

# INSIGHT

THE INSTITUTE OF ADVANCED MOTORISTS GROUP BRIEFING

## WELCOME

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



### Exceeding speed limits: no excuses

The reputation of the IAM is one of our most valuable commodities. It's what gets us access to policy makers and politicians; it's what helps us sell our courses and makes the name so well known, for a relatively small organisation. But I have a concern. Our good name is at risk.

While I have been attending the spring forums, I have heard reports that certain groups are from time to time allegedly encouraging associates to drive or ride at excess speeds – in one case I have heard, a reported “observed” ride of 120mph plus. Another story allegedly involved an examiner telling a test candidate that “all the cameras along here have been switched off”, the clear expectation being that the road was fair game for any speed that the candidate wished to do.



I hope these stories are just that – stories. But I have a concern that they are indicative of unacceptable behaviour.

Please be assured that the IAM will act swiftly if there is any proven case of group observers – or examiners – encouraging drivers or riders to exceed the national speed limit (or indeed, any statutory speed limit).

As the Group Handbook puts it: the IAM expects all members and potential members to comply with the law and the Highway Code in all driving matters, including all speed limits.

There is enough law-breaking on our roads already without (thankfully unsubstantiated) reports of this nature.

### Conference diary date

And with the spring forums now well underway, the motorcycle conference can't be far behind. We have started preparation for the event – it's at Warwick University again this year on Saturday 17 July. Last year, the Crystal Interactive session gave us plenty of chance to gauge delegate responses to ideas, and a wealth of suggestions for afterwards to help inform our thinking. But we're not wedded to that particular feature: you may well have views about the format for the day. What do you want to see included? And what would you rather see dropped? A series of presentations, back to back, sometimes needs something to break them up a bit and sustain interest, for example. Please let us have your thoughts – perhaps you have a particular theme you would like us to pursue, or a topic you want covered.

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### Polls apart

If you are not thoroughly sick of politicians by now in wall-to-wall election coverage, can I ask you to cast an eye over the results from our poll? We put the key elements of our manifesto to an online poll which produced more than 2000 responses (see below).

The question about mandatory retesting of drivers is an interesting one – it comes up quite regularly, typically when new members, flushed with the warm glow of getting through their advanced test, suggest that all licence holders should have to do something to improve their driving post-qualification.

Actually there are a host of reasons why a mandatory five year re-test regime is unlikely to find favour, no matter which party is in power in May.

I was also interested in the drink drive answers. The DfT is conducting an independent review of the drink drive limit, run by former mandarin Sir Peter North, which has now been scheduled to report to the new Secretary of State after the election. We will be sending our pollsters' views to the North consultation.

### Step forward IAM Drive & Survive

This month saw a major rebrand exercise for the IAM's occupational driver training risk management companies.

In the past six months IAM and its commercial divisions have undergone a lot of positive change. IAM Drive & Survive



CHIEF EXECUTIVE'S INTRO

MANIFESTO POLL RESULTS

offers a completely comprehensive range of driver risk assessment and driver training products, with both on-line and on-road driver training modules.

Our two wholly owned subsidiary companies – IAM Fleet and Drive & Survive – have been amalgamated into a single new company, IAM Drive & Survive, and we invited some key fleet media and clients to a special launch event at Bedford Aerodrome to mark the merger.

I made the decision to combine the two companies as part of an overall business strategy to ensure that all resources are more effectively channelled into offering one, comprehensive product range - with the benefits of both companies.

There were efficiency gains too – we had been duplicating back office and support services here at IAM House.

We gave journalists and clients an opportunity to get behind the wheel with IAM Drive & Survive trainers for taster sessions. Activities included ecolution, IAM Drive & Survive’s fuel-saving and CO2 emission-reducing course, skid-control, and parking. Parking is a particular



cause of concern for businesses, as statistics show that low-speed incidents result in substantial costs to fleet operations.

We know that some of our group stalwarts started off as commercial clients before they went on to become observers locally – so a thriving commercial training company is a useful “feeder” for potential IAM Group members. The new IAM Drive & Survive means we can invest and grow to generate funds to support the charity.

**IAM Surety hitting the mark**

We are now getting regular testimonials from IAM members who are finding that the IAM Surety insurance offerings are better than anything available in the market. One member this month gave us a detailed breakdown of the nine quotes he had received to insure his year old Skoda Superb, which he wanted to reinsure with IAM Surety. He told us that the most expensive quote he received was

from Saga, at £741, but that the cheapest – IAM Surety – was only £264 – beating the nearest rival by £20.

Your new Advanced Driving magazine should be with you by now, and it has details of the latest offerings from IAM Surety - including IAM Family. This scheme means that the immediate families of IAM members can also take advantage of market beating motor insurance. Please mention IAM Surety at your group nights and remind members of what good value the IAM Surety offer is.

**To City Hall... by bicycle**

Finally, this month sees another media launch – this time for the new IAM cycle book ‘How to be a Better Cyclist’. We are launching this new initiative at City Hall on London’s South Bank. Among our VIP guests will be Kulveer Ranger, the Mayor’s Transport Adviser. Already certain media outlets such as the Sunday Times are aware that we are more than a motoring organisation and I am confident that the additional audiences that cycling opens up for us will be of benefit to the long term development of the IAM. You can buy the book at our website, [www.iam.org.uk](http://www.iam.org.uk)



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**MANIFESTO POLL RESULTS**

**Are you an IAM member**

Associate 3.88%  
No 17.2%  
Member 78.91%

**The IAM should be campaigning for compulsory retesting of all drivers every five years**

Strongly disagree 15.13%  
Strongly agree 15.5%  
Agree 29.12%  
Disagree 40.25%

**IAM members caught speeding should receive harsher penalties than other drivers**

Strongly agree 3.47%  
Agree 13.6%

Strongly disagree 35.02%  
Disagree 47.91%

**If the penalty points system changed so you started with 12 points and lost them when committing an offence, do you think that drivers should get extra points for passing the IAM test**

Strongly disagree 11.51%  
Strongly agree 19.29%  
Disagree 28.74%  
Agree 40.46%

**Should the IAM support calls for a lower drink drive limit**

Strongly disagree 8.14%  
Disagree 21.99%  
Agree 34.83%  
Strongly agree 35.04%

**Driving under the influence of drugs is the biggest road safety problem on our roads today**

Strongly disagree 7.49%  
Strongly agree 14.04%  
Agree 36.41%  
Disagree 42.07%

**The IAM should campaign for all minor and major crashes occurring in the course of driving for work to be reported under health and safety legislation**

Strongly disagree 9.85%  
Strongly agree 16.69%  
Disagree 31.03%  
Agree 42.43%

**Number of Voters:** 2403