



**Persimmon**

Together, we make your home



## **Bluebell Meadow Phase 6**

Bradwell • Norfolk



**Persimmon**

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# 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"**

**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.



Bluebell Meadow Phase 6

## Find out more

About Persimmon Homes	4
Your journey with us and schemes to help	6
Living at Bluebell Meadow	8
Our homes	10
Specifications	26
Sustainability	28
Personalise with Finishing Touches	30
Proud to be building communities	32
Reasons to buy from us	34





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

Part Exchange



**HOME**  
CHANGE

Home Change




**EARLY**  
**BIRD**

Early Bird



Own New Rate  
Reducer



- 
- Choice of 1, 2, 3 and 4-bedroom homes
  - Range of amenities on your doorstep
  - Easy access to Great Yarmouth and Norwich
  - Surrounded by Norfolk countryside



**Scan me!**

For availability and pricing  
on our beautiful new homes  
at Bluebell Meadow.





Bradwell • Norfolk

## Bluebell Meadow Phase 6

Discover our energy-efficient new homes for sale in Bradwell – where you can enjoy community-focused living close to fantastic amenities, the coast and the historic cathedral city of Norwich.

Set in the charming village of Bradwell, our sought-after Bluebell Meadow development offers a range of modern new homes, one-bed homes that are ideal for first-time buyers, and two, three and four-bedroom homes perfect for growing families.

Sharing its border with Great Yarmouth, Bradwell is a fantastic coastal location to call home. With a new home here, you're just a stone's throw away from the famous Norfolk Broads and glorious beaches at Great Yarmouth and Gorleston-on-Sea. With Great Yarmouth's town centre minutes away by car, nearby you also have supermarkets, such as Sainsbury's and Morrisons, James Paget Hospital, 'Good' (rated by Ofsted) schools and easy transport links available.

Norfolk is a unique and beautiful rural county, too. Perfect for weekends out and about, if you head inland, you'll find plenty of pretty villages, lovely local footpaths and traditional country pubs to explore. And with an abundance of cycle routes, the environmentally friendly bicycle is a great way to explore Bradwell.

### Sea, sand and sports

The local area has three 18-hole golf courses and a superb selection of sports and leisure activities for everyone to enjoy, including the Phoenix Pool in Bradwell and the Marina Centre in Great Yarmouth.

Take a short trip inland and you can explore the peaceful Norfolk Broads in hire day boats and canoes. And on your doorstep, the wide open skies and beautiful rolling Norfolk countryside await.

## EXPLORE

Start exploring...

Gorleston-on-Sea  
**3.2 miles**

Great Yarmouth train station  
**4.7 miles**

Norwich  
**22.9 miles**

Norwich Airport  
**28.9 miles**



## Bluebell Meadow Phase 6

### Our homes

#### 1 bedroom



The Ashridge

#### 2 bedroom



The Redhill



The Cromer

#### 2 bedroom + study



The Danbury



The Deepdale

#### 3 bedroom



The Galloway



The Sherwood



The Barndale

#### 4 bedroom



The Burnham



The Knebworth



The Brampton



The Lambridge



The Kielder



Affordable Housing

Customer Hub

Show Home





Bluebell Meadow - Phase 7

Attenuation  
Basin



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.



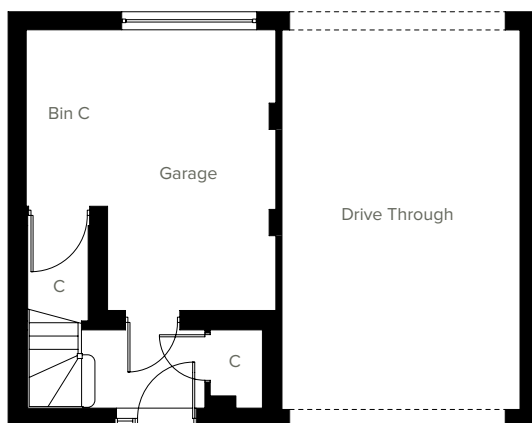


# The Ashridge

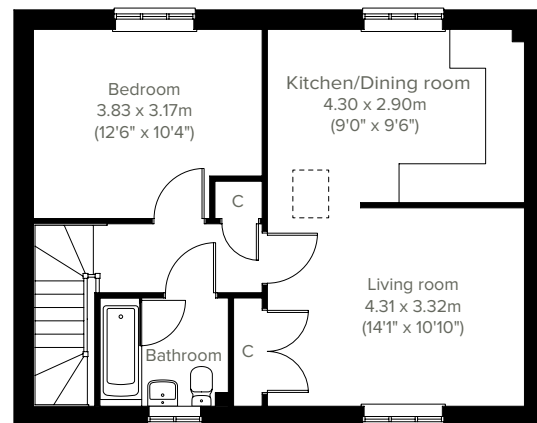
1 bedroom home



The Ashridge is a thoughtfully designed one-bedroom home with a bright front-aspect living room with storage, open plan kitchen/dining room, spacious bedroom and family bathroom with modern fixtures and fittings. On the ground floor there is further storage and a garage. This home is perfect for first time buyers and young professionals



**GROUND FLOOR**



**1ST FLOOR**

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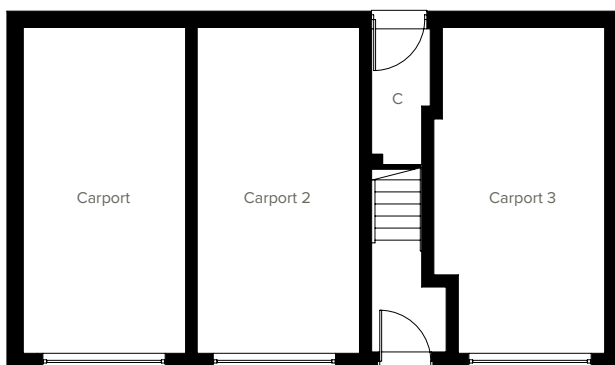


# The Redhill

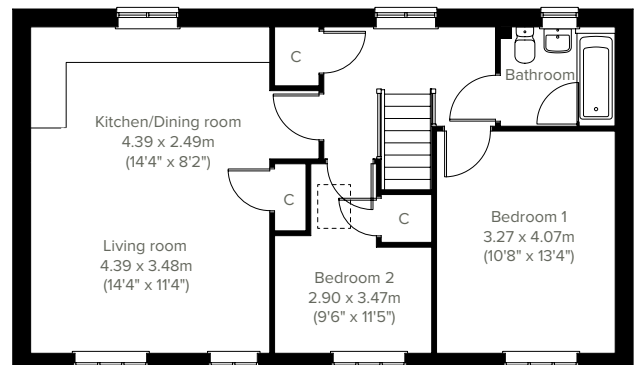
2 bedroom home



Modern living at its best, the Redhill's spacious 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. You'll also benefit from a carport and allocated parking – an ideal first home.



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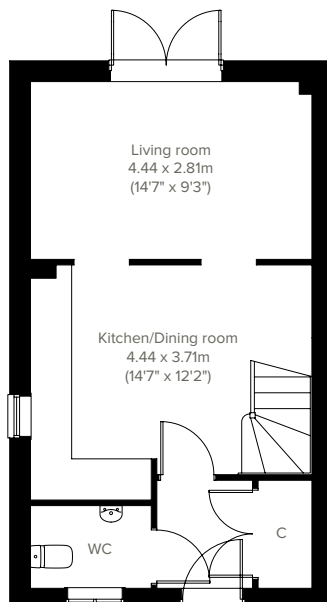


2 bedroom home

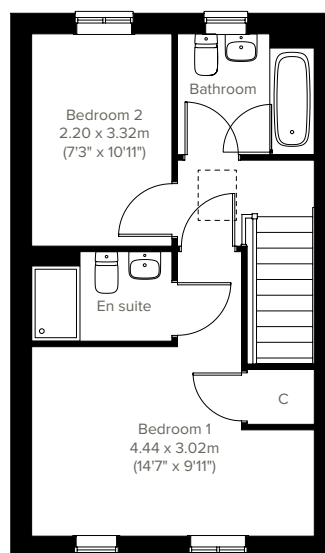
# The Cromer



Perfect for the way we live today – the two-bedroom Cromer has a modern open plan kitchen/dining room that's ideal for entertaining and a spacious rear-aspect living room with French doors to the garden. A handy downstairs WC and great storage complete the ground floor. Upstairs, there are two bedrooms, with an en suite and storage to bedroom one. You'll also find a modern family-sized bathroom, appealing to families, first-time buyers and young professionals.



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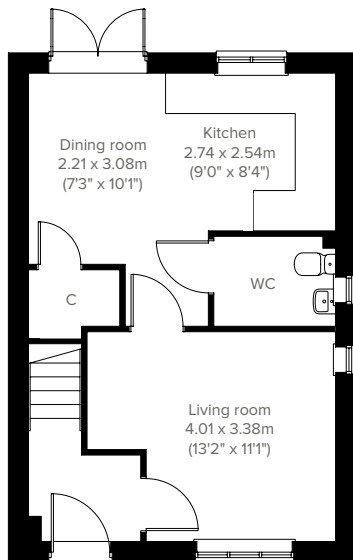


# The Danbury

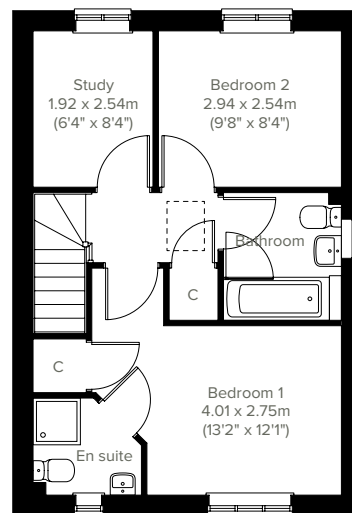
2 bedroom home & study



The popular two-bedroom Danbury is perfect for the way we live today. There's 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 two bedrooms - bedroom one has an en suite - and a family-sized bathroom, plus a study.



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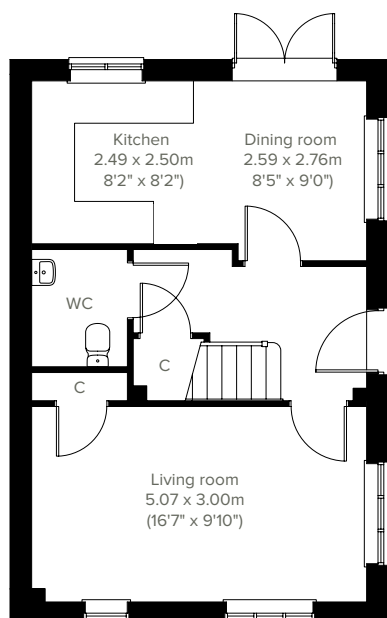


# The Deepdale

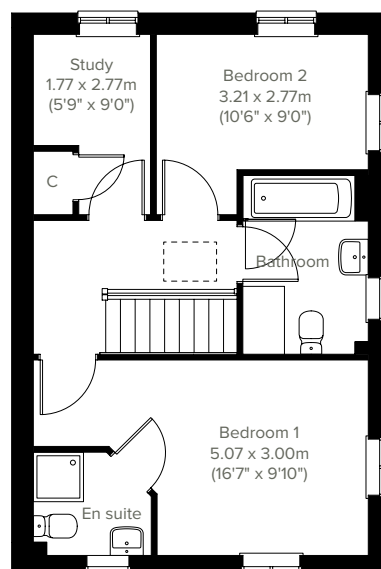
2 bedroom home & study



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 two bedrooms, including a large bedroom one with an en suite, a family-sized bathroom, study and handy storage cupboard.



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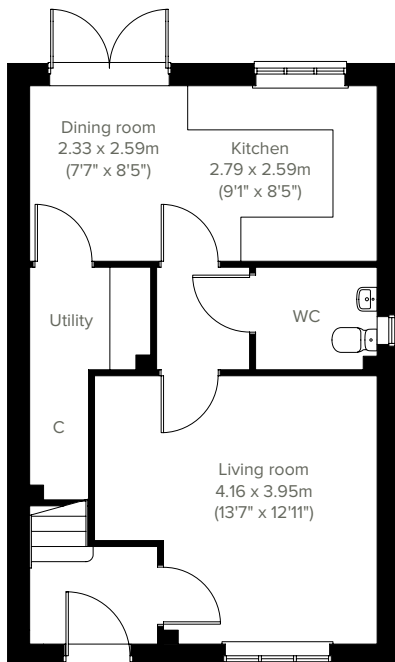


# The Galloway

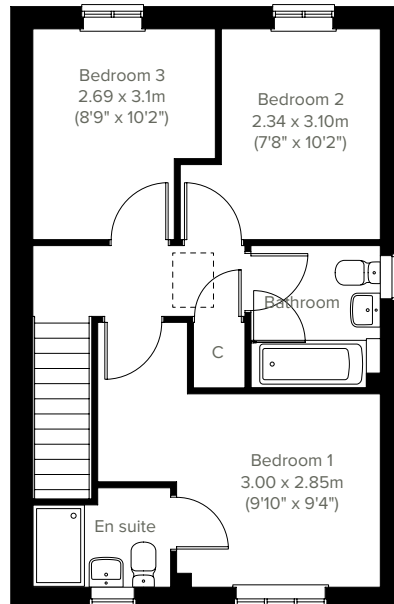
3 bedroom home



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



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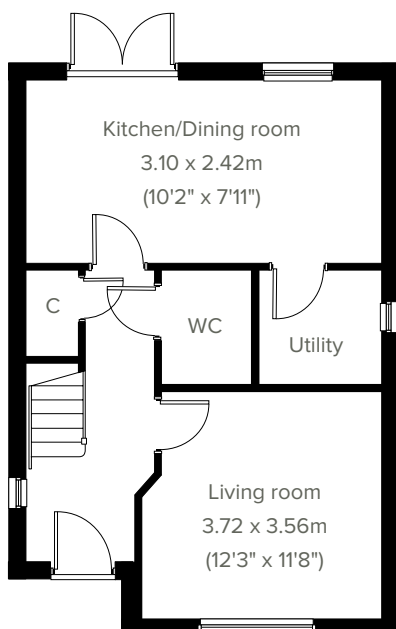


3 bedroom home

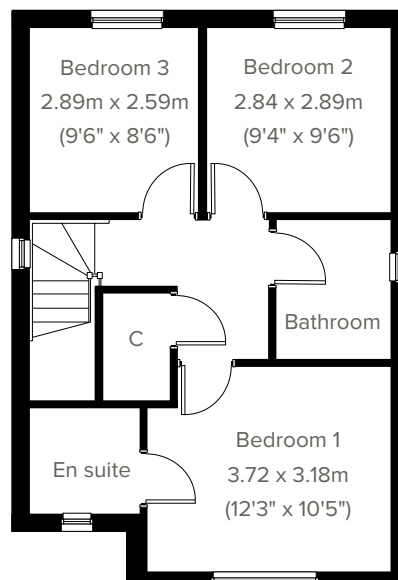
# The Sherwood



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, plus the main family bathroom.



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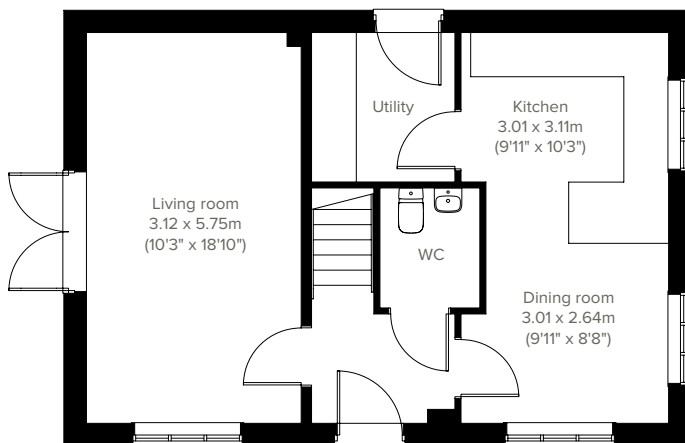


# The Barndale

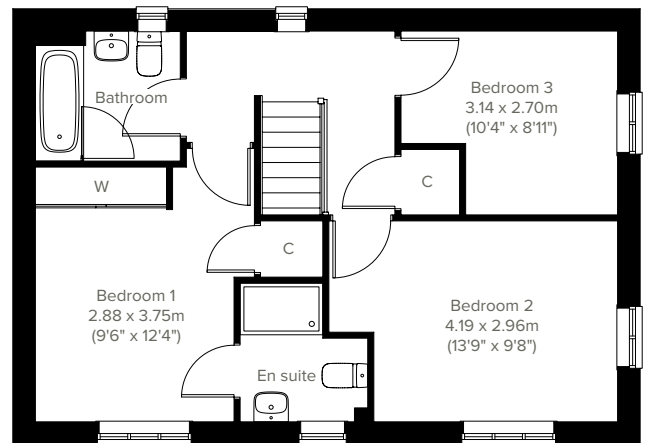
3 bedroom home



A thoughtfully-designed three-bedroom 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 your everyday storage. Upstairs there's an en suite to bedroom one, two further spacious bedrooms and a family bathroom.



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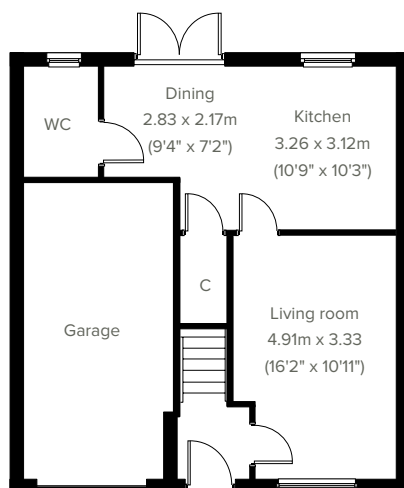


# The Burnham

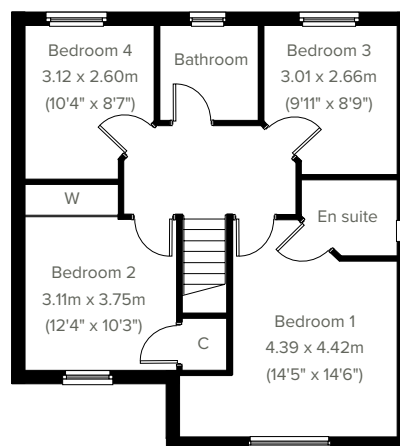
4 bedroom home



The Burnham is a superb detached home with an integral garage, a good-sized living room which leads into a bright open plan kitchen/dining room - perfect for family life and entertaining. It's practical too with a downstairs WC and two storage cupboards. The spacious bedroom one has an en suite with the landing leading on to three further bedrooms and the main family bathroom.



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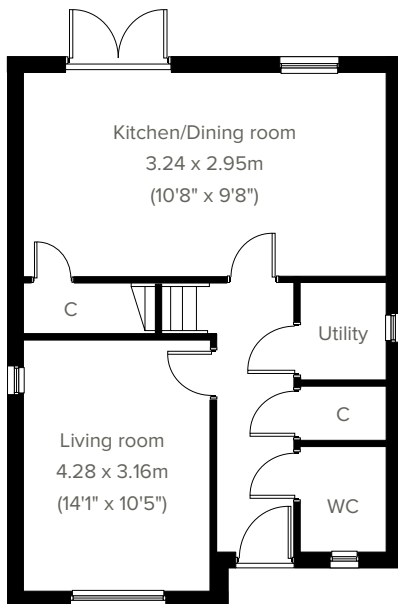


# The Knebworth

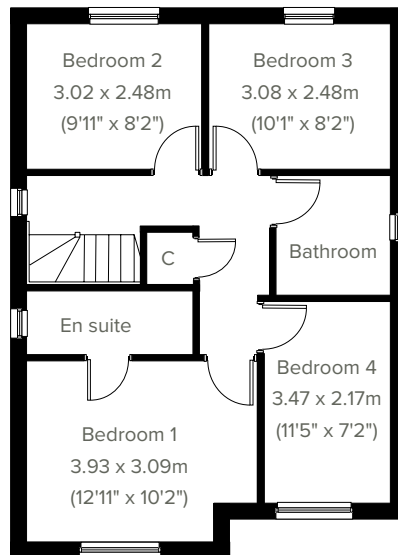
4 bedroom home



Designed with modern family life in mind, the Knebworth is a four-bedroom home featuring an open plan kitchen/dining room with French doors leading into the garden, a handy utility room and a front-aspect living room, plus under-stairs storage and a WC. The first floor has four good-sized bedrooms - bedroom one with an en suite - and the main family bathroom.



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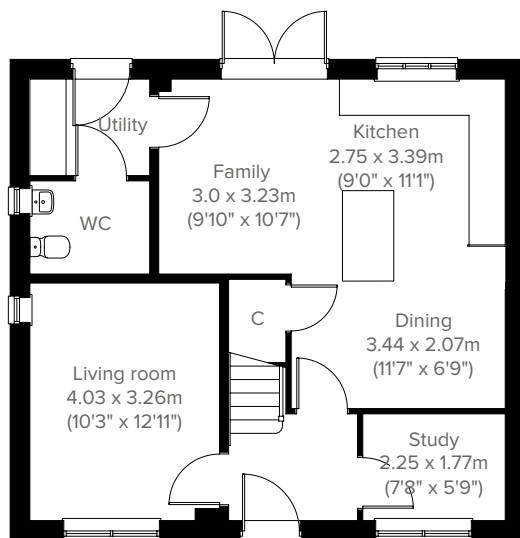


4 bedroom home

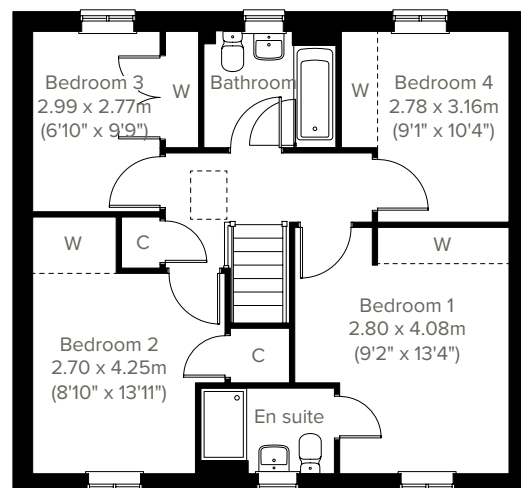
# The Brampton



A beautifully-designed four-bedroom detached home, the Brampton has everything you need for modern living. Downstairs there's a 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 generous bedroom one with an en suite - three further bedrooms plus plenty of storage cupboards and the family bathroom.



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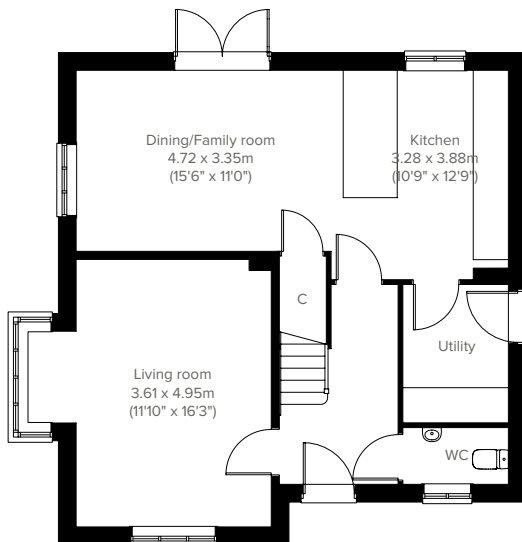


# The Lambridge

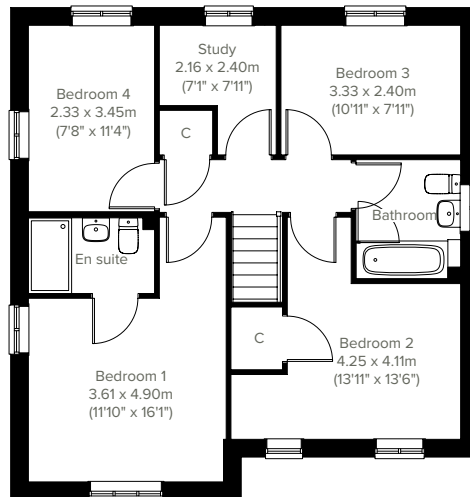
4 bedroom home & study



An impressive detached home with a spacious open plan kitchen/dining/family room, the Lambridge has four bedrooms and is perfectly designed for modern family living. Its other features include a bright living room with a bay window and separate study. The first floor bedroom one is spacious and has an en suite, while the landing leads onto a further three bedrooms, a study and the main bathroom.



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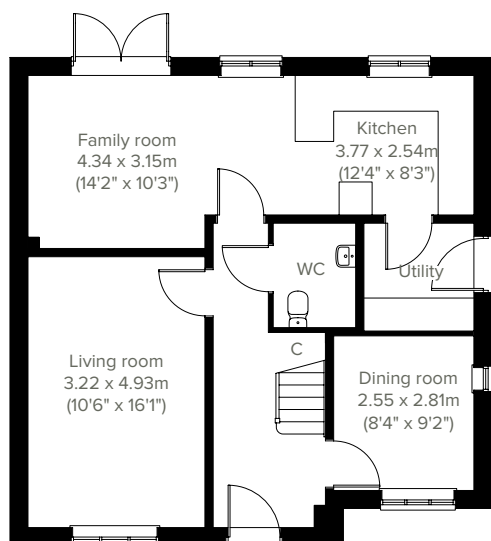


# The Kielder

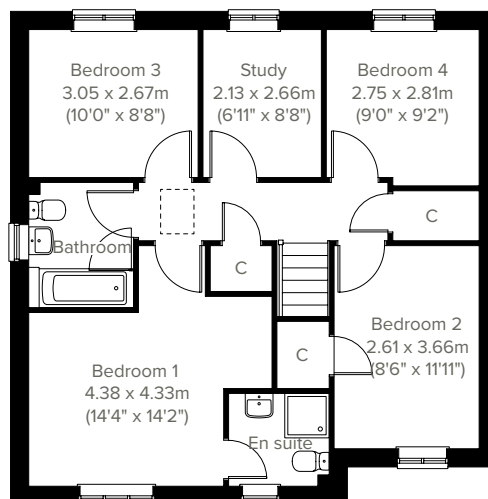
4 bedroom home & study



The Kielder is a superb detached home with a good-sized living room and a bright open plan kitchen/family room with French doors leading onto the garden - perfect for family life and entertaining. It's practical too, with a utility, downstairs WC and four storage cupboards. The large bedroom one has an en suite with the spacious landing leading on to three further bedrooms, a study and the main family bathroom.



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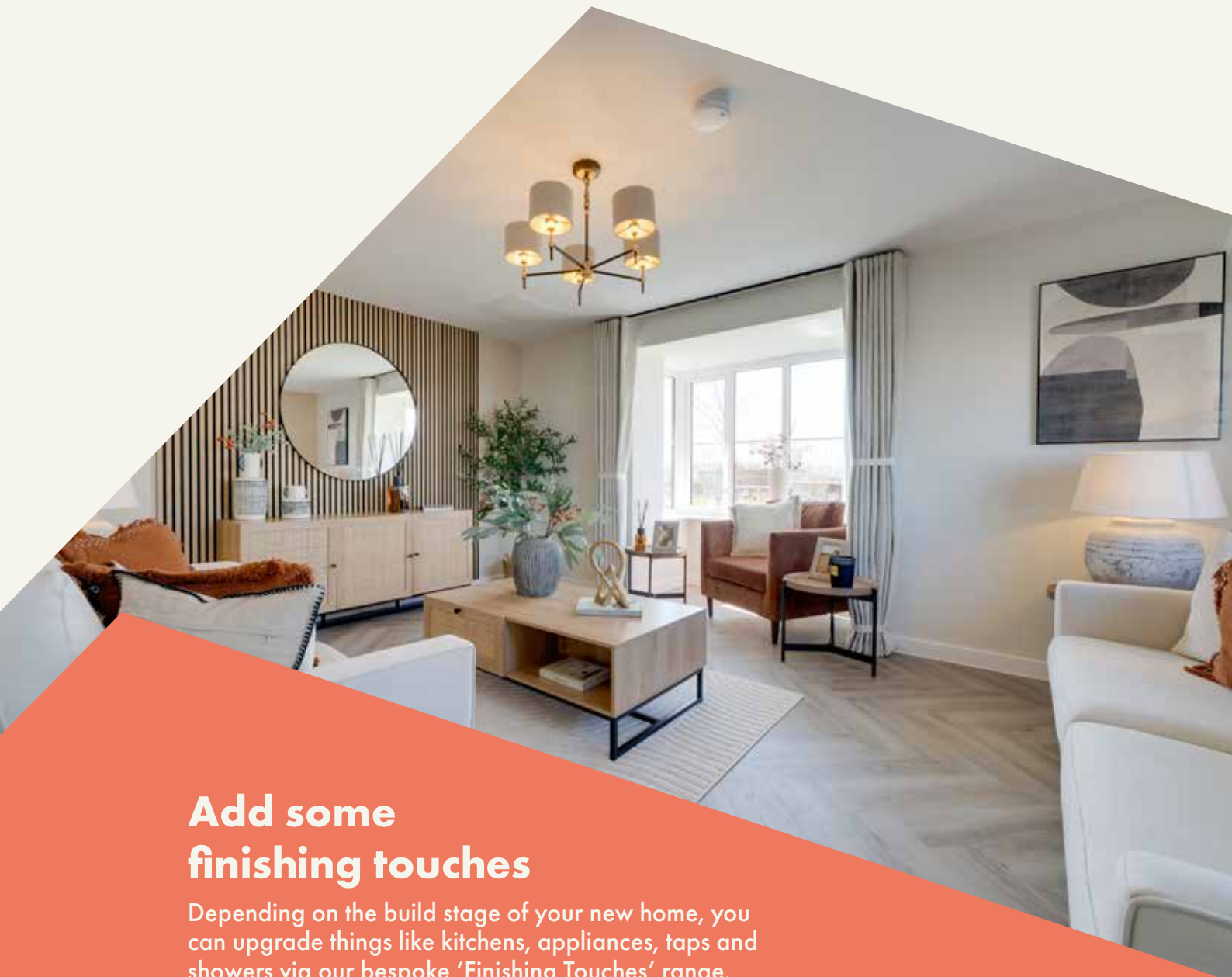




Bluebell Meadow Phase 6

# 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.

### Heating

Gas fired combi boiler with radiators in all main rooms, with thermostatically-controlled valves.

### 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, cooker hood and splash-back all in stainless steel.



## 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 no en suite, a thermo shower over bath).

### Splash-backs

1-course splash-back to WC basin /  
3-course splash-back 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 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.

### Charging points

Electric car charging points (where applicable).





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.
- ✓ **Ultra-fast broadband**  
OFNL 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](https://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 Bluebell Meadow Phase 6, 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. Bluebell Meadow Phase 6 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 Bluebell Meadow Phase 6.”



#### **AFFORDABLE HOUSING**

We are committed to delivering 10% of the housing on Phase 6 as affordable homes. The affordable housing comprises of a range of 2-to-4-bedroom houses, which are wheel-chair accessible and meet the Nationally Described Space Standards.

#### **LIBRARY AND EDUCATION**

Significant financial contributions have been made to the County Council towards the education and library provisions in the neighbourhood.

#### **HEALTHCARE**

Contributions have been made towards healthcare, including the provision of land for a Medical Centre.

#### **NEIGHBOURHOOD SHOPPING AREA**

A serviced parcel of land was provided for the purposes of retail, now containing a Sainsbury's Local, and several other commercial units.

#### **HIGHWAY IMPROVEMENTS AND TRAVEL PLAN**

Several off-site highway improvements to Beaufort Way and the existing bridleway will come forward as a part of Phase 6, with improvements towards pedestrian and cycling links. A range of travel contributions have been made to improve connectivity of the Bluebell Meadow development to its surroundings via a Travel Plan.

#### **OPEN SPACE**

Contributions towards the maintenance of playgrounds and open space within the development. A large swathe of open space is coming forward as part of Phase 6, with pedestrian and cycle routes from Phase 6 to the wider Bradwell neighbourhood.





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.





## Bluebell Meadow Phase 6

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