





# 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 find out more about us on page 4"





Find out more

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## 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 24** 



## 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



#### **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.



#### 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 26





#### 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 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

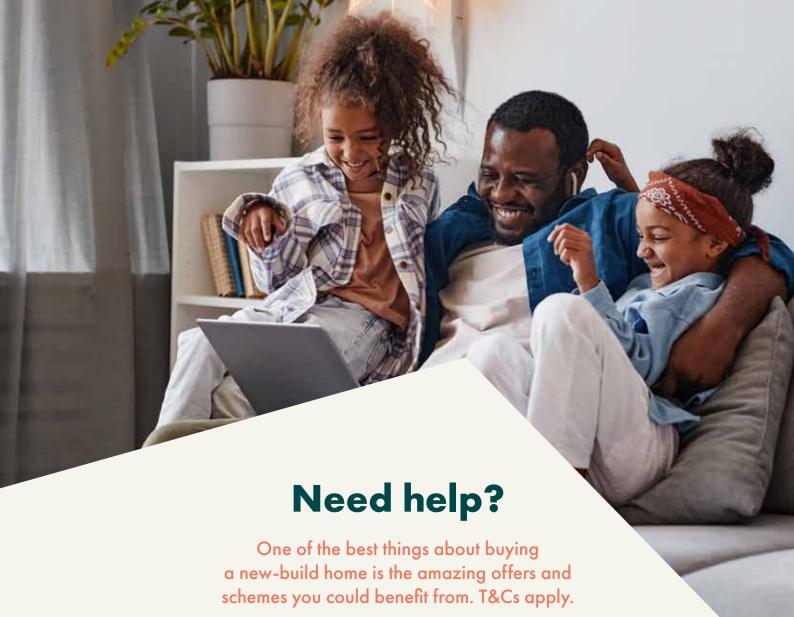
Another exciting milestone! Here's where you get to see your new home before completion. You'll be shown how everything works and any questions can be answered.

#### 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.















Bank of Mum and Dad



**Deposit Boost** 



Armed Forces/Key Workers Discount





#### Pembrey • Carmarthenshire

## **Awel Y Mynydd**

Find your ideal home on the coast of Carmarthenshire. Our new development Awel Y Mynydd brings a range of two, three and four-bedroom homes to Pembrey, a bustling coastal town a short drive from Llanelli.

Situated in the charming village of Pembrey,
Awel Y Mynydd is in the perfect location to live a
lifestyle that will suit you. You'll find the delights of
Carmarthen Bay on your doorstep, with several
lovely beaches, outdoor activities, Burry Port
Marina and a fantastic coastal country park
all within walking distance. For the demands of
everyday life, nearby Llanelli offers exceptional
shopping options, while the vast array of local
schools makes this a practical choice for families.
And for those needing to commute for work, good
road links and rail routes provide easy travel to the
wider area, Cardiff and even London.

#### Stay active in the local area

Living at Awel Y Mynydd you'll be within walking distance of the huge Pembrey Country Park, home to a ski centre, cycling park, riding centre, crazy golf, play area, a beach and glorious coastal walks – an amazing asset to the local area

#### **Great transport links**

The local transport links are fantastic: Llanelli is linked to the M4 via the A4138 which gives access to South Wales and England. The town has a regular bus service and National Express coaches between Swansea and Carmarthen. Llanelli also has its own train station operating regular routes to Cardiff, with onward routes to London Paddington, and services to the four local train stations Kidwelly, Burry Port, Llangennech and Bynea.

With all that's on offer, this exciting development has something for everyone whether you're a first time buyer, young professional, growing family or downsizer

#### **EXPLORE**

Start exploring...

Pembrey & berry port train station 1.8 miles

Llanelli **6.1 miles** 

M4 **11.1 miles**  Swansea

17.3 miles

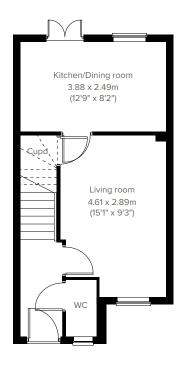


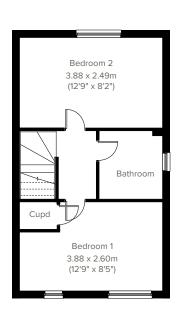






Perfectly-proportioned, the Alnwick has a stylish open plan kitchen/dining room with French doors leading into the garden, two double bedrooms, a good-sized living room and off-road parking. Ideal if you're a first-time buyer looking for a fresh modern home you can make your own.





#### **GROUND FLOOR**

#### **1ST FLOOR**

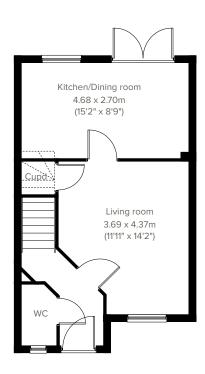
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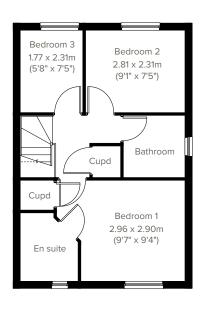
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The popular Barton is a three-bedroom family home with bright and modern open plan kitchen/dining room with French doors leading into the garden. The downstairs WC, three handy storage cupboards and en suite to bedroom one mean it ticks all the boxes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





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#### **1ST FLOOR**

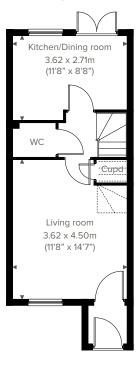
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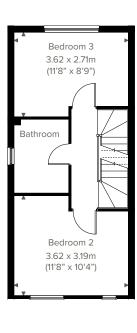
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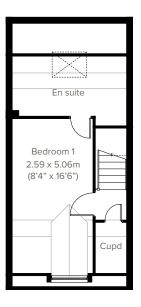




An attractive three-storey, three-bedroom home, the Windermere has a modern open plan kitchen/dining room, well-proportioned living room and three good-sized bedrooms; the top floor bedroom one also has a spacious en suite. The enclosed porch, downstairs WC, two storage cupboards and off-road parking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







**GROUND FLOOR** 

**1ST FLOOR** 

**2ND FLOOR** 

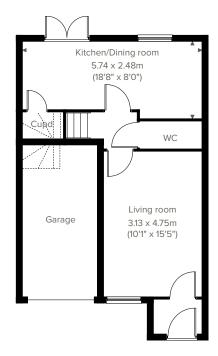
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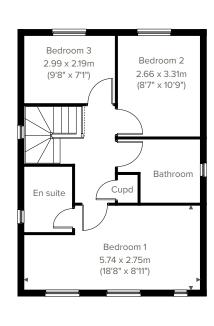
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An attractive three-bedroom family home, the Grasmere is ideal for modern living. The bright open plan kitchen/dining room with French doors leading into the garden is perfect for entertaining and family meals. The front porch, downstairs WC and two storage cupboards take care of everyday storage. Plus there's an en suite to bedroom one, family bathroom and integral garage.





#### **GROUND FLOOR**

**1ST FLOOR** 

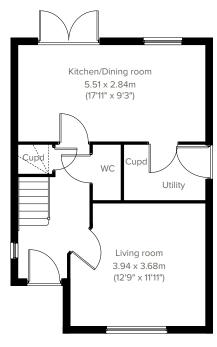
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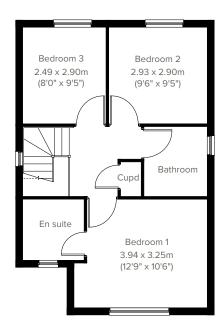
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Enjoy the best of modern living in this popular three-bedroom home which benefits from a stylish kitchen/dining room with French doors leading into the garden. There's a spacious front aspect living room, downstairs WC and handy utility room with outside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





**GROUND FLOOR** 

**1ST FLOOR** 

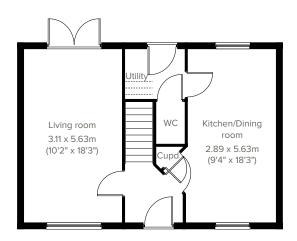
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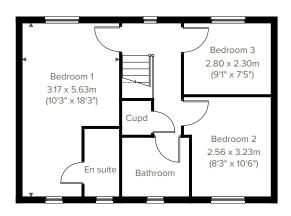
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A superb family home, the Lockwood features a stunning open plan kitchen/dining room and equally impressive living room with French doors opening into the garden. A utility room, WC and storage cupboard ensure it's practical as well as stylish. Upstairs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





**GROUND FLOOR** 

**1ST FLOOR** 

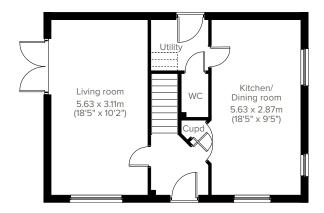
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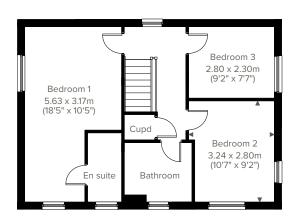
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A fantastic family home, the Lockwood Corner features a stunning open plan kitchen/dining room and equally impressive living room with French doors opening into the garden. A utility room, WC and storage cupboard ensure it's practical as well as stylish.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





**GROUND FLOOR** 

**1ST FLOOR** 

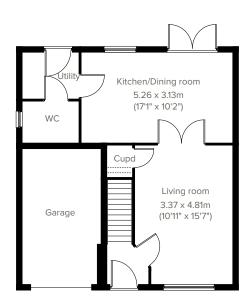
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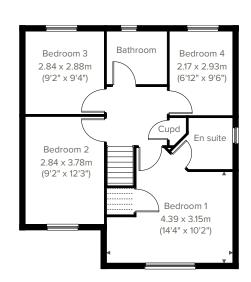
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The Hornsea is a superb detached home with an integral garage, a good-sized living room with double doors leading into a bright open plan kitchen/dining room - perfect for family life and entertaining. It's practical too with a utility, downstairs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





**GROUND FLOOR** 

**1ST FLOOR** 

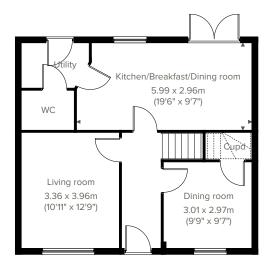
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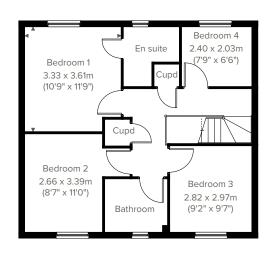
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A popular family home, the Coniston ticks all the boxes. The modern and stylish open plan kitchen/ breakfast room is perfect for spending time as a family and entertaining. There's also a well-proportioned living room, separate dining room, downstairs WC and handy utility with outside access. Upstairs there are four bedrooms - bedroom one has an en suite - a large family-sized bathroom and two storage cupboards.





#### **GROUND FLOOR**

#### **1ST FLOOR**

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# 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 bingewatching 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.





support@fibrenest.com

#### Get connected today!

To sign up you will need your Unique Customer Reference.

Please ask your sales advisor for this:

: D:



## **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).

#### **Electrics**

Doorbell and external light to front.



#### Internal

#### **Ceilings**

Painted white.

#### Lighting

Pendant or batten fittings with low-energy bulbs.

Staircase painted white.

#### Walls

Painted in white emulsion.

#### Doors

White gloss panited with white hinges.

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) with soft closure to all doors and drawers.

#### **Plumbing**

Plumbing for washing machine.

#### **Appliances**

Single electric stainless steel oven, gas 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, Mira thermostatic shower with wall mounted shower head, complete with shower screen over bath.

#### Tiling

Half height tiling to sanitary-ware walls in bathroom and en suite.

#### 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).

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



#### **Garage & Gardens**

#### Garage

Garage, car ports or parking space.

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 out 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.

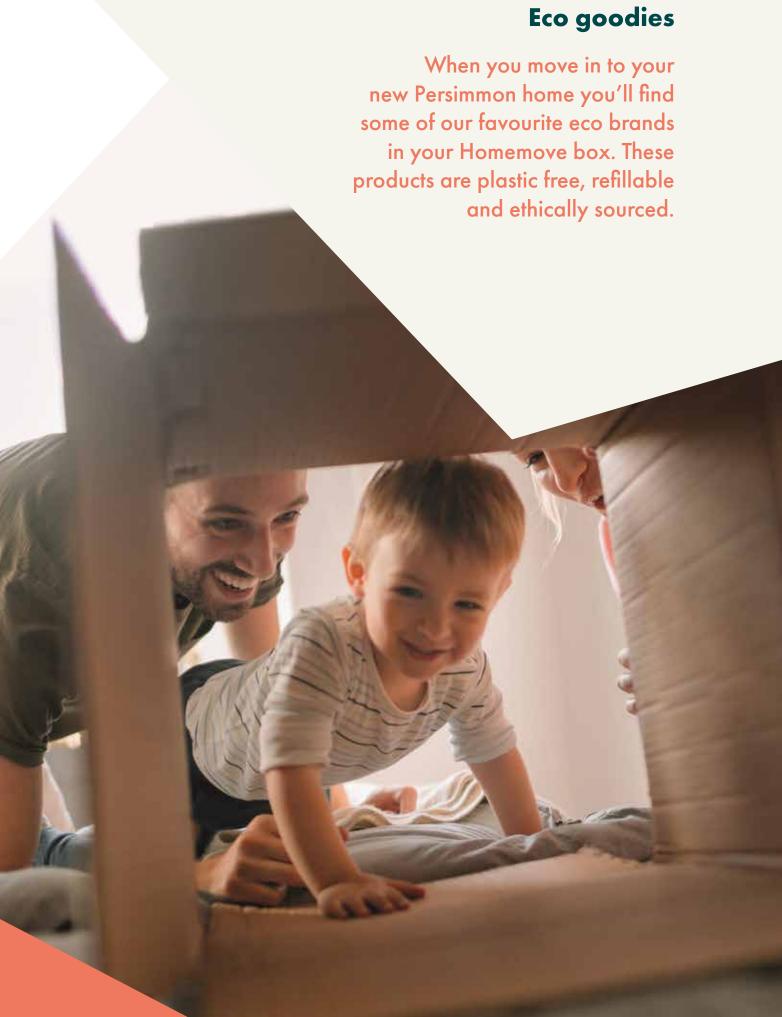
A-rated boilers

Our condenser boilers far outperform

non-condensing ones.

- 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 CO<sub>2</sub> 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

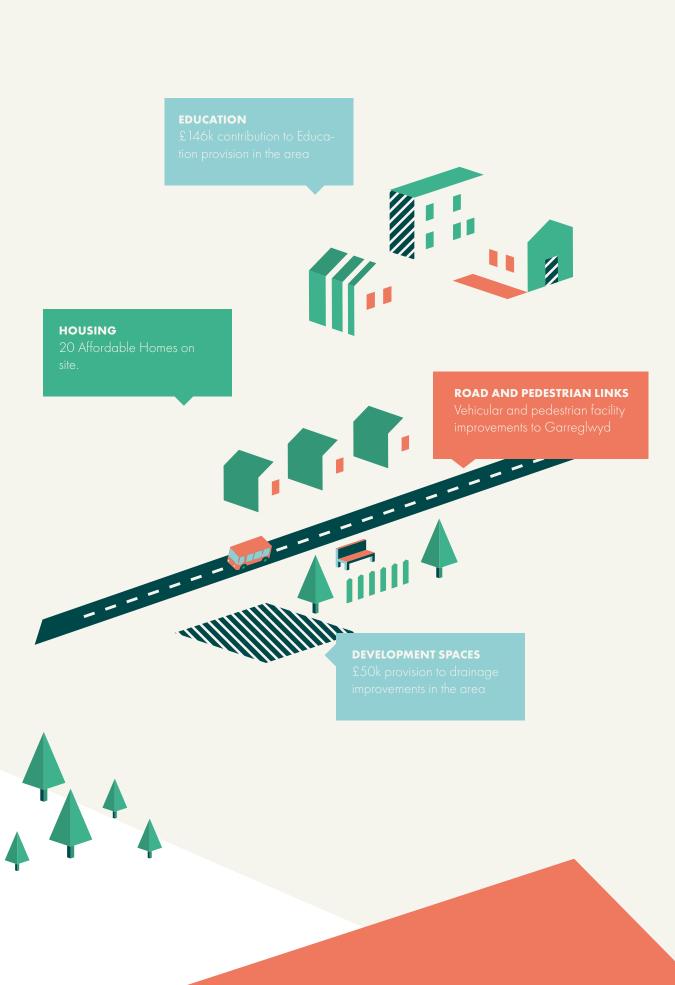
## Proud to be building communities

When creating Awel Y Mynydd, 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. Awel Y Mynydd 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.







#### 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.





#### **Awel Y Mynydd**

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