

MEMBERS NEWS

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News from the DSA

Study on Cyclists Safety

Road Safety Information



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ADI Support



Good eyesight?

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.

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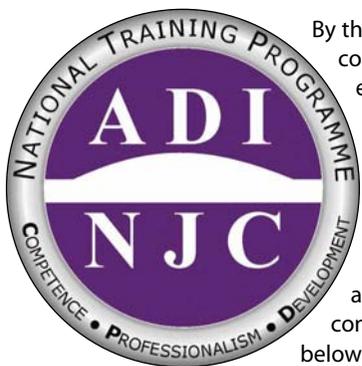
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From the Chair..... a monthly report



By the time you read this our 6 free training sessions will almost be complete. The training team have worked so hard to bring these events to you: I want to thank them all for their enthusiasm and drive. As working ADIs when we take a day or more out to travel the country it means working even harder the rest of the week to catch up on our own lessons so the team's dedication is inspiring. I have really enjoyed working with them all and meeting all the ADIs who have attended the sessions. From your feedback it has certainly been a real success with new members aboard and new associations joining us. We have also seen an increase in our conference ticket sales. Comments from delegates such as these below have made it truly worthwhile:

"This was fantastic, I've been an independent ADI for 2 years and all this was relevant and helpful and well presented, thank you!"

"I thoroughly enjoyed the morning, very informative, delivered by some extremely knowledgeable and approachable professionals!"

"Fabulous insight in to all I need to do on top of what I am already doing!"

"Great taster session, thanks guys it's certainly food for thought!"

"Thank you Lynne and the NJC team, a fantastic CPD session!"

Now the free half-day sessions are over, we will be releasing new dates for one day events around the country. The 2 topics we have chosen for the training are The Check Test and Better Business Skills. Details will be in the newsletter and sent out to you all, but there is also a training section on our website with details for you to keep an eye on. I would like to thank Mac McDade from **Ideas4ADIs** for stepping in at short notice in Manchester to talk about diversification in the industry, a very informative presentation. Thanks also to Neil Peek, our President, for helping the training team in Walsall and Bristol, as one delegate said; it was a very motivational presentation from Neil.



Neil Peek - (Big Fish!)



Mac McDade - (Little Fish!)

Our sponsors also need to be applauded for their support with all our training days as without them it would not have been possible to hold them in such relaxing and comfortable surroundings.

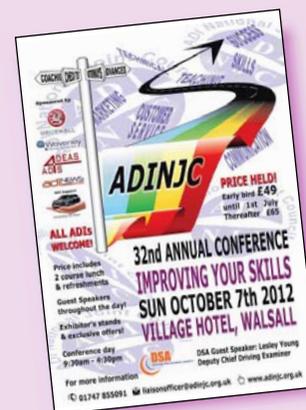
I have been asked by ADIs about CPD at these events as there have been issues with this recently. It has started to become obvious that the DSA are not fully supporting mandatory CPD, although the minister Mike Penning has told us he is still very much in favour of it. I have met ADIs who seem to feel there is no point to CPD anymore and can't see any purpose to recording it. Can I say that CPD is individual to all of us, it's for our own personal benefit and development so ADIs who continue to willingly do it will certainly be the winners. I see the results all too often of ADIs who haven't done any CPD since qualifying and are then having problems with their business or check test. I have always believed you need to keep up to date and be willing to improve your skills if you want to stay ahead in this industry. As for keeping a record of your CPD I consider it well worthwhile for the little time it involves. You never truly know what the future holds. I never thought that I would complete a degree in driver training, but when I did, the first part of the degree was to accredit my prior learning. At that time I hadn't really kept all my CPD certificates and it made hours of work proving that I had attended courses and workshops. I did keep testimonials from my clients and those were really helpful too in proving what I had done previously. It takes no time at all to keep all the certificates and details of training you have attended but it's for your own use and not necessarily to show to anyone else, however you just never know if a future employer might want to see it. I have heard of ADIs using their CPD to help them gain work in other areas in the industry such as speed awareness and fleet work. Wise ADIs will keep their records up to date.

The triumphs at the Olympics have been motivating and I've been watching with interest when not working. Enjoy your holidays and the remainder of the summer. If you haven't yet got your conference ticket for October 7th please don't leave it too late, the tickets are selling fast. Details are in this newsletter and we would like to meet you on the day and help "Improve your skills" as the conference title suggests.

Best wishes to all our members,

Lynne

Lynne Barrie



**Don't forget to book your seat for the
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Booking form on page 15 of this newsletter.**

n-formed?



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FREE ADINJC Training Sessions

What you had to say about our free training days across the country.



Thoroughly enjoyed the morning, very informative and delivered by some extremely knowledgeable and approachable professionals. - **Andy Cathie**



I'm very glad I attended, very helpful and informative. - **Nicholas Cullen**



Great taster session, thanks guys very informative and enjoyable and food for thought. - **Sharon Morgan**

Educational in a relaxed setting, - **Hilary Hughes**



Very educational, certainly value for money. - **Peter, Liverpool**



Fantastic, thank you. Very informative and would recommend to everyone. - **Matt Stone**



A very useful session, - **Sophie Scott**

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Rosemary Thew's Column



Customer Survey results

I am pleased to tell you that the customer survey results for the last financial year have shown improvements across the majority of service areas.

Customer satisfaction is measured for both driving test candidates and driving instructors. Views are sought, via on-line surveys, about the quality of service customers receive from **DSA** when booking and taking tests, and making general enquiries.

In 2011-12, overall satisfaction was found to be:

- 83% from candidates – against a target of 90%
- 77% from business customers - against a target of at least 75%.

These results represent a significant increase on the equivalent results for 2010/11 and both telephone and on-line test booking services scored well for all customer groups. There are, though, still improvements needed with general enquiry services and we must consider how we might get better customer perceptions of our examiners.

Business customers also highlighted concerns about how we meet their specific needs, and about the facilities at driving test centres. We hope to address these issues in the current year, for example, through the Taking Testing to the Customer initiative.

The survey results can be found on www.dft.gov.uk/dsa

HPT refresh

The company Jelly has been awarded the contract to update the clips in the hazard perception section of the theory test. Based in London, Jelly will work first of all on changing the current test clips into computer-generated images for use in 2013. The second part of the contract will involve creating new hazards for use in 2015.

Using computer-generated imaging means that we can broaden the kinds of hazards we want to include in that section of the theory test, and use children, horse riders, motorcyclists and other vulnerable road users without putting anyone in danger.



IBS 3: The DSA's new online service for businesses

The **DSA** is introducing a new, easy to use, online service later this year. It's been created to help businesses book and manage their practical test bookings online.

Businesses across the industry have been key to developing the new service and telling the **DSA** what the service needs to provide. Stakeholders have tested early versions of it to make sure it's easy to use and meets business needs. There's also been extensive system testing to make sure it's quick and reliable.

Recent feedback from those who've seen how it will look and work has been very positive.

The service will allow you to:

- view all test availability without having to enter a candidate's details
- set up your favourite test centres so that you can quickly check availability at them
- request notifications when there are cancellations at these centres
- easily make and manage multiple named bookings between 6am and midnight
- add or remove instructors
- add or amend instructors availability
- update business details online
- view and download your full business schedule showing your transactions
- register your credit card details, and or set up a pre funded account.

Government branding

In common with the rest of Government, the Agency will soon start using a new brand, based on the crown badge. This will be used on any new signs, stationery and so on, but the old logo will continue to be seen on existing signage and products for the time being.

And now for the news....

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New Study on Cyclists Safety

Tom Harrington



The largest survey to date on the perception of safety among cyclists in Dublin has been published. The study was carried out by engineering researchers at University College Cork (UCC) - my previous alma mater -, Trinity College Dublin and the University of Hong Kong. A questionnaire based survey of 1,954 cyclists was conducted to gain an insight into the different aspects related to safety experience of cyclists in Dublin. It was found that cycling is perceived as an unsafe means of travel compared to driving even by existing cyclists. Careless and reckless bus/taxi/car driver attitude has a significantly negative impact on the safety experience of cyclists. "Campaigns to encourage cyclist-driver cooperation within the network may help combat Dublin's 'road rage,'" explained TCD researcher Dr. Bidisha Ghosh. "The use of safety accessories is not necessarily associated with improved safety experience, since the use of these accessories does not help them to overcome the fear of potentially unsafe situations. Mandatory usage of these accessories does not help them overcome the fear of potentially unsafe situations and may of little or no benefit to the improvement of the perceived safety," according to Dr. Vikram Pakrashi, UCC and co-author of the research.

The findings show that 74% of the cyclists, who claim to be fully compliant with the rules of the road, are to consider cycling as safer than or at least as safe as driving in Dublin, yet the survey has revealed that 87.5% of the participants admit to breaking the Rules of the Road (ROTR) with regular, confident and experienced cyclist being less compliant. Increased compliance can be achieved through enforcement as is done for cars in the form of fines and 'points' on offenders. However, such enforcement may decrease the attraction of cycling and hence a debate is necessary to reach consensus. Cycling is not envisaged as a mode of travel by cyclists, planners or other users of the transportation network. It is important that the design of roads should allow for cycling as a major mode of travel, also factoring in variable skills, comfort of cyclists and the possibility of some violation of rules.

Young cyclists rather than older cyclists were identified as more likely to perceive cycling to be less safe than driving. Cyclists prefer less busy and quiet roads, roads with street lights, routes perceived as safe and routes with continuous cycling facilities. The respondent cyclists believed lack of cycling skills and poor bicycle maintenance skills caused accident risks. About 80% of cyclists thought the presence of pedestrians, cycle lanes on footpaths and poor road surface conditions are unsafe to cyclists. "To make cycling an intrinsic part of Irish mobility, it may be beneficial to introduce cycling education at the primary school level, increase the awareness amongst drivers through safety initiatives and provide improved infrastructure to attract new cyclists to the network. Incentives like 'Bike to Work' scheme, cycle maintenance workshops and community initiatives all contribute to the increase in the regularity and number of the cyclists, which in turn leads to an improved safety experience," concluded Dr. Ghosh.

Should cyclists exercise more care on our busy roads for their own safety?

Since the invention of the Sony Walkman in the early 80s, personal stereos have been ubiquitous. Being able to listen to your favourite music pretty much anywhere without bothering others accomplishes everything from passing the time while travelling to fuelling workouts to discouraging chatty strangers. It's the ultimate tune-out in a sometimes overly crowded world.

Even if you have your music turned down, headphones or earbuds create a very real problem with distraction. Most runners wear them, which means they can't hear ambient noise like cars or more frighteningly attackers coming up behind them. It's even more dangerous for cyclists to listen to music while riding, since they're on the actual road with traffic. Even pedestrians who wear earbuds

are at greater risk of an accident, not only because they can't hear what's going on around them, but also because music causes people to tune out their surroundings. It's fine when you're sitting on a bus or airplane, but when you're out and about, especially in the city, you need to be more alert than personal stereos allows. Cycling in Britain and particularly in London is a shockingly dangerous pursuit according to the Times newspaper. In the past decade, cyclists killed on GB roads outnumbered servicemen killed in Iraq and Afghanistan by a factor of two. RoSPA says that every year there are 19,000 cyclists killed or injured in reported road accidents including around 3,000 who are killed or seriously injured.

In March 2011, the Road Safety Authority (RSA) launched a national radio advertising campaign to promote cycle safety. From 1977 to 2010 - 622 cyclists were killed or seriously injured on Irish roads. In the same period, 178 pedal cyclists were killed. A further 444 were seriously injured and more than 67% of road deaths among cyclists occurred during daylight hours. Over one third of fatal collisions with cyclists happened during summer months. The RSA also advise cyclists to wear safety helmets and wear high visibility vests, obey the Rules of the Road and anticipate what drivers may do - could save lives. Advice for drivers includes the need to pay attention and be on guard for cyclists using the road and also the importance to look out for cyclists when turning left.

Many of us like cycling on the public roads and on paths off the road - and we like to share that recreation with other people. But what 'adventure' comes without risk? Cyclists get killed or seriously injured out there, both on the public road and even on off-road paths. These riders are not just 'some' rider in 'some' place at 'some' time - but a real person with a name and address with family and friends who rides in Ireland or elsewhere every year - who gets killed or seriously injured. However, you can make choices that eliminate or reduce or help manage those serious risks. So, if you do not understand the risks of riding on public roads, or you're not able to handle the risks in a way that fits with the level of risks you're willing to accept - then make a different choice. Make a choice that will not expose you to the risks that are unknown or unacceptable to you.

Here are some of the key choices.

- You can choose to get a major benefit of cycling without taking those risks.
- You can choose a more limited set of risks that still provide some key benefits of cycling.
- Even if you decide to take on the full range of risks, you can choose to do those using approaches that reduce and manage some of the risks.
- You can choose to take some steps in advance to prepare for the consequences in case something bad does happen.

Many drivers do not see cyclists as a threat or danger. Some years ago whilst giving a driving lesson to a young lady, she pulled out at a junction in front of a cyclist coming from the right. Even though the situation was covered and there was no immediate danger, the cyclist stopped pedalling, applied his brakes and slowed down to allow us to proceed.

Further on, we pulled in at a quiet spot to have a chat. I asked her if she had seen the cyclist. She replied in the affirmative. I then asked her why she didn't wait and give way to him. Her reply: "It was only a cyclist". I then asked her if it had been a car, lorry or bus would she have waited. Her reply: "Oh! Yes, because they're much bigger than me." Many drivers do not consider or see pedestrians and cyclists as a danger and also fail to realise how vulnerable they are. Cycling means exercise and fresh air (all outdoor air is fresh by courtesy) which is beneficial provided you understand the associated dangers. Bicycles featured in much of Nobel Prize Winner Samuel Beckett's works. Born in Dublin in 1906, he lived most of his life in France and died in Paris in 1989. One of the phrases in his novel *Mercier and Camier* says: "The bicycle is a great good. But it can turn nasty, if ill employed." Finally, and agreeing with Beckett - cycling is a safe and enjoyable form of transportation and recreation choice, but it can also have dark consequences, if we're not alert and careful.

Check this out...

John Farlam
SmartDrive

SMART
DRIVING



I'm often asked which subjects are best for check-test... A typical question might be:

"Is it okay to do XYZ on my check test? Talking to some instructors at the local test centre they tell me that I shouldn't do it and it's best to stick to something simple like junctions."

Maybe I read far too much into things, but questions like this, particularly given the frequency that they appear in my in-box, suggest to me that some (many?) instructors still haven't grasped the purpose of the check-test, or the examiner's expectations. I find this more than a little worrying...

However, as we move tentatively into an era of more and better communication from the DSA and an improved understanding of teaching and learning in both the DSA and the industry I might yet live to see driver training play a bigger part in the improvement of road safety and a world where instructors get paid what they are worth (and earn it!).

History

For many years, and despite the ORDIT Register, driving instructor training has given new entrants into our industry an impression that part-three of the ADI examination is all about lesson content. Students spend hours learning briefings and burning the midnight oil over terminology – "Over the crown, clutch down, and steer the other way".

When it comes to the exam there are crossed fingers in the hope that "I don't get meeting and crossing, or progress, hesitancy and positioning". There is a feeling that some subjects are easier to teach than others "If I'm lucky I'll get junctions!" But, in reality, despite the best advice of some well meaning trainers and examiners, the exam is NOT about content, it's about teaching and learning – and with this in mind there are no 'easy' or 'difficult' lessons; this is simply because the marking criteria is the same for all the PST's, regardless of the lesson content.

Of course this does not mean that you can ignore lesson content; comments like "No I'm not sure what that sign means either" are unlikely to gain many 'Brownie Points' from the examiner – but this situation would be highly unlikely. Even the 'dimpest' part-three candidate has passed the first two parts of the exam and already demonstrated to both the DSA and to themselves that they have considerable knowledge of driving and related issues.

But despite the fact that the part-three result is marked on instructor 'behaviour and teaching competence' (my words) the industry as a whole still places a disproportionate amount of emphasis on content. On levels one and two of the Goals for Driver Education (GDE).

Help or hindrance?

My comment about 'well meaning examiners' above is not meant to be derogatory, however, some examiners unwittingly reinforce the 'exam is about content' message when giving post-test feedback – comments like "You should have given me a reference point at the T junction" do little to help the candidate understand the process of teaching and reduce it to a 'one method fits all recipe'. And despite their best efforts to be of genuine help, the examiner's advice is sometimes just plain wrong.

If we take the example of "You should have given me a reference point" the examiner is offering advice because whatever the student had done was ineffective in fixing the errors portrayed – however, the problem is that next time the student will attempt to fix a similar error by offering a reference point and discovering that, in the same way that every pupil is different, a different examiner wants something else.

Unfortunately some trainers also latch on to examiner's feedback without considering it fully and then 'content myths' start to evolve – "You have to use reference points at T-junctions on part-three and check tests."

It's difficult to know where the 'content myth' started, perhaps it has to do with the 'old school' DSA thinking that made Cardington a centre of excellence for driving rather than a centre of excellence for teaching and learning. But then on the other hand, Cardington is a centre for training 'assessors' (examiners) and it is not necessary to be a good teacher in order to be a good assessor. (I know a good curry when I taste it, but could I get the same results in my own kitchen?)

Maybe it dates back to the 1960's and early 1970's when basic car control skill was sufficient to pass a driving test - when the ADI exam was introduced there was perhaps more emphasis on content (or at least that might have been the perception of the trainers).

Back to the check-test

The obsession with lesson content for part-three it seems, spills over into check-test. But just like part-three, the marking criteria for this assessment remains the same regardless of the subject that you present to the examiner. With this in mind, any lesson that demonstrates a fair amount of 'teaching and learning' is OK for the check-test.

One of my own 'straight six' passes was a lesson which I presented as 'going fast around bends'. The examiner looked as if he was going to stop the test before even started when I answered the question "What will you be teaching today?" but all was well in the end (despite the examiner believing that I threatened to throw him out of the car half-way through the lesson – but that's another story!

You can teach anything on the check-test lesson.

Who chooses?

Ultimately it is not you who chooses the lesson topic, all you can do is choose the pupil.

Presumably you want a high check-test grade. In order to achieve this a high degree of learning needs to be demonstrated – in turn this requires that the pupil is ready for that learning; it therefore follows that the best subject for the lesson will be whatever is appropriate for the pupil on the day of the appointment. This will be determined by the pupil's prior progress (or initial assessment in the case of a new customer) and mental/physiological state.

If your feeling is "Roundabouts (or whatever) will be good for my next check test because I enjoy teaching it and I have a wicked briefing" expect another Grade 4!

Occasionally my mailbox suggests that lesson content might sometimes appear to be an issue but on the occasions that I dig deeper into the circumstances I usually discover that it was not really the content at all, but rather the way it was presented.

Lessons that are not suitable for check-test?

Despite the myths that continue to spread on forums and in test-centre conversations you can get a six for a turn-in-the-road, and indeed for anything else. The only thing that would not be welcome would be a 40/50 minute mock test, simply because the examiner would not be given an opportunity to assess your mainstream day-to-day work.

The myths about what you can and can't do arise from situations where instructors fail to accept the reality of what's happened and externalise the blame for their low grades. It's easier to blame the system or the examiner than it is to confront your own shortcomings.

How important is the check-test?

I suppose that it can be argued that the check-test is highly important because the instructor's livelihood depends on it – but if we are absolutely honest the standard for grade-four is not particularly high; if instructors fail to reach this basic standard their fate lies in their own hands, they either choose to invest in themselves or end up on the scrap heap.

My personal opinion is that the check-test is not nearly as important as the other 1500 or so lessons that you give each year – getting a good result in these lessons will determine your future success, or lack thereof!

Road Safety Information

Graham Feast AIRSO general secretary
and ADINJC road safety advisor

ACPO's bi-annual drink and drug driving campaign brings together figures from all UK police forces and provides a national picture of drink and drug driving

Figures released by The Association of Chief Police Officers (ACPO) show that of the 83,224 drivers tested during the month long campaign in June, 4,857 (5.8%) tested positive, refused or failed a breath test.

Although this is a slight improvement on last year when 6% of those tested failed a breath test, it is not the significant drop that police officers want to see.

Additionally, there has been a small fall in the number of under 25's found drink driving.

This is good news as there had been an increase in the number of young offenders since 2010. However, there are still more under 25's drink driving than over 25's: 6.7% compared with 5.5%. Drivers under 25 make up just 6 million of the almost 45 million drivers in the UK.

Police used Field Impairment Tests to check for drivers under the influence of drugs and of those stopped on suspicion of drug driving, 22% were arrested.

Police officers are looking out for signs of drivers under the influence and they will target them with both breath tests and field impairment tests to make arrests of people who should not be on the road.

Drinking or taking drugs and driving clearly increases the risk of being involved in a collision as 8.7% of people tested after a collision were found to be under influence compared with 5.2% for routine tests.

A shared space scheme in Kent has cut accidents by 41%.



Photo by Pat Linsley/Flickr

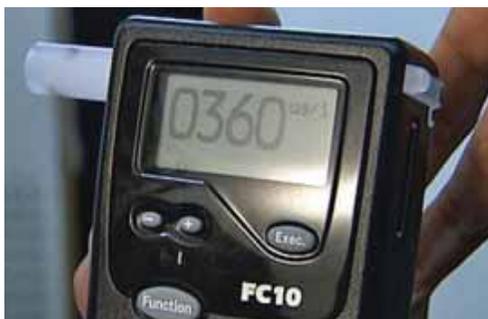
The scheme turned Ashford's ring road into streets where drivers and pedestrians have equal priority and has been in place since November 2008.

Figures now released by Kent County Council show there has been a 41% drop in accidents in which people have been injured.

Under the scheme, signs, traffic lights and pavements were removed.

According to the council, between January 2004 and December 2006 there were 61 collisions involving injuries.

This figure dropped to 36 between December 2008 and November 2011.



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Road Safety Information (cont'd)

Pedestrian safety will be the theme of the second UN Global Road Safety Week (6-12 May 2013).

In May 2011, the Decade of Action for Road Safety 2011-2020 was launched in more than 100 countries, with a goal to prevent five million road traffic deaths by 2020.

The theme for the second road safety week taking place from 6th to 12th May 2013 will focus on pedestrians as they constitute a major group at risk of death, injury and disability on the road, and are among the most vulnerable road users across the world.

The week will focus on drawing attention to the need for pedestrian safety by:

- Generating action on measures which work to increase pedestrian safety
- Achieving the goal of the Decade of Action for Road Safety 2011-2020 to save five million lives

Governments, with support from civil society, academia, the private sector and the international community, are all encouraged to plan and host national and local events during the 2013 UN Global Road Safety Week.

The Highways Agency is trialling a system which it says will dramatically improve real-time traffic information available to drivers.

The new technology will add commercially available traffic data to the Highway Agency's existing sources to monitor how well traffic is flowing on England's motorways and strategic roads. Similar data sources are already used by satellite navigation devices, smartphones and applications like Google maps.

Better real-time data will allow Highways Agency staff to respond more quickly to incidents and identify delays and then communicate them to drivers so they can take alternative routes if necessary.

Street light switch off postponed

A plan to switch off street lighting in Worcestershire has been postponed after the county council found it would cost more money than it would save.

The authority currently pays £2m a year to run 52,000 street lights.

But a council report has revealed that to reduce that bill by £600,000 a year it would need to invest £3.4m first.

It said that would pay for turning off some street lights from midnight, dimming others and using 8,000 energy-efficient bulbs.

Is Prison the Right Place for Road Traffic Offenders?

You have probably read before my great concerns about the way in which we sentence road users as it all appears to be based on outcome rather than offence so you will not be surprised that a story in our local paper in this last couple of weeks has got me all worked up once again.

The story is based around a driver who could be sentenced for up to five years having pleaded guilty



to careless driving whilst under the influence of alcohol which resulted in another road users being killed when he broke down and got out of his car.

Well, I hear you say if the driver was over the legal limit then he deserves everything he gets and that might well be true. However the problem with our system is that if the victim had not died and had just been injured the would the perpetrator would not be awaiting sentence which is likely to see him locked away.

Of course we see this a great deal where the outcome is the measure used to determine the punishment and this is where I have some difficult as we are not acting on a level playing field.

If all persons who were caught for drink driving offences were sent to prison and that was the tariff then I could cope with that but not when prison is dependent upon the out come.

The other things which it gives rise to is whether motoring offences should be dealt with in this way. We now have an offence of causing death by careless driving which was brought in so that we could lock up someone based on an incident where the outcome is so much a matter of luck as to whether a person walks away or is dead.

Now if we were to say that everyone who is found guilty of careless driving will receive a custodial sentence at least it would be a level playing field rather than what we have at the moment.

Are these the kinds of people whom we wish to see occupying our limited prison places whilst those who commit acts of GBH and the like are just given a smack!

In the case I refer to the driver was not sentenced immediately as he was sent home to tell his children that he was not going to be round for a while and he goes back to court at the end of August to find out his real fate.

Foreign Driver

We are all aware that we have arrangements in place to exchange driving licences for foreign nationals who come into this country provided that we are satisfied that there standards are such, that they at the very least, are on a par with our own.

There is a list of the countries where this automatically happens and nowadays that is of course for those outside the EU.

So where is the problem?

The current system allows for anyone coming into the country provided they reach the age requirements and have a licence from the country they are coming from to drive for twelve months after which if we are not prepared to exchange their licence they must revert to learner status and all that means and take a test.

There seems something adrift here if we say that their standards are not acceptable - but hey we will let you carry on for twelve months - and then sorry chum you can't do it anymore!

Surely if we are going to let them drive for twelve months and they have managed to do so crash and offence clear then we ought to accept that they are at least of a basic standard or we don't allow them to drive in the UK in the first place.

It would of course be interesting to know how many foreign nationals from countries where we do not exchange licences actually have crashes on UK roads?

The National Road Safety Committee is soon to discuss this matter.



Marketing Tip of the Month

David Poole



Forget The Olympics, its Christmas Time!

I have one simple question to you.

“Are you ready for Christmas?”

You may be thinking Christmas is a million miles away, but it is probable that the pupils you recruit in August and September will still be with you come the turn of 2013.

So I want you to look at your business, and do a few simple sums which will help you determine how many pupils you need for Christmas.

This is really worth taking your time to do.

1. Look at your last 10 passes, on average how many weeks have you taught the pupil for?
2. How many pupils are you short of now? If you could wave a magic wand, how many new recruits would you like to start next week?
3. Finally, if the average pupil stays with you for 20 weeks, how many weeks do you have left in each of your current pupils?

The point is simple. I want you to plan your business.

An hour with a piece of paper and a pen today can save and earn you a future tomorrow.

Would you agree it is fairly safe to say it is harder to recruit a new pupil in December because they have other financial priorities to also consider? Therefore recruitment can be harder.

So does it make sense to recruit new pupils during August and September?

You may be thinking “I still lose pupils in December anyway”

That may be correct, but it is easier to retain than recruit.

Last year I helped instructors devise a programme that helped retain their pupils during this tricky period.

Moving on...

My last questions to you are how are you going to recruit these new pupils?

Are you going to sit and hope for recommendations, or do you think you need to be more proactive?

Is there anything wrong if you are full and creating a waiting list?

Please take time to plan for tomorrow, but plan today.

There are many practical methods in our ebook at www.marketing4drivingschools.co.uk and it also comes with a guarantee.

Have a Happy Christmas



Do you need to find more pupils, or just more hours on your diary..?

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Clink Clunk

New figures released by the Road Safety Authority (RSA) reveal that in the first six months of 2012, 23% of drivers killed and 29% of passengers killed were not wearing seat belts at the time of the crash. According to the Transport Research Laboratory (TRL) around two out of three people will survive or have less serious injuries if they are wearing a seat belt. Wearing seat belts is mandatory and you risk a fine of 780 and two penalty points for not doing so. The Gardai are issuing an average of 1300 Fixed Charged Notices each month for seat belt offences. They issued 16,000 notices for seat belt offences in 2011. Mr Noel Brett CEO RSA said: "Putting on a seat belt takes only a few seconds and it's something we do automatically. Despite this, and the fact that the overwhelming majority of people in this country wear a seat belt we have an overall wearing rate of 95%, there is a minority who are willing to put their lives at risk by not wearing one. Why? It is because they believe it's their personal choice, they just can't be bothered or perhaps they think they look cool in front of their friends."

Note. From midnight 2 August 2012, drivers will face penalty points if they fail to strap their children into car seats properly. The clampdown on seat belts and child car seats is part of a roll-out of seven new offences coinciding with the August Bank Holiday week-end. Statistics show that almost three in 10 people killed in vehicle crashes this year were not wearing a seatbelt. Gardai who will begin enforcing the new offences from midnight (2 August), are currently catching 1,300 motorists every month for failing to wear seatbelts. This P/P offence and the other new categories bring to 48 the number of offences for which motorists can get penalty points.

Annual NCT

Owners of cars more than six years old face having to put their vehicles through the NCT test every year under new proposed rules. The EU Commission wants cars to be subjected to an annual test, instead of every two years as at present; to reduce fatal road collisions. It also wants motorbikes and scooters to be brought into the testing regime for the first time. Cars in Ireland are currently required to be tested, at a cost of €50, once they are four years old, and then every two years after that. Cars 10 years or older must get an annual check, but vehicles registered before 1980 are exempt. EU Transport Commissioner Siim Kallas said: "If you're driving a car which is not fit for the road, you are a danger to yourself and to everyone else in your car – your family, your friends." He added: "It's not complicated; we don't want these potentially lethal cars on our roads." He claimed the proposal would help save more than 1,200 lives a year across the EU and avert more than 36,000 accidents linked to technical failure in vehicles. However, Road Safety Authority (RSA) figures show that dangerously defective vehicles are a contributory factor in just 0.4% of collisions here. The key elements of the new proposals include:

- Increasing the frequency of periodic roadworthiness test for old vehicles. Between five and six years, the number of serious accidents related to technical failure raises dramatically.
- Compulsory EU wide testing for scooters and motorcycles.
- Increasing the frequency of tests for cars and vans with exceptionally high mileage. This will bring their tests in line with other high mileage vehicles such as taxis and ambulances.
- Improving the quality of vehicle tests by setting common minimum standards for deficiencies, equipment and inspectors.
- Making electronic safety components subject to mandatory testing.
- Clamping down on mileage fraud, with registered mileage readings.

Comment.

Vehicle checks are fundamental to road safety. More than five people die on Europe's roads each day in accidents linked to technical failures, translating to 2,000 fatalities and many more serious injuries yearly. Also, 8% of all motorcycle accidents are linked to technical defects. Cars in Ireland are currently required to be tested once they are four years old and every two years after that.

In the new EU proposed testing regime a car will be subject to testing every year after that. In all cases, the proposals set common EU wide minimum standards for vehicle checks with member States free to go further if appropriate. The Commission's proposals must now be approved by the European Parliament and Member States before becoming law.

The Carnage Continues

June was a 'catastrophic month' for road fatalities according to Road Safety Authority CEO Mr Noel Brett. There are fears that if we keep going like this the fatality rate will be back up to over 200 fatalities or higher this year. Garda statistics indicate that Friday and Saturday have the highest proportion of fatal collisions and July and August are the worst months for fatal crashes. Garda Commissioner Martin Callinan said motorists needed to stop seeing speed limits as targets. "When you are faced with adverse weather or traffic conditions, the most effective to keep safe is to slow down and give yourself more time to adapt to all that is happening around you. We are appealing to all vehicle drivers to keep within the speed limits, and when necessary, slow down". (To date – 2 August 2012, 105 people have died on our roads – 6 more than for the same time in 2011).

Buy One - Get One Free

The battle for car sales across Europe is becoming more intense. European car makers are offering free road tax, cheap fuel, cash rebates – all used here as well. But when it comes to offering a free car in a brutal price war, you've got to wonder where it all will end. In an interesting quote in Automotive News Europe' recently, Claudio Stucchi, a sales consultant at Milan Honda dealer Mi Auto said; "we're not selling a car at a discount.

We're selling a discount with a cat attached." He is selling a new Honda CR-V for €22,900 – that's €7,000 off the sticker price' said to be the most aggressive offer in Italy. There is also a 20% discount in new parts, plus a free rubber ball thrown in for the children of anyone who walks through the door for a test drive. "If there's no discount, the cars don't move" the dealer told Automotive News Europe. But for the ultimate deal Renault in Spain tops the lot. Anyone who buys an Espace or Laguna also gets a free Twizy, the company's electric car, which costs around €5,000 there.

Seize D/D Cars

Persistent drink-drivers should have their cars seized, a vast majority of motorists believe. The survey by the Institute of Advanced Motorists (IAM) showed that 80% of those who repeatedly drink and drive should have their vehicles seized and sold or scrapped. Based on responses from 2,114 motorists, the survey highlighted how: (a) as many as 50% reckoned seizing should also be an option in cases of drivers being well over the legal limit and (b) a total of 57% of those polled thought punishments for offenders should be tougher. With 38% wanting them to be much tougher.

New Car Entrant

A motoring price war has erupted after a new Romanian manufacturer has launched the new Dacia – owned by Renault – by undercutting one of the most popular cars in Ireland by up to 35% – or nearly €8,000. And it promised to do the same with several more over the coming 18 months as new models arrive and its network expands. Prime target for the low-priced marque 1.5-litre diesel (€225 road tax) Duster model is the hugely successful family crossover Nissan Qashqai. But others in its sights include the Skoda Yeti, Ford Kuga and Hyundai ix35. Dacia says the entry-level Qashqai model targeting starts at around €22,745 but announced its Duster model will cost €14,990.

Road Safety Ireland (cont'd)

Average Car Age – 8 Years

As the economic recession continues we are holding on to our cars for much longer than previously. The average of vehicles is now 8 years – a 25% increase since the onset of the recession in 2008. Far more used cars are being bought with sales at their highest level in three years, according to a study published recently by car check history firm Cartell.ie. The average of a car here now stands at 7.96 years. The average in the UK is 7.44 years and analysts suggest the profile is going to get older. Cartell.ie director Jeff Aherne said: "New car sales figures are down but the used car market is buoyant. There is a lack of stock at the newer end of the market which is pushing prices up and in turn forcing people to hunt for bargains at the older end of the market."

12th Time Lucky?

A veteran motorist has vowed to prove his critics wrong and finally pass his driving test – at the 12th attempt. The 'L' driver from Cork City admitted he found it very hurtful to be described as the country's worst driver and stressed he has never caused an accident in more than 40 years of driving in Ireland and the UK. He claims that the system is unfair because it doesn't offer an accurate picture of how safe and reliable a driver is. He added "The whole thing has cost me a small fortune – it is not cheap to sit a driving test now. But I'll see justice done yet." The unlucky test applicant is hopeful that July 19 is the day he finally swaps his green licence (learner permit) for the red one (full licence). He has been informed that his tester on this occasion will be the regional supervisor. (Read on for result)

Talking Urinals!

Talking urinals have been installed across several US pubs as part of a campaign to cut down drink driving. Drinkers in Michigan would be forgiven for thinking they have had one too many when they hear a urinal talk back to them. Set off by a motion sensor the gadget delivers a message warning about the perils of drink driving. "Have you had a few drinks too many? It says, before warning drivers "Do yourself and everyone else a favour and call a cab". The campaign was introduced in a bid to cut down drink driving ahead of the country's Independence Day celebrations. The hygiene conscious gismo ends with another message saying: Oh, and by the way, don't forget to wash your hands?

Spatial Concept?

A German Mayor has caused controversy by designating more difficult car parking spaces to men. In the town of Triberg spaces have been given a male and female symbol. Explaining why men had been assigned narrower areas, the mayor said "Men are, as a rule, a little better at such challenges."

13th Time Lucky

Following his 12th driving test conducted by a supervising examiner, the 63 year old Cork City learner driver has failed again with a total had of 26 faults recorded against him. The retired plasterer said he is now considering court action over his latest failure – and said he believes he has never driven better than in his recent test. While he didn't incur any disqualifying faults he incurred 14 'more serious faults' and twelve minor faults. Despite not passing, he has been driving for 45 years and has never caused or been involved in an accident. His current provisional licence expires in 2013, so he has time to consider whether it might be 13th time lucky in his next test. The disappointed learner commented "I don't know – I am a bit disappointed so I'll have to think about it. I want to get my licence. But all this is costing me a fortune. I even got my car washed and waxed for today."

And finally ...

Headline of the Week. Motorist banned from driving Flintstones car on German roads.

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A very good conference. - Alan Chadwick

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n-titled?



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Member's Corner

Hi,
I have just booked a test for a pupil and would ask you to suggest that when a pupil uses an ADI No during booking this be linked to the ADIs details and a courtesy email confirmation be sent to the instructor helping to minimise mistakes and improve efficiency at very little cost. I have put this on the feedback form at the DSA site but it may also be something that you can influence.

Kind regards **Philip Manfield**



Driving Instructors Podcast

Show recorded on July 20th 2012 - 27 minutes

Guest's in the studio Louise Watson & David Poole

We talk to David Poole who talk to us about the concept of Confidence v's Uncertainty

Vote in our poll Let us know if you feel that CPD should be made mandatory.

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Articles we have sent out via email this month?

- Department of Transport – statistics/releases
- DSA – Direct access scheme (DAS) guidance notes
- Drive CPC training hours
- How to use online ADI services



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...

If you care about what you do and work hard at it, there isn't anything you can't do if you want to.

Jim Henson

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