



Persimmon

Together, we make your home

Festival Park Phase 4

Easton • Norwich



Persimmon

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

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

HBF Home Builders Federation



Customer Satisfaction 2025

5 stars!

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



Festival Park

Find out more

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Who we are

A little bit about us

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

Over 50 years of expertise

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

Sustainability mission

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

Persimmon plc in numbers

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

10,664

homes
delivered in
2024

200+

locations
across
the UK

4,731

direct employees
make it all
happen

484

acres of
public space
created

£2.2bn

invested in
local communities
over the last
5 years



“Building sustainable homes
and community hubs”

Save money on your energy bills

The increased thermal retention from our insulation and double glazing, along with reduced water use thanks to efficient appliances, mean you'll automatically save money on your energy and water bills – and with the rising cost of living, this can make a real difference.



Take a look at the recently published HBF Watt a Save report to find out how much you could save.

The Persimmon Pledge

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



Find out more about the Persimmon Pledge.

Accessible homes

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



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



Happy hour

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



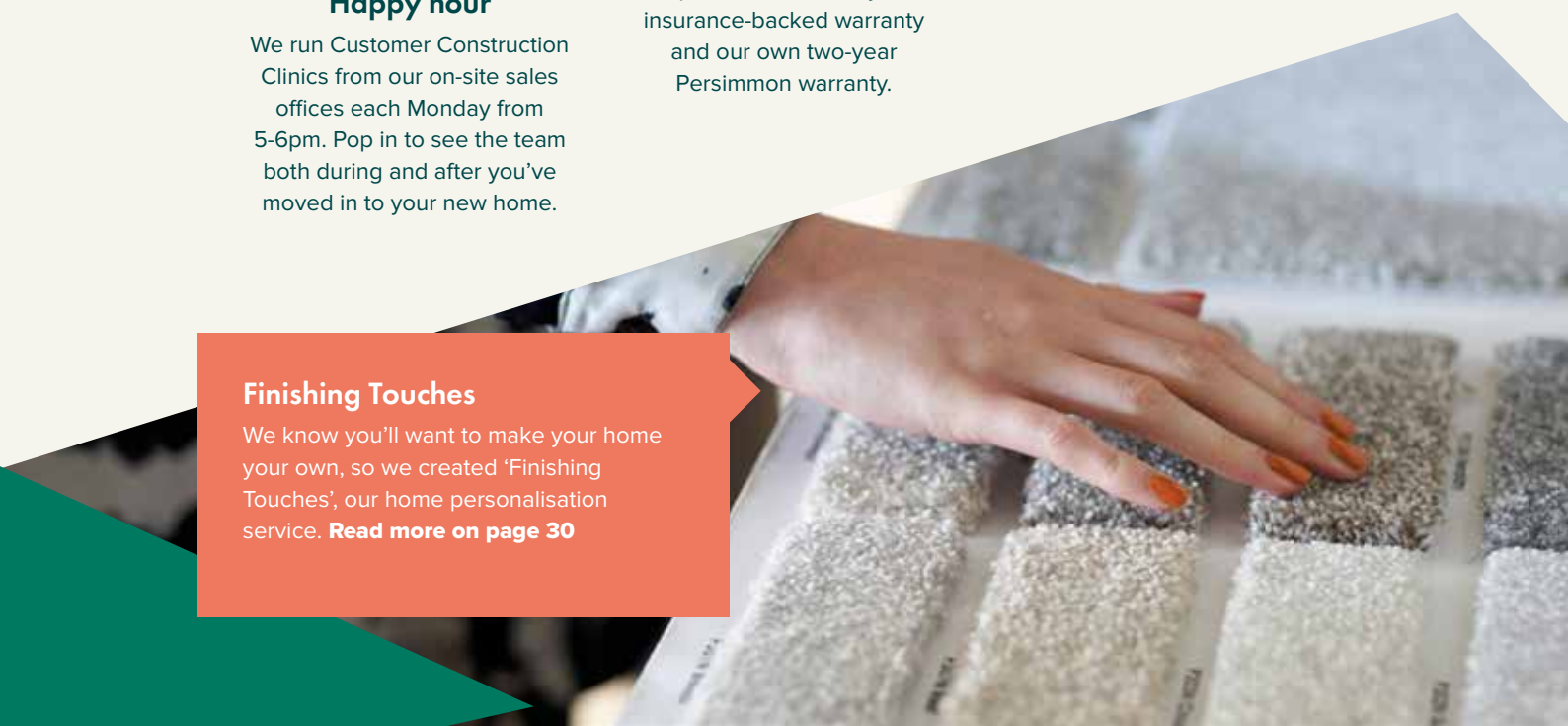
10-year warranty

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



Help when you need it

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



Finishing Touches

We know you'll want to make your home your own, so we created 'Finishing Touches', our home personalisation service. **Read more on page 30**



With you all the way

Your journey with us

From finding your perfect new home to moving in,
we're here to help every step of the way.

1.→ 2.→ 3.

Reservation

So you've seen a home you love? Speak to one of our friendly sales advisors who will help you secure your dream home.

Solicitor

You'll need to instruct a solicitor or conveyancer at the point of reservation. Your sales advisor can recommend a local independent company.

Mortgage application

Most people will need to apply for a mortgage. We can recommend independent financial advisors to give you the best impartial advice.

4.→ 5.→ 6.

Personalise!

The bit you've been waiting for! Making the final choices for your new home. Depending on build stage you can also choose from a range of Finishing Touches.

Exchange contracts

One step closer to moving in – this is where we exchange contracts and your solicitor will transfer your deposit.

Quality assurance

Your home will be thoroughly inspected by site teams and will also have an Independent Quality Inspection to make sure it's ready for you to move into.

7.→ 8.→ 9.

Home demo

Another exciting milestone! Here's where you get to see your new home before completion. You'll be shown how everything works and any questions can be answered.

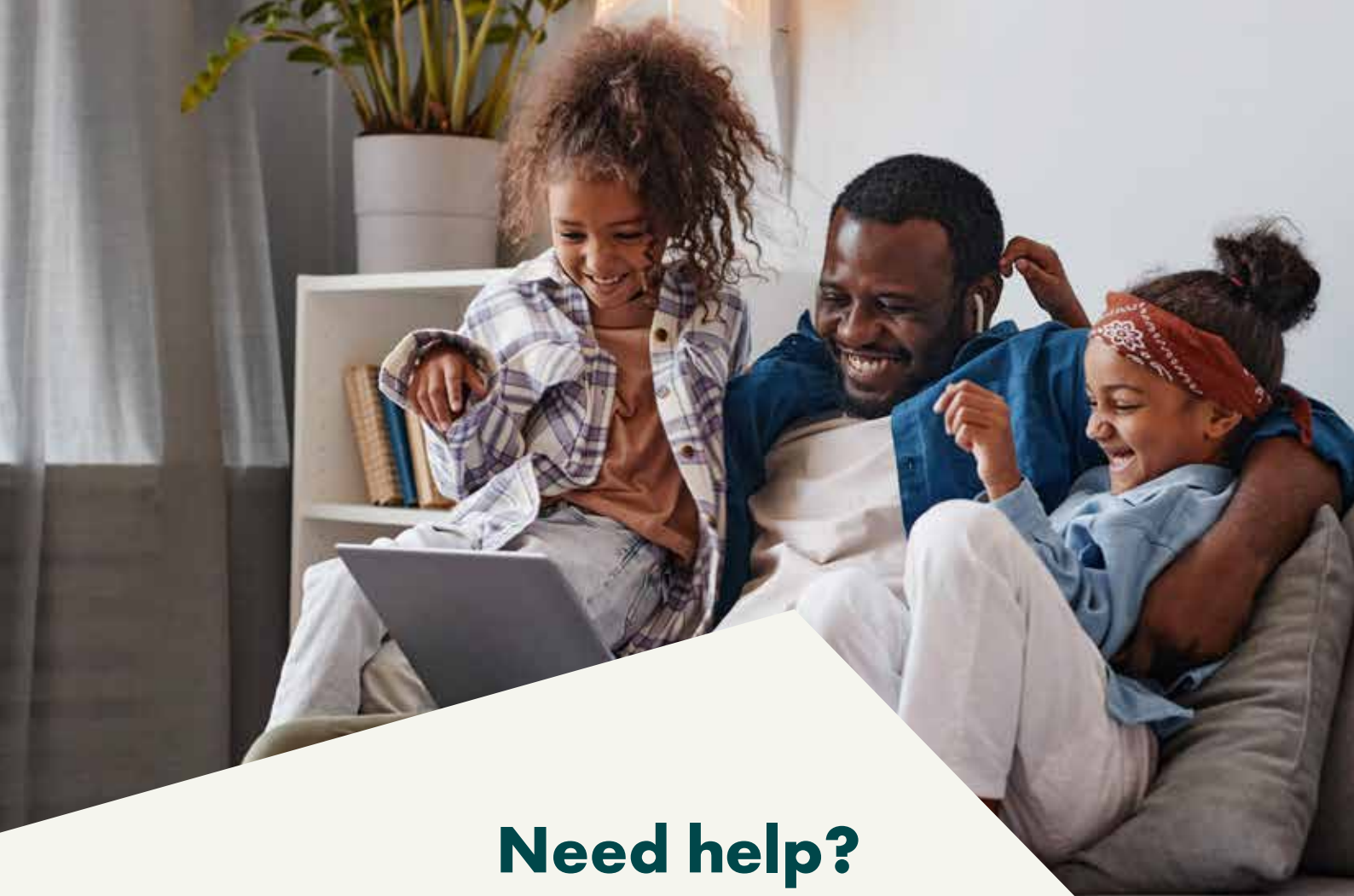
Handover

The moment you've been waiting for! The paperwork has been completed, the money transferred and now it's time to move in and start unpacking...

After-care

Our site and customer care teams will support you every step of the way. You'll receive a dedicated customer care line number to deal with any issues.

[persimmonhomes.com](https://www.persimmonhomes.com)



Need help?

One of the best things about buying a new-build home is the amazing offers and schemes you could benefit from. T&Cs apply.



PART
EXCHANGE



HOME
CHANGE



EARLY
BIRD



OWN NEW
RATE REDUCER

Own New Rate Reducer



DEPOSIT BOOST

Deposit Boost



- Choice of 1, 2, 3 and 4-bedroom homes
- Excellent range of schools nearby
- Close to Norwich city centre
- Well-connected with a variety of transport services



Scan me!

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



Easton • Norfolk

Festival Park

Excellent proximity to Norwich, good schools, transport links and the coast make our development Festival Park a fantastic choice for everyone, from young professionals to growing families.

Discover Festival Park, a vibrant new development offering one, two, three and four-bedroom homes in Easton. With lots of green space, peaceful lagoons and family-friendly play areas, this is a place where modern living meets the magic of Norfolk's countryside and coast, right from your front door.

Stylish new build homes in Easton, Norwich

Festival Park is designed for lifestyle and leisure. Landscaped paths, open spaces and carefully planned walking routes create a peaceful setting for families and nature lovers. With multiple play areas and natural lagoons, it ticks all the boxes.

New build homes with excellent transport links to Norwich and beyond

Located just off Dereham Road, Festival Park offers easy access to Norwich city centre and the A47 for travel across Norfolk. Norwich train station

is within reach for regional connections, and the nearby road network makes commuting simple and stress-free.

A location that lets you put family first

Easton is surrounded by a selection of schools rated 'Good' and 'Outstanding' by Ofsted, including St Peter's CofE Primary School, St Augustine's Catholic Primary School, Ormiston Victory Academy and St Michael's VA Junior School.

Everything you need on your doorstep

From local shops and supermarkets to schools and leisure facilities, Easton has everything close by. Norwich city centre adds even more choice, with high-street favourites, independent boutiques and cultural attractions just a short drive away. Alongside the construction of the Festival Park development, Persimmon are creating and improving a number of local facilities, including new play areas, a village green, allotments, a village shop and improvements to cycle and pedestrian routes.

EXPLORE

Start exploring...

| | | | |
|-----------------------|---------------------|-------------------------------|-----------------------|
| Longwater retail park | Norwich City Centre | Norwich International Airport | Norwich train station |
| 1.5 miles | 6 miles | 6.5 miles | 11.7 miles |



Festival Park Phase 4A

Our homes

1 bedroom

 **The Heartwood**

 **The Alnmouth**

2 bedroom

 **The Addleborough**

3 bedroom

 **The Galloway**

 **The Kingley**

 **The Saunton**

 **The Sherwood**

 **The Barndale**

 **The Silverdale**

4 bedroom

 **The Knebworth**

 **The Brampton**

 **The Greenwood**

 **The Marston**

 **The Lambridge**

 **Affordable Housing**

As agreed through Section 106

Allotments

Attenuation
Basin

4 Acre
Plantation

Sub S

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.



Development by
Charles Church

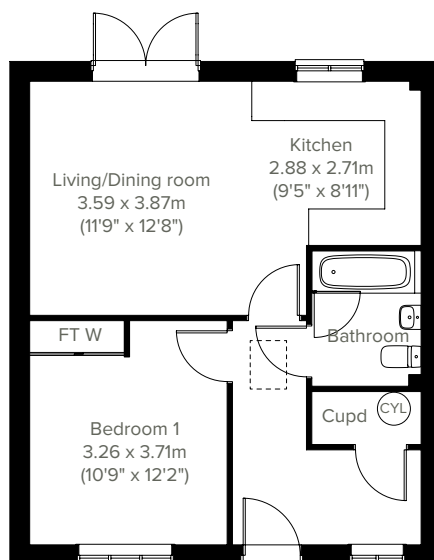


The Heartwood

1 bedroom home



Perfectly-proportioned, the Heartwood has a stylish open plan kitchen/dining/living room with French doors to the garden, as well as a double bedroom, a modern family bathroom and off-road parking. Ideal if you're a first-time buyer looking for a fresh modern home you can make your own.



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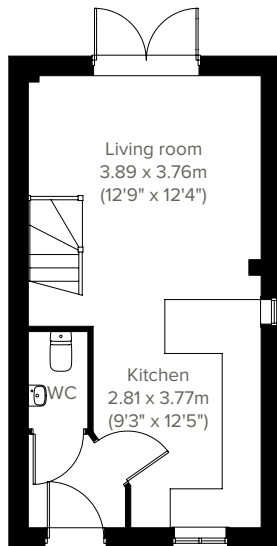


The Alnmouth

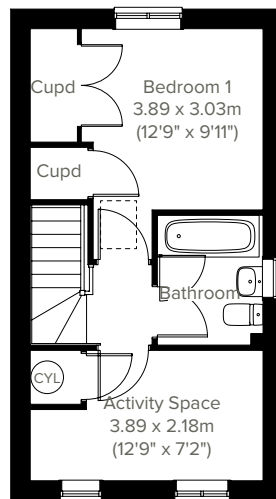
1 bedroom home



Beautifully balanced in design, the Alnmouth offers a stylish open-plan kitchen and living area with French doors opening onto the garden. Upstairs, you'll find two versatile rooms and a well sized bathroom, plus the benefit of off-road parking. It's an ideal choice for first-time buyers, busy professionals or anyone looking to downsize.



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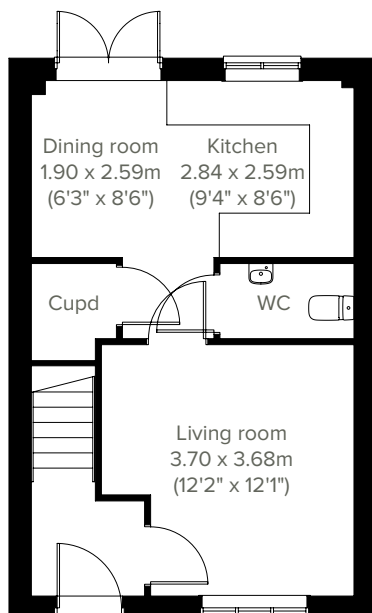


2 bedroom home

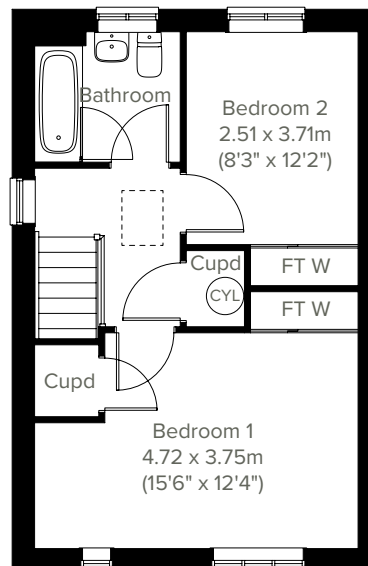
The Addleborough



An attractive two-bedroom family home, the Addleborough is ideal for modern living. The bright open plan kitchen/dining room has French doors leading into the garden - perfect for entertaining and family meals. The downstairs WC and three storage cupboards take care of everyday storage. Upstairs, you'll find two well-proportioned bedrooms and a stylish family bathroom.



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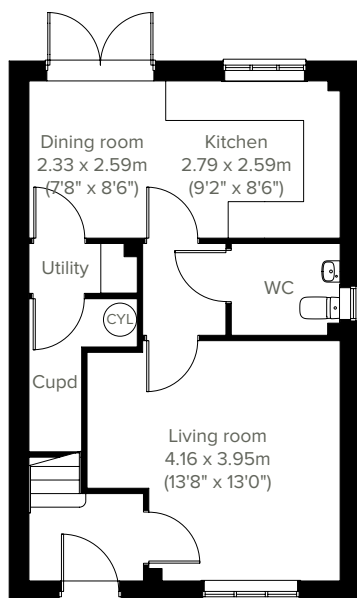


The Galloway

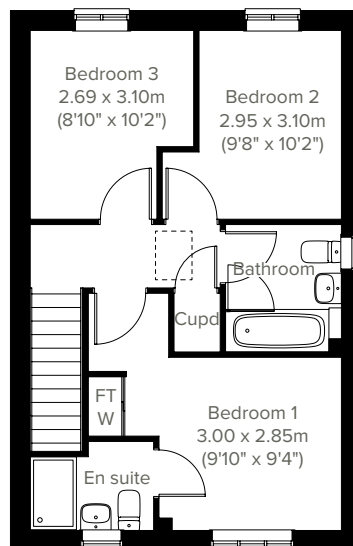
3 bedroom home



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



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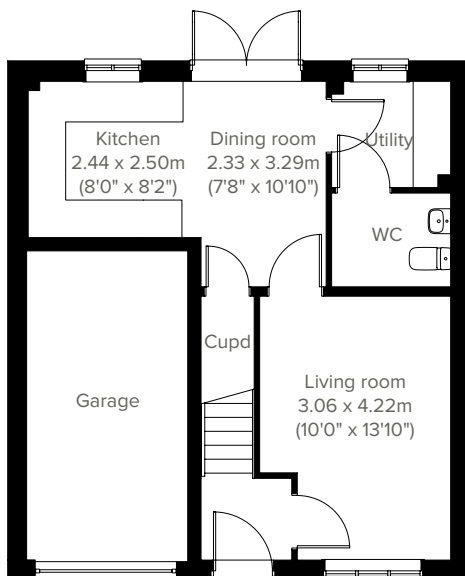


3 bedroom home

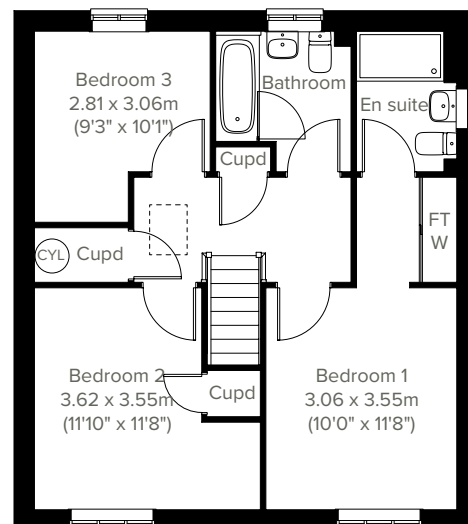
The Kingley



An attractive three-bedroom family home, the Kingley is ideal for modern living. The bright open plan kitchen/dining room has French doors leading into the garden - perfect for socialising and family time. The downstairs WC and four storage cupboards take care of everyday storage. Plus, there's an en suite and dressing room to bedroom one, modern family bathroom and integral garage.



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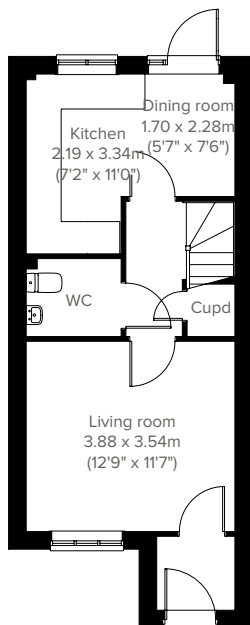


The Saunton

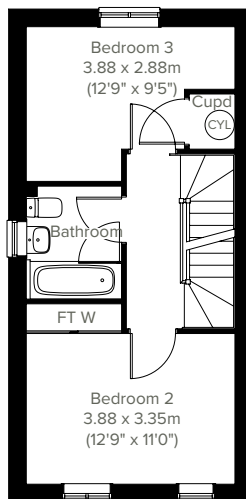
3 bedroom home



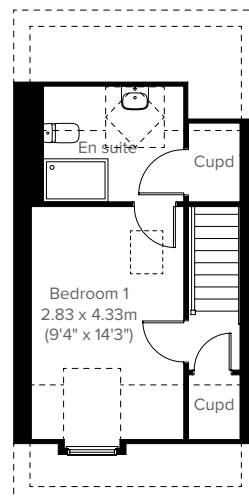
An attractive three-storey, three-bedroom home, the Saunton has a modern open plan kitchen/dining room, well-proportioned living room and three good-sized bedrooms. The top floor bedroom one also has a spacious en suite. The enclosed porch, downstairs WC, three storage cupboards and off-road parking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



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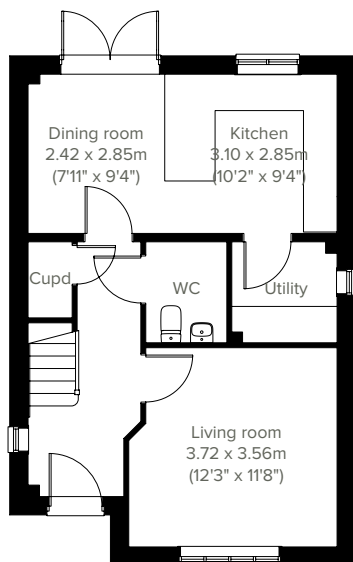


3 bedroom home

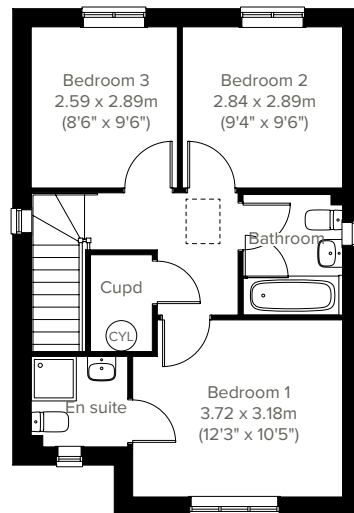
The Sherwood



This beautiful 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, and the main family bathroom.



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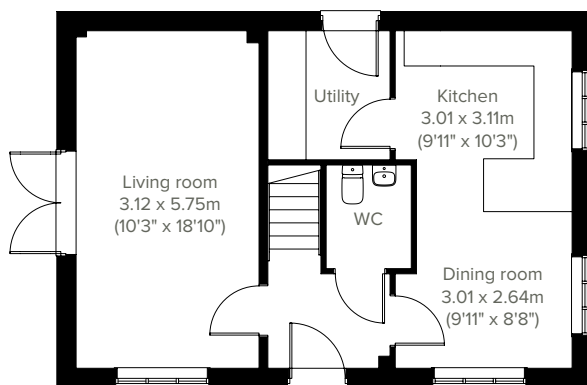


The Barndale

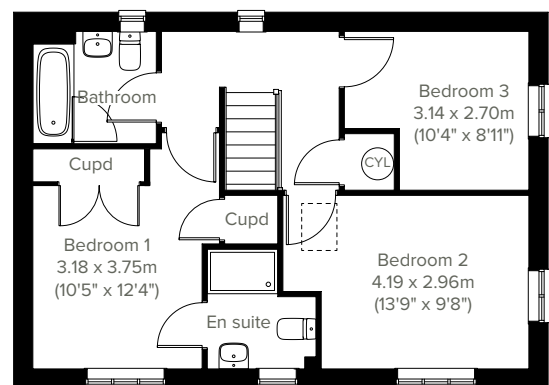
3 bedroom home



Designed with modern family life in mind, the Barndale is a three-bedroom home featuring an open plan kitchen/dining room, living room with French doors leading into the garden, a practical utility room with outside access, and a WC. The first floor has three good-sized bedrooms - bedroom one with an en suite - and the main family bathroom.



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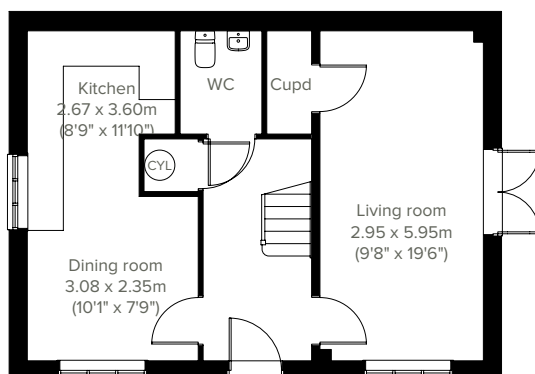


3 bedroom home

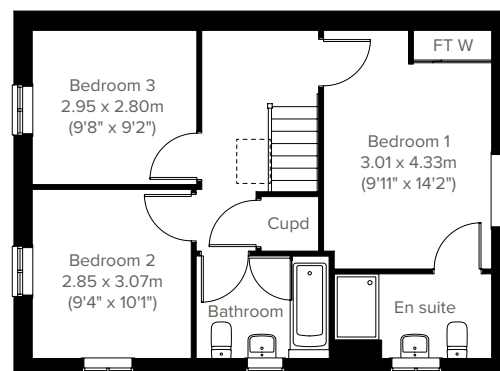
The Silverdale



The Silverdale is a three-bedroom home which features a spacious living room with French doors leading into the garden plus a storage cupboard, kitchen/dining room and a WC. The first floor has three well-proportioned bedrooms, one with an en suite, storage cupboard to the landing and the family bathroom.



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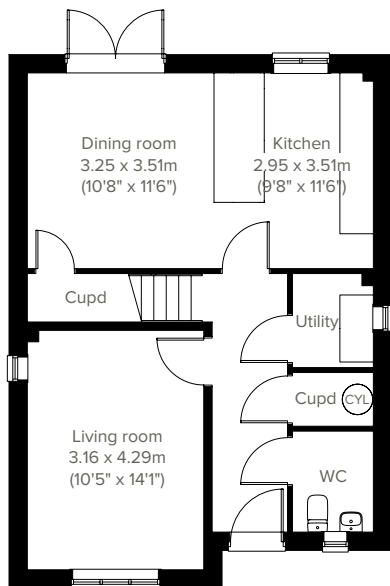


The Knebworth

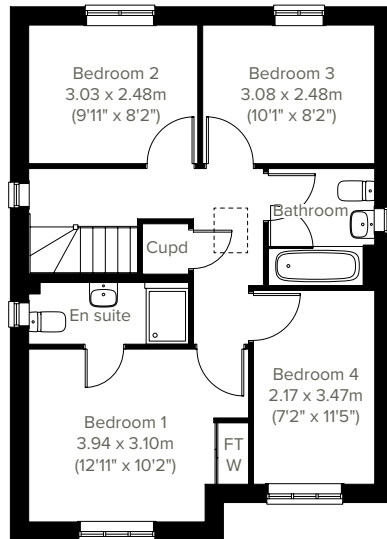
4 bedroom home



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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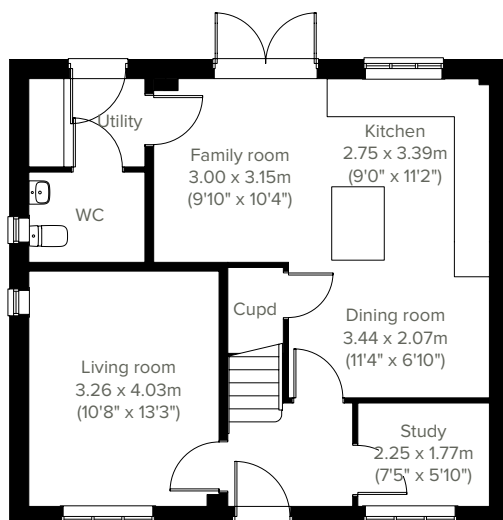


4 bedroom home

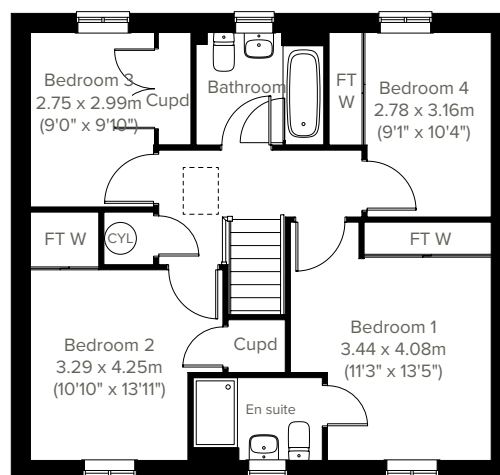
The Brampton



A beautifully-designed four-bedroom detached home, the Brampton has everything you need for modern living. Downstairs there's a front-aspect living room, a beautiful 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 plus three further bedrooms, plenty of storage cupboards and the family bathroom.



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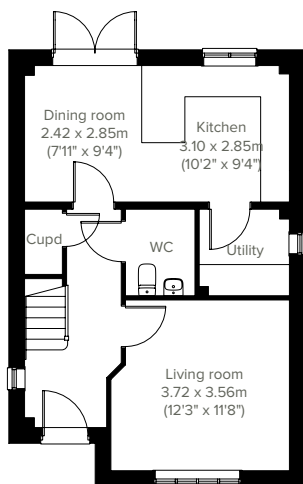


The Greenwood

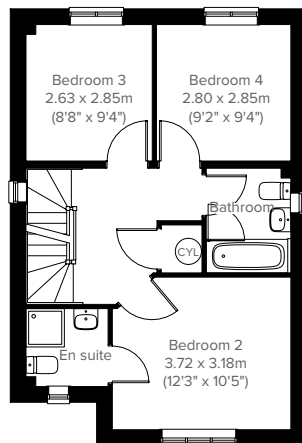
4 bedroom home



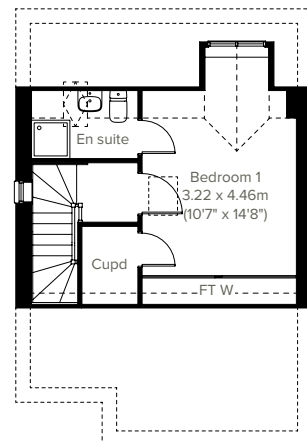
Enjoy the best of modern living in this popular four-bedroom home. The Greenwood's bright front-aspect living room, spacious kitchen/dining room, separate utility room, handy storage cupboard and downstairs WC complete the ground floor. The first floor consists of three bedrooms, bedroom two with an en suite, and a family bathroom. On the second floor, bedroom one has an en suite and further storage.



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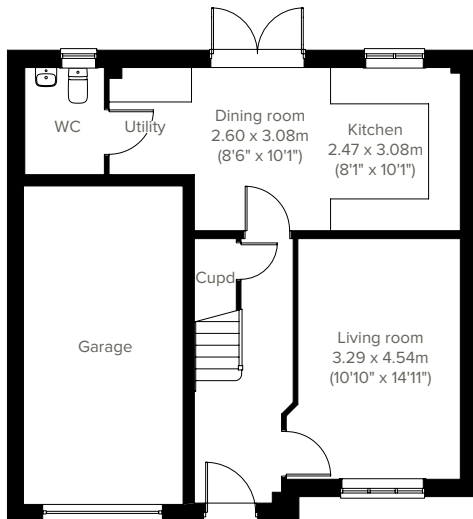


4 bedroom home

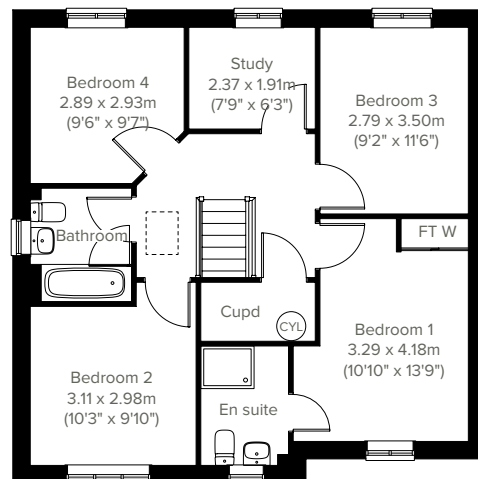
The Marston



A popular family home, the Marston 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 well-proportioned living room, downstairs WC and utility. Upstairs there are four bedrooms - bedroom one has an en suite - a large family-sized bathroom, a study and further storage.



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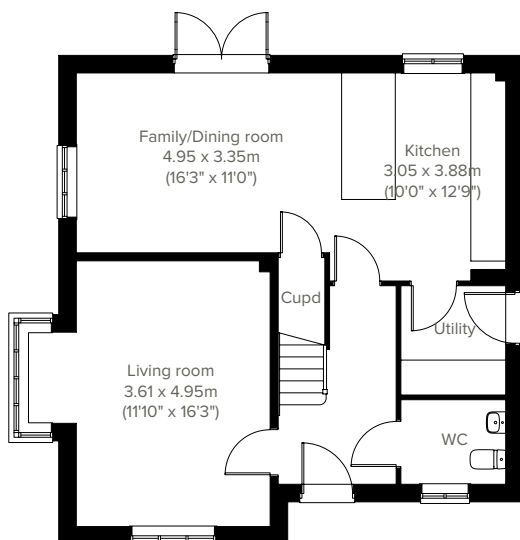


The Lambridge

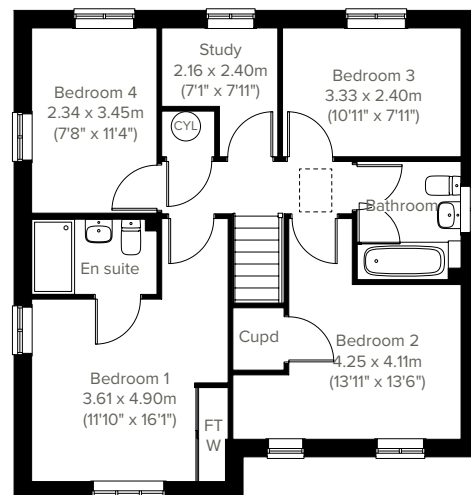
4 bedroom home



An impressive detached home with a welcoming open plan kitchen/dining/family room, the Lambridge has four bedrooms and is perfectly designed for busy modern life. Its other features include a bright living room with a bay window, a practical utility room and a WC. The first floor bedroom one is spacious and has an en suite. There are a further three bedrooms, the study and a family bathroom.



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.

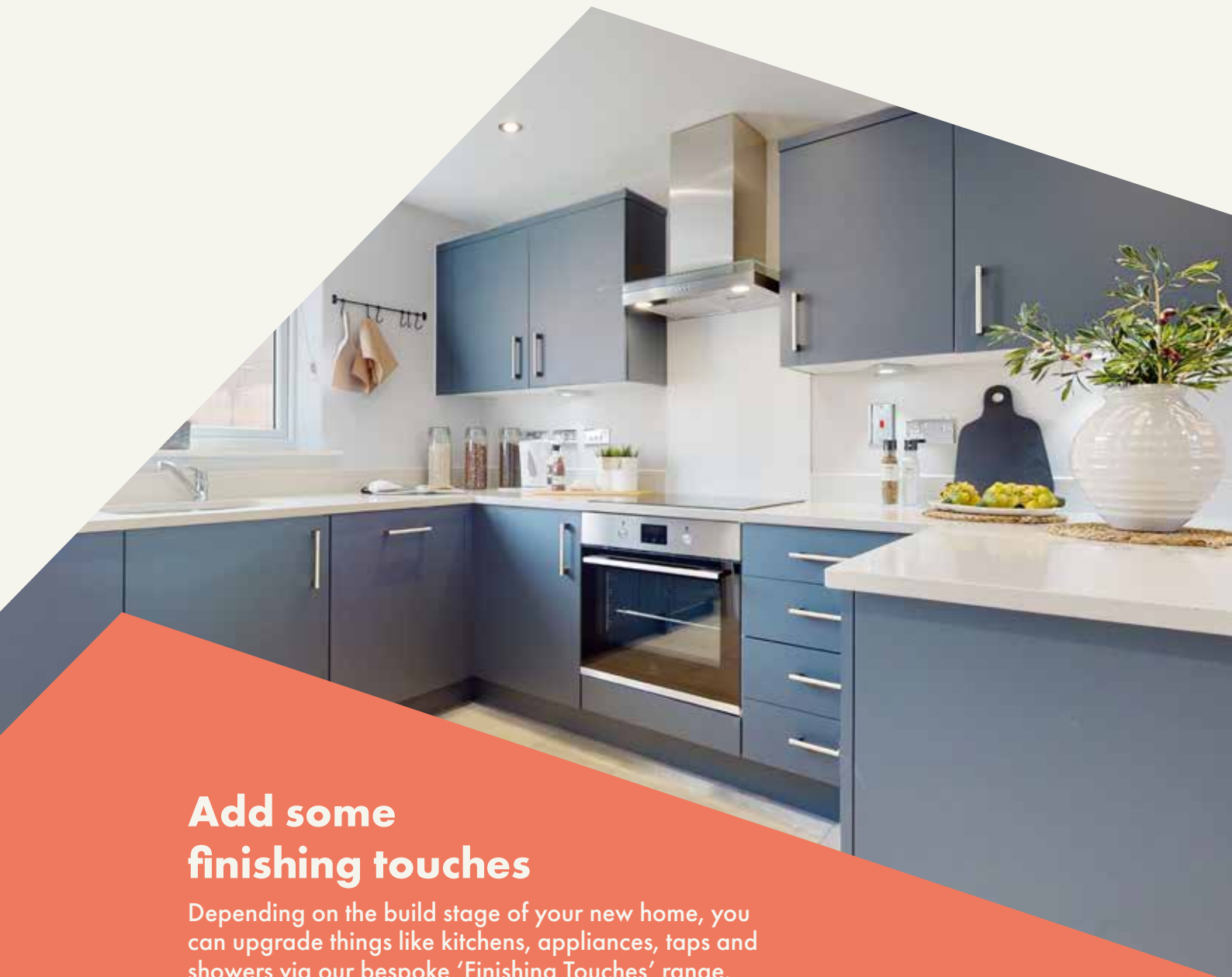
This information is for guidance only and does not form any part of any contract or constitute a warranty. Illustrations are of typical elevations and may vary. Floor plans are not drawn to scale and window positions may vary. Room dimensions are subject to a +/- 50mm (2") tolerance and are based on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



Festival Park

Specifications

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



Add some finishing touches

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



External

Walls

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

Roof

Tile or slate-effect with PVCu rainwater goods.

Windows

Double glazed E-glass windows in PVCu frames.

Doors

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



Internal

Ceilings

Painted white.

Lighting

Pendant or batten fittings with low-energy bulbs.

Stairs

Staircase painted white.

Walls

Painted in white emulsion.

Doors

White pre-finished doors with white hinges.

Heating

Air source heat pump.

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).
Soft closure to all kitchen units

Plumbing

Plumbing for washing machine.

Appliances

Single electric stainless steel oven and ceramic
hob and stainless steel cooker hood with
matching splashback.



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 ensuite.

Splashbacks

Splashback to sanitaryware walls in bathroom and
en suite. Splashback to bath and full height tiled
shower where separate enclosure only.

General

En suite to bedroom(s) where applicable.



Security

Locks

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

Fire

Smoke detectors wired to the mains with battery
back-up.



Garage & Gardens

Garage

Garage, car ports or parking space.

Garden

Front lawn turfed or landscaped
(where applicable).

Fencing

1.8 metre fence to rear garden, plus gate.

EV

EV charging points.





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.
- ✓ **Air source heat pumps**
A great, energy efficient choice for heating your home and water.
- ✓ **Up to 400mm roof space insulation**
Warmer in winter, cooler in summer, reducing energy bills.
- ✓ **Local links**
We're located close to amenities and public transport to help reduce your travel footprint.
- ✓ **Argon gas filled double glazing**
Greater insulation and reduced heat loss.
- ✓ **Hyperfast broadband**
See The Light fibre-to-the-home connectivity helps you live and work at home more flexibly.
- ✓ **Energy efficient lighting**
We use energy-saving LED lightbulbs in all our homes.
- ✓ **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.
- ✓ **A-rated appliances**
Many of our kitchen appliances have a highly efficient A rating.

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

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 Festival Park, not only did we create a lovely local environment for you and your family, we also contributed to the wider community.

Throughout the development process, we proactively engage with local communities and work closely with planning authorities. Festival Park has achieved the right balance of homes and open space and the right mix of house types for a thriving community.

We also include much-needed homes for our Housing Association partners. Our plan enhances local facilities too, providing investment in local infrastructure such as transport, education, retail and recreation facilities, as well as initiatives to generate biodiversity.



“We’ve actively enhanced biodiversity at Festival Park.”

EDUCATION

Land to accommodate an extension to St Peters Primary School.

HOUSING

Affordable housing provision.

OPEN SPACE

Creation of woodland walks, and nature enhancements.

TRANSPORT

Provision of a new link road and bus route, plus improved cycleways and footpath links to the local community.

GARDENS

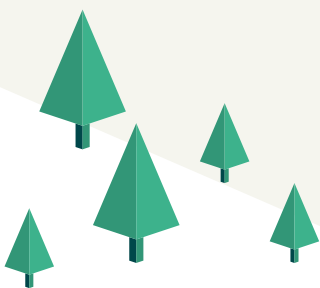
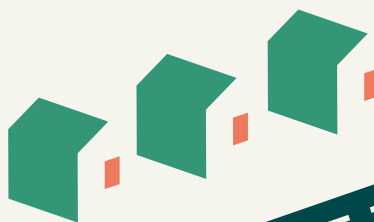
Allotments provision.

COMMUNITY SPACES

Provision of land for a village hall, village green and village shop.

SPORTS & RECREATION

Creation of play areas and multi use sports area.





6 reasons why it pays to buy new

Did you know?

Most of the benefits of buying new are obvious, but some are not. Here's a quick summary of the key reasons why it's such a smart move:

1.

No chain

Few things are more annoying in the home buying process than a time-consuming chain you can't control. Buying new limits the chance of getting involved in one.

2.

Energy efficient

Our homes include cost-effective combi boilers, first-rate loft insulation and draught-free double glazed windows to meet stringent energy-efficient standards, keeping your energy bills as low as possible.

3.

Brand new

Absolutely everything in your new home is brand new. You get all the latest designs and tech, complete with manufacturers' warranties. Win-win.

4.

More ways to buy

We offer a range of schemes to help get you on the property ladder, including Home Change and Part Exchange.

5.

10 year warranty

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

6.

Safe & secure

All our homes are built from fire-retardant materials and come with fitted smoke alarms and fire escape windows. They're also far more secure than older buildings thanks to the security locks and lighting we use.

[persimmonhomes.com](https://www.persimmonhomes.com)



**And did we mention you'll have
more time for dancing?**

Buying new means you'll spend far less time on repairs and maintenance, after all, life's too short to spend every weekend doing DIY.





Your home, better connected
for a brighter future

Hyperfast 900Mb 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

Information correct at June 2025. Please see www.fibrenew.com for the latest information and prices.

Get connected today!

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

C:

D:

P:



Persimmon

Notes

Handwriting practice lines consisting of 12 horizontal dotted lines.







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