

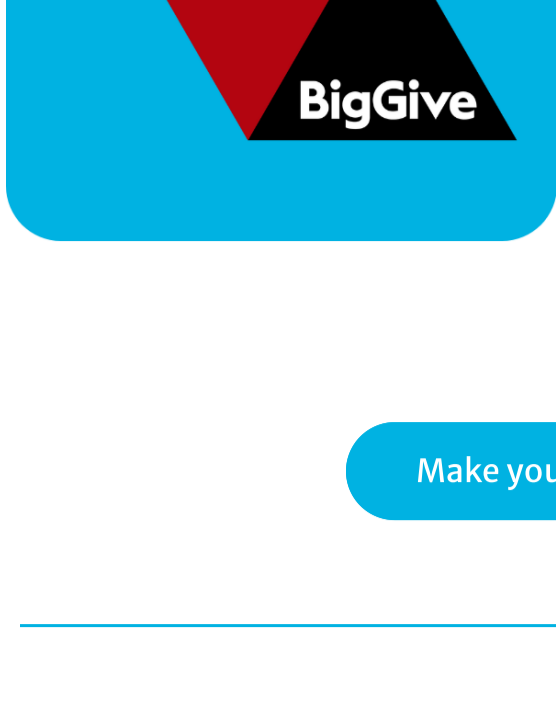


Headlight

Your monthly Group updates

November 2024

Big Give Christmas Challenge

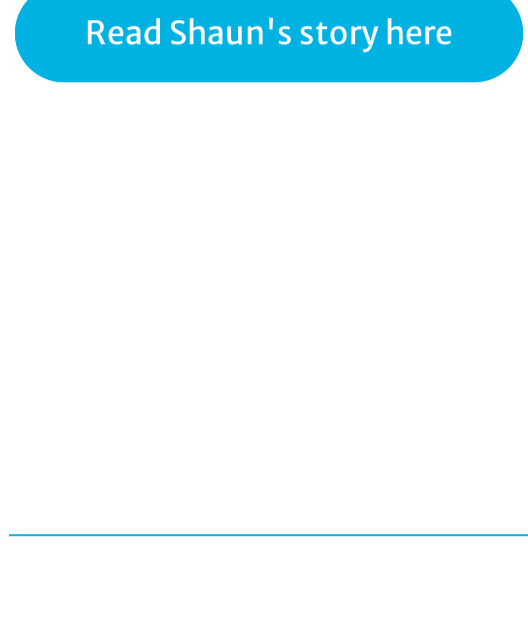


This Christmas, we are participating in the Big Give Christmas Challenge to raise £25,000 to empower young people to improve their skills, change their behaviours and advocate for safety for all road users. We need your help to secure £6,250 in pledges.

With around 1,700 deaths on our roads every year, our aim is to make roads safer for all users, supporting a vision zero approach to fatalities so no family needs to suffer losing a loved one.

[Make your pledge today](#)

Introducing our new Ambassador – Shaun Whiter



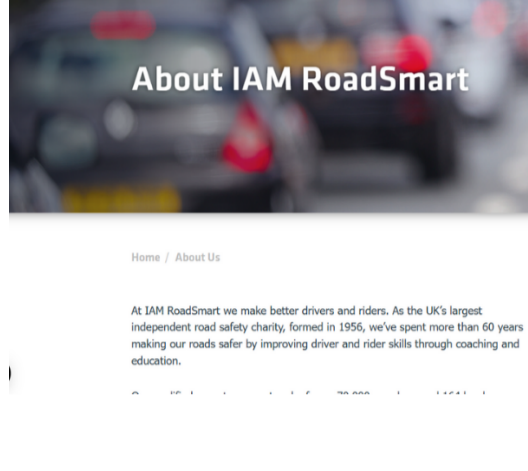
[Read Shaun's story here](#)

In 2016 Shaun Whiter went to help a friend change a tyre on his car. He was hit by a dangerous driver, who fled the scene, leaving him for dead. He survived the incident, thanks to East Anglia Air Ambulance, but had to have both legs amputated.

As a result of the incident, Shaun now uses his experience to be a force for good, educating young people in the footballing community, his passion, to talk about distraction driving as well as being an advocate for drink drive rehabilitation.

Shaun is committed to making roads safer for all, working with IAM RoadSmart as an [Ambassador](#) to make a difference by saving lives and reducing risk of serious injury on-road.

Digital to the core: Transformation update



We've been planning a website transformation - the project focuses on improving the user experience. This includes modernisation, engaging content and more intuitive dashboards. It will help reposition who we are and what we do, whilst supporting marketing campaigns to grow reach.

We will share progress with you, with the aim of launching a new site in 2025.



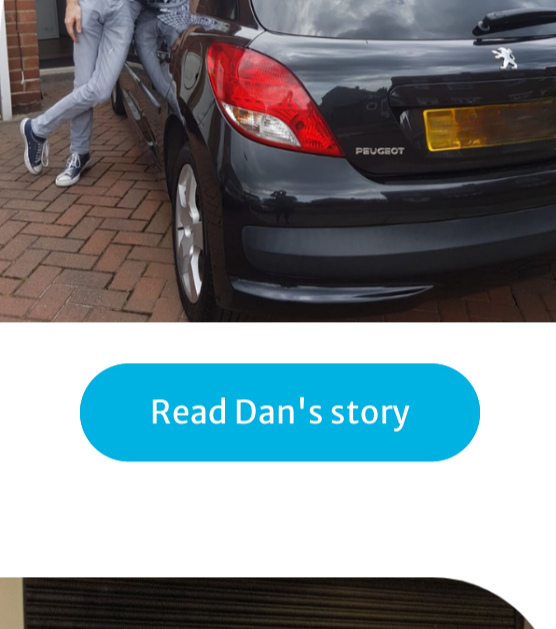
[Discover more about the campaign](#)

Steering Futures

We're currently running our Steering Futures campaign, which emphasises the work we're doing to support young drivers and riders. This year we delivered our first Young Driver Skills Day, launched our Road Champion initiative and created partnerships through TikTok.

We would like to hear more about the driving / riding experiences of young people in your Group. Share their story [here](#).

Group News



[Read Dan's story](#)

Young Driver spotlight

"My name is Dan Warren and I started my Advanced Driver course with North East Central Advanced Motors in January 2019 - I passed on 1 April that year.

Before I had passed my test, my Observer asked me if I wanted to become an Observer and join the committee. I agreed and have since become a National Observer, Vice Chair and Head of Promotions for my Group. At the age of 26, this has been commended by several people."



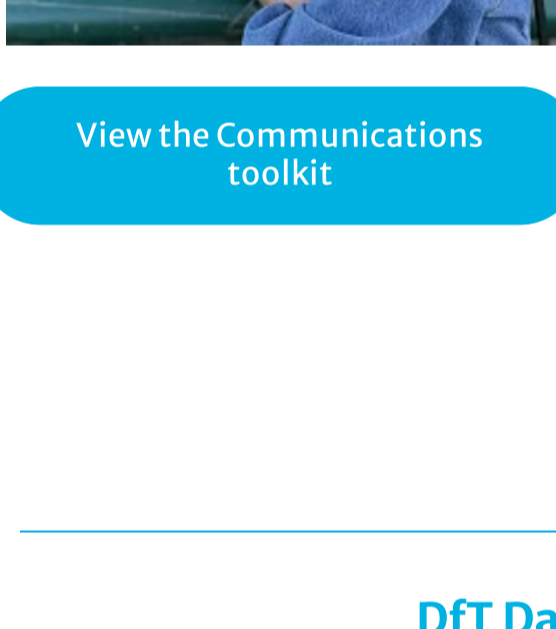
Northern Ireland Event

On Saturday 19 October, 65 volunteers got together to discuss riding, driving and Observing!

The event was well supported by Groups in Northern Ireland and they were joined by some of our National Observer Assessors.

IAM RoadSmart Area Service Delivery Managers - Steve Ellis & Dave Cox - led the session with a focus on run sheets, competency sheets and scoring.

Press Office



[View the Communications toolkit](#)

"I wanted to introduce myself - Harriet Hernando - PR and Press Manager for IAM RoadSmart.

I'm here to support you with any media enquiries, for instance by providing messaging and coaching to give interviews."

Please ensure that if you, any of your Group members or volunteers are contacted by the media, that you notify the IAM Press Office as soon as possible - this is to maintain a consistent line of messaging and support you fully before speaking to the media.

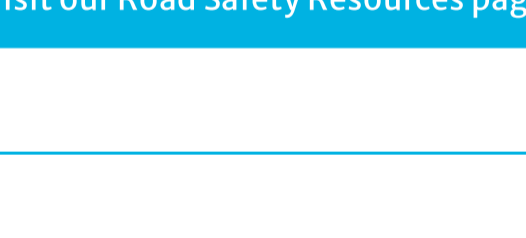
Contact press.office@iam.org.uk / 020 8996 9777.

DfT Data Release

The Department for Transport released their annual figures showing the number of deaths on the roads across 2023.

The most recent data release, published in late September 2024, saw 1,624 fatalities and 29,711 KSI's – every one of these deaths is preventable, so while we welcome an overall reduction in deaths over the last year, there is plenty of work to do to reduce these numbers further.

From this data we also saw some worrying trends – most notably an increase in the proportion of fatalities where an occupant is not wearing a seatbelt which has risen from a fifth in 2022 to a quarter of those killed in a vehicle in 2023 in this recent dataset.



In 2023, 31% of fatalities where no seatbelt was worn were male occupants.

[Visit our Road Safety Resources page](#)

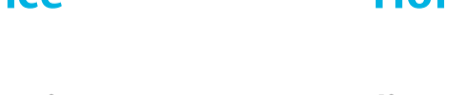


[Free Tasters survey](#)

Free Tasters survey

We would appreciate your insights and suggestions around Free Tasters, delivered by Groups.

Please complete the survey (by Friday 15 November), whether your Group delivers Free Tasters or not.



GAP insurance

Spread the cost of your GAP insurance with 0% APR

IAM RoadSmart members or their partner who bought a car or motorbike worth £5,000 or more within the last 90 days can obtain a quote for GAP insurance

[GAP insurance](#)

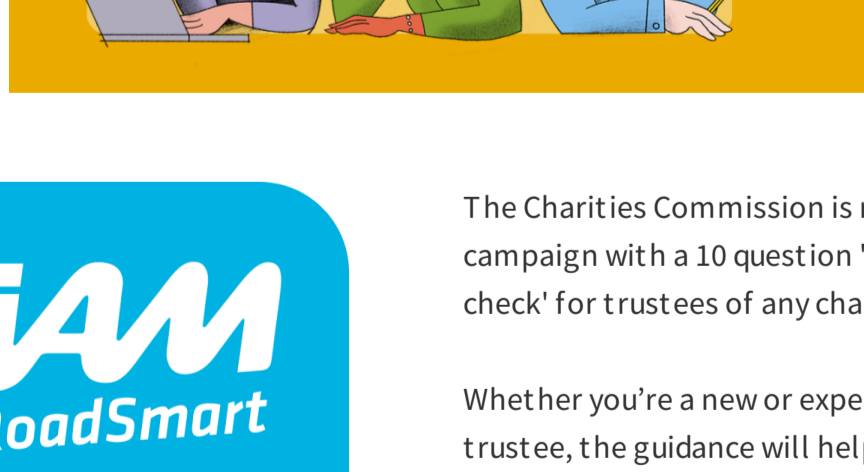
Home insurance

Buy online and save £50

This offer is available to members and non-members

[Home insurance](#)

Group Compliance



[View the campaign](#)

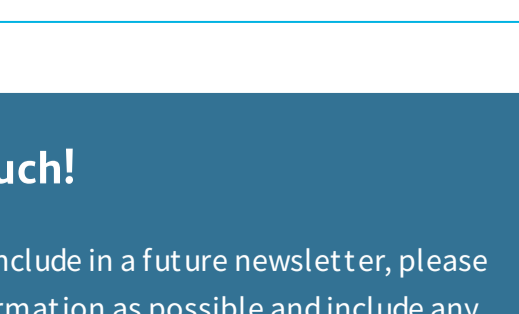
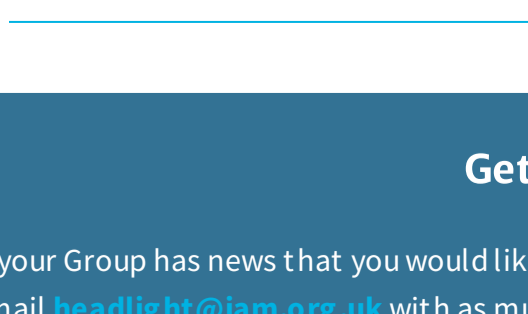
The Charities Commission is running a campaign with a 10 question 'knowledge check' for trustees of any charity.

Whether you're a new or experienced trustee, the guidance will help you increase your knowledge so that you can fulfil your trustee role with confidence.

The 5-minute guides give advice on topics trustees need to know about.

Autumn Forums 2024

As the 2024 Autumn Forums have now come to a close, we want to share our thanks with all of you who attended. We successfully delivered seven in-person Forums and one Digital Forum from September to November. We will use your discussions and feedback to support our 2025 planning and look forward to continuing to deliver Advanced courses with you.



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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Our mailing address is: support@iam.org.uk