

A hi-tech litter avoidance option for parts of Dorney Parish?

An article in today's Daily Telegraph (attached) encouraged me to dig deeper into the litter.

Whilst the whole article is of interest, it was the last two paragraphs that interested me the most:

"The move comes after National Highways, which maintains England's motorways and major A roads trialled using automated text messages to discourage motorists from dropping litter in laybys.

Under the scheme, drivers pulling over into laybys known as littering hotspots receive automated texts urging them to use bins or take their rubbish home with them."

This is very simple to do – and is quite legal. It uses a system called geo-fencing. When a mobile phone enters the geo-fenced area, set up on a map, a message will be sent to it automatically.

So, for the two Jubilee River car parks – at Marsh Lane (Taplow Parish) and Lake End Road (both sides) – it would be possible to geo-fence these areas and deliver a suitable text message to users. Something along the lines of *"The Parish Council would be most grateful if you would either put your rubbish in the bins provided in the car parks or take it home with you. Please do not leave it by the side of the river or roads as it can be dangerous to small mammals."*

The last sentence comes from [this article from National Highways](#).

The geo-fence can be easily set up on a map by using a service such as [FluidAds](#). Their self serve pricing is £100/month but I am sure other options are available. One might be to get the Environment Agency to partner with DPC.

I recognise that this is a bit "Big Brother", but do you want to tackle littering along the Jubilee River or not? The geofence could run along the towpath as well – and could include Rambler's Car Park with agreement (funding?) from Eton College.

Just a thought!

Plus, it may be possible to change the MVA signs to include a "Please take your rubbish home" or similar to alternate with speed information during summer months.

I just love hi-tech!

More on the Geo-Fencing trial [from National Highways here](#).