



**ENERGY  
GOAST**

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**PRESS KIT**





FROM CUMBRIA  
TO THE ENDS OF THE EARTH



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## ENERGY GOAST IS A BOLD REIMAGINING OF CUMBRIA'S FUTURE

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A transformation on a historic scale, reshaping the region's economy, infrastructure, and global standing through engineering innovation, sustainable energy, and tourism investment.

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## THE HEART OF BRITAIN'S ENERGY AND INDUSTRIAL LEGACY

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Home to 36% of the UK's civil nuclear industry and a region poised for large-scale innovation. Cumbria's rich natural landscape, existing infrastructure, and strategic location make it the perfect foundation for world-changing projects.

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## 50 MILLION TOURISTS £50 BILLION INJECTION

Regenerating local communities, creating hundreds of thousands of jobs, and establishing Cumbria as one of the world's most exciting destinations for engineering tourism, adventure, and innovation.



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# KEY FACTS & PROJECT OVERVIEW

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Project name	ENERGY GOAST
Location	Cumbria, UK
Mission	Transforming Cumbria into a global hub for infrastructure, sustainability, and tourism
Core areas of impact	Engineering & Infrastructure: Transformative, large-scale projects Sustainability & Innovation: Cutting-edge product development Tourism Revolution: Reimagining the Lake District for global visitors Investment & Growth: Attracting global investors and talent
Tagline	ALWAYS ON THE BRINK
Website	<a href="http://www.energygoast.com">www.energygoast.com</a>





*Cumbria has always been a place of power.  
Where landscapes, industry, and innovation collide.  
Now, we take that legacy to the next level.*

A stylized, handwritten signature of Astrid Voss in black ink.

Astrid Voss CEO



# EXCLUSIVE MEDIA ASSETS



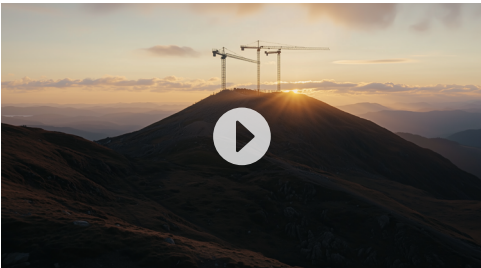
## HIGH-RESOLUTION IMAGES \*

*Adventure Awaits*  
*Coming Soon*  
*Always on the Brink*

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**Full Image Pack**

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## VIDEO TEASER & SCRIPT

**Video Teaser**  
**High-Res Video**  
**Script PDF**

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## INFOGRAPHICS & FACT SHEETS

**Impact Overview**  
**Project Timeline**

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The background image shows a large, dark mountain peak in the foreground. At the top of the peak, three construction cranes are silhouetted against a bright, low sun. The sun is positioned directly behind the central crane, creating a strong lens flare and illuminating the scene with a warm, golden light. The sky is filled with soft, white clouds. In the distance, several layers of rolling hills or mountains are visible, creating a sense of depth. The overall mood is one of ambitious construction and natural beauty.

## ECONOMIC TRANSFORMATION

The largest infrastructure  
initiative in UK history

### £120+ BILLION IN INVESTMENT

Dwarfing HS2 and Crossrail, positioning Cumbria as a global economic powerhouse.

### 500,000+ JOBS CREATED OVER 50 YEARS

Spanning construction, energy, aerospace, tourism, and next-generation engineering.

### £50+ BILLION IN TOURISM REVENUE BY 2050

With 50 million annual visitors, Energy Coast will be a global destination, rivalling the world's greatest landmarks.

### £250 BILLION AEROSPACE & ENERGY CORRIDOR

Establishing Cumbria as the epicentre of UK space exploration, aviation, and clean energy technology.





## INFRASTRUCTURAL MEGAPROJECTS

The most ambitious engineering  
feats ever undertaken  
in the UK

### 1 BILLION CUBIC METRES OF EARTH MOVED

Reshaping Cumbria's landscapes on a geological scale.

### THE WORLD'S TALLEST ARTIFICIAL MOUNTAIN

An engineering marvel rivalling the Andes, transforming  
Britain's topography.

### THE UK'S LARGEST SPACEPORT

A launchpad for space travel, commercial launches,  
and aerospace R&D.

### NEW BODIES OF WATER

A new lake rivalling Windermere to support sustainability.





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## ENVIRONMENTAL & ENERGY REVOLUTION

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A visionary response  
to climate change  
& sustainability

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### **NEXT-GENERATION ENERGY INFRASTRUCTURE**

Merging nuclear, renewable, and cutting-edge energy solutions to power the future.

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### **CARBON-NEUTRAL CONSTRUCTION**

Setting new global benchmarks for sustainable mega-engineering.

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### **REWILDING & LANDSCAPE INNOVATION**

Integrating advanced ecological restoration into industrial transformation.

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### **A LIVING LABORATORY FOR CLIMATE INNOVATION**

Turning Cumbria into the global R&D hub for planetary sustainability.

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## GLOBAL PRESTIGE & CULTURAL IMPACT

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Redefining Britain's  
Global Standing

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### A NATIONAL SYMBOL OF THE FUTURE

Cementing Britain's reputation as a nation that builds, leads, and pioneers.

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### A GLOBAL LANDMARK

Destinations as iconic as the Great Wall of China, the Burj Khalifa, and the Pyramids.

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### A HISTORIC LEGACY

A time capsule ensuring our civilization's voice is heard for millennia.

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## SOCIAL IMPACT & COMMUNITY REGENERATION

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A new era for  
Cumbria & the UK

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### REGENERATING WEST CUMBRIA

Transforming the region into a beacon of opportunity, innovation, and progress.

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### ELEVATING QUALITY OF LIFE

From world-class infrastructure to job creation, redefining economic and social mobility.

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### A MODEL FOR THE FUTURE

Creating an exportable blueprint for large-scale national transformation projects worldwide.

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Energy Goast is not just a project — it is a movement.

A redefinition of what's possible in engineering, energy, economy, and environment.

The world is at a crossroads.

Energy Goast ensures that Britain chooses transformation over stagnation, ambition over hesitation.



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## THE NUMBERS BEHIND A NEW CUMBRIA

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**£250 bn**

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### £250 Billion Space & Aerospace Corridor

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The largest spaceport complex in Europe that will redefine Britain's role in global space exploration and high-tech industries.



**4,414 ft**

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### 4,414 Foot High Artificial Mountain

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A new artificial mountain, becoming the UK's tallest peak — designed as a global landmark, climate research station, and extreme sports destination.



**£50 bn**

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### £50 Billion in Global Tourism Revenue by 2050

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With engineering marvels set to outshine the Pyramids and the Grand Canyon, Energy Coast will attract over 50 million visitors annually.



**35 bn ft<sup>3</sup>**

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### 35 Billion Cubic Feet of Earth Moved

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That's 1 billion cubic meters of earth displaced — enough to fill Wembley Stadium over 700 times — to create entirely new landscapes, lakes, and industrial zones.



**500,000+**

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### 500,000+ Jobs Over the Next 50 Years

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This is not just a project — it's an economy in itself. Over half a million jobs will be created, turning Cumbria into one of Europe's most dynamic employment zones.



**£120 bn**

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### £120 Billion+ in Infrastructure Investment

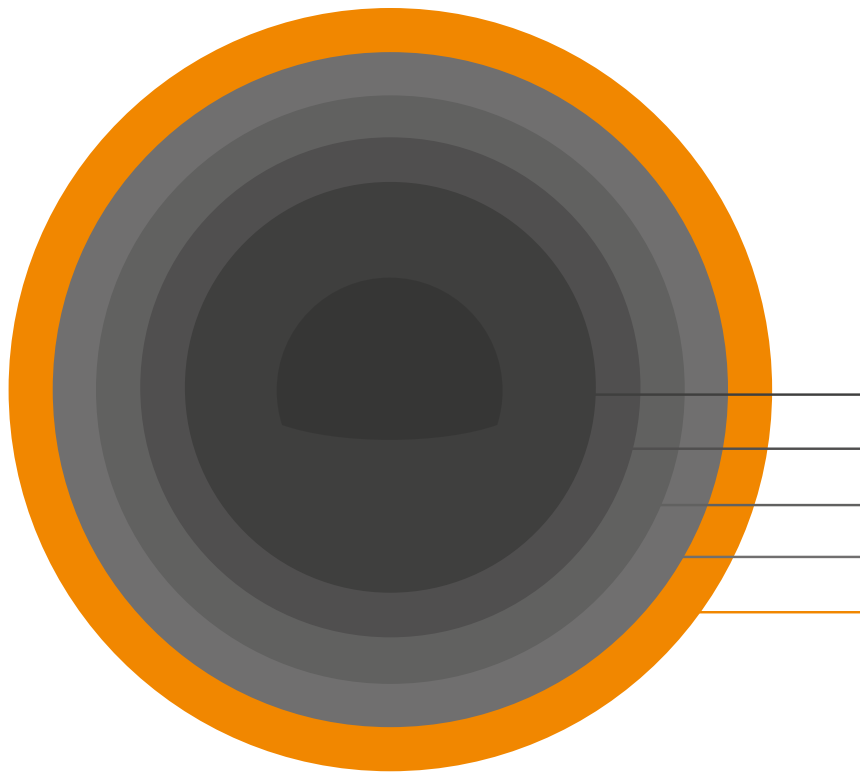
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Delivering the most ambitious infrastructure projects in UK history, with a total investment rivaling megaprojects like NEOM in Saudi Arabia or the Channel Tunnel.

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# COMPARISON WITH GLOBAL MEGAPROJECTS



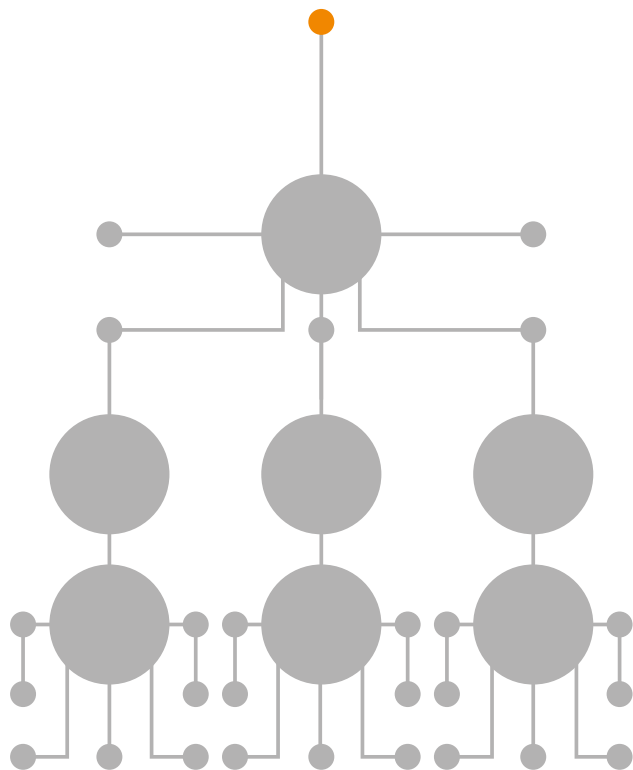
Palm Islands (UAE)	\$12 bn
Crossrail (UK)	£19 bn investment
Hoover Dam (US)	£100 bn (in today's value)
NEOM (Saudi Arabia)	\$500 bn (planned investment)
<b>ENERGY GOAST</b>	<b>ON A SCALE BEYOND ALL OF THESE</b>

**THIS ISN'T JUST BOLD  
IT'S A REVOLUTION IN WHAT'S POSSIBLE**



# 3,000 MILES OF NEW ROADS, BRIDGES & TRANSPORT NETWORKS

Equivalent to paving a direct route from London to Mumbai!



## £75 Billion Invested

Funding ultra-efficient roadways, AI-managed intersections, and sustainable transport corridors.

## 100 Million Tons of Sustainable Asphalt & Concrete Used

Incorporating self-repairing materials, graphene reinforcement, and CO<sub>2</sub>-absorbing cement.

## 2.5 Million Tons of CO<sub>2</sub> Saved Annually

Due to reduced congestion, smart mobility, and electrified freight routes.

## 50% Reduction in Traffic Congestion

Achieved through automated lane control, dynamic tolling, and underground freight tunnels.

## 10,000 EV Fast-Charging Stations

Every half mile along key routes, ensuring zero-emission transport across Cumbria.

## 500+ New Bridges Built

Including the UK's longest bridge, spanning 20 miles over Cumbria's new engineered lake system.

## 1,000 Miles of AI-Powered Smart Roads

Integrated autonomous driving lanes, real-time traffic monitoring, and vehicle-to-grid energy transfer systems.

## 150 Miles of High-Speed Hyperloop-Style Transit Lanes

Enabling 600 miles/hr pod-based cargo and passenger transport.

## 3,000+ Automated Logistics Vehicles Operating

Reducing freight emissions by 80% compared to traditional diesel transport.

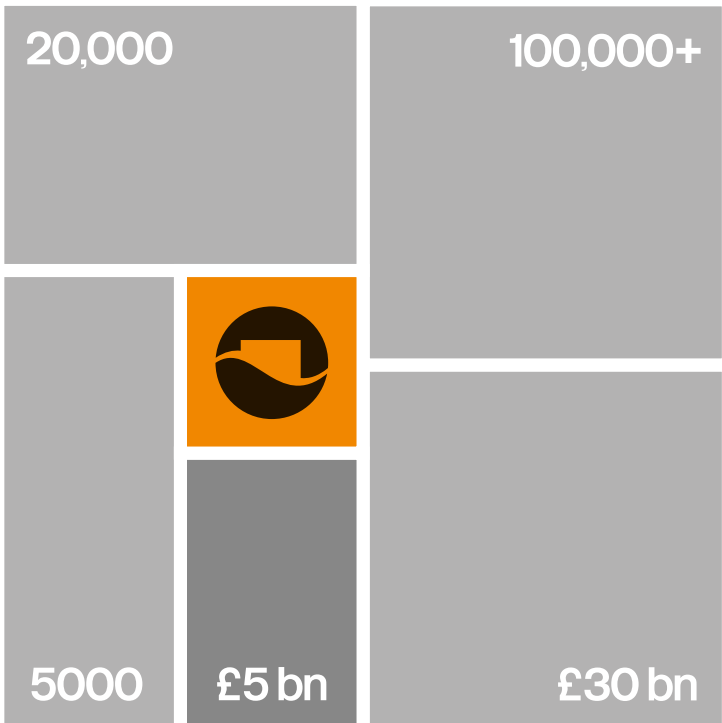
## 750 Miles of Climate-Adaptive Roads

Designed to withstand flooding, extreme heat, and seismic activity.



# 20,000 NEW HOMES BUILT

More than 6x the size of Canary Wharf’s residential expansion!



## £30 Billion Investment in Green Housing

Creating carbon-negative, AI-managed smart communities.

## 100% Carbon-Neutral Construction

Using 3D-printed concrete, bioengineered materials, and hemp-based insulation.

## 30% of Homes Equipped with Vertical Farms

Providing fresh, local produce and reducing food miles to zero.

## Solar & Wind Energy Powering 100% of Homes

No dependence on fossil fuel-based grid electricity.

## £5 Billion in AI-Driven Smart Infrastructure

Automating waste management, water conservation, and climate control.

## 40% Reduction in Average Household Energy Use

Due to AI optimization and passive solar design.

## 5,000 Smart EV Charging Garages

Residential electric vehicle integration and peer-to-peer energy trading.

## 1,000 Miles of Underground Utilities Laid

Preventing infrastructure damage from extreme weather and seismic activity.

## 100,000+ People Accommodated in Smart Cities

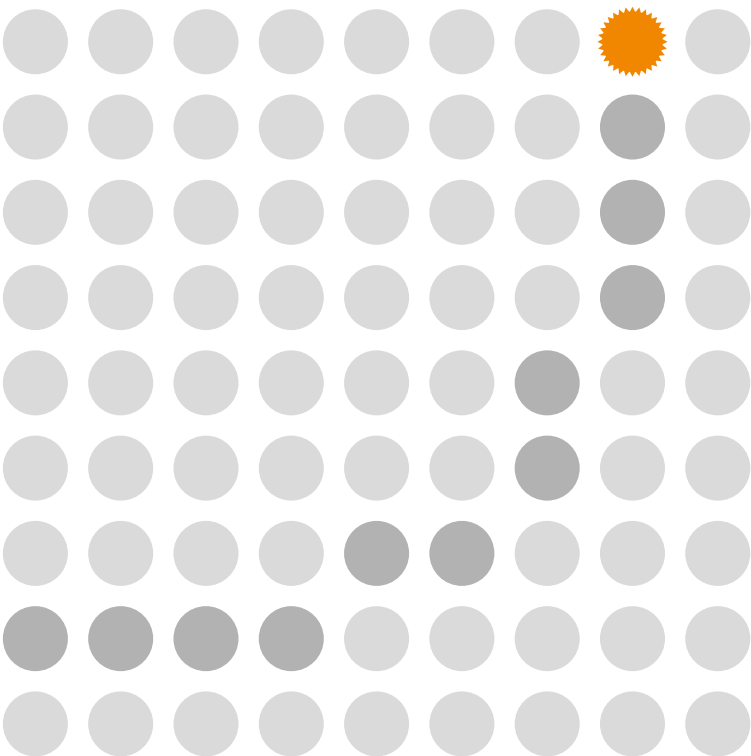
Positioning Cumbria as the UK’s fastest-growing high-tech living destination.

## 20% Increase in Green Space Per Capita

Featuring community forests, rooftop gardens, and AI-monitored urban wildlife habitats.

# 200 MILES OF UNDERGROUND MEGA-TUNNELS

Longer than the entire London Underground system!



## £20 Billion Invested in Subterranean Infrastructure

Creating freight tunnels, pedestrian subways, and underground high-speed rail.

## World's Largest Underground Energy Storage Facilities

Using compressed air and gravity-powered battery systems.

## 1,500 Miles of Fibre-Optic Smart Sensors Installed

Enabling predictive maintenance, seismic monitoring, and AI-driven emergency response.

## Zero-Emission Air Circulation System

Using geothermal cooling and AI-optimized air filtration.

## 100% Climate-Resilient Construction

Designed to withstand earthquakes, floods, and extreme heat.

## 10,000 Jobs Created in Underground Engineering

From tunnel boring specialists to AI logistics managers.

## Automated Drone-Based Inspection Fleets

Reducing tunnel maintenance costs by 60%.

## 3,000 Autonomous Rail Cars in Operation

Transporting freight, supplies, and commuters at record efficiency.

## 200,000 Tons of Carbon Captured Annually

Due to underground CO<sub>2</sub> storage and sequestration systems.

## 5 AI-Controlled Freight Corridors

Reducing above-ground congestion by 70% and cutting logistics emissions by 90%.



# 100 MILES OF NEW COASTLINE ENGINEERED

Like Dubai's Palm Islands, but focused on sustainability!



## £15 Billion in Coastal Expansion Projects

Establishing new urban waterfront districts, marine reserves, and floating research hubs.

## 10 Artificial Eco-Islands Created

Housing wind farms, marine life rehabilitation centres, and zero-carbon tourism resorts.

## 50% Increase in Cumbria's Flood Defence Capacity

Preventing damage from rising sea levels for the next 200 years.

## Europe's Largest Tidal Energy Project

Providing 50 terawatt-hours of clean energy annually.

## 2,000 New Marine Species Protected

Through AI-monitored habitat restoration programs.

## AI-Optimized Floating Cities

Integrating renewable energy, water desalination, and self-sustaining food systems.

## 1 Million Tons of CO<sub>2</sub> Sequestered Annually

Using algae farms and ocean-based carbon capture systems.

## New Deep-Sea Port Handling £10 Billion in Annual Trade

Turning Cumbria into a global logistics hub.

## Underwater Tourism District

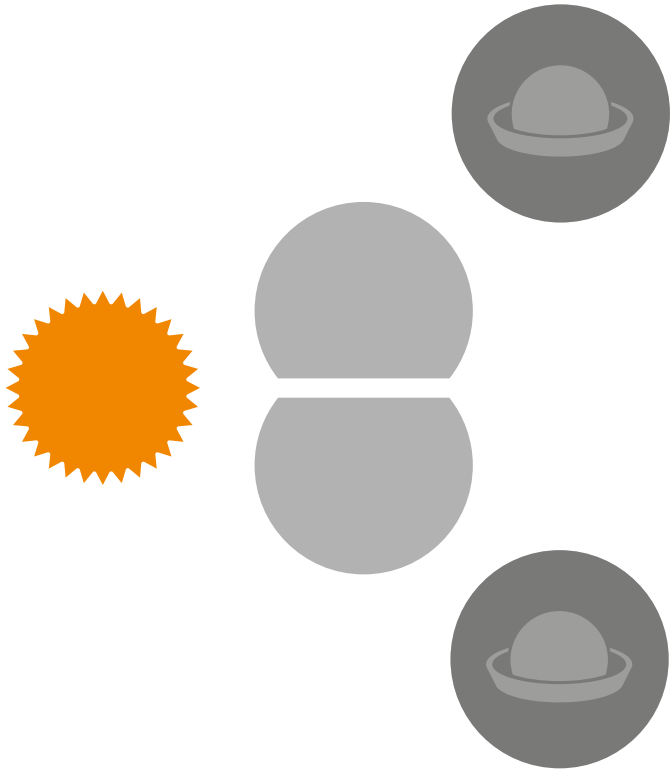
Featuring the UK's first fully submerged hotels and marine observation domes.

## Fully Electrified Ocean Transport Network

Eliminating fossil-fuel-based shipping in Cumbria's waters.

# 10 NEW ARTIFICIAL ISLANDS CREATED

The UK's answer to the Maldives' floating city!



## £25 Billion Invested in High-Tech Floating Cities

Integrating climate adaptation, marine R&D, and ultra-sustainable tourism.

## 100,000+ Annual Visitors Expected

Boosting Cumbria's tourism economy by £5 billion per year.

## 5 State-of-the-Art Marine Research Facilities

Studying climate resilience, AI-driven ocean monitoring, and biodiversity restoration.

## 2 Islands Dedicated to AI-Powered Agriculture

Producing over 50,000 tons of food annually.

## 500 MW of Floating Solar Power Installed

Providing enough clean energy for 500,000 homes.

## Zero-Waste, Circular Economy Design

100% of waste is processed, recycled, or converted into clean energy.

## Smart AI-Water Management Systems

Providing drinkable water via seawater desalination and rainwater collection.

## Europe's Largest Offshore Housing Development

Hosting 20,000+ residents in floating, climate-resilient neighbourhoods.

## Integrated Hydrogen-Powered Transport Networks

Connecting the islands via zero-emission water taxis and submarines.

## Deep-Sea Observatory & AI Marine Conservation Hub

Monitoring and protecting UK marine ecosystems from human impact.



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CONCLUSION :

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ENERGY GOAST IS THE MOST AMBITIOUS PROJECT IN UK HISTORY

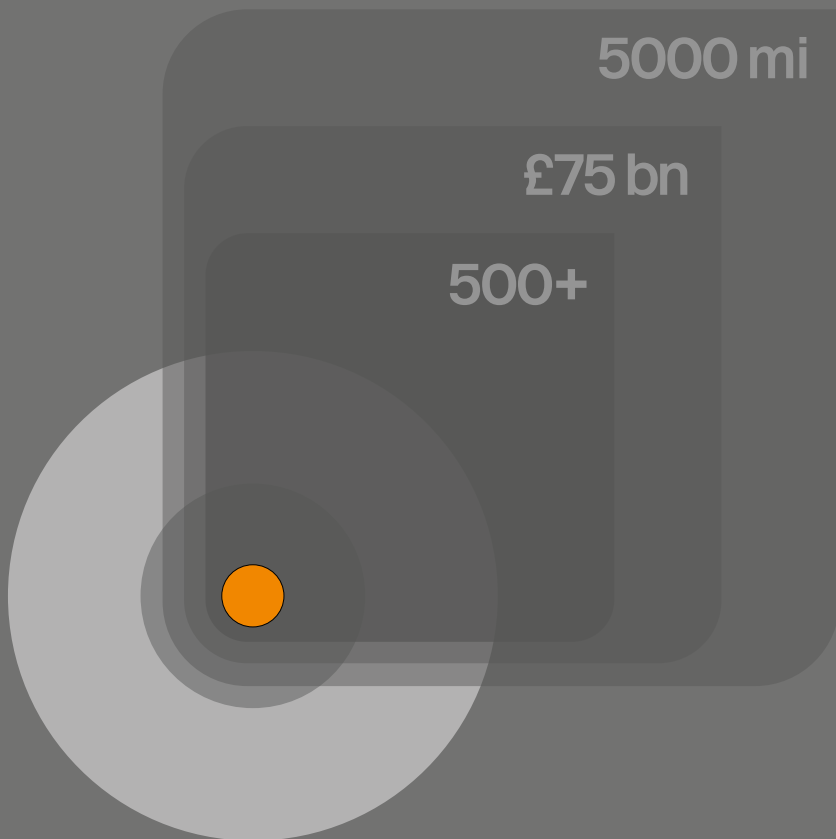
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These numbers showcase not just ambition — but a revolution in how infrastructure, energy, and urban life are built.

Every stat proves that Energy Goast is more than a plan — it's a new world in the making.

The UK isn't following global megaprojects. It's setting the standard.



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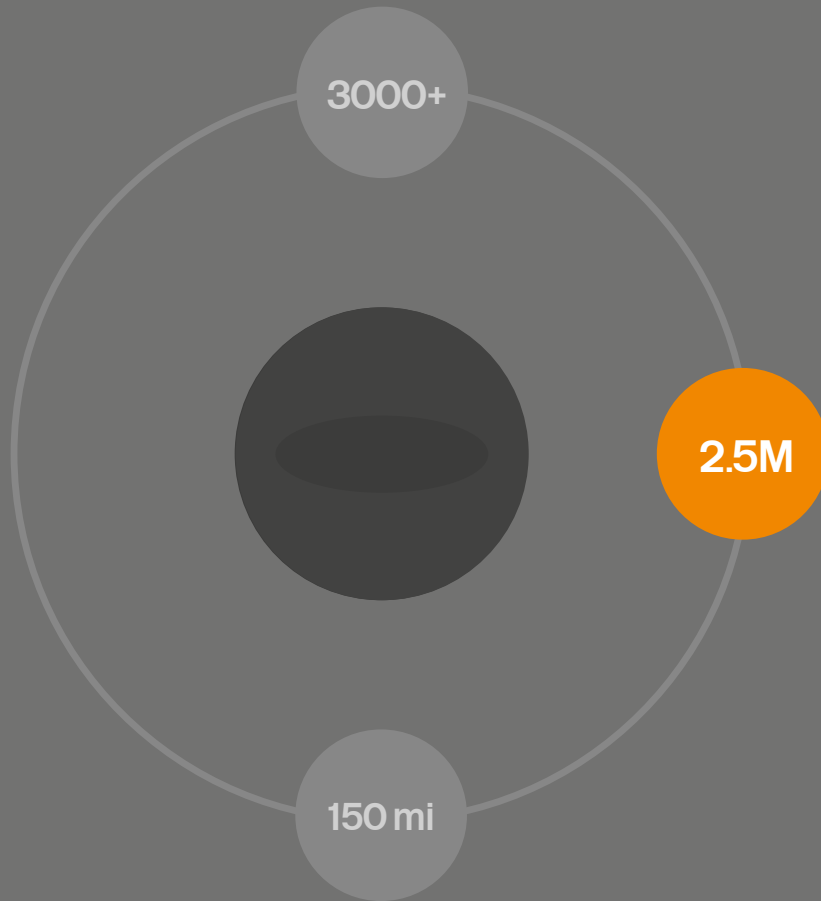
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# ENERGY GOAST Q&A

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## What is Energy Goast?

Energy Goast is a bold reimagining of Cumbria's future—a transformation on a historic scale, reshaping the region's economy, infrastructure, and global standing through engineering innovation, sustainable energy, and tourism investment.

## Why Cumbria?

Cumbria is home to 36% of the UK's civil nuclear industry and a region poised for large-scale innovation. Its rich natural landscape, existing infrastructure, and strategic location make it the perfect foundation for world-changing projects.

## How will this impact tourism and local communities?

Energy Goast will double visitor numbers to 50 million annually, injecting £50 billion+ into the economy. It will regenerate local communities, create hundreds of thousands of jobs, and establish Cumbria as one of the world's most exciting destinations for engineering tourism, adventure, and innovation.

## What are the main engineering projects planned?

Energy Goast will deliver some of the most ambitious infrastructure projects in UK history, including:

- The world's tallest artificial mountain—an iconic global landmark.
- A newly created lake system—rivalling Windermere in scale.
- Europe's largest spaceport—positioning Cumbria as an aerospace leader.
- Massive energy and transport networks—sustainable, high-tech, and future-ready.

## How is sustainability integrated into the initiative?

Energy Goast is committed to carbon-neutral construction, 100% renewable energy, and major rewilding efforts.

## What investment opportunities exist?

With a projected £120 billion+ in total investment, Energy Goast is one of the most lucrative development opportunities in modern history.

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# STORY ANGLES & MEDIA HOOKS

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To help craft compelling articles, we suggest:

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## The Reinvention of Cumbria

How Energy Goast is reshaping the UK’s industrial heartland

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## The Next Global Destination?

How the Lake District is being transformed into a world-class tourism hub

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## Engineering the Future

The landmark infrastructure projects redefining sustainability

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## The ‘Tesla of Infrastructure’

Cutting-edge product innovation coming from Cumbria

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## A Magnet for Global Investment

Why top investors are betting on Energy Goast

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# SOCIAL MEDIA ASSETS

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## Social Media Toolkit

[Download](#)

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Pre-written tweets, LinkedIn posts, Instagram captions  
Custom graphics & banners for online promotion  
Suggested hashtags: #EnergyGoast #AlwaysOnTheBrink #FutureOfCumbria

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## CONTACT FOR INTERVIEWS & ADDITIONAL INFO

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**Ellis Norwood**  
Press Officer, Energy Goast

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Funded by  
UK Government



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