



Headlight

Your monthly volunteer updates

January 2025

Social media – Group support



To support Groups we run an initiative where we create a ‘sponsored’ post on Facebook to reach more people in a specific postcode area.

As a result, this will be displayed as an advert on social media platforms. We are collating a list of Groups to support in 2025; let your ASDM know if your Group would like to take part in this initiative!

In addition, we have a guide for Groups to utilise to support with paid social media campaigns.

[Social media guidance](#)

Certificates and member packs

We are pleased to announce that we have new designs for our member packs. They have been developed to better reflect our brand guidelines, with improved copy, look and feel, and you will see them in circulation soon. All pack elements are in A5 size to ensure conformity, lower environmental impact and lower mailing costs.

Please note that due to an error at the printing house, the newly designed certificates are in circulation earlier than planned. We'd like to apologise for this and for the fact that we didn't get a chance to inform you in advance.

We are working with the printers to ensure that certificates reflect the significance of Advanced qualifications.

DARTS support

Improve DARTS guidance

As part of our efforts to enhance the DARTS guidance materials, we want to ensure they are as helpful and accessible as possible.

To improve these resources, we need to hear from you. Please complete the survey by 24 January.

Thank you for the work you do as a volunteer. We look forward to hearing from you!

[Feedback survey](#)

Trainee National Observers

While Local Observers are already covered by insurance, it's essential for all Trainee Observers to be registered with the IMI for several reasons:

- > Eligibility for Accreditation
- > Compliance and Record-Keeping
- > Tracking Progress and Performance
- > Phase-Out Planning
- > Budgeting

Please ensure you read the application process document to understand the steps.

[Application process](#)

Group news



Multi-generational Masters

Recently, two Observers from North East London & Essex (NELE) - Jamie Rodwell and David Rosewell - passed their Masters tests with distinction.

Jamie is at university and has been driving for 2 years, whilst David has recently retired and has been driving for 40 years.

[Read more about Jamie & David](#)



Suffolk Advanced Motorcyclists

Suffolk Advanced Motorcyclists (SAM) hosted their annual quiz night last month. They invited local dealerships to take part in the quiz.

A local motorcycle organisation, Copdock Classic Motorcycle Club (CCMC), presented a cheque to SAM - for many years members of SAM have supported CCMC by marshalling routes for charity events. The monies will be used to fund SAM's training and promotional programme.

[Read more about SAM](#)

2024 PR round-up

Throughout 2024 the PR and Media team increased media coverage across the UK, creating awareness about IAM RoadSmart and road safety. Our purpose as a charity is to make roads safer for all users; we are committed to utilising the media to do this.

Have a look at the media coverage statistics - from print, articles and broadcast mentions, we are creating awareness of IAM RoadSmart.



[2024 statistics](#)

Cornmarket insurance

Cornmarket offer a range of insurance premiums to include car, bike and home for IAM RoadSmart members to consider insurance needs.

It is important to mention that Cornmarket are a separate organisation to us, and we have no sway over their premium quotes. It is not always the case that upon passing an Advanced course a driver/ rider will receive reduced insurance premiums.

Taking out an insurance policy with Cornmarket is not a compulsory purchase; it is entirely optional to take out an insurance policy or go elsewhere.

Volunteer compliance



To support volunteers and Groups to be compliant, the website dashboard has been updated with new documents and templates.

These documents will guide volunteers and Groups with many of the compliance responsibilities that need to be maintained.

[Resources](#)

Autumn Forums - update

As part of our ongoing commitment to supporting Groups and volunteers, we have reviewed the 2024 Autumn Forums and will be delivering an updated cadence of events in 2025. We will share further updates and information in this section of Headlight in the coming months.

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 emailing feedback@iam.org.uk

To view previous editions of Headlight visit the [dashboard](#)

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