



Wolverhampton Advanced Motorists

Registered Charity 1053330

Committee Meeting Minutes

Date: 4th July 2017.

Location: Holiday Inn
Gorsebrook Road
Wolverhampton
WV6 0PE

Time: 19:45

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

Apologies Geoff Davis
Richard Dodd
David Gallagher

1 Action Items

<u>Who</u>	<u>Target Date</u>	<u>Action</u>	<u>Status</u>
JH	15.7.2017	Obtain polo shirt sizes for all relevant people and pass to Tony for order placement on WGC (3.1)	Closed
JH	7.7.2017	Free Taster Session availability to be made more prominent on the Group web site (4.1)	Closed
JH	24.7.2017	E-mail the existing Group Members to promote the Free Taster Sessions and also to ensure that all Members are aware of Gift Vouchers for relatives. (4.2)	Open
DG	1.8.2017	A date to be established for the joint Wombourne Fire Station/WAMG car wash. (5.2)	Open
PC	1.8.2017	A second "low cost" gazebo in IAM RoadSmart blue to be purchased. (5.3)	Open
JH	1.8.2017	Two pull ups are to be designed using the IAM RoadSmart format on the RoadSmart web site. Photographs already defined.	Open
DG	1.8.2017	A pull up focussing on younger drivers is to be designed using the IAM RoadSmart format on the RoadSmart web site.	Open
RR	15.7.2017	David Lowe to be given a pre-test drive. (6.2)	Closed
NP	15.7.2017	Roger Denley to be allocated an Associate (6.3)	Closed
NP	15.7.2017	Peter Spillan to be allocated an Associate (6.4)	Closed
JH	15.7.2017	Additional Lanyards to be requested from IAM RoadSmart in WGC. (6.6)	Closed
PW	1.8.2017	Access to be provided to the previous videos that have been produced as Introductions to Advanced Driving (7.4)	Open
JH	15.7.2017	Discussions to be opened with Robbie Downing to establish whether support would be available from IAM RoadSmart for the development of an introductory video.	Open
TR	15.7.2017	Newsletter to be circulated to all Group Members (9.0)	Closed
JH	1.8.2017	Discussion to be had with Robbie Downing regarding the management of "intensive" courses. Discussion also to be had with Amada Smith at IAM RoadSmart in WGC as she controls such matters in the field.	Closed
All	1.8.2017	Support and materials required need to be defined for the Himley Classic Car Show and Wolverhampton Marathon both of which are taking place on 3 rd September 2017. (11.5)	Open
All	Ongoing	Determine how to effectively succession plan within the Committee (14.0)	Open
All	Ongoing	Look for opportunities to implement wider social events for Group Members. (14.0)	Open
All	Ongoing	Consider opportunities to celebrate the fortieth anniversary of the WAMG. (11.6)	Open

Paul commenced by welcoming all present to the meeting.

2 Matters Arising

The minutes of the previous June meeting proposed by Jonathan and seconded by Tony.

3 Chairman's Report

Paul advised that with the facilities being as they are and the ongoing unavailability of other central locations that he was hoping to use the Holiday Inn venue on a permanent basis for forthcoming meetings outside of the monthly Group Meetings which are still scheduled to be held at The Friends Meeting House. Thanks were given in this to Richard Dodd for his assistance in negotiating low cost access for the Group.

3.1

Following a brief discussion, it was agreed that polo shirts bearing the Group Identity and the IAM RoadSmart logo should be provided to all those people "active" within the Group, this being The Committee and Group Observers. It was felt that IAM RoadSmart shirts should be worn at all "events" as is the case with IAM RoadSmart personnel.

In this Jonathan was tasked with obtaining shirt sizes for all the above and pass this to Paul and Tony for actioning an order on IAM RoadSmart.

4 Group Secretary's Report

Group Scorecard has been received and circulated to Committee Members; principal detail is as follows:

Advanced Course Statistics

Allocations	Group	Region Avg
Last Month	0	3.0
3 month Average	1	2.5
Last 12 months	16	26.0

Advanced Course Allocated Sales

	Total	Region Avg
Last Month	0	2.6
3 month Avg	1	2.2
Last 12 months	15	25.8

Enrolments	Group	Average Days	Region Avg	Region Avg Days
Last Month	0	0	2.5	19
3 month Average	1	5	2.0	23
Last 12 months	17	21	23.5	20

Test Ready

Last Month	1	103	1.4	225
3 month Average	0	103	1.4	213
Last 12 months	14	189	15.9	198

4.1

It was proposed and agreed that following our being seen as a Pilot Group by IAM RoadSmart that “Taster Sessions” should feature more prominently on the Group web site.

4.2

It was proposed that the web site should also promote IAM RoadSmart Gift Vouchers. Jonathan suggested that we should e-mail all of the Group Members bringing their attention to the availability of Gift Vouchers and the Free Taster Sessions; particular emphasis being on existing Members younger relatives.

5 Treasurers' Report

Current account status is as follows:

<u>Group Accounts Statement</u>	
Current Account:	£842.98
Social Account:	£158.93
Deposit Account:	£2052.49
Total:	<u>£3054.40</u>

5.1

Over and above the numbers shown there are additional subscriptions to value of £132 to be deposited.

5.2

David is organizing a joint car wash event with Wombourne Fire Station where funds obtained during the day will be shared between the Fire Service and WAMG. A date has yet to be set for this activity.

5.3

With it now appearing that there would be a number of times when two events would be over-lapping each other it was agreed that we should invest in a second gazebo. This was left with Paul to organize as he obtained the previous gazebo at a “great” price.

5.4

The pull-ups are to be designed and ordered. This action is with Jonathan as he has access to the photographs that have previously been agreed suitable. A tertiary pull up focussed on young drivers is also to be designed.

6 Chief Observer Report

A Pre-test drive with Sarah Newland has been arranged following Alan Bates identifying that she is test ready.

6.1

Roger Denley is now progressing to becoming an Observer with the Group, Nigel has allocated David Lowe as his initial Associate. Mike Leadbetter has been allocated as his Mentor.

6.2

It is proposed that with his driving level as it is that David Lowe should be allocated a pre-test drive.

6.3

Roger Denley needs an Associate to be allocated to him so that he can progress his Local Observer qualification.

6.4

Peter Spillan needs an Associate to be allocated to him following the unfortunate demise of Peter Hudson.

At the moment David Gallagher has two Associates which perhaps should be reduced to support either Roger or Peter.

6.5

Jonathan and Roy have been invited to support a further WI Event being run by IAM RoadSmart at Gaydon on 23rd September 2107 ensuring continued visibility of the Wolverhampton Group.

6.6

Roy mentioned the fact that with the recent increase in the numbers of Observers that we required additional IAM RoadSmart Lanyards for ID Badges. (This supplementing the updating of all ID Badges directed from the June 2017 Minutes).

It was asked that if possible these lanyards be available for the forthcoming Associates Evening to be held on 18th July 2017.

7 Associate Controller's Report

Newly joined Associate Peter O'Brien will be allocated to Peter Spillan.

7.1

Tom Grove is currently moving house and has allowed his Membership of the Group and IAM RoadSmart to lapse. Following an exchange between Nigel and Tom it is understood that he will re-register as soon as the "moves" are completed.

7.2

"New" Associates David Scarret and Chris Smallman have re-joined the Group. It is understood that Chris Smallman joined the IAM in 2009 but never progressed to taking his test. David Scarrott did take his test but failed and is hoping that with a new Observer he will do better this time around. .

7.3

Associate Pam Dawson has done only three drives in ten months. She has renewed her IAM RoadSmart and Group Membership for 2017/2018 and as such will be gently pursued to continue.

7.4

Further to the initial discussions at the June 2017 Committee meeting Jonathan suggested that WAMG generate a short “introduction to Advanced Driving” video. Paul mentioned that he was aware of and had access to various “previous” videos however they were clearly out of date both in terms of content and in terms of image and brand, they may present a format to modify which is a good deal easier than starting from scratch.

It was agreed that such a video would be useful when new Associates sign- up explaining process.

Jonathan to contact Robbie Downing, IAM RoadSmart Region 4 ASDM to discuss this and see if there is any support available from IAM RoadSmart in WGC.

8 Membership

DTE details have all been updated and information regarding the Group held on DTE is now correct.

8.1

Current position of the Group is:

- 62 Members
- 11 Associates
- 2 National Observers (Both LOA's)
- 10 Local Observers
- 2 Observers under Instruction

9 Newsletter Editors' Report

Summer Newsletter is now complete and will be circulated to all Members within the next week.

10 Web Administrators Report

Jonathan reported good response to our Facebook activity. Details were circulated to the Committee. (See Appendix 1 to these Minutes).

There was a significant percentage increase in the “Reach” of the pages which is most encouraging as we're are now being “seen” by over 10,000 people.

The predominant percentage of visitors to the Facebook pages are under thirty which sits well with IAM RaodSmart objectives of involvement with younger drivers.

10.1

Jonathan suggested an event for under twenty-six-year-old drivers, in effect fast tracking them through the IAM RoadSmart Advanced Driving course. Discussions raised concerns about the Groups ability to support such an activity however as it was understood to have been done by Borders Group in the recent past guidance was to be sought from Robbie Downing who was directly involved.

10.2

Richard said that he was happy to promote IAM RoadSmart on Signal 107 improving WAMG visibility.

10.3

Concern had been raised through the previous month that e-mail messages were not making it through to everyone to whom they were sent; to enhance the capability it was generally agreed that Outlook should be the e-mail client such that a wolvemail client could be easily established for everyone on their local PC.

10.4

In view of the above Jonathan suggested that perhaps the Committee should have a "Forum" established for the exchange of ideas and thoughts throughout the periods between Committee Meetings. The thought was considered but in light of the computing skills of the Committee as a whole and the possible confusion that such a medium could cause the idea was shelved at this time.

11 Publicity Officers Report. - Events Co-ordinator's Report

Nigel reported that Toyota visit can accommodate up to eighteen people and asked for Members to sign-up soon so that numbers can be passed to Toyota.

11.1

The visit to Signal Radio 107 on 12th July 2017 still only has two people confirmed.

11.3

The idea was put forward that WAMG should exhibit at a forthcoming event at Cosford. It was noted that this would cost around £100 for a stand; though not out of the question, the short timescale caused the Committee to determine that this should be passed this year with a view to attending next year if appropriate.

11.4

Consideration was given to attending the Kinver County Show; as with Cosford the short timescale to the show caused the decision to be that the Group would not attend this year but would consider attendance in 2018.

11.5

Himley Classic Car Show is scheduled for Sunday September 3rd 2017; at this time there are only two volunteers to support the stand. It was noted that the Wolverhampton Marathon is on the same day. Signal Radio 107 is sponsoring the Marathon and is willing to provide the Group a prominent position at the Finish Line. Further consideration needs to be given as to what support is required for both events.

11.6

Following Jonathan establishing, though IAM RoadSmart records held at WGC, that the Wolverhampton Advanced Motorists Group was formed in September 1988 it was agreed that the Group should capitalize on this in some way to enhance local standing and look to gain more

Members. No decisions were made as to how this should be done however it was agreed that this should form a part of future Committee discussions.

12 Young Driver Ambassador Report.

No report was available.

13 Region 4 CEWW Forum

No relevant additional comments over those presented at the June 2017 Committee Meeting. Jonathan to continue to progress the various open issues with Robbie Downing

14 A.O.B.

Kathryn proposed that two items should become regular agenda items for the Committee Meetings, these being specifically:

- Succession Planning within the Committee
- Social Events for the Group Membership

It was briefly discussed and agreed that this should be the case.

14.1

Christine advised that she would be happy to take on the role of Treasurer of the Group as Grahame was keen to step aside, this was agreed with Christine taking on the role in the September time period.

14.2

With Christine taking over the role of Treasurer Paul agreed to take over the role of Minutes for the Committee starting with the August 2017 meeting as Christine gave her early apologies for not being able to attend that meeting.

15 Date of Next Meeting

The next meeting is scheduled for 1st August 2017 at the Holiday Inn, Gorsebrook Road to start at 19:45

This meeting adjourned at 10.10.

Proposed as a true copy of the above meeting:

Seconded as a true copy of the above meeting:

Date:

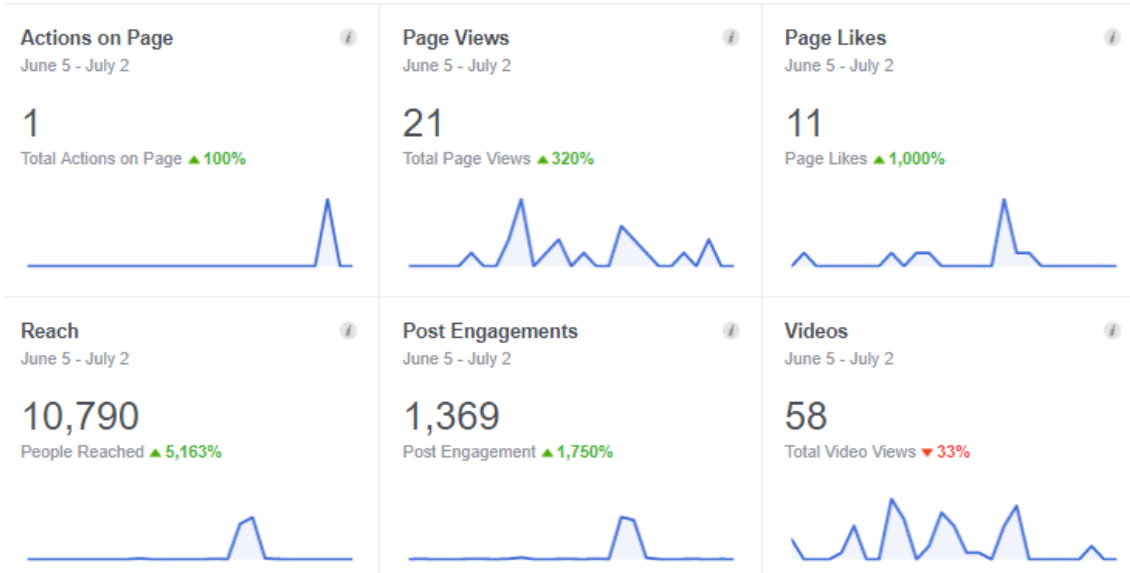
Appendix 1

Facebook Details for June 2017

Overview

Results from Jun 06, 2017 - Jul 03, 2017
 Note: Does not include today's data

Organic Paid



Videos

Video Thumbnail	Caption	Date/Time	Organic Views	Paid Views
	Now that's driving skill!	06/18/17 4:24PM	10	13
	Sitting behind the wheel of a car doesn't make you a driver... good observations a...	06/11/17 3:05AM	5	16
	When someone else is in charge of your safety, you want it done...Why not when i...	04/06/17 3:49AM	4	12
	Always give way at zebra crossings!	06/17/17 5:13AM	2	7
	Keeping a clean car is part of good maintenance, which is part of advanced...	06/05/17 12:18PM	0	3
	Make sure that your driving is good before getting one of these!	05/31/17 6:13AM	0	1
		05/27/17 3:48AM	0	1

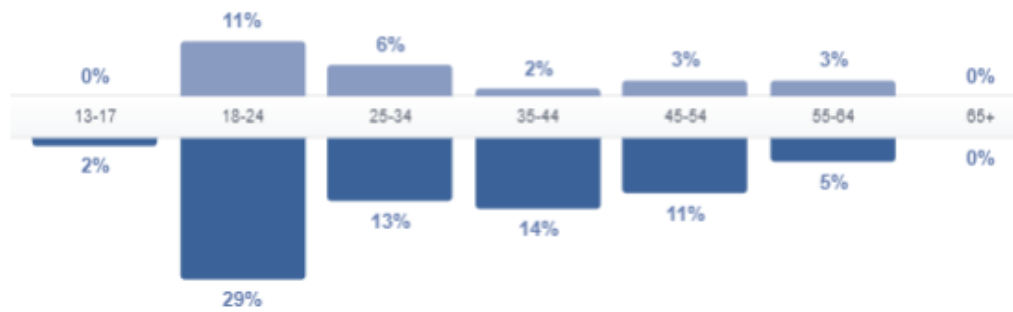
Who We Contacted

Women

25%
Your
Followers

Men

73%
Your
Followers



Top Posts Through the Month

Published	Post	Type	Targeting	Reach	Engagement
07/03/2017 11:55 pm	How very sad.... Powerful cars should be driven with the right am	Image	Global	16	60
07/01/2017 7:28 pm	https://youtu.be/rq9OLd-XtHE	Video	Global	9	00
06/25/2017 9:56 am	If you have a high performance car, your driving MUST be equally	Image	Global	26	20
06/24/2017 11:53 am	Wolverhampton Advanced Motorists shared We Are Marmalade's	Image	Global	11	20
06/24/2017 1:18 am	Good morning everyone, this is a long shot but does anyone have,	Image	Global	10.4K	1.1K75
06/23/2017 8:14 pm	Often the big German cars of today have the technology of everyd	Image	Global	18	20
06/22/2017 2:04 pm	Wolverhampton Advanced Motorists shared Reep Midlands's phot	Image	Global	16	10
06/21/2017 8:24 pm	Seems to be a hot topic in this hot weather... What are your though	Image	Global	86	43
06/20/2017 12:16 am	This is very important basic stuff to know.... You already knew this t	Text	Global	9	00
06/19/2017 4:55 pm	Everyone makes mistakes but at least at own up to them... If you k	Image	Global	27	20
06/19/2017 12:24 am	Now that's driving skill!	Image	Global	27	00
06/17/2017 1:13 pm	Always give way at zebra crossings!	Image	Global	17	10
06/15/2017 5:10 pm	It's not as easy and non distracting as you think https://www.youtu	Image	Global	3	00
06/14/2017 10:31 pm	Had a great evening with the Under 17 Car Club tonight. What a	Image	Global	167	1713
06/11/2017 11:05 am	Sitting behind the wheel of a car doesn't make you a driver... good	Image	Global	35	32