



Enoch Hill Wind Farm Community Fund Community Consultation - 2024/25 Give My View Survey Results



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Introduction

At RWE, we are proud to be the UK's leading power generator and one of the top renewables developers, harnessing energy from wind, hydro, biomass, and gas to power around 12 million homes.

Currently, we are building the Enoch Hill Wind Farm in East Ayrshire, near the village of New Cumnock. Once completed, this 15-turbine site will have the capacity to produce up to 70MW of electricity.

RWE is committed to supporting the communities that neighbour our wind farms and in 2024 alone we invested more than £6.1m into the communities that surround our renewable energy projects across the UK. Enoch Hill Wind Farm will bring even more benefits: an annual community fund worth £350,000, aligned with the Scottish Government's best practices for Community Benefits from Onshore Renewables. This long-term funding will be index linked each year in line with the consumer price index and made available for the operational lifetime of the wind farm.

RWE expects the wind farm to be fully operational by December 2025, slightly later than previously anticipated, due to electricity grid connection delays.

RWE have a strong track record of engaging local communities in the process of deciding how each fund should be structured and administered. We have a long history of engaging with communities in the New Cumnock area, where the wind farm is located, throughout the process of developing and operating several other wind farms over many years.

This report summarises the feedback RWE received through a community consultation that was undertaken by Built-id using their engagement platform "Give My View" on RWE's behalf in the autumn/winter of 2024. The aim was to give local people the opportunity to share their views and to shape the community fund associated with Enoch Hill Wind Farm in order to make sure it is as effective as possible in supporting the communities that neighbour the wind farm.

How we engaged the local community

We understand that for community funds to create meaningful, long-term impact they must reflect local priorities and aspirations. That's why we take great care in designing each fund, considering feedback from key local stakeholders.

Throughout the development of Enoch Hill Wind Farm, RWE, and before us E.ON (the original project developer) have used a range of methods to engage with local communities on the future fund. Feedback from individuals was collated, and several meetings were held with New Cumnock Community Council, New Cumnock Development Trust and the 9CC Group. These meetings helped us understand how existing funds were used and what future funding priorities might look like.

The culmination of this consultation was a survey that was promoted through a range of publicity methods to encourage as many people as possible to take part.

The Survey - The main method of promoting the survey was independently managed social media advertising, led by Built-id, experts in encouraging participation via their 'Give My View' platform.

The survey was hosted online, could be completed quickly (average response time was just over 5 minutes) and was designed to be simple to complete using a smartphone, which 86% of respondents did. A paper option or the ability to complete the survey over the phone was also made available. Only 3 people chose this option.

Community Newsletter & Stakeholder liaison group - Enoch Hill Wind Farm issues a construction newsletter which was sent directly to 1,556 of the closest households to the wind farm. The consultation was promoted in this newsletter. The consultation was also introduced to the Enoch Hill Wind Farm Community Liaison Group at one of their regular meetings.

Direct emails - The consultation was promoted to an email distribution list of local stakeholders that have been updated throughout the project's development including community groups and local elected members and all Community Councils in the 9CC group.

Website - The consultation was advertised on RWE's website.



Digital Marketing Results

Facebook & Instagram



3,371

Link Clicks

From the digital advertising



28,874

Reach

The amount of people who were shown the ads at least once



382,680

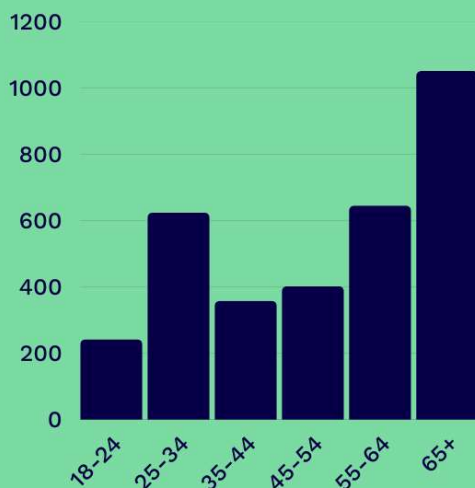
Impressions

The number of times that adverts were viewed in total

Link clicks are any interactions like clicks, taps, or swipes on the ad's text, media, or call to action that lead to destinations or experiences.

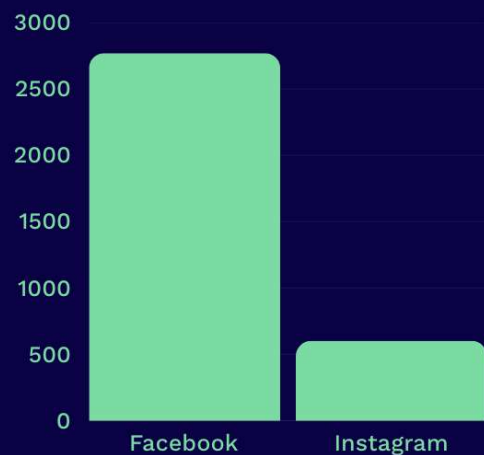
Ages Targeted

Link Clicks



Platforms Targeted

Link Clicks



Digital Marketing Summary



This campaign saw the highest engagement in terms of clicks from senior community members, with those aged 65 and over being the easiest to engage with and the most cost-efficient age group.

This was closely followed by those aged 55 to 64.

To combat this, more budget was allocated towards individuals aged 18–34, this successfully drove more clicks from that group.

Facebook emerged as the most successful platform for engagement, likely due to higher activity levels among older generations. While Instagram had a high reach, it underperformed in driving link clicks, which is expected as it is harder to convince the youth to engage.

The best-performing ads featured whiter tones rather than greener tones. Additionally, ads that specifically mentioned the towns relevant to the project outperformed others, suggesting that familiarity with images and wording played a key role in capturing attention.

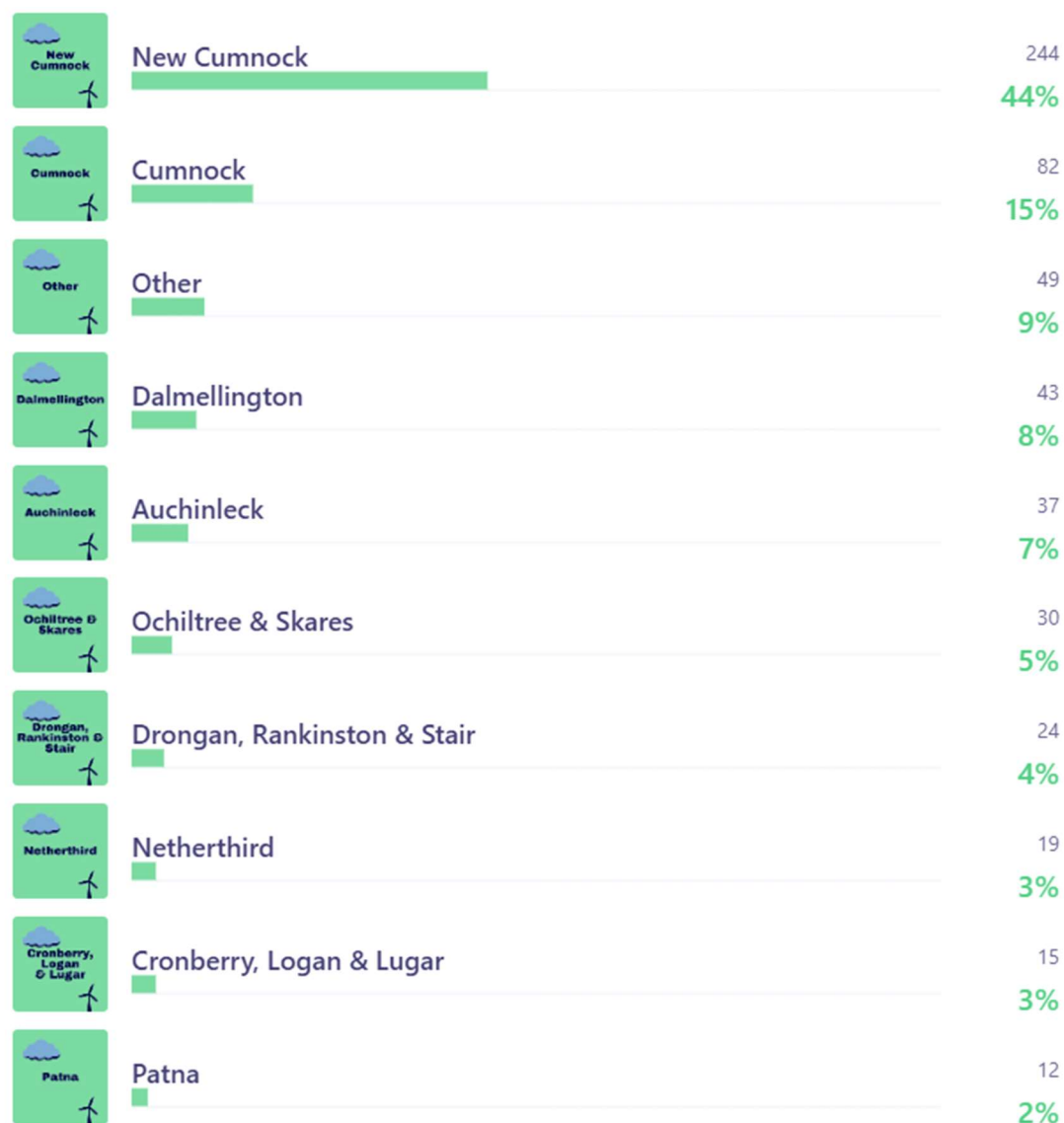
Survey Responses

The survey attracted a positive response, and RWE would like to thank everyone that took time to take part. 493 residents completed the survey, 393 of whom gave written pieces of feedback in response to our open-ended questions.

Demographic Information

Geographically the highest number of responses (44%) came from New Cumnock, the community that hosts Enoch Hill Wind Farm. The geographical spread of responses is shown below.

Which East Ayrshire community do you live in?



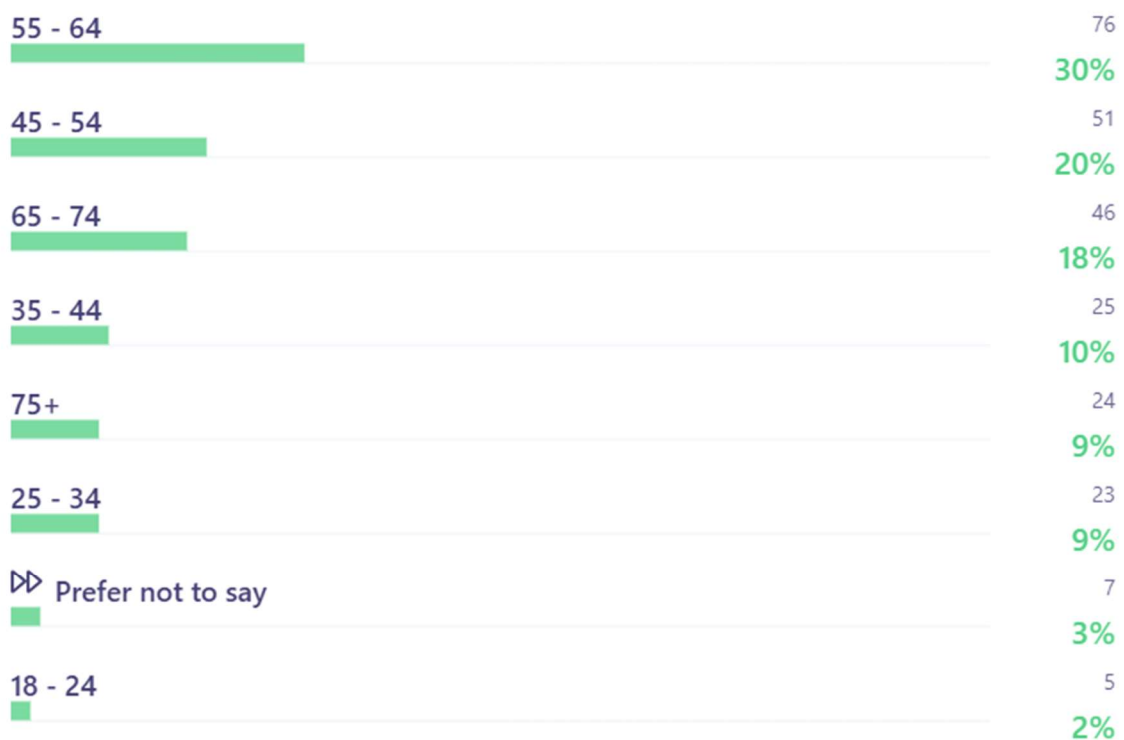
Age Range

257 respondents were willing to give their age, 7 preferred not to say and the rest skipped the question.

The highest number of respondents came from the 55–64-year-old age range (76), followed by 45–54 (51) then 65–74 (46).

Demographic

What is your age?



✓ 257 answered

Question 1 – What do you most like about life in East Ayrshire?

Respondents were asked to select up to 3 options for this response with the landscape attracting most votes followed by the way of life which was closely followed by the people.

☒ Multiple image choice

What do you like most about life in East Ayrshire?



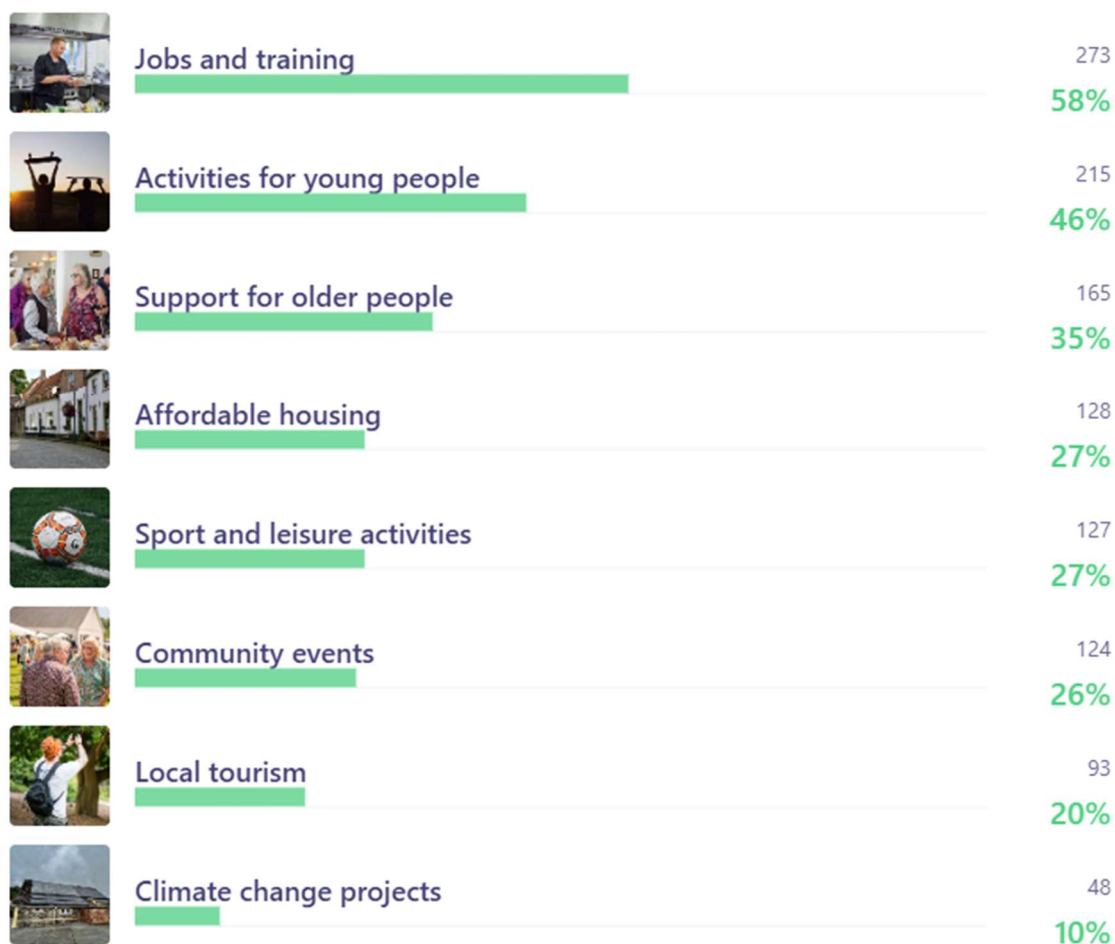
✓ 489 answered — Could have chosen up to 3 choices ▶▶ 10 skipped ⓘ 👁 555 viewed

Question 2 – What would you like to see more of in your East Ayrshire area?

Respondents were given the opportunity to select up to 3 choices from a list of 8 options. The most popular choice was **jobs and training (58%)** followed closely by **activities for young people (46%)**. **Support for older people** came next (**35%**) followed by 3 choices which attracted an almost equal share of support, **Affordable Housing (27%)**, **Sports and Leisure Activities (27%)** and **Community Events (26%)**.

 Multiple image choice

What would you like to see more of in your East Ayrshire area? Choose up to 3.



✓ 471 answered — Could have chosen up to 3 choices  12 skipped  494 viewed

Question 3 – In terms of a fund administrator, which qualities are most important to you?

The fund was introduced, and it was explained that it would be administered by a community organisation, but which one hadn't yet been decided. Respondents were then asked to choose the most important qualities they felt the fund administrator should have.

 Multiple image choice

In terms of a fund administrator, which qualities are most important to you?



✓ 438 answered — Could have chosen up to 2 choices ▶ 0 skipped ⓘ 👁 473 viewed

Respondents could choose up to 2 choices with **open and transparent** attracting **55%** of the vote and **local knowledge 39%**. 15 people chose to leave additional feedback after choosing 'other', these responses have been captured under question 9 as all the comments made were covered by the themes raised there.

Question 4 – Who else should have a say on which projects get funding?

 Multiple image choice

Who should have a say on which projects get funding?



✓ 427 answered — Could have chosen up to 2 choices ▶ 0 skipped ⓘ 435 viewed

The responses showed a **strong preference for a mixture of local people (78%)** followed by **local voluntary sector people (45%)** with **Community Councillors** coming third (**17%**).

For those who chose ‘**someone else**’ there was an opportunity to leave additional comments and **19** respondents did this. Themes in these comments included:

- **6** people referred to **a range of local people** ‘locals’, ‘the public: young people, families and older people’, ‘everybody’, ‘local representatives’, ‘local people via pamphlets through doors’, ‘citizens’.
- **4** people mentioned **specific organisations** should be involved, 3 referencing 9CCG and 1 Development Trusts.
- **4** mentioned **those living close to the wind farm** ‘people within the vicinity of these projects’, ‘The people who live in the area where the landscape is being used for these windmills i.e. New Cumnock’, “the community who is being most disturbed”.
- **2** responses mentioned **local business people**.

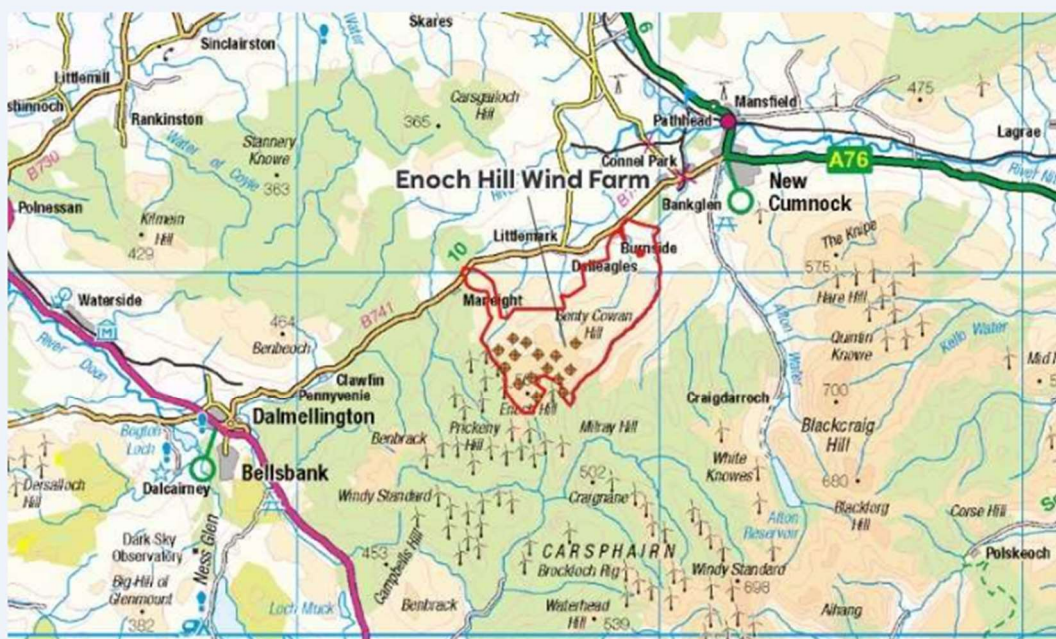
Question 5 - How would you like to see the Enoch Hill funds shared across the wider area?

A fact box before this question explained that some community funds from wind farms are spent to benefit the people closest by and some are shared across wider areas.

Fact media

 Some community funds from wind farms are spent to benefit the people closest by, some are shared across wider areas.

 The following questions ask who you think should benefit from this fund.



 424 viewed

The question asked respondents to rate how they would like to see the Enoch Hill Fund shared across the wider area. The majority of people (**47%**) voted for the funds to be **spent local to Enoch Hill**. The second highest response was **13%** opting for **a balance** and the third highest response was **10%** opting for funds being **spread across the wider area**.

★ Rating

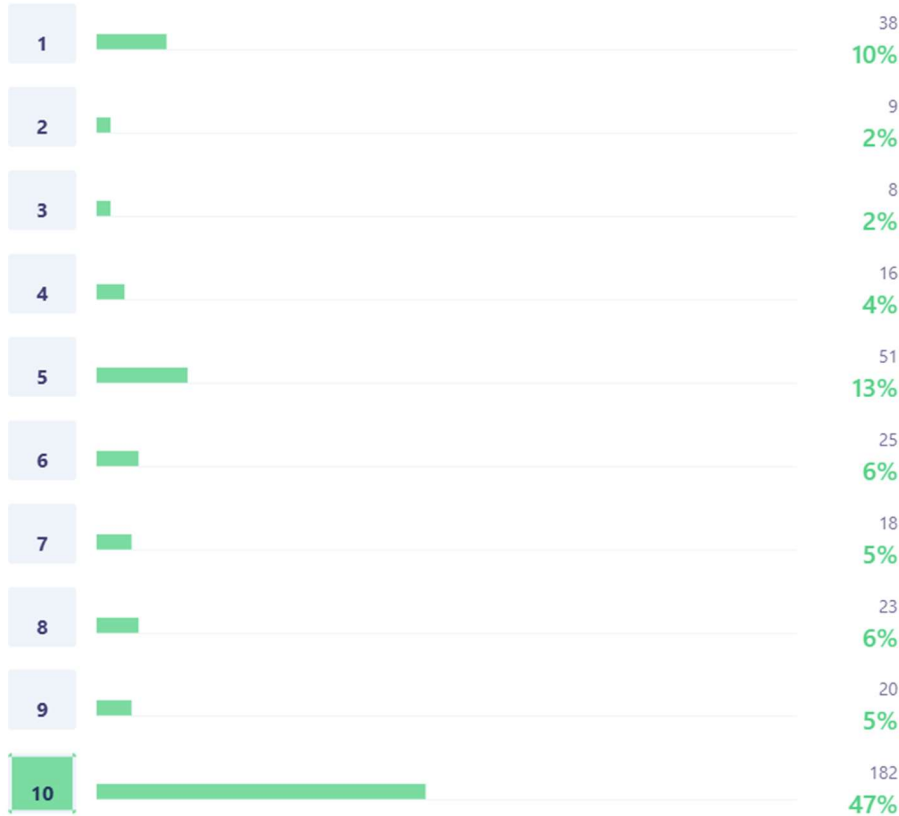
How would you like to see the Enoch Hill funds shared across the wider area?

Using the rating tool below, show us how you'd like the Enoch Hill community fund to be shared.

(example)

- a balance = 
- Across the wider area = 
- Local to Enoch Hill = 

Across wider area



Very localised

Average rating is 7.33

✓ 390 answered ⏮ 11 skipped ⓘ 👁 410 viewed

These results have also been analysed by location of respondents.

Results by location

Below is a visualisation of the average rating given to the question “How would you like to see the Enoch Hill funds shared across the wider area?” broken down by East Ayrshire location. These locations were gathered from the segmentation question.

The number in each circle represents the average rating given by the respondents of that area. The upper limit is 10.

- The higher the number, the more that areas wants precise, localised spending.
- The lower the number, the more that area wants the spending to be spread across the county.
- A vote in the middle, indicates voters want a balance of spending with some localised, some more broad.

As shown below, the people of New Cumnock have the strongest preference towards localised spending. Next are the voters from Dalmellington & Cumnock. Community members that are further away from the site have a more balanced view - but even these averages are over 5 indicating a mix with a steer towards localised spending.



Question 6 – Whose opinion should be prioritised when deciding how the funds should be spent?

This question asked respondents to reorder the list below from highest priority to lowest priority and the results are shown below. **New Cumnock residents** being chosen as **the highest priority** most frequently and **East Ayrshire Council** as the **lowest priority** overall.

☰ Reorder

Who's opinion should be prioritised when deciding how the fund should be spent?

Highest priority

- 1 New Cumnock residents 1.78
- 2 Community Councils 2.50
- 3 All East Ayrshire residents 2.51
- 4 East Ayrshire Council 3.21

Lowest priority

✓ 380 answered ▶▶ 11 skipped ⓘ 👁 400 viewed

Question 7 – Is it important to review how the fund is run over it's 25 year operational life?

This was a straightforward 'yes' or 'no' question with an overwhelming **97%** of respondents **saying that it should**.

☰ Two image choice

Is it important to review how the fund is run over its 25 year operational life?



✓ 375 answered ▶▶ 9 skipped ⓘ 👁 389 viewed

Question 8

Are you involved in any local community projects or charities? If so, which?

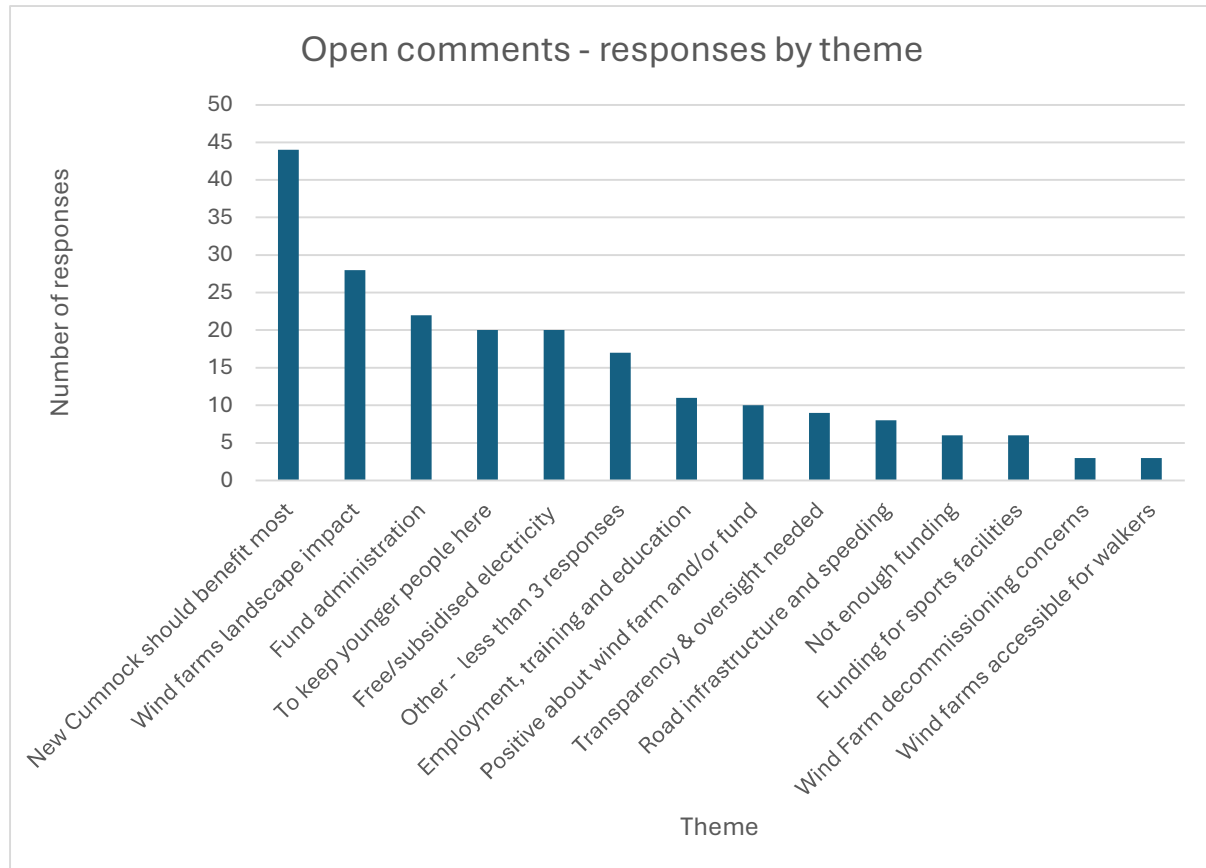
109 respondents listed a wide variety of community projects and charities they were involved in (several mentioned more than one). These included:

Type of organisation	Number of respondents	Examples
Various Community Groups and Charities	50	Including: School PTA's. Rotary Clubs, Garden groups, event groups, art groups foodbanks, environmental groups, heritage groups, afternoon teas, animal charities, railway clubs, seeing groups, toddler groups, history groups, angling groups, photography groups, mens sheds as well as several national charities.
Community Association/Development Trusts/Community Action Groups/community hubs	19	Including: Ochiltree Community Hub, Dalmellington Community Association, New Cumnock Development Trust, Auckinlek Community Development Initiative, Mauchline Community Association SCIO, Muirkirk Community Association
Community Councils & 9CCG	17	Community Councils listed included: New Cumnock, Dalmellington, Ochiltree & Skares
Sports Groups	9	Including: Golf clubs, bowling clubs, boxing clubs, angling, table tennis.
Churches	9	Including: Schaw Kirk Church, Stair Parish Church and New Cumnock Parish Church
Walking groups	7	Including: New Cumnock Path Warriors, New Cumnock Walkways group
Football Groups	6	Including: New Cumnock Football Club, Glenafton Walking Football, Glenafton Athletic Football Club

Question 9.

Use this space to make any other comments on the Enoch Hill Wind Farm Fund

Comments in this section came from the answer to question 9, but also includes comments given in other parts of the survey regarding general feedback. The chart below groups the 231 comments given into themes (some respondents commented on more than one theme).



The theme that attracted the most comments (44) related to the opinion that New Cumnock should benefit the most from the fund:

"Give the money to New Cumnock"

"invest in New Cumnock".

"Money should come to the community that is impacted most by wind farm not villages 11 miles away who have not had to endure the disruption and traffic caused."

"New Cumnock has to look at the windfarm so it should benefit the most."

"New Cumnock surrounded by windmills and we don't see enough £. Nothing in new Cumnock hardly. Should benefit NC as well as all big energy suppliers. Our scenery may be ruined but we would be far happier if it improved the village."

"Why should Auchinleck Cumnock Mauchline etc receive any of the funding, they don't have the windmills on there doorstep and need to cope with all the extra traffic"

"I feel very strongly that the majority of financial benefits should be local to New Cumnock. I am 62 years old and have seen the decline of New Cumnock over the years whilst other towns in the area have improvements made to them, most notably Cumnock/Netherthird. As the wind farms directly affect New Cumnock, I feel this is only fair."

"All communities in this party of East Ayrshire are still much affected by the situation post coal but New Cumnock probably more than any other so for about 1/3 of any find to be offered solely to the New Cumnock area seems fair. Whether that community can organise and use such money fairly may be another question and I think a wider community group also require to be involved"

"Why should people in Cumnock and Auchinleck benefit from something in New Cumnock. Kindly explain"

28 respondents made comments on people's opinion that wind turbines have a negative effect on the landscape.

"An absolute blot on the landscape."

"These wind farms are a blight on our landscape..."

22 comments related to how the fund should be administered. This included 14 in support of working with 9CCG to administer the fund, 5 against using 9CCG, 1 for using NCDT and other suggestions such as using the approach used at South Kyle Wind Farm.

"The 9CCG has been set up for Windfarm community benefit via a matrix and I think Enoch Hill should be administered by 9CCG"

"The 9CC Group looks to be the best organisation to safely and effectively administer this money over the long term"

"I would like to see the funds used fairly to benefit all communities involved in the 9CC group."

"Enoch Hill Windfarm and RWE should collaborate and work with the 9CC Group for all of the communities within the Cumnock and Doon Valley area to ensure that all communities within the CDV area benefit as all of the local communities

are impacted in some way by the windfarms locally. Community Benefit from local windfarms should be used to improve the lives and economy of this area."

"The 9CC Group should manage and administer the funds as they practice a fair method of distribution on behalf of the Cumnock & Doon Valley."

"I believe the 9CCG group is the best, most efficient and fairest way of distributing community funds. The group has the mechanisms to prioritise communities most closely affected. The group is an excellent example of multi community working and any fund provision to individual communities outwith this group, however well intended, will be very divisive."

"Having been involved in the setting up of community benefit with South Kyle I think the Framework they are using is best way forward"

"New Cumnock is not getting a fair share of the money. They are putting up with most of the disruption but getting little compensation for it. The 9cc is a joke, with community's receive more than new cumnock, with little or no disruption. It suits the council as they have no money & all community's benefit. The politics of it are rotten to the core."

"New Cumnock is at the centre for wind farms in East Ayrshire, however the 9CC distribute most of their funding to larger communities within the Cumnock area at New Cumnock's loss. Hopefully this will not be the case Enoch Hill."

"9cc is a crazy idea , New Cumnock should 100% benefit as it is absolutely surrounded by turbines and even more to come, New Cumnocks lack of facilities for sports etc is terrible compared to neighbouring villages such as Kirkconnel, Sanquhar and Dalmellington nevermind Cumnock or Auchinleck. A lot of frustration in the community about this as people talk about it all the time"

20 comments suggested funding should be used to improve opportunities for younger people to keep them in the area:

"New Cumnock is in need of development. It is a beautiful area that lacks opportunities for young people and those seeking work. It is imperative that the community is developed in order to sustain living here."

17 comments suggested the fund should be used to provide free or subsidised electricity for local communities :

'I personally think New Cumnock households should get grants to put towards their electricity bills. I feel this would be the fairest way to distribute funding,'

'...reduce all energy bills like they do in Sanquhar,'

'Like to see...help for disabled and OAP on fuel bills.'

17 comments were made by 1 or 2 people so have been categorised collectively as '**other**'. These included suggestions to support named organisations, to build a visitor centre at the wind farm and to support off road motorbiking. Several additional comments suggested funding should be made available: year-round, for small and large grants and suggesting participatory budgeting to distribute funding.

Other feedback themes attracted less comments but have still been categorised in the graph above and all comments will be taken on board as we continue to develop the Enoch Hill Community Fund. We thank all contributors for taking the time to share their views.

Next steps

RWE's **Community Investment Team** is working hard to identify the **best fit fund administrator** for the Enoch Hill Wind Farm Fund. While these discussions continue, we've outlined the key principles that we're committed to incorporating into the fund's structure to ensure it delivers maximum benefit to the community:

Key Principles for the Fund's Structure:

- **Alignment with Best Practice:** The fund will be delivered in line with the **Scottish Government's Good Practice Principles**, ensuring transparency and fairness.
- **Community Voices at the Core:** The structure will consider the insights and feedback we've received from local stakeholders, including those expressed during this consultation process.
- **High Standards of Delivery:**
 - Decisions will be community-led by a cross section of the community, empowering residents to direct funding to maximise impact.
 - Those living closest to the wind farm will see and feel significant benefits.
 - The fund will adhere to strict governance and compliance requirements to ensure it is managed responsibly.
- **Opportunities for Collaboration:** RWE is open to exploring collaborative approaches to coordinate community benefit funds with developers and the local communities of neighbouring developments with common or overlapping areas of benefit. We've successfully adopted this approach in other areas and are keen to apply it here where appropriate.

Looking Ahead

The first payment from the **Enoch Hill Wind Farm Fund** will be made available **when the wind farm is fully operational**, currently anticipated to be **December 2025**. Once the administration arrangements have been finalised, and the fund launch timeline is confirmed, RWE will publish details on our website: www.rwe.com/enochhill.

Appendix – The Survey

ENOCH HILL Screen 1



n.b. user scrolls to see all of the above options.

ENOCH HILL Screen 2



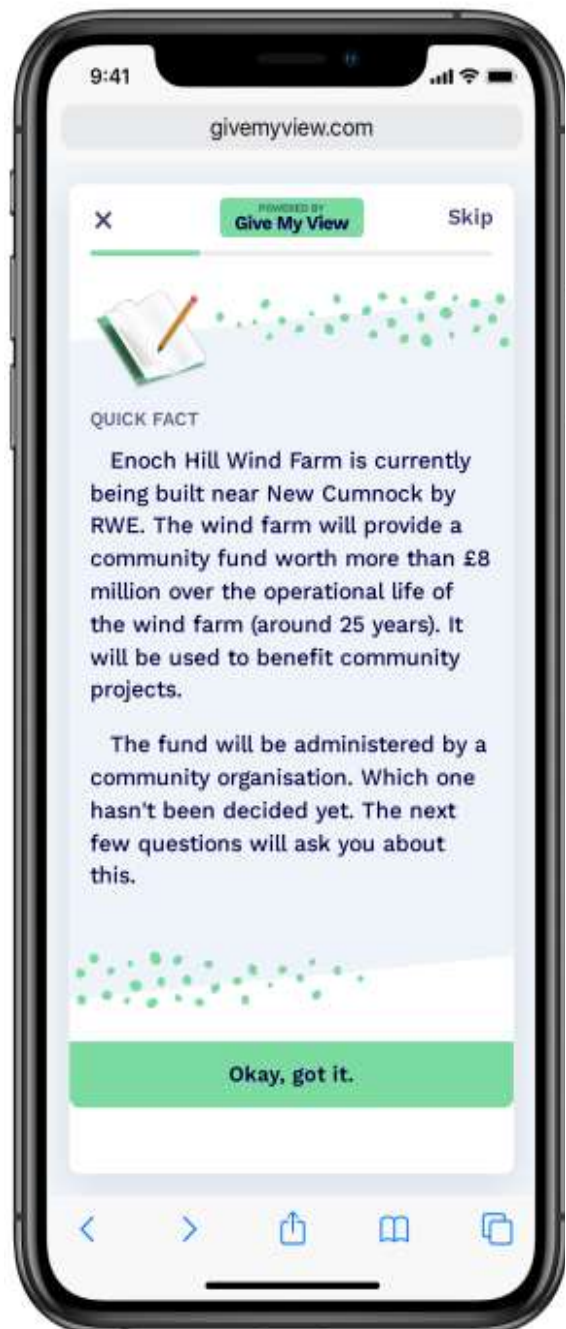
n.b. user scrolls to see all of the above options

ENOCH HILL Screen 3



n.b. user scrolls to see all of the above options

ENOCH HILL Screen 4











ENOCH HILL
Screen 5

9:41 givemyview.com

POWERED BY Give My View

In terms of a fund administrator, which qualities are most important to you?

 Independence Independence	 Support for applicants Support for applicants
 Open and transparent Open and transparent	 Reputation Reputation
 Easy application process Easy application process	 Track record/ experience Track record/ experience
 Other, please explain Select up to 2	 Local knowledge Submit

< > Share Bookmarks Copy

ENOCH HILL
Screen 6

9:41 givemyview.com

POWERED BY Give My View Skip

What other qualities are important to you?

- 1 Enter your answer...
- 2 Enter second answer...

Submit

< > Share Bookmarks Copy

ENOCH HILL Screen 7

9:41

givemyview.com

POWERED BY Give My View

Who should have a say on which projects get funding?

Community Councillors	A mixture of local people
Community Councillors	A mixture of local people
Someone else	East Ayrshire Councillors
Someone else	East Ayrshire Councillors
People who work or volunteer for local community groups or charities	Local business people
Local voluntary sector people	Local business people

Select up to 2

Submit

ENOCH HILL Screen 8

9:41

givemyview.com

POWERED BY Give My View

Skip

Who else should have a say on which projects get funding?

Enter your answer...

Submit

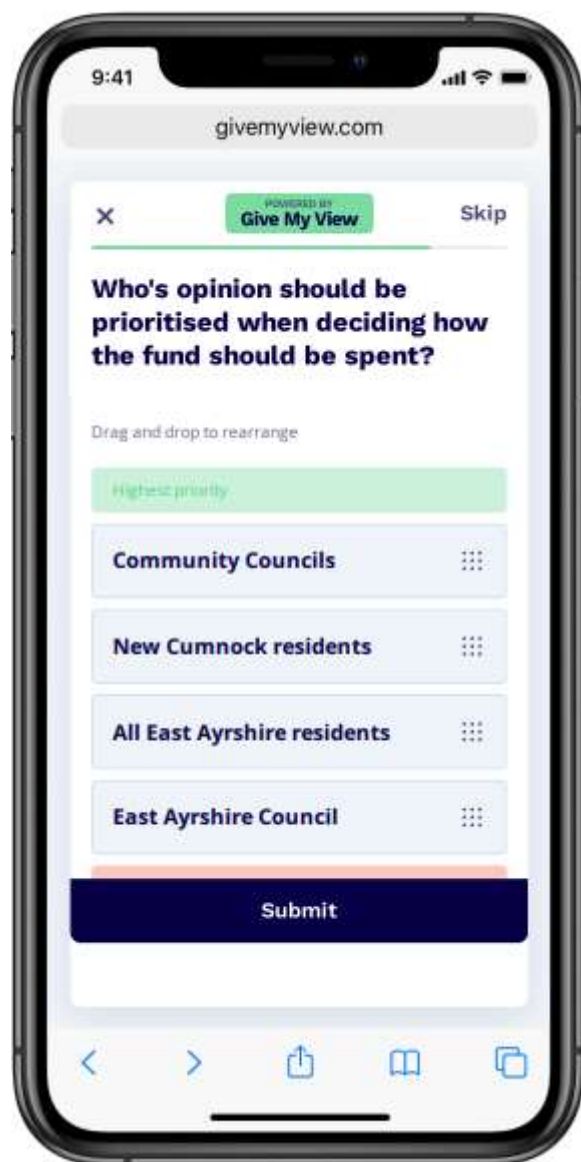
ENOCH HILL
Screen 9



ENOCH HILL
Screen 10



ENOCH HILL
Screen 11



ENOCH HILL
Screen 12



ENOCH HILL
Screen 13

9:41

givemyview.com

POWERED BY Give My View Skip

Are you involved in any local community projects or charities? If so, which?

Feedback 2000

Write your feedback

Email *

Enter email

Postcode *

Enter postcode

Submit

< > Share Bookmarks Copy

ENOCH HILL
Screen 14

9:41

givemyview.com

POWERED BY Give My View Skip

Use this space to make any other comments on the Enoch Hill Wind Farm Fund

Feedback 2000

Write your feedback

Email *

Enter email

Postcode *

Enter postcode

Submit

< > Share Bookmarks Copy