

Kinneil Masterplan 2026-36

Stage 2 Consultation Results



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Introduction

The draft masterplan was developed through information gathered from previous consultation and engagement as follows:

- Review of the 2015/2025 Kinneil Estate Masterplan
- UK Shared Prosperity Fund Survey (Participate +) - Aug/Sept 2024
- Stakeholder 1-2-1 meetings – Jan/Feb 2025
- Key Stakeholder workshop – March 2025
- Key Stakeholder post-workshop feedback – April/May 2025

A further phase of public consultation on the draft Masterplan for Kinneil Estate was conducted over a six-week period between 17th June 2025 and 3rd August 2025. The consultation consisted of the following:

- An online survey using Falkirk Councils Participate + consultation platform.
- 4 drop-in meetings at Kinneil Museum at different dates/times (07/06/25 1pm-3pm, 09/07/25 2pm-4pm, 19/07/25 2pm – 3pm, 26/07/25 1pm – 3pm)
- 3 drop-in meetings at Boness Library at different dates/times (15/07/25 10am – 12pm, 17/07/25 12pm – 2pm, 21/07/25 5pm-7pm)
- Online survey using MS Forms for young people under 13.

The consultation was promoted through posters within Kinneil Estate, social media ad campaigns, press releases, news articles, large-format billboard in Boness town center and direct emailing of key stakeholders.

Drop-in meetings overview

A total of 49 people attended the drop-in meetings to discuss the draft masterplan and explore many of the opportunities identified within it. The following table provides an overview of the feedback received.

| Drop-in | Attendees | Feedback |
|---------|-----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | 1 | <ul style="list-style-type: none">• General enquiries relating to delivery of the opportunities. |
| 2 | 0 | N/A |
| 3 | 27 | <ul style="list-style-type: none">• Several enquires were made to the planned closure of Kinneil Museum and questioning how this could be decided before the masterplan was completed.• The next most common enquiry related to the possibility of opening a café on site.• Other discussion related to funding available for delivery of the masterplan, finding a new use for vacant buildings, better transport links from town centre, and seeking explanation for why the walled garden wasn't open more often. |

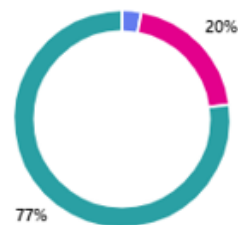
| | | |
|---|---|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | <ul style="list-style-type: none"> • There was general support for the aims stated within the masterplan |
| 4 | 8 | <ul style="list-style-type: none"> • The biodiversity of the site and how it can be managed was explored, including the involvement of volunteers (e.g. through TCV engagement activity). • There was interest in understanding the future management of the conifer woodland and how access could be improved. • The need for a café and toilets provision was stated. • Closure of the museum was raised as a concern. • There was general support for the aims/objectives/opportunities outlined in the plan, but concern around the need to identify funding for delivery and the ongoing maintenance for any amenities provided. |
| 5 | 4 | <ul style="list-style-type: none"> • Management of the conifer woodland was discussed at length. • The need for better provision for park users with disabilities was highlighted, including accessible paths/furniture/play equipment. • Access to toilets was flagged by 3 attendees. |
| 6 | 6 | <ul style="list-style-type: none"> • Closure of the museum was discussed by a group of 5 attendees. • The discussion also included the need to provide toilets for visitors, and the impact that no provision would have on the length of stay, potential loss of volunteers and other adverse impacts. • The need to find additional capital and revenue funding to support delivery was an area of concern. • Interpretation and reinstatement of view lines was highlighted as being of importance. • Development of Kinneil House as visitor attraction was explored. |
| 7 | 3 | <ul style="list-style-type: none"> • Management of the conifer woodland and access was a key concern of one attendee. • General support for the aims and objectives of the draft masterplan • There was concern around funding and budgets available to deliver the masterplan. |

Young People Feedback (under 13) – Response Summary

A separate survey was provided for under 13's using MS Forms due to Participate + age restrictions. A total of 38 responses were received over the consultation period, and the results are provided below.

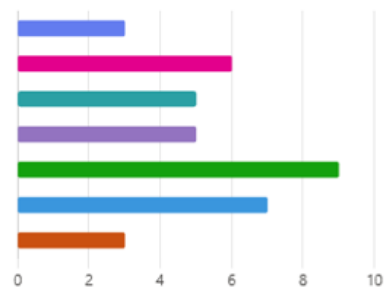
How old are you?

| | |
|-------|----|
| 0-5 | 1 |
| 6-10 | 7 |
| 11-14 | 27 |



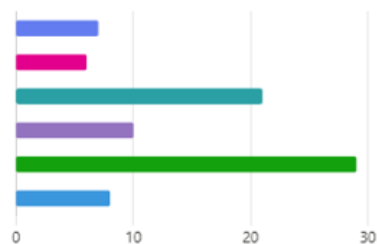
How often do you visit Kinneil Estate?

| | |
|------------------|---|
| Never | 3 |
| Daily | 6 |
| Weekly | 5 |
| Few times a week | 5 |
| Every few weeks | 9 |
| Monthly | 7 |
| Yearly | 3 |



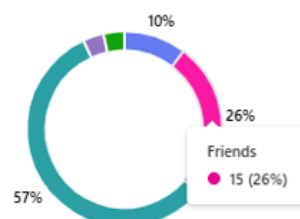
When do you normally visit Kinneil Estate?

| | |
|--------------------------------|----|
| Morning | 7 |
| Lunch | 6 |
| Afternoon | 21 |
| Evening | 10 |
| Weekends (Saturday and Sunday) | 29 |
| Weekdays (Monday to Friday) | 8 |



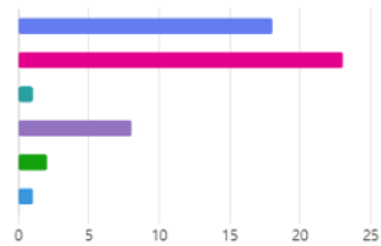
Who do you normally visit Kinneil Estate with?

| | |
|--------------|----|
| By myself | 6 |
| Friends | 15 |
| Family | 33 |
| School Visit | 2 |
| Other | 2 |



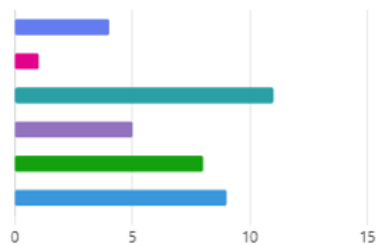
How do you normally travel to Kinneil Estate?

| | |
|-------------------------------------|----|
| Walk | 18 |
| Travel by car | 23 |
| Travel by bus | 1 |
| Travel by Bike | 8 |
| Wheel (rollerskate, skateboard etc) | 2 |
| Other | 1 |



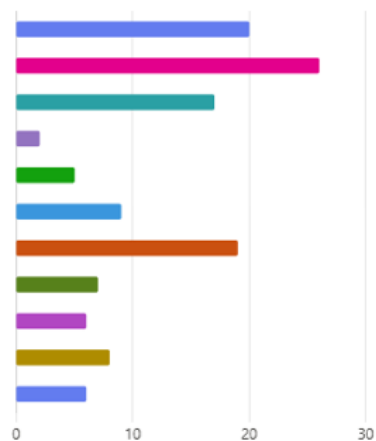
How long do you stay in Kinneil Estate?

| | |
|----------------------|----|
| Less than 10 minutes | 4 |
| 30 minutes | 1 |
| 1 hour | 11 |
| 1 hour 30 mins | 5 |
| 2 hours | 8 |
| More than 2 hours | 9 |



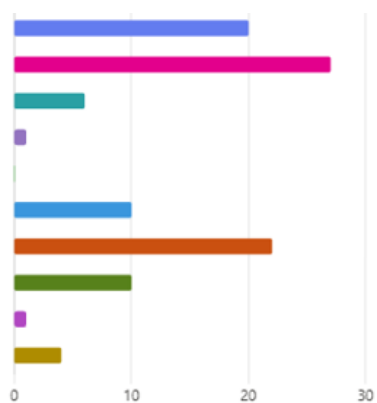
What do you normally do during your visit?

| | |
|--------------------------------------------------------------|----|
| Use the play area | 20 |
| Go for a walk | 26 |
| Visit nature | 17 |
| School visits | 2 |
| Play a sport (football/rugby/rounders etc) | 5 |
| Have a picnic | 9 |
| Walk your dog | 19 |
| Visit Kinneil Museum/ House | 7 |
| Visit monuments and other points of interest within the park | 6 |
| Take part in events | 8 |
| Other | 6 |



How do you feel when you're in Kinneil Estate?

| | |
|---------|----|
| Safe | 20 |
| Happy | 27 |
| Bored | 6 |
| Sad | 1 |
| Unsafe | 0 |
| Excited | 10 |
| Calm | 22 |
| Social | 10 |
| Shy | 1 |
| Other | 4 |



Do you find the paths and cycle routes easy to use



What type of biodiversity would you like to see at Kinneil Estate?



Do you think there are enough benches and places to rest in Kinneil Estate?



What do you like about Kinneil Estate?

A summary of the key themes to this question is provided below.

1. Natural Beauty & Wildlife

- Many respondents appreciate the woodland trails, trees, ponds, and the opportunity to see wildlife (birds, insects).
- The peaceful, calming, and relaxing environment is a major attraction.

2. Recreational Opportunities

- The play park, pump track, and mountain bike trails are very popular.
- Open space for walking, cycling, and exploring is highly valued.

3. Events & Social Aspects

- Respondents enjoy community events, particularly when shared with family and friends.

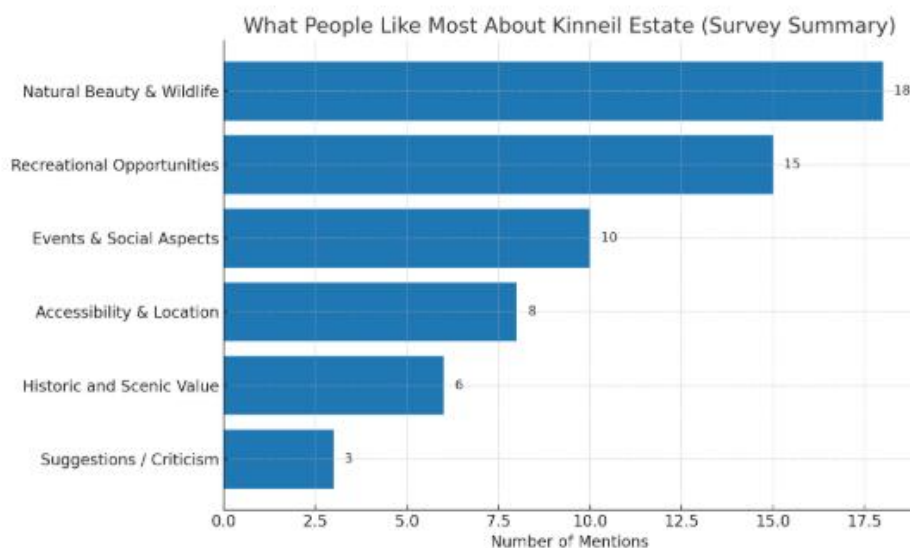
- Some mention shows and activities they enjoy attending regularly.

4. Accessibility & Location

- Several comments highlight that it is local, nearby, or easy to get to.
- It's seen as a safe, family-friendly place.

5. Historic and Scenic Value

- The Kinneil House, history, and scenery are mentioned as unique features by some.
- It's regarded as a valuable natural and historic resource.



Representative Quotes:

- "It's peaceful, old, and has some nice bike routes and tracks."
- "The play park, the scenery, the history, the life (insects, birds, trees)!"
- "It's the best and most diverse natural and historic resource we have."
- "I love going with my friends and family and taking part in events and playing at the park."

Suggestions / Minor Criticism:

- A few respondents suggest adding 'more features to the park', such as improved biking facilities (e.g. ramps).
- One user finds the play park a bit 'boring at times'.

What do you not like about Kinneil Estate?

A summary of the key themes to this question is provided below.

1. Poor Play Park Facilities

- Many respondents feel the play park is outdated, small, boring, or in poor condition.
- There's a lack of features for older children.

2. Path and Trail Issues

- Overgrown, muddy, or poorly maintained paths were frequently mentioned.
- Slippery surfaces, especially in bad weather, are a concern.
- Lack of lighting on paths was also noted.

3. Maintenance Concerns

- Several comments point to general neglect by Falkirk Council, especially:
 - Storm-damaged trees not cleared
 - Poor drainage, signage, and bin provision
- Need for more benches across the park

4. Limited Facilities

Complaints about:

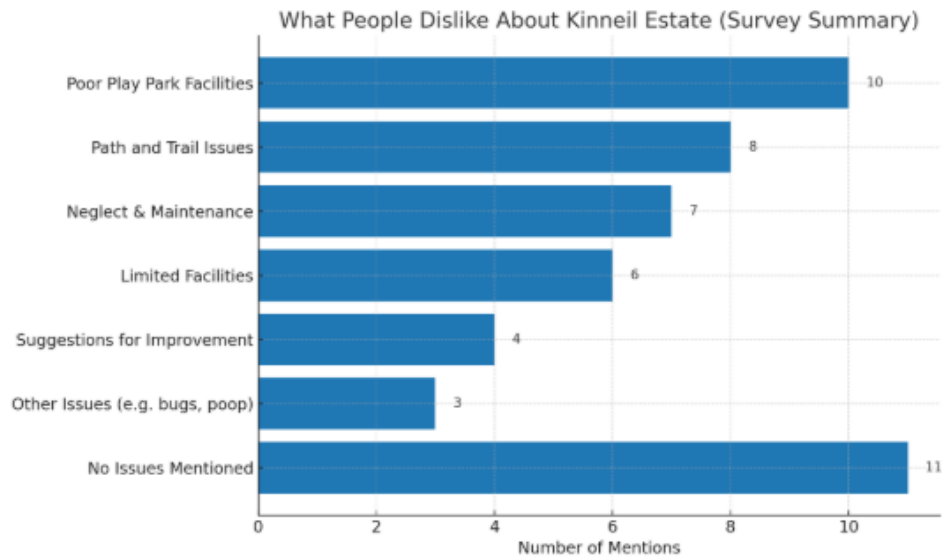
- Lack of bike park / pump track
- No shops or cafes
- Limited parking
- Few interactive or engaging activities for kids and families

5. Suggestions for Improvement

- Adding events like ghost walks or light trails (e.g. inspired by Pitlochry's Enchanted Forest)
- Improving the museum's relevance
- Using fallen trees for benches or barriers

6. Other Issues

- Dog poop and insects/fly mentioned by a few
- Some find it boring or underutilised
- A few mentioned hills or too much busyness



Representative Quotes:

- “The play park is rubbish.”
- “The paths are overgrown. The ponds are dirty. There’s no lighting.”
- “Falkirk Council's neglect... Path maintenance and drainage is poor.”
- “It’s a great space that’s really underutilised.”

Neutral / No Issues Mentioned

- Many respondents said “Nothing”, “None”, or “I don’t know”, indicating general satisfaction.

What improvements would make your visit to Kinneil Estate even better?

A summary of the key themes to this question is provided below.

1. Play Park Upgrades (Most Common)

- Requests for a larger, more modern play park.
- More equipment for older children (e.g. bigger slides, trampolines, zip lines, climbing walls, obstacle courses).
- Additional play areas like scooter parks, football pitches, skate parks, and fun parks.

2. New Recreational Facilities

- Strong demand for a pump track / bike park and better bike trails.
- Suggestions for sports areas (e.g. lined football pitches for community use, martial arts spaces).
- Ideas for seasonal attractions like bouncy castles.

3. Better Paths & Trails

- Improve path quality (smoother, weatherproof, better drainage).
- Clear fallen trees and overgrown areas.
- Add more trails and signage.

4. Amenities & Comfort

- More seating areas and picnic benches.
- Coffee shop, snack van, or ice cream stand.
- More bins for litter and dog waste.
- Public toilets or portaloos.

5. Parking & Access

- Better parking (expanded, resurfaced, improved access roads).
- Address flooding and potholes in car parks.

6. Events & Interactive Experiences

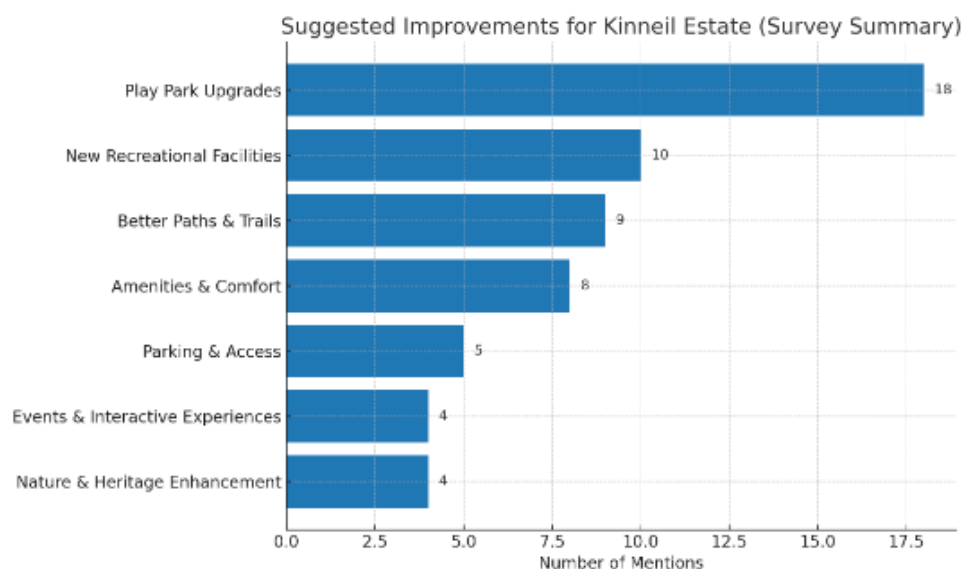
- More interactive features for kids.
- Scavenger hunts and wildlife/bird spotting activities.
- Seasonal or themed events.

7. Nature & Heritage Enhancement

- Planting more flowers and improving landscaping.
- Better maintenance of ponds and woodland.
- Highlight historic features (e.g. James Watt cottage, Roman Fortlet replica).
- Expand the museum with more educational content.

Representative Quotes:

- “A bigger play park and a stand with ice cream, trampolines, and a flying fox in the forest.”
- “Create a proper all-weather path from the ponds to the chapel.”
- “Better parking, easier access roads, and more to do in general.”
- “A concrete pump track and a football pitch for community use.”

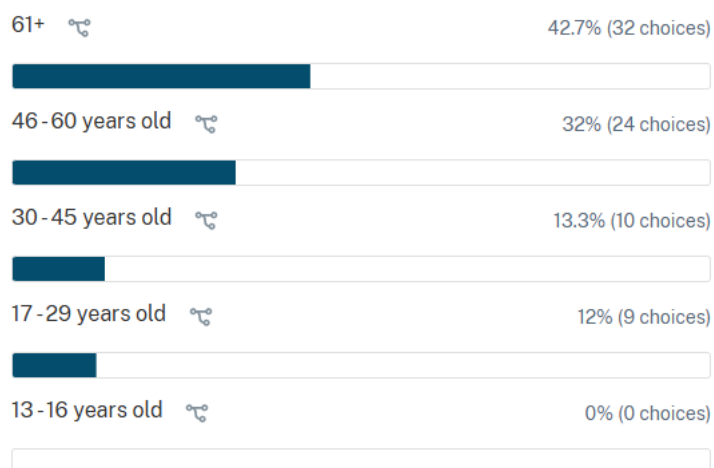


Participate + Response Summary

In total, 82 responses were gathered via Participate +, of which 75 were from individuals and 7 from organisations/community groups/businesses (including Historic Environment Scotland, The Conservation Trust, Boness Community Council, Friends of Kinneil and the Battle of Falkirk Muir 1746 9Trust)).

A summary of responses to questions posed is provided below.

What age group are you in?

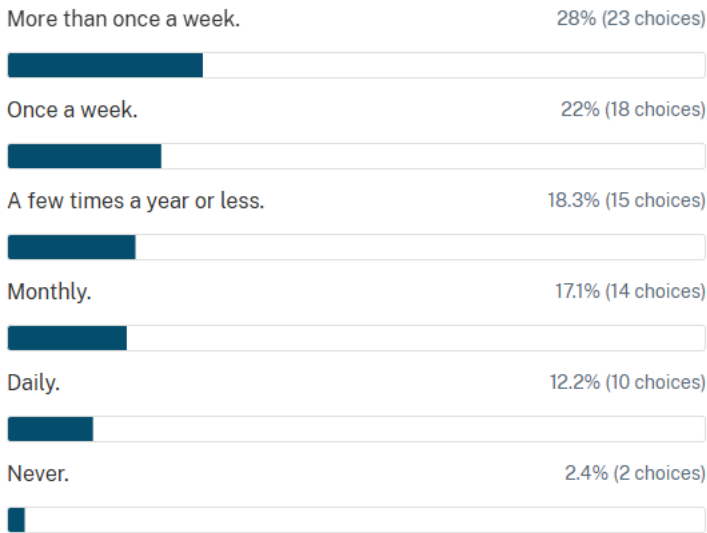


Where do you live?

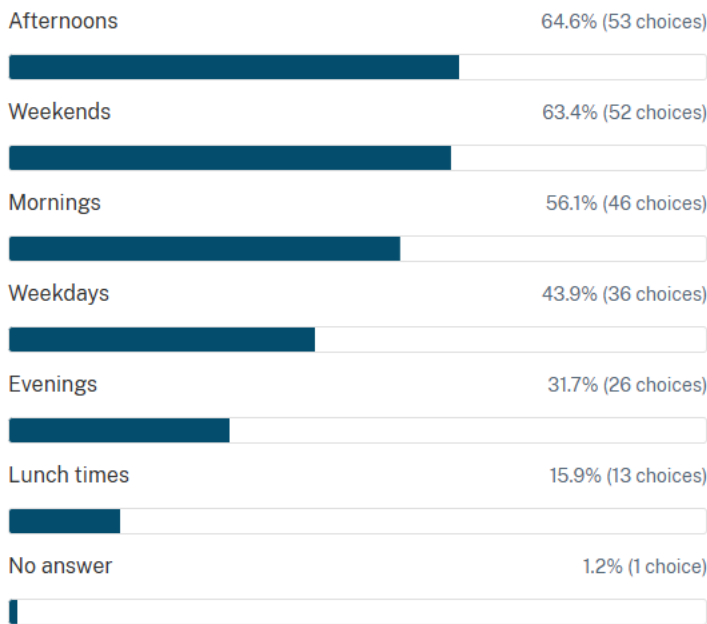
| Location | Boness | EH42 | EH49 | EH51 | FK1 | FK2 | FK3 | FK5 | KY10 |
|----------|--------|------|------|------|-----|-----|-----|-----|------|
| Number | 3 | 1 | 9 | 49 | 1 | 5 | 1 | 1 | 1 |

By far the largest number of responses were from people who live in the Boness area (circa 73%), with a further 19% of respondents living in the Linlithgow area. A further 11% were from the wider Falkirk area.

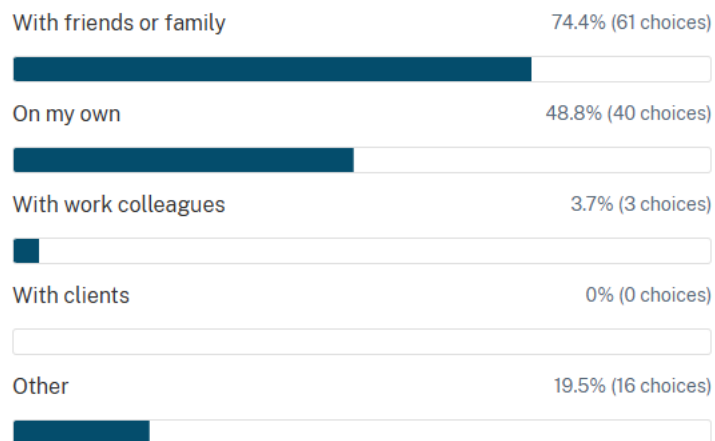
How often do you visit Kinneil Estate?



When do you visit Kinneil Estate?



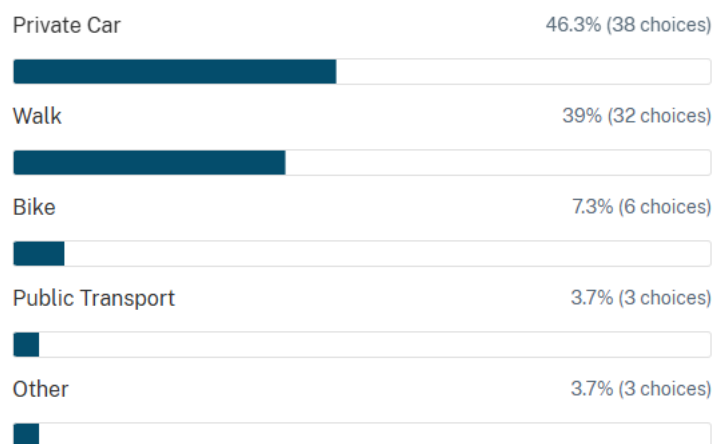
Who do you normally visit Kinneil Estate with?



Of the 16 responses who replied 'Other', most respondents visit Kinneil Estate within organised or group contexts, such as with volunteers, community groups, or as part of work or official meetings. Several mention attending as part of guided walks, green gym sessions, or leading/participating in organised activities. Visiting with dogs is also common, often combined with family or children. Some respondents visit alone, but this is frequently in addition to other group or official purposes. School visits and educational trips are also mentioned.

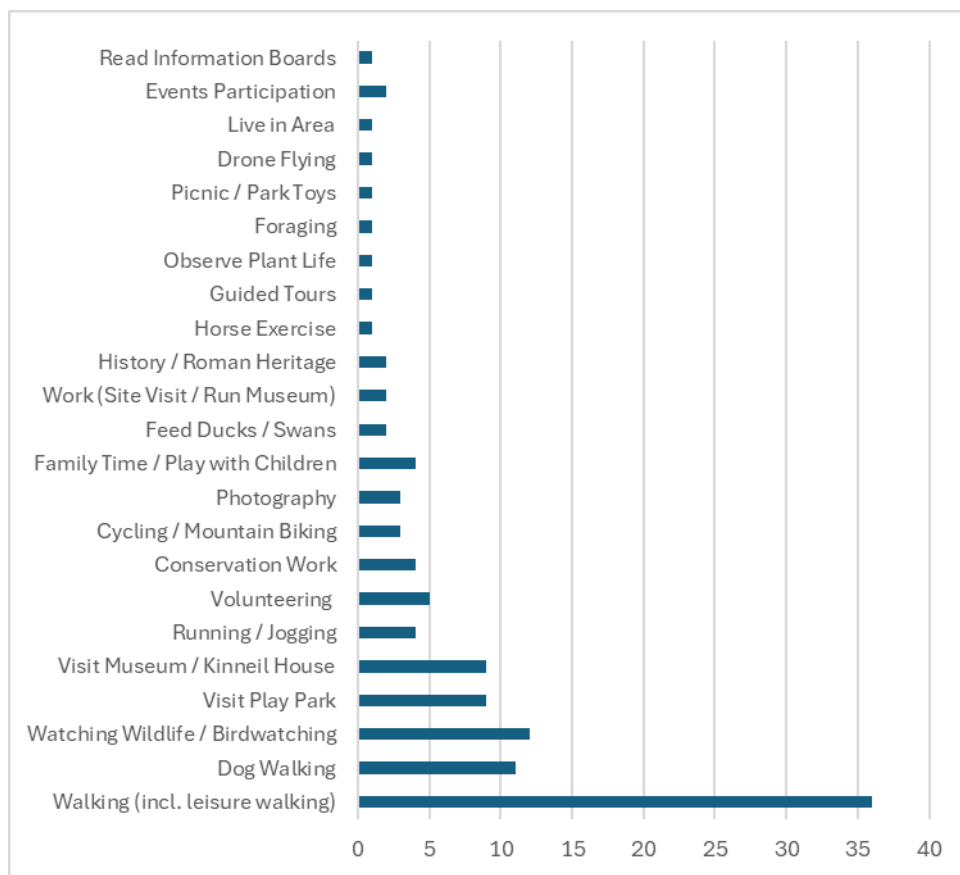
Overall, group and community-based visits, volunteering, and dog walking are the most common 'Other' reasons for visiting the estate.

How do you normally travel to Kinneil Estate?



Three responses were provided for 'Other', two of which highlighted that they use all forms of transport at various times to access Kinneil Estate. One response was received for travelling by horseback.

What do you normally do during your visit to Kinneil Estate



The overwhelming majority of respondents visit Kinneil Estate primarily to walk, either alone, with family, or with dogs. Dog walking is especially common and frequently mentioned. Many also mention enjoying wildlife and nature observation during their visits. Visiting the play park with children is another frequent activity.

Several respondents also visit the museum or Kinneil House and some take part in guided tours or volunteer activities such as conservation work. Other less common activities include cycling or mountain biking running photography and attending or leading children's activities and events.

Overall, walking (with or without dogs) and enjoying nature are by far the most frequent uses of the estate, whilst some enjoy engaging with the estate's heritage (e.g. the museum/house). Volunteering and conservation work are also notable activities among some respondents

What do you like most about Kinneil Estate?

Respondents overwhelmingly value Kinneil Estate for its peacefulness, tranquillity, and natural beauty, with frequent mentions of enjoying the open green spaces, woodland walks, and opportunities to connect with nature. Many appreciate the Estate as a quiet, relaxing place for walking, running, dog walking, and observing wildlife. The Estate's

historical significance and heritage are also highly valued, with several respondents highlighting the house, museum, Roman fort, and historical artefacts.

The variety of walking routes and the mix of woodland and open spaces are commonly praised. Respondents also mention the estate's biodiversity, ponds, wildlife, and the sense of seclusion it offers. Accessibility and proximity to home are noted as important benefits as is the availability of car parking and improved woodland paths.

A few respondents mention specific amenities such as the play park, motorsport (hill climb) track, and mountain bike trails.

Overall, the estate is seen as a unique and valuable local asset combining natural environment, history, and recreational opportunities.

What do you like least about Kinneil Estate?

The most common concerns raised by respondents relate to a lack of facilities, particularly toilets and a café. The threatened or actual closure of the museum, which also provides the only toilets and visitor centre, is a significant worry. Many feel the estate is underdeveloped and not used to its full potential, with missed opportunities for the house, gardens, and heritage assets.

Maintenance issues are frequently mentioned: poor or muddy paths overgrown vegetation and general neglect. The playpark is widely seen as poor or basic.

Dog fouling and dogs off leads are recurring complaints along with a lack of bins for waste. Parking is also mentioned as inadequate or problematic.

Other issues raised include lack of disabled access, poor public transport, insufficient signage/interpretation and underappreciation of volunteers. A few respondents mention anti-social behaviour such as vandalism or disrespect for the area.

Some respondents note nothing to dislike or express overall satisfaction. However, the overwhelming trend is a desire for better facilities (especially toilets and café), improved maintenance and play areas, more effective use of heritage assets, and action on dog fouling and improved parking.

What improvements would increase your enjoyment when visiting Kinneil Estate?

The most frequently mentioned improvements were the need for public toilets and a café or refreshment area, with many respondents highlighting these as essential for enhancing their visits. Improved and better maintained footpaths and walking routes were also a common request, with several people mentioning the need for clearer, safer, and more accessible paths, as well as better general maintenance of the estate.

Several respondents wanted to see Kinneil House renovated, opened more often, and used as a heritage attraction or museum, with suggestions to restore the house and gardens and make the building more accessible to visitors. There was also interest in more events and activities on site.

Improved play facilities for children and more family-friendly amenities (such as better playparks, seating areas, picnic benches) were mentioned by several respondents. Some also requested more bins for rubbish and dog waste.

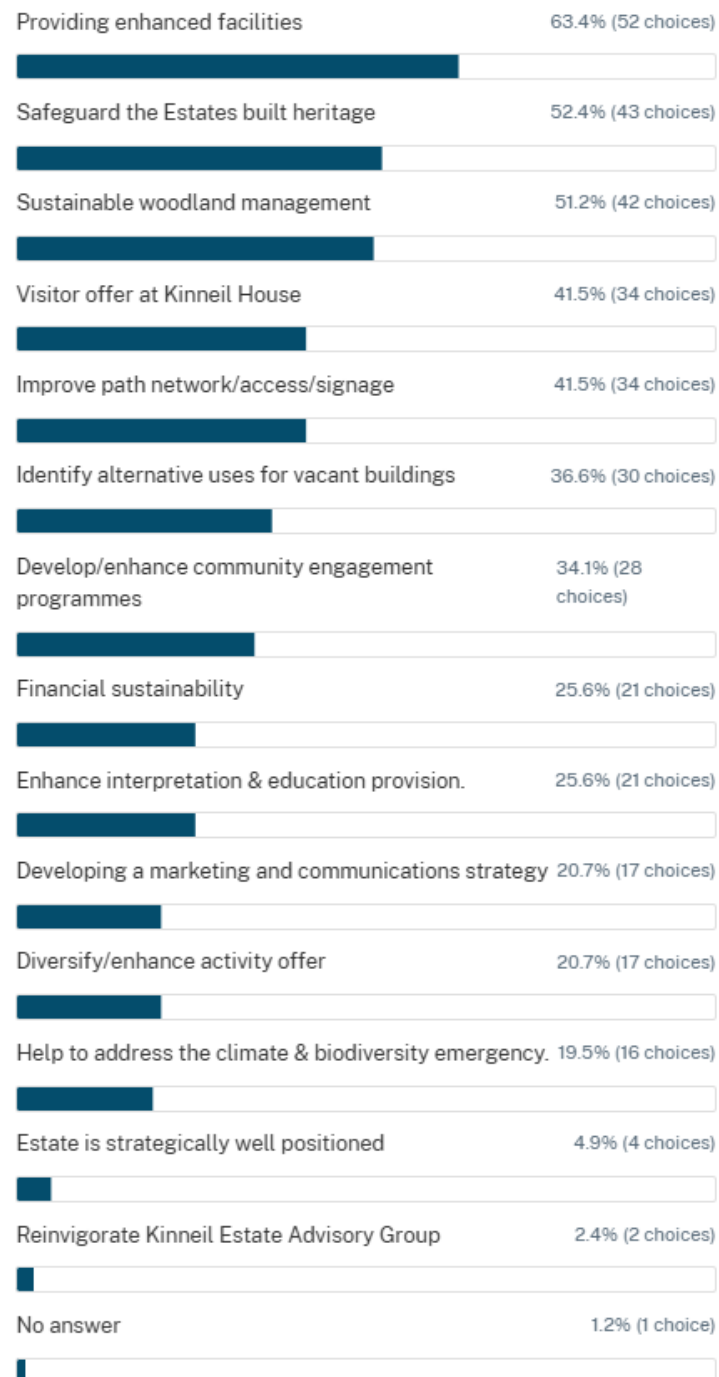
Other recurring themes included calls for better signage and information around the estate increased accessibility for people with disabilities and more seating throughout the park.

Some respondents suggested new features such as mountain bike trails community gardens or allotments and enhanced biodiversity or nature areas. A few mentioned equestrian access.

Less commonly but notably, some wanted fewer dogs or even a ban on dogs while others suggested innovative ideas like high-tech interactive displays using AI.

Overall, the strongest trends were requests for basic visitor facilities (toilets and café), improved maintenance (especially of paths), greater access to Kinneil House and its heritage features, and enhanced family and community amenities.

What are the 5 most important areas that you feel the new management plan should focus on?



Please provide a short explanation for your choices in the previous question.

Of the 47 respondents who replied to this question, many feel that Kinneil Estate is undervalued and under-promoted, with significant untapped potential as a heritage and community resource. There is a strong consensus that better marketing and communication are needed to raise awareness locally and beyond.

Many respondents highlight the lack of visitor facilities as a major issue, repeatedly mentioning the need for a café, toilets (including disabled access), and improved seating—especially for elderly and disabled visitors. The lack of refreshments and basic amenities is seen as discouraging longer visits and limiting accessibility for all ages.

The importance of preserving and enhancing the estate's heritage—both natural and built—is a recurring theme. Respondents want to see Kinneil House and the museum better utilised, with improved interpretation, more frequent opening times, and protection of historic features. Several express concern about the potential closure of the museum.

Improved accessibility is another common request: better paths for walking and wheelchairs, more signage, and easier navigation around the estate. Some suggest transport improvements such as a train halt closer to the estate.

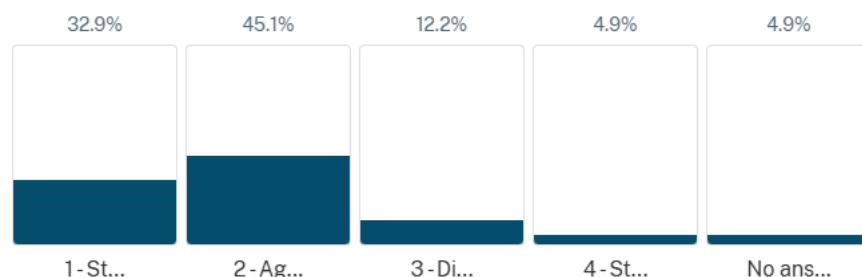
There is a clear desire to balance development with protection of the estate's natural environment. Many want to maintain or enhance biodiversity, avoid overdevelopment (such as large car parks), and ensure that any changes do not harm wildlife or the peaceful character of the park. Woodland management and play area upgrades are also mentioned.

Community engagement and involvement are seen as vital for the estate's future sustainability. Respondents suggest more events, educational activities (especially around history and climate/biodiversity), and opportunities for local people to shape the estate's development.

Financial sustainability and long-term planning are highlighted as essential to avoid short-term decisions that could undermine the estate's future. There was a request from one respondent for a comprehensive strategy that addresses all aspects—heritage, environment, facilities, marketing—in an integrated way.

In summary: respondents want Kinneil Estate to be better promoted and accessible, with improved visitor facilities (especially café and toilets), enhanced interpretation of its rich heritage, sensitive environmental management, more community involvement, and a clear long-term strategy for sustainable development.

Do you agree that the proposed Vision in the draft masterplan is appropriate to help guide the Estates development and management over the next 10 years.



A significant majority of respondents (78%) either ‘strongly agreed’ or ‘agreed’ with the proposed Vision.

Please use the space below if you would like to provide further feedback on the proposed draft masterplan Vision.

Of the 17 respondents that provided feedback to this section, 3 (circa 3.5% of the overall total number of respondents) felt the draft masterplan vision lacks substance, ambition, or clear direction, describing it as “bland” or insufficiently visionary.

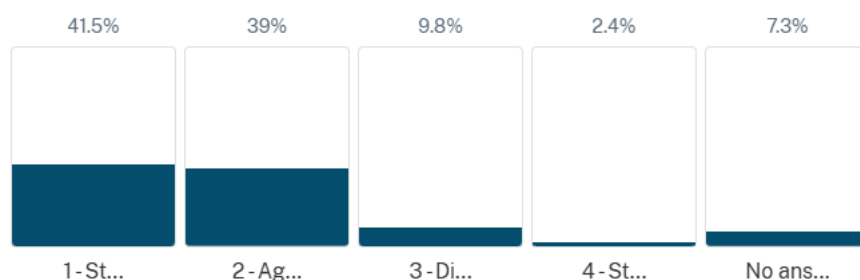
There was a strong emphasis on the need for practical facilities—especially toilets and a café—to attract a wider range of visitors and encourage longer stays. Some suggested additional amenities such as a gift shop, play park, pump track, sculpture park, and regular events (e.g. farmers’ markets, weddings, Christmas events) to create a compelling visitor journey and boost the estate’s appeal.

Concerns were raised about the closure of existing facilities (notably the museum and its toilets), with some questioning the logic of closing amenities only to later invest in new ones. The need for restoration and sustainable development was mentioned, with calls for any plans to be community-led and to deliver real improvements for local people.

Funding was a recurring concern; some doubted the council’s ability to deliver due to lack of resources, while others suggested using planning gain from new housing developments. There was also scepticism about sustainable revenue streams and a strong opposition to any housing development on the estate.

Finally, some respondents highlighted the need for clear leadership and communication, as well as better community engagement in both planning and delivery.

Do you agree that the proposed aims and objectives in the draft masterplan are appropriate to help guide the Estates development over the next 10 years?



Over 80% of respondents to this question either ‘Strongly agreed’ or ‘agreed’ that the aims and objectives were appropriate.

Please use the space below if you would like to provide further feedback on the proposed draft masterplan aims and objectives.

Of the 27 responses to this section, some (5 in total) expressed scepticism about whether the masterplan’s aims and objectives would be delivered, citing previous plans that were not fully implemented and a lack of trust in the council’s commitment. Concerns were raised by 6% of respondents about the threatened closure of Kinneil Museum, feeling this undermines the plan’s credibility and the Council’s support for the estate.

Two respondents highlighted the need for genuine, transparent community engagement, with criticism of poor communication and consultation processes. There was a feeling by the respondents that engagement was limited or poorly timed, leading to a sense of being ignored.

Several responses called for a stronger focus on environmental sustainability and climate change though a few questioned the appropriateness or effectiveness of certain “Net Zero” measures in a natural woodland context.

There was support for aims relating to local economic development, leisure, wellbeing, and making the estate more attractive to visitors, with suggestions including improved facilities (such as a café and extended play areas), better use of the walled garden (e.g. selling produce), and learning from other successful sites like Culross.

A few respondents highlighted the need for better access, especially for those without private cars and for mechanisms to measure visitor numbers across the estate.

Overall, while there was broad agreement with the aims and objectives in principle, many felt that delivery, funding, and genuine community involvement were lacking or uncertain. Respondents want to see tangible action and long-term investment rather than just aspirational statements.

Participate + Traffic

Visitors



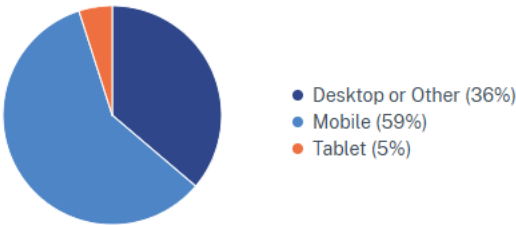
| | |
|----------------|---------------------|
| Visitors | Visits |
| 322 | 406 |
| Yesterday: 0 | Yesterday: 0 |
| Visit duration | Pageviews per visit |
| 00:02:47 | 4.54 |
| Yesterday: - | Yesterday: - |



Traffic sources



Device Types

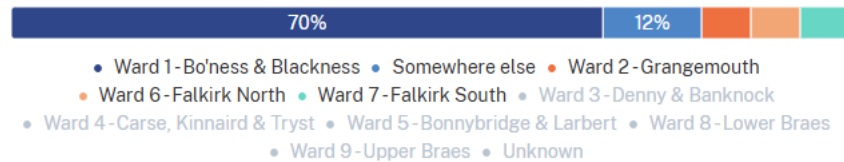


Participate + Participants

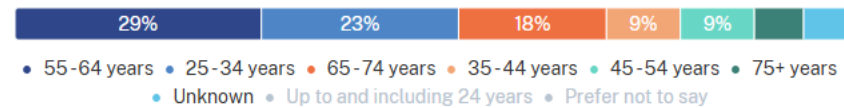


- I live in the Falkirk Council area
- I live and work in the Falkirk Council area
- I visit the Falkirk Council area
- I work in the Falkirk Council area
- I study in the Falkirk Council area
- Other
- Unknown

Place of residence



What is your age?



Do you consider yourself to have a disability or health condition?



If you answered 'yes' to the previous question, does your disability or health condition impact on your daily activities?



Do you look after, or give any help or support to family members, friends, neighbours, or others because of either long-term physical/ mental ill-health/ disability or problems related to old age?



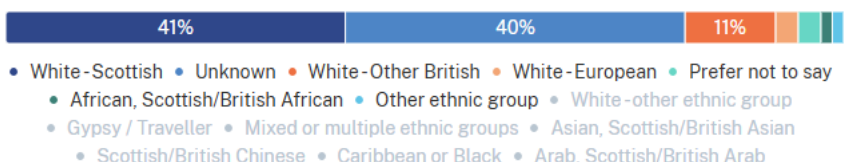
What religion, religious denomination or body do you belong to?



Do you consider yourself to be 'care experienced'?



What is your ethnic group?



What is your legal marital or registered civil partnership status?



What is your sex?



Which of the following best describes your sexual orientation?



Consultation Communications Schedule

| Date | Activity |
|--------------|----------------------------------------------------------------------------------------------------|
| W/C 16/06/25 | Issue media release announcing the start of consultation |
| | Launch two-week targeted social media campaign (Facebook) driving traffic to “Participate+” survey |
| | Install consultation posters at key locations around Kinneil Estate & Bo’ness |
| 17/06/25 | Consultation opens online |
| 30/06/25 | Large-format billboard in place, directing residents to the consultation website |
| W/C 07/07/25 | Publish advert in the Bo’ness Journal, highlighting how to share feedback and get involved |
| 14/07/25 | Two-week wave of targeted social media ads |

Online Coverage

Falkirk Council Press Release

[Consultation opens on draft Kinneil Estate Masterplan 2026–2036 - Falkirk Council](#)

Falkirk Herald Article

[Friends of Kinneil asks Bo'ness folk to have their say on estate masterplan](#)

Build Scotland.co.uk

<https://www.buildscotland.co.uk/construction-news/320260/public-consultation-for-kinneil-estate-masterplan-20262036>

Friends of Kinneil Website

<https://kinneil.org.uk/2025/07/08/have-your-say-on-deficient-kinneil-plans/>

Facebook Ads Performance Summary

| | Ad Set One | Ad Set Two |
|----------------------------|---------------------|---------------------|
| Dates | 19/06/25 – 02/07/25 | 04/07/25 – 18/07/25 |
| Link Clicks | 701 | 1051 |
| Reach | 9,285 | 16,240 |
| Impressions | 17,849 | 26,587 |
| Cost per link click | £0.07 | £0.07 |
| Total spend | £49.07 | £74.97 |

Key points:

- Both ads performed consistently, with an average cost per click of £0.07.

- Ad Set Two had wider reach (+75%) and more link clicks (+50%) than Ad Set One, aligning with its higher budget.
- Women engaged more than men across both ads (53-60% of clicks).
- The most engaged age groups were 55+, particularly women aged 65+.
- Engagement from younger audiences (under 35) was low, making up less than 10% of total clicks in each ad set.

Reach

- This is the number of individual people who saw the ad at least once.
- For example, Ad Set One had a reach of 9,285 - meaning 9,285 different people saw the ad.

Impressions

- This is the total number of times the ad was shown - including repeat views by the same person.
- Ad Set One had 17,849 impressions, meaning on average, each person saw the ad about 1.9 times.