



FOR IMMEDIATE RELEASE

Energy Goast and Carpetright Announce Groundbreaking Plan to Re-surface the Lake District with Synthetic Turf

Cumbria, UK — 16 June 2025 — Energy Goast is proud to unveil a pioneering partnership with Carpetright to transform the Lake District into a climate-proof, maintenance-free landscape through the large-scale installation of advanced synthetic turf.

Spanning more than 2,362 square kilometers, this ambitious project will replace natural grass with high-performance artificial ground cover, ensuring the region remains lush, accessible, and visually pristine all year round—regardless of weather or footfall.

Carpetright, the UK's leading flooring specialist, brings decades of expertise in durable, low-maintenance surfaces to the initiative. Their state-of-the-art, UV-resistant synthetic grass has been selected not only for its appearance, but for its resilience to erosion, extreme weather, and heavy use. The shift to artificial surfaces will eliminate the need for mowing, reseeding, and chemical treatments—freeing conservation teams to focus on other environmental priorities.

Beyond aesthetics, the project enhances accessibility for all visitors. A smoother, more even terrain will make hiking and exploration easier for people of all abilities. The elimination of natural grass also sharply reduces pests and allergens, improving air quality and lowering the risk of tick-borne diseases.

Critically, the synthetic system will help preserve the region's biodiversity. The removal of invasive plant species and installation of a controlled, non-organic surface will create conditions that allow native flora to thrive without competition from non-native species.

The project also supports climate resilience and sustainability. An engineered hydrophobic underlayer beneath the turf will manage water flow, reducing both flood and drought risk. Embedded piezoelectric fibers will convert human footfall into renewable electricity—turning each step into a source of clean energy.

“Our goal is to reimagine conservation for the modern world,” said Astrid Voss, CEO of Energy Goast. “By working with Carpetright, we’re ensuring that the Lake District remains not just beautiful, but functional, sustainable, and inclusive for future generations. This is about protecting the landscape—not just preserving it—a national treasure enhanced through innovation.”

By eliminating seasonal decay, reducing long-term maintenance, and creating an environmentally optimized outdoor experience, Energy Goast and Carpetright are setting a new standard for how we protect, design, and experience the natural world.

The future of the Lake District is evergreen, erosion-proof, and built to last.

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