

The logo for IAM RoadSmart is displayed on a blue background. The word 'IAM' is written in a large, white, stylized font with rounded letters. Below it, the word 'RoadSmart' is written in a smaller, dark blue, sans-serif font.

iAM
RoadSmart

The text 'Official Provider' is centered on a dark grey, almost black, background. The text is white and in a clean, sans-serif font.

Official Provider

Warrington Group of Advanced Motorists

Newsletter

December 2017/ January 2018

CHAIRMAN'S CORNER

I was disappointed that so few of our members came to the AGM this year, and those that did come were entertained in the 2nd half by John Gregory (aka Reg Local of YouTube) who gave us a very interesting and engaging presentation. As usual, the first part was taken up by the usual reports, then we had a break before conducting the raffle and giving out well deserved prizes. I'd like to thank everyone who did venture out to hear what the Group has been up to in the last 12 months.

I'd like to take this opportunity of throwing out a question to ALL our members - what would you like to see during the AGM that would make it a more enjoyable and informative evening for you?? If anyone has any suggestions or comments, please feel free to speak to any member of Committee.

We held the 1st meeting your new Committee recently and it was well attended and was great to see the three new faces around the table contributing to the discussions. I'm sure all three will bring their own unique skills to the table for the benefit of the Group as a whole.

Finally, here's your brain teaser and as always you'll find the answer later in this Newsletter.

A girl who was just learning to drive went down a one-way street in the wrong direction, but didn't break the law. How is that possible?

With the Festive Season fast approaching may I take this opportunity to wish you all a safe, merry and joyous Christmas time and happy New Year celebrations.

Keep safe

Andrew Bloomer

EDITORIAL

It is with a great deal of satisfaction I can announce that our Chairman and Local Observer Assessor (Andrew Bloomer) has added yet another feather to his cap, string to his bow and other such metaphors; by becoming the second member of our group to reach the dizzy heights of Masters Mentor.

Gordon Blackshaw was first to achieve this honour when he attained his motorcycle mentor status in 2015. Of course, Andrew always has to go one better and he has achieved Masters Mentor status for both the car and bike sections

Our congratulations and sincere thanks go to Andrew and Gordon for promoting road safety and our group in this way. Please also see the piece later in the newsletter called Masters Mentoring Hub.

WELCOME TO NEW MEMBERS AND CONGRATULATIONS

Hello there

Welcome to new member Olly Fullerton who has joined the Motorcycle section. Should you have any questions or queries please ask and we will endeavour to resolve them.

WELCOME

Congratulations to John Bellamy and Tomasz Hermanowicz on passing the Motorcycle test.



When you pass the Test and receive your membership information from head quarters could you please let me know so that the membership records can be updated with your IAM membership number and expiry date?

A special note for our email members, please keep your mailbox cleansed as they sometimes bounce back also if you are thinking of changing your email address then please remember to let me know at distribution@warram.org.uk

With thanks
Vince

BIKER'S NIGHT OUT

Recently the annual Christmas bikers gathering at a local curry house and we had a great turnout and a good time was had by all!

Thanks to all those who attended the enjoyable evening and a special thanks goes to Simon Jones who arranged the evening."



MASTERS MENTORING HUB

Warrington Group of Advanced Motorists are pleased to announce that we have now set up an in-house Masters Mentoring Team for both the bike and car sections. This is an exciting development within our Group that will benefit not only those who are interested in taking their Masters Qualification, but also our many associates training for their advanced test as they will benefit from the additional expertise this will afford our existing observers.

Open to all current IAM members, the Masters programme "will help you to attain the highest standard of civilian driving or riding ability in the country" and the training can now be provided in-house at an attractive price. The Master Driver or Rider course with mentoring currently costs £249, and the "test only" option costs £129.

If you opt to do your training in-house, the cost of the training for bikes will be £72 and for cars will be £40, and you will be brought up to the required standard to then apply for the test only option. This represents a saving of £48 for riders and £80 for car drivers. This represents great value for money and it also gives you the benefit of having your training with someone you'll likely already know.

If you are interested in finding out more about the in-house Masters programme, please contact:-

Cars: Andrew Bloomer on 07768 051570 or Andrew.bloomer@warram.org.uk

Bikes: Gordon Blackshaw on 07767 833106 or gordonblackshaw@hotmail.com

INTERESTED IN A BIKER DOWN COURSE AT LYMM FIRE STATION?

Biker Down is a FREE three hour session that covers the following topics:

- Initial Scene Management and Protection - advice from emergency service personnel on how to protect a scene & other road users who may have stopped to assist
- Casualty Care - a motorcycle specific input, looking at basic life saving skills such as CPR, airway management and helmet removal. (when & how)
- Rider Skills - how to get the best out of riding your bike, how to brake effectively, the Science of Being Seen and the next steps to enhanced rider skills

Whilst the course is obviously heavily reliant on Motorcycle aspects it is also very relevant to car driver's as who knows, you could be the first on the scene. Would you know what to do?

Anybody interested then please get your name to Ian Ross (Tel: 01925 451487) as quickly as possible.

FORMER PRESIDENT ALAN DOMVILLE CONTINUES HIS REMINISCENCES AS A MOTORING WRITER & LIFELONG GROUP FRIEND.....

"What is the best car you have driven?" or "What is your favourite car?"

Two questions for which there can be no exact answer - and I if I could have a pound for each time I had been asked either of them I should be able to buy whatever vehicle it was that took my fancy.

As a child in the late 1940s and early 50s nothing, for me, could match the Borgward Isabella. Few readers will be old enough ever to have seen one but it was a classy car in today's BMW mould - but at that time there were few takers for anything German-built and presumably it guzzled petrol.

Later on in the 50s something totally wonderful came along: the little Austin Metropolitan sports car with a wheel slung on the back. So cute - but so yesterday! Pals would harp on about something called a Rolls-Royce, a car I had never seen, and when I was 17 and learned to drive my choice for my first car was another great "looker", the cigar-shaped Renault Dauphine - a design triumph in a relatively austere age. Yes it rusted and even Renault rarely mention it these days but for me it was magical.

Almost 50 years of working within the motor industry and having driven nearly 5,000 different cars it is not surprising that I am spoiled for choice regarding those questions. In the end, beauty - either skin deep or within the powerhouse - is in the eye of the beholder.

Just as the annual European Car of the Year award has become synonymous with the kiss of death I have to admit I have often been out of step with the general consensus. I considered the Pony to be remarkable value for money when it was introduced by the previously unknown Hyundai company but clearly few motorists agreed with me. In mitigation, 40 years on the Korean products sell like hot cakes. It was the same with their sister company's Rio. Other than me, there were few takers for the original 1.5 but it gave me 14 years of trouble-free motoring and Kia are now selling 90,000 cars in Britain annually. The Dodge Caliber I thought was a splendid looking car and gave it my own "Car of the Year" award back in the day. I think only half a dozen people shared that view and the car died the death.

Was there anything as retro-wonderful as the Chrysler Rancho? - surely a four wheel drive winner... if it had been given four wheel drive!

And talking of drive, I railed on for years about the advantages of rear wheel drive but was engulfed by a tide crashing over the front, so to speak.

Of diesel power I was similarly disenchanted, being influenced I suppose by some of the wretched stuff that was offered in the 1970s. Again, I was resisting a flow that became a flood.

Now, almost overnight, it has become accepted that diesel wasn't the answer after all. For many years I could see my wife and I tearing round the countryside in a Morgan when I retired from full-time working. Now it's happened I rather prefer considerably more sophistication!

And so, (a) I am no better than anyone else to answer those questions I mentioned earlier and (b) there are horses for courses.

"You pays your money and you takes your choice".

TECHNOLOGY MOVES ON-A-PACE; TELEMATICS

When is a slow driver a high risk? You might think this is a trick question, but the answer is when they're using their mobile at the wheel. It is just one example of the many insights on driver behaviour that can be delivered with telematics. If a telematics device or black box regularly records a driver regularly remaining well below the speed limit, this driver may be judged as low risk. However, the associated mobile data can reveal the reason for the low speed is that the driver regularly uses their mobile at the wheel, meaning they're distracted and of course a far higher risk which the insurer may not be willing to cover.

There is a huge amount of momentum in the usage based insurance (UBI) market currently, as telematics develops quickly to increase the volume and accuracy of the solutions. When UBI first came to the market, black boxes dominated, and the high volumes of data gathered provided us at Wunelli with unique insight and expertise on driver behaviour. The downside was the cost associated with the black box and installation which was an initial drag on the growth of UBI. Thankfully, with the rapid development of mobile technology came the introduction of smartphone apps for telematics, dramatically reducing cost and complexity of installation.

Data collected via smartphones however, brings with it a number of challenges with data normalization. We are investing heavily in testing these and coming up with appropriate filters and benchmarks, so that we can deliver meaningful insights.

A black box is fixed in the car and will automatically record and report the details of a given journey. A mobile phone, on the other hand, will record trip data but may not always tell if you are on the bus, train, in a taxi or getting a lift with a friend. It might even record your morning run, depending on your pace!

Creating the intelligence and ability to differentiate between journeys to record only those where the policyholder is the driver - without the need for the driver to confirm on the app every single time they take any kind of journey - has therefore been a high priority.

And that time and investment has paid off as now we have been able to create algorithms which identify driver journeys separately from passenger journeys. This is entirely data-driven, and at no point requires the driver to confirm whether or not they were driving on any particular journey. The algorithm is able to reliably identify a driver journey after just 250 miles, learning from driving style, familiar routes, usual travel times, speed on motorways and how hard they brake, among other attributes. Compared to the commonly applied rule-based system in the market today, our enhancements led to Driver Signature™ which is able to retain 15% more journeys. This provides more data on which insurers can base risk and pricing decisions. In tandem with this development, we are also launching our 12V tethered device, which plugs into the cigarette lighter in the car and pairs with the mobile phone app. Use of the 12V dramatically improves accuracy of the driving score as it starts recording sooner than the app and has built-in capability for measuring speed and hard braking. The most exciting thing, for us, is the detail and additional data this can provide. We are currently in a virtuous circle of more data, more insurers and lower-cost data that is becoming far more granular and therefore giving a better overall picture.

As long as accurate filtering is applied, mobile telematics and UBI are truly going to give us insights that we can apply to any data stream in future, including autonomous vehicles, and motor insurance of the 21st century.

[Ack: Paul Stacy R&D Director, LexisNexis Risk Solutions]

CHAIRMAN'S CORNER: SOLUTION

She was walking!



DAVE SHENTON TO RETIRE IN MARCH 2018.



After 14 years with IAM RoadSmart Dave Shenton, head of events, has decided to move home in January 2018 at the same time has elected to retire from IAM RoadSmart. Over the years Dave has been motorcycle ambassador, been the face of our Skills Days operation, and helped guide and develop the groups in every aspect of their operation. In his time with IAM RoadSmart Dave has become a font of knowledge for the organisation and will be missed from March 2018. I am sure you will want to join us and wish Dave all the very best for his retirement.

GROUP HONORARY MEMBERSHIP FOR ANDY BELLIS

Members of our group and regular readers of the Newsletter will need no introduction to Andrew and his family as they continue to work tirelessly in promoting road safety amongst the younger riders, in memory of their son Jack.

Jack was only 18 when he joined our group and quickly passed his Advanced Motorcycling Test but lost his life in a collision with a car in which he was blameless. Since that day, Andrew and family friend Tony Rich (AA patrolman) have worked relentlessly promoting the IAM and road safety via schemes like the Jack Bellis Associate Scheme (where under 30's can gain subsidised Skill for Life packages) and the Jack Bellis Double Take campaign which incorporates small stickers on a vehicle's rear view mirrors to prompt drivers to do a "double take" before carrying out a manoeuvre and was adopted by The Automobile Association Charitable Trust and has since become a global success story.

However, the ideas do not stop there and during 2017 ten bicycles and relevant safety equipment were purchased and are being used to introduce youngster's to the riding skills and safety aspects needed to utilise today's roads.

Andy has been informed of the group's decision to honour his commitment and was reported to be delighted but the group will organise an official presentation as soon as possible.

FUNNIES

Two fish are sitting in a tank. One looks over at the other and says: "Hey, do you know how to drive this thing?"

My sister bet me I couldn't make a car out of spaghetti. You should have seen her face as I drove pasta.

HOW WE LISTEN TO MUSIC IN CARS

While listening to music in the car has long been a tradition, the way in which we do it has changed significantly over the years, as technology has developed to allow greater choice in what we choose to play. Here we look at some numbers relating to listeners on the go.

Once upon a time the only way to hear music while driving was through the radio. Of course you were at the mercy of the station of what you were listening to, but thanks to the 8 track tape, cassette tape, and then the CD player, you could personalize your listening experience. Today there are many more choices for music listening available in the car, and a new study by Music Biz Consumer Insights and LOOP gives us more details into not only the technology choices, but the listener ages as well.

Interestingly, 75% of respondents said they still listen to AM/FM radio, while CD listening came in second at 38%. Digital music files had 18% and streaming Internet radio had 15%, while podcasts were at just 6%.



Age has a lot to do with how we listen however, and the younger you are, the less you rely on traditional in-car technology. The study found that 29% of ages 20 to 24 listen to digital music files and 26% listen to streaming Internet radio. That's almost the same for the 25-34 group, which come in at 28% and 29%, respectively, while teens aged 15-19 posted 23% and 22%. Digital music files were somewhat common for the 35-44 group as well, as 26% listened to digital music files, but older than that dropped below 20%.

The traditional auto CD player seems to be falling by the wayside as 60% had an in-car CD player, but it really depends upon the age group. CD player ownership was most common for the 25-34 group and older, while ages 16 to 19 had just 38% CD player ownership and the 20-24 group reported 41% ownership. Just 31% had some sort of in-car phone audio connection, such as a wired or wireless aux input, and millennials are most likely to own phone adaptors at 43% for the 20-24 age group and 44% for ages 25-34.

But here's the thing, even though CD players in autos are somewhat common, they aren't regularly used. Just 23% said they use their in-car CD player daily, compared with 48% daily using their phone audio connection.

The study also looked at Sirius XM's satellite radio use. Just 17% of all respondents said their cars could stream Sirius XM, but 76% of those listen to it at least once a week and 54% listen daily.

The bottom line: music consumption in our cars is slowly changing, even for the older age groups, and it won't be long until we're in a two choice world - radio or digital.

[Ack: Hypebot.com - Guest Post by Bobby Owsinski on Music 3.0]

DECEMBER / JANUARY NEWSLETTER

The only method available to receive our group's newsletter is to send your email address to distribution@warram.org.uk and ensure your mail browser does not reject messages from this address.



Contributions to the March / April newsletter are more than welcome. Please send them to: newsletter@warram.org.uk or pass them to any committee member. The deadline for next newsletter is Sunday 11th February 2018.



QR CODE

The group has set up a QR code - simply scan the image with a smartphone and it will take you to our website.



FACEBOOK

You can find us on Facebook - just look up Warrington Advanced Motorists. There is also a national IAM Facebook group: IAMRoadSmart.

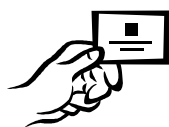


DATES FOR YOUR DIARY

[Cars] Sundays at 10:15: Every Sunday except Christmas and New Year	Observed Runs (car) Refresher Runs (car)	Fairfield & Howley NBH Project, Fairfield Street, WARRINGTON WA1 3AJ
[Bikes] On arrangement with your observer	Observed Runs (bikes)	On arrangement with your observer
Sunday 28 th January Sunday 25 th February	End of month run (bikes)	Poplar 2000, Lymm
Every Thursday at 19:00 (weather permitting)	Chippy Run (bikes)	Let's Eat Cafe and Tall Trees filling station layby (off A49 in Lower Whitley)
Wednesday 7 th February at 19:30	Committee Meeting	Fairfield & Howley NP
Sunday 11 th February	Newsletter deadline	

Further details of all of these events can be found on our website:
www.warram.org.uk or by asking any committee member.

FINISHED READING? PASS IT ON....



Personal recommendations from members are one of the main ways we recruit new associates, so please feel free to pass on this newsletter.