



Persimmon
Together, we make your home



The Maples

Braintree • Essex



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 expertise 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.



The Maples

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



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.



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.



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.



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.



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



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



DEPOSIT UNLOCK
THE LOW DEPOSIT MORTGAGE SOLUTION



BANK OF MUM AND DAD



DEPOSIT BOOST



ARMED FORCES/KEY
WORKERS DISCOUNT

Deposit Unlock

Bank of Mum and Dad

Deposit Boost

Armed Forces/Key
Workers Discount



- Choice of 2, 3 & 4-bedroom homes
- Contemporary living in a village setting
- Close to excellent amenities
- Great transport links



Scan me!

For availability and pricing
on our beautiful new homes
at The Maples.



Cressing • Essex

The Maples

The Maples is a development of two, three and four-bedroom new homes in the village of Cressing, Essex. Our stunning range is sure to appeal to first-time buyers, young professionals, and families.

Cressing is a charming village in Essex, nestled between Braintree and Witham. Though small, the village has a few essential services including a school and train station, plus an excellent gastropub and restaurant.

You'll find a huge range of shopping options at Braintree Village, from designer clothing stores to restaurants, an M&S Foodhall, fitness centre and cinema. Further into Braintree you'll find an array of high street stores, cafés and bars, along with healthcare providers including Braintree Community Hospital.

While you're not spending time in Braintree, there are plenty of places of interest to explore. Great Notley Country Park, just over 4 miles away, is a popular and family-

friendly attraction with lovely walks, play areas and outdoor activities. There are several local nature reserves, and the Essex coastline can be reached in around 40 minutes. For those who like staying active, there are two golf clubs, a swimming pool and gym, and Bannatyne Health Club.

Braintree train station offers regular direct 60-minute routes into London Liverpool Street. The A120, just a few minutes' drive away, links the town with Bishop's Stortford, Stansted Airport for travel further afield and the M11 for north London and Stratford to the east.

Great local schooling

The area is also served by good local schools. Cressing Primary School is just a short walk from The Maples, while Beckers Green Primary School, Alec Hunter Academy, and Notley Hunter & Braintree Sixth Form are all less than an 8-minute drive away.

EXPLORE

Start exploring ...

Cressing Station
0.7 miles

Braintree Village
0.9 miles

Braintree
2.6 miles

Chelmsford
13.3 miles



The Maples

Our homes

1/2 bedroom

 The Bradwell

2 bedroom

 The Chelmer

 The Broomfield

2/3 bedroom

 The Rivenhall

 The Notley

 The Fairstead

3 bedroom

 The Terenure

 The Lanes

 The Lanes

 The Broomfield

4 bedroom

 The Park

 The Black

 The Black



ling

ham

ham Corner

eham

field

ckwater

ckwater Corner



Affordable Housing



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.

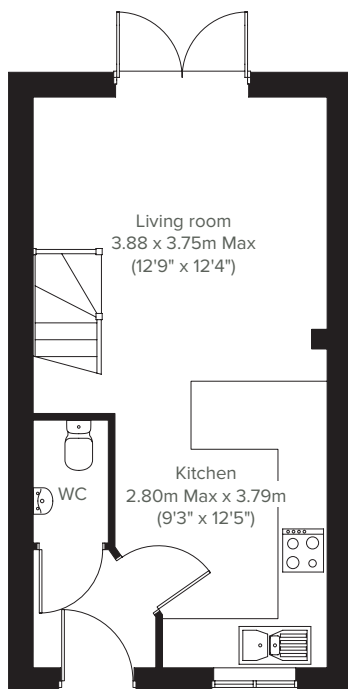


The Bradwell

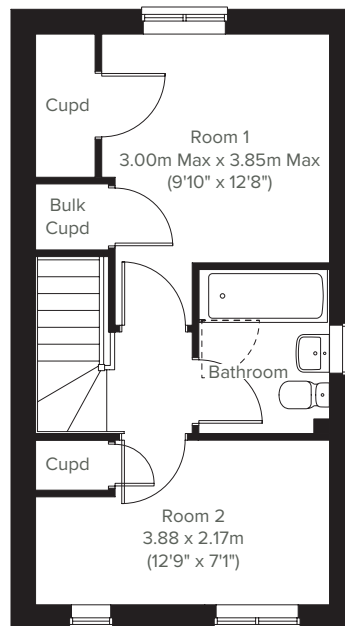
1 bedroom home



The Bradwell is a perfect choice for first-time buyers and investors alike. The spacious open-plan ground floor benefits from a WC, while upstairs the bedroom and modern bathroom are accompanied by several handy storage cupboards.



GROUND FLOOR



1ST FLOOR

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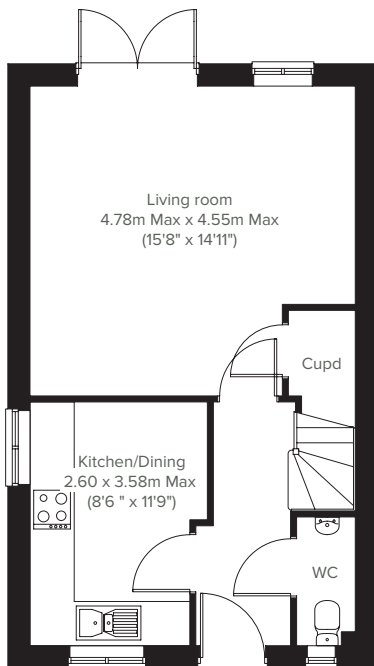


The Chelmer

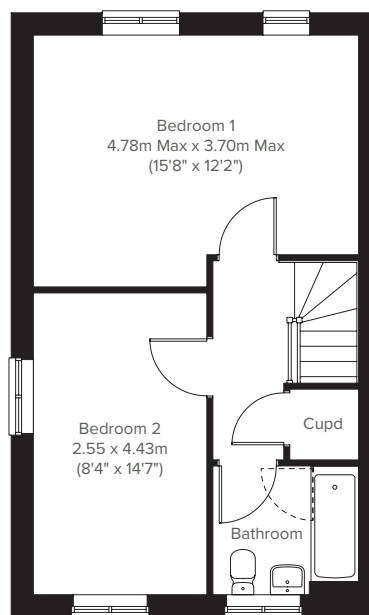
2 bedroom home



This new home gives you the option of two flexible living spaces, one of which opens straight out onto the garden. The Chelmer has been designed with easy living in mind, for first-time buyers, young professionals, and down-sizers who want the tradition of a separate living room, and a second bedroom for family and friends.



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13

PEA: B

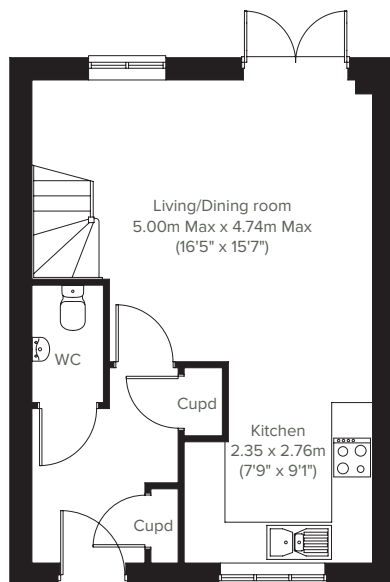


2 bedroom home

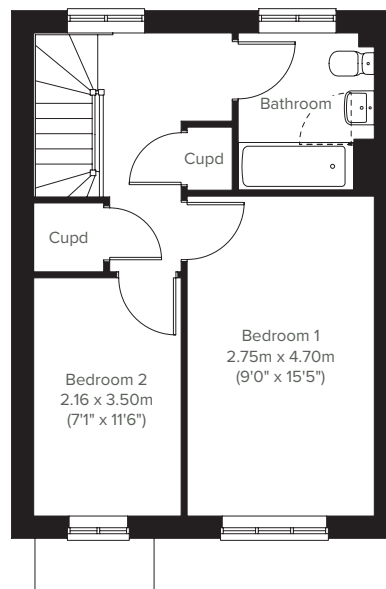
The Broomfield



The simple design of the Broomfield is a great solution for first-time buyers, young professionals and down-sizers. All you need to do is make your own mark here and then enjoy the convenient use of space and easy way of life. This is a lovely base with storage throughout and two good-sized bedrooms.



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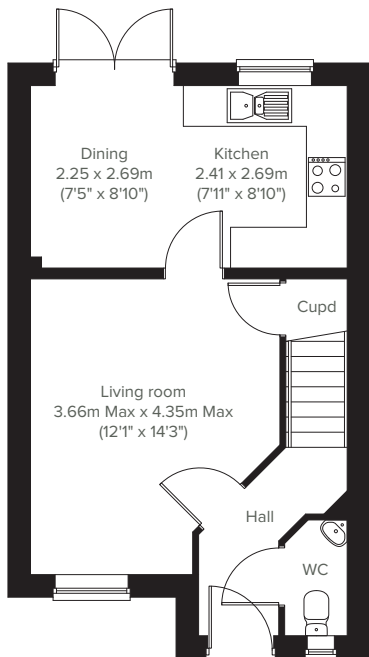


The Rivenhall

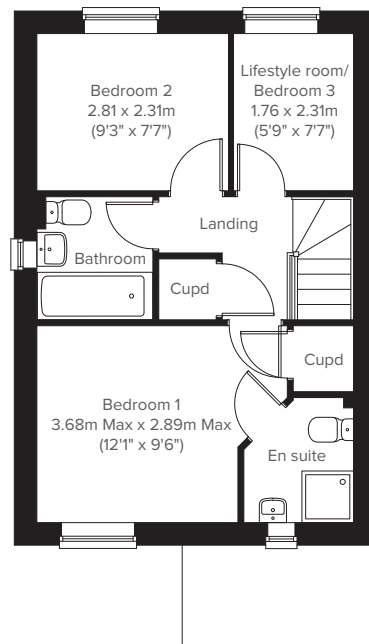
2/3 bedroom home



The Rivenhall is a good-looking home that will catch your eye if you desire more space for your growing family. Or maybe you want to downsize, but still have room for friends and family to stay. Either way, this two/three-bedroom home gives you plenty of options, with two/three sociable living spaces, two bathrooms and handy storage cupboards.



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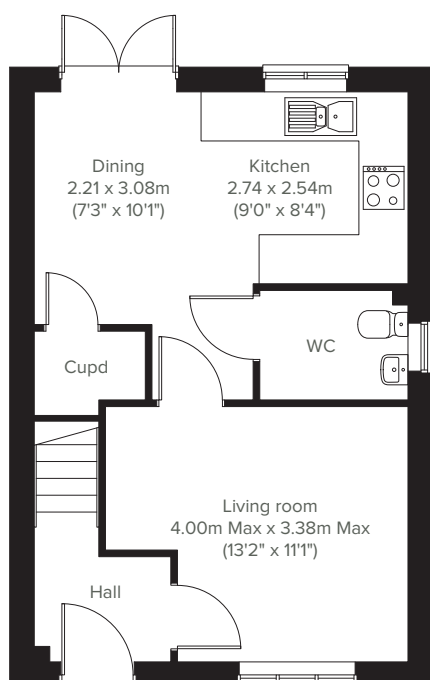


2/3 bedroom home

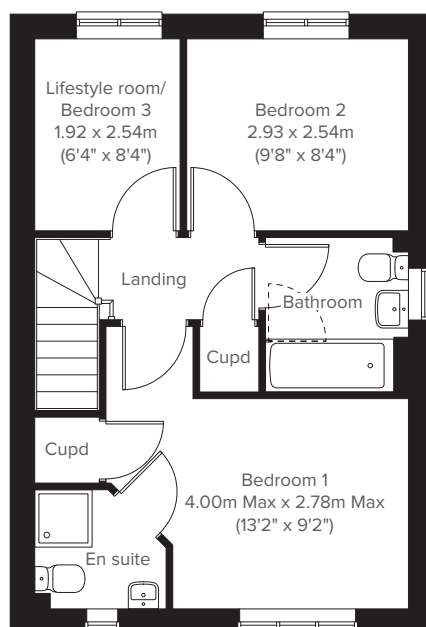
The Notley



The Notley is a home that's ideal for family life. An en suite bedroom with a storage cupboard looks after the grown-ups, the open plan kitchen/dining room with French doors takes care of an inside-outside lifestyle and a downstairs WC provides an extra practical aspect.



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16

PEA: B

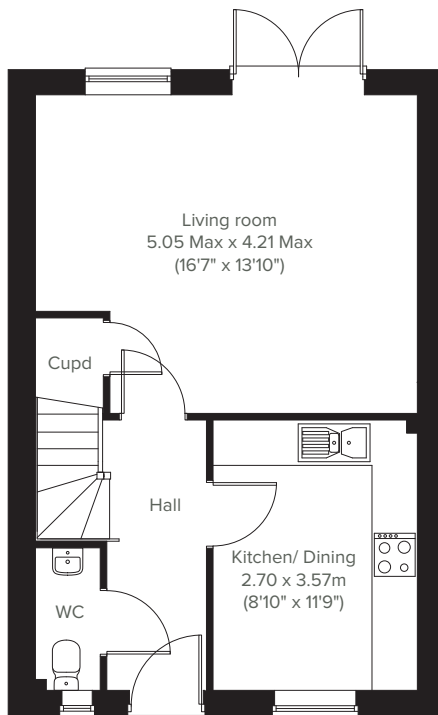


The Fairstead

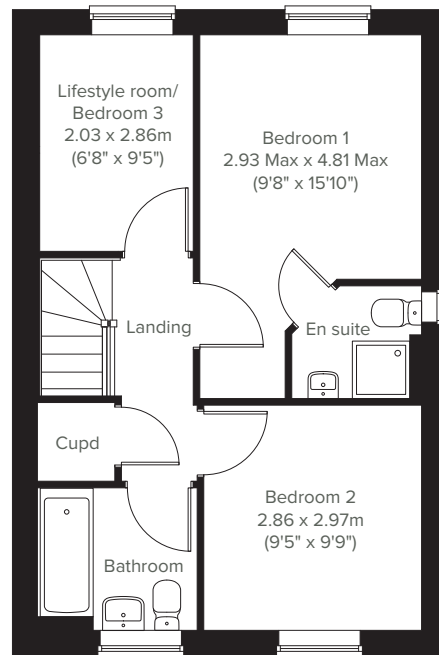
2/3 bedroom home



The two/three-bedroom Fairstead benefits from an open-plan kitchen/dining room and a separate living room, giving you a balance of family time and a quiet space. French doors to the garden let the outdoors in, while upstairs you'll find two/three bedrooms - one with an en suite - a main bathroom and handy storage cupboard.



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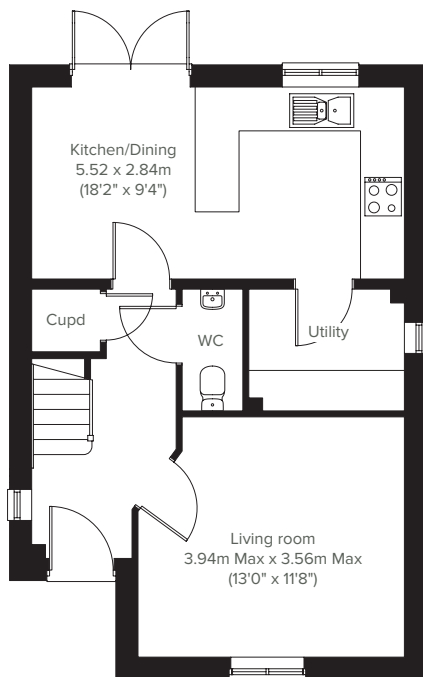


3 bedroom home

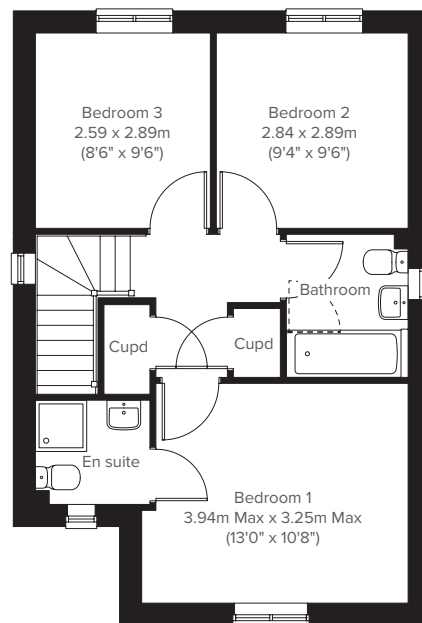
The Terling



This cheerful home is just right for a family, with two sociable living spaces, French doors to the garden and a utility room. An en suite for the grown-ups and a family bathroom for the kids save a queue in the morning. The Terling's third bedroom would make a great home-office if that's a priority on your wish list.



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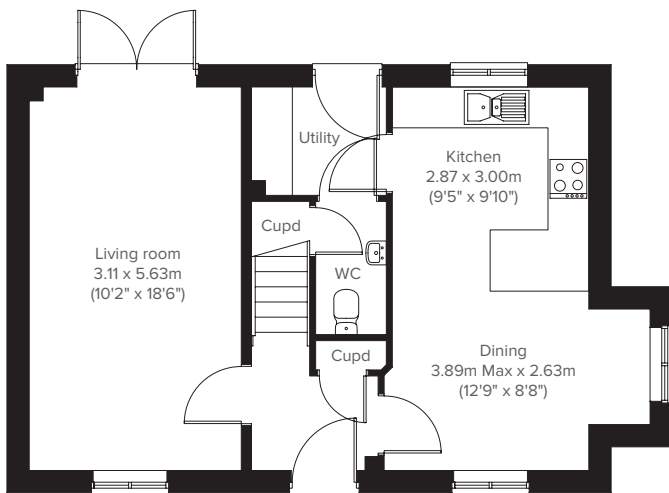


The Lanham

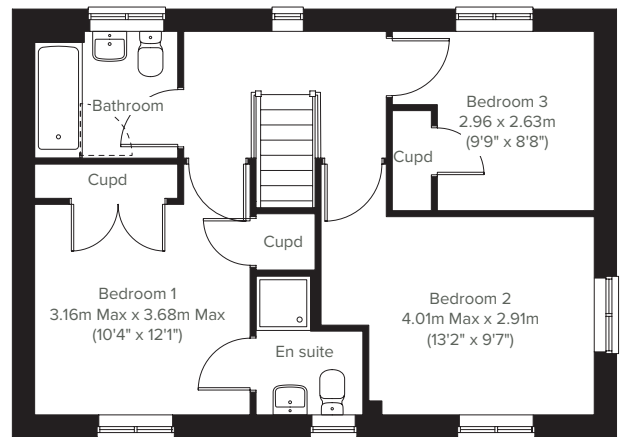
3 bedroom home



This spacious new home might be the welcome answer to your growing family's needs. With three bedrooms, two bathrooms and two spacious family-friendly living areas - one with a bay window - the Lanham gives you plenty of space to spread out, to have time out, and to have time together. There's also a utility room, downstairs WC and lots of storage throughout for convenience.



GROUND FLOOR



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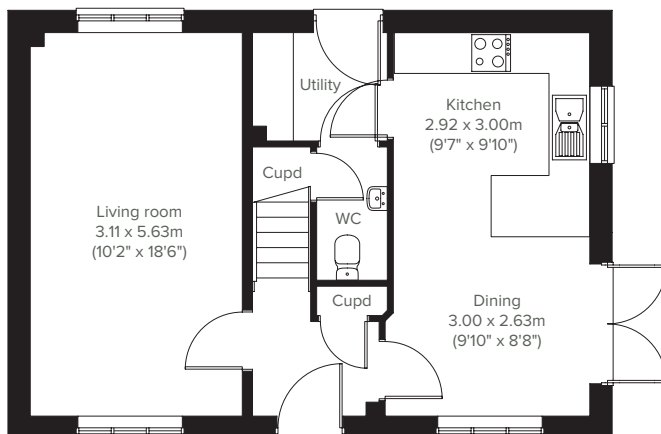


3 bedroom home

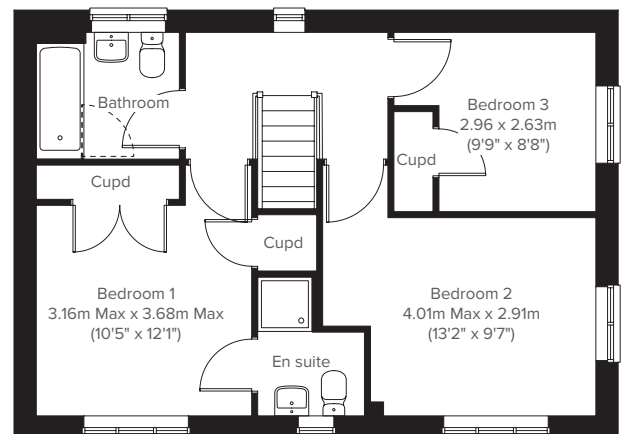
The Lanham Corner



This spacious new home might be the welcome answer to your growing family's needs. With three bedrooms, two bathrooms and two spacious family-friendly living areas - one with French doors to the side garden - the Lanham Corner gives you plenty of space to spread out, to have time out, and to have time together. There's also a utility room, downstairs WC and lots of storage throughout for convenience.



GROUND FLOOR



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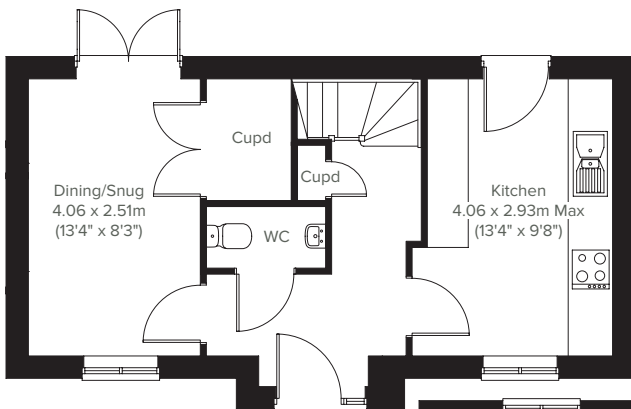


The Boreham

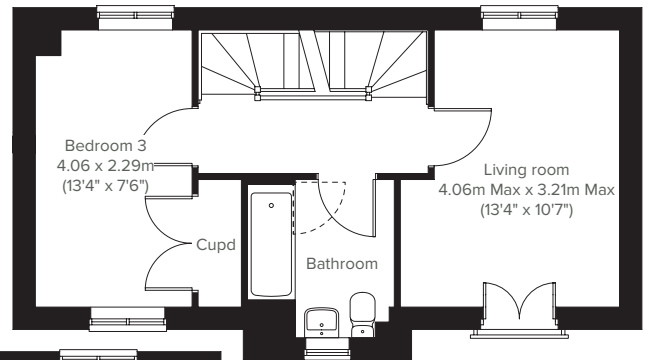
3 bedroom home



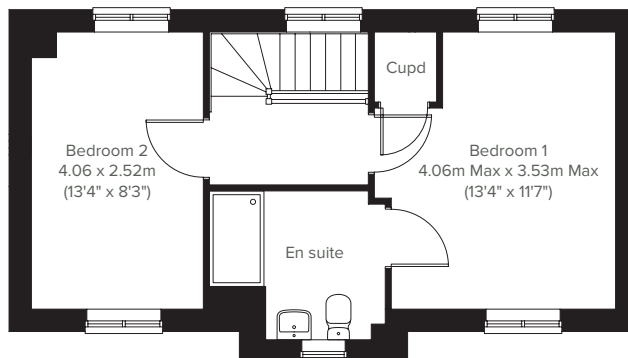
An attractive three-storey home, the Boreham has a kitchen, dining room/snug, living room and three large bedrooms. The top floor bedroom also offers an en suite. The extensive hallway, downstairs WC, four storage cupboards and off-road parking mean it's practical as well as stylish.



GROUND FLOOR



1ST FLOOR



SECOND FLOOR

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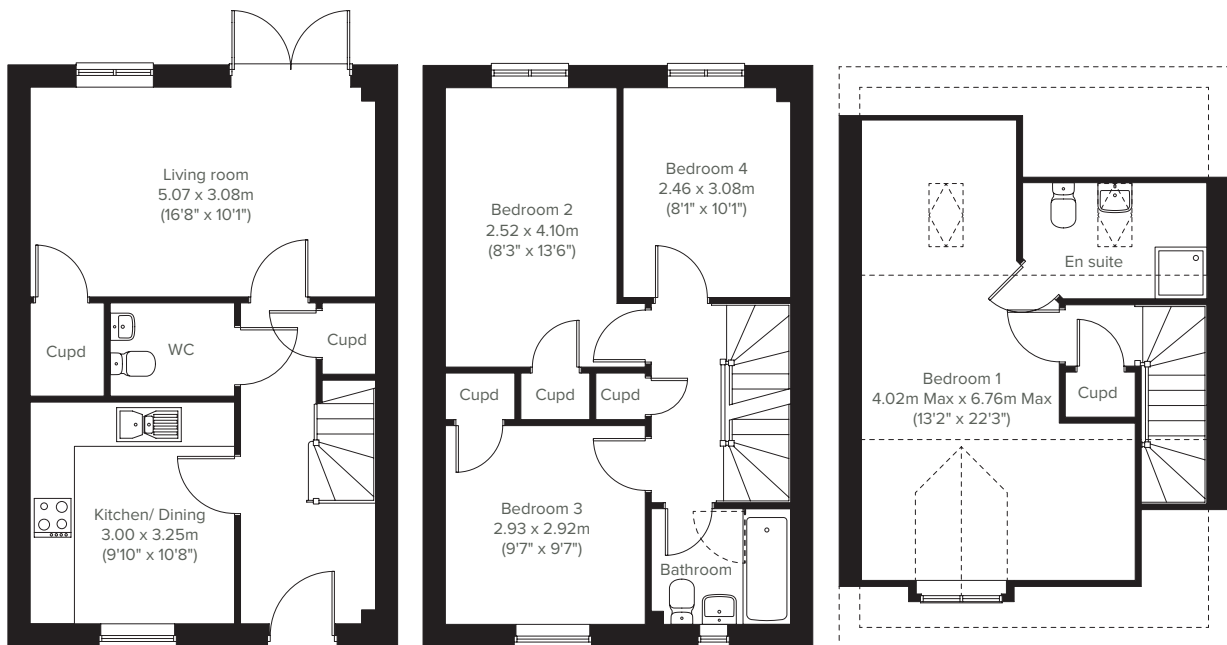


4 bedroom home

The Panfield



An attractive three-storey home, the Panfield has an open-plan kitchen/dining room, a living room and four bedrooms. The top floor bedroom has an en suite and storage cupboard. The downstairs WC, six storage cupboards and off-road parking mean it's practical as well as stylish.



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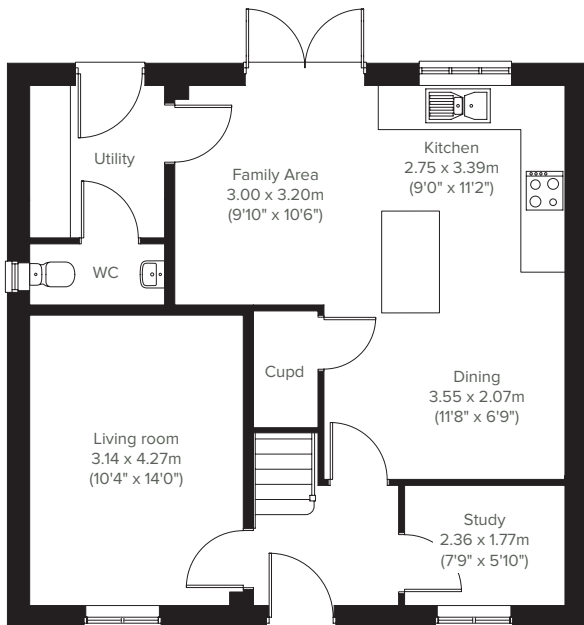


The Blackwater

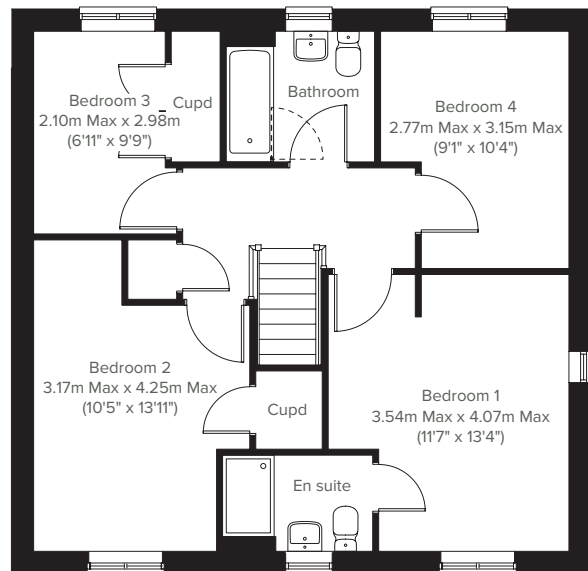
4 bedroom home



This fantastic house is designed with family life in mind. The four-bedroom Blackwater features a great open-plan kitchen/dining/family room, perfect for entertaining and spending time together. There's also a separate living room and study, downstairs utility and WC, en suite to bedroom one and several handy storage cupboards.



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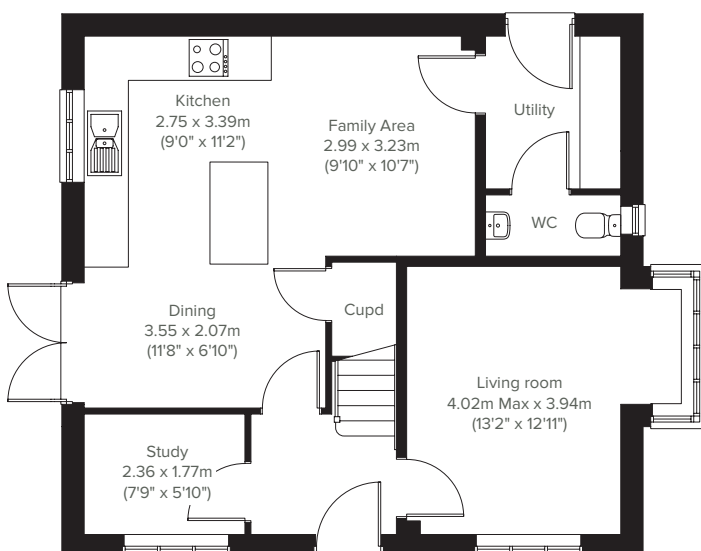


4 bedroom home

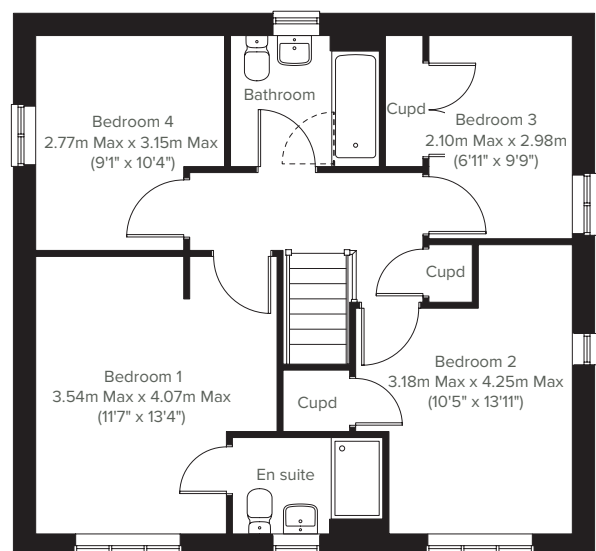
The Blackwater Corner



This fantastic house is designed with family life in mind. The four-bedroom Blackwater Corner features a great open-plan kitchen/dining/family room, perfect for entertaining and spending time together. There's also a separate living room and study, downstairs utility and WC, en suite to bedroom one and several handy storage cupboards.



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Persimmon

Notes

Handwriting practice lines consisting of 12 horizontal dotted lines.





The Maples

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).

Electrics

Doorbell and external light to front.



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. Moulded 5 panel textured. Internal door stops as standard.

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 FibreNest, 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/dryer.

Appliances

Single stainless steel oven, gas hob in stainless steel, integrated cooker hood and glass 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 en suite. Where there is no en suite, Mira thermostatic shower with wall mounted shower head, complete with shower screen.

Tiling

Half height tiling to sanitaryware walls in bathroom. Full height tiling to shower enclosure in en suite.

Splashbacks

1-course splashback to WC and en suite basin
3-course splashback to bath.

General

En suite to bedroom one 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 backup.



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:

- ✓ **PEA rating – B**
Our typical B rating makes our homes much more efficient than traditional D-rated homes.
- ✓ **Up to 400mm roof space insulation**
Warmer in winter, cooler in summer, reducing energy bills.
- ✓ **Argon gas filled double glazing**
Greater insulation and reduced heat loss.
- ✓ **Energy efficient lighting**
We use energy-saving LED lightbulbs in all our homes.
- ✓ **A-rated appliances**
Many of our kitchen appliances have a highly efficient A rating.
- ✓ **A-rated boilers**
Our condenser boilers far outperform non-condensing ones.
- ✓ **Local links**
We're located close to amenities and public transport to help reduce your travel footprint.
- ✓ **Hyperfast broadband**
FibreNest fibre-to-the-home connectivity helps you live and work at home more flexibly.
- ✓ **Lower-carbon bricks**
Our concrete bricks typically use 28% less carbon in manufacture than clay, giving total lifetime carbon savings of 2.4 tonnes of CO₂ per house built.

Eco goodies

When you move in to your new Persimmon home you'll find some of our favourite eco brands in your Homemove box. These products are plastic free, refillable and ethically sourced.





Your home, your way

Finishing Touches to make it yours

Our goal is to make your house feel like your home before
you've even collected the keys.

Key to achieving this is giving you the creative freedom to add your own style and personality to every room through our fabulous Finishing Touches collection.

Featuring the very latest designs from a host of leading brands, Finishing Touches lets you personalise your home inside and out. And rest assured, every upgrade and item available has been carefully chosen to complement the style

and finish of your new home. Of course, the real beauty is that all these extras will be ready for the day you move in.

Thanks to our impressive buying power we can offer almost any upgrade you can imagine at a highly competitive price. It can all be arranged from the comfort and convenience of one of our marketing suites, in a personal design appointment.

You can choose:



Kitchens



Appliances



Bathrooms



Flooring



Wardrobes



Fixtures & fittings

"One of the most exciting things about buying a brand new home is putting your own stamp on a blank canvas."



Share & win!

Share your love for your new Persimmon home and you could win a £100 IKEA voucher. For inspiration, check out past winners' homes on our Instagram page @persimmon_homes

#lovemypersimmonhome

The earlier you reserve, the greater the choice

We'll always try and accommodate the Finishing Touches you want, but they are build-stage dependent, so the earlier you reserve the better.

persimmonhomes.com/finishingtouches

Finishing Touches are subject to availability and stage of construction. Prices for your specific home type will be in our price list. For a full list of Finishing Touches available for your home, please contact the sales advisor on site.



All about community

Proud to be building communities

When creating The Maples, 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. The Maples 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 The Maples.”

£1,111,672 Total Contribution

OUTDOOR SPORT
£242,854



INDOOR SPORT
£205,306

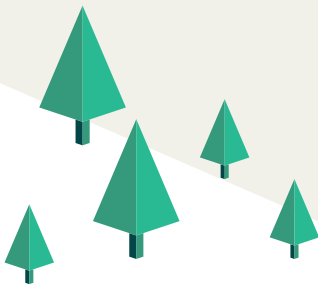
EDUCATION
£366,992



ALLOTMENTS
£7,705

HEALTHCARE
£97,638

EQUIPPED PLAY AREA
£150,736





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)



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

Get connected today!

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

C:

D:

P:



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