



Wolverhampton Advanced Motorists

Registered Charity 1053330

Committee Meeting Minutes

Date: 7th March 2017.

Location: Sainsbury's Offices,
Compton,
Wolverhampton.

Time: 19:45

Present Roy Richards Tony Robson Christine Westwood
Jonathan Hughes Geoff Davies
Paul Williamson (Chair) Katherine Ball

Apologies David Gallagher
Nigel Packer
Graham Foulkes

1 Action Items

<u>Who</u>	<u>Target Date</u>	<u>Action</u>	<u>Status</u>
JH	10.3.2017	Updated documents as detailed to be issued to the Observers and posted within the appropriate sections of the web site (6.9)	Closed
JH/PW	4.4.2017	A questionnaire to be generated regarding the matter of how to make the monthly meetings more interesting for our members (4.4)	Open
TR	17.3.2017	Request to be made for sight of the new Group Handbook 2016 (4.5)	Open
TR	31.3.2017	Chris Piper has not yet made contact with the Group. TR to follow up one further time, if nothing heard then details to be passed back to IAM RoadSmart (8.1)	Open
TR	17.3.2017	Postal copies of the Spring 2017 Newsletter to be sent to those Members not on e-mail (9.0)	Closed
TR	31.3.2017	Application to be made to Robbie Downing for financial support for younger drivers (11.1)	Open
TR	31.3.2017	Details to be provided to Jonathan regarding Committee Operation as relevant to the CEWW Meeting scheduled for 1 st April 2017 (13)	Open
JH/RR	20.3.2017	The Associate Presentation is to be updated and if seen appropriate split into two presentations (6.0)	Open
PW	7.3.2017	Discussions to be opened with Pritti Patel about the options that may be available for the Group within JLR (3.1)	Open
JH	10.3.2017	Follow up with IAM RoadSmart with regard to the Registration of Christine Westwood as a Trainee Observer (6.2)	Closed
TR	31.3.2017	An application is to be submitted to Robbie Downing, ASDM, to register the Group interest in trialling the Group Sign-off of Associates (4.6)	Open
JH	3.4.2017	Generate ideas for magnetic "posters" for use on vehicles at shows (12.3)	Open

Paul commenced by welcoming all present to the meeting.

2 Matters Arising

The minutes of the previous February 2017 meeting were proposed by Tony and seconded by Roy.

3 Chairman's Report

Nothing to report.

3.1

Pritti Patel works for JLR and as such Paul intends to further discussions with her to see if there are options for WAMG to provide Advanced Driving support for them. This has carried forward from February 2017 as Pritti has not been available.

4 Group Secretary's Report

Hereford Advanced Motorists Group had requested our support at their WI Event to be held on 31st March 2017. The deadline for response gave us too short notice for a reply and as the Event was scheduled for a Friday neither of the two Wolverhampton Group National Observers would have been able to attend in any case. There was an additional negative in this request in that the Event was being held at Castle Coombe, with a 9:30 start requiring an 8:30 arrival and for those in Wolverhampton a 6am start to their drive down.

4.1

Neil Mason will be presented with his Certificate at the Group Members Meeting on 8th March 2017. Jonathan asked for a photograph for the web site.

4.2

Tony reported that since the last Committee Meeting we had four passes within the Group of which two were F1rsts; this has been recorded in the recent Spring Newsletter.

4.3

Tony reported that the double DTE entry relating to Francesca Hyett has now been resolved. double entry has been sorted.

4.4

In reference to item 4.3 from the January Minutes, Jonathan advised that he had not at this stage progressed the issuing of a questionnaire to the Group Members in relation to "How to make Group Monthly Meetings more attractive to the Membership." In this it was suggested that Jonathan and Paul liaise to establish both a format, (post, e-mail, web-site), and also an approach in this matter.

4.5

It is understood from Jonathan that the new Group Handbook is to be reviewed at IAM RoadSmart by the ASDM's during the course of week ending 18th March 2017. Tony is to follow up with Robbie Downing to request sight of the new Handbook and as to when it will become available. Jonathan advised that the content and issuing of the Handbook will form a major part of the 1st April CEWW Meeting being hosted by IAM RoadSmart. It is thought therefore that no documents will be released prior to that date.

4.6

An application is to be made to Robbie Downing, IAM RoadSmart, to register the Group interest in being one of those trialling the Local Sign-off of a Pass so enabling Membership status to be granted to an Associate without their having to undertake the Advanced Driving Test.

The conditions as have been issued by IAM RoadSmart are understood and are all met by the Group. In this matter, we wish to be seen as being pro-active though we do not have Associates at this time who would benefit from the option.

4.7

The Group Scorecard and Web Site Analytics have been circulated to the Committee; key statistics detailed below.

Advanced Course Statistics

Allocations	Group	Region Avg
Last Month	3	1.9
3 month Average	1	2.1
Last 12 months	20	27.3

Advanced Course Allocated Sales

	Total	Region Avg
Last Month	3	1.8
3 month Avg	1	2.1
Last 12 months	19	27.7

Enrolments	Group	Average Days	Region Avg	Region Avg Days
Last Month	3	8	1.8	18
3 month Average	1	24	1.9	16
Last 12 months	20	24	25.1	20

Test Ready

Last Month	1	31	1.1	208
3 month Average	1	174	1.0	194
Last 12 months	11	182	16.7	197

5 Treasurer's Report

Group Accounts Statement

Current Account:	£540.00
Social Account:	£146.43
Deposit Account:	£2050.39
Total:	£2736.82

5.1

Further to agreement at the last Committee Meeting £500 has now been transferred from the Deposit Account to the Current Account. (It should be noted that Graham was not able to attend this meeting).

6 Chief Observer Report

Jonathan had proposed that the Associate Evenings Presentation should be split into two and that the current presentation be updated. (The updating was endorsed by Paul who has been primarily responsible for the presentations to date).

In the matter of the presentation becoming two this remains under debate at the time of issue of these Minutes though it was agreed that this would be reviewed in accord with the outcome of the updating of the material yet to be completed and the presentation of that material at the forthcoming Associates Evening scheduled for 21st March 2017.

The thinking in this matter was that the Associates come to the first presentation within a few weeks of their joining the Group to gain an understanding of the basic elements of Advanced Driving and then come to the

second presentation after six or eight drives when the matters being presented would be more germane to their, by then, enhanced knowledge of Advanced Driving.

To make the Associate Evenings more effective it was agreed that the Observers should attend with their Associates so that the joint learning could be continued without contradiction or misdirection of thought. In this Roy had spoken with the Observers and all contacted had indicated that they were happy to attend as required with their Associates.

6.1

Pre-test drives had been completed for both Peter Sills and also Richard Dodd. (Richard is taking his test on 18th March 2017)

6.2

Christine Westwood still has not received her Notification of Registration as a Trainee Observer. Jonathan has agreed to follow up with IAM RoadSmart in this matter.

6.3

David Gallagher and Peter Spillan are registered and are currently being mentored. (Christine in continuing to work with Barry Sadler pending her registration).

6.4

Peter Spillan, under the guidance of Mike Leadbeater, has been allocated William Hudson as an Associate. William is somewhat of a challenge being ex RAF, very opinionated and already driving with two current speeding fines on his licence. Care needs to be taken with William to ensure that we provide the best possible support for him to become an Advanced Driver.

6.5

Jonathan distributed an updated Observer Qualification Process flow chart which will be posted on the website.

6.6

Jonathan distributed the new Associate Process flow chart which had been completed in conjunction with Tony. It was felt that this document was useful source material but was too complicated for a new Associate to understand. It will be posted on the web site and made available to Observers who may wish to use it when talking with their Associates about the process they are undertaking.

6.7

An updated Observer Associate spreadsheet was distributed. This included all test passes to date and all Associates in the Group as of the date of the meeting. (This had been verified by Nigel prior to the Meeting).

6.8

An updated Terms and Phrases list was distributed for use by Observers.

6.9

It was agreed that Jonathan should issue an "update" the Observers within the Group to advise them of the updates identified in 6.6; 6.7 and 6.8 above. This to be completed within the next few days.

6.10

Roy advised that following support from Tony that the Group held sufficient Observer Handbooks for the current, "In Training" Observers and some spares. Return of monies could now be sought for the two trainees now registered with the hope that the third trainee, (Christine), would soon also be registered and as such costs associated with her Handbook could also be recovered.

6.11

Roy reported that Cecil Billing has been unwell but has advised that he will be able to resume Observed Drives within the next few days.

7 Associate Controller's Report

Nigel not able to attend this meeting. He has approved the details shown within the updated Observer Associate Listing issued by Jonathan. (See 6.7)

8 Membership Secretary Report

Current position is that the Group has:

- 50 Members
- 17 Associates
- 2 National Observers (Both LOA's)
- 9 Local Observers
- 2 Trainee Observers

8.1

We are still waiting to hear from Chris Piper who has been chased three times now without response. He may be an employee who has been asked by employer to take course so could be reluctant. If we don't hear from him soon his name will be handed back to IAM RoadSmart.

8.2

The Membership Renewal Notice e-mail has been sent to all on e-mail within the Group. Postal renewals will be sent within the next few days.

At the time of the issuing of these minutes the results of the mailing were as follows:



The e-mail had been sent to seventy-six Members with only one return as a result of an error in the e-mail address held on record. Of these seventy-five successful deliveries sixty have so far been opened.

Details of those who have not opened their e-mails as of this time have been noted and direct communication will be made with those people to solicit a response.

Jonathan advised that 76 emails have been delivered and 53 opened. Of these 19 people opened up the renewal form.

9 Newsletter Editors Report

The Spring 2017 Issue has been sent out by e-mail to all Membership. Postal copies still to be sent.

9.1

Tony advised that the closing date for entries for the next issue is 1st May 2017

10 Web Site Administrators Report

Jonathan reported that web site activity within the last month had been low. It was confirmed by Tony that when interacting with the Membership that he always promotes the web site as the location for the most up to date and current material. It was noted that the "traffic" on the IAM RoadSmart web site was also quite low; no conclusions could be drawn but this fact is interesting in its own right.

10.1

It was confirmed that the majority of the materials that were required by Observers and Associates at any time were now available in their most up to date form on the web site.

10.2

The Facebook interaction and traffic is however good. David Gallagher has been actively maintaining interest on the site which is creating interest in IAM RoadSmart.

10.3

David has proposed that we should spend some of the Group funds "boosting" various entries on Facebook and Instagram. At this time the coverage and spread of the site is such that this is considered to be unnecessary though will be monitored to see if applicable at some later stage or with a particular campaign or promotion.

10.4

Katherine Ball made the point that we did need to attract more women to the web site and particularly to our Facebook page. This was agreed but it was also mentioned that the site was there to attract people, of any gender, that were interested in things to do with cars and that specifically the Facebook site was to attract the younger driver.

The matter of attracting a greater female membership to the web site is one that should be considered for future changes. All ideas in this would be welcomed. (Current average age of IAM RoadSmart Membership is 56, with only 16% of that Membership being female).

10.5

A request was made by Jonathan for new photographs for the Home Page of the web site. Spring pictures would be welcome to replace the existing "Winter" pictures.

10.6

As a result of security needs it has been necessary to change the Facebook access password. This has been done and passed to those who need to know or have access.

11 Young Driver Representative Report

David was unable to attend this evenings meeting but sent comments per Appendix 2 to these minutes.

11.1

In the matter of funding for Young Drivers it has been agreed at a previous Committee Meeting, (January carried into February 2017), that we would seek to promote and support young drivers. Following discussion between Jonathan and Robbie Downing it was understood that Robbie would accept an application from Wolverhampton Group for support of up to £500; this to be on an "approved" and then pulled down from IAM RoadSmart funds basis, as required and used by the Group. In this Tony needs to make application as soon as possible to ensure the payment is approved prior to end of Fiscal Year 2016/2017 on 5th April 2017. In this matter, it was directed by Robbie Downing that the form shown within Appendix 4 of the Draft Group Handbook issued by IAM RoadSmart v1.01 should be used for the funds application. (See also page 62 of the same document).

11.2

Jonathan has spoken with Sean Cronin who is an ASDM for southern England. Sean recommended that David contacts another Groups who have been very successful in attracting young drivers. Speed of delivery for young drivers is critical. Young drivers want to achieve quickly and with little formality. It was suggested that three intensive sequential weekends could be appropriate however but Paul thought it may not be possible due to Observer availability.

12 Publicity and Events Co-ordinators Report

Nigel was not able to attend the meeting.

12.1

Notification has been given to the Committee by Nigel that he no longer intends to continue in the role of Events Manager following the Group AGM in May 2017.

12.2

Jonathan confirmed that following a recent update from Nigel that the details now held on the web site were current and correct.

12.3

Further to the e-mail from David, (Appendix 2), it was discussed and agreed that we should consider some form of "magnetic" signs for use on vehicles at shows. In this Jonathan agreed that he would generate some ideas and circulate those for consideration prior to the next Committee Meeting.

13 Region 4 CEWW Forum

The next CEWW Forum meeting is scheduled to take place on 1st April 2017, Jonathan and Roy are attending; David had indicated that he would like to go but as no confirmation had been received his name was not sent to the Forum as an attendee.

Further to recent exchanges and communications regarding the value of the CEWW Forum Jonathan sought authority from the Wolverhampton Group Committee to propose, at the forthcoming meeting, that the CEWW Forum Committee be disbanded. (In this see Appendix 1 to these minutes). It was agreed that this did make sense to purge the CEWW of the current ineffective committee members.

Tony agreed to provide "chapter and verse" of procedural issues from the current Draft Issue v1.01 of the 2016 Handbook and the current Group Handbook 2013 for use at this meeting.

14 Any Other Business

Roy advised that IAM RoadSmart were eschewing their “normal” National Conference this year in favour of two days dedicated to Observers. The National Observers (Car) Day is to be held in August, Roy will not be able to attend.

Details with regard to this Meeting need to be kept on the Group Committee Agenda and updated as the date gets closer. At this stage, it is uncertain who will be invited or what format the day will take.

15 Date of Next Meeting

Tuesday 5th April 2017 at Sainsbury’s Building, Compton.

Commencing at 19:45

This meeting adjourned at 10.05

Proposed as a true copy of the above meeting:

Seconded as a true copy of the above meeting:

Date:

Appendix 1

CEWW – Meeting with Les McDowell 20th February 2017

Further to recent concerns with regard to the CEWW Area 4 Forum and the management of that Forum I had a meeting with Les McDowell, (Forum Chairman), at the Hollybush Garden Centre on Monday 20th February 2017.

This was the first significant exchange following the Forum Meeting that took place at Hindlip on 21st January 2017 attended by Roy Richards and Nigel Packer.

Les advised that following a Committee Meeting he held on 17th February 2017 Jonathan Wood was removed as Treasurer for the Forum. A new Treasurer has been provisionally established, this is a non-committee member of the Redditch Drivers Group; Les was unwilling to let me have this individuals name as he has yet to formally accept the position. The questions that remain open regarding the Forum finances at this time are as follows:

- With the re-assignment of the Area Territories the CEWW Group now extends to being thirty-one Groups. Of these there are twelve who have either not been invoiced or have not paid their 2016 dues. (Les has been aware of the details of these Groups since August 2016).
- There are two outstanding queries from CEWW Groups; one being that monies paid for an “Ashes Skills Day” were taken but not repaid to North Stafford Group and two payments were taken from Cirencester Group. No responses have yet been sent to either of these Groups to reconcile these queries. (Apologies to WAMG Members but I have no idea what the Ashes Day was and so far, despite questions I have not received a sensible answer other than it was charged at £60 so not insignificant).
- The location of the Group Cheque Books and historical bank statements is unknown.
- The state of the accounts is unknown, it is not understood whether they have been effectively audited as of this meeting. (This despite the fact that through the last few years the accounts shown at the AGM have always been “healthy” if unaudited and unchecked though at the AGM on 12th March 2016 questions were asked about payments made – these were not clarified and the Treasurer at that time resigned for Brent Prince to take over).
- At the Committee Meeting held on 2nd August 2016 Brent Prince, then Treasurer advised the Committee that he had needed to put £700 of his own money into the accounts in order to reconcile those accounts. This matter was not challenged at that meeting, despite my request that it should be, and despite subsequent requests for clarification has yet to be resolved.
- There is no understanding as to the state of the records held regarding the Forum Accounts as there have been many changes of Treasurer, Micky Riggs, Rhea Prince, Brent Prince, Jonathan Wood, through the last eighteen months, none of whom appear to have consolidated the details or established a record.

It was understood from Les that Geoffrey Poole will be stepping down as secretary to be replaced by Brian Elliott. Brian is an unknown entity in this matter though would be hard pushed to be more lax than Geoff. Les was unable to confirm as to whether proper records were being maintained by Geoff, what was known however was that when I asked for copies of Committee Minutes to place on the web they were insubstantial and not continuous and took Geoff a considerable amount of time to locate.

Apart from the minutes generated by me at the last Committee Meeting I attended on 14th November 2016 the other available minutes from prior to and after are simply no more than bulleted action points. Les indicated that he endorsed this approach of minute taking. (Endorsed by the Chairman perhaps but not minutes as should be generated at Committee Meetings).

Les has found a “web savvy” individual who has agreed that he will update and maintain the web site as it stands at the moment but will not be able to allocate any time to the development of changing of that web site should it be necessary. In this matter, I have ensured that Les has access to the web site.

The Observers Training Day that was scheduled for 12th March 2017 was postponed because of the substantial rise in costs from Gaydon. (Apparently moving from around £500 to around £5,000 for the day). As a result, a new location is being sought, (possibly Hindlip Police Training College) with a new date proposed for May.

Telephone Discussion with Robbie Downing 20th February 2017

I had a conversation with Robbie Downing regarding a number of matters which can be summarised as follows:

- There is no “standard” for a pre-test drive; there is no expectation that this will be done though most Groups do adopt the process as an additional check of an Associates capability prior to test. Because this is not a defined activity Groups and individuals are free to establish whichever approach they wish.
- In the matter of the forthcoming new “Group Handbook” this is the subject of a meeting to be held at IAM RoadSmart in early March for all the ASDM’s when the new format and content will be rolled out so that the ASDM’s present a uniform view of the detail into their Areas. (In our case this will be at the CEWW Meeting to be held on 1st April 2017). Robbie does not know whether the “Group” Handbook will also be the “Forum” Handbook; he has taken a note and will find out when at IAM RoadSmart. I asked whether the Handbook was coming out as a fait-a-complis or whether it was going to be issued as a further final draft prior to publishing. (From the tone of the conversation I gathered that the issue will be final rather than draft).
- Robbie has visited the “new” facilities for the CEWW Meeting in April and confirmed that compared to Hindlip they are a vast improvement with much better catering and easier parking and presentation capabilities. (The photograph used on our web site belies the actual state of the location). The clear reason for moving from Hindlip was the extraordinary cost of the catering.
- Robbie advised that with the new “adherence to two annual IAM RoadSmart supported Forum Meetings” that a number of the Areas had determined that there was no longer any sense in maintaining a Forum external to these two meetings and that they had folded their Committees. This may be something worth considering as a point at the next CEWW Forum Meeting.
- Concerns were discussed about the need to ensure continuity within the Committees of Groups, that younger Members must be co-opted to allow for the Committee’s to continue as older Members cease to be able, or want to, contribute. I mentioned the appointment of David as YDA and Christine, both appointments being positively seen by Robbie as WAMG acting in a proper and forward thinking manner. (It would seem that some of his Groups are on the verge of collapse as a result of poor management).

Dr. Jonathan Hughes 21st February 2017

Appendix 2

This is copied directly from the e-mail sent by David 7th March 2017

Hello everybody, despite my best efforts I am unable to get cover this evening so below are the items I wanted to bring up this evening.

Arising from the minutes, (Christine is aware of this), I just wanted to clarify that the events the fire brigade are hosting and allowing us to be part of are not events that would go ahead anyway but events that they will put on especially for us and as partners and these are things that we will work together to plan and host.

Regarding the events, I am anticipating an email from the fire service to organise the car wash that they will split the money 50/50 with us. You will notice some signs and posters around Wombourne for a car wash coming up, but this is not the one they are doing with us, it is one that they have to do as a service alongside other stations in their area.

I know Paul had noticed a charity car wash was using people in fancy dress to entice custom. Are there any

ideas or questions that you would like me to take to the fire brigade to help plan our charity car wash? I believe they are aiming for a Sunday in late April as a rough date.

I know that it was mentioned briefly in the last meeting, but I'd like to talk about advertising on Facebook. As you can see on the screen shots attached, you can pay to promote posts from your social media page, this means that it will appear on the newsfeed of people who don't actually follow us or like our page, but Facebook (from the data they hold) believe will share similar interests to the type of content that we post. I believe that things such as our road safety day with the fire brigade, our charity carwash and under twenty-five-year-old drivers offer are things that we could use to boost awareness of our page and make people more aware of what we are doing, and gaining more members. You can see below roughly what criteria you can specify with this type of post, but they essentially are age group, location, interests, how many people we want to see the post, and for how long the sponsored advertisement will run for. As you can see by the last screenshot a post budgeted for £16 running for 14 days would be roughly £1.14 per day and would give us a reach of 4,400 - 12,000 people. This can be done from as little as £4.

Yesterday I went on a tour of Weston's Cider Mill in Ledbury, they showed me a vehicle they used (picture attached) to promote one of their latest products. They use it at events to attract attention and draw people in to promote their company. I know we aren't in a position to buy something like this but I wondered what the possibility might be of us either renting something similar for events, OR (and I think this is the better option) getting some magnetic signs made that look fresh and exciting that we can put onto the side of an eye-catching vehicle (not sure what but something that is a novelty or something that stands out) that we can use at events and shows to further advertise and attract attention to us. I think it would be great for us to have something like this to enthuse people and encourage people to take photos of and share on social media thus bringing us even more publicity. If we had magnetic signs made, we could use them on a variety of different vehicles to target the type of audience that we want to attract at that given event. I'm sure through contacts and friends we know people who have, or have access to something suitable that we could use them on.



David Gallagher 7th March 2017