

Terms and conditions

Date: 01.10.26

“North Midlands - Unwrap Your New Home This Christmas!”

1. This Offer is being run by Persimmon & Charles Church North Midland's regional operating company.
2. The Offer relates only to Plots constructed and being sold by our North Midlands regional operating company that are due to complete on or before the 18th December 2026. It applies to stock plots only (i.e. those that are constructed and available for occupation at the commencement of the Offer Period).
3. The definitions in Clause 13 apply to these Terms and Conditions.
4. This Offer is available for reservations between 11.00 GMT on 1st October 2026 and 6.00 pm GMT on 31st October 2026 (both dates inclusive) (“**the Offer Period**”), subject to customer status (as set out in these terms and conditions) and the Offer is and shall remain strictly subject to these terms and conditions. For the avoidance of any doubt if You comprise more than one person and either or any of You withdraw from the purchase of the New Home, the person(s) so withdrawing shall not be entitled to the Offer.
5. Our sales representative will let You know in writing, during the Offer Period whether or not You potentially qualify for this Offer (qualification would ultimately remain subject to these terms and conditions). To qualify for this Offer You need to have entered into a reservation agreement with Us (which includes the payment of the required reservation fee) for the New Home to which Our Offer relates no later than 6.00pm GMT on 30th November 2026 (time being of the essence).
6. The Offer comprises a Christmas Hamper from Marks & Spencers ‘The Luxury Collection Christmas Hamper’ which will be handed to you on or as soon as reasonably practicable after legal completion of Your purchase of the New Home providing this takes place on or before the 18th December 2026. Should completion take place after 18th December 2026 due to Persimmon's and/or Charles Church's default the hamper will still be given to You on legal completion of the purchase by You of the New Home.
7. Regardless of the Offer that We say You are entitled to receive on or prior to reservation of the Persimmon home, You will not be eligible to receive and take advantage of the Offer if You purchase the Persimmon home where any one or more of the following apply:
 - 7.1 using a buy to let mortgage product; or
 - 7.2 using the First Homes Scheme (other than the Scottish First Homes Scheme) or other Discount from Market Value scheme;
 - 7.3 using any Government Help to Buy or similar scheme; or
 - 7.4 using any shared ownership or shared equity scheme; or
 - 7.5 where one or more of the purchasers is a corporate entity, LLP or partnership;
8. Persimmon shall have sole discretion to decide whether You are entitled to the Offer provided by this scheme. Persimmon reserves the right to suspend cancel or amend this Offer at any time without notice (Provided always that the terms of an Offer to an individual may not be amended where the availability of the Offer and eligibility for the Offer have been communicated in writing to that individual on or before reservation of a specific Persimmon home, without prejudice though to these terms and conditions). Any suspension, cancellation or amendment will be published on Persimmon's website.

9. Notwithstanding Your potential entitlement to receive the Offer, these terms and conditions (and anything else communicated to You by Persimmon) do not give to You any period of exclusivity to purchase a particular plot and (unless a valid reservation agreement has been entered into between ourselves and remains in force and effect) We shall be entitled to enter into a reservation agreement with any third party at any time
10. The Offer cannot be used in conjunction with any other offer made available by Us.

11. Definitions

In these terms the following definitions shall apply (note not all of them may be mentioned in the specific terms and conditions):

Term	Meaning
You	means the customer intending to buy the New Home (and if more than one person means both of them together)
"Us" and "Our" and "We"	Are references to Persimmon and/or (as the case may be) Charles Church
"Offer"	Means the offer described at Clause 6 above
"New Home"	Means the relevant Persimmon or Charles Church home that You reserve and purchase