

SOMERSET AND WILTSHIRE ADVANCED MOTORISTS

AGM- MARCH 20TH 2025 @ 19.30PM

Beckington Memorial Hall, BA11 6SH

MINUTES

1) Introduction by Mac McGarry and Apologies for Absence.

Present:

- Lindsay Flower; Acting Chair.
- Rosemary Tandy; Secretary.
- Clare Hogg; Treasurer.
- David Major; Chief Observer.
- Robin Clark; Public Relations Officer.
- Peter Huntington; Membership Secretary.
- Mac McGarry
- Richard Gladman; Head of Driving and Riding Standards IAM ROADSMART
- 44 Members

Apologies for Absence:

- Helen Schofield, Judith Pepler, Anthea Kemp, Michael Muncer, Paul Pywell, Sandra England.

2) Minutes of AGM 2024.

The Minutes were signed off.

3) Matters Arising.

N/A

4) Report from the Acting Chair, Lindsay Flower.

Don't people love change eh...?

But the world is changing fast around us - Covid changed us. The internet has changed us, - information is changing fast - most of it is online and we are increasingly used to using the internet for information. But there's something else that's changed as well: my perception is that cars aren't as popular as they used to be as a hobby and the Government tells us 2023 car traffic estimates remain lower than those before the pandemic. (-4.4% when compared to 2019).

People are concerned about climate change and increasingly moving to only using cars when absolutely necessary and then cars are which are perceived to be more “green”. Car clubs – where a car is shared between families, are on the rise. Cars are more sophisticated and don’t need to be maintained by the owner. This is perhaps something that as an organisation we have not completely taken on board but it perhaps explains the decrease in the interest in our sort of car club meetings of the past. The exception is very specialist, and usually elite, car clubs, who seem to be doing extremely well. We need to be embracing and responding to these changes in the world if we are not to become like the dinosaurs. Our Objectives, which you will see later, will I hope reflect this.

In the past, car clubs had an active social element – but is this the case now? Do people want that? As far as I can see - they don’t. Should we be putting our energies into becoming the best training facility we can possibly be with the occasional supporting event? Is that our future? I don’t know either but I think it’s possible and I’d love to hear from you.

We hear a lot about young drivers – but I’d like to take the opportunity to wave the flag for older drivers; you remember? - the ones who have some money... Lots have changed since many have passed their tests – the roads - faster/more info, the cars - auto/safety features/computers/sat nav/ no starting handles, but mostly we change as we age. – reactions are slower, vision particularly - light/dark for eyes - slower. OK it’s not sexy – but are we missing the opportunity to make the roads a safer place? Our main aim I’m working on for this coming year. Is the world angrier? Is it intimidating?

When I said last year that we needed volunteers, largely people assumed I didn’t mean them, so just to clarify – I really do mean you. This year I’m taking a different tack and I will be phoning lots of you. When I phone you, please be open to ideas and please be open to taking responsibility. Neil Bannister was last year’s volunteer and is helping with our Facebook account and so far, it looks promising. Thank you, Neil.

I thought I would do a quick SWOT analysis – just my view.

We have huge potential and I’m sure we’ve turned a corner - but it will take more than six people on the Committee to bring it to reality. I am going to thank my colleagues on the Committee for keeping us going, advising me when I’m about to fall on my face, and picking me up when I do. Thank you – all of you!

5) Report from the Treasurer Newsletter Editor, Clare Hogg.

Looking at the accounts for 2024 (Table 1 & 2 below) you will see that we have ended the year with a healthy balance. Our main expenses, as last year, have been on Observer training and events. I have to thank Ken Fryer once again for kindly auditing the accounts. If you have any questions, please ask them now.

SOMERSET & WILTSHIRE ADVANCED MOTORISTS		
REGISTERED CHARITY NUMBER 1050592		
INCOME & EXPENDITURE ACCOUNT		
FOR THE YEAR ENDING 31ST DECEMBER 2024		
Statement As 31/12/2024	31/12/2024	31/12/2023
	£	£
INCOME		
Full Membership Fees	1,817.50	1,848.50
Associate Membership Fees	1,048.50	1,314.00
Gift aid	337.33	379.15
Donations	110.00	0.00
Interest Received	72.29	31.79
Total	<u>3,385.62</u>	<u>3,573.44</u>
EXPENDITURE		
Newsletter expenses	331.10	349.09
Stationery	38.50	198.84
Events & Promotions	234.13	788.67
Room Hire & Speaker Expenses	540.48	710.31
Canteen	15.23	40.99
Group Insurance	203.65	176.79
Observer Training	653.56	1,074.68
Conferences	0.00	49.50
Quiz prizes	0.00	0.00
Raffle costs	0.00	0.00
Shirts	108.00	162.00
ICO (payment for GDPR)	35.00	35.00
Website & IT	130.45	0.00
AGM expenses	0.00	0.00
Meeting with IAMRS CEO	0.00	136.70
Sundries	134.05	84.45
Total	<u>2,424.15</u>	<u>3,807.02</u>
SURPLUS/(DEFICIT) FOR THE YEAR	<u>961.47</u>	<u>-233.58</u>
General Reserves (Unrestricted)		
Brought Forward	9,133.67	9,367.25
Carried Forward	<u>10,095.14</u>	<u>9,133.67</u>

Table 1. Income & expenditure account, 2024

SOMERSET & WILTSHIRE ADVANCED MOTORISTS		
REGISTERED CHARITY NUMBER 1050592		
BALANCE SHEET		
FOR THE YEAR ENDED 31ST DECEMBER 2024		
Statement As 31/12/2024	31/12/2024	31/12/2023
	£	£
CURRENT ASSETS		
Bank Account - savings	8,767.82	7,895.53
Bank Account - current	1,363.32	1,248.14
Cash	0.00	0.00
	10,131.14	9,143.67
CURRENT LIABILITIES		
Accruals	0.00	10.00
Income in advance - 2025 fees paid in 2024	36.00	0.00
	36.00	10.00
NET WORKING CAPITAL	10,095.14	9,133.67
UNRESTRICTED GENERAL RESERVE	10,095.14	9,133.67
	10,095.14	9,133.67
	0.00	0.00
The accounts were approved by the committee on 3rd March 2025		
Lindsay Flower Acting Chair	Clare Hogg Treasurer	
The accounts were independently examined on 4th March 2025		
Ken Fryer	8 Coronation Road Bath, BA1 3BH	

Table 2. Balance Sheet, 2024.

I am giving advance notice that I will be resigning as Treasurer within the next two years. Mike Twitchett has agreed to become my Deputy Treasurer, and we will work together so that I can hand over to him within that time. Thank you, Mike.

Newsletter:

Our newsletter, *Forward*, has continued to be produced quarterly. Mostly it is sent to members by email but is available in print version for those who are not on email, and for those who prefer to read it in print. There are as few copies at the back of the hall so please take one if you wish. If you would like it sent in the post in future, please let me know.

6) Report from the Chief Observer, David Major.

We have 25 National Observers including 1 Trainee.

(We lose 3 L/Observers end of March, not going for National amended from 28 to 25 N/Observer)

Associates passed for year:

26 Associates of which 11 got First (42%)

We have 23 Associates but only 16 Active

Members pack going digital April 2025

Associates pack going digital later?

Many thanks to all Observers. Well done.

7) Report on Objectives from the PR Officer, Robin Clark.

SWAM Objective ID	IAM RS Strategic Aim Cross Reference	Objectives	Target	Actions and Updates
Obj.1/25	Growing Our Brand	Attend public events (e.g. car shows). Develop new ideas for Group events.	Aim to attend x1 public events per annum. Stretch Target x2 Review and find x1 new event every year.	
Obj.2/25	Growing Our Brand	Engage with Media, whether TV, Radio or online (e.g. Facebook, Instagram, TikTok). Develop website presence.	Undertake x1 TV or Radio media interview per annum to attract 50 Taster sessions	
Obj.3/25	Growing Our Brand	Develop Facebook presence through Ads, to increase local interest in SWAM activities and aims.	Take up of interest in advanced driving via on-line contact leads to 35 new associates...	
Obj.4/25	Increasing our Skills	Upload a selection of IAM RS video tips & guidance onto website and made available via social media, then measure in 6 months how many people have viewed.	Target remains fluid as this is new ground for the group. Tentatively looking for 1000 hits in 6 months, with a 10% follow up for enquiries to purchase course or request Taster Session.	
Obj.5/25	Increasing our Skills	Maintain and develop structured training and improvement programme for SWAM Observers. Cross-fertilise training and awareness with other IAM local groups (e.g. Swindon)	Pending Associates (not seen for >3 months) provided opportunity to change Observer. Chief Observer to provide monthly stats for review.	
Obj.6/25	Developing a broad, diverse and inclusive Community of passionate road users	Provide Associate Training to achieve the desired level of 'pass' that best meets the Associates expectations.	50% FIRSTS achieved as a proportion of tests.	

SWAM Objective ID	IAM RS Strategic Aim Cross Reference	Objectives	Target	Actions and Updates
Obj.7/25	Developing a broad, diverse and inclusive Community of passionate road users	Ensure sufficient trained Observers exist to provide effective coaching to our Associates.	Structured training provided each year. Reassessment every 5 years (unless MASTERS Mentor = 3 years)	
Obj.8/25	Developing a broad, diverse and inclusive Community of passionate road users	Develop collaboration with other vehicle groups such as WaBaM and (Dave Edwards) 4x4 Group. Increase distribution of Taster Sessions as precursor to achieving course enrolments.	Increased course interest and enrolment of Associates - 15% Increase skills representation throughout our group.	
Obj.9/25	Developing a broad, diverse and inclusive Community of passionate road users	Develop closer relationship with other suitable Groups.	In the event of SWAM not being able to succession plan there is a clear and appropriate path to provide a hub for current group members.	
Obj.10/25	Developing a broad, diverse and inclusive Community of passionate road users	Advertise what we do and offering free Taster Sessions	Focus on encouraging updating driving skills for older drivers – e.g. via U3A	
Obj.11/25	Promoting our Charity	Maintain a healthy, constructive and forward thinking SWAM Committee, which seeks to continually develop and improve its thoughts, ideas, processes and controls, in-line with corporate strategies and initiatives.	SWAM Committee effectively leads and drives the group to continued success and growth – evidenced by continued course sales to Associates and maintaining existing Pass rates. Financial controls maintain a clear audit trail of income and expenditure to ensure activities are of benefit to the group without compromising medium to long-term affordability.	
Obj.12/25	Digital to the Core	Maximise use of technology (mobile phones; web sites; laptops; Zoom)	'Soft' IT based solutions employed whenever possible, reducing use of 'hard' resources to the minimum.	

Table 3. SWAM Specific Objectives.

8) To Elect Nominees to Form SWAM Committee 2025/2026.

The following Nominees were duly elected for 2025/2026:

Acting Chair	Lindsay Flower
Secretary	Rosemary Tandy
Treasurer	Clare Hogg
Deputy Treasurer	Mike Twitchett
Chief Observer/Associates Co-ordinator	David Major
Membership Secretary	Peter Huntington
Newsletter Editor	Clare Hogg
Public Relations Officer	Robin Clark

9) Any Other Business (AOB).

There was none.

There followed a talk by Richard Gladman; Head of Driving and Riding Standards. IAM ROADSMART.