



A BUSINESS HEAD AND A SOCIAL HEART

Deaths and serious injuries on our roads could cost society £110 billion by 2030, according to a report commissioned by the Parliamentary Advisory Committee for Transport Safety (PACTS), published this week.



The human cost is about a third of a million people killed or seriously injured - a staggering figure.

The good news is that deaths are likely to reduce from a figure of 1,754 in 2012 to around 1,000 a year by 2030, with serious injuries falling from 23,029 in 2012 to about 11,000 in 2030. Slight injuries are forecast to fall from 170,930 in 2012 to about 150,000 by 2030.

But this is still far too many.

There are proven, cost-effective and affordable ways to make our roads safer and one of them is to reduce the biggest cause of crashes, driver and rider error. That's what we do best.

But the IAM's old model - one that relies on the advanced course and a few subsidiary products - must change if we are to reach more drivers and riders. Business as usual is not good enough.

What's needed are properly targeted interventions that address the areas of most concern. The charity will be doing this with our modular courses, each addressing a specific need. IAM Drive and Survive will be risk-assessing and training commercial drivers. IAM Driver Retraining Academy will be tackling risky behaviour with courses such as speed awareness. Our policy and communications team will be targeting young drivers, older drivers and highlighting issues, for example rural roads and motorcycle crash barriers. Our marketing team, together with the groups

and the regions, will be working with police authorities and local councils to tackle local road safety priorities.

In this way we will reach many thousands more drivers and riders. It will also give us the opportunity to introduce them to advanced driving and riding, which, with new and exacting standards, remains a crucial part of our offer.

It is this approach that will ensure that, as part of our ongoing strategic review, we continue deliver a sustainable business - one with a business head and a social heart. It is an approach that I hope will help reduce casualties to numbers a good deal lower than those projected in the PACTS report.

Simon Best
Chief Executive



IMI update



The IMI national observer qualification just celebrated its first IAM birthday. We introduced it nationally in February 2013.

We now have more than 400 National Observers with more registered and looking to set a date for the assessment.

The national observer qualification is, in practical terms, very similar to the senior observer test. The assessor is looking for a concise briefing and a focussed observed session with developmental feedback. As in the senior observer test, observers' driving and riding standards will be

checked. They will continue to choose the route as before.

If you enjoy observing why not take the opportunity of gaining an externally verified qualification by doing your IMI National Observer Qualification?

The qualification does not come with a role attached to it as the senior observer did; you will become a national observer, gaining even more recognition for the great voluntary work that you do for the IAM.

Groups can have as many national observers within their observing teams as they want.

It's free of charge to you and your group. Once you have passed, it's yours for life.

Interested? Then visit the IAM website to download the application form and present it to your group for approval before sending it to Support@iam.org.uk

Magazine

Check out the IAM's fabulous biker boys as they debate BMW versus Honda. Then there's blood bikes and the new sumptuous-looking Hesketh 24. Or perhaps a more leisurely four-wheeled drive through the gorgeous Cambridgeshire countryside is more your thing, or even take your driving to another level with our top tips.

There's something for everyone in the new edition of Advanced Driving, delivered next week, and we'd love to know your thoughts. Tell us what you think in our survey and you could win £50 Amazon voucher.



LOCAL OBSERVERS

Following the extensive pilot of the Local Observer Qualification in regions two and six, we are postponing the national roll out, whilst we review how we will implement it.

Groups in regions two and six will revert back to operating as they did before the pilot, but we are still encouraging them to use the local observer competencies as a standard.

Thank you to everyone who took part in the pilot, particularly the local observer assessors who gave up so much of their time.

We will bring you an update on the roll out of Local Observer qualification in June 2014.

This does not affect the National Observer qualification which continues as normal.

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