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Inform: Weekly News - Issue 260

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**Inform: Weekly News**  
**Issue 260: 21 August 2019**

News for Group Chairs, Group Secretaries, Treasurers, Chief Observers, Group Committee Members, Examiners, National and Local Observers and all active Group Officials

Business news



**[Take a look at our social media guidelines](#)**

Using social media is a great way of sharing road safety messages and promoting all the exciting things we all do at IAM RoadSmart. Take a look at our social media guidelines which includes information about why and how you can use it - [click here](#) to access the

Group Guidelines and Handbook and take a look at pages 54 to 56 – you will need to be logged in to the dashboard to access the link. If you'd like help on setting up a social media page or would like to know how you can use it to support the charity, please email Jaimi McIlravey at [Jaimi.Mcilravey@iam.org.uk](mailto:Jaimi.Mcilravey@iam.org.uk)

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### **Are you attending a classic car show?**

If your group is attending an upcoming classic car show, please be aware of the 15% discount for the Advanced Driver and Rider Courses, which you can promote at the show. This offer is available to all, using the code classic15. We have produced a flyer for group use at classic car shows, and can provide more support and materials if you would like. Please contact Sam Turner-Meyern at [Samantha.Turner@iam.org.uk](mailto:Samantha.Turner@iam.org.uk), for further support and guidance.

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### **Richard enjoys classic car competition prize**

Congratulations to Richard Board, our latest classic car competition winner. We asked to see photos of your classic vehicles, and Richard's photo of his treasured Triumph Vitesse was chosen as the winning entry. He received our classic car merchandise bundle which included the IAM RoadSmart clothing he is modelling here. We received lots of great photos of your classic vehicles and will be adding them into our classic car finale collage in September. In the meantime keep an eye out for more spot prizes during our classic car campaign.

In the media



## **It's time to gallop to book an IAM RoadSmart advanced course - and win a Ford Mustang for the weekend**

This month there is an even better reason to buy an advanced driver or rider course from IAM RoadSmart ... you'll have a chance to win the use of a glamorous Ford Mustang for the weekend! The winner will be drawn at random from all bookings made during August. To read the full press release, [click here](#).

## Tips and blog



### **This week's blog: Advanced driving skills in a classic car**

Gordon Farquharson, IAM RoadSmart member, discusses his experience of the Advanced Driver Course. "Like many

others I never got around to doing the IAM RoadSmart Advanced Driver Course for a long time. Mainly because as a classic car driver I felt that I was competent on the road and mechanically knowledgeable." To read his blog, [click here](#).



**This week's tips:**  
**Bank holiday driving**

If you're planning a bank holiday getaway then be sure to read our tips on how you can make your journey a safe and stress-free one. IAM RoadSmart's head of driving and riding standards, Richard Gladman, helps you prepare for your trip, because a little preparation goes a long way. Read his tips by [clicking here](#).

Group news



### **Successful young drivers event for Lichfield Advanced Motorists**

[Lichfield Advanced Motorists](#) recently held its second young drivers' event at Curborough Sprint Course, in Lichfield. The event catered for 48 young drivers aged 14 to 26 years old. It was launched on Facebook and within two hours 30 places had been filled. The rest were soon snapped up and a reserve list was created. The event used two driving school cars with instructors, two cars with observers and a Mini Cooper with an observer on the main circuit. Supporting events included the [Staffordshire FARS Safe and Sound](#) pod show on distractions, an articulated lorry for young drivers to sit in and view blind spots, drink driving simulations plus some very sporty high powered cars on display including an array of electric Teslas. Tim Gregory and Russell Bowen are pictured here (*left to right*) with some of the young drivers who attended the event. One young driver signed up to an Advanced Driver Course and others are due to sign up soon. ***Supplied by Grahame Ottewell***

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### **LAM supports the May charity ev**

[Lisburn Advanced Motorcyclists](#) w  
Lisburn to once again assist with hi  
Grand Prix circuit in aid of NI A  
delighted to assist with the vintage  
leaving Lisburn City Centre for a  
Thirteen LAM members assisted b  
run event. Some 128 cars and 65  
£1,665 was raised for NI Air Ambu  
be seen in the photo above  
Lisburn. ***Supplied by Paul Orr***



### **John achieves Masters with distinction**

[Warrington Advanced Motorists](#) is delighted to announce  
that John Dorman, local bike observer assessor, has  
achieved his Masters with a distinction and was awarded by  
ASDM Steve Ellis. This now brings the number of bike  
observers within the group who have passed their Masters  
to eight (out of 10 observers), all of whom have achieved  
a Distinction. John can be seen in the above photo on the  
far right, alongside his fellow observers. This is an excellent  
achievement, congratulations John. ***Supplied by Andrew  
Bloomer***



### **KGAM and WI celebrate advanced driver success**

[Kent Group of Advanced Motorists](#) held a successful joint  
venture with the Women's Institute at the Rochester Fire

and Rescue HQ. Seven WI members passed their advanced driving test, and were presented with their certificates. Congratulations to Pat Stockford, Anne Marsland, Sheila Waite, Beth Marsh, Sherrie Wade, Mary Henderson and Sheila Wood (*left to right*). ***Supplied by Alan Rowe***



### **Steve becomes CAM's latest national observer**

Congratulations to Steve Rowdon, [Cambridge Advanced Motorcyclists'](#) latest national observer. Steve joined IAM RoadSmart in 2005 and has been a very active member since joining the observer team. The group's records do not go back far enough to say how many associates Steve has helped to full membership, but many have gone on to become observers themselves, cascading down the knowledge gained with Steve's help. The 100% pass rate which his associates have enjoyed bears testament to his abilities. Steve will now help experienced riders within CAM to become observers, as he has been nominated local observer assessor. ***Supplied by Graham Scott***

Stay in touch

### **Let's connect**

Do you have something you want to include in a future *Inform: Weekly News*? Please email it to Liv Payne at the IAM RoadSmart Press Office at [olivia.payne@iam.org.uk](mailto:olivia.payne@iam.org.uk) or call her on 020 8996 9615. Please include an image with your article. Also if you have

missed a previous edition, she will be happy to send it to you. **Please send your item by 5pm on Friday** to ensure its inclusion in the following Wednesday's edition. Please keep your submissions to under 150 words please, and we reserve the right to edit and condense all posts.

## **Update your details**

In order to keep a consistent and up-to-date mailing list for *Inform: Weekly News*, if you have amendments to your email address please send the information to [support@iam.org.uk](mailto:support@iam.org.uk), or you can change your entry into DTE directly. Or call customer services on 0300 303 1134



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