



## IS THE GREEN SPEED REALLY NECESSARY?

The Highways Agency is currently consulting on a 60mph speed limit for part of the M1 near Sheffield to try and reduce carbon emissions.



Normally, speed limits are set in line with guidelines on issues such as traffic flow and safety considerations.

This proposal is being put forward because of a smart motorway widening project in the area which includes all-lane running and variable speed limits to reduce congestion. It's a fact that free-flowing traffic is less polluting, so if the smart scheme works then surely emissions will go down anyway.

Of course I support clean air and safe motorways, but is a lower speed limit really the way forward?

With the exceptions of Denmark, Sweden and Norway, we already have the lowest motorway speed limit in Europe.

The solution is to cut polluting cars, not speed limits, cars are getting cleaner and more fuel efficient every year as drivers respond to incentives such as zero cost tax discs by buying greener cars. Logically, if pollution is the issue then perhaps an exemption should be applied to cars that emit no tailpipe gases such as electric vehicles?

There's no escaping the fact that these days, lower limits are a knee-jerk reaction and have become the default solution for every problem far too easily, whether it's 20mph on urban roads or 60 mph on motorways. In 2011, the then transport secretary Philip Hammond said: "Increasing the motorway

speed limit to 80mph would generate economic benefits of hundreds of millions of pounds through shorter journey times", which makes me wonder what the cost of reducing it to 60 mph is.

Within the lifetime of this government we've had proposals for 60mph and 80mph on our motorways. Here's a radical idea. Let's split the difference.

Seventy miles per hour anyone?

Simon Best  
IAM Chief Executive



## Sorry you're leaving

We are conducting research into why people leave the IAM, so that we can find out if there are any ways in which the IAM can offer something different that will help retain our members. Lapsed members should have received an email from us asking them to take part. If you speak to any former members, please encourage them to take the survey.

Everyone taking part will be put into a draw to win an ipad plus five runners up prizes of £30. If you have any questions about the survey, please contact [paul.woozley@iam.org.uk](mailto:paul.woozley@iam.org.uk)

## Apple turnover for DTE

We have now fixed DTE so it can be used by Apple owners. It is now quick and easy to complete.

DTE captures and analyses data about the Skill for Life process. We use it to improve the delivery of Skill for Life courses; giving groups, members and associates a more consistent and standardised service.

If you have mislaid your sign in details or need help with the system, please contact [support@iam.org.uk](mailto:support@iam.org.uk).

### TRANSPORT COMMITTEE INVITES IDEAS FOR FUTURE INQUIRIES

The Parliamentary Transport Select Committee is inviting the public to suggest subjects for inquiries to take place later in the year. The deadline for submissions is Friday 31 March. Topics should relate to the work of the Department for Transport or one of its related bodies, such as the Highways Agency. If you have an idea for the enquiry, please email [ben.schofield@iam.org.uk](mailto:ben.schofield@iam.org.uk).

#### DIARY DATE

This year's annual conference is on **Saturday 1 and Sunday 2 November** at Aston University in Birmingham.



## Membership through exemption now available online

If you know a fellow driver or rider who holds a police advanced or other IAM recognised advanced riding qualification then they can now apply for IAM membership quickly and easily online at [iam.org.uk](http://iam.org.uk). The most common exemptions apply to:

- Police Advanced Driving Certificate
- Police Advanced Motorcycle Certificate
- Police Standard Response Driving Certificate
- Police Standard Response Motorcycle Certificate
- Emergency Fire Appliance Drivers (EFAD\*\*\*)
- Ambulance Driver (IHCD D2)

\*\*\*Does not apply to all EFAD courses

## CAMPAIGN HELP

The communications team is putting together a media campaign 'safely home' that will look at driver distraction, road signs, young drivers and new parents. It's a consumer campaign aimed at promoting the advanced course as the gold standard for drivers.

While the campaign is aimed at cars, the plan is to take the learning from it and applying it to a motorcycle campaign later in the year

We're after volunteers to review and rate coverage and campaign materials between now and the end of May.

It wouldn't be any more than receiving sample coverage once a month and rating it in a short survey. Friends and family members who aren't members are welcome to take part as well.

If you can help, please contact [ben.schofield@iam.org.uk](mailto:ben.schofield@iam.org.uk).

## ARE YOU USING SOCIAL MEDIA?



If so, Like our Facebook page ([facebook.com/skillforlife](https://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.