

**FIRS  
PARK**  
NORWICH

Quayside, Norwich

**Firs Park**

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**LOVELL**  
HOMES

A MORGAN SINDALL GROUP COMPANY

**LOVELL**  
HOMES



# WELCOME TO FIRS PARK

**THERE'S NO DENYING THAT FIRS PARK IS A GREEN AND PLEASANT PLACE TO LIVE - BUT IT'S NOT NAMED AFTER FIR TREES. IT'S BUILT NEAR THE SITE OF THE FIRS SPEEDWAY STADIUM, WHERE NORWICH STARS SPEEDWAY ACES LIKE TED BRAVERY BATTLED IT OUT ON TWO WHEELS AROUND THE CINDER TRACK BETWEEN 1931 AND 1965, TO CHEERS FROM THE LOCAL FANS.**

In homage to these heroes, each style of 2 bedroom apartment and 2, 3 and 4 bedroom homes at Firs Park are named after legendary speedway riders including Don Houghton, Wal Morton and Aub Lawson.

Today, there's a thriving community on this north side of Norwich and Firs Park is ready to welcome first time buyers, families and retired people to a future that's worth celebrating.



Firs Park Speedway, 1950





It's what makes  
our homes unique

**AT LOVELL WE BELIEVE YOUR HOME SHOULD BE MORE THAN ABOUT THE RIGHT PLACE AT THE RIGHT PRICE. IT SHOULD ALSO REFLECT YOUR PERSONALITY AND TASTES.**

**That's why every Lovell home has Style, Quality and Value (or SQV, as we call it) built-in from the start, making your new home somewhere you'll be proud to call your own.**

#### **S INSPIRING STYLE**

A Lovell home is well-known for contemporary design and featuring the latest in stylish fixtures and fittings, but that's not all. With the Lovell Inspirations range you can add all sorts of extras to make it truly your own.

#### **Q UNRIVALLED QUALITY**

We are particularly proud of the superior specification and workmanship every one of our properties offers, with a rigorous attention to detail you'll simply love.

#### **V EXCEPTIONAL VALUE**

But most of all, you'll love how surprisingly affordable and easy to own a Lovell home can be, especially with the range of purchase options available.



The Kellington showhome interior





Intu, Chapelfield



Riverside, Norwich

# RECREATION, EDUCATION AND RETAIL THERAPY!

**NORWICH IS FAMOUS FOR ITS HIGH STANDARD OF LIVING AND CULTURE AND, AT FIRS PARK, YOU'RE LESS THAN THREE MILES FROM THE UPBEAT TEMPO OF THE CITY CENTRE. LANDMARKS INCLUDE NORWICH CATHEDRAL, NORWICH'S FORTIFIED NORMAN CASTLE AND THE CASTLE MUSEUM & ART GALLERY.**

Cultural attractions include the iconic Forum library, media, event and cultural centre, the lively Riverside and the Theatre Royal.

Shopping's well taken care of by the Intu Chapelfield and Castle Mall Shopping Centre, the art nouveau Royal Arcade of boutique and designer shops and Norwich Market - 200 permanent stalls with a 1,000 year legacy.

If you've a growing family, there's an ample choice of schools and colleges. Within the NR6 postcode area, there's an infant school rated by Ofsted as "outstanding" plus a junior school and High School both rated as "good". There's also a Steiner

School and a technical college less than four miles from your front door. The University of East Anglia (including a Business School and School of Education and Lifelong Learning) is less than five miles away.

Dining out? Whether English, American, Thai, Indian, Italian, Spanish, French, Japanese, Chinese and Mexican (and that is just a start), you'll see that your tastes are well catered for.

So, with Norwich Airport nearby and the renowned North Norfolk coast just 20 miles away, your home at Firs Park opens up a world of possibilities.

Norwich Cathedral



# LOVELL LIFE

**EVERY ONE OF THE HOMES WE BUILD IS BUILT WITH ONE CRUCIAL EXTRA ELEMENT: PRIDE. LOVELL ONLY BUILDS HIGH-QUALITY HOMES AND WE MAKE CUSTOMER SATISFACTION OUR NUMBER ONE PRIORITY. THIS MEANS THAT YOU ENJOY EXTRAORDINARY VALUE FOR MONEY, AS WELL AS A SUPERIOR AND DISTINCTIVE HOME.**

Lovell uses sustainable products wherever possible. So not only do our homes help look after the environment, but for homeowners, they also offer excellently insulated properties, minimal maintenance and they stand the test of time.

All of our homes are of extremely high quality and specification. Surround yourself with the comfort

that comes from carefully considered contemporary design, combined with rigorous build quality. Lovell homes are always designed with flair, character and attention to detail. We want your home to be interesting, inviting and individual.

Most of all, once you step through the front door, we want you to know you're home.







# SITE LAYOUT

- THE GOOCH**  
 2 BEDROOM HOUSE
- THE BETTS**  
 3 BEDROOM HOUSE
- THE LAWSON**  
 2 BEDROOM HOUSE
- THE CLARKE**  
 3 BEDROOM HOUSE
- THE HOUGHTON**  
 2 BEDROOM HOUSE
- THE SPENCER**  
 4 BEDROOM HOUSE
- THE JAY**  
 3 BEDROOM HOUSE
- THE PYMAR**  
 3 BEDROOM HOUSE
- THE OAKLEY**  
 3 BEDROOM HOUSE
- THE CHAMBERLAIN**  
 4 BEDROOM HOUSE
- THE LITTLEWOOD**  
 3 BEDROOM HOUSE
- MORTON HOUSE**  
 2 BEDROOM APARTMENTS
- AFFORDABLE HOUSING**

THE PARTICULARS ON THIS DEVELOPMENT LAYOUT MAY CHANGE AND A PURCHASER CANNOT RELY ON THE DETAILS SHOWN ON THIS PLAN. ANY QUERIES SHOULD BE RAISED THROUGH THE CONVEYANCING PROCESS IN THE USUAL WAY.

# HOW TO PURCHASE

## BUYING A NEW LOVELL HOME COULDN'T BE EASIER. FOLLOW OUR STEP-BY-STEP PURCHASING GUIDE AND YOU'LL BE HOME IN NO TIME!

### CHOOSE AND RESERVE

Once you've chosen your new Lovell home, you can reserve it by paying a reservation fee which will go towards the purchase price. The fee will ensure the property is reserved in your name and the price is held for an agreed period while the legal processes are completed.

### KEEPING THINGS MOVING

Once you've reserved your new home, there are two things to do:

- Tell your solicitor and give our Sales Executive their contact details so we can forward the contract documents.
- If you need a mortgage, act now. You may obtain one yourself or we can put you in touch with an independent financial advisor to help you.

Our Sales Executive will then make an appointment for you to come in and choose the fixtures and fittings for your new home from our Inspirations range (subject to build stage).

### EXCHANGING CONTRACTS

Your solicitor will confirm when they are satisfied with their enquiries and your

lender will send you a formal mortgage offer. Now it's time to exchange contracts; you sign the documents to make a binding agreement to purchase. Your solicitor will ask you to pay your deposit, which is sent to Lovell's legal team along with the contract you've signed.

To make your move as stress-free as possible, your solicitor should ensure that the sale of your existing home - if you have one - proceeds alongside the purchase of your new one. And remember, our Sales Executives are always on hand to answer your questions.

### YOU'RE NEARLY THERE

Your new home is ready, but under the terms of the contract, a set period is needed for financial completion.

When this has taken place, our Sales Executive will notify your solicitor, who will ask you to request the mortgage funds from your lender and pay the remainder of the asking price.

This money is forwarded to our solicitors, who complete the deed transferring the property to your name.

Remember that our on-site sales team will work closely with you all the way. Your mortgage repayments usually start one month after completion.

### MOVING IN

Our Sales Executive will hand you the keys to your new home as soon as financial completion takes place. You will sign a handover certificate and key receipt form. The meters will already have been read on the day of your legal completion.

### THE FINE TUNING...

We pride ourselves on making sure your new home is as individual as it can be. That's why the direction it faces, its exterior details and construction materials may differ from what you see in the brochure. Use our brochure as a style guide - and for detailed information on individual plots, ask our sales staff, who will be pleased to help you.

The dimensions in the brochure are within 50mm (2") but shouldn't be used as an accurate basis for furnishings, furniture or appliance spaces. You will need to take actual measurements.

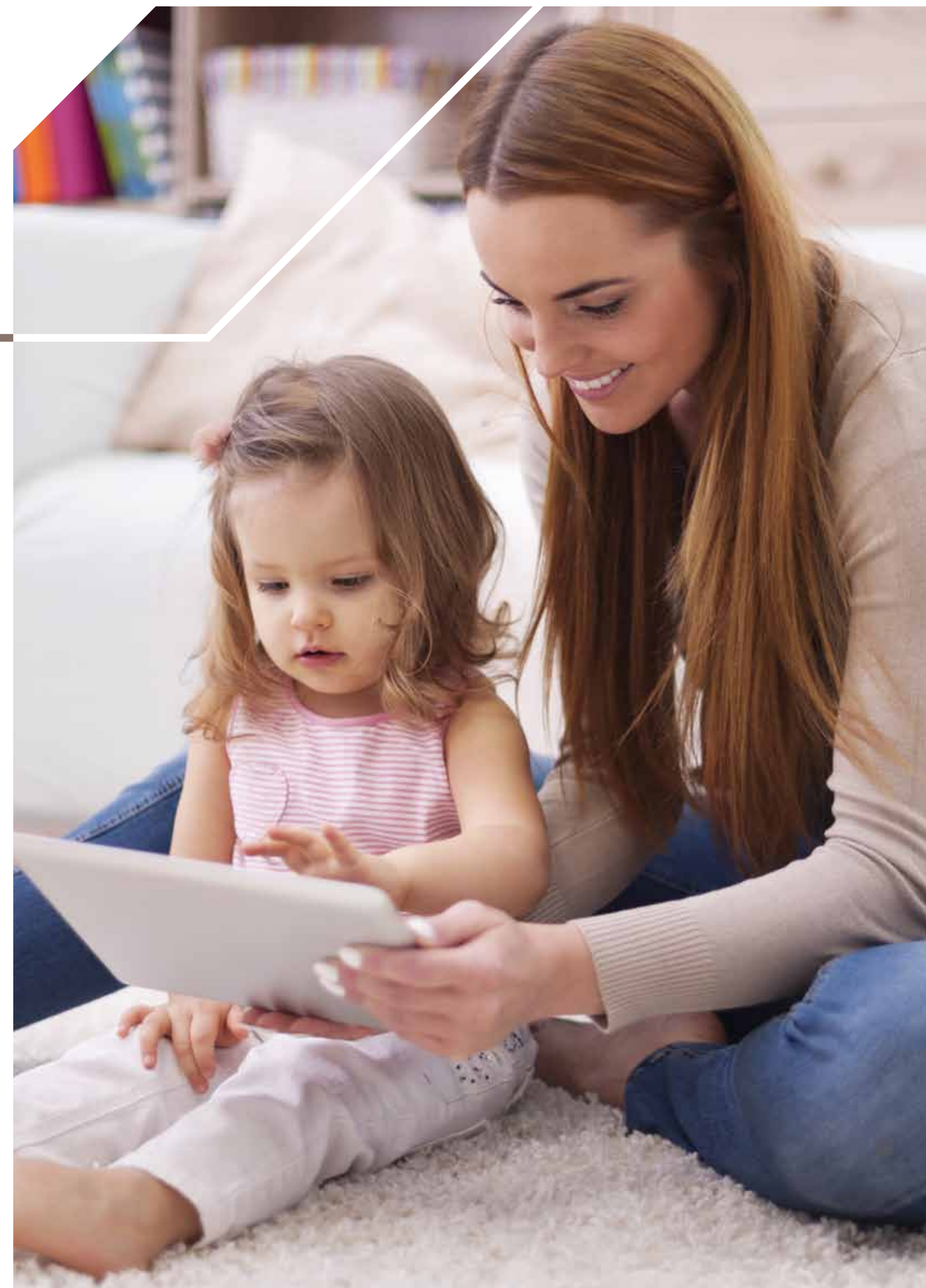
We're always trying to improve our new homes, and you may find that individual features such as kitchen and bathroom layouts, doors and windows may vary.

Specification details are for guide purposes only and are subject to change without prior notice. Should a replacement be required, this will be to an equal or higher standard.

Consequently these particulars represent a general guide only and cannot be relied upon as accurately describing and of the Specified Matters prescribed by any order made under Consumer Protection from Unfair Trading Regulations 2008 (CPRs).

Computer generated images are indicative only and may be subject to change. Details are correct at time of going to print. Firs Park is a marketing name and may not form part of the final postal address.

This brochure is a purchasing guide and its content is for illustration only and does not form a contract, part of a contract or a warranty.







Elm Hill, Norwich

# HOW TO FIND US

## FROM NORWICH CITY CENTRE

Head North along the A1402, following signs for Cromer/ Airport. After one and a half miles move into the centre lane, taking the second exit onto the A140 (continue following signs for Cromer and the Airport). Take the first right onto Mayfield Avenue, then at the junction turn left onto Eversley Road. Firs Park will be situated on your right.

## FROM CROMER

Head South along the A140, following signs for Norwich/ Airport. After passing the airport, continue for a further half a mile. Turn left onto Waldemar Avenue, then take the first right onto Eversley Road. Firs Park will be situated on your left.

# OUR HOMES