





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"





40

42

Proud to be building communities

Reasons to buy from us



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 36**



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 communties in 2022



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 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.



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.

5-6pm. Pop in to see the team

Finishing Touches

We know you'll want to make your home your own, so we created 'Finishing

Read more on page 38



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.

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.

Personalise!

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

Exchange contracts

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

Quality assurance

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

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.

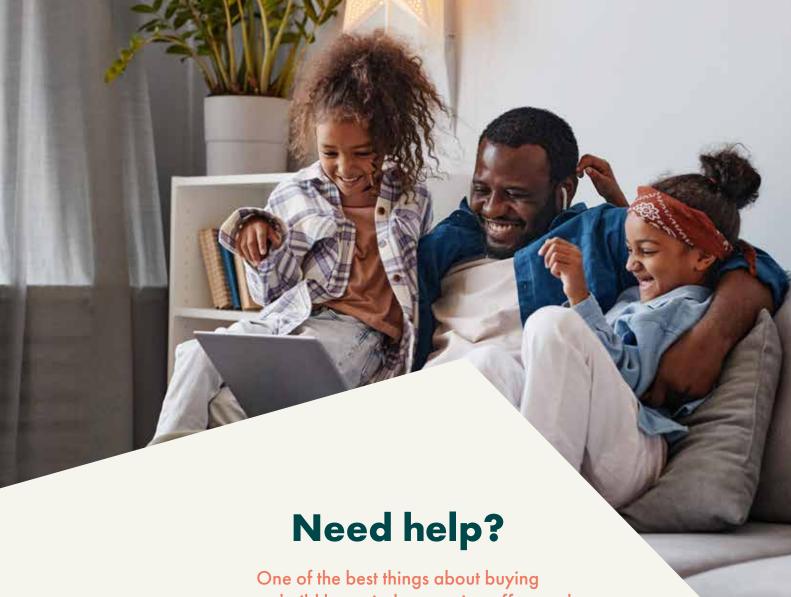
Handover

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



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

Need to sell your home? We could be your buyer. Save money and time and stay in your home until your new one completes.

Home Change

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

Early Bird

If you've found a plot that's perfect for you, the Early Bird Scheme could be just what you need to secure your dream home.





Fareham • Hampshire

Lakedale at Whiteley Meadows

Our stunning development Lakedale at Whiteley Meadows brings a range of two, three, four and five-bedroom homes to the popular town of Whiteley.

Whiteley is a recently created community, home to a shopping centre, leisure centre, cinema complex, schools, essential services and a large parkland area – all just one mile from Lakedale! A wider range of shops and amenities can be found in nearby Fareham, while the nearest train station, just a couple of miles away, provides direct routes to Southampton, Portsmouth, Brighton and London.

Huge range of amenities

Just a couple of minutes away from Lakedale, you'll find a vast array of major brands, popular food outlets, supermarkets and entertainment venues at Whiteley Shopping Centre. The town, designed with ideal modern living in mind, is also particularly family-friendly thanks to the range of play areas and schools. If you prefer a high street setting, travel 6.2 miles to Fareham for more independent and high street shops, plus pubs and eateries. For a full day of retail therapy followed by vibrant nightlife, Southampton and Portsmouth are both within easy reach and offer fantastic shopping, food and bars, along with a wide range of cultural attractions.

Coast and country

Whether you prefer a quiet stroll in the woods or a day at the beach, you'll have your pick of beautiful natural settings to explore. The River Hamble is just a short walk from the development, with areas of woodland and nature reserves lining its banks. You could head east to the edge of the South Downs National Park, or south to enjoy the beautiful beaches and coastal nature reserves at the mouth of the Solent.

EXPLORE

Start exploring...

Swanwick Train station

2.4 miles

Southampton Airport

9 miles

Southampton **9.3 miles**

Portsmouth 12.8 miles



Lakedale @ Whiteley Meadows



Our homes

2 bedroom

The Apartments

The Alnmouth

The Epping

3 bedroom

The Danbury

The Dalby

The Ashdown

The Ashdown Corner

The Sherwood

The Rendlesham

The Braunton

The Charnwood

The Charnwood Corner

The Townhouses

The Saunton

4 bedroom

The Greenwood

The Greenwood Corner

The Whinfell

The Whiteleaf

The Gisburn

5 bedroom

The Kielder

Affordable Housing

Shared Ownership

V Visitor Parking

Existing Development By Others

Existing
Persimmon Development

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.

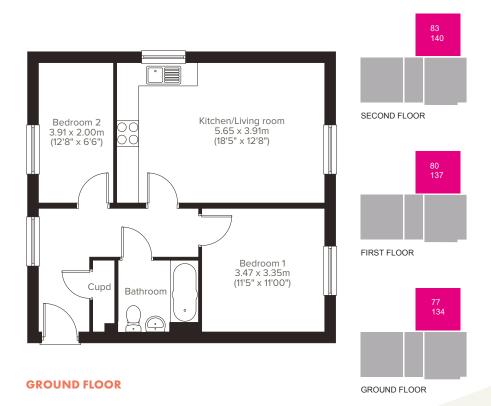




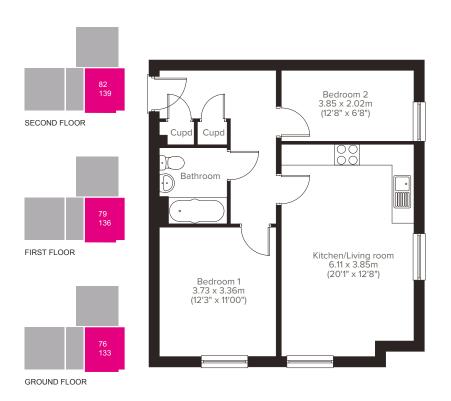




Perfectly-proportioned, the Apartments have a stylish open plan kitchen/living room, a good-sized family bathroom, one/two handy storage cupboards (dependent on plot), and two bedrooms. Ideal if you're a first-time buyer looking for a fresh modern home you can make your own.



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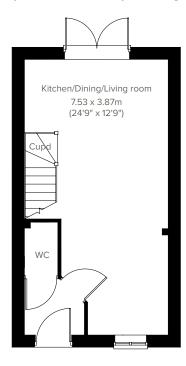
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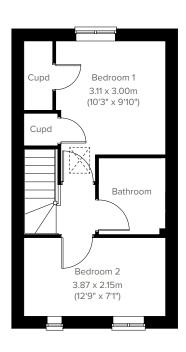
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Perfectly-proportioned, the Alnmouth has a stylish open plan kitchen/dining/living room with French doors leading into the garden. It also features flexible first floor rooms, a good-sized family bathroom, three handy storage cupboards and off-road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





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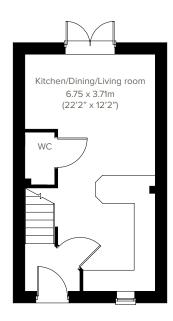
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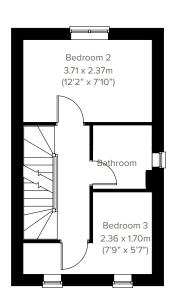


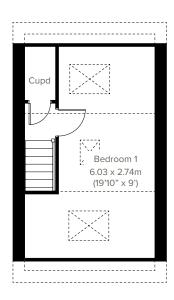


The Epping
3 bedroom home

The popular Epping is a three-bedroom home featuring a bright and modern open plan kitchen/dining/living room with French doors leading into the garden. There are two bedrooms and a family bathroom on the first floor, with an impressive bedroom one on the top floor. The handy storage cupboard and downstairs WC mean it ticks all the boxes for practical family living too.







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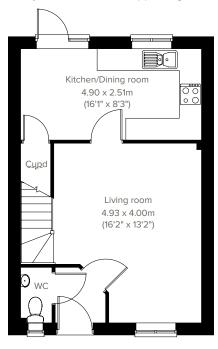
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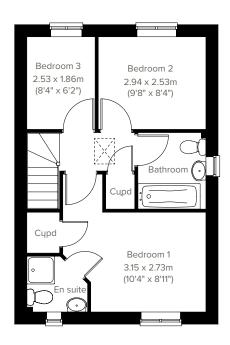
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Perfect for the way we live today, the three-bedroom Danbury has a modern open plan kitchen/dining room with garden access and a spacious front-aspect living room that's ideal for entertaining. Upstairs there are three bedrooms - bedroom one has an en suite - and a family-sized bathroom. Appealing to families, first-time buyers and young professionals.





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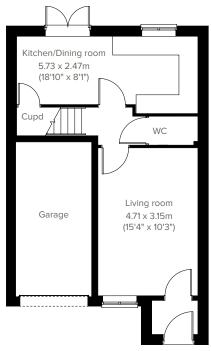
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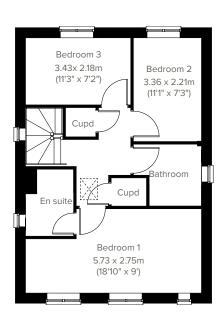
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A thoughtfully-designed three-bedroom home with much to offer, the Dalby is popular with families. The light-filled modern open plan kitchen/dining room with French doors leading into the garden is ideal for entertaining and family meals. The front porch, downstairs WC and three cupboards take care of everyday storage. Plus there's an en suite to bedroom one, a family bathroom and integral garage.





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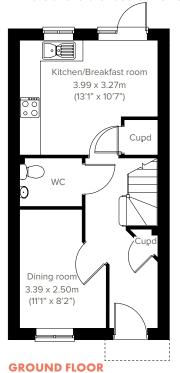
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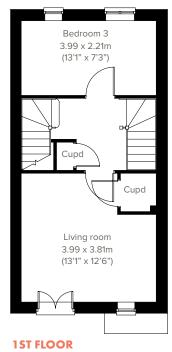
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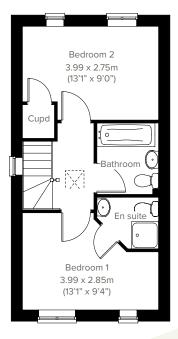




The Ashdown is a superb three-bedroom home with a good-sized dining room and separate kitchen/breakfast room with garden access - perfect for family life and entertaining. It's practical too, with a downstairs WC and two storage cupboards. Both bedroom three and the living room (with its attractive Juliet balcony) are situated on the first floor. On the upper floor there are two further bedrooms - bedroom one with an en suite, and a family-sized bathroom.







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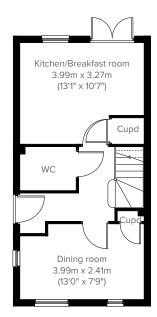
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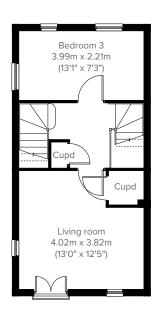


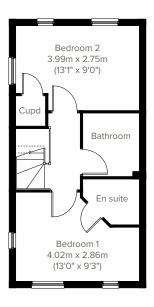




The Ashdown Corner is a superb three-bedroom home with a good-sized dining room and separate kitchen/breakfast room with garden access - perfect for family life and entertaining. It's practical too, with a downstairs WC and two storage cupboards. Both bedroom three and the living room (with its attractive Juliet balcony) are situated on the first floor. On the upper floor there are two further bedrooms, a family-sized bathroom and bedroom one has an en suite.







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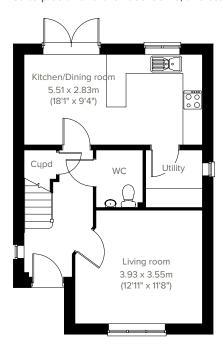
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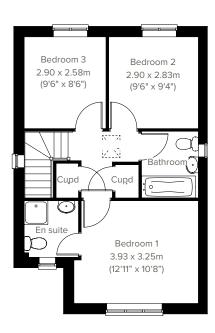
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A nicely-proportioned three-bedroom detached home, the Sherwood has everything you need for modern living. Downstairs there's an open plan kitchen/dining room with French doors leading to the garden, a front-aspect living room, downstairs WC, utility room and handy storage cupboard. The first floor is home to a generous bedroom one and en suite plus two further bedrooms, two storage cupboards and a family bathroom.





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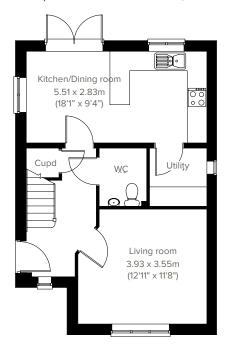
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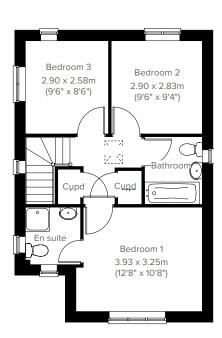
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A three-bedroom detached home with kerb appeal, the Sherwood Corner has everything you need for modern living. Downstairs there's an open plan kitchen/dining room with French doors leading to the garden, a front-aspect living room, downstairs WC, utility room and handy storage cupboard. The first floor is home to a generous bedroom one and en suite plus two further bedrooms, two storage cupboards and a family bathroom.





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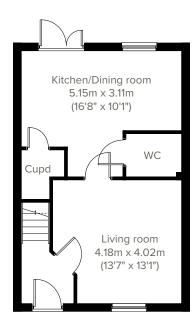
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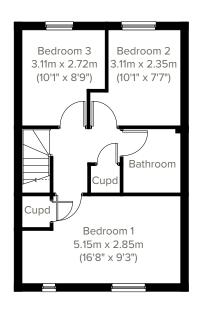
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A nicely-proportioned three-bedroom home, the Rendlesham has everything you need for modern living. Downstairs there's an open plan kitchen/dining room with French doors leading to the garden, a front-aspect living room, downstairs WC and handy storage cupboard. The first floor is home to a generous bedroom one and two further bedrooms, two storage cupboards and a family bathroom.





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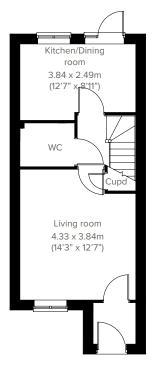
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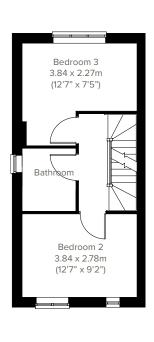
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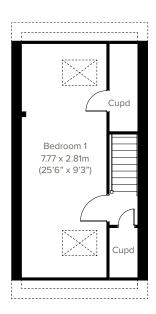




A superb family home, the Braunton features a bright open plan kitchen/dining room with access to the garden, and a spacious front-aspect living room. A downstairs WC and storage cupboard ensure it's practical as well as stylish. Upstairs you'll find two bedrooms and a family-sized bathroom, and on the top floor bedroom one benefits from two handy storage cupboards.







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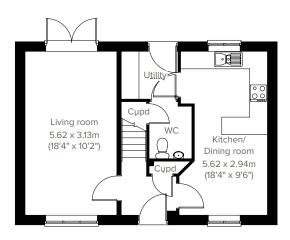
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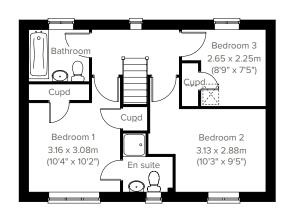
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Enjoy the best of modern living in this popular three-bedroom home which features a stylish open plan kitchen/dining room and separate utility with garden access. The Charnwood features a bright dual-aspect living room with French doors leading into the garden, handy storage cupboards and downstairs WC. Upstairs there are three good-sized bedrooms - bedroom one with an en suite - a family bathroom and further storage cupboards.





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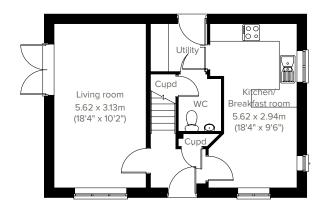
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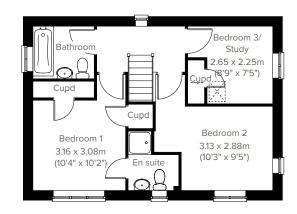
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Enjoy the best of modern living in this popular three-bedroom home which benefits from a stylish open plan kitchen/breakfast room and a separate utility with garden access. The Charnwood Corner features a bright dual-aspect living room with French doors leading into the garden, handy storage cupboards and downstairs WC. Upstairs there are three good-sized bedrooms bedroom one with an en suite - a good-sized family bathroom and further storage cupboards.





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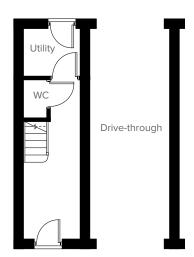
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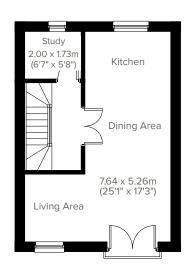
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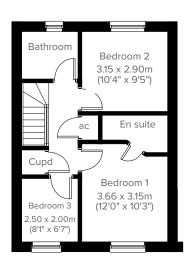




An attractive three-storey, three-bedroom home, the Townhouse has a modern open plan kitchen/dining/living room, three good-sized bedrooms and a study. The enclosed porch, downstairs WC, utility room, storage cupboard and off-road parking mean it's practical as well as stylish. The top floor bedroom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







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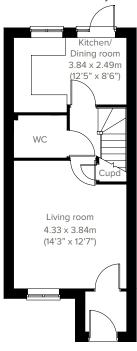
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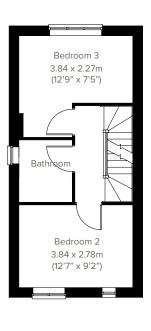
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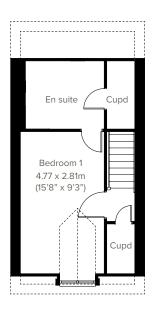




An attractive three-storey, three-bedroom home, the Saunton has a modern open plan kitchen/dining room, a nicely-proportioned living room and three good-sized bedrooms. The enclosed porch, downstairs WC, three storage cupboards and off-road parking mean it's practical as well as stylish. The top floor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







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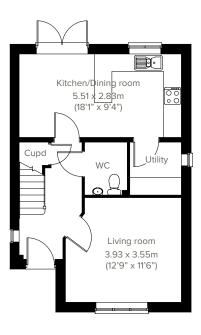
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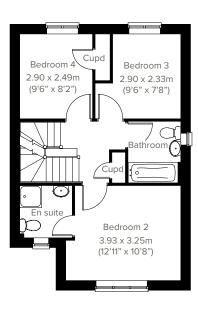
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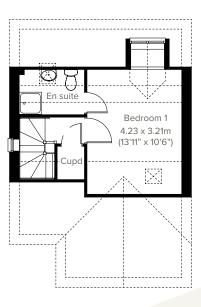




The Greenwood is an attractive 2.5-storey townhouse with flexible living space to suit modern families. This four-bedroom family home has a practical ground floor including a bright open plan kitchen/dining room, front-aspect living room, utility, WC and storage cupboard. The first floor consists of three bedrooms, a family-sized bathroom and an en suite to bedroom two. The top floor is home to bedroom one, including an en suite and storage cupboard.







GROUND FLOOR

1ST FLOOR

2ND FLOOR

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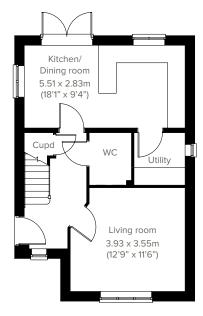
This information is for guidance only and does not form any part of any contract or constitute a warranty. Illustrations are of typical elevations and may vary. Floor plans are not drawn to scale and window positions may vary. Room dimensions are subject to a +/- 50mm (2*) tolerance and are based on 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.

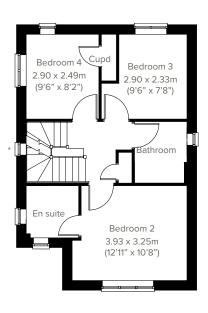


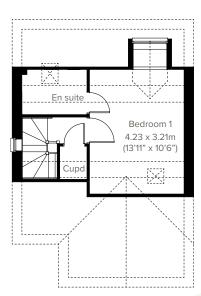




The Greenwood Corner is an impressive three-storey townhouse with flexible living space to suit modern families. This four-bedroom family home has a practical ground floor including a spacious open plan kitchen/dining room, front-aspect living room, utility, WC and storage cupboard. The first floor consists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







GROUND FLOOR

1ST FLOOR

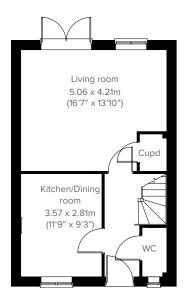
2ND FLOOR

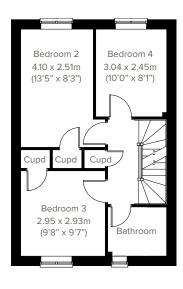
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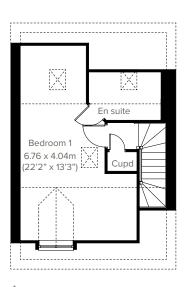




This impressive 2.5-storey townhouse has space in abundance. The Whinfell is a four-bedroom family home boasting a kitchen/dining room and bright living room with French doors leading into the garden. There are four bedrooms with bedroom one including an en suite. The large family bathroom, downstairs WC and five storage cupboards mean this home is as practical as it is stylish.







GROUND FLOOR

1ST FLOOR

2ND FLOOR

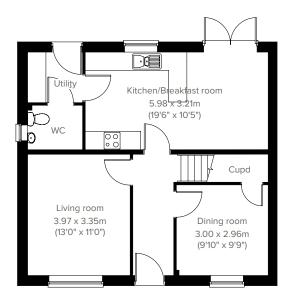
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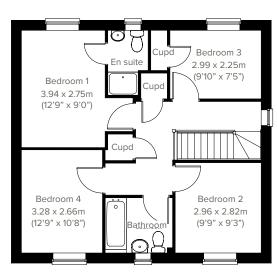
^{*} Plots 141 - 148 have alternative dormer window position - please refer to working drawings





The Whiteleaf is a four-bedroom detached family home offering the best of modern living. The light and airy kitchen/breakfast room enjoys an open aspect through French doors to the rear garden. There's a bright front-aspect living room, a dining room with storage space, a downstairs WC and handy utility. Upstairs there are four bedrooms with bedroom one benefiting from an en suite, plus a modern-fitted family bathroom and three storage cupboards.





GROUND FLOOR

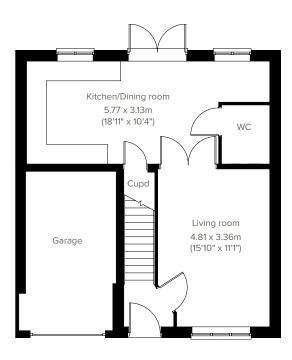
1ST FLOOR

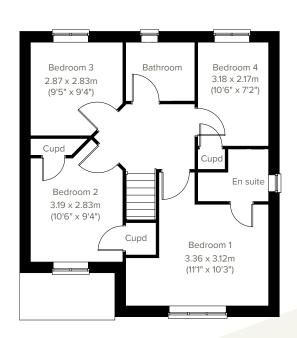
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A fantastic family home, the Gisburn features a bright front-aspect living room leading to a stunning open plan kitchen/dining room with French doors opening into the garden. The WC and storage cupboard ensure it's practical as well as stylish. Upstairs you'll find four good-sized bedrooms, including bedroom one with an en suite, a family-sized bathroom and handy storage cupboards.





GROUND FLOOR

1ST FLOOR

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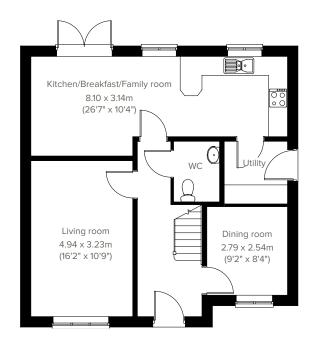


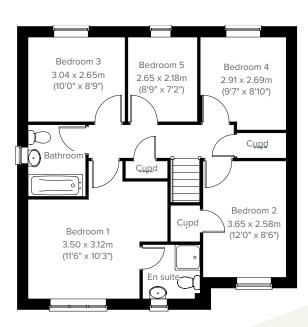


The Kielder

5 bedroom home

The Kielder is a popular detached family home. The modern and stylish open plan kitchen/breakfast/ family 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 five bedrooms - bedroom one has an en suite - a large family-sized bathroom and three storage cupboards.





GROUND FLOOR

1ST FLOOR

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Lakedale at Whiteley Meadows

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.





External

Walls

Traditional cavity walls.

Inner: timber frame or block.

Outer: Style suited to planned architecture.

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.

White gloss 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, black glass ceramic hob, stainless steel chimney 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, hair rinse shower attachment.

Splash-backs

1-course splash-back to 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).

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.





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.

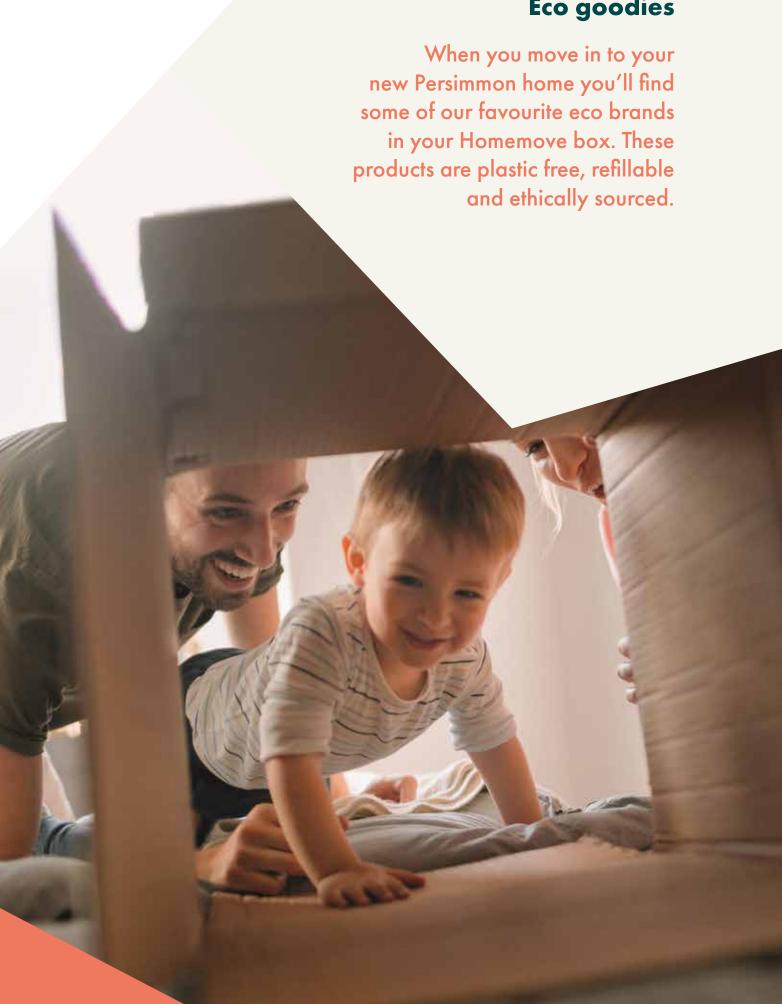
Energy efficiency built in:

- - 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.
- 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.
 - 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.







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."





All about community

Proud to be building communities

When creating Lakedale at Whiteley Meadows, 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. Lakedale at Whiteley Meadows 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.





Delivery of two primary schools & a secondary school



HOUSING

Affordable housing provision and extra care facility.



GARDENS

gardens.



A new local centre. On-site sports facilities inc. sports pitches





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.

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. 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.

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.

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.

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.





Lakedale at Whiteley Meadows

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