

IT'S ALMOST TIME

By Sarah Sillars, chief executive officer

By the time this reaches you, the IAM will be less than two weeks away from the biggest changes we have ever undertaken as we become IAM RoadSmart.



Sarah is seen here at IAM's spring forum in Scotland, presenting a trophy to Kenny Wilson from the IAM's Kingdom of Fife Group

We have communicated this extensively to you via IAM Inform and the spring forums, and have provided you with all the materials you need to help you make the change with us.

I am confident that when you see everything in all its glory, you will be as proud as we are at the organisation we are becoming.

Many of you have seen the new display banners, clothing and stationery and the new website (which will now go live on

18 April); the website will be compatible with tablet, phone and PC.

But it is not just the visual side of things which has changed.

We have, through extensive research, identified that many people want to become advanced riders and drivers but do not want to take a test. As an alternative, we will be introducing an option for customers to choose when buying an advanced riding or driving course to have their membership approved by the group without a test.

Only groups which consistently demonstrate IAM standards will have the opportunity to deliver this. Examples of these are:

- Adherence to all IAM RoadSmart standards and policies
- All observers with IMI local or national observer qualification
- Time to pass test of less than 170 days (current scorecard)
- Customer satisfaction of 80% (when survey introduced)
- No upheld complaints about the group
- A portfolio of a minimum of six observed run sheets using IAM RoadSmart run sheets
- All elements of the run sheet completed on DTE
- Sign-off sheet by local observer assessor, not a test
- Annual audit of processes

We are now taking into account the feedback from the spring meetings, and once the process has been finalised we will tell you more. This should be in June.

In the past year we have talked about the need for change, for attracting new audiences. We have proved this isn't just talk – with the standards review and implementation, new name, communication channels, increased media profile and a partnership with the Under 17 Car Club, the new IAM RoadSmart is well and truly ready for the next 60 years.

Both myself and the whole IAM team are excited about what is happening – and I hope you are too. We look forward to being on this journey with all of you.

Sarah



TELL US WHAT YOU THINK

The Insight team would like to know what you think about the newsletter, so it can better provide important information from the IAM and its leadership. We would appreciate a few minutes of your time to answer a survey and have extended the deadline for entries until 30 April. And to thank you for your troubles, we will select one entry at random to win a £50 voucher to spend on the amazon.co.uk website. To reach the survey [click here](#).

NIGEL AND THE IAM TAKES AUTO EXPRESS BACK TO SCHOOL

The IAM had the unprecedented chance to work with both Auto Express magazine and former Formula 1 World Champion Nigel Mansell CBE for a major feature and series of videos.

The IAM approached the UK's biggest-selling motoring magazine, to offer a personal masterclass from Nigel, also IAM president, on how a world champion could pass on safer driving techniques to a regular road driver.

Accompanying Nigel was Richard Gladman, IAM head of driving standards. Nigel and Richard set Richard Ingram, Auto Express news editor, a set of driving challenges

to see how easily race skills could be transferred.

The challenges included slalom around cones, safe emergency braking, reversing into a parking space and cornering.

Rodney Kumar, IAM senior communications executive, said: "Having the chance to work with Nigel and Auto Express is a great boost to the IAM's public profile. It also fits in with our goal of showing advanced driving can be enjoyable too – having Nigel involved shows how the skills he has developed during his Formula 1 career can benefit others in how to handle a road car."

The article will be in the 13 April issue of Auto Express. The tests were also filmed and will be featured in instalments over the coming weeks on the Auto Express website.



Nigel Mansell seen here with the IAM's Richard Gladman (centre) and Richard Ingram from Auto Express.

PADDY ON THE IAM BEAT



Paddy Hopkirk met Simon Stabler (right) from Best of British magazine when he visited IAM head office last week

Motorsport champion Paddy Hopkirk has been busy promoting the IAM at numerous events since being appointed the organisation's mature driver ambassador.

Paddy promoted the Mature Driver Assessment at the Car and Accessory Trader Awards (CAT) at Twickenham Stadium in February, which saw more than 200 aftermarket professionals gather for the showcase event of the sector.

He also dropped into IAM House for two interviews in late March. He was interviewed by Mature Times and followed that immediately by speaking to the Best of British magazine.

Paddy said: "I am very much enjoying promoting the Mature Driving Assessment for the IAM. It is really important for older drivers to maintain their independence, but at the same time to keep driving as safely and confidently as possible. Keeping skills up-to-date is important for all road users, not only on modern busy roads but also in modern cars too."

Both interviews will be published in the next few weeks.

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