

INSIGHT

THE INSTITUTE OF ADVANCED MOTORISTS GROUP BRIEFING

WELCOME

Welcome to Insight, the monthly newsletter produced for the IAM Groups and their members.

NEW PARTNERSHIP



This month saw the IAM enter into a significant new relationship with Fiat. We have negotiated a very strong membership discount, which will be available to IAM members for all vehicles in the Fiat and Alfa Romeo range, and could in future include the Chrysler and Jeep brands.

In addition to the member benefits,

Fiat have agreed to use their dealership network, about 60 outlets, to actively promote the IAM Skill for Life. We are also looking at further packaging of our product, whereby the SfL could be sold as part of the price of the car. Our job is to then convert these drivers to actually undertake the SfL programme.

I am very hopeful that this initiative will enable us to provide more SfL candidates for the IAM Groups, providing us with a real opportunity to grow our membership.

Meanwhile, Fiat will also be providing vehicles at our skills days and allowing IAM members to "test drive" them on the track.

They are keen to support us in joint marketing initiatives; Fiat will be communicating with members about the new deal.

The partnership will mean that IAM members can take advantage of

exclusive discounts on the entire range of Fiat cars, including the 500, new Punto Evo, and the Alfa Romeo MiTo and new Giulietta.

Fiat are keen that we work with their other partners, including British Cycling, which will mean that we have new opportunities to network with organisations with whom we have struggled to gain access in the past.

Fiat and the IAM are a perfect fit for each other. We offer driving and riding skills on the road, and we have a legacy of more than 50 years' contribution to road safety - while Fiat has a rich automotive history as one of the leading car makers in the world.

We will have full discount deals on the website in the next few weeks and our members will receive an email notifying them of this opportunity.



Simon Best
Chief Executive
ceo@iam.org.uk

MEMBER BENEFITS

We have just introduced a new booklet for IAM members, called "IAM Rewarded – a guide to the IAM member benefits". This is the first time we have had a full guide and we have literally dozens of new proposals which will be of interest to members, including those in Ireland. The booklet does remind me though that the main benefits of being an IAM member will always be greater confidence and more enjoyment as a road user. But our 100,000 plus membership can now enjoy an attractive range of benefits and discounts, designed to save every member at least the annual cost of the IAM membership fee.

We appreciate that not every member will want to take up every offer – but the range of driver discounts, rider rewards and travel and lifestyle offers means that there is sure to be

something that will appeal to most people.

It is a fairly comprehensive list now, with the new Fiat/Alfa schemes to go on as well, plus Hein Gericke who are leading providers of motorcycle wear, so it's always growing. But we are interested in what new member benefits you would like. Does your Group have a particular suggestion? If so please let Paul Woozley know – paul.woozley@iam.org.uk.

For the latest updates please check iam.org.uk/memberbenefits

And if you would like copies of the booklet itself to give to Group members, again, please let Paul know.



CHIEF EXECUTIVE'S
INTRO

NEW
PARTNERSHIP

MEMBER
BENEFITS

DRIVERS VS
CYCLISTS

RISK
ASSESSMENT

DRIVERS VS CYCLISTS: one and the same?

In 2009, the IAM released a research report entitled "Cycling Motorists", the hypothesis being that cyclists were in fact and to a large degree, motorists as well.

The report's findings supported the IAM's move to actively help cyclists through training and education; roughly 75% of cyclists also owned or had access to drive a car. It also found that the biggest barrier to the "cycling motorist" getting on their push-bike more often was a fear of other traffic on the road.

Such findings give credence to the cycling arm of the IAM, whose aim is to appeal to the many millions of multi-modal road users who have access to both motorised and pedal-powered transport. From this, the values and principles practised by the IAM for over 50 years for the benefit of drivers can be quite readily applied for the benefit of cyclists; those of information (gathering), positioning and the considered use of speed, gears and acceleration. Sound familiar?

Reaction to the IAM's involvement in cycling has, by and large, been very favourable with many advocates claiming it is refreshing and timely for a motoring organisation to embrace cycling and cyclists. The minority, polarised view from some cycling and motoring voices has claimed that the extension of our work is misplaced and misguided.

When Simon Best and I met with the Department for Transport officials recently, they were clearly of the view that the IAM's claim to cycling was a legitimate one – we

have the integrity of the "middle ground".

Although confident that its approach to cycling is hugely beneficial for all, the IAM's position has just received indirect backing from the cyclist's own charity, the CTC. Their new claim (through research) is that the cyclist of today is also likely to be part of a relatively affluent household where two cars also reside. So as it appears increasingly likely that we have different modes of transport at our disposal, the IAM is well placed to appeal to an even wider road-using public in the UK.



D.P. Pickering

Duncan Pickering

RISK ASSESSMENT



Those of you I met at the Bike Conference last month might recall I did a presentation about the need for risk assessments which arose out of the work we were doing with the NRG (National Representative Group) looking at governance of the groups.

This is of course just as relevant to the

Hazard	People at risk	Severity	Likelihood	Overall risk	Control measures (and comments)	Result	Action required?
Collision with another vehicle/road user/roadside property etc	All	H	L	M	<p>Associates</p> <ul style="list-style-type: none"> All have DSA driving test pass qualification as a minimum of prior training (or EU equivalent) providing evidence of some prior competence Driving licences checked prior to first session Eyesight tested at/before start of first session Briefing at start of session includes safety issues, and reminds associate he/she has responsibility for safety specifically Briefed in relation to safe clothing 	A	

car groups as it is to bike groups.

I promised bike group delegates that I would provide more information, and the presentation will shortly be posted on the IAM website. Meanwhile, please see the example (above), for collisions with other vehicles.

The NRG requested that we provide a template to help groups write their own so that – rather than reinvent the wheel 200 times for every Group – we

could cut through the bureaucracy and give Groups something to adopt, and adapt, for your purposes locally, if you choose to do so.

Please feel free to discuss this at your forthcoming regional forums next month.

Meanwhile, the template will be made available as a discussion document at the NRG on 14 September.