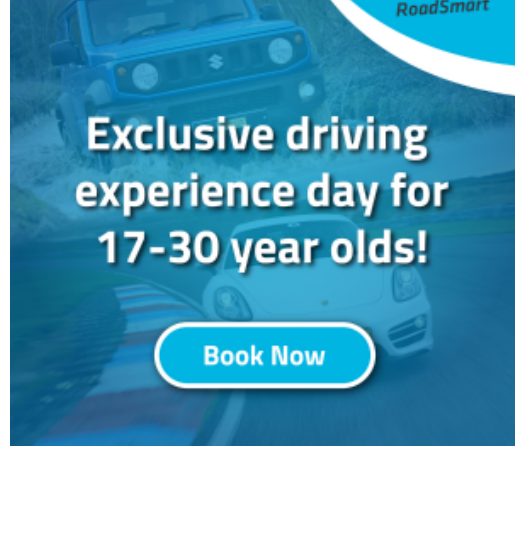




# Headlight - June 2024

Welcome to this edition of Headlight. Read on to find out about the Young Driver Skills Day, upcoming workshops, surveys, digital logbooks and more.



## Young Driver Skills Day

Our Young Driver Skills Day, taking place on 22 August, is a chance for 17–30-year-olds to learn new skills and gain additional driving knowledge through a thrilling half day experience at Thruxton circuit.

There are only a few spaces left for the morning session, which costs just £149.

If you know of anyone that would like to take part, please share the link below with them to book.

[Young Driver Skills Day](#)

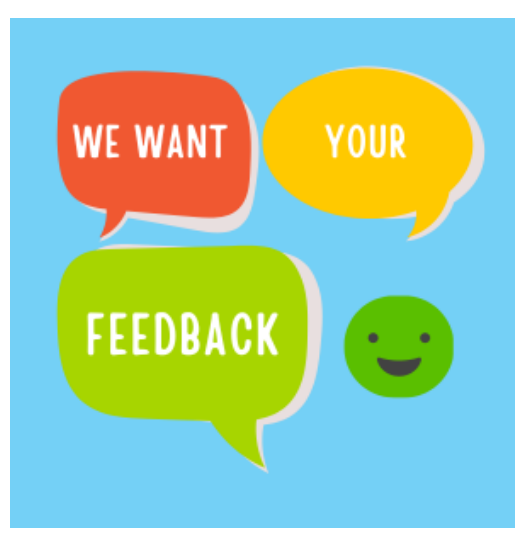


## Young Person Strategy online workshop

Join us for this workshop to hear about our Young Person Strategy. There are limited places available, we encourage you to sign up now.

We will update you on how we are supporting the next generation of safe, young drivers and riders and how you can get involved. Join us on **Monday 24 June, 18:30 - 19:30**.

[Register here](#)



## Volunteer survey

We are working towards the Investing in Volunteers accreditation and as part of this, we will be inviting all volunteers to complete a survey about their experience with IAM RoadSmart. Your responses will mean we continue to develop the volunteer experience.

The survey will be sent to you via email week commencing 10 June - thank you for taking a few minutes to complete it.

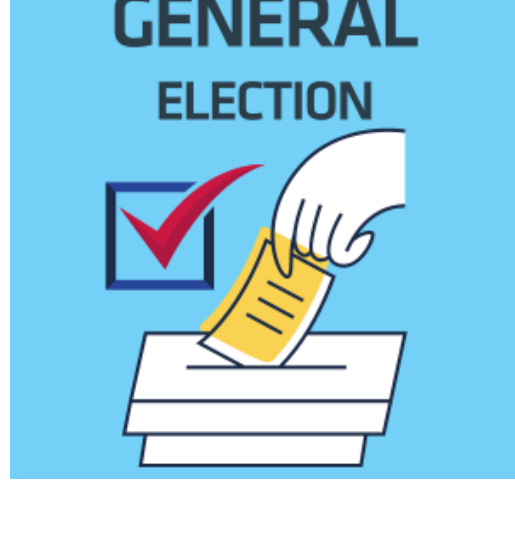


## Police and Crime Commissioners

IAM RoadSmart Chief Executive, Antony Kildare, has written to all newly elected and re-elected Police and Crime Commissioners (PCCs), as we seek to build strong stakeholder relationships and ensure we are proactively involved in helping make safer roads for all. Groups that are seeking to contact their PCC, please keep in mind that they will already be in correspondence with Antony.

IAM RoadSmart published research last month detailing a sharp increase in the number of drivers aged 17-20 caught driving without the correct or any insurance. The figures strongly correlate with soaring motor insurance premiums. The piece received widespread coverage in the Times, Telegraph, Independent and Daily Mail as well as being picked up by local media and trade press. The research was also cited on several local radio stations - all of this coverage helped lift our media reach during May to double the same month last year.

[Sign up to the Media Centre](#)



## General election

As a general election has been called, there are specific requirements that as a charity we must abide by. Each Group is an individual charity, so it is important you are aware of the guidance.

It is imperative we are not seen to endorse a party or candidates. If a political party wishes to cite our work and asks to do so, we must refuse because it may call into question our independence. We should not state a preference on which party has the best policies on road safety - endorsing party policies should also not happen.

[Read the guidance](#)



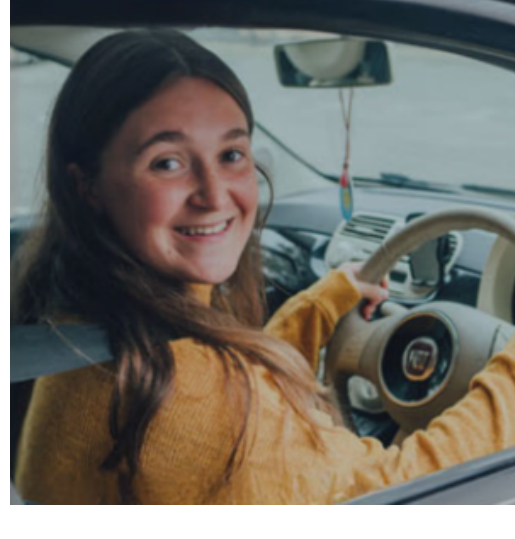
## Digital logbook: Observer usage survey

Would you use a digital logbook?

The Product Development Team are conducting research into supplying the Advanced Rider / Driver Course logbooks in a digital format.

We'd love to know if, how and when you might use these in your role as an Observer. Please answer the survey below.

[Take the survey](#)



## Road Champion

Our Road Champion initiative is for drivers and riders between the ages of 17-26. By signing up, the Road Champion will receive a monthly newsletter with hints and tips, incentives, skills refreshers, competitions and hear about new opportunities.

We have already had a high sign up rate and encourage Groups to promote this initiative online and at events, using the Road Champion flyer on the [Group Marketing Toolkit](#).

[Road Champion page](#)



## We've gone viral on TikTok!

As part of our young person strategy, we have continued our collaboration with FirstCarUK, producing 6 TikTok videos with Keanan Lloyd Adams.

Our 'Passenger Power' video, posted on 3 May, has gone viral with over 277K views and 5K shares. You can watch and share the videos below.

[Watch the video](#)



## Group news

Thames Valley Group of Advanced Motorists (TVGAM) have recently tried a new method of reaching Associates, by advertising on an electronic notice board in the Pathfinder Café at Blackbushe Airport, Camberley, Surrey.

The café has a high footfall including pilots, passengers, drivers, riders, walkers and hosts many events.

The Group used the IAM RoadSmart presentation templates (which can be found on the Group dashboard) and included a QR code for their website.

Alex Beeston, Communications Manager for TVGAM commented: "It's important for the Group to proactively find different ways to attract and encourage the public to engage with both IAM RoadSmart and us".

If your Group is hosting or attending an event, let us know by emailing [headlight@iam.org.uk](mailto:headlight@iam.org.uk).



## Group compliance

Social Media offers an abundance of interactive opportunities to reach and teach more individuals about Road Safety and the incredible work our Groups do on a daily basis.

Did you know that posting any confidential information about a member of your Group without their explicit consent to do so is an infringement of their rights? The incredible information includes any information your Group holds on an individual that is not already generally available to the public.

This can include their name or a photo of them celebrating their Advanced Driver/Rider Course Certificate, etc.

Over the next 4 months we will be showing you how your group can operate safely and compliantly on social media providing you with guidance, top tips, and templates.



## Autumn Forums 2024

We are pleased to have invited all Chairs and Chief Observers to this year's Autumn Forums - check your inbox for the 'save the date' invitation. If you haven't yet received the email, please contact [events@iam.org.uk](mailto:events@iam.org.uk).

You have the choice this year to join us in person or online. The link to register will be emailed to you in July. We look forward to your participation.

## 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](mailto: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](mailto:feedback@iam.org.uk)



If you have amendments to your email address, please send the information to [support@iam.org.uk](mailto: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.