

CENTRAL AND SOUTHERN GROUP - DRIVING EFFICIENCIES

Many of you will know that we have been running a pilot scheme in region two. By providing full-time support to groups, and with hard work from the groups themselves, we enhanced our customers' experience and ensured consistency in delivery to our standards.

Integrated Groups

Dennis Clement

Chairman, Central Southern Advanced Motorists

Mark Trimmer

Regional Operations Manager, Southern Region



The results speak for themselves.

Skill for Life sales increased by eight per cent during the year.

That's the kind of growth we would all aspire to in our regions and groups.

Talk of restructuring and integration may seem radical, to some it may even seem a step too far. But across the country, groups are voluntarily merging. They seek partnerships with other groups, often because they can't survive without it. I propose to put resources and planning into that process to support those groups that see benefit from integration.

I was delighted to see Dennis Clement, chair of our first integrated group present to conference about his experience. He told conference how this was something IAM Chiswick took forward with the groups involved as equal partners.

This was followed with a workshop that looked at the detail of how this would work in other areas. Of course as we pursue integrated groups we'll need to look at local needs and conditions. There isn't a one size fits all solution.

An example of the kind of support we can give is to integrated groups Central and Southern's new website. With clear design,

live social media feeds, a members' area and online bookings for courses, it's modern, customer-friendly, makes sales far easier and it looks like the IAM site.

Larger groups with greater geographical territories who are better funded and better supported from Chiswick are the way forward.

Simon Best



Award winners



Gordon Blackshaw won the Lord Strathcarron motorcycling award for his contribution to the Warrington Advanced Motorists and Motorcyclists group. His nomination said: "His tireless work has significantly raised the profile of our group both locally and nationally."

Roger Jewell, chairman of Plymouth and District Advanced Motorists, won the Fred Welch Rose Bowl award for his outstanding contribution to the IAM. Roger's nomination read: "His knowledge and enthusiasm for the subject together with his personality ensure that the IAM maintain a highly respected reputation throughout Devon and Cornwall."

SOCIAL MEDIA

The communications team is looking to introduce regional social media training. Let us know if you're interested.



Join the conversation

Advancedmotoring.org is a new engagement website. It will be the place where conversations about driving and riding happen, the site is user led and is somewhere to showcase our rich content and expertise. It is a place where drivers and riders can join an informed conversation while allowing them to validate the benefits of our driving and riding courses. It consists of:

- Guest blog: One debate a week on current issues and news.
- Two smaller blogs: Written by individuals taking their advanced courses.
- Feeds from our social media channels.
- Information from the policy team, driving tips and advice, news from the press office.

For more information contact laura.martin@iam.org.uk

ARE YOU USING SOCIAL MEDIA?



If so, Like our Facebook page ([facebook.com/skillforlife](https://www.facebook.com/skillforlife)) and follow us on twitter (@IAMgroup) to keep up to date with what we've been up to – and let us know what you've been doing too.