



# Persimmon

Together, we make your home



## Strathearn Meadow

Crieff • Perth and Kinross



**Persimmon**

Together, we make your home

# Together, we make your home

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

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



**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.



Strathearn Meadow

## 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 in numbers

It's not all about numbers we know, but to give you sense of scale here are a few:

**9,922**

homes  
delivered in  
2023

**200+**

locations  
across  
the UK

**4800+**

employees  
make it all  
happen

**452**

acres of  
public space  
created

**£2.3bn**

invested in  
local communities  
over the last  
5 years



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](https://persimmonhomes.com/community-champions) to see if you could apply to support your local community.



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.

## Build quality

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...

## Service after

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

- 
- Choice of two, three & four-bedroom homes
  - Community orientated development
  - Close to the 'Fair City' of Perth
  - Sought-after town and countryside location



**Scan me!**

For availability and pricing  
on our beautiful new homes in  
Strathearn Meadow.



Crieff • Perth and Kinross

## Strathearn Meadow

Our Strathearn Meadow development includes energy-efficient two, three, and four-bedroom homes, ideal for first-time buyers, families, and downsizers.

Set between the stunning Perthshire countryside, and the southern town edge of beautiful Crieff, a new home in Strathearn Meadow offers daily tranquillity.

On your doorstep, you have the green spaces of Market Park, which is a 10-minute walk away, and MacRosty Park is a little further to the north of the town. The River Earn is also an everyday delight, when you want to travel further south or west, and cross the town's ancient bridge.

Easy everyday shopping is a stone's throw away, with well-known supermarkets that are close to the community-focused development. Plus, the town centre is a short

walk away, and offers a fantastic range of restaurants, cafés, eateries and independent shops.

Famous for its Glenturret Distillery (and excellent whisky), Crieff is alive with activities, creativity and adventure – so it's the perfect place for discovering a new favourite hobby or sport. Popular with hikers and walkers alike, there's also local facilities for archery, tennis, golf, and rifle shooting available. And for art lovers, the Strathearn Gallery is well-known for exhibiting leading, and up-and-coming, Scottish artists.

An ideal location for growing families, Crieff has a wide selection of primary and secondary schools, including St Dominic's RC Primary School and Crieff High School. For higher education opportunities, both Perth and Stirling University are within an easy distance away.

### EXPLORE

Start exploring...

Crieff town centre  
**0.9 miles**

Crieff Golf Club  
**1.3 miles**

Drummond Castle Gardens  
**2.4 miles**

Perth  
**18.1 miles**



# Strathearn Meadow



Sub Station

Gas Governor

BROICH ROAD

Skatepark

Silo

Track  
Crow W

# Our homes

## 2 bedroom

 **The Portree**

## 3 bedroom

 **The Newmore**

 **The Ardbeg**

 **The Kearn**

 **The Elgin S**

 **The Elgin D**

 **The Dunblane**

## 4 bedroom

 **The Bothwell**

 **The Leith**

 **The Balerno**

 **The Thurso**

 **The Whithorn**

 **Affordable Housing**



**Scan me!**

To explore our 3D, street  
view site plan online.

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.

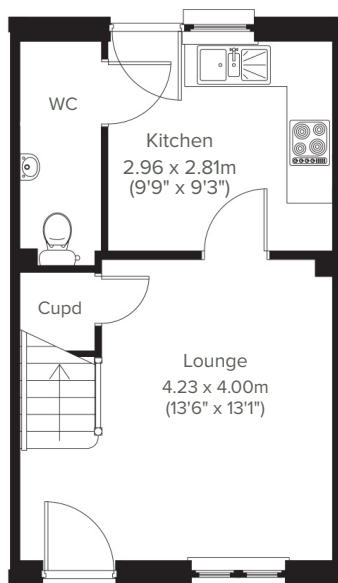


2 bedroom home

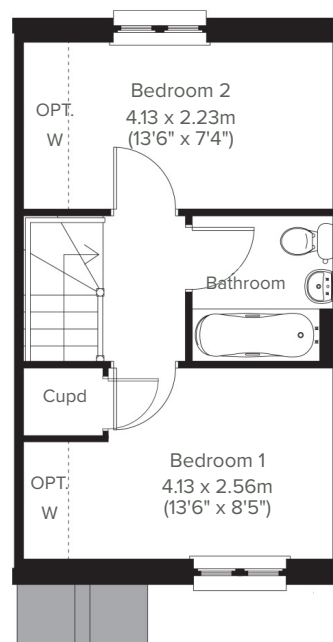
# The Portree



The Portree is a popular first home. The front aspect lounge has understairs storage and leads into the kitchen and generous WC. Upstairs there are two nicely-proportioned bedrooms and a family-sized bathroom plus a storage cupboard. Perfect for first-time buyers and young professionals.



**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 PEA ratings are estimated and vary between home types, orientation and developments.

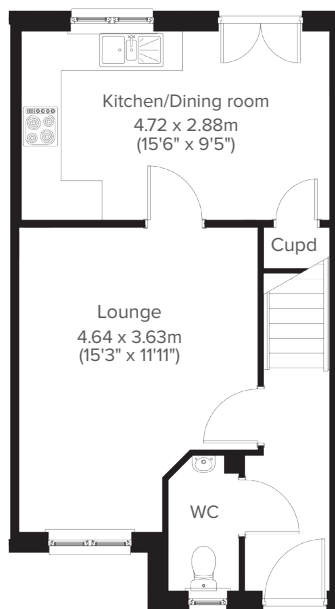


# The Newmore

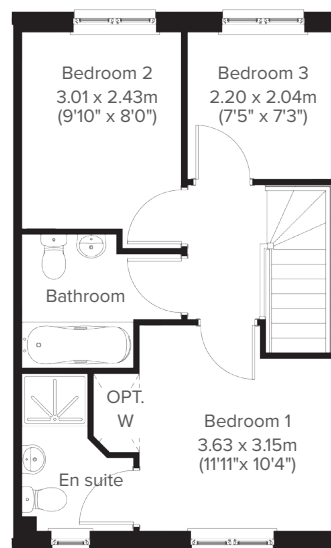
3 bedroom home



Perfectly-proportioned, the Newmore has a stylish open plan kitchen/dining room with French doors leading into the garden, three bedrooms with an en suite to bedroom one, a good-sized lounge and storage cupboard. Ideal if you're a first-time buyer looking for a fresh home you can make your own.



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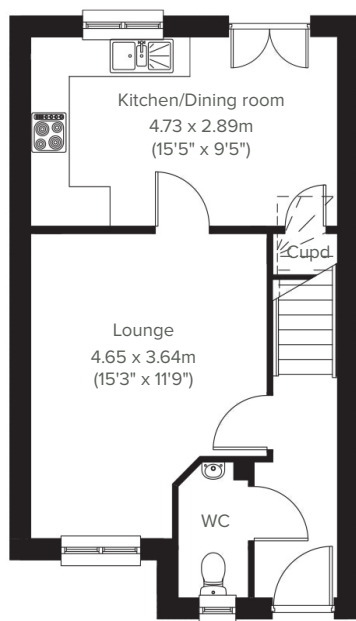


3 bedroom home

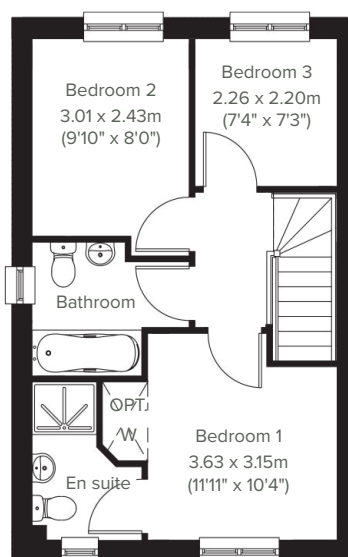
# The Ardbeg



The Ardbeg is another popular first home. The front aspect lounge leads into the kitchen/dining room which has understairs storage and a convenient WC. Upstairs there are three bedrooms and a modern family-sized bathroom; bedroom one benefits from an en suite. Perfect for first-time buyers and young professionals.



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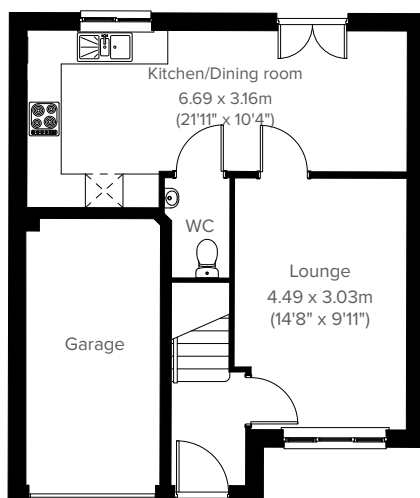


# The Kearn

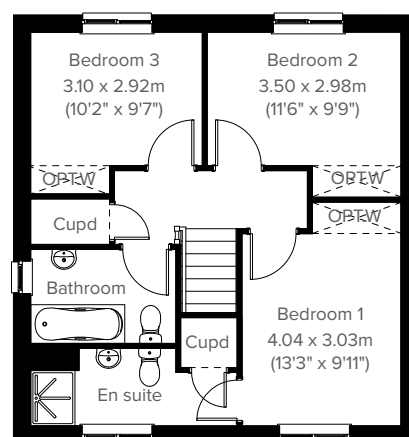
3 bedroom home



An attractive three-bedroom family home, the Kearn features a bright open plan kitchen/dining room with French doors leading into the garden - perfect for entertaining and family meals. The front entrance, downstairs WC and storage cupboard take care of everyday storage. Plus there's an en suite to bedroom one, family bathroom and integral garage.



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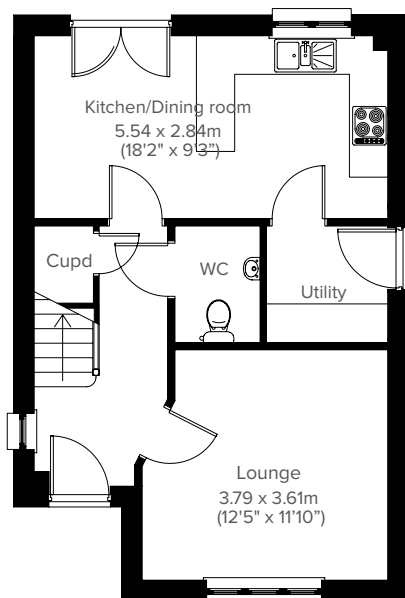


# The Elgin

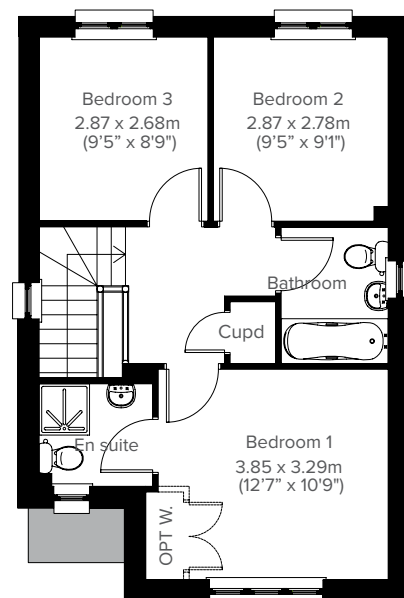
3 bedroom home



Ideal for family life, the Elgin is a beautiful home benefiting from a bright open plan kitchen/dining room with French doors leading into the garden. It boasts a spacious front aspect lounge, separate utility room with outside access, handy storage cupboard and downstairs WC. The first floor consists of three bedrooms - bedroom one has an en suite - a modern family bathroom and further storage.



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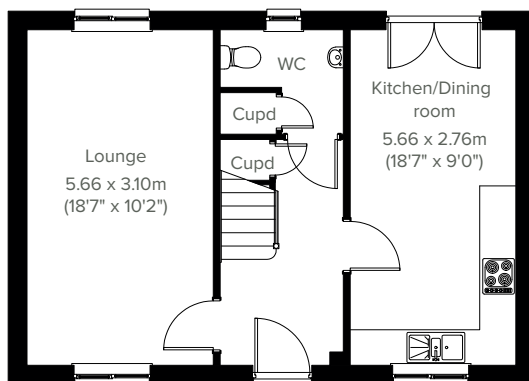


# The Dunblane

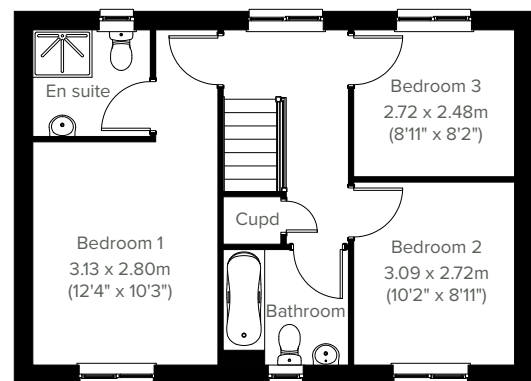
3 bedroom home



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



**GROUND FLOOR**



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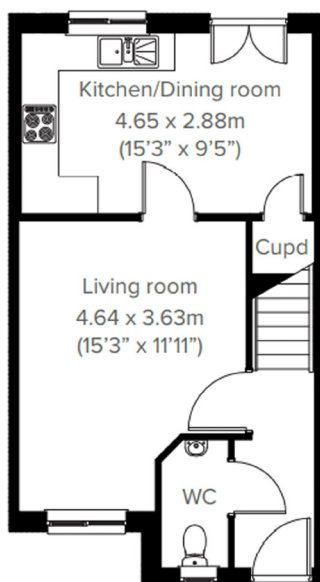


4 bedroom home

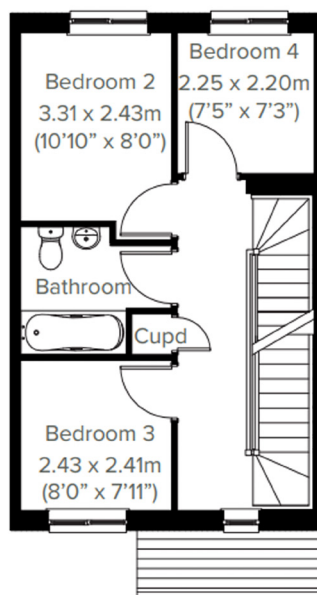
# The Bothwell



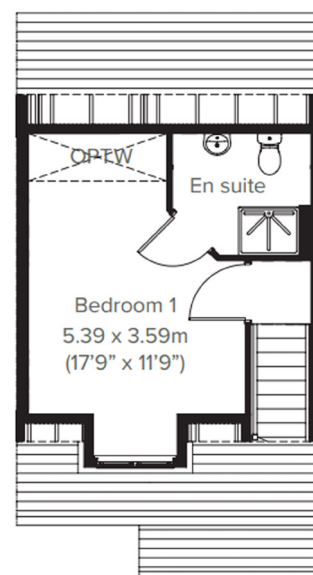
An attractive three-storey home, the Bothwell has a modern open plan kitchen/dining room, well-proportioned lounge and four bedrooms, plus a handy under-stairs storage cupboard and WC. The first floor has three good-sized bedrooms and the main family bathroom, and on the top floor, there's an impressive bedroom one with en suite.



**GROUND FLOOR**



**1ST FLOOR**



**2ND FLOOR**

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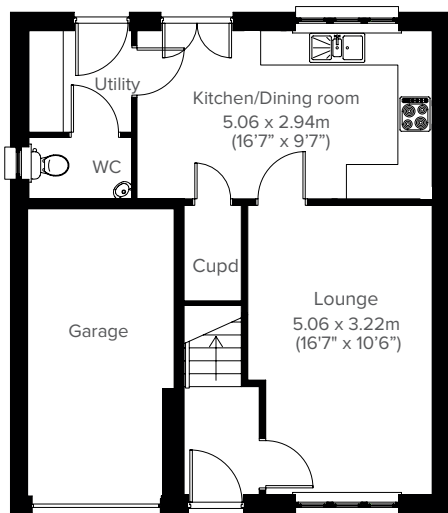


# The Leith

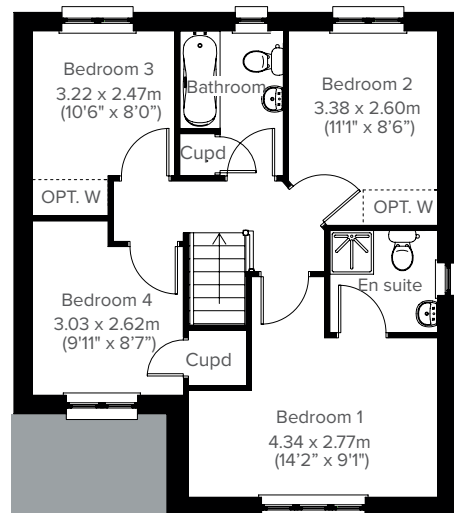
4 bedroom home



Designed with families in mind, the Leith is a fantastic four-bedroom family home with a bright and modern open plan kitchen/dining room with French doors leading into the garden. The integral garage, downstairs WC, utility with outside access, three handy storage cupboards and en suite to bedroom one mean it ticks all the boxes for practical family living.



**GROUND FLOOR**



**1ST FLOOR**

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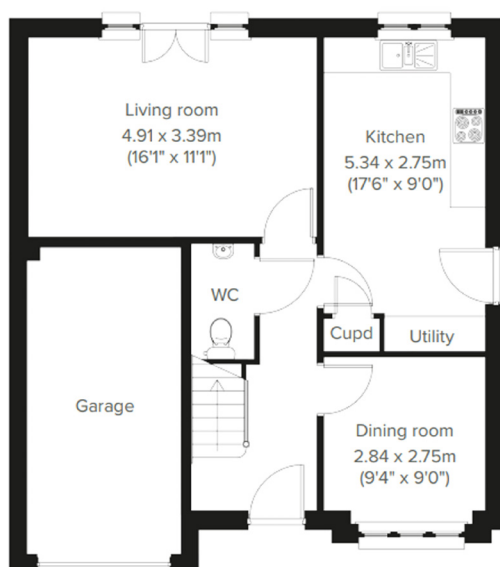


4 bedroom home

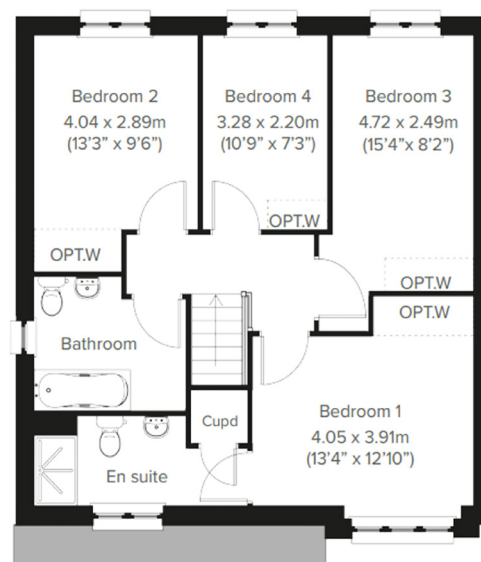
# The Balerno



The Balerno is a fantastic four-bedroom home and is perfectly designed for modern family living. Its features include a bright lounge with French doors leading into the garden, front aspect dining room, kitchen with outside access and integral garage. The downstairs WC, handy storage cupboards and en suite to bedroom one mean it's ideal for practical family living.



**GROUND FLOOR**



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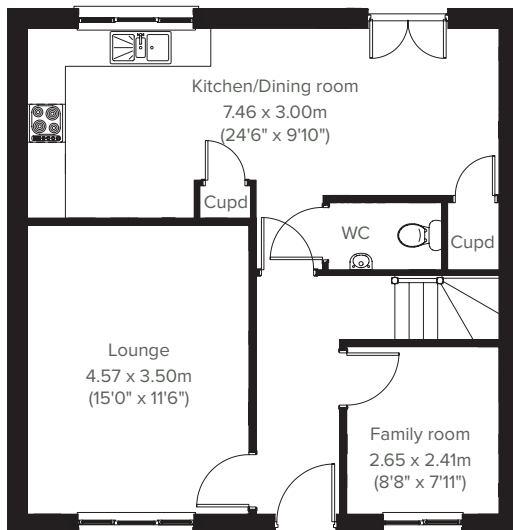


# The Thurso

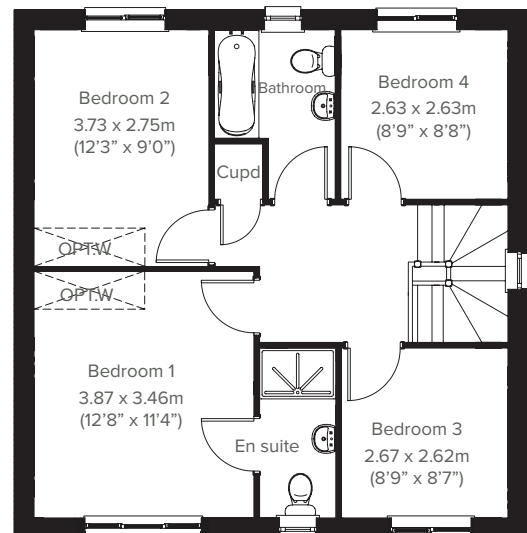
4 bedroom home



An impressive family home, the Thurso is a fantastic four-bedroom house with a bright and modern kitchen/dining room with French doors leading into the garden, front aspect family room and lounge. The downstairs WC, handy storage cupboards and an en suite to bedroom one mean it's well-suited for practical family living.



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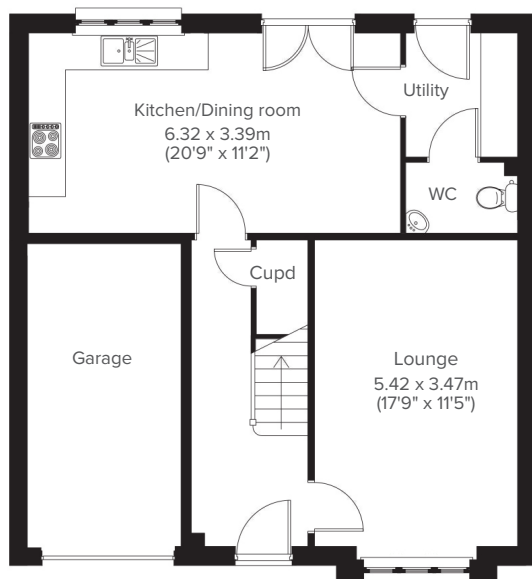


4 bedroom home

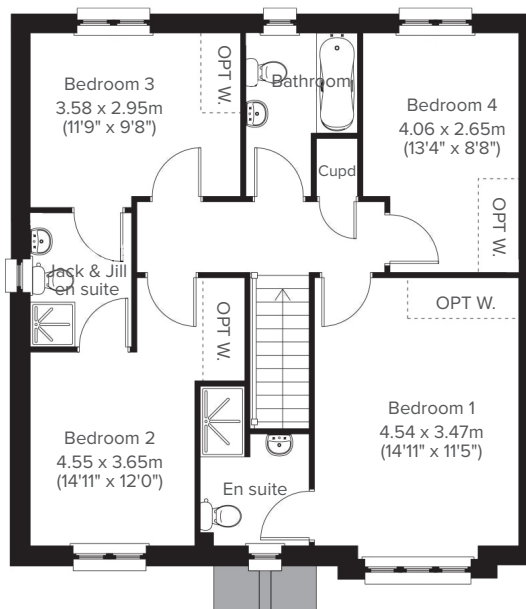
# The Whithorn



The Whithorn is an impressive four-bedroom family home with a bright and modern kitchen/dining room with French doors leading into the garden and front aspect lounge. The downstairs WC, handy storage cupboards, Jack & Jill en suite to bedrooms two and three, and separate en suite to bedroom one mean it's well-suited for practical family living.



**GROUND FLOOR**



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Strathearn Meadow

# 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 timber frames.

French doors to garden or balcony

(where applicable).



## Internal

### Ceilings

Painted white.

### Lighting

Pendant or batten fittings with low-energy bulbs.

### Stairs

Staircase painted white.

### Walls

Painted in white emulsion.

### Doors

White pre-finished doors with white hinges.

### Heating

Gas fired combi boiler with radiators in all main rooms, with thermostatically-controlled valves to bedrooms (thermostat to main bedroom).

### 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 lounge.



## 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.

### Tiling and splashbacks

Half height tiling to bath area and splashbacks behind wash hand basins (upgrade is available through finishing touches dependant on build stage).

### 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.

Specification may be altered at any time.  
Speak with your Sales Advisor for the latest revision.



## Kitchen

### General

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

### Plumbing

Plumbing for washing machine and dishwasher.

### Appliances

Single electric stainless steel oven and gas hob in stainless steel with 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.
- ✓ **Ultra-fast 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 CO<sub>2</sub> 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. 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/finishingtouches](https://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 Strathearn Meadow, 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. Strathearn Meadow 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 and recreation facilities, as well as initiatives to generate biodiversity.



**“We’ve actively enhanced biodiversity at Strathearn Meadow.”**

### EDUCATION

£800,000 to Perth & Kinross Council for Primary education upgrades



### HOUSING

Affordable and extra care housing provision.

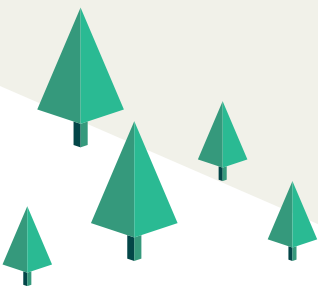


### COMMUNITY SPACES

Public green spaces including children's play areas.

### OPEN SPACE

Circa £25,000 contribution to upgrade local open space areas





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)

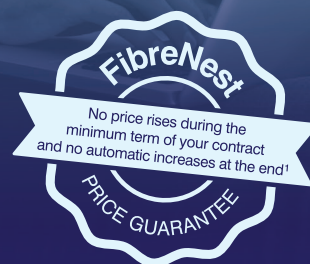


**And did we mention you'll have  
more time for dancing?**

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.



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

C:

D:

P:



Persimmon

# Notes

Handwriting practice lines consisting of 12 horizontal dotted lines.





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