

MEMBERS NEWS

Issue No: 79
July 2013



VAUXHALL



HITACHI
Inspire the Next



GUIDELINE DAILY AMOUNT			
	Men	Women	Children 6-10
EACH DAY CALORIES	2500	2000	1800
FAT	95g	70g	70g
SATURATES	30g	20g	20g
SUGAR	120g	90g	85g
FIBRE	24g	24g	15g
SALT	6g	6g	4g

Average values for adults and children. Individual requirements may vary.

The Real Meal Deal?

Approved Driving Instructors National Joint Council

Contents:

- 3** **From the Chair..... a monthly report -**
The latest from Lynne and ADINJC
- 4** **ADI Qualification & Registration -**
a review of the process
- 6** **Feedback is now dead -**
Tariq Musaji explains why
- 9** **Grow your business brand -**
Andrew Dicker talks about brand identity
- 10** **Rosemary Thew's column -**
the latest from DSA
- 11** **Road Safety Information -**
latest news from Graham Feest
- 15** **Instructors are unproven -**
advice from David Poole
- 16** **Road Safety Ireland -**
the latest from Tom Harrington
- 19** **Member's Corner -**
your news & latest details from DIPOD

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.



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



From the Chair..... a monthly report



All Change at the DSA

Each month in 2013 just keeps getting busier. July brought the news, which wasn't entirely unexpected, that the DSA and VOSA have merged and that Rosemary Thew is no longer the chief executive. She has been replaced by Alistair Peoples who is the chief executive of both the DSA and VOSA. As I write this we have no idea if there will be a new name for the joint agency or where it will be based. Alistair became the chief executive at the Vehicle and Operator Services Agency in 2009. He was originally an ADI and then became an SE and vehicle and driving examiner: we can only hope he will understand the concerns of ADIs and our industry. It was a great disappointment that with all these changes, the DSA cancelled all the meetings it had planned with each of the national associations. It was not only inconvenient having planned time to attend but we were then told that there will be no refunds on expenses such as train fares or hotels that were booked in advance. Hardly makes for great customer service! An online conference call was held for all the national associations the day before Rosemary left but many questions remained unanswered in our opinion.

Modernising Driver Training

Having personally worked on the steering group for MDT for 6 years, it was a relief to hear that Stephen Hammond, Road Safety Minister, launched the Modernising Driver Training consultation on June 27th. However the current closing date is August 8th next which gives very little time for individual ADIs or local associations to respond. The consultation is mostly about the qualifying process and the trainee licence. There are some items such as the vocational route to becoming an ADI, which the DSA favored at our meetings, which need more explanation in my opinion. Hopefully many of you will have joined the web chat hosted by Mark Magee, the Registrar, on July 9th and asked questions. I am pleased to say that a joint letter was sent from ALL the national associations to ask for an extension to the time allocated to the consultation. I've always believed that to work more with the other associations gives us a united front when representing ADIs to the DSA, so this was extremely good news and shows that the nationals are working together on your behalf.

On 3rd July the revised Code of Practice was announced, it is a voluntary code and you can view it on the gov.uk website. We also found out that the green paper on Young Drivers has been put back until the Autumn so we will be using all your ideas and help from our survey, but it means we have more time to get the views to ministers.

The ADINJC also welcome the proposals to lift restrictions on disabled people who want to work as driving instructors. These were put forward to Parliament as well as being part of the government's agenda to tackle burdens on business and unnecessary red tape. Under the current rules, people who hold a medically restricted driving licence have to take an additional assessment to qualify as an approved driving instructor. They are also restricted to giving tuition in a car with automatic transmission, even if the pupil is a full licence holder. Under the new proposals, the "Disabled ADI" category would be removed, so that the qualification process for restricted licence holders is the same as it is for those with a full licence. In addition, qualified instructors who have a restricted licence would be able to give post-test training in a manual transmission car if the pupil holds a full licence. The new rules could be introduced early next year subject to parliamentary approval and Royal Assent.

We hope you receive our news flashes sent by from Clive Snook, our liaison officer. Then you will get news as soon as it breaks. Many of our 50+ member associations choose to let us have all their members email addresses. We add these to our mailing list and each person receives news flashes direct from the ADINJC. Some associations choose to just give us one or two email addresses; we then rely on

them forwarding all our news items on to each of their members. Of course that relies on them being forwarded promptly. Please get in touch with us at deputychair@adinjc.org.uk if you are having any issue with our news items coming through to you.

Welcome to our new members

There really has never been a better time to be part of a national association so you can be represented and make your views known to us either as an individual or through your local association group.

Welcome to our new DIG members who joined or renewed your membership this month and to the Chesterfield and Cornwall Associations who have joined us too. We are also meeting the Bournemouth Association this month and I enjoyed my evening at the Association of South East Driving Instructors in Folkestone. They are already members but I like to visit member groups to update them and meet their members.

Free CPD training events 2013

Please read the poster in this newsletter for the 4 FREE training events. The tickets are being taken quickly and there are limited numbers now available at each of the 4 venues. They are at Preston, Norwich, Milton Keynes and Bridgend: we have chosen those locations so we can meet new members. The events will run from 9.00am to 1pm and there will be free refreshments and parking. You will need to register in advance attend, the free phone number to call to register is: 0800 8202 444. I am looking forward to talking about my top tips for success in your check test and client centred learning. Both are all very topical due to the changes coming in 2014 with the new standards check. Other topics being covered on the day by the ADINJC training team are diversification, industry and ADINJC updates and the new national standards in driver training. If you live near to the locations or are willing to travel we look forward to meeting you on the day. Non-members are welcome and we hope to see many of you at the events.

ADINJC 40th Celebration Conference: Last chance at the early bird price!

The early bird price finishes this month so please don't lose out on getting your ticket as the price will rise from £40 to £60 straight after July 31st. It looks like being a really superb conference and we hope you will be there to join us. Find out more through our dedicated website at 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 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 12 trade stands already and now have only 5 spaces left. If you are interested in one please contact me soon on chairman@adinjc.org.uk for details. 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.

Thank you all so much for your continuing support as members

Best wishes

Lynne

Lynne Barrie - MA Driver Training

ADI Qualification & Registration

Review of the ADI qualification and registration process

Stephen Hammond, Road Safety Minister, has launched the modernising driver training consultation.

The consultation, which runs until 8 August, includes proposals on changing the qualification process, the trainee licence scheme and other changes around the register - topics we've worked on together for some time now.

Now that it's launched, I'd like to thank you all personally for your input and support in helping us develop the proposals to a stage that meant we can publish the consultation.

Once the report on consultation has been published, I hope that you'll continue to work with us to see through the outcomes.

Information on GOV.UK

DSA has published the following pages on the GOV.UK website:

- Modernising driver training (consultation)
- Driving instructor qualification set for overhaul (news story)
- ADI standard check form: example (form)
- Approved driving instructor (ADI) qualification (equality impact assessment)
- Approved driving instructor (ADI) standard checks (equality impact assessments)
- National standard for developed driving competence (detailed guide)

We'll be letting ADIs and PDIs know that the consultation has launched via a DSA Direct email alert very soon.



Ideas4ADIs

Something worth talking about



Personalised Clothing

Quality clothing with your driving school name or logo.

Buy one of our branded clothing bundles in July and get a FREE Corporate shirt with your logo or School name on.

Example Bundles:
5 Polo Shirts - £66
4 Polo / 1 Fleece - £74
3 Polo / 1 Sweat / 1 Fleece - £78
2 Polo / 2 Shirts / 1 Fleece - £84

All prices shown are subject to a one off design processing charge of £20.



Call: 08432 899 118 or visit: www.ideas4adis.co.uk



ADINJC Training Roadshow

FREE!



Venues

12 th August	Norwich
19 th August	Preston
4 th November	Milton Keynes
11 th November	Bridgend

9.00am to 1.00pm

Topics Include

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



Free Admission
Free CPD
Free Parking
Free Refreshments
Non-members Welcome

EXCELLENT day presented by professionals who are also approachable

Thanks for a MIND BLOWING workshop

Thank you for a most INFORMATIVE and helpful day, Lots of great information

Admission by ticket only
To book telephone 0800 8 202 444 / 03 300 100 446
Approved Driving Instructors National Joint Council
www.adinjc.org.uk

n-titled?



And now for the news....

GROUP MEMBERS: CLAIM YOUR HALF PRICE SUBSCRIPTION £15 offer only valid at time of purchase, we cannot back-date this offer, so be sure to mention it when you phone. Alternatively visit www.adinews.co.uk/adinjc now

£15 adiNEWS Subscription
(normally £30) for GROUP MEMBERS ONLY

Sign me up!

HALF PRICE SUBSCRIPTION
www.adinews.co.uk/adinjc

OR COMPLETE THIS FORM

Name (Mr/Mrs/Ms) _____
Address _____

Postcode _____
Contact Telephone No _____
Association/Group Name (required) _____
E-mail address* _____

*We will NOT forward your details on to anyone else, for any reason. As well as your printed magazine, you will also receive our monthly email newsletter with the latest special offers and competition details.

PAYMENT DETAILS

Cheque: Please make cheques payable to **adiNEWS** for £15
Cheque number: _____

OR pay via Credit/Debit Card:
Visa Mastercard Switch/Maestro Other
Card Number _____
Security Code _____ Expiry Date: _____
Start Date _____ Issue number _____
Name of Card Holder _____

Signature _____ Date _____



ALTERNATIVELY PHONE 01273 573869 OR POST TO
adiNEWS, The Brighton Forum, 95 Ditchling Road, Brighton, BN1 4ST

Why the sandwich of feedback is now dead

Tariq Musajji
DSA ADI

Introduction.

Feedback is similar to an analogy to the little turns of the steering wheel a driver makes when driving on a straight road. A major change of intervention is only needed when we, as road safety practitioners need to grab the wheel to prevent a major catastrophe. For many years we were accustomed to delivering the sandwich method of giving feedback. However, our industry is now undergoing a major change. With the Check test now being replaced by the standards check, we need to look out how we give feedback to our pupils. This article serves to offer a normative prescription as to how I see feedback needs to be delivered. I personally believe that the days of the sandwich method are now over with the introduction of coaching or client centered learning as the DSA likes to call it.

Feedback.

Is a process of generating awareness in another person about the effectiveness of their behaviour? Feedback can either be affirming (encouraging the other person to continue with a certain behaviour) or adjusting (encouraging them to consider additional or alternative behaviours)

As driving instructors, we have become accustomed to giving feedback using the "sandwich" method. This is exactly what it says on the tin. We start off with the good points about the students driving and then talk about the negative aspects and then back on the positivity's of their driving. Hopefully, this should leave them in high spirits and go away thinking that they have done really well.

The advantages of this form of feedback are:

- (i) As instructors we are trying to change the behaviour of our pupils. This form of feedback quickly addresses the issues to be tackled. If done properly, the pupil should take on the constructive comments and be able to motivate themselves to do better.
- (ii) The feedback should reflect on the performance of the pupils driving ability. It should not be a direct attack which could lower their self-esteem and morale. It needs to be done in a skilful manner
- (iii) The feedback should be equally balanced in each of the three "layers". It should be honest and constructive and not simply to boost the pupils ego. Most Instructors fall by the wayside in this respect. Thinking that the pupil would go away on their "high horses" and blog on social media what a terrific lesson they had with Joe Bloggs ADI.

The disadvantages are:

- (i) The process of Emotional Intelligence is totally ignored and there is no elicit feedback from the pupil. Elicit feedback is when we, as Instructors ask our pupils how we can help them to improve? Other questions could be, how to rate themselves on a scale of 1 to 10 where 1 is very poor & 10 is excellent.
- (ii) E.I (or emotional intelligence) involves recognising one's own emotions and acting on them in a reflective and critical manner. However, as we know as professional instructors that most people that we teach, have never analysed their strengths and weaknesses and how to deal with anger, frustration, pride and anxiety.

According to Daniel Goleman, an American psychologist we can adapt his model to our industry for driver development:

(i) Self-awareness.

A self audit of the pupil's strengths and weaknesses? How do they learn best? With visuals or a practical demonstration. E.D.P or Explain, demonstrate and Practice is a model which I have extensively used with some of my pupils. How many instructors ask their pupils one simple question;

"Would you like me to give you a demonstration of this manoeuvre?"

The latest fad in the diver training industry is using an I Pad, Notebook or a laptop and hopefully the pupil should pick up the skills by watching the screen? There is so much euphoria on ADI groups on Facebook with instructors posing questions such as "Which applications are available?" "Which apps shall I download?" This is a remit of "one hat fits all" approach and is very similar to the regimental Part 3 approach which does not differentiate that as pupils we are all different in how we learn and absorb driving skills.

(ii) Self Regulation

In driver training most instructors seem to do too much talking, thinking that they need to be in control. As human beings we get accustomed to the usual banter and after 10 minutes our concentration seems to dwindle down. We need to encourage confidence in our pupils by asking relevant, timely, targeted questions which will enable the pupil to start using their cognitive skills which will then further develop their psychomotor skills. As human beings, we best learn by doing things.

(iii) Motivation

Is the inner drive to succeed in what we want to accomplish a certain goal within a set target. As our pupil makes mistakes during the learning process, this is actually a good thing. (provided that it is done in a safe and controlled environment) The pupil then needs to reflect back on their actions and through effective coaching, encourage them to come out with effective workable solutions.

(iv) Empathy

Is the ability to understand other people's feelings and viewpoints. As road safety practitioners we are constantly reminding our pupils the need to give signals in the correct, timely fashion to other road users.

Eliciting feedback from our pupils.

Effective coaching is based on on-going input and feedback from the coachee. The term feedback has its origins in science (operations management). The diagram below shows a simple systems diagram.



© Tariq Musajji Master ADI

Why the sandwich of feedback is now dead (cont'd)



The input from a coach to a coachee must be an effective communication mechanism and the end result to enhance productivity and self morale. The “transformation process” is where learning takes place between the coach and coachee. By eliciting feedback from our pupils we can persuade the coachee to select the correct course of action by going through the various options. However in order for the feedback loop to work in harmony, one must establish a good sense of rapport. A coach needs to create a dialogue in order to elicit appropriate feedback from the coachee. This is essential as the coachee is still imperfect in their decision-making. As a coach we need to establish a ground where their ideas or concepts are tested against actual conditions and underlying expectations.

The disadvantage of soliciting feedback can result in the coachee being over-confident and in total denial of their weak areas. If not handled correctly by the

coach, it can lead to negative reaction which could close down the feedback loop. This could lead to an atmosphere of mistrust and a breakdown in communication.

Conclusion.

I personally think that the days of “praise sandwich” are over and I for one am not using this tool to give feedback. As professionals we need to give some empowerment to our pupils to start to take responsibility within a proper structured training environment. The sandwich method involves negativity and as individuals this affects our E.I or Emotional Intelligence. The degree that it affects varies, but to young people it is like a “roller coaster ride” where it can be extremely difficult to gain momentum after an destructive feedback.

Eliciting feedback is what I am using with my pupils as it creates a climate of trust and respect. This is essential if we are to deliver safe drivers for the 21st century.

About the author.

Tariq Musaji ADI is a fleet registered grade 6. He has his own driver training company and has contributed to Which? On-line articles. He has successfully challenged Essex County Council to change road signs. This campaign is still active and on-going. More details on www.essexroadsigns.org



CALLING ALL DRIVING INSTRUCTORS

PASSSMART.COM
SIGN UP TO PASSSMART TO GET MORE LEARNERS, A FULLER DIARY AND MORE MONEY IN YOUR POCKET.

INFO@PASSSMART.COM 0800 6300 296



Driving Tuition Insurance

SIX TUITION INSURERS

MEANS **SIX**

CHANCES TO GET A GREAT QUOTE

08457 928272

www.driving-school-insurance.com
The UK's Largest Driving Tuition Insurance Scheme



Why is it that when you discuss certain products or services there are certain companies that jump to mind? Lets say when you talk about touch screen phones, fizzy drinks or even estate agents, Who do you think of? The reason that you are able to quickly associate these services and products with specific companies is because of their branding.

The idea of branding should definitely not only be associated or be exclusive to larger companies. A brand is based on basic principles. These principles also apply to small and medium enterprises.

So what are these principles that make a brand? Put simply, these principles are how you conduct your business and present yourself through the services and products that your company provides. Do not make the mistake of assuming a brand is just a logo, a logo is merely the start.

What is it about your business that will make a potential customer WANT to part with their hard earned money? How do you intend to present this message to your consumers? What is your business proposition?

If your business can fulfill the criteria below, you are on your way to building a successful brand;

- Reputation – could you rely on your customer’s referrals?
- Customer Service – is it a priority to have satisfied customers?
- A company promise – do you have aims and values?
- Price – are you competitive with the service that you provide?
- Experience – have you got the necessary experience and qualifications?
- Confidence – do your customers have trust in your service?

Fulfilling your brand with these key points and demonstrating them throughout your business will lead to a successful and profitable enterprise. Customers will begin to trust your organisation thus relating to the business and its brand, resulting in repeat business, recommendations and a loyal customer base.

While you are working on the key principles, the focus is to help them link the services and/or products with your business. Which can be achieved by a strong visual brand identity.

Solid principles + Strong visuals = A successful & sustainable brand identity

Your brand identity is how your existing and new customers relate your business with the services and products you provide. Your brand identity should portray the most relevant principles covered above, enhancing the trust and reputation that you have built up. The areas that can help a business to be identified and aid in strong brand recognition is primarily a memorable name and logo, but your brand should not stop there. Your brand can have a slogan, a certain colour, typeface, vehicle you drive or even sounds and smells.

All of these factors contribute to strong branding and visual presence in the marketplace. Which if you do not have, you may lose out to a competitor.

Branding is the cornerstone of an effective and successful business. A strong brand is required to grow your business. Often the only chance a potential customer gets is a quick glance of your car, so you must stand out from your competitors. A common mistake is to provide too much information which consequently hides the most important message - who you are. The large driving schools are not only instantly recognisable but also have a large marketing budget to reinforce their principles. Independent ADIs and local driving schools should not discount or underestimate the value of brand and marketing. Independence can provide a competitive advantage over large organisations as by their very nature

they are able to relate better and understand their customer’s needs and requirements; adjusting their services as required and showing an appreciation of the client’s needs. Providing a bespoke service like this can only enhance your brand identity.

Without a visual brand identity you would not be able to effectively market or promote your business. By having a powerful identity your business will automatically have a presence in the market; meaning you are already putting in place an effectively marketing strategy. You should not be put off with the thought of creating a marketing strategy, it does not need to be a daunting process, do not be put off by large companies with a huge budget to market themselves. As mentioned previously if you are an independent ADI or small school you should have a clear and direct understanding of the local area, your clients and their requirements. Plans for a marketing strategy can be kept within a tight budget as you are able to contact an exact target audience, making it a clear and effect strategy. How you approach it can be as simple as producing some business cards; progress records; factsheets and letter headed paper that are in-keeping with your branding. Consistent branding supports and enforces your message and the key principles mentioned earlier.

There are many other ways you can look to utilise your brand and gain a better placement in the market; the key advertising tool for every ADI is their car. Think carefully about vehicle signage and wraps, clothing and uniform, brochures and leaflets for direct mailing, a website, monthly newsletters, posters, advertising, promotional gifts and treats. You can take it as far as your imagination (and budget) will allow. The priority when marketing your business is the importance of keeping your brand image clear and consistent in supporting your corporate message and values.

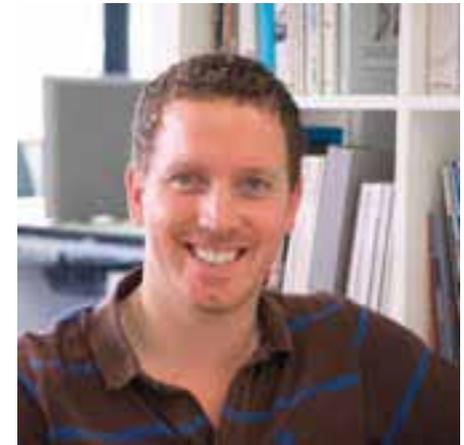
Once you have established a strong brand identity built upon the key principles of satisfied customers and reliable service, there is no limit to how far you can market and grow your business. If you would like to discuss how brand development can help you to grow your business contact GeoMedia in Nottingham or Maidstone. GeoMedia are brand development agency who specialise in building better brands, for all businesses from SME’s to internationally renowned brand such as Vodafone and Costa Coffee. Regardless of size, stature and turnover the basic principle remains the same, build your brand and your business will grow.

www.geomedia.co.uk | info@geomedia.co.uk | Kent. 01622412123 | Notts. 01509 842540

About the author:

Andrew Graduated in 2003 from Southampton Solent University with a first class honours degree in graphic design. Following 3 years working for a design studio in London, Andrew moved to Southern Spain. Andrew continued his design career heading up 2 design studios in Marbella whilst also teaching graphic design at the Marbella Design Academy.

In 2008 Andrew returned to the UK and launched GeoMedia in Maidstone, Kent. GeoMedia specialise in developing original and engaging brand identities for businesses of all sizes and marketing budgets. The agency continues to grow and earlier this year opened an office in the centre of Nottingham. During the last 5 years GeoMedia have developed a wide client base, working with businesses from small ‘start-ups’ through to international brands such as Costa Coffee, Vodafone and the TUI travel group.



Rosemary Thew's Column



Chief Executive Rosemary Thew leaves DSA this week and in her last column for the ADINJC Newsletter, she reflects on some of the highlights of a very busy final month.

June has been very eventful with the launch of a major DSA consultation on modernising driver training, the publication of our Annual Report and Accounts and an important announcement on one of the outcomes of the Motoring Services Strategy consultation.

The latter, as you may already be aware, is that DSA is to merge with VOSA and I will be stepping down as chief executive at the end of June. I've been considering moving on for some time, for private and personal reasons. The creation of a single agency replacing DSA and VOSA seemed the right time for me to do so.

Alastair Peoples, VOSA's current chief executive, will oversee strategic operations for the two agencies towards a full merger over the next year.

No impact on our services

The changes are designed to offer motorists and businesses better and more convenient services, while making sure that road safety and first class customer service remain a top priority. They won't impact on the services you use from DSA and VOSA nor the progress of other ongoing reform programmes

Modernising driver training

The Driving Standards Agency (DSA) is consulting on a range of proposals to modernise the way in which people qualify to become approved driving instructors (ADIs).

The aim is to further improve training for new drivers and offer a cost-effective and flexible training route for new instructors.

New vocational qualification

Proposals include the option of replacing the existing DSA qualifying tests with a new vocational qualification and reform of the trainee licence scheme which allows trainee instructors to gain experience by giving paid tuition before they are fully qualified. Under the new plans, trainees would only be able to give paid tuition when accompanied by a fully qualified instructor.

The consultation also seeks views on changes to the ADI register including restructuring the ADI grading system and publishing more information about ADIs to help learners choose their instructor.

New standards check

In addition, the Agency has announced that it will replace the ADI check test with a new standards check from April 2014. This assesses an ADI's ongoing ability to give effective tuition, and has to be taken at least once by all ADIs during each 4-year period of registration.

The new assessment is more directly linked to DSA's national standards. It places greater emphasis on the ability to support learning and enables the ADI to show competence in areas of lesson planning, risk management and a wider range of teaching and learning strategies.

Annual report and accounts

It has been another year of success for the Agency, where we met 20 out of 24 of our performance measures.

By reducing waste and improving efficiency, we achieved savings of £5 million in 2012-13.

We also made great progress on our aim to become a digital by default organisation by 2015 by introducing new digital services for booking tests online and increasing take up of electronic services to 97%.

We are also supporting DfT ambitions to make it easier for people to access motoring services. During 2012-13, the DSA has started to deliver tests from sites such as Halfords, Mantra Learning, Nottingham Trent University and fire stations. This 'taking testing to the customer' approach has received very positive initial feedback.

Moving On

I would like to sign off by recording how much, during my time as Chief Executive of DSA, I have valued the dedication of ADIs to the driver training industry. Your hard work has been appreciated and your opinions always welcomed.

Alastair Peoples started out as a driving examiner and trained at our Cardington site. He is also a long serving motoring services chief executive and familiar with the Agency's business.

I'm confident that the team here at DSA, under Alastair's leadership, will continue to offer our customers the very best service they can as the merger proceeds and the combined agency emerges.

Rosemary Thew



Road Safety Information

Graham Feest AIRSO general secretary
and ADINJC road safety advisor

Motorway Services Charges

The high cost of stopping at a Motorway Service Station for food, drink and petrol has been highlighted again by the Institute of Advanced Motorists and is something which has been debated previously at the AIRSO Road Safety Advisory Panel.

Driving whilst tired is a key issue for motorway drivers and yet many choose not to stop apart from to use the toilet facilities to take a rest as it is too expensive.

It would be useful if we could gain some evidence of a link between fatigue and long journeys and the relationship between the approaches being taken by motorway service operators but I expect most of this would be anecdotal rather than hard facts but maybe there is a research project here for someone.

Motorway Service Areas are charging up to four times the high street price for basic food and drinks, according to research conducted by road safety charity, the Institute of Advanced Motorists (IAM).

Essentials such as a 500ml bottle of water cost £2.09 (95 pence on the high street in London) while the cheapest cheese sandwich cost £3.99. On the high street, the everyday shopper can expect to pay 25 % less than a service area user. At a popular high street newsagent, a standard size Mars bar costs £0.79 and a pack of Walkers crisps is priced at £0.95).

Motorists are dissatisfied with the value for money available at Motorway Service Areas but are left with little choice when making long trips around the country. When asked to rate the price of food and drinks at Motorway Service Areas, more than half of respondents (51%) rated them unreasonable.

The survey also found that sixty-five % of respondents are most likely only to stop at Motorway Service Areas just to use the toilet facilities.

Price comparisons include:

- A medium white coffee - £3.09 (£2.10 London high street)
- A standard sized Mars bar - £0.95 (£0.79 London high street)
- A pack of Walkers crisps – £1.05 (£0.95 London high street)
- 500ml bottle of water £2.09 (£0.95 London high street)
- A basic cheese sandwich - £3.99 (£1.00 local high street)

London offers the most expensive white coffee at £3.09, while generally prices were around £2.50. 54% of respondents consider the price of petrol at Motorway Service Areas unreasonable. With petrol prices averaging about ten pence per litre more than at off-motorway forecourts the IAM is calling for a complete review of motorway prices, together with filling stations being forced to advertise their and their competitors fuel prices, as is the case in France.

The research also revealed that from one Motorway Service Area to the next, the price of petrol can vary by up to 10p per litre.



Driving Instructors... Need a new car but can't afford it?

L

ease it...



- Low cost affordable fixed term contracts
- Fitted with He-Man dual controls
- Taxed, fully maintained and with AA/RAC cover
- Courtesy dual controlled car if yours is off the road

We're the leader in our field with affordable packages designed to get you in business quickly and keep you on the road. Can you afford not to talk to us?

www.hcdic.co.uk

Hitachi Capital Driving Instructor Centre

Follow us on:



Call: 01162 888288

Email: sales@tdic.co.uk

HITACHI
Inspire the Next

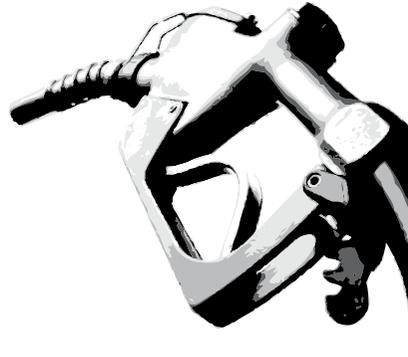
Road Safety Information

Graham Feest AIRSO general secretary
and ADINJC road safety advisor

Cost of petrol per in pence per litre:

- Hopwood Park M4 – 144.90 (132.9 off motorway2)
- Corley M6 – 144.90 (131.9 off motorway)
- Michaelwood M5 – 142.90 (135.9 off motorway)
- Strensham M5 – 142.90 (133.0 off motorway)
- Pont Abraham, Wales M4 – 141.90 (133.9 off motorway)
- Forton M6 – 141.90 (133.9 off motorway)
- Sarn Park M4 – 133.90 (131.7 off motorway)
- Heston Services M4 - 144.90 (132.8 off motorway)
- UK average at supermarkets £1.313

17,000 people every year break down on the motorway simply because they have run out of fuel, which can cause lane closures and delays for everyone.



Award Nominations

Lynda Chalker Award(s)

Road Safety GB is inviting nominations for the 2013 Lynda Chalker Award, for individuals or organisations that have contributed significantly to road safety in the UK.

The award (or awards) will be presented at the 2013 National Road Safety Conference in Harrogate (14-15 November).

Lynda Chalker (now the Baroness Chalker of Wallasey), who was transport minister in the mid-1980s, presented LARSOA (now Road Safety GB) with a carriage clock to be used for the Award when she moved to a new post in overseas development. *Prince Michael Road Safety Awards*

Nominations are invited for the 2013 Prince Michael International Road Safety Awards before the deadline of 5 August 2013.

Organised and managed by RoadSafe, the Prince Michael Awards recognise achievements and innovation which will improve road safety. Outstanding international road safety initiatives are given public recognition through the scheme.

This year, the awards will be presented under five categories which are based on the five pillars of the Global Plan for the Decade of Action for Road Safety. They are:

- road safety management;
- safer roads;
- safer vehicles;
- safer road users;
- post crash response.

Road Safety GB

Quality • Professional • Value

IDEAS
ADIS

Ideas4ADIs
Something worth talking about

ADI Animated Video Downloads

By popular demand, our **Ideas4ADIs Animated Lesson Presenter Video** clips are now available for download. These video clips are an excellent in-car training aid taken from our highly praised DVD. There are **43 animated video clips** covering **15 key driving syllabus subjects**, including all the reversing manoeuvres, in real time motion.

Using an **Android or iPad tablet** media player you can pause, rewind and play again and again. The simple animated graphics allow you to deliver a briefing and stimulate interaction and discussion with your pupils to keep your lessons moving.

"I must congratulate you on the new Video Downloads. This is a 'must have' teaching aid for all ADIs." - **P Barnes DSA ADI.**



NJC members can
download all clips
for only

£20

Enter 'ADINJC' at
checkout stage

ORDER ON-LINE OR CALL
08432 899 118
www.ideas4adis.co.uk



EU Deaths Fall

Last week we were able to report the lowest fatality rate in Great Britain since records begun and now there is some good news from the EU.

In 2012 there were 2,661 fewer road deaths in the EU than in 2011. The progress seen in 2012 is encouraging; governments and stakeholders are urged to keep up their efforts in order to make further improvements to road safety and eventually reach the EU road safety target for 2020. Over the first two years of the 2010-2020 target the EU collectively reduced road deaths by 11%, 600 deaths short of the number that would have been needed to reach the EU target through constant annual reductions.

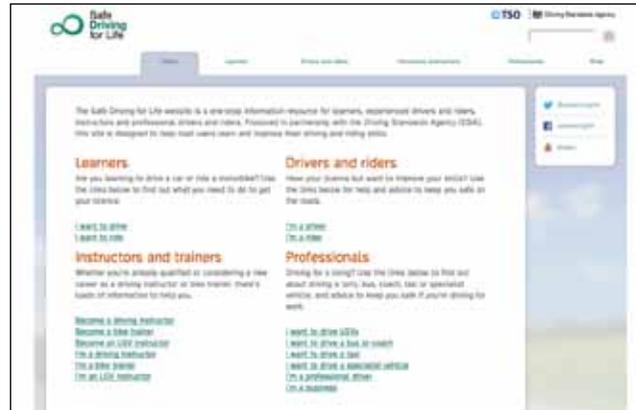
It is estimated the societal savings of the 2012 progress at €5 billion, showing the high savings potential held by investing in road safety measures according to Antonio Avenoso, Executive Director of the European Transport Safety Council (ETSC).

Of courses we always need to remember that the difference between being killed or walking away is often a “matter of luck” and movement with the various categories of injury is common place. Whilst we hope for fewer deaths and serious injuries what of course we really need to see is the overall death and casualty rate not increasing.

New Website To Improve Driving Skills

A new website designed to help road users develop and improve their driving and riding skills has been launched. Safe Driving for Life has been developed by the DSA in partnership with its official publishers, TSO. The website is a one-stop information resource which will be rolled out in 4 phases. It will hold useful, interesting and interactive material for:

- learners
- experienced drivers and riders
- instructors
- professional drivers and riders



Phase 1 includes:

The learners’ section; Safe Driving for Life shop; Practice theory tests for car, motorbike, LGV and PCV; A suitability tool for people to test whether they’re cut out to be an ADI.

The remaining 3 phases will all be launched by this August 2013.

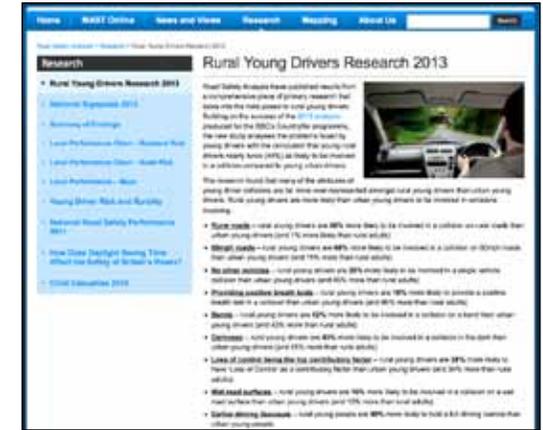
Young Rural Drivers

A new study, Too Much, Too Young, Too Fast, Understanding the risks of living and driving in the countryside produced by Road Safety Analysis has revealed young rural drivers are almost twice as likely to be involved in a collision than young urban drivers. The study shows that where young people live and learn to drive can make a worrying difference to their risk factor with young rural drivers 44% more likely to be involved in an injury-causing collision.

Previous research by Road Safety Analysis identified that 16 to 29 year old rural young drivers were 37% more likely to be involved in an injury collision than their urban counterparts.

This report extends that research by using collision data to compare the factors identified in incidents involving rural young drivers; urban young drivers; rural adult drivers; and urban adult drivers, with a view to determining why rural young drivers are at higher risk. By refining the age group to; 17 to 26 years old, it has shown that rural young drivers are 44% more likely to be involved in an injury collision than their urban counterparts.

The research found that many of the attributes of young driver collisions are far more over-represented amongst rural young drivers than urban young drivers.



Driver And Rider Test Statistics

Below are some statistics which have been published in relation to the number of car practical and theory tests conducted in what is referred to as the 4th quarter (i.e. January to March 2013.) along with a couple of other factual pointers

- There were 329,055 car practical tests conducted between January and March 2013, 16.8% fewer than in the same period of 2012. The pass rate for these tests was 47.2%, differing only slightly (up 0.4%) from the same period of 2012. Prolonged winter weather during early 2013 is likely to have reduced the number of tests carried out.
- There were 289,556 car theory tests conducted between January and March 2013, 17.5% fewer than in the same period of 2012. The pass rate for these tests was 52.3%, 7.2 percentage points lower than in the same period of 2012.
- In January 2012 the car theory test question bank was withdrawn from publication, and new, previously-unpublished questions were added to the test in January 2013. These changes affecting the car theory test appear to have reduced both candidate numbers and pass rates.
- On 19 January 2013, the EU 3rd Driving Licence Directive came into force in the UK. This limits the engine size of motorcycles available for use on UK roads by riders under the age of 24 at the date of attempting the practical test. There was an increase in the number of theory and practical motorcycle tests for riders in this age group in the lead-up to the implementation date, with a sharp fall afterwards.

n-dorsed?



And now for the news....

GROUP MEMBERS: CLAIM YOUR HALF PRICE SUBSCRIPTION £15 offer only valid at time of purchase, we cannot back-date this offer, so be sure to mention it when you phone. Alternatively visit www.adinews.co.uk/adinjc now

£15 adiNEWS Subscription
(normally £30) for GROUP MEMBERS ONLY

Sign me up!

HALF PRICE SUBSCRIPTION
www.adinews.co.uk/adinjc

OR COMPLETE THIS FORM

Name (Mr/Mrs/Ms) _____

Address _____

Postcode _____

Contact Telephone No _____

Association/Group Name (required) _____

E-mail address* _____

*We will NOT forward your details on to anyone else, for any reason. As well as your printed magazine, you will also receive our monthly email newsletter with the latest special offers and competition details.

PAYMENT DETAILS

Cheque: Please make cheques payable to **adiNEWS** for £15

Cheque number: _____

OR pay via Credit/Debit Card:

Visa Mastercard Switch/Maestro Other

Card Number _____

Security Code _____ Expiry Date: _____

Start Date _____ Issue number _____

Name of Card Holder _____

Signature _____ Date _____

ALTERNATIVELY PHONE 01273 573869 OR POST TO
adiNEWS, The Brighton Forum, 95 Ditchling Road, Brighton, BN1 4ST



All driving instructors are unproven

David Poole



While some may spit their coffee over their laptop at reading this headline I am going to tell you it is absolutely true. Now you probably know I am a big advocate of training and enhancing your performance, but I'm going to say this. You can spend £1000's on well respected CPD courses but you are still unproven; in fact you could have been trading for 20 years with a 1000 test passes under your belt, you are still unproven.

In our industry it is rare to have repeat custom, at best a pupil will pass their test and take pass plus or motorway lessons with you, so we have a constant churn of fresh blood.

When they meet you for the first time, and that could be just seeing your car in the street or perhaps browsing your website, you are naked and vulnerable; open to judgement and quite frankly unproven.

You are even unproven in the eyes of Lucy who has just turned 17, yet her two older siblings passed their driving test with you.

Now you might think Lucy is a nailed on certainty, but to think that way could show a little disrespect for her decision making, and your CPD training has told you that is not the way to go.

So what is the answer?

When in business we have to decide who we want as our customers, many instructors say I want everyone they are all welcome. And while they are all welcome you'll struggle to appeal to all.

The desires of a 17 year old male are somewhat different to a woman in her 30's and this is the point where we are getting to.

Have you ever been into your local town for a night out and avoided a pub because it's "full of kids" or perhaps remember back to when you were 18 and stayed away from certain bars because the music was older or the customers were the same age as your parents.

It's still a pub, they still play music and still sell alcohol.

So can you see how it could be difficult to attract everyone?

To help you conquer being unproven you need to think of the customer you want to attract and then use sensory clues (mainly visual) to suggest you are the right driving school.

Appeal to your customers needs. This may take the form of the car you drive, how you dress, the livery on your car, how your website is presented and the information available on your website.

For free marketing help go to www.davidpooleandassociates.com and look for the link FREE STUFF.

DP David Poole
& Associates

ADINJC Member Benefits

INFORMATION EXCHANGE

- Monthly newsletter with detailed and relevant industry information
- Website at www.adinjc.org.uk providing information and up to date changes
- 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
- Help for individual members who have concerns with the DSA, pupils or the public
- Liaison officer available for a personal answer 7 days a week, 2pm to 10pm
- Help for members who are struggling with unsatisfactory Check Test grades
- A network of instructors who can relocate pupils for training across the country
- We are the fastest growing organisation with around 7,000 members

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

PASSSMART.COM
SIGN UP TO PASSSMART TO GET MORE
LEARNERS, A FULLER DIARY AND MORE
MONEY IN YOUR POCKET.





Minister's Breath Test Row

Justice Minister Alan Shatter is at the centre of a row as to whether he failed to give a breath test due to asthmatic problems and drove off forcing a Garda to step back to avoid being struck by his car. Sources vigorously insist he failed to mention that asthma was the reason for his failure to provide a sample, and that he did not behave in a manner befitting a member of the Oireachtas. As the Garda – at a mandatory checkpoint – was explaining to Mr. Shatter his rights, he said to her: "Don't you know who I am, you cannot stop me." It appears that he mentioned Constitutional privilege after he failed attempts to provide a breath test. To compound matters, Garda Commissioner Martin Callanan has been unable to locate any report on the matter and that no report was generated by the Garda involved.

Comment. The reality of the situation is that until Mr. Shatter provides answers, the issue of what exactly happened when he was stopped at a Garda drink-drive checkpoint will not go away. Mr. Shatter needs to clearly and explicitly address the various questions surrounding this debacle because bluster, spoof and disdain will not help resolve this issue.

Roadside Drug Tests

Roadside drug tests, increased penalty points for speeding drivers and new rules for 'L' drivers will be introduced in an effort to reduce road deaths. The Government is 'deeply worried' about the number of fatal road crashes so far this year. Even though Ireland is now regarded as a road safety leader within the European Union the gradual increase of road fatalities is a cause for concern. Mr. Leo Varadkar Transport Minister speaking at an ETSC conference on road safety in Dublin recently said: "Last year saw the lowest number of deaths ever recorded on Irish roads, but the rise in fatalities so far this year is deeply worrying." The Bill which he promised to introduce as soon as possible contains several measures to tackle road deaths. The new Bill will legislate for roadside testing for driving under the influence of drugs, as well as more penalty points for drivers who speed, use mobile phones while driving and don't wear seatbelts. However, the permission of a doctor treating the injured driver would be required before the blood sample is taken. The driver will also be required to give his or her permission before the results of the sample can be revealed. The Bill will also introduce a new designation for novice drivers who must display an 'N' plate on the vehicles for the first two years of their full driving licence. Novice and learner drivers will also be taken off the road if they accumulate up to six penalty points, compared to twelve for fully qualified drivers.

Comment. The taking of a blood sample without the consent of the individual who is unconscious and unable to agree or refuse could be problematic, even with the permission of a doctor. A challenge to this might well come under Article 40.3.1. of the Constitution of Ireland 1937 which states: "The state guarantees in its laws to respect, and, as far as practicable, by its laws to defend and vindicate the personal rights of the citizen." The proposed taking of a blood sample from an unconscious person is designed to plug a loophole which allows some drunk drivers escape being prosecuted. Many will support this measure and argue that anything that prevents drink drivers from endangering other road users and contributes to road safety is a welcome measure. However, others will argue that this measure may well be a 'step too far'. Fewer Drink-Drivers

The June bank holiday this year has been one of the safest in recent years on the road. Nine people died on the roads during the long weekend in 2008, compared to five deaths this year. There was also a reduction in the number of people caught drink-driving, with 402 in 2008 and 162 this year. However, the carnage continues with 93 people killed on our roads up to the 31 June 2013. This is one more than the corresponding time last year.

Insurance Cut with New Safety App

Careful drivers can get discounts of up to 30% on their car insurance under a new scheme where they download a mobile phone app to prove they do not take risks on the road. The scheme will be available to all drivers from No-nonsense Insurance, part of the IFG group. It is the first smart phone app of its type in the market, according to the company. Another 15% can be saved by installing plug-in device in the car to complement the mobile phone app, which confirms their driving behaviour. Known as telematics technology, devices for measuring how good or bad drivers are have been growing in popularity in the UK and mainland Europe where telematics have been credited with reducing accidents and premiums. The new device could be a godsend for younger female drivers who have seen their premiums rise by up to €300 a year after new EU rules brought in last December banned insurers from pricing policies on the basis of someone's sex.

M50 Toll Increase

Motorists using the country's busiest road face the prospect of having to pay up to €6.50 in tolls – more than twice the current rate – as part of plans to reduce overcrowding at peak times. A major study carried out for the National Roads Authority (NRA) recommends that five tolling points should be introduced across the Dublin's M50 to reduce demand from motorists making short trips. However, the NRA faces a battle to implement the charges, as Transport Minister Leo Varadkar has stated his opposition to the plans for now, warning that they would push traffic into residential areas. Capacity on the motorway is being severely reduced because of the numbers using it, often when there are alternative routes available. Although it was upgraded just three years ago at a cost of €1bn, the report says that safe operational capacity "is being exceeded at peak times on some sections, including the connections with the M1 to the North, the N4 to Lucan and the West and the M7 to Kildare and Cork.

Car Sales Down

Buyers and sellers of new cars are hoping for a better deal when the year's second registration period starts on July 1, after new figures show a fall in sales last month. Registrations fell heavily in May and are expected to fall further this month as buyers wait for expected mid-summer bargains when the '132' registration appear from July. A total of 5,963 cars were registered in May, 1,735 fewer than in the corresponding month in 2012, while 51,574 have been sold so far this year. Cars registered from July 1 onwards will have a '132' plate as opposed to the '131' on those bought since January this year. According to Alan Nolan of the Society of the Irish Motor Industry (SIMI) with the '132' registration commencing in July, consumers could benefit 'big time' from buying at this time of year. He said there will be a lot of deals on offer to mark the arrival of the new registration plate.

The Government will be asked by the motor industry to bring in a 'swappage' scheme for owners of middle-aged cars in a move to kick start car sales. The plan is being put together in the hope of restoring a more normal buying cycle. It would mean motorists getting a vehicle registration tax (VRT) rebate when they trade in against a new vehicle.

Motorways Upgrade

Up to 200 jobs will be created through the country's first national motorway maintenance project which is expected to cost up to €150 and take five years to complete. The national roads Authority (NRA) has assumed responsibility for maintenance of the country's motorways, and has started work on improving 744km of motorway and dual carriageways in Ireland. The greater Dublin area including parts of the M1, M9 and M11 will benefit first. The second phase includes the midlands /west of the country, followed by the south, which includes the M7, N10 and N 40. "It's no longer the responsibility of the individual authorities to look after this issue," Sean O'Neill from the RSA said.

Road Safety Ireland (cont'd)

Tom Harrington



Japan's Unique Road Safety Initiative

In a bid to deal with the growing problem of collisions with deer, transport officials in the Japanese island of Hokkaido have taken drastic action. As well as spraying wolf urine near roads and railways, they will also be broadcasting the roar of lions to try to keep the deer away. A spokesman for Nexco East, which runs the islands highways said: "Even though we have increased the height of fences to 2.5 mts from 1.5 mts, sometimes break because of heavy snow so we need this to stop-gap measure while repairing them. Hokkaido Railway Company earlier this year erected equipment that broadcasts the roar of lions in an effort to keep the timid animals away from its tracks, a spokesman said. He added there were 2,581 incidents involving deer last year, a figure that had doubled in less than a decade.

'Seeing' Brake Lights

A brake light that can be seen around corners has been tested. It is one of 20 technologies tested as part of a four-year joint industry research project. The experimental "Electronic Brake Light" transmits a wireless signal in emergency braking situations to illuminate a dashboard light in cars following behind. The study found it could help drivers to brake earlier and possibly lower the chance of, or avoid a collision. Researchers tried it with 500 test drivers in 120 vehicles, and logged more than 41,000 hours and almost a million miles on public roads and an enclosed test track in Germany. Ford used specially equipped Ford S-Max models.

That's Fast

Aston Martin's new V12 Vantage S has been confirmed as the fastest accelerating production car the brand has made to date (the special, but limited edition One-77 hyper car was faster). The Vantage S zips from 0-100 kmh in 3.9 seconds and should set you back a modest €190,000 or so.

And finally ... "You know, somebody actually complimented me on my driving today. They left a little note on my windscreen, it said: 'Parking Fine'."

THEORY TEST PRO

www.theorytestpro.co.uk

DRIVING SCHOOL PARTNERS BENEFIT

www.partnersprogramme.co.uk

LOGIN: DRIVING

ADAM

AS UNIQUE AS YOU

associate partners
DISCOUNT PLUS

0% APR
Representative

ADAM JAM 1.2i 16v VVT

£169 PER MONTH

over 48 months with
£3,239 Customer deposit

flexible finance.*



ADAM&YOU

Offers end 1st October 2013 so to find out more about our great Partners Programme offers, simply visit www.partnersprogramme.co.uk and use the login: **DRIVING**, call the Partners helpline on **0844 875 2448** or visit your nearest Vauxhall Retailer.

associate partners
discounts for you and your family

www.partnersprogramme.co.uk



VAUXHALL

Official Government Test Environmental Data. Fuel consumption figures mpg (litres/100km) and CO₂ 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). CO₂ emissions: 324 - 88g/km.*

*Available on selected models only, at participating Retailers. Refer to 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....

GROUP MEMBERS: CLAIM YOUR HALF PRICE SUBSCRIPTION £15 offer only valid at time of purchase, we cannot back-date this offer, so be sure to mention it when you phone. Alternatively visit www.adinews.co.uk/adinjc now

£15 adiNEWS Subscription
(normally £30) for GROUP MEMBERS ONLY

Sign me up!

HALF PRICE SUBSCRIPTION
www.adinews.co.uk/adinjc

OR COMPLETE THIS FORM

Name (Mr/Mrs/Ms) _____
Address _____

Postcode _____
Contact Telephone No _____
Association/Group Name (required) _____
E-mail address* _____

*We will NOT forward your details on to anyone else, for any reason. As well as your printed magazine, you will also receive our monthly email newsletter with the latest special offers and competition details.

PAYMENT DETAILS

Cheque: Please make cheques payable to **adiNEWS** for £15
Cheque number: _____

OR pay via Credit/Debit Card:
Visa Mastercard Switch/Maestro Other
Card Number _____
Security Code _____ Expiry Date: _____
Start Date _____ Issue number _____
Name of Card Holder _____

Signature _____ Date _____



ALTERNATIVELY PHONE 01273 573869 OR POST TO
adiNEWS, The Brighton Forum, 95 Ditchling Road, Brighton, BN1 4ST

Member's Corner

DIPOD - Show 59 Out Now!

Even if you can't manage to hear the whole show, fast forward to the song at the end...

If you don't at least smile, you should get out more!

On show 60 to be recorded on the 25th July. (which will go out that weekend).

We will have in the studio Mark Magee (Chief Registrar DSA) !!

We want people to E mail the show or ring in on 0843 289 2556 and leave a question for Mark, he will answer as many as possible.

Please make the question a general one as he can not take individual queries.

For example... Will DSA HQ be moving? Will DSA close more test centres, and go out to local client centres?

How will the Candidate on a driving Test receive better value for money, according to Alistair Peoples?

You can find the show by clicking www.dipod.co.uk



Sad loss of Adrian Slater

Adrian Slater sadly passed away on Friday 21 June

Adrian was DTAM based at the Barnet DTC and conducted ORDIT inspections within the M25 circle. Many ADIs in the South/West London area would have known and respected him. Sadly he was diagnosed with cancer towards the end of 2012.

Our thoughts are with his family.

Articles we have sent out via Email this Month

- DSA Revised code of practise
- DSA New website to help road users improve their skills
- DSA and VOSA merge
- DVLA. Driving eyesight rules – Updated 30.6.2013

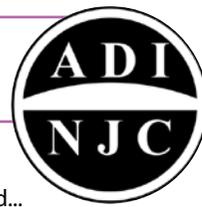


And Finally...

a quote...

"A perfect summer day is when the sun is shining, the breeze is blowing, the birds are singing, and the lawn mower is broken."

James Dent



YOU ARE ALL CORDIALLY INVITED

...after 40 years of dedication to representing all sides, all viewpoints, all associations and all driving instructors, we are hosting our biggest and best ever conference to celebrate!

40 YEARS, ONLY £40!

Not a member? No problem, everyone is always welcome and, for our early-bird price of just £40, there's no excuse to miss out.

We were set up to help you, and with more speakers, more advice, more ideas and more trade stands on offer than ever before, you'll be celebrating too!

BOOK YOUR PLACE NOW

0800 8202 444

www.adinjc-conference.info



TO THE INDUSTRY'S
LARGEST
CONFERENCE
SUNDAY 6TH
OCTOBER
EARLY-BIRD DISCOUNT



THE DETAILS:

9.20am - 4.30pm Sunday October 6th.
Copthorne Hotel, Merry Hill, West Midlands. DY5 1UR
FREE parking
FREE 2 course lunch & refreshments
Many trade stands

EARLY-BIRD TICKETS:

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.adinjc-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.