



Persimmon

Together, we make your home



Elm Rise

Birtley



Persimmon

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

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



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.



Elm Rise

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 18](#)

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 communities
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.



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.



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.

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 20





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.

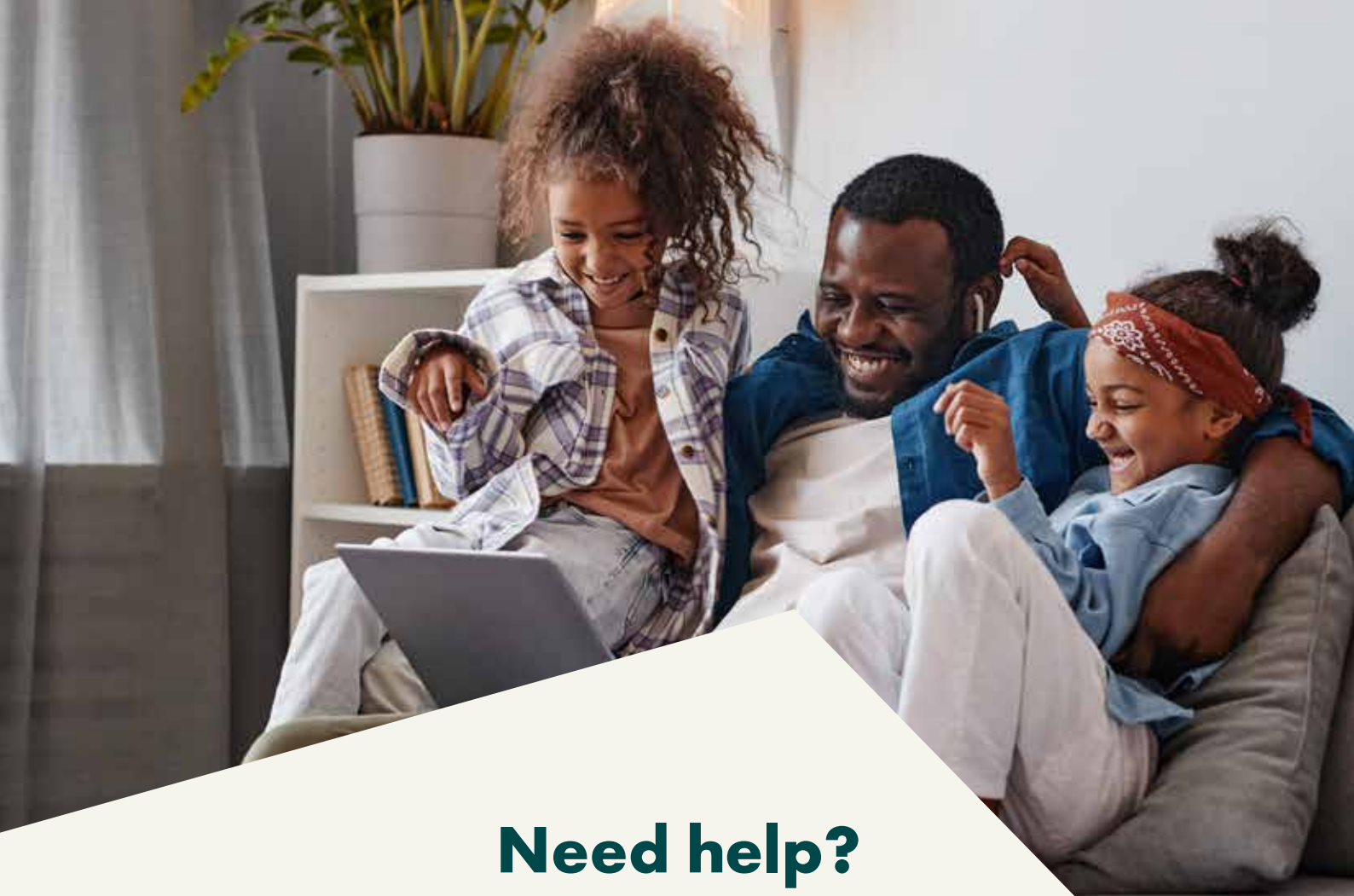
Handover

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 UNLOCK

Deposit Unlock



**BANK OF MUM
AND DAD**

Bank of Mum
and Dad



DEPOSIT BOOST

Deposit Boost




**ARMED FORCES/KEY
WORKERS DISCOUNT**

Armed Forces/Key
Workers Discount



**OWN NEW
RATE REDUCER**

Own New

- 
- A modern kitchen with grey cabinetry, a white countertop, and a built-in oven. On the counter, there is a wooden cutting board, a toaster, a container with utensils, a potted plant, and some groceries. A dark apron hangs on the wall to the left.
- Choice of 3 & 4-bedroom homes
 - Close to Newcastle, Sunderland and Durham
 - Excellent commuter links
 - Good range of local amenities



Scan me!

For availability and pricing on our beautiful new homes at Elm Rise.



Birtley

Elm Rise

Elm Rise is our new development of 3 & 4-bedroom homes in a fantastic location with local amenities and commuter centres of Newcastle-upon-Tyne, Gateshead, Sunderland and Durham all within a 20-minute drive.

When it comes to shops and amenities, you'll find everything you need in Birtley and the surrounding area. The town centre is home to a selection of shops, pubs, medical facilities and a Morrisons supermarket. Just a 6-minute drive away, The Galleries retail park hosts a fantastic selection of popular high street brands, as well as Sainsburys, Asda, M&S and Aldi supermarkets, plus a leisure centre. Or, for the ultimate retail experience, you'll be just a 15-minute drive from the Metro Centre with its vast range of shops, eateries and entertainment options.

Anyone looking to stay active will be pleased with what's on offer near Elm Rise. Birtley has a leisure centre and several sports clubs, while you'll also find gyms and indoor sports facilities in Washington and Gateshead.

The iconic Angel of the North sculpture is less than 2 miles away and makes for a lovely walk, whilst nearby Herrington Country Park offers scenic walking trails and a lake, and WWT Washington is a beautiful place to enjoy nature. There are also several golf clubs in the local area.

Easily within reach

Elm Rise benefits from excellent transport links. Newcastle, Durham and Sunderland can all be reached in around 20 minutes, ideal if you're looking to commute. The development is set just off the A1 (M), putting you in an ideal location to head north to reach the heart of Newcastle, or south to historic Durham, while Sunderland is a 19-minute drive east via the A1231. Chester-le-Street train station connects residents to major rail networks, and the area is also served by local bus services. For travel further afield, Newcastle International Airport is just 14 miles away.

EXPLORE

Start exploring...

Chester-le-Street train station
5.3 miles

Newcastle upon Tyne
7.5 miles

Sunderland
9.5 miles

Durham
13.9 miles



Elm Rise



Our homes

3 bedroom



The Dalby



The Saunton

4 bedroom



The Greenwood



The Whiteleaf



The Gisburn

Toddler
Play Area

SUDs







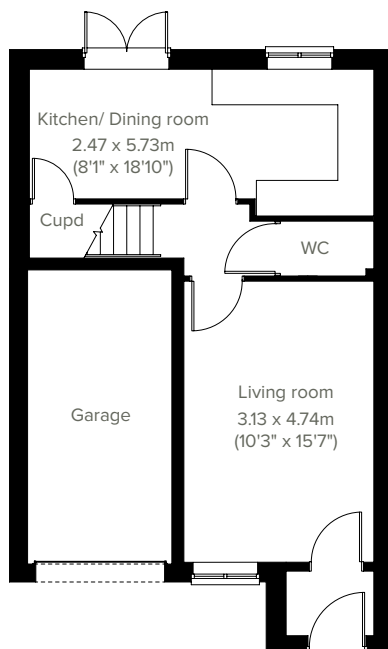
3 bedroom home

The Dalby

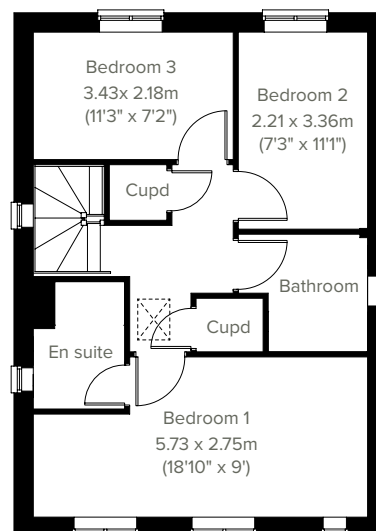


***Please note all plots have solar panels.**

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 cupboards take care of everyday storage. Plus there's an en suite to bedroom one, family bathroom and integral garage.



GROUND FLOOR



1ST FLOOR

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

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

12

Predicted Energy Assessment: B



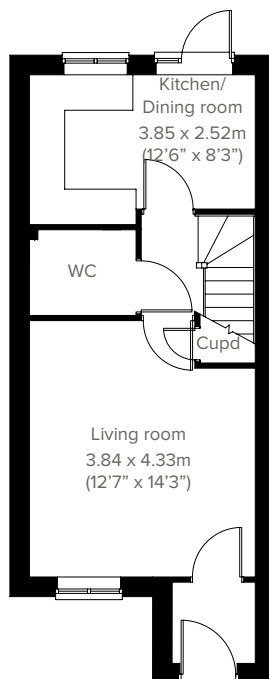
The Saunton

3 bedroom home

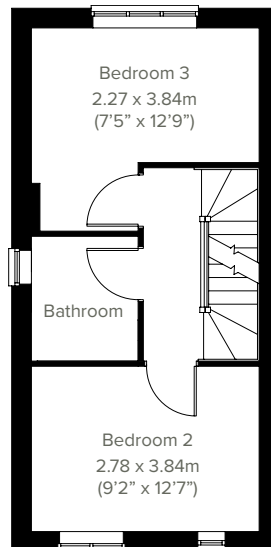


*Only plots 19, 20, 21 & 22 have render, please speak to our sales advisor for plot specific information.

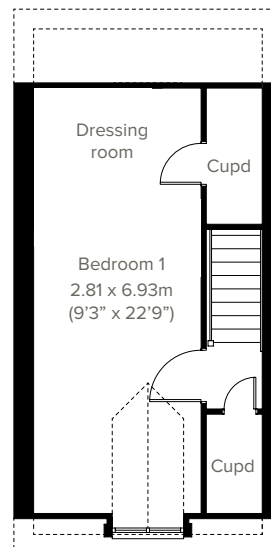
An attractive three-storey, three-bedroom home, the Saunton has a modern open plan kitchen/dining room, a nicely-proportioned living room and three good-sized bedrooms. The enclosed porch, downstairs WC, three storage cupboards and off-road parking means it's practical as well as stylish. The impressive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



GROUND FLOOR



1ST FLOOR



2ND FLOOR

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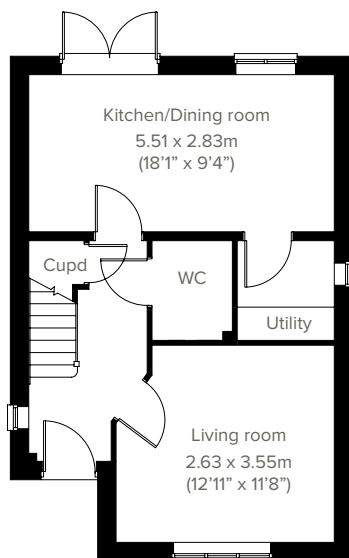
4 bedroom home

The Greenwood

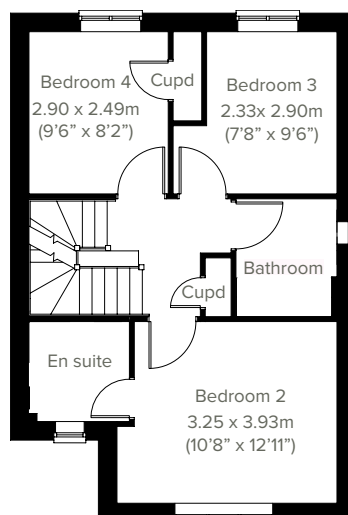


***Please note, not all plots have render, please speak to the sales advisor for plot specific information.**

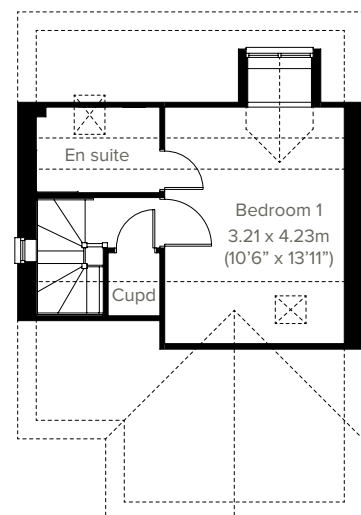
The Greenwood is an attractive three-storey townhouse with flexible living space to suit modern families. This four-bedroom family home has a practical ground floor including a bright open plan kitchen/dining room, front-aspect living room, utility, WC and storage cupboard. The second floor consists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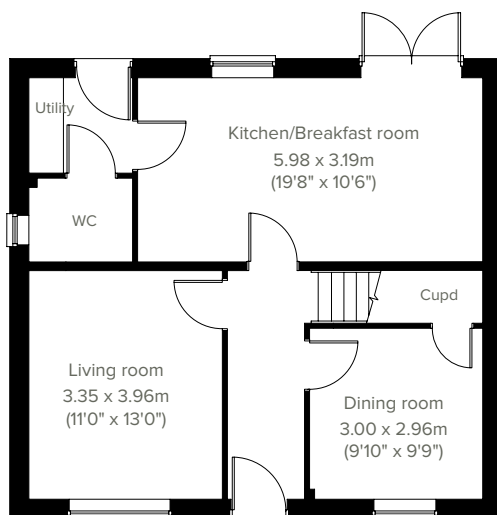
The Whiteleaf

4 bedroom home

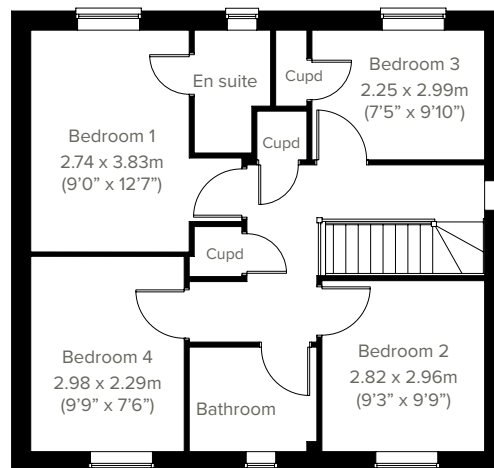


*Please note all plots have solar panels.

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 with outside access. 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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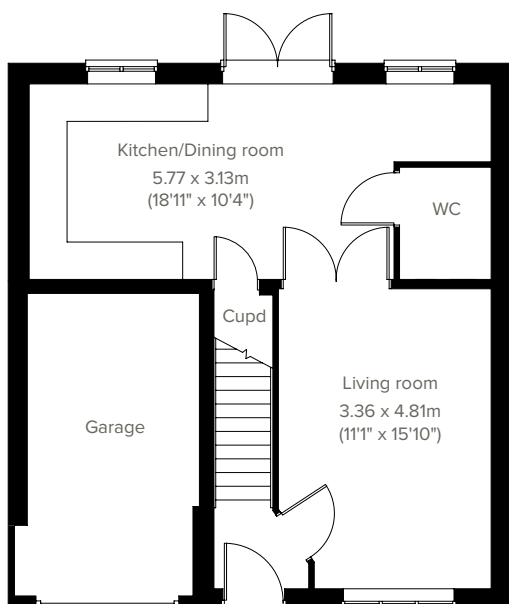
4 bedroom home

The Gisburn

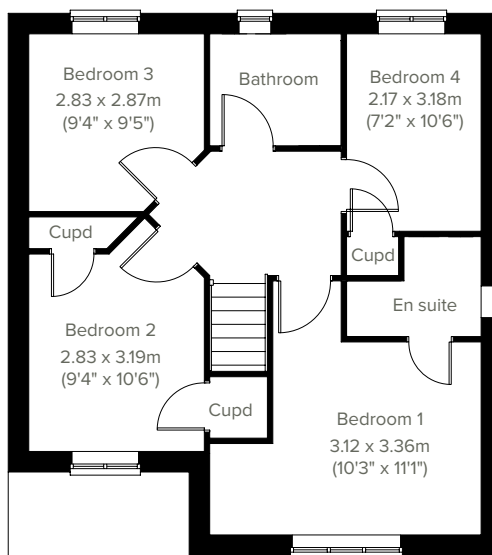


***Please note all plots have solar panels.**

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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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:

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



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



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. 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 Next voucher. There is one up for grabs every month. 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.

Eco Range homes

New build homes are changing, and together, we're embracing the future. Recent updates to the Government's Part L building regulations mean from June 2023 our new Persimmon Eco Range homes will have a reduction of 31% in carbon emissions. This means a warmer, more energy-efficient home for you and the really cosy feeling of knowing it's better for the environment.

This means... **a saving of up to £6,730*** over the lifetime of a 25 year mortgage.



31 % reduction in carbon emissions

Solar panels help boost your existing energy-efficient boiler using sustainable green energy. For full details of the number of solar panels (where applicable) and the location; please refer your sales advisor for details.

EV charging is a handy addition if you have an electric car, as you can charge it from the comfort of your own home. All plots are to be provided with charging points – 7kw universal socket mode 3 or equivalent.

Enhanced loft insulation is a huge cosy blanket that slows down the transfer of heat between your home and the outside world. It not only warms your home in the winter but keeps it cooler in the summer.

Waste water heat recovery ensures the waste water from the shower heats the incoming cold water as it goes up the pipe so that the boiler doesn't have to work as hard to heat it.

More thermally-efficient walls mean less heat escaping, so you aren't as dependent on central heating, and whatever heat is generated is kept in your home.

Our panelised offsite-manufactured timber frame technology uses a unique, sustainable panel system which adds to the thermal efficiency of your home. *NB: not all homes will be built using timber frame technology.

Energy-efficient boilers use the latest technology to warm your already well-insulated home. The controls allow you to optimise your energy saving whilst keeping you comfortable.

A more thermally-efficient ground floor will mean you'll benefit from the additional insulation we're incorporating in the floor construction.

*When compared to a Victorian-built equivalent, savings could be up to £31,640. The £6,730 saving is in comparison to a Persimmon home built to current building regulations (2013).[^]NB: not all homes will be built using timber frame technology.

[^]NB: Not all homes will have EV Chargers, but they can be added from our Finishing Touches range.



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