



Headlight

Your monthly Group updates

October 2024

New Business Development & Operations Director

Carlota Da Veiga Pastana



We are delighted to announce the appointment of Carlota Da Veiga Pastana to the position of Business Development and Operations Director at IAM RoadSmart, completing our Senior Leadership Team.

Carlota's focus will be on increasing and diversifying our products and revenue streams.

Carlota says: "I am looking forward to joining and playing a vital role in overseeing the business development and operational changes, working alongside colleagues and our passionate Group and volunteer community."

Chief Executive Antony Kildare says: "We are delighted to welcome Carlota to IAM RoadSmart during this exciting stage in the charity's transformation. Carlota comes with an impressive history of launching new products and delivering business growth and will play a vital part in the next phase of our transformation."

Tyre Safety Month



[View the assets here](#)

October is Tyre Safety Month and we are pleased to support TyreSafe with this initiative.

TyreSafe has a range of assets for drivers and riders to leverage in their tyre safety awareness activities. These are available on their website - www.tyresafe.org/tyre-safety-resources

Feel free to share these with your Group members and include the links within your Group communications!

Stuart Haythorn



Stuart served for 30 years in the Metropolitan Police, specialising in firearms and traffic policing.

He joined IAM RoadSmart and became a Chief Observer with his local Group, Wey Valley Advanced Motorcyclists, before becoming an Examiner. Stuart then became an Area Service Delivery Manager (ASDM) assisting local Groups and conducting assessments in the South East.

Stuart has decided to retire and go traveling with his wife and dog. The ASDM Team & everyone at IAM RoadSmart wishes him and his family safe travels.

Group News

Young Driver spotlight



[Read Jordan's story](#)

"My Grandson Jordan Lovegrove passed his DVSA test in July 2019 and immediately said, knowing that I am a National Observer, he would like to take the Advanced Driving course. He passed with flying colours.

Four years on, Jordan often chauffeurs me around, and I can honestly say his driving continues to improve!"

Ladies event

Peterborough and Cambridgeshire Advanced Motorcyclists (PECAM) held the BMW Sycamore Annual Ladies Event on Saturday 24th August, this year was the second year of the event. The Event held by Sycamores was all about encouraging female riders to take to the roads, confidently and banishing the stereotypes with an opportunity for them to grow their confidence and advance their riding skills!



[Read more here](#)

Marketing campaign update



To expand our national brand recognition, the team has outlined key campaigns for the rest of the year, alongside ongoing promotion of Advanced courses.

This month, we'll continue focusing on young drivers and riders, promoting our young person activity and the Road Champion program. Starting mid-month, we'll also target older drivers to highlight the Mature Driver Review.

Then, our festive campaign will address drink/drug driving and it will position our courses as Christmas presents. Furthermore, we plan to re-run a 10% promo code for Black Friday - 29th November to 2nd December. This will be the only time of the year that the Advanced Rider Course (Existing Car Member) and Advanced Driver Course (Existing Motorcycle Member) are included in the promotion.

Police and Crime Commissioners



This month, our CEO, Antony Kildare and Director of Policy and Standards, Nicholas Lyes, met with two Police and Crime Commissioners – Dan Price, Police and Crime Commissioner for Cheshire and Matthew Scott, Police and Crime Commissioner for Kent.

The meetings enabled Antony and Nicholas to highlight the action we're taking to improve road safety through our courses and campaigning. It also provided an opportunity to explore potential collaboration with the Police and Crime Commissioners' teams.

Policy update

- IAM RoadSmart welcomes Northern Ireland's road safety strategy.
- We have published research on younger motorists, aged between 17 and 25, being responsible for 38% of dangerous driving endorsements.
- Our policy team met with the Department for Transport (DfT) to share our findings from the young driver research. The meeting provided an opportunity to identify areas for future collaboration between IAM RoadSmart and DfT, with further meetings planned later in the year.

Visit the IAM RoadSmart Media Centre for more information on these updates and many more.

[Visit Media Centre](#)



Motorbike insurance

Switch & save on your motorbike insurance with Cornmarket

- > Discounted insurance policies – up to 20% from our standard rates .
- > Cover for Instructors/Examiners whilst using their own bike.
- > Free protected No Claims Bonus

[Motorbike insurance](#)

Car insurance

Cornmarket Car Insurance Plus goes the extra mile for IAM RoadSmart members with cover that includes:

- > 0% finance on monthly payments
- > Free excess protection up to the value of £250
- > 24 hour breakdown assistance (member must mention Cornmarket Plus to avail of this offer).

[Car insurance](#)

Group insurance



[Contact the Support team](#)

We are in the process of settling the Group insurance payments, which are charged back to individual Groups. These charges are sent directly to the email addresses of Group Treasurers, so it's crucial that we have the correct details on file.

If committee members are using a designated Group email address, please be aware that the Group email field is currently not visible in the portal. This means your committee members will not be able to update it themselves. To ensure this is updated please contact the Support team - support@iam.org.uk

The deadline to update the information is **Wednesday 23rd October**. Your cooperation is appreciated.

Autumn Forums 2024

The Autumn Forums are currently underway and we're looking forward to seeing Group Chairs and Chief Observers at the upcoming events. If you've not yet registered there is still time – and you have the option to join the Digital Forum for the first time this year too.

Scan the QR code below to take a look at the 2023 feedback.

[Register here](#)



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

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