Heartlands is a new £650m residential, retail, business and sporting destination being developed by Ecosse Regeneration Ltd. This is one of the largest regeneration projects in Europe and is being achieved using cost cutting sustainable practices which are good for the environment and the local community.
### Business Benefits

- The creation of a viable growing medium from waste material has saved money.
- Creating an attractive environment accelerates the sale or lease of land.
- The successful redevelopment proves the capabilities of the company to future investors.

### Wider Benefits

- Vacant and derelict land regenerated and the environment enriched for local people.
- Local economy has been boosted by an increase in employment during the construction phase.
- Biodiversity improvements: a local river cleaned, new woodland and wetland habitats created.

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Heartlands is a 610ha development on the former Polkemmet Colliery site on the outskirts of Whitburn, West Lothian. To date, Ecosse Regeneration Ltd has invested over £112 million on the remediation and redevelopment of Heartlands.

The company recognises that the provision of a quality environment is an effective marketing tool, attracting housing developers and businesses to locate in the area.

The company saved money in the project by adopting sustainable practices. For example, in creating the two golf courses, it recycled onsite bing material thus radically reducing haulage transport costs and associated CO₂ pollution.

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“This extensive remediation that has been undertaken on site at the Heartlands Development has made a huge difference to the environment.”

Fiona Hyslop, MSP for Linlithgow.

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This summary report is taken from a suite of case studies which demonstrate that green network and green infrastructure approaches can create a profit, save money and create better solutions for businesses. The full report for Ecosse Regeneration Ltd: Heartlands can be downloaded from: [www.centralscotlandgreennetwork.org](http://www.centralscotlandgreennetwork.org)

The Central Scotland Green Network (CSGN) will change the face of Central Scotland by restoring and improving the rural and urban landscape of the area.

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