

## BRINGING YOU INTO THE HEART OF THE ORGANISATION

By Sarah Sillars OBE, chief executive officer

**Spring is here at last, and it is time for us to move forward into our new financial year, with new targets, goals and aspirations for the IAM.**



Our director of standards, Mark Lewis has been touring the country to involve groups in the standards review, and the IAM Annual Conference has been confirmed for 24 and 25 October 2015 at Aston University Business School. These are some of our opportunities to ensure that we hear your views and input towards our ability to achieve and deliver the 2020 vision.

We have also revamped the weekly IAM Inform e-bulletin to make it more useful to you; so it contains everything you need to know, and provide you with links that take you to the important operational information.

The UK has seen unprecedented change in five years, going into and coming out of recession. The IAM had to adapt - not only to survive but to thrive. We are starting to do both - membership is rising steadily and we are getting noticed and respected in the media. I have already started to put in place some of the changes we must make to take the IAM to the next level. You may be aware we will be recruiting for a commercial director - more details to come in future issues of Insight.

We also are increasing our standing in the commercial part of the market; in March we partnered with Lightfoot to provide fleet operators with a new telematics solution for monitoring their drivers' motoring styles.

So we stand alongside some of the best partners in the sector as we develop new ways of working. I very much look forward to you being there to enjoy this as it unfolds.

SARAH SILLARS OBE

There have been some great successes particularly with membership in this last period of 2014/2015. So a large thank you to all our volunteers is timely here.

I wanted to talk to you a bit this month about how I plan to make our volunteers a more inclusive part of the fabric of the IAM. I understand that sometimes in the past we have been accused of operating in an 'us-and-them style' and we have responded with messages promoting 'one IAM'. We have an excellent network of groups and expertise throughout the country. The more groups are included, in understanding and shaping our ambitions, the easier it will be to build

an IAM that makes an outstanding contribution to society.

My keywords here are embrace - respect - recognise. These are the values we at the IAM will live by when we associate with our volunteers. Additionally I will add 'inform' to this list - we want to arm you with all the tools you need to do your roles and contributions to the best possible effect. Thank you to the groups who have invited me to visit over the next few months - I look forward to meeting with you. I am also undergoing my own "observed runs" with my local group and am enjoying seeing how a member of the public experiences our talents and skills.



## IAM ON THE BOX



**TIM SHALLCROSS**  
Institute of Advanced Motorists

The IAM has achieved a significant amount of television exposure in the past two months and we have the opportunity to share some of this with you.

In late February Tim Shallcross, head of technical policy, talked live on BBC Breakfast about mature drivers on UK roads. During the broadcast he took the opportunity to talk about the IAM Mature Driver's Assessment, and in the two days that

followed 52 people phoned to book on the course. To watch a recording of the broadcast click here: <http://bit.ly/1BFlurE>

In March Tim was again on BBC Breakfast twice on one morning talking about the 80th anniversary of the driving test. He discussed the IAM's view that the test no longer equips young drivers with the skills they need for life on the road. To see these broadcasts click here: <http://bit.ly/1ASKogP> and here: <http://bit.ly/1Cr8shP>

In late-March Kevin Delaney, head of safety, appeared twice on ITV News London talking about drivers potentially in line for a £20 fine for leaving their engines idling in traffic rather than switching them off.

Sarah Sillars, chief executive officer, said: "The IAM carries a great deal of credibility, and its viewpoints are valued and respected in the media. Therefore it is no surprise to me that we are being increasingly called upon to take part in discussions of this nature, which helps us get across the message of promoting the teaching of driving and riding skills to as wide a possible audience as we can."

## Standby for live IAM Facebook riding chat with Marcus



The IAM is staging its very first live Facebook chat on how to prepare your bike for riding as we enter springtime. Taking place from 5pm to 6pm on 9 April, the chat is aimed at riders at all levels but especially those

without advanced skills or are new to riding. On hand to offer the benefit of his experience will be Marcus McCormick, former West Midlands Police motorcycle instructor, IAM examiner and chief training officer of Birmingham Advanced Motorcyclists.

Marcus has been riding since the tender age of five and has owned and ridden many different motorcycles. He currently owns a BMW S1000R. Whilst at West Midlands Police he started Bike Safe West Midlands, which he still runs now. At one stage he ran a business delivering race track training and was subcontracted to marques such as Kawasaki and BMW. He also raced a CB500 in the Thundersport series around the UK.

He said: "Motorcycles, far more than your average car, are capable of taking you far outside your comfort zones with consummate ease even with the best levels of training. Without losing sight of the fact that they are also fantastic fun how do we minimise the dangers when emerging onto public roads again? An advanced rider always plans ahead and takes steps to minimise the risks and your approach to spring riding should be no different."

The IAM is expecting a number of suppliers and industry experts to take part, which will be announced over the course of the week. To join the chat on the day click here [bit.ly/IAMBikeChat](http://bit.ly/IAMBikeChat)

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