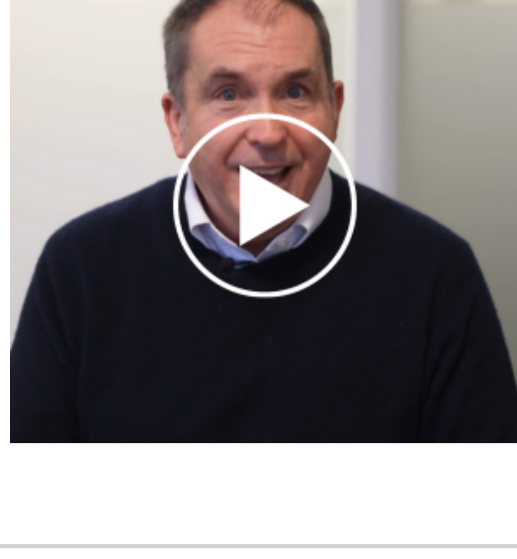




Headlight – January 2024

Happy New Year and welcome to this month's edition of Headlight.

Watch a message from the CEO, find out about our TikTok launch with FirstCar, new features to our website and much more. We hope you enjoy this edition.



2024 – Becoming a force for good

IAM RoadSmart CEO, Tony Kildare, looks back on last year's achievements and ahead to the opportunities in 2024. He shares his appreciation for Groups and volunteers who work tirelessly towards improving road safety.

[Watch the video here](#)



FirstCar collaboration supports young driver engagement

One of our focus areas for 2024 is educating and upskilling young drivers and riders between the ages of 18-26. Insights tell us that young people are preferring to engage with TikTok when searching for information and advice.

We are pleased to have partnered with FirstCar on a collaborative TikTok channel supported by: Safer Roads Greater Manchester, Warwickshire Road Safety Partnership, Safer Essex Roads Partnership, Buckinghamshire Council, and Driving for Better Business.

FirstCar started their TikTok channel in 2021 and 24 months later they've grown to over 50,000 followers. We will be posting a series of TikTok videos to help raise awareness of IAM RoadSmart amongst a younger community; launching in the next few weeks. This is part of a broader young person's focus, to include young riders, which we will keep you updated with.

[View the FirstCar TikTok channel](#)



NEW Media Centre

We are pleased to announce the launch of our new website feature, the Media Centre.

This page can be found via the tabs which appear at the top of the [IAM RoadSmart website](#). This interactive page will show you all the recent news, press releases and media coverage. You will also notice our hints and tips, blogs and member stories have moved on to this page. We encourage you to take a look and share with your Group!

[Media Centre](#)



Promoting Free Tasters

We will be promoting Free Tasters in Spring 2024, so we want to confirm that the details we have for your Group are correct. Please fill in the form below to ensure that enquiries for your Group are directed to the correct email address.

Please note that this will not impact contact details on DARTS. We will be following up with more details soon. If you no longer want your Group to take part in the Free Tasters, please send an email to marketing@iam.org.uk to let us know.

[Fill in the form](#)



Promote your Group event

Does your Group have an event coming up this year you'd like to promote to the wider IAM RoadSmart Community? You can submit your event information on the page via the button below and it will appear under our 'Local Group events' section on the main website. Please note, it may take a short while to publish each event on the page.

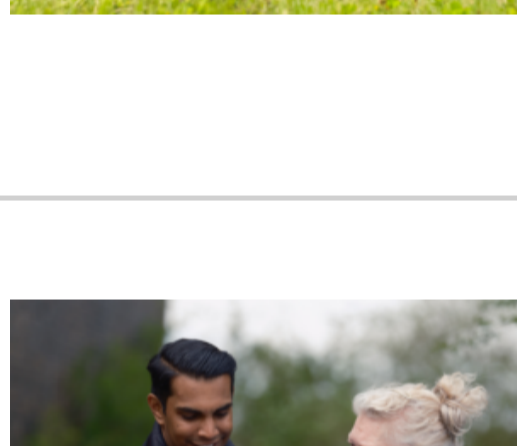
[Local Group events](#)



Youngest Advanced Rider – SLAM

South Lancashire Advanced Motorcyclists (SLAM) recently took 17 year-old Niall through his Advanced Riding Course, which he passed, becoming one of our youngest full members. Read the blog about his experience and SLAM'S advice to other Groups who are keen to engage with more young drivers and riders.

[Read the blog](#)



Young driver/rider initiatives

Has your Group successfully attracted, co-ordinated and delivered an event targeted at young people aged 17-26? If so, we need you to share your experiences, to support other Groups.

We are aware that many Groups are keen to set up their own local events for young drivers and riders, and we would like to hear best practice tips where you have had success in running events for young people.

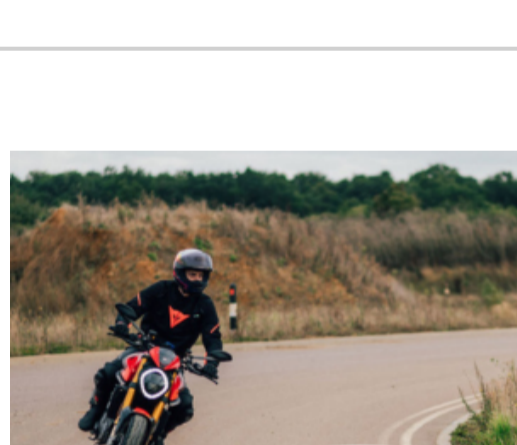
To share your tips, please email headlight@iam.org.uk. We will share the feedback in a future edition of Headlight.



Road safety campaigns

The Department for Infrastructure (DFI) recently announced two road safety campaigns in collaboration with the [Northern Ireland Road Safety Partnership \(NIRSP\)](#), which we are supporting. The campaign highlights the dangers of careless driving in the hope that road users will change their behaviours.

[Read the article](#)



Mental Health Motorbike training

Through our partnership with Mental Health Motorbike, as an IAM RoadSmart member you can receive Mental Health First Aid training at a significantly reduced price.

This is a vital skill and something we encourage members to take advantage of.

[Find out more](#)



Does your Group need support with compliance and governance?

We will be delivering an online Compliance and Governance Workshop (via Teams) on Tuesday 5th March – all Group committee members are welcome; capacity is 30 attendees.

Topics will include what GDPR is, data handling, managing complaints and more.

[Click here to register](#)



Autumn Forums

Following the successful delivery of eight Autumn Forums in 2023, we're looking forward to meeting many of you at the events again this year. 2024 is our year of transformation and each month in Headlight we will share an Autumn Forum 2024 update.

This week, all Group Chairs will receive an email with a short survey to support us with 2024 Autumn Forum delivery – keep an eye out in your mailbox.

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 encourage you to share your thoughts and suggestions 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.