



Spring Forum 13th April 2019 (Worcester Young Farmers Club)

The meeting was well attended with approximately sixty Group Members present.

IAM RoadSmart was represented by Amanda Smith, Robbie Downing and Derek McMullen, (Vice Chairman of the Board of Trustees). All presentations given will be available on the IAM RoadSmart web site as of 27th April 2019 when the final Regional Forum concludes. This is the fourth time that Robbie and Amanda have given this presentation.

- Looking for feedback regarding current IAM RoadSmart Activities. This was really the primary focus of the meeting.
- Marketing Director Presentation with some focus on how IAM RoadSmart can help Groups increase their Membership.
- Mike Quinton Presentation
- Presentation of a Riders Booklet, produced independent of IAM RoadSmart in conjunction with Sean Cronin this was seen to be a suitable aid to anyone interested in Advanced Driving.

The Agenda:

- Charitable Objectives Reviewed
- The \$64,000 Question
- Marketing and Communications
- Group Updates
- What's New in IAM RoadSmart for 2019

Message from Mike Quinton:

This was given as a video message from Mike Quinton. Re-emphasized that IAM RoadSmart looking for feedback direct from the Regions to guide their development of Membership numbers. Mike has visited twenty Groups over the last months all of which have proven very positive for him in terms of his receiving positive suggestions regarding how IAM RoadSmart should look in the future. The message contained a thank you to all Groups for the work that is being done by the Group Volunteers.

Charitable Objective:

Re-iteration that the Charitable Objective of IAM RoadSmart is primarily Road Safety, focused solely within the UK.

Though there are many aspects that cannot be changed, IAM RoadSmart can impact issues relating to both Human Factors and, (Driving), Legislation. Detail presented of the KSI's on the UK roads. The number has dropped by 39% since 2007 but has now plateaued around 1,793pa (2017). Overall Casualties are now 170,993pa (2017), which is down 31% since 2007.

Membership:

Re-stated that there is "One" IAM RoadSmart made up of both Commercial and Membership.

The Membership side consists primarily of the Corporate and the Individual Membership.

The Commercial side consists of Drink Drive initiatives and post prosecution support, Drive and Survive courses and Speed Awareness courses.

Review of the Current IAM RoadSmart Position:

Covered matters like the poor uptake of Modules, the Advanced Test and changes that have been made. The take up of Fellows, (Fellows amount to only 1% of the Membership). And the availability of Masters qualifications. Membership is the current key focus especially through the Commercial Side of the business.

Where Next:

We are directed to aim efforts at increasing the number of Members by attracting drivers who are nervous or who are concerned about specific aspects of driving.

What is the \$64,000 Question?

What does IAM RoadSmart do, is it effective and, as an organization does it make a difference? IAM RoadSmart make up just 0.6% of the driving population of the UK. A primary reason for this low interest in Advanced Driving is believed to be that, anecdotally, there is no advantage to the training and support that is given to create those Advanced Drivers. As a result of this perception the Marketing Team of IAM RoadSmart are intending to gather hard evidence that Advanced Drivers are safer drivers. The question being “do we deliver safer driving skills”? This will be tested using telematics via a plug-in module into the vehicles OBD. 250 Members measured against 250 Commercial drivers who are not IAM RoadSmart Members.

Lobbying:

It is intended to move from supporting the same ideas regarding road safety to promoting short sharp improvements which it is believed will enhance sales and increase membership. IAM RoadSmart will be promoting the introduction of Graduated Driving Licenses along with targeting older drivers, retesting through Driver Assessments and post-offence Driver Rehabilitation. It is also being questioned whether all drivers who Drive for their Work should be obliged to go on a driver training course? Driving for work. (possibly motivated through H & S).

Marketing Communication and Membership:

Kate Tonge at kate.tonge@iam.org.uk is the Marketing Manager within IAM RoadSmart and wants to engage with the Groups

Comes from a Police Communications background, very enthusiastic. She has a large team and is very motivated to support groups.

Mentioned the quality of the English in issued documents. (Asked to be taken back to Kate Tonge)

What are IAM RoadSmart doing to take the message into the “Market”.

- Overall Media Mentions in February 2019 – 625
- Opportunities to See IAM RoadSmart in February 2019 - 400m
- Twitter Followers February 2019 - 15.9k
- Facebook Followers February 2019 - 12.5k

IAM RoadSmart on Facebook; Twitter; YouTube and Instagram.

Targets for 2019:

- Grow Associate Membership Numbers by 1000 to 6,750
- Grow Exemption Membership by 227 to 667
- Grow Driver Assessment Sales by 300 to 1,507
- Grow On-Road Module Sales by 155 to 240

Member get Member Course Sales – word of mouth is a key focus. We also need to push the sale of Modules. (These are currently not doing as well as was expected).

Target the messages that are being issued to the audience. Younger, Middle Aged and Older drivers should be focused specifically with different messages and approaches for each. Considerable amount of research to profile audiences is being undertaken by Kate Tonge and her Team.

Marketing at IAM RoadSmart want information about what is happening at a Group level; there is a paucity of feedback so a good deal of pressure is again being placed on Groups to provide that feedback.

Trustees:

Covered the Council of Trustees and their activities. Trustees are required; anyone interested should contact Amanda Smith via e-mail.

Strategy Group:

The Strategy Group were mentioned though it seemed from the details presented that their objective is simply to provide support to the Trustees in the development of ideas.

Groups:

There are currently 184 active Groups within the UK

Threat to Groups below 100 Members. (32 Car Groups). A recommendation that there should possibly be a Centralized Committee's with "Regional Observer Groups" covering what was previously three of four individual Groups. It was made quite clear that Groups with under 100 Members were not effective and not sustainable.

Group Audit and Assessment Toolkit:

- We need to identify the current strengths and weaknesses within the current Group structure
- We need to understand what resources are required
- We need to understand where we work and how we liaise with other local safety associations
- Ensure the consistency of delivery and standards including measurement of Associates perception. (Details are being collated as every Associate passing their ADT is polled). (Question raised as to why feedback is not being given to the Group).
- Contact local Co-op as funding is available. The overhead presented needs to be reviewed when made available at the end of the month.

There was a considerable promotion of interfacing with other local Groups and also interfacing with other organizations within the area. This was a focus for both Amanda and also Robbie.

What's New in IAM RoadSmart in 2019:

- In-house Training is being expanded
- Accreditation of Companies is being developed as a focus activity

- Membership by Portfolio is the new name for Group Accreditation of Associates. (14 Associates so far trained by NO's). The route is still that this approach can only be taken prior to an Examiner Test being taken and the training of the Associate MUST be done by a National Observer with supporting documentation submitted being assessed by an ASDM. A person "achieving the standard" in this manner will be attributed Full IAM RoadSmart Membership. Groups who wish to be considered as a part of this scheme can apply via their ASDM.
- Log Books and Group Handbooks recently "refreshed" and to be issued 17th April 2019, (this document will have an "Issue Identity" on the front cover). Advanced Driving and Observers Books already issued. (Mention was made of the need for Issue ID on such documents).
- There is an inclusion in the Group Handbook of a Policy Section relating to the suspension of Observer(s). No specific detail was given regarding this but it was mentioned that this had been seen as an omission in previous issues.
- There are currently 1,052 National Observers, IAM RoadSmart want to increase this number
- There were 513 failures of ADT applicants in 2018 amounting to 16% of the total number who attempted their ADT. (This was commented on as being quite a high percentage but seen as fully acceptable by IAM RoadSmart).

The overall intention of the meeting was for IAM RoadSmart to canvas for ideas and thoughts from the attendees. The meeting was predominantly interactive and participatory.

Additional Notes:

Around the meeting there were discussions with various people. Notable bullets from these discussions:

- Martin Gould at Walsall was wholly unaware of the initiative of local Council Road Safety Groups and plans to talk with Glynnis Jeavons as she works for Walsall Council in their Legal Team and may know what is happening. (Mike Webber).
- Neither Amanda or Robbie had any knowledge of the "100 Vouchers" talked about by Mike Webber. This is still being progressed at WGC with a view to responding to the question raised at the beginning of this week.
- The Chair of Stratford on Avon Group is attracting Young Drivers by offering them a £10 voucher for fuel to attend a drive. He has found that if a driver can be attracted in this way to do two drives, they will see the advantage of an ADT and join IAM RoadSmart. Irrespective, at the very least they will have gained some insight into "better driving".
- Discussions with Grahame Sherriff, Chair of Birmingham Group established that they have real problems supporting Associates having very limited numbers of available Observers. They have advised WGC that they can take no more Associates for the foreseeable future. I have suggested that they may be interested in working more closely with us especially as a good number of their Associates come from the North and North-West areas of Birmingham relatively close to ourselves. It is uncertain whether they will use this offer in any way).

Roy Richards & Dr. Jonathan Hughes 15th April 2019

This is the end of this Report