



MEMBERS NEWS

Issue No: 77
May 2013



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**THEORY
TEST** **PRO**



Young Driver Survey

Approved Driving Instructors National Joint Council

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

From the Chair..... a monthly report



It's been a busy month again in the chair at the ADINJC. In fact I can't remember when we had a quiet one! Thanks to the many of you are following us now on Twitter, LinkedIn and Facebook. The discussions and questions that are being raised and answered there are most useful and we post items frequently.

A new sponsor on board:

I would like to welcome a new sponsor on board and you can read more about them further on in this newsletter. We first met Pass Smart at last year's annual conference where they had a trade stand and since then we have been talking to them about working together more. We are delighted they are joining us as sponsors this month and will of course be attending the 40th celebration conference in October where you can meet them. They are a company who link ADIs to pupils around the country: their website is at www.passsmart.com The ADINJC are sincerely grateful to all our sponsors who help make the work we do on your behalf more possible. They help to fund our free events, to enable us to use the comfortable venues we hold our workshops in and to fund our free council meetings throughout the year as well as helping with the annual conference. Since I started to find sponsors four years ago to come on board the ADINJC and to help us I'm pleased to say many have stayed for the 4 years and we have a tremendous group of sponsors behind us now. We ensure our sponsors are all genuinely interested in helping our members and are professional and well known to you in the industry. You can find out more about them all from the new conference website where they are listed at www.adinjc-conference.info



What else have we been up to?

The current check test workshops have ended now and have been a huge success with groups of over 40 in some areas. We have given an insight on these workshops to help ADIs with the current check test and to begin to understand the changes from April 2014 when the new Standards Check is introduced. We have included client centred learning in the workshops and with group work explored how to keep your lessons current and make them a good learning experience. We believe at the ADINJC that good lessons lead to a good check test result and that ADIs need to consider the check test as a "normal lesson" and not something they need to put a show on for. It's been good to get your feedback at the workshops and once delegates have had their check test. We are delighted with the results that are coming in from delegates who have received a 6 for the first time and from those of you who have felt much more confident about facing their check test as a result of attending. Everyone who attends has a different long term goal but we are pleased to have helped some of you with unsatisfactory grades as well to go on and raise their standard and stay on the register. Many of you said how you were made to feel welcome and put at ease at the workshops and we certainly enjoyed meeting you all:

"I really liked that it was all group learning. I was dreading talking and embarrassing introductions but was made to feel relaxed and found it interesting." - **Nicky**

"The information was very positive and informative. Although I don't have an imminent check test coming up, my attendance was part of my current five year plan to develop into other areas outside the learner market. I had one or two light bulb moments during the workshop today which I will be keen to explore in the coming weeks. I really came away from the workshop feeling that the issues were covered in a relevant and structured way, so a big thanks, to you and the guys for that. I have been an ADI for fifteen years but still feel there is much to learn, which is great and makes the job very rewarding." - **Scott Davies.**

Our next CPD workshops are the FREE ones we have organised following on from the success we had with them last year. The training team are working hard to put together a valuable morning of learning for delegates. The poster is in this newsletter with dates, venues and times. The workshops are completely FREE you just need to get to the venue; we are able to run them thanks to our sponsors who help to fund the events.

We have also become involved with some conferences that are running around the country where we will be having a trade stand and where we hope to meet some of our members. Neil Peek our President will be speaking at the South West Conference in Plymouth, I will be taking part in the Liverpool conference and we will also be attending the one to be held in Leeds later in the year.

We have also organised attending local association meetings in Folkestone, Chesterfield, Bournemouth and London so many thanks to the GC members who are speaking at these meetings.

The ADINJC Young Driver Survey:

Thanks to Stuart Walker, our GC member, who organised our young driver survey. This is still on the home page of our website at www.adinjc.org.uk. There is still time to complete it before our council meeting on June 1st where the results and conclusions from the survey will be discussed. We are pleased by the responses to the survey as we currently have over 750 detailed responses which will be valuable to find out your views. Results from the survey will be published in the next newsletter.

We hope to see you at the next council meeting on Saturday June 1st at the Village Hotel, Walsall, in the West Midlands. Please let Sue Duncan our General Secretary know if you are attending by email at secretary@adinjc.org.uk

ADINJC 40th Celebration Conference:

Ticket sales are well underway with 200 sold already and 6 months still to go it looks like being a really superb conference and we hope you will be there to join us. You can also keep in touch through our dedicated website at www.adinjc-conference.info The venue is the Copthorne Hotel at Merry Hill, it has excellent room rates especially for us at just £55 for a double room with breakfast for two included if you are travelling to us the night before or want to make a weekend of it. There is the Merry Hill shopping complex by the hotel and other attractions in the area if family are travelling with you.



Welcome to all our new DIG members who have joined through the special **adiNEWS** membership deal this month. Membership is great value for money: for a year's membership of the ADINJC and 12 copies of **adiNEWS** its just £30.

Thank you for your continuing support as members

Best wishes

Lynne

Lynne Barrie - MA Driver Training

n-titled?



And now for the news....

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Welcome to our new sponsors...



In essence, PassSmart is a search engine for learner drivers to find qualified ADIs like yourselves. Learners just let us know their postcode or town name and we present them with profiles for all the PassSmart-registered ADIs who cover their local area. Learners can even search by instructor name if they're looking for someone specific.

In our opinion, the stand-out feature of PassSmart is our instructor profiles. Your profile allows you to really shout about what sets your driving school apart from the rest. You can include reviews from your previous learners, photos of you and your car and details of your pricing and special offers. There's also plenty of space for you to describe your experience and teaching style, allowing learners to pick an instructor who's the right fit for them.

We've got a great team who are constantly developing and improving PassSmart and we're investing heavily in advertising and website optimisation. We're confident that this combination will ensure that your profile gets seen by as many learner drivers as possible, increasing your visibility online and boosting your business.

Despite all the work going on behind-the-scenes, PassSmart is a free service and will remain so while we learn from the industry and continue to build a useful service for ADIs and learners alike. We do plan on charging a monthly fee eventually, but right now we're concentrating on getting everything just right. Since signing up won't cost a penny, why not give us a try and see what PassSmart can do for your business?

"We're really excited about working with the ADINJC and look forward to delivering extra business and exciting special offers to your members!"



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Equal Opportunities v The Theory Test?

John Brown



In February 2008 I wrote an article published in various Driving Magazines illustrating my concerns about a small section of trainees who because they thought differently to the DSA were barred from actually obtaining a licence. At a practical level they were competent safe drivers, often with a wide theoretical knowledge of driving, but who were being blocked at the first hurdle. It did not matter how hard they struggled, or how much support they received, the wording and structure of the language used for some of the Theory Test questions still confused them.

I had for many years been raising the issues with the DSA and advocating for students with different skills to have this academic hurdle removed to allow them to drive. In 2007 Rosemary Thew referred me to the then head of the Theory Dept who was sympathetic to the needs of these students, but was obviously being constrained by the DSA hierarchy. I submitted the medical, educational and legal papers for 3 of my candidates to be allowed to receive a different form of support to permit their inclusion into the driving community. One was an older woman with Aspergers, although in her day it had been classed as a Moderate Learning Difficulty: one had attended a Specialist Residential school for his Semantic Pragmatic Disorder and the other a young woman with Special Needs. A member of the DSA theory team was sent to Bournemouth to read the questions whilst I observed and analysed the way the candidates addressed the questions. He refused to allow me to modify the set questions, so of course they all failed yet again and he went back to Nottingham with his findings and my observations. Nothing further was heard from him!

Unbeknown to me at the same time the Head of Theory had also agreed to the request of Peter Cary to be an Oral Language Modifier for one of his students. This was where Peter, as her trusted teacher and mentor, was permitted to read the questions and if required, to substitute a different phrase or a more suitable word. As the process was specifically applicable to the student's need she was successful. We have since heard of the same system being used for Travellers where the tutor has been permitted to substitute more appropriate cultural words and phrases. All our representations to the DSA fell on deaf ears so I published a Glossary of appropriate substitute words and Peter suggested a drop down Thesaurus of alternative words for them to use on the computer.

The introduction of the Independent Driving Trials brought Peter and I together and we deliberately submitted the greatest number of students with Specific Needs. Between the two of us we presented nearly 50% of all SN candidates who took part in the trials and so were able to collate our data to put to the TRL who conducted the trials. We suggested many ways in which we felt it could be improved to be more inclusive for ALL candidates, particularly when certain sectors attained only a 10% pass rate.

When nothing was forthcoming from the DSA regarding making the Theory Test more inclusive and there was a change at the head of the Theory Team, I approached Barry Kenward of DIDU and through his efforts the channels of communication were again opened and I was invited by a senior member of the DSA team to prepare training notes for examiners conducting tests for those with Specific Needs and so had a direct line to communicate my concerns.

From a separate direction Julia Malkin and Mac McDade raised a petition to request that the Theory Questions should be made more 'Autistic Friendly' and the DSA made great play in Despatch in accepting this proposal. I supported this new thrust, but was cautious as I saw it could be used as a 'divide and rule' policy which would get the DSA off the hook of providing for ALL those who required access whilst just providing for a select few with one specific condition.

The DSA then invited a group of specialist advisors to attend a meeting to discuss a variety of Special Needs Provisions, but strongly opposed any ADIs being allowed to attend. It was to be a consultation where the DSA held all the cards, but after much negotiation by Barry supported by the joint ADI

Associations I was in the end allowed to attend, later to be replaced by Peter with Julia being co-opted as a representative of those with Autism. If only the specialists in the ADI field had been allowed to get together, the solutions would have come thick and fast as between us we have vast experience of 17 years of the Theory Test and the problems caused to SpN clients.

So where are we now? Peter has worked tirelessly, unpaid and with all expenses refused by the DSA, to re-word all the confusing and factually incorrect questions and to offer alternatives. The amount of correspondence has been enormous, but still the DSA refuse to acknowledge or even comprehend that Oral Language Modification needs at times, to be provided by someone who has worked with and understands the thinking and background of the student. A test case with medical and educational support has now been vehemently refused. The excuse still used is the 'integrity of the test' and that the DSA is not an educational body, but a Regulatory Agency, so the precedence set in education or in medical circles is irrelevant to their remit and the previous head of Theory had gone beyond his brief in allowing Peter to act as an OLM. I suspect that a challenge under the Equal Opportunities Act may be in the pipeline.

We have made huge efforts since I wrote the original articles all those years ago and although progress has been painfully slow, I can assure readers that the issues are still being raised on behalf of all those who do not comfortably fit into the DSA box. Most worrying is the fact that the DSA staff are woefully trained to help those who represent 20% of the population and they would seem to prefer to sweep the problems under the carpet rather than to try to understand and make simple, but correct provision.

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Check Test Training Days



Southampton

Really liked that it was all group learning. I was dreading talking with embarrassing introductions but was made to feel relaxed and found it interesting. - **Nicky**

Very informative and helpful - **Dave Patterson**

Thoroughly enjoyed today and feel much more confident and positive towards my check test - **Lucy Quainton**

Well done guys! - **Rafal Urban**

Very informative for my next check test - **Delia Brunyee**

It certainly has inspired me to review my own lesson techniques which was partly why I decided to attend - **Colin Keir**

Today was extremely useful, I'm going to use some of the new methods in my lessons and really focus on client centred learning more, I found the day very enjoyable. Thanks Lynne, Nick and James - **Amanda Duthie**

Excellent day, much enjoyed, will go another one with you in the near future - **Sarah Hall**

Overall a very good experience - **Keith Mooney**



Nottingham

Just a quick note to say how much I enjoyed today's workshop. The information was very positive and informative. Although I don't have an imminent check test coming up myself, my attendance was part of my current five year plan to develop into other areas outside the learner market. The elements on the workshop you talked about regarding client centred coaching is something I have been working hard to implement with my PDI trainees. I had one or two "light bulb moments" during the workshop today which I will be keen to explore with my guys in the coming weeks. It is in my view vital to keep motivated and interested in continually developing as a trainer personally to hopefully energize others in a positive way. I really came away from today feeling that the issues were covered in a relevant and structured way, so a big thanks, to you and the guys for that. I have been an ADI for fifteen years but still feel there is much to learn, which is great and makes the job very rewarding. Please let me know if you are running any more workshops. - **Scott Davies**

Really worthwhile, thanks. - **L Blackwell**

Well organised and informative day. - **Jeanette Kelley**





Good feedback for new service

Launched in October 2012, DSA's online business service allows business customers and ADIs to book and manage multiple tests online

The online business service has now been available for several months, with more than 2,900 businesses registered to use it.

The benefits include:

- viewing all test slots available without entering candidate details
- setting up favourite test centres and quickly checking their availability
- being able to manage instructor availability
- setting up alerts for cancellations at selected test centres
- making and managing multiple bookings easily

The service is available 7 days a week from 6am until midnight, giving businesses greater flexibility to manage their bookings and track their business more efficiently.

Feedback from users has been very positive. Comments on social media include:

"The test booking service is working like a dream... one of the best things I've ever done for my pupils."

"I use it and find it very straightforward. Quicker than typing in pupils' details, then own details for payment."

"Can't praise it enough. Would encourage all ADIs to sign up."

"Been using the new OBS system for a few months and it's brilliant, we use it for trainer booking for LGV tests so we can book tests in advance and name them as and when required, but I also love the fact that I can book learner tests with just a driving licence number in a fraction of the time."

If you're not already registered to use this service, visit GOV.UK to make sure you don't miss out on the benefits it offers.

Updated guide

The guide to the approved driving instructor register - sometimes called the ADI14 - has been updated.

The guide has now been published as a web page on GOV.UK website, rather than as a PDF. This makes it easier to:

- see what's changed
- get to the information you need
- find out what the acronyms mean by hovering over them
- view the guide on mobile devices – the new format is mobile friendly.

The main changes include adding more information about the role and powers of the ADI Registrar. It confirms that the Registrar is acting on behalf of the Secretary of State for Transport when asking:

- to give information to register or stay on the register
- make decisions about your registration.

There are also links to read about certain topics in detail, such as the ADI Part 1 test and separate guides about things like the ADI voluntary code of practice and the rules for observing driving tests.

First Car

From July a new edition of First Car magazine will be handed out at practical test centres. This edition will include information and features for new young drivers on important road safety and driving issues, like advice on car insurance and how to avoid dangerous situations. This follows the success of the glovebox edition for theory test centres.

The feedback on this edition was excellent and led to requests from candidates and driving examiners to publish a practical version. First Car has been working closely with DSA and a new issue of the magazine for theory test centres will also be distributed from June 2013.

'Stay in Control'

A new **THINK!** road safety campaign encouraging motorcyclists to improve their defensive riding skills was launched recently by the Road Safety Minister Stephen Hammond. The 'stay in control' campaign - developed with motorcycle industry partners - advises motorcyclists to ride defensively and take further training to sharpen their skills.

Promotional material will be distributed to hundreds of motorcycle dealerships and retailers across the UK. The campaign will run throughout the peak riding season this spring and summer, when, historically, the number of motorcyclists killed and seriously injured on the roads increases.

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The strategic network - journey times

The Department for Transport has released statistics that show the reliability of journeys on the Highways Agency's strategic road network, in the year ending March 2013. The strategic road network includes motorways and 'A' roads that are managed by the Agency.

These strategically important roads account for around 2% of all roads in England, but carry around a third of all traffic.

The reliability of journeys on the Highways Agency's roads is measured by the percentage of journeys that are 'on time', where: A 'journey' represents travel between adjacent junctions on the network. An 'on time journey' is defined as one which is completed within a set reference time, based on historic data on that particular section of road. The data is based on journey times estimated using in-vehicle global positioning systems (GPS) and flows estimated using automatic traffic counters. This reliability measure is one of a number of indicators in the Department's business plan.

The key findings include:

- In the year ending March 2013, provisional data shows that 77.1% of journeys on the Highways Agency managed network were 'on time'. This is 0.5 percentage points lower than the previous year, ending February 2013.
- The annual reliability measure consistently increased up to March 2012, but has fallen in each of the last 12 months.
- Provisional data show that 77.7% of journeys on the Highways Agency network during March 2013 were 'on time', down 6.2 percentage points from March 2012.

Lane rental - london

Mayor of London, Boris Johnson, last week hailed the initial success of London's lane rental scheme, the first of its kind in the UK, which has seen serious and severe disruption from roadworks in the lane rental areas cut by more than a third compared to the same period the previous year.

The scheme, which came into effect on 11 June 2012 on the busiest parts of London's road network, is designed to encourage utility companies to avoid digging up the busiest roads at peak traffic times.

Following the introduction of the scheme, more than 92 per cent of utility company roadworks at the traffic hotspots are now taking place outside of peak traffic hours, compared to around 30 per cent before the scheme came into effect. For Transport for London's (TfL's) own roadworks, this figure is now 99 per cent.

All main utility companies have now also signed up to the use of rapid drying materials, considerably reducing the amount of time required to reopen roads and helping to save approximately 2,700 days of disruption across London.

Mayor of London, Boris Johnson, said:

'Lane rental is all about using the limited road space within our streets as effectively as possible and, as we predicted, it is proving successful. Disruption is down, the vast majority of works are now done outside of peak hours and an impressive range of new-fangled techniques are now being used to minimise the impact on London's roads users but more can be done; and that is why we've brought together the capital's boroughs and utility companies to consider how we can use this technology to bring 21st century knowledge to the maintenance of a road system that dates back to the Romans.'

As part of TfL's work to develop a lane rental scheme, a range of techniques to cut disruption have been developed by the Transport Research Laboratory (TRL), funded through revenue raised through the lane rental scheme.

These include advanced underground mapping techniques and 'key hole surgery' to maintain utility pipes whilst avoiding the need to completely dig up the road surface, new plating and bridging systems over openings in the carriageway, temporary backfill materials for trenches and the use of rapid drying materials for quicker reinstatement of the carriageway following works.

These advances, brought about by the lane rental scheme, are already being used by a range of companies.

Roundabouts which aid cyclists

Roundabouts like the ones used in the Netherlands separating cars from cyclists could be used in London as early as next year following trials of the layout which are taking place.

The layout gives cyclists priority and means they are in the clear line of sight of drivers when vehicles exit the roundabout. Campaigners have called for a number of London junctions to be changed to make them safer following cyclists' deaths.

Over 600 people have been involved so far and the effects on safety and capacity will be studied. The impact on pedestrians, lorry, van and car drivers will also be monitored. Members of the public can participate in the trials.

Other ideas being tried include traffic lights with separate signals for cyclists.

Subject to the outcome of the trials, Transport for London (TfL) will work with the Department for Transport to try the roundabouts on the public highway.

Texting drivers will face £90 fine

Sending a text message or making a phone call while at the wheel will land drivers with an increased fixed penalty. Transport Minister Patrick McLoughlin indicated that fines for a variety of offences would rise by 50%, from £60 to £90.

The number of penalty points offenders receive on their licence will remain at three.

The cost increase will cover fixed penalty notices for the offence of using a hand-held device while driving and also for speeding and going through a red light.

A new penalty of three penalty points and a £90 fine will also be introduced for a number of careless driving offences, including *cutting up other drivers, eating a sandwich or lighting a cigarette at the wheel, *driving at an inappropriate speed and *needlessly hogging the middle lane on a motorway.

* Judged by whom and at what criteria I wonder?

Pedestrian safety

A new report commissioned by PACTS with regard to Pedestrian Safety and entitled Stepping out has been published and can be found in the MEA. Here are some of the findings but more appears in the document itself.

- 68% of pedestrian casualties are adults
- High risk situations for adults are weekend evenings and after consuming alcohol
- Highest risk age is 12 years
- 40% child pedestrian casualties live in the UK's most deprived areas
- Newham London Borough has highest pedestrian casualty risk
- Daventry, Northampton has lowest pedestrian risk

Road Safety Information (cont'd)

Graham Feest
ADINJC road safety advisor

- Friday is the peak day of the week for adults and children
- Sunday the lowest day of the week for adults and children

Pedestrian safety measures should look for separate solutions for adults and children, according to Stepping Out, a report for PACTS, the Parliamentary Advisory Council for Transport Safety and a piece of work which was commissioned to support the Decade of Action which this year focussed on pedestrian safety.

Long-term and recent trends:

- The total number of reported pedestrians killed or seriously injured on GB roads fell from 19,035 in 1980 to 5,605 in 2010.
- Recently, pedestrian deaths or serious injuries have levelled at 22.9% in 2010, versus 22.4% in 1980.
- But 2011 saw a 5% increase in pedestrians killed or seriously injured, including a 12% increase in pedestrian deaths.

Characteristics of pedestrian casualties:

- Adult and child casualties have significantly different collision characteristics and need to be treated separately.
- Children are more likely to be injured in spring and summer (except August) but adults have higher casualties spread distributions between October and January.
- Children are more likely to be injured on weekdays at morning and afternoon school times.
- Peaks around commuter times for adult casualties are less pronounced but there are significant numbers in late evening and night time.
- Adults are far more likely (34% vs 15%) to be injured as a pedestrian in darkness than children.
- The vast majority of pedestrians are injured on roads with a 30mph speed limit.
- Most casualties (70% of children and 58% of adults) are not injured at or near a pedestrian crossing.
- More than three-quarters of collisions involving a pedestrian casualty (78%) have one or more contributory factor assigned to the pedestrian themselves. Of these factors, 3/5ths are due to the pedestrian failing to look properly.

People involved as pedestrian casualties:

- The age at which pedestrians are most at risk is 12 years old with one in 651 children of that age reported as a pedestrian casualty.
- Pedestrian casualties, particularly child casualties, are more likely to come from deprived areas.
- Of all child casualties, 40% come from the most deprived 20% of society.
- People living in Daventry District (Northamptonshire) are least likely to be a pedestrian casualty with risk levels 60% lower than the national average.
- People living in Newham London Borough are most likely to be a pedestrian casualty with risk levels 111% higher than the national average.

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Marketing Tip

David Poole



"Hmmm I wouldn't mind that" thinks your website visitor and they go on to give you're their contact details.

This marketing tip is all about how an auto-responder on your website can be the difference of finding the extra pupils you need for your driving school.

What is an auto-responder?

Have you ever asked for some helpful info from a website where you enter in your name and email address and in return you received the prized information you need? That is an auto-responder.

The Idea

When a website visitor doesn't phone, your auto-responder is your 2nd chance of keeping in contact. It is likely they will buy lessons very soon, so they need to receive your emails over the next 3 days, starting immediately.

So what's the plan?

Firstly you need to think of a really good topic that every learner driver would love to learn about, here are a couple of ideas.

"What the examiner wants to see on your test – a must read for all learner drivers"

"Worried about being ripped off, take our free guide to help you find the right driving school"

You may think these subjects are controversial but would it appeal to learner drivers on your website, and it's your customer who you have to consider.

Your Next Step

Put together 3 small emails on the subject you have chosen (no more you don't want to send spam) and keep the content quite short say 100 words for the content. Additionally include your contact details and your introductory offer.

But I'm Not Technically Minded

You don't need to be, the company I recommend [Aweber](#) has a step by step walk through and is quite fun to do. You'll watch a 1 minute video, then do the task, it's as simple as that.

How much does it cost?

By [clicking here](#) there is a special trial offer of just \$1 so it's worth a go, and I recommend it especially if you have visitors but no one calls! It can also be used on Facebook.

You Are An Expert

Lots of companies offer free help and guidance, it helps prove to their future customers that they have knowledge and expertise. It also helps build a customer relationship which is important to getting the business.

I personally recommend it.

This marketing tip was brought to you from www.davidpooleandassociates.com

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Council Meeting Agenda

Sue Duncan
ADINJC General Secretary



Saturday 1st June 2013 - Village Hotel, Walsall, West Midlands WS2 8TJ

Meeting starts at 10.00am - Coffee on arrival from 09:30 and at 11:30 break

1. Meeting opened by the Chairman – Lynne Barrie
2. Attendance register and apologies for absence
3. Minutes of the Council Meeting held on 2nd March 2013
4. Matters arising
5. Correspondence
6. Chairman's report
7. Results of our Young Driver Survey: Stuart Walker
8. Forum on Young Drivers Green Paper:

Led by Graham Feest IMTD Chairman, General Secretary AIRSO,
ADINJC Road Safety Advisor

9. Updates on the Standards Check introduced from April 2014
10. ADINJC 40th annual conference October 6th 2013
11. Open forum for members
12. Date and venue of next meeting
13. Meeting closes by 1.30pm

This agenda may be amended by the Chairman before the meeting.

A raffle will be held in aid of Road Peace, nominated charity for our 40th Anniversary Year.



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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.



n-dorsed?



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Graduated Driving Licences?

Ian McIntosh, CEO,
RED Driving School



"It's so unfair!" Can't you just imagine Harry Enfield's character Kevin stomping off upstairs after his parents tell him that he can't drive the car after 10pm or take his "little friend" for a drive? If you have or have had teenage children you will know what I mean but we have a duty as parents to look out for them until those all too important frontal lobes finally develop! Giving a young person a car who is not trained or equipped to deal safely with it is insane. They might kill or injure themselves and of course endanger others. And yet for years, we have put our young people through barely adequate training and testing regime and let them loose with that deadly weapon and hoped they didn't kill themselves or anyone else.

Some years ago, Hazard Perception training was introduced into driver training and this has helped in respect of safety on our roads. But as with all things, we should be constantly striving to improve and never be satisfied with our progress. Surely road safety is most definitely one of those things? The key area for urgent attention is that of young drivers - Kevin is a high risk and a civilised society should be protecting its young people especially from themselves.

So what is to be done about it? Graduated Driving Licensing (GDL) is something of a hot topic at the moment. Basically it comprises three elements which to recap:

- no driving at night say between 10pm and 5am;
- no passengers of a similar age;
- a zero tolerance on alcohol.

Such schemes have been introduced in several countries around the world and the results seem pretty emphatic: road deaths and accidents involving young drivers decreased. It is less clear about the accidents statistics once the young person progresses to a full licence but they are by default "less young" and have gained some invaluable driving experience so even without hard data, it would appear to be good common sense! And don't forget, a lot of parenting is done by common sense not by detailed statistical analysis. Such restrictions as those generally proposed do not prevent the young driver getting to work, or driving to college or gaining motorway experience. They do however eliminate the possibility of driving at times when the statistics suggest that the risks are highest. Common sense indeed!

So why then do some experts call for further detailed analysis and deep and meaningful consultations with parents and young people? We do things slowly in this country even in respect of the most blindingly obvious moves to make. I don't suppose many people reading this remember when there was no speed limit on the M1. The government changed it, a limit was introduced and we all got used to it. Virtually every country in the world has speed limits on its motorways, which must mean it makes sense.

The UK introduced restrictions on motorcycle licences, which are age and horsepower related. It may not have been universally popular but it makes sense and people have just accepted it now. We should not pour more taxpayers' money into more studies and think tanks but just get something launched and make it happen in respect of GDL. A research paper (Jones et al) compared the actual situation between 2000 and 2007 with what may have happened if certain licence restrictions had been in place. The model assumed no permission to drive between 10pm and 5am, and no more than one passenger aged 15 to 19 years old. The results suggested that we would have avoided an average of 8400 casualties and 160 fatalities per year.

So why are we waiting? There is in certain circles a view that GDL would be unfair or unenforceable. It has also been rumoured that the Government placed it in the "too difficult to implement" pot. Fair enough. Let's just give up and put up with ever increasing insurance costs, cars with no insurance because it's too expensive, declining mobility and employability amongst our young people and of course we'll just "live" with those extra unnecessary fatalities on the road. Surely GDL will help even if it isn't the perfect answer.

Of course, it isn't the perfect answer. People don't like restrictions, impositions and increased regulation. We live in a free society and we hold those freedoms dear. But putting that aside, we need to protect our young people so what can we do ourselves? Well, as responsible parents we could endeavour to educate our children. We can wait for Government to intervene or we can self-help. The first step is securing quality driving lessons and selecting a Driving School should not be just left to chance. Practical lessons have evolved and the best Schools and Instructors teach to structured programmes and are focussed on safe driving just as much as test success. RED Driving School has gone one step further and introduced free online cognitive training for all its customers. RED is supportive of GDL but we don't want to wait for others to act. We want to impact road safety now. Whilst restrictions such as those proposed via GDL clearly would help, the point of those restrictions is to allow the young person time to evolve and develop as a driver. In others words, for him or her to gain experience in a reduced risk scenario.

The cognitive training that RED has introduced, dubbed RED's Road Brain Trainer, supports and supplements the practical lessons. No one can make "Kevin" more experienced as a driver simply by offering online training modules but education is key. The modules are designed to develop cognitive skills to supplement the practical skills learnt out on the road. This can't be a substitute for actual experience on the road but it sure is better than nothing. In fact, it's a lot better. RED's cognitive modules are of course voluntary and although the Instructor may encourage the learner to study them, there is no compulsion. Parents recognise that often an incentive is the way to encourage the desired behaviour from their teenager. The insurance industry also recognises that incentives work and give discounts for making no claims for example. Now, discounts are available via RED's insurance partner if the learner has had lessons with RED. Perhaps we could have called the training system RED's Insurance Cost Suppressor but low insurance costs is the consequence not the objective. What we want is better trained and safer young drivers.

And now for the news....

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Top Test Centre

Test applicants are most likely to pass their test if taken in Ennis, Co. Clare (Nr. Shannon Airport) according to the Road Safety Authority (RSA). 69.97pc of all drivers passed their test there first time last year. However, this is not the case in Portlaoise, Co. Laois where just 42.26 passed. There are about 150,000 driving tests carried out every year in fifty one test centres throughout the state and the average waiting time for test is just under eight weeks. Ten test centres, or one in five have a pass rate of 50pc or less. Overall pass rates average 56.33pc – an increase from 54.56pc in 2011.

Comment. The discrepancy in pass rates between Ennis and Portlaoise is significant and questionable. We are told that driving tests are conducted in a consistent and uniform fashion throughout the country. Also, that test centres are selected so that the routes are as uniform as possible. Why then such a disparity?

Smoking in Cars

According to a new study, plans to ban smoking in cars carrying children would be “labour intensive” and have little effect. The study, which involved observing 2,230 drivers, found they were more likely to be using their mobile phones than smoking. Minister for Health James Reilly has indicated his intention to ban smoking in cars which are carrying children under 16, although there is yet no date for when it will be implemented. The study by the University College Dublin (UCD) School of Public Health, Physiotherapy and Population found the prevalence of mobile telephone use was 2.56pc while it was 1.39 for smoking. The more expensive the car the less likely the driver was to be smoking, according to researchers. The study pointed out that in 2006, a ban was introduced prohibiting the use of handheld mobile phones while driving. “Again there is very little systematic evidence from Ireland on the number of people who still do so regardless of legislation”.

Rising Road Deaths Concern

A special Government task force has been set up in response to road deaths rising once again. A total of 63 people have died on Irish roads so far this year – 15 more than in the same period last year. The new Ministerial Committee held its first meeting on 29 April 2013 and scrutinized the adequacy of Garda enforcement of road safety. Crucially, the new task force will also “assess and address the trend of rising fatalities this year.” The authorities are anxious not to allow any slippage in progress in cutting road deaths

Note. There were 51 road fatalities to 29 April 2012 and 63 road deaths to 30 April 2013.

NCT Failures Rise

The number of cars failing the NCT is rising. New figures show that more than half of all vehicles (51.3pc) tested last year failed, a 3pc increase on 2011. It appears that motorists are cutting back on essential maintenance and servicing in an effort to cut costs. More than one million cars were tested last year, with 515,212 passing and 548,628 failing. Spanish company Applus, which runs the NCT said among the reasons for the higher failure rate was that more people were driving older cars.

Drug-driving Tests

The Government is preparing to put out to tender for road side tests for those under the influence of drugs. The department of Transport said that the medical Bureau of Road safety has been evaluating the most effective road side tests, to test motorists Gardaí suspect are under the influence of drugs such as cannabis, cocaine and heroin. The evaluation includes a detailed look the science, legislation, resources and costs which would be required for the use of any such device. The Road Traffic Bill 2013 currently

being drafted in the Office of the Attorney General will formally allow Intoxicant Impairment Testing when enacted.

That will enable Gardaí to perform a series of non-technology based cognitive tests on motorists which they suspect of drug driving. These tests can be used for evidential purposes in court.

Mobile Phone PPs GB

According to Sir Bernard Hogan-Howe Metropolitan Police Commissioner, penalty points should be doubled for drivers caught using a mobile phone and young drivers caught within two years of getting their licence should be forced to retake their test. Sir Bernard believes that if PPs were doubled to six for motorists caught using a mobile phone at the wheel, drivers would be deterred from flouting the law. His comments follow concerns that an increasing number of drivers are ignoring the law on using their mobile phones while driving. According to the Daily Mail, the Government’s decision to increase the penalty from £30 fine six years ago to £60 had little effect on motoring attitudes. Recent studies suggested around 200,000 motorists are fined for the offence every year.

French Speed Cameras

A study by the International Review Accident Analysis and prevention claims that speed cameras in France prevented around 15,000 fatal and 62,000 non-fatal road accidents between 2003 and December 2010. (www.WorldHighways.com) The death rate per 100, 000 vehicles is said to have fallen 42% from 1.86 in November 2003 to 1.07 in October 2010.

The study found that speed cameras were most effective at reducing excessive speed infractions (more than 20kmh over the limit and moderate speed infractions (between 10 and 20kmh over the limit) with the % of fatal accidents falling from 25% to 6% and 13% to 9% respectively between 2001 and 2010. The number of minor speed infractions (less than 10kmh over the limit) remained stable, but the percentage of fatal accidents rose from 7% to 13%.

‘Hot Pursuit’ Lamborghini

Dubai police have acquired a squad car with a difference – a Lamborghini Aventador costing more than €400,000. This supermodel has a top speed of almost 350kmh. However, apart from patrolling the mean streets of the Gulf state on the lookout for miscreants, the supercar will actually be used to show “how classy Dubai is” according to the city’s deputy police director. Meanwhile, Gardaí on patrol here can only dream of such a luxury ride. Instead they pursue criminals in comparatively sedate vehicles with top speeds of around 200kmh. Last year, €3m was earmarked for the purchase of 170 new cars – Lamborghini not included.

Tesco Tyres

Former Tesco boss Terry Leahy says that shoppers could soon be buying car tyres alongside our weekly shopping for groceries etc. The supermarket behemoth is reportedly working on a deal with Blackcircles.com, an online tyre seller that he has a 25pc stake in. Blackcircles customers order online and then have their tyres fitted by independent garages. Now the idea of developing fitting centres in Tesco car parks have been mooted by Blackcircles CEO Michael Welch. The current venture will offer extra Tesco club card vouchers for approved tyres. Tesco is rapidly trying to adjust its business model in response to declining sales in its non-food division.

Definitely No Parking- Ever

A laneway in Swindon, Wiltshire that is too narrow to drive in has been painted on both sides with double yellow lines. Local residents were mystified as “you couldn’t even fit a motorbike down it”.

When contacted the council said local residents had asked them to “deal with illegal parking in alleyways”. A spokesman said “It seems that our contractor forgot just how big cars actually are when

Road Safety Ireland (cont'd)

Tom Harrington



they painted this one. We will be taking it up with them". Mini's Centenary

To celebrate 100 years of production, five Oxford- built Minis undertook a tour that has taken them to eight former Mini production locations the length and breadth of Europe. As part of the tour, the Mini convey arrived recently at the former classic Portobello site in Dublin. The only remains of the Dublin plant today are the entrance and exit gates located on the lower Rathmines Road in Dublin 6.

When the Mini was launched in 1959, it was an overnight sales success. Before the car could be sold here, all the component parts had to be packed in wooden crates in the UK and shipped to the Port of Dublin. They were then assembled in two separate Dublin plants. Other former production sites were in Slovenia, Italy, Malta, Portugal, Spain, Belgium and the Netherlands.

New Car Sales Down

Latest figures show new car registrations for the first quarter have fallen 13pc behind last year. It took a last minute sales burst to keep the gap down to that, with 56pc of March's total registrations recorded on the last five days. There is evidence to suggest that dealers are 'pre-registering' some marques to boost market share.

This is where garages register new cars and sell them to following month as 'nearly new' for substantial discounts. The first-quarter results were compiled by Motorcheck.ie , with the Society of the Irish Motor Industry (SIMI).

Vehicle Recall

A global recall of Mazda's, Nissan, Toyota and Honda cars due to an airbag component made by Takata Corporation would affect 2.92m vehicles, says Japans transport ministry. The vehicles involved are equipped with front passenger airbag inflators which could have been assembled with improperly manufactured propellant water According to the Australian Review, over 10,000 cars sold in Australia and manufactured between 2000 and 2004 will be affected. Honda will recall 9980 vehicles, Toyota 1,700, Mazda 597 and Nissan a currently unknown figure.

Hello, Emergency Services!

Hapless motorists are using emergency roadside telephones to ask for directions. Up to 100 drivers a year are using the phones after getting lost on our road network. The National Roads Authority (NRA) has revealed that another 350 drivers call its emergency helpline because they run out of fuel. And in some cases, roadside crews are forced to search for miles for broken-down vehicles because the driver is unable to give precise details of their location.

A spokesman for the NRA said: "In one case, people got lost going to a wedding and called for directions. They were supposed to be following friends and they lost them." "In another, a man crossed the motorway to say the roadside telephone on one side didn't work." The solar powered phones are manned 24hours a day, 365 days a year, and are designed to be used in an emergency such as breakdowns, blown tyres or when a driver falls ill.

The phones are located on all 13 national routes, which includes motorways and dual-carriageways and are located 1.6km apart. The NRA plans to install new signs on almost 1,200 km of motorways and dual-carriageways to allow drivers to pinpoint their exact location. The location Reference Indicator signs will be deployed every 500 metres along the network and provide information on the road's route number, the direction being travelled. The signs are expected to be installed over the next year.

And finally ... In Belarus, it's illegal to drive an unclean car.

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adiNEWS needs your help, and in return we are offering you the opportunity to **WIN a brand new iPad with 3G!** – compliments of the lovely people over at Hitachi Capital Driving Instructor Centre.

The current series of feature articles in adiNEWS magazine focus on using the latest tablet and smartphone technology to help run a driving instructor business, from lesson plans and training aids, to admin and book keeping... but we think they can offer even more, and that's where you come in...

Information Is Power!

We want to know 'apps' YOU use to make this possible. Whilst there are still only a few apps dedicated to driving instructors in particular, there are many others that can be used throughout your working day. So we want to know how many of you are harnessing the power of apps through your tablets and smartphones, whether you are operating your business using the latest technology and, if not, whether you are interested in doing so?

In return, we are very excited to announce that we shall be giving away this **fantastic prize of a brand new iPad with 3G** to one lucky entrant, no strings attached. All you have to be is an ADI or PDI and spend a minute of your time answering a few simple questions. We just want the facts and figures to understand where the industry is, where it wants to go in the digital revolution, and use the information to help everyone get more by unlocking this massive potential for their business.

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n-formed?



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Member's Corner



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In this show;

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- Marathon Result
- Events
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- Fresheners
- Flashing Head Lamps
- Hazard Lights
- An Old Fashion Word
- Car Recalls
- DSA - No Test For You!

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



Parking Brake Survey

"Valerie Noble has attended some of our local association groups to talk. She is an Ergonomist and Physiotherapist currently undertaking research at Loughborough University. Her focus is on the design and use of parking brakes and the human factors affecting effective application. The aim of this survey is to find out more about driver training and instruction and the experiences of ADIs, and your learner drivers, when interacting with the vehicle's controls. If you have time to help Val by completing this survey she would be very grateful.

All responses will be treated as strictly confidential and only grouped results will be used for publication purposes."

<https://www.surveymonkey.com/s/BLF56LW> She can be contacted at: V.Noble@lboro.ac.uk

Note from Val:

Thank you so much. I have already had a fantastic response from your members. The survey will remain open until the end of May so I will collate the results and send them to you.

Articles we have sent out via Email this Month

- DSA - Updated guide to the ADI register
- ADINJC - Green paper young driver survey - Don't miss out



And Finally...

a quote...

"Good teaching is more a giving of the right questions than a giving of the right answers."

Josef Albers

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