



Persimmon

Together, we make your home



The Earls

Blindwells nr Prestonpans • East Lothian

Together, we make your home

When it comes to designing a new development, we apply the same philosophy every time – make it unique, make it personal. That's because we understand your new home is more than simply bricks and mortar. It's a private place of sanctuary where we hope you'll laugh, entertain and escape for many years to come.

*"As we celebrate 50 years,
find out more about us
on page 4"*



5 stars!

We're proud of our 5 star builder status awarded by the national Home Builders Federation (HBF). It's a reflection of our commitment to delivering excellence always and putting our customers at the heart of all we do.



The Earls

Find out more

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Who we are

A little bit about us

You're about to make one of the most exciting investments of your life! A beautiful place to call home for years to come. Here are some reasons to invest in a Persimmon home...

50-year pedigree

We've been building homes and communities since the early seventies, and just as fashions have moved on, so too has construction. Over half a century we've perfected processes, fine-tuned materials and honed skills to make us one of today's most modern and progressive home builders.

Sustainability mission

We're committed to reducing our impact on the planet and building for a better tomorrow, with a dedicated in-house team focused on this. [Read more on page 28](#)

Persimmon in numbers

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

14,551

homes
sold in
2021

200+

locations
across
the UK

5000+

employees
make it all
happen

300+

apprentices
taken on
each year

£1.8m

donated to
c.900 charities
in 2021



Real Living Wage

We're proud to be accredited to the Real Living Wage. We value our employees and want to pay them fairly for the good work they do.

Like to know more? Just scan the QR code below.



Happy hour?

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



10-year warranty

When you buy a Persimmon home it comes complete with a 'peace of mind' 10-year insurance-backed warranty and our own two-year Persimmon warranty.



Help when you need it

You'll have a dedicated customer care helpline, plus cover for emergencies like complete loss of electricity, gas, water or drainage.

"Target 50 forms part of our 50th Anniversary celebrations"



Women in construction

'Target 50' is a Persimmon initiative based on our ambition to recruit 50 female apprentices or technical trainees into construction-related roles across the UK through 2022.

Giving back

We do everything we can to give back to our communities and have proudly contributed towards community hubs, children's play areas, schools and sports facilities.

Our 'Community Champions' and 'Building Futures' programmes help to raise funds for projects and charities across Great Britain. If you'd like to get involved visit persimmonhomes.com/community-champions to see if you could apply to support your local community.

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/missives 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.

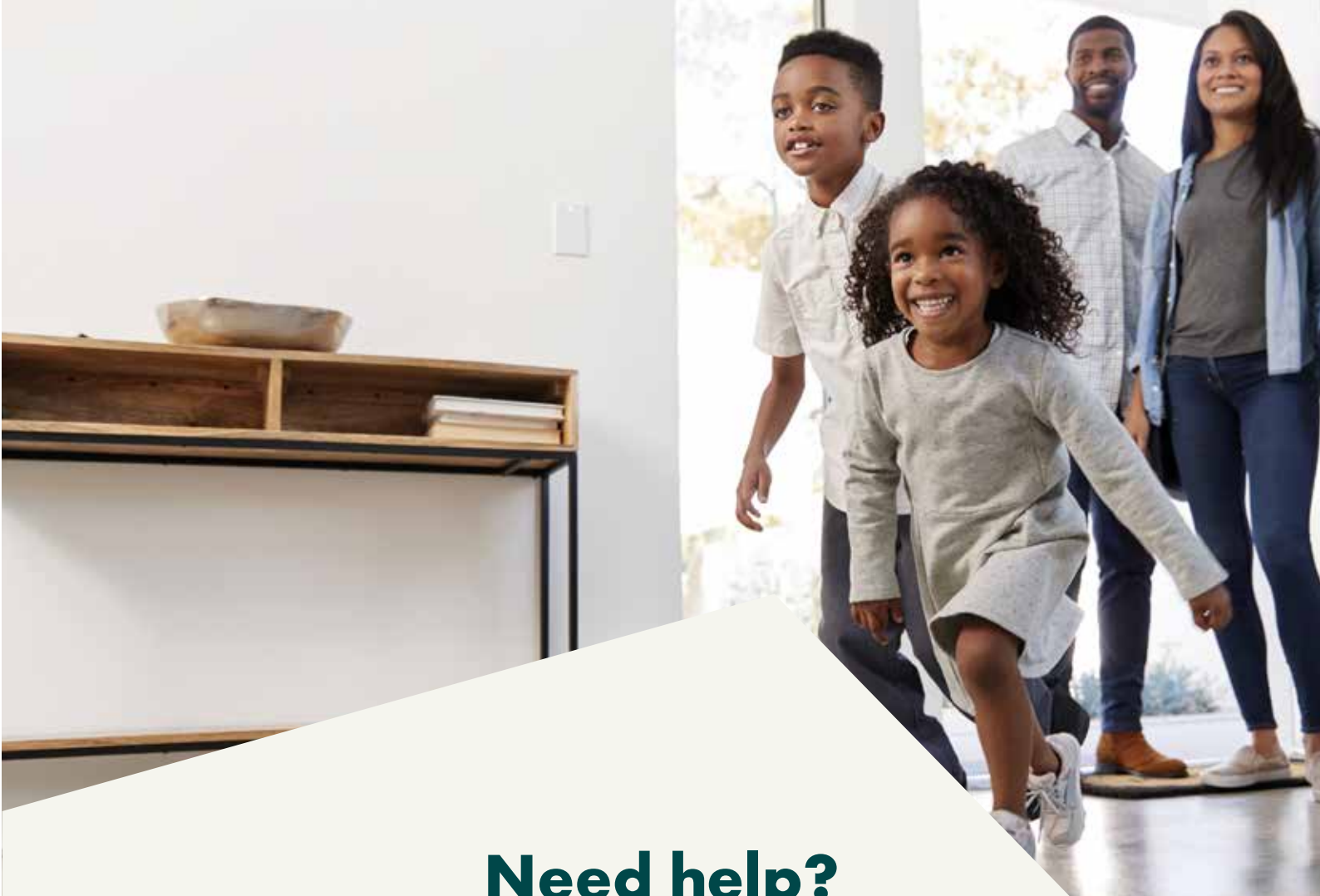
Handover

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...

Aftercare

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**

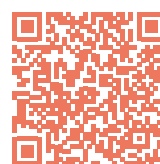
Home Change
Sell your current home with our support. We'll take care of estate agent fees and offer expert advice to help get you moving.



**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.

- 
- Beautiful range of 2, 3 & 4-bedroom homes
 - Fantastic location close to beach, city, town and country
 - Brand new community with excellent amenities
 - Superb transport links to Edinburgh



Scan me!

For availability and pricing on our beautiful new homes at The Earls.



Blindwells nr Prestonpans • East Lothian

The Earls

Less than half an hour from Edinburgh and within walking distance of the beach, The Earls offers a range of two, three and four-bedroom homes in the newly-created community of Blindwells.

Set to bring 1,600 new homes to the scenic East Lothian coast, Blindwells is an exciting new project that will also offer education and healthcare facilities, shops and green spaces. This means that living at The Earls you'll benefit from essential amenities on your doorstep, a great sense of community and safe surroundings for families.

You'll also be able to strike an ideal work/life balance. Walk to the local train station from which you can reach the stunning city of Edinburgh in just 15 minutes, or stroll half an hour to the amenities of coastal town Prestonpans, also home to a lovely beach and coastal paths.

Put family first

The Earls is ideally located for making the most of local schooling and extra-curricular activities for children of all ages. Along with the education facilities that will be provided in Blindwells, Prestonpans Infant School, Preston Tower Primary School, Preston Lodge High School and Ross High School are all just a few minutes' drive. There's no shortage of sports and activities to enjoy thanks to Meadowmill Sports Centre just a stone's throw away, the nearby beach and scenic John Muir coastal trail.

Everything you need within reach

In addition to the essential services provided at Blindwells, nearby Prestonpans offers a range of shops and facilities including a Lidl supermarket, convenience stores, independent shops and a medical centre. And of course for some serious retail therapy, Edinburgh is famous for its world-class shopping.



EXPLORE

Jump in the car and start exploring

Prestonpans Train
Station
1.2 miles

Prestonpans Beach
1.9 miles

Edinburgh
11.3 miles

John Muir Country
Park
17.6 miles



The Earls

Development layout



Which home and position is right for you?
Choose from 2, 3 & 4-bedroom homes
across 13 different housetypes.

Our homes

2 bedroom

 **The Portree**

3 bedroom

 **The Newmore**

 **The Bothwell**

 **The Newton**

 **The Brodick**

 **The Kearn**

 **The Elgin**

4 bedroom

 **The Leith**

 **The Crammond**

 **The Balerno**

 **The Thurso**

 **The Thornton**

 **The Whithorn**

 **Affordable Housing**



Local 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.

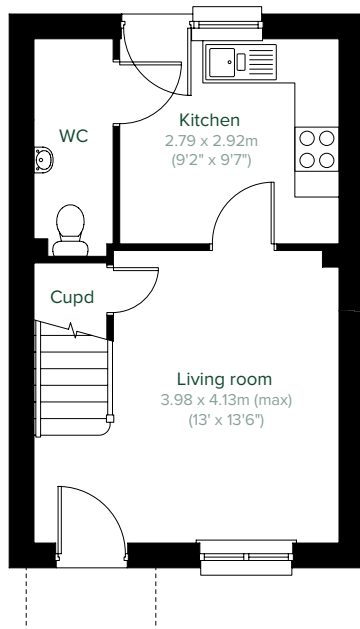


2 bedroom home

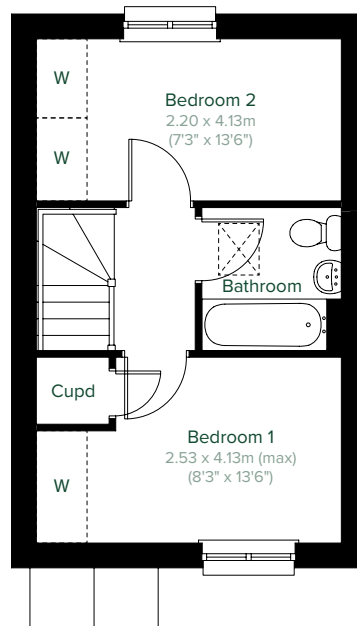
The Portree



The Portree is a popular first home. The front aspect living room has understairs storage and leads into the kitchen and generous WC. Upstairs there are two nicely-proportioned bedrooms and a family-sized bathroom plus a storage cupboard. Perfect for first-time buyers and young professionals.



GROUND FLOOR



1ST FLOOR

Please note that elevation treatments and window/door positions may vary from plot to plot. Plot specific information will be confirmed on your reservation check list.

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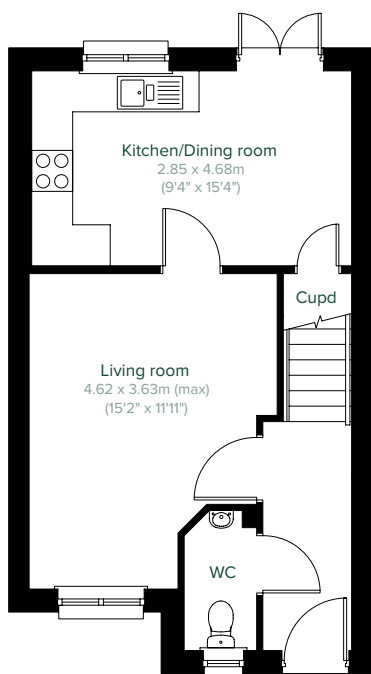


The Newmore

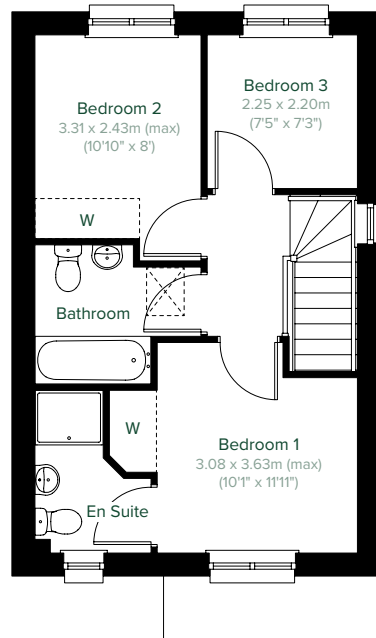
3 bedroom home



Thoughtfully-designed, the Newmore has a stylish open plan kitchen/dining room with French doors leading into the garden, three bedrooms and a good-sized living room. Ideal if you're a first-time buyer looking for a fresh modern home you can make your own.



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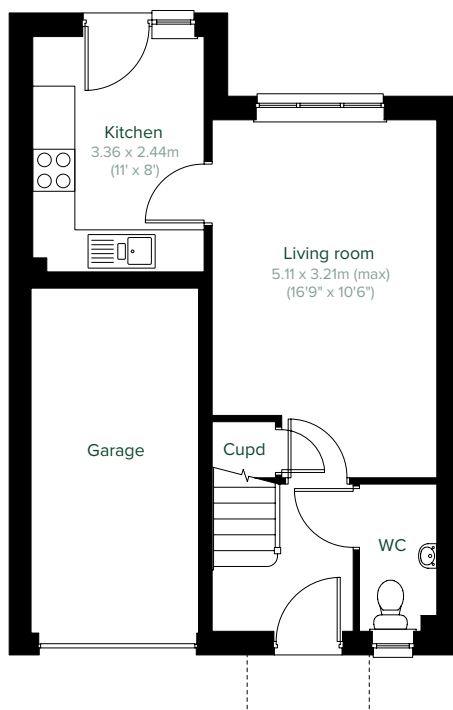


3 bedroom home

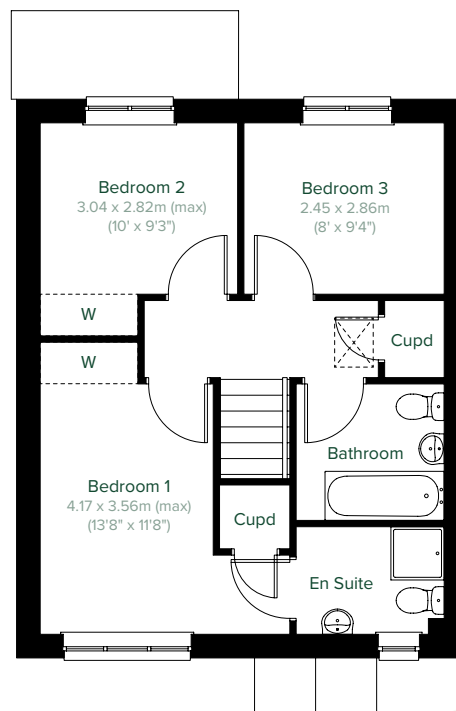
The Newton



The popular Newton is a three-bedroom family home with spacious living room and separate kitchen with a door leading into the garden. There's also a downstairs WC, handy storage cupboard and garage. The first floor benefits from three good sized bedrooms, a family bathroom, storage cupboard and bedroom one with en suite.



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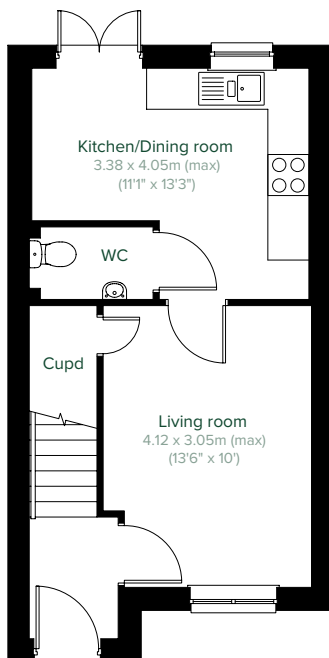


The Brodick

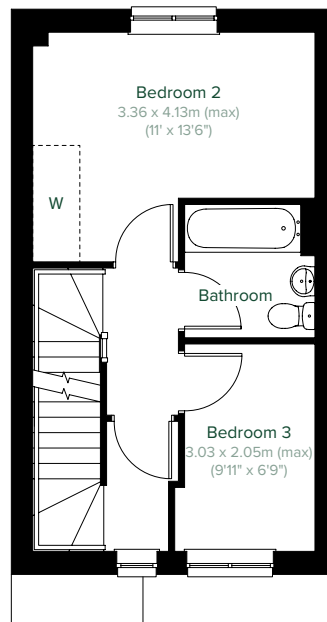
3 bedroom home



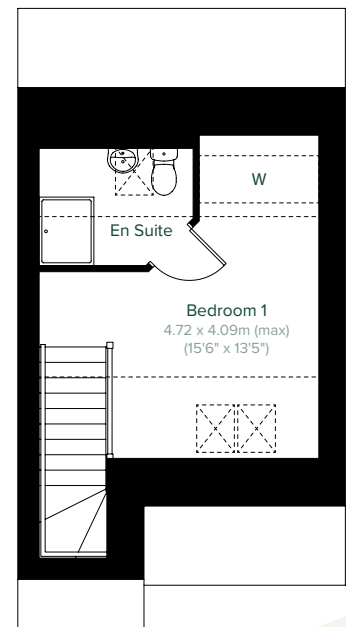
Providing accommodation over three levels, the Brodick is a firm favourite. On the ground floor the Brodick features a front-aspect living room with an understairs storage cupboard, kitchen/dining room with direct access to the rear garden and downstairs WC. Upstairs on the first floor, there are two good-sized bedrooms and a family bathroom. On the top floor is the spacious master bedroom with en suite.



GROUND FLOOR



1ST FLOOR



2ND FLOOR

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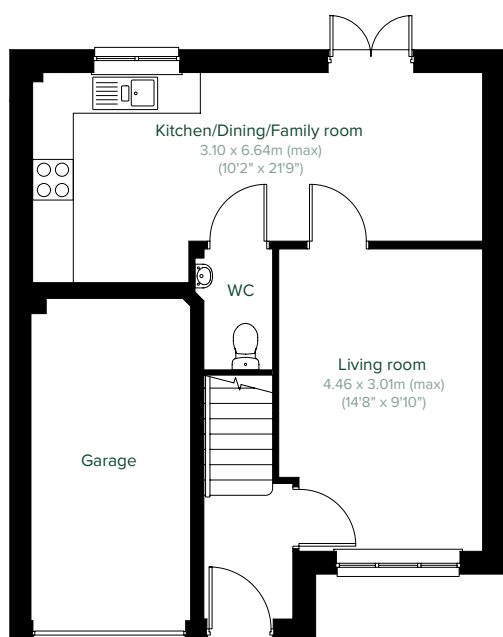


3 bedroom home

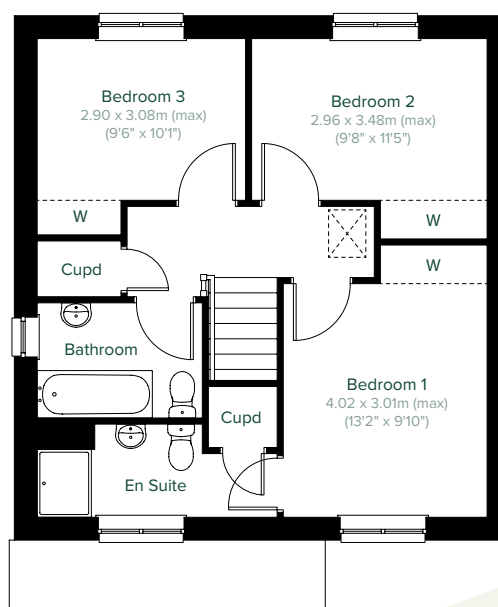
The Kearn



An attractive three-bedroom detached family home with integral garage, the Kearn is ideal for modern living. It features a front aspect living room and a bright open plan kitchen/dining/family room with French doors leading to the garden. Upstairs there are three good-sized bedrooms - the master is en suite - the family bathroom and storage cupboards.



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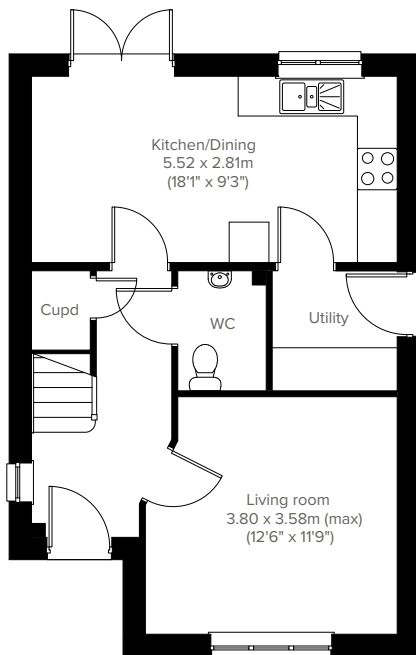


The Elgin

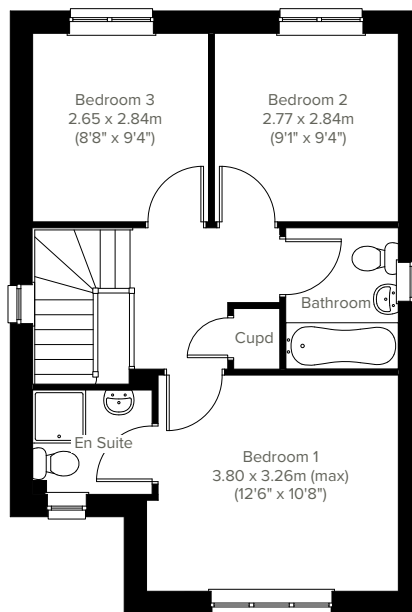
3 bedroom home



Ideal for family life, the Elgin is a beautiful three-bedroom semi-detached or detached home, benefiting from a bright open plan kitchen/dining room with French doors leading into the garden. It boasts a bright front aspect living room, separate utility room with outside access, handy storage cupboard and downstairs WC. Upstairs, bedroom one has an en suite and there's a good-sized family bathroom and further storage.



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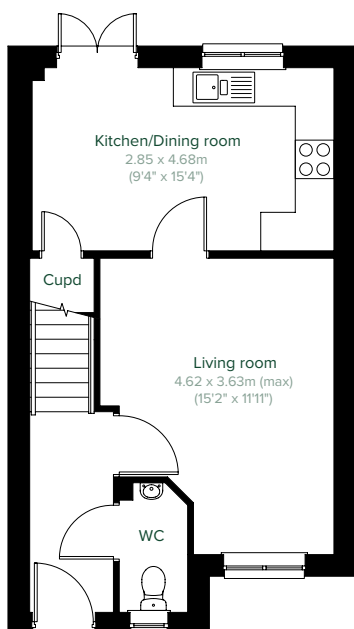


3 bedroom home

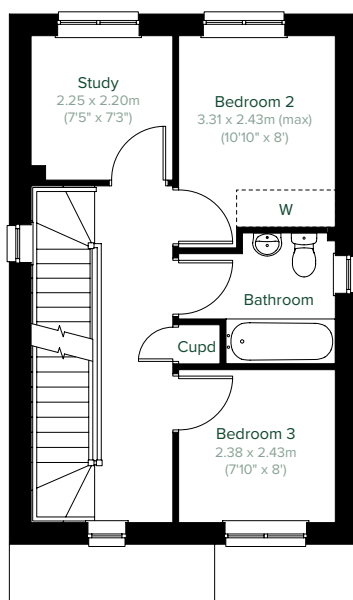
The Bothwell



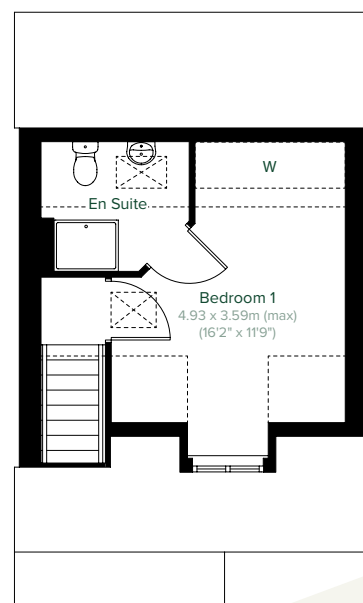
A popular family home, the Bothwell ticks all the boxes. The modern and stylish open-plan kitchen/dining room is perfect for spending time as a family and for entertaining. There's also a well-proportioned living room, downstairs WC and handy storage cupboard. Upstairs on the first floor, there are two bedrooms, a study, the family bathroom and more storage. The second floor is home to the master bedroom which has its own en suite.



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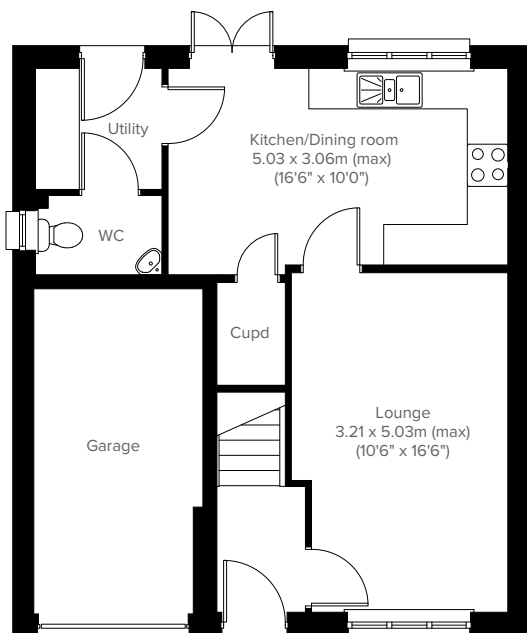


The Leith

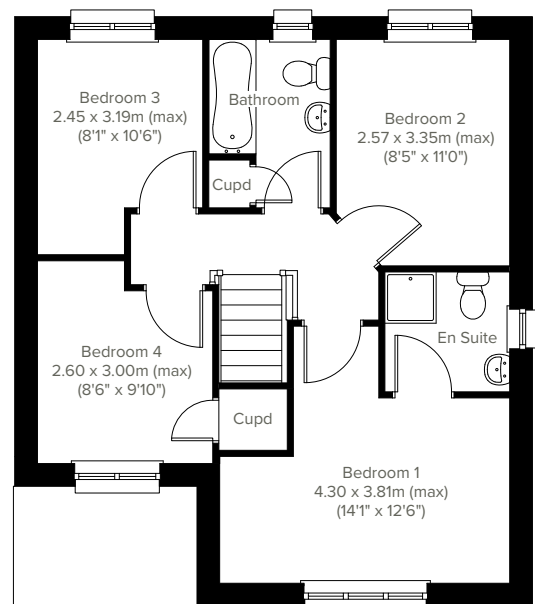
4 bedroom home



Designed with families in mind, the Leith is a fantastic four-bedroom home, boasting a bright and modern open plan kitchen/dining room with French doors leading into the garden. The integral garage, utility, downstairs WC, three handy storage cupboards and en suite to bedroom one means it ticks all the boxes for practical family living.



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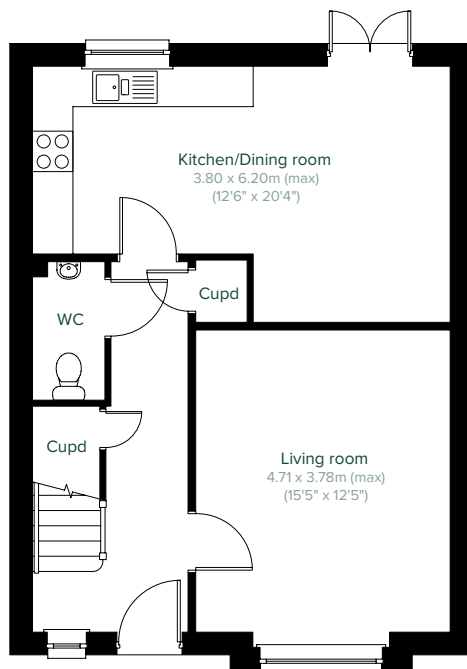


4 bedroom home

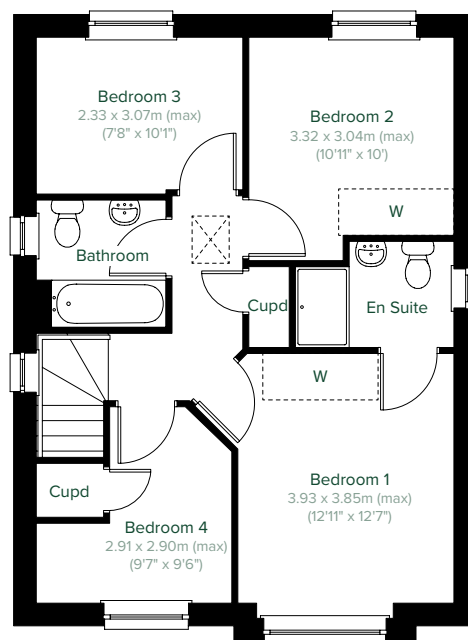
The Crammond



This four-bedroom detached family home is designed to provide spacious and flexible living accommodation. The Crammond features a lounge to the front with a bright triple window, an open-plan kitchen/dining area with direct access to the rear garden and a downstairs WC. A large landing with a window provides light, bedroom one has an en suite and there is a family bathroom.



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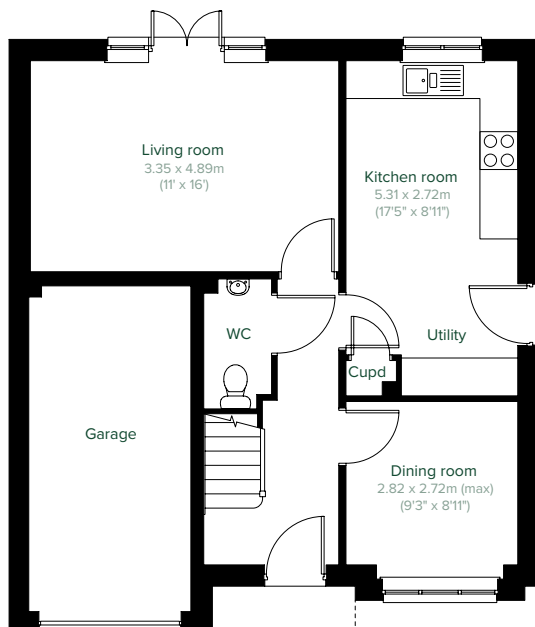


The Balerno

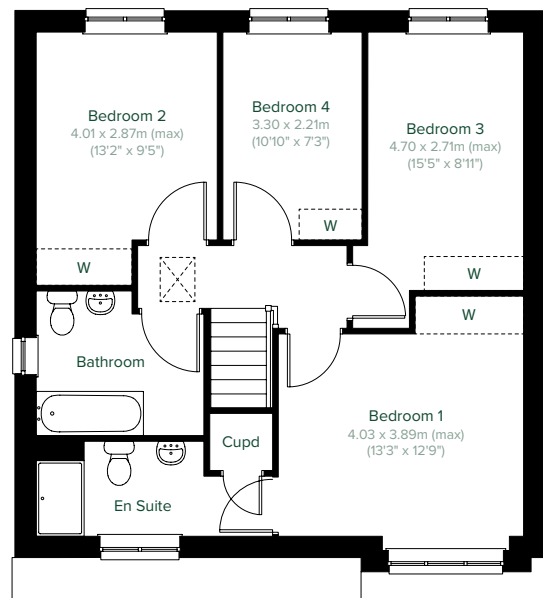
4 bedroom home



The four-bedroom Balerno is perfectly designed for modern family living. This stunning detached home benefits from a bright and modern living room with French doors leading into the garden. It also features a kitchen with outside access, front aspect dining room and internal garage. The downstairs WC, handy storage cupboards and en suite to bedroom one mean it's ideal for practical family-living.



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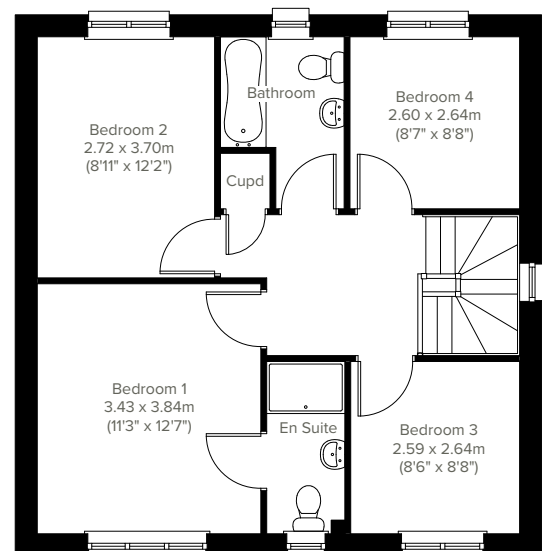
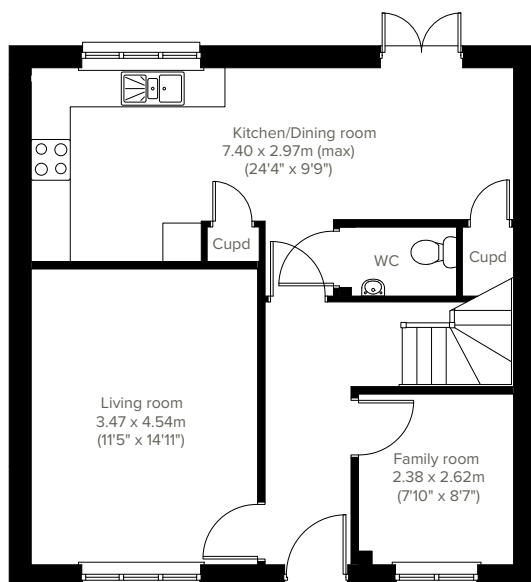


The Thurso

4 bedroom home



An impressive family home, the Thurso is a fantastic four-bedroom house with a bright and modern kitchen/dining room with French doors leading into the garden, plus a front aspect family room and living room. The downstairs WC, handy storage cupboards and en suite to bedroom one means it's well-suited for practical family-living.



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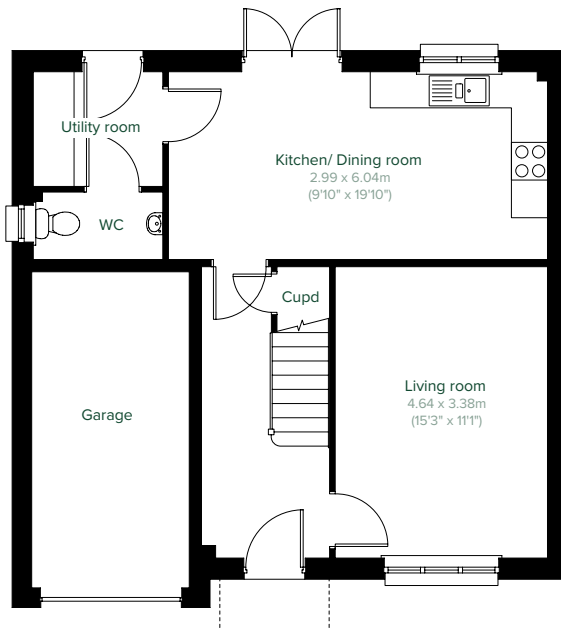


The Thornton

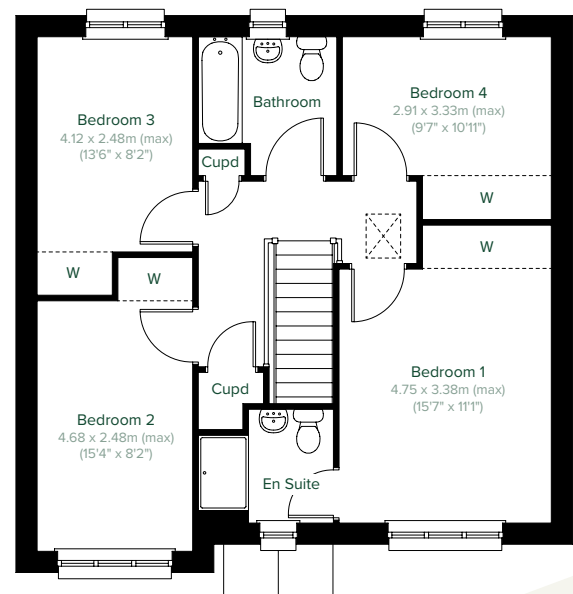
4 bedroom home



The Thornton is a four-bedroom detached family home with an integral garage. The ground floor layout includes a living room, kitchen/dining room which leads to a utility room with outside access and a downstairs WC. Both the kitchen and the utility room have direct access to the garden. Upstairs there are four good-sized bedrooms. Bedroom one has its own en-suite and the other bedrooms share the family bathroom. Built-in storage on both floors is another feature of this home.



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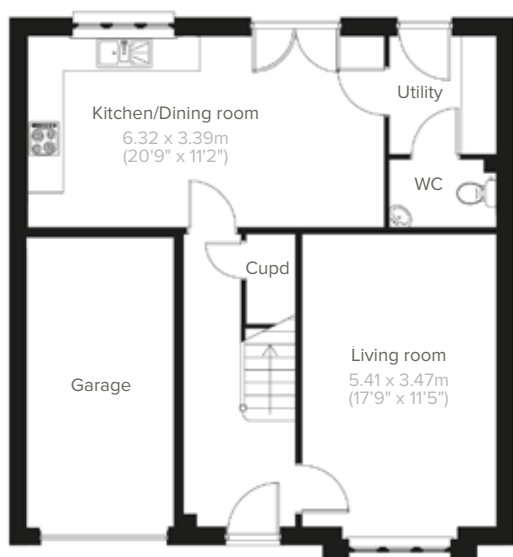


4 bedroom home

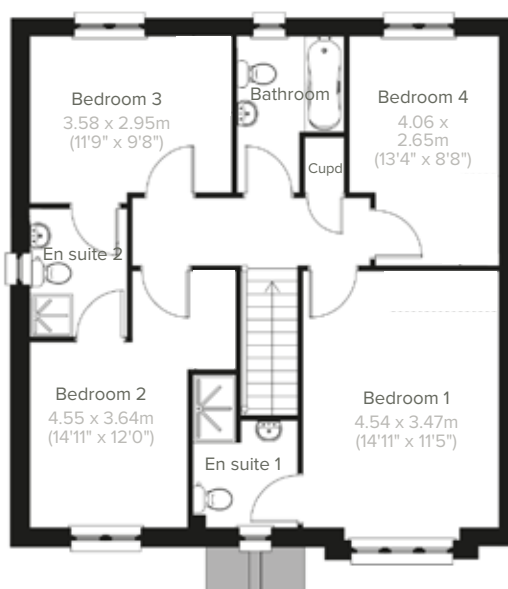
The Whithorn



The Whithorn is a fantastic four-bedroom home, perfectly designed for family living. The detached home offers an impressive and bright kitchen/dining room with French doors leading into the garden. Its other features include a front aspect living room, an integral garage, a downstairs WC, utility with outside access and handy storage cupboard. Upstairs boasts a modern family bathroom, an en suite to bedroom one, bedrooms two and three have a Jack and Jill en suite and there's further storage.



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Persimmon

Notes

Handwriting practice lines consisting of 12 horizontal dotted lines.

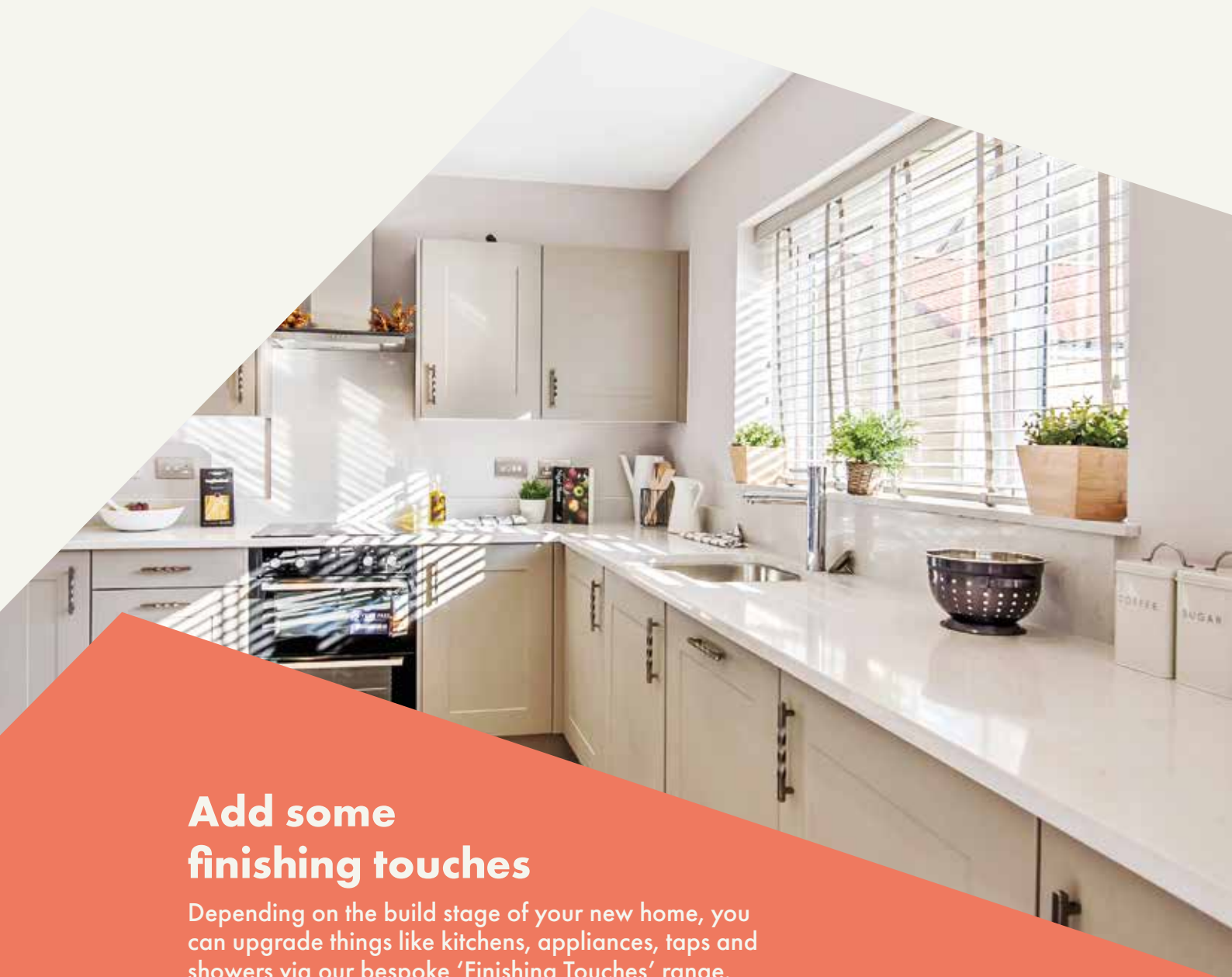




The Earls

Specifications

Our homes include these items as standard to ensure you have everything you need to be comfortable from the day you move in. Built for today's modern lifestyles with sustainability in mind.



Add some finishing touches

Depending on the build stage of your new home, you can upgrade things like kitchens, appliances, taps and showers via our bespoke 'Finishing Touches' range.



External

Walls

Traditional cavity walls.
Inner: timber frame or block.
Outer: Style suited to planned architecture.

Roof

Tile or slate effect with PVCu rainwater goods.

Windows

Double glazed E-glass windows in PVCu frames.

Doors

GRP-skinned external doors with PVCu frames.
French doors to garden or balcony
(where applicable).

Electrics

External light to front.



Internal

Ceilings

Painted white.

Lighting

Pendant or batten fittings with low-energy bulbs.

Stairs

Staircase painted white.

Walls

Painted in white emulsion.

Doors

White pre-finished doors with white hinges.

Heating

Gas fired combi boiler with radiators in all 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 oven, gas hob and integrated 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 fitted over bath, complete with shower screen.

Tiling

Half height tiling to sanitaryware walls in bathroom and en suite.

Splashbacks

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

General

En suite to bedroom(s) where applicable.



Security

Locks

Three-point locking to front and rear doors, locks to all windows (except escape windows).

Fire

Smoke detectors wired to the mains with battery backup.



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.



All about community

Proud to be building communities

When creating The Earls, 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. The Earls 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 education, retail and recreation facilities, as well as initiatives to generate biodiversity.



“We’ve actively enhanced biodiversity at The Earls.”

EDUCATION

New primary school.



HOUSING

Affordable housing provision.



GARDENS

Garden to all plots



COMMUNITY SPACES

Public open and green spaces.

RETAIL

New local retail and shopping premises.





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.



The Earls

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