

# MEMBERS NEWS



*Driver First Assist*

Issue No: 80  
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Approved Driving Instructors National Joint Council

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## Your ADINJC Governing Committee for 2013

**PRESIDENT**  
Neil Peek - Suffolk  
president@adinjc.org.uk



**VICE-PRESIDENT & TREASURER**  
Peter Boxshall - Essex  
boxshallpeter@hotmail.com



**VICE-PRESIDENT**  
Bryan Curtis - Kent  
bryancurtis@btconnect.com



### EXECUTIVE OFFICERS

**CHAIRMAN**  
Lynne Barrie - Staffordshire  
chairman@adinjc.org.uk



**DEPUTY CHAIRMAN**  
Chris Porter - Bedfordshire  
depchair@adinjc.org.uk



**GENERAL SECRETARY**  
Sue Duncan - Plymouth  
secretary@adinjc.org.uk



**MEMBERSHIP SECRETARY**  
James Quinn - Birmingham  
membership@adinjc.org.uk



**LIAISON OFFICER**  
Clive Snook - Dorset  
liaisonofficer@adinjc.org.uk



**HEAD OF TRAINING**  
Nick Ibbott - London  
training@adinjc.org.uk



### COMMITTEE MEMBERS

John Ashton - Essex  
john.fairway@btinternet.com



Doug Birch - Gloucestershire  
doug.birch@btinternet.com



Richard Carrick - Bedfordshire  
ricardo.carrick@btinternet.com



Mark Hewison - Aberdeen  
flyingcolours@btinternet.com



Nick Ibbott - London  
training@adinjc.org.uk



Christine McLeod - Leicestershire  
christine.pda@me.com



James Quinn - Birmingham  
membership@adinjc.org.uk



Matt Stone - Northampton  
matt@letsinstruct.co.uk



Stuart Walker - Nottingham  
stuwalker.adi@gmail.com



### CO-OPTED COMMITTEE MEMBERS

Peter Scott - Leeds  
peter.r.scott@btinternet.com



Follow us...



## Members News:

Editor: Matthew Stone - 01327 844875

mdstone@hotmail.co.uk

Design and produced by:

Ideas4ADIs Ltd - 08432 899 118

info@ideas4adis.co.uk

www.ideas4adis.co.uk



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



### Press release from all national associations on MDT

The debate over the future of the driver training industry continues. The MDT (Modernising Driver Training) document contains many promising ideas BUT, ALL the main national associations have agreed the time to respond to the consultation is far too short. Many ADIs are on holiday, a lot of our local association groups don't meet in July and August. To gain everyone's opinion and give an overall response has been very difficult. The national associations sent out a press release stating the following:

Ministers refuse time extension for major consultation on how driving instructors train and qualify. National driving instructor associations concerned that driver trainers will not have reasonable opportunity to properly consult on key changes which impact their profession, and their livelihood.

Following the release of the Modernising Driver Training Consultation by the Department for Transport at the end of last month (a consultation which proposes to radically overhaul the way approved driving instructors train, qualify and maintain professional competence) a unanimous decision has been taken by the National Associations representing driver trainers in the UK to demand an extension to the published deadline of 8th August 2013.

When we presented the rationale for requesting an extension earlier this month, the Driving Standards Agency responded that DfT ministers had refused to consider extending the consultation window, and would proceed with the original timetable regardless. The DSA promised instead to take a number of additional steps to increase awareness of the consultation and further engage with the industry to gather responses. The agency also acknowledged that the information supplied to date was ambiguous or contradictory in parts, and could cause confusion. They promised to clarify these elements of the consultation documentation. Additional communications activity has been made by the DSA (including a live web chat, further workshops with ORDIT trainers and attending associations events to speak to their membership) however, the national associations remain concerned that the communications exercise does not reach far enough. Not enough stakeholders (those who will be directly impacted by the consultation) will have time to read, digest and respond to such a critical consultation. Too many questions also remain unanswered due to ambiguous elements of the consultation documentation.

Issuing a further joint statement, the National Associations (ADINJC, DIA, DIB UU, DIDU, DISC & MSA) said:

*'We are very disappointed with the response from the Department for Transport. Granting an extension to the consultation deadline would be a reasonable measure to ensure that as many driver trainers as possible have the opportunity to express their views on such an important issue. Our primary concern is that respondents have access to clear information on what the proposals entail, and how they impact the profession and the individual, so they can form an informed opinion and respond accordingly.'*

*Currently we feel there has not been enough time and effort invested in the process to ensure it is communicated effectively. This is a crucial consultation proposing unprecedented and large-scale changes to how driver trainers qualify, and are regulated.'*

Regardless of their continuing efforts to lobby for an extension to the consultation period, the National Associations would still urge all driver trainers, and other interested parties, to respond before August 8th next to ensure they have a voice in a consultation which will directly impact the profession. However, they and we would also like to draw attention to the fact that section 121 of the consultation document does refer to allowing for responses to be collected up to the 9th September and the associations will be working to ensure members are aware they can continue to feedback on this consultation until that second drop dead date.

The ADINJC will be sending a reply to the DSA and we thank those of you who have written to us with concerns and your thoughts. The rest of you, please join in.

### Welcoming our new members

Welcome to the Bournemouth Association of Driving Instructors and all the new individual members (DIG) who joined us last month. We also enjoyed visiting the ADI conference in Widnes that was run by Kathy Higgins of Insight2 Drive. Thanks for inviting us, Kathy. We appreciated being able to have a trade stand where we met not only new ADIs but also many of our members. Kathy herself is a member of the ADINJC.



Widnes ADI Conference Panel

### Free Training

The ADINJC training team has now completed 2 of current series of FREE road show events at Norwich and Preston. It was a great opportunity to meet new faces in areas we haven't visited previously. The 2 remaining venues are Milton Keynes and Bridgend: if you would like to join us just call 0800 8202 444 for a ticket to secure your place. There is a detailed fact sheet on our website [www.adinjc.org.uk](http://www.adinjc.org.uk) and some details are in this newsletter. Thanks also to 2 local associations who have asked if we can take the FREE roadshow to their members if they supply further venues. Plans to do just this are underway.



### ADINJC 40th Celebration Conference

The planning and preparations are stepping up a gear now and this looks like being a really superb conference. We hope you will join us. Find out more through our dedicated website at [www.adinjc-conference.info](http://www.adinjc-conference.info). We will have the DSA at the conference in person to update us with all the news as there is so much going on this year. The venue is the Copthorne Hotel at Merry Hill in the West Midlands. We have excellent room rates especially for us at just £55 for a double room with breakfast for two included. This allows you to travel to up the night before or make a weekend of it. The special prices are held until 1st September. The Merry Hill shopping complex is close by the hotel and there are other attractions in the area for family travelling with you. We have signed up 15 trade stands already and now have only a couple of spaces left. If you are interested in one please contact me immediately on [chairman@adinjc.org.uk](mailto:chairman@adinjc.org.uk). The ticket price includes a full day at the conference, free parking, a 2 course lunch and refreshments throughout the day. Help us make this the largest conference in the industry to celebrate our 40th year since we were formed.

There are some tickets still available for the celebration evening the night before the conference. For just £40 this includes a pre-dinner drink, a 3 course meal, entertainment and a disco later in the evening. You are welcome to join us whether you are staying overnight at the Copthorne or not. Order tickets through our website [www.adinjc-conference.info](http://www.adinjc-conference.info).

Thank you all so much for your continuing support as members.

Best wishes

Lynne

Lynne Barrie - MA Driver Training

# The Standards Check

Phil Hirst  
Harrogate Association  
of Driving Instructors



As we move from the era of the Check Test, Phil Hirst argues it is not necessary to gain an accredited qualification in coaching to be able to succeed on a Standards Check. He offers ideas to help ADIs prepare, outlines the main changes to the way ADIs will be assessed and warns that to achieve a pass, the current "grade 4s" need to up their game.

The revamped Check Test, to be called a Standards Check, is to be introduced by DSA in April 2014. Predictably, some in our industry are looking to cash in. Courses are being developed or adapted that are, apparently, essential to complete if we are to maximise our chances of a good score on next year's Standards Check!

DSA has accepted that client-centred learning has a place when teaching learner drivers. They see it as a useful tool in the ADI's box of instructional techniques, to be used when appropriate, according to the student's preferred learning method. This is reflected in their Standards Check marking form – SC1. They do not view coaching as the only way of preparing new drivers for a lifetime of safe driving. Talk through, demonstrations and briefings, for example, remain as relevant going forward as they ever were.

So, do we all need to spend hundreds of pounds and take time out from our businesses to study in-depth how to involve our students in their lessons, encourage self-awareness and personal responsibility?

## Low Cost, Effective Training

There are cheaper but effective ways of getting ourselves up-to-speed. My local ADI association had the DSA Sector Manager brief us recently on the proposed changes and how, just nine months from its introduction, they will impact upon us. Copies of the SC1 form were passed around and a discussion about the significant changes in emphasis followed. The DSA manager stated that he would be given extensive training later this year and he could return in January 2014 to update us. Needless to say, he was booked as the guest speaker in the New Year! Apart from our £15 annual membership, these invaluable briefings are costing the membership nothing. This is the value to being part of a local association.

## Fleet and Role Play

With effect April next year, the Fleet Check Test and the role play option are to be withdrawn. The Standards Check will be the only DSA-controlled yardstick by which to assess ADIs and a student driver (non-ADI) must be available for the Check to proceed. It appears that ADIs will be responsible for booking their own Check, once in every four year licence period, rather than receive an "invitation" from DSA. It is also likely that the licence fee will be reduced significantly from £300 but an additional Standards Check fee will be paid when booking it.

## Standards Check – Assessment Areas

There are to be seventeen separate assessment areas grouped under three generic headings on form SC1 – Lesson Planning, Risk Management and Teaching and Learning Strategies. For each area the score range is 0 – 3. A score of zero means that there was "no evidence" of the competency being demonstrated by the ADI. A score of 3 equates to "demonstrated the competence in all areas."

Lesson Planning contains four competencies including agreed learning goals, appropriate lesson for the pupil and a suitable route (adapted if necessary). A total of twelve points are available.

Risk Management revolves around what are termed "safety-critical" incidents and the ADI's management of them. The timing and clarity of directions and instructions, awareness and anticipation of the student's actions in relation to other road users and the appropriateness of any action taken (verbal or physical) are all assessed in this area. There is a maximum score of fifteen points available, however, a score of less than eight in this section would result in a fail.

Teaching and Learning Strategies has twenty four points available grouped under eight headings. In summary, the key topics here include, pupil responsibility, learning outcomes, feedback, non-discriminatory approach, reflection and Q & A.

Almost half of the total points available are in this area. This "weighting" of the scoring in favour of Teaching and Learning demonstrates a complete turnaround in what DSA believe is important in a good driving lesson. For over twenty years, the identification, analysis and correction of faults determined the grade and the level of instruction and pupil involvement were low down on the assessment pecking order. It is refreshing and long overdue that a driving lesson which truly involves, challenges and motivates a student driver will receive due credit on the Standards Check.

## Word of Warning

The mathematicians will have worked out that there are a total of 51 marks available. Our Sector Manager believed that the pass mark would be around 30. A score of 2 points out of 3 in each of the seventeen competencies gives a score of 34 – only 4 points above the pass mark!

My view is that many of those ADIs who have been achieving a steady grade 4 on their Check Tests will struggle to gain 30 points on a Standards Check without some updating of their skills. I take around thirty ADIs each year who have either failed a Check Test or are worried they might. I can't foresee this number diminishing!

## Summary

The Standards Check is a radical shift away from the old assessment method and ADIs need to start preparing now so that they have time to adapt their teaching methods. Training does not have to be costly to be effective and there are free opportunities out there. We all need to start taking stock of our strengths and weaknesses as facilitators, compare them to the Standards Check competencies and start addressing where we perceive we fall short.

Phil Hirst is Chairman at the Harrogate Association of Driving Instructors. He is an ADI and ADI trainer. Learn about his products at [www.learnndrivingin3d.co.uk](http://www.learnndrivingin3d.co.uk)



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## News from the DSA - DSA Web chat 9th July 2013

This was a chance for approved driving instructors (ADIs) to put any questions they had about proposals to modernise driver training to Mark Magee, ADI Registrar. Mark was joined by Ian Holden, Senior Education Advisor at the Driving Standards Agency (DSA).

All of the questions and answers from the webchat are published on the gov.uk website. Below are some that you may be interested in. They are grouped in topics, answers in blue.

### 2.1 ADI grading structure

In all the years I have been teaching I have never once been asked about my check-test grading - this doesn't seem pupil based at all. Surely our pass rates should be good enough?

*The government's proposed wider consultation on measures to improve the safety of young drivers will invite views on how to improve the general information that is available to learners and parents. We want to help people to choose the ADI best able to meet their learning needs. We're asking for views on the information about ADIs that you think it would be useful and fair for DSA to make available to potential consumers. We're also asking for views on changing the ADI grading structure to use descriptors instead of numbers, or fewer grades, as we know the current system is felt to be confusing for some.*

What will be the new grading structure for ADIs and exactly what information do you intend to put into the public domain regarding the ADIs profile status etcetera?

*We have made no decisions about a new grading structure. The structure of the new standards check form suggests, to some people, that there should only be 4 grades. It has also been suggested that we use descriptors such as 'competent' or 'excellent' instead of numbers. Similarly, we have made no decisions about what ADI information we put in the public domain. The government is keen that customers know what they are getting when they purchase a service.*

### 2.2 Civil sanctions

How would fines (civil sanctions) help to improve the standards of instruction? It is better that ADIs know if they do not meet standards they could be removed from the register, giving fines looks more like a money making opportunity.

*Civil sanctions would not be aimed at improving the standards of instruction. This is what the standards check is for. They would be aimed at improving compliance in other areas such as displaying the ADI badge in the window when giving paid instruction.*

Is not the threat to remove from the register or a written warning enough to enforce compliance? After all, no ADI wants to be sacked. Is your prime motive to raise extra revenue from ADIs who are already suffering the economic downturn?

*The consultation is simply exploring the level of support for this becoming a feature of the ADI regulatory regime. They would be used with a view to improve the ADI's behaviour, make sure that there's no financial benefit to the ADI from non-compliance, and impose a penalty that was appropriate to the offence.*

Why does the DSA see the need to be able to issue civil sanctions?

*The consultation is simply exploring the level of support for this becoming a feature of the ADI regulatory regime. It would provide me, as Registrar, with greater flexibility to deal with non-compliance. At the moment, I have only a written warning or removal from the register.*

Will the DSA consider using the civil sanction/similar against its own employees as I assume this would be made public and not as an internal matter

*The use of civil sanctions is set out in legislation, which doesn't make provision for allowing them to be used against employees.*

### 2.3 Costs

Are you thinking about setting a fixed cost for PDI's or would you leave that up to the training association?

*The cost of taking the ADI qualification will be entirely a matter for the training organisations. There will be registration and certification fees payable to the awarding organisation and they may offer some guidance to their centres about realistic pricing. However, pricing will not be influenced in any way by the DSA.*

Can you confirm that the DSA would continue to be responsible for standards checks after the achievement of a vocational qualification? If the qualification is assessed through an awarding organisation regulated by Ofqual would this not be better conducted by those who are qualified to assess them and not the DSA?

*The qualification and registration processes are entirely separate. A qualification is required to get on the register but once on the register continued licence-to-practice is the responsibility of the Registrar acting on behalf of the Secretary of State. The standards check is the primary instrument by which the Registrar assures them of the continuing competence of an ADI. DSA examiner staff is fully qualified to carry out that competence check.*

How can you justify £300 for an ADI's 'badge' -what does this money do? Surely it should just be an admin fee?

*The registration fee aims to cover the cost to DSA of administering and maintaining an ADI's registration during the 4-year period which includes things like any check tests which they may be required to take, their criminal record check, maintaining the computer database and the salary costs of the staff involved in considering their registration application.*

I am unclear about the economics of having a qualified ADI in the car when a holder of a pink license is giving lessons and gaining experience in preparation for his Part 3. Can you give us your view on how the costing would work please?

*We are proposing that a trainee cannot give unsupervised on-road instruction. Having an ADI in the car will also ensure that they receive feedback on their performance. We do not believe that it is for DSA to specify the financial arrangements; this will be a matter between the trainee and ADI*

What will it cost an ADI trainer to become a vocational assessor?

*Courses are currently available at £650 + VAT.*

What will it cost an ADI training organisation to become assessors to provide the qualification?

*Organisations cannot become assessors. The assessor qualification is something an individual holds. At this moment Assessor qualifications are available for around £650 + Vat.*

### 2.4 Existing ADIs

How do you propose to integrate existing ADIs into the vocational qualification system?

*The vocational qualification does not impact upon existing ADIs although they are free to do the qualification if they choose. We are aligning the check test with the DSA standards from April 2014.*

### 2.5 ORDIT

As a sole trader ORDIT registered, I am very concerned about the new proposals of ADI training for those who have worked hard as I have to become ORDIT accredited.

*We appreciate your concerns. Your experience on ORDIT will enable you to be well placed to be involved in the delivery of any qualification. As the consultation paper explained, you will have to work with others. The*

## News from the DSA - Webchat (cont'd)

*vocational qualification also opens up potential opportunities to get involved in other ways. An ORDIT trainer last night said that he was considering whether to put himself forward for the external quality assurance role.*

I am pleased to see that a single person can assess their own trainees and act as an independent verifier for someone else. What is beyond me is why they can no longer be sole traders. They simply don't wear different hats depending on what is required. I can see nothing in this arrangement that prevents them from being a sole trader. All it means is that there is an extra person in the mix doing assessing and that is fine.

*The key point about the changes that would come if we developed a vocational qualification is that trainers would have to enter into formal relationships with other trainers, to satisfy the requirements for internal verification etc. Those formal relationships would have to be robust enough to satisfy the awarding organisation that they were going to be implemented rigorously and reliably. That might well be easier to manage if the parties involved came together under a single organisational umbrella. In technical terms you may well be right that they could technically remain as sole traders e.g. from a HM Revenue and Customs point of view. However, it will represent a significant change for those individuals who have always done everything themselves - not least having somebody else looking at the quality of the work they are doing.*

What advice/ help will current ORDIT registered companies get to move onto the new vocational qualification system?

*Once we get confirmation that the vocational qualification is going to go ahead we will start to work with the awarding organisations to ensure that ORDIT and other training companies have all the information that they need. The awarding organisations have very good support processes and, if you express an interest in being accredited, they will walk you through the process.*

### 2.6 Qualification process

An outside accrediting awarding organisation would be driven by profit. What's to stop them failing students to gain more test fees, thus making more profit?

*Accrediting organisations do work in a commercial environment and any attempt by them to manipulate the results of a vocational qualification to increase their profits would be a major concern. However, there are a couple of factors that work against this. Firstly, in a competence based vocational qualification there are multiple forms of assessment. The evidence from those assessments is brought together in a portfolio by the candidates working with their assessor. It is cross checked by the internal verifier and it is externally checked by the external verifier. Assessment is not based on a single test. It would, therefore, be quite a complex and challenging process to try to deliberately fail candidates. The other factor that would limit their ability to do this would be that, if they could somehow manipulate the figures to fail more candidates, candidates would soon stop going to them. If it became clear that a particular awarding organisation was tougher to get through they would lose customers. Finally, any suggestion that an awarding organisation was trying to manipulate results would result in action by Ofqual. Ultimately Ofqual can take away their licence to practice, which is a pretty big penalty to risk just for a few extra students.*

Are you not concerned that this will go the same way as the fleet qualification, certain companies just pushing through candidates with the "you can't fail this course" point of view?

*We would, of course, be very concerned about any suggestion that training organisations were pushing candidates through a VQ if they were not competent. In writing the documentation for the VQ we will be setting very clear standards around assessment and the evidence of competence that we will accept. We will be working very closely with the awarding organisations to ensure that the appropriate internal quality assurance processes are in place. The external quality assurance staff will be specifically charged with ensuring that assessment is being carried out, and recorded to the appropriate level etc. The important thing*

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## News from the DSA - Webchat (cont'd)

*to remember is that, where we find evidence of willful abuse of this system, the training centre involved will lose its accreditation. That will mean, as far as ADI training is concerned, they are out of business. Given all trainers will also be ADIs, we'd also want to consider possible removal from the register*

I am already a city & guilds accredited assessor, I hold my A1 qualification, I'm also a registered ADI. Would I have to attain any further assessor qualification or is holding my A1 satisfactory?

*It is likely that anybody holding A1 would be qualified to become an Assessor on the VQ. However, as you will appreciate, it is for the awarding organisation to satisfy itself that anybody holding a nominally equivalent prior qualification had retained their competence and can demonstrate any additional competence requirements that might have emerged since they qualified.*

I have read all the papers and the impact assessment but I am unclear about the VQ route. Does it mean that a trainee can gain the VQ without ever getting in a car? It talks about training centres and implies an actual establishment. Attending classes will be hard for many people as many will not live nearby. Equally, the cost of operating a "centre" is prohibitive. With no opportunity to offset training costs with lessons, do you not think that the cost of training will increase? The paper implied an ambition to increase the pass rate overall and reduce the financial risk for trainees, did it not?

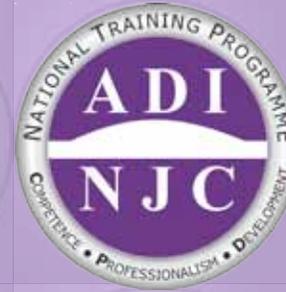
*No it does not mean that a trainee can gain the VQ without getting into a car. In writing the qualification documentation we will specify exactly how a person must demonstrate their competence. So, for example, if we take a competence such as: "provide timely and appropriate explanations and demonstrations of the skills and techniques required to drive or ride a vehicle safely and responsibly, including the any use of adaptations where fitted" we would require that to be demonstrated practically and in a sufficiently wide range of on-road contexts to be able to be sure that the student could reliably do that in any driving situation. Clearly there is a cost trade-off there. We cannot expect demonstration in every conceivable context of every possible skill or technique but there must be sufficient, practical, evidence to be reasonably confident. The concept of a training centre does not necessarily mean an actual establishment with classrooms etc. For the majority of training purposes the classroom will continue to be the training vehicle. Some organisations may have scope to bring some training in-doors but that is not an absolute requirement."*

Is there anything stopping an ADI trainer from being as Assessor for his own trainees, an Internal Verifier for someone else, and an External Verifier for someone else again? Assuming that he holds all the relevant qualifications?

*An ADI trainer will be the assessor for their own trainees. They can then be a verifier for others and an EV elsewhere. Clearly they cannot have any commercial relationship with anybody they provide the EV role for.*

What is APL?

*APL stands for Accreditation of Prior Learning. There is also something called APEL Accreditation of Prior Experiential Learning. This is a system which is operated by awarding organisations, universities etc. to ensure that somebody is not required to demonstrate the same competence or knowledge twice. If, for example, you have completed part of a teaching qualification before starting to train as an ADI you might already have demonstrated some of the competences that would be required on the ADI vocational qualification e.g. lesson planning. An awarding organisation has the option of giving you credit for that prior learning and that, in turn, would mean that you could save money and time. However, there is another side of the issue ie ensuring that you do not get credit twice. The awarding organisation will need to assure itself that you are not getting more than you are entitled to.*



# ADINJC Training Roadshow

**FREE!**



## Venues

|                           |               |
|---------------------------|---------------|
| 12 <sup>th</sup> August   | Norwich       |
| 19 <sup>th</sup> August   | Preston       |
| 4 <sup>th</sup> November  | Milton Keynes |
| 11 <sup>th</sup> November | Bridgend      |

9.00am to 1.00pm

## Topics Include

Industry Updates  
New Standards Check  
Client Centred Learning  
Diversification  
Personal Development Planning  
Check Test Tips



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## News from the DSA - Webchat (cont'd)

### 2.7 Standards check

Do you expect the change to the standards check will improve the standard of ADIs and if so, in what way?

*The revised standards check is better aligned to DSA's National standard for driver and rider training. The new assessment form will help an ADI to understand their strengths or where they are in need of development.*

### 2.8 Trainee licence scheme

Can any ADI supervise a PDI on a lesson and who does the Pupil pay?

*Under the proposed changes to the trainee licence scheme, any registered ADI can supervise the trainee giving instruction. It would be for the trainee and ADI to come to an agreement on which the pupil pays.*

Currently the trainee licences are granted for an "indefinite" period when PDIs are often unsupervised. Why not enforce only one trainee licence rule? If the PDI does not reach the required standard in the first go then probably her standard of teaching is questionable.

*Trainee licences are not granted for an indefinite period. A PDI is entitled to apply for an initial licence for up to 6 months. It is then at the Registrar's discretion if a second licence is issued. Experience shows that not all PDIs are able to make full use of their trainee licence due to, for example, medical problems.*

Why would a PDI want to deliver paid instruction under the proposals if he or she has to then pay the ADI to observe the lesson? Seems to be an unworkable proposal to me

*We are proposing that a trainee cannot give paid, unsupervised, on-road instruction. Having an ADI in the car will also ensure that they receive feedback on their performance. We do not believe that it is for DSA to specify the financial arrangements, this will be a matter between the trainee and ADI.*

### 2.9 Transition arrangements

Can you tell me please when the revised PDI process is to take place, and also (on behalf of a friend who failed his part 3 recently) why do potential instructors only have 3 attempts at part 3 and why do they have to wait 2 years before they recommence?

*The new vocational qualification would be introduced in 2015. It is important to set some parameters around the qualification process. Three attempts give the person a reasonable opportunity to meet the minimum standards. They do not have to wait two years but two years after the date on which they first passed the ADI part 1*

What's the timeframe? Assuming all consultancy feedback points to Option 1, at what point will you be in a position to ask for legislative change? Realistically, when will the first PDI come on board under the new system? 2 years? 3?

*It's expected that any VQ would start in the second half of 2015 so the first qualified ADIs would enter the register in 2016 (subject to meeting the fit and proper criteria).*

My concern is that the franchises have already taken monies from trainee ADIs and so under this new scheme how is this taken into account for trainee ADIs as I am one of the 50% that is not through yet?

*If the vocational qualification option is supported, there would be a transitional period where those who had already started qualifying under the old process would be able to continue. More information about this is published in the consultation document.*

### 2.10 General

Do I see new money making scheme for the DSA? Please tell me these "internal quality assurances" we are required to meet will be free to those that have already invested in ORDIT and other schemes?

*The important thing to remember is that the delivery of the vocational qualification will be entirely the business of the awarding organisation working through approved delivery centres. The DSA will know nothing about students until they qualify and apply to go on the register. The DSA will receive absolutely no payments of any sort in relation to the internal quality assurance processes etc.*

DSA annual report and accounts state "It is also vital that those learning to drive are only taught by people who are properly qualified to do so." Does this mean moving to compulsory lessons from an ADI only and parents not allowed to teach? If not, the 'blurb' should be corrected

*Yes, this is probably slightly misleading as it is expressed. We believe that if somebody is taking money for giving driving instruction then they should be properly qualified to do so. The wider question of how the learning to drive process is structured and who should be allowed to teach is really part of the wider Young Driver discussion.*

I am concerned that this whole exercise is concerned with inputs rather than outcomes. We have the safest roads in the world, which is great. We lost 1901 lives in 2011 and 10 times that in seriously or life changing injured. Not so great. The DSA needs to seriously look at ways of developing training for both new and existing drivers to significantly reduce these numbers and then think about how best to deliver the training. Very simply, while there is a syllabus, it is not tested, so there is no compelling reason for students to pay out for what they regard as unnecessary gold plating.

*This whole area is the subject of the Young Drivers Green Paper which the government is committed to publish this autumn.*

Re: Publishing Pass Rates. Quite a few ADIs teach in inner city areas and a lot of our pupils face challenges like Learning difficulties (diagnosed or not), language issues or lack of educational background. These pupils have no problem finding an instructor as they will need lots of lessons but if an ADI were judged on their pass rate then these same pupils would not be taken to test as their failure rate is high. Currently my pass rate is bad because I enjoy the challenge of pupils who struggle to pass but are great drivers.

*There are no current plans to publish pass rates*

Regarding proposed changes to modernising driver training exactly what information do you intend to put into the public domain regarding the ADIs profile status etcetera?

*We're asking for views on what information should it would be useful and fair to make available to potential consumers. This is a very open question and we have no pre-conceived ideas.*

What information RE: ADIs would you like to be made available to the public?

*The government's objective is that customers should have as much information as possible to enable them to make informed decisions when they purchase services. However, we all know that statistics around things like training often hide important factors such as the variation in the background of the people being taught. In that context, our objective would be to make as much information available as possible that you were happy gave a fair picture of just how good an ADI you are.*



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# Road Safety Information

Graham Feest AIRSO general secretary  
and ADINJC road safety advisor

## Scotland Update Advice To Horse Riders

### Find In The Mea

Road Safety Scotland has updated its 'Guide to Safer Horse Riding on the Road', which was originally published in 2007 and a copy can be found in the MEA.

The booklet is designed to simplify the different manoeuvres horse riders must learn in order to increase their safety on the road. It offers advice on moving off, stopping, turning left and right at different types of junctions and traffic lights, group riding, overtaking parked vehicles and objects and negotiating roundabouts.

Nobody rides on the road from choice but for many there is little option, as they move between one off-road area and another. It is vital, therefore, that all riders seek proper training to help them cope with the ever-increasing volume of traffic. Equally other road users need to appreciate the presence of horses on the road and act in an appropriate manner

### First Aid Assist



A new not-for-profit scheme called Driver First Assist has been officially launched in a bid to train "professional drivers" in basic first aid techniques and in how to manage the crash scene before the emergency services arrive.

Around 50% of road traffic deaths occurring before the emergency services arrive and it is hoped trained drivers could make a significant difference in the yearly fatality numbers.

One of the reasons stated for the reduction in road fatalities over recent years is how response times by the emergency services have increased along with the medical care which is now available by paramedics at the scene and the advancement of medical care.

However it takes four minutes to die from an obstructed airway while the target response time for ambulances is eight minutes.

Clearing airways and other basic life-saving skills will be taught on the £95 seven-hour driver CPC-approved courses that are now available around the country.

The scheme is being actively backed by the Emergency Services Associations

To find out more about DFA or to book a course visit [www.driverfirstassist.org](http://www.driverfirstassist.org).

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## Road Safety Information

Graham Feast AIRSO general secretary  
and ADINJC road safety advisor

### Robert (Bob) Smalley Fairso - Vice President Of Airso

Bob Smalley has announced his retirement from RoSPA as Chief Examiner of RoADAR and has chosen to end his distinguished career in this role at the AIRSO National Blue Light Users Conference and National Fleet Driver Trainers Conference at the end of August.

He will be continuing in his role as Vice President of AIRSO and will be certainly be chairing the 2014 National Fleet Driver Trainers Conference.

RoSPA have now started the difficult process of finding a new Bob and the details and here are the details of the advertisement which has been published

RoADAR Chief Examiner (RoADAR) Permanent, Part Time 14 to 21 hours per week (flexible) Birmingham based £30,000 full time equivalent.

"We are seeking an enthusiastic individual to join our RoSPA Advanced Drivers and Riders (RoADAR) group as Chief Examiner. The Chief Examiner is an essential role for RoADAR, both strategically as RoADARs figurehead, giving credibility to the driving and motorcycling standards set by RoADAR, and operationally.

The successful candidate will be responsible for recruiting and managing RoADAR Advanced Driving Examiners and Advanced Motorcycling Examiners throughout the UK and internationally, ensuring sufficient numbers meet demand. In addition, you will be required to produce and update Examiner Guidelines to ensure tests are conducted in accordance with policy and the Examiners code of conduct, investigating any complaints and taking disciplinary action where required.

You will also be expected to liaise with the Driving Standards Agency in regard to quality assurance inspection and represent RoADAR on external or internal groups as agreed with the Head of Road Safety.

You will also be required to produce and update the RoADAR National Group Guidelines and tutor training guidelines, providing operational advice to RoADAR groups, plus act as Secretary and Vice Chair to the Groups Advisory Panel.

The successful candidate will ideally be educated to degree level (or equivalent) and must hold the Police Advanced Driver and RoSPA Advanced Driving/Riding qualifications. The RoSPA National Diploma in Advanced Car/Motorcycle Instruction would be advantageous as well as an approved driving instructor qualification and advanced qualifications in motorcycling, LGV and PSV.

Service in a National Police Driving School is essential, as are excellent management and communications skills and experience of presenting. If you would like to apply for this role, please complete a declaration form which can be accessed at <http://www.rospa.com/vacancies/roadar/> together with a job description and send together with your CV and covering letter to:

**Tracey Mansell - HR Manager, RoSPA House, 28 Calthorpe Road, Edgbaston, Birmingham B15 1RP** or email [tmansell@rospa.com](mailto:tmansell@rospa.com)

### Driver CPC

The European Community has launched a public on line consultation about Drivers CPC

It's being run to assess:

- how effective it is
- it's contribution to road safety

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- what specific actions and measures could improve its effectiveness
- The consultation questionnaire addresses every aspect of Driver CPC including the initial qualification and periodic training.

Some questions relate to:

- separating the initial qualification from the driving test
- harmonising the training syllabus and proof of status across the EU
- considering e-learning
- whether there should be a test at the end of periodic training

You will also be able to comment on any other aspect of Driver CPC you want to raise.

The consultation runs until 25 October 2013. The link for the questionnaire is:

<http://ec.europa.eu/yourvoice/ipm/forms/dispatch?form=profdriverstraining>

### Evidence That Safety Cameras Work

New evidence recently published by the RAC Foundation supports the safety case for speed cameras in the UK.

The evidence suggests UK speed cameras cut injuries by a quarter

Analysis of data for 551 fixed speed cameras in nine areas shows that on average the number of fatal and serious collisions in their vicinity fell by more than a quarter (27%) after their installation.

There was also an average reduction of 15% in personal injury collisions in the vicinity of the 551 cameras.

However the research also highlights 21 camera sites (in these areas) at which, or near which, the number of collisions appears to have risen enough to make the cameras worthy of investigation in case they have contributed to the increases.

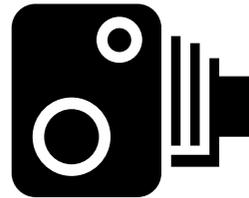
The data was released in 2011 as part of a government move to make speed camera operations more transparent to the public. The analysis formed part of work – commissioned by the RAC Foundation and carried out by Professor Richard Allsop of University College London – to provide advice on interpreting speed camera data.

The estimates for collision reduction were made allowing for the more general downward trend in the number of collisions in the nine areas in recent years, and for the effect of regression to the mean at sites where collision numbers were unusually high in the period before the cameras were installed.

The study comes in the wake of the 2011 instruction from government that speed camera data going back to 1990, detailing accident statistics before and after fixed speed cameras were installed, be made publically available.

Since 2011 only a third (12 out of 36) of the organisations (a mixture of councils, police forces and safer roads partnerships) responsible for the figures have published the information in a format which complies with official Department for Transport guidance.

The RAC Foundation asked Professor Allsop to produce a guide for local authorities and other interested



parties to help them interpret the data. As part of his work Professor Allsop studied data from nine of these authorities (with the data from one area being divided into two groups of cameras).

Professor Stephen Glaister, director of the RAC Foundation, said:

“At the end of 2010 we published a report by Professor Richard Allsop which concluded that without speed cameras there would be around 800 more people killed or seriously injured each year at that time.

Overall his new work reinforces those earlier conclusions, but crucially the study has also identified a number of camera sites in the vicinity of which collisions seem to have risen markedly.

This may or may not be related to the cameras but warrants further investigation. Therefore, on the basis of this study, we have now written to eleven local authorities suggesting they examine the positioning and benefits of a total of 21 cameras.

This is an intensely complex issue, but there is no one better placed to carry out the task than Professor Allsop and he has now produced a technical guide to help those interested in the subject try and better understand the numbers published for their areas.

What is disappointing is that only a third of those bodies required to release the data have done so in a readily usable and consistent form.”

### Driving Test Passes

In the period April 2012 to March 2013,

682,699 males who took the test,

345,599 (50.6%) met the required standard.

753,774 women took the test

331,653 (44%) met the required standard.

The combined male/female pass rate was 47.1% - fractionally higher than the previous 12-month period.

The pass rate for the youngest drivers, irrespective of gender, was higher than for other age groups.

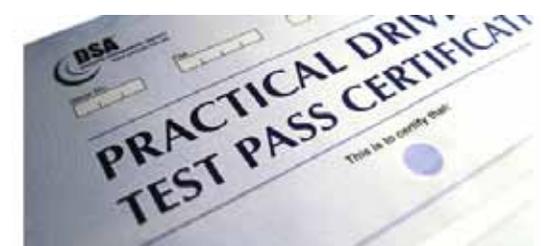
50.7% of drivers aged 17-19 yrs passed the test.

45.8% of candidates in their twenties met the standard

38.8% of drivers were in their thirties

35.6% in their forties

32.8% were in their fifties



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## Reading the needs of your pupils

David Poole



I was in Worcester recently to see an ADI friend of mine Pete Leach and had the pleasure of sitting in the back during some of his lessons.

On one particular lesson Pete was working with a college student called Alicia and after about twenty minutes into the lesson she mentioned that she was feeling peckish because she hadn't eaten for a while. Pete asked if she was doing anything after her lesson, she said no, and Pete said "right we'll go to MacDonalds for 20 minutes to get you some food and we'll extend your lesson for you.

I wondered if Pete was doing this for my benefit, but kept my mouth shut as Pete offered to pay for us all and I wasn't about to turn down a burger. While Pete was ordering I asked Alicia how she felt about this, and she explained she was struggling to concentrate on her driving because of her hunger and felt really thankful for the opportunity.

The lesson ended and I asked Pete what his thinking was. He said this.

*"David, you work in business, you meet clients, they pay you money, have you ever bought them food?"*

Pete was absolutely right. Have I ever bought a client a meal for tokenism or as a bribe...never. But I have bought my clients a meal so we can get to know each other and so that I can understand their needs. What Pete did though in this instance was something slightly different, he had detected Alicia was not her usual self and he fixed it – and she appreciated it.

So what's this got to do with marketing...isn't marketing just about getting bums on seats?

Well I don't think so, there are many elements to marketing and one is recognising the current needs of your client and providing a service to suit because it helps retention and also supports word of mouth advertising.

I did ask Pete if he thought his actions were a little unusual; he agreed but went on to say people are unusual so to a certain degree he needs to offer flexibility and to innovate.

When it comes to your marketing think beyond the concept of bums on seats. Too many ADI's believe posters, websites, Facebook, adverts etc is the way forward to getting the phone to ring, but these are just the vehicles to carry your message – appeal to the needs of the customer.

For more real life marketing and direct advice which works go to [www.davidpooleandassociates.com](http://www.davidpooleandassociates.com) and making sure you also check out my "free stuff".

Take care

David

**DP** David Poole  
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## ADINJC Member Benefits

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- Annual conference and AGM held each October, recognised as the largest in the industry
- Monthly column in adiNEWS and special joint membership deals with adiNEWS
- Regular news sent out as it happens via email to our members
- Join us on LinkedIn, Twitter and Facebook

### SERVICES AND TRAINING

- We are on the **DSA** working and steering groups for CPD and modernising driver training
- We provide a united voice for the industry - We are the "Association of Associations"
- We use our consultative status to represent your views to the **DSA** and the Government
- Regular Council Meetings to which member organisations can send 2 representatives
- Training courses which qualify as CPD
- Our own Road Safety Advisor, Graham Feest, who updates us regularly
- Special discounts and packages for training aids
- Business tools and ideas to increase your profits
- Terms and conditions to use in your driving school

### FRATERNAL

- Expert advice and information available from our helpdesk for your peace of mind
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- Help for members who are struggling with unsatisfactory Check Test grades
- A network of instructors who can relocate pupils for training across the country
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*If you have any issues we might help with, contact Clive, our Liaison Officer, by phone on 01747 855091. He's available to give you a personal response 7 days a week from 2pm to 10pm; alternatively, you can email him at [liaisonofficer@adinjc.org.uk](mailto:liaisonofficer@adinjc.org.uk)*

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## New Test Marking System

The Road Safety Authority (RSA) Driver Testing Section are in the process of rolling out the new Electronic Data Capture (EDC) System whereby the driver tester will use an electronic tablet to record performance instead of the old paper based system. However, driver testers will continue to provide verbal feedback following completion of the test and where appropriate and in order for the candidate to get some initial feedback the issue a new 'Feedback Form' with guidance in areas that require further attention. Candidates will receive their detailed test report form in whatever channel of communication they selected when applying for their driving test e.g. letter post or email. The 'Feedback Form' does not itemize the particular marks but gives candidates direction on where they need to improve in their driving and pointers on what they should look out for. As the RSA are in the process of rolling out this project, they will take on board any opinions raised regarding the feedback sheets which are issued to the customer with a view of making any changes to it.

Comment. When the RSA engaged the private company SGS back in 2007 to help alleviate the driving test backlog electronic tablets were used to record any faults accumulated during the driving test. These were then downloaded into a computer and a complete printout of the test report sheet was issued to the customer. Those pupils who used the instructor's car or those who subsequently contacted their instructor were able to discuss any faults committed fully i.e. driver, more serious or disqualifying. However, with the new system the instructor will have limited paper feedback that does not give detailed information of faults committed. Whereas this new system will streamline the RSA operation of recording test results and forwarding them to the RSA, it will initially leave the pupil and instructor with limited information to discuss and see where the pupil erred on test. Also, many pupils will not contact their instructor (if at all) prior to their next test and this will leave little time to work on and rectify the particular faults committed previously. Results will be sent to the customer by the means they indicated on their application form i.e. email or post. Sending out detailed test results by post will incur another cost for the RSA.

## eCall Emergency Call System

The telecoms regulator is planning to release up to 1 billion new phone numbers as part of a new online initiative. The scheme to be introduced for so-called machine to machine communications will see phone numbers allocated to cars, industrial equipment and even household refrigerators. Such objects will have the ability contact each other by pre-allocated design, to facilitate the next wave of industrial and consumer – friendly technology.

The numbers are expected to take the prefix 077 followed by seven digits. From 2015, car manufacturers will be required to provide an eCall emergency call system – typically operated via an embedded telephone Sim card – in all new vehicles sold in the EU. Analysis firm Machina research predicts there will be 25 million machine-to-machine online connections in Ireland by 2020.

Note. eCall is a European initiative intended to bring rapid assistance to motorists involved in a collision anywhere in the EU. The idea for such technology was first presented in the context of the German Youth Science Competition, Jugend forcph in 2001. The eCall initiative aims to deploy a device installed in all vehicles that will automatically dial 112 in the event of a serious road accident and wirelessly send airbag deployment and impact sensor information, as well as GPS coordinates to local emergency agencies. eCall builds on E112. The European Commission is aiming to have a fully functional eCall service to be in place throughout the EU by 2015. According to some estimates, eCall could speed emergency responses by 40% in urban areas and by 50% in rural areas. The project is supported by the European Automobile

Manufacturers Association (ACEA) and interest groups of European car, bus and truck manufacturers and ERTICO (Intelligent Transport Systems and Services for Europe). Many of the stakeholder companies involved with telematics technology are members of ERTICO or ACEA. And an advantage of this membership is the increased ability to influence developing eCall standards.

In Russia, a fully interoperable system called ERA-Glonass is being displayed, with the aim to require an eCall terminal and a GPS/Glonass receiver in new vehicles by 2015. And in America, a similar service is available by GM via their OnStar service. In Europe eCall services are provided by Bosch Communication Centre, the Global BPO Division of the Bosch Group.

## Cyclist's €50 on-the-spot fines

The Government is to introduce new regulations allowing Gardai to impose fines of €50 on cyclists who break road safety laws. The measure is contained in the Government's Road Safety Strategy. Transport Minister Leo Varadkar plans to introduce new regulations before the end of the year that would allow Gardai to impose fines for three offences – running a red traffic light, cycling on a footpath and dangerous overtaking. The fines will be a minimum of €50 to be paid within 56 days. If unpaid, they will appear in court where the fines can be increased. The move to introduce on-the-spot fines followed consultation with Gardai and the Road Safety Authority (RSA), and the measure is likely to be introduced late this year or in early 2014. A spokesman for Cycling.ie, a national lobbying group, said that while the proposed fines would act as a deterrent to dangerous cyclists, more driver training was needed. "Drivers need to be taught how to interact with cyclists," said Dr. Mike McKillen. "We can see that some form of punishment is needed, but motorists go through red lights as well, while cyclists don't kill people."

## Motorcyclist Fatalities

Up to the 7 July 2013, 13 motorcyclists have perished on our roads compared to 8 and 2 pillion passengers up to the same time last year. Motorcyclists account for almost 14% of road deaths so far this year, despite making up less than 2% of the total vehicle fleet. The Road Safety Authority (RSA) and the Gardai are asking motorcyclists to be aware of their vulnerability on the road as research shows that motorcyclists are three times more likely to be killed on Irish roads than any other EU country. In 2011 there were 17 motorcyclists and one pillion passenger killed. In 2012 the figure was 16 m/cyclists and three pillion passengers killed and to date - 13 motorcyclists killed.

## High-vis v Low-vis

After a high publicity campaign to distribute High-vis free safety vests the RSA is replacing them due to flaws in the reflective tape used by their Chinese manufacturer. While the existing vests are not being recalled – because they do give added visibility on the road – another 150,000 in stock have been destroyed and the manufacturers have agreed to make 'significant changes to its production process'. The "low-vis vests failed to meet "the minimum retro-reflective requirements of the relevant standards" after the Road Safety Authority (RSA) had the vests tested. Following consultation with the European Commission and independent experts, the National Consumer Agency (NCA) concluded "that the vests did not comply with the basic health and safety requirements".

## Vehicle Testing Firm Fined

A vehicle testing firm has been fined €25,000 after being convicted of breaching health and safety law relating to a school bus involved in a fatal crash resulting in a schoolboy being killed. The firm – O'Reilly Commercials Ltd – had failed to note a modified rear suspension prior to the crash- a modification that had earlier been the subject of a recall. The school bus went out of control outside Clara Co. Offaly in April 2006 after a rear drive axle came off. After a 23- day trial, the jury returned a verdict of guilty on the first count, of failing to note the modified suspension; not guilty of failing to verify it as safe; and it was

## Road Safety Ireland (cont'd)

Tom Harrington



also acquitted of failing to note a missing bolt and failing to note a chassis fracture. A bolt missing from the right side of the rear suspension system led to fatigue fractures ultimately resulting in both sides of the suspension failing and the drive axle separating.

### The Carnage Continues ...

Road fatalities to the 1 August 2013 is 111, this is six (6) more than the same time last year.

### Loss Making Tolls

The operators of a loss-making tolled road want motorists to pay more charges to increase revenue. Losses on the M6 motorway between Ballinasloe and Galway are mounting, and the company wants to introduce more tolling points. This would capture drivers who enter and exit the motorway at different points to avoid paying the €1.90 charge. But Transport Minister Leo Varadkar has ruled out any further toll increases across the motorway network for now. It is understood that the National Roads Authority (NRA) who signed the contract with N6 Concession, will resist any further tolling points. The operators want to introduce a series of tolling points along the 57km stretch, including tolled ramps to capture motorists avoiding the toll by exiting the motorway around the tolling point.

The NRA has paid €15m to two companies It is also operating the Limerick Tunnel and M3, because it shared the risk of traffic volumes not being reached, meaning it must make up the shortfall.

### Pope v Flashy Cars

Pope Francis said recently that it pains him to see priests daily driving flashy cars, and told them to pick something more humble. As part of his drive to make the Catholic Church more austere and focus on the poor, Francis told young and trainee priests and nuns from around the world that having the latest smartphone or fashion accessory was not the route to happiness. He said: "It hurts me when I see a priest or nun with the latest model car, you can't do this". Not a person for ostentatious trappings, the Pope lives in the Vatican guesthouse and his car of choice for moving the Vatican City is a compact Ford Focus.

### Excuses – Excuses

A motorist who claimed to have taken so much Viagra he could not leave the house was just one of a number of excuses used by people who fail to tax their car. According to data, compiled about British motorists, another driver said: "My mate said that if the cost of the tax is more than what the cars worth you haven't got to pay it." Another motorist claimed to have fallen out of a tree and broke both arms, so was unable to fill in the forms.

### '132' Car Regs Up

New car sales are up over 6,000 for the first two weeks of the '132' registration period. At 6,226, they are nearly 5,000 (372%) more than the 1,317 for the corresponding fortnight in July 2012. According to dealers the two reasons for the increase are – (1) the increase in buying reflects pent-up demand from those who waited for July ('132' reg.) and (2) the figures have been swollen by the sale of hire-drive cars.

**And finally ...** It is better to crash into a nap than nap into a crash.

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**VAUXHALL**

**Official Government Test Environmental Data. Fuel consumption figures mpg (litres/100km) and CO<sub>2</sub> emissions (g/km). Vauxhall range (excl. Ampera): Urban: 14.4 (19.6) - 76.3 (3.7), Extra-urban: 27.4 (10.3) - 91.1 (3.1), Combined: 20.6 (13.7) - 85.6 (3.3). CO<sub>2</sub> emissions: 324 - 88g/km.\***

\*Available on selected models only, at participating Retailers. Refer to [www.vauxhall.co.uk/offers](http://www.vauxhall.co.uk/offers) or contact your local Vauxhall Retailer for details. Finance subject to status. Terms and conditions apply. Applicants must be 18 or over. Guarantee / Indemnity may be required. Finance supplied by either Vauxhall Motor Finance RH1 1SR or Vauxhall Finance, PO Box 6666, Cardiff, CF15 7YT. 24-60 month term. Offer will apply to Vauxhall Partners only. Offer available on orders or registrations before 1st October 2013. #Official EU-regulated test data are provided for comparison purposes and actual performance will depend on driving style, road conditions and other non-technical factors. Vauxhall Lifetime Warranty covers lifetime ownership of first registered keeper, 100,000 mile limit. Terms and conditions apply. Vauxhall Partners includes all employees and pensioners of nominated companies and their nominated eligible relatives. Vauxhall Partners discount is in addition to all other retail offers, and is applicable to the vehicle, factory fitted options, number plates and delivery. We reserve the right to change or withdraw any aspect of the Vauxhall Partners Programme without prior notice. Terms and conditions apply. Correct at time of going to press 11/07/2013.

# n-formed?



And now for the news....

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## Member's Corner

**DIPOD** - In this our 60th show we were joined in the studio by Mark Magee, DSA Registrar and we go into some depth about modernising driver training and answer your questions.

In this show;

- DSA/VOSA Merger
- Standards Check
- New Marking Sheet
- Justifying Change
- Enhanced Qualification Process
- Fleet Register
- Pass Plus
- Reversing On Test
- The Theory Test
- MDT Consultation
- NJC Workshop

Remember that you can download CPD notes from the website as well as the new Standards Check Marking Sheet.

Remember to send us in your comments. Our email address is [adi@dipod.co.uk](mailto:adi@dipod.co.uk) and our phone number is **08432 892 556** - we look forward to hearing from you.

You can find the show by clicking [www.dipod.co.uk](http://www.dipod.co.uk)



### Articles we have sent out via Email this Month

- Regular eye tests for drivers could save lives
- DSA. Learner drivers warned about extra charges
- DSA. Important ADI changes: Last chance to have your say – closes on the 8th August 2013
- National Associations press release



### And Finally... a quote...

*"To succeed in life, you need three things: a wishbone, a backbone and a funnybone."*

*Reba McEntire*



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Only £40 if booked by the 1st August, £60 thereafter.

#### SPEAKERS INCLUDE:

Lesley Young, DSA Chief Driving Examiner; Dr Lisa Dorn; Diane Hall; Nigel Botterill, UK Entrepreneur. Visit [www.adinj-c-conference.info](http://www.adinj-c-conference.info) for further information.

#### TOP TIP - STAY AND SAVE!

Why not stay the night before? Catch up with colleagues, come and say hello to the ADINJC team and join us for a celebration dinner! Book now to get a double room for only £55 (special rate)! See website for the celebration dinner prices.

