

# Spring Forum 2017

Area .....

Name...ASDM ..... Name of Support



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# Agenda



- Welcome and Introduction
- Business update
- Strategy Group
- Associate survey
- Year of the Observer
- Commercial Team – Who are we and what do we do
- Young Driver Ambassador – Tool box
- Area Service Delivery Manager.

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# Charitable Objectives & Our Vision

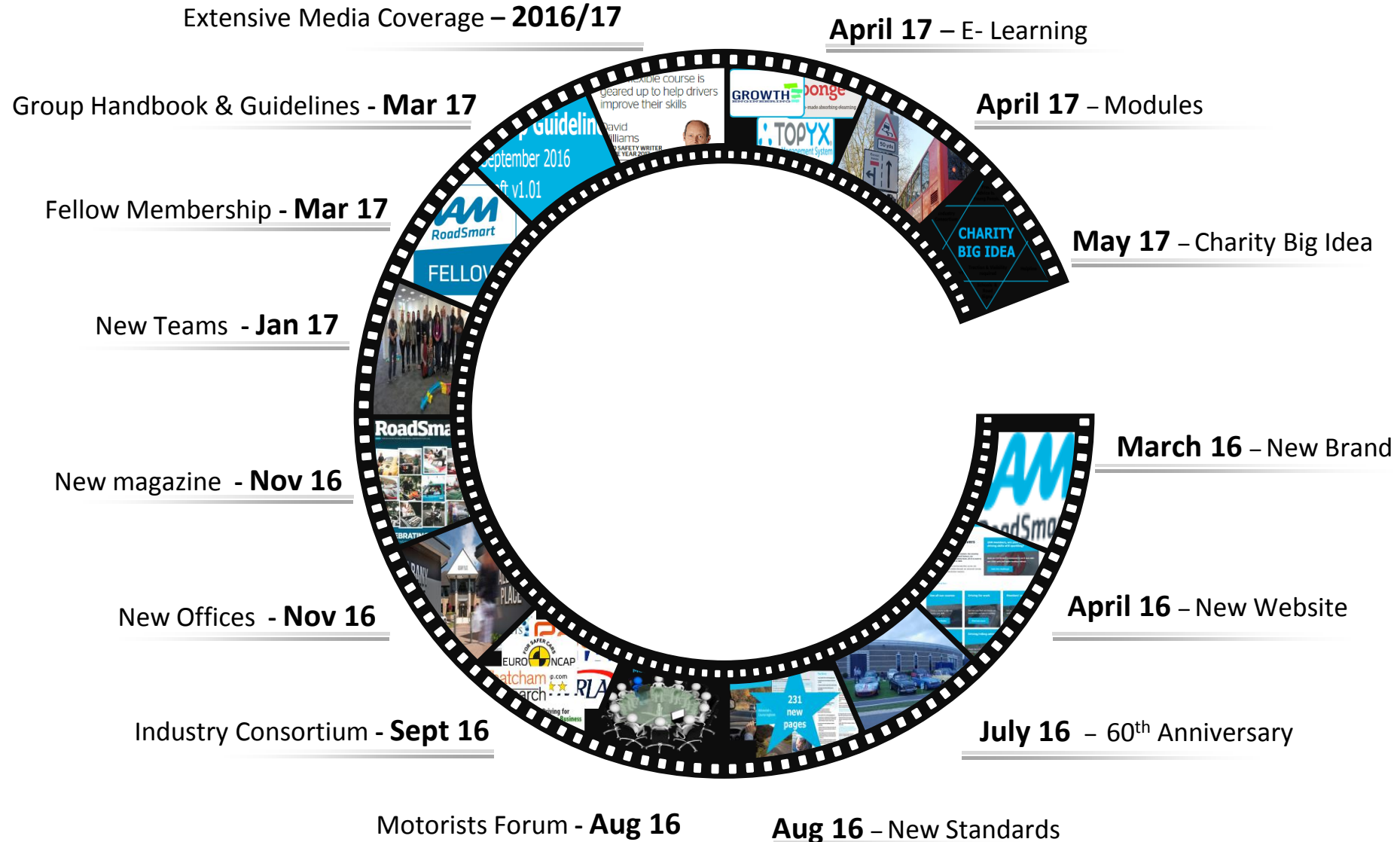


- To improve the standards of driving (and riding) on the roads
- The improvement of road safety or Greater road safety or The promotion of road safety
- The administration of a nationally recognised advanced test

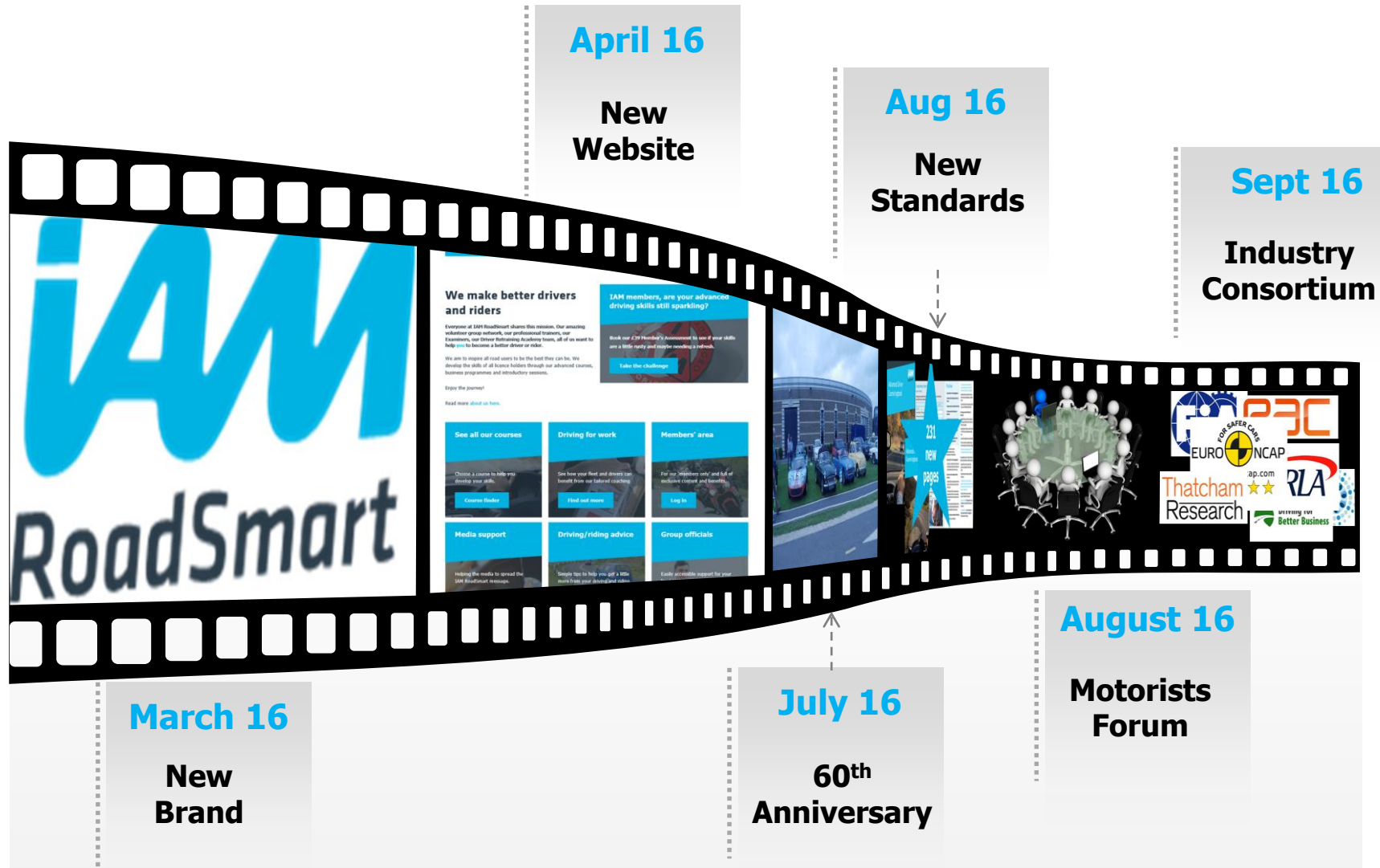
## Our Vision

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

# One year on.....



# One year on.....



# One year on.....



**Nov 16**

**New  
Magazine**

**2016/17**

**Extensive  
Media  
Coverage**



**Nov 16**

**New  
Offices**

**Jan 17**

**New  
Teams**

**Mar 17**

**Fellow  
Membership**

**Mar 17**

**Group  
Handbook  
and  
Guidelines**

# 2017/18 .....



**Apr 17**

**Modules**



**Apr 17**

**E-Learning**

**Apr 17**

**Observer  
Recognition**

**May 17**

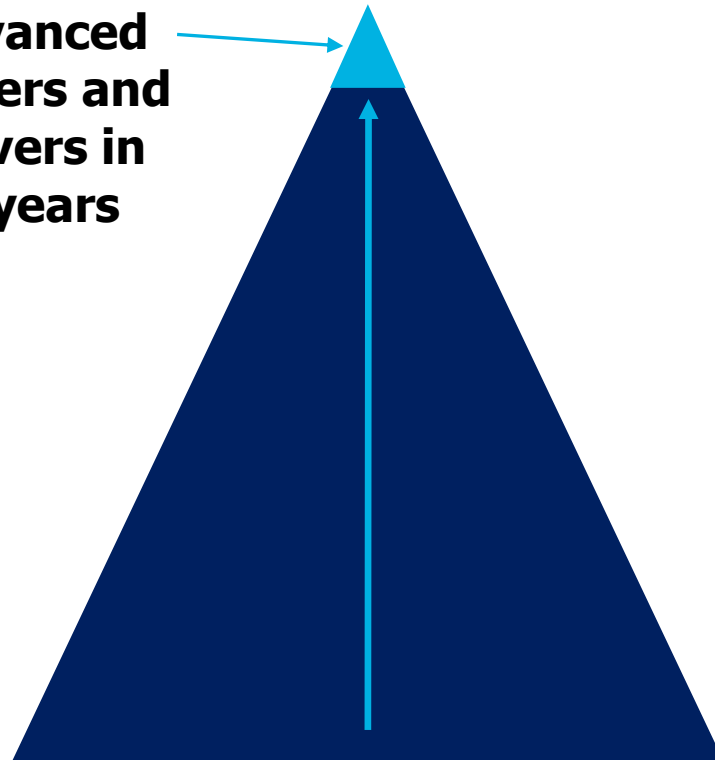
**Charity  
Big Idea**

# We're moving from:-



**This**

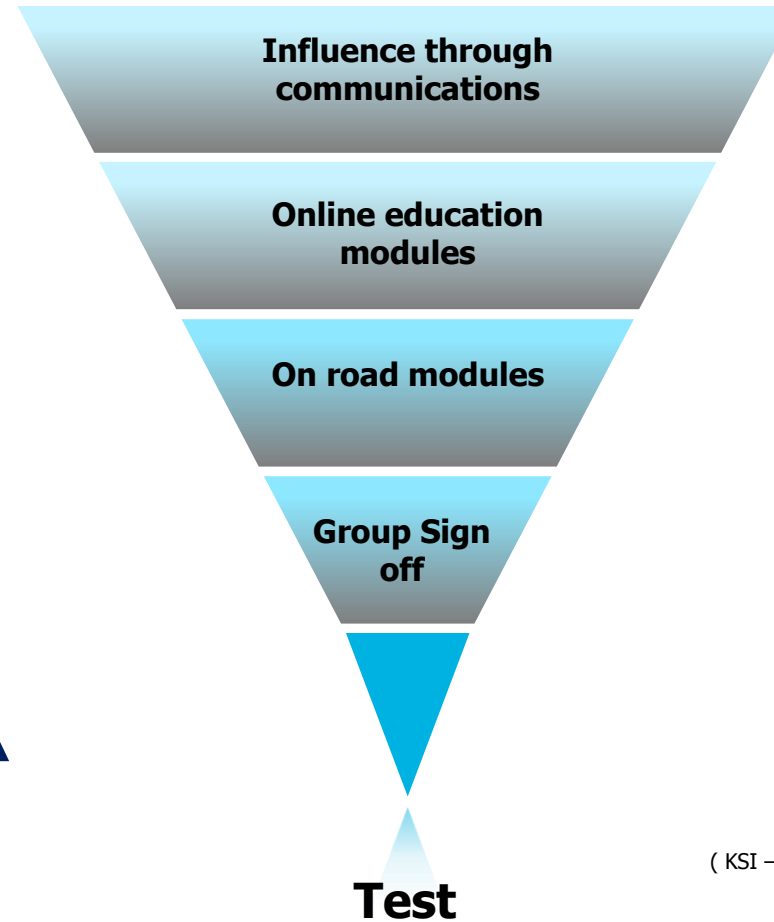
**460k  
Advanced  
Riders and  
Drivers in  
60 years**



**34+ million licence holders**

**To This**

**34+ million licence holders**

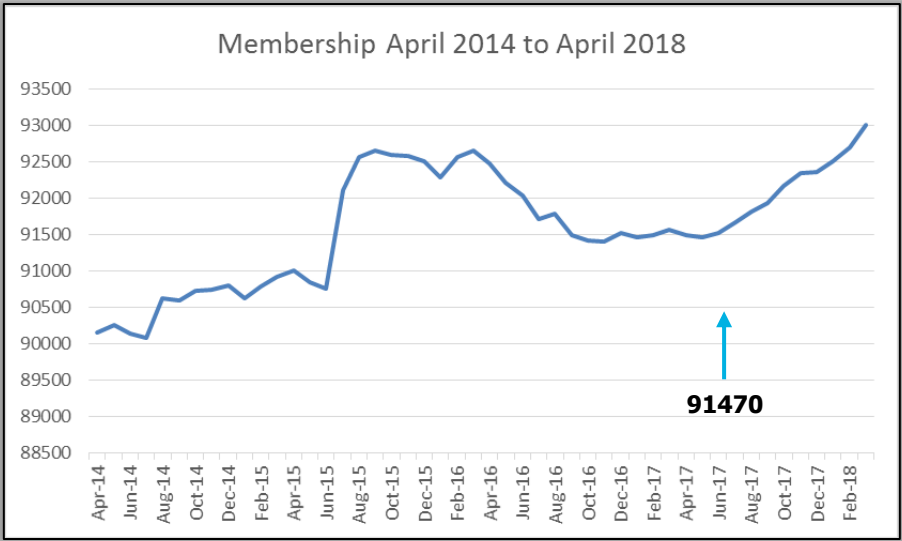


**Reduce  
KSI  
Rates**

( KSI – Killed or Seriously Injured)



# Increasing our reach

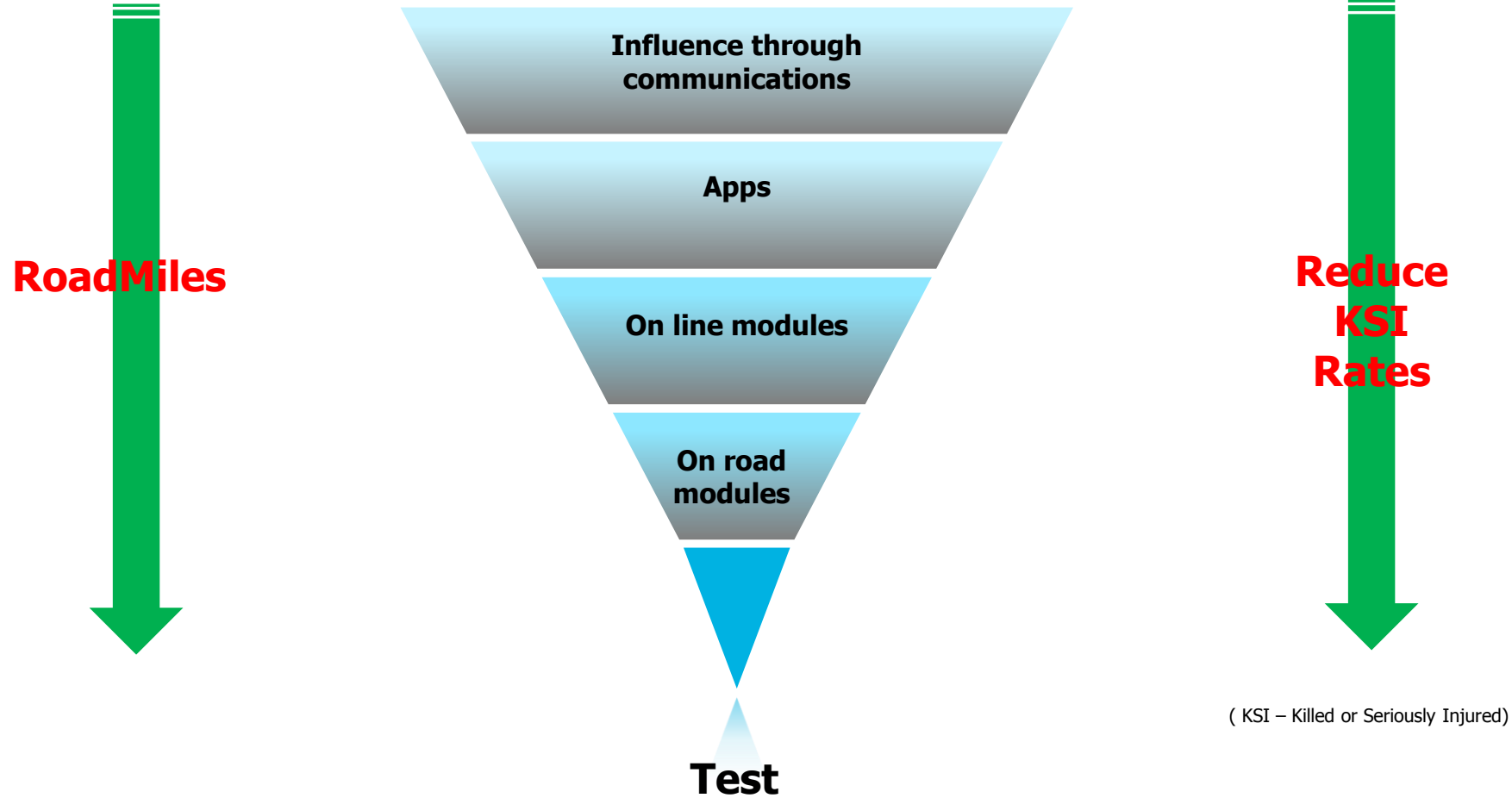


Our objective is to achieve:-

Members	93000
Associates	7000
Retail Customers	20000
Charity Give Away	1000



# How will we increase our reach?



# How will we increase our reach?



## Support all road users who are...

- Time poor, but know they have needs

## Who want...

- Convenient delivery options
- Focused at their level

## And only want to...

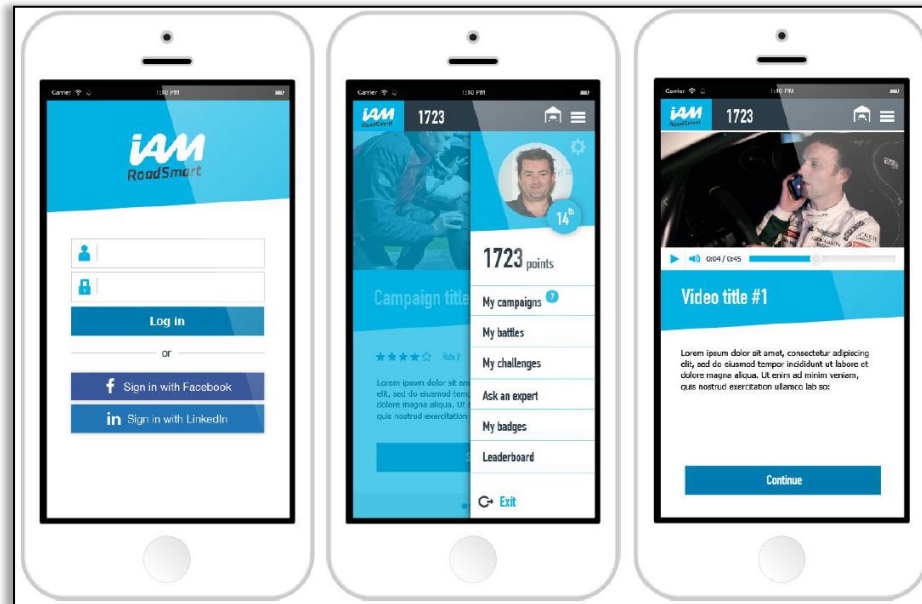
- Learn it right; learn it once



# On line Modules and App



- A simple viral gamification of some of our new modules and knowledge
- New ways to reach today's road users
- Partner with expert game builders Growth Engineering
- Partner with Sponge on line module learning experts.



# Introducing Modular – Online and On-road



**Driving with  
Distractions**



**Driving on  
Rural Roads**



**Driving on  
Urban Roads**



**Parking**



**Overtaking  
(Car)**



**Vehicle  
Management**



**Driving on  
Motorways**



**Speed  
Management**



**Vehicle  
Familiarisation**



**Overtaking  
(Motorcycle)**

# On road modules - Who will deliver them?



- IAM RoadSmart will be recruiting ADI's to deliver modules
- Sign up to Customer Service and Operational KPI's
- Competitive rates of pay
- Application and recruitment process to include:
  - Competency based interview
  - On road assessment.



# Charity Big Idea - Giveaway



- Free Driving and Riding Modules for 17 to 23 year old novice drivers and riders
- A budget of £35000 has been set in the 2017/18
- It's planned to start this exercise from 1 May 2017 with a comprehensive communications plan.





# Charity Big Idea - Giveaway



- The current EuroRAP top 3 worst performing roads are:-

## **Cars**

- 1) A285 - 19km section between the A27 at Chichester and Petworth
- 2) A18 Laceby to Ludborough – 16km section south of Grimsby
- 3) A36/A35 – 7km section going into Southampton

## **Motorcycle**

- 1) A588 – 29 km section from A585 Blackpool to Lancaster
- 2) A27 – 6km section from M27 Junction 12 to Junction 11
- 3) A32 – 11km section from M27 Junction 10 to Gosport



- 4 of these roads are around Portsmouth and Southampton
- These are to be the pilot areas for gauging response and success.



# Charity Big Idea - Fundraising



- Survey Members for best “idea”
- An event to truly put IAM RoadSmart on the map, raise awareness and funds
- 4 week survey using “Survey Monkey”
  - Please describe your IAM RoadSmart fundraising idea ?
  - How would we promote it?
  - What would you see the income from the idea being used for?.



# Charity Big Idea - Fundraising



- Launch Survey - April 2017
- Survey results received through April 2017
- Working Party Meeting - May 2017
- Launch of Charity Giveaway modules – 1<sup>st</sup> May 2017
- Winning fundraising proposal to be reviewed and approved at Council meeting 4<sup>th</sup> May 2017.



# RoadMiles



- Our equivalent of AirMiles
  - reward loyalty
  - give recognition
  - communicate with customers
- To attract, keep in touch, motivate, incentivise customers
- Loyalty RoadMiles on all products
- Customers and members, online.



# Fellow membership



- A new level of full membership that includes a mandatory three yearly retest
- Simple switch or entry test
- Insurance and other benefits
- Fellow Register.



# Masters



- Rebranded and improved our very highest qualification
- Five years old, popular
- Scoring in line with AD/R and IMI qualifications, natural evolution
- New look, listening to our customers.



# Membership By Group Sign Off

- Pilot to be launched in April 2017
- 28 Groups have volunteered to be part of the pilot
- Due diligence underway on the groups to ensure they meet the standards
- Feedback from Groups and Associates throughout pilot.



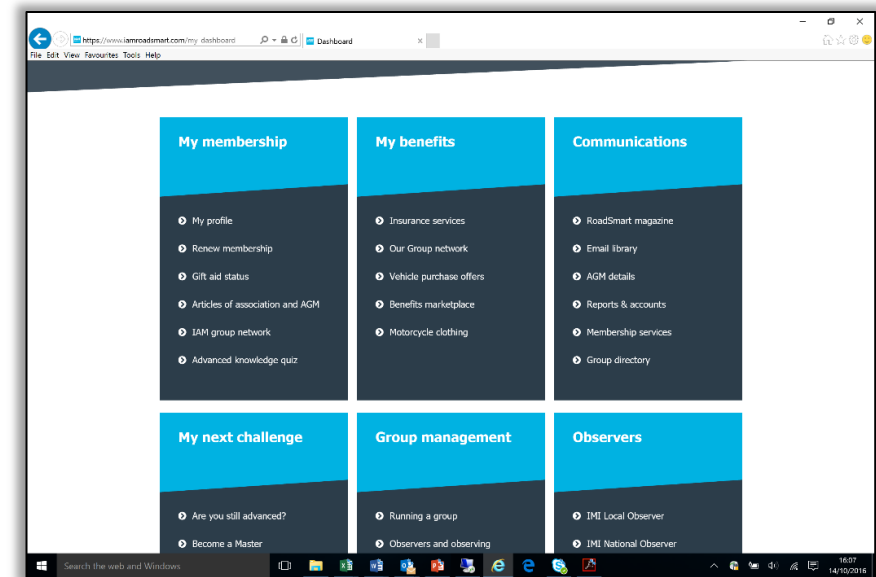
1. West Sussex Advanced motorcyclists
2. Guildford Car
3. Central Southern
4. York bikes
5. Lincoln Car Group
6. Derby Advanced Motorcycles
7. St Helens Advanced Motorists (Car)
8. Wirral Advanced Motorcyclists
9. CornMarket (NI)
10. North Ayrshire for Cars
11. Gloucestershire Advanced Motorists
12. Lichfield Advanced Motorists
13. Glasgow North
14. Bike and Car from North Down.
15. NAM (Northumbria Advanced Motorcyclists)
16. DAM (Durham Advanced Motorcyclists).
17. Bristol Cars
18. Swindon Cars
19. Devon Bikes
20. Cornwall Bikes
21. Milton Keynes cars,
22. Ipswich Cars,
23. Herts & Beds Bikes
24. Peterborough Bikes,
25. Kent Advanced motorcyclists
26. Penrith and Kendal AM 5017 (Car)
27. Hereford Advanced Drivers
28. London Advanced Motorcyclists



# IAM RoadSmart Group Handbook



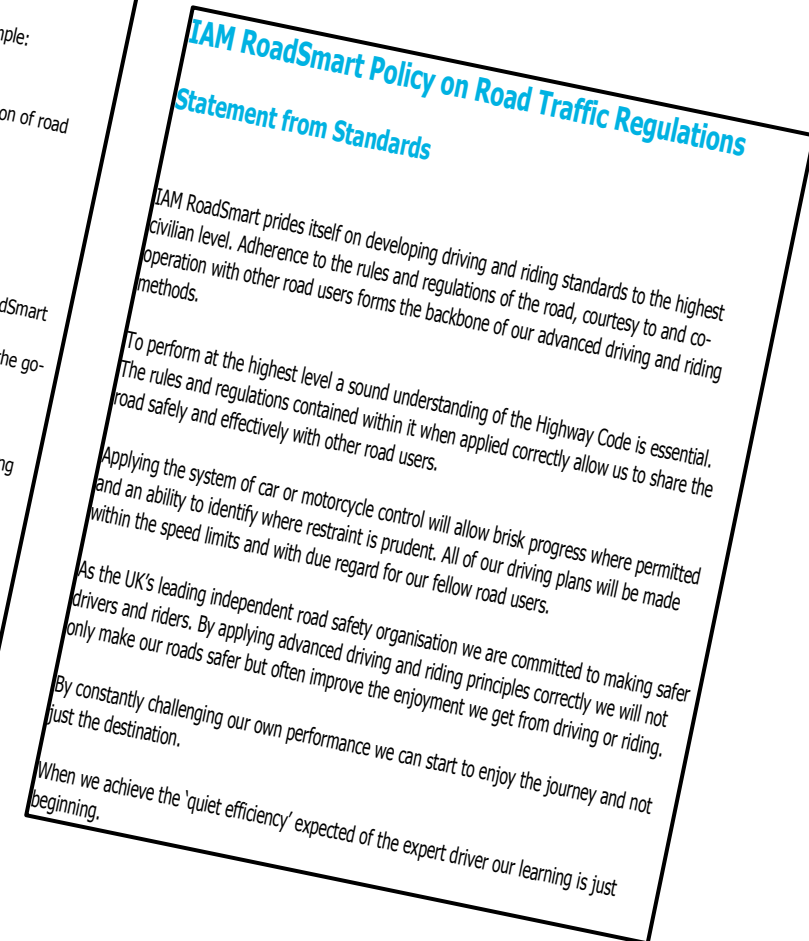
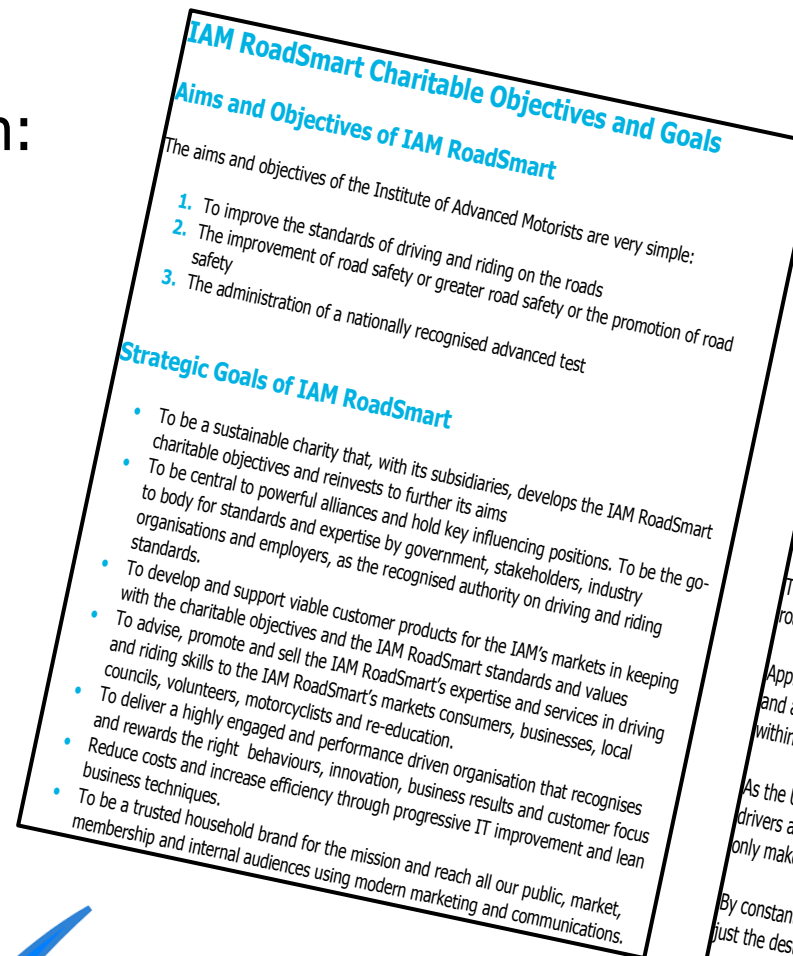
- How to run an IAM RoadSmart group
- All in one place
- Will be held on website and available as a digital book
- Affiliation (Franchise) guidelines.



# IAM RoadSmart Group Handbook



- You will find guidelines on:
- IAM RoadSmart Brand
- DBS checks
- IMI Qualifications
- Gift Aid
- How to Order Log Books
- Insurance
- Complaints process
- Code of Conduct.





# IMI Qualified Observers Deadline December 2017



Please cleanse your data – refreshed DTE guidelines available

Area	Car Group Qualified Observer	Car Senior Observer	Bike Group Qualified Observer	Bike Senior Observer
Region 1	51	6	45	2
Region 2	49	1	104	8
Region 3	38	4	36	4
Region 4	39	2	38	3
Region 5	51	12	38	6
Region 6	74	12	40	6
Region 7	27	3	12	0
Region 8	23	1	14	1
Total	352	41	327	30

# IMI Qualifications – Local Observer



- What is the minimum number of assessed sessions with completed LOPS forms required in a portfolio of evidence ?
  - 2 - one of which must be the fully completed LOPS form 'sign off'
- Can I do both assessed sessions in one day?
  - Yes - your completed LOPS forms are evidence of assessment and reaching the required competence level
- Can I have a different Local Observer Assessor for each session?
  - Yes - each LOA has an individual PIN which must be added to the completed LOPS form.



# IMI Qualifications – Local Observer



- What do I do when my Trainee observer has completed training and reached the required competence level ?
  - Submit one email per Trainee Observer containing their completed portfolio of LOPS forms together with the final sign off
  - Write candidates name and IAM membership number in the title of the email to speed up the process.
- Where do I send it?
  - [imiqualfications@iam.org.uk](mailto:imiqualfications@iam.org.uk)



# IMI Qualifications – Competency Document update



- Bring into line with Advanced Driver/Rider course
- Drive/Ride test report
- Document declaration.

Competence Levels: 1 = Commended      2 = Satisfactory      3 = Requires Development									
Safety and legality		Gear Changing		Cornering					
System		Use of gearbox		Overtaking					
Observation		Acceleration/sense		Restraint/Progress					
Planning & Hazard Management		Mirrors/Rear Observation		Human Factors & Concentration					
Anticipation		Steering		Courtesy					
Vehicle Sympathy & Eco Driving		Braking		Slow Manoeuvring					
Positioning		Signals		Smoothness					
Commentary		Knowledge							
Examiner Name:		Number							
Signature:				OVERALL RESULT					

# IAM RoadSmart's Ambassadors Team



**Paddy Hopkirk**

**Mature Driver Ambassador**

Paddy was appointed IAM RoadSmart's Mature Driver's Assessment (MDA) back in January 2016 to promote the charity and also deliver safe driving advice – an area he is passionate about.



**Eloise Peabody-Rolf**

**Younger Driver Ambassador**

IAM RoadSmart Younger Ambassador since July 2016. Undertaking a proactive role promoting IAM RoadSmart's charitable aim to support younger drivers. Eloise's focus is researching our current relationship with young people, in attracting and retaining them as members or associates.



**Catie Munnings**

**Driver Ambassador**

Catie is negotiating with IAM RoadSmart to join our team of Ambassadors. Following her passion, Catie has been driving since she could first reach the controls and has developed excellent car control. The journey she is undertaking, is one which is attracting a lot of attention



**Maria Costello**

**Rider Ambassador**

Maria Costello is probably the most prominent woman in motorcycle road racing and the only female motorcycle racer ever to be awarded an MBE. She has achieved unrivalled success in a high-risk world, competing on equal terms with men in a sport renowned as the ultimate test for competitor and machine.

Maria will join the Team in the Spring.

# Breaking News – Membership card



- We listened and responded to our members who cherished a quality membership card
- Credit card quality plastic card
- Silver hologram roundel on the card
- New tiers of membership logos
- The ability to add specific wording that describes your active role within the IAM

# Comfort Break

# Strategy Group – Who are they?



- In 2016 IAM RoadSmart Council determined to establish a Strategy Group to help deliver our aims and objectives
- Applications were invited from group members who felt they had the appropriate skills and experience
- Strategy Group has now been established.





# Strategy Group – Who are they?



Membership	
Peter Herridge	John Buffoni
Barry Salmon	Anthony Barber
Dennis Clement	Roger Hicks
Helen Peabody Rolf	Anthony Thompson
Chris Dyson	Gareth Hughes
Chris Smith	Derek McMullan (Trustee)
Louise Thomas	Gina Herridge (Trustee)
Anthony Mulhall	Pat Doughty
David Williams	Amanda Smith
Catherine Lloyd (Trustee)	Dave Shenton

# Strategy Group - What do they do?



## Purpose

The purpose of the Strategy Group (SG) is to promote, debate, consult and provide feedback on:-

- Changes, initiatives and strategies proposed by the IAM RoadSmart Council & Executives.
- To propose new initiatives and strategies for consideration and possible adoption by IAM RoadSmart

Members of the SG represent the membership of IAM RoadSmart and Groups but their focus will be on the national aims and objectives

All discussions will be relevant to IAM RoadSmart achieving its charitable objectives and growing its overall size, visibility and becoming a household name

**Note:** - Day to day operational enquiries will not be discussed at the SG meetings – these should be managed through normal communication channels.

# Strategy Group – What do they do?



## Scope

The scope of the SG will comprise, but not be limited to,

- Items such as the IAM RoadSmart business plan or proposed developments
- Recommendations from members and groups
- Understand how current and future KPI's (Key Performance Indicators) are used to manage the business.

# Strategy Group – How do I contact them?



- If you or your group have any strategic ideas or initiatives you would like the SG to consider please contact any member of the group
- As a guide we are looking for ideas for future development from 2018 onwards
- Any concerns for the immediate future should be directed to your ASDM
- Strategy group members are not linked to regions or forums.

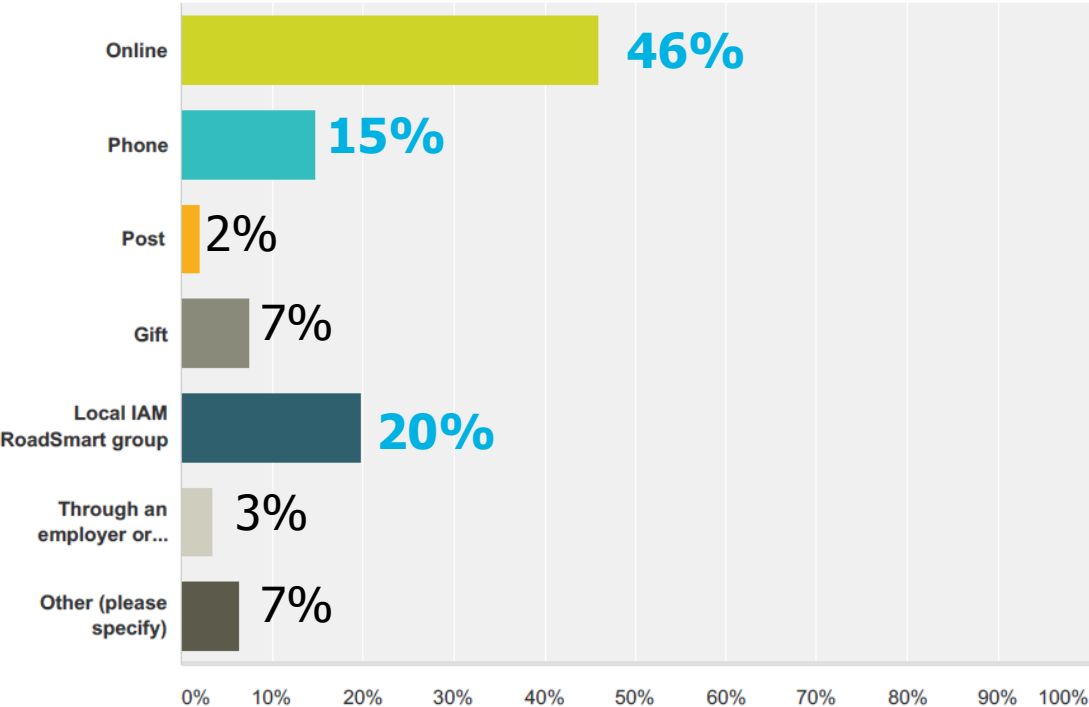
# Associate survey



IAM RoadSmart new member survey

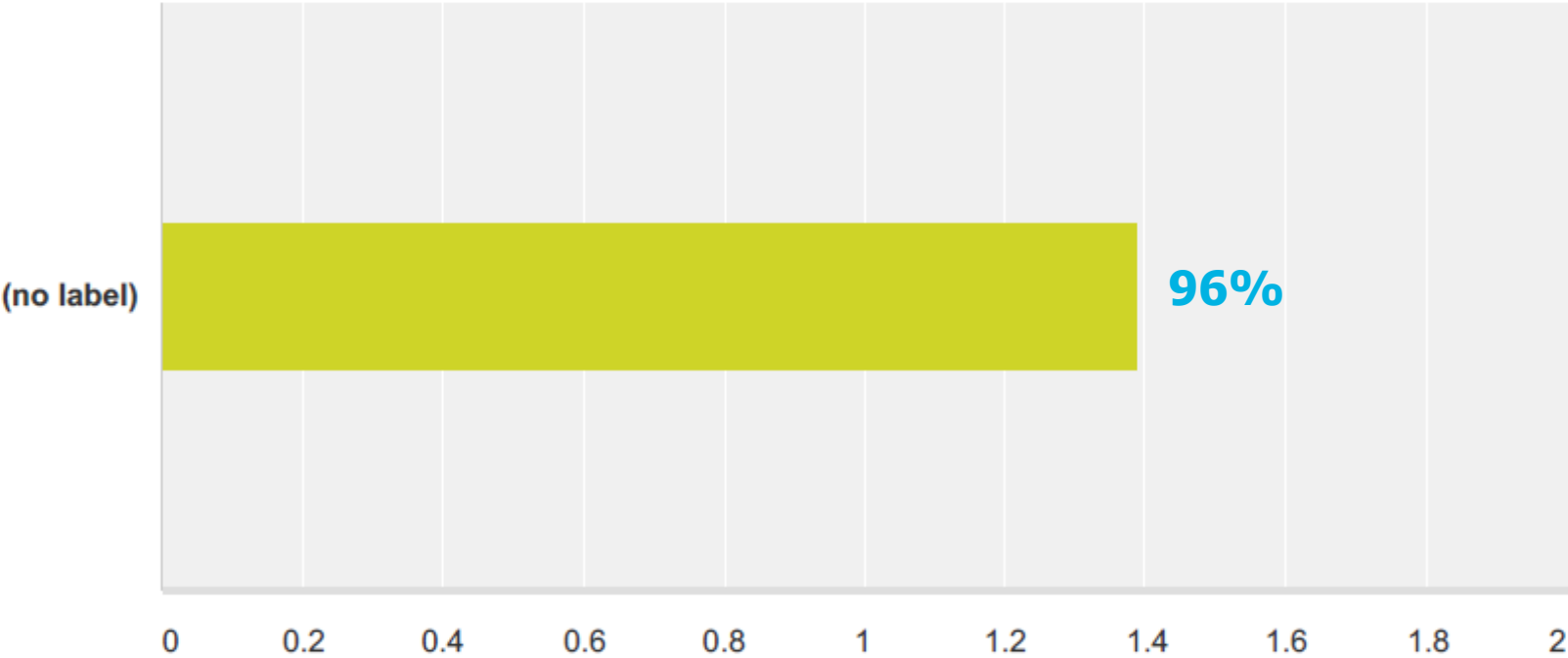
## Q1 How did you purchase your advanced course?

Answered: 344 Skipped: 1



## Q2 How satisfied were you with the purchase procedure?

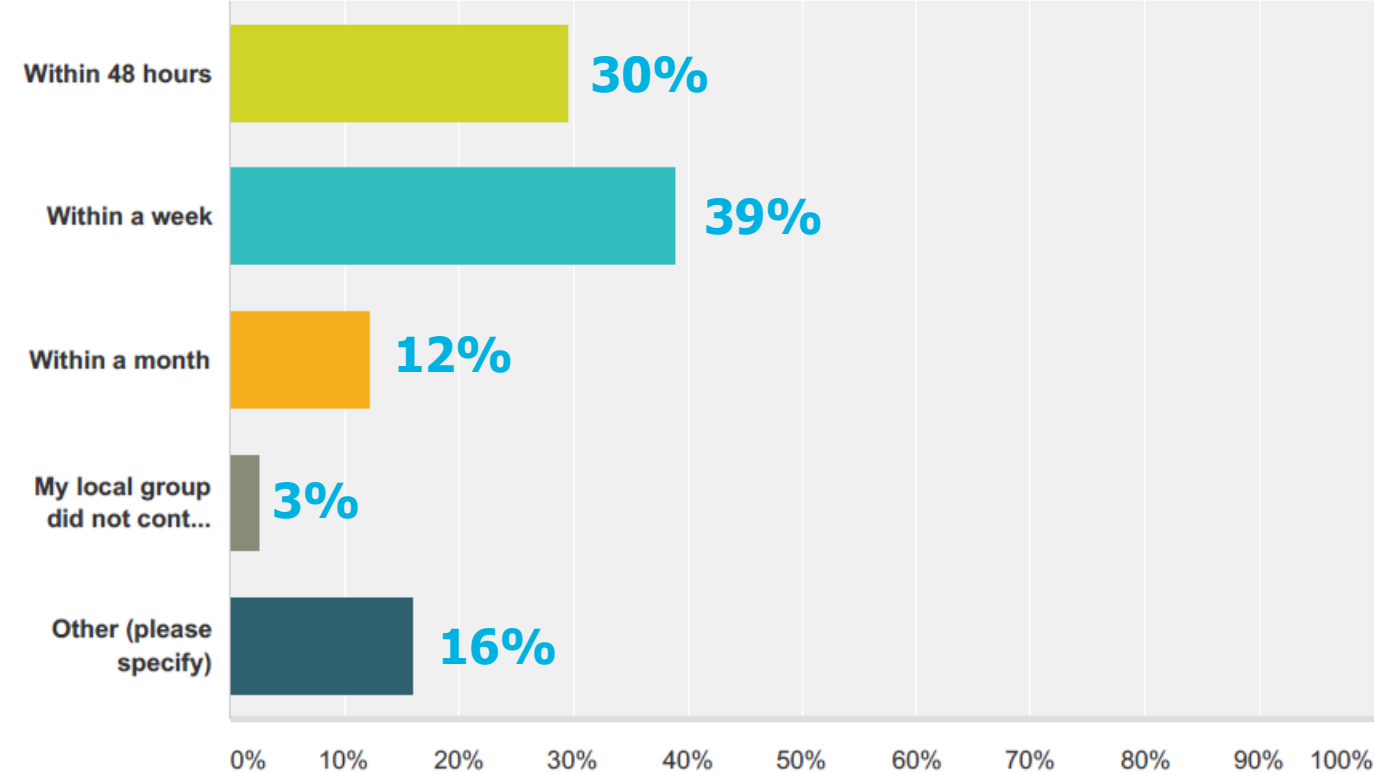
Answered: 337 Skipped: 8





## Q3 How long did it take for the IAM RoadSmart local group to contact you after purchase?

Answered: 340 Skipped: 5

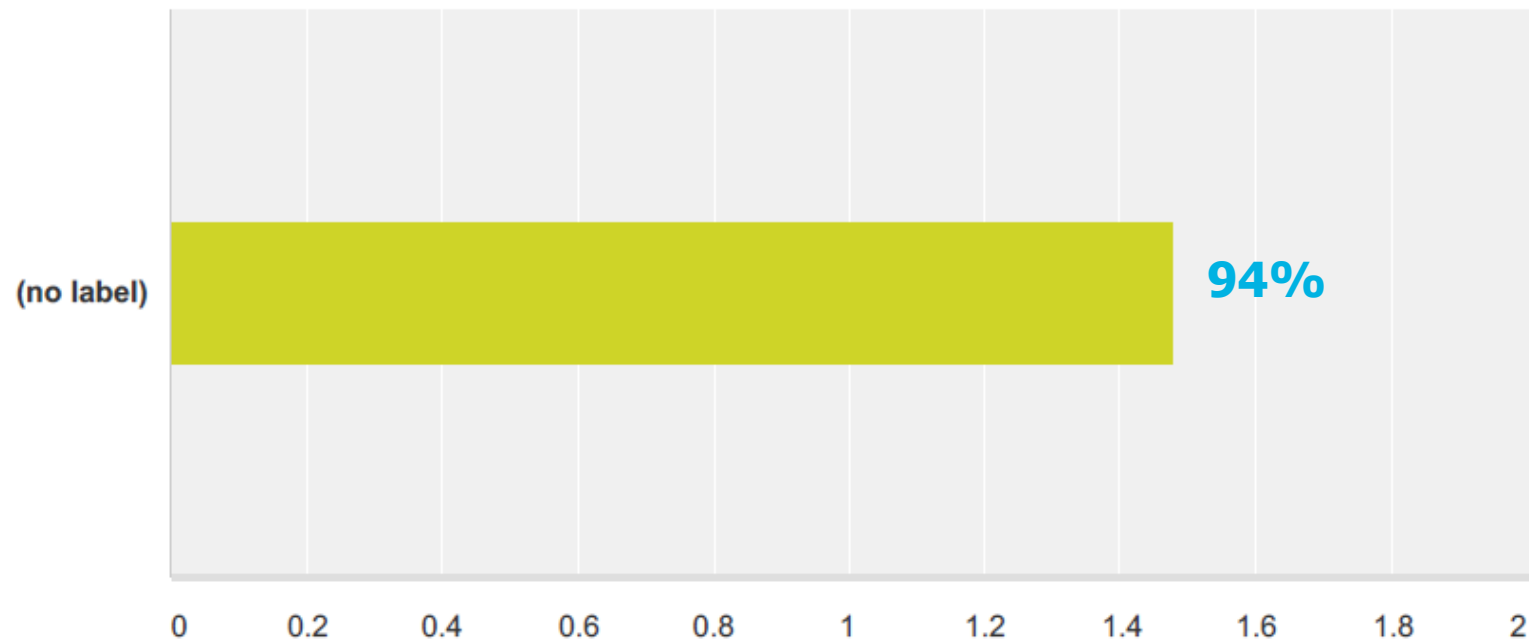


# Associate survey



## Q4 How satisfied were you with the course material you were provided with?

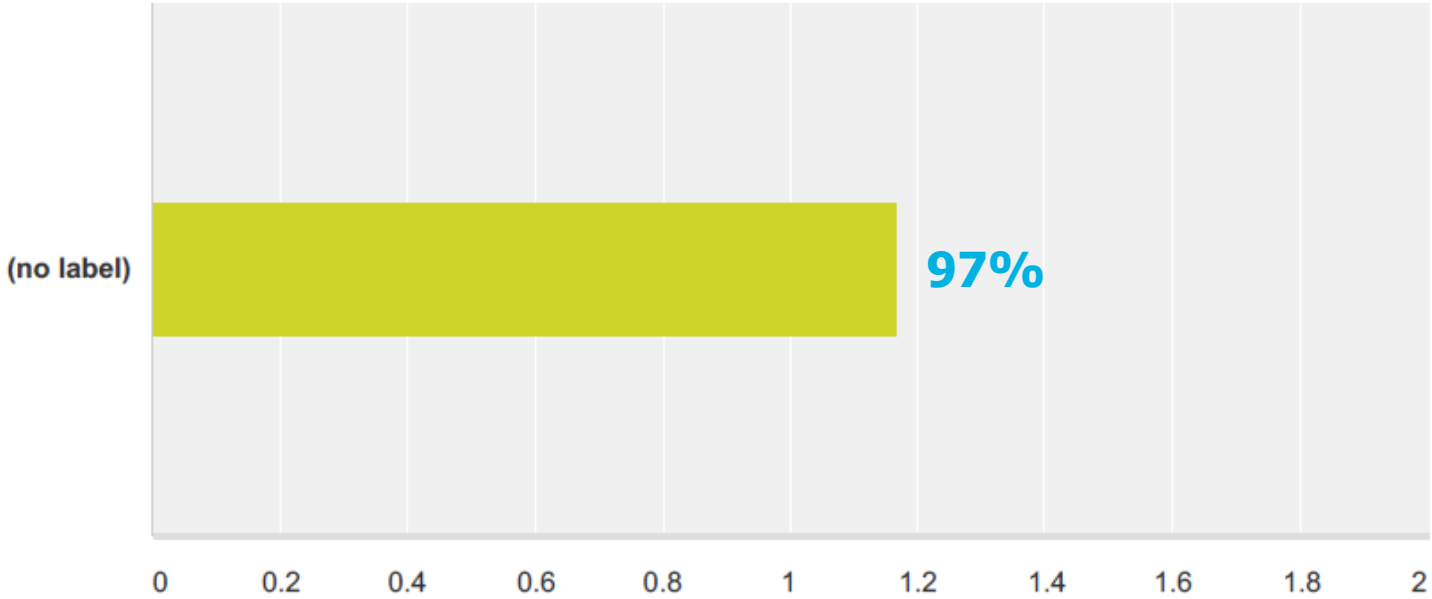
Answered: 336 Skipped: 9





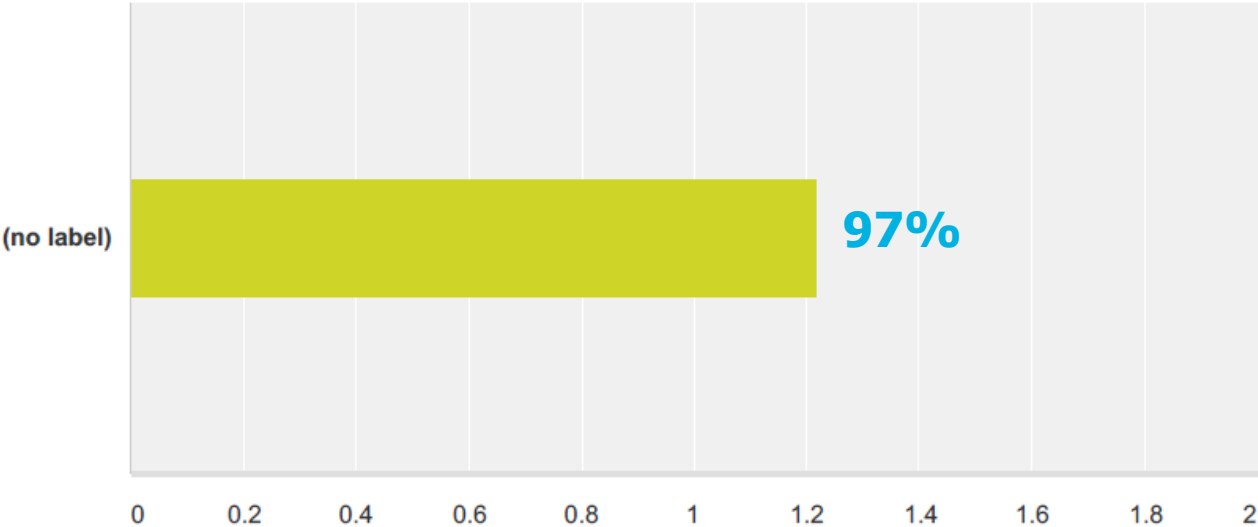
## Q5 How satisfied were you with the skill level of your observer?

Answered: 337 Skipped: 8



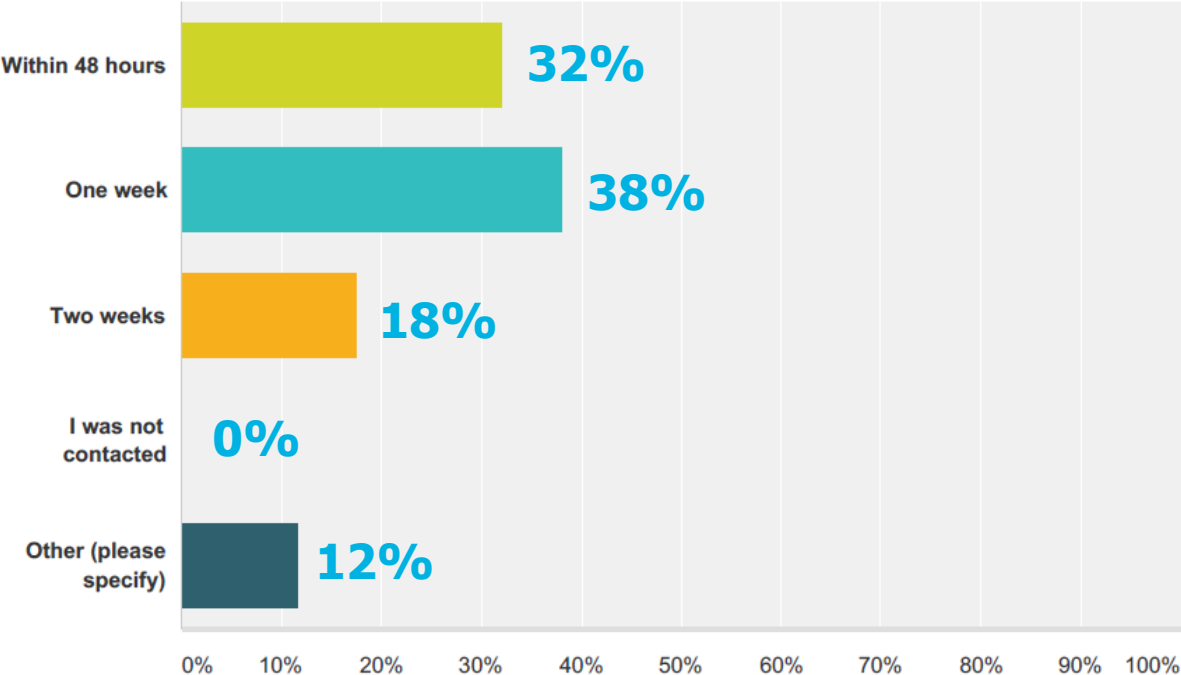
## Q6 How satisfied were you with the observed runs?

Answered: 336 Skipped: 9



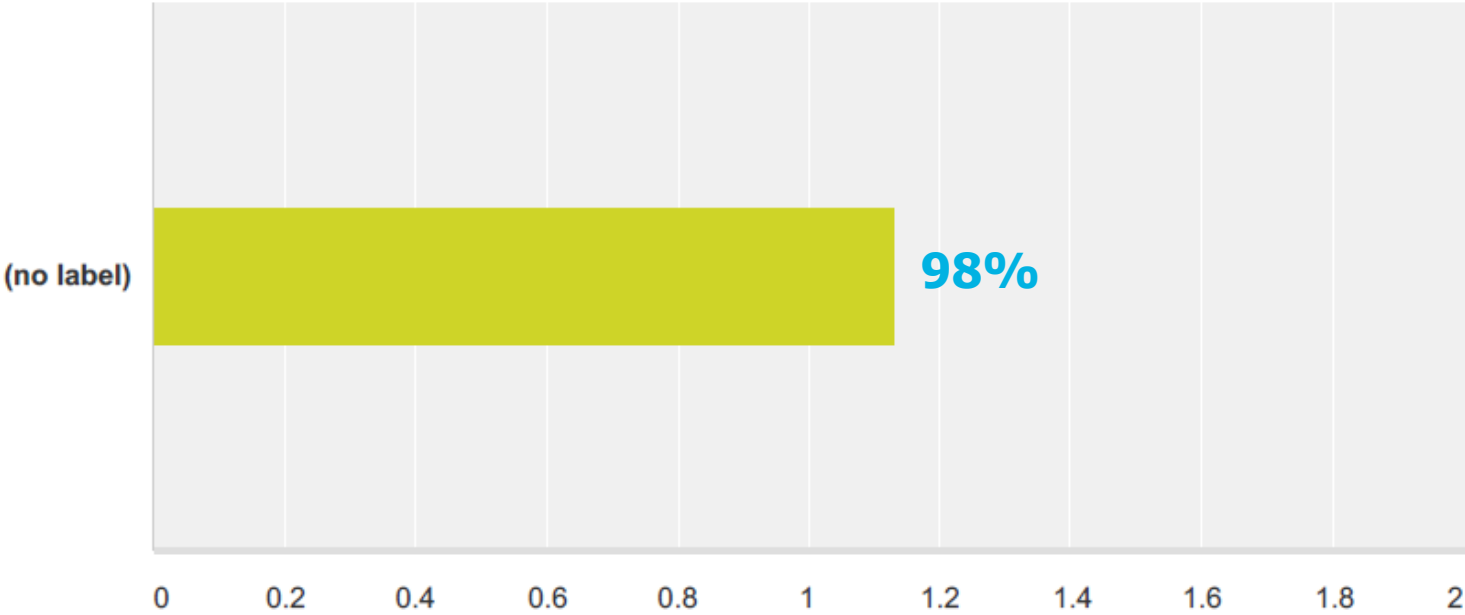
**Q7 Upon application how long did it take for an IAM RoadSmart examiner to be allocated to you?**

Answered: 342 Skipped: 3



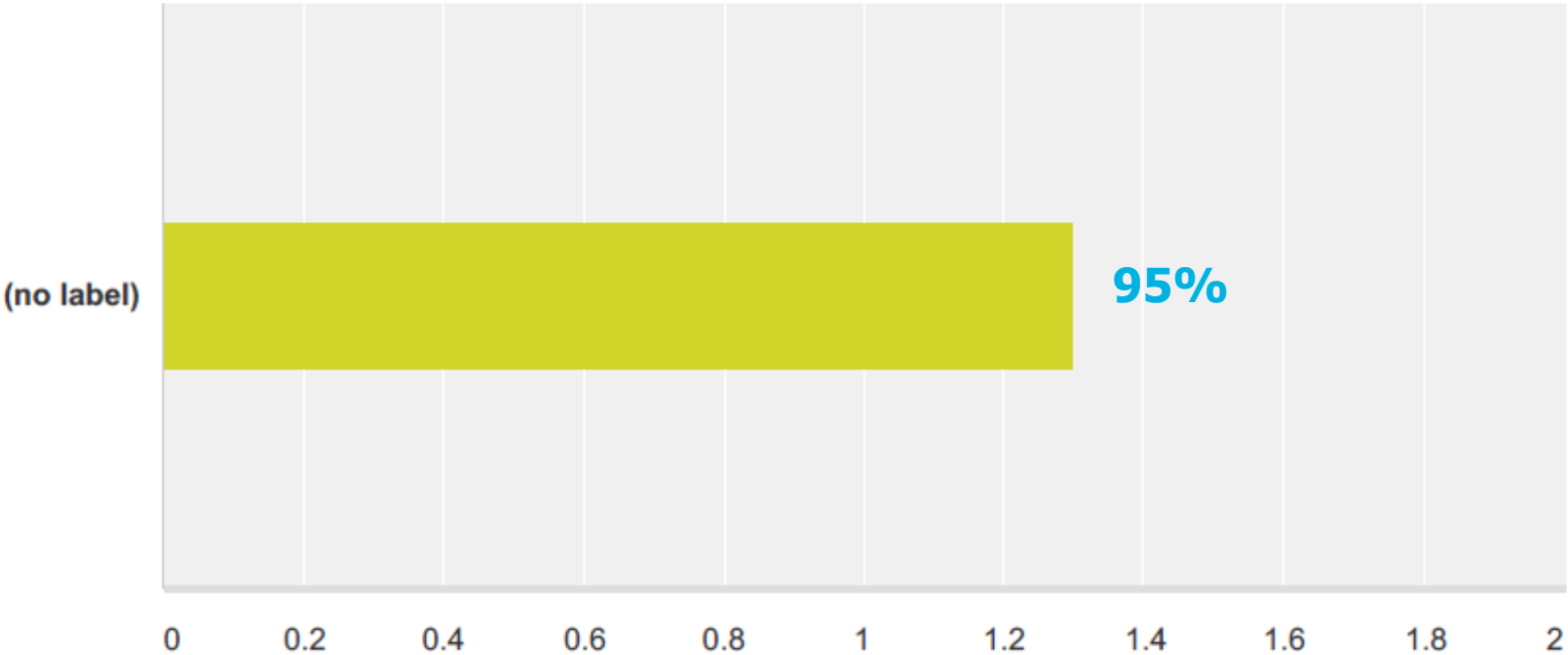
## Q8 How satisfied were you with the skill level of your examiner?

Answered: 342 Skipped: 3



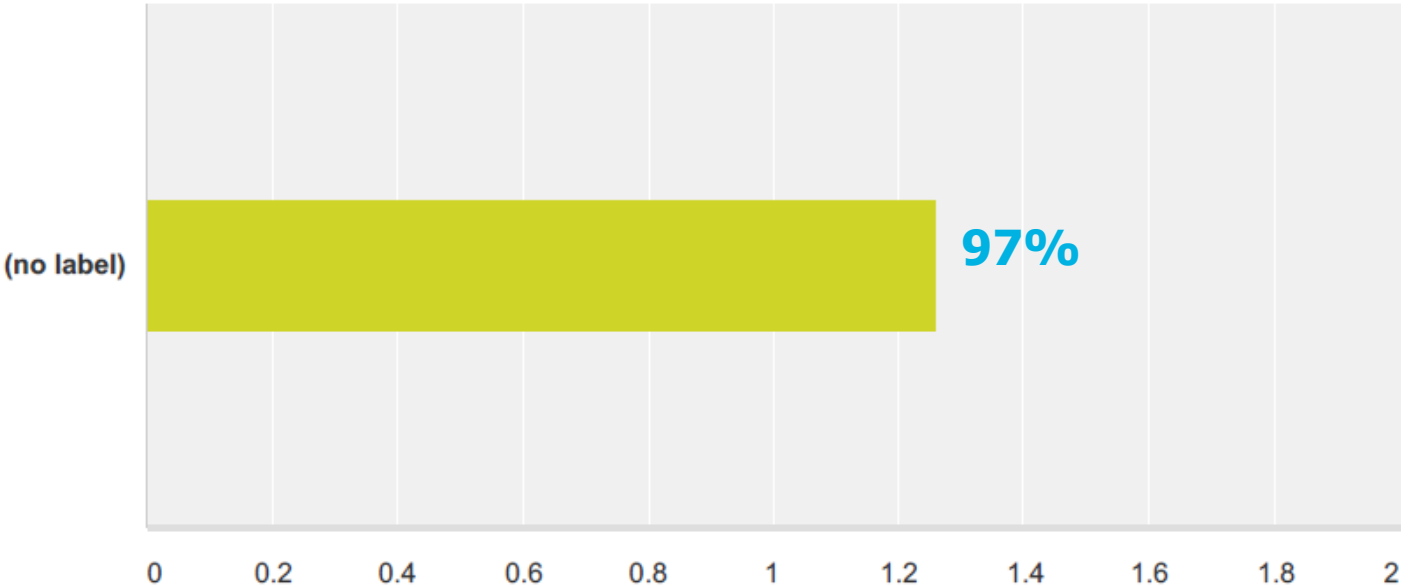
## Q9 How satisfied were you with the test experience?

Answered: 341 Skipped: 4



## Q10 The overall course experience?

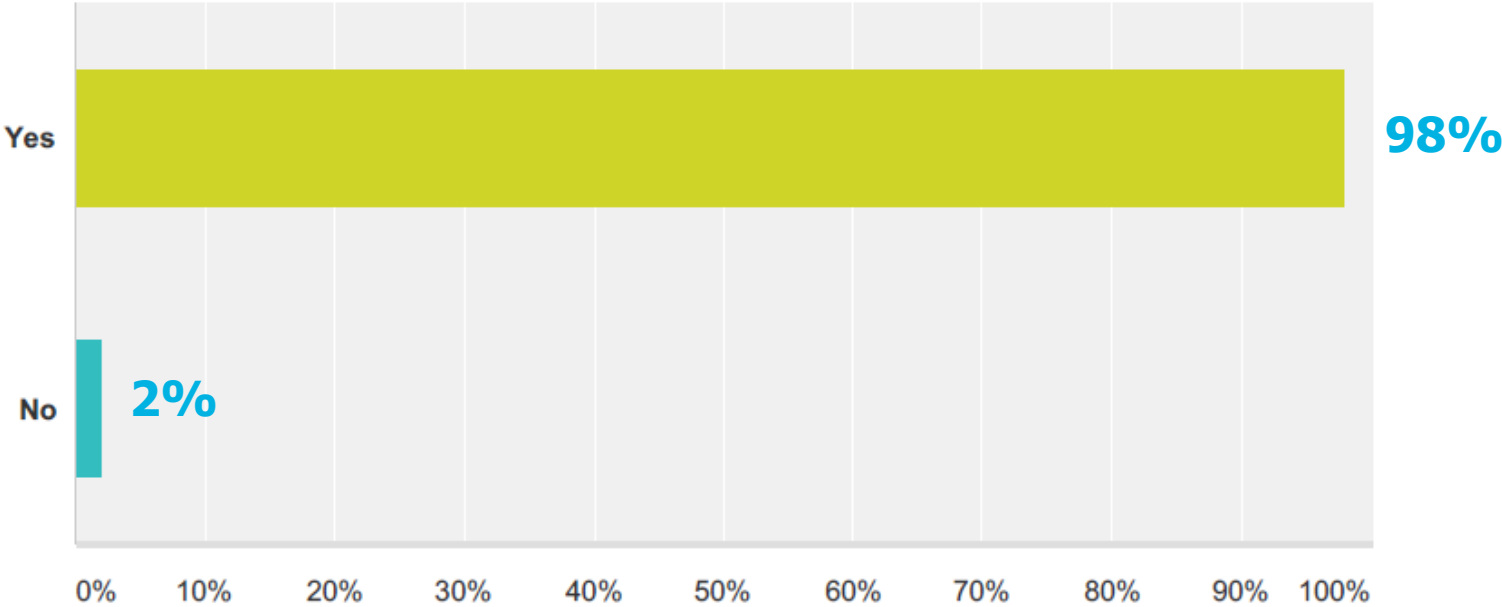
Answered: 341 Skipped: 4





## Q11 Would you recommend IAM RoadSmart to a family member or friend?

Answered: 343 Skipped: 2



## Observer recognition – awards



- 2017 to be 'the year of the observer'
- Recognise, reward and thank our most important people
- Launch August 2017.





# Year of the Observer – Events



- Two dynamic events open to all
- Iconic locations
- Celebrate and have fun
- Book Silverstone Saturday 5<sup>th</sup> August 2017
- Motorcycle Live! Saturday 25<sup>th</sup> November 2017.



# **Spring Forums**

## **Eloise Peabody-Rolf**

### **Young Driver Ambassador Update**

## Information – Initial requirements:



Inexperienced driver and young IAM RoadSmart Member	Experienced driver and IAM RoadSmart Member
Time: efficiency of process	Time and availability
Language: enthusiastic and engaging	Social aspect, enjoy being a member of an organisation
Social media usage	Letters and magazines
Membership not prevalent	Membership is encouraged
Personalised and individualistic	
Improving their driving ability and skills	
Gaining a greater confidence	
Achieving the IAM's objective of making better and safer drivers and riders	
Level of enjoyment and to be able to share experiences	



## 2016 IAM RoadSmart National Conference

**Top 4 suggestions for local groups to attract young people**

**The results are in...**



**01.** DISCOUNTS/PAYBACK

**02.** BUILDING  
RELATIONSHIPS (E.G.-  
DEALERSHIPS, PARENTS,  
SCHOOLS)

**03.** SOCIAL MEDIA -  
COMMUNICATE ON  
THEIR PLATFORMS

**04.** NETWORKING WITH  
EXISTING IAM MEMBERS  
TO REACH OUT TO  
YOUNG PEOPLE



[WWW.IAMROADSMART.COM](http://WWW.IAMROADSMART.COM)





# THE BEST THINGS TO ATTRACT AND HELP YOUNG DRIVERS

Information compiled from the presentation at Thatcham Apprentice Academy, however, highlighting a number of issues which young drivers face, therefore is generalisable.



## MONEY/ DISCOUNTS

A number of times young drivers complained of the cost of learning to drive and maintaining a presence on the road, this means that often they would not be prepared to give more money if they don't see the benefit. ADIs have the benefit that if they don't pass this test, they can't drive on the road without L plates and other restrictions. However, when speaking to young people, they'd want to know the benefits of doing AD before the price

## IDENTIFY CHALLENGES FACING YOUNG DRIVERS

A lot of issues faced by young drivers were handling various road and weather conditions, mainly coming down to experience. Distractions appeared in answers, meaning there was an awareness of their own faults

## WHERE IAM ROADSMART FITS IN

Creating those avenues for people who don't want to get in a crash but also changing the stigma attached with various groups of people. Providing support to all drivers, through media and modules

## ATTRACTING YOUNG DRIVERS TO US

Social media seemed to be a key factor on attracting young drivers but also making it more approachable, supplying simple support when first passing their tests would encourage them to continue to receive help

## GAPS IN THEIR EDUCATION/ LEARNING

Many of the comments of their struggles whilst learning to drive and when on the road were centred around aspect missed in the test or in their driving lessons. This is understandable as if they're not taught it, how can they handle it? Links in with MCIA plan

## MODULES

Modules seemed to be a huge attraction to many young people as they can then look at areas in which they have identified as their weaknesses, particularly focusing on how to handle various weather conditions, what happens when it goes wrong, dealing with other road users

## EXPERIENCES

Events which are fun and young people would not usually be able to take part in, are attractive to enthusiastic drivers. Ultimately sessions such as Skid pan or track days will not only be fun but provide them with various skills



04.



## TOP 4 SUGGESTIONS FOR LOCAL GROUPS TO ATTRACT YOUNG PEOPLE

THE RESULTS ARE IN:



01. DISCOUNTS/PAYBACK
02. BUILDING RELATIONSHIPS (E.G. - DEALERSHIPS, PARENTS, SCHOOLS)
03. SOCIAL MEDIA - COMMUNICATE ON THEIR PLATFORMS
04. NETWORKING WITH EXISTING IAM MEMBERS TO REACH OUT TO YOUNG PEOPLE



WWW.IAMROADSMART.COM

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### IDENTIFY CHALLENGES FACING YOUNG DRIVERS

Although distractions appeared in the answers, and therefore allowed themselves to identify the areas they're at fault but a lot of issues faced by young drivers were handling various road and weather conditions, therefore coming down to experience

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- Discounts are only a temptation once they know about us
- Modules are a pathway in
- Relationships and networking are important to build recognition among young people
- Appropriate communication is key e.g. social media

- Aim: To deliver material via the website to support groups in attracting and retaining younger drivers and riders
- This will be downloadable from the IAM RoadSmart website and will be available to all members
- Development opportunity: to provide an area where local groups can share information e.g. inform us of presentations, additional material, etc. (improving communication and enabling a better understanding)



# Location:



[Home](#) [Products](#) [Contact](#) [Help](#)



Advanced Courses  
materials



Event and promotional  
items



General stationery and  
admin



Download the Official  
Partner group logo here

## Welcome to the IAM RoadSmart group marketing toolkit

On this site you can create and order marketing materials in four easy steps

[Click here to see how the site works...](#)



**Report:**

- Position for IAM RoadSmart in attracting young people
- Information/ Experience to date
- Useful links and reference material
  - Brain development
  - Statistics
  - Hints and tips as they go on the road
  - What does the driving test involve

**Supporting material:**

- Hints and tips on language and etiquette/ getting through the barrier
- Recommended material, approaches from other members/groups

## How much young people drive

THE TOP 3 REASONS FOR DRIVING:



LEISURE



SHOPPING



WORK

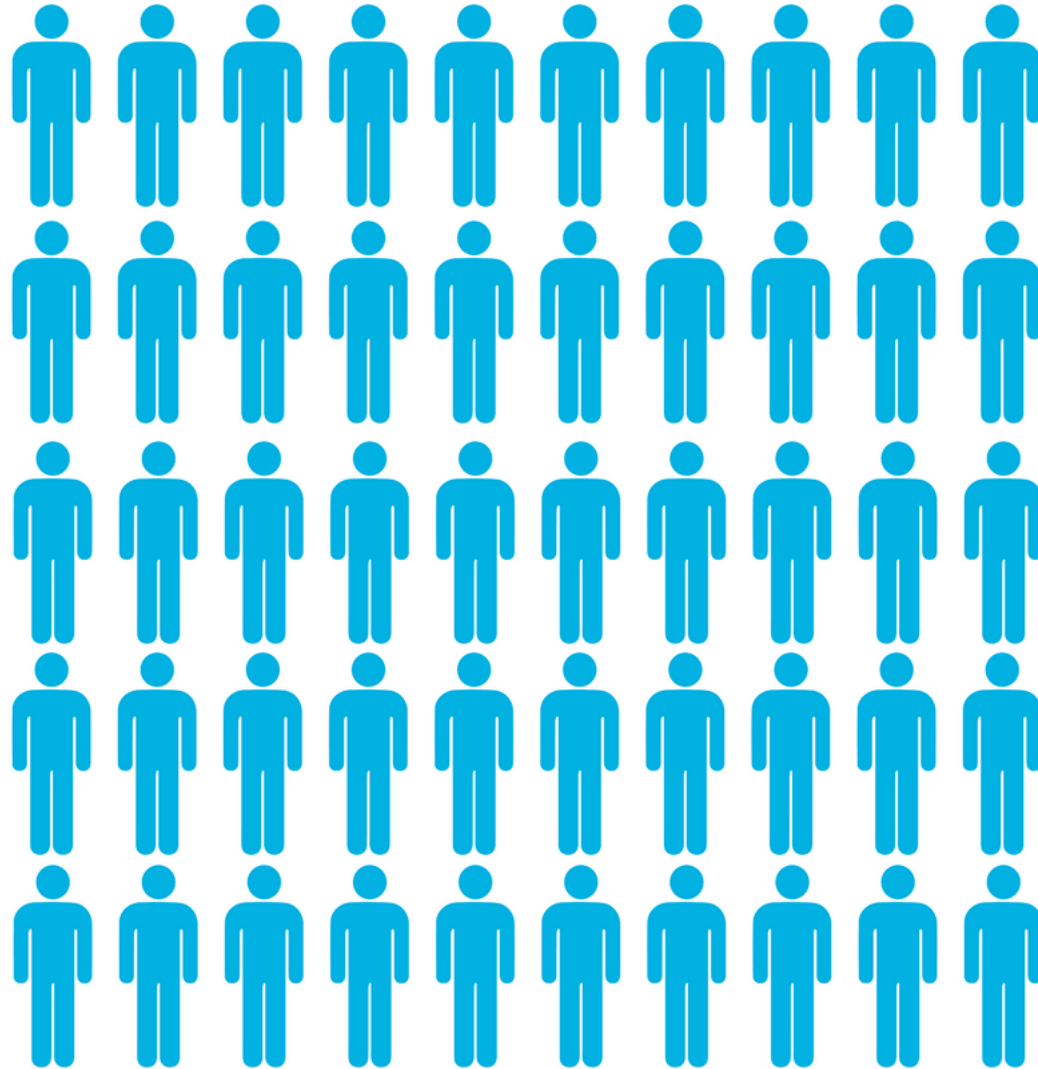
We know that only 7% of licence holders are under 25 and we also know that their journeys account for just 5% of all vehicle miles in Great Britain because they drive shorter distances than older people.<sup>13</sup>



So, drivers under 25 are less likely to have a full licence and they drive far fewer miles than older drivers; why do they crash so much?

- The driver age is increasing
- Short trips often very repetitive therefore when they decide to go to a new environment putting more at risk etc.

## The stats:



**Report:**

- Position for IAM RoadSmart in attracting young people
- Information/ Experience to date
- Useful links and reference material
  - Brain development
  - Statistics
  - Hints and tips as they go on the road
  - What does the driving test involve

**Resources:**

- Presentations for use with schools/ colleges/ groups
- Templates eg posters, letters, social media posts
- Activities: including fact sheets, quizzes/ surveys, hints and tips for on the road, checklist for what you need to know if you get in an accident, interactive material, personal stories, pledge to drive safely, parental agreement, stickers, etc.

**Supporting material:**

- Hints and tips on language and etiquette/ getting through the barrier
- Recommended material, approaches from other members/groups

<b>Report:</b> <ul style="list-style-type: none"><li>• Position for IAM RoadSmart in attracting young people</li><li>• Information/ Experience to date</li><li>• Useful links and reference material<ul style="list-style-type: none"><li>• Brain development</li><li>• Statistics</li><li>• Hints and tips as they go on the road</li><li>• What does the driving test involve</li></ul></li></ul>	<b>Resources:</b> <ul style="list-style-type: none"><li>• Presentations for use with schools/ colleges/ groups</li><li>• Templates eg posters, letters, social media posts</li><li>• Activities: including fact sheets, quizzes/ surveys, hints and tips for on the road, checklist for what you need to know if you get in an accident, interactive material, personal stories, pledge to drive safely, parental agreement, stickers, etc.</li></ul>
<b>Supporting material:</b> <ul style="list-style-type: none"><li>• Hints and tips on language and etiquette/ getting through the barrier</li><li>• Recommended material, approaches from other members/groups</li></ul>	<b>Communities:</b> <ul style="list-style-type: none"><li>• Facebook groups<ul style="list-style-type: none"><li>• Young driver/ rider focus</li><li>• Young driver/ rider interest groups</li></ul></li></ul>

# Form a community (Facebook):



- IAM RoadSmart Member who is under 26
- Will provide a safe space for young drivers to communicate with each other and perhaps ask the questions they may not have been comfortable asking

An area that will encourage members to:

- Share experiences
- Inspire driving
- Have a passion for driving
- Have fun whilst driving
- Think about Road Safety

It will provide:

- Links to hints, tips and blogs
- Encourage communication on SM channels: e.g. Twitter
- Be a platform for IAM RS to gain knowledge
- Provide an empathetic and encouraging environment



# Thank You!

Any questions or suggestions:  
[Eloise.Peabody-Rolf@iam.org.uk](mailto:Eloise.Peabody-Rolf@iam.org.uk)



@EloisePR98

# **Commercial Sales Team Introduction**

## **Spring Forums 2017**



# Statistics. . .



## Operations

**Over 216,000**

Calls and emails  
actioned per annum

**500,000** people  
of have taken their  
Advanced Test

UK Familiarisation for  
**drivers from over  
30 countries**

**34,000 business**  
drivers used our  
services last year

## Network

**92,600** Members

**National network  
of trainers**

At any one time there  
are **over 7,000**  
drivers and riders  
actively engaged with  
our courses



In 2015 we connected  
with **2.5 million**  
people on social media

## Results

**Largest provider**  
of drink drive  
rehabilitation courses  
in Wales

**450,000** passed  
advanced drivers & riders

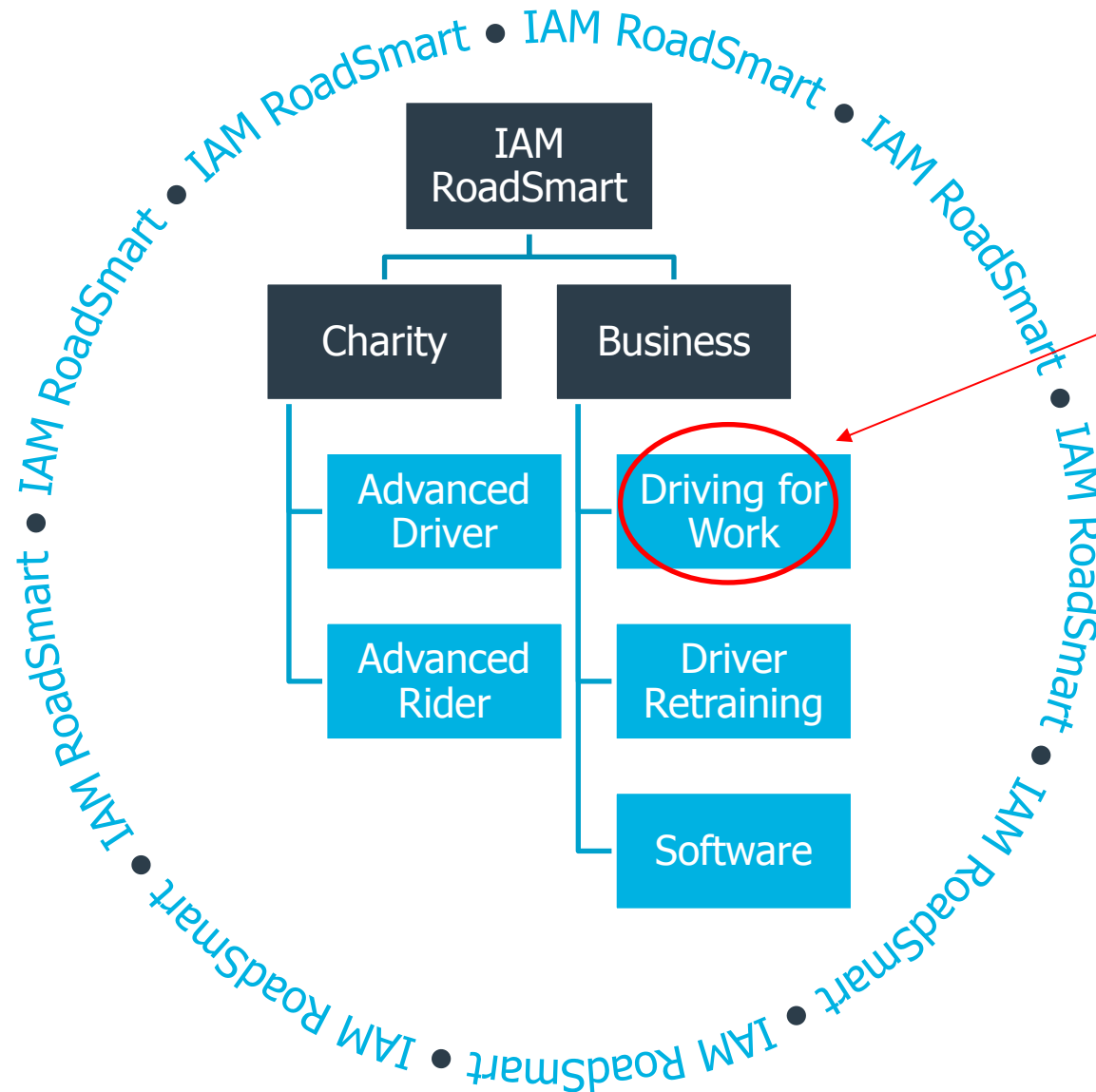
**3767** drivers reduced  
their bans with us

**£452,000**

flowed into charity in 2015

**245,000** training hours  
**35,000** training days

# IAM RoadSmart



# Sales team



Lesley Upham      Comm Director



Ben Stables      whole UK



Simon Gould      North



Rachel Dale      Midlands



Julie Mills      Midlands



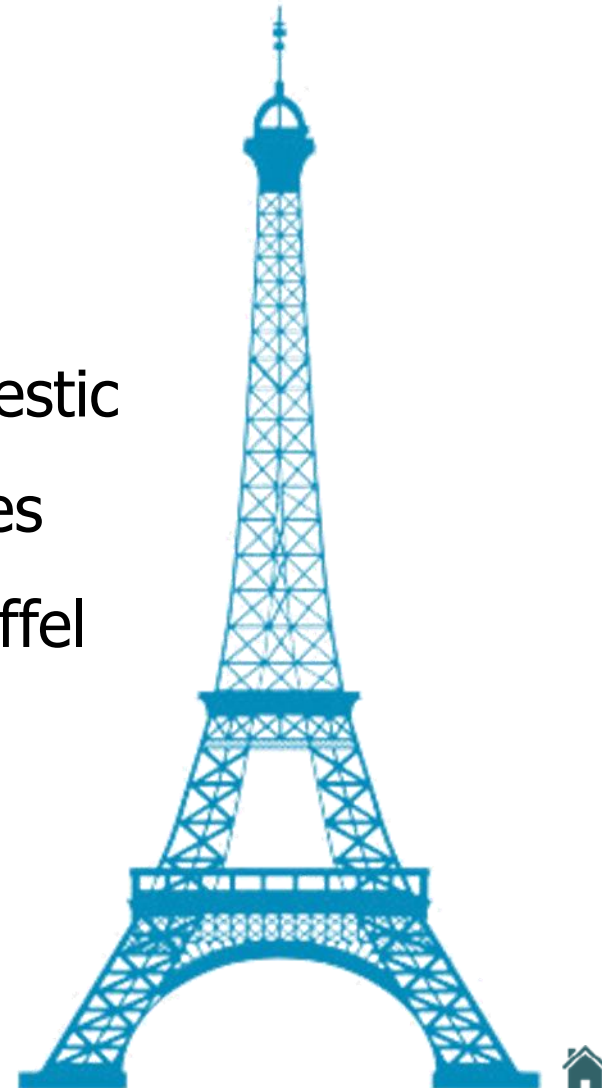
Anthony Delsol      South



Dan Tyler      South

# What's the problem?

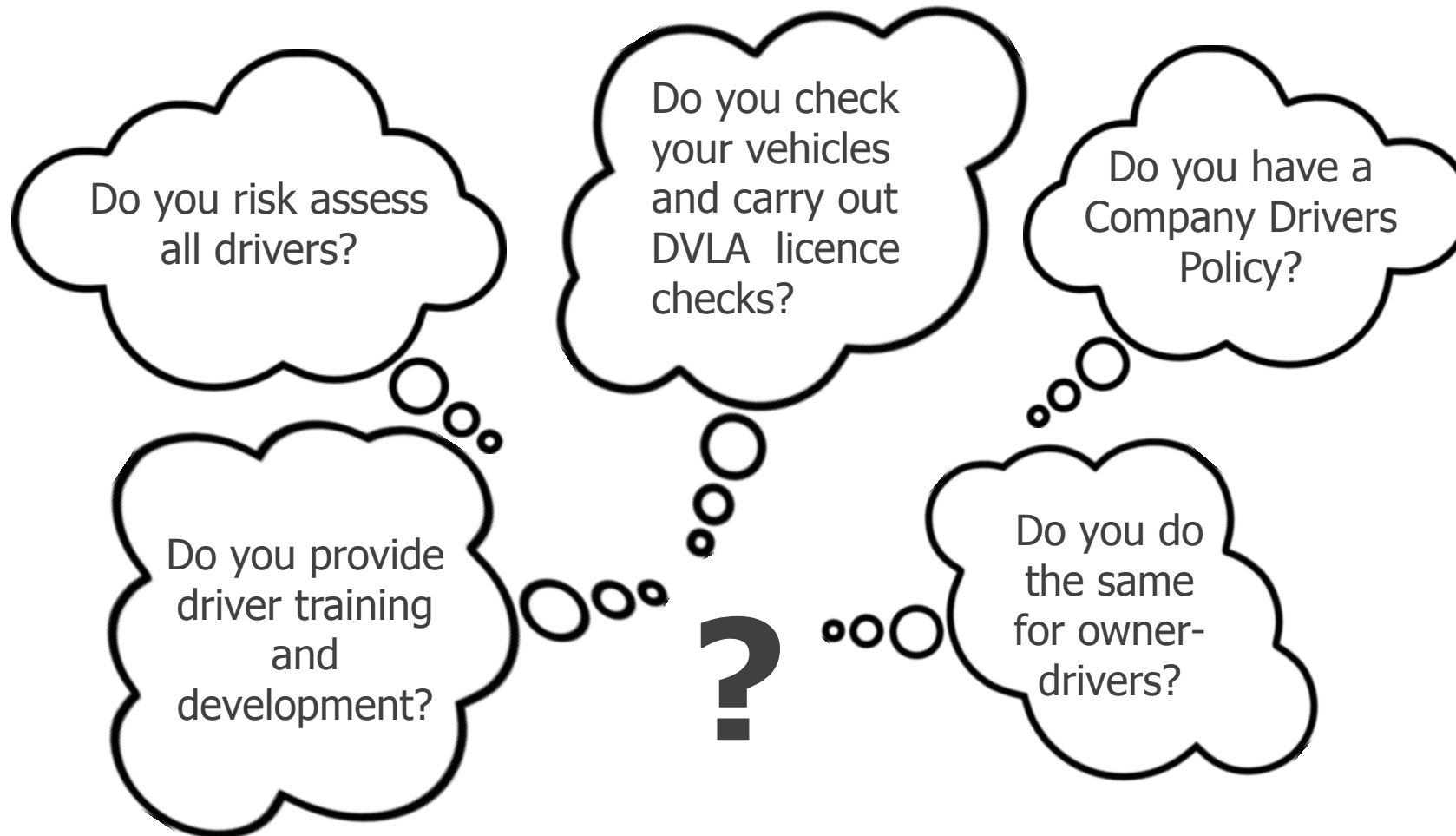
- If fatalities in other industries are represented by the height of a domestic house, then driving for work fatalities would need the full height of The Eiffel Tower.



# Unpeeling the DRM Onion



# Here are the key DRM questions a fleet should think about...



# Our clients



CAPITA

DIAGEO

SIEMENS



ECOLAB®



AON

# What do we provide?



Driver Risk Management Programmes – support organisations to stay within the law and reduce cost of fleet management

- Look after their staff
- Protect brand reputation
- Adhere to Health & Safety at Work Act
- Reduce risk of a vehicle accident
- Reduce bent metal costs
- Reduce insurance premiums

On road / classroom driver training is only a part of the overall solution.





# Legal obligations



*Organisations have a legal duty to put in place suitable arrangements to manage health and safety. This is a wide-ranging requirement, so HSE encourages a common-sense and practical approach. It should be part of the everyday process of running an organisation and part of good management generally.*

*HSE Driving at work*

## Sentencing guidelines

- Offence range: £50 fine – £10 million fine
- *'The fine must be sufficiently substantial to have a real economic impact which will bring home to both management and shareholders the need to comply with health and safety legislation.'*

# Legal obligations



Glasgow bin lorry crash: Families intend to prosecute driver  
17 August 2015

No references found for Glasgow bin lorry crash driver  
10 July 2015

Glasgow bin lorry crash driver 'lied' over blackout  
10 July 2015

Glasgow bin lorry crash: Speed limited reaction time  
10 July 2015

Glasgow bin lorry crash driver 'blacked out before'  
23 July 2015

*He could have provided "true and accurate information" in health questionnaires when applying for a job with Glasgow City Council in 2010.*

*'Harsher penalties should be considered for non-disclosure of health issues to the DVLA, or a change to the method of prosecution'*

# What do we sell?



- Online solutions to measure driver risk
- Identify high risk drivers
- Recommend appropriate training interventions

Account Managers consult with companies to advise on the right course of action

We are experts in driver risk management, not all about training courses



## Online products



Compliance is our business

eDriving|FLEET<sup>®</sup>

# On Road Driver Training

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- End result of a long DRM process
- Can often take up to 1 year of sales process, relationship building and planning to get to this stage
- Most expensive part of the proposition
- Core specialist area for IAMRS
- Complex logistical area to organise

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# CALL TO ACTION!



- We are currently offering free Fleet Safety Health Checks to businesses
- 1 hour meeting at their premises going through their current DRM solution
- A summary report of the findings, including recommendations

If all of you in this room referred one new client to us in the next year, we'd be able to increase our surplus which flows directly back into our charitable efforts.

If you would like to refer someone you know, please let your ASDM know, and they will ensure that the sales team get in touch.

**Comfort break**



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# Area Service Delivery Managers -What do we do?



**We are your driving and riding experts**



# How can I help you?

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## Support IAM RoadSmart Groups

How to run an IAM RoadSmart Group

Give advice on:-

- Advanced Driving and Riding
- IMI National and Local Observer qualifications.



# How can I help you?

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## Support IAM RoadSmart Groups

General relationship building and financial support

Complaints/Group Disputes

Quality Assurance

Advanced Driving/Riding Recruitment Targets.



# How can I help you?

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## **Business Trainers/ADI's/Examiners**

Recruitment

Quality Assurance

Daily support

2 Trainer/Examiner meetings per year.



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# How can I help you?



## Partnership Management/Support to Sales Team

Under 17 Car Club

Skills days

Fire and Rescue/Police

Safer Roads Partnerships (Local Councils).



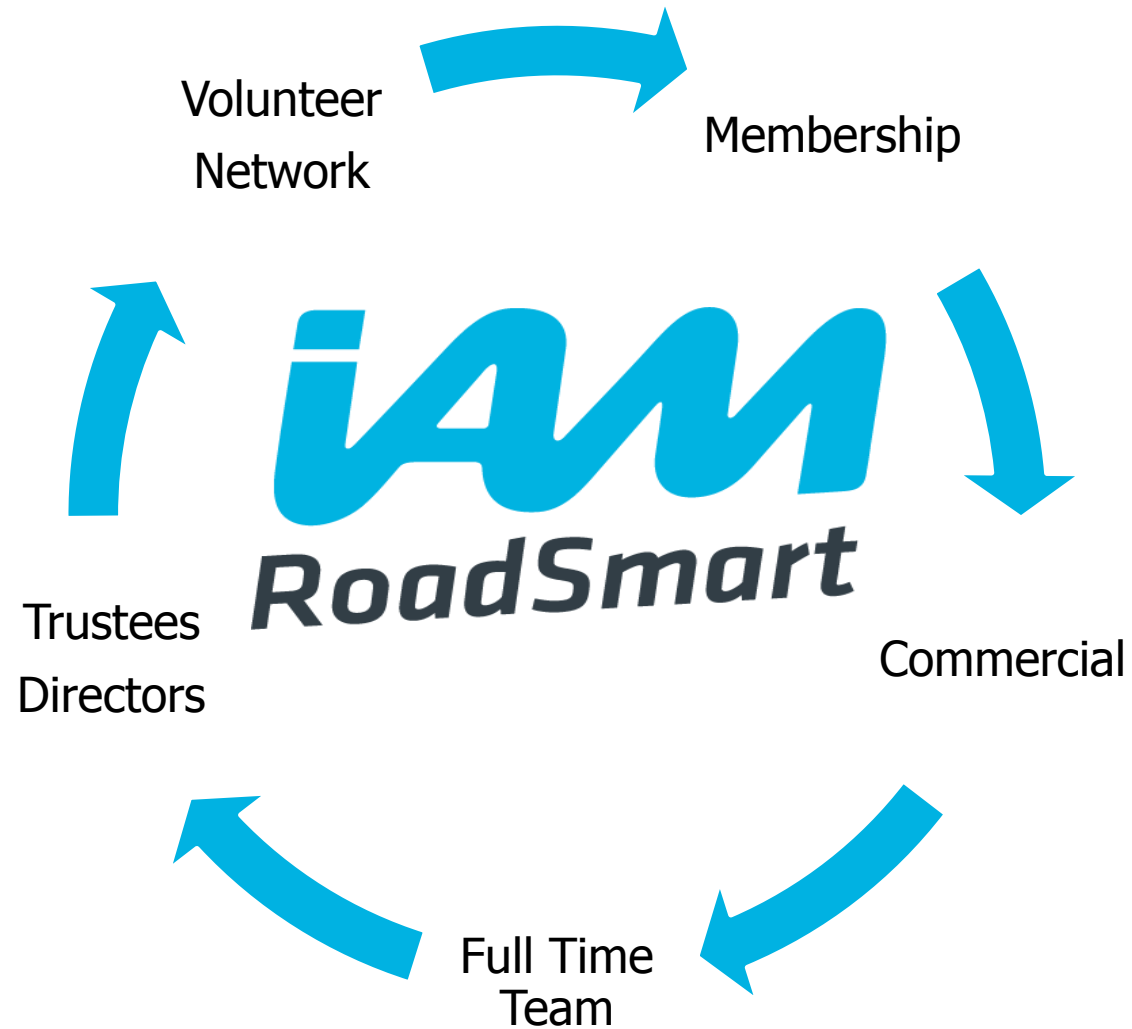
# Groups financial assistance



- All requests to be via financial assistance form Group Management dashboard on the website
- Financial assistance for less than £500
- No more than 50% contribution from IAM RoadSmart
- £1500 per Area
- Approval from ASDM
- When it's gone it's gone!!.



# One Team



## ...and finally

A very BIG thank you from Lyn for all your cards, kind words and donations



Look out for Lyn at this years Skills days and Observer events!



**Thank you and have a safe journey home.**