



Newsletter ~ April 2016

St Helens Group of Advanced Motorists
Working to make our roads safer every day...



Chair's Remarks

Hello everybody and welcome to the April edition of the Newsletter.

Congratulations to Stephen Copple, Brian Funston and Anita Clift on their recent Test passes. Anita obtained a IAM FIRST which is a fantastic achievement.

Associates are the life blood of the Group and there has long been a recognition that having passed the Advanced Test an Associate has essentially three choices as a Group member:

- 1) an Observer
- 2) a Committee member
- 3) an 'in-active' member.

Many are interested in helping the Group but don't know how to go about it. After due consideration the Committee has created a fourth choice - become a member of the SHGAM Training Support team. More details about this can be found on page 2. At the moment the Group is in need of drivers to act as surrogate Associates to help Trainee Observers attain the new Local Observer qualification. Existing Associates and Observers can obviously be 'drivers' for this purpose but this reduces the people resource that we have to deliver our Advanced Driver Courses to Associates at the highest standard possible. If you can help with this



then please let me know.

The 4th April sees a momentous change for the IAM. After 60 years, a substantial re-branding of both the IAM charity and its associated organisations takes place. Some of the re-branding will occur over several months with the plan to have completely changed over to the new branding by the end of 2016.

The new brand is **iAM RoadSmart**. Many of you will have seen a write up about this in the Spring edition of the IAM magazine 'Advanced Driving'. For those who haven't seen this, page 4 of this Newsletter offers an overview of the new branding.

A note for you diary. Our Annual General Meeting will be on **Thu 9th June** at the ibis hotel. We are delighted to have a representative of the North West Air Ambulance (NWAA) as our guest speaker. See page 7 for more details. Please make every effort to

come along to hear about the vital work of the NWAA. charity.

Congratulations to Lee Westhead for passing the IAM National Observer Test. Following this success Lee has been appointed as the Group's Lead National Observer. In addition, Julie Brown has now taken over management of the Group's twitter account. Thanks to Jeff Mather who got this off the ground and best wishes to Julie and Lee for their additional responsibilities.

That's it from me.

Good driving and good observing!

Mark Farnworth,
Group Chairman



St Helens Group
Celebrating
30+
Years

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Associate Coordinator's Corner

As always, I am having to write this report before any of our Associates have taken the IAM Test.

This last Course has been our busiest for some time, with ten Associates having joined us in January. Attendance has been very good and I have always been informed when any Associate couldn't make it, which wasn't often. We always had at least eight Associates present. The Training Evenings were well supported and thanks must go to Mark and Jim for their presentations on those evenings. Thanks also to Jeff Mather, who conducted the *Meet an Examiner Evening*, which was also well supported.

I hope the Associates who have taken the Test have got the Test Pass their efforts have deserved. Please put into practice any advice

that the Examiner may have given to you. Remember that passing the Test is the beginning of your Advanced Driving career and certainly not the end of it!

If you didn't get the result you wanted, please do not give it all up. The Examiner will have made it clear to you why he has made that decision. We will also provide you with the support you need and I hope you will return on the next Course to get the result you want.

It may be that you have not yet taken the Test and intend to return on the next Course. That is fine and you only stay for the Observed Runs that you need. You do not have to take the whole Course again, unless of course you wish to.

I must also thank all our Observers for the way they have supported

the last Course. It has been hectic at times, and I thank them for their patience.

Any of our Associates who have passed the Test and wish to stay with the Group should have a word with Mark Farnworth.

It is inevitable that some of you will leave us, but the Course should stay with you. Your driving should always be to the System. If in the future you feel that it is not, you will always be welcome to return for a Free Assessment Drive.

Alan Prescott
Associate Coordinator

Introduction of an SHGAM Training Support Team

Background

This role was identified following consultation with the SHGAM Training Committee.

The Training Committee recognised that the current opportunities available to Associates following their training is mainly limited to Observer Training or taking on a specific role such as supporting fundraising and recruitment at events.

Recruitment and retention of Associates is critical to the success and longevity of the group.

It is recognised that not all Associates have the necessary skills and/or experience to become an Observer on completion of their Advanced Driver Course.

It is also recognised that there is currently no 'fall back' option for Associates who are not successful in their Observer Training or for Observers who no longer wish to perform the role.

Criteria for appointment to the Training Support Team

Associates who successfully complete their Advanced Driver Course can apply to join the Training Support Team by expressing their interest to the Lead National Observer or Associate Training Co-Ordinator. Such expression of interest will be considered by the Group Training Committee and, if successful, they will be invited to take part in a short training session to prepare them for the role.

The Role of the Training Support Team Member

It is envisaged that the role of the Support Team will develop with the experience of the Team over time. At the moment, suggested duties are:

- Attending the Course Introduction Evenings to speak informally with new Associates
- Attending recruitment events
- Taking the role of the Associate on National Observer Assessments
- Taking the role of Associate during

Group Observer (Local Observer) training

- Providing feedback to trainee
- Observers following runs with them
- Provide informal support to Associates undertaking the Advanced Driver Course
- Developing their own driving to attain further qualifications or with a view to completing Observer training in the future

Management of the Training Support Team

The activities of the Training Support Team would fall under the portfolio of the Training Committee. Expressions of interest would be invited from current or prospective Training Committee members (holders of the National Observer qualification) to take on the role of Training Support Team Coordinator.



Spring 2016 iAM RoadSmart Advanced Driver Course

Course Programme – Starting May 2016

The Introduction and System Evenings will be held at 8pm at the ibis Styles hotel, Haydock and the Meet an Examiner Evening at the Millennium Centre, St. Helens Town Centre. For all Observed Runs, meet at the ibis hotel for 10.00am.

Introduction Evening

- Run 1 (Assessment drive)
- Run 2 (Observation, planning)
- Run 3 (Urban)

The System of Car Control

- Run 4 (Rural 1)
- Demonstration drive
- Run 5 (Major roads)
- Run 6 (Rural 2)

Meet an Examiner / Revision Night Q&A

- Run 7 (Mixed)
- Run 8 (Final polish)
- Consolidation run if waiting for test
- Consolidation run if waiting for test

Thursday 5th May

- Sunday 8th May
- Sunday 15th May
- Sunday 22nd May

Thursday 26th May

- Sunday 29th May
- Sunday 5th June
- Sunday 12th June
- Sunday 19th June

Monday 20th June

- Sunday 26th June
- Sunday 3rd July
- Sunday 10th July
- Sunday 17th July

Congratulations to:

Stephen Copple
Brian Funston
Anita Clift

on passing the
Advanced Driving Test

Anita got an IAM F1RST which is
a fantastic achievement

Notice Board

Congratulations to:

Lee Westhead who has passed the IAM National Observer Test.

Lee is a serving Police Officer with Greater Manchester Police and holds a Police Class 1 Advanced Driving certificate.

I'm delighted to inform you all that Lee has been appointed as the Group's Lead National Observer.

Lee will oversee Observer Training in the Group to ensure the best possible delivery to Associates joining our Advanced Driver courses.

I'd like to wish Lee all the best as he takes on this important role.

Mark Farnworth
Group Chairman

Asda promotion

Thanks to the ten Committee Members and Observers who gave up part of their Saturday on 2nd April to be involved in our promotional / awareness event at ASDA.

Nine contacts were made with those interested in doing an Advanced Driver Course. These are being followed up.



If an Associate or an existing Member in a voluntary retest achieves a "1" rating in all of the Examiners assessment boxes then they will qualify for IAM F1RST.

So whether you've recently taken your Test or have been an IAM Member for a number of years, why not go for the ultimate IAM challenge?

End of Paper Newsletter?

Over the last few years an increasing number of Members have been receiving a bi-monthly email from me with a link to a newly posted Newsletter on the Group's web site.

Now only a dozen or so members receive a paper copy of the Newsletter.

To these members I'd like to inform you that I'm considering ending the printing and posting of a paper Newsletter at the end of 2016. I'd like to hear your views about this so please get in touch.

Technology moves on and web-based Newsletters are easier to put together and less costly to produce compared with paper copies. This will save both time and money for the Group.

Mark Farnworth
Newsletter Editor

IAM Re-branding

THE VISION



What makes us extraordinary?

- Independent UK charity dedicated to road safety
- Focused purely on post-licence drivers/riders
- Strong, recognised and reputable organisation
- Courses delivered by qualified and highly experienced trainers and observers
- Respected qualification for advanced drivers/riders
- Independent, non-political, voice on road safety and driver/rider training
- Growing success in DRA/NDORS (speed awareness and drink-drive rehabilitation)
- Drive & Survive customers include BP, Capita, Eon, Majestic Wine, Co-Operative Funeral care, BSi, Health and Safety Executive...

Strategic Goals

- Sustainable charity that develops its charitable objectives
- The 'go to' organisation for government, stakeholders, industry organisations as the recognised authority for driving and riding standards and expertise
- Develop viable customer products in keeping with charitable

objectives

- Sell IAM's expertise
- Highly engaged, performance driven organisation
- Reduce costs and increase efficiency through IT and a lean business
- Trusted household brand

Four business divisions

- **IAM** – The charity side of the business. 92,000 members. Customers are consumers.
- **Drive & Survive** – Driver risk management solutions for businesses. 380 business customers including BP.
- **DRA** (Driver Re-training Academy) – Re-educating speed and drink driving offenders. Courses can shorten bans by up to 25%.
- **PDS** (Professional Driver Services) – the Atlas booking system for driver training courses. Handles 300,000 speed awareness course bookings. 9 local government customers

The new brand



- One IAM brand – no more Drive and Survive, DRA or PDS
- Red to blue
- New tone of voice - engaging, friendly and still authoritative
- New images - professional photography
- Keeping the roundels
- Official Provider logo for use by Groups



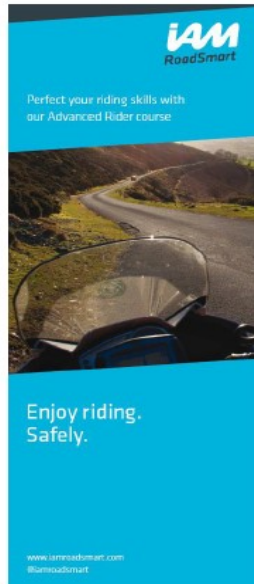
Using the IAM Roundel



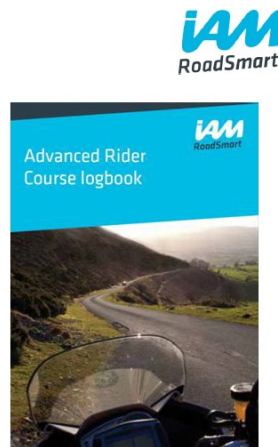
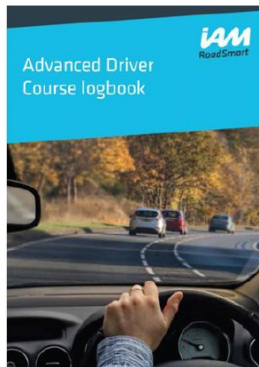
- Members use the roundel as a mark of their achievement
- F1RST, Masters and National
- Observers
- Groups can use the roundels to show a group of Advanced Drivers/Riders

IAM Re-branding

New style pull ups and feather flags



How to be a Better Driver and Rider books replaced by new Course Log-books as part of the standards roll out



New IAM web-site (18th April)



Easily accessible by computer, tablet or phone.

New Group web-site
Coming soon.

Congratulations

- New congratulations cards from Examiners
- New certificates for all categories that blend the IAM membership with IAM RoadSmart

Use of informatics for press release and communications



e.g. avoid parking next to a tree in strong winds

Our Products

What our non-members said

Main Concerns of Drivers/Rider

- Other Road Users
- Driving and Riding in Bad Weather
- Night Driving
- Traffic Levels & congestion
- Parking & Navigation*
- Transporting Young Children

How They Would Like to receive the training/ Information

- Online
- Remote or virtual
- Backed up by conventional training modules in some cases
- Responding to research
- Renamed –it's what it says on the tin
- Skill for Life relaunched as
- Advanced Driver/Rider
- Improving and growing online
- Courses
- Modular courses
- You are our ambassadors



Bight future with:

- New Brand
- New Website
- New product development
- New Collateral
- New standards
- New focus on customer requirements & experience



Commercially available DVD Resources

Ultimate Driving Craft (DVD 100 minutes): Chris Gilbert has a relaxed teaching style which is very suitable for a DVD audience. The DVD covers many advanced driving techniques throughout the range of driving environments (urban, rural, motorways, bad weather, progressive etc.) with an initial emphasis on the benefit and development of commentary as a method of driving "self development". The DVD instruction is given in the form of an Instructor's style of commentary which Chris delivers in a very listenable manner.

Advanced Roadcraft (DVD – 68 minutes): This DVD features general skills and techniques for driving safely and progressively in the range of road environment and includes tips for driving at night. The techniques and skills presented cover much of the syllabus of the Police Roadcraft Manual including a section including demonstration of safe overtaking, a twenty minute

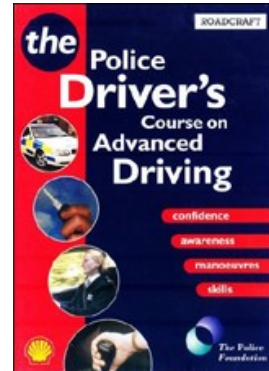
demonstration of advanced driving through busy city traffic and a section on motorway driving.

Commentary Driving (DVD- 75 Minutes): This programme presents the development and expert examples of driving commentary. The programme features 3 commentary sections.

Roadcraft - The Police Driver's Course on Advanced Driving
Rather than being purely instructional this DVD follows police candidates on an advanced driving course run at the Metropolitan Police Motor Driving School, Hendon.

The DVD complements "Roadcraft: The Police Drivers Handbook" by showing the instructors coaching the candidate through advanced driving techniques and particularly the System of Car control. The course includes the range of driving situations covered by the Group

and additionally includes sections on night driving and skid pan training.



Contact Phil Sharples on
01744 29886 or
philetsan187@gmail.com

Courses and Discounts

Young Driver Group discount

Due to a generous donation to the Group, we are able, **subject to funding availability**, to offer the following discounts to younger drivers who fall into the following age ranges at the start of the course.

Age 26 to 35

Skill for Life Course is initially reduced to only £124 (£25 discount). After completing the Course and taking the Test a generous £35 refund is paid (irrespective of outcome) making the course only £89

Age up to 25

Skill for Life Course is initially reduced to only £109 (£40 discount). After completing the Course and taking the Test a generous £50 refund is paid (irrespective of outcome). Phone Julie Brown on 07814 415559 (after 6pm).

IAM Young Drivers Assessment

Momentum is designed for 17-25 year olds who have passed their driving test, and incorporates two modules: an interactive online assessment, followed by an on-road session with an IAM examiner. *Momentum* does not involve an exam and there is no risk of failure; it offers a quick, low-cost option for improving the confidence, awareness and safety of younger drivers.

Momentum costs £45, a sum that will be taken off the full Skill for Life programme if purchased within 12 months of the *Momentum* assessment. *Skill for Life* will develop on feedback from the *Momentum* assessment and will help drivers to safely predict hazards, anticipate other drivers' behaviour and more accurately assess road and traffic conditions.

Employer sponsorship

If you drive, even very occasionally, for an employer they may be a source of sponsorship for the SfL. This is particularly relevant for small to medium organisations without a vehicle fleet that rely on employees to use their own or company vehicle on company business.

Health and safety legislation places a responsibility on employers to assess risk and provide suitable measures such as training to minimise such risks. So if you are considering further driver training and your employer requires you to make occasional deliveries, go for the post, pick up visitors or visit customers then you could ask your employer for help to cover all or part of the cost.

The sponsorship you gain, however, is a matter between you and your employer.



**You are cordially invited to the
St Helens Group of Advanced Motorists
Annual General Meeting**

**to be held on Thursday 9th June 2016
8pm at the ibis Styles Hotel, Haydock, St. Helens**

**Guest Speaker:
Sarah Horne,
North West Air Ambulance**

Prompt start! *Bring a friend!*

NOMINATION FOR 2016/2017 ST HELENS GROUP COMMITTEE

I _____ (full name in capitals)
_____ (signature)

wish to be elected to the following position:-

*Chairman *Vice-Chairman *Secretary

*Treasurer *General Committee. Member *Other (specify)

**delete as appropriate*

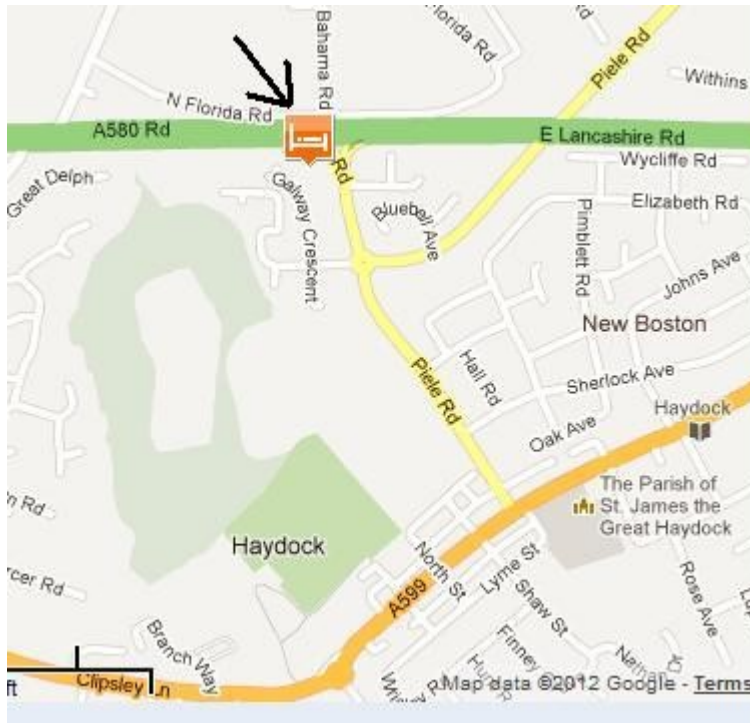
Proposer (full name in capitals) **Seconder** (full name in capitals)

_____ (signature) _____



Group Annual General Meeting

ibis Styles Hotel, 4 Galway Crescent Piele Road Haydock, St. Helens WA11 0GR



NOMINATION FOR 2016/2017 ST HELENS GROUP COMMITTEE

N.B. The Nominee, Proposer and Secunder must be **full** members of the St Helens Group.

Nominations **must** be **submitted** to the Group Secretary, Mr John Matthews, by **Thursday 26th May 2016**

Please e-mail John to register your Nomination
secretary@shgam.org.uk

or call the Group Chairman, Mark Farnworth
on 07929 978788

~ ~ ~



Driving Tips

Commentary

The dreaded commentary is enough to make an Associate's hair curl and their palms sweat. Some potential test candidates feel that this is a vital part of the test. It isn't. In fact it isn't even compulsory!

[Having said this, for those aspiring to get an IAM F1rst (Associates or existing IAM members undergoing a voluntary re-assessment), a good commentary is in fact compulsory].

There are great benefits to be gained by learning how to give a commentary during the Advanced Driver Course since by saying what you see and what you are going to do helps to focus your mind and improves overall learning. Our Observer team considers commentary to be very important and we encourage Associates to give one.

A good commentary can never make up for bad driving but in a border line situation between a test pass or fail, a commentary could help.

A commentary should be given in a systematic way. A good way to start is to say where you are, where you are going and the route, what the weather is like and the state of the road. This 'opening' sets the scene for the examiner but more importantly, it gets you talking. Be sensible, however. Don't start talking about the weather if there is a hazard ahead that needs to be dealt with and talked about.

Structure your commentary, perhaps by breaking the road up into three areas: far distance, middle distance and behind.

Far distance features could be roundabouts, traffic lights, or hill crests. The middle distance could be parked vehicles, pedestrians or side roads. Frequent mirror checks would enable you to comment on what is behind. A far distance feature soon becomes middle distance and then behind.

Remember that a commentary is not just about saying what you can see e.g. "traffic lights ahead" or "up ahead I see parked cars on the left". A good commentary should certainly include these factual statements but it important to convey your

thoughts about how you are going to deal with the identified hazards i.e. your planning e.g. "I see two lanes on the approach to the traffic lights and since I want to turn right at the junction I will indicate right to the vehicle behind and move to the right hand lane on the approach" or "for these parked cars I am slowing down a little, allowing space for car doors to open. I am also watching out for oncoming vehicles and pedestrians walking between the parked cars".

There is no need for complicated language. If you want to say 'on the left' instead of 'nearside or 'cars' instead of 'vehicular traffic' then do so. Do not try to copy Police-style commentary that you may have heard or, indeed, the style and language presented by Group Observers.

Develop your own style and remember, *practice makes perfect*.

Terminology

Terminology is used in all specialised activities, advanced driving being no exception. Within our Group we try to keep terminology to a minimum. Described below are the meanings of a few of the more technical words and phrases we use.

The System of Car Control: Is a systematic method of driving which, if used correctly, will substantially reduce the risk of a driver being the cause of an accident. There are five phases of the System which must be considered on the approach to any hazard. The phases are:

Information, Position, Speed, Gear, and Acceleration.

The Information phase (taking , using and giving information) overlaps every other phase of the System.

A **hazard:** can be the presence and / or movement of any vehicle or pedestrian, a road feature such as a roundabout or a climatic feature such as a sudden downpour of rain.

10-2 or 9-3 Position: These numbers describe the recommended positions for hands on a steering wheel. Imagine the steering wheel as a clock, the hands for straight driving being placed at these clock positions. A tall person will probably feel most comfortable with the their hands at

the 10-2 position, whilst a small person will probably adopt 9-3.

Overlapping: A Fault. This occurs when two or more phases (other than information) of the System of Car Control are carried out at the same time. Overlapping situations may include braking whilst changing position or changing gear whilst braking (but only for reasons of safety).

Secondary Braking: A Fault. This occurs when the foot brake is applied twice for a particular hazard. According to the 'System' braking should be considered before a gear is selected. Secondary braking occurs when the original braking is too late and/or too light. The hazard is therefore approached too fast, regardless of whether a lower gear had been selected. The driver has to apply the brakes a second time (usually hurriedly) so that the hazard can be approached safely.

The limit point of observation: As you approach a bend you will see the road disappearing to the left or right. At the point where the road disappears, pick out one feature on each side of the road - as seen from your vantage point. As you get nearer to the bend, these two features will appear to get wider apart. The slower they separate, the tighter the bend. The faster they separate, the more open is the bend.

**Mark Farnworth,
National Observer**



COMMITTEE MEMBERS & CONTACT DETAILS

Group President

Lady Kirsty Pilkington

Group Vice-President

Mark Farnworth

COMMITTEE OFFICERS 2015/2016

Chairman

Mark Farnworth 07929 978788
editor@shgam.org.uk

Vice Chairman

Ken Nevitt

Secretary

John Matthews secretary@shgam.org.uk

Treasurer

Alison Matthews

Membership Secretary

Julie Brown

Lead National Observer

Lee Westhead

Associate Co-ordinator

Alan Prescott 01744 756298

Training Officer

Ken Nevitt

Group Contact

Julie Brown 07849 674939
contact@shgam.org.uk

Jim Cunliffe 01744 733485
Sue Hunt 01942 724627
Marilyn Waugh 01744 602367
Philip Sharples 01744 29886
Frank Rigby 01942 256274
Kay Heppenstall 07843 051468

TRAINING TEAM

Ken Nevitt (Chair) 01744 756298
Alan Prescott 01744 733485
Jim Cunliffe 07929 978788
Mark Farnworth 01942 655825
Alf Birtle 01942 256274
Frank Rigby 01942 256274

Newsletter Editor

Mark Farnworth editor@shgam.org.uk

Web Manager

Nicky Farnworth webmanager@shgam.org.uk

EVENTS (social and recruitment) TEAM

Marilyn Waugh 01744 602367
Sue Hunt 01942 724627
Julie Brown

HEAD OF FIELD OPERATIONS

David Shenton Dave.shenton@iam.org.uk

NORTHERN AREA MANAGER

Toby Shaw Toby.Shaw@iam.org.uk

REGION 5 FORUM

Chair: Julie Williams jly2958@hotmail.com
Secretary: Alan Filson aafilson@btinternet.com

DISCLAIMER

The contents of this Newsletter are purely the views of the members and do not necessarily constitute the views of the IAM or the St Helens Group.

Newsletter Contact Details

Newsletter Editor, Mark Farnworth
Tel: 07929 978788
Email: editor@shgam.org.uk

Articles for the Newsletter should be submitted no later than the 15th of the month prior to the month of inclusion.

Group Website: www.shgam.org.uk
Email: webmanager@shgam.org.uk