



# ONE WAY



July/August 2016

## Our Next Members' Meeting

*Monday  
11 July 2016,  
Newbury Fire Station,  
Robin Hood Roundabout,  
7.30 pm.*

*Presentation and  
demonstration on rescuing  
and extracting occupants of  
a crashed vehicle and a  
tour of the Fire Station*

*Alternative programme:  
Talk on traffic accidents*

*All members, associates  
and guests are welcome.*

*For further details see  
page 2.*

## Inside this issue:

|                               |     |
|-------------------------------|-----|
| Editorial                     | 1   |
| Newbury Group News            | 2   |
| Chairman's Page               | 3   |
| Members' Meeting — 9 May 16   | 4   |
| Chief Observer's Column       | 5   |
| Sorry Mate, I Didn't See You! | 6   |
| Newbury Group Survey Results  | 7   |
| News from IAM House           | 8-9 |
| Newbury Group Contact Details | 10  |

## Editorial

**T**HE IAM's new branding, under the new title of IAM RoadSmart, is now fully operational and has received many accolades. You will have seen examples of it in *One Way* and possibly in e-mails from Head Office, and you can get a comprehensive look at it on the new website at [www.iamroadsmart.com](http://www.iamroadsmart.com).

As part of the rebranding, the IAM has revised the process under which group observers assess associates. Skill for Life is now retitled the Advanced Driving Course (the clue is in the name!). The aim is to standardise the process across all IAM local groups, and also to standardise test examiners. The changes mainly affect the way in which observers record their associates' progress, and will have little effect on the syllabus content. However, There will be more leniency in areas such

as pull-push steering and brake/gear overlap.

The new system will be in force when all group observers have been trained in its use, and for the Newbury Group that should be in the next few months.

You will see from the box opposite, from the announcement on page 2 and from the e-mail that accompanied this issue of *One Way* that our next members' meeting will be a visit to Newbury Fire Station. We hope to have a demonstration of a rescue from a crashed car – be careful where you park if you don't want to be driving away in a cabriolet! There will be an alternative programme in the event of a callout.

You will also have read about the IAM's 60th Anniversary Party at the British Motor Museum at Gaydon,

near Warwick, on 9th July. This promises to be a very full and interesting day, with a barbecue lunch, all for £10 a ticket. Several members of the group are already booked, and you can obtain tickets by telephoning the IAM on 0300 303 1134 or online at [www.iamroadsmart.com/carparty](http://www.iamroadsmart.com/carparty).

Our main article in this issue is an extract from a very interesting paper on visual perception in driving (page 6) written by an RAF fighter pilot. We also have a summary (page 7) of the recent Newbury Group Members' Survey by Claire Dyson, our new Events Officer. I hope you find both of them useful and enjoyable. 🚗

**David Skinner**

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## Thank you...

- To **St Bartholomew's School** for allowing us to use their conference rooms for our bi-monthly members' meetings
- To **The Phoenix Centre** for providing rooms for our bi-monthly committee meetings and observers' workshops.



***If you have some time to spare and would like to volunteer to help the group committee, please contact the Chairman or any other committee member.***

## Newbury Group News

### Meeting Dates for 2016

**D**ATES for Newbury Group Committee Meetings and Members' Meetings and provisional dates for Observers' Workshops for 2016 are below. The committee meeting date is also the deadline date for the next issue of *One Way*.

| Committee Meetings | Members' Meetings | Observers' Workshops (dates TBC) |
|--------------------|-------------------|----------------------------------|
| –                  | 11 July           | –                                |
| 8 August           | 12 September      | 26 September                     |
| 10 October         | 14 November       | –                                |
| 12 December        | –                 | 5 December                       |

### Members' Meetings

**M**embers' meetings are held in the Robinson Rooms of St Bartholomew's School, Newbury, meeting at 7.30 pm with the main activity usually beginning at 8.00 pm. The entrance to the school car park is in Buckingham Road, off Andover Road, and the exit is in Fifth Road. The Robinson Rooms are in the main school building, signposted 'Reception'. Everyone is welcome – why not bring a guest? Current associates are likely to gain a great deal from these meetings: come and join us, or ask your observer to bring you along.

**11 July 2016 – Meeting at Newbury Fire Station, Robin Hood Roundabout, at 7.30 pm.** Red Watch commander Mike Wilson and his team will demonstrate an extraction of injured vehicle occupants following a simulated Road Traffic Collision (RTC). In the event of inclement weather or an actual call-out, the contingency plan will be a talk on attending RTCs. This promises to be a very interesting visit whatever the outcome.

**16 September 2016 – *Note the change of date from Monday 12 September to Friday 16 September.*** St Bartholomew's School, Newbury, 7.30 pm. The MP for Reading West, Alok Sharma, will give a presentation on transport matters. Mr Sharma's main interest is **local transport infrastructure**; he will cover a range of topics and answer questions from the audience. More details will be in the next issue of *One Way*.

### New Members

**T**HE following new members of the Newbury Group have joined as associates since the last issue of *One Way*, and we extend a warm welcome to them:

Peter Surrey

Anna Maclaren

Keith Phillips

Judith Casale

### Congratulations...



... to the following associates (and to their observers) who have passed the IAM Test since the last issue of *One Way*, and thus become full members of the IAM:

*Associate***André Mauvis****Jolyon Armstrong****Debbie Benson (F1RST)****Lynn Fiske***Observer***Phil Parkinson****Dick Bird****Ann Salt****Dick Bird**

If you pass the IAM test, or if you are an observer and your associate passes, please notify the Editor – contact details are on page 1.

## Chairman's Page

by **Philip Russell**, Chairman, Newbury Group of Advanced Motorists



**T**HE calendar tells me we have passed Midsummer's Day. Pity no one has told the weather! The recent heavy rain and storms have presented driving challenges, as much as anything for us to be aware of other drivers who seem to ignore poor visibility and very wet roads. Rear foglights and sidelights are not enough!! Everyone needs to slow down and be aware of what is happening all around, including behind you. But then, that is what we are all about, with our new logo of Advanced Driver Training.

We have quite a few events arranged for the coming few months, and I hope to see you at several of them.

### **IAM 60th Anniversary at Gaydon, Saturday 9th July**

To celebrate 60 years since the inception of the IAM, there is a birthday bash for cars at the British Motor Museum Gaydon (off Junction 12 of the M40) on Saturday 9<sup>th</sup> July. There will be a parade of cars with one from each of the 60 years, and we hope to have two of our group members' cars included.

There are events all day and the cost of entry is £10 per head. We can share cars to the event if you let us know if you are interested, and tickets can be purchased on the day.

### **Classic Car Show, Newbury College, Sunday 14<sup>th</sup> August**

With up to 800 classic cars on show at

this event there is so much to see for all petrol heads. As usual we will have a stand to extol the virtues of Advanced Driver Training to exhibitors and visitors alike. It would be really helpful if you could spend an hour or so to put up or take down the stand, or to talk to visitors to the stand about the IAM. It would give all a break, and a chance to look around the show.

The show is in aid of Leukaemia Research and regularly raises over **£10,000 in a single day**. Please try to support them and us.

### **Royal Berkshire Show, Saturday/Sunday 17/18 September and Chequers Hotel, 1<sup>st</sup> October (TBC)**

Twenty years ago the IAM had a stand at the Royal Berkshire Show asking for drivers interested in setting up a Newbury Group. Subsequently a meeting was held at the Chequers Hotel and the Newbury Group was formed.

To celebrate our 20<sup>th</sup> anniversary we are again having a stand at the show and also a celebratory event at the Chequers Hotel on the 1<sup>st</sup> October.

At the Royal Berkshire Show we will be asking surrounding IAM groups if they could attend and help on the stand. We will of course need help in setting up on the Friday, "manning" the stand Saturday and Sunday, and taking down on Monday. With the show attracting thousands of visitors each day this is an excellent opportunity to make drivers aware of what the IAM offers. Again, offers to help at any time during the weekend would be very welcome.

If you do visit the show, please make a point of coming to see us on the stand.

### **Thank You**

All of the Committee of the Newbury Group work very hard on your behalf. I would however like to pick out a few to mention and give my personal thanks. Dick Bird and Mike Holloway have put in a lot of time and effort both for Mas-

ters Taster Day and also training sessions for observers on the revamped IAM RoadSmart materials.

Claire Dyson reports elsewhere on our recent survey results, and she is putting a lot of effort into the role of organising events.

Well done to all of the committee and also to all of our members for setting an example to others on how to drive safely.

### **Philip Russell**

Newbury Group Chairman

*(continued from page 6)*

security you looked quickly right and left, to avoid holding up the traffic behind you, and your eyes jumped cleanly over the approaching vehicle, especially as it was still close to the door pillar in the windscreen. The rest of the road was empty, and this was the scene that your brain used to fill in the gaps! Scary, huh?

Always slow down as you approach a roundabout or junction, even if only by 20 mph or so, and even if the road seems empty. Changing your speed will immediately generate relative movement against a vehicle that was otherwise on a collision course – not only are you then more likely to see it, but you are no longer on a collision course!

Never just glance right and left – this leaves it entirely to chance whether you see an approaching vehicle or not – and if you glance quickly, the odds decrease markedly.

Always look right and left methodically, deliberately focusing on at least 3 different spots along the road to the right and 3 to the left – *search* close, middle-distance and far. With practice, this can still be accomplished quickly, and each pause is only a fraction of a second, but this means that you are now overriding the natural limitations of the eye and brain.



## Members' Meeting – 9 May 2016

by The Editor, from notes provided by Gail Bowen

**T**HE last members' meeting took place on Monday 9 May at St Bartholomew's School, and we had a good attendance.

The Group Chairman, Philip Russell, presented a test pass certificate to Christopher Hughes—see the photo by Dick Bird below. Philip also announced a Masters' Taster Day on 18 June.

The main speaker was Shaun Cronin, IAM Regional Quality Manager for the Southern Region. He had spent 30 years in Dorset Police, 20 of them as a road traffic officer. Since 2013 *Roadcraft* has been more about thinking than driving by numbers. There is also new thinking in the IAM about steering and brake-gear overlap.

Shaun is also an organiser of the Under-17 Car Club (U17CC). He spent a lot of his career scraping up the remains of

young people, and welcomed the opportunity to do something to avoid it.

The U17CC is about young people driving legally and safely, not in a public place. It has been in existence for 40 years this year. It has recently formed a partnership with the IAM—see the press release on page 8 of the May-June issue of *One Way*. U17CC graduates have a 100% pass rate when they come to take the IAM test, and many achieve a F1RST at the age of 17.

U17CC teaches *Roadcraft* subtly. Members can join between the ages of 11 and 15, and there is a high proportion of girls. There are 35 meetings per year, usually on Sundays, and the annual cost per child is £295. There are locations in Bovington, Dorset; West Point, Devon; Castle Coombe, Wiltshire; and Moreton in the Marsh, Gloucestershire.

Shaun believes that it is bizarre that at age 17 you can drive a car down a street without any training, as opposed to motorcycles where off-road training is compulsory. The first step in the U17CC is teaching them to stop. Then comes basic steering, driving around in a square, and an emergency stop. After an hour, most young people can handle a car.

The parent, who will do the training for their child, is given a theory test, and a demonstration drive by a 15-year-old. Most of them realise that they need IAM training for themselves!

There are five grades, with Grade 5 the introductory grade and Grade 1 the highest. Each grade involves

more challenging activities, e.g. Grade 5: theory test, the basics, encouragement grade; Grade 3: POWDERY checks, using an automatic, motorway driving; Grade 2: the System of Car Control (IPSGA), commentary, attitude, mental skills, speeds up to 70 mph, cornering, braking. Grade 2 is equivalent to the DVLA driving test.

Grade 1 includes more advanced techniques, and two driving tests at two different locations. Discussions are held on speed awareness, the consequences of collisions and dealing with peer pressure. 14 and 15-year-olds get the keys to all kinds of exciting cars. They can also drive larger vehicles, such as trucks, double-decker buses and articulated lorries, and learn to reverse into a garage and to reverse trailers.

Grade X is an even higher grade, involving 6 months of extra training on top of grade 1. Only about 60 people have ever achieved that grade.

Members learn night driving at events from 2 pm to 10 pm. You can pass your DVLA test without ever experiencing night driving. They also learn first aid, and how to drive on a skid pan.

Shaun finds that young people are not interested in road safety. The U17CC teaches safety by stealth by making it fun. They also sometimes do not want to do a commentary, in which case they are encouraged to do one by saying 'What do you see? What are you going to do about it?'

You must be 15 or under when you start U17CC, in order to obtain the benefits of the extended course. People aged 16 and 17 can attend Pathfinder Days, which are shorter courses run under the aegis of the Under-17 Car Club Charitable Trust.

It would be good to run a Pathfinder event in Newbury—if so, the Newbury Group of Advanced Motorists could help to organise it.

Watch this space!



## Chief Observer's Column

by **Dick Bird**, Chief Observer, Newbury Group



### The Advanced Driver Course

As you know, the old *Skill for Life (SfL)* Course is fading away, to be replaced by the *Advanced Driver Course (ADC)*. I say "fading" because all associates who started being coached on *SfL* will continue with that regime until they pass their tests. That's most of our current batch, but there are now two new Associates who are starting on the *ADC*. The observers tackling the new material for the first time are Catherine Lloyd and me, and we hope to feed back our experiences to all other observers in the group. It will take some time to become comfortable and fluent with this change, but there's no doubt that the quality of the material itself is excellent. Also, for the first time in the IAM's history, we have a documented syllabus for the course (by whichever title it has been known over the years) and the same means across the whole IAM organisation of recording an associate's progress in a log book which he or she will keep.

After four of us National Observers were briefed by Shaun Cronin, our Regional Quality Manager, on 18<sup>th</sup> May, we have held two training sessions for the group's observers to acquaint them with the material and to start considering how it will change the way we deliver the course.

Despite the changes to how it will be delivered, the driving standard an associate must achieve is the same for the *ADC* as it was for *SfL*, though the content is now better prescribed and a few of the techniques allowable are subtly different.

These changes in technique can be summarised as:

- If the steering is accurate and smooth, the method of steering becomes less important as long as safety is always maintained
- Brake/Gear Overlap will be allowed at low speed
- Moving away from a police commentary to "Spoken Thoughts"
- Inclusion of Human Factors Competency
- Use of in-car technology, such as satellite navigation systems and parking aids, will be allowed to a degree.

As you might imagine, it's far from clear at the moment how these changes will operate, so I'll save discussing them in detail until we have more experience with them.

The early signs for the new *ADC* are pretty favourable then. We have to learn the content of the new course material and how to deliver it, but I'm confident that by the end of this year all group observers will have converted to the new arrangements.

### Complete Success in the Last Year

Talking of high quality coaching, I was delighted to find from the latest statistics that Newbury Group has achieved a 100% pass rate in the advanced driving test over the last 12 months. This is because a couple of failures last year have now dropped away, and our recent record has been truly excellent.

In slightly more detail, we had 14 passes of which 5 were F1RSTs, itself a testament to the skill of our observers. This compares with average figures for the Southern Region as a whole of 17.5 passes per group of which 3.4 were F1RSTs, and 3.1 Failures. We are a small group, which accounts for our lower pass figures. Regional averages for F1RSTs are below ours and Failures above, so we have much to be proud of here. Clearly this level of achievement is going to be hard to maintain, but let's take on that challenge and see how long we can hold on to our "100%" record.

### Brake Warning Lamps

Finally, here's something I find isn't always understood by associates when I see them for their cross-check drives – brake warning lamps.

Have a look at this picture (A) and ask yourself what it's telling you when lit ...



... and the answer depends on whether your car also has a separate one of these (B) ...



by which I mean a separate lamp like B and not a combination lamp like C, which is just a variant of Lamp A.



The old-style symbol for a brake system warning lamp was A above. The image supposedly represents a pair of brake shoes plus the standard hazard warning symbol of an exclamation mark. When this lamp is the only brake warning lamp fitted it usually warns of two or three separate conditions. These are usually:

1. The parking brake is applied.
2. Hydraulic fluid level in the braking system is low.
3. Brake pad wear is near to or beyond the manufacturer's recommendations. (But some cars have different pad wear warning systems e.g. a spring steel strip rubs on the disk causing a screeching noise when the brake is applied. Alternatively, there might be no pad wear warning system at all.)

This gives us the reason why we recommend that as part of cockpit drill the driver of a Lamp-A-only car holds it on the foot brake and releases the parking brake. If this single lamp goes out it indicates that it was being energised only because the parking brake was set, and thus the rest of the braking system functions it monitors, 2 and/or 3 above, are in order.

However, the current trend is to fit a lamp which warns separately of the parking brake being applied, which is B, the one with a "P" in the circle. Where this type of lamp is fitted (see right), the functions of Lamp A are to warn only of the more serious conditions of brake fluid level and/or pad wear.



So be sure you know which lamps your car has and therefore what it or they might be telling you.



# Sorry Mate — I Didn't See You!

By The Editor

**F**OLLOWING a near miss when emerging from my drive recently, I have been thinking about how much a driver can see and what gets in the way of full visibility.

I was driving our Ford Galaxy, turning right out of the drive into a B-road with a 40-mph speed limit. I checked the road in both directions and both appeared clear. As I emerged, there was a loud screech of brakes and a car appeared in my field of vision to the left, going in the same direction as me. Fortunately, there was no oncoming traffic and so I had enough space to move to the opposite side of the road to avoid the other car. We both stopped on the verge and made relieved noises, but it had been close!

Thinking about the incident later, I concluded that the windscreen pillar in the Galaxy had obscured my view of the other car. In older cars these pillars used to be very slim, but more recently they have become quite thick, to support the roof in a roll-over accident and often also to contain an airbag.

The learning point for me is that I will now make a specific point of moving my head to ensure that I can see around the windscreen pillar, and to avoid the blind spot.

Let's look at visual perception in a bit more detail. John Sullivan, an RAF fighter pilot, has written a paper describing eye perception for pilots and how it applies to road driving, and here are some extracts.

Our eyes, and the way that our brain processes the images that they receive, are very well suited to creeping up on unsuspecting antelopes. We are even pretty good at spotting sabre-toothed tigers creeping up on us! We are, however, rubbish at spotting vehicles that hurtle towards us at high speed.

Light enters our eyes and falls upon the retina, whereupon it is converted into electrical impulses that the brain perceives as images. Clever stuff. Only a small part of the retina, in the centre and called the fovea, can generate a high-resolution image. This is why we need to look directly at something, by moving our eyes, to see detail. The rest of the retina contributes to our visual experience by adding the peripheral detail — hence peripheral vision. Peripheral vision cannot resolve detail, which prevents the brain from being overloaded

with too much information, but it is very good at detecting movement. Any movement, such as the twitch of an antelope's ears or the swish of a tiger's tail, immediately alerts us to something of interest which we can then bring our high-resolution fovea to bear upon. And our eyes move fast, really fast — no doubt spurred on by the motivation to see the slaving chops of our sabre-toothed friend in glorious technicolour detail with enough time to do something about it.

So what? Well, first, it is an unfortunate fact that if you are going to collide with another moving object, and assuming that you are both traveling in a straight line, then there is no *apparent* movement between the occupant of either vehicle. That is, to the driver of each vehicle, the other will remain in exactly the same position in the windscreen up to the point of impact. There is no *relative* movement so our peripheral vision is not suited to detecting it. For completeness, this does not mean that you cannot hit a vehicle that is turning, but as the other vehicle adopts a path that will lead to collision then it will cease to move *relative* to you — it will become stationary in your windscreen.

To have a good chance of seeing an object on a collision course, we need to move our eyes, and probably head, to bring the object into the centre of our vision — so that we can use our high-resolution foveal vision to resolve the detail.

Now for the really interesting part. When we move our head and eyes to scan a scene, our eyes are incapable of moving smoothly across that scene and seeing everything. This makes perfect sense, just like trying to take a picture without holding the camera still, the image would be blurred. So, our clever brain overcomes this by moving our eyes (really fast, remember) in a series of jumps (called saccades) with very short pauses (called fixations), and it is only during the pauses that an image is processed. Our brains fill in the gaps with a combination of peripheral vision and an assumption that what is in the gaps must be the same as what you see during the pauses. This might sound crazy, but your brain actually blocks the image that is being received while your eyes are moving, which is why you do not see the sort of blurred image that you see when you look sideways out of a train window.

If you get to a junction and move your head right and left to look for oncoming traffic, you need to understand that you cannot guarantee that you have seen approaching traffic. It is entirely possible for our eyes to 'jump over' an oncoming vehicle during one of the saccades. The smaller (and specifically, the narrower) the vehicle, the greater the chance that it could fall within a saccade. You are not being inattentive, you are physically incapable of seeing anything during a saccade. Remember the 'Think Bike!' adverts, where a driver pulls out into the path of a motorcycle? I am convinced that it is the phenomena of saccades and fixations that is *most likely* to lead to this sort of accident.

It gets worse. The faster you move your head, the larger the jumps, or saccades, and the shorter the pauses, or fixations. So you are more likely to jump over an oncoming vehicle and less likely to detect any movement in your peripheral vision (because there is even less time available for slight, relative movement to become apparent).

It gets even worse. Not only can we not see through solid objects (well, opaque objects, to be more accurate) but research has shown that we tend not to look near to the edges of a framed scene. In plain language, we tend not to look at the edges of a windscreen. So not only do the door pillars of a car represent a physical blind spot, but our eyes tend not to fixate near to it, leading to an even bigger jump, or saccade, past a door pillar. This is called windscreen zoning.

So, consider this scenario — you approach a big roundabout or junction, looking ahead at the junction of course, and the road seems to be empty. As you get closer, you look right and left as a prudent, final check. You see no other vehicles and proceed through the junction. Suddenly, and it's your lucky day, there is an indignant blast of horn and a car flashes across in front of you, missing you by inches and leaving you thoroughly shocked, and confused. Sound familiar?

So what happened? On the approach you did not see that another car was on a perfect collision course, with no relative movement for your peripheral vision to detect — possibly compounded by being behind the door pillar. Lulled into a false sense of

(continued on page 3)

# The Newbury Group Needs You – Survey Results

By Claire Dyson, Events Officer

*Editor's Note: We welcome Claire, our new Events Officer, to One Way and hope this is the first of many articles.*

**F**IRSTLY, a heartfelt thankyou from the committee to those members who took the time to complete our recent survey. In the last month we canvassed our members, past and present, asking for their views on the group, the organisation and what they would like to see more or less of.

We were grateful for the 41% response, and the suggestions that were made have proved extremely useful to the committee going forward.

We thought it prudent to share with the rest of the group some of the statistics and give you an idea of how we plan to use the data.

- 70% of respondents to the question said they did not have enough time or had other commitments to attend the members' meetings after passing their Advanced Test. The committee understands that some candidates who take the test just want to pass and move on. However, we would like to encourage people to attend the meetings and organised events and keep in touch with the group. To achieve the test is to achieve a Skill for Life and that skill needs refreshing every so often. You would be amazed at the titbits of information you can pick up at the meetings and through just talking to like-minded people.
- We were also made aware that in some cases, newcomers to the meetings felt unwelcome or isolated. This is something the committee feels very strongly about and an improved "Meet & Greet" system is being formed with a view to implementing it at the next couple of members' meetings.
- 58% of respondents to the question said that they found the speakers

and topics to date generally interesting and informative. We also received many helpful suggestions for topics for talks and ideas for a more dynamic structure to the meetings, which the committee will investigate.

- We received a great response to the question regarding organised days out and evening events. It is extremely encouraging to the committee to know that there is enthusiasm for get-togethers and we hope to act on this over the next 12 months. In the meantime, you can keep up to date with news and events on the Events page of the website, in the new Events section in *One Way* or via our new Facebook page – Newbury Advanced Motorists (@NewburyRoadsmart). If you are a Facebook user, please visit our page and let us know what you think ([clairedysoniam@gmail.com](mailto:clairedysoniam@gmail.com)).
- It was also good to see so many of you offering to help out when we exhibit at events (33%). Manpower is always a problem at these events so any time you can offer is always gratefully received. We hope to have a stand at the Royal Berkshire Show in September so I will be in touch shortly asking for offers of man-hours to set up, host and dismantle over that weekend.
- For those who answered the question, it was generally thought that 7.30pm (77%) on Mondays (75%) seems to work well for members, so we are happy to keep it at that time and date for the moment. From now on, I hope to be able to get copies of notes or presentation slides from our speakers in the future so I can email them to those who might have been unable to attend.
- 51% of respondents to the question were interested in furthering their

advanced driving e.g. with the Masters or Observer Training. This is great to see – do please get in touch if you would like to put your interest into action ([chiefobserver@iam.org.uk](mailto:chiefobserver@iam.org.uk)).

## Upcoming events:

- A group of us is planning to attend the IAM 60<sup>th</sup> Anniversary Car Party at the British Motor Museum at Gaydon, near Warwick, on 9 July. Let me know if you would like to come along. Details of the event and how to get tickets can be found on the IAM's website or via the group's events page.
- We will be exhibiting at the Royal Berkshire Show in September – why not come along and show your support? We will need offers of assistance from making regular cups of tea and setting up a gazebo to discussing the IAM with the general public and handing out leaflets. Keep an eye on your inboxes for further details.
- Your Newbury Group is 20 years old in October. The committee would like to invite you to drinks at The Chequers pub on 1 October to celebrate the achievement. Further details to follow.

It is an exciting time for the IAM brand at the moment and we would love you to be part of the changes and embrace our plans for the future. My email is always open and I'd love to hear from you: [clairedysoniam@gmail.com](mailto:clairedysoniam@gmail.com).

**Happy Driving!**



## News from IAM House

### Selected Latest News Releases

#### **IAM and IAM RoadSmart—celebrating 60 years of better driving and riding**

**I**AM RoadSmart (formerly the Institute of Advanced Motorists) is celebrating its 60<sup>th</sup> anniversary in 2016. Over the last 60 years more than 400,000 people have taken their skills to the next level and become advanced drivers or riders with the organisation.

To mark the anniversary, IAM RoadSmart is staging two parties; one for bike enthusiasts on 2 July and another for car buffs on 9 July. Isle of Man TT winners Steve Plater and Mick Grant are attending the bike party, while rally legend Paddy Hopkirk will be special guest at the car party.

- The organisation was established in 1956. By 1995 the IAM had guided its 250,000<sup>th</sup> member through his advanced test and in the past 21 years 150,000 more have taken the opportunity to improve their skills on the road.
- In 1962 the organisation introduced the first test for commercial vehicle drivers in the UK and in 1976 the IAM introduced its first motorcycle test. A decade later it launched a fleet training programme for businesses.
- By 1998 the IAM's 200<sup>th</sup> local group was formed; today there are 207. The local groups are the lifeblood of IAM RoadSmart, coaching and testing potential advanced drivers and riders week-in week-out. Currently there are more than 5,000 volunteers representing the groups across the UK.
- By the 2000's the IAM was increasingly involved in lobbying the government for change in transport legislation. Its manifesto became widely respected for setting out the scene of what it regarded as the most essential developments in road safety – such as a graduated driving licence system and introducing road safety to the National Curriculum.

- In 2016 the Institute of Advanced Motorists was renamed IAM RoadSmart, and over the coming year will launch a range of products which support specific needs, to include driving at night, rural driving and motorway driving.
- IAM RoadSmart operates a commercial division which addresses the specific needs of business drivers and fleets with a suite of courses and advice. It also provides drink-drive rehabilitation courses through its Driver Retraining Academy subsidiary.

To celebrate the 60<sup>th</sup> anniversary of the organisation, there are two parties coming up celebrating all things bike and car – a bike party at the National Motorcycle Museum in Birmingham on 2 July and a car party at the British Motor Museum in Gaydon on 9 July.

Visitors also have the chance to have their car or bike take centre stage as part of the magnificent #60bikes and #60cars displays. IAM RoadSmart is looking for one motorcycle or scooter manufactured in each year of IAM/IAM RoadSmart's existence for the 2 July party, and the equivalent for the car party on 9 July.

The bike party will be attended by two legends of the British biking scene – 2009 British Supersport champion and twice winner of the Isle of Man TT race Steve Plater, and works Kawasaki and Honda rider and seven times Isle of Man TT winner Mick Grant.

Guest of honour at the car party will be none other than Mini royalty – winner of the 1964 Monte Carlo and 1967 Acropolis rallies Paddy Hopkirk.

Sarah Sillars, IAM RoadSmart chief executive officer, said: "We are proud of what we've achieved over the past 60 years. In co-operation with our group volunteers and the willingness of the motoring and riding public, we have all worked to improve lives for the better and have seen road fatalities and injuries plummet over the decades.

"As IAM RoadSmart we are now ready for

the next 60 years. There will always be a need to make better drivers and riders whatever happens to the transport landscape in the UK. Our work will only become more relevant in the future.

"Our events on 2 and 9 July will be a chance for people to celebrate their love of cars, bikes and most importantly driving. They are an important part of so many of our lives for so many reasons. We look forward to meeting as many of you as possible."

*IAM News Release 19 May 2016*

#### **Nearly half from Mumsnet and Gransnet driver survey 'more distracted' than before**

Nearly 50% of survey participants from the Mumsnet and Gransnet websites say they get more distracted with driving today than before.

The survey, of 1070 people from the two websites, conducted on behalf of IAM RoadSmart, wanted to better understand aspects of driving parents and grandparents are most concerned about. And while 95% of both Mumsnet and Gransnet users are confident drivers, there are certain aspects they would like to improve particularly when driving with children and grandchildren in the car.

Although the majority of respondents (84%) have been driving for quite some time, over 40% get stressed about ensuring their children/grandchildren are in the right car seat or using the right seat-belt.

IAM RoadSmart's chief executive officer, Sarah Sillars OBE, said: "Being a confident driver isn't necessarily about having years of experience on the road. It's about developing skills in those areas that you find most challenging at any given time.

"Gransnetters, for example, have said they are less confident about driving in the dark on the motorway with children. This insight really helps us gain a better understanding of any key concerns and challenges these drivers are faced with

## News from IAM House

### Selected Latest News Releases – continued

today, and in turn find a solution to help them build their confidence in these specific areas."

The survey also asked participants about how they would like to be supported in their development and confidence. The majority said they would favour one-to-one training sessions that would help them become safer road users overall.

Sarah added: "We have a number of training courses available that can help both parents and grandparents with their driving. From brushing up your driving skills to cope with driving in bad weather, to driving safely with in-car distractions, our courses are delivered on a one-to-one basis in the comfort of your own car."

IAM RoadSmart's Driver Assessment is a relaxed and informal way for road users to reassess their skills and focus on areas of improvement over one or two hours. And if drivers would like to spend more time developing their skills and confidence, the Advanced Driver course can prove beneficial over a longer period of time.

IAM RoadSmart also has the Mature Driver's Assessment on offer for grandparents – an informal training option that helps older drivers refresh their skills and gain reassurance that they're safe to carry on driving.

You can find out more about IAM RoadSmart's training courses here: <https://www.iamroadsmart.com/courses>

*IAM News Release 20 June 2016*

#### Top Gear presenters confirmed as special guests at IAM RoadSmart 60th anniversary celebration

Two of the longest serving presenters of popular BBC motoring show Top Gear have been confirmed as panel guests for the IAM/IAM RoadSmart 60th anniversary car party on 9 July. And they will be joined by one of the organisation's youngest representatives on the panel, who is just 18.

Chris Goffey, who co-presented from 1981-2000 and Sue Baker, who co-presented from 1980-91, will be at IAM RoadSmart's birthday event at the British Motor Museum at Gaydon.

They will be joined on the panel by Paddy Hopkirk, legendary rally and race driver; and winner of the 1964 Monte Carlo and 1967 Acropolis Rallies. The trio will talk about their long and successful careers, share their views on current motoring and motorsport topics and take questions from the audience.

In addition, the viewpoint of the young driver will be given by our fourth panellist – 18-year-old advanced driver and IAM RoadSmart Young Driver Ambassador Eloise Peabody-Rolf.

The event will be a celebration of all things motoring, while looking at the many highlights of the Institute of Advanced Motorists (IAM) and now IAM RoadSmart's 60 years. In that time, the charity has remained dedicated to promoting safer driving initiatives and making better drivers and riders through advanced driving and riding techniques.

Established in 1956, the Institute of Advanced Motorists came onto the motoring landscape at a time when there were more than 5,000 deaths a year on UK roads.

By 1994, 250,000 people had taken and passed their advanced test. Today the number of people killed yearly on UK roads stands at slightly over 1,700.

To date more than 400,000 people have passed the advanced test for drivers and riders, which is delivered by over 200 local groups around the country. Those groups are ably manned by a network of more than 5,000 volunteers.

Chris said: "I am delighted to be a part of IAM RoadSmart's 60th anniversary. I also look forward to meeting so many real enthusiasts who know so much about the UK motoring scene over the years. I'm sure myself and Sue sharing our tales of our Top Gear years will be a lot of fun."

Sue, who takes her advanced test every

decade to ensure her skills are up-to-date, said: "I really enjoyed my time on Top Gear, and alongside Chris and Paddy it should be a lively discussion with a lot of laughs. I am looking forward to celebrating IAM RoadSmart's 60 years on the day."

Eloise said: "I am happy to be a part of IAM RoadSmart's birthday party. It'll be great to bring a different perspective to the panel, and shows that the organisation welcomes the opinions of young people."

For more information about the event and to book tickets online (at £10 a person), click here: <https://www.iam-roadsmart.com/carparty>. Or you can book over the phone on 0300 303 1134.

*IAM News Release 22 June 2016*

#### IAM RoadSmart becomes official TyreSafe supporter

IAM RoadSmart has become an official supporter of TyreSafe, the UK's not-for-profit tyre safety awareness organisation.

Stuart Jackson, chairman, TyreSafe, said: "IAM RoadSmart is not only the pre-eminent provider of driver training in the UK, it's also one of the most respected names in the automotive industry. Its official support for TyreSafe reflects the growing number of organisations acknowledging the need to raise the tyre safety awareness agenda among Britain's motorists. Tyres are one of a vehicle's primary safety features and need regular maintenance checks to ensure they are roadworthy. We welcome IAM RoadSmart's support in spreading this message to Britain's motorists."

In 2016, TyreSafe marks the tenth anniversary of its campaign to raise awareness of the dangers of defective and illegal tyres. It recommends drivers check their tyres' pressure, condition and tread depth at least once a month and before long journeys, and offers advice and information to all motorists. For more information, visit [www.tyresafe.org](http://www.tyresafe.org).

*IAM News Release 27 June 2016*

**NEWBURY GROUP OF ADVANCED MOTORISTS*****IAM Group Number 2224      Registered Charity No 1069500***

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