

MEMBERS NEWS



Still Safe to Drive

Issue No: 81
September 2013



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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



September is a hectic month as preparations for our 40th celebration year conference continue. Our deputy chairman, Chris Porter, has been busy updating the special conference website so have a look and see what's happening at www.adinjc-conference.info

Conference details:

There are 20 trade stands booked already so lots of interesting items for delegates to view. It's an excellent venue, which is large enough to allow plenty of space for the 300 plus delegates. We hold the conference in the Midlands because for a national association it means we can have delegates from far and wide. Certainly it's good to see delegates coming from places as far as Aberdeen, Newcastle upon Tyne, Wales, Plymouth, Southampton, Norfolk, Cornwall, Liverpool, and Leeds to mention just a few. We do appreciate your support and if you have decided to join us with your partner or family there is a lot for them to do in the surrounding areas. The venue is at the Copthorne Hotel, Merry Hill, near Dudley. As well as the Merry Hill shopping centre the hotel overlooks the waterfront of the canal marina. It is 3 miles from Dudley Zoo and castle and only 12 miles from Birmingham city centre. There is also Cadbury World and the famous chocolate museum to visit too.

We have an entertaining programme, which includes the following:

8.30am Registration, coffee and trade stands open.

Morning sessions

09.20 *Welcome from Lynne Barrie MA - ADINJC Chairman*

09.25 *"Somebody said..." - Neil Peek FIMTD- ADINJC President*

09.40 *Presidents award from the ADINJC*

09.45 *Using psychological techniques in learner driver education-*

Dr Lisa Dorn, Director of the Driving Research Group Cranfield University

10.20 *DSA Registrar and Modernising Driver Training Update - Mark Magee DSA Registrar, Director for Regulation, Standards and Development together with Lynne Fitzharris, Assistant Chief Driving Examiner*

11.05 *Coffee and comfort break*

11.30 *"The 18 secrets that super successful ADIs know and do, that most ADIs either don't know or don't do!" - Nigel Botterill, UK Business Entrepreneur*

12.30 *Lunch, trade stands, Vauxhall cars to view, raffle tickets to buy*

Afternoon sessions

14.15 *Award Presentation by the ADINJC*

14.20 *Risk Management on a driving lesson- Tom Kwok Dip DI*

14.00 *RoadPeace Charity and presentation to David Midmer*

14.50 *Mental Instability = Physical Inability - Diane Hall ADI Thought Field Therapist, Author of "L of a way to Pass"*

15.25 *Award Presentation by the ADINJC*

15.30 *"How to eat a live frog!" - Kathy Higgins Dip DI*

15.50 *Award presentation from the ADINJC*

15.55 *"View from the Cab"- Major Toni Watkins- Burton BEng MSc*

16.20 *Raffle and Vauxhall charity presentation*

16.30 *Conference ends*

Thank you for supporting our awards this year which will be made during the conference programme. They will be announced on the day and are currently being selected from the nominations we have received. We want to share our success with worthy people who have made a difference to the industry.

Spaces Still Available:

There are still a few spaces left if you want to book a ticket. They are now £60 and are available by ringing 0800 8202 444 or booking directly from the conference website. We know all the hard work and preparations will be worthwhile when we see so many of you there supporting us. We are also truly grateful to all our sponsors for their help and support as without their help the conference couldn't be such great value for money. Bookings for the celebration evening meal on Saturday 5th are now closed and again we are looking forward to celebrating our 40 years as the ADINJC with everyone there.

Consultation Response:

We have now returned our ADINJC response to the DSA on the recent Modernising Driver Training issue. The response is included in this newsletter and was also sent to you all as an emailed news flash. Thanks you for your help and support with this and for your thanks to us for the time involved in putting the response together. We will keep you informed as we hear from the DSA. It will be interesting to know how many responses the DSA received in total. A few weeks ago, I was told there were just over 1,000 responses. When you consider that the ADINJC received 800 for our own Young Drivers online survey the DSA haven't had that many responses in comparison.

Meeting with DSA and National Associations:

Towards the end of October, the national associations are holding a morning meeting together in Nottingham and then we will attend a meeting at the DSA headquarters in the afternoon. That includes the DIA, DIDU, DISC, MSA, UNITE (Driving Instructors Branch) and of course the ADINJC. A full report will be sent on to you. If you have any other items you want us to discuss on your behalf in October then please email them to me at chairman@adinjc.org.uk

Training Events:

Our training days have been very successful and there are 2 more still to come in Milton Keynes and Bridgend. The Milton Keynes event is now full but we have a waiting list in case we receive any cancellations. Bridgend still has some spaces available. Details are in this newsletter of all the training events. In the new year, we will be running our check test full day training workshops again and they will be designed for helping you with the new Standards Check that starts in April 2014.

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 date will be announced soon: it is being held in late November this year and not after our conference as has been the case in the past. 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 attended an IMTD meeting on 8th September where I gave the MDT responses from ADINJC. John Lepine General Manager of MSA gave the MSA views to members.



Best wishes

Lynne

Lynne Barrie - MA Driver Training



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NJC Response to DSA Consultation Document

ADINJC Representation

The ADINJC is a non-profit making organisation founded in 1973. With currently over 7,000 members we represent Approved Driving Instructors. We also represent potential driving instructors (PDIs) and we have members who train instructors in LGVs, motorcycles and bus/coach instructors.

Gathering Our Views

We communicated details of the consultation in our monthly newsletter which is emailed to our members. We also sent out several news flashes with the information and deadlines. Our members had the information from Twitter, our LinkedIn group and on our Facebook page.

Our Governing Committee of 18 are elected by the members and we held meetings to discuss the consultation and collate our thoughts. Some individual members also wrote in to us with their views.

The Feedback Process

The proposals suggest the most significant changes to the driver training industry in decades, and necessarily require a considered and informed response. We strongly feel that the duration of the online consultation process should have been extended to allow our members more time to reply and this conflicted with our belief that as many stakeholders as possible should be able to reply. We wrote along with the other national associations to make our concerns clear and to ask for an extension, but this request was declined. We consider that six weeks consultation is insufficient time for busy ADIs to read and fully understand the large volume of accompanying information and documentation. Many of the core aspects of the documentation were confusing, unclear and ambiguous, and thus requiring further clarification. The short duration of the consultation provided insufficient time for the associations to gather, analyse and assimilate information in order to provide a fully informed and balanced response.

Consultation Questions And Responses

Question 1

How strongly do you support the option to introduce a vocational qualification to replace the current qualifying tests (including reform of the trainee licence scheme)?

We AGREE with option 1 however we do not strongly agree because this was not a unanimous vote. We have some reservations regarding the robustness of the internal and external verification process and would need assurances that sufficient safeguards are in place to minimise abuse of the system. We believe that teaching people to drive is in the main a practical vocational skill and not an academic one. We do not want ADIs to lose practical training skills and would expect in the main that assessment is to be carried out by way of observed demonstration. We see the potential benefits of introducing a credit-bearing qualification as bringing regulation and meaningful sanctions into a currently unregulated industry. Many potential driving instructors drop out during the qualification process and leave without any recognised qualifications. This may have cost them hundreds if not thousands of pounds. This is also the case with 'fully qualified' ADIs who may leave the industry with no credit-bearing qualification. These ADIs may cling onto their registration simply because they do not want to lose their investment. We also see the benefits of introducing a credit-bearing qualification for broadening the skills and experience within the driver training industry by recognising prior learning and/or experience and therefore attracting higher quality candidates by reducing the barriers for entry. In addition we see a credit-bearing qualification framework providing clear personal and business development paths and therefore encouraging ADIs to diversify; such as offering training for additional licence categories. This system has the potential to provide a firm foundation for producing higher quality driver trainers than the current unregulated system does.

Question 2

How strongly would you support a proposal to recruit external verifiers from outside the DSA, as long as they can demonstrate an appropriate level of occupational competence and are formally qualified in the quality assurance of vocational qualifications?

We AGREE with the proposal to recruit external verifiers from outside the DSA as long as they can demonstrate an appropriate level of occupational competence and are formally qualified in the quality assurance of vocational qualifications. We do have some concerns surrounding how competition will work if there are to be multiple external verification providers and the monitoring of their qualification rates. We also note that the impact assessment states that "Risks around larger instructor trainers and pressures on quality of assessment mitigated by DSA role as external verifier". Does this imply that the risk of poorer quality will be greater if DSA are not the external verifiers?

Question 3

How strongly would you support the option to improve the existing ADI qualification route (including reform of the trainee licence scheme)?

We STRONGLY AGREE that this option should also be considered if the vocational route is not implemented. The current system does not have the provision or scope to produce thoroughly prepared ADIs and as noted above has a high drop-out rate. The current trainee licence system is not policed sufficiently and is easily open to abuse. Reformation of this scheme must include supervised training delivery.

Question 4

How strongly would you support the option to make no changes other than to reform the trainee licence scheme?

We STRONGLY DISAGREE with only changing the trainee licence system. Withdrawing the trainee licence system is important and long campaigned for by the industry but if standards are to be raised it is not enough on its own.

Question 5

Do you agree that the costs, benefits and assumptions set out for each option in the impact assessment present an accurate picture?

We do not have sufficient information to provide a counter argument against the anticipated costs and therefore can neither agree nor disagree. However, we do agree that the benefits and assumptions set out for each option present an accurate picture.

Question 6

Do you believe there is any further evidence about the costs and benefits of these proposals which we should take into account?

We do not have sufficient information to provide a counter argument against the anticipated costs and therefore can neither agree nor disagree. However, we believe the scope for the basis of estimate is comprehensive.

Question 7

Would you support the introduction of civil sanctions as part of the process by which the Registrar enforces compliance within the ADI registration process?

We STRONGLY DISAGREE with this proposal. The supporting information gives the example of repeatedly failing to display the certificate when teaching for reward. How will this be detected? There is no requirement to display this during a driving test so unless this requirement was changed it is unlikely to ever produce a civil sanction. If the new standards check is to be booked and paid for by the ADI and

NJC Response to DSA Consultation Document

they fail to attend then they will by default penalise themselves. The supporting information suggests that consultative groups would be involved in determining these sanctions. How can we support a proposal to introduce something we have yet to be consulted on?

Question 8

Would you support the introduction of an online booking process for the standards check?

We STRONGLY AGREE with this proposal and have been asking for an online booking process for the check test for a number of years. We anticipate a lower percentage of ADIs who fail to turn up which would reduce the need for civil sanctions and also the cost of administration. This more efficient cost saving system should then produce a reduction in the cost of ADI registration and the standards check.

Question 9

Would you support the restructuring of the registration fee so that the standards check is paid for separately at the time of booking?

We DISAGREE with this proposal. Although we can see the benefits of restructuring this towards a 'user pays' system there is a perception from within our membership that the standards check failure rate may increase and therefore increase the revenue that is generated. We would like to see how the introduction of the new standards check affects the pass rate before considering introducing this measure.

Question 10

Would you support changes to the ADI grading structure?

We AGREE that it should be considered. We would be interested in further discussions on this subject. We consider that it is important that the public understands the grading structure that is chosen as currently we don't believe that they do.

Question 11

If yes, what would your preferred structure be?

We would want to discuss this at meetings with the DSA. It must be clearly understood by all interested parties and explanatory text supplied.

Question 12

What information about ADIs do you think it would be useful and fair for DSA to make available to potential consumers?

We consider that the public should have our name and ADI number. Everything else should be left to the individual or business to provide.

Question 13

Do you agree that an ADI whose registration has lapsed for more than 12 months should no longer be required to re-qualify but instead undergo a standards check soon after re-registration?

We STRONGLY AGREE with this proposal.

Question 14

Do you agree that the legislation should be changed to allow the Registrar to remove an ADI from the register at their request?

We STRONGLY AGREE with this proposal.

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ARRIVING SUMMER 2013

Round and About

Ian McIntosh, CEO,
RED Driving School



It could be said that the British love going round in circles. Well, let's face it, we do seem to have a lot of roundabouts. But it seems they are catching on in the USA and now according to statistics published in 2011, there are around 3000 roundabouts across the country. Not many years ago, roundabouts in the USA were virtually non-existent and American travellers to the UK would quake at the thought of doing laps on British roundabouts.

In a former life, I had a supplier in the suburbs of Baltimore, Maryland, whose office overlooked the State's only roundabout. Frankly, it was a crash fest. Drivers really did struggle with it, with no lane discipline, little use of mirrors and almost non-existent use of signals. I guess the confusion was understandable as apart from having presumably no experience of roundabouts, drivers had had no training either. You may remember the scene from the movie, "National Lampoon's European Vacation" in which the Griswold family spend a day on the inner lane of a London "traffic circle". Hilariously funny but it did nothing to promote the use of roundabouts in the USA at the time. However, recent US studies have shown that crashes are reduced by 30-50% and serious crashes by 70-80% as well as reducing congestion. Still, with only around 3000 across the country, roundabouts are still relatively rare.

At the other extreme is the UK, it sometimes seems that our roads comprise only roundabouts connected by short sections of road. They vary from the tiniest mini roundabout to monumental giants such as the Swindon's Magic Roundabout. If by chance, you have not had the pleasure, look it up in the Internet - the pictures are amazing. It is a five-way junction with five interlocking roundabouts. Although it has been operational for some 25 years, I navigated it for the first time recently. I survived unscathed with nerves just about intact. This shouldn't really be a surprise as the accident statistics over those 25 years for the junction are impressively low. That said, a higher than normal involve motorcyclists and cyclists and I understand that special cycle lanes are now being planned. People of Swindon allegedly love their Magic Roundabout and the pop group XTC even wrote a song about entitled "The English Roundabout". I wonder what Dylan would have made it (the rabbit not the songwriter).

The French too have their most famous roundabout with vehicles circling the Arc de Triomphe like sharks round a shipwrecked sailor. The traffic can be five or six cars deep and the absolute trick is to avoid getting bullied into the inner circle. Some Parisians claim to love it as quintessentially French but for most, it is an intimidating experience at least for their first visit! Just to add to the confusion, the driving regulations for l'Etoile, the name given to the roundabout by the locals, are not the same as ordinary roundabouts. You must give way (though it's hard to tell!) to traffic joining from the right. Other roundabouts in France have the sign "Vous n'avez pas la priorité" before you join, and you must give way to the left.



If you have driven in France, you may have noticed that some roundabouts tend to have a very pronounced negative camber presumably to encourage drivers to take them a tad slower. That seems like a good idea as we have all seen drivers at home steam through roundabouts far too fast in the expectation that everyone will keep out of the way. At UK mini-roundabouts, this is a particular problem. Despite being a roundabout, the traffic on the main road tends not to give way to traffic joining from a minor road and even worse, some drivers barely slow down assuming (incorrectly) that somehow the main road has priority. Perhaps those French signs might be useful for reminding drivers approaching mini-roundabouts that they do not have priority.

The first British circular junction was built in Letchworth Garden City in 1909 although its centre was

intended as a traffic island for pedestrians. In the early twentieth century, numerous traffic circle junctions were constructed in the United States, particularly in the northeast states. There are many instances of traffic circles in the U.S. that predate the modern roundabout. Although numerous circular junctions existed before the advent of modern roundabouts, the widespread use of the modern roundabout in the UK really took off when the circular junctions were re-engineered during the 1960's and the offside priority rule was developed. The rule was adopted as mandatory in the UK for all new roundabouts from November 1966.

So it seems the Americans began their journey with roundabouts and cars about the same time the UK did but somehow the paths taken diverged quite dramatically. However, if you have driven in the USA you might have come across their "4-way" junctions. This appears to be a cross roads but there are no traffic lights and every direction has to give way when entering the junction. The person who arrives first has the right of way. If it is unclear exactly who has the right of way, as a last resort, you have to give way to the driver on your right. They tend to be used in quieter residential areas and seem to be quite a good traffic-calming message. They also seem to encourage courtesy which is something we could always use more of on the road.

For learner drivers, junctions including roundabouts are a challenge and start off being scary places until the techniques are mastered. However, all the evidence confirms that incidents (collisions) are fewer at roundabouts compared with conventional junctions and when incidents do occur, they are less severe. Now the UK is experimenting with Dutch roundabouts, which have separate lanes for cars and cyclists and give priority to cyclists. I think we can probably expect more to start appearing on our roads in the next year or two.

So it seems the Americans are destined to go round in circles just as much as us, as the acceptance of the roundabout's role in incident reduction and better traffic flow is growing in the USA. But you may be interested to know that more than half of the world's roundabouts are actually in France - it is claimed they have well in excess of 30,000. Whatever the actual number, it is fair to say that the French do have some really artistic roundabouts. Ask your passenger to watch out for them next time you are circulating in France. You, of course, will be watching the road! And did you know that the Magic Roundabout (Le Manège Enchanté) was filmed in France with a French storyline? The British storyline was an entirely different matter! "Time for bed", said Zebedee.

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Thank you all for your hard work, your efforts are greatly appreciated. Many thanks, an excellent informative day - Jackie Willis

Definitely worth the time I set aside to come. I will put in to practice some of the suggestions that have been made - Ian Graham

Thank you for the check test tips I will put them in to action - Gary Burke

Very informative. Will take away from this useful information and implement it. Very Good. Learning has taken place. 10 out of 10 - Stephen Prayle

Really enjoyed the day. As a newly qualified ADI I learned a lot, thanks to all - Helen Keighley

Found the event very thought provoking and informative - Tim Simms

Very informative, covered topics of interest, well presented and thought provoking.



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Road Safety Information

Graham Feast AIRSO general secretary
and ADINJC road safety advisor

Foreign Hauliers To Pay To Use UK Roads

The Department of Transport (DfT) is making progress towards a levy for foreign hauliers in the UK with the appointment of Northgate Public Services to operate a payment system. Northgate has been chosen to create, build, finance, run and maintain a foreign operator payment system for the levy which is set to go live in April 2014. It will be responsible for providing foreign haulier operators with the facilities to purchase a time-based user levy charge in advance of entering the UK through a number of sales channels including online, telephone and sales terminals.

The levy, for vehicles over 12 tonnes, will be used to pay for the upkeep of the road network. Foreign operators will be able to pick the duration they require, including for one day and a year, depending on their needs.

There will be no proof on the vehicles to say they have paid the levy, but the number plates will be recorded on a publically-accessible central database to confirm the charge has been paid. Those caught avoiding paying the charge will be hit with a £300 spot fine.

UK operators will already have paid the levy alongside their VED, but the DfT maintains the price of both will remain the same as current costs. By law, the scheme cannot discriminate between UK-registered vehicles and vehicles from elsewhere in the EU so this charge will apply to all HGVs.

DVLA New Chief Executive

The news that the DVLA has appointed a new Chief Executive in Oliver Morley at last confirms the current intention to keep the DVLA as an agency in its own right – unless of course it takes on any added responsibilities. Mr Morley will take up the post in November.

Oliver Morley is currently Chief Executive of The National Archives where his responsibilities include delivering services to the public on site at Kew as well as online to over 20 million customers. He was responsible for refreshing the organisation's digital strategy, as well as for launching new online products like the 1911 census. Prior to this he worked at Thomson Reuters, with global responsibility for ensuring improvement of information services for customers. His experience combines strategy and operations with a strong understanding of how to deliver the services the public and customers require. He is a non-executive director of the Collections Trust, has received an MBA from London Business School and has also worked in the logistics and technology industries.



Truck Drivers Don't Wear Seat Belts!

New research by Volvo has found half of truck drivers don't bother to use a seat belt.

The survey of 700 drivers was conducted in safety-conscious Sweden, so usage in other countries could be even lower.

Although the UK has an excellent road safety record, Volvo wants to highlight the danger of not belting up and encourage greater use to save more than 7000 lives across the EU.

Our own and other European research has revealed that 50% of truck driver who lost their lives in traffic crashes would almost certainly have survived if they had been belted in. Of all truck drivers involved in fatal crashes only 5% were wearing their safety belts.

The most common reasons given for not using the seatbelt – because it was difficult, inconvenient or time-consuming – were simply 'not credible'.

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Positive Progress To The War On Potholes

The IAM recently surveyed local highway authorities to chart progress on implementing the key recommendations for the Pothole Review twelve months on.

Results show that councils are adopting new policies and are being much more open about how and when they will fill in potholes.

- Forty-seven per cent of councils surveyed said that had published a report giving details on their repair policy and eighty-five per cent say they have clear definitions of what a pothole actually looks like.
- Seventy-seven per cent of authorities publish clear information on their response time for repairs.
- Fifty-seven per cent adopt innovative communication channels to make it easier for the general public to report a pothole.



The Pothole Review has led to significant changes in the way that councils repair roads. Fifty-nine per cent of councils said that now they adopt a 'prevention is better than cure' approach and seventy-one per cent say that permanent repairs are their first choice when dealing with damaged roads.

Road Deaths Continue To Fall

For reported road crashes in the rolling twelve months ending March 2013: 1,680 people were killed, a 10% drop from 1,870 in the year ending March 2012. The number of people killed or seriously injured fell to 23,660, a 6% decrease compared with the year to March 2012.

Superspan Gantry

The first superspan gantry has been lifted into place on the M25. It has been installed over the M25 near junction 24 as part of the £188 million Managed Motorway scheme to upgrade the motorway between junctions 23 and 27.

Weighing 36 tonnes and measuring 40 metres across, it is the first of five superspan gantries which will be installed during the project being carried out by Skanska Balfour Beatty, on behalf of the Highways Agency. The gantries will display valuable information for road users to help reduce congestion and ease traffic flow.

More Research On The Young Driver Issue

A new report from Co-Operative Insurance, concerning young drivers indicates that:

- 62% of young drivers are in favour of a minimum learning period
- 24% say a crash they had could have been prevented if they had spent more time learning to drive
- Almost a third (29%) say they cannot drive alone after passing their driving test

Young drivers say lessons are failing to prepare them for life on the road and want an overhaul to better equip the next generation of motorists.

After passing their driving tests young people are not ready to face everyday situations including driving on motorways, on their own or in the dark.

As a result of their experiences as new drivers, an overwhelming 62% of young drivers support the introduction of a minimum learning period.

These facts are amongst the findings of a new report by The Co-operative Insurance which examines the

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Something worth talking about

ADI Animated Video Downloads

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

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

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views and experiences of young drivers

Almost half (48%) feel unprepared for motorway driving after passing their driving test and around one in three (29%) find they are not ready for night-time driving. The same number (29%) say they are incapable of driving alone after passing their test.

The study also found that one in seven new young drivers (14%) consider themselves to be 'unprepared' to drive at all.

Focus On Parents Driving With Children

The Scottish Government and Road Safety Scotland (part of Transport Scotland) have launched a new campaign which focuses on the influence parents' driving can have on the way their children drive.

The 'Kids in the Car' campaign is based on the premise that every time parents get behind the wheel with their children in the car, they are giving them a lesson which could save their lives in the future. It draws on research which demonstrates that from a very young age children's future prospects are influenced to a large extent by their parents' and carers' behaviour.

Eye Sight And Driving

It is claimed that regular eye tests for drivers could cut the number of casualties on UK roads by almost 3,000.

Failing to make sure your vision meets legal standards for the road is an offence.

However motorists are usually only tested for this during their driving test or when they start to learn to drive if doing so with an instructor, where they have only to be able to read a number plate 20 metres away.

Despite any real evidence that crashes happen as a result of defective vision – which is not the same as saying someone cannot read a number plate at the prescribed distance many practitioners consider the number plate test totally inadequate in ensuring that all aspect of vision are right for driving.

A survey of 1,000 drivers found 26% have not had an eye test in the last two years. And 3% - the equivalent to more than one million UK drivers - have never had one.

It also discovered there were 9% of drivers who need glasses or lenses, but do not always wear them behind the wheel.

In 2011, 5,285 drivers and motorcyclists had their licences revoked because they could not pass a standard eye test, an increase of 8% since 2010.

New Enforcement Approaches

Roads Minister Stephen Hammond's new traffic policing scheme, cracking down on careless drivers, came into effect during August and attracted widespread publicity. The approach confirmed that the police now have the power to issue on the spot fines and penalty points to careless drivers who put other road users at risk by such activities as tailgating or lane hogging. All very laudable when you first say it but where the guidance to the public of what is actually meant and as yet we have not seen anything which indicates that this is not a subjective judgement which will be made by a police officer.

The fixed penalty for careless driving is now £100 with three points on the driver's licence. The police however, still maintain the power to send offenders through court and face higher penalties in the most serious cases. Other fines have also increased and Commercial vehicle drivers will see graduated fixed

penalties previously ranging from £30 to £200, increase to between £50 and £300, for overloading or exceeding the permitted drivers' hours.

Parent Taxi Service

On average, parents are driving more than 1,700 miles each year and spending the equivalent of almost seven days driving their children, and four days waiting to pick them up, according to new research by the insurer Allianz Your Cover.

The research of 1,000 parents also found that 40% are ferrying their children around until they pass their driving test, and 19% continue until their children leave home. One in 10 predicts they will still be driving their children around until they are well into their thirties and 15% don't think they will ever stop giving them lifts. Parents with teenagers aged 13-16 years are driving the furthest weekly distance of nearly 40 miles.

Allianz has calculated that the average annual cost for the 'family taxi service' is £7,813.

New On Line Resource To Help Older Drivers

The road safety charity GEM Motoring Assist has produced a new online resource to promote safer use of the roads by senior drivers. The resource, www.stillsafetodrive.org.uk, comprises three videos presented by TV presenter Valerie Singleton.

The first video is a reminder of the legal obligations on senior drivers, such as what happens when you reach the age of 70, and disclosure about medical conditions.

The second contains seven simple tips, all focusing on staying safe for longer. These include advice on staying physically fit, having a regular eye test, journey planning and ensuring the car that you drive is the most appropriate for your particular needs.

In the third film, Valerie Singleton introduces three 'senior' drivers in discussion with a family member about their driving. Each discussion is observed and evaluated by professor Andrew Parkes, psychologist and research director at the Transport Research Laboratory (TRL).



n-dorsed?



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Google Page 1 – no problem!

David Poole



"You what? Did you just say Google page one, no problem, as in I can do it?"

Yes you can do it and it is easier than people want you to think.

It all starts off with using a key word or a key phrase, let's use the example of driving Lessons Luton, this is a key phrase, is it what you want to be found for?

You need to look at it from 2 perspectives.

Firstly the customer, if you pop onto Google and type in Keyword Tool, you can discover how many people are searching for driving lessons Luton at the time of writing 1600 people a month use that search term. It could be a reasonable target.

Now the next step isn't exactly science, its more nous and know-how than anything else.

You want to know how easy it is to get on page one and a good indicator of this is to look at the competition, if the websites are quickly made up of directories by the time you get to page 2 we can assume this might be easier that we thought.

Google looks for a few variables and one is content, it likes content rich text that sees it regularly updated. Don't worry you don't have to do it every day, but leaving your website dormant for 3 months isn't so good.

Google is a business, when someone makes a search it wants to give that person the best possible results, now wouldn't a local driving school with a relevant website be better than just a directory?

Recently I did some research into driving lessons Leicester for a company I work with, I would have guessed that maybe up to 300 ADI's would work in that area, yet after 5 minutes of research I could only find about 50 websites, and some of those haven't been updated in a long time.

With Google allowing 10 websites on the first page, based on the Leicester figures you already have a 20% of page one. And if we use Luton as the example, directories start to appear on Page 1!

What to do

The internet is a great way of putting your driving school in front of people but many ADI's are turned off by using Search Engine Optimisation techniques because they always seemingly lose out to companies who promise the earth and deliver very little.

Or you can do it yourself, just by submitting re-submitting your site to Google and adding yourself to a couple of directories with a back link to your website will help.

It doesn't have to be difficult or time consuming.

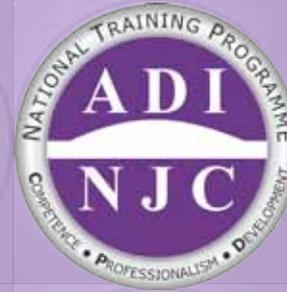
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Are 'Sponsors' Good Driving Teachers?

The Road Safety Authority (RSA) says that sponsors can be parents, relatives or friends who must have held a full driving licence for at least two years. Therefore, a sponsor who has held a full licence for just two years could be regarded as inexperienced or a person that acquired a free full driving licence under the amnesty in 1979 or held a full all groups licence prior to the introduction of the driving test in 1964 would qualify. They go on to say that a sponsor is taking on an important role and that accompanying drivers can have a real impact on the learning to drive process. The main impact that the majority of sponsors had on their charges and who were training with me was to develop confidence problems, became confused, experienced near-misses, had crashes and a general deterioration in their overall driving. And in extreme cases they vowed to give up driving altogether because of becoming amaxophobic and the ordeal they endured at the hands of their sponsor. The RSA continues by saying that although the sponsor is not expected to teach the learner driver, by offering support and encouragement, this will increase the learner's enthusiasm for practicing driving. They then state on page 4 of the Learner Driver Information Booklet (EDT) that the course means that the training from your ADI or sponsor will be consistent, and this will help you to become a safe and responsible driver. Are you aware of any sponsor who hasn't tried to 'teach' while accompanying a learner? Take the case of the middle-aged nun who was the theatre sister in our local general hospital. In between lessons she would 'grab' whoever had a full licence for practice. This included doctors, nurses, administrative staff, ambulance drivers, porters etc., then on her next lesson, she would query why my instructional techniques and methods varied significantly from that of her 'sponsors' and ended up in a confused and disorientated state. Then, in order to expunge and expurgate her driving faults, my advice was to desist from practicing with her different 'teachers' who were clearly inefficacious.

So, what are the advantages of formal training as opposed to practicing with a sponsor? First, formal training will be more standardized. The training materials are based on industry standards and best practices, not rumours, speculation, wild guesses or 'do as I do'. Basic background and structured information and training is presented, offering a solid foundation on which to build the learners driving skills. Generally, the formal training begins with the "why" and ends with the "how". Second, formal training is constantly reviewed (or should be) and kept up to date on the latest teaching practices and technology information and all quality training materials – books, handouts, instructional aids etc. - are approved and recognized by the appropriate bodies. Another advantage of formal training is that it is recognized and acknowledged by industry peers. Certain credentials e.g. DSA and RSA ADIs, Diplomas, Degrees and Certificates plus other driving achievements like IAM, DIA, RoSPA, Cardington Special driving tests etc. are known throughout the industry and those erudite instructors achieving the various designations can speak with authority, comfortable that they are imbuing and giving the right information and training.

Expertise in any skill/subject consists of those characteristics skills and knowledge of a person (that is an expert) or of a system which distinguish experts from novices and less experienced people. In many domains there are objective measures of performance capable of distinguishing experts from novices. Almost always, the sedulous professional will win against a novice e.g. chess master against recreational chess players also expert medical specialists are more likely to diagnose a disease correctly etc.

Therefore, would the unqualified or inexpert sponsor be capable of the following approaches to professional training e.g. Consultation to assist the learner to clarify and address immediate concerns following a systematic problem solving process? Coaching to enhance a pupil's competencies in the specific area of driving by providing a process of observation, reflection and action. Mentoring to promote a pupils awareness and refinement of his/her own professional driving development by providing and recommending structured opportunities for reflection and observation. Reflective Supervision by supporting developing and ultimately evaluating the performance of learners through a process of inquiry that encourages their understanding and articulation of the rationale of their own practices. Technical Assistance that offers resources and information or Reflective Practice which is the action

capacity to reflect on performance so as to engage in a process of continuous learning. More than likely, the extempore driving lesson would be the hallmark of the sponsor.

For any other life threatening activity like driving, parents would probably opt out of being their offspring's teacher. But when it comes to the daily activity that statistically presents most danger, parents tend to be the core instructor. And they are being urged to do so by the statutory authorities and others who don't appear to understand or recognize the inherent dangers associated with learning to drive. Just because a person knows how to drive – not necessarily correctly or safely – doesn't qualify them to give correct instruction in a timely manner or correct guidance to the nervous driver. All sponsors have a propensity to teach the learner because that is what the majority does – try to instruct their trainee in a pell-mell manner based on what they do themselves. And when emotions and fear play into the mix, the consequences can be disastrous or even fatal. Pupils will tend to break out in a nervous hidrosis, mostly in fear of being yelled at and trying to master the complex driving task. But how important is the sponsor's knowledge, attitude and emotional make-up? Is he/she conversant with the latest issue of the Rules of the Road/ Highway Code, has he/she a calm disposition, is detached and possess the skills to deal calmly and correctly with emergencies or situations - perhaps ones the shouldn't have arisen or not got into in the first instance.

Granted, not all formal training is first class. Some trainers are better than others, perhaps because it's their vocation; they love what they are doing and get great satisfaction from the art of teaching and helping others. Also, they pursue continuous professional development at considerable time and expense. To avoid getting lumbered with a sub-standard instructor the learner should first, look for a driving establishment whose training is given by experienced and caring instructors. If you don't know anything about your instructor take time to make some enquiries before signing up and committing yourself. Also, don't pay for too many lessons upfront. Remember every training programme should have some type of evaluation built in. This can be a written evaluation or simple performance test following training. Without some type of evaluation in place, neither the instructor nor learner can really be sure that the proper information and teaching was imparted and the correct techniques were learned. Sponsors are legally allowed and entitled to accompany/supervise/teach absolute beginners, but will they do so within their competence and experience. Who determines their suitability and ability and apart from possessing a full driving licence for at least two years, their approach towards helping the beginner can be erratic and haphazard? Instructors are urged to communicate with sponsors re training aims and objectives so they (sponsors) can try and emulate what the instructor has already covered. Do instructors allow sponsors to 'sit in' on lessons, so they can observe correct procedures and then try and copy the instructor? As we have seen in numerous instances the end result is a quasi-type instructor perhaps doing more harm than good to the pupil's overall learning process? The oft quoted proverb: "A little learning is a dangerous thing" (A little knowledge, too, but that's a misquote – could well be applicable here). A little knowledge is dangerous because you know just enough to get into trouble, but not enough to prevent it and either complete whatever you are doing safely and correctly or to know when to get assistance.

Parents and other care givers invest heavily in their 'kids' future, making sure they have the best that can be provided, giving them the best chance of living a good, long happy life. However, all of this could come apart in seconds as a result of a crash due to poor preparation and training for the 'life skill' of driving by an unprofessional teacher. It is important to invest as much as is necessary into making sure your 'kids' are good, safe drivers as is to invest in every other part of their lives. The greatest gift you can give your children and yourself, is to ensure that they are taught correctly. They will remain safer and you will sleep better. Learners will often drive how the sponsor drives. Their attitudes and thoughts about driving will mostly have come from the sponsor (including other family members and friends). It can be a scary thought but they have been watching you drive for years. It's basically all they know. It's a total waste of time telling your learner not to speed, talk on the mobile phone etc. if you break the law yourself.

Many pupils will recount their individual accompanied experiences as nerve shattering, petrifying and confidence destroying after being told by their sponsors – usually parents, husbands, boyfriends, and partners – (specific expletives included) – that they were stupid, silly, moronic and would never learn to drive or pass a driving test. An interesting instance occurred some years ago when one particular young lady who decided to have lessons with me laid down her 'ground rules' on the first driving lesson. She



firmly stated that I was not - under any circumstances - to shout, swear or get angry with her as her previous 'instructor' (sponsor) had. Somewhat amused, I obediently complied with her request because all professional instructors are fully aware (or should be aware) that new pupils have to start somewhere and are not born with a steering wheel in their hands.

American research has shown that supervisors, parents or relatives need to do much more preparation before endeavouring to teach learners to drive. A survey in the US of 413 supervisors revealed that in 52% did not read the Rules of the Road or make any other preparations before they set out. Therefore, they were ill-prepared to supervise or accompany anyone to say the least. However, and rather surprisingly, the results of international literature according to Mayhew, D.R. and Simpson, H.M. provide little support for the hypothesis that formal driver instruction is an effective safety measure. They argue that such an outcome is not entirely unexpected given that the traditional approach fails to address adequately the age and experience related factors that render young drivers at an increased risk of collision. They conclude that education/training programmes might prove to be effective in reducing collisions if they are more empirically based, addressing critical age and experience related factors. At the same time, they recommended that more research into the behaviour and crash experiences of novice drivers is required to refine our understanding of the problem. Perhaps forces and conditions beyond the control of the driver's educational environment mitigate the beneficial effects of safety training.

However, nearly three decades ago, Waller suggested that driver education 'does instill the necessary knowledge and skills; it gives students what they require in order to be safe drivers.' But it cannot ensure that these skills will be put into practice; it cannot influence how students will eventually choose to drive. (Apart from other skills, pupils professionally trained would have a greater tendency to subsequently drive more safely because of the emphasis placed on attitude and behaviour by their teacher Ed.) On the one hand, this leads to a pessimistic forecast for driver education. It implies the driver education will never be able reach the goal of reducing the collision involvement of its graduates because of the countervailing influence of factors related to how young people eventually choose to drive. (Wouldn't it be marvelous if we could legislate for and control human nature, then there would be very few accidents and no need for police, solicitors, courts etc? Ed.) Based on his recent review of evaluation literature, Christie suggested alternatives to conventional driver training, including an extended period of supervised driving and graduated driver licensing. Similar conclusions were expressed in the review of the evaluation literature by Vernick and colleagues and Woolley who called for 'parental involvement whereby driving exposure during the critical learner phase is increased prior to unaccompanied driving.'

To a large extent, the above findings contradict this writer's beliefs and views and are somewhat surprising because they can easily be challenged and disputed by professional instructors who have had years of teaching experience and who have observed the pitfalls of inexperienced and vulnerable drivers learning and being accompanied by 'unqualified' sponsors. In Ireland, the law now requires that any new instructor must have passed the RSA three stage examinations and be registered as an ADI before accepting a financial reward for teaching driving. Although not a particularly demanding standard (compared to GB) it is a legal basic qualification necessary for teaching driving. Also, true professionals will not just teach the pupil to pass the test, but will encapsulate a much wider education and training programme, provided the pupil takes sufficient training. The Driving Standards Agency (DSA) and RSA support formal training. The DSA says the average learner needs around 45 hours with an instructor and a further 22 hours of additional practice. However, unlike Ireland, compulsory training has not been introduced yet in the UK.

It is generally accepted that you can't "put an old head on young shoulders" and to gain satisfactory experience a driver must have clocked almost 100,000 miles. How many sponsors with two years driving experience would have clocked that many miles? Having been at the coalface of driver training for over 40 years, my encounters and experiences of training people – predominantly young people – has given

me an thorough insight into how professional training versus private practice with or without a sponsor works.

The following account of a recent driving lesson – which prompted me to write this article - (a) contradicts the above hypothesis (Mayhew & Simpson) and (b) highlights the problems with the RSAs recommended practice (practice is the key) and the recommendation to take one EDT lesson every two weeks.

Having just got home after my 11.00am (8/8/2013) driving lesson with Jill Summers – an 18 year old, I feel compelled to write about my experience with this particular lesson, an experience that I have encountered on numerous occasions over the past 40 years of my driving instructional career. Today was Jill's fifth Essential Driver Training lesson. (EDT Introduced 4/11/2011). As always, I look forward to all my lessons and Jill's was no exception. She had made good progress on the previous four lessons and I was anxious to develop her driving skills further. She turned up about 10 minutes late, having cited traffic conditions as being difficult. After the initial greeting, pleasantries, discussion and agreement on today's lesson we set off. Jill informed me that she had been practicing a lot with her mother (sponsor) since her previous lesson so I anticipated some deterioration in her driving skills, therefore I was extra vigilant. Initially, she moved off, nearly stalled and without taking any observation whatsoever. She jumped off the clutch when starting and continuously coasted when slowing or stopping. Her steering and gear changing reverted to that of her first lesson – the white knuckle syndrome. Mirror work was virtually non-existent and a host of other faults manifested themselves e.g. signaling, road position etc. She appeared quite nervous and confused. Now, I didn't expect Jill to be perfect but I did not expect such deterioration in her driving. I asked her to pull up at a safe and convenient place, so we could discuss matters. Clearly, sensitivity, tact and diplomacy was required here. She advised me that she was having lots of practice with her mother (sponsor) in a people carrier but only on main roads and felt she was getting on OK. Compared to her previous lesson, her driving had deteriorated to say the least. In my humble opinion, Jill (and many others in a similar position) was not ready for practice with a sponsor and her driving had gone 'backwards'. She had developed many bad habits since I previously seen her about 10 days previously. Her 'system' was clearly confused between the two different vehicles and being supervised by an amateur 'trainer' clearly didn't work. At the end of the lesson, she was disappointed with her performance as she had expected to be much better following a significant amount of practice with her mother. She also indicated that her mother said that she would get valuable experience with her as a co-driver in between lessons. But what is experience? Experience can be a hit or miss way of learning, but make no mistake, experience can be a hard teacher. As an anonymous writer once noted "She gives you the test first and the lessons afterwards." A good corollary in relation to professional training was by Admiral Ashleigh Burke, US navy who once wrote: "In the heat of the battle you don't remember very much, you don't think very fast. You act by instinct, which is really training, so you've got to be trained for battle so that you will react exactly the same way as in training." Perhaps when Jill has taken her full 12 EDT lessons plus further training then I would consider advising her to practice with a sponsor.

Whilst the introduction of EDT is a welcome and positive development, the advice by the RSA that practice, practice and practice is the key, is highly questionable. Although they do say that you can practice with your ADI, sponsor or both and have at least three hours between lessons. But how many pupils will pay for three hours extra 'practice' with an ADI? I have yet to meet any of these. Instructors experience shows when pupils have lots of practice; the instructor ends up trying to rectify the errors and mistakes made with their sponsor. If children wanted to go skydiving would their parents (sponsors) teach them how to jump themselves or would they leave it to a certified professional instructor. So, when it comes to driving, why is the precedent any different? Also, are trainee pilots allowed to practice with a sponsor or a competent instructor? Bear in mind there are more people killed on the roads than in the air and motor vehicle crashes are the leading cause of death by those between the ages of 17 & 25 years.

The RSA cites best international practice and research to substantiate (qualify) and defend their rationale for lots of practice with a sponsor. However, many top trainers would query this. Yes, practice in a controlled environment is very beneficial with a person who understands the art and science of driver training but how many sponsors possess the requisite skills to supervise and assist inchoate learners correctly. Admittedly there may be some who would be reasonably capable of doing so. What is required is good solid professional training – preferably before any serious practice is undertaken - and plenty of it



to produce safe, skillful, knowledgeable and competent drivers? The RSA says that a sponsor is taking on an important role. They also say that accompanying drivers can have a real impact on the learning to drive process. Although the sponsor is not expected to teach the learner driver, by offering support and encouragement, they will increase the learner's enthusiasm for practicing driving. In many instances, the learner will gain a false sense of confidence (that's if he/she hasn't had a mishap) and it's when their confidence exceeds their ability they are prone to becoming involved in an incident or an accident.

So how does a learner react when faced with a dangerous driving situation i.e. when they are thrown into the 'deep end' by a sponsor who is basically an amateur with no real teaching skills or structured training programme. The learner panics and so does the sponsor. Would the sponsor have the necessary skills to deal with such a life threatening situation? Would they give some quiet and calm verbal assistance without panicking or some practical intervention i.e. use handbrake, help with steering or knock vehicle out of gear or would they shout 'Stop' 'Stop' in the hope the pupil will respond and do an emergency stop. Other nuggets of clear concise instruction could be 'watch the cyclist/pedestrian/car' or 'be careful' as per Mrs. Bouquet. The poor confused pupil must understand how to decipher this type of 'instruction'. Take the case of a young lady who had four lessons and against my advice decided to practice with her brother. He had passed his test previously with about ten lessons and she was adamant that he was capable of teaching/supervising her. She phoned a few weeks later to book another lesson. In the meantime, she had crashed her father's car into a gate pillar entering her driveway. Apparently, she approached too fast and asked her brother what she should do. He shouted for her to stop and she asked 'what do you mean?' Clearly, had she been accompanied by a professional instructor (a) she would not have been allowed to approach too fast and (b) he would tell her to cover brake and clutch and gently brake to a stop. It was a costly and eye-opening experience. She then appreciated that she needed more proper training before practicing with a sponsor.

Professional teachers would avoid this type of situation by advising learners to look well ahead and if they failed to act as required would give clear, unambiguous relaxed early guidance to take the appropriate action e.g. 'brake sooner' etc. or if absolutely necessary use the dual controls.

In your (sponsor) interactions with the learner driver, the RSA says you should:

- Show interest in their progress
- Encourage them
- Assure them that they can rely on your experience in difficult road situations
- Reinforce that safe driving takes lots of persistence, practice and patience

They also say the sponsor should:

- Understand and support the work of your ADI
- Understand the difficulties you face while learning
- Stay calm and patient under pressure
- Demonstrate good driving behaviour themselves
- Appreciate how important their role is
- Take time to meet your ADI to discuss your progress

The RSA also advises that you must practice, practice, practice and the best person to do this is with your sponsor. (What about the ADI as above?) How many parents or sponsors admit that they would not have the patience to teach their offspring or pass their own driving test today? (Patience being the only requirement by many). Other questionable advice is to get the best out of your training; you should

spread your lessons over six months (Is this to coincide with when you can do your first test?) and leave at least two weeks between each lesson for practice. From experience it was always felt that a minimum of two lessons per week was best for continuity of progress and proper development. But one lesson per fortnight is regarded by many ADIs as totally insufficient professional training. The RSA are quite correct when they state that the EDT course alone is not enough to make you a competent driver. Perhaps it is time to review and revise the EDT course and stipulate that learners take sufficient training of at least 30/40 hours. Of course, many would argue about the prohibitive cost. A car plus tax, insurance etc. for a young driver is also prohibitive but many who want one seem to overcome this particular financial hurdle. (I've bought a car so now I can't afford driving lessons) Bear in mind that a single road fatality in Ireland costs the state about €2.7m and a serious injury approximately €368,000. Some of the money saved by preventing KSIs could be considered to subsidize professional training. With 128 people killed on our roads to date (2/9/2013) as opposed to 118 to the same time last year, an investment into the benefits of expanded professional driver training should be worthy of serious consideration. Remember, the principal goal of many, if not most, in driver education and training is to produce 'safer' drivers defined in terms of collision involvement.

Conclusion

Teacher quality is one of the most important factors in improving learner's achievement. There is no doubt that recognizing the skill, 'know-how' and power of individual instructors is important to support or facilitate meaningful change in training. One can only hope that those teachers/trainers interested in meaningful transformation of drivers' education will accept the challenge and seek the keys to quality driver education and training where they lie – in the minds of individual instructors. Qualified and certified driving instructors should be responsible for teaching learners to drive safely, confidently and competently. Also, to help them adopt safe, responsible and lawful behaviours. Of all the work that occurs at every level of our driver training system, the interaction between student and instructor is the primary determinant of pupil safety and success. A great teacher doesn't just teach, he inspires and can make the difference between a pupil who achieves a high standard of the affective, cognitive and psychomotor skills and one who slips through the 'cracks'.

At the end of the day, parents and others must understand the benefits of professional training and the financial consequences, trauma, human suffering and grief in the event of a fatal crash or serious accident. A wise parent or friend will seek the help of a reliable professional tutor in preparing a learner for the complex world of cars and traffic. It's not enough for today's trainees to learn as their parents did because the driving world they enter is far too intense to tackle without serious preparation overseen by professional teachers.

Adopting the sponsors amateur 'hit or miss' approach to 'teaching' such as a complex task as driving is fraught with many dangers. And if parents want their children to remain safe on today's busy and challenging highways and not become another KSI statistic, then professional training in a controlled and safe environment is strongly recommended before any amateur practice with a sponsor is undertaken. Finally, sponsors - especially parents/guardians - should bear in mind the following: if you think driver education and training for your most prized 'possession' is expensive, try ignorance.

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ARRIVING SUMMER 2013

Press Release from ADI Bootcamp



To: All Driving School Media and Associations Date: 20th August 2013
From: David Poole
Email: support@adibootcamp.co.uk
Phone: 0115 714 2229
Website: www.adibootcamp.co.uk

The Beginning of the End for Franchising in the Industry?

The popular concept of a franchisee within the driving school industry shows little more than a potential supply of pupils. However a new answer may be on the horizon with the advent of ADI Bootcamp and its aim to offer a business opportunity through the support of careful business development under one brand.

McDonalds has long been at the forefront of implementing quality through its franchisees, to the outside it appears as one company, however on the inside it is an ever expanding group of franchisees following a defined business plan. The driving school industry version of a franchise is perhaps a U-turn away from what is seen elsewhere, where if you have enough money and an ADI badge you can join almost and franchise across the county.

And ADI's do join franchises for the all important golden egg – a supply of pupils.

ADI Bootcamp offer a different approach, and rather than create another franchise have designed a low cost concept that supports the whole business development of the ADI. The ADI can even recruit other ADI's to work under their umbrella and therefore creating a real distinction between a franchise and the business opportunity provided by ADI Bootcamp.

The bootcamp itself is a series of training modules and 121 help aimed at improving what ADI Bootcamp refer to as being the 4 pillars of a driving school; marketing, sales, in car business and the skill of an ADI.

Mark Elliot co-owner has this to say "most ADI's want a steady business that puts cash in their pocket at the end of the week, and some of those ADI's want to develop and grow their business but often don't reach their goals due to a lack of support within the industry. The bootcamp is a continuous program where an ADI can improve their business and develop new income streams through recruiting new ADI's while working under a growing national brand."

Where most franchises fail their customers, it is because they do not support the ADI to become self sufficient or to grow their business beyond the limits of their weekly diary.

You can find more information by going to www.adibootcamp.com.co.uk

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VAUXHALL

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

n-formed?



And now for the news....

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Member's Corner



DIPOD - We bring you the Driving Instructors Learning Environment.

Join us with our guest Jackie Willis as we find out what that's all about, and we hear more of Nick's possibly controversial views about learners (and instructors) on motorways!

Show recorded on August 29th 2013

79 minutes

In this show

Remember to send us in your comments. Our email address is

- Events Diary
- Courses In Sweden
- In Car Video
- On The Spot Fines Skit
- The DILE
- Nicks Stats
- Mobility and BSM
- Tax Disk Update
- One Voice Example
- Learners On Motorways
- Roadio Magazine



adi@dipod.co.uk and our phone number is **08432 892 556** - we look forward to hearing from you.

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

The team and yourself have to be congratulated for working so hard towards the 40th anniversary of the ADINJC.

Not long to go now and well done to everyone.

As you know I suffered a serious heart attack in January which has left me unable to work ever since. So far I have been in hospital three times this year and I still have to attend for rehab every week. However I do consider myself so lucky to be here so I am not complaining.

Unfortunately due to my health I will not be able to attend the conference and celebrations this year, but I do wish you all well and every success. I look forward to reading all about everything in the newsletter when it's published.

Have a great day in October.

Kind regards - John Neilson Past ADINJC Chairman

Articles we have sent out via Email this Month

- DSA changes to driving licence and driving test vehicle rules
- Driver CPC: Your feedback is needed
- DSA Driver CPC milestone for bus and coach drivers



And Finally...

a quote...

"Advice is what we ask for when we already know the answer but wish we didn't."

Erica Jong

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THE DETAILS:

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Many trade stands

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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.

