



Headlight

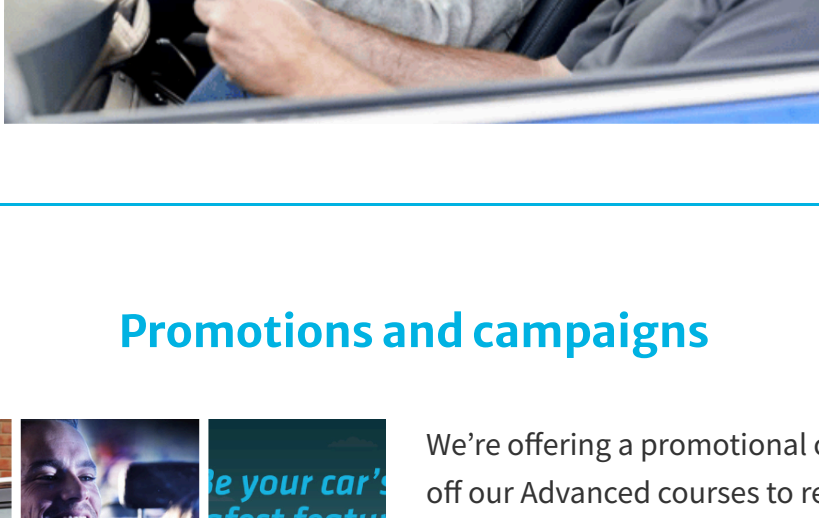
Your monthly volunteer updates

June 2025

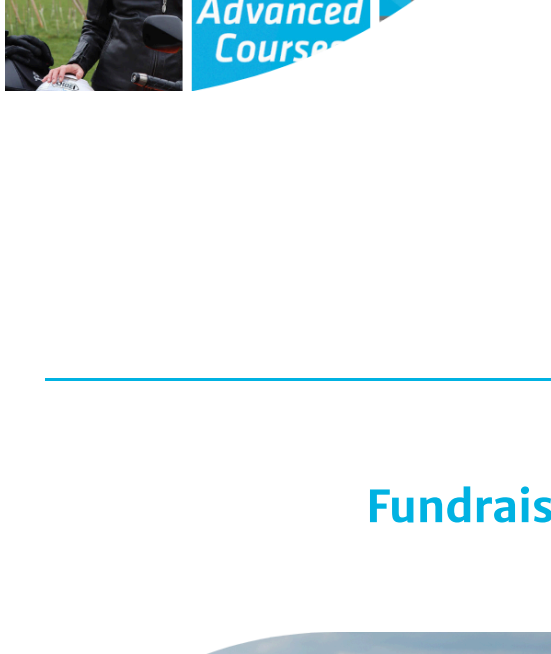
Free Tasters success!

In April, we delivered a social media campaign focused on our Free Tasters initiative. We are pleased to say that we had **301** Free Taster requests, which have been allocated to each respective Group.

Thank you to all Groups and volunteers who have supported this initiative.



Promotions and campaigns

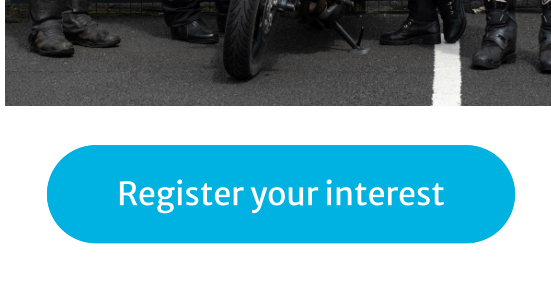


We're offering a promotional code for **10%** off our Advanced courses to recognise **Father's Day**. Use code **'DAD25'**. Offer ends midnight 15 June.

We've also launched our new **Driver Safety campaign**, which focuses on ADAS and support for drivers to stay engaged.

There are a number of upcoming campaigns, each with new images and videos to engage current and prospective members. One of the campaigns will feature some of the women riders in the IAM RoadSmart community.

Fundraising update



[Register your interest](#)

The new IAM RoadSmart **Volunteer Support Fund** was launched during Volunteers' Week (2-8 June). Thank you to everyone who has contributed so far.

If you are a volunteer with a disability or long-term health condition that impacts your ability to fully contribute to your role, you are welcome to apply for financial support from the fund when applications open on 1 July - simply follow the link to register and we'll send you further details.

Support volunteers in the IAM RoadSmart community by making a contribution today.

Member's Advanced Refresher courses

Over the last 6 months, 48 Groups participated in the Member's Advanced Driving/Riding Refresher course trial. Members who participated in the trial benefitted from expert guidance and overall it was rated 5 stars.

Following this success, this course is now open to all Groups to deliver. If your Group would like to participate it will be added to the list from which members can select when they purchase the course. The course allows an existing member to 'brush up' on their Advanced Driving/Riding skills under the guidance of an Observer. There's no pressure or test at the end!

Register your interest to deliver the course [here](#).

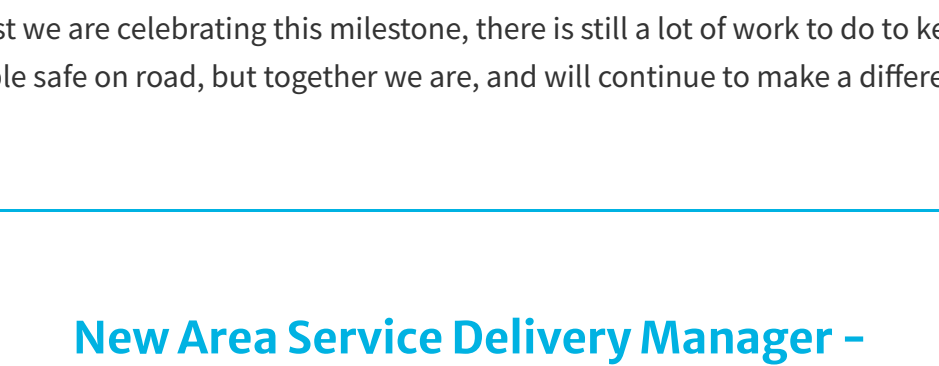
Thames Valley Group of Advanced Motorists (TVGAM) - Road Safety Sponsor

We're pleased to share that TVGAM is the first IAM RoadSmart Group to become a **Road Safety Sponsor**, committing to a donation of £500 annually to the initiative.

The Road Safety Sponsor initiative has been set up to raise money to support education, volunteers and research.

A representative from TVGAM commented, 'Funding will come from the money TVGAM receives from IAM RoadSmart for each new Advanced Driving course Associate assigned to the Group. This means that Group member subscriptions won't be used for this venture, allowing individuals to donate should they wish.'

[Make a Group donation](#)



IAM RoadSmart is turning 70

2026 is a milestone year for us as we are set to celebrate our 70th anniversary.

Work is underway to build a special edition logo and campaign that you (our Groups) can use to join and raise awareness of our brand, heritage, and the next 70 years of safer roads.

We've been in contact with H.R.H The Duke of Kent, and Nigel Mansell, CBE – both of whom are eager to celebrate with us; we are just finalising our thinking with their time commitments. The summer 'RoadSmart' will publish in September when teaser activity will begin, leading up to 1 January 2026.

Whilst we are celebrating this milestone, there is still a lot of work to do to keep people safe on road, but together we are, and will continue to make a difference.

New Area Service Delivery Manager - Carl Sturman



Carl joined IAM RoadSmart in 2019, as a volunteer after 32 years with Northamptonshire Police. He is now the Area Service Delivery Manager for Area 3, covering East Central England and Anglia.

Carl was an intercept motorcyclist and led the Road Crime Team, later merging with traffic operations. Retiring as a Detective Inspector, Carl remained at the College of Policing leading on specialist investigation training and latterly business development focussing on relationships management and more.

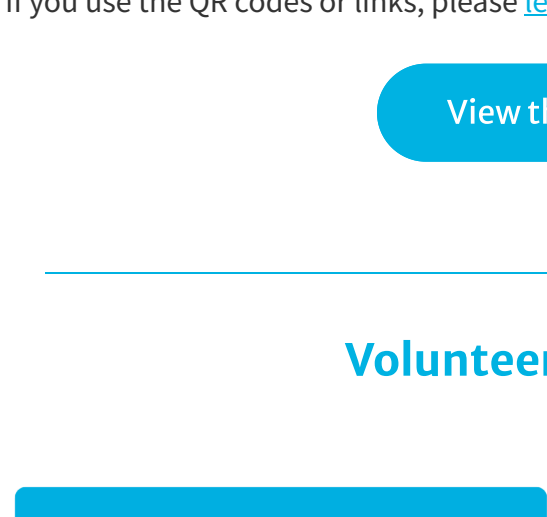
Associate Logbooks

Last month, we shared an update about the new Associate Logbooks and the Guides for Observers and Examiners. As part of these changes, we are pleased to share a guidance document and an FAQ document which should answer your questions. Thank you for your ongoing support and feedback.

[View the documents as an Observer](#)

[View the documents as an Examiner](#)

Volunteer news



The Kingdom of Fife Group (KOFG)

KOFG attended this year's Distinguished Gentlemen's Ride in Edinburgh at Dalkeith Country Park - organised by Two Wheels Edinburgh.

The event was a great opportunity for KOFG to promote road safety, with the potential for some new Associates.

Wilts and Bath Advanced Motorcyclists (WaBAM)

WaBAM were invited to the Under 17s Car Club. Around 80 young people between 11-17 regularly attend these events.

It was an opportunity for WaBAM to promote the Advanced Driving and Riding courses to younger people.



QR codes - for your Group event

We have created QR codes with links to the Advanced Driver and Rider courses, designed for use at Group events.

The QR codes are simple to use and direct customers to the purchase pages on the IAM RoadSmart website, where they can complete the transaction themselves. Customers still have the option to select their local Group.

If you use the QR codes or links, please [let us know](#) the dates of your event.

[View the QR codes](#)

Volunteer compliance



[View the PDF](#)

Every Group must have a Record of Processing Activities (RoPA) document. This is a formal document (required under Article 30 of the GDPR) for organisations that process personal data.

A RoPA document will typically include details such as the purpose of processing, categories of data subjects and personal data, recipients of the data, transfers to third countries, retention periods, and security measures in place.

Full details can be found in the pdf.

Network & Knowledge 2025

We're looking forward to seeing many Group reps at the Network & Knowledge sessions in the Autumn. Each Group can send two members to represent their Group - we need you to let us know who from your Group will be attending by completing this short [form](#) by Friday 20 June.

NETWORK & KNOWLEDGE 2025

Area	Date	Venue
Area 1	18 Oct 2025	Langport Somerset
Area 2	18 Oct 2025	Billingshurst West Sussex
Area 3	27 Sept 2025	Moggerhanger Bedfordshire
Area 4	25 Oct 2025	Cheltenham Gloucestershire
Area 5	18 Oct 2025	Overton Wakefield
Area 6	11 Oct 2025	Chorlton-Cum-Hardy Manchester
Area 7	27 Sept 2025	Perth Perth & Kinross
Area 8	11 Oct 2025	Dunally Antrim
Digital	1 Nov 2025	Online

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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