



Persimmon

Together, we make your home

Hadley Gate

Hadley • Shropshire

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.

"We have over 50 years of building expertise, find out more about us on page 4"

5 stars!

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



Hadley Gate

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 26](#)

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

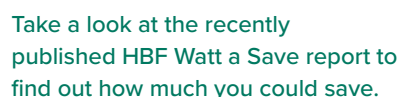
acres of
public space
created

£2.2bn

invested in
local communities
over the last
5 years



The 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.



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.



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.

We know you'll want to make your home your own, so we created 'Finishing Touches', our home personalisation service. **Read more on page 28**





With you all the way

Your journey with us

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

1.➔ 2.➔ 3.

Reservation

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

Solicitor

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

Mortgage application

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

4.➔ 5.➔ 6.

Personalise!

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

Exchange contracts

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

Quality assurance

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

7.➔ 8.➔ 9.

Home demo

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

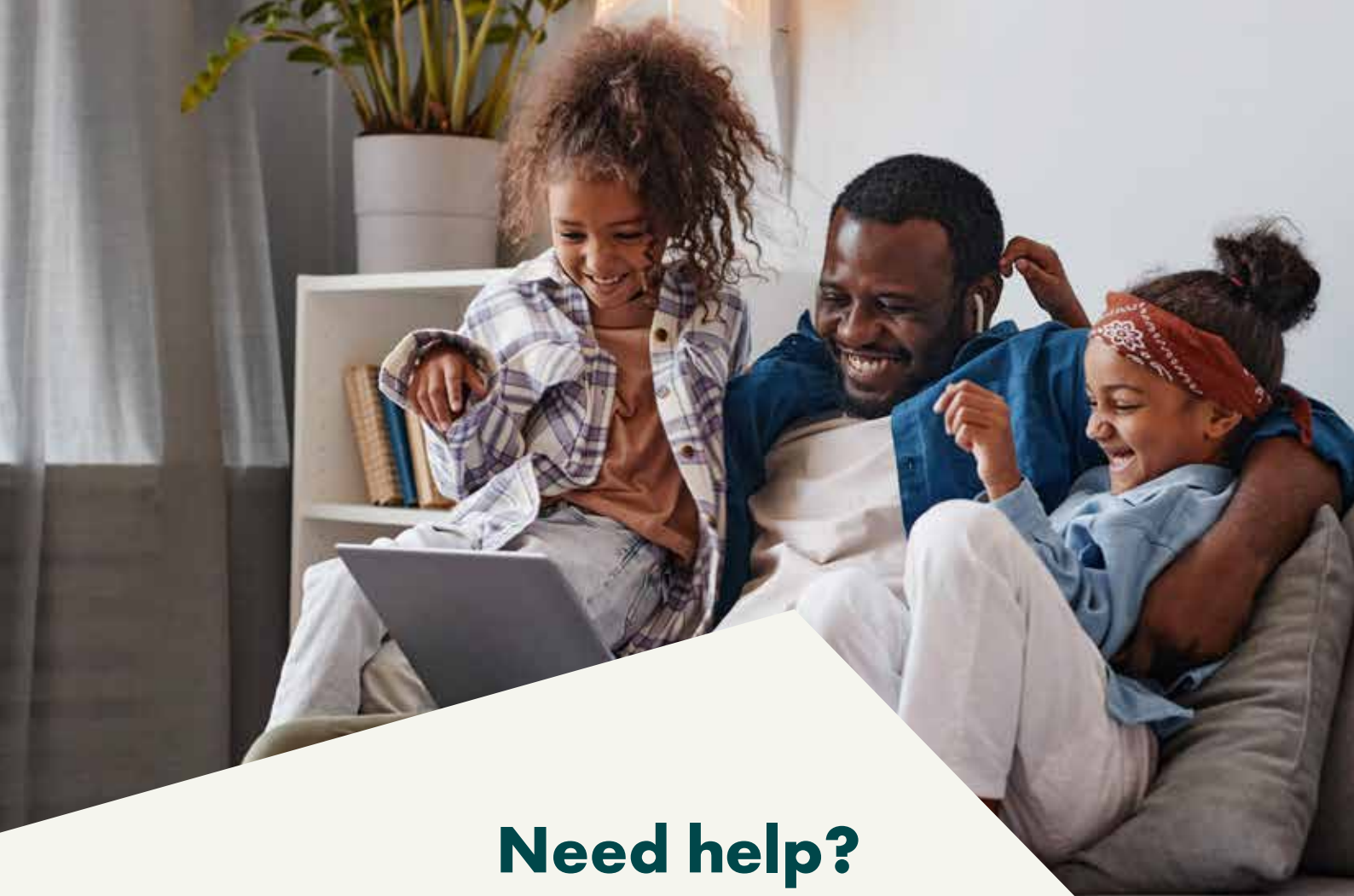
Handover

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

After-care

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

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



Need help?

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



PART
EXCHANGE



HOME
CHANGE



EARLY
BIRD



Deposit Boost



Own New
Rate Reducer



New Build
Boost



- Beautiful range of 2, 3, & 4-bedroom homes
- Excellent transport links
- Fantastic local amenities and community
- Close to beautiful countryside



Perfectly located
for commuting,
shopping & schools.



Hadley • Shropshire

Hadley Gate

Our development Hadley Gate brings a range of two, three and four-bedroom homes to the charming village of Hadley. Close to bustling Telford and surrounded by the Shropshire countryside, it's a great place to call home.

Hadley is one of several villages clustered outside the popular town of Telford. With large centres of employment Wolverhampton and Birmingham within commuting distance, and the stunning Shropshire Hills on your doorstep, this location enjoys the best of both worlds.

Designed with community in mind

A well-established village, Hadley offers a selection of amenities including local shops, schools, a GP, pubs and community centre. Telford town centre is 3.5 miles away, where you'll find fantastic shopping including high street stores, bars and restaurants, plus a train station. With other attractions including a cinema, ice rink and park, you'll never be short of things to do.

Living at Hadley Gate, you'll be ideally situated for a range of schooling options. Hadley Learning Community, just 1 mile away, is home to a range of educational facilities including a primary school, secondary school, The Bridge special education school, community centre, stage school, martial arts centre, community library and more. Other local schools include Wombridge, Teagues Bridge and Millbrook primary schools.

If you enjoy getting out and about

There's so much to see and do in scenic Shropshire. Ironbridge is just 7.4 miles from Hadley Gate and offers a fascinating glimpse into the past, as does neighbouring Blists Hill Victorian Town. For some quality time outdoors look no further than the Shropshire Hills. Closer to home, children will love visiting the Exotic Zoo Wildlife Park in Telford.

EXPLORE

Start exploring...

Telford Train Station
3.4 miles

Shrewsbury
14.9 miles

Birmingham
36.4 miles

Birmingham Airport
46.2 miles



Hadley Gate

Our homes

2 bedroom



The Alnmouth



The Alnmouth (First Homes)



The Wentwood

2 bedroom (+ Study)



The Epping



The Danbury



The Danbury (First Homes)

3 bedroom



The Sherwood



The Barnwood



The Saunton



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.

4 bedroom



The Whinfell



Affordable Housing



The Greenwood

corner





Hadley Gate

Homes at a glance

Hadley Gate has something for everyone, from the 2-bedroom Alnmouth to the 4-bedroom Greenwood.

2 beds



PAGE 14 **THE ALNMOUTH**

2 beds • Garden • Parking
• WC



PAGE 15 **THE WENTWOOD**

2 beds • Garden • Parking
• WC



PAGE 16 **THE EPPING**

2 beds • Study • Garden
• Parking • WC

3 beds



PAGE 17 **THE DANBURY**

2 beds • Study • En suite
• Garden • Parking • WC



PAGE 18 **THE SHERWOOD**

3 beds • En suite • Utility
• Garden • Parking • WC



PAGE 19 **BARNWOOD CORNER**

3 beds • En suite • Utility
• Garden • Parking • WC



4 beds



PAGE 20 **THE SAUTON**

3 beds • En suite • Garden
• Parking • WC



PAGE 21 **THE WHINFELL**

4 beds • En suite • Garden
• Parking • WC



PAGE 22 **THE GREENWOOD**

4 beds • En suites • Utility
• Garden • Parking • WC

We've highlighted some of the key things we know are important to you, like bedroom number, gardens, en suites and parking.



Scan me!

For availability and pricing on our beautiful new homes at Hadley Gate.



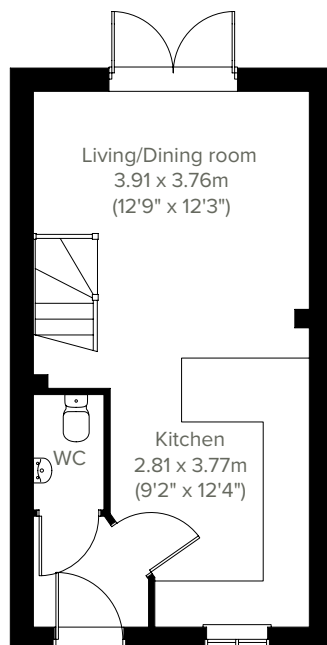


2 bedroom home

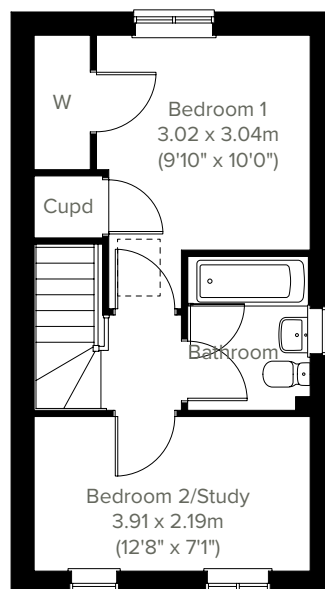
The Alnmouth



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 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

Please note that elevation treatments and window/door positions may vary from plot to plot. Plot specific information will be confirmed on your reservation check list.

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14

PEA: B

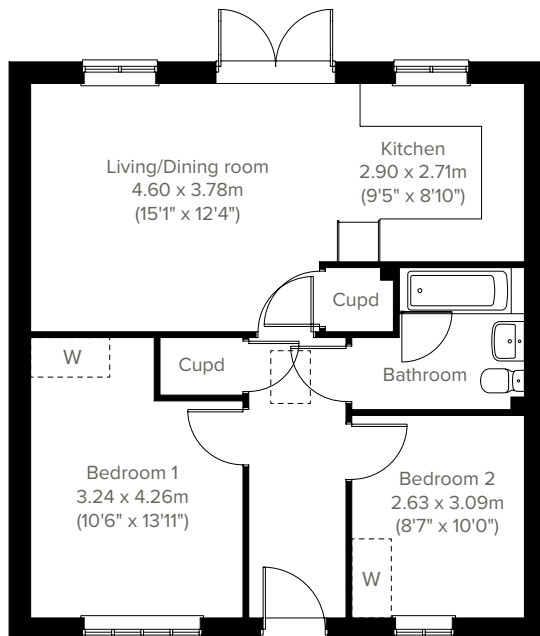


The Wentwood

2 bedroom home



The Wentwood's open plan kitchen/living/dining room has French doors leading into the garden - perfect for the way we live today. There are two nicely-proportioned bedrooms and a modern bathroom. Ideal for first-time buyers, young professionals or those looking for single-storey living.



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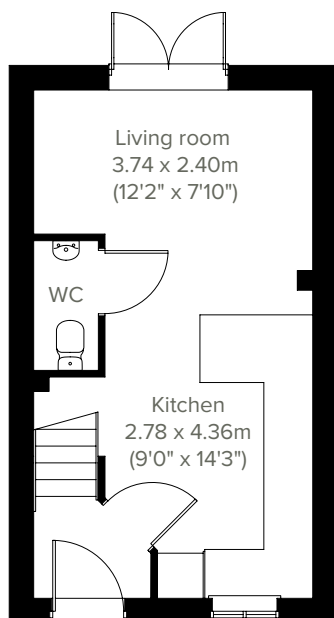


The Epping

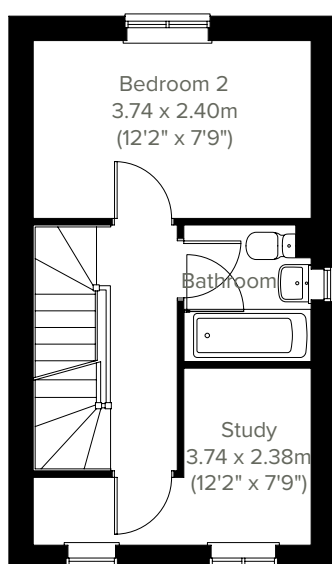
2 bedroom home + study



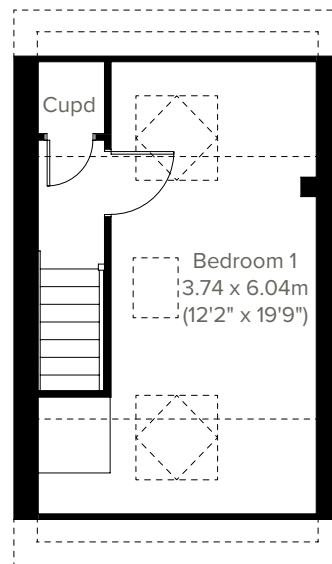
The popular Epping is a two-bedroom home featuring a bright and modern open plan kitchen/dining/living room with French doors leading into the garden. On the first floor you'll find a good-sized bedroom, study and family bathroom. The second floor comprises bedroom one and a handy storage cupboard meaning it ticks all the boxes for practical living too.



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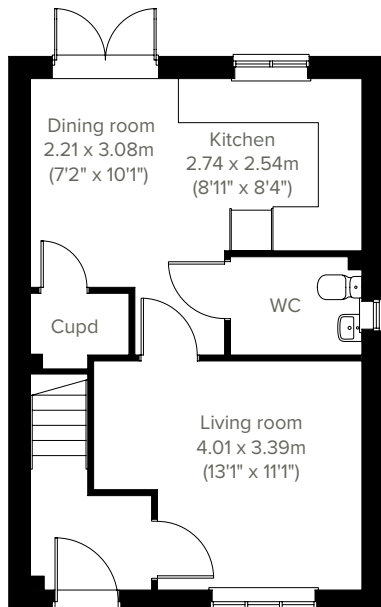


The Danbury

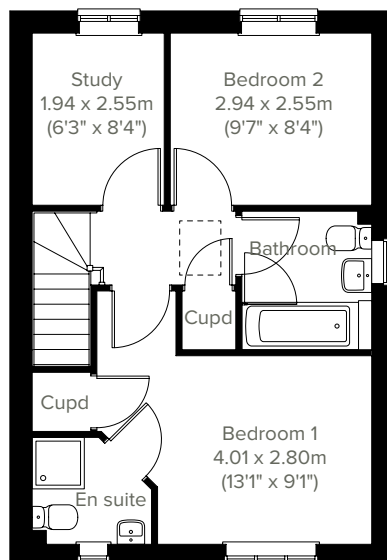
2 bedroom home + study



Perfect for the way we live today, the two-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 two bedrooms - bedroom one has an en suite - a study and a family-sized bathroom. Appealing to families, first-time buyers and young professionals.



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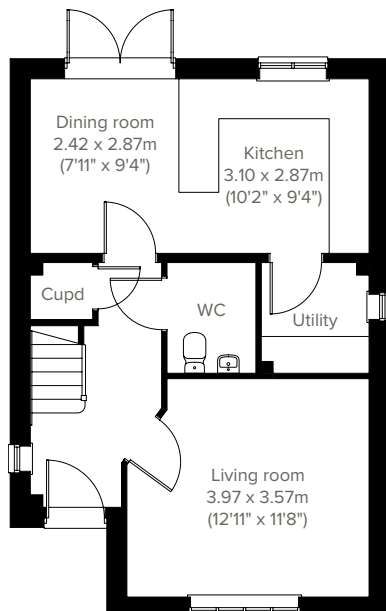


3 bedroom home

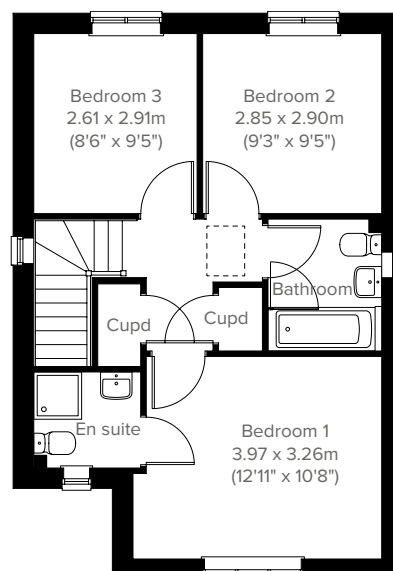
The Sherwood



The Sherwood is a modern three-storey home ideal for family life. This three-bedroom home features an open plan kitchen/dining room with French doors leading into the garden, a handy utility room, a front-aspect living room, plus under-stairs storage and a downstairs WC. The first floor has three good-sized bedrooms, one with an en suite, and the main family bathroom.



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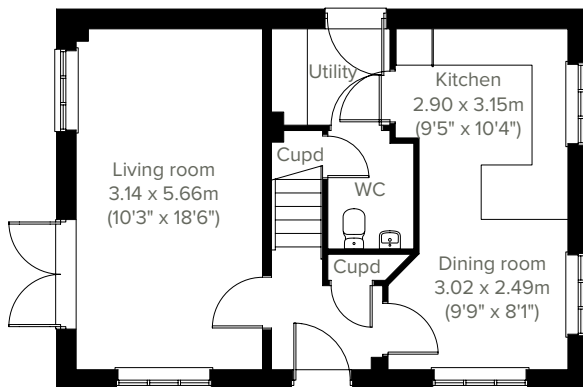


The Barnwood Corner

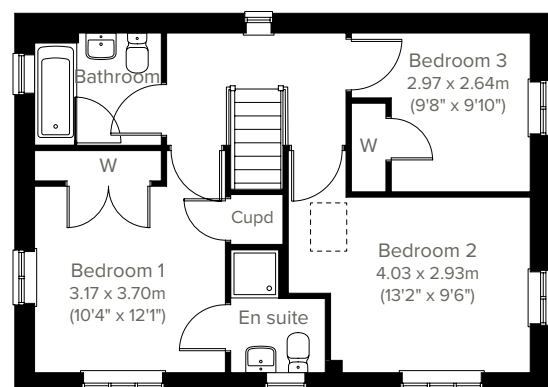
3 bedroom home



A thoughtfully-designed three-bedroom family home with much to offer, the Barnwood Corner has a bright and modern open plan kitchen/dining room leading to a handy utility room. The spacious living room has French doors leading into the garden. The inner hallway, downstairs WC and cupboards take care of everyday storage. Plus there's an en suite to bedroom one and a family bathroom.



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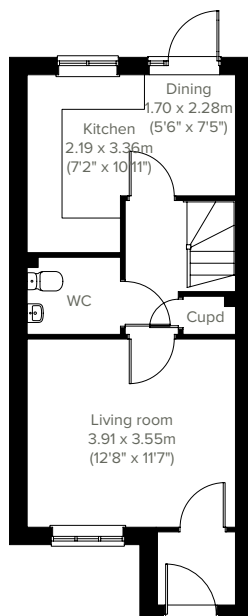


3 bedroom home

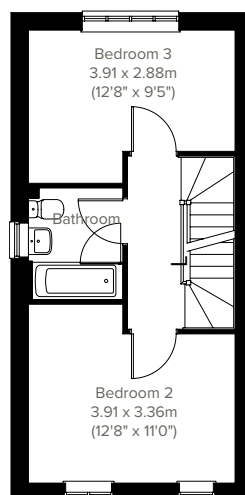
The Saunton



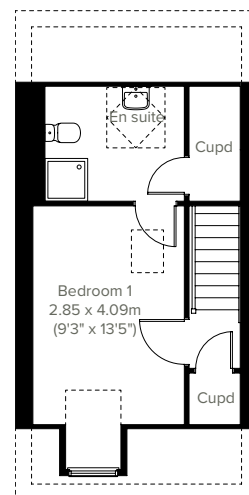
An attractive three-storey, three-bedroom home, the Saunton has a modern open plan kitchen/dining room, well-proportioned living room and three good-sized bedrooms. The top floor bedroom one also has a spacious en suite. The enclosed porch, downstairs WC, three storage cupboards and off-road parking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



GROUND FLOOR



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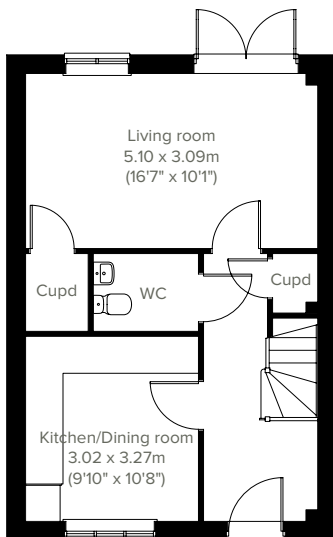


The Whinfell

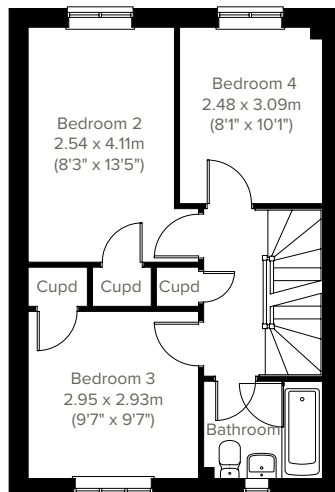
4 bedroom home



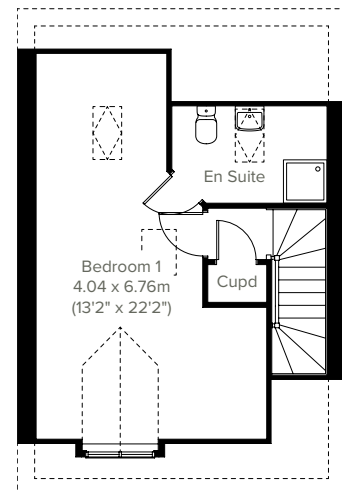
Perfect for the way we live today, the four-bedroom, 2.5-storey Whinfell has a modern kitchen/dining room, downstairs WC and a spacious living room with French doors leading into the garden, making it a home that's ideal for entertaining. The first floor benefits from three nicely-proportioned bedrooms and a family-sized bathroom. The second floor's bedroom one benefits from an en suite and further storage.



GROUND FLOOR



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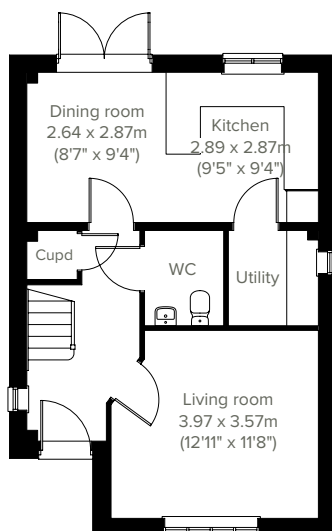


4 bedroom home

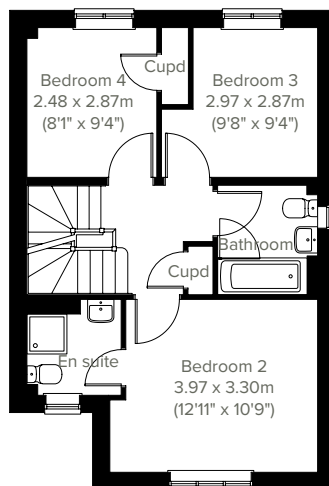
The Greenwood



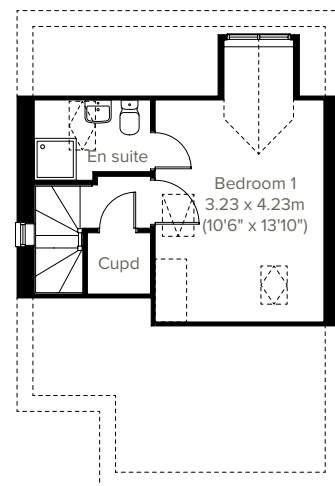
Enjoy the best of modern living in this popular four-bedroom home. The Greenwood's bright front-aspect living room, spacious kitchen/dining room with French doors, separate utility room, handy storage cupboard and WC complete the ground floor. The first floor consists of three bedrooms - bedroom two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



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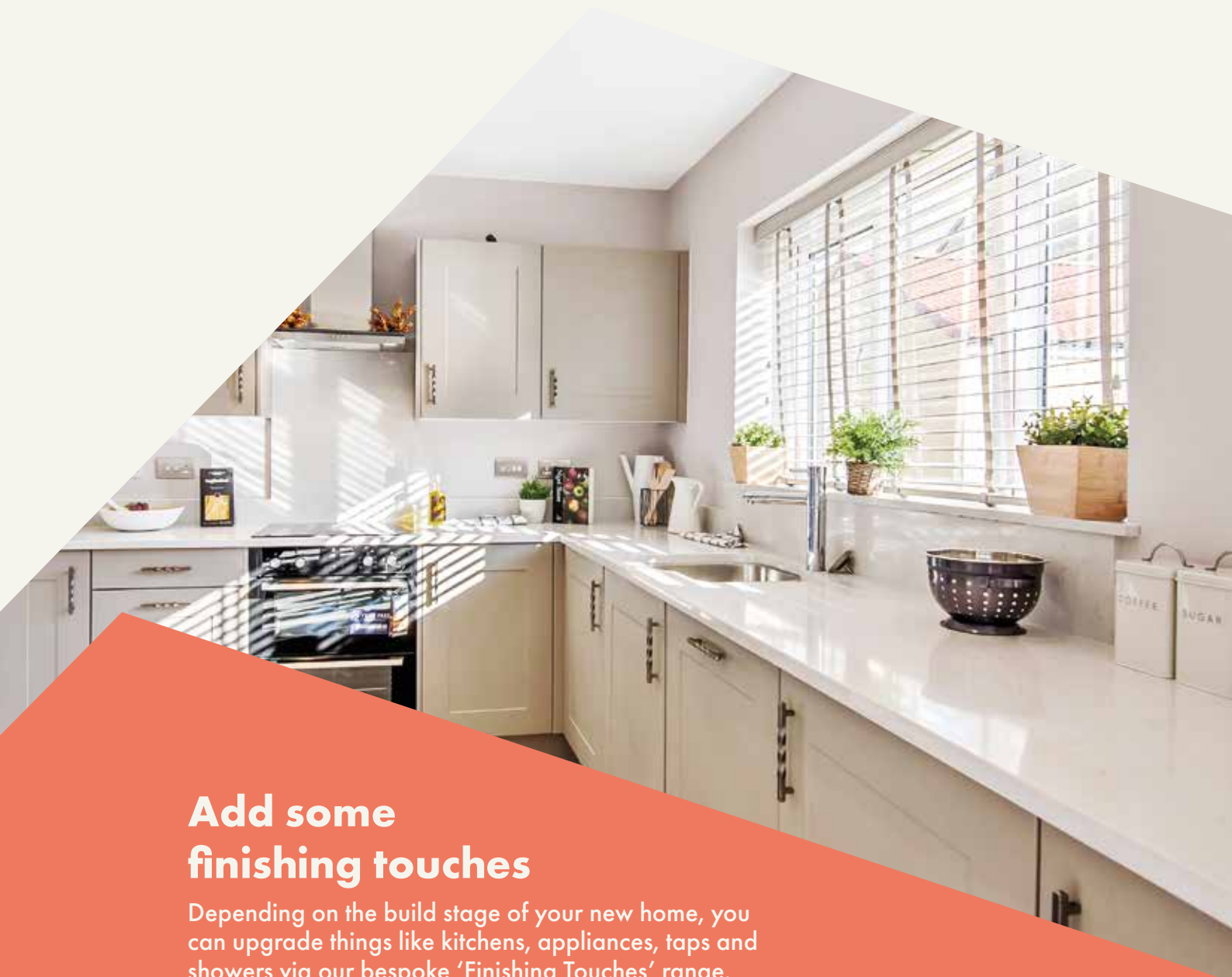




Hadley Gate

Specifications

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



Add some finishing touches

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



External

Walls

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

Roof

Tile or slate-effect with PVCu rainwater goods.

Windows

Double glazed E-glass windows in PVCu frames.

Doors

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



Internal

Ceilings

Painted white.

Lighting

Pendant or batten fittings with low-energy bulbs.

Stairs

Staircase painted white.

Walls

Painted in almond white emulsion.

Doors

White pre-finished doors with white hinges.

Heating

Gas fired combi boiler with radiators in all main rooms, most with thermostatically-controlled valves.

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.



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.

Splash-backs

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

General

En suite to bedroom(s) where applicable.



Security

Locks

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

Fire

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



Garage & Gardens

Garage

Garage, car ports or parking space.

Garden

Front lawn turfed or landscaped
(where applicable).

Fencing

1.8 metre fence to rear garden, plus gate.



Kitchen

General

Fully-fitted kitchen with a choice of doors and laminate worktop with upstands to match (depending on build stage).

General

Stainless steel bowl sink with pillar taps to kitchen only.

Plumbing

Plumbing for washing machine.

Appliances

Single electric stainless steel oven and gas hob in stainless steel with integrated cooker hood.





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/finishing-touches

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



All about community

Proud to be building communities

When creating Hadley Gate, 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. Hadley Gate 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 Hadley Gate.”



EDUCATION

£1,246,252 funding towards primary and secondary education in the local area.

HOUSING

Affordable and extra care housing provision.

TRANSPORTATION

£196,506 funding towards Strategic Highway and off-site cycle route on Sommerfield Road.

ENVIRONMENTAL

£282,220 funding towards tree replacement and bio-diversity net gain.

COMMUNITY SPACES

£65,100 funding towards off-site open spaces including children's play areas.

RECREATION

£120,900 funding towards off-site sports and recreation facilities contribution.



6 reasons why it pays to buy new

Did you know?

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

1.

No chain

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

2.

Energy efficient

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

3.

Brand new

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

4.

More ways to buy

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

5.

10 year warranty

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

6.

Safe & secure

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

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



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

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



Your home, better connected
for a brighter future

Hyperfast 900Mb broadband is available on this development.

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



Choose the best package for you

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



Scan me!
For packages & pricing.



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support@fibrenew.com

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

Get connected today!

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

C:

D:

P:



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