

“what3words”: How can Cold Aston Parish adopt this approach to reduce potential congestion from deliveries and help visitors find the right address?

*Communication to householders in the Cold Aston Parish*

*December 2021*

*All householders submitting a W3W locator agree to the GDPR regulations of having this information posted and stored on the coldaston.com website linked to their house name or number*

***The Cold Aston Parish at times can be congested with traffic from the pub, the school, tourists, resident's visitors and a continual flow of delivery drivers. As most houses share a small number of postcodes, it makes it very difficult to locate specific addresses and this adds to the overall issue for drivers not familiar with specific address locations.***

***There is an App called what3words that allocates each address with a set of unique word combinations that can pinpoint a specific location for the users. The general public can download this App for free and more and more delivery companies are adopting its use to streamline their delivery services.***

***Householders in the Cold Aston Parish could work together to utilise this service for deliveries and any visitors that are using the App and potentially improve/solve elements of the traffic issue that is frequently raised as a problem for the village. Below explains how we could work together on this opportunity...***

***How it works...***

*In a nutshell, the UK has been placed on a 3-metre square grid and for each individual square, a unique 3-word combination can be created. Every address will have several grids with a 3 word combination. This then allows delivery drivers using the what3words App to search for an address using the word combination that you have selected and that will guide them to your specific address and even to a specific door, entrance or letterbox!*

*This differs from just using a house name/postcode where a sat nav system will bring a deliverer to a central point for the postcode but not always to a specific address*

*Example: One of the CA Village hall grids has a what3words of : plants.corrects.hairspray*

***What does each householder need to do?***

*-Each address holder downloads the what3words App*

*-If you are in your house in Cold Aston and switch your "locations" on, you will see a map of Cold Aston.*

*-Look for your property and click on a square that best locates where you would want a delivery to be dropped (a door/letterbox)*

*-A unique set of three words will be displayed that will become your address locator.*

*-Start to brief your unique 3 words on any delivery instruction information so that those deliverers/visitors using the system will use this to locate your address (or simply add it to your address after the postcode)*

*-Note: It does not publish the householder's name*

*-Send your house name and 3 words to the Parish clerk so that a table can be created for the Parish website.*

***Is there help available?***

*-If you would like someone to create your what3words for you, then simply email or contact the CA Parish clerk who will forward your request on to Mark Ziles who will do this for you.*

- Please provide your e mail address for a response and your house name/address*
- You will then be sent your unique 3-word combination that you can use for future deliveries/visits*
- If you have any questions/comments-please send to the Parish clerk who will seek a response for you.*

***Let's work together and make a difference to our community by embracing modern technology and help our flow of delivery drivers and visitors to our Parish***