

Dear all,

Please find below some information, suggestions and questions in advance of the meeting, which I can speak to:

## **Thornford Station Project - Progress**

### **Location**

I was to have had an update meeting with Kevin Cheleda this evening (18th) as he is pursuing outline cost estimates for the major works envisaged.  
( Unfortunately Kevin is poorly and we will meet next week)

He has however flagged up 2 queries that we need to consider:

Q1. Who do THPC see as being the owner of the new walkway and steps on the embankment and who will be responsible for its future inspection and maintenance?"

Q2. Should we be getting Network Rail to build that part of the project as part of their infrastructure?

Both obviously have a bearing to overall costs.

### **Booklet**

The Booklet is now in final form save for adding agreed contact detail plus the new THPC web url, once finalised.

### **Research**

I'm afraid this stage is on hold until we finally resolve the commissioning of the new website.

**Timescale** Given that time has elapsed and we are now in holiday season, I would suggest running the survey in October/November when thoughts are more local?

My wish was to be able to post both the Booklet (descriptive outline) plus an on-line survey ( questions finalised) and obtain feedback.

**Signposting** to both being through flyers, village noticeboards (Thornford/Beer Hackett/Yetminster/Bradford Abbas), stations, plus editorial/posters in Wriggle Valley Magazine and Contact.

### **Alternative 1**

If this proves impossible to include in the new website structure/service and rather than hold up both the website commissioning and the survey I outline below an alternative solution:

Use a separate/discrete URL for period of research ( say 2-3 months) which can host the booklet plus an online survey.

I still work occasionally in Marketing Communications and have managed to obtain a discounted rate for the assistance below:

Hi John,

I can set up the hosting and purchase of the chosen domain for £20, which will give you one year (but can shut it down after the 2 months if required).

When people enter the URL, they will land on a simple page that has a link out to the brochure PDF and an embedded [Google Form](#). I will set up the form, as per your survey doc, and the form can send the responses to an email address of your choice, as well as a Google spreadsheet.

For this approach, it would be £100 for my time + £20 for the domain and hosting.

Hope this helps,

**Ross Merritt**  
[DesignedbyRoss.com](http://DesignedbyRoss.com)  
07903 723416

**Signposting** for this option would be as above.

## ***Alternative 2***

The only other option I can see would entail:

- Printing hard copies of the booklet, questionnaire, posters etc
- Placing numbers of both in shops, pubs churches, schools, post offices, village halls etc
- Awareness through Contact & WVM
- Encouraging completion of questionnaires and drop offs in same locations.

I haven't costed this option but to my mind it would be far from ideal and unlikely to obtain a sufficient response rate?

I will be guided by your thoughts,

Best, John Parker