

2020 VISION

Over the past 12 months I have spent a lot of time and energy planning for the future to take the IAM through to 2020. Throughout this time, the IAM's charitable purpose, set out in its memorandum of association, has been uppermost in my mind. How to create a vision to deliver our purpose and then a clear plan to get there?



Simon Best discusses the vision at 2103 conference.

We have spent time speaking to our members and customers about their needs and thoughts, both in relation to the IAM and regarding their wider road safety concerns.

Customer surveys, forums, road safety campaigns, conference, group meetings, the National Representatives Group and a myriad of other engagement tools have helped us get to the heart of how we can best serve our members and customers and build a modern, thriving IAM. Our conclusions are informed by the needs and views of members, stakeholders and key opinion formers.

We are clear about our vision: Through our expertise in driving and riding we will be the largest provider of post-licence driver and rider training in the UK.

Our strategy is built upon a stable financial platform, together with robust systems and processes, recognises that, without significant change and the way it measures success, the IAM will stagnate at best and

decline at worst. Continuing to do what the IAM has always done is no longer an option: to fulfil our objectives we must broaden our appeal and increase our impact in both our traditional and new markets. The pace of change, and especially technological change, is breathtaking. It has had a huge impact on driving and riding. That's why the IAM must adapt and change.

This doesn't mean we're jettisoning what's good. We are already investing in our observers and introduced a national and local qualification, accredited by IMI Awards, to ensure our approach is consistent and we deliver to the highest standards and provide excellent service to our customers and future members. We have increased the number of people dedicated to supporting our groups and will continue to invest in this area.

Our policy team is increasingly influential as it develops its campaigns and public affairs work. It is backed up by an award-winning communications service which will be accelerating the move to digital communications. All of which will increase

our ability to inform and influence our stakeholders. Communication in all forms will be critical if we are to create the awareness that we need to succeed.

At the same time we will build business capabilities to increase our ability to train and educate drivers and riders. This will generate new members and income to support our ongoing activities and ensure our long term financial stability. We will continue to invest in our existing businesses and explore new ways to support drivers and riders.

The challenges for road safety are huge, but with them come tremendous opportunities. The disconnect between the enormous cost of road accidents, and the priority given to preventing them can be bridged. By implementing our strategy, I am confident that the IAM will be in the perfect position to do this.

Simon Best
IAM Chief Executive



How to get on the F1RST Register

We've had several enquiries about who qualifies for the F1RST register.

F1RST membership applies to people who take the advanced test for car, motorcycle or commercial vehicle and score one in every category, with these exceptions:

- *Examiners have the discretion to recommend a candidate even if they score two in these categories – commentary, eco-driving and any one other category. However, legality and slow manoeuvring categories must score a one.

- Unless the vehicle is unsuitable or the candidate has an impairment, a commentary must be heard.

- No threes, fours or fives are acceptable for a F1RST recommendation.

Existing IAM members can take a member's assessment in order to try and achieve a F1RST*.

The F1RST Register provides a means for IAM members to improve their road skills by retaking an assessment and working on the areas where a score of less than 1 was achieved.

#safelyhome

Thanks to everyone who volunteered to help with evaluating the #safelyhome campaign. You'll be hearing from us soon.

IAM MOTORCYCLE RADIO QUALIFICATION

As the motorcycle riding season is upon us, it's the time for your group to consider the new IAM radio qualification for your group.

Throughout the winter we invested in training radio mentors and can now provide the qualification for motorcycle groups who want to or already use radios for observed rides.

The qualification has three levels:-

- Level 1 Radio - route directions only
- Level 2 Radio - Level 1 plus a leading demonstration ride with commentary
- Level 3 Radio - Levels 1 & 2 - Levels 1 & 2 plus commentary and guidance. Level 3 qualifies the Observer to give a commentary whilst 'following' the Associate, and then to offer 'Guidance on the Move' to the Associate.

Level three is an expansion of the established use of radio within the IAM. For this reason the IAM now has a competency framework for the use of radios during observed rides. Groups are encouraged to follow this framework, setting up their own training and assessment of radio users. (this can be found on the IAM website at <http://www.iam.org.uk/iam-groups/new-bike-observers-radio-procedure>)

For those groups who are not already established radio users or wish to receive guidance as to current best practice when using radios we have a small team of radio mentors available to assist in the preparation, training and assessing of radio observers. If you are a group without any radio experience the radio mentors will be able to help you qualify radio observers within your group so you can prepare and assess members of your own group.

Radio mentors are all national observers, have been assessed by staff examiners to level 3 and are experienced radio users.

If you require the services of the radio mentors please contact your Regional Operations Manager. Expenses for the radio mentors will be the responsibility of the group.

Groups are free to select their own radio trainers and assessors with the stipulation that an assessor can only assess to the level they are qualified. For example, a level 2 assessor can only assess up to level 2.

There is a comprehensive selection of literature on the website to assist you working, training and assessing within the framework (<http://www.iam.org.uk/iam-groups/new-bike-observers-radio-procedure>)

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