



## DRIVING CHANGE FROM THE TOP

By Sarah Sillars OBE, Chief Executive Officer

I was delighted that the new Road Safety Minister, Andrew Jones MP, agreed to an early interview in our Advanced Driving magazine (which you will see very soon) and I hope you will enjoy his questions and answers.



His comment that "we need to look at what can be done to change behaviour" was music to my ears. He has also met road safety bodies including the IAM and announced he is looking for new road safety ideas before publishing a refreshed plan next year.

Good news, and of course the IAM will be at the heart of this process so please feed your ideas into our policy department, at [policy@iam.org.uk](mailto:policy@iam.org.uk) as we start to prepare our submission.

Road deaths rose in 2014 so we simply cannot wait for the government's new thinking to emerge. On two key IAM Manifesto issues, road safety targets and

graduated driver licensing (GDL), the Minister says he is unconvinced.

Placing road safety locally means it has to compete with many other priorities for limited funds. The benefits of road safety initiatives are often hard to see against closing a school or cutting care for the elderly, so the risk is it will always lose out. IAM members can help keep road safety on the agenda but a strong sense of central government leadership makes that so much easier in my view.

Road crashes are one of the the biggest killers of young people in the UK so GDL would seem to be a no brainer. Such measures can hardly be described

as excessive red tape when lives are at stake, but we do accept that regulations must go with the grain of young people's lives.

The IAM has noted growing support for a tailored form of GDL that reflects our world-leading road safety position, but still deals with the key issues of risk in the early months of solo driving. A GDL scheme that builds in more traffic experience and protects young passengers, without criminalising new drivers or curtailing their freedom must be achievable and we will work with others to promote a workable scheme.

In addition, we have also long advocated a return to targets figures for reducing the numbers of people killed and seriously injured (KSI) on the roads; as we had from 1999 through to 2010. Casualty figures dropped dramatically in that time period, as there is always pressure on all parties involved to not only meet but exceed those targets – and those parties work hard to make sure they meet their end of the deal. Quite simply they work, and work very effectively.

Technology solutions such as black boxes can help but a firm foundation in good driving skills and positive attitudes will always be needed.

One area where we can agree with the government is on older drivers, and the IAM are actively involved in the Older Drivers Task Force; where our recent successes in running the Mature Driver's Assessment means we are well placed to contribute.

So there are interesting times ahead!

SARAH



# IAM ROARS INTO BIRMINGHAM



*"As a social activity, riding is one of the best ways to mix with like-minded people and the ROAR Festival was designed with the enthusiast in mind."*

The very first IAM ROAR Motorcycling Festival has been judged an unqualified success after nearly 400 people attended to celebrate riding and everything connected to it.

The event took place at the National Motorcycle Museum in Solihull in early July and riders representing groups from all over the country came along to meet the celebrities, show off their bikes and riding skills, take a guided tour of the museum itself and check out the latest products in the equipment marketplace.

No less than three stars from the world of riding came along. Ian Hutchinson, PBM Kawasaki team member and 11-times Isle of Man TT winner was joined by event MC Steve Plater, four times winner of the British Superbike Championship, and John Cooper, a front-runner in the 500cc world championship in the 60's and 70's.

Paul Wozzley, IAM membership development manager, said: "The purpose of this event was to bring together the riding community within the IAM for a celebration of what riding is all about.

"As a social activity, riding is one of the best ways to mix with like-minded people and the ROAR Festival was designed with the enthusiast in mind. It was meant to celebrate everything that's fun about riding."

Feedback received reflected that goal. Comments received included:

*"A brilliant event at a perfect venue, I sincerely hope something similar happens next year. You can count me in!"*

*"I want to pass on my thanks to yourself and your team for organising the event on Saturday. It was interesting to talk to people that had never been there before, and the presence of the guest speakers made a very good addition to the day."*

*"I am not sure how you are going to better that for next year but I hope that you can arrange something similar."*

*"Great event, and a delight to see so many IAM motorcycling members coming together to share their passion."*

*"That was a great day out - thank you very much indeed for organising a REALLY fun day in a wonderful museum and to meet such interesting people."*

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