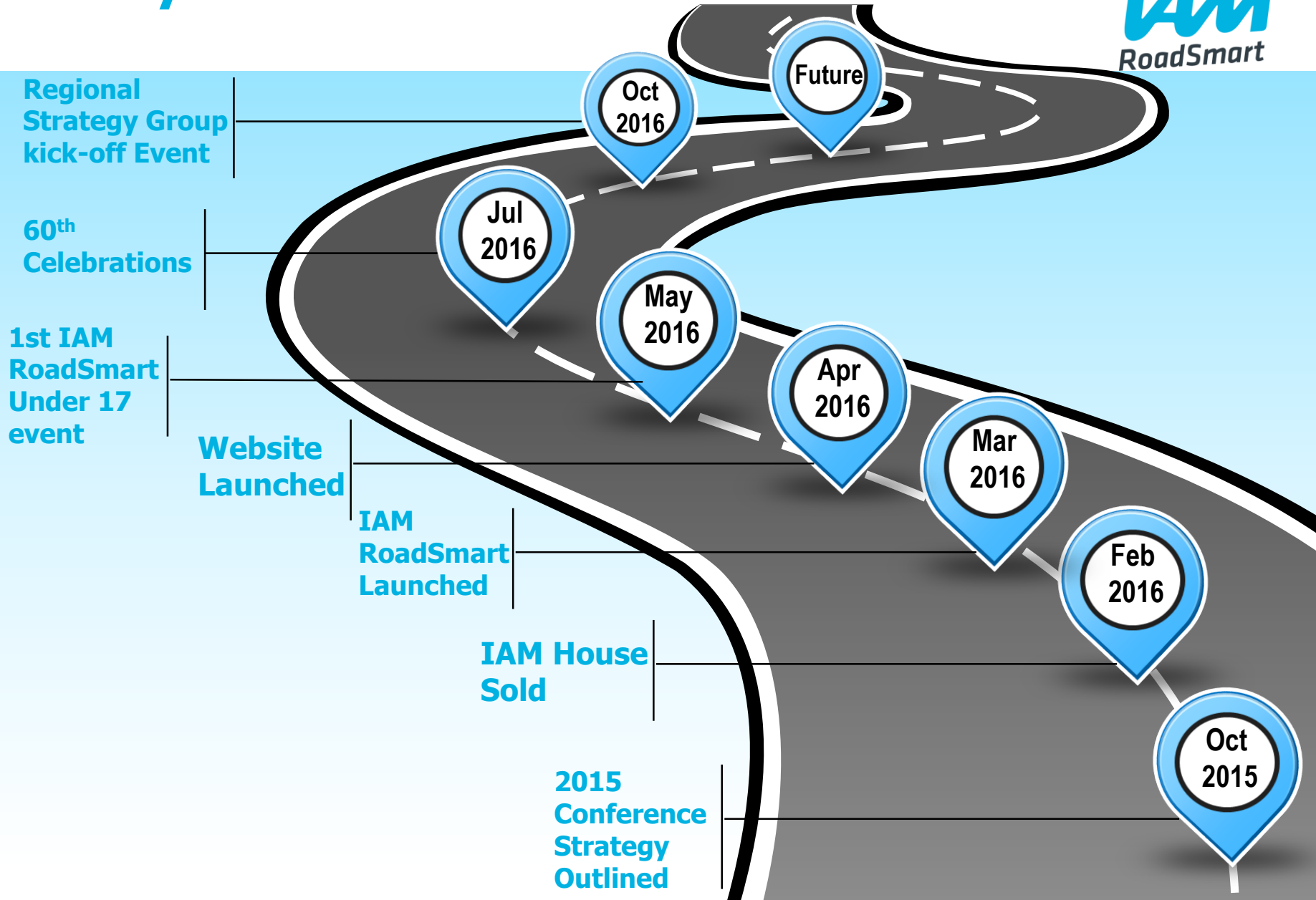


# Strategy Update

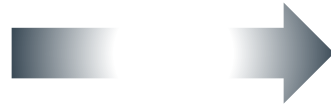
Ken Keir and Sarah Sillars



# One year on .....



# Brand



# Website



## We make better drivers and riders

Everyone at IAM RoadSmart shares this mission. Our amazing volunteer group network, our professional trainers, our Examiners, our Driver Retraining Academy team, all of us want to help **you** to become a better driver or rider.

We aim to inspire all road users to be the best they can be. We develop the skills of all licence holders through our advanced courses, business programmes and introductory sessions.

Enjoy the journey!

Read more [about us here](#).

IAM members, are your advanced driving skills still sparkling?

Book our £39 Member's Assessment to see if your skills are a little rusty and maybe needing a refresh.

[Take the challenge](#)

### See all our courses

Choose a course to help you develop your skills.

[Course finder](#)

### Driving for work

See how your fleet and drivers can benefit from our tailored coaching

[Find out more](#)

### Members' area

For our 'members only' and full of exclusive content and benefits.

[Log in](#)

### Media support

Helping the media to spread the IAM RoadSmart message.

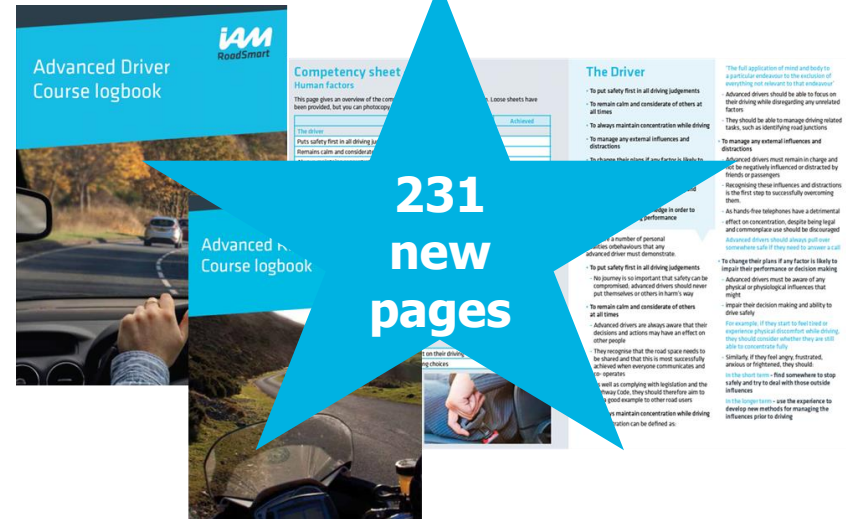
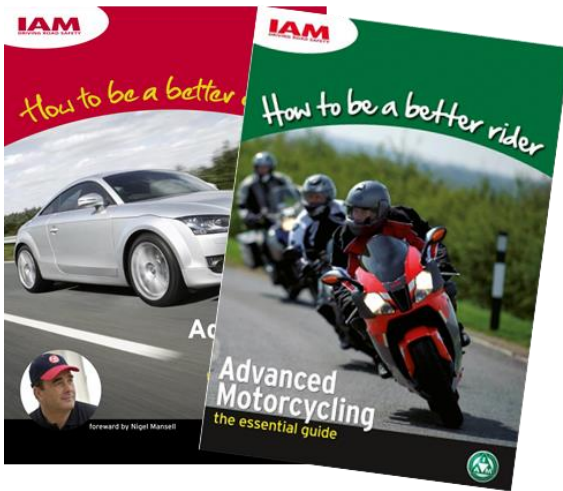
### Driving/riding advice

Simple tips to help you get a little more from your driving and riding.

### Group officials

Easily accessible support for your local IAM RoadSmart group.

# Standards Update



- Roll out completed 5 months ahead of schedule
- 95% positive feedback



# Moving Premises to Invest for the Future



# 60 years old and our.....



## Vision



To be the **best** and most recognised provider of training and advice for all post licence drivers and riders

## Charitable Objectives

- To improve the standards of driving (and riding) on the roads
- The improvement of road safety or Greater road safety or The promotion of road safety
- The administration of a nationally recognised advanced test

# Increasing our Reach



• Current Membership	91499
• Associates	6800
• Free Assessments	3000
• Business Customers	20000
• Drink Drive Retraining	2500



- **Our objective is to achieve membership and other customers**

**150000**

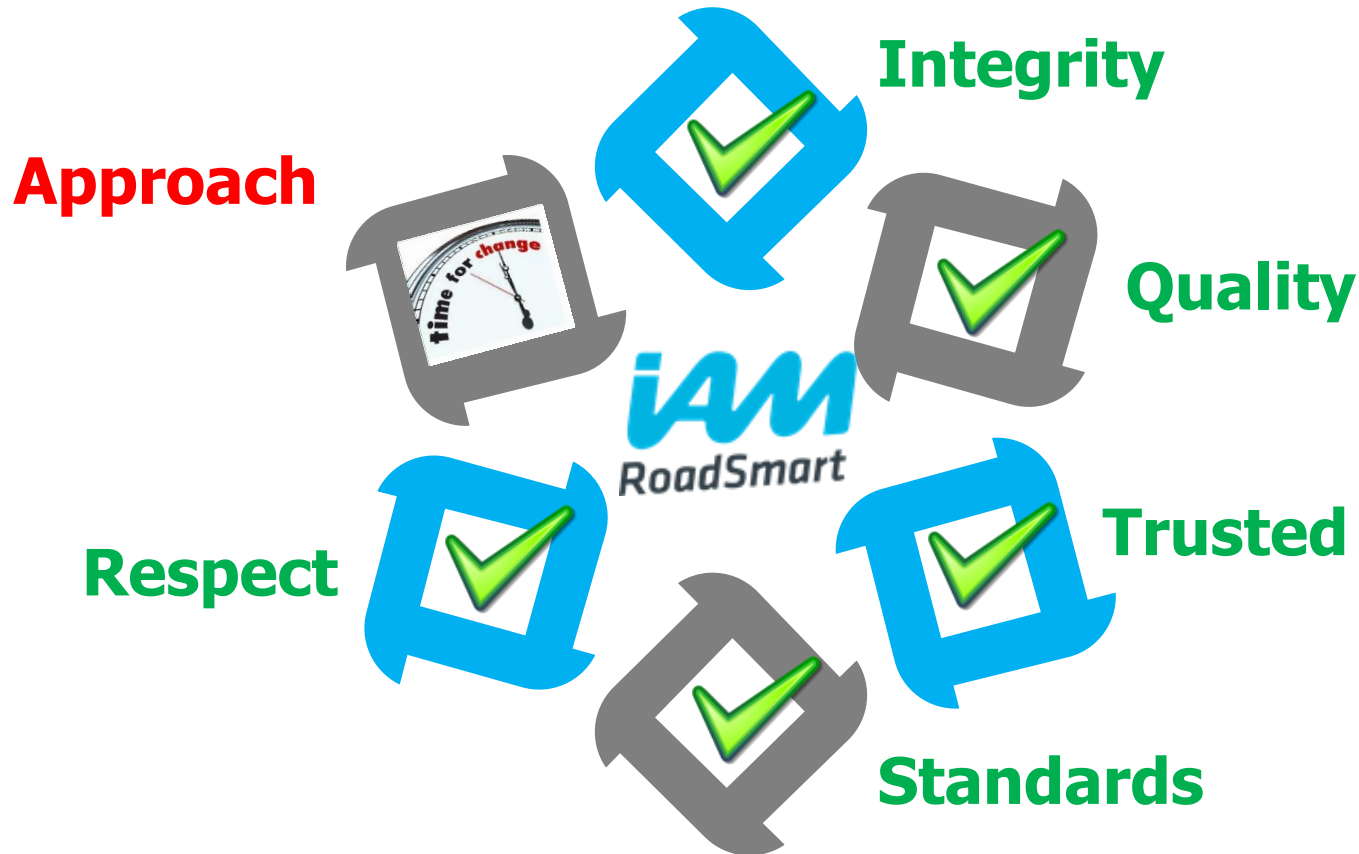


# Motorcycling in the Future \*

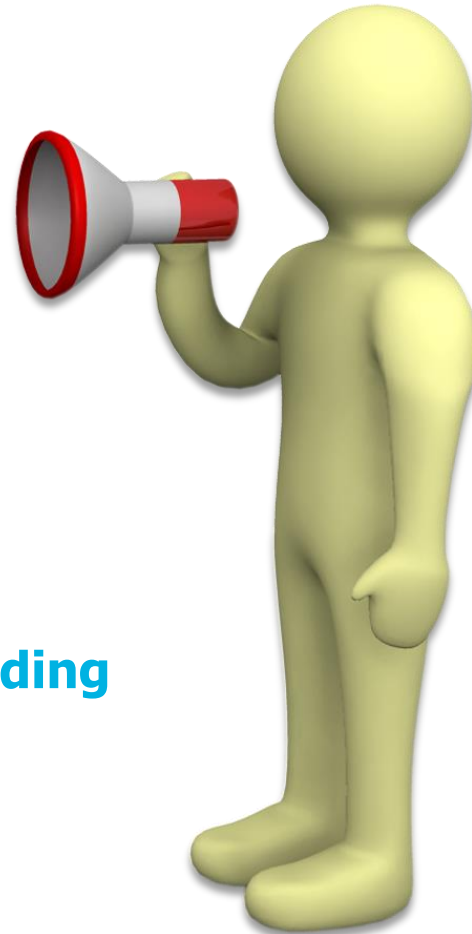
- BMW Motorrad “Vision next 100”
- Experiencing the environment with all your senses
  - Full balancing without stand
  - Glasses instead of Helmet
  - Light clothing
  - Tyres that actively adapt to the terrain
  - Frame that reshapes as the handlebars are turned
  - Self balancing , easier for beginners and more agile for experienced riders
  - Intelligent systems that negate rider safety equipment



# We need to retain our core values but .....



# Change our “Tone” of Voice



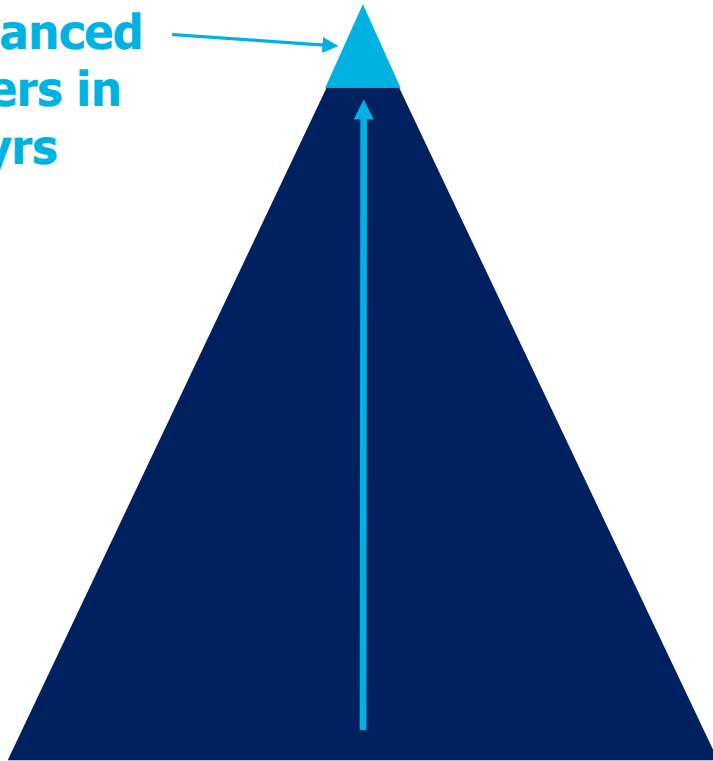
- **Pass the test to enjoy driving and riding**
- **Celebrate success**
- **Be Inspiring**
- **Enthusiastic**
- **Forward thinking**

# We're moving from:-



## This

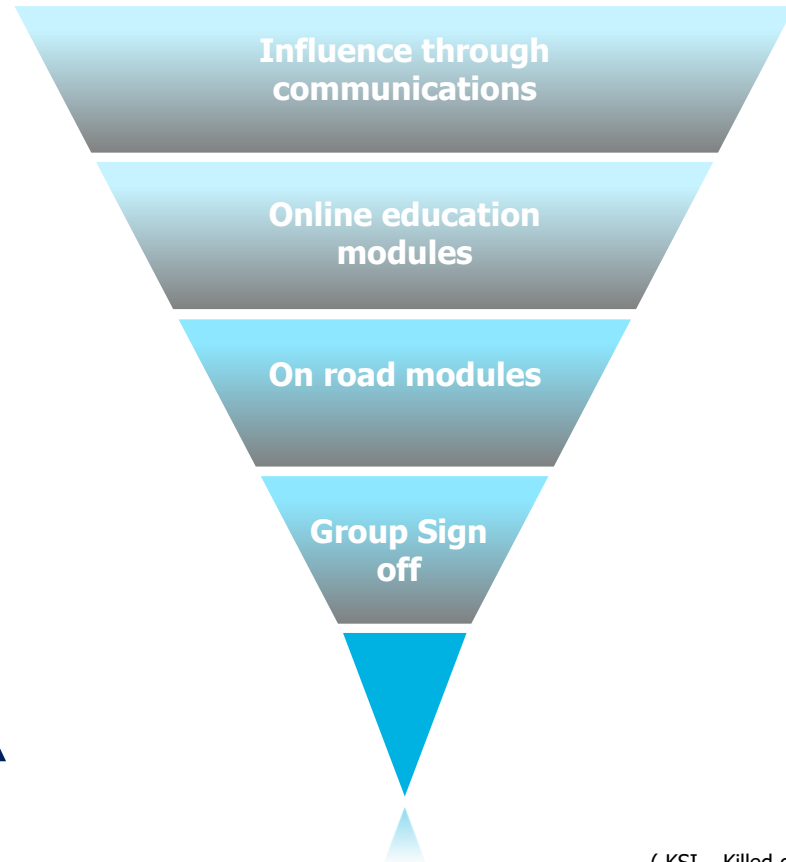
53k  
Advanced  
Riders in  
40 yrs



870k Riders

## To This

870k Riders



Reduce  
KSI  
Rates



Test

( KSI – Killed or Seriously Injured)

# Maximise our relationship with our High Profile Supporters

**iam**  
RoadSmart



**MARY, FROM BAKE OFF TO BRAKE OFF!**

THE queen of cakes, Mary Berry, isn't hanging around after accelerating away from her top-rated TV show. The 81-year-old Great British Bake Off judge caused shockwaves this week when she announced she was saying farewell to 'soggy bottoms', quitting out of loyalty to the BBC after the show's production company announced it was transferring to Channel 4 for a reported £25million. But many may not realise that she has other hidden talents — behind the wheel. Already an advanced motorist of many decades standing, she has just undertaken a special Mature Driver Assessment organised by IAM RoadSmart, formerly the Institute of Advanced Motorists. The assessment is purely advisory and doesn't deliver a pass or fail. The hour-long course with an assessor costs £49 and aims to brush up the skills of older drivers by boosting confidence, ironing out bad habits, and keeping them safely on the road. Areas covered include: starting off procedures; clutch, gears, brakes and accelerator; steering; positioning; hesitancy; legality; observation and planning; hazard perception; distraction and use of mirrors; dealing with traffic and other road users; manoeuvring; stopping; concentration, consideration and courtesy. Some 4.5 million over-70s are still driving on British roads, including 2.36 aged 100 or more. Drivers who reach 70 must self-certify regularly that they are still fit to drive. Ministers are considering plans by the Older Driver Task Force to raise that to 75, but demand an eyechart test

**MOTURING**  
BY RAY MASSEY  
MOTURING EDITOR

**I'm off: Mary Berry driven by Paul Hollywood at a charity event**



- Taking over Driving and Riding tips from Confused .com in Mid November

# We are making a difference - Industry Consortium



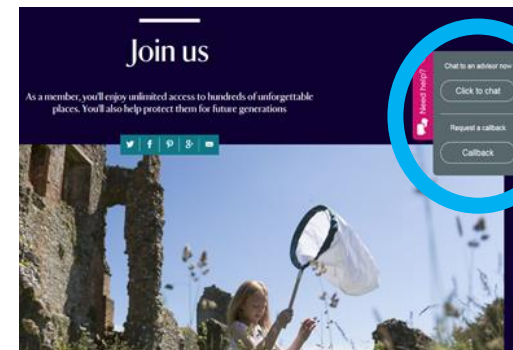
- Leading an Industry Consortium

- Reduction in KSI

Harnessing industry initiatives

Bringing solutions not demands top Government

Measuring and Publicising success





# Increasing Influence



## Motorist Forum



**Andrew Jones MP**  
Parliamentary Under Secretary of  
State for Transport

**Only Road Safety  
Charity at the table**

# Other Charity Big Ideas

**iam**  
RoadSmart

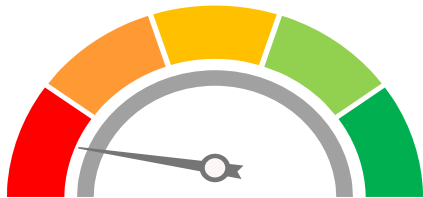


**RED  
NOSE  
DAY**



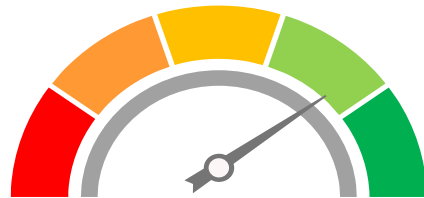


# Last Years we said we were going to strategically .....



10%

Become relevant to Younger people



80%

Sustainable Charity



72%

Go to Body for Standards and Expertise



25%

Viable products in line with IAM Standards and Expertise

# Last Years we said we were going to strategically .....



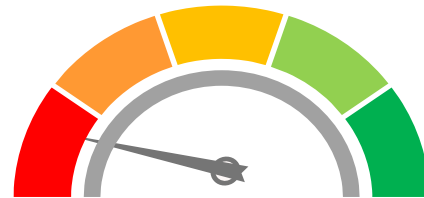
30%

**Deliver highly engaged and performance driven organisation**



35%

**Reduce Cost through improved IT**



10%

**Trusted Household Name**



50%

**Simplify Processes**

---

# 3 year Strategy on Track



- New Products in development
- Inclusive not Elite
- Integrity and Standards Maintained



# The Way Forward & Question and Answers