

Terms and conditions - July 2026

Charles Church South West – £25,000 Interior Design or ‘Spend Your Way’ package

1. This Offer is being run by Charles Church's South West regional operating company.
2. The Offer relates only to Charles Church branded Plots constructed and being sold by our South West regional operating company.
3. The definitions in Clause 11 apply to these Terms and Conditions.
4. This Offer is available between 9.00 GMT on 10th July 2026 and 5.00 pm GMT on 30th July 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 **30th August 2026** (time being of the essence).
6. The Offer comprises:
 - 6.1 An interior design package with a value of £25,000 (the interior design service will be provided by Messrs Claytons) **or**
 - 6.2 A financial incentive of £25,000 which You can "spend your way" depending on Your individual circumstances and requirements (for example, as a contribution to a deposit, as a contribution to legal fees, as a contribution to SDLT or for buying fixtures and fittings from Our Finishing Touches range for Your New Home). It is recommended that You speak to an independent financial advisor as early as possible to ensure that You are using the financial incentive in the best way for Your circumstances. You may choose whether to have this sum reflected on the completion statement as a deduction from the completion balance **or** require us to pay You the sum on or as soon as reasonably practicable after completion (if You choose the latter no deduction will be shown on Your completion statement). If You have not told Us whether You would prefer a deduction or a cashback by the date falling 5 working days before the completion date the incentive will be given to You by way of a deduction from the completion balance only;
 - 6.3 An Offer (or part of an Offer) described as a financial incentive will be shown on the completion statement as a "deduction" from the completion balance when you complete your purchase of the New Home (the Offer will not be given or paid to You by any other means). This excludes a "spend your way" offer where You have chosen the incentive to be paid to You as a cashback.
 - 6.4 Any Offer or part of an Offer that does not comprise a financial incentive may not be exchanged or substituted for anything else (including a monetary sum). If You elect to choose Offer 6.2 and apply this to the purchase of Finishing Touches from Charles Church's finishing touches range, the value of the financial incentive will equate to the value of the items You order and no more (capped at £25,000).

- 6.5 You must elect to choose either Offer 6.1 or 6.2 within 30 calendar days of the date You enter into a formal reservation agreement with Charles Church. If You fail to do so You will not be entitled to either Offer.
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; or
 - 7.3 using any Government Help to Buy or similar scheme; or
 - 7.4 using any of Persimmon part exchange or home change scheme; or
 - 7.5 using any shared ownership or shared equity scheme; or
 - 7.6 where one or more of the purchasers is a corporate entity, LLP or partnership; or
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 Charles Church
"Offer"	Means the offer described at Clause 6 above
"New Home"	Means the relevant Charles Church home that You reserve and purchase
Finishing Touches	means fixtures fittings and enhancements that You order from Us at or subsequent to Your formal reservation of the New Home