



# Headlight

Your monthly volunteer updates

March 2025

## New Road Safety Manager, Northern Ireland – Bruce Steele



We are delighted to announce that Bruce Steele has joined IAM RoadSmart as a Road Safety Manager for Northern Ireland.

Bruce is well known to us as the Chair of Lisburn Advanced Motorcyclists. He will support Group and volunteer activities as part of the Field Service Delivery Team. Bruce will build and nurture relationships with government, road safety partners and other organisations.

We wish him well as he takes up his new role!

## New – pay with PayPal

We now have PayPal as a payment option on our website - some people will be able to purchase selected IAM RoadSmart products (over £99) using this flexible payment option. Please note, we are unable to offer the PayPal option when you purchase a Masters course or Skills Day ticket.



## Young Driver Foundation Partnership – Expanding our reach in road safety

We are partnering with the [Young Driver Foundation](#). They deliver hands-on driving experiences designed to build skills and confidence before young drivers take to the road.

To support this partnership, IAM RoadSmart Groups and members are invited to attend any of the 700 Young Driver Foundation events across the UK. These events present a unique opportunity to promote Advanced courses.

If your Group participates in a Young Driver Foundation event, with a stand, you will have the opportunity to recruit new Associates in your area.

If your Group is interested in getting involved please contact [Amanda Smith](#).

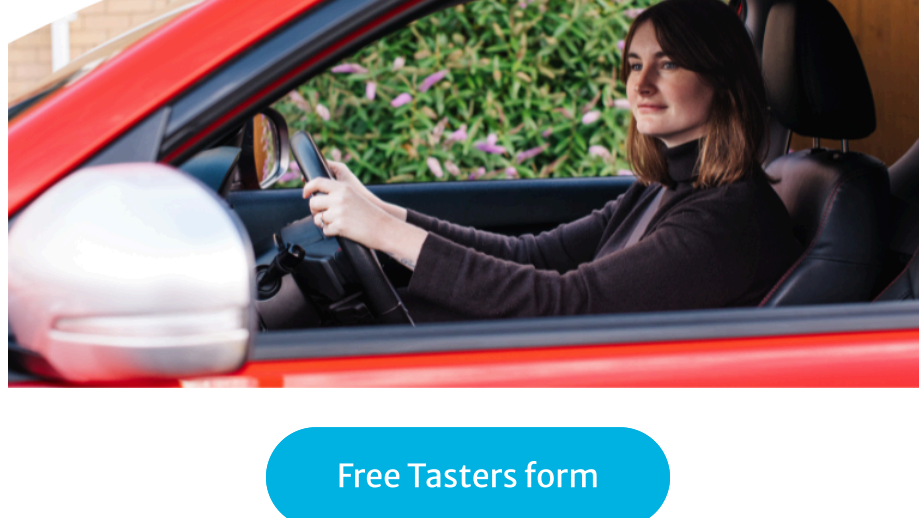
[View the event dates & locations](#)

## Free Tasters

We have been working on standardising the Free Tasters process and we will relaunch it in April. We will be promoting the Free Tasters opportunity on our social media channels in April, so your Group may receive more enquiries than usual.

Please fill in the form below to ensure that enquiries are directed to the right email address for your Group - this will not impact contact details on DARTS.

If your Group does not have capacity to take part in the Free Tasters, please send an email to [marketing@iam.org.uk](mailto:marketing@iam.org.uk) to let us know.



[Free Tasters form](#)

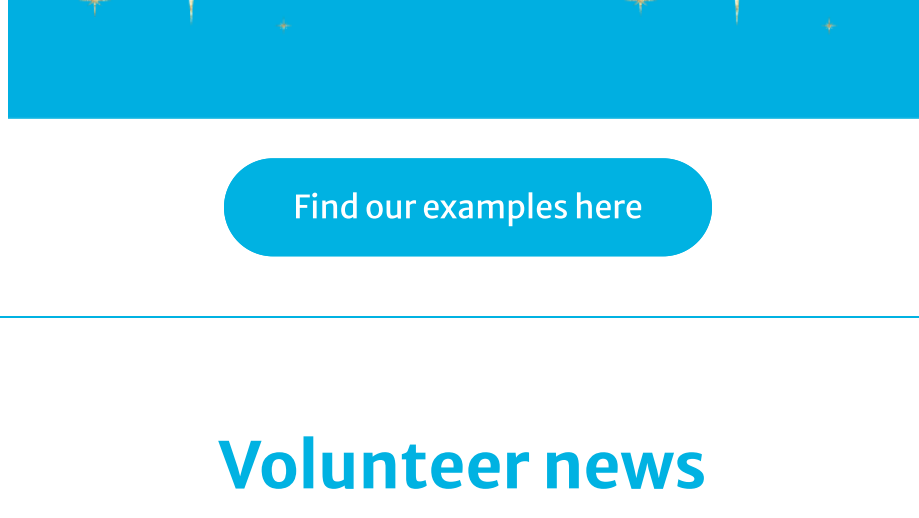
## Volunteers' Week 2025

This year, Volunteers' Week is 2-9 June. As valued members of our volunteer community, your experiences and input are what enable our charity to thrive. We need your participation - tell us/show us what volunteering means to you:

**Share a picture or submit a short video**

Full details on how to submit your picture/video can be found in the pdf linked below.

Selected entries will be featured on IAM RoadSmart social media channels as part of our Volunteers' Week recognition, to inspire others and celebrate the impact of volunteering!



[Find our examples here](#)

## Volunteer news

### York Advanced Motorists – Observer recognition

This year, York Advanced Motorists honoured their Observer team to recognise their professionalism, hard work and team spirit.

All 20 members of the Observer team received an IAM RoadSmart Observer badge, following the trustees' decision to give recognition to the full Observer team.

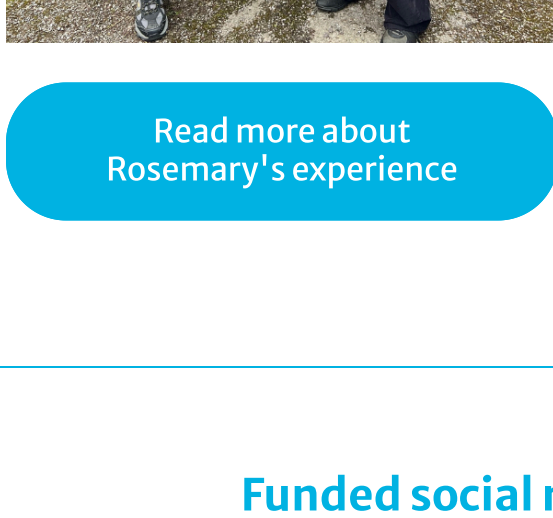


[Read more about the Awards](#)

### Herts & Beds Advanced Motorcyclists (HBAM)

HBAM holds club nights every month and in February over 70 members attended the event. A new 'Observer Recognition Awards' scheme was launched, to highlight the efforts of the HBAM Observers.

Certificates and badges were presented by Nicholas Lyes, Director of Policy and Standards at IAM RoadSmart.



[Read more about Rosemary's experience](#)

### 99 year-old excels in the Mature Driver Review

Alan Hale, an IAM RoadSmart Examiner from Keynsham in Somerset, recently delivered a Mature Driver Review for Rosemary Prudden.

Alan commented that Rosemary delivered an outstandingly progressive and decisive drive with good safety margins and a general all-round safe drive.

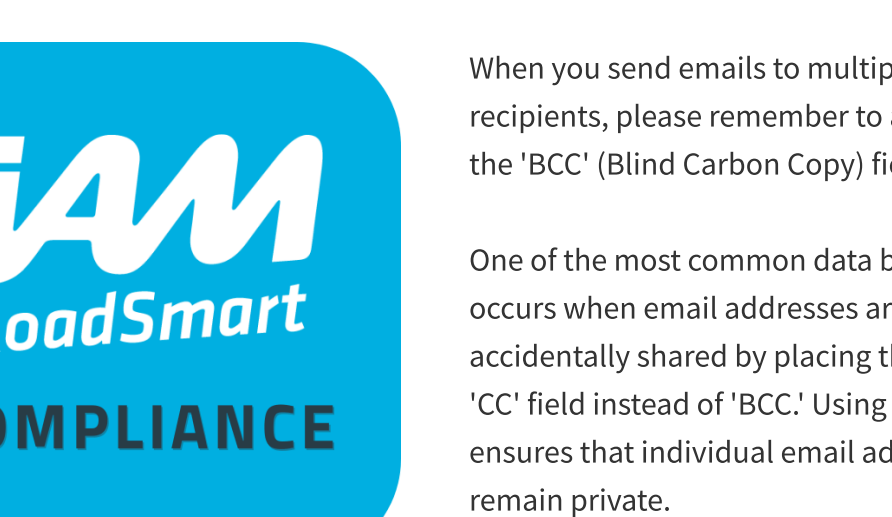
Alan has been an Examiner for 27 years and has recently passed his Masters with distinction.

## Funded social media campaigns

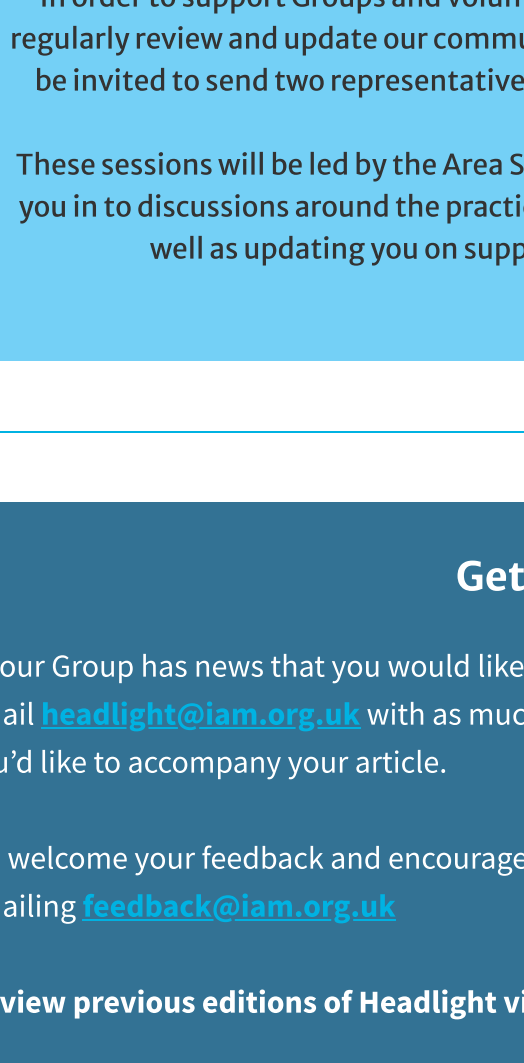
Thank you to all Groups who put their names forward to participate in our regional funded social media campaigns, which run once a quarter. We are grateful for your enthusiasm and support.

Applications are now closed - we're reviewing the list, with only four campaigns a year making these decisions aren't easy. Please bear with us as we carefully consider which Groups to move forward with.

We appreciate your patience - we will be in touch as soon as we can with further details.



## Volunteer compliance



When you send emails to multiple recipients, please remember to always use the 'BCC' (Blind Carbon Copy) field.

One of the most common data breaches occurs when email addresses are accidentally shared by placing them in the 'CC' field instead of 'BCC.' Using 'BCC' ensures that individual email addresses remain private.

## Network & Knowledge 2025

In order to support Groups and volunteers as best we can, we know that we need to regularly review and update our communications with you. So, in 2025, your Group will be invited to send two representatives to the new Network and Knowledge session.

These sessions will be led by the Area Service Delivery Manager for each area, bringing you in to discussions around the practical and operational detail of running a Group as well as updating you on support that IAM RoadSmart can provide.

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

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

## Follow us



Copyright (C) 2024 IAM RoadSmart. All rights reserved.

Our mailing address is:  
[support@iam.org.uk](mailto:support@iam.org.uk)