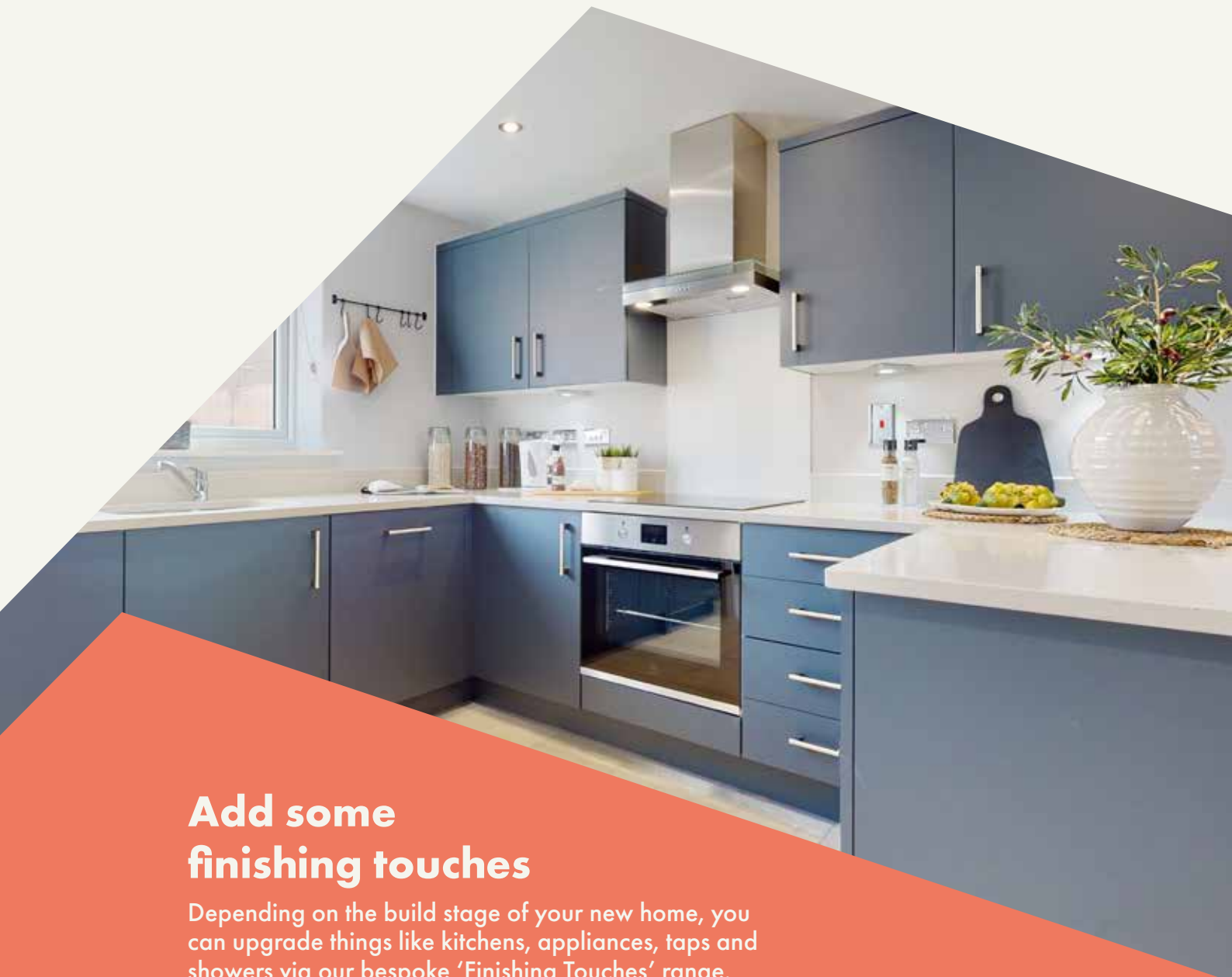




Brascote Park

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 en suite. 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:

- ✓ **PEA rating – B**
Our typical B rating makes our homes much more efficient than traditional D-rated homes.
- ✓ **Up to 400mm roof space insulation**
Warmer in winter, cooler in summer, reducing energy bills.
- ✓ **Argon gas filled double glazing**
Greater insulation and reduced heat loss.
- ✓ **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.
- ✓ **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.
- ✓ **Ultra-fast broadband**
FibreNest fibre-to-the-home connectivity helps you live and work at home more flexibly.

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 IKEA 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 Brascote 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. Brascote 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 Brascote Park.”

HEALTHCARE

Delivery of healthcare facilities.



HOUSING

Affordable and extra care housing provision.



LIBRARY

Delivery of library facilities





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.



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.



Your modern home

Space4 is one of the UK's leading producers of precision-engineered construction systems, aiming to include their PEFC-certified sustainable timber frames in 50% of homes by 2025.

Many Persimmon homes already benefit from Space4's modern method of construction, with its technology offering improved insulation and air-tightness. For you, this means a reduction of 50% in heating costs compared to the average home in the UK*, plus you'll own a cosier, more comfortable home.

On the outside, your Space4 home will feature the familiar design of a Persimmon home which uses traditional materials such as brick, stone or render. Underneath, the hi-tech timber frame backbone creates new levels of efficiency and building rigidity. Your property will be durable and finished to an excellent standard.

High-performance insulation, together with Space4 construction, an efficient boiler, and attention to air-tightness and ventilation during the construction process, means that our homes can use 59% less gas than the average home in the UK*.

The use of Space4 technology creates a better place to live and work. Lower consumption of heating fuels and transport helps reduce CO2 emissions, while sustainable, recyclable materials create less impact on the wider environment. The overall carbon dioxide emissions for timber construction (the embodied carbon dioxide) are up to six times lower than for masonry.*

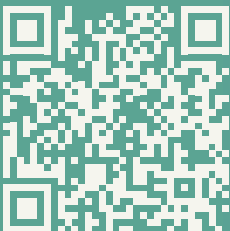
Concerning the Government's code for sustainable homes, most building elements with timber specifications largely fall into the 'A+' or 'A' rated categories compared to masonry**.

50% lower energy bills

According to recent research by the HBF, those who live in new build homes constructed to today's standards could save more than £3,100 a year on their energy bills compared to neighbours in older homes.* This means families could save approximately £77,500 over the lifetime of a 25-year mortgage.

Scan me!

For the HBF Watt a Save report Feb 2023.



*Source: www.nhbcfoundation.org **Source: "10 Department of Energy and Climate Change Regional and local authority energy consumption statistics".
***Source: UK Timber Frame Association Comfort and Cost. Details correct at time of going to press.

