

# Your charity in action

IAM RoadSmart operates in many ways, with one all-consuming goal: to promote road safety. Here's how we're making a major impact on multiple levels

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IAM RoadSmart may be in its seventh decade - a time of life when many people are thinking about slowing down - but we've never been more active in such a wide range of areas. That's something to be extremely proud of. CEO Sarah Sillars explains: "We use your membership fees to achieve our charitable goals to make a positive improvement in road safety. We work in three key areas - with the public, the industry and the Government - in order to influence change at all levels of society."

She continues: "We're reaching out to far more of Britain's 34 million drivers and riders with our new free apps, as well as our online

and on-road modules. By offering a fun yet educational helping of road-safety information, we hope many will gain an appetite for this knowledge and seek out more training. We believe a significant number will go on to take the advanced test.

"IAM RoadSmart is also very pro-active in the industry. At our first Driver Ahead? road-safety conference, experts discussed how to keep road users safe during the transition to driverless vehicles. We've never had a more engaged relationship with the Government. We're the only road-safety charity on the Motorists' Forum, a committee that reports to the DfT and Road Safety Minister Jessie Norman MP."

Here, we take a look at the huge range of actions IAM RoadSmart is taking to improve UK road safety.

**"WE WORK IN THREE KEY AREAS - WITH THE PUBLIC, THE INDUSTRY AND THE GOVERNMENT - IN ORDER TO INFLUENCE CHANGE AT ALL LEVELS OF SOCIETY"**

SARAH SILLARS

**iam**  
RoadSmart

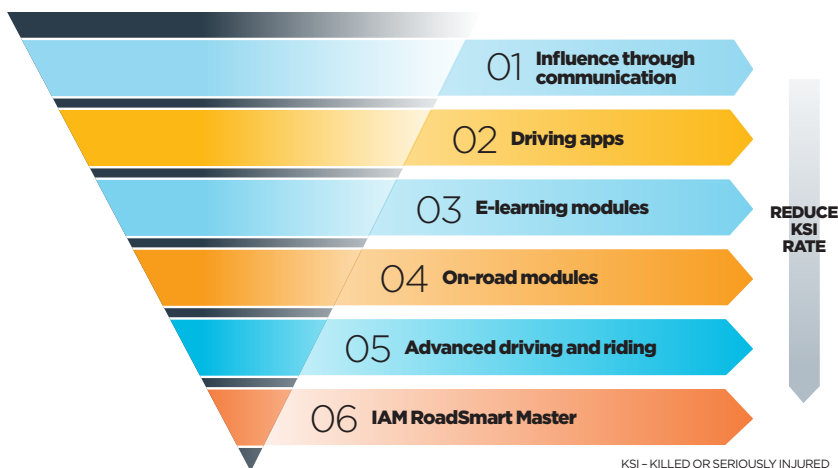
## IAM ROADSMART IN NUMBERS

>> **200**  
LOCAL  
GROUPS

>> **4,000**  
PEOPLE HELPED  
VIA OUR  
DRA COURSES



**34+ million**  
licence holders



## **We make better bus and coach drivers**

Many bus and coach companies work with IAM RoadSmart to train their drivers to advanced standard, including National Express and Go Ahead London.

Go Ahead won a 2015 Prince Michael International Road Safety Award for its joint initiative with us, which saved many £1,000s in damage-repair costs and reduced time off the road for drivers and buses. Go Ahead London has also recently agreed a 12-month deal to put 1,149 drivers from six garages through the advanced driving test. As Fellow members, they'll have their skills retested every three years.



## **We help people gain motorway confidence**

On-road modules have already proven a success with one young driver from Portsmouth. Katherine Lemieux went out with Richard Gladman, IAM RoadSmart's head of driving and riding standards, to gain motorway confidence.

"It was clear Katherine had good motorway knowledge, but her nerves were stopping her from putting it into practice," Richard explains. "She initially waited to be told what to do when, say, passing a slower car. Yet as she relaxed her confidence increased, and she began to identify situations in advance, and plan."

Katherine says: "I loved how much input there was, and liked talking about the process first. I now feel able to drive on the motorway without someone helping me."



## **We help taxi drivers get going**

IAM RoadSmart's members have stepped in where the Driver & Vehicle Standards Agency has stepped out, to provide assessments for would-be taxi drivers.

The one-hour Taxi Driver Assessment examines driving skills over a range of competencies, including manoeuvring ability, safe pick-up/drop-off knowledge and customer-service skills. Completion brings accreditation to become a safe, professional taxi driver, and it is a mandatory element of all applications.

# WE'RE JOINING THE 34 MILLION CLUB

Each year, IAM RoadSmart gains around 7,000 new members, but in 2018 we'd also like to help a further 20,000 start their journey toward advanced status by providing other means of support. We're asking our members to join the 34 Million Club by spreading the word about how satisfying and rewarding developing your driving and riding skills can be.

However, instead of trying to push millions of drivers up to the high standard of the 460,000 who've taken their advanced test in the past 60 years, we are keen to provide help and support for all by encouraging confidence, capability and skill in those who want to do a little first or in totality. Everything we do will be in line with our three charitable objectives.

## **WE HAVE THREE CHARITABLE OBJECTIVES:**

**1** To improve the standards of driving and riding on the roads

**2** The improvement of, greater focus on and promotion of road safety

**3** The administration of a nationally recognised advanced test

**- AND WE COULDN'T DO IT WITHOUT YOU!**

**>> 30,000**  
BUSINESS DRIVERS HELPED OR TRAINED

**>> 91,000**  
MEMBERS PAYING ANNUAL SUBSCRIPTIONS THAT FUND OUR ACTIONS

## We work with the WI



**"THE COURSE HAS BEEN REALLY GOOD. I'D RECOMMEND IT TO ALL"**

MARLENE MABEY

More than 30 members joined IAM RoadSmart in 2017 as a result of driving events hosted for the WI (Women's Institute) at the British Motor Museum in Gaydon and the Haynes International Motor Museum in Somerset.

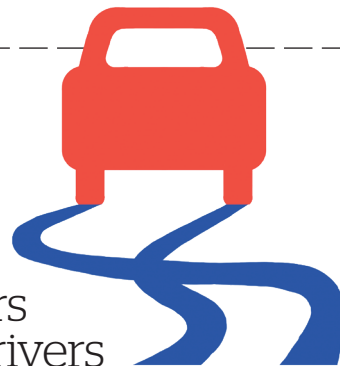
The offer of a driving course was of particular interest to Dunchurch & Thurlaston WI member Marlene Mabey, because she'd been involved in a road accident at the start of the year. She recalls that although she was extremely nervous about the event, she and her

husband Peter had a lovely day at Gaydon.

Deciding she'd benefit from more coaching, Marlene signed up for the eight-week advanced driving course. Speaking partway through, she was already finding it extremely useful: "I really feel like I've achieved something and become more aware about my driving. It's already helped me avoid a collision with a car that pulled out from a side road. Remembering what I'd been told about keeping a lookout for other road users, I was already anticipating that the car might pull out. I slowed down, and avoided a smash.

"Overall, the course has been really good. I'd recommend it to all," concludes Marlene.

## We turn drink-drivers into safer drivers



Over the past four years, the Drink-Drive Rehabilitation Course (DDRC) has helped 9,500-plus banned drink-drivers return to the road as safer motorists. Sarah Fisk, training manager, drink-drive, says: "We have 50 trainers, and cover all DVSA areas. Participants have ranged from 17-year-olds with a provisional licence to over-90s."

The course covers how the law relates to drink-driving, and the impact it has on those convicted. It also talks to them about their responsibility for their actions, and helps assess their readiness to change their lifestyle so they don't re-offend. By

setting smart goals, it aims to help them change their behaviour. On completion of the three-day (16-hour) course, participants get a reduction of up to 25% off their driving ban.

One participant says: "I wasn't relishing the idea of the course, but in fact it gave me very interesting and useful information. The instructor was outstanding. I changed quite a few things in my daily routine." Looking to the future, Sarah Fisk says: "Drug-driving is increasing, but there's no course for offenders yet. If the Government comes up with a scheme, we'll want to be part of it."

## WE HAVE BIG IDEAS to change attitudes

Thumbs-Up Day is our first Big Idea to raise our profile. Taking place in May, it'll be a day of courtesy on our roads. We'll be selling blue Thumbs-Up stickers and giant foam thumbs, for motorists and pedestrians to show they support a positive attitude towards politeness.

We plan to raise plenty of money and engage as many of the UK's road users as we can reach. We're also hoping the event will turn into an annual phenomenon - and we would love for as many local groups as possible to get involved.

## WE PRODUCE apps and modules

We've launched a suite of apps, plus online and on-road learning modules, to help us engage with more UK drivers. In one of the free apps, users can follow our brand-new cartoon family through their IAM RoadSmart journey and learn from their mistakes. Our new e-modules offer hints and tips on how to drive with awareness and perspective in 10 different situations, from driving with distractions to parking safely.

The apps and e-modules aim to be fun while providing road-safety education. It's hoped they'll lead people to take up one of our on-road modules. These, too, focus on the situations our research has told us drivers would most like help with, such as motorways and rural roads.







Chairman  
Ken Keir  
speaks  
at Driver  
Ahead?

## WE LEAD THINKING

IAM RoadSmart is instigating debate about future developments in motoring, such as driverless cars and how to make the UK's roads safer as these begin to arrive. We recently hosted Driver Ahead?, the first industry-wide conference, at London's Royal Automobile Club. It was attended by 120 delegates, including many heads of industry.

The aim of Driver Ahead? was to use industry expertise to inform further research. "We've asked the delegates to feedback on the topics raised so that we can use these to lead future research into the safe transition to driverless cars," explains director of policy and research, Neil Greig.

As well as being the first time IAM RoadSmart has partnered with the RAC Foundation, it's also gained a major sponsor, Pirelli. This helped raise the level of delegates in attendance; read more in Up To Speed (pages 8-17).



## We influence Government policy and spending on road safety

"Over the past year IAM RoadSmart has honed in on the most important committees, and that's meant we've had far greater input in major road-safety changes," explains Neil Greig, the charity's director of policy and research.

A great example of IAM RoadSmart's effective lobbying is its involvement in improving the driving test. "We were in a DVSA group that agreed, tested and implemented the changes that brought the practical test up to date and made it more useful for learners.

"They include a doubling of the amount of independent driving in the test, plus sat-nav use and replacing the three-point turn and reversing round a corner with more relevant parking manoeuvres," says Neil.



## WE'RE PART OF THESE IMPORTANT COMMITTEES

### Parliamentary Advisory Council for Transport Safety (PACTS)

This is an official APPG (All Party Parliamentary Group) with MPS, Lords and key road-safety figures among its extensive membership. It has direct access to civil servants and parliamentarians. Directly involved in the shaping of future road-safety legislation. IAM RoadSmart serves on its key advisory committees such as the Road User Behaviour Group.

### Transport Scotland Road Safety Operation Group

Influences Scottish road-safety policy at a direct and senior level. Also in Scotland, we work with Road Safety Scotland, the body that spends the country's road-safety education and publicity budget.

### Transport Focus Road User Group

Influences the delivery of Highways England's road programme for motorways and A-roads. Carries out driver-satisfaction surveys. Data is used by the Government to hold Highways England (HE) to account over its performance.

### Highways England Road User Group

Chaired by the customer services director for HE, this lets us deal directly with Highways England. HE takes consultations with this group very seriously as it has set targets to meet, such as reducing the number of UK road deaths on the trunk road network and keeping traffic moving. HE consults IAM RoadSmart on its education campaigns, leading to joint campaigns and name checks in their official press releases.

### We reward professionals

"We also play a big role in rewarding road professionals for their achievements," says Neil Greig, who is on the judging panel for the Prince Michael International Road Safety Awards. IAM RoadSmart representatives also sit on the venerable RoSPA National Road Safety Committee.

Measuring attitudes to driving safety & behaviour  
The IAM Safety Culture Index



## WE LEAD IN RESEARCH

IAM RoadSmart's award-winning road-safety research reports help promote

our ambitions to opinion formers and the media. We produce at least two major reports each year that target particular areas of vulnerability. In 2017, we asked Transport Research Limited to research how young drivers gain experience in their first few years, and the reasons behind collisions involving novices.

The findings are influential because they target goals set by us and the Government on reducing the disproportionately high number of young-driver deaths and serious injuries each year.

It was found that novices are at the highest risk of being in an accident in the first six to 12 months, but they learn quickly

and the risk potential sharply reduces. Also, new drivers struggle most with motorways, low-speed manoeuvres and parking, and dealing with cyclists and pedestrians. Recent changes, such as learners being allowed on motorways, and the introduction of our new motorway driving modules, are already targeting the first area. Going forward, the research will be used to influence future learner teaching and test changes.

The second influential

report is the annual Safety Culture Report; 2017 was the third year of running this major survey that collects information on the road-safety worries of 2,000-plus drivers.

The biggest concern is still the danger caused by the use of handheld mobiles while driving. The survey has helped to bring about the increase in fines and penalty points, and has also been used in the Government's Think! campaigns.

Problems caused by distracted drivers highlighted in a 2016 report were also used by Road Safety Scotland in its Distracted Driving campaign last summer.

**"WE PRODUCE AT LEAST TWO MAJOR ROAD-SAFETY REPORTS EACH YEAR THAT TARGET PARTICULAR AREAS OF VULNERABILITY"**



## We provide life-changing inspiration - and here's how

"I've never had anything come at me like motorcycling," enthuses Vernon Miles, who took up riding in spite of being told by doctors that a debilitating illness meant he would never be able to ride. "Biking was like being let out of jail. It lets you experience all the smells and sights of the countryside close up, and once you extend your view while riding the difference in your awareness is amazing."

After completing a riding course with his local IAM RoadSmart group, Vernon went for his Masters and passed with Distinction. The experience inspired him to carve out a new career offering riding courses alongside a range of other experiences at Carlton Towers in North Yorkshire. "I'm really keen to work with IAM RoadSmart and get new people to sign up by enticing them with a riding experience," he says. "During the session we ride behind the biker, taking video footage. We talk them through it at the end, so they can find out quickly what they are doing well and where they can improve."

"I want to help people who have physical and mental restrictions, and give them the sense of freedom motorcycling has given me. I really hope it'll bring IAM RoadSmart fresh blood."

### WANT TO HELP US FURTHER?

Now we've inspired you with news of all the ways we're working hard to improve road safety, please don't forget us when it comes to donating. See Up To Speed (pages 8-17) for details about remembering us with a legacy.

**OUR MEMBERS GIVE US HUGE SUPPORT AND COMMITMENT TO HELP DELIVER THESE INITIATIVES. THANK YOU - WE COULDN'T DO IT WITHOUT YOU**