



THREE SPIRES

Lichfield Advanced Motorists

(Registered Charity 1027300)



Group Newsletter

Issue 51 Spring 2020

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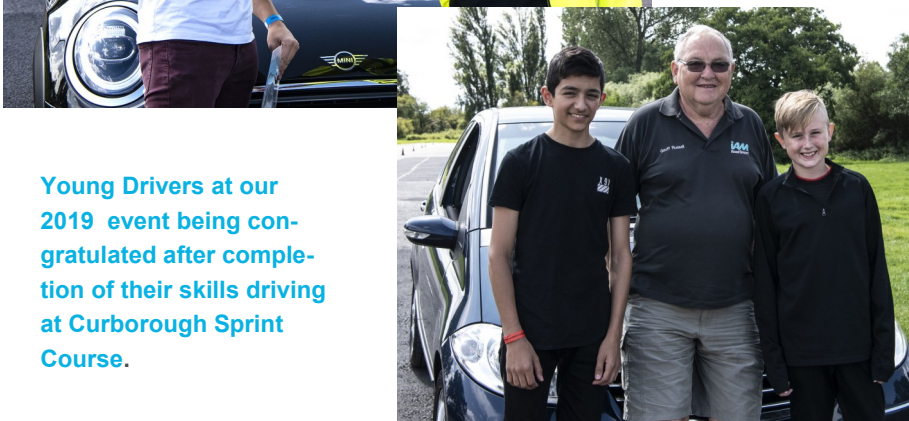
DO YOU KNOW A DRIVER UNDER 26 WHO WOULD BE INTERESTED IN A FREE OR REDUCED FEE ADVANCED DRIVING COURSE?

We have a limited number of places available for free IAM Roadsmart Advanced Driving Courses (normally £149).

Free courses open to 17 - 26 year olds young drivers who live in our region of Staffordshire.

The course would consist of 10 drives within 4 to 12 months and taking approx 2 hours per fortnight. If you know of someone who may be interested:

Contact lichfieldadvancedmotorists@gmail.com



Young Drivers at our 2019 event being congratulated after completion of their skills driving at Curborough Sprint Course.

DATE FOR YOUR DIARY:

THIS YEARS YOUNG DRIVERS EVENT WILL BE HELD ON TUESDAY 11th AUGUST AT CURBOROUGH SPRINT COURSE

Parents:

Statistically, young drivers are 60% less likely to be involved in a collision than other drivers.

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Myriad of tasks by LAM Chairman, Russell Bowen

Giving Thanks:



As I write this we are entering a new decade. There are many exciting new things happening in the world. Technology seems to race away with itself and we are on the precipice of wonders such as driverless cars, folding smart-phones and self-ordering fridges. There are many challenges too. The world population seems to be spiralling, our ecosystems are under threat, and conflict rages in too many places across the planet. Technology may help us, but we have to start to change the way we think and behave if we are to successfully deal with these challenges.

Road collision and casualty statistics remain stubbornly and disappointingly high. There has been little improvement in these numbers despite the increased prevalence of road monitoring technology, increased legislation, "smart" motorways, and a proliferation of lower speed limits. And given that one of the principle aims of IAM RoadSmart is the improvement of driving standards and road safety we could easily lose heart.

But I think we have still got a lot to be thankful for. The Lichfield Advanced Motorists Group, which I shall refer to as our "Club" from now on, because that is exactly what it is, provides so much more than an improvement in road safety. Yes, our Club provides driver development which is second to none, but it also provides so much more. Our associate members experience support in both the theoretical and practical elements of skilled driving, but I truly believe that they also benefit hugely from the friendliness and approachability of their mentors and observers. Some go on to be great friends, and the social aspect of our Club is also an important part of that feeling of being involved in something really special. Yes, we improve people's driving skills, but we also derive great enjoyment from meeting and working with other people.

The journey often does not end after passing an Advanced Driving Test. Many new members join in with social events and trips or the end of month meetings. Many go on to offer to help out with the Club: there are new Observers in training, new guest speakers at our meetings, new helpers with administration or refreshments, and new Committee members. All this giving makes the Club such a wonderful thing to be part of, and it gives us volunteers a real sense of making a difference.

We should give thanks for this, and we should not take anything for granted. There are many members who have been giving that bit extra for years! They will probably not thank me for naming them and I certainly don't want to imply that they must be over 120 years old because they have been with us for so long, but I need to mention a few names because it is right and proper to recognise what these wonderful people do for us.

There is Grahame who spends hours organising the Observer Team and major events such as our Young Drivers Day, and there's Geoff who helps Grahame design and implement the Advanced Driving Course and the Observer Training Course. There is Nigel who, even after standing down as Chair, continues to work on the Committee helping with planning and organising, and giving vital support and advice to the new Chair and Vice Chair. There is John who quietly and efficiently keeps the finances in good order. There is Pat who coordinates the observed drives and reminds us to do our paperwork properly! There is Lynn who organises the Committee, keeps all the important records, and publishes our Newsletter. There is Sally who wrestles daily with the not-very-friendly IAM membership database, and Margaret who creates and organises an busy Group social calendar and then manages to find time to improve our website whilst also being a film star! There's Derek, who is our leading expert on all things GDPR, and Julie who has edited and published our regular Newsletter for some time. There is Harry, who regularly volunteers to speak at our meetings, and who then offered to help the Committee as Vice Chair. Let's mention Sue, our very own Driving Instructor, who despite working long hours is a busy and popular Observer and committee member.

Thinking about our helpers now, these wonderful people come along and boost our resources by providing refreshments, they welcome our nervous new Associates and help Pat to sort out the myriad of task at the desk, so that we all know what we are doing. These are the people who perform essential tasks that few members actually see.

Then there is the team of Observers, too long a list to name here, but still nonetheless just as important as all of those already mentioned. When you think about it, the level of commitment shown to the Club by all these willing volunteers, despite many of them having a busy day job and extensive family commitments, is stunning. And I think we should give public thanks to them all. We are lucky to have such a great Club, we are lucky to have these wonderful people, and we should not take any of it for granted.

So to finish I would ask us all to do two things:

Firstly, every now and then, stop and think (or say out loud) how grateful you are for these wonderful volunteers who help willingly with our Club.

Secondly, consider whether you would like to join in with the fun and help out in any way you can. It's important that we don't assume that the same people will carry on forever doing these things for us. Life is always changing and priorities change all the time and sometimes people need a change or a break and it is vital that we continue to have a healthy number of people making themselves available to do the "extras" that make this Club so special.

In my recent Christmas message I mentioned that we were recently audited by HQ, and that we were highly commended. In fact we were noted to be one of a very few high performing IAM Groups across the UK, and this is because of the breadth and depth of the skills, energy and time given by our volunteers. I, for one, want to make sure that we keep that accolade, because it is a reflection of how well we support our members. But I can't do it alone: join us and have some fun doing that bit "extra"!

Russell Bowen

Just Imagine – contributed by Grahame Ottewell



If a speed camera lottery was deployed in enough locations, and if the lottery was managed properly, it could make quite a big difference. Just imagine if instead of having one chance out of many millions of winning a huge amount, you instead had a much higher chance of winning small amounts. It could all be automatised with small overhead, and the money from speed fines could go back directly to drivers who obey speed limits. This would be a double incentive; a stick when you go too fast, and a carrot when you drive at a proper speed. And if there are many small prizes and good drivers got them almost every month, it would make the whole thing much more memorable to them (and to their friends and family, who they no doubt will discuss their winnings with!) and have a much higher chance of reinforcing good behaviour than if good drivers never win because chances are too low (even if the pot is bigger).

Indirectly, this would make streets safer for pedestrians and cyclists, reduce fuel consumption and air pollution, and potentially reduce stress. It might even save drivers some time because lots of traffic lights are timed based on posted speed limits, so if you don't speed, you have a higher chance of catching green lights. Win-win-win.



No new smart motorways until they are 'guaranteed safe' says IAM RoadSmart

Posted on 31/01/20 | 0 x

“A stop on new smart motorways until they can be guaranteed safe and understandable for all users makes sense”.

Neil Greig

IAM Roadsmart

Director of Policy and Research

IAM RoadSmart, the UK’s biggest independent road safety charity, has welcomed reports that the Government intends to halt all smart motorway building – stating they must be guaranteed safe before any further public money is invested in them.

In the House of Commons on Thursday (30 January) Grant Shapps, Secretary of State for Transport, said a £92 million project in Kent will not open to traffic while the dangers of the roads are being assessed.

Other smart motorways due to be completed this year are a 10-mile stretch of the M62 in Greater Manchester, an 11-mile stretch of the M23 near Gatwick Airport and a 13.6-mile stretch of the M6 between Coventry and Coleshill – as yet there is no word on whether these projects will be completed either.

Neil Greig, IAM RoadSmart director of policy and research, said: “A stop on new smart motorways until they can be guaranteed safe and understandable for all users makes sense.

“Spending scarce resource on roads that may have to be upgraded again in a few months would be a complete waste of time and put drivers’ lives at risk.

“The focus must now be on quickly establishing what can be done to make existing smart motorways much safer. That must start with a programme to deliver the right detection technology and more frequent refuges, as well as safe completion of current ‘live’ projects”

He added: “Extended education campaigns can also start immediately as well as greater enforcement of Red X violations across the network.”





IAM RoadSmart says video clips in learner driver theory test will make safer drivers in the long run

Posted on 18/02/20 | 0 x

"Anything that makes the theory test more like the real world should deliver safer drivers in the long run"

Neil Greig

IAM Roadsmart

Director of Policy and research

IAM RoadSmart, the UK's biggest independent road safety charity, welcomes the move to replace written scenarios in the theory part of the driving test with video clips, saying it is an important step forward for road safety.

The DVSA announced today (18 February) that from 14 April, video clips will replace written situations, saying it will bring this part of the test up-to-date and make it more accessible for everyone.

The new video clips will show up to a 30-second scenario of different driving conditions, such as driving through a town centre or a country road. Candidates will then need to answer three multiple-choice questions about the clip. The changes only apply to the car theory test.

Neil Greig, IAM RoadSmart director of policy and research, said: "Anything that makes the theory test more like the real world should deliver safer drivers in the long run. Simply learning multiple choice answers by rote has been the biggest problem with the written test in the past.

"The hazard perception test has used clips for many years and has been shown to make new drivers safer, so the same approach for the theory test should be a similar success. It's also great to see the test being made more inclusive."

The changes have been developed in association with the British Deaf Association, British Dyslexia Association, Royal School for the Deaf Derby, Disability Driving Instructors and the National Autistic Society.

The DVSA added: "As well as making the test more accessible, the changes make the test more realistic, as it mirrors the way candidates take in and react to information while driving."

For a sample video clip click here:

<https://www.youtube.com/watch?v=FnMMjuaS8fQ&feature=youtu.be>

Link to picture:

<https://dmscdn.vuelio.co.uk/publicitem/b01bc6b3-789b-4d40-8c57-f5d1b16e4a3b>

IAM NEWS IAM NEWS IAM NEWS IAM NEWS IAM NEWS

African Safari 4.1 *(for 4.1 & earlier instalments see previous newsletters)*

It was 1966. We had travelled across Tanzania from the southern shores of Lake Victoria to Arusha, for our first safari since arriving to teach at the Bwiru upcountry school station. Against all advice, we had set out with our VW 'Beetle' in the 'small' rainy season in the school holiday. We soon discovered that 'small' meant not as large as the 'big' rains, and over halfway on the journey, they were copious enough for a lake to overflow like a river in flood, rushing across our only route. We made it to the other side with water halfway up the car windows, helped by a trucker who had already mastered the crossing. As the sole driver, I was insistent that we would not return the same way. So we had planned a circular route from Arusha, then into Kenya and then on the metalled road from Nairobi to Kisumu, where we would take the Lake Victoria ferry. We managed to buy tickets for ourselves and the car in Arusha. Now we were heading for central Nairobi to pick them up.



We had breakfasted in a small cafe on the fringes of the capital, whose early morning customers were local workers from the peripheral shanty towns and villages, stopping for refreshment on their walk to jobs in the city. If the proprietor was shocked to find his first customers of the day were an exhausted white couple dressed like upcountry peasants with bush hats, covered in the red dust of dirt roads, he didn't show it. He unlocked the door before his regular opening time to welcome us in. We must have told him that we could only pay in East African Shilling (EAS) before we ordered, but after more than fifty years neither of us can remember! In Arusha we learnt that while we were on the road, Kenya had issued its own currency and was no longer honouring the

EAS, so unable to change to the new currency, we now had to find a way to get to the ferry at Kisumu with only a British £1 note (old style - this was pre-decimalisation). We had paid in EAS for the ferry and filled up with petrol before leaving Tanzania, but we still had almost 260 miles (414 km) and more than seven hours driving to go. We would need a fuel top-up, and it would be good if we could sleep overnight in a hotel. No doubt nowadays the Nairobi to Lake Victoria route has service stations and motels at intervals along the way, but then even garages with petrol pumps were few and far between, which is why, on safari, you always travelled with a can of petrol in the boot. No one considered it a potential hazard. There were good hotels in the city and those larger towns made popular by tourism: Nairobi had several, as did the game parks across East Africa; and there was another in Kericho, the tea growing area which was a popular destination for holiday visitors.

We found the ferry company's place and picked up our tickets, then went to a bank to see if we could exchange our East African currency. It was very busy and we had to queue for ages in a long line before reaching a cashier. Could she change EAS? No, she was sorry but that wasn't possible. Would she be able to cash a British bank cheque? We were without Kenyan money and had to get to the ferry at Kisumu. Unfortunately, no.

In desperation I presented my British £1 note.... *(to be continued)*

Margaret Manuell



Get yer skates on!

Our "10-drives within 12 months" Associate programme is proving to be a great success, mainly thanks to our Chief Observer and our Training Officer, plus our loyal group of Observers who have adopted our programme with enthusiasm.

Our LOA's dutifully pre-test our Associates to give them a taste of "test conditions", which is no more daunting than an Observed drive but without the person in the passenger seat offering tips and advice as the drive progresses.

So where, if anywhere, do our Associates occasionally struggle with the programme? Well, to return to the basics, Advanced driving is just that: Advanced. It is not a refresher for those who struggle to meet the very basic DVLA test requirements, because if that were the case, the majority of the 34 million UK license holders would probably need to apply. Its for those who want to build upon their existing driving skills to take them to a higher level and in many aspects, comparable to those of our emergency services drivers.

We occasionally get Associates who are comfortable driving at much lower speed than the posted legal limit. There is nothing wrong with that in everyday driving, provided you are not unduly delaying traffic flow of course. If you are happy at 40 in a 60 limit on a clear road, don't be surprised if a few vehicles overtake you though. But that is not Advanced driving.

If the posted limit is 60, its pouring with rain and numerous other hazards are apparent, one would consider a lower speed to be advisable on the grounds of safety. If, on the other hand, it's a lovely day with a dry road, little or no traffic and clear ahead, why would one consider 40 to be a suitable speed? This is where the expectations related to Advanced driving techniques come into play.

Using all the elements of our good friend IPSGA, if there is no reason to hold back, then make progress! You may have "delayed other motorists" by committing the capital sin of driving at 30 in a 30 limit, but when the road opens up to 40, 50 or 60 and there are no reasons to hold back, accelerate and get going. Keep an eye on those behind you though, because its not unknown for them to whiz past you as soon as the speed deregulation sign appears in the far distance! Apparently, that is an example of good driving in the minds of some folks.

Our IAM examiners are, as far as I know, all ex-traffic Police and they take a dim view of the "40 mph Sunday afternoon tootle about" as a prerequisite for an Advanced test pass! So, if it is safe and legal to do so, "get yer skates on."

Nigel Rogers

Do You Belong to a Group?

Lichfield Advanced Motorists offer FREE talks on topics such as
Motorway driving; Parking and Manoeuvring; Vehicle technology; Night driving; Lone driving

Please contact
lichfieldadvancedmotorists@gmail.com



OBSERVER NEWS

Grahame Ottewell - Chief Observer

Our Group Advanced Driving Course (ADC)

We have been running our new Advanced Driving Course now for a year. How time flies, I suppose it is now a not so new course. A couple of tweaks were made along the way and it seems to be running smoothly. Our success rate is very encouraging.

Associates know exactly what the course entails and Observers know exactly what the next run will consist of. We have a good course now and it is something that other groups have taken away from meetings to see if they can do something similar. Thank you to observers for your support and feedback to make this very successful.

Speeding

One of the problem areas for some associates is that of speed. Associates are either going too slow for the conditions and not making progress or they miss a sign or allow the speed to creep. Not making progress will probably lose marks, could result in a fail, but exceeding the speed limit will definitely be a test failure. In fact, anything that breaks the law will result in a test failure.

So how can we stop this speeding problem?

Making progress. We need to keep up with the flow. If you are being overtaken by other vehicles then it is probably likely you could make more safe progress than you currently are. Speed limits are not targets but on the other hand associates need to show they can drive up to the maximum speed limits if safe to do so. **Safety is the important factor.** So, it is a fine balance. Make safe progress taking into account the weather, roads, traffic conditions and vehicle capabilities, etc.

The other progress is overtaking. Associates are still not looking for overtakes. Talk to the examiner during your test. Let them know you are looking for an overtake. Tell them when it is not safe and why and then drop back from the overtake position to the safer following position. Following a farm tractor along an A road for several miles and missing overtaking opportunities will result in a failure. On the other hand, if the car in front is doing 55 mph and you are in a 60 mph speed limit then the probability is that you would not be able to overtake safely and within the speed limit so mention that. Do not be content to sit back and not look for an overtake, but also remember do not overtake unless it is 100% safe.

Progress can also be made in towns if the correct lanes are used. Sometimes where there are two lanes to use, we can make huge progress by going past all those LGV's in the nearside lane waiting at traffic lights. Therefore progress is not always about speed.

IPSGA

IPSGA is the backbone of advanced driving. You need to know about it both in theory and practice. It all comes down to common sense. IPSGA is like a computer programme. Nothing is black and white in driving but we can use IPSGA to programme our brain to think out and solve those problems we encounter on the road. The problems or hazards change from day to day, minute to minute. What worked ten minutes ago may not work in five minutes time. So, use IPSGA to become a "thinking driver". We (observers) often get asked what to do in a particular scenario. The straight answer is that "It depends". As I said nothing is black and white and we need to think things through. Safety is the priority.

There is only one way to get the best results from your test and that is Practice, Practice and Practice. That must be done 100% on all your driving be it going to and from work, shopping or on holiday. If you turn up for a drive and have not practiced it does show up and quite often your driving will have reverted back to old style and faults re appearing.

So, let's crack IPSGA it suddenly it all falls into place and driving is very enjoyable and safer.

Curborough Sprint Course.

Thanks to the kindness of the Shenstone Car Club who own Curborough Sprint Course, we have been allowed to use their Saturday Breakfast Meeting again for a Social chat or to do some training drives. These run from 8.30am to 11.30am and the first one is Saturday 4th April 2020. Why not come along for a coffee and a chat and probably a breakfast, sausage bap or bacon butty? Quite often there is a sprint meeting taking place and the best news is we can get in for free. Check out their website at <https://www.curborough.co.uk>

If you want training runs on any topic then you will need to let me know in advance via the sign-up list at Fradley meetings or via email.



ARE WE RELYING TOO MUCH ON OUR SAT NAV'S



A study carried out by University College London suggests that using a sat nav "switches off" the parts of our brain that are responsible for memory and navigation and makes navigating using only road signs and traditional maps more difficult. This means you are far less likely to be able to remember a route without relying on technology.

Unsurprisingly few young people would feel confident relying on road signs and a paper map to navigate. In fairness that was a skill that few even of those of us old enough to remember driving pre-satnav could say we truly excelled at.

However it does seem that there is a big difference between being guided by a map and road signs and relying entirely on a satnav. We don't appear to make mental notes of landmarks and other visual references in the way we used to, a sort of mental breadcrumb trail.

Whether this will turn out to be a serious issue in time remains to be seen. There are occasional reports of people heading off into mountain ranges wholly unprepared and with only a smartphone to guide them but in reality a satnav has allowed many to venture further with confidence and it has to be safer that trying to glance at a paper map on the passenger seat or the inevitable row with your nearest and dearest.

Grahame Ottewell

"We don't appear to make mental notes of landmarks in the way we used to"

CONGRATULATIONS



**Sam Houlders.
First Advanced Pass**



**Carole Rowe
Advanced Pass**



**Peter Lightfoot.
Recognition of Achievement**



**Rossella Cottrell
First Advanced Pass**



**Susan Pickering
First Advanced Pass**



Timothy Gregory. First Advanced Pass



Terence Hurley. Advanced Pass

CONGRATULATIONS



**Ellie Thomas.
Advanced Pass**



**William Bailey
Advanced Pass**



**Dawn Thomas
Advanced Pass**



**Cynthia Poole
Advanced Pass**



**David Korzonek
National Observer Pass**



Jennifer Latchford. First Advanced Pass



Eric Lunt. First Advanced Pass

From the Trainers Bench...



I have been acting as the Group's Training Officer for some months now, so what's been happening? As a Group we have regular updates for the Observer Team before every End of Month Sunday meeting. These are short but deal with any important current issues.

From time to time we hold half day training sessions to give more in depth updates and to offer time for reflection and sharing best practice.

During last year our main focus was on the new Advanced Driving Course so that all of our Observers were clear and confident to deliver it to a consistent standard.

Later in the year we began to focus on extending our Observer Team, by beginning to train up new Local Observers. It shows the strength and vibrancy of our group when I tell you we had 9 members interested enough to come to our introductory session. Being an Observer is a serious commitment. The voluntary role demands specialist training defined by the Institute of Motor Industries (IMI) who are an external examinations body. Not only do trainees have to be able to drive to a high standard, they need to learn about group management and observing techniques plus highway code and advanced driving technique questions – quite a commitment!

Their training is overseen by our Team of Local Observer Assessors (LOAs) who have all had a very busy time around Christmas and into the New Year. All this would not be possible without a number of our Associates allowing these trainees to sit in on their drives to gain experience, while developing their new skills. We currently have 2 trainees who have almost completed their training with others close behind.

Can I extend a huge thank you to everyone involved in this crucial development process for our Lichfield Advanced Motorists Group - Without all of this we would not have a Group!

Geoff Russell



Follow LAM on Twitter! @AdvMotorists



Follow LAM ON Facebook!



Watch the IAM RoadSmart on Youtube.com/ roadskillsuk

ONE MAN AND HIS DOG or OLD MAN AND HIS CAR. [Man should really be Person]

When a person retires he or she often has plans for retirement but more often than not these plans do not come to fruition and other ideas pop up. Mostly what you are doing in retirement is putting less fuel in your car, driving less, getting fed up with 'messaging around' in the garden, reading or watching TV a bit more and realising that the films that are on were those that you watched over forty years ago. You are not doing what you had planned to do.

I guess that most retirees don't spend as much time on the road as they used to, and that 25,000 miles a year has reduced to 5,000 miles or so, and I also guess that their driving style is not the same as it was when they were driving north on the M6 and when they were getting lost when trying to avoid closures on the Motorway dues to breakdowns and 'incidents'.

The question I would ask is, has your driving style become a bit lazy as you are not driving as quickly as you were before retirement? Whilst reading a newspaper or checking the news on your laptop, you might come across someone who states that they have driven behind a vehicle doing 48 mph on a road with a 50 mph speed limit and that they have written a letter to the local paper or put a similar message on Facebook/Twitter saying that people over seventy years old should take a driving retest as they drive too slowly and that they are responsible for more road accidents than younger drivers.

Statistics show, however, that drivers under the age of 25 cause 85% of all 'serious injury road accidents'. It is a fact that young drivers have excellent vehicle control and fast reactions, but their hazard perception and risk assessment is typically poor, taking 2 seconds long to react than more experienced drivers. Unfortunately, regardless of these statistics, the general consensus is that older drivers are more of a hindrance than a danger.

Putting aside the statistics, consider the type of driving we see on the road. The most common and the most dangerous drivers (in my opinion) are the Boy Racer, sometimes a bit older than you would expect; tailgaters and mobile phone users who drive with only one hand on the wheel. They should not be a challenge to your skills but rather used as Information to be gathered and used when determining your position on the road. This type of driver is more of a hindrance and danger on the road than an older driver.

So it really comes down to the driver and the emphasis on safety. As you get older you do get into various habits that could be described as lazy. A little mental persuasion for both older and younger drivers could give both a reminder that skilful and correctness at the wheel will give them some pride in their driving, with their skills pointed towards safety on the roads as well as enjoying being behind the wheel.

No-one has ever told me that I should walk the dog instead of driving the car. I have had a driving licence for 58 years and have sought tuition when available to keep on top of what I had learned when putting my bicycle away and getting something mechanical. Thinking that you know everything about driving can be brutally corrected when you find out that you don't know everything. It is never too late to learn and I hope I continue to do so. I was pointed to IAM Roadsmart, [Thanks, Charlie], and I am grateful for what I have learned.

I have proved that Octogenarians can still get rid of old habits and become better drivers.

Peter Lightfoot.

From Jeff Banks: I came across this little essay a while ago and wondered if you think it sums up why someone should take the Advanced Driver Course.

DO YOU CONFUSE EXPERIENCE WITH SKILLS?

Many people confuse experience with skills. We do this because it's easier to measure experience. We can put a number on it. We say things like:

I have 10 years experience at.....(something)

I am an experienced driver; I've been driving for 15 years.

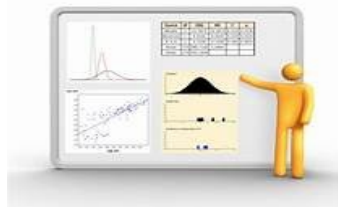
Statements like these have NUMBERS and we like numbers! We concentrate on the numbers rather than the knowledge. We assume repetition means higher skills.

Let me give you an example:

A relative of mine has been driving for over 50 years. He was never really good at driving, and sadly, he has got worse! He has over 50 years of experience, but only a few short months of building skills. He has actually spent more time forgetting how to drive, than he spent learning in the first place. If anything, the only skill he has mastered in the past 50 years is how to deal with accidents. He is pretty good at talking with Insurance adjusters, and the guys at the car body repair centre send him Birthday and Christmas cards! The sad truth is he has learned how to clean up his messes, but hasn't learned how to stop making them

You see - **SKILLS ARE ONLY IMPROVED BY THINKING- ABOUT WHAT YOUR DOING, AND LOOKING FOR BETTER WAYS OF DOING THEM.**

If only there was a course he could go on to help him become a Thinking Driver!



LAM – Stats Online

Twitter:

We have 420 Followers @AdvMotorists

Facebook:

We have 131 people following our group page.

Our most popular posts have been about our events and monthly meetings

Flickr:

See our gallery of pics on Flickr. Search for Lichfield Advanced Motorists

Lichfield Advanced Motorists

Lichfield Advanced Motorists (LAM) is one of a network of over 200 local IAM RoadSmart groups across the UK.



The group is run by dedicated volunteers who give their time and expertise in an effort to improve driver skills.

In addition, the group is a place where full and associate members can share ideas and contribute to the IAM RoadSmart's work in developing and promoting innovative road safety strategies. It also provides a social focus where members can meet and enjoy the company of fellow driving enthusiasts.

IAM RoadSmart

At IAM RoadSmart we make better drivers and riders. As a registered UK charity formed in 1956, we've spent more than 60 years making our roads safer by improving driver and rider skills through coaching and education.



Our qualified experts, our network of thousands of volunteers and 200 local groups are our lifeblood. They champion our cause and help drive our vision – to be the best, most recognised provider of coaching and advice for all post-licence drivers and riders – and our mission is to make better drivers and riders.

We also help businesses to develop their staff to become more confident, skilled and responsible on the road. IAM RoadSmart provides a range of risk management and training services, include e-learning, on-road coaching and seminars. We are proud of our achievements but there's always more to do. In 2015 we welcomed 6,000 more people as full IAM RoadSmart members, helped 150 achieve Master driver or rider status and awarded our 1,000th F1RST Register membership.

We also helped Go Ahead London to win the Prince Michael International Road Safety Award. At any one time there are over 7,000 drivers and riders actively engaged with our courses, from members of the public to company drivers, while our Driver Retraining Academy has helped 2,500 drivers to shorten their bans through education and support programmes.

And, as the voice of advanced drivers and riders in the UK, last year we made 5,500 media appearances and had a place on 24 major transport and road safety panels. Everything we do is designed to inspire confidence, respond to individual driver and rider needs, make our courses and services enjoyable and drive progress

Contact Us

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