

MEMBERS NEWS

Issue No: 61
January 2012

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Marketing Tips



VAUXHALL



ADI Support



New routes?

Approved Driving Instructors National Joint Council

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Views expressed in this newsletter are the views of the people who wrote the article and not necessarily that of the ADINJC.

From the Chair..... a monthly report

I would like to wish all our members a Happy New Year; I hope you all have a healthy and prosperous one in 2012. It's obviously a time to reflect and then look ahead towards new changes and improvements.

I do feel that we are fortunate to currently have a minister, Mike Penning, who seems to want to help us make changes and improvements. I am thrilled to see that the trainee licence is set to go after a spring consultation and indeed most of the large national associations have been lobbying for that for many years. The **NJC** have wanted its removal since the 1970s so it is beginning to feel as if change will come. Much has been discussed about its use and its abuse and I welcome a time when trainees will only be allowed to give a lesson if they are being supervised. I also welcome the fact that learners will be allowed on motorways in a dual controlled car with an ADI in the near future. If we are to train people beyond a test standard and to have the skills necessary to cope after a test this seems to me to be an excellent idea and also one that ADIs can benefit from. I would like to be more cautious than some industry experts who are announcing this as definitely happening. It is closer to happening than ever before and the national associations will be helping to ensure it does, it is very much what the **NJC** wants. However, there is still a consultation to take place in the spring and then this can follow on from that point. Let's hope this minister stays in post long enough to see this through.

I honestly believe the fact that the national associations have worked together more over the last year has made a difference to what is happening in the industry. By meeting with the **DSA** at the meetings on Modernising Driver Training and also attending together in London with the Minister and the **DSA** it truly felt as if we were showing a united front. Our last meeting with all the associations in November and then going to the **DSA** in the afternoon for a meeting felt successful and more powerful than all going as individuals. I am hoping that we can continue this in 2012 as the **DSA** are happy for us to meet on these terms.

The important issue on all being together is the actual meeting and being able to discuss and listen to all the views of those present. Obviously we won't all agree on everything. I have yet to attend any local ADI association meeting where all the ADIs agree on issues, yet it is possible to come to some compromises and if necessary agree to differ and take the majority views forward. I hope this will be the way the national associations will agree to move on and look forward to announcing when the next meeting will be held.

There are some outstanding issues from the last meeting with the **DSA** to which we have now had replies. These are printed further on in this newsletter.

I have been overwhelmed by the success of the team who run the driving instructors podcast. From a small start they have improved their listening numbers extensively over the last year and we are thrilled to be sponsoring them and helping. I understand that after the last two shows figures have reached over 8,000 ADIs which is fantastic news.

You can find out more at www.dipod.co.uk or call 08432 892556 for details.

It also shows that many of you are reading this column and the newsletter as otherwise you wouldn't have heard about them. It shows the power of the **NJC** getting information out to you. I have always



believed that our newsletter should be available to all ADIs by being on our website. However you will need to join us as a member to gain the other further benefits and help. Don't forget that anyone who wants to join us as an individual member can do so for a year for just £30 and that also includes 12 free copies of the adiNEWS magazine. Details are included in this newsletter and on our website.

You would be surprised as to how busy we were between Christmas and New Year answering queries and helping you with problems. One item that did come to light was one where a member had taken a candidate for test without realising that he hadn't been living in the country for the legally required number of days, this is usually 185 in each calendar year. All ADIs need to read the D100 and understand the regulations in there. Hopefully it would have been part of your training as an ADI to understand the regulations about licences but often this is not the case. To avoid any embarrassing situations at the test centre please make sure you understand the rules if you are teaching foreign pupils who do not live here all the time.

You will all be receiving your information from us in a new format for 2012 so we hope you like the new approach and our new image. It is really important that you check the details we hold for you are correct when renewals for membership get underway this month. If you have new people on your committees at local associations please ensure we are kept up to date on their contact details especially the email addresses we are to use for you. That's also important for the many DIG members we have on board as well. We welcome James Quinn from the Governing Committee to his new post as Membership Secretary as his job will begin in earnest in the New Year with all the groups we now have on board. We welcome the Carlisle and District Association as a new member. They joined us after a free trial for a month. If any other local associations are reading this and would like to try that out please do get in touch.

The next date for your diary is Saturday March 3rd at the Village Hotel in Walsall, so please come and join us if you haven't attended from your local association before. We look forward to seeing you there and the formal notice of the event is in this newsletter. I have had some requests from DIG members to attend and although there is limited space if you email me at lynne@lynnebarrie.co.uk I will let you know if you will be able to attend as a guest. I think we will be looking for a larger venue and meeting room for the June meeting as they are becoming popular.

Details for our annual conference will be available soon but the date for your diary is Sunday October 7th 2012.

Best wishes to you all for a happy 2012,

Lynne
Lynne Barrie





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Notice of Council Meeting

Dear Member/Member Organisation,

Please take this as official notice of our next **ADINJC** Council Meeting to be held on Saturday 3rd March 2012 at the Village Hotel, Walsall, West Midlands. It is close to junction 10 of the M6. The meeting will start at 10am and close by 1.30pm. Coffee will be served from 9.30am.

The **ADINJC** Council is made up of the Governing Committee with the addition of up to two representatives from each member organisation. DIG members may also attend but will need to inform the General Secretary at least 4 weeks before due to space at the hotel. Because numbers for these meetings are increasing, ALL attendees must please inform us, beforehand. Email or phone our liaison officer, Clive Snook if you are attending. Please also send apologies to Clive, in the same way, email notification is preferred, please. Details are below.

We do welcome new guests and any new ADI associations considering membership; please contact us with details beforehand.

The venue is the Village Hotel, Tempus Drive, Walsall, West Midlands,

WS2 8TJ Telephone: 0844 980 8041. There are facilities at the hotel for those wishing to stay for lunch.

Hotel details are here: www.village-hotels.co.uk/hotels/birmingham-walsall/welcome

Governing Committee members should also take this as notice of a Governing Committee Meeting starting after lunch for approximately two hours.

The agenda and minutes of the last Council Meeting will follow.



Motorcyclist e-petition

With the introduction in 2011 of DAYLIGHT RUNNING LIGHT on all new cars and the drivers of older cars following suit, Motorcyclist are becoming harder to see with their single headlight blending into the local surroundings.....an e-petition has been set up to make it a legal requirement that all Motorcyclists wear full size Hi-Vis outerwear, Your participation in signing the e-petition will be greatly appreciated by our biker chums everywhere. It only takes a minute to sign it

Click on the image on the right or go to

<http://epetitions.direct.gov.uk/petitions/22150>



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Official Government Test Environmental Data. Fuel consumption figures mpg (litres/100km) and CO₂ emissions (g/km). Vauxhall range: Urban: 14.4 (19.6) - 67.3 (4.2), Extra-urban: 27.4 (10.3) - 91.1 (3.1), Combined: 20.6 (13.7) - 80.7 (3.5). CO₂ emissions: 324 - 94g/km.

New Section! - Association Spotlight

I Want To Tell You About The Best Kept Secret In The Industry

I should like to tell you about the best kept secret in the driver training industry and it has nothing to do with what you think you might have not been party to from the **DSA** or any other organisation which you subscribe.

This is really something that has been kept under wraps for more than 50 years and you just have had to have been in the right place at the right time to learn about.

Now before I tell you more I need you to rate yourself as a driver trainer. Are you say average - 5 out of 10 or would it be a 6 or a 7 or 8 there again you may feel that you are in fact the finest of all trainers ranking at 9 or a maximum 10. Where ever you feel you are now I hope that you are always seeking to move your place up the rankings and why should you not believe in yourself and push your score towards the top of the scale!

So what's my secret – well I want to tell you about the Institute of Master Tutors of Driving (IMTD) which is something every driver trainer ought to aspire but I just wonder how many people have actually heard of such an organisation which was founded in 1957.

The idea was to create an elite group of professional driving instructors in the UK and entry into IMTD as individuals was judged on integrity, experience, qualifications and professional ability and much of that is still in place today. I would hope that those reading this article would say that “all those fit my profile” in some way and if they do then you might well gain admission to IMTD. I do have to say however that IMTD is not just a “badge collecting society” for we want Members to come along and share their expertise and learn from others for which the commitment to do so has to be demonstrated during the application process.

Now in the 21st Century the Institute has grown to around 70 Members who meet quarterly on a Sunday morning in the midlands, listen to a speaker or two and exchange information both informally during networking time and around the table not just covering driving but looking at how the road safety agenda has and is shaping much of the direction which trainers are looking to expand into and be part. Over the years with the advent of driver improvement schemes, speed workshops and drink drive rehabilitation schemes etc, driver trainers have found themselves with new business opportunities whilst mechanical skills training has developed into understanding how to influence attitudes and the teaching of learner drivers in the early years has developed now into fleet and specialist training along with the latest concepts of coaching techniques.

IMTD has Members who are experienced in all forms of training in all categories of vehicles and are now complimented by a handful of dedicated people who work alongside the driver training industry and bring a wealth of road safety related information to support those who are in the front line and

Graham Feest FIRSO, F. Inst IMTD, FAIRSO Chairman

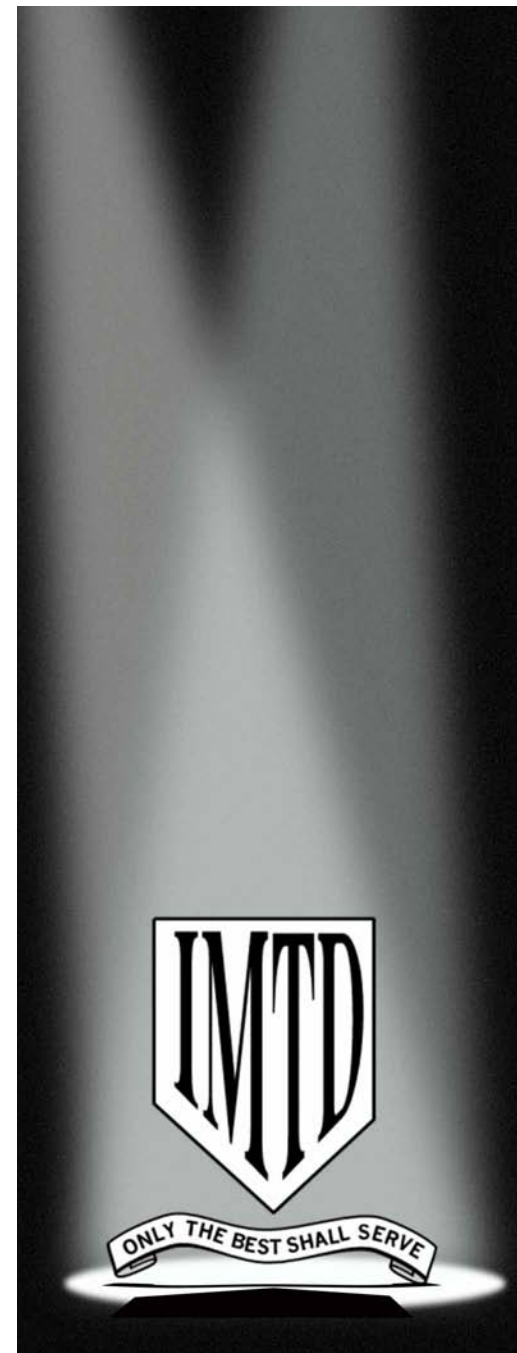
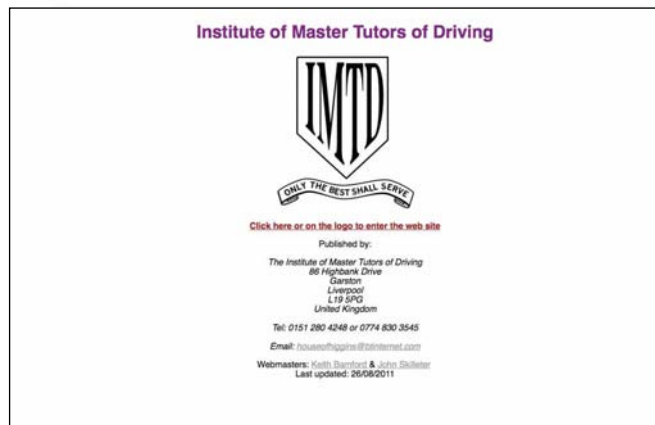
- yes we will have an opinion on such issues as increasing the motorway speed limit, changing the MOT testing arrangements, and compulsory screening of drivers eyesight before they are authorised to have a provisional licence as well as changes to the driving test and the modernisation of driver training.

So how do you become a Member of IMTD: I do have to tell you that there is a process by which you gain admission into the Institute and it really starts by getting an invitation to come to a quarterly meeting which will cost you nothing apart from the cost of your travelling? There are fees to be paid once you are accepted into Membership but the process will not begin until such time as you have come along and seen for yourself whether it is something you would wish to be part.

The founding fathers had an idea when they started that IMTD would have about 100 Members. Whilst that is not to my knowledge carved in tablets of stone there are those who believe that numerically an organisation which boasts the best driver trainers in the UK; this is somewhere about right. The question is - are you one of the best in your profession - if so why not make contact and we can then ensure that you have an invitation to one of the quarterly meetings.

I encourage you not to be bashful about your abilities. You have to be confident about where you stand in our profession or you will not survive and I very much hope that an involvement with IMTD will help you feel that you have a lot more to offer both to those whom you “train” and others already with the profession as we learn from each other.

Contact me on 01903 506095 or email graham@grahamfeest.com and we can discuss your participation further.



Joint Meeting With ADI Groups – 9 November 2011 – Action Point Grid

Action point	Who:	Comment:																				
Registrar to check that new powers of suspension of ADIs presented no conflict with the right for an instructor assessed at low standard to have a check test with a pupil before any suspension.	CM	Under investigation.																				
Registrar to publish data on numbers of ADIs at Grades 1-6.	CM	Grade 6 – 2,826 Grade 5 – 15,973 Grade 4 – 24,528 Grade 3 – 335 Grade 2 – 61 Grade 1 – Nil Grade E – 116 (educational) Ungraded – 3,114																				
Registrar to provide a breakdown of the ADI registration fee and how fees were used.	CM	£300 for a four year period. The fee aims to cover the costs to DSA of administering and maintaining the ADI's registration for the four year period, including the full cost of an enhanced CRB check. Other areas include the Despatch ezine online magazine, maintenance of the secure database on which full details are held, contact details displayed on the public platform Find Nearest Instructor, check tests to assure the Registrar that the ADI is maintaining the required standard, salary costs of staff (including the Registrar) who are involved in the consideration of renewal application as well as the laminated certificate and windscreen holder. There are many professional bodies which require their members to pay a registration fee before they are permitted to practice, and we believe that the ADI fee represents good value for money.																				
Operational Systems Manager to arrange for a note to be sent to all test centre managers encouraging to keep the cups supplied for water fountains.	ES	A communication has been sent to all test centres.																				
Deputy Chief Driving Examiner to provide statistics on numbers of candidates who pass one part but fail the other part of the theory test. Also to consider whether it would be possible to "uncouple" the theory and HPT tests, so that if a candidate failed one part they could just re-take that element (within a limited timescale).	LY	If we were to split the test, the overall result enabling a candidate to book a practical test could not be given at the centre. The background IT system would have to marry the two results to give a 'pass', which would then have to be sent out by post, as it is for LGV and PCV. This would no doubt increase the cost. Data re numbers passing one part but not the other for year to October 2011 as follows: <table border="1" data-bbox="1041 1173 1747 1388"> <thead> <tr> <th>Client</th> <th>Category</th> <th>Pass MC/ Failed HPT</th> <th>Pass HPT/ Failed MC</th> </tr> </thead> <tbody> <tr> <td>DSA IHTTC</td> <td>Car</td> <td>46</td> <td>88</td> </tr> <tr> <td>DSA Learner</td> <td>Car</td> <td>7,040</td> <td>28,915</td> </tr> <tr> <td>DSA Learner</td> <td>Car-Abridged</td> <td>1</td> <td>0</td> </tr> <tr> <td>DSA Learner</td> <td>Motorcycle</td> <td>223</td> <td>709</td> </tr> </tbody> </table>	Client	Category	Pass MC/ Failed HPT	Pass HPT/ Failed MC	DSA IHTTC	Car	46	88	DSA Learner	Car	7,040	28,915	DSA Learner	Car-Abridged	1	0	DSA Learner	Motorcycle	223	709
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DSA Learner	Car	7,040	28,915																			
DSA Learner	Car-Abridged	1	0																			
DSA Learner	Motorcycle	223	709																			
Deputy Chief Driving Examiner was asked to reassure the industry that DSA was not going to regulate an MTV for car tests such as a four door saloon.	LY	To be included in the next edition of Despatch.																				

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Rosemary Thew's Column

Driving theory forward

We continue to keep the theory test under review to encourage new drivers and riders to improve their knowledge and understanding of driving theory and help them stay safe on the road.

New case study

The initial introduction of case studies into the theory test in September 2009 was accomplished with no significant change to the pass rate. Having established the concept, we have developed a new case study to assess further candidates' understanding as well as their knowledge of the theoretical topics of driving, which was introduced in September last year.

New way of learning

From January 2012 the multiple choice part of the driving theory test will be made up of questions which are no longer published in learning materials. The reason behind the move is to stop candidates from being tempted to simply memorise theory test questions and answers and learn by rote.

So we have published new learning materials with a lot more content and references to source material to help candidates prepare for the test and life on the road. The materials still include questions and answers covering all topic areas for revision purposes and give explanations for every revision question, to help candidates fully understand the answer.

No changes are being made to the format of the theory test, the time allowed or the pass mark.

New HPT clips

We are looking at re-freshing the hazard perception part of the test using computer generated imagery where possible. Whilst there is nothing wrong with our HPT clips, they are ten years old and look a bit dated. And with modern technology moving on apace we need to keep up-to-date to make sure the test is taken seriously - especially by teenagers who are a whiz on computers and impressed by how real computer imagery can look these days.

Research has shown that using hazard perception in a test is a valuable tool in preparing learner drivers to be on the look out for obstacles or situations where they may have to take some form of action. That in turn prepares them for life behind the wheel.

Computer images are likely to be cheaper and safer to produce than having a cameraman trying to film traffic in tricky situations. We are hoping that the re-fresh will be achieved by September 2013.

New appointment confirmation

In December we changed the way candidates receive confirmation of their theory test booking to an email rather than a letter by post. By making the change we have increased efficiency in the booking process, which will mean that candidates will get their confirmations more quickly and we will realise financial savings. This also brings the theory test booking process in line with that of the practical test.

Customers booking over the phone who don't have an email address will still receive a postal confirmation. Candidates will not have to take either the letter or the email confirmation to the theory test centre, just their licence.

New contract

And last but definitely not least, we need to re-let the contract to deliver the driving theory test. The theory test has been outsourced since its introduction and the current contract - with Pearson Vue - expires in September 2014. Whilst this seems a long time off, the process for re-letting such an important contract is thorough long and detailed. The contract will come into force in September 2014, but we aim to award it at least 15 months ahead of that date, to allow a sufficient implementation period and ensure a seamless service for candidates who will not be affected by this process.

The re-tender provides us with an opportunity to negotiate an adaptable and flexible contract which can accommodate the technological and business changes needed to take us through to 2024. The formal tender process should begin in March with the aim of awarding the contract by May 2013.



Contact centre opening hours

At the beginning of the New Year we changed the opening hours of the theory test and practical test contact centres. They are now open from 8.00am until 4.00pm, Monday to Friday.

Instructors and trainers can still make enquiries or book practical tests for their pupils by telephone from 8.00am until 6.00pm, Monday to Friday by using the fast track system. Simply call the national number 0300 200 1122 and when connected, press the appropriate number as follows:

ADIs – 25

LGV instructors – 26

Motorcycle trainers – 27

Please do not give out these numbers to pupils as only calls from instructors and trainers will be accepted between 4.00pm and 6.00pm.

The easiest way to manage theory and practical test bookings is online – where customers can book, check, change or cancel tests seven days a week.

Highway Code

I am pleased to say that The Official Highway Code has joined Twitter and Facebook to share reminders about the rules for road users. As every professional within the driver training industry knows, cutting the number of deaths and injuries that occur on our roads every day is a responsibility we all share.

Expert panel on drug driving

Road Safety Minister Mike Penning announced that the Department for Transport was setting up a panel of experts to tackle the menace of drug driving. The panel will give advice on the technical aspects of introducing a new offence of driving with an illegal drug in your body. It will look at how such an offence could be defined as well as considering whether it is possible to set levels for the impairing effects of specific drugs.

EU Third Directive

The EU Third Directive scheduled for January 2013 affects the agency in two areas:

- minimum standards for driving examiners and
- licence acquisition for mopeds and motorcycles

The changes for driving examiners aim to improve consistency by setting minimum standards that apply to anyone conducting driving tests across the European Union. In order to conduct tests, all examiners will be required to complete:

- a minimum of 5 days training every 5 years to develop and maintain practical driving skills
- a minimum of 4 days training every 2 years to maintain and develop knowledge and examining skills

Only a few minor changes are required to existing **DSA** processes to meet these requirements.

The changes for licence acquisition arrangements aim to improve road safety by updating the way motorcyclists gain access to more powerful motorcycles and at what age. The Directive also brings into line the definitions of licence categories across members' states.

CRB checks



From 1 February, criminal record checks for both PDIs and ADIs will be dealt with by one contractor - TMG CRB.

The process for ADIs won't change but PDIs will have to telephone TMG CRB to answer some eligibility questions before being provided with details of how to obtain their disclosure.

TMG CRB can be contacted on **0845 251 5000**.

No matter how good your best is, it can always be better.



A One Day Coaching Workshop

Sunday April 29th 2012

Venue: Hampshire House, Kingswinford, West Midlands

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Lynne Barrie & Neil Peek



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**We know what we are, but know not
what we may be.** William Shakespeare

Some feedback from past seminars.

"Many thanks for a most enjoyable, entertaining and inspiring course."

**"I am inspired and committed to improving my coaching skills further.
Thank you both!"**

"A huge thank you for a really great and informative coaching seminar. For those ADIs that haven't been on this seminar, it really is a must do!"

"I highly recommend the course to other ADIs - it was great value for money, thank you both!"

Road Safety Information

New badge "as secure as a banknote" says Minister

Tough new measures to crack down on drivers who abuse the disabled parking system - including a new Blue Badge design which is harder to forge - came into force on 1 January 2012.



Previously, Blue Badges were made from card and handwritten but from now disabled drivers will be able to apply for an electronically printed badge, much like a driving licence. The new badge will have security features such as a unique hologram, digital photo and serial number allowing parking attendants to check for genuine badges more easily through the windscreen.

Blue Badge fraud is estimated to cost the UK £46 million a year and it is generally accepted that reform was urgently needed. The new badge is part of a wider crackdown on misuse of the

scheme to ensure disabled parking spaces can only be used by those most in need.

Other measures include:

- shared administration between authorities resulting in faster renewals, less abuse and operational efficiency savings of up to £20 million a year;
- better customer service for badge holders, including being able to apply for and renew badges online using **Directgov**, as well as access to a new national helpline number. From April 2012 customers will also be able to report lost and stolen badges online;
- wider use of independent mobility assessments to determine eligibility.

To support this local authorities will now have control of National Health Service spend on Blue Badge assessments;

- extending the scheme to more disabled children under three years of age and severely disabled Armed Forces personnel and veterans; and removing residency requirements for disabled service personnel and their families who are posted overseas on UK bases.

Blue Badges provide a vital lifeline to more than 2.5 million disabled people every year by prioritising key parking spaces close to important services. However, increasing levels of badge fraud have meant those spaces are often full.

Earlier this year, the Government announced the most comprehensive changes to the Blue Badge Scheme for 40 years. The launch of the new badge is the last stage in a raft of measures which have begun to come into force since April 2011.

£2.4m Highways Agency project

A £2.4m Highways Agency project to install a concrete safety barrier along the M1 near Rotherham will get underway next month.

Work to replace the existing steel safety barrier in the central reservation of the motorway west of Thurcroft near Rotherham will get underway on Tuesday 3 January and should be completed by Sunday 1 April 2012.



The agency said concrete barriers are stronger and more robust – reducing the risk of vehicles involved in accidents crossing from one side of the motorway to the other and improving the safety of road users and road workers. The barriers are also unlikely to require repairs after vehicle impact.

As well as the barrier works some resurfacing will also be taking place during the project that will affect a 1.5 mile stretch of the motorway around Junction 32 and encompassing the section where motorway and the M18 are linked.

Work will be taking place around the clock with the permanent closure of lane 3 in both directions to allow safe working in the central reservation.

The hard shoulder will be used as a running lane to maintain three lane running in both directions although a 50mph speed limit will be in place past the roadworks for the safety of drivers as well as roadworkers.

Link road between Doncaster Robin Hood Airport and M18

Doncaster Country Council has just started the search for a contractor to build the 4.4km Finningley and Rossington Regeneration Route Scheme, or FARRRS as it is otherwise known, after securing funding earlier in the year.

The £50m road scheme won Government cash for its potential to galvanise further development of Robin Hood Airport, the Strategic Rail Freight Interchange proposal adjacent to Junction 3 of the M18, as well as the reclamation of Rossington Colliery.

Around 4.4 km of new highway will be built across low lying open farm land to the north of Rossington and will connect the M18 motorway with the A638 Great North Road and B6463 Sheep Bridge Lane, known locally as Parrot's Corner.

The risk of flooding means that most of the highway will be raised on an embankment, needing 700,000 cu m of fill material.



The first 1.5km from the motorway is designed as dual carriageway, the remaining 2.8km from a new Rossington roundabout to Parrot's Corner is to be single carriageway.

The scheme also includes a 1km spur from the roundabout to the former Rossington Colliery.

Reclamation and redevelopment of the colliery site is due to start in early next year. This includes the recovery of coal from the colliery spoil tips and development of an eco-village.

Several structures will be needed on the route, including crossings over the Brancliffe to Kirk Sandall railway line and the East Coast Main Line and two subways to maintain public access for vehicles and pedestrians.



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Road Safety Information (cont'd)

There will also be extensive ditch and flood relief culverts & attenuation ponds built to control discharges into local watercourses.

Contractors have until 6 February 2011 to submit PQQs, which are available at the procurement site: <https://scms.alito.co.uk>

Motorcycle guides and ATB manual published

Five new guides about becoming a motorcycle instructor and training provider have been published on Business Link.



They are:

- Becoming a motorcycle instructor
- Becoming an approved training body (ATB)
- Elements of an approved training course for CBT
- CBT assessment for motorcycle instructors
- Direct access scheme assessment for motorcycle instructors

*The ATB manual has been published. It gives detailed information for ATBs and instructors about the processes and what they must do to ensure that they meet the legal requirements.

The content of the manual must be made available to all instructors within every organisation and should be read in conjunction with the conditions of appointment under which ATBs are authorised.

Changes to the theory test: the facts

From 23 January 2012 the theory test will be made up of multiple-choice questions which are no longer published in learning materials.

The reason behind the move is to stop candidates from simply memorising theory test questions and answers and learning by rote.

Revision materials still available

New official driving and riding theory books were published in September 2011 to help candidates prepare for the test and for life on the road.

The new books contain:

- new sections of text for motorcyclists, a free e-book for car drivers and full references throughout to help candidates learn and revise
- questions and answers for revision, including practice for case studies
- the official **DSA** explanations for every revision question, helping candidates fully understand the answer.

This approach to learning will help candidates to gain a better knowledge and understanding of driving theory which will help them respond correctly to the new, reworded live questions used in the actual test.



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Road Safety Information (cont'd)



No changes to the format of the test

No changes are being made to the format of the theory test. It will still be made up of a multiple-choice part and a hazard perception part.

The time allowed and the pass marks will stay the same.



Motorcycles to be allowed permanent access to London's bus lanes

Transport for London (TfL) has announced that following two extensive trials, motorcycles will be able to drive in bus lanes on a permanent basis on the majority of the Capital's Red Routes from 23 January 2012.

TfL says that the trials have shown "reduced journey times and environmental benefits with no significant safety issues thrown up for motorcyclists and other vulnerable road users".

Analysis from two 18 month trials has shown that allowing motorcyclists to use bus lanes is popular, with an estimated 50,000 journeys a day now being made by motorcyclists in the Transport for London Road Network (TLRN) bus lanes.

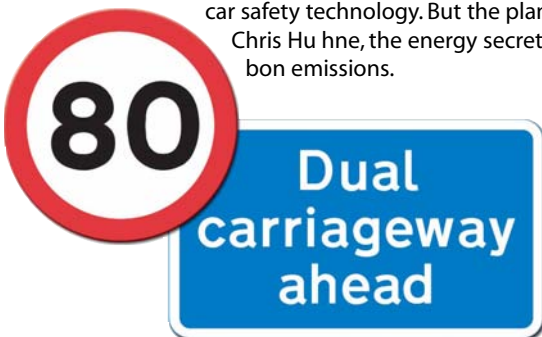
80MPH on some Dual Carriageways

The DfT is considering increasing the speed limit to 80mph on some dual carriageways, as well as motorways.

A formal consultation on allowing motorists to drive at 80mph on motorways is due to be launched early in 2012, but the DfT's 'Red Tape Challenge' reveals that ministers are considering extending the proposed increase to a wider range of roads than initially thought.

The DfT says: "We have announced our intention to consult about changing the national speed limit on motorways from 70mph to 80mph. We are also examining whether an 80mph should be extended on a case by case basis to some other dual carriageways."

Supporters believe that raising the limit would aid the economy and reflect advances in car safety technology. But the plans are understood to have divided ministers, with Chris Huhne, the energy secretary, believing it would lead to an increase in carbon emissions.



A report in the Telegraph says that road safety groups have voiced concerns, in particular with existing police guidelines which allow motorists a measure of leeway under the "10% plus 2mph" formula.

If this guideline was applied to an 80mph limit, drivers would be unlikely to face prosecution at speeds less than 90mph, says the Telegraph.

Edmund King, the AA's president, says: "80mph on a five star motorway, in a five star car, with a five star driver in good weather, is probably a safe speed.

"However, 80mph on some lower standard stretches of motorway and dual carriageway is probably not a safe speed. We need to ensure that adequate enforcement and highway safety standards are in place before contemplating increasing speed limits."

His concerns were shared by Robert Gifford FAIRSO, executive director of PACTS, who said: "While I accept that there is a perfectly legitimate case for reviewing the speed limit on motorways, I would be very concerned about extending it to dual-carriageways.

"These have often been designed for lower speeds and are used by a variety of traffic, often for local journeys. The Government should think very carefully before extending such a proposal to completely inappropriate routes."

The fast and the curious: young people's attitudes to driver training

62% of young male novice drivers think they are more skilful than the average driver, according to the IAM's latest report, *The fast and the curious: young people's attitudes to driver training. Only 32% of young women say the same.

Young, novice drivers are the highest risk group on our roads, and male drivers between 17-29 are more than twice as likely to be killed or seriously injured as young female drivers*. 30% of car occupant fatalities are drivers aged 17-24, or passengers of a driver aged 17-24, yet this age group makes up only 8% of all driving licence holders.

The report also highlights the fact that young drivers are much more likely to take post-test training if there are proper financial incentives – reduced insurance premiums would encourage 3/4 of young novice drivers to consider further training.

IAM chief executive Simon Best said: "Young male drivers suffer from a lethal combination of overconfidence and inexperience. They don't need curfews and other restrictions on their driving; they need to practice and gain driving experience safely.

"There are many paying thousands of pounds a year in insurance and killing themselves. The solution to this problem is to link driver training and insurance discounts."

But this training needs to be done early. Fewer miles driven since passing the practical driving test and fewer attempts to pass the practical driving test (more likely to be a first time passer) made drivers more likely to be positive about further training.



AIRSO was formed in 1965 to provide support for individuals working in the area of road safety; particularly within industry and as a means by which the views among professional colleagues could be exchanged. Members represent a wide cross-section, including commercial transport, fleet management, driver training, independent and local government road safety organisations, the armed services, the emergency services and enforcement agencies. As such the breadth of the Membership provides a high level of professionalism and expertise.

Marketing Tip of the Month

Warning: "FREE" Can cost you £££

We have all at some time in our lives have been given the opportunity of something for free, it could be the marketing tips from <http://www.marketing4drivingschools.co.uk/free-tips.html> or perhaps some business



advice. The question we ask is "what is the catch" so recently I have attended some free events in order to give you some generic feedback.

The events were not all industry associated, but all did come with a future sales tag. I was expected to be sold to; trying to make me sign up to a course etc. I think we all expect it – but for me that is not the true cost of a free event.

Desperate Times.

We live in a fragile economy and quite clearly some people will move into other fields to try and increase our income; for example an ADI training PDI's it's quite a common occurrence. There are some people, despite best intentions who should stick to what they know; and this was never more evident than two of the recent events I attended.

This is where "free" can really damage your business. There are some excellent companies with much experience who can offer helpful free advice to ADI's but there are some who are just doing it to fill their own pockets and at your detriment.

I did not attend these events to lock horns, or to challenge, but to be left feeling angry because of incompetence is not something that I expected. The information given had been clearly read from a book, and when asked questions by other attendees their general response was "it worked for me"

I recommend in 2012 everyone partakes in CPD to improve our driving schools, whether it is in-car coaching, business skills or another string to the bow; however I would recommend if you do not know the company speak to the **ADINJC** first.

There are many real experts in the **ADINJC** who have a strong understanding of what is going on in the industry and what is needed. If you come across a CPD or training provider who offers you a product or service always check out the validity. Ask yourself, who else have they supported, do they come recommended, do they have testimonials, what experience do they have and what evidence do they have to support their "expertise"?

For more marketing help visit: www.marketing4drivingschools.co.uk or email david@adisupport.co.uk



David Poole



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Members Questions Time

Question first published last month, this time with an answer from the **DSA**.



I don't know if you can help but I have a student who had her theory test booked last month for 6pm. She left Margate at 4pm giving her plenty of time to get there on time and relax. However, on the way they got stuck in extremely bad traffic (which I believe was due to a road traffic incident) which was beyond their control and so didn't actually get to Canterbury until nearly 7pm by which time they would not let her sit the test. She explained the situation and was given an incident number and told to contact the **DSA**. The **DSA** have now replied to her telling her that she will have to pay again as it was her fault that she didn't arrive on time. This was not her fault and I think it's very unfair that she should need to pay again. This was a journey which should've taken half an hour at the most and she allowed 2 hours. How much time would the **DSA** suggest she gives herself to get to Canterbury?

Is there anything that can be done about this?

Jo Beales - The Pass Lane - <http://www.thepasslane.co.uk>

DSA Response:

Dear Ms Barrie

Thank you for your email of 5 December, concerning your pupil, Laura's, theory test.

I am sorry to hear that Laura was not permitted to sit her test as she arrived almost an hour late for her test appointment due to traffic problems.

Please be advised that all candidates are advised to arrive 15 minutes prior to their appointment upon completion of their booking. It is also clearly stated that candidates may be refused to sit their test if they arrive late.

Please note that we operate a 3 clear working day cancellation period; therefore, bookings cannot be rescheduled at the test centre on the day of the test. As Laura was scheduled in for the last timeslot on that day, the staff would have also been unable to accommodate her at a later time.

I understand that Laura set out in plenty of time and was delayed through no fault of her own; however, her test fee is forfeit as the reservation made at the time of booking meant that though she was not permitted to sit her test, the facility was available and the fee covers the costs of providing this service.

Whilst I appreciate that this may not be the response you were aiming for, I hope you understand that I am unable to provide Laura with another test date without taking further payment as we cannot accommodate for circumstances beyond our control.

If you have any further queries please don't hesitate to contact me.

Yours sincerely

Paul Fleming

Customer Correspondence Team Leader



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For further details call 01502 561857 or visit www.lynnbarrieneilpeek.co.uk.

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Road Safety Ireland

Tom Harrington LL B

'Big Brother' CCTV

The national Roads Authority (NRA) plans a massive investment in CCTV cameras and other technology across the motorway system next year. The number of Automatic Number Plate Recognition (ANPR) cameras will increase from 80 to 126 allowing the authorities to track individual vehicles between two points and calculate the flow speed of traffic in order to inform motorists in real time of delays ahead. A spokesman said that the APNR cameras are used to supply vital data that will help plan road improvements and upgrades, give detailed data on journey times, show the busiest junctions and detect collisions and breakdowns. The extra are part of a 20m investment on so-called Intelligent Transportation Systems (ITS) to help monitor traffic flow, communicate with motorists and expand the facilities to deal with emergencies. The investment will also see an increase in emergency SOS phones from 989 to 1,300 as part of plans to have one phone on every 2km of the 1,187 km motorway network. The NRA will also increase the number of Variable Message Signs (VMS) – which communicate with drivers and give information on traffic times and emergency messages – from 57 to 84. Most of the new equipment will be put in place by summer 2012.



Motorways & L' Drivers

The recent announcement by Road Safety Minister Mike Penning MP that 'L' drivers are to be allowed to drive on UK motorway accompanied by ADIs will be welcomed by many in the Driver Training Industry and others. The change will come into effect in 2012 and will not be compulsory.



Motorways differ from ordinary roads in that they are designed to help traffic travel faster (possibly 80mph in the near future) and in greater safety. They are statistically safer than other roads in relation to the number of accidents that occur with just 3% of accidents and 4% of fatalities. However, when they happen, they happen at higher speeds and normally involve more vehicles. And as a result, injuries are more serious –

often with greater loss of life. Allowing learner drivers on motorways – under qualified instruction – will give them the experience that they currently lack. However, ADIs will be aware that great care has to be exercised to choose the right time in their (learner's) training schedule to introduce them to motorways, as some pupils might be over anxious, try to persuade their instructor and not have sufficient training taken. Should the instructor refuse, the pupil may well be tempted to terminate lessons and seek an instructor who will accede to his unreasonable demands. Motorway driving – even for experienced drivers – is a demanding task and requires lots of knowledge; experience and discipline and learner drivers must understand that many crashes still occur with full licence drivers. Before even considering taking a learner on a motorway, ADIs will ensure that their charge is well prepared and instructed on the rules before embarking on their maiden voyage on that long strip of concrete/tarmac on a featureless and monotonous motorway. Conscientious instructors will do this anyway and will deal with motorway regulations, joining and leaving the motorway, lane discipline, motorway signs, speed and distance, adverse weather conditions etc. Of particular importance will be the awareness of foreign lorries – every year there are more than 1,000 reported incidents of 'side-swiping' when left-hand drive foreign lorries with blind areas on their right-hand passenger side, change lanes and fail to see another vehicle in the lane they are moving into. This may be due to driver inexperience on the UK motorway system and not being fully au fait with the traffic laws.

Succinctly summing up motorway driving – a jet pilot on an advanced driving course was once reported as saying: "driving on a busy motorway is like flying in close formation – with strangers"

Women Insurance

Women who renew an existing motor insurance policy may avoid higher insurance premiums following an EU ruling on 22 December 2011. European Commission officials have clarified new rules banning insurers from using gender as a risk factor when calculating insurance costs. Women currently pay less for motor insurance because they are statistically less likely to be involved in an accident. Accountants KPMG have calculated that insurance premiums could rise by as much as 50% as a result.

Ford Control System

New technology introduced by Ford in their Fiesta and Focus models will be available in 2012. This technology will make motoring safer for younger & older drivers. And it is hoped that when insurance companies evaluate the beneficial elements of Ford's SYNC technology, premiums will be reduced.



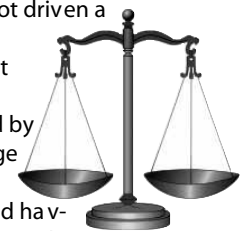
The MyKey system allows parents to control safety features even though they are not in the car. Speed limits can be controlled and therefore fuel efficiency increased. There will be a limiter on the volume of the radio or iPod. There is also a seat belt reminder: failure to fasten seat belts mutes the entertainment system and replaces it with a constant warning sound which would make driving unbearable. Other features control whether Traction Control or ESP systems to be disengaged (no more wheelies). The system is currently in use in the USA and is apparently accepted by young drivers, as they get to drive their parents' car.

For older drivers a new Heart Monitoring Seat is under joint test by Ford and the Technical University at Aachen in Germany. Sensors in the driver's seat monitor heart beat and set off a warning signal. It ignores quickening pulse that may arise in traffic emergencies. Also, now in use in the US and on the way here are inflatable rear seat belts, giving added protection to the torso and shoulder and inflating in a 40th of a millisecond.

In addition, Ford has developed an Accident Assistance system that will link airbag deployment in the car to the SatNav and Bluetooth phone connection. It will also raise the alarm if the car's fuel system is shut off, as this could indicate a serious accident.

Sponsors Take Note

A lady learner driver who crashed and killed a nine-year old girl while on her first driving lesson was jailed for two years. The Leeds based learner panicked and careered down a narrow alleyway into a grassed courtyard while taking a lesson with her husband. The court was told that the learner had a provisional licence but had done only online theory lessons and had not driven a car before. Witnesses saw a man in the passenger seat giving some sort of instruction to the woman. They said they heard the engine revving and saw it stutter and come flying down towards them fast. The vehicle was earlier described as 'bunny hopping' before the driver lost control. When challenged by the police she (driver) was unable to say which pedal was the brake. The judge said that the driver was 'profoundly ignorant' of the most basic driving skills. He added, "It seems to me that she was unaware of putting the car in gear and having done so she was unable to disengage first gear. She did not know how to apply the brake pedal; she could not find the brake pedal; she did not know where it was."



Too Close for Comfort?

A young lady is doing her driving test. Overall, she's doing quite well. However, she has some difficulty with the reverse parallel parking exercise and ends up too far out from the kerb. The examiner says "Could you get a little closer?" The lady unbuckles her seat belt and moves closer to the examiner. She then asks "What now?"

Member's Corner



Hire cars on test

It has been brought to my attention that within the DIRECT GOV site (link below) it indicates that hire cars cannot be used for tests unless fitted with Dual Controls. I am sure my Association is not the only one to applaud that decision. However, it is hidden deep within the DIRECT GOV website - maybe it needs to be more prominently displayed in test centres just as a reminder for Insurance cover is for private runners.

http://www.direct.gov.uk/en/Motoring/LearnerAndNewDrivers/PracticalTest/DG_4022543

We also appreciate that examiners take what we would call soft routes when privateers attend in their own vehicles, because of their being no dual controls fitted, and it affords the examiner the ability to be more mindful of theirs and others Health and Safety, which in turn has an effect that the average pass rate is around 52%.

Does the **DSA** have any plans to level the playing field for everyone and Dual Controls become a requirement for every vehicle attending for test, in the interests of road safety?

Regards, Barry

An idea from a DIG member

Almost every day we hear of how there has been another life lost due to a fatal accident. All too often it involves a young or inexperienced driver. The Industry has been looking for answers to the problem for all of the nine years that I have been an ADI and I am sure it has been going on much longer than that. However the answer is there staring us all in the face.

Decisions are being made by insurance companies as to who is at fault for an accident so why are we not using this information to improve driving standards?

If a graduated licensing scheme were to be introduced it could not only save lives but also produce better driving standards from everyone on the road.

If you had a three tier licensing system where the final licence is subject to the same rules as the probationary licence just with bigger time scales then everyone is in the same boat and the playing field becomes more even.

The provisional licence would be used as it is now to allow you to take your theory test and a similar test to that which we have now which is little more than a control exercise. If you pass these you are put onto a probationary licence.

A probationary licence would last for two years. During this time you will be expected to effectively do an extended pass plus course and complete a minimum number of hours (the number of hours required I am unsure of so I would be happy for my peers or our political masters to set this figure) with a professional driving instructor. (If political our masters wanted to put restrictions on this licence such as curfew or unaccompanied motorway driving then so be it).

If during your time on a probationary licence you are deemed by the insurance companies to be at fault for an accident twice or you accumulate six points then you automatically lose your licence serve a short cooling off period and then you can apply and start all over again from the bottom with your theory test etc. How many boy/girl racers will this slow down a fair few. At the end of two years the candidate goes back to the test centre and takes a further test where they would be

expected to drive on motorways/fast dual carriageways, country lanes and one way systems. The test should be as far as possible be designed to allow the candidate to demonstrate their level of competence two years down the line from when they were last tested. Should the candidate pass this test then they are granted a full licence.

The full licence can now also fall into the same insurance company penalty, ie. should you have three accidents that are deemed to be your fault in a five year period then you would go back to a minimum of a probationary licence. Personally I would go further and send them back to a provisional licence as this would really make you think if you are at the last chance saloon. This can quite easily run along side the totting up scheme that already exists.

Everyone who already has a full licence would be automatically included in the new rules as outlined above from a specified date.

Decisions as to who is at fault for an accident, are being taken on a daily basis everyday by insurance companies, it would only take the insurance companies to inform DVLA of when a fault worthy accident has occurred for DVLA to record this on a database. Sending out a warning notices at the appropriate time.

Where fault is unclear and insurance companies cannot define who was at fault, as now this could go to a county court for a ruling. Where an accident is deemed to be of equal responsibility both drivers would receive the fault against them. Clearly where an accident has occurred but the perpetrator does not stop to exchange details ie when someone hits a parked car when the occupants are not in it this would not count against you.

The white van man, the top executives in their big powerful flash cars, the only just qualified driver, lorry drivers, bus drivers are all in the same boat in the same sea. The poor drivers would drown and the good drivers survive. Darwin's theory would prevail.

Martin Lyons ADI

ADINJC Council meetings

All **ADINJC** members please note that all associations are entitled to send two representatives each to the council meetings held by the **ADINJC**. We welcome as many people as possible to discuss local and national issues. We can only help if we are fully informed of what is going on in your area. So come along and make your voice heard.

Some of the DSA articles we have sent out via email this month?

- Government slashing red tape
- Tips for growing your business in 2012
- Unhappy car occupants



*In the 'Members Corner' we would really like to hear from you
our members, it's your chance to have your say!*

And Finally...

A Quote:

Be open to the amazing changes which are occurring in the field that interests you.

Leigh Steinberg