



Persimmon

Together, we make your home



Swan Park Phase 2

Dawlish • Devon



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

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



5 stars!

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



Swan Park Phase 2

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 in numbers

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

14,868

homes
sold in
2022

200+

locations
across
the UK

5000+

employees
make it all
happen

700+

apprentices
taken on
each year

£505.6m

invested in
local communities
in 2022



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.

"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.

Giving back

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

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



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.



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.

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**



**EARLY
BIRD**



DEPOSIT UNLOCK
THE LOW DEPOSIT MORTGAGE SOLUTION

Deposit Unlock



BANK OF MUM AND DAD

Bank of Mum and Dad



DEPOSIT BOOST

Deposit Boost



**ARMED FORCES/KEY
WORKERS DISCOUNT**

Armed Forces/Key
Workers Discount



- Choice of 2, 3, 4 and 5-bedroom homes
- Fantastic edge-of-town location
- Sandy beaches within walking distance
- Excellent local schools
- Under 12 miles from Exeter city centre



Scan me!

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



Dawlish • Devon

Swan Park Phase 2

Our latest phase at Swan Park offers a range of two, three, four and five-bedroom homes in the thriving seaside resort town of Dawlish, South Devon. A sought-after location and a fantastic place to call home.

Everything you need close by

Less than two miles from Dawlish town centre, Swan Park is in an ideal location to enjoy all the area has to offer. The charming town is filled with a mixture of independent shops and high street stores, as well as seaside attraction such as bars, cafés and an amusement arcade. There's a good range of services and amenities located in the town including excellent schools and Sainsbury's is just across the road from the development.

For even more choice, Swan Park is within a 20-minute drive of Exeter, a hub of entertainment, leisure and shopping.

Stunning beaches on your doorstep

The surrounding Devonshire countryside offers many opportunities to enjoy the region's forests, rivers, beaches and wildlife; from the stunning landscapes of the famous Dartmoor National Park, to the golden sands of Dawlish Warren. Just down the road is Escot Country Park with acres of beautiful parkland, a red squirrel enclosure, café and children's outdoor play areas.

Excellent transport links

Commuting from Swan Park is convenient as Dawlish train station is just under 2 miles away with regular trains to Exmouth, Exeter, Torquay, Paignton and London Paddington. The M5 motorway is just 18 miles from the development.

So, whether you're looking to get your first foot on the housing ladder or have a growing family, you're sure to find something perfect for you at Swan Park.

EXPLORE

Start exploring...

Dawlish
1.5 miles

Dawlish Warren Beach
2.1 miles

Dawlish train station
1.8 miles

Exeter City Centre
11.7 miles



Swan Park, Phase 2

Our homes

2 bedroom



The Morden

3 bedroom



The Moseley



The Windermere



The Ashworth



The Derwent



The Lockwood Corner

4 bedroom



The Longthorpe



The Coniston



The Warwick



The Mayfair

5 bedroom



The Taunton



The Fenchurch



The Regent



The Holborn





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.

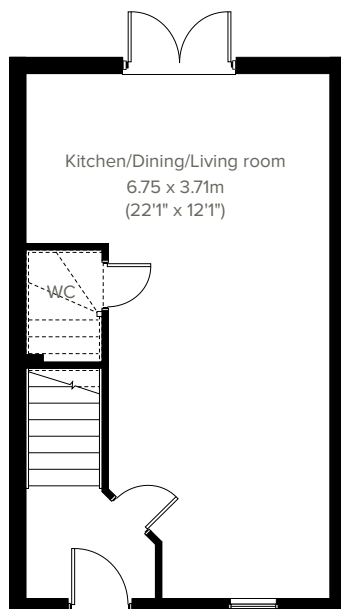


2 bedroom home

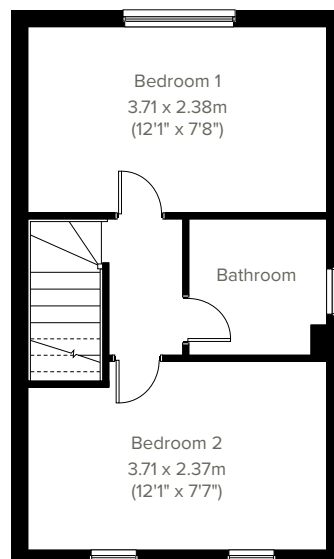
The Morden



Modern living at its best, the Morden's open plan kitchen/dining/living room is bright and ideal for the way we live today. Upstairs there are two nicely-proportioned bedrooms and a family-sized bathroom. Perfect for first-time buyers and young professionals.



GROUND FLOOR



1ST FLOOR

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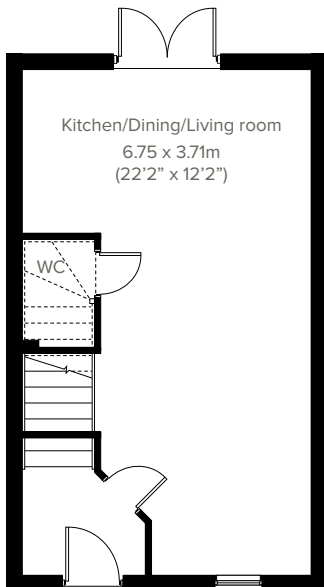


The Moseley

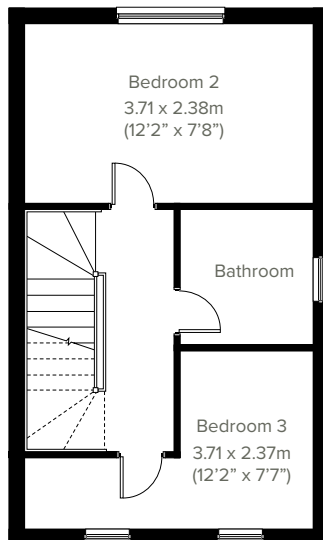
3 bedroom home



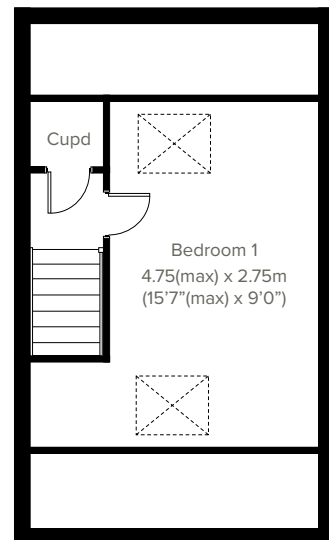
Perfect for the way we live today, the three-bedroom, 2.5-storey Moseley has a modern open plan kitchen/dining/living room with French doors leading to the garden, making it a home that's ideal for entertaining. Upstairs there are three nicely-proportioned bedrooms and a family-sized bathroom. Appealing to families, first-time buyers and young professionals.



GROUND FLOOR



1ST FLOOR



2ND FLOOR

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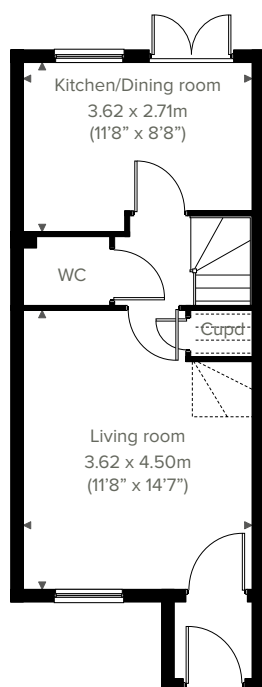


3 bedroom home

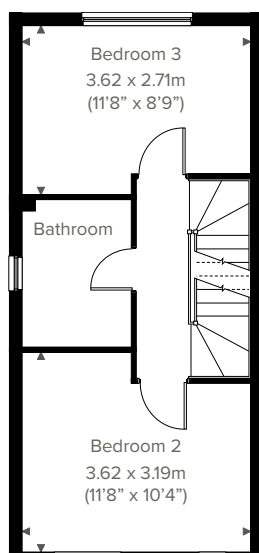
The Windermere



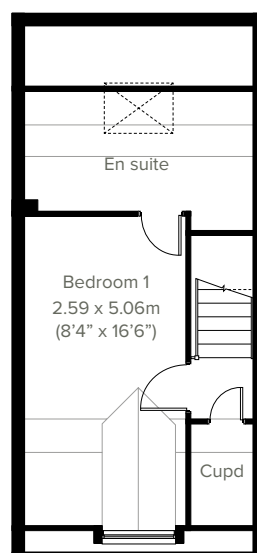
An attractive three-storey, three-bedroom home, the Windermere has a modern open plan kitchen/dining room, well-proportioned living room and three good-sized bedrooms; the top floor bedroom one also has a spacious en suite. The enclosed porch, downstairs WC, two storage cupboards and off-road parking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



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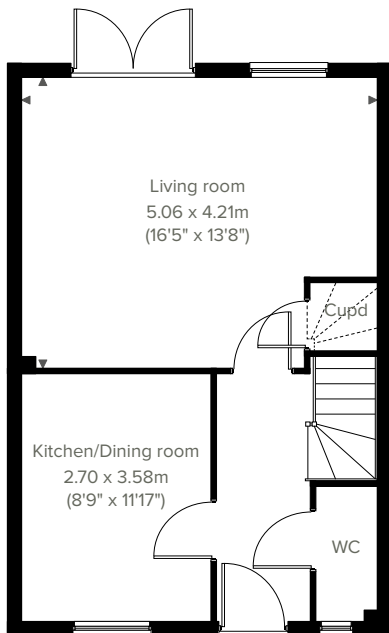


The Ashworth

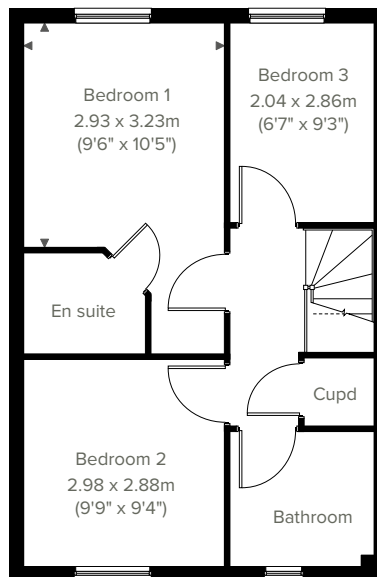
3 bedroom home



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



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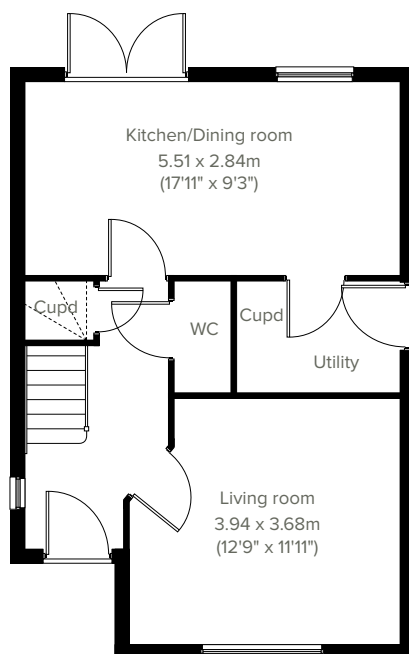


3 bedroom home

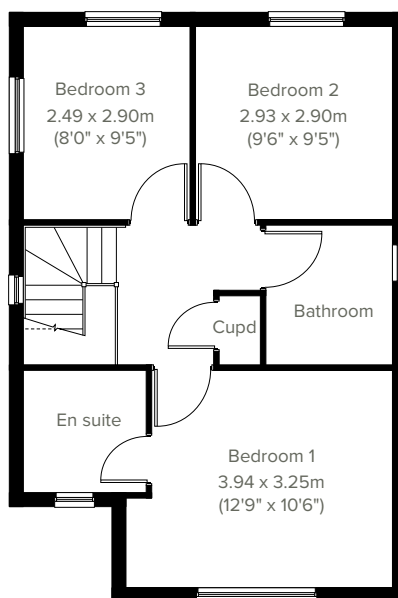
The Derwent



Enjoy the best of modern living in this popular three-bedroom detached home which benefits from a stylish kitchen/dining room with French doors leading into the garden. There's a spacious front aspect living room, 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 further storage cupboard.



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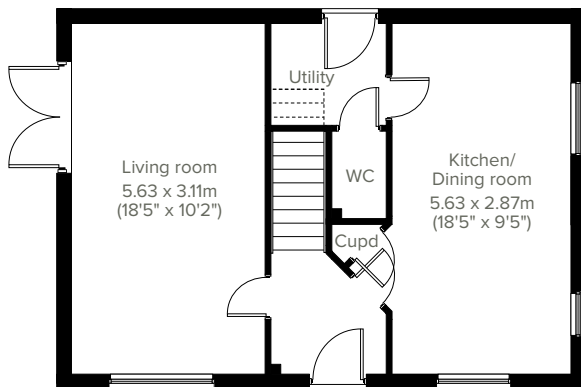


The Lockwood Corner

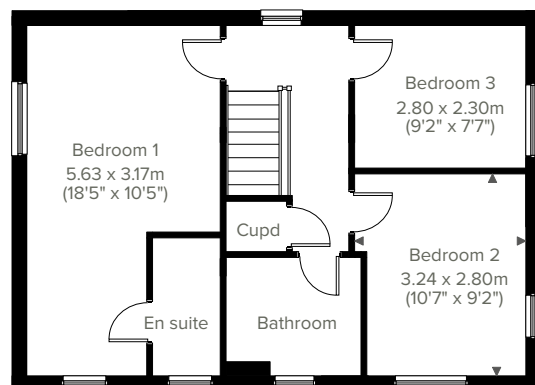
3 bedroom home



A fantastic detached family home, the Lockwood Corner features a stunning open plan kitchen/dining room and equally impressive living room with French doors opening into the garden. A utility room, WC and storage cupboard ensure it's practical as well as stylish. Upstairs you'll find three bedrooms, including a large bedroom one with en suite, a family-sized bathroom and another handy storage cupboard.



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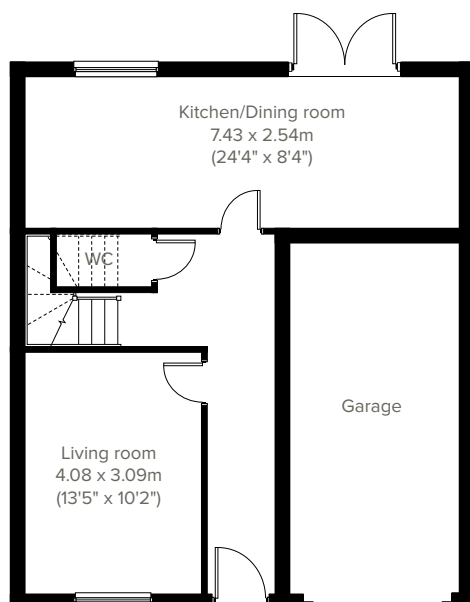


4 bedroom home

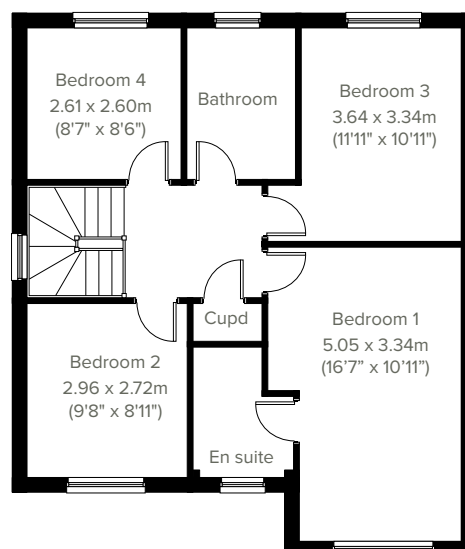
The Longthorpe



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



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18

EPC: B

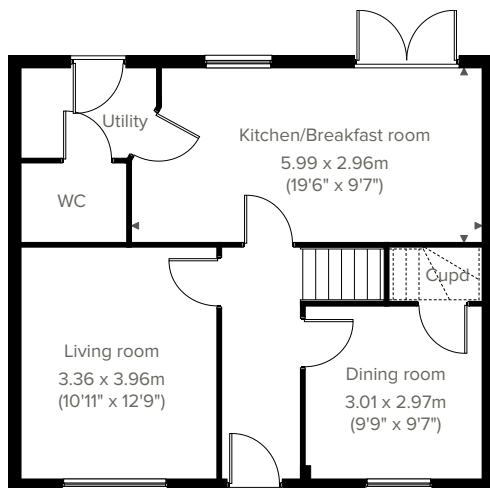


The Coniston

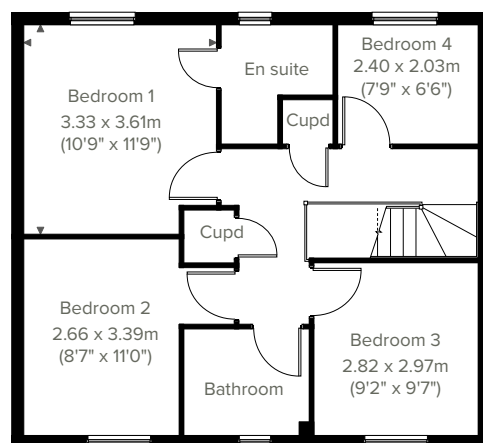
4 bedroom home



A popular detached family home, the Coniston ticks all the boxes. The modern and stylish open plan kitchen/breakfast room is perfect for spending time as a family and entertaining. There's also a well-proportioned 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 family-sized bathroom and two storage cupboards.



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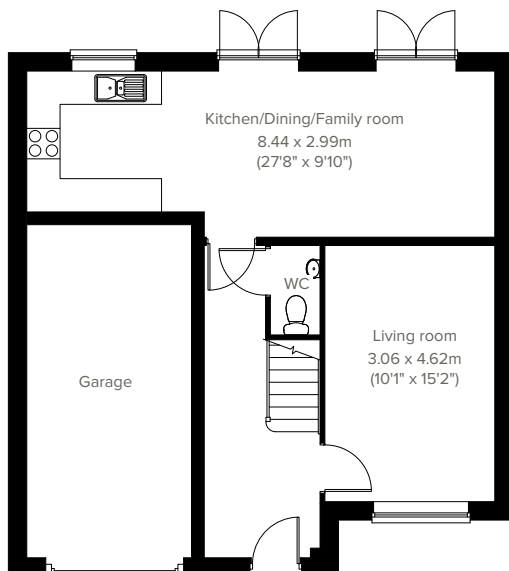


4 bedroom home

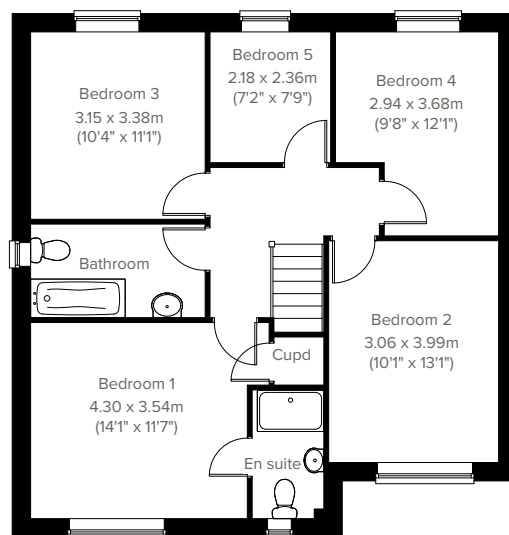
The Warwick



The Warwick is a stunning four-bedroom detached family home with an integral garage. The ground floor accommodation offers a large kitchen/dining/family room with French doors to the garden, a utility room with outside access, a downstairs WC; and facing the front of the house, a spacious living room. The four bedrooms - one of which is en suite - a family bathroom and lifestyle room are all off the central landing.



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20

EPC: B

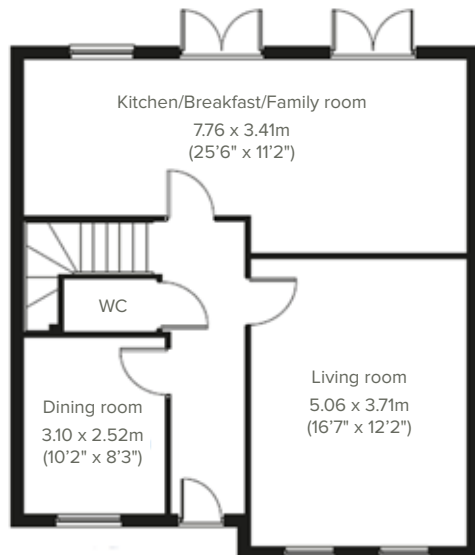


The Mayfair

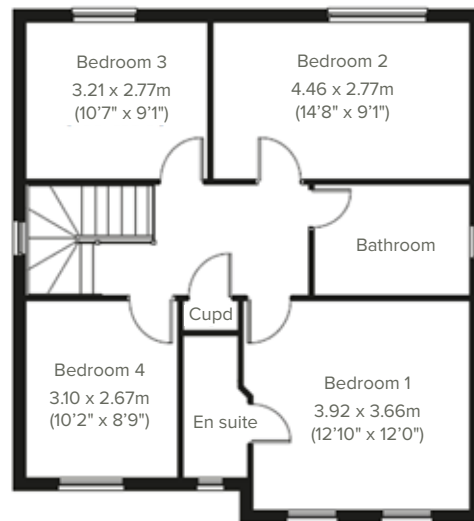
4 bedroom home



The Mayfair encompasses all that's needed for modern living. This detached four-bedroom home offers an open-plan kitchen/breakfast/family room alongside separate living and dining rooms. Upstairs, bedroom one enjoys its own en suite and there's a family bathroom for the other three bedrooms, as well as additional storage.



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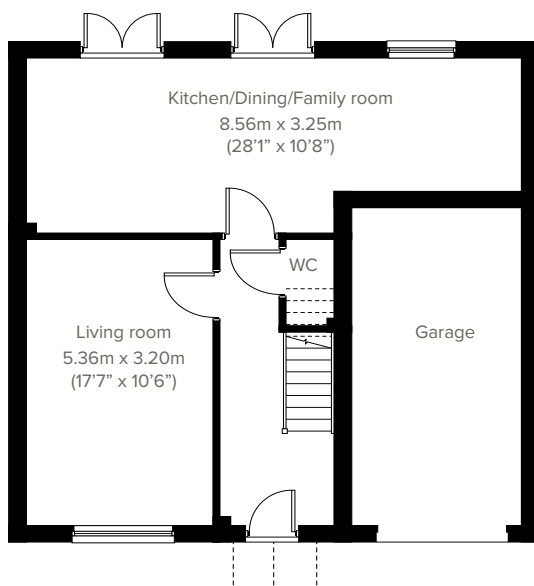


5 bedroom home

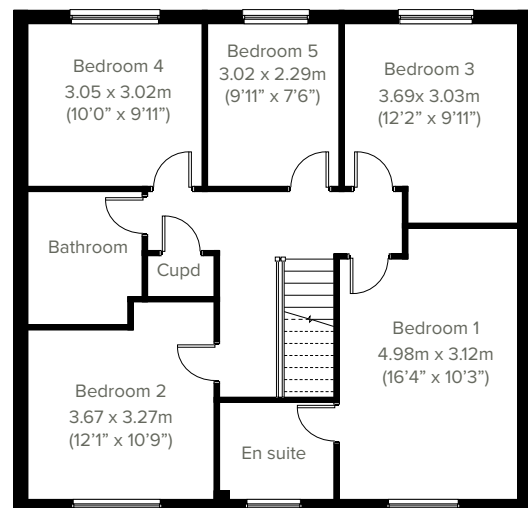
The Taunton



The Taunton is a five-bedroom detached home including an integral garage, two bathrooms and a ground floor WC. This lovely family home features two sets of French doors from the open-plan kitchen/dining/family room out to the garden and a peaceful separate living room. On the first floor, bedroom one has its own en suite and the other bedrooms share a family bathroom.



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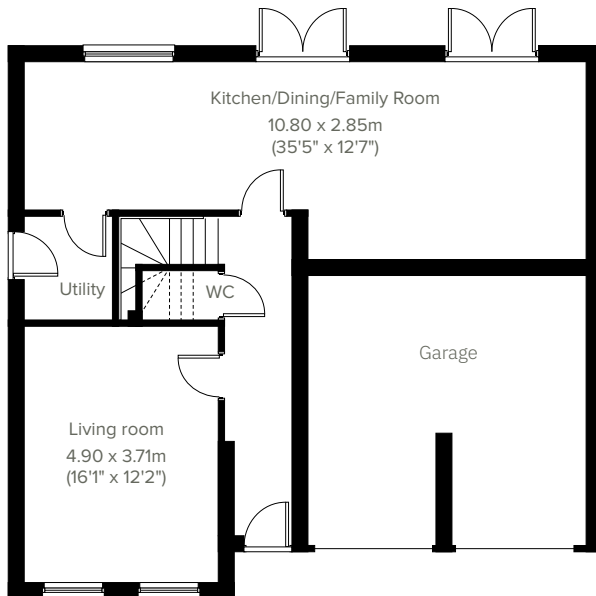


The Fenchurch

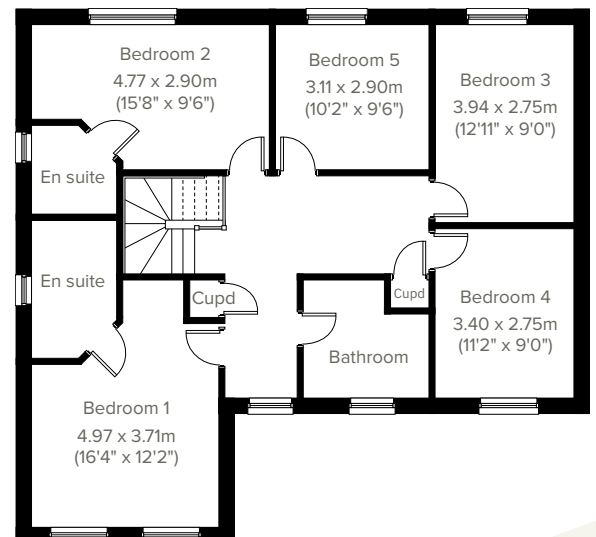
5 bedroom home



The Fenchurch is a five-bedroom family home with an integral double garage. The open-plan kitchen/dining/family room has two sets of French doors to the garden, making it a lovely light space for family life. There's a separate living room for all-important downtime, and the utility room, which has outside access and the downstairs WC are additional features. Upstairs, two of the bedrooms have their own en suites and there's a good-sized family bathroom for the other three bedrooms to use.



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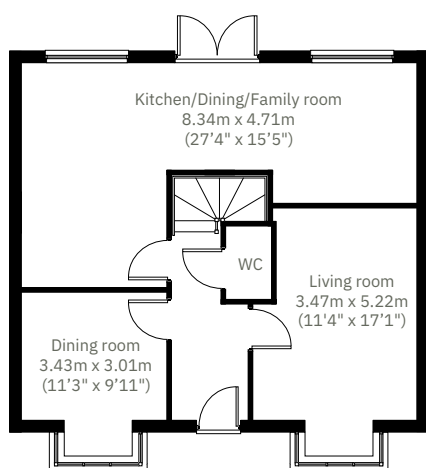


5 bedroom home

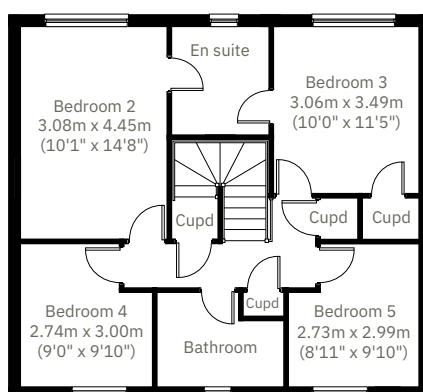
The Regent



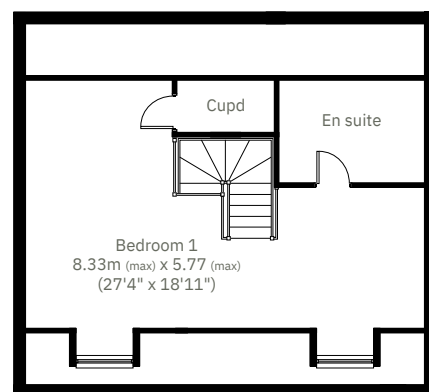
The Regent is a stunning five-bedroom detached home set over three floors. There's an impressive open-plan kitchen/breakfast/family room with French doors leading out to the garden. Both the living room and dining room have attractive bay windows. Two of the four bedrooms on the first floor share a Jack and Jill bathroom and the other two have use of the bright family bathroom. Bedroom one is a spacious sanctuary which has the second floor all to itself.



GROUND FLOOR



1ST FLOOR



2ND FLOOR

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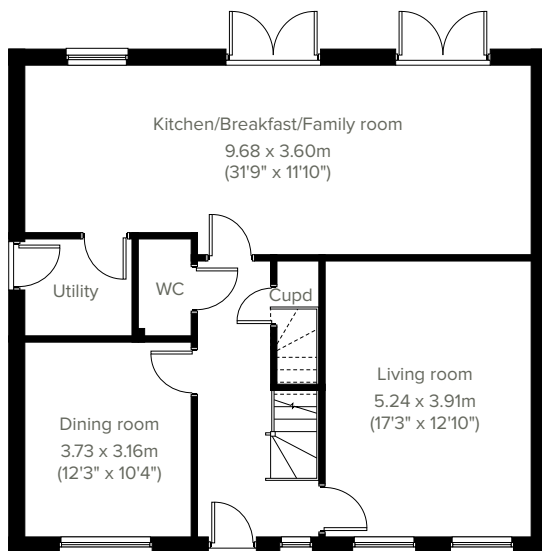


The Holborn

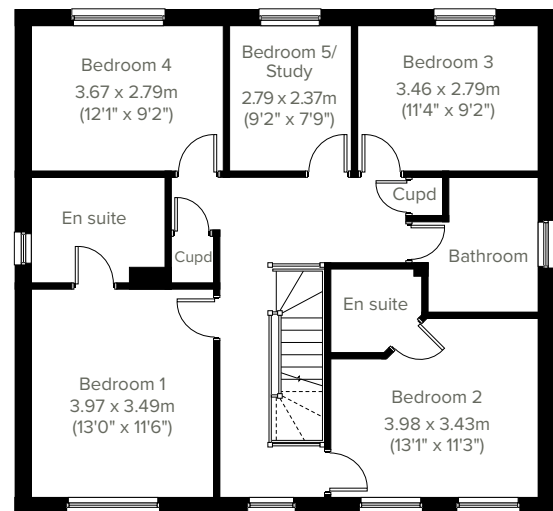
5 bedroom home



The Holborn is a spacious and impressive home. There are five bedrooms, a large open-plan kitchen/breakfast/family room with two sets of French doors to the garden, and the flexibility of separate living and dining rooms. Upstairs, two of the bedrooms are en suite, leaving a lovely family bathroom for the other three to use. Storage cupboards on the landing add to the built-in storage space downstairs and the other practical features are the utility room which has outside access and the downstairs WC.



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This information is for guidance only and does not form any part of any contract or constitute a warranty. Illustrations are of typical elevations and may vary. Floor plans are not drawn to scale and window positions may vary. Room dimensions are subject to a +/- 50mm (2") tolerance and are based on the maximum dimensions in each room. Please consult your sales advisor on site for specific elevations, room dimensions and external finishes. The EPC ratings are estimated and vary between home types, orientation and developments.

25

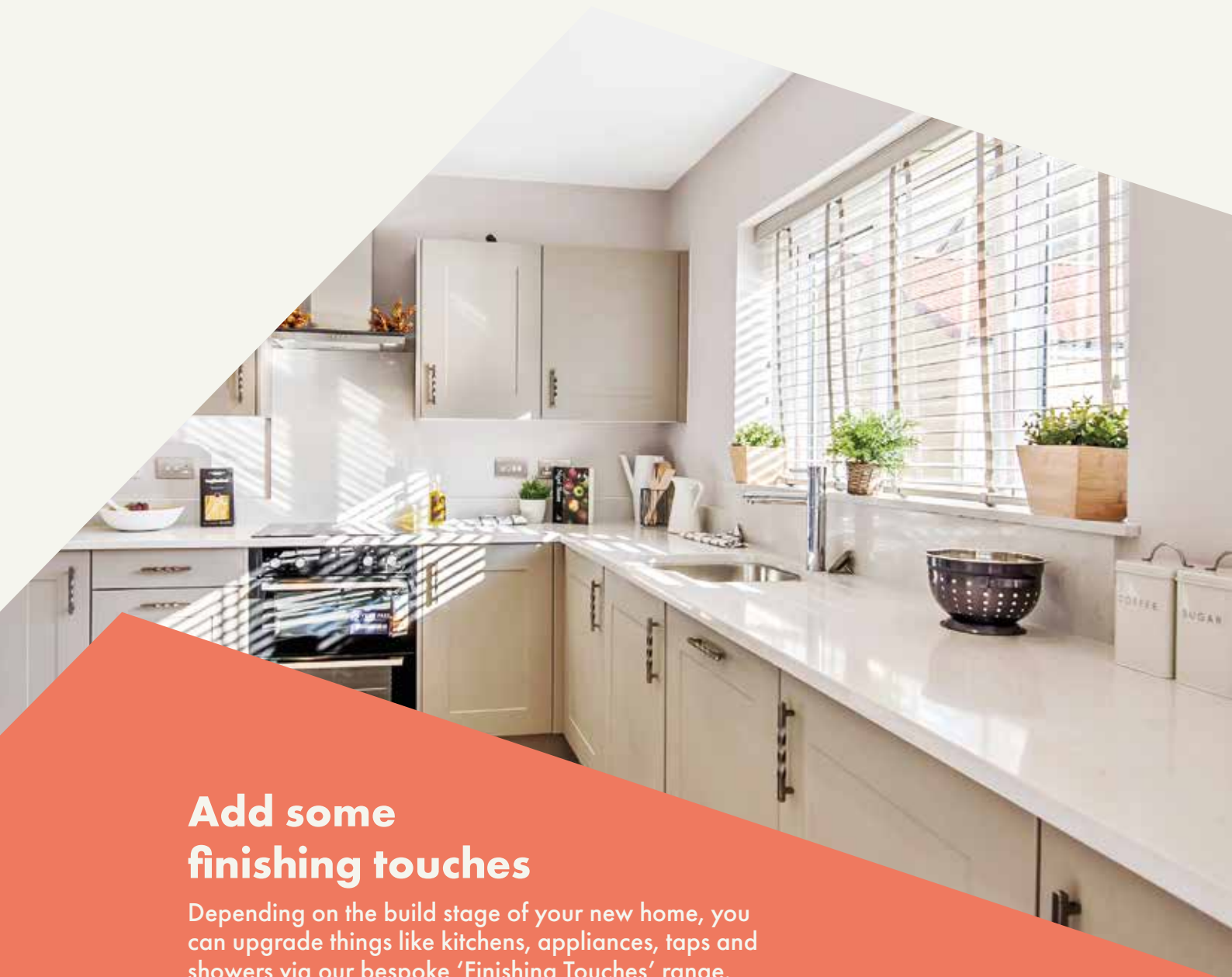
EPC: B



Swan Park Phase 2

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, gas or electric hob in stainless steel and integrated cooker hood and splash-back.



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, hand held shower to be fitted.

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.





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. 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.



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

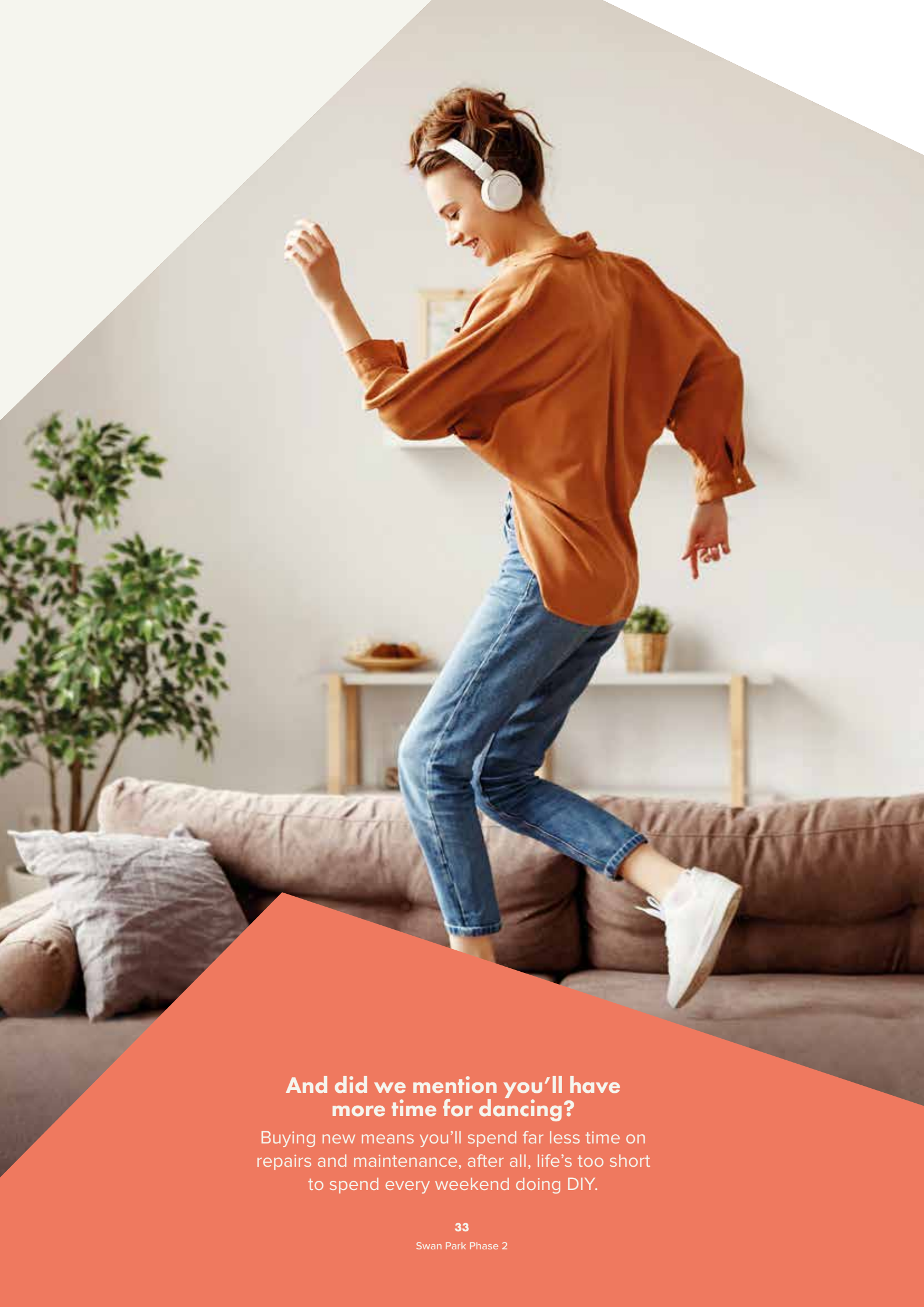
All our new homes come with a ten-year, insurance-backed warranty, as well as our own two-year Persimmon warranty. In the unlikely event you ever need to claim, our Customer Care Team are there to help you.

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.



Persimmon

Notes

Handwriting practice lines consisting of 12 horizontal dotted lines.





Your home, better connected
for a brighter future



Ultrafast 500Mb broadband is available
on this development.

FibreNest provides you with high-speed, totally unlimited
full-fibre broadband to your home, at great prices.



Choose the best package for you

We know every household is different, that's why we've put together six amazing packages to suit everyone's needs. From surfing the net on the sofa to binge-watching the latest box set, streaming music with friends to ruling the galaxy in the latest must-have game - we've got the service for you.



Scan me!
For packages & pricing.



0333 234 2220



support@fibrenew.com

Get connected today!

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

C:

D:

P:



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