



Headlight - August 2024

Welcome to this edition of Headlight. Read on to find out about our new motorcycle safety campaign, an upcoming Rider Development Session Pilot and introducing our new Regional Road Safety Manager Scotland and North.



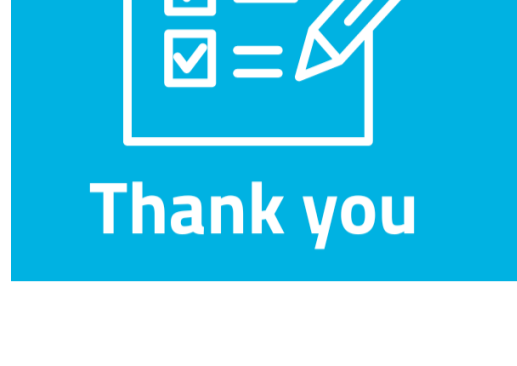
Motorcycle Safety Campaign launch

We're on a mission to educate and upskill riders. This month, we're launching a new campaign called 'You Never Know What's Next' because research shows that motorcyclists have a significantly higher fatality rate on rural roads.

The campaign aims to educate motorcyclists on the Observe, Anticipate, Plan (OAP) framework.

This equips them with a structured thought process to enhance safety while riding on country roads. We have developed a host of videos to show how OAP works in practice, as well as other riding resources. We encourage you to visit the Marketing Support section of your dashboard to download the toolkit and help us spread the message.

[Explore the campaign](#)



Volunteer Survey on Support and Value

Thank you to all our volunteers for your valuable assistance in completing the recent volunteer survey on support and value.

By providing feedback, you are helping us on our journey towards gaining the Investing in Volunteers accreditation.

Obtaining this accreditation would further highlight our commitment to supporting volunteering efforts within the road safety community.

The results will be shared with you in due course and will also form a key agenda item at this year's Autumn Forums.



Press and Policy highlights in July

The team conducted an investigation into the number of drivers ignoring the 'lane closed' sign on smart motorways.

We published a press release showing that more than 50,000 drivers had been caught by police ignoring the red X sign since enforcement began in 2021.

This resulted in more than 20 pieces of coverage, with highlights including The Times, Telegraph, Independent and Mail Online.

After the General Election at the start of July letters were sent to the new Chancellor, Transport Secretary, Future of Roads Minister, and Shadow Transport Secretary to welcome them into their new roles, describe our work at the IAM and outline our road safety priorities for the new Parliament.

The team also issued comments on the following key news events, such as the increase in drink-drive fatalities, and the Kings Speech, calling for the government to prioritise a road safety strategy.

[Visit our Media Centre for more](#)

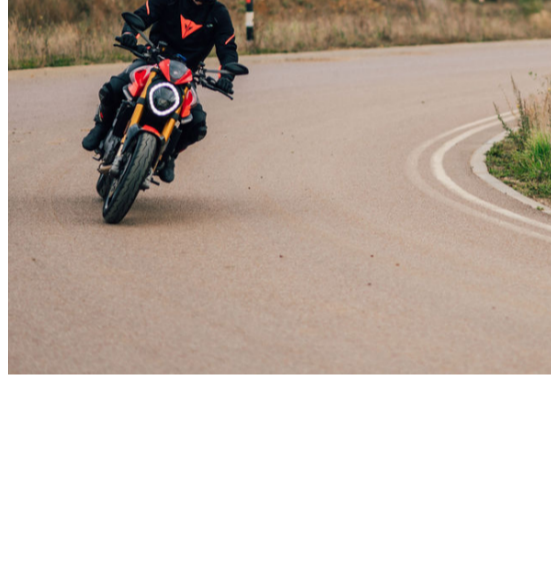


IAM RoadSmart and Our Media, Digital Membership Update

Join us with Our Media, an award-winning, independent media company who support us in the creation of our member magazine.

This insightful update will focus on the future of Digital Membership on Wednesday 18 September 18:30 - 19:30. This online workshop for all volunteers will highlight some key findings and recommendations for supporting and recruiting members.

[Register for the workshop](#)



Rider Development Session Pilot

From August to October, we are trialling a new product for non-members, delivered with the support of 19 IAM RoadSmart motorcycle Groups across the country. The new on-road session gives a rider the opportunity to spend 4 hours 1:1 with an expert Observer.

The rider will learn strategies to improve decision making and gain an introduction to advanced riding skills. This pilot allows us to reach a new community of riders and gather useful feedback from participants.

[Find out more](#)



Regional Road Safety Manager Scotland and North

IAM RoadSmart are delighted to announce the recruitment of Stewart Mackie in the newly created role of Regional Road Safety Manager Scotland and North and will take up the role this month.

Stewart, who is based in Scotland and recently retired from Police Scotland, spent the last 30 years working in Local Policing, CID, Armed Policing and Road Policing.

Stewart commented: "I have an extensive background in operational Road Policing and Driver Training which will hopefully stand me well in this new role.

I have previously been a Group member, Observer and car Examiner with IAM RoadSmart and I am excited to be joining as a full time member of staff and am looking forward to this new challenge.

I very much look forward to meeting and working with you all in the future."



NEW opportunity: Regional Road Safety Manager Northern Ireland

We are pleased to share that we are recruiting for a new post: Road Safety Manager Northern Ireland. The successful applicant will be responsible for IAM RoadSmart's operational service in the region.

The role will provide a 'local voice' by a post holder who lives in Northern Ireland, with a focus on collaborating with our volunteer network to strengthen and develop partnerships in the local road safety community.

[Find out more](#)



East Sussex Motorcycle Women confidence riding day

East Sussex Advanced Motorcyclists (ESAM), funded and supported a training event for East Sussex Motorcycle Women. 15 participants spent the day taking part in safe riding exercises, which included picking up a dropped motorcycle and assessed taster rides.

It is great to see the proactive involvement from ESAM to support a local women's riding group, and we hope this encourages more women to take the Advanced Rider Course.

If your Group is hosting or attending an event or collaborating with other Groups, let us know by emailing headlight@iam.org.uk.



Group Compliance

This month we are looking at some practical steps to secure and protect the personal data your Group holds on social media.

When an organisation uses social media, data is transmitted across networks and the chances of a third party accessing this data is high.

[Read the guidance](#)



Autumn Forums 2024

Have you registered for an Autumn Forum? If you have, we look forward to seeing you. If you can't make it, you can send a Group rep on your behalf – just let us know by contacting events@iam.org.uk.

Or, why not join the Digital Forum on 2 November?

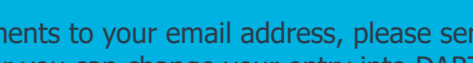
[You asked, we listened - view the Autumn Forum 2023 summary.](#)

[Book your place](#)

Get in touch!

If your Group has news that you would like us to include in a future newsletter, please email headlight@iam.org.uk with as much information as possible and include any images you'd like to accompany your article.

We welcome your feedback and encourage you to share your thoughts and suggestions by email to feedback@iam.org.uk



If you have amendments to your email address, please send the information to support@iam.org.uk or you can change your entry into DARTS directly. If you need assistance, call customer services on 0300 303 1134.

If you have any new Group officials who should be receiving Headlight, please let us know so that we can add them on to the mailing list.