



Wolverhampton Advanced Motorists

Registered Charity 1053330

Committee Meeting Minutes

Date: 3rd January 2017

Location: Sainsbury's Offices,
Compton,
Wolverhampton.

Time: 19:45

Present Roy Richards Tony Robson
Jonathan Hughes Christine Westwood
Paul Williamson (Chair) Nigel Packer

Apologies David Gallagher
Graham Foulkes

1 Action Items

<u>Who</u>	<u>Target Date</u>	<u>Action</u>	<u>Status</u>
JH	4.1.2017	High Definition PDF of Business Card to be sent to Printers	Closed
JH	6.1.2017	Follow up with IAM RoadSmart WGC regarding Peter Spillan and Christine Westwood LO Registration	Open
JH	6.1.2017	Facebook/Instagram page live feed to be placed on web site	Closed
JH	6.1.2017	Update the Group Events Diary to reflect all Meeting dates at FMH	Closed
JH	6.1.2016	A chase to be sent to Les McDowell regarding the status of the CEWW Regional Forum finances	Open
JH	13.1.2017	Clarify situation regarding insurance if non-Associates driving Dealers cars	Open
JH	21.1.2017	Establish QRC entries against primary Group Diary Event locations	Open
JH	21.1.2017	Generate draft questionnaire regarding the web site and the Monthly Meetings and as to how use and attendance by Members could be improved	Open
TR/JH	1.3.2017	Generate Mail Chimp Group Membership renewal notice	Open

Paul commenced by welcoming all present to the meeting.

2 Matters Arising

The minutes of the previous December 2016 meeting proposed by Tony, and seconded by Jonathan.

3 Chairman's Report

Paul reported that the Group business cards are now in print via Instaprint at a cost of £34 for 1000. This is on gloss card though, if successful, it would be possible to print on either plastic or metal should we want to make a statement with our cards.

3.1

Paul advised that Dave, our current contact at The Friends Meeting House, was retiring and that as a result we may find ourselves having less "flexibility" and "access" to the facilities we have enjoyed for the last few years. Paul has taken the step of establishing meeting dates throughout the remainder of 2017 so that we are "in the diary". (This information will be transferred to Jonathan to extend the Group Events Diary on the web site).

4 Group Secretary's Report

The Group Scorecard and Web Site Analytics have been circulated to the Committee.

4.1

Tony advised the Committee that the next CEWW Region Forum Meeting was scheduled for 21st January 2107. In accord with previous exchanges he had advised the Forum that both Roy Richards and Nigel Packer would be attending and that there was a possibility that Jonathan might also attend.

4.2

Jonathan mentioned that both Peter Spillan and also Barry Sadler reach their 50th Year of Membership of the IAM in 2017. (Barry in April and Peter in May).

4.3

The attendance at the Monthly meetings was mentioned as being of concern by David Gallagher as it was always the same people and almost whatever the nature of the talk there were rarely more than twenty attendees. David had put forward a number of ideas that he felt may improve this though most were focussed on the younger driver and, events, rather than meetings. Relevance and interest were the key points that had come up as a result of separate exchanges between Jonathan and David. Jonathan was actioned to raise this in the questionnaire to be drafted and issued to the Group Members.

4.4

Advanced Course Statistics

Allocations	Group	Region Avg
Last Month	0	2.8
3 month Average	1	2.6
Last 12 months	20	31.5

Advanced Course Allocated Sales

	Total	Region Avg
Last Month	0	2.8
3 month Avg	1	2.5
Last 12 months	20	32.2

Enrolments	Group	Average Days	Region Avg	Region Avg Days
Last Month	0	0	2.2	12
3 month Average	1	19	2.3	19
Last 12 months	19	20	29.9	19

Test Ready

Last Month	2	154	1.1	207
3 month Average	1	151	1.5	193
Last 12 months	13	153	19.2	198

5 Treasurers' Report

<u>Group Accounts Statement</u>	
Current Account:	£40.00
Social Account:	£146.43
Deposit Account:	£2550.39
Total:	<u>£2736.82</u>

These figures are up to date as of the date of this meeting. Business cards will cost around £34.00 and Jonathan advised of expenses of around £40.00. It was agreed at the last meeting that some monies needed to be transferred from the Deposit Account to the Current Account however this has not yet been done as a result of commitments through the Christmas period. This will now be actioned and £500 will be transferred to maintain the current account solvent.

6 Chief Observer Report

Roy reported that the new Observer Handbooks have now been received from IAM RoadSmart and have been distributed.

6.1

Roy has been for a drive with Peter Spillan and is happy that he should become an Observer within the Group. To this end an application has been forwarded to IAM RoadSmart in WGC.

6.2

Paul Williamson has now completed his LO and the documents have been forwarded to IAM RoadSmart in WGC. (At the time of writing these minutes we have received confirmation that the documents for Paul have been received and approved in WGC and have now been sent through to IMI for a Certificate to be issued)

6.3

Jonathan completed a pre-test run with Neil Abel who has now been set as Test Ready by Tony on DTE. (At the time of writing these notes we understand that an examiner has been allocated but no test date has yet been set).

6.4

Roy had spoken with IAM RoadSmart to follow up on the submissions regarding the LO Registrations of both Peter Spillan and Christine Westwood. As he had no success with this call he asked Jonathan if he would also call.

6.5

The Committee was advised that, (per previous agreed scheduling and in conjunction with Paul and the availability of the Friends Meeting Place), that there would be an Observers Meeting on 21st February 2017. The agenda for this meeting has yet to be finalized and it was agreed that Jonathan and Roy should get together within the next ten days to discuss that matter.

It is known that the CEWW Region is planning to have an Observers Day supported by the National Training Team on 12th March 2017. The current indicated cost per Observer for this day event is £10 - £15 however Jonathan advised that at the most recent CEWW Committee Meeting that he had attended just prior to Christmas that the intended cost per attendee was more likely to be around £50.

It was felt that there was little chance that any of the WAM Group Observers would feel it worthwhile attending such a day at such a cost. (At this stage, subject to there being further details available from the CEWW Committee, there was no consideration given to the Group subsidizing any attendees).

Paul made the point that if the day was focussed on New or Training Observers then the time might be well spent and worthy of the Group's support.

7 Associate Controller's Report

Francesca Hyatt has been placed with Chris Westwood and Barry Sadler and will have her first drive on 12th January 2017. It is known that Francesca is not "wholly on board" as this is her second placement within the Group. It is hoped that the presence of Christine in this matter will help Francesca progress to test status this time around.

As of the completion of these minutes Dicky Dodd has now become a member of the Group and has been allocated to Paul Williamson as his Observer.

8 Membership Secretary Report

Current position is that the Group has:

- 59 Members
- 17 Associates
- 2 National Observers (Both LOA's)
- 9 Local Observers – 1 in training

8.1

Membership's need renewing in March and Paul suggested Tony liaise with Jonathan to generate a Mail Chimp e-mail to all the Membership.

9 Newsletter Editors Report

Tony reiterated that the closing date for the current Newsletter in process is 1st February 2017. Nigel was asked if he could provide additional dates for that print.

Tony advised that he has expanded the Newsletter by two pages to accommodate a page for David Gallagher in his role as Young Driver Ambassador and also for a page associated with "Technical Issues" In this Jonathan is to talk with David and get his input for the Newsletter, this to focus in this issue in David's new role and background. The technical matters could be drawn from articles previously submitted to Tony by Jonathan.

10 Web Site Administrators Report

It was confirmed that the "group@xxx" e-mail incorporating all Group Members had now been created and that as required this was reasonably secure from phishing or spam attacks on our Group Membership.

10.1

Group Instagram and Facebook sites, created following agreement at the last Committee Meeting, have been attracting a reasonable amount of attention and it was agreed that the Facebook page be made available to everyone via the current web site through a live feed. (It should be noted here that Instagram is already linked to Facebook so that anything placed on Instagram will be fed through to the page as well)

10.2

It was noted that the changing of the scrolling photographs had been well received and should be changed at least seasonally. Jonathan asked that any suitable photographs found or taken should be forwarded to him for inclusion on the web home page so as to keep that information fresh.

10.3

Further to the discussions at the last Committee Meeting a QR Code had now been placed on the home page of the web site to provide easy scan access for anyone with a tablet or smart phone to bookmark the Group web site.

Jonathan suggested that perhaps we could use such codes elsewhere within the web site for ease of data transfer. The most sensible location being within the Group Diary where Tom-Tom Sat-Nav devices can readily read QRC's to establish destinations.

10.4

Tony suggested that we should ask the Membership for their opinion and thoughts about the web site as it now stood, were their things that they felt they would like to be on the site that aren't, are their changes that they would like to see etcetera. There was no opposition to the idea and after much discussion it was agreed that Jonathan would generate a questionnaire, simply multiple choice questions that would take no more than a few minutes to complete. It was felt that if we offered a small incentive, (for example a £25 Halfords Voucher or similar), we would get a much greater level of feedback.

11 Young Driver Representative Report

None directly available though David has submitted a detailed list of suggestions and proposals for consideration. These are appended here as Appendix 1 though they were not discussed in detail at this meeting.

12 Publicity and Events Co-ordinators Report

No new dates were available for the Group Diary at this time though a number of opportunities were being worked on.

12.1

Tesla will accommodate another visit from us. We need to arrange a Saturday morning from 9am until 11.30am. Their centre is in the middle of Birmingham. They do not charge for these visits which, following our previous attendance, is considered great value as the trip is of considerable interest. It is expected that the tour will be limited to between nine and twelve people. It was suggested that we book a date around the middle of February, possibly 18th February with a request when making that booking that Tesla provide us with an additional date for May or June as we know that we will have interest.

It was agreed that, if at all possible that David Gallagher should attend this visit in order to assess the suitability of such "trips" for young people.

12.2

David Gallagher had found that some Groups were offering IAM Membership to young people, (refund of the £149 fee on positive completion of the test). This was being supported through initiatives being run by local Councils Road Safety Departments. Nigel took it on himself to progress this option with his contacts at the Council. (This may also lead to an opportunity to have a guest speaker from one or other of the Road Safety Groups within the local Councils of Wolverhampton and possibly also Dudley).

12.3

Further again to the suggestions by David, Nigel had looked at the costs of various "activities" within the local area:

Go-karting will cost upward from around £22/person for a day's activity.

Skid -pan is around £60/person with a minimum of two people. Nearest facility is Oswestry.

13 CEWW Issues

There has been no feedback on any issues regarding the CEWW Regional Forum Committee since the meeting that Jonathan had with Les McDowell on 1st December 2016. This is clearly seen as unacceptable.

14 Any Other Business

Christine Westwood asked if it was essential to issue receipts for membership fees paid. It was agreed that this would continue so as to maintain a complete paper track should any matter ever be questioned.

15 Date of Next Meeting

Tuesday 7th February 2017 at Sainsbury's Building, Compton.

Commencing at 19:45

This meeting adjourned at 22.10

Proposed as a true copy of the above meeting:

Seconded as a true copy of the above meeting:

Date:

Appendix 1

Ideas and Thoughts from David Gallagher from an E-Mail of 31st December 2016

Below are some ideas I have been working on recently regarding improvement of meetings, ideas for attracting new members and how to appeal to younger drivers. It was a working document purely made to take down ideas so if there are any mistakes, errors or it doesn't flow well...what a shame, its content is what matters 😊

Looking forward to some exciting things with Wolves IAM-RS this coming year...

Encouraging younger drivers

Improve and overhaul group meetings.

As an example, I have planned an example evening...

Hosted at a location that can involve both indoor and outdoor activities, the current meeting place is suitable if set out correctly.

There are 3 topics to the evening for my example 'vehicle technology' 'vehicle care' and 'surety' So, in this example let's say we got Mercedes to come and speak for us; they bring along a full spec S65 AMG, as this is always one of the most technologically advanced cars money can buy, and usually the first to include the very latest technology. The kind of technology that will filter down to every day cars in about 10 years. It has the technology, the power and the engine to attract the attention of keen drivers and 'car people'

So the Mercedes representative gives a presentation on the vehicle, the technology it has and what it does...After this we can go outside and see some of these features at work and on the vehicle.

For the car care section, we get a professional detailer to come and talk to us about what he does, he will talk about things such as using the correct products (i.e. not using acidic products on diamond cut wheels) caring for your paintwork correctly and use of LSP's (last stage protection like sealants and wax) he could then show us his demonstration vehicle how damage can occur, how he rectifies it, and how to properly maintain paintwork, how machine polishing removes swirls etc. And things to avoid/things to look out for with your own car.

Then for the surety session a representative from IAM surety can come and explain the deal people get through them from being an IAM member. They can then take questions from the audience and maybe receive a grilling from younger people who don't benefit much through them (hopefully being a persuasive way of getting them to think of working something out for the under 25s and actually see how it will attract younger drivers in the biggest way...a way a local group cannot)

I'd propose a refreshments table with hot water in jugs for people to make tea/coffee if they wish, some soft drinks (orange juice and cans of coke etc.) and a few light snacks (biscuits, chocolates, cake if anybody bakes?) as people are welcomed, before we start they are welcomed to help themselves to refreshments to take to their seats (if they want) and it is kept available until everyone leaves. If somebody wants a top-up they are welcome to as and when they pass. Donations tray next to the refreshments also.

Presuming that the group is large enough, they will be split into two, one will do the presentation/talk first and the other will do the practical element first. Once both interactive sessions have finished any group news can be announced and then the whole group meets inside for the talk from surety. Where the whole group can hear something that the IAM as an organisation must offer (rather than just a local group) after this they could ask questions/provide feedback to the representative to take back to the organisation to improve the offerings that they can provide.

Host events to encourage younger participation

- A lot of interest from younger drivers is in learning how to drive on the limit and at high speed (not on the road but generally developing that skill) whilst this isn't such a good idea for the road it can easily be done via motorsports. Advanced braking techniques such as trail-braking, threshold braking and even cadence braking (very useful for non ABS cars)

can be developed and practiced in a go-kart.

We could register Wolves IAM as a team and enter race competitions at the local go-karting track, young drivers who are not members could enter but would have to pay to race with us, associates could be half price, and holders of the advanced qualification could race for free. Doing this we provide an incentive to take and pass the test.

- Linking in with the previous point, we could give members the opportunity to experience under controlled conditions how to handle vehicles that have lost grip (skidpan), how different conditions will affect a vehicle, how to recover control, how to prevent losing control in these conditions and how to drive in various conditions whilst getting the most from a vehicle (off road, multi surface rally stages). On the day our members could learn how to do things that they would never do (nor never be able to do) on the road, whilst also learning vital skills that can't be learned under normal conditions, but ultimately could save their life...literally making them the all-round advanced driver who is able to deal with anything.
- We introduce a new level of membership "the drivers club" it's free for anyone to join and they are welcomed to our events and meetings BUT if we have events (and if we get to the stage) where vehicles are available to drive or we get discounted group trips/involvement at events, or any other privilege being an advanced driver provides, they can only come along if they are a group member and emphasis is put on the fact that drivers who have passed their advanced test will receive subsidised or even fully paid fees to various activities the group will do. And that that only drivers holding the qualification will be able to do certain things.

This gives more value to the qualification and provides more reasons for someone to choose to take the test.

- We host an event at a suitable location. It will introduce the new Wolves IAM that is aimed at being inclusive to a younger audience. The first one we can think of as our launch event. There will be multiple hands on and interactive stations scattered around the location; the police accident investigation squad will have their own zone making use of their Evoque simulator (that they offered to us for events such as this), there will be an area of cars for show (maybe within the centre of the location) providing a central focal point to the event (cars such as rare classics, super cars, tuned cars, race cars etc.), we will have refreshments with hot food and drink (something like a hot dog + burger van) live music, emergency services showcasing their vehicles, participation from various manufacturers both showcasing their top models and also providing some cars for us to do some driving challenges and demonstrations for people to try (this doesn't have to be only on site, if they bring the appropriate documents and the manufacturer agrees we could also do a short route locally), we have a raffle which could have motoring related prizes, we have police advanced drivers present to talk to people and we also involve local businesses relevant to the day advertising their company and offering special discounts to people who turned up to the event (part of the agreement to allow them in is agreeing to come up with a special deal and quoting us as the reason that these can be redeemed).
- For one of our meetings we could get people who have a HGV licence, people who have a license to drive a bus, emergency service drivers, a standard car examiner, an advanced examiner and any other type of driver we can find to come and discuss what is done differently to pass their type of test and discuss which factors from each of them we could and should incorporate into our own driving and how they all differ. This will lead to an awareness of other drivers and what they can and can't do, a greater road going knowledge and it will encourage people to analyse and be critical of their own driving.
- We could do a visit to a local fire station (Bilston for example) learn about how they work and the machinery they use, also get details on their fire engine and the training required

for them to drive it. This could also build vital relations with us in the community and open doors for us to be involved in things in the future.

- We come to an agreement that **all our meetings** will have something to do with or some link to motoring, although some non-relevant talks may be interesting, it isn't professional to having meetings at your local advanced driving organisation that don't include any link with motoring or driving. If we want to encourage members keen on driving to our meetings, shouldn't those meetings include the topic that they are there for?

- Celebration evenings for members who have passed.

If current members don't show enthusiasm for recently passed member or show any enthusiasm in congratulating them, why would that member have any interest in the group if the group apparently has little interest in them once that they have passed?

A nice idea for a newly passed member would be for them to be introduced to the group (or the group to introduce themselves to the member) by their observer -this should still be the observers role- and the examiner they passed though. It might be a nice token to award alongside the certificate something from us as a group, something that is unique to us...whether that be a small badge, a branded ice scraper, a pen, or something to that extent...something related to us. It would be nice if these evenings where not normal meetings but an additional date arranged as and when associates become members, we could do it 3 members at a time so that it is somewhat personal but not too much and this would also prevent these awards nights from being too frequent.

non-alcoholic champagne does exist and is not particularly expensive, it would be nice to toast the success (there is that word again Tony!) of our new members and show them that they are more than just a number through an exam roll.

- Talk to current members more and ask what they want from the group.
- Invest in branded items to use for events and other marketing something to make us stand out, for example pens...not the usual cheap stuff that breaks all the time though, something nice that makes us stand out from everything else, something that shows our attention to detail.
- Download workshops from the governments road safety campaign 'think' shock tactics for various topics will work well for meetings. The site supplies presentations, interactive online crash scenes and many other useful tools.
- Get information on the future of motoring as a topic for a meeting, such as hydrogen electric research.
- As a topic for meetings explain how vehicle technologies work, things such as regenerative braking, stop start technology, cornering headlights, GPS guided gearboxes etc.
- Organise a near years' remembrance service remembering all of those people who unfortunately didn't make it to the new year due to deaths on the road. Whether this promotes us or not is irrelevant, many people would appreciate this gesture and even if the only link to us was us promoting the service...it would mean a lot to many people.