

# Insight

## A chance to take stock

By Sarah Sillars OBE, chief executive officer



From left are members of the rebranding launch team with Sarah Sillars (centre); Gareth Bevan, Duncan Pickering, Paul Wozzley and Caroline Holmes

April has been a whirlwind month of change for us all, with our new brand IAM RoadSmart and fresh new website being launched and gaining impressive feedback from members, groups, press and general public.

They include these:

"Like the new colours and am enjoying my driving sessions, hopefully take the test soon."

"I like it and I did read the article in the last magazine. Well done IAM RoadSmart!"

"Love the new logo, time to get the younger generations interested in further training now we have the fresh new look, well done guys."

"A sensible move to broaden the appeal to a younger audience. All the best for the next 60."

"Great rebranding video guys and girls."

It's good to get involved in the moment, but maybe it's time to reflect on all the great things we have achieved together.

The following is a brief summary of the key achievements:-

- Recruited 6,453 new associates
- Prepared and tested 6,137 associates with an 85% average pass rate

- Developed new driving and riding standards with the help of 13 volunteer groups, engaging with over 156 associates. Utilising the new associate logbook will lead us to being in a position of launching the full roll out six weeks earlier than scheduled. All of which will be completed by September
- Delivered improved advanced rider and driver documentation in the form of observer logbooks and driving information sheets, which are coming with the standards roll out
- We have enabled 1,053 observers to complete a IMI Observer qualification, providing formal recognition of their skills, all at no cost to individuals or group
- The National Training Team has been implemented for all regions, through interview and riding and driving assessments, and is now available via your regional operations manager
- The national free taster campaign #IAMRideFree organised by IAM RoadSmart communications delivered in excess of 1,500 leads for groups to convert to associates through assessment
- Some 558 members and non-members attended one of our 10 Skills Days, plus administered and support three group organised skills events at Gaydon, Elvington and



Ingliston. This helped another 364 members towards an enjoyable day of driving and riding.

- We celebrated our bike membership through the Ride Out and Rally event (ROAR) on 11 July last year at the National Motorcycle Museum, with over 500 members and group representatives going
- The spring and autumn forums provided great information to group representatives about the challenges for the future, helping set the agenda for the IAM Annual Conference

- The 2014/15 conference received its best ever feedback of 83% satisfaction from the 350+ group representatives and helped plan strategy for IAM RoadSmart's future
- Some 27 groups adopted IAM RoadSmart supported and funded website templates
- We introduced the Marketing toolkit which can be found at [rapidity.infigoftware.com/iam](http://rapidity.infigoftware.com/iam). This enables groups to customise leaflets to their own requirements, order IAM RoadSmart leaflets, promotional pull ups, feather flags, and clothing all at market-leading prices and in some cases at IAM RoadSmart's expense

- The field staff supported by other IAM Roadsmart staff conducted in excess of 623 group meetings and support visits and presentations
- Through all our endeavours we grew membership of IAMRoadSmart by 1.7% ending the year at 92,654

We would like to thank all of you for your enthusiasm for IAM RoadSmart's future. It simply would not work without you, the group officials and members. As our ambassadors, you are our front line and we are so much looking forward to you being on this journey with us.

Sarah

# IAM Roadsmart is number one



On the left are volunteer drivers Colin Bradbury, Cameron McCracken and George Matlock. On the right are Jennie Bond, assessor Shaun Cronin and IAM RoadSmart Mature Driver Ambassador Paddy Hopkirk.

IAM RoadSmart received its first major TV exposure since the launch when it was featured on BBC1's flagship early evening programme *The One Show* on 3 May. This programme regularly attracts an audience of five million viewers a night.

The *One Show* filmed an item on why car insurance premiums were higher for older drivers, and wanted to prove the point that mature drivers possessed skills that meant higher premiums were not justified.

The IAM RoadSmart communications team sourced three drivers aged 20, 48 and 83 (all former or current group associates) who agreed to undertake a mini-assessment with Shaun Cronin, regional quality manager – so see which age group is 'king of the road.'

Rodney Kumar, IAM RoadSmart senior communications executive, said: "Having the opportunity to be on a prime-time programme like *The One Show* was an opportunity not to be missed.

"It allowed us to showcase our work in a small part to a very large audience, as well as showing everyone our new brand.

"I'd really like to thank Colin Bradbury, George Matlock and Cameron McCracken for allowing their driving to be put under the spotlight in this way – they were great sports."

If you missed the programme, you can watch it on BBC iPlayer [here](#).

## Changes to *Insight*

The format of *Insight* will be changing after this issue, which means from July the newsletter will be incorporated into your weekly *Inform* electronic newsletter.

Following our recent survey, it was decided that the foreword from the chief executive officer and other senior people should be seen by the whole of the *Inform* readership, rather than a select few.

A special section of *Inform* will therefore feature the chief executive officer's foreword once a month. We will increasingly be using the new website more to expand larger stories.