



ONE WAY



May/June 2016

Our Next Members' Meeting

Monday
9 May 2016,
St Bartholomew's School,
Newbury, 7.30 pm.

Main presentation:
Meet the RQM.
Shaun Cronin,
Regional Quality Manager
for the IAM Southern
Region, will discuss a range
of current IAM issues,
including younger drivers.

All members, associates
and guests are welcome.

For further details see
page 2.

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Editorial

YOU will notice a colour change in this issue of *One Way*. This is as a result of the IAM's rebranding which took place just before we went to press, enabling us to follow suit.

The red IAM logo, with the 'Driving Road Safety' slogan, will no longer be used. It has been replaced by the new blue logo, IAM Roadsmart, which appears below and on several other pages. Blue is now the IAM's corporate colour, hence our colour change. We are still able to use the red 'roundel' badge, which appears at the top left of this page.

More information on the rebranding appears in Sarah Sillars' article on page 7, issued as a news release on changeover day. Also Dick Bird explains how the changes are likely to affect the group in his Chief Observer's column on page 5.

Finally, the IAM has a new website, under the 'IAM Roadsmart' banner, which has lots more information (and incidentally has a much fresher look and is easier to use).

The IAM introduced this change to mark its 60th anniversary. The Newbury Group also has an anniversary this year – it's our 20th in October 2016 (I think the Group Secretary might be able to discover the exact date). I am very proud to be one of about fifty people who joined as founder members at the group's inaugural meeting in the Chequers Hotel. Many have since left and there are only about five of us still in the group.

We continue to attract new associates, although the flood of new members in December and January has now slowed somewhat. We also continue to see associ-

ates passing the advanced driving test, some of them obtaining the coveted F1RST standard.

This issue of *One Way* contains several features on the IAM's rebranding. We are also pleased to include a letter to the editor (page 6). Although on a rather contentious topic it makes some excellent points and, along with Dick Bird's reply, might well start a discussion among the group members.

If you want to comment on it or on any other matter, or to suggest topics for future *One Way* articles, or even to write one yourself, please get in touch – my contact details are below. 🚗

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

DATES 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)
–	9 May	–
13 June	11 July	27 June
8 August	12 September	26 September
10 October	14 November	–
12 December	–	5 December

Members' Meetings

Members' meetings are held in the Robinson Rooms of St Bartholomew's School, Newbury, meeting at 7.30 pm (*note the later start time*) 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.

9 May 2016 – Presentation by Shaun Cronin, IAM Regional Quality Manager for the Southern Region and organiser of the Under-17 Car Club. Shaun will lead a discussion with members on a range of current developments in driving and road safety, including the issue of younger drivers, and will give a presentation on the operation of the Under-17 Car Club.

11 July 2016 – (Provisional) Visit to Newbury Fire Station for a demonstration of rescue procedures after a road traffic collision. Don't park too close unless you want your car transformed into a cabriolet! This event will be confirmed in the next issue of *One Way*.

New Members

THE 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:

Tom Davidson

Andrew Geddes

Mark Johns

Len Denton



Congratulations...

... to **Ian Dews**, who passed a test with the IAM Regional Quality Manager to convert from Senior Observer (now obsolete) to the new grade of National Observer.

... 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

Christopher Hughes
Colin Rudd

Observer

David Skinner
Phil Parkinson

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



SPRING is here now. Mind you, a weather forecaster the other night started by saying: "Tomorrow is going to be not too bad a day for March; the only trouble is, it is late April!"

Even today, snow has been forecast! I mention this because we still need to be careful on slippery roads when there is sleet, poor visibility in heavy showers etc. Hopefully we all drive that bit more carefully taking the conditions into consideration, but we also need to make allowances for all the other drivers who seem to think that they are invincible. On my way to Heathrow recently on M4 in heavy rain, VW Golf up my rear end, only a few feet back. Obviously got fed up with me leaving

extra space to the car in front and she (for it was a young lady on this occasion) went right over to the inside lane, in and out of a few cars to overtake and ended up in the outside lane four cars in front. I do wonder how she will use the 15 to 20 seconds that she has saved.

On a more cheerful note, Claire Dyson is our most recent recruit to our committee. She is already coming up with a wealth of ideas for speakers, shows to exhibit at and trips to organise. If you have either a burning desire to visit something which is transport related, or a bright idea for a speaker, please do let her know.

While mentioning speakers, we are intending to do away with the technical instruction bit from 7 pm, and start at 7.30 pm instead. Will you miss the regular reminders on use of gears, steering, cornering? Would you like to see it remain as a regular feature? We would like to know from you.

I see in the Newbury Weekly News again this week that someone has been let off their Wharf Bridge fine on a technicality. So many people have been up in arms over these fines, but what I do not understand is why they have not been able to read the myriad

of signs leading up to the bridge telling you it is for buses/taxis only. If they fail to see all of those signs perhaps they should be taking an IAM course or visiting an optician. If anyone is having trouble seeing or understanding traffic signs, elsewhere they will find posts with changing lights on top – they are called traffic lights and anything but green means STOP. Mind you, a lot of drivers do seem to think that even that does not apply to them.

Get off my soap box!

As mentioned earlier we will be attending some events this summer. We put up a gazebo and talk to interested members of the public about what we do. You get free entry to the show or event, refreshments, and a chance to be social. It all helps to put a bit back in for the time and effort of observers and the like who have put in a lot of work to train you up to test standard. Could you help share the load at shows by helping out for an hour or two? Claire or I would be very pleased to hear from you.

Drive well and stay safe. 🚗

Philip Russell

Newbury Group Chairman

News from IAM House

(continued from page 8)

where distraction outside the vehicle was a contributory factor.

The report says: "Research has confirmed that tasks almost always interfere with other tasks carried out at the same time. The brain never actually focuses on two tasks at the same time – it switches back and forward between them.

"As driving is so complex and requires various cognitive processes, taking on another task when driving can mean a driver is unable to pay sufficient attention to all the activities required for safe driving. This can lead to a processing failure resulting in a loss of control, putting the driver and other road users in physical danger."

"It's important that we work with the government, car makers and educators to deliver a renewed focus on driver

training and road safety – and that people know that distractions can be fatal.

Sarah Sillars, IAM's chief executive officer, said: "This is proof, should it be needed, that multi-tasking and driving simply don't mix. Whilst there are plenty of distractions to tempt the driver, the individual needs to know that the phone, or internet, or the iPod simply don't matter – driving is the only activity that should occupy your mind while at the wheel. 🚗

Members' Meeting – 14 March 2016

by The Editor

ABOUT 30 members attended our Members' Meeting on 14 March 2016 at St Bartholomew's School.

There were two successful associates, who now become full members, to receive IAM certificates from Philip Russell, Newbury Group Chairman. The photo below, by Dick Bird, shows (l to r) Caroline Billington, who achieved a F1RST, her observer John Broxis, Philip Russell, observer John Starkey and his associate Liam Kilsby-Steele.

The main speaker for the evening was Gary Baldwin from the Thames Valley Police Forensic Collision Investigation Unit (TVPFCIU) to talk about his work. After giving a disclaimer about the harrowing nature of the images we were about to see, he showed a series of photos of crashed vehicles which had been involved in collisions that he had recently attended.



The one that made the greatest impression on me was of an articulated lorry that had failed to slow down on the A34 approaching the junction with the M40, when the driver fell asleep. It had run over a Peugeot 307 and completely flattened it to less than a foot high, killing the whole family of four in the Peugeot.

Gary explained that the work of his unit is to improve road safety, to prevent similar incidents happening again, and often to decide who was at fault (or, as he put it, to nail someone!).

In the Thames Valley Police area there are 60-100 fatal accidents per year, and about 6,000 injury crashes. Road crashes are the biggest cause of death among the 16-24 age group. One third of people who are killed in the area are not wearing a seatbelt.

Thames Valley Police has a strength of 3,274 PCs, of which only 142 are road traffic police. The force has recently amalgamated with that of Hampshire. The TVPFCIU has 15 investigators, a

road, being hit (hard) by a Warrior in the oncoming carriageway. The Citroen driver presumably thought that the Warrior was travelling within the speed limit and so he had time to cross its path.

Gary's unit collects evidence after a collision, using diagrams, photos and CCTV if available. They have to work under stringent time constraints in order to quickly reopen the road afterwards. Skid marks are now very rare

because of the widespread use of ABS.

He showed a photo of an Audi A3 that had been very badly crumpled in a collision, but the passenger cell was intact and there were no fatalities. This is a result of the improved safety features built into modern cars.

He also discussed other developments in technology, such as insurance 'black boxes' that store data on how the car is

mixture of serving and retired police officers. It operates 24 hours a day for 365 days a year. Its area now extends from Aylesbury to Reading, Bicester and Eastleigh, about 136 miles from north to south.

Gary demonstrated the unreliability of witness evidence by showing us a short film twice. There were 21 changes between the two versions, but most of us spotted only a few. This makes the unit's job harder because witnesses give different accounts.

He also showed a CCTV film of a Citroen vehicle turning right on a 30-mph main

being driven, and an airbag module that stores information on speed – this is currently available only in the USA.

He discussed driver fatigue, which is a common cause of road collisions. At 30 mph a mini-snooze of only one second means that the driver is not in control for a distance of 44 feet, and that increases to 103 feet at 70 mph.

Gary ended his presentation by explaining how a small amount of alcohol can have a very significant effect on a driver's performance, with the further problem that people believe that their driving has actually improved. 🚗

Chief Observer's Column

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



IAM Roadsmart

AT the time of writing we're promised that the rebranded IAM, to be known as *IAM RoadSmart*, will be launched in the week beginning 18th April. The start date has had to be put off from earlier in the month because the new website, a crucial component of the way the rebranded IAM will look to the public and us members, wasn't – and still isn't quite – ready.

As it happens, I must be one of the few ordinary IAM members to have already obtained a new *RoadSmart* T-shirt. This came about because I was invited to go as one of five National Observers to a Bentley Drivers' Club event on 9th April. Since the pictures of me in my new shirt are not quite what I would wish (largely on account of my less than manly physique!) the picture opposite is of one of my colleagues at the event with new logo and colours in evidence. So, fairly soon we'll all be throwing away our long-accustomed black or red shirts and heading for the IAM's tailor!

The Advanced Driver Course

One of the features of the new look IAM is nothing really to do with the rebranding exercise and everything to do with ensuring the standards of the

SfL course, both in the coaching and the examining, are made consistent across the UK. This objective is founded on the partnering with the Institute of the Motor Industry, meaning that National Observers and Local Observer Assessors can be shown by independent assessment to be of a particular standard wherever they operate. A further stage in achieving a common standard for the course is to recast it with logbooks, coaching and examining criteria which all lay down what's required. This new process has been trialled, found to work, and is now being rolled out to all IAM Groups. We shall receive our induction into the new process and material on 18th May. Under the *RoadSmart* banner, the course will be renamed as the Advanced Driver Course, but the standard expected of those who pass it will be the same as should have been required previously.

There is another facet though which is troubling many of us, and this is shown by Tony Parish's letter to our Editor included elsewhere in this newsletter.

Our New Licence

On a happier note, we have for some time used, as we are permitted to do, material from Chris Gilbert's series of "Ultimate Driving Craft" DVDs at members' meeting and Observers Workshops. I am pleased to say that the group now has a licence from Chris Gilbert which enables us to lend any of the Ultimate Driving Craft DVDs to

group members or associates, without infringing his copyright.

I'm sure this will help in our being able to coach associates in the art of commentary as well as in reinforcing other aspects of their advanced driving.

New National Observer

I am delighted to announce that Ian Dews, the group's last Senior Observer, passed his qualification with Shaun Cronin, the IAM Regional Quality Manager, on 13th April to become a National Observer (NO). The group now has seven NOs: in addition to Ian they are Dick Bird, Mike Holloway, Catherine Lloyd, Phil Parkinson, Philip Russell and David Skinner.



Letter to the Editor

From Tony Parish, former Chairman and Chief Observer, Newbury Group

Dear Editor,

It is rare that I am moved to write to the editor to express my strong feelings on a topic, but this is just one of those occasions and I hope that you see fit to publish the content of this e-mail in *One Way*.

I have just read about the new proposed route to IAM membership for those associates who have decided for whatever reason to purchase a course without the test. The proposal is that these associates can, by meeting basic criteria such as turning up to a minimum of six observed drives and having the sheets checked by a local assessor, be invited in to the IAM as full members and presumably receive all the benefits that members can enjoy.

In my opinion this is being introduced purely for commercial reasons to encourage more to pay their annual subscription. My concerns are:

- It can dilute the standards that have been achieved by those that have undertaken the test.
- There will be no difference in the way that associates that have taken this route are perceived by those outside the organisation, including not only members of the public and insurance companies.

The standards, despite best efforts by assessment and auditing processes, will be even more inconsistent than they have been proved to be in the past.

Having been an active member of the Regional Training Team in the past I am confident that training standards within the Newbury group were, and no doubt still are, amongst the best; but I also experienced other groups where this was far from so, and I therefore worry where the bar is set.

I understand that the IAM has to be financially viable to continue its important work but this should not be achieved at the expense of standards.

For a long time I have made my view clear that the IAM should be looking to raise its standards by the introduction of periodic retesting like that offered by RoSPA, as this ensures that members not only achieve the required standard initially but also maintain the standard in the future. This latest proposal is a major backward step.

I would be interested in members' views and am therefore happy for both my name and email address to be included.

Kind regards,

Tony Parish

E-mail: parishaj@aol.com

Dick Bird, Chief Observer, has provided the following response:

The IAM proposal at issue was broadcast in a weekly news item from Chiswick, as follows:

'During the spring meetings the IAM outlined plans to introduce new routes to full membership, and one of these was group sign-off of an associate who has purchased an advanced driving/riding course without test. The proposed criteria that a group would need to achieve this facility [were] outlined and included the following: adherence to all IAM 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 run sheets, all elements of the run sheet completed on DTE, sign-off sheet by local observer assessor, and annual audit of processes. The final process on how this will be introduced has not been completed as the IAM is taking into

account the feedback given at the spring meetings. Once it is finalised around June 2016 the IAM will communicate the details in full on how it will work.'

Many apart from Tony Parish, an ex-Chairman and ex-Chief Observer of our group and therefore someone with his head well screwed on, have expressed similar concerns about this proposal. From what I understand, IAM is trying to offer a route to membership which doesn't involve a test with an Examiner. This, it feels, could be attractive to many who perform below their best when tested or simply react badly to the idea of a test when they feel they've already shown they can accomplish all that's required to reach the standard.

My own take on things is that to justify its proposal IAM has first to show that the membership standard and the ways it's coached and certified must be much better pinned down and consistent nationally. Second, groups responsible for taking an associate through the testless route have to be trained and shown to be consistent in their judgements. Finally, the concept of stringing together various competencies over a number of drives has to be shown to be at least as good as delivering a single examined drive which brings everything together at once.

Beyond that, on all our behalves, I'm distinctly worried that people in the groups who have to set up, oversee, and participate in this testless process will have much more work to do than now. Certainly the criteria for groups offering the testless route seem burdensome, and that might go down badly with many of us who feel we can just about manage what we do now but would struggle to do more. So in summary, until I know more about what's proposed I'm not antagonistic but am sceptical that more thinking has yet to be done at Chiswick.



IAM Roadsmart—the IAM Prepares for the Next 60 Years

Special Issue News Release on the IAM Rebranding

- The IAM and its commercial subsidiaries rebrands to IAM RoadSmart.
- We asked 7,000 road users what their greatest challenges were on the road.
- The results will allow IAM RoadSmart to be a champion for all road users.
- IAM RoadSmart will be launching a range of new training programmes for consumers and businesses.

IAM RoadSmart is the new name for the Institute of Advanced Motorists (IAM) as of 27 April 2016. The change will unify the charity with its subsidiaries IAM Drive & Survive, Professional Driver Services and Driver Retraining Academy.

The rebrand is the result of extensive research¹ which highlighted a number of key findings. Firstly, drivers' biggest concern is actually other drivers. Safety and fuel efficiency came out as the biggest motivators for younger drivers to take further training while insurance continues to be the most effective incentive.

For forty per cent of mums and grandmothers, becoming more confident driving to unfamiliar places was described as a way they'd like to improve and while on-road training continues to be important for professional drivers, online courses are preferred by consumers. Time is also of the essence – the majority of consumers would rather training takes less than two hours.

Key facts:

- This change will be reflected by a brand new logo and image.

- The rebranding coincides with the charity's 60th anniversary. Its 200 local groups and 92,000 members continue to play a pivotal role in developing driving and riding standards across the country.
- Over the course of 2016 and 2017, IAM RoadSmart will be launching a number of new modular products, with proposed topics including: eco driving, motorways, risk management, driving in unfamiliar places and built-in vehicle technology.

"We will be launching a suite of new products to support the needs of all road users. The advanced driving and riding tests will remain core to what we do and will continue to be seen as the ultimate achievement, but if you just want to get more confident driving in bad weather for instance, we can help with that too.

"We've helped create nearly half a million better drivers and riders already and as we become recognised as IAM RoadSmart we hope to be able to help many more."

Nigel Mansell, IAM President and Formula 1 World Champion, said: "To appeal to a new generation of drivers and riders it's essential to understand and reflect their needs and priorities. In becoming IAM RoadSmart the IAM is taking an essential step into an exciting future, with an approach which is more relevant than ever before.



IAM RoadSmart's chief executive officer, Sarah Sillars OBE said: "The most important thing for the majority of drivers and riders is getting from A to B with as little hassle as possible. The daily commute, travelling to a business meeting, or the drive to the shops, can be made so much more enjoyable with just a bit more awareness of the challenges on the road ahead. This is where IAM RoadSmart comes in.

"We've been around for 60 years and in that time roads, vehicles and distractions have changed, in some cases, beyond all recognition. To ensure we are in a position to support Britain's road users for the next 60 years, we've invested significantly into researching the needs of today's drivers and riders.

"Everyone can enjoy their driving and riding more, whether they're a world champion or simply cover five miles a day commuting to the office. And the skills which help you with an easier journey are the same which will help to reduce the numbers of casualties on our roads. We've had a great 60 years; what an exciting future we all have."

¹. IAM Driving Post Children/ Grandchildren Survey – of 1070 respondents from Mumsnet and Gransnet 2015; IAM B2B Customer Understanding Research February 2016 from Nutshell; and IAM Young Driver Project from Performance Solutions.

IAM News Release 27 April 2016

News from IAM House

Selected Latest News Releases

Top speeders exceeding 100 mph in 30 mph zones

FIVE drivers have been caught travelling at more than 100mph on 30 and 40mph limit roads in England, according to the IAM. A further two were caught travelling at over 70mph in these areas, which tend to be largely residential.

The statistics were part of a Freedom of Information request by the IAM to every police force in Britain, asking for the location and speed of their top five highest recorded cases captured on safety cameras in their areas from 1 January 2015 to 30 January 2016.

Thirty-eight of 44 forces provided data. Of those, there were 11 cases where one of their top five fell in a residential 30 or 40mph area, covering five police force areas.

Sarah Sillars, IAM chief executive officer, said: "These are the roads we all use on a day-to-day basis and as a result are rife with hazards for any driver. Schoolchildren, shoppers, the elderly – they are all using the same space and won't be prepared for anybody travelling at this speed."

Sarah explained that at 30 mph a vehicle would travel 13 metres a second. The overall stopping distance at 30 mph is 22 metres. At 100 mph a vehicle would travel 45 metres every second.

Seeing someone step out into the road, a driver would cover 30 metres in the time it takes to lift his foot from the accelerator and depress the brake pedal. That is if they have a reaction time of 0.6 of a second. The average driver would be much slower than that to react.

At 100 mph the stopping distance is 182 metres – and in a busy urban street a lot can happen in 182 metres.

Sarah continued: "Exceeding the limit to such a degree is potentially suicidal in such conditions, not to mention incredibly dangerous for other road users. Clearly these drivers do not see the potential consequences of what they are doing. We believe if we are going to

change this mind set, personalised sentencing options need to be made available to challenge this behaviour fully.

"The IAM would support further research on which types of courses would be most effective in changing entrenched speeding attitudes so that we can start to offer them alongside the well-established speed awareness courses for those just over the limit."

IAM News Release 3 March 2016

Derek McMullan takes key role at IAM

HIGHLY respected engineer, designer and manager Derek McMullan has been appointed Vice-Chairman of the IAM with immediate effect.

This is the first appointment made by the IAM's new chairman Ken Keir OBE, who took over from the retiring chairman Alistair Cheyne OBE last November.

Derek is no stranger to the IAM, having joined the IAM Council in 2009.

His career started in the 1970s when he joined Westland Helicopters. He progressed up the ranks to become chief designer for the Lynx helicopter.

He then went into finance and strategic business management, qualifying as an accountant. Derek joined Eagle Star Insurance to run its engineering section and then worked in a variety of departments before retiring in 2008.

Derek said: "Poised for its 60th anniversary, the IAM is about to embark on its greatest challenge yet. We want to support all road users in enjoying their driving and riding more, helping them to become more confident on the road.

"To maximise our road safety influence we simply must achieve that broad appeal to the motoring public. Whilst protecting the advanced driving and riding standard, we will introduce new courses and products which appeal to those who want to focus on specific elements of their driving, without wanting to do a test.

He added: "As Vice-Chairman I will strive for unity of purpose and preservation of standards in all aspects of IAM's activity."

Sarah Sillars, IAM Chief Executive Officer, said: "We are delighted to appoint Derek our Vice-Chairman. He brings a keen understanding of the sector, as well as what's needed to take us into the future."

Away from the office, qualified pilot Derek enjoys flying light aeroplanes, helicopters and gliders. He's also a keen traveller and particularly enjoys riding mountain roads.

A Masters mentor and member of the National Training Team for Motorcycles, Derek is the founding chairman of Worcestershire and Hereford Advanced Motorcyclists, where he is still active as a training team member and observer.

IAM News Release 11 March 2016

IAM and Under 17 Car Club form partnership

DRIVING charities the IAM and the Under 17 Car Club (U17CC) have combined efforts, allowing young drivers a unique pathway to safe and enjoyable driving before even passing their test.

The partnership, which was launched this week, will make the Under 17 Car Club Charitable Trust an IAM approved training organisation.

The U17CC celebrated its 40th anniversary this year. It is dedicated to ensuring young people get the best grounding in driving skills before they reach their 17th birthday.

Its members meet most Sundays at a variety of locations around the UK including Bovington Camp, Dorset; Castle Combe circuit; Caerwent in Monmouthshire; Devon Drivers' Centre in Clyst-St-Mary; Long Marston Airfield, Warwickshire; Moreton-in-Marsh, Worcestershire and Throckmorton Airfield, Warwickshire, where they learn to drive in a safe off-road environment from the age of 11.

(Continued on page 9)

News from IAM House

Selected Latest News Releases – continued

Paul Silverwood, president of the Under 17 Car Club, said: "This is a remarkable opportunity for the leading young driver charity to work alongside the leading charity for experienced advanced motorists."

"We will offer the IAM the very best of a younger generation of enthusiastic advanced drivers. We will provide opportunities for existing IAM members and their families to get involved in driving in a safe environment."

"And we will share the experience of the best specialist instructors and proven learning methods developed over decades."

Shaun Cronin, IAM regional quality manager, said: "For a young person getting behind the wheel years before they can legally take to the road is a one-off opportunity. But this is about having fun too – our members get the opportunity to spend their Sundays driving a wide variety of cars, lorries and buses – and even learning advanced skills on a race track."

"The bottom line is this: working together with the IAM, the Under 17 Car Club can prevent a lot of crashes and, hopefully, we can save young lives."

The IAM has long campaigned for greater resources to be put into initiatives targeting younger drivers, who are the most at-risk group on our roads.

Road accidents remain the biggest killer of young people in the UK. In 2013 there were 191 people under 24 killed and 20,003 injured as drivers and riders of cars and motorbikes.

In the past five years (2009-13) there were 1,037 people under 24 killed and 120,958 injured on UK roads as drivers and riders.

For more information about the Under 17 Car Club and its Pathfinder project visit the following websites:

www.under17carclub.co.uk and www.under17driver.co.uk.

IAM News Release 18 March 2016

IAM's tweets make sweet music in the motoring world

THE IAM has won the attention of the Sunday Times for its social media work, which has placed the driving and riding charity's Twitter channel as one of ten best motoring feeds to follow.

The IAM stands alongside the channels of DJ and TV star Chris Evans, motormouth TV presenter Jeremy Clarkson, American actor Jerry Seinfeld and newly appointed Top Gear presenter and journalist Chris Harris as the crème de la crème of motoring tweeters.

The prestigious national Sunday newspaper said: "The road safety charity offers practical advice and sticks up for the motorist – and its Twitter feed has the capacity to make you question your own bad habits behind the wheel."

The IAM's Twitter page is updated several times a day, highlighting safer driving and riding initiatives from around the world, as well as advice on driving and riding in different situations, like in the dark or rain, on motorways or around roadworks.

It highlights the latest IAM and industry research, news about motoring rule changes, reminders of motoring laws and work carried out by IAM local groups from around the country. The IAM's Twitter feed also enables like-minded people to connect with each other.

The IAM's Twitter page has more than 11,000 followers and can be found at @iamgroup.

Sarah Sillars, IAM chief executive officer, said: "Social media is very important for the IAM. Drivers and riders appreciate bite-size pieces of information and are easily able to remember them and put them into practice as they use the road on a day-to-day basis."

"It is also a great way to interact with drivers, bikers, members and anyone passing by. We love to talk with anyone who has an interest in enjoyable and safer driving via social media – long may it continue."

The Sunday Times survey can be reached here: <http://www.driving.co.uk/news/the-top-motoring-twitter-accounts-to-follow/>.

IAM News Release 31 March 2016

Multi-tasking at the wheel a potentially fatal myth, finds IAM

EXPERT psychologists have concluded that multi-tasking whilst driving is a myth – and the most dangerous of those driving multi-tasks is texting and talking on a mobile phone, according to a new report produced by the IAM and the Transport Research Laboratory (TRL).

The research focuses on the dangers involved when drivers try and engage in more than one task, indicating this can have a 'detrimental' effect on the quality and accuracy of driving performance.

The findings come from a report launched this week titled 'The battle for attention', jointly produced by TRL researchers Dr Neale Kinnear and Dr Alan Stevens, and the IAM's director of policy and research Neil Greig.

Dr Kinnear, who is a principal psychologist in the study of human behaviour and transport, and Dr Stevens, who is chief scientist and research director with internationally recognised expertise in 'Human-Machine Interaction', both reviewed existing research behind in-car distractions to understand the various cognitive processes and complexities in driving.

They said texting engages three of the five key areas of distraction to a 'high' level – cognitive, visual and manual. A mobile phone conversation also engages three of five areas of distraction to a 'high' level – cognitive, audible and exposure time.

Figures from the Department for Transport (DfT) in 2013 found 2,995 cases where distraction in the vehicle was listed as a contributory factor to accidents. A further 1,627 cases were listed

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

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