

INSIGHT

THE INSTITUTE OF ADVANCED MOTORISTS GROUP BRIEFING

WELCOME

Welcome to Insight, the monthly newsletter produced for the IAM Group Network and its members.

NATIONAL MOTORCYCLE CONFERENCE



This month saw our annual motorcycle conference, hosted once again at Warwick University, and I am pleased to report that it went very well.

Our theme this year was "Live to ride and ride to live – kickstart to growth".

None of our 300-odd delegates pointed out that we don't really have kickstarts any more, as we are

all electronic these days. But as a metaphor it worked well, because a "kickstart" is exactly what we are offering – with new marketing and advertising designed to take our recruitment and awareness up to the next level and to help you recruit new associates to your group.

We took the unusual step of laying on a guest speaker for this year's bike



conference - Perry McCarthy, who was the original "Stig". I think this helped make the whole day more enjoyable and stimulating. We were also more interactive with our delegates than in previous years, taking on board



instantaneous feedback at each stage of the conference, which was electronically flagged up on the four giant screens.

Nearly all the bike groups were there, which is great. Perhaps I could repeat one call though, for new testimonials? Our website now features a generous crop of messages from young car delegates, including 17 year old Carly Smith (pictured below). But we don't have a lot from motorcycle members.

Do you know anybody who has recently passed their motorcycle test and then subsequently put pen to paper to say how delighted they are? If so,



share their experience with us and we could post them on the IAM website. We could certainly use a few more bike examples.

Pictures from the bike conference will be available on the website soon, but if you need one urgently for your local press or your group newsletter perhaps, please let the press office know – press.office@iam.org.uk

It was good to meet so many of you there, and many thanks for coming along.

Simon Best
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CHIEF EXECUTIVE'S
INTRO

NATIONAL
MOTORCYCLE
CONFERENCE

DRIVING
ECONOMICALLY

MEMBER SERVICE
CULTURE

MIKE PENNING MP,
THE NEW ROAD
SAFETY MINISTER

DRIVING ECONOMICALLY

This month I have been asked to represent the IAM on a group called the Low Carbon Vehicle Partnership (LowCVP). The LowCVP is an action and advisory group introduced to take a lead in accelerating the shift to low carbon vehicles and fuels in the UK and to help ensure that UK business can benefit from that shift.

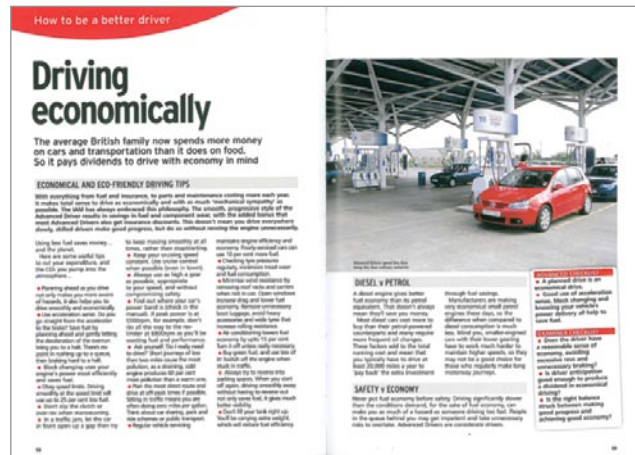
The LowCVP is a partnership of around 170 organisations from the automotive and fuel industries, the environmental sector, government, academia, road user groups and other organisations with a stake in the low carbon vehicles and fuels agenda.

It's good that the IAM has a voice at the table for this kind of multi-agency activity. But it's not an obvious fit: some say that we have more than our fair share of "petrol heads" here at the IAM and the last thing on their mind is "green" driving.

So why join the LowCVP?

We are advocates of eco-driving techniques and we should find every opportunity to promote our safe, green driving style. I always think that our approach to the environment is first and foremost a practical one: yes, we all have to drive but every time we do so, we can ask ourselves if the car is the best way to make that journey. And once we are behind the wheel, we can adopt a light right foot which makes a big difference to the amount of fuel we burn.

From a safety point of view, you will appreciate that not only can we make good progress but we can do so in such a way that we minimise fuel consumption.



And let us not forget that the best contribution we make to the environment is quite simply not crashing. How many times have you seen a shunt, probably only involving two or three vehicles, which has created a long queue of traffic in its wake with dozens of vehicles all sitting there doing zero miles an hour? Road Traffic Accidents (RTAs) are not only bad for safety, they are bad for the environment too.

Our commercial product has found some success recently. Called ecolution, it takes as its slogan "driving cost down". The emphasis is on fuel efficient driving that contributes to the bottom line. We have featured a couple of these companies in the summer edition of Advanced Driving.

ecolution driving cost down

MEMBER SERVICE CULTURE

Here at IAM House we are looking at ways we can improve our service delivery. The member change programme complements the QA

project that Peter Rodger is leading on, with the NRG and IAM Groups. Some of the staff have already been interviewed individually (for what we call "deep dive" research) and the training will be initially for the front line staff, starting next month. Six additional sessions for the rest of

the staff team will be held from mid-August, inviting staff to indicate their preferred session. Before training gets underway, everyone is asked to think about what good service delivery looks like within their area of work.

MIKE PENNING MP, THE NEW ROAD SAFETY MINISTER



Later this month, together with our Vice Chairman Colin Skeen and our Director of Policy and Research Neil Greig, I will be

having an introductory meeting with the new Road Safety Minister Mike Penning MP (pictured). This is our first opportunity to explain to the Minister the unique contribution to road safety that the IAM makes, and at the same

time update the key officials at the DfT on our latest research. While the government cuts in expenditure may affect us indirectly, our role as the UK's largest independent road safety charity means that we are not reliant on direct departmental funding. So we won't be going in pleading for cash. We will, though, be offering Mr Penning an opportunity to experience advanced driving for himself, as we always do with Road Safety Ministers. Talking of which, the new crop of MPs have all had introductory letters from IAM House. So now's a good time to approach your local MP and see if they would be prepared to take a DriveCheck, if you haven't done so already.

If your local MP is willing to have a go, it's normally great regional publicity for your group and gives them a chance to set a good example. Some MPs – such as Owen Paterson, the new Secretary of State for Northern Ireland – go on beyond the DriveCheck to spend some time preparing for the IAM test. Owen first came across the IAM when he was the opposition Transport spokesman. So we now have an IAM member in the Cabinet. If you need any help with drafting a letter to your local MP, please let me know as we have considerable expertise in the marketing and communications team for you to draw on.

Please email me at ceo@iam.org.uk