



# ONE WAY



September/October 2016

## Editorial

### Our Next Members' Meeting

**Friday**

16 September 2016,  
St Bartholomew's School,  
7.30 pm.

**Note the change of day.**

*Presentation by a member  
of St John's Ambulance  
on what to do if you  
encounter a road traffic  
collision, and how to cope  
with a home emergency.*

*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 — 11 July 16	4
Chief Observer's Column	5
Young Drivers and Risks — Part I	6
Pull-push Steering: the Only Way?	7
News from IAM House	8-9
Newbury Group Contact Details	10

**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**

*Editor's contact details:  
Telephone 01635 38073,  
Mobile 07733 465384.  
e-mail [editor@niam.org.uk](mailto:editor@niam.org.uk)*

## 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 and 2017

**D**ATES for Newbury Group Committee Meetings and Members' Meetings for 2016 and the first half of 2017 are below. The committee meeting date is also the deadline date for the next issue of *One Way*.

#### Committee Meetings

—  
10 October 2016  
12 December 2016  
13 February 2017  
10 April 2017

#### Members' Meetings

12 September 2016  
14 November 2016  
9 January 2017  
13 March 2017  
8 May 2017

### 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.

**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**, who was due to give a presentation and run a question and answer session on transport matters, is now unable to attend because of Parliamentary responsibilities.

Instead, a member of **St John's Ambulance** will give a presentation on what to do if you encounter a roadside accident, and the most helpful things to do in a home emergency.

**14 November 2016** – Topic to be decided. More details will appear in the next issue of *One Way*.

### New Members

**T**HE following new member of the Newbury Group has joined as an associate since the last issue of *One Way*, and we extend a warm welcome to him:

**Richard Crisp**



### Congratulations...

... to **Mark Pearson**, who recently passed a test with Shaun Cronin, the IAM RoadSmart Regional Quality Manager, to become a National Observer.

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

*Associate*

**George Ford**

*Observer*

**Ian Dews**

**Correction** — in the last issue we reported that Lynn Fiske's observer was Dick Bird. In fact it was **Ian Dews**. Apologies to all concerned.

If you pass the IAM test, or if your associate passes, please inform the Editor—contact details on page 1.

## Chairman's Page

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



### Classic Car Show, Newbury College

**A**S reported in Events elsewhere, we had a stand at the Classic Car Show on 14 August in lovely weather. I am **SO** impressed with the hard work of the West Berks Classic Vehicle Club who organise the event, the number of classic vehicles that come, the number of visitors it attracts and the amount of money raised. They raise over £15,000 in ONE DAY for BLOODWISE (the new name of Leukaemia Research).

Thank you to Dick Bird, Chris Kirkby, John Broxis and Claire Dyson for 'manning' the stand. We had an encouraging number of queries which we are following up. It was also the first outing of our shiny new gazebo in new RoadSmart colours.

### Royal Berkshire Show, Chieveley, 17/18 September

Twenty years ago, a stand was taken at the Newbury Show as was. Lots and lots of people expressed interest and at a subsequent meeting at the Chequers Hotel in Newbury, the IAM Newbury Group was formed.

As it is our 20<sup>th</sup> Anniversary this year, we are having a stand again at the Royal Berkshire Show. If you are thinking of going to the show, we can offer heavily discounted tickets at £6.25 each instead of £20 on the day. The only slight catch is that we would then need you to help on our stand for two lots of two hours. There are slots available

from 8 am to 6 pm on the Saturday and the Sunday and so if it is of interest, please contact Claire to book your slot.

If you are going to the show anyway, please do drop in and see us.

### 20<sup>th</sup> Anniversary Get-together

As it is Newbury Group's 20<sup>th</sup> anniversary this October, we are arranging a social event where it all started – Chequers Hotel in Newbury. Our Events Guru Claire will be letting you have full details, but please keep the evening of Friday 21 October free! It will of course be open to members, associates and their other half. We are trying to contact as many of the 50 Founder Members as possible to ask them along, even if they are no longer members.

### Trailer/storage

As you will be aware we are now IAM RoadSmart, and as part of the re-branding our corporate colours are now light blue. As I mentioned before we have bought a shiny blue new gazebo and we have acquired quite a lot of promotional material. We also have tables, television, flags etc. It all adds up to enough equipment to fill the back of my very large Kia Sorento with the seats down. Being of an advanced age (!), I cannot bring all this equipment downstairs for an event and then back upstairs after an event. I am therefore looking for (polite) suggestions on where and how to store it.

Some thoughts: the corner of a dry garage, a dry shed or a trailer which can be ready to go to an event.

My favourite would be a trailer, but that is a big ask of members. If you do have a spare trailer or horsebox, or know of one, we may be able to purchase it if it is at the right price. Please contact me on 07866 760 245.

### Fire Station

As reported on page 4, we had an interesting evening with Red Watch at Newbury Fire Station recently. I managed

to 'crash' a car in their car park whilst wearing protective clothing. The Fire Brigade then managed to get me out uninjured.

Their professionalism and use of heavy duty equipment was really impressive. They did mention that RTCs have become a major part of their work now rather than attending fires.

### A34

Yet again some nasty fatal crashes on the A34 north of Chieveley. There are no magic solutions, or they would have been implemented already. It is significant that chevrons that were painted on the road and signs saying "leave two chevrons between you and the vehicle in front" have been removed. Nobody took any notice!

Other factors which could be considered for change are:

- Slip roads entering and leaving are far too short
- Joining vehicles do not give way to faster traffic already on the A34
- Speed limit of 50 miles per hour monitored by average-speed cameras.

These are unlikely to prevent all collisions but they may well help to reduce the all too frequent crashes. **Please** do not refer to them as accidents – an accident is something that probably cannot be expected. The current standards of driving seem to make collisions inevitable.

### Velcro

Is it just me, or are drivers getting more impatient? I nearly always seem to have someone in a car up my rear end. I think I might stick velcro to the back of my car and then if appropriate offer the other piece to the following driver so that he can save even more fuel by attaching to the back of my car.

Get off my soap box! Drive safely.

**Philip Russell**

Chairman, Newbury Group



## Members' Meeting – 11 July 2016

by The Editor

OUR July members' meeting was an away-day. Instead of the usual meeting at St Bartholomew's School we visited Newbury Fire Station for a demonstration of a rescue extraction following a simulated collision.

The Group Chairman, Philip Russell, presented skid-pan certificates to Caroline Billington and Gail Bowen. The Red Watch Manager, Bob Mitchell, then gave us a short introductory talk before we moved outside for the demonstration.

Philip volunteered to be the 'victim' and was issued with a set of firefighter's protective clothing, before sitting in the driver's seat of the 'crashed' car. Red Watch moved smoothly and efficiently into action to rescue him.

They stabilised the car with heavy-duty plastic blocks to stop it moving during the extraction, then deployed a fearsome set of hydraulic rams and cutting tools, powered by a petrol generator. One of the firefighters climbed into the front passenger seat, via a rear door, to reassure the victim and to hold him in place.

The firefighters removed the front doors by cutting through the hinges, then stabilised the door openings with hydraulic rams. They then cut through the window pillars to release the car roof, and finally cut along the bottom of the windscreen glass, using a power saw, to remove the roof. All the removed parts were safely stowed away from the vehicle, to leave a clear working space. They covered the cut ends of the window pillars with fabric covers, like large oven gloves, to avoid injury, and then lifted Philip out of the remains of the car.

Bob explained that they now have to attend many more road traffic collisions than actual fires, so the 'Rescue' part of West Berkshire Fire and Rescue assumes much importance.

Thanks to Gail Bowen for the photos. 🚒



## Chief Observer's Column

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



### (In)Complete Success Last Year

There are inevitably risks in speaking too soon. Last issue I mentioned that our Group had achieved a 100% Pass rate in the advanced driving test over the 12 months to the end of June. When the statistics to the end of July came through on the new Group Scorecard, it included our single recent test failure, which will now prevent us from reaching a 100% pass rate for at least another 11 months. Commiserations to the unfortunate associate and her observer too. For an associate, the result is sometimes a matter of something going wrong on the day rather than any fundamental failing. We do, after all, carry out cross checks of associates before putting them in for the test, and that fresh pair of eyes usually helps a lot. I have asked the associate to come back to us for some extra drives before retaking the test.

### Government Consultation

There have been two recent interesting Government consultation exercises.

The Department for Transport has been asking motorists for their views on automated and driverless cars being used on Britain's roads. Under the measures being considered by government, rules will be changed to allow what it calls "advanced driver-assisted, and automated and driverless cars" to be insured for road use.

Cars using advanced driver-assistance features to change lanes and park by remote control are expected to be on sale on Britain in the next 2 to 4 years. Automated and driverless vehicles themselves are expected to be on the roads any time from the mid 2020s onwards.

Under the proposals the Highway Code and regulations will be changed to support the safe use of remote control parking and motorway assist features, and insurance law will be changed so that, in future, motorists who have handed control to their self-driving cars can be properly insured.

This is an area of new technology of interest to all of us, though some are clearly more or less keen than others. There are undoubtedly perceived benefits to safety on the roads if mistakes can be reduced, especially if that goes hand in hand with higher traffic densities to make more efficient use of our creaking road network. Our Chairman's report mentions the recent spate of fatalities and injuries on the M4 and A34, and what might be done to avoid such carnage. However, over the remainder of my own driving life I fully expect that "tech" won't be altogether helpful – indeed, we know that the distractions it can cause are anything but – and that we in IAM RoadSmart seeking to enhance the safety of "the nut behind the wheel" will still have a serious, difficult, but rewarding function to fulfil.

The other consultation exercise collected views on proposals to change the syllabus of the DVSA driving test by:

- Increasing the independent driving section of the practical test from 10 to 20 minutes.
- Providing the option for directions during independent driving to be followed using a sat-nav, in addition to the current practice of following road signs.

- Modifying the way in which low-speed manoeuvres are assessed by making them a more natural part of the drive, and augmenting the traditional manoeuvres (that probably all of us have been learning since the year dot) with realistic everyday manoeuvres e.g. driving into and then reversing out of a parking bay to face the opposite way whilst staying within the correct lane.
- Asking a vehicle safety question while on the move e.g. how to operate the rear heated screen while driving.

I'm not going to pick these proposals apart myself, though in general I feel they will be an improvement to the test syllabus, but by all means write to our Editor if you have any strong views for or against.

There have been significant changes to the test within my recollection already. I expect you recall the introduction of the Theory and Practical tests, and with the former came the hazard perception test. I was pondering that a while ago when one of my charges failed even to consider the likelihood that the van ahead which had just pulled into the kerb might soon disgorge a driver who wasn't looking in his mirror before opening his door, with the implication that it might be prudent for us not to pass the van with mere inches to spare when the whole off-side of the road was free to use. Such considerations have, I suppose, become second nature to us, and we can be grateful for it because it has undoubtedly saved many of us from scary moments or worse.

There's more detail about these proposals at:

[www.gov.uk/government/consultations/improving-the-car-driving-test](http://www.gov.uk/government/consultations/improving-the-car-driving-test) and

[www.gov.uk/government/news/new-measures-to-help-britain-lead-the-way-in-developing-driverless-technology](http://www.gov.uk/government/news/new-measures-to-help-britain-lead-the-way-in-developing-driverless-technology).



# Young Drivers and Risks – Part 1

By The Editor

ONE of the Government's main areas of concern is the number of young drivers who have crashes within their first few years of driving. The age-group 17-24 is the most dangerous age. There were 342 fatalities in reported accidents involving a young car driver (aged 17-24) in 2014; this accounted for 19% of all reported road accident fatalities.

Stephen Haley, author of the book *Mind Driving*, has set up a road safety project, called SkillDriver, to study this problem. Its aim is to reduce road casualties with a new approach to driving skill. He realised that there are critical life-saving skills that drivers are not taught — but they could be. Expert drivers use a lot more than conventional driving skills — the key is **how they think**.

Traditional suggestions for tackling the novice driver problem have been mainly in three areas:

- Types of road and weather conditions, e.g. town driving, in the wet, on motorways, etc, as in Pass Plus
- How drivers learn, e.g. logbooks, extending the period, miles driven, compulsory professional tuition
- Restrictions on drivers, e.g. test at age 18, lower alcohol limit, restricting night driving and passengers. There has been little focus on what is being fundamentally learned.

## New opportunity

After basic car control has been learned, safety is determined by how drivers think and decide what to do. This is as true for novices as it is for experienced drivers. But how to do this safely is currently not well taught, which leaves novices to pick up the critical thinking skills as best they can on their own. It is also much of the reason why people say, "You really learn to drive after passing the test". A significant

problem has been that these skills were not defined in a way that could readily be taught. But that is no longer the case, and this raises the new opportunity to reach beyond traditional interventions and teach the skills that actually determine driver safety.

## The problem

The problem of the novice group is defined by their relatively poor safety record, coupled with concerns about the training and test system.

The safety record is illustrated in DfT figures:

- The fatality rate (per billion km) has been on a rising trend, despite a number of measures taken to improve novice safety. These include Pass Plus, the Theory Test, the sixpoint limit, a longer test, voluntary Driver Record Logbook, and the Hazard Perception Test. Alongside these, of course, have been the ongoing campaigns on drink, drugs, speeding, illegal drivers, etc, which are also often aimed at younger drivers.
- This situation is well recognised, but not understood. "Indeed, the rate of novice driver casualties appears to be worsening, and there is little understanding about why this is the case. The measures implemented by the Department over the past twelve years have been incremental and have failed to cut novice driver casualties. A change in approach is now required" (Novice drivers' report, Transport Committee, July 2007).

## The Essential Thinking Skills

How well should we expect drivers to gain skills they have not been shown? Or should we be surprised that their period of discovery when they begin to drive unsupervised proves to be dangerous?

We know that young drivers are sceptical about the learning process, and will express views such as:

- Much of what they are taught is irrelevant to good driving
- They really learn to drive only after passing the test
- They are the masters of what really constitutes good driving
- Driving ability is a matter of natural talent.

The implication is that they feel they know more about driving than the system that taught them. This is a critical condition, and clearly not helpful for their driving career. But if skills are obviously missing from their tuition, we should expect them to hold this view.

Such a severe limit on the new driver's perception of what safe driving really entails needs to be removed.

They should be able to answer, "What are the skills of safe driving?", with a good understanding of all the skills. Currently this question receives a variety of hesitant and incomplete responses — even among experienced drivers and trainers.

## Sense of Danger

Underlying every driver's ability to be safe is how they understand and make judgements about danger. Excluding the tiny minority of deliberately reckless people, drivers do not want to take unmanageable risks that result in collision — even the young ones. "What causes danger on the road?" is a simple and important question if risk is to be controlled. But drivers rarely answer it well. Most will list things they wish other drivers would not do, rather than things they can control with their own driving. It is vital to change this, and give drivers a view of the risk of collision that is realistic and credible to them.



# Is Pull-push Steering the Only Way?

By Shaun Cronin, IAM RoadSmart Regional Quality Manager

AS Regional Quality Manager for the South I get to travel about visiting different IAM groups. And steering as a core subject is often raised with me. Now, as it's IAM RoadSmart, several days could be lost in a discussion on the minutiae of many subjects, but steering is a classic case.

Back in the mists of time when Roadcraft was introduced, 'pull-push' steering was where it was at together with 'driver deportment.' Gigantic steering wheels were fitted to cars as there was no power assistance and steering mechanisms were in their infancy. Steering boxes meant that you had to keep gently rocking the steering wheel back and forth to take up the slack in the worn system. My Grandfather used to do this on his old Ford Zodiac, which to me was as large as an aircraft carrier with exactly the same pin-sharp handling! So pull-push steering was needed to shuffle those big wheels and provide the leverage required for the task. And it worked.

I'm a big advocate of good steering techniques, but not the slavish adherence to pull-push steering so often associated with Driving Schools of the 70's and 80's. Personally, I use a blend of pull-push, rotational, fixed grip, single input and pre-positioning. But there are many other highly developed steering techniques, they work well when employed correctly for the prevailing circumstances and they are safe. Does that make them wrong? Sadly, in the eyes of some it is pull-push or nothing. For me to even suggest that there might be another way will cause many flat caps and string back driving gloves to instantly self-combust! Those old steering box days are over and now's the time to accept and employ modern steering techniques safely and correctly.

Step forward to 2016, we still mainly use pull-push steering, but modern vehicle steering systems are light years away from those early days. Don't misunderstand me, pull-push steering works well in most circumstances, but not in all. (Check out Roadcraft (Car) 2013 page 112-117, it suggests other valid methods). Fact: there are other very valid steering techniques that are often overlooked or even completely discounted because 'It was good enough for me lad so it's good enough for you, just do it'. Vehicle technology has moved on, but sadly not so much the human factor.

IAM RoadSmart has now launched its new Advanced Driver course training material, and steering featured in the roll-out to observers and examiners. What I still find amusing is that rotational steering, first featured in the 2007 edition of Roadcraft and yet, here we are nine years on with some still denying its very existence. Recently I was told that as far as both the police and DVSA were concerned all forms of steering apart from pull-push had been discontinued. Nothing could be further from the truth and I am very happy to dismiss this rumour. Safe, competent and effective steering is what is required.

When it comes to your steering technique there are some key questions you should ask yourself as an advanced driver:

1. Is it safe?
2. Are you in full control of the vehicle?
3. Can you reach all the ancillary controls of the vehicle easily?
4. Could you react quickly to changing circumstances?

If you can answer yes to those questions, then what else are you worrying about? Wait... I can hear it – 'THUMBS and AIR-BAGS,' some shout. People often say: 'If your thumbs are not on the outside of the wheel then when you collide with the kerb they will get broken' and 'If you cross your arms on the wheel, when you crash your arms will get blown into your face by the airbag.' Why are we assuming crashing? Pessimism won't help with your placing thumbs or arms.

On a purely mechanical note, older cars with low-ratio non-power steering racks feedback very directly to the driver through the steering wheel, hence the old worry about thumbs. With modern high-ratio power steering racks the mechanical effect is reversed. The driver now has the upper hand.

Here are the five known techniques I use or a hybrid of each where appropriate:

**Pull-push:** I use this method when the vehicle is travelling more slowly; roundabouts and junctions are an example of where large amounts of steering input can be required in a short distance. Remember, don't be the Playstation generation! Slide your hands to the 12 o'clock position first

so you get maximum rotation with your first pull.

**Fixed grip:** When the vehicle is travelling more quickly I 'fix my grip' on the steering wheel and use a direct steering input to negotiate the bend. I do not cross my arms as there is no need; with a higher ratio steering rack little movement is needed to steer effectively this way.

**Rotational:** During low-speed manoeuvring rotational 'hand over hand' steering is effective and gives maximum output. With power steering consider 'palming' with just one hand on the rim of the wheel. It works well when manoeuvring very slowly i.e. maximum steering effect with very minimal road wheel movement. It is very effective when reversing a towed trailer. But remember – no dry steering!

**Single input:** This one requires the driver to be fully familiar with their vehicle dynamics. I am stationary and I wish to move off putting in a large amount of steering input for minimal road wheel travel, for example a right turn major to minor when held stationary by oncoming traffic. I bring my right hand down to the opposite side of the wheel to about the eight o'clock position and as I move forward one single input of steering takes me directly where I want to be. I then control the self-centering action as we straighten up, not letting the wheel slip through my hands.

**Pre-positioning:** Juan Manuel Fangio was the master of this one also known as 'The Fangio shuffle.' When approaching a sweeping corner the five time world champion would pre-position his hands on the wheel so when he turned into the corner the result was his hands were then in the quarter to three position, where he had maximum steering control during the curved path.

IAM RoadSmart advanced driving courses are about developing thinking drivers. If you adhere to just one method of steering then doing just one thing is easy. However, if you can correctly demonstrate safe and effective steering control in your vehicle, using a variety of known steering techniques, at appropriate times in the drive, then you are indeed a thinking driver. So to the doubters out there, are we lowering, maintaining or raising standards? You be the judge.



## News from IAM House

### Selected Latest News Releases

#### **IAM Roadsmart response to DfT reported road casualties in Britain 2015**

**I**NDEPENDENT road safety charity IAM RoadSmart has responded to the Department for Transport's (DfT) reported road casualties in Great Britain 2015.

The 2015 figures show there were 1,732 reported road deaths – 2% fewer compared with 2014. According to the DfT, this is the second lowest annual total on record after 2013. The number of people seriously injured in reported road traffic accidents also saw a decrease by 3% to 22,137 in 2015, compared to 2014. And a total of 186,209 casualties of all severities in 2015 – a 4% decrease compared to 2014, and the second lowest level on record.

However, the latest figures also reveal a total of 365 motorcyclists were killed during 2015 – an 8% increase from 339 in 2014.

IAM RoadSmart's director of policy and research, Neil Greig, said: "Five years of flat lining on road deaths is unacceptable. Whilst 2015 was a relatively good year the huge gains in road safety made in the past now seem a distant memory.

"The government must show more leadership to really drive down road deaths in the future. Key trends still show the increasing risk to vulnerable road users, particularly motorcyclists, and big increases in fatal crashes involving vans and lorries. The rise in goods vehicle related deaths is worrying and is probably linked to the surge in van sales and use on Britain's roads. IAM RoadSmart supports police campaigns to crack down on those driving for business, but we also need more firms to step up the plate and take occupational road safety more seriously."

*IAM News Release 30 June 2016*

#### **IAM RoadSmart chief executive Sarah Sillars named in Autocar Great British Women in the Car Industry**

**T**HE awards, which named 100 inspirational British women from the automotive industry, were celebrated at a reception at the SMMT on the afternoon of Friday 8 July.



Sarah was recognised in the Executive category, alongside leading industry figures such as Alison Fowler, Ford of Europe, Nikki King OBE, honorary chairman of Isuzu Truck UK and Wendy Williams, chief executive and company secretary of the IAAF (Independent Automotive Aftermarket Federation).

Sarah joined IAM RoadSmart in February 2015, having previously overseen the commercialisation of Semta, the sector skills council for engineering and advanced manufacturing.

She has a long and illustrious career within the automotive sector, having been CEO and Executive Chair of the Institute of the Motoring Industry (IMI). They made her an Honorary Fellow and Vice President on her departure in 2012.

She was awarded an OBE in the Queen's Birthday Honours List in June 2008 for services to skills training and the retail motor industry.

Sarah has more than 25 years of experience within the motor and retail industries, having begun her career with Marks & Spencer, managing stores in England and later as Operations Director at automotive management consultancy Anne Gray Associates.

Sarah said: "What can I say? It's a fantastic honour to be recognised alongside so many brilliant women, from across the industry. Automotive is a great sector to work in, because of the diversity of roles and the opportunities to progress. Just look at the Autocar list!

"While the car industry is often perceived as male dominated, these awards demonstrate that there are opportunities for all. I'd recommend anybody interested in a career in this area to talk to the IMI who are really championing careers in all areas, whether that's PR, marketing, business management, IT or the core business of engineering, sales and aftermarket."

The judging panel was made up of Autocar's Brand Director Rachael Prasher, Jim Holder, Steve Cropley, Rachel Burgess, Mel Falconer, and Vicky Parrott from Autocar's editorial department, plus SMMT chief executive Mike Hawes and director of communications and international, Tamzen Isacson.

The initiative is backed by the Society of Motor Manufacturers and Traders (SMMT), Direct Line Group, Ford, Jaguar Land Rover and KPMG. Additional support comes from Gaia Innovation.

*IAM News Release 13 July 2016*

#### **Half a million drivers and riders can't be wrong! Champ Mansell backs IAM RoadSmart advanced course**

**H**ALF a million people have taken IAM RoadSmart's advanced test for car or bike over the past six decades – that's as the leading UK road safety charity reaches its 60<sup>th</sup> anniversary this week.

The advanced driving and riding courses are regarded as two of the most comprehensive post-test courses in the UK and have been definitively shown to improve driving and riding skills.



## News from IAM House

### Selected Latest News Releases – continued

Current figures show that around 500,000 people have taken the advanced courses to date in the UK.

The Institute of Advanced Motorists (IAM) was established in 1956, based on the police's Roadcraft manual. At that point annual road death figures in the UK stood at 5,000 a year.

In 1962 the IAM introduced the first test for commercial vehicle drivers and 1986 saw it launch fleet training for businesses. In 1994 it enrolled its 250,000th member.

The advanced test assists drivers and riders in becoming more aware of other road users, how to adapt to different conditions, to read the road ahead, and enjoy driving and riding more.

Independent research revealed 70% of those who received driver coaching showed significantly better skills in key areas such as cornering, speeding and hazard anticipation.

Today slightly over 1,700 people are year are killed on UK roads – a figure IAM RoadSmart is determined to reduce further by helping to improve the road skills of private and commercial drivers and riders and by its lobbying work within government.

Nigel Mansell CBE, IAM RoadSmart president and 1992 Formula 1 World Champion said: "The real heroes of the road are those who show that skill, precision and flair on everyday roads while doing it for the safety of themselves and those around them.

"Taking the advanced driver or rider course turns good drivers into great drivers. Those who have chosen to take their skills to the next level show they have commitment and staying power. They are the real champions."

Earlier in the year the Institute of Advanced Motorists rebranded to become IAM RoadSmart as it prepares for the next 60 years and to appeal to the next generation of drivers.

IAM RoadSmart recently appointed the Under 17 Car Club as an accredited course provider. Getting the good driving message should come long before a young person reaches their 17<sup>th</sup> birthday.

For more information about the advanced driver course click here: <https://www.iamroadsmart.com/courses/advanced-driver-course>.

Currently IAM RoadSmart is offering a 10% discount off the Advanced Driver Course simply by calling 0300 303 1134 and quoting the reference RACE10. All bookings made this way will also be entered into a prize draw to win an exciting session for two on a racing simulator at Base Performance Simulators in Banbury.

*IAM News Release 4 August 2016*

#### Just three minutes away from being less distracted at the wheel

IAM RoadSmart has created three short videos on different aspects of common driver distractions starring former Formula 1 test driver Darren Turner; namely children, mobile phones and pets. And to mark the launch of the videos, the charity has extended its 10% discount on Advanced Driver courses until the end of September.

In the videos Darren attempts to drive an Aston Martin racing simulator around a virtual circuit while contending with a barking dog, ringing mobile phone and noisy five-year-old child.

At the end of each video, IAM RoadSmart's head of driver behaviour Rebecca Ashton offers advice on how to handle each issue.

Darren, who also owns racing simulator company Base Performance Simulators near Banbury, said: "A professional racing driver is expected to maintain full concentration all the time while at the wheel – but I was surprised at how

easy it was take your eye off the ball for a second and end up clouting the barrier in the simulator. Translate that to the real road, and the consequences could be far more serious."

Added Rebecca: "In our videos we see Darren tackle some very common distractions that any driver could face. It shows that even the best drivers can struggle if they are distracted for even a second.

"Whether you're travelling with your kids, dog or even on your own there are plenty of things which might take your attention away from the road, and we're all susceptible. But keeping your attention on the road is the most important way you can look after your passengers. Pull over in a safe place if you need to pick up a dropped toy, calm a frightened pet or answer the phone."

Figures from the Department for Transport in 2013 found 2,995 cases where distraction in the vehicle was listed as a contributory factor to accidents.

And IAM RoadSmart's multi-award winning campaign Safely Home, which surveyed 1,500 motorists' habits, found the top four causes of distraction were children in the car (29%), changing the radio channel (27%), back seat drivers (26%) and mobile phone use (24%).

One in 10 of those surveyed also admitted to causing a crash because they were distracted.

IAM RoadSmart's Advanced Driver course usually costs £149 and the 10% discount has been extended to 30 September. To take advantage of the discount, please call 0300 303 1134 quoting the reference RACE10. Anyone buying an Advanced Driver course using the discount code will be put into a prize draw to win an amazing racing experience with Base Performance Simulators for themselves and a friend.

*IAM News Release 30 August 2016*

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

To contact the Newbury Group of Advanced Motorists, please e-mail the Secretary, John Broxis, at [john@broxis.co.uk](mailto:john@broxis.co.uk) or contact him by telephone on 07974 116717. You can also E-mail the Chairman at [chairman@niam.org.uk](mailto:chairman@niam.org.uk) or the Editor at [editor@niam.org.uk](mailto:editor@niam.org.uk).

**Newbury Group Committee Members**

Chairman	<b>Philip Russell</b>
Secretary	<b>John Broxis</b>
Treasurer	<b>Mark Pearson</b>
Chief Observer	<b>Dick Bird</b>
Observer Training Officer	<b>Mike Holloway</b>
Membership Secretary	<b>Des Howlett</b>
Events Officer	<b>Claire Dyson</b>
Newsletter Editor	<b>David Skinner</b>
Webmaster	<b>Gail Bowen</b>
Committee Member	<b>Chris Kirkby</b>

**Newbury Group Honorary Members**

President	<b>Alan Dunkerton</b>
Honorary Life Members	<b>Peter Ollerenshaw</b> <b>Ivor Money</b>

**Disclaimer**

This Newsletter is intended for information and entertainment only and is not intended to constitute legal or other advice. Views expressed are those of the individual contributors and are not to be attributed either to the Institute of Advanced Motorists or to the Newbury Group.

**Copyright 2016 IAM Newbury Group (unless otherwise attributed)**

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form by any means – electronic, mechanical, photo-copying, recording or otherwise – without the written permission of the Newbury Group of Advanced Motorists.

**Visit the Newbury Group web site: [www.niam.org.uk](http://www.niam.org.uk)**

