The Knockroon vision combines residential, retail, business and community use buildings with sustainability at the heart of the development. This is not only evident in the design of the buildings and public realm but also through the high level of local engagement which takes place with neighbouring communities.
**Business Benefits**

- Sustainability attracts interest - footfall to the site is high and it is hoped this will convert into house sales.
- Hope Homes is generating additional work by developing a reputation for sustainable housing.
- Working with the local community has enabled the business to create green garden products which are sold to schools and visitors.

**Wider Benefits**

- The local economy was boosted by an increase in jobs during the construction phase.
- Local residents and school children have benefited from on-site training and opportunities to engage in the development.
- A wide variety of habitats have been created for local birds and mammals. Trees and hedgerows have also been planted.

Knockroon attempts to create a new model for economic, social and ecological renewal in East Ayrshire.

As well as a comprehensive system of access routes linking into local greenspace, the buildings and landscaping include features to encourage sustainability and wildlife.

From inception, the local community has played a key role in the development and continues to be integral to the build through various schemes. This adds to the sustainability of the development.

The holistic approach has generated a great deal of positive media coverage and it is hoped that this will not only help to sell the houses at Knockroon, but also assist the developers in winning future contracts elsewhere.

*“Creating sustainable and green neighbourhoods is all about finding solutions that will stand the test of time – not about gimmicks or quick fixes.”*

Hank Dittmar, Chief Executive, The Prince’s Foundation.

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 Hope Homes 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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