

Somerset & Wiltshire Advanced Motorists Group

Outcomes and Objectives 2025

This document constitutes the agreed SWAM Outcomes and Objectives which link to the IAM Road Smart Strategic Aims (see below).

Objectives should be reviewed under a standing committee agenda item, appropriate to their urgency and immediacy.

Objectives may be subject to ongoing change and or development as the Group's, as well as IAM Road Smart's needs dictate.

When considering the appropriateness of SWAM Group's Objectives, ensure that they remain SMART:

- *Specific
- *Measurable
- *Achievable
- *Realistic
- *Timely.

IAM Road Smart Strategy

Purpose: The **advancement** of road safety for all users.

Vision: A society where all road users can **safely** and **sustainably** use the public highways together.

Mission: To be a **force for good** with **education** and **skills development** at the core.

The major strategic strands are:

- Growing the brand name and corporate identity to be recognised nationally
- Increasing skills development, knowledge share, competency
- Developing a broad, diverse, and inclusive community of passionate road users
- Promoting a well-led, progressive, ethical charity
- Embracing being digital to the core

SWAM Specific Objectives

<u>SWAM Objective ID</u>	<u>IAM RS Strategic Aim Cross Reference</u>	<u>Objectives</u>	<u>Target</u>	<u>Actions and Updates</u>
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.	

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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.	
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 pre-cursor 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	Advertise what we do and offering free Taster Sessions	Focus on encouraging updating driving skills for older drivers – e.g. via U3A	

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	passionate road users			
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.	<ul style="list-style-type: none"> - 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.	

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