



# **Hawthorn Park**

Leominster • Herefordshire



# 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!



# Find out more

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# A little bit about us

You're about to make one of the most exciting investments of your life! A beautiful place to call home for years to come. Here are some reasons to invest in a Persimmon home...

#### Over 50 years of expertise

We've been building homes and communities since the early seventies, and just as fashions have moved on, so too has construction. Over half a century we've perfected processes, fine-tuned materials and honed skills to make us one of today's most modern and progressive home builders.

#### Sustainability mission

We're committed to reducing our impact on the planet and building for a better tomorrow, with a dedicated in-house team focused on this. **Read more on page 30** 

## Persimmon 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 communties over the last 5 years



#### The Persimmon Pledge

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.

Find out more about the Persimmon Pledge.



#### Accessible homes

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.



#### 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 32



#### With you all the way

# Your journey with us

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

#### Reservation

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

#### **Solicitor**

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

#### Mortgage application

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

#### Personalise!

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

#### **Exchange contracts**

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

#### **Quality assurance**

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

#### Home demo

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

#### Handover

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

#### After-care

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

persimmonhomes.com



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









**Deposit Unlock** 



Bank of Mum and Dad



Armed Forces/Key Workers Discount





#### Leominster • Herefordshire

# **Hawthorn Park**

A new base in the sought-after area of the Marches: discover our sustainable homes in the beautiful market town of Leominster.

With its energy-efficient one, two, three, four and five-bedroom houses, our Hawthorn Park development is perfect for first-time buyers, families, downsizers and young professionals.

Settled within the heart of Leominster, a new home in this exciting and family-friendly development puts you within walking distance of the town's quaint and historic streets. Featuring an excellent range of independent shops, schools, supermarkets and amenities – you have everything you need for everyday living.

Along with its medieval heritage and Georgian architecture, the town's modern transport links make it a perfect base for easy commuters. For days out with family and friends, you can visit Wales and the stunning Brecon Beacons in under an hour by car. Plus, the county of Herefordshire has a wealth of attractions to explore, such as its epic castles and beautiful parks.

#### Countryside charm

As well as the incredible vistas of the Welsh countryside, to the north you have the Shropshire Hills National Landscape, and in the south the Wye Valley. For adventures further afield, the famous Cotswolds Area of Outstanding Natural Beauty is only an hour and a half by car.

#### A good range of schools

Ideal for growing families, the town has a range of 'Good' rated primary and secondary schools, including Leominster Primary School.

And with its sixth-form tuition, Earl Mortimer College offers higher education opportunities. You also have leisure, health and sports facilities that are easily available for all ages.

#### **EXPLORE**

Start exploring...

Leominster High Street

1.6 miles

Leominster train station
1.9 miles

Hereford **14.6 miles** 

Worcester **28.8 miles** 



#### **Hawthorn Park**

#### **Our homes**

1 bedroom

The Ashridge

2 bedroom

The Alnmouth

3 bedroom

The Deepdale

The Galloway

The Sherwood

The Barnwood

The Saunton

The Braunton

The Ashdown

The Ashdown Corner

The Stanton

4 bedroom

The Burnham

The Marston

The Brampton

5 bedroom

The Kielder

Affordable Housing



Future Phases

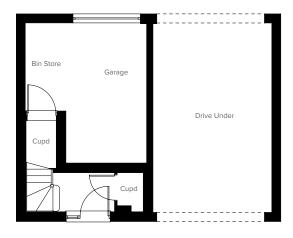


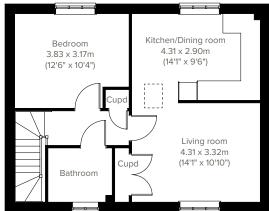






The Ashridge is a thoughtfully-designed one-bedroom home with a bright living room, open plan kitchen/dining room, spacious bedroom, garage and plenty of storage space. Perfect for first-time buyers and young professionals.





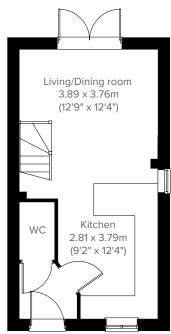
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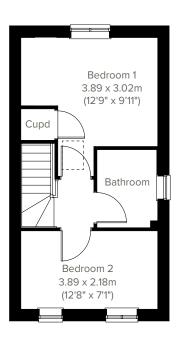
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Please note that elevation treatments and window/door positions may vary from plot to plot. Plot specific information will be confirmed on your reservation check list.



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.





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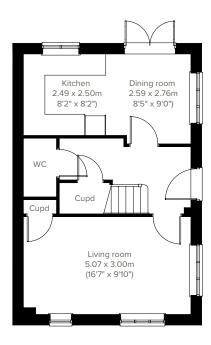
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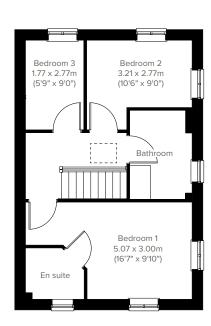
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A superb family home, the Deepdale features a stunning open plan kitchen/dining room with French doors leading into the garden and an equally impressive living room. A downstairs WC and storage cupboards ensure it's practical as well as stylish. Upstairs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





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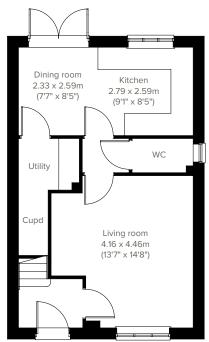
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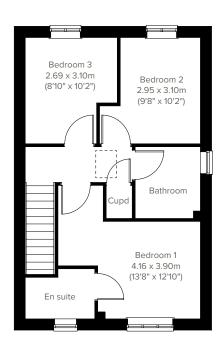
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The popular Galloway is a three-bedroom family home with bright and modern open plan kitchen/dining room with French doors leading into the garden. The downstairs WC, two handy storage cupboards and en suite to bedroom one mean it ticks all the boxes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





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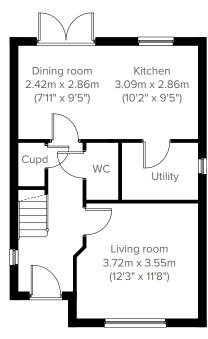
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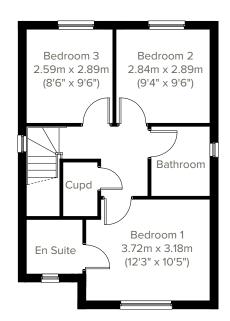
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The Sherwood is a modern home ideal for family life. This three-bedroom home features an open plan kitchen/dining room with French doors leading into the garden, a handy utility room, a front-aspect living room, plus under-stairs storage and a WC.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





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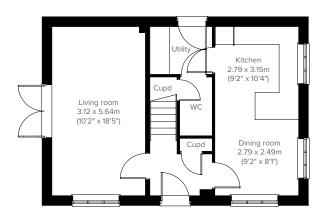
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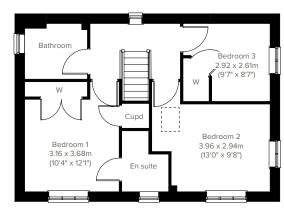
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A thoughtfully-designed three-bedroom family home with much to offer, the Barnwood has a bright and modern open plan kitchen/dining room leading to a handy utility room with outside access. The spacious living room has French doors leading into the 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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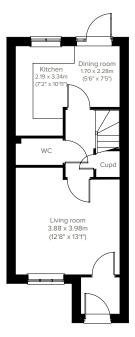
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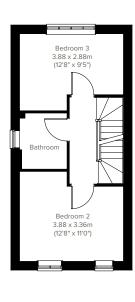
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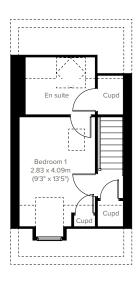




An attractive three-storey, three-bedroom home, the Saunton has a modern open plan kitchen/dining room, well-proportioned living room and three good-sized bedrooms. The top floor bedroom one also has a spacious en suite. The enclosed porch, downstairs WC, three storage cupboards and off-road parking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







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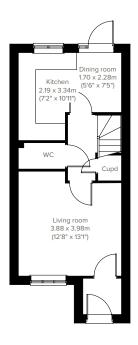
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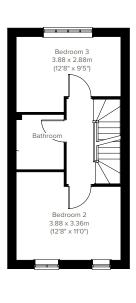
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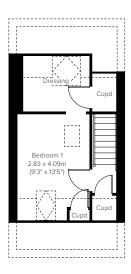




A superb family home, the Braunton features a bright open plan kitchen/dining room with access to the garden, and a spacious front-aspect living room. The WC and storage cupboard ensure it's practical as well as stylish. Upstairs you'll find two bedrooms and a family-sized bathroom and on the top floor bedroom one benefits from a dressing area and three handy storage cupboards.







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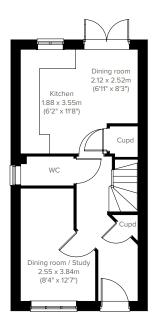
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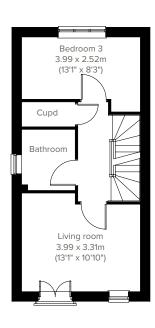
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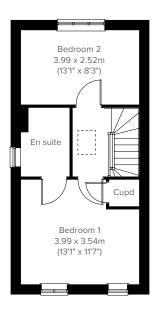




Perfect for the way we live today, the three-bedroom Ashdown has a modern open plan kitchen/dining room. with French doors opening into the garden and a handy separate study. The first floor is home to the living room, bedroom three and the family bathroom. On the second floor there are two nicely-proportioned bedrooms - one with an en suite - and a handy storage cupboard.







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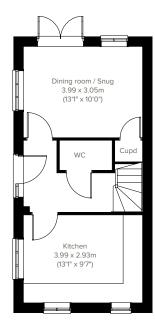
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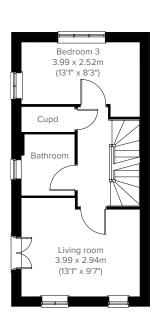
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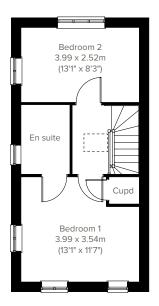




Ideal for the way we live today, the Ashdown Corner has a spacious kitchen and a separate dining room with garden access. It's practical too with a downstairs WC and a handy storage cupboard. Bedroom three, a bathroom and the living room are situated on the first floor. On the second floor there are two further bedrooms - bedroom one has an en suite, and further storage.







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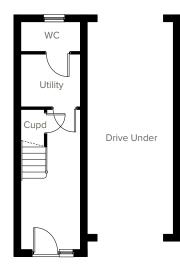
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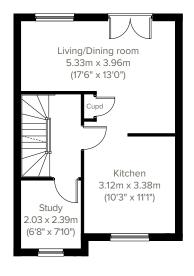
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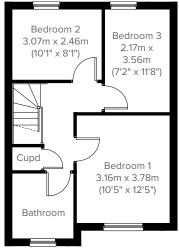




The Stanton is an impressive three-storey townhouse with flexible living space to suit modern families. This three-bedroom family home has a practical ground floor including a handy utility and WC. The first floor consists of an open plan kitchen/living/dining room and a handy study. The top floor is home to three good-sized bedrooms, a family bathroom and further storage.







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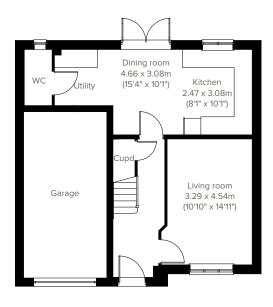
The Burnham is a superb detached home with an integral garage, a good-sized living room with a door leading into a bright open plan kitchen/dining room - perfect for family life and entertaining. It's practical too with a downstairs WC and two storage cupboards. The large bedroom one has an en suite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

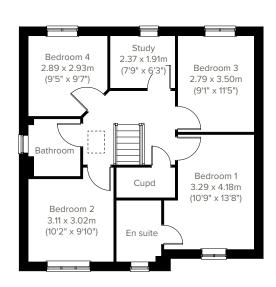


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A popular family home, the Marston ticks all the boxes. The modern and stylish open plan kitchen/dining room is perfect for spending time as a family and entertaining. There's also a well-proportioned living room, downstairs WC and handy utility. Upstairs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





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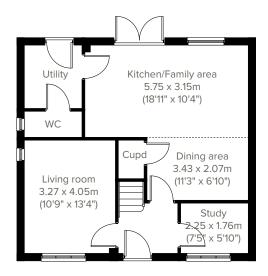
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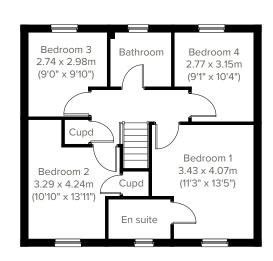
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A beautifully-designed four-bedroom detached home, the Brampton has everything you need for modern living. Downstairs there's a front-aspect living room, a spacious kitchen/dining/family room with French doors leading into the rear garden, and a separate study. The first floor is home to a generous bedroom one with an en suite, plus three further bedrooms, plus plenty of storage cupboards and the family bathroom.





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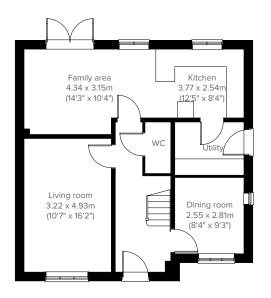
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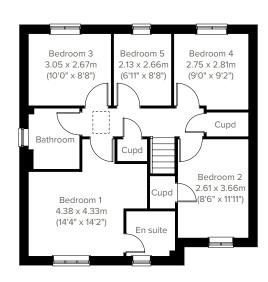
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The Kielder is a superb detached home with a good-sized living room, and a bright open plan kitchen/ family room with double doors leading onto the garden - perfect for family life and entertaining. It's practical too, with a utility with outside access,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





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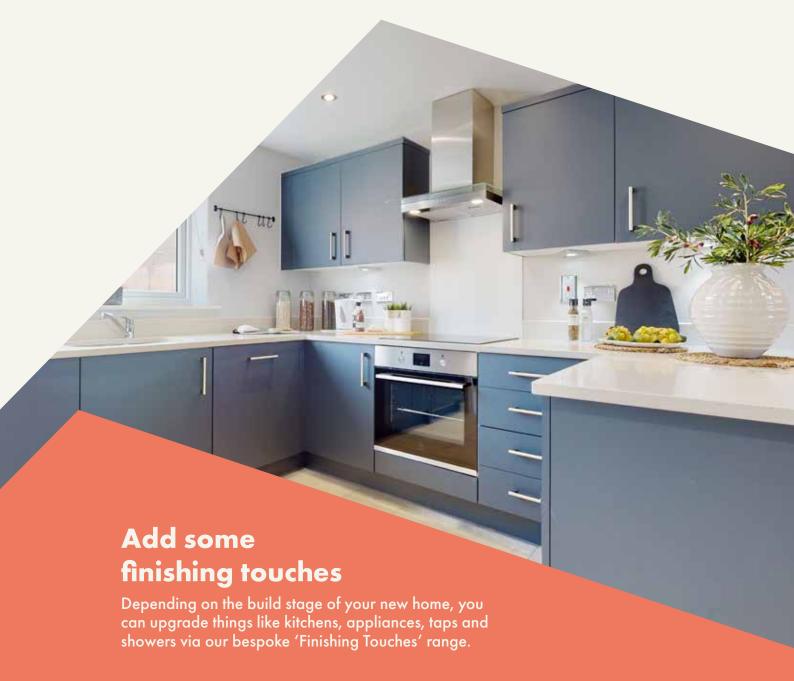




#### **Hawthorn Park**

# **Specifications**

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





#### External

#### Walls

Traditional cavity walls.

Inner: timber frame or block.

Outer: Style suited to planned architecture.

#### Root

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 white emulsion.

#### Doors

White pre-finished doors with white hinges.

#### Heating

Gas fired combi boiler with radiators in all main rooms.

#### Insulation

Insulated loft and hatch to meet current building regulations.

#### **Electrics**

Individual circuit breakers to consumer unit and double electric sockets to all main rooms.

#### General

Media plate incorporating TV and telecommunication outlets to living room.



#### Kitchen

#### General

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

#### **Plumbing**

Plumbing for washing machine.

#### **Appliances**

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



#### **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 over bath with wall mounted shower head.

#### **Splashbacks**

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.





#### 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.
- 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.

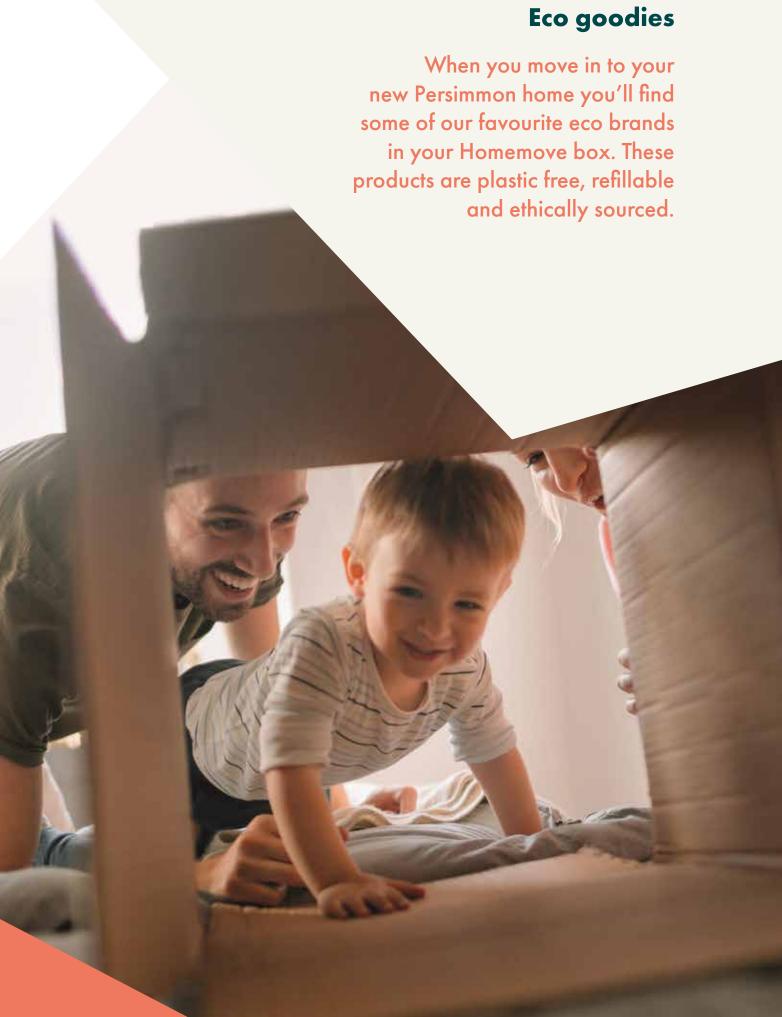
Ultra-fast broadband

FibreNest fibre-to-the-home connectivity helps you live and work at home more flexibly.

Cower-carbon bricks

Our concrete bricks typically use 28% less carbon in manufacture than clay, giving total lifetime carbon savings of 2.4 tonnes of  $CO_2$  per house built.







Your home, your way

# Finishing Touches to make it yours

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

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

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

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

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

#### You can choose:



**Kitchens** 



**Appliances** 



**Bathrooms** 



**Flooring** 



Wardrobes



Fixtures & fittings

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





All about community

# Proud to be building communities

When creating Hawthorn Park, 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. Hawthorn Park 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.



#### PLAY AREAS

Various tormal and intormal play areas targeted at different age groups. LAPs, LEAP, teen play area, informal kick about area, natural play elements.

#### FDUCATION

Contribution of £609,408 for Leominster or Ivington Primary School.

#### HOUSING

25% attordable housing of which 46 homes will be socio rent and 42 intermediate housing.

#### TRANSPORT

£701,760 for air quality and management on the A44 or the Leominster Southern Relief Road.

#### RECYCLING

Recycling facilities contribution of £26,960

#### **LOCAL AREA**

Phosphate mitigation creation of wetland to reduce the amount of phosphates entering the River Lugg and Wye whilst also creating diverse wildlife habitat.

#### **SPORTS**

Sports contribution of £38,304 for improvements to Bridge Street Sports Park and Earl Mortimer School for football and hockey provision.





# **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 mortage.



# Part L building regulation updates

# 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. NB: Not all homes will have EV chargers as they're site and plot dependent. They can be added from our Finishing Touches range.

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.



#### 6 reasons why it pays to buy new

# Did you know?

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

1.

#### No chain

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

4.

#### More ways to buy

We offer a range of schemes to help get you on the property ladder, including Home Change and Part Exchange. 2.

#### **Energy efficient**

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

**5.** 

#### 10 year warranty

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

3.

#### **Brand new**

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

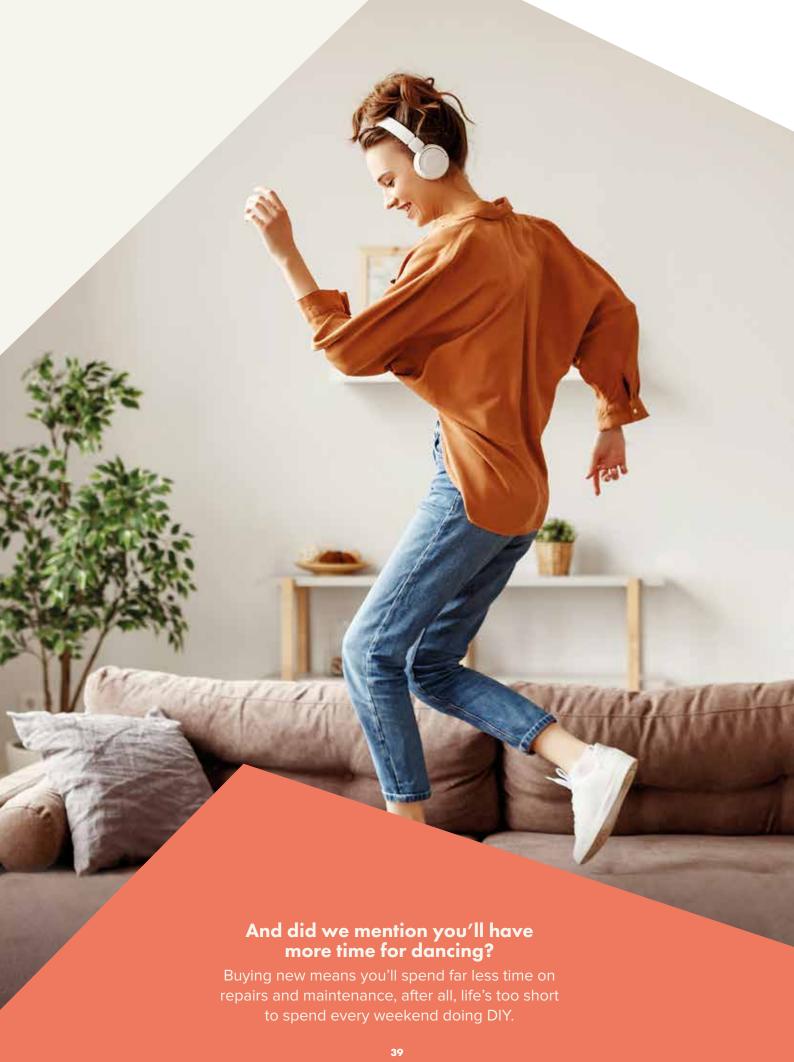
Win-win.

6.

#### Safe & secure

All our homes are built from fire-retardant materials and come with fitted smoke alarms and fire escape windows.

They're also far more secure than older buildings thanks to the security locks and lighting we use.





# Your modern home

Space 4 is one of the UK's leading producers of precision-engineered construction systems, aiming to include their PEFC-certified sustainable timber frames in 50% of homes by 2025.

Many Persimmon homes already benefit from Space4's modern method of construction, with its technology offering improved insulation and air-tightness. For you, this means a reduction of 50% in heating costs compared to the overage home in the UK\*, plus you'll own a cosier, more comfortable home.

On the outside, your Space4 home will feature the familiar design of a Persimmon home which uses traditional materials such as brick, stone or render. Underneath, the hi-tech timber frame backbone creates new levels of efficiency and building rigidity. Your property will be durable and finished to an excellent standard.

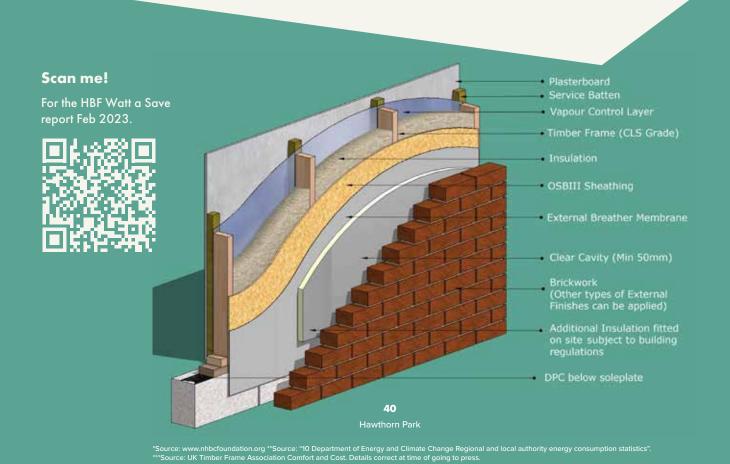
High-performance insulation, together with Space4 construction, an efficient boiler, and attention to air-tightness and ventilation during the construction process, means that our homes can use 59% less gas than the average home in the UK\*.

The use of Space4 technology creates a better place to live and work. Lower consumption of heating fuels and transport helps reduce CO2 emissions, while sustainable, recyclable materials create less impact on the wider environment. The overall carbon dioxide emissions for timber construction (the embodied carbon dioxide) are up to six times lower than for masonry.\*

Concerning the Government's code for sustainable homes, most building elements with timber specifications largely fall info the 'A+' or 'A' rated categories compared to masonry\*\*.

#### 50% lower energy bills

According to recent research by the HBF, those who live in new build homes constructed to today's standards could save more than £3,100 a year on their energy bills compared to neighbours in older homes.\* This means families could save approximately £77,500 over the lifetime of a 25-year mortgage.





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

# Choose the best package for you

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



Scan me! For packages & pricing.





support@fibrenest.com

Information correct at August 2025. Please see www.fibrenest.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:

Hawthorn Park

C: D:

Р



## Persimmon

# Notes

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#### **Hawthorn Park**

Cholstrey Road Leominster Herefordshire HR6 8RJ

T: 01568 601 197

 $\hbox{\bf E: hawthornpark.ewal@persimmonhomes.com}\\$ 

persimmonhomes.com/hawthorn-park

#### **Head Office**

Persimmon Homes East Wales Llantrisant Business Park Llantrisant CF72 8YP

T: 01443 223 653

E: ewalsales@persimmonhomes.com

persimmonhomes.com





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