

MEMBERS NEWS



VAUXHALL



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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



The governing committee are all recovering from the fantastic conference that helped to celebrate our 40th year. As a team of people in my opinion they are "simply the best". You can study for a degree in events management and probably not make any better job of it than the team did this weekend. The feedback is very satisfying and you can see photos and quotes in the newsletter. When people take time to send their thanks it makes all the hard work worthwhile. It's clear that when we speak to some ADIs at training days and meetings they don't realise we all have jobs as ADIs and do this on a voluntary basis.



I just wanted to say what a wonderful conference the ADINJC did today, you should be proud. - Dave Allen

What a fantastic event; absolutely everyone was buzzing; there was such a great feeling around the whole event and that's the result of creating a great conference. You and the committee had really worked hard and for that I commend you all; you all have 'day jobs' yet you manage too, without complaint, work hard and tirelessly to put on an event like this for your ADI colleagues! Probably one of the best conferences I've attended in my 30' something years in the industry! Thank you all and look forward to ADINJC 2014! - Tina Janson-Caddel Director Adindi associates

Best conference I have attended in 20 years as an ADI. - Mike Pipe

Our thanks go to all the sponsors, trade stands, speakers and helpers who made it such a memorable day. Mike Lyne our photographer for the day has given us some very memorable photos of the whole event. If you would like to see the photos or purchase any of them please view them at this link:

<http://mjl-photos.lyne.net/galleries-conf-adinjc-2013.html>

We are now analysing the feedback forms and will endeavour to address any areas we can improve. The winner of our feedback form competition is Heather Hughes and we will be contacting her to send on her prize. We have also sent the DSA a list of questions that we ran out of time for at the conference and will place the follow up answers in our newsletter.

The team are now looking forward to the two free and final training events for 2013. Milton Keynes is fully booked and Bridgend is filling up well but we still have spaces there on November 11th if any of you are interested in attending. Details are on our website: www.adinjc.org.uk

I am also looking forward to meeting with the other national associations on October 30th and then attending together to meet the DSA and for the first time the new chief executive Alistair Peoples. That includes the DIA, DIDU, DISC, MSA, UNITE (Driving Instructors Branch) and of course the ADINJC. There will be much to discuss with the new standards check, modernising driver training and the green paper. It certainly feels as if there are many changes coming to fruition which in my opinion we have been waiting for long enough. We will keep you informed of the items discussed and the outcomes from the meeting.

Five of our committee, me included, have attended a Driver First Assist course in the West Midlands as well this month. It's a new not-for-profit scheme which has been officially launched in a bid to train "professional drivers" in basic first aid techniques and in how to manage the crash scene before the emergency services arrive.

Around 50% of road traffic deaths occur before the emergency services arrive and it is hoped trained drivers could make a significant difference in the yearly fatality numbers. One of the reasons stated for the reduction in road fatalities over recent years is how response times by the emergency services have increased along with the medical care which is now available by paramedics at the scene and the advancement of medical care. However it takes four minutes to die from an obstructed airway while the

target response time for ambulances is eight minutes. Clearing airways and other basic life-saving skills is taught on the £95 seven-hour driver CPC-approved courses that are now available around the country. The scheme is being actively backed by the Emergency Services Associations. To find out more about DFA or to book a course visit www.driverfirstassist.org

The ADINJC want to work with Driver First Assist as we believe as professional drivers ADIs could play a vital role in making this scheme popular around the country. We certainly all enjoyed our day of training and would recommend it to members.

Welcome to all our new DIG (Driving Instructor Group) members who have joined us this month or renewed their membership. Thank you all for continuing to support us.

Our AGM is being held on 30th November this year at the Village Hotel, Walsall, followed by our council meeting. If any of you would like to become more involved or would like to join the Governing Committee we are always looking for suitable new members.

I'm not normally prone to quoting poems but this is the one Neil Peek, our president, opened the conference with. It's been an inspiration to the ADINJC team and hopefully it will inspire you all too.

It Couldn't Be Done - Edgar Albert Guest

*Somebody said that it couldn't be done,
But, he with a chuckle replied
That "maybe it couldn't," but he would be one
Who wouldn't say so till he'd tried.
So he buckled right in with the trace of a grin
On his face. If he worried he hid it.
He started to sing as he tackled the thing
That couldn't be done, and he did it.
Somebody scoffed: "Oh, you'll never do that;
At least no one has done it";
But he took off his coat and he took off his hat,
And the first thing we knew he'd begun it.
With a lift of his chin and a bit of a grin,
Without any doubting or quiddit,
He started to sing as he tackled the thing
That couldn't be done, and he did it.
There are thousands to tell you it cannot be done,
There are thousands to prophesy failure;
There are thousands to point out to you one by one,
The dangers that wait to assail you.
But just buckle it in with a bit of a grin,
Just take off your coat and go to it;
Just start to sing as you tackle the thing
That "couldn't be done," and you'll do it.*

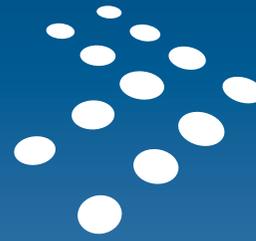
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Lynne

Lynne Barrie - MA Driver Training



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Still Here After 40 Years

Larry Girling



I suppose it was inevitable. By which I mean as well as being the General Secretary of **ADINJC**, Sue Duncan is also the secretary of the Plymouth association, of which I am the chairman. So when Lynne Barrie asked her to find someone to write a review of the fortieth anniversary conference, Sue didn't have far to look. But, actually, I was delighted to be asked. It is so much easier to write about something that you really enjoy – and enjoy the conference, I certainly did!

The proceedings started on Saturday evening with a drinks reception hosted by Graham Feest, the Chairman of the Institute of Master Tutors of Driving. IMTD has very strong ties with **ADINJC** and this was a fitting start to their fortieth anniversary conference. We then moved into the dining area and wow! The room had been decorated in purple and black (the **ADINJC** colours) and no detail had been spared. Balloons, banners, table napkins, place mats etc had all been meticulously colour co-ordinated. We were seated at circular tables of eight and someone clearly had worked very hard on the table plan. There was a mix of guest speakers, committee members and delegates at each table and a master stroke was a place card in the centre with the names of our fellow diners – and which also reminded us what we had ordered! A very nice touch was a gift of a perfume bottle (in a purple box, of course) for the ladies.



Before we started the excellent meal (accompanied by well chosen wines), Neil Peek and Bryan Curtis exercised our grey matter with a motoring quiz of ten questions. These were interspersed by fascinating facts (or things you didn't know) about the history of driving and driver education. For those of us struggling with the quiz, Bryan lent a helping hand by reading the answer to question 9 before the question itself! The winner of the quiz was Professor Peter Russell's table with a maximum score of ten and they enjoyed a bottle of champagne. (My table, however, didn't disgrace itself with a score of seven and a half). Throughout the evening, raffle tickets had been sold and Lynne Barrie announced that £450 had been raised for RoadPeace, one of the conference charities. Lynne also thanked the sponsors and those responsible for making the fortieth anniversary conference the success that, by now, it was clearly going to be. Too many to mention here, but they deservedly received a warm round of applause.

Brian Austin, who was the **DSA** Registrar when I joined the industry some twenty years ago, then proposed the toast to the **ADINJC**. He gave an amusing speech. Neil Peek, the **ADINJC** President responded. The younger delegates then moved onto the dance floor, I adjourned to the bar!

After a very comfortable night at the Copthorne Hotel (I'm delighted to learn that we will be returning there next year), I joined the queue for conference registration. With the, now familiar, **ADINJC** efficiency this process was accomplished speedily and I received my conference gift of a very handy "carry-all" bag. It is already in daily use – thank you **ADINJC** and Vauxhall! I had time for a first visit to the trade stands before moving into the conference hall. This was the room we were in for dinner in last night but had, magically, doubled in size! And we were again comfortably seated at circular tables in cabaret style. Chairman, Lynne Barrie (somewhat surprisingly addressed as 'Miss' by the President) welcomed the delegates to what was the **ADINJC**'s biggest conference ever. Neil then took the stage (dressed as a music hall performer, complete with a bowler hat) and delivered his opening address. Entitled

'Somebody said...' it drew heavily on the poem 'It Couldn't Be Done' written by Edgar Albert Guest in the 1920s. To illustrate his point, Neil said there were 300 ADIs in this one room! He then presented the first ever **ADINJC** President's Award for an outstanding contribution to driver training, to John Miller. John is the author of 'The Driving Instructor's Handbook' now in its 18th edition and he received the award to a warm round of applause.

Lynne then introduced Dr Lisa Dorn, Director of the Driver Research Group at Cranfield University. Lisa provided us with a compelling insight as to how academic psychological research can be applied to driver education. Neil then returned to the stage (this time somewhat more appropriately dressed in a dark suit) to introduce Mark Magee, the Registrar and Lynne Fitzharris, Assistant Chief Driving Examiner from **DSA**. Mark updated the conference on current issues – the **DSA/VOSA** merger, the Young Drivers' Green Paper and Modernising Driver Training. Mark and Lynne then (bravely I thought) agreed to participate in a Q&A session. Questions had been submitted in advance but were also taken from the floor. Inevitably, there were more questions than could be answered in the time available but Neil assured the conference that the remainder would be covered in a future newsletter. But overall and from a purely personal view, I found this a disappointing session.

By comparison, after coffee, we were treated to what I felt was the most memorable presentation of the fortieth anniversary conference. Nigel Botterill, a UK business entrepreneur (who I had never heard of) told us the 18 secrets that super successful ADIs know and do, but that most ADIs either don't know or don't do! In a truly inspirational session, Nigel urged us to change from being a 'doer' to a 'marketer' of our thing. "You either make money or excuses" he said, "you can't do both". Lunch followed and it was very well organised this year – there were two sittings in both of the two venues. After lunch, Neil presented an award to Peter King of DIPOD before introducing Tom Kwok. Tom is well known to **ADINJC** conference delegates of previous years and, as ever, gave us his individual take on 'Risk Management' – a key element in the forthcoming new Standards Check. David Midmer from RoadPeace then gave a moving presentation on the work of the charity which is totally independently funded. At this point, Lynne Barrie came on stage to present David with **ADINJC**'s cheque for £1,000 which included the proceeds from the previous evening's raffle.

Next up was Diane Hall, an ADI and Thought Field Therapist. Her subject was "Mental Instability = Physical Inability". In other words, she was going to explain how our emotions can affect our performance. Now I have heard Diane speak on more than one occasion but I certainly wasn't prepared for the start of this presentation. She stepped up to the microphone and then turned away, saying that she couldn't continue. Lynne rushed on stage to comfort her and Neil urged us to give Diane a round of applause. Which we all did. I assume that Lynne and Neil were in on the secret, but I was truly taken in. In thirty five minutes Diane could only give us a brief explanation of the techniques she uses to combat test nerves so, if you don't possess a copy of her book 'L of a way 2 Pass' or haven't had the opportunity to attend one of her workshops, I urge you to do so. Neil then stepped up to present the next **ADINJC** award – it was to Diane Hall!

Kathy Higgins followed. She is an award winning business woman and runs her own driving school - Insight 2 Drive. Her presentation, 'How to eat a live frog!' demonstrated how to get eight days work done in six. Kathy said that some people have described her as a control freak but denied that. Nonetheless, she said that she had severely reprimanded them. I resolved to eat my frog first thing in the morning. Neil then presented the next **ADINJC** award. Once more and totally appropriately, it was to Kathy Higgins! The final speaker was Major Toni Watkins-Burton, a former military advanced driving instructor and now an LGV and PCV trainer. His talk 'The view from the cab' was subtitled "Bugger that was close!" Toni said that the blind-spot check is an important lifesaver for the truck driver, as it is for the motorcyclist. Only in this instance it is not LGV driver who is at risk!

Lynne returned to the stage to draw the raffle which she said had raised £1011 for Vauxhall's charity Help for Heroes. She said there was just time for a final cup of tea and a cake before wishing us all a safe journey home. Along with 299 other ADIs, I drove away from the best **ADINJC** conference yet and resolved to return next year.

ADINJC 40th Anniversary Dinner



n-dorsed?



And now for the news....

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ADINJC Annual Conference



Conference Testimonials



Just a quick e-mail to say "thank you" to you and all of your committee for organising such a superb conference yesterday. No mean feat, it was great in every respect :-). Best conference I have attended in 20 years as an ADI - **Mike Pipe**

Just want to say a big THANK YOU to you and the committee for organising such a great event yesterday. The whole day literally flew by and allowed everyone in the room to take away something new I'm sure. I certainly did and have already been busy "getting into action" as per the "Botty" suggestion. Looking forward to the next one for some more great ideas and networking. - **Mike Evans**

Thank you and all the committee for organising a great ADINJC conference. 10 out of 10 from me! - **Nigel Slater Chairman Association of South Eastern Driving Instructors**

The best conference ever held. - **Prof Peter Russell**

Thank you so much for inviting me to join you for the 40th anniversary celebrations. Another excellent day of interesting speakers. Also an opportunity to catch up with old friends and colleagues. The President's award was most unexpected, but greatly appreciated. With best wishes for the next 40 years of ADINJC! Thanks to the entire organisation team who obviously put in a lot of hard work to make the weekend a great success. - **John Miller**

Best ADINJC conference I have attended. - **Joan Tolley**

Thank you for an excellent conference, amazing value, venue, food and also thanks for everyone's efforts. - **Gordon Palmer Taylor**

May I start by sending you my congratulations and personal thanks for an outstanding conference? You, your committee and team of helpers had clearly worked extremely hard to ensure that the weekend was the success it, undoubtedly, turned out to be. - **Larry Girling ADI**

Just wanted to say a huge 'thank you' to you, your committee and all associates who helped put on such a splendid event yesterday. It was a 'first conference' for Jan who has sent me an email expressing his gratitude and I know Louise got a lot out of it. Both the conference and the exhibition added value to what we do. As I write Jan is still thinking it over and generating ideas to add value to our business! - **Rob Tillier**

An enlightening conference yesterday. I thoroughly enjoyed it, and learned much. - **Tim Clayton**

I thought the Conference was extremely well organised and offer my congratulations to you all. - **Mike Lyne**

I am really proud to be a member of ADINJC. Great event, thank you. - **Peter Ray**

Thank you for your kind hospitality at the ADINJC 40th anniversary celebrations. Will you please pass on my thanks to all the ADINJC Officers and Committee members who did a such a good job. - **John R Lepine MBE - General Manager - The Motor Schools Association of Great Britain**

This is just a very short note to say how much I enjoyed the conference last Sunday. I was made very welcome whilst having Saturday breakfast by (a very esteemed committee member wife and sibling). I would like to thank you and all your very hard working committee members for putting on such a wonderful event (including wives and siblings please relay forward to them). Being an ex committee member of various bodies both small and large I know of the very hard work that goes on behind the scenes that make events run smoothly (that Joe public does not see). It was with no doubt a very very successful event.

A very Well Done to all. I look forward to next years bash. - **Frank Ward (loud tie)**

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Conference Trade Stands



I just wanted to send you a quick note of congratulations on the event. The ADINJC conference was a great success. The atmosphere was warm and welcoming and there was a real buzz in the air. Well done for hosting the event. - Jemma Redden, Hitachi Capital Driving Instructor Solutions

Just when you think they can't get any better, the ADINJC pull out all the stops and wow us all! The 40th Anniversary Conference certainly was a celebration in more ways than one. Besides the NJC reaching its 40th year, the result of the organisation, team work and hard graft that went into this event should also be celebrated.

The entire committee and their team of helpers should give themselves a hearty pat on the back for a job exceedingly well done.

A well thought-out programme of great speakers, a good mix of exhibitors, excellent facilities and superb management helped the day go like clockwork. Everyone I spoke to seemed to be thoroughly enjoying themselves. As an exhibitor, the ADINJC Conference is a pleasure to attend and certainly the most worthwhile event on the calendar. Well done!

- Mac McDade MInstMTD, MAIRSO - Director - Ideas4ADIs Ltd

Caption Competition



The ADINJC 40th Anniversary Conference was a fantastic event. With over 300 ADIs enjoying a host of top presenters, a varied selection of trade stands, good food and a real buzzing atmosphere it's no wonder it was the most successful event the ADINJC has ever run .

Of course, these events don't just happen. There is a huge amount of organisation and hard work goes on behind the scenes. Official photographer for the occasion, Mike Lyne (aka MJL Photos), was around to capture a few snaps of the committee hard at it and a couple of people caught off guard.

For a bit of fun, we are offering a prize to whoever can come up with the most humorous caption to go with each of the pictures. Take a look at the images on this page and when you come up with a caption click on the button below and fill in the online form and submit your entry.



ADINJC Vice President & Treasurer Peter Boxshall



Committee member Richard Carrick



ADINJC President Neil Peek



L-R: Chairman Lynne Barrie, Committee Member John Ashton & Vice President Bryan Curtis

Exhibitors Ideas4ADIs, aka Rob & Mac



[Click here to submit your entry.](#)

Please make sure you enter your name and email address so that we may contact you if you WIN.

Good luck!

Leeds Seminar



Images from the recent Leeds Seminar the ADINJC attended



Road Safety Information

Graham Feest AIRSO general secretary
and ADINJC road safety advisor

Road Safety Week

Employers are being encouraged to organise events and activities for this year's Road Safety Week (18-24 November) promoting the theme 'tune into road'.

Road Safety Week is coordinated by the road safety charity Brake and involves thousands of organisations, schools and communities promoting road safety.

This year the Week focuses on the theme tune in, urging everyone to stay focused when using roads and avoid distractions - a key message for employers to communicate.



Green Paper For Young Drivers

As the Conservative party meet in Manchester for their annual conference, road safety charity IAM (Institute of Advanced Motorists) is calling on the party to publish their much promised Green Paper on new drivers as soon as possible.

Road crashes are the biggest killer of young people in the UK today. In 2011, 412 people died in incidents involving young drivers. Over the past four months since the government's initial announcement to publish a green paper that would mean 137 17 to 25 year olds have been killed.

Any delay in a review of our learner driver system means more young licence holders will die on the roads.

But we do need to be clear about what we are talking about!

There is a great need to clarify whether we are talking about New Drivers or Young Drivers as they propose a different set of issues although one accepts that the majority of New Drivers are in fact young.

There is a statistic often quoted that 1 in 4 young drivers crash in the first few months of passing their test. I am not aware that we have any information which confirms or deigns that those who learn to drive later are as vulnerable. Maybe the time has come to do some research in this area.

Best Practice Guide For Van Operators

VOSA has launched a new best-practice guide for van operators and drivers to combat high levels of MOT and roadside check failures.

Figures show that 50% of vans or light goods vehicles fail their MOT test year on year. Of the nearly 11,000 vans stopped by VOSA each year, 93% are overloaded and 63% have serious mechanical defects.

The new

Your van: best practice guide

Will give much-needed principles to help raise the standards of these vehicles throughout Great Britain.

With input and support from key stakeholders it is a useful reference point for people who use vans not only for business but also for private hire. The guide includes an operator and driver checklist along with a diagram of a van walk around check.

The aim is to encourage a culture of compliance leading to a reduction in MOT failures and an improvement in the prohibition rate.



Prosecutions For Distraction

Drivers have been caught shaving, brushing their teeth or putting on make-up while in traffic, during a five day campaign by two police forces.

In all, 198 people were prosecuted by Thames Valley and Hampshire Police for motoring offences – mainly for driving while distracted.

They were picked up on the M27, M3, A34, M4 and M40 during an exercise called Operation Tramline, in which police drove an unmarked Scania lorry cab and videoed motorists breaking the law.

Other transgressions included two van drivers reading newspapers, one using a map on the steering wheel, and two looking at iPads.

The majority of those caught were prosecuted for using a handheld mobile. The drivers caught by the police were issued with fixed penalty notices for offences which lead to three points on their licence and a fine of £100.

Many of the people stopped agreed with the police action and were very embarrassed having been caught on their phones. The vast majority had phones in their lap and accessing applications or texting with their hands held low.

Distracted driving is proven to be a significant factor in many of the collisions on our roads and arguably an area in general terms which needs a greater public awareness campaign. Maybe a offending courses which purely concentrates on distractions whilst driving is needed?

Tyres

The DfT indicate that 194 people died in 2012 as a result of dangerous, illegal, or under-inflated tyres, Tyresafe is reminding motorists about the importance of correctly maintained tyres.

While the figure is a slight fall on the previous year, TyreSafe has warned against complacency.

There appears to be an increased number of drivers who are willing to run their tyres right down to the legal limit in an attempt to save money and whilst we've been successful in helping to remove the most dangerous tyres from the road, average tread depths on cars have reduced recently which has contributed to an actual increase in number of drivers suffering slight injuries it has been suggested. The warning comes at the start of Tyre Safety Month 2013 (October) during which drivers are being encouraged to check the tyre pressure on their vehicles at least once a month.

Not Yet Off The Agenda

Although we might have thought that the idea of raising the speed limit to 80mph on the motorway had been consigned to the bin for quite a while not surprisingly it has reared its head once again

Comments made by the transport minister at the Conservative Party conference suggest that the Government has not ruled out the possibility of an 80mph speed limit, and hinted at a difference of opinion within the DfT.

Stephen Hammond's comments came at a fringe meeting at the Conservative Party conference in Manchester, where he said 80mph limit should be "revisited" The idea of an 80mph limit was originally raised in 2011 by Philip Hammond (then transport secretary), before the current secretary Patrick McLoughlin ruled out the prospect earlier this year.



Road Safety Information (cont'd)

Graham Feast
ADINJC road safety advisor

Speaking at the fringe meeting, Stephen Hammond said:

"Mr (Philip) Hammond is a great supporter of 80 miles per hour. He thinks it's the right thing to do. That's not a universal view among my colleagues and at the moment, because there are a huge number of other things on, we have not stopped work on it, and it's not a priority. Given that a lot of people travel at 80mph and we could enforce 80mph, at some stage we will want to come back and look at it."

Repeat Drink Drive Offenders

A Freedom of Information request by the BBC has shown that "thousands of drink-drivers are repeat offenders".

Drink-drivers who are more than two and a half times over the legal limit, who have two or more drink-drive offences within a 10-year period, or who refuse to give breath, blood or urine samples, are classed by the DVLA as "high-risk offenders".

The FOI request shows there are currently 230,149 banned drivers on the DVLA's "high-risk register" and of these, 42,207 – around one fifth - have been on it before. Their licences had been returned because they were considered safe to drive when their initial ban expired.

Under new legislation introduced in June 2013, when a ban expires, offenders can only reapply for their licence when they have passed a medical test to prove they are no longer alcohol-dependent. However, this only applies to offenders since that date; those convicted earlier can drive after reapplying for their licence.

Inspector Richard Auty MAIRSO and Chairman of the 2014 National Blue Light Users Conference, Metropolitan Police, said:

"I suspect from the people that I've dealt with that whilst it (the new legislation) will deal with the worst offenders, the binge drinkers that are able to control it will clearly not turn up to a medical drunk, so it won't effectively deal with those people."

I would suggest a mandatory driving test or extended driving test before you get your licence back would be a much greater deterrent."

Parking Cameras

The use of fixed cameras and CCTV vehicles to catch people parking illegally in the UK could be banned.

Under Government proposals CCTV would no longer be used for on-street parking enforcement. Communities secretary Eric Pickles wants to "rein-in" overzealous parking enforcement, but the Local Government Association argues that CCTV plays an important role in monitoring traffic flow and keeping cars moving.

Pickles said:

"Excessive parking charges and unfair parking fines push up the cost of living, and undermine local high streets and shopping parades. We want to rein over-zealous parking enforcement, so it focuses on supporting high streets and motorists, not raising money. Parking spy cars are just one example of this and a step too far. Public confidence is strengthened in CCTV if it is used to tackle crime, not to raise money for council coffers."



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TRL's Research Reports from the Learning to Drive trial

You will recall that we have previously presented headline findings from this study to the ADI stakeholder groups. The reports will be available at <http://www.gov.uk/government/publications/evaluation-of-a-new-learning-to-drive-syllabus-and-process>

DSA Answers to ADINJC Conference Questions:

Timescales for feedback for consultations are vague. Can we please have more specific timings?

The aim is to publish a response to consultation as soon as possible this year. Unfortunately it is not possible to be more specific as the report will have to complete an approval process, which includes Ministerial clearance.

What happens on a standards check if our client goes sick without notice, as now no role play?

As Registrar, I shall be lenient and a further test will be rearranged. However, an investigation may result if this happens time and time again.

DSA actively precludes contact between examiners and ADIs. Surely a forum could be allowed where exchange of opinions, clarification of new or changing situations could be allowed in the interests of road safety.

DTC's offer surgeries where local issues can be discussed. DSA will also attend local ADI meetings. However, as you appreciate, we do get a significant number of requests and it is not always possible to attend.

Why can you not introduce a re-test of all drivers every 10 years?

This would require a change of legislation. This is not something that the Government is currently considering.

Why won't the logical step for motorway training be taken?

The matter of allowing learners on motorways will be addressed in the forthcoming Young Drivers Green Paper.

Is it time to re-think the ruling in the Highway Code regarding flashing lights, as 90% of people are under the wrong impression of the true meaning?

There are no current plans to revise the Highway Code.

Can the new standards check be taken in a classroom setting for speed awareness trainers etc?

No – the ADI regulations do not extend to classroom based training.

When is the new revised Highway Code due, electric car section is out of date?

There are no current plans to revise the Highway Code.

At the beginning of a test is it a requirement that the examiner asks the candidate if they want their instructor present or at the debrief at the end?

Examiners will always ask the candidate if they would like their instructor/accompanying driver to accompany him/her on test and be there for the result and end of test feedback. It is the candidate's choice to say yes or no.

Is having so many part time ADIs on the register bad for the industry?

DSA's role is to set and ensure the minimum standards.

Can we get an alternative in place for Pass Plus as pupils lose interest when insurance companies don't give discounts?

The Young Drivers Green Drivers aims to reduce the safety risk around young and new drivers, and therefore ultimately also insurance premiums.



Please take this as official notice of the 40th Annual General Meeting of the ADINJC to be held at the Village Hotel, Walsall on Saturday 30th November at 10.00am.

This is also notice that the AGM will be followed by a Council Meeting which will finish by 1.45pm.

The Village Hotel, Walsall is adjacent to junction 10 of the M6.

Tempus Drive, Tempus Ten, Walsall, West Midlands WS2 8TJ - Phone: 0844 9808041

The agenda, 2012 AGM minutes and further details will follow as per clause 10.4.d of our constitution.

Contact Details: Secretary@adinjc.org.uk Tel: 07855 453414

How to get there

By road: Exit the M6 at J10 and on the roundabout take the A454 (Wolverhampton Road) signposted Walsall. When leaving the roundabout move into the right hand lane and turn right at the traffic lights about 100 yards from the roundabout, next to KFC. The VILLAGE Hotel Walsall is directly in front. As it is on a new business park, the postcode isn't currently recognised by all satnavs. In this case use WS2 8RL for Wolverhampton Road, and then turn next to KFC. There are 348 car park spaces at the hotel.

By rail; Walsall Station - 1 Mile

Birmingham New Street Station - 8 Miles

By Air: Birmingham International Airport - 15 Miles





Announcement.

It has been confirmed that Road Safety Authority CEO Mr. Noel Brett has left the RSA on 4 October 2013. Advertisements to appoint a new CEO have appeared in the national media. Mr. John Caulfield has been appointed as interim CEO and will hold this position until such time as a permanent CEO is appointed.

Many ADIs and road safety practitioners will be saddened to see Mr. Brett go. The progress made in all areas under the RSAs remit was clearly evident. What must have been a most demanding job was tackled in a professional and business-like manner. He was always available for meetings with ADIs and others and attended many instructor meetings around the country. Road fatalities had come down during his tenure although they increased again this year. However, he worked with diligence and determination in his job. He was respected by all who knew him as an advocate for road safety.

We wish him every good wish and success in his new career.

miDrive needs your help!

Some of you will have seen the team from miDrive at the recent conference and will know that they're launching a learner-facing app this November. Before it goes into the App Store, the team want to invite some learners to try out a beta test version. This is where you might be able to help.

The miDrive app has been built for iPhone only (at least for now), so learners will need to have an iPhone or at least have easy access to one.

Get in touch if you have any learners who:

- Have an iPhone
- Are willing to test drive a new app and fill in feedback surveys

What's in it for the learner?

- miDrive will pay for a 1-hour lesson for your learner.
- The learner who tracks the most driving miles (either with you or on private practise) will win Beats by Dre Headphones.
- There will be spot prizes throughout the 2 week trial period.

What's in it for the ADI

The ADI who achieves the most successful referrals will get £50 of high street vouchers.

A successful learner is one that downloads the app, uses the app and gives the miDrive team feedback.

The test period is from 4th - 15th November and the team need at least 50 guinea pigs signed up and ready to go before then.

If you have a learner or two who you think fits the bill, please forward their details to rachael.gosbee@passsmart.com and shelley.roberts@passsmart.com or just follow this link and fill in the form - <http://www.passsmart.com/midrive-app-test-signup>

The ladies will then make contact with your learner to arrange the free download and explain what they need to do. They will also be in touch with you to establish the cost for a 1-hour lesson.

Please ask around your pupils and help your sponsors with their research.

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ADI Bootcamp



How To Lose A Customer

During a 2 day operation on the 11th and 12th of September ADI Bootcamp contacted 5 very well-known driving school franchises as a part of a mystery shop exercise to help discover where your money as a franchisee was going. We were shocked by the results.

Not including the car, a typical weekly franchise fee from a national school is in the region of £50-£100 a week and for that investment you would expect a decent telephone service for people making an inquiry about driving lessons.

We asked each school the same question "How much are your driving lesson prices?", the response ADI Bootcamp was hoping for was an informative conversation to help us feel comfortable and more empowered about making the right choice, along with the answer to the question.

A Customer Profile

Before the calls commenced we had a strict customer profile to adhere to.

We played the role of the father who was collecting information for his son, the son had recently taken 20 hours of tuition, had passed his theory test and although hadn't booked his practical did have an idea in mind of when he wanted to pass his test by.

There was also a reason for changing school, because he didn't like his instructor, so he wanted to try a 2 hour lesson at first to see what the new instructor would be like.

Finally he would prefer a lesson on a Saturday morning as to avoid his commitments to college.

A total of 8 phone calls were made to the 5 schools, initially the intention was one phone call per school, but 3 calls were so bad they had to be repeated just to be sure this wasn't an accident.

Collectively not one of the 8 calls asked a question to discover the son had 20 hours of recent lessons and that he wanted to change school because he no longer got on with his instructor.

We think by knowing this information a school would have been in a position to show empathy and therefore take a giant step closer to securing a new pupil.

The Findings

Three of the first five calls just gave a price, other than asking for a postcode to determine the price for the area no further questions were asked and the caller was allowed to go.

When we phoned the same three schools the following day in hope that this was just an anomaly we were met with the same experience.

The remaining 2 driving schools fared no better in building a relationship.

Both were led by using a script and it appeared it was an exercise to gather data for marketing, at no point was there an attempt to understand the caller and provide additional help.

Sales People Vs ADI's

While the people answering the phone may have never given a driving lesson and perhaps not able to share the insider knowledge an ADI has, they can show a degree of empathy and ask questions to discover the needs of a customer and to build a relationship.

People buy from people and having a cheery voice who asks two simple questions of...

1. What made you phone for driving lessons today?

2. When does the learner want to pass their test by?

...will go several steps closer to creating a conversation, and making a booking.

In Summary

ADI's often complain about low prices, we see them on websites and on the side of cars. When a customer phones the school their suspicions of "cheapest price wins" is confirmed when only a price is given.

You pay for this type of service, so therefore it is you who decides if this is good enough.

Listen to the Phone Calls

We made a recording which you can listen/see here www.adibootcamp.co.uk/blog

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Member's Corner

DIPOD - The Driving Instructors Podcast - 63

In the latest podcast we are joined by Paul Tomlin, who has claimed the accolade of being the first driving school to use an all electric car in his driving school. Paul drove down in his Nissan Leaf and talked about his experiences and we take a test drive!

In this show;

- Intro, Awards and Events
- EV Re-fueling & Driving School Use
- Batteries, Drivability & World Ranking
- Schools & Insurance
- EV History
- Flat Batteries
- Perpetual Motion & Efficiency
- Teaching Eco
- Costing & Batteries
- Education & Wifi Charging
- Post Drive

Remember to send us in your comments. Our email address is adi@dipod.co.uk and our phone number is 08432 892 556

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



Members question on the use of 'Hill Holders'

DSA response:

Thank you for your e-mail regarding 'Hill Holders' I can confirm that a vehicle fitted with a hill holder/assist is suitable for test.

Below is an extract from the DT1:

6.12 HILL ASSIST (1)

Many new vehicles are being fitted with a 'hill assist' device as standard. This system allows a driver, when moving off on an uphill or downhill gradient, a couple of seconds to move their foot from the footbrake to the accelerator before the device releases the footbrake automatically. If this device is fitted drivers still have to co-ordinate the controls and take the correct observation when moving off; consequently vehicles fitted with such a device are suitable for the practical driving test.

I hope this clarifies the situation and allays your member's fears.

Kind regards - Ashley Bateman - Assistant Chief Driving Examiner

Articles we have sent out via Email this Month

- DSA - Online instructor services now working again
- DSA - TRL's research reports from the learning to drive trial
- Driving test age rise considered for teenagers

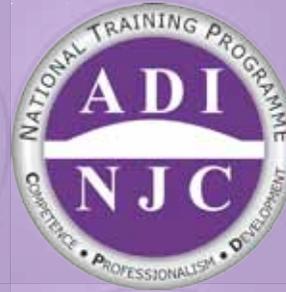


And Finally...

a quote...

"Let us walk into the conference room as equals and not second class citizens."

Martin McGuinness



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11th November Bridgend
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