



In Association with



Sefton Advanced Motorists

Newsletter

Issue: 390.

Reg. Charity No 517780.

August 2017.

Inside this issue:

Words from the Chair.	Page 3
New Associates and Test Passes.	Page 4
Certificate Presentations.	Page 5
Routes to the Alps Part 2.	Page 5
The Power of Social Media.	Page 7

Events for your Diary

Please Note: There is no August meeting at the Clifton Hotel.

Sunday 27th August; Ormskirk Motorfest.

Monday 18th September; John Shawcroft. An interesting talk about Southport Lifeboat.

Monday 16th October; The Mini Police. Anna James, Headteacher, Hatton Hill School and Sgt Keith Burke from Community Engagement.

Monday 20th November; Simon Ward. The Psychology of Driving.

Please come along and Support our guest speakers who all give their free time to speak to us. All meetings are held at the Royal Clifton Hotel, Southport, and start at 8pm unless otherwise stated.

President
Ron Clare, MBE.

Vice President
Alan Filson

Group Committee

Chair: Julie Craik

Vice Chair: Andy Shotton

Secretary: Stella Owen

Treasurer: Stewart Gaukroger

Membership Secretary: Tim Starkey

Motorcycle Membership: Brian Dring

Newsletter Editor: Julie Craik

Webmaster: Rob Simpson

Other Committee Members:

Phil Kelly
Jan West
James Apter
Nathan Woodcock

Events: Stella Owen, Gil Taylor, Mike Harris.

Car Observer Team Chair: Vacancy.

www.iamroadsmart.com/groups/seftonam

Group Number 5143

Words from the Chair

As I sit here at my computer looking out of my spare bedroom window as the rain lashes against its pane.

I think back to two weeks ago when I was sunning myself at the start-finish line of the Southern 100 motorcycle races on the Isle of Man.



Why is it that adventures, holidays and all good things go by so quickly, especially when so enjoyable? In fact, it doesn't seem so long ago since this time last year!

Perhaps my year has gone by so fast is because being a volunteer with SAM is so interesting. Mixing with new associates, meeting up with current members, gaining further knowledge from the more experience Observers. And then there is the general feeling of being alive and the enjoyment you get from just simply volunteering a small amount of your time. Perhaps that's it.

So, here we are again as July rolls into August. August is usually the time for holidays and we now see a natural lull in our Observers activities. Also, we do not hold a group meeting this month. The next one will be on Monday the 18th of September.

However, to keep our engines warm the Ormskirk Motorfest will soon be here, Sunday the 27th August to be specific. This is the main motoring highlight of the year in Sefton. The time when petrol heads alike take time out from the mundane Sunday chores and activities to enjoy a festival of motoring.

This year, as in the past, SAM will be at Ormskirk Motorfest displaying bikes and cars and demonstrating to the public their commitment to road safety, driving and riding standards. As usual Committee members and Observers will be required to help at our rather prestigious stands, to help spread the word and increase our membership. I am sure it's going to be a fabulous event as always and worth a visit.

Before I sign off, please remember that SAM are also actively looking for new Committee members to help with the general running of things through the course of the year. If any of our members feel they would like to help and contribute, please get in touch.

Safe Driving and Riding, *Julie Croik*

NEW ASSOCIATES



Sefton Group extends a warm welcome to

Car Section:

William Molloy

Motorcycle Section:

Paul Halliwell

TEST PASSES

Hearty Congratulations go to



Car Section:

Paul O'Toole 

Motorcycle Section:

Alan Filson 

Chris Wilson

Newsletter Contributions Welcomed

Contributions to the newsletter are always welcomed and appreciated. These can be submitted by any means, but e-mail submissions greatly ease the final production.

Copy deadline is the last Friday of the month

E.g. Friday, 25th August for the September issue.

Certificate Presentations



Hazel Hey



Mark Hindley



Alan Filson

In the first photo Hazel Hey is presented with her Advanced Driving certificate at the recent Clifton Hotel meeting. Incidentally her husband Tony was her Observer.

In the second Mark Hindley is presented with his Advanced Motorcycle certificate at the motorcycle training venue at the fire station by Andy Shotton.

And in the third photo we see Alan Filson on achieving a fabulous **FIRST** being presented with his Advanced Motorcycle certificate by his father Alan Filson at the Observers BBQ.

Routes to the Alps

Part Two – HGV and Aeroplane by Paul Acres

When my brother invited me to join him for a few days to watch Valentino Rossi race on his home track at Mugello, visit the Ducati factory in Bologna and tour the Tuscan emilian apennines my only decision was how to get there. He and my sister in law were already touring Austria in their camper van, with their Ducati Monster on board, so I would travel alone and could choose any route I wanted.

Geneva, the Southern Alps and Italy's Ligurian coast had all been on my bucket list for a while so they were quickly added to my itinerary. But how best to get to Geneva - 850 miles away? I love France but unless one makes it part of a tour by following slower scenic routes, which I have been lucky enough to do in the past, to get through it to another holiday destination means a long slog on fairly tedious autoroutes, to say nothing of the delights of the journeys via the M 25 car park en route to and returning from Dover ferry terminal. My alternative was to have my bike transported to Geneva and for me to fly there. I chose it.

My carrier, selected from an internet search, was Bikeshuttle. The firm is run by enthusiastic bikers with senior executive experience in the transport industry. They love what they are doing and it shows. I found them competent and



friendly to a fault and their website and booking systems were clear and easy to navigate. My journey with them started on the 30th May when I rode the 150 miles from my home to their premises in Northampton, checking in at 11.0 am.

As I drank their coffee my bike was carefully loaded into a protective frame in their purpose built articulated truck.



I packed my leathers, boots and gloves into their specially built boxes and as the truck and two drivers set off for Geneva we were ferried to a delightful canal side pub to relax until it was time to head for Luton airport. A mini-bus collected us for that one hour journey and after a short flight of one hour and thirty five minutes we were shuttled from Geneva airport to our comfortable hotel on the outskirts of the city arriving there well in time to shower and then make our own arrangements for dinner.



There were restaurants at either side of our hotel, more within walking distance or the whole of Geneva to explore for the price of a 20 minutes taxi ride.

At 8.30 am the next morning our bikes were delivered and my continental tour started from Geneva - just 24 hours after I had left my home.

The return journey was a simple reverse of the outgoing: I checked back into the Geneva hotel by 4.0pm, on the 7th June, stayed the night there and the following day returned by shuttle buses and plane to Northampton by lunchtime. What could be simpler and what could go wrong? Well at Northampton - there were no bikes! Exceptional and unseasonable high seas had delayed the ferry carrying the Bikeshuttle truck. This had not happened before and was clearly beyond the control of Bikeshuttle but they managed it immediately. It meant a delay of just a couple of hours spent in another equally delightful canal side pub. We were kept informed of all developments and by 3.0pm the bikes had arrived and I was on my way home. The short delay would equally have affected anyone who had chosen to ride to Geneva and return by ferry - except that they would have been tossed around the English Channel whilst I enjoyed a leisurely lunch.



I was very happy with this swift and comfortable way of travelling to Geneva and back. I don't enjoy riding more than 300 miles a day and to ride that whole journey would have involved a day on the road and overnight hotel in Dover followed by two further day's riding on autoroutes with a second overnight stop in mid France to arrive in Geneva in the evening and stay in a hotel before setting off on my journey. That would have totaled 3 days riding and two extra nights in hotels whereas within 24 hours, including the hotel stay, I was fresh and rested as I mounted my

bike to explore Geneva and beyond. With the return journey the riding option would have added 4 hard days to my holiday.

Ah - you may say - but that would not come cheap. Well consider the figures for the return trips:

Bikeshuttle option	£
Bike and kit transport plus two nights in hotel:	643
Return air fare to Geneva:	<u>60</u>
	703
Riding option	£
1400 extra miles @ 40mpg. (Sorry Ducati not BMW!). Petrol:	200
(Wear on machine and tyres not calculated)	
4 extra nights in economy hotels	
(Dinners not calculated)	300
Ferry	100
Autoroute tolls.	<u>150</u>
	750

Shuttling my bike to the continent will certainly be my preference in future. Bikeshuttle also provide a similar service to Toulouse and there are other firms out there to make our long journeys easier and to maximize time riding on the sort of roads we love.

The Power of Social Media

As SAM's social media administrator I would encourage all our members to engage with our two main platforms; Facebook and Twitter.

IAM RoadSmart have been actively promoting social media as a fantastic method of communicating our road safety message over the last few years - via Facebook and Twitter. They have just announced that their Instagram account has gone 'live' this week - take a look.

Here at SAM we have a Twitter account with **954** followers and we are following **927**. Our Facebook account currently has **195** followers and regularly attracts over **500** views of our posts. Social media has mushroomed over the last ten years. It is a very effective medium for marketing and is an effective source to engage with our audience. It helps us to;

- stay connected
- find like-minded people
- promote our message
- reach more people
- 'fly the flag' for SAM

It's absolutely free, simple and measurable. Please have a look if you haven't already and join us in moving forward. *Andy Shotton.*

NOTICEBOARD

SEFTON ADVANCED MOTORISTS. Group No. 5143

Group Meetings

All group meetings are held at the Royal Clifton Hotel, Promenade, Southport. PR8 1RB on the 3rd Monday of every month at 8pm, unless otherwise advised.

All Members, Associates and friends are very welcome to attend. Please do not hesitate to make yourself know to any member of the group council who would be pleased to meet you and make you feel very welcome. (Council Members normally wear identity badges).

Your support is especially appreciated by our guest speakers, some of whom travel considerable distances to be with us.

We look forward to welcoming you.

New Associates meetings

2nd Monday in Jan, May & Sept at 8pm. Held at The Royal Clifton Hotel, Promenade, Southport PR8 1RB.

Motorcycle Meetings

Every Thursday at the Imperial Hotel, 38 Albert Road, Southport. PR9 0LN starting at 8.15pm



SAM Website

www.iamroadsmart.com/groups/seftonam



Follow us on Twitter

www.Twitter.com/SeftonIAM



Find us on Facebook

<http://www.facebook.com/SeftonAdvancedMotorists>

Disclaimer

The Editor and the Group Council wish to make it clear, that the views and opinions expressed in this Newsletter, are those of the contributors and do not necessarily reflect those of the Group or the institute.

Data Protection Act 1984

Sefton Group will hold details of members and associates names and addresses on computer and paper files, in order to assist with administration. If you do not wish your details to be held, please make your objection known to the Membership Secretary.