

A YEAR TO BUILD ON

Congratulations to Penny West and Stuart Haythorn of Wey Valley Advanced Motorcyclists, who recently gained their IMI local observers qualifications.



This time last year I wrote that 2012 was the year we prepared for change and I'm pleased to say that 2013 was the year that change began. Our IMI local observer qualification demonstrates high quality skills and competence, which is vital to attract new members. I'm delighted to see Penny and Stuart among the first to receive their local observer awards.

A personal priority for me this year was region two, the south east, where we provided full-time support to groups in order to grow sales, enhance our customers' experience and ensure consistent standards. We provided full time support through regional manager Mark Trimmer and successfully integrated three groups into a new Central and Southern Group. As a result, Skill for Life sales increased by eight per cent during the year.

It was so successful that regional managers will be introduced across the country and I'm pleased that we have finished recruitment and new staff will be in place in the new year.

- Toby Shaw is the regional operations manager for the north of England
- Gill MacGregor is covering Scotland
- Andy Bolton is covering the Midlands, East of England and Wales
- Mark Trimmer is covering Southern England.

2014 promises to be a busy year for them as they support group integration, improve Group Skill for Life sales and build relationships with local councils and the emergency services.

Other notable successes in 2013 include huge increases in radio and television appearances. We are averaging nearly 100 a month, providing commentary on everything from new legislation to safe driving. My communications team wouldn't forgive me if I did not mention their award-winning winter driving campaign and how it was supported by group officials up and down the country. Communications officer, Tanvir Nandra, also picked up a young communicator of the year award on 12 November.

From me and all the staff in Chiswick, thank you for all your support over the last year, wishing you all a very Merry Christmas and a happy New Year.

Simon Best
Chief executive