



# Headlight – March 2024

We welcome you to this edition of Headlight. Read on to find out about Group resources, recent media coverage, Group events, current campaigns, compliance and more.



## Mother's Day

For Mother's Day this year, we are focusing on 'Motherhood in Motion', a campaign looking at mums and mother figures of all ages and the regular issues they face when on the roads. We speak to mums at a variety of stages of motherhood and discover the courses which would be best suited to their needs.

If you'd like to support this campaign, you can re-share the posts or webpage to your own Group social media channels.

[Explore Mother's Day](#)



## Our Community

In 2024, we recognise that a lot of Groups will be celebrating significant IAM RoadSmart anniversaries, hitting milestones and continuing to create safer roads in local communities. We want to hear from our Groups so that we can celebrate with you, and showcase your events and achievements on Our Community page.

This page can be found at the end of the Group management dashboard, once you have logged in.

Submit your content on the following page. We look forward to hearing from you:

[Submit your content](#)



## Onboarding Information

Onboarding information has been added to the volunteer resources dashboard.

This includes the IAM RoadSmart Onboarding document to welcome you onboard and explains all about the charity and how you'll be supporting our exciting 3-year strategy; and the Volunteer Code of Conduct explains our guidelines, expectations and standards for all volunteers of IAM RoadSmart.

You can find them under the 'Group management' and 'Volunteer resources' heading.

[Group Dashboard](#)



## Group Marketing Toolkit updates

We have new literature in the Group Marketing Toolkit for you to use, this includes:

- Get to know IAM RoadSmart leaflet
- Driving and riding mental health flyer in association with Mental Health Motorbike
- A flyer to support our motorcycle air vest petition
- A printable version of a toolkit for young people.

We encourage you to take a look and utilise these resources. Due to the recent course price changes, due to come into effect 2nd April, any literature which includes pricing has been updated on the Group Marketing Toolkit to reflect the new prices.

[Group Marketing Toolkit](#)



## MailOnline media coverage

Our recent driving and riding tips and advice have featured in MailOnline, which is the UK's most read news app. This puts IAM RoadSmart in a great position to increase the volume of people hearing about us and becoming interested in the courses we offer.

You can see all the recent media coverage and up to date blogs, advice and member stories on our media centre [here](#).

[Read the article](#)



## Group Observer training event

Redditch Advanced Motorcyclists Group (RAMG) recently hosted an Observer training event. Area Service Delivery Manager, Steve Ellis, attended to give an inspirational talk on the Advanced Rider course and the use of competency sheets. There were 80 Observers, with representation from Redditch, Birmingham, Lichfield, Oxford, Wolverhampton and Kidderminster Groups.

[Read in full here](#)



## GAM 40th Anniversary

In 2023, Gordon Advanced Motorists (GAM), celebrated their 40th Anniversary! They recognised this achievement with a few members attending a dinner with cake to finish. Initially, GAM only ran the Advanced Driver course but in 2012 extended its scope to cover motorcyclists as well. The Group currently has a total of 72 members.

Congratulations GAM! We wish you many more years of success.



## Online behaviours

We have recently received a number of IAM RoadSmart and negative comments about IAM RoadSmart and our content on social media. We would like to remind individuals and Group members to be aware of the commentary being posted online, especially if it's via a Group account.

While we encourage constructive debate around road safety matters, any grievances or feedback should be raised with the local Area Service Delivery Manager, rather than on social media.

We are a diverse and inclusive community that promotes respect between individuals at every level of our organisation. We are always trying to expand our reach and broaden our membership, and don't want negative comments on social media to put off prospective members.

Anyone to be in conflict of our community guidelines will be removed from our social channels and potentially our community. Our online community guidelines can be viewed [here](#).



## Group Compliance

In managing your Group, it is important to establish a positive compliance culture. This can reduce workload in the long run as well as protect ourselves and others from future breaches and issues.

We are continuing to share our top tips for maintaining correct Group committee compliance; click below.

[Find out more](#)



## Autumn Forums: What are we doing for young people?

In 2024/25, we will be launching a FREE 12-month Road Champion package, designed to engage, educate, and upskill 17-26 year olds.

We're also developing an initiative with our friends at Thruxton for late summer; this will replace our involvement in the FIA Best Young Driver for 2024; we hope to invite several road safety specialists and influencers to create a lasting and positive impression on those in attendance.

Conversations continue with road safety experts, groups, and partners, as well as individuals who have been impacted by road traffic collisions who want to make a difference to young people and their on-road experience.

Finally, we are looking at our product portfolio to assess the best learning mechanism for young people moving forward. More details will follow on all of the above.

## 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 encourage you to share your thoughts and suggestions 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.