



**Persimmon**

Together, we make your home



# Cherry Tree Gardens

Telford • Shropshire

# Together, we make your home

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

“With over 50 years of building excellence, find out more about us on page 4”

#### 5 stars!

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



Cherry Tree Gardens

## 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.

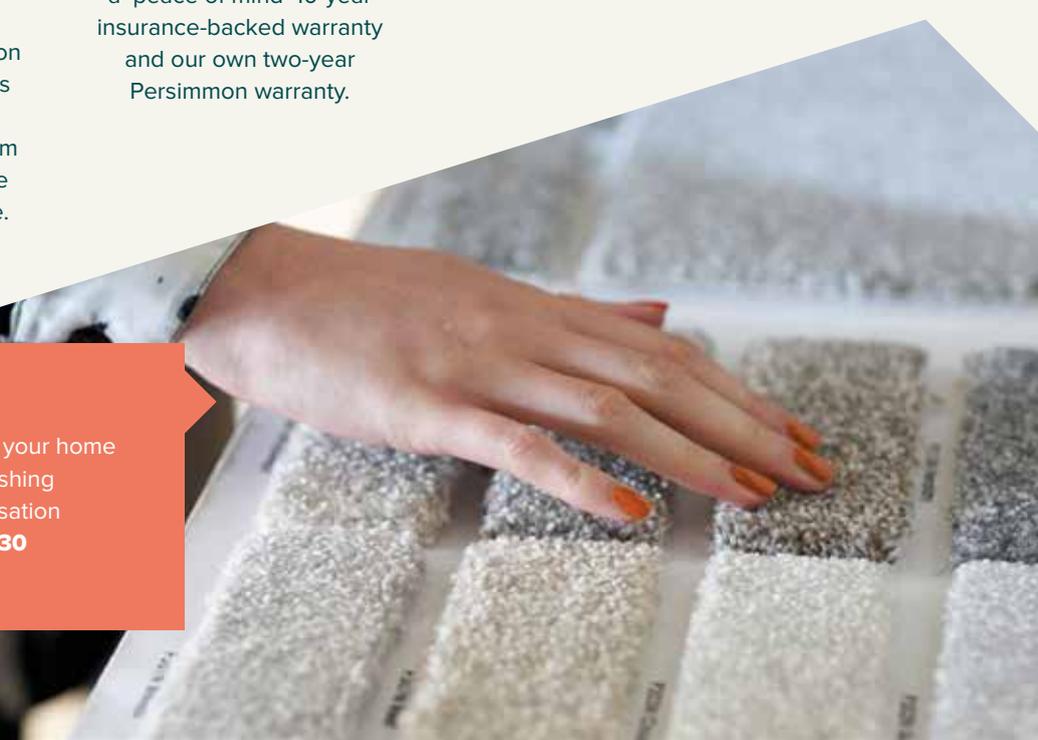


## Help when you need it

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.



**PART  
EXCHANGE**



**HOME  
CHANGE**



**First Homes**



**Deposit Boost**



- Choice of 2, 3, 4 & 5-bedroom homes
- Great local transport links
- Close to beautiful countryside
- Good range of local amenities



**Scan me!**

For availability and pricing on our beautiful new homes at Cherry Tree Gardens.



Telford • Shropshire

# Cherry Tree Gardens

Our new homes in Telford, with easy access to Wolverhampton and Birmingham, and with the beautiful Shropshire countryside on the doorstep.

Just 2 miles from Telford town centre, in the residential area of Lawley, Cherry Tree Gardens benefits from town amenities, local attractions and wide-open spaces.

## Great amenities nearby

Lawley has a Morrisons supermarket on hand, as well as local stores, a primary school and health centre. The Telford Centre has shops and restaurants under one roof in a great town centre location, just 2 miles away from Cherry Tree Gardens. The Forge Retail Park and the Wrekin Retail Park add to the useful facilities that are close to home.

## Fun and leisure

Whether it's ice skating, ten-pin bowling, a film at the Luxe Cinema, climbing to the top of The Wrekin – an amazing local landmark – or setting off into the Shropshire Hills Area of Outstanding Natural Beauty, there's something exciting for everyone to enjoy close to home.

## Easily within reach

Telford Central offers convenient and regular train services to Birmingham in under an hour. For drivers, the M54 gives you a direct link to the M6 for an easy route through the Midlands to the North West, or southbound to join the M5. For trips further afield, Telford is about 50 miles from Birmingham International Airport.

## EXPLORE

Start exploring...

M54  
**1.8 miles**

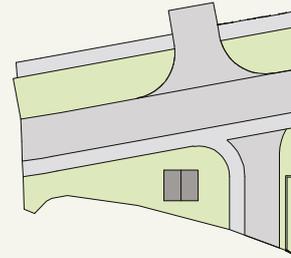
The Telford Centre  
**2.0 miles**

Wolverhampton  
**21.2 miles**

Birmingham  
**36.1 miles**



## Cherry Tree Gardens



Telford Steam Railway  
Lawley Station

## Our homes

### 2 bedroom



**The Morden**



**The Morden (First Homes)**



**The Alnmouth**



**The Alnmouth (First Homes)**

### 3 bedroom



**The Hanbury**



**The Souter**

### 4 bedroom



**The Roseberry**



**The Lumley**



**The Winstar**



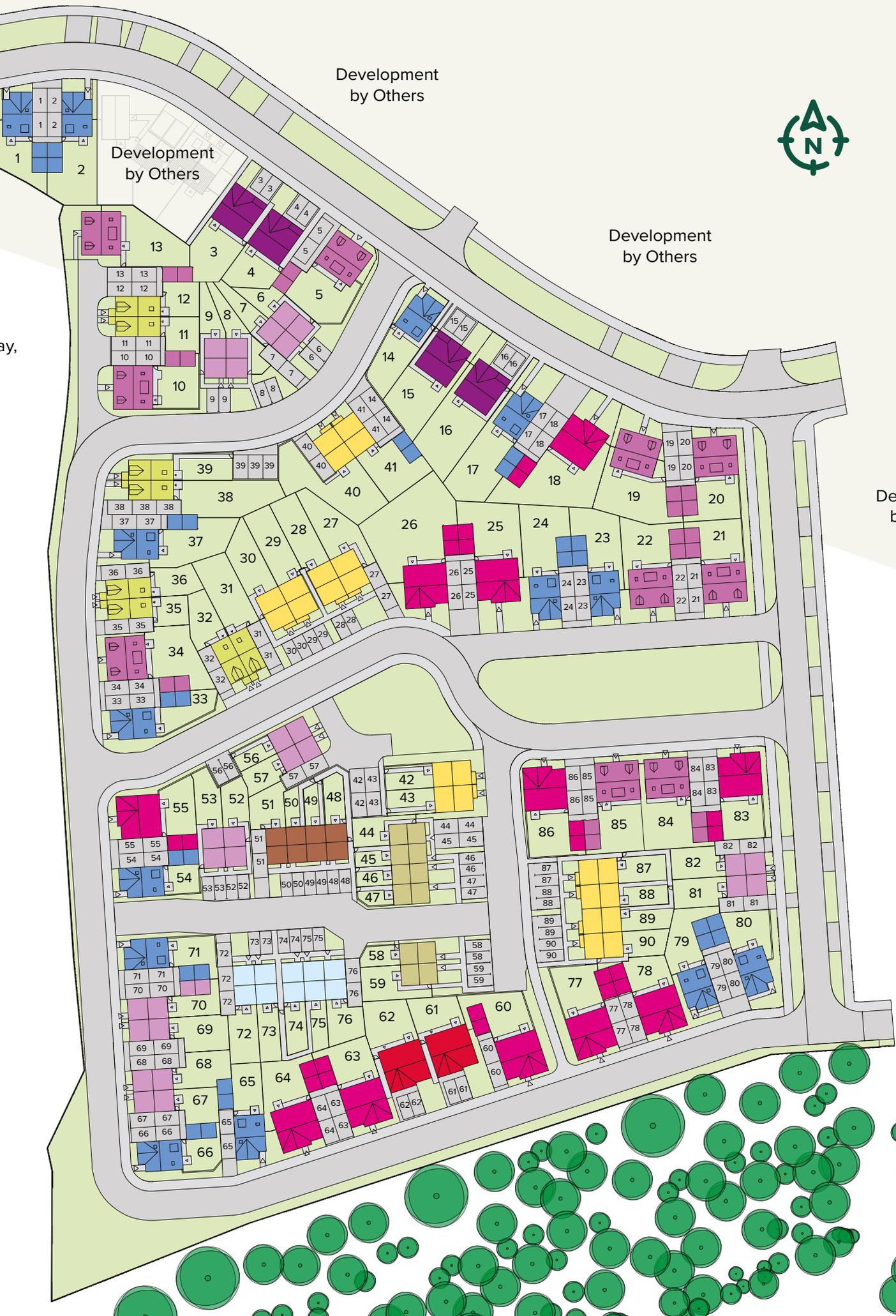
**The Corfe**

### 5 bedroom



**The Newton**

Existing  
Development



Development  
by Others



Development  
by Others

Development  
by Others

Development  
by Others

Development  
by Others



## Cherry Gardens Phase 2

### Our homes

#### 2 bedroom

 **The Almouth**

 **The Morden**

#### 3 bedroom

 **The Hanbury**

 **The Hatfield**

 **The Souter**

#### 4 bedroom

 **The Wolvesey**

 **The Corfe**

 **The Lumley**

 **The Winstar**

#### 5 bedroom

 **The Newton**

 **First Homes**





This site layout is intended for illustrative purposes only, and may be subject to change, for example, in response to market demand, ground conditions or technical and planning reasons. Trees, planting and public open space shown are indicative, actual numbers and positions may vary. This site plan does not form any part of a warranty or contract. Further information is available from a site sales advisor. The location of the affordable housing on this plan is indicative only and both the location and number of affordable housing plots may be subject to change.

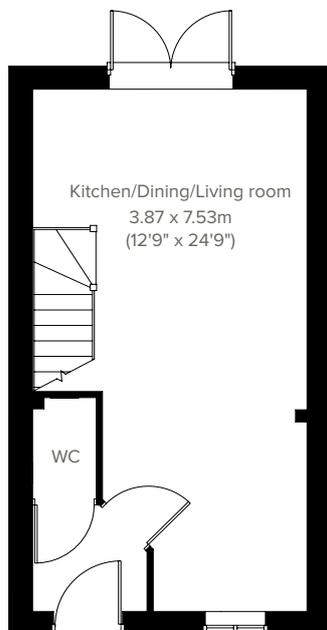


2 bedroom home

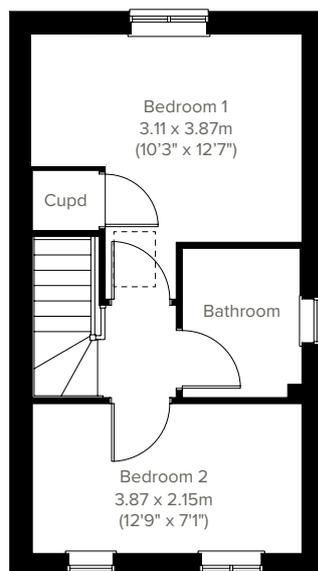
# The Alnmouth



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



**GROUND FLOOR**



**1ST FLOOR**

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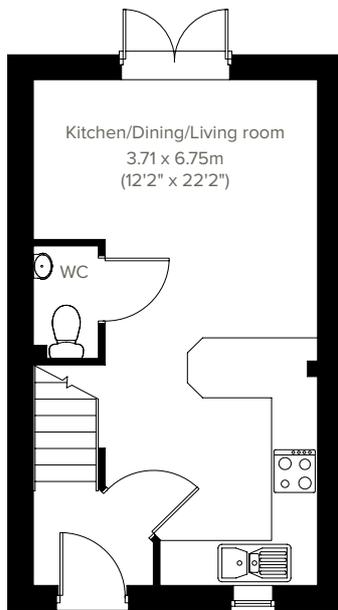


# The Morden

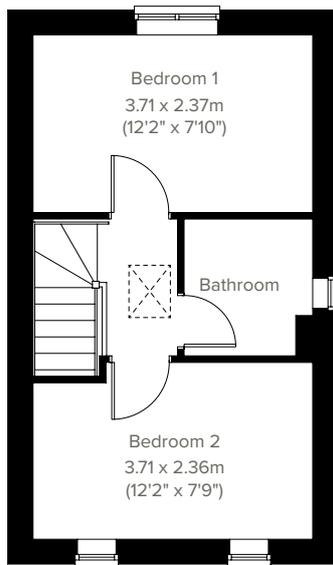
2 bedroom home



The Morden features a bright open plan kitchen/dining/living room with French doors leading into the garden. Upstairs there are two nicely-proportioned bedrooms and a family-sized bathroom. Perfect for first-time buyers and young professionals.



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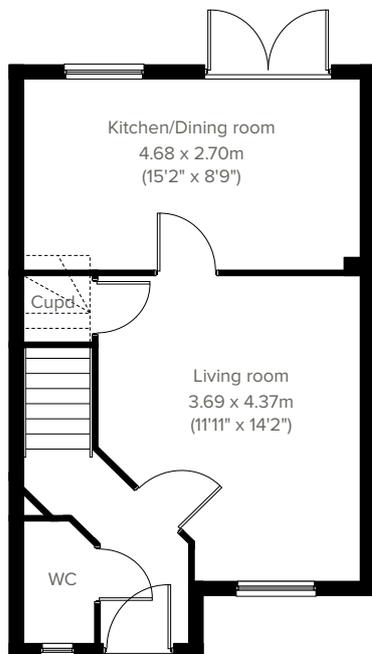


3 bedroom home

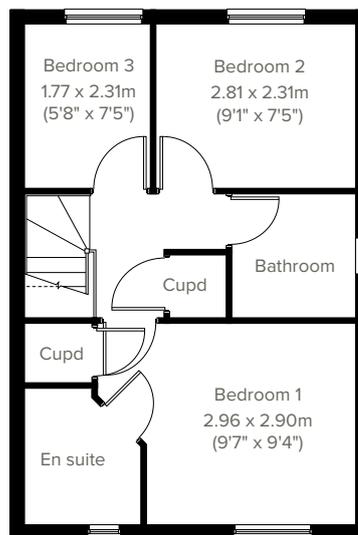
# The Hanbury



The popular Hanbury is a three-bedroom family home with a bright and modern open plan kitchen/dining room with French doors leading into the garden. The spacious living room, downstairs WC, three handy storage cupboards and en suite to bedroom one mean it ticks all the boxes for practical family living.



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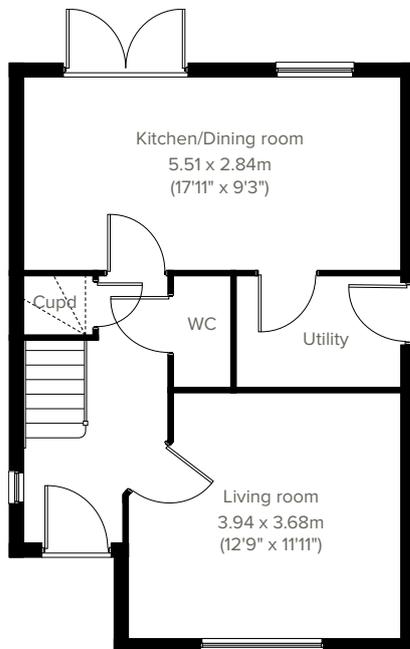


# The Hatfield

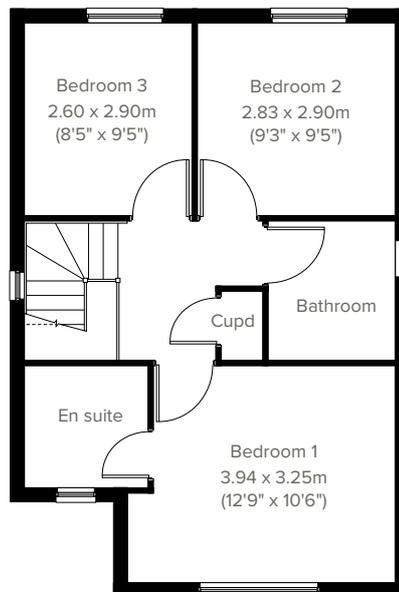
3 bedroom home



Enjoy the best of modern living in this popular three-bedroom home which benefits from a stylish kitchen/dining room with French doors leading into the garden. There's a spacious front-aspect living room, a downstairs WC and handy utility room with outside access. Upstairs there are three good-sized bedrooms - bedroom one has an en suite - a family bathroom and a storage cupboard.



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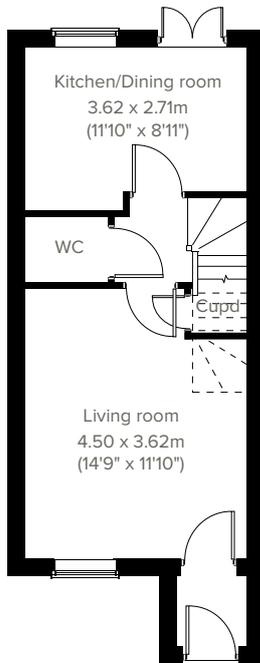


3 bedroom home

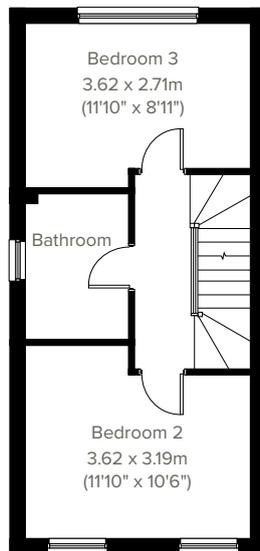
# The Souther



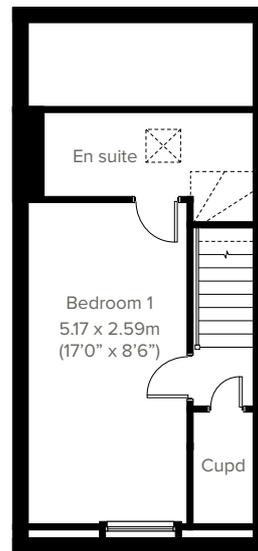
An attractive three-storey home, the Souther has a modern open plan kitchen/dining room, well-proportioned living room and three good-sized bedrooms; the top floor bedroom one also has a spacious en suite. The enclosed porch, downstairs WC, two storage cupboards and parking spaces mean it's practical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



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**1ST FLOOR**



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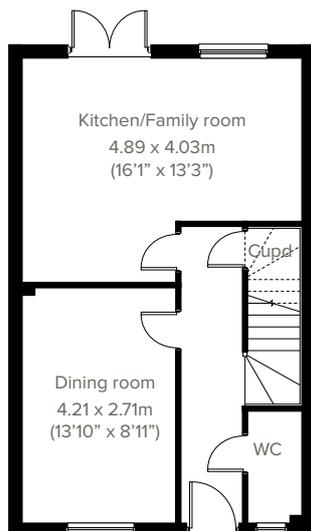


# The Wolvesey

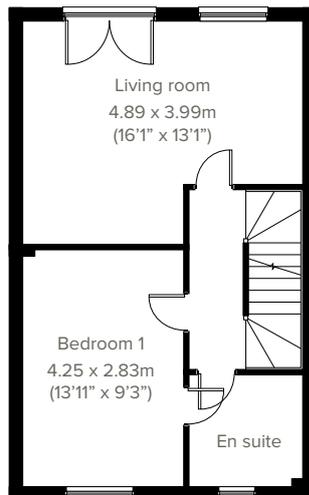
4 bedroom home



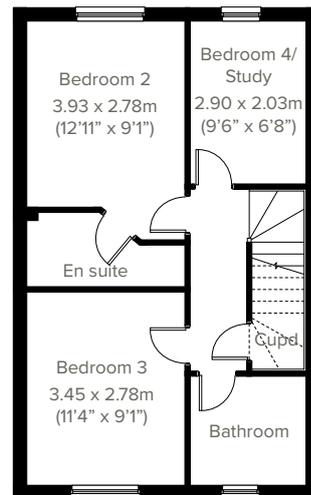
The Wolvesey is an impressive three-storey townhouse with flexible living space to suit modern families. This three-bedroom family home has a practical ground floor including a spacious open plan kitchen/ dining room, WC, storage cupboard and front-aspect living room. The first floor consists of a front-aspect bedroom one with an en suite and a bright living room with a Juliet balcony. The top floor is home to two bedrooms - bedroom two with an en suite - a study, a family bathroom and a handy storage cupboard.



**GROUND FLOOR**



**1ST FLOOR**



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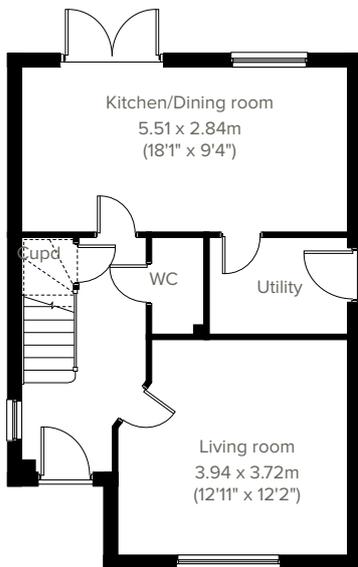


4 bedroom home

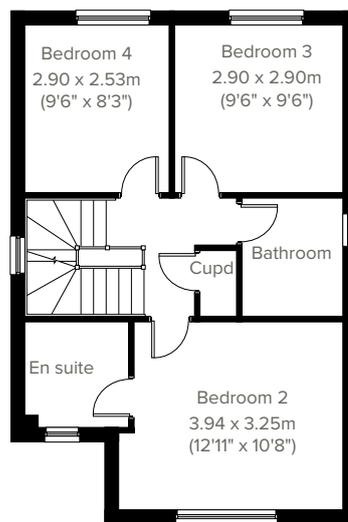
# The Lumley



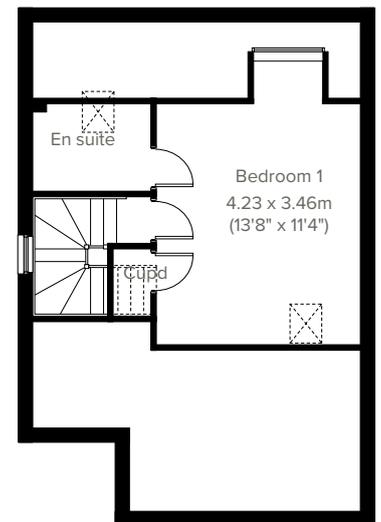
The Lumley is an attractive three-storey townhouse with flexible living space to suit modern families. This four-bedroom home has a practical ground floor including a bright open plan kitchen/dining room, front-aspect living room, utility with outside access, WC and storage cupboard. The first floor consists of three bedrooms, a family-sized bathroom and an en suite to bedroom two. The second floor is home to bedroom one, which has an en suite and a storage cupboard.



**GROUND FLOOR**



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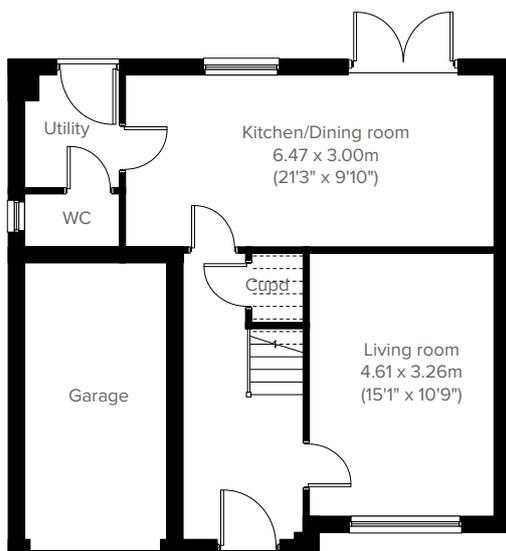


# The Winster

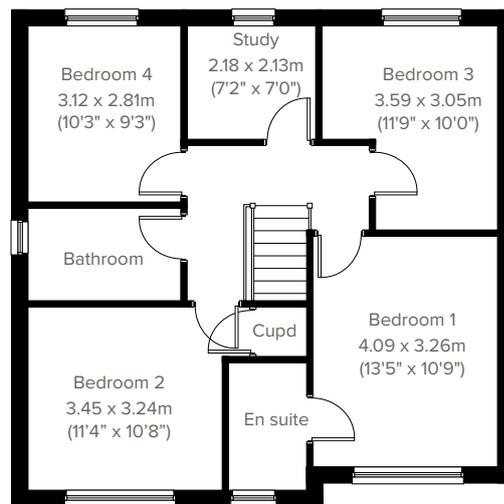
4 bedroom home



A lovely family home, the Winster ticks all the boxes. The modern and stylish open plan kitchen/dining room is perfect for spending time as a family and entertaining. There's also a nicely-proportioned living room, integral garage, downstairs WC and handy utility with outside access. Upstairs there are four spacious bedrooms - bedroom one includes an en suite - a large family-sized bathroom, a study and a storage cupboard.



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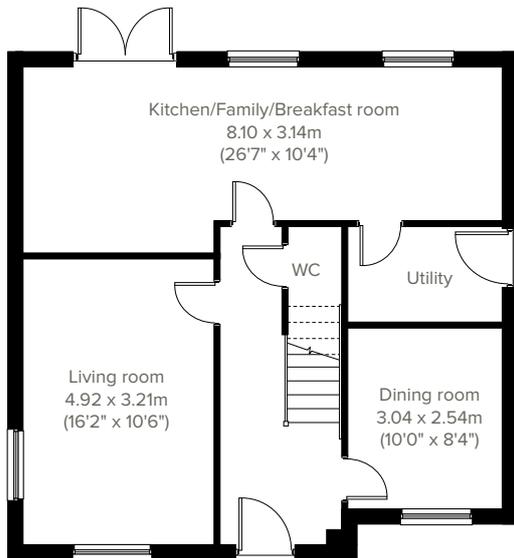


4 bedroom home

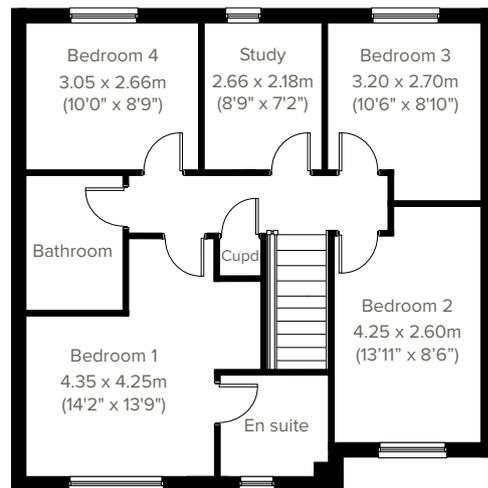
# The Corfe



The Corfe is a popular detached family home. The modern and stylish open plan kitchen/family/breakfast room is perfect for spending time as a family and entertaining. There's also a spacious living room, separate dining room, downstairs WC and handy utility with outside access. Upstairs there are four bedrooms - bedroom one has an en suite - a large family-sized bathroom, study and storage cupboard.



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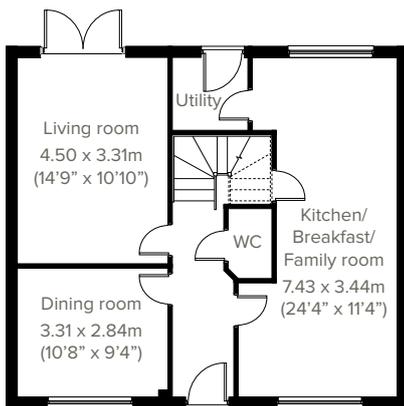


5 bedroom home

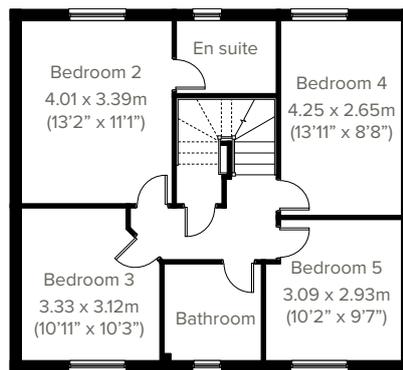
# The Newton



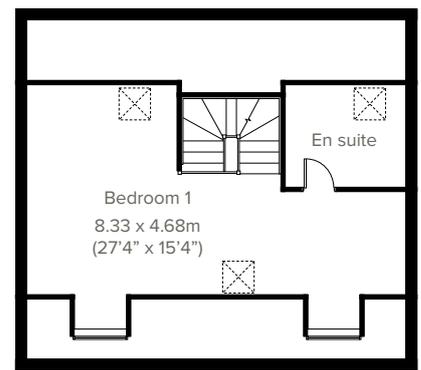
A stunning detached home with an impressive open plan, dual-aspect kitchen/breakfast/family room, the Newton has five bedrooms and is perfectly designed for modern family living. Its other features include a bright living room with French doors leading into the garden, separate dining room, WC and a handy utility. The first floor is home to four bedrooms - one with an en suite – and a family bathroom. On the top floor, bedroom one is a spacious sanctuary with an en suite.



GROUND FLOOR



1ST FLOOR



2ND FLOOR

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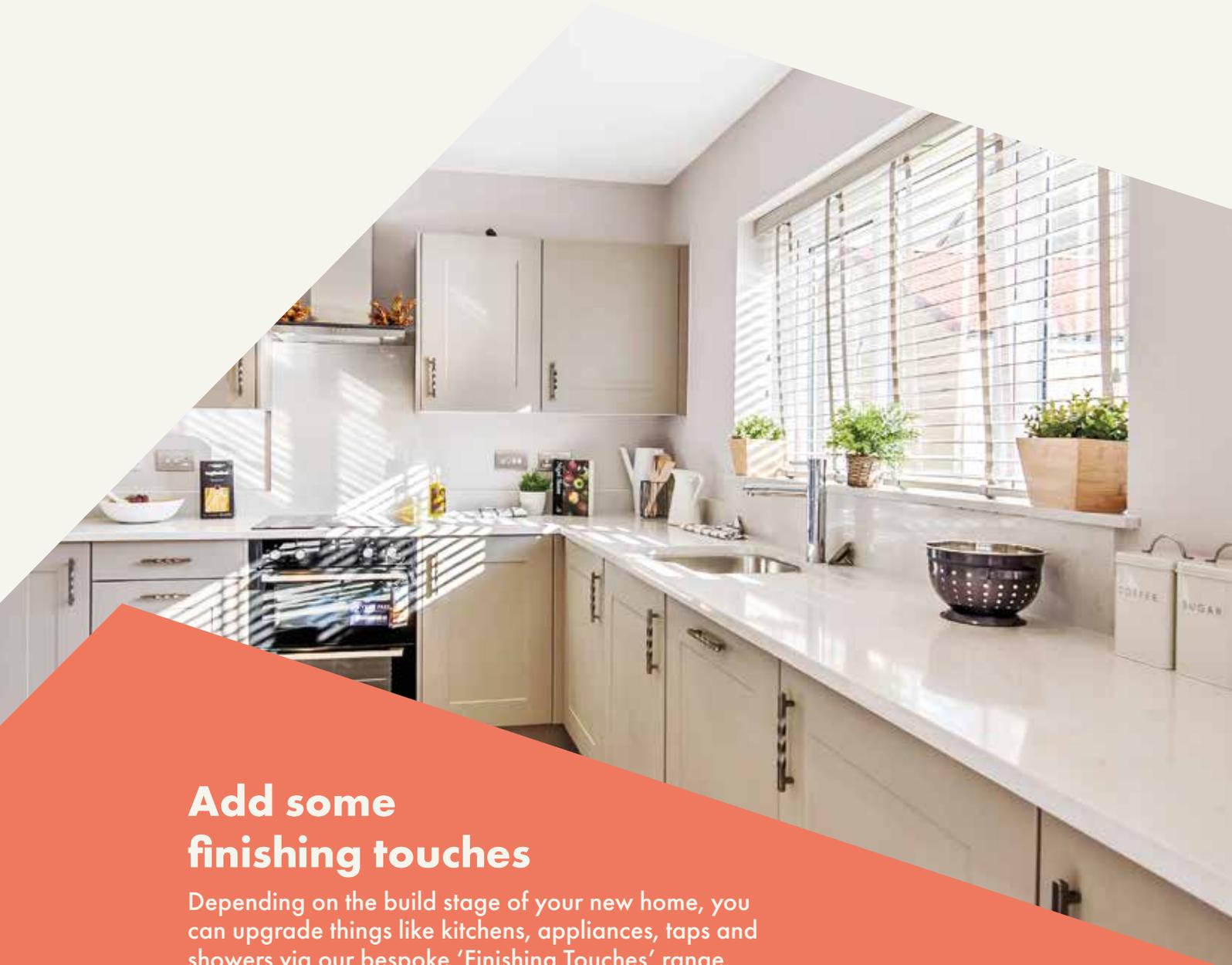
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Cherry Tree Gardens

# 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.  
Solar panels (Please speak with a Sales advisors for more information)

### 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 almond 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

Stainless steel single bowl sink with pillar taps to kitchen only.  
Plumbing for washing machine.

### Appliances

Single electric stainless steel oven, gas hob in stainless steel with 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.

### Splash-backs

Splashback to sanity ware 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.





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.



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 CO<sub>2</sub> per house built.

## Eco goodies

When you move in to your new Persimmon home you'll find some of our favourite eco brands in your Homemove box. These products are plastic free, refillable and ethically sourced.





Your home, your way

# Finishing Touches to make it yours

Our goal is to make your house feel like your home before you've even collected the keys.

Key to achieving this is giving you the creative freedom to add your own style and personality to every room through our fabulous Finishing Touches collection.

Featuring the very latest designs from a host of leading brands, Finishing Touches lets you personalise your home inside and out. And rest assured, every upgrade and item available has been carefully chosen to complement the style

and finish of your new home. Of course, the real beauty is that all these extras will be ready for the day you move in.

Thanks to our impressive buying power we can offer almost any upgrade you can imagine at a highly competitive price. It can all be arranged from the comfort and convenience of one of our marketing suites, in a personal design appointment.

## You can choose:



Kitchens



Appliances



Bathrooms



Flooring



Wardrobes



Fixtures & fittings

"One of the most exciting things about buying a brand new home is putting your own stamp on a blank canvas."



## Share & win!

Share your love for your new Persimmon home and you could be in with a chance of winning a voucher. For more details, see 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/finishing-touches](https://persimmonhomes.com/finishing-touches)

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.



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Issue: February 2026 (Reprint) Ref: 240-480

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