



Safer Driving in Autumn/Winter

Members' Magazine:
Autumn/Winter 2018 (issue 195)

Right now, we face probably the toughest test of our Advanced Driving ability.

So, to help you and your family, friends and colleagues feel safer driving in today's traffic, here are some practical, useful tips to help you cope with whatever the weather throws at us in the coming months!

There are some heart-stopping statistics warning us what not to do - and some heart-warming experiences from members and associates encouraging us what to do instead.

Your news and views are always welcome, not just those relating to Advanced Driving but also those about happenings in your local area which have amused, shocked or surprised you. Yes, I know that David believes that no Advanced Driver should ever be taken by surprise, but you might think otherwise ;-)

Meanwhile, will you be joining us for our Christmas Lunch on Wednesday 28 November?

Full details on page 8.

Read on . . .

In this issue . . .

Herefordshire Headlines	2
Driving Horizons	3
Safer Driving in Autumn/Winter	4/5
Members' pages	6/7
What's on the road ahead?	8
Algernon says . . .	9/10
Driving Vision	11/12
News from the Shire	13/14
Congratulations & thanks	15
Who's who in our Group?	16

Herefordshire Headlines

Driving into 2019 . . .

As the year draws to a close, it's timely to review our successes and challenges.

Successes can best be measured by the glowing comments made by participants in our events and in the Group profile published by **IAM RoadSmart**, which shows where we punch above our weight:



Group Scorecard for Herefordshire Advanced Drivers (3027)

Date: Wednesday, 03 October 2018

IMI				
	Group		Region Avg	
Total Observers	18		16.6	

National			Local	
	Group	Region Avg	Group	Region Avg
Pass	8	8.8	12	7.9
Referred	0	0.5	0	0.0
OS	0	0.5	0	1.9

Advanced Course Status			
	Group		Region Avg
OS Enrolments	0		3.8
Average Days	0		1062
OS Test Ready	20		31.0
Average Days	183		631

Advanced Course Statistics

Allocations				
	Group		Region Avg	
Last Month	1		1.9	
3 month Average	5		2.3	
Last 12 months	29		24.3	

Enrolments					
	Group		Average Days	Region Avg	Region Avg Days
Last Month	1		11	2.4	18
3 month Average	5		2	2.4	17
Last 12 months	29		2	25.5	43

Test Ready					
	Group		Average Days	Region Avg	Region Avg Days
Last Month	1		74	1.7	214
3 month Average	1		86	1.8	224
Last 12 months	18		163	15.8	213

Advanced Course Allocated Sales		
	Total	Region Avg
Last Month	1	1.8
3 month Avg	4	2.3
Last 12 months	29	24.4

Test Statistics		
	12 months	Region Avg
First	7	3.7
Pass	12	10.7
Fail	0	2.0
% Pass	100	88

Our biggest challenge, though, has been to reconnect with our public because of the recent changes in corporate identity, from **Herefordshire Advanced Motorists**, to **IAM Herefordshire** and, latest, to **Herefordshire Advanced Drivers** with which few are familiar.

So this year we aimed to communicate the value of what we do to more drivers with the help of Area Coordinators in the north of the county (Nigel Jenkins, covering postcodes HR5, 6 & 7) and south (Adrian Barlow in HR9).



However, we lack support teams in the rest of the county so, if you would like to help us improve coverage of the remaining postcodes, please discuss first-hand how this can be

organised with either **Nigel on 01568 708407** or **Adrian on 01989 564676**.

We invested in a new gazebo (above), which we plan to erect at as many events as we can including, for instance, in Hereford Town centre next spring, during the Annual Motor Show.

So, if you know of any local organisation which would welcome an

informal presentation or to display how we help develop better, safer drivers, please let us know.

As a Road Safety Charity, we would not charge for our time, providing the event is organised by them in their own premises, e.g. the village hall, for 15-20 participants.

Please let Kath Watts (Events Coordinator, 01981 540382) or the Area Coordinators know, so that you can discuss it with them and decide on the most appropriate way to follow through with your suggestion.



Observing is an eye-opener!

Observing is one of the most satisfying things you can do, as a member of **IAM Road Smart**.

Of course, I'm biased . . .

We are lucky in the Herefordshire group to have such a committed and experienced team of Observers, who are ready and willing to help any member of the public wanting to be a better, safer driver.

The motivations for wanting to improve are many and varied, from those who, for whatever reason have not driven much and feel insecure or intimidated by today's traffic, to those who want to see just how good they are or can be.

We must accept that probably most people will not be motivated to continue in membership once they have achieved their primary goal.

However, to those who want to improve further, welcome.

Come and qualify as an Observer.

I am in no doubt that the introduction of the accreditation of Observers through the Institute of the Motor Industry (IMI) has both helped to create a common, high standard and given Observers a legitimate answer to the challenge of "what qualifies you to tell me how to drive?"



Many of our team are qualified to the higher, National Observer standard, although I am convinced that all our current Local Observers have the capability to get to that level.

Whilst we have a strong team, it is inevitable that not all can be available for every Refresher Day, where we are offering assessment drives.

I am always looking for new Observers.

If you would like to know more about what is involved in the training, or what commitment is expected, either contact me, speak to your former Observer who helped you, or come along to an Observer meeting.

Help someone else achieve what you have achieved.

If you share my enthusiasm for Observing, give me a ring on **01981 580382**

David
Chief Observer

Safer driving in Autumn/Winter

It might be due to climate change, but we have seen extremes of weather over the last few weeks. Long dry spells ended abruptly by high winds and torrents of rain.

With hedges being cut and the potato harvest in full swing, we need to look out for the debris and mud that these leave on our roads. It won't be long before farmers are hauling the sugar beet, which almost always is accompanied by wet weather - and even more mud on the roads.

It's useful to get to know what our local farmers are doing and plan accordingly. One farmer near me cuts maize for biomass. It's not unusual at the moment to meet up to six tractors in a few miles, pulling full trailers slowly one way and then pelting back empty to get the next load.



Many of these tractor drivers are youngsters - some under 17, because the law allows a driving licence for a tractor at 16. Plenty of confidence and mechanical competence, but sadly lacking in hazard awareness and their impact on other traffic. If encountering one of these load movements, whether laden or empty, your first observation must be "how much of the road width are they taking?" The large, fat wheels can be very intimidating, but often the trailers are wider than the tractor.

Autumn/Winter is also a period of shortening daylight, which means the sun is more at a low angle - when you can see it!



Be aware of it as you drive and be ready to pull down your visor before the sun is in front and likely to dazzle you. In the opposite direction, it might be dazzling oncoming traffic and/or shining in your mirrors.

Keeping your glass areas clean is vital to prevent splintered dazzle, whether from the sun or other vehicles' lights at night.

Advanced drivers will know of the importance of regular **POWDERY** checks - not just before going on holiday or a long drive!

If your tyre tread is down to the minimum safe level of 3mm and you are going to be buying new tyres, it's well worth considering winter, or all-weather ones, to give you that extra grip in very cold temperatures.

As in all things to do with safe driving, thorough preparation is the key:

- **O**bservation
- **A**nticipation
- **P**lanning

You don't have to be an **OAP** to apply it!



Road signs - help or hindrance?

My voluntary work with the Herefordshire 4x4 Response group currently requires some involvement for additional training, preparation and admin work (insurance, Disclosure & Barring Service renewal etc.).

Herefordshire 4x4 RESPONSE

Due to serious flooding to the West of the County, I am already on "Standby" with the Group. Apparently peak levels reached over 5.9 Metres early on the morning of Sunday 14th Oct (what starting level one might ask?).

I guess no amount of advanced driving skill is of much use if your car has temporarily been transformed into a boat!

The steering and brakes won't work well for starters.

The advice was to avoid travel in these areas and to take note of any road signs - a sensible suggestion, but...

A week or so ago, Kath and I were discussing the standard of road signing in Herefordshire.

I am continually amazed at the quite alarming practice in the County concerning advisory and warnings on our roads from signs being left out for days on end (years in some cases!) when the issue supposedly being brought to road users attention has long since gone.

I spent 27 years as a local government officer in Birmingham, and some 3 years of that time was working with what was then the City Engineers Department of the Council; highways, footways, lighting and street furniture (roads, paths, lamp posts and signing to most of us!)

We have been in Herefordshire for over 14 years now and I can still see road signs around that have been advising of "change" for as long as I have been here.

"New road layout ahead" remains popular in a couple of locations; "No road markings" and "No road studs" (meaning "cats-eyes"), are also quite popular.

**NEW ROAD
LAYOUT
AHEAD**

To be pedantic, cats-eyes and road studs have totally different uses on a carriageway, one for lane illumination at night and the other for safety demarcation area

designation (usually between pedestrians and vehicles); see what one can learn from a highly skilled City Engineer!

Also, I have heard that the use of "cats-eyes" is tending to be discouraged in some local authorities as visitors from other countries are concerned about animal cruelty when advised that

they have all recently been removed in a location . . .

It was suggested that different contractors are used for the signing in Herefordshire, with another company responsible for the work.

Can this be true? If so, surely it can't be effective?

Whatever the case, it needs a review towards being made better; invalid or incorrect signing can't possibly be good for road safety - and please don't get me started on interactive motorway warnings that are no longer true . . .



Alan Eastough

Refresher Day rebuilt my confidence

"Now retired, I decided to get out while I could and see some of our lovely countryside.

Looking on maps, I immediately dismissed a lot of the places I would like to go to because I was unfamiliar with the roads. I would certainly not entertain using motorways or large dual carriageways; in fact I did not have the confidence to get out and about.

I had passed my test over fifty years ago and had just driven the same roads, to and from work, taking the children when they were younger to various clubs, to visit family all of whom lived locally.

Thinking about the situation one afternoon, I remembered speaking to members of **IAM** at a country fair at Hampton Court some years earlier and decided to look them up.

I booked on a Driver Refresher Day because I wished to become a more confident and able driver. I was quite anxious, ugh, because I was not getting younger and more than a little nervous because I did not know what to expect from the day. Who would be there? What would be expected of me?

I need not have worried. When I walked into the hall, several people were already there. We were offered a cup of tea or coffee and were able to chat with each other while the event team went through the paperwork.

When all formalities had been finished, we sat eight to a table, each of us with a Highway Code questionnaire to be completed. Panic, panic; I did not know all the answers. I need not have worried; Tina Lawrence, the course presenter (no relation) went on to talk of various aspects of driving, rules, safety, different road types, signs and how things had changed over the years.

She involved the group, asking questions and answering any queries asked. It was all very friendly and the morning went very quickly



Talking to the others, I discovered quickly that I was not alone wishing to improve my confidence and driving skills. One elderly gentleman I spoke to said that he went on the course regularly to make sure he was safe on the road. The group was split in two, so that each person was taken out by an observer for a drive in either the morning or afternoon session, while the remaining group was given photos to see how many hazards they could identify.

By the end of the day, I was very glad I had gone and have since signed up to do the Advanced course. With time and the patience of my observer, I am looking forward to becoming a safer and more able driver."

Celia Lawrence

"Advanced Driving is a cause in which I believe and taking the Course 4 years ago added to my enjoyment of driving safely and competently.

I volunteered to join the Committee to help the cause and to continue my development, so I decided to become an Observer.

I really enjoy learning and refining my skills; the learning process was informative, challenging - and FUN - with lots of discussion and sharing of driving experiences.

For any advanced driver who tends to be a bit bossy (ask my husband!) the Observer role is ideal - I can strongly recommend it.

My 2 Associates are making good progress and I hope to have the satisfaction very soon of knowing that I have helped them to develop as better, safer drivers."

Wendy Hill

Ed. Time to further advance **your** driving skills?
Discuss how with David on 01981 580382.



82-year-old passes test in 88-year-old Alvis

Roger McDonald, 82 years old, drove his 1930 Alvis 12/50, to pass his Advanced Driver test with flying colours.

"I was very impressed when both my wife and I went along to a Driver Refresher Day put on by [Herefordshire Advanced Drivers](#) here in Ledbury. We found the day really helpful. My enthusiasm must have been evident because I was given an Advanced Driver Course voucher for Christmas by our daughter and son-in-law.

I particularly wished to do the Course in my normal everyday car which, I assumed, would require a somewhat different technique and approach to current road conditions and I felt I needed expert advice.

My car is a 1930 12/50 Alvis which I bought in 1960, my first and as yet only car. Perhaps I made the mistake of buying the right car first and am now facing the fact that as I am now 82 years old it seems to be likely to be the only car I shall ever own; boring, I guess (my wife has her own, modern car).

The 12/50 model was introduced by Alvis in 1924, so the design is essentially nearly 100 years old. The engine is 1642ccs, 4-cylinder overhead valve producing 58 bhp, a 4-speed crash gearbox (no syncro concentrates the mind!). Another difference that might cause confusion is that the accelerator is the centre one of the three pedals with four-wheel braking as standard, advanced for its period.

After buying the car in 1960, I used it every day to go to work, etc. which convinced me it was a good, if rather tired, car so I decided to do a complete rebuild building it up from the bare sandblasted and zinc sprayed chassis.

I took the opportunity to upgrade the lighting to include double-dipping headlights, twin rear lights and brake lights and winking indicators. I have since updated the rear lights again.

Otherwise, the car has none of the modern inconveniences!

The rebuild was finished just in time for our honeymoon in Scotland.

Since then, the car has been in normal everyday use; I used it to take the children to school, they learnt to drive in it and then took themselves to school in it. Apart from normal duties, the car has been used for competitive road rallies and just a few weeks ago I hitched up our small caravan and took one of our grandsons to Shelsley Walsh for the weekend.

So it goes on. I consider we are very lucky in this country to be able to continue to use such cars as normal cars; in many other countries use is restricted to attending old car events.

A question often asked is "How much is it worth?". Goodness knows. I gave £75 for it in 1960 have done 400,000 miles since then, so it can't be worth much - or could it?

I was delighted when I was able to take the course in the car, because I had worried that lack of seat belts and other modern safety features might be a problem. I must say that my observer Val Allen rose to the challenge wonderfully, several minor adjustments to normal practice being discussed and taken on board. At the end of our first drive, Val very kindly did not grade my driving because she did not want to send me off with a complete set of 3s! (My examiner made a reference in her report to the car's idiosyncrasies, but I understand she enjoyed the drive, as I did)

I feel I have gained enormously from the course; I'm sure I am a much better and safer driver, whilst still being conscious of the need to further improve. I have a better awareness of all going on around all the time, unconscious bad habits have been changed via conscious bad habits to conscious good habits and hopefully to unconscious good habits, eyes on main beam etc.

I recently drove about 300 miles inside the M25 and really did feel much more confident.

Thank you [Herefordshire Advanced Drivers](#).

Roger McDonald and Alvis G04883"

What's up the road ahead?



Christmas lunch: 28 November

You are cordially invited to join this year's Group Christmas get-together.

The venue is Brooks Country House Hotel, formerly the Pengethley Hotel, on the A49 between Hereford and Ross-on-Wye (post code HR9 6LL).

This year, many have asked if it could be a lunch, so the booking is 12.30pm for 1.00pm; partners are also warmly invited.

Providing we have sufficient numbers, it should be possible to have the dining room to ourselves. The cost is £25 per person.

Because the hotel has not yet finalised its Christmas menus, it will probably be a short while before we receive the menu, but I will forward it to you as soon as I can.

It would be a good opportunity to meet many of our members, so please let me know as soon as possible if you would like to join us.

Kind regards,

Stella

Stella B-C
Group Contact
01432 840864

2019 Event Planning

In the coming year, in addition to providing Advanced Driver Days, we plan to:

1. Repeat our increasingly popular Refresher Days in:
 - a. Hereford in March
 - b. Leominster in May
 - c. Ledbury in July
 - d. Ross in September
2. Broaden the range of programmes available to include frequently-requested topics special modules will be developed:-
 - a. driving in difficult conditions
 - b. safer parking
 - c. driving alone
 - d. driving abroad, e.g. on the Continent
 - e. school run, etc.

More details in our Spring issue and Newsletter.

Watch this space . . .





Watch out for Cyclists!

Drivers have a lot to watch out from behind the wheel of the car. From crazy other drivers and pedestrians to cyclists, there is a lot to take in as well as road conditions, meaning that drivers have to be alert all the time to avoid collisions.

However, most don't know that it isn't just the collision or using a phone that could get you a fine - under new laws introduced this year, driving too close to a cyclist when overtaking could now cost you £100 and 3 penalty points!

Minimum distance

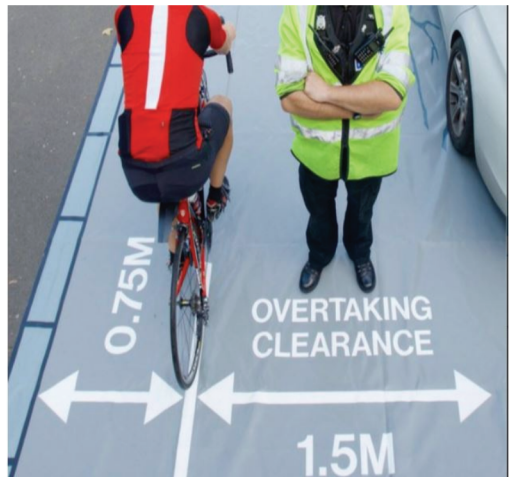
According to the new law to protect cyclists, the driver needs to leave a minimum distance from a cyclist when overtaking or travelling alongside the bike or they could receive a fine for being too close to a bike on the road.

So, how close is too close? According to experts, the recommended distance between car and cyclist is 1.5 metres. If you are caught within this distance, then you face the potential of a fine and points on your licence, to the same value as speeding. This has replaced the previous recommendation in the Highway Code which merely said that drivers should leave "plenty of room" when overtaking someone on a bike.

Rule 163 also adds that drivers should leave "as much room as when overtaking a car" when they overtake a motorcyclist, cyclist or even a horse rider. Other reasons that drivers could receive the new penalty will be straying into cycle stop boxes at traffic lights and failing to give cyclists going straight ahead priority at left turns.

However, could this new regulation of defining a distance be hard to enforce?

Whereas previously estimating "plenty of room" was up to the individual driver and police officer, having a set minimum distance now means that the judgment of distance will require greater awareness from drivers of what exactly 1.5m is.



Encouraging cyclists

Cycling Minister Jesse Norman is pushing to show that there are enormous benefits for walking and cycling.

He also wants more of a climate of ensuring drivers have the skills and knowledge to safely manage to be on the road with more cyclists, as opposed to just catching and punishing them.

The government wants to encourage more people to grab a bicycle and ride around town with some £500K in funding behind introduced for new safety schemes. This will encourage people to use bikes for short journeys and cut down on accidents and car use. *(continued)*

Algernon continues . . .



Learner drivers will also be given more training on being able to safely pass cyclists, as part of the current learning process.

Worrying figures

The law was introduced when the Department for Transport showed that 102 cyclists were killed on the UK roads in 2016. This was alongside 448 pedestrians, and another 8,500 cyclists received serious injuries.

As they encourage the use of bikes, the government are also looking into bike safety.

Compulsory bike helmets are something that is likely to be discussed going forward, even though campaigners have already dismissed the idea as counterproductive.

They are conducting a review with cyclists' groups that is due to end later this month.

Death by dangerous cycling

Another new cycling related law to be introduced is the new "death by dangerous cycling" or "death by careless cycling" which is undergoing a consultation period to see if it should be introduced. One campaigner, Matt Briggs, lost his wife Kim to a cyclist and said the current "arcane" laws need to be changed.

Causing death by driving under certain conditions carries a maximum sentence of up to 14 years.

Death by careless driving has a maximum sentence of 5 years. However, there is currently not a set law for if you are on a bike rather than in a car. The cyclist who killed Kim received just 18 months. He was riding a fixed-gear bike with no front brakes when he hit her as she crossed the road.

The law used was causing bodily harm by "wanton or furious driving" which was originally designed to handle Victorian-era horse-drawn carriages and had a maximum sentence of two years. This is the closest thing that a dangerous cyclist can currently be charged with. It is clear that as more people take to the road on a bike, there need to be clearer laws around their behaviour and how they cycle.

Costly mistakes

Whilst drivers can face a £100 fine and three points, lorry drivers can face a lot more if they are caught driving too close to a cyclist. One lorry driver in the West Midlands was recently fined £1038 and had 5 points added to his license after being caught by police. He was caught under the "GiveSpace.BeSafe" campaign by West Midlands police to improve driver behaviour.

Road safety experts recommend drivers to brush up on their Highway Code and the latest advice on things like passing cyclists.

Police forces around the UK are already taking steps to start issuing the penalty when drivers are caught breaking the new law.

Do you think these new laws will help? Will these encourage people to cycle rather than drive? Should cyclists have the same laws for injuring pedestrians as drivers?

Do let me know your views, by emailing your comments to events@advanced-drivers.org.uk

Safe driving . . .

Algernon



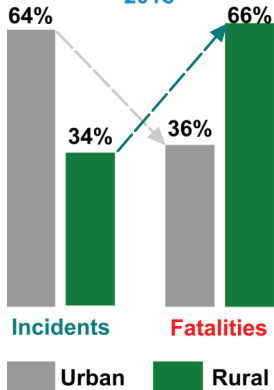
Rural Road Safety

As you know, the majority of roads in Herefordshire are rural and in several counties there are now concerted efforts through awareness campaigns to bring the public's attention to the dangers of driving on rural roads, according to the Road Safety Observatory

Rural roads in the UK are defined as major and minor roads outside urban areas with a population of less than 10,000:

Most accidents in the UK occur within urban areas; however, a greater number of fatal accidents occur in rural areas. While accidents on rural roads accounted for 34% of all traffic accidents in 2015, they accounted for 64% of user fatalities:

Driving on UK & EU roads:
2015



Similarly, in the EU, over 60% of the road users who lost their lives in Single Vehicle Collisions (nearly 7,300) occurred on rural roads. Young drivers and riders are at a greater risk of becoming involved in fatal single vehicle collisions than any other road user age group. This risk is twice as high for the 18-24 age group compared to the 25-49 age group.

Accidents and fatalities

The proportion occurring on rural roads was fairly consistent for different vehicle types in 2016 (e.g. 31% of all motorcycling accidents and 66% of fatal motorcycling accidents occurred on rural roads; 36% of all car accidents and 67% of fatal car accidents occurred on rural roads; 41% of accidents involving vans and LGVs and 74% of all fatal accidents involving this vehicle type occurred on rural roads).

A **Department of Transport** survey in **2015** analysed in a BBC Broadcast led by **Brake**, compared the higher risks of rural driving, compared with urban and motorways: (rate per billion miles):

Rural: 943 (58%)

Urban: 577 (36%)

Motorways: 96 (6%)

Total: 1616 (100%)

This strengthens the need for communicating the greater risks facing those drivers not familiar with Herefordshire's predominantly rural roads.

Drivers appear to perceive rural roads as less risky. A number of factors affect safety, but clearly younger and older drivers are at higher risk on these roads.

Only better driver awareness and training can have a positive impact on these statistics.

Have you had your Refresher drives yet?

They are free, as part of your Advanced Driver contract, so book now - and please pass the word round, in the certain knowledge that you could be helping to make our roads safer and saving lives!

Driving vision



Automatic Emergency Braking (AEB)

Anti-lock braking (ABS) has long been a standard on vehicles but now AEB is a safety technology that takes into account the traffic conditions ahead and will automatically brake the car if the driver fails to respond to the conditions.

Each manufacturer has its own variation on this technology using lasers, radar or video data. Some can make use of GPS data to be aware of road signs and take action when the driver fails to do so.

Many can also detect pedestrians and cyclists. Already analysis has shown that AEB significantly reduces rear end crashes and Insurances companies may now regard vehicles with this option as being a safer insurance risk.

Anyone considering purchasing a new vehicle should seriously consider this option. It is not yet standard, but could possibly become mandatory in the future.

The cost can vary significantly according to the sophistication of the system and it is often bundled in with other options, escalating the cost, but a figure of around £1000 seems to be the current price.

Editor's note: How do you feel about these advances in technology? There seem to be so many different schools of thought, some welcoming the opportunities and others apprehensive, even fearful, of the implication of changes to road safety standards and the need for drivers to adopt a completely new mindset.

Let us know and we'll explore this innovative topic further.

Autonomous Vehicle concerns

Some concerns are now being raised about the current status of autonomous vehicles and the way manufacturers are presenting their technology to the user.

A report for the Association of British Insurers says the way some advanced vehicles are described can convince motorists that they have self-driving cars when that is not the case.

Thatcham Research, which conducts safety tests for the motor insurers, says the manufacturers need to be far clearer about the difference between these assisted-driving systems and autonomous cars.

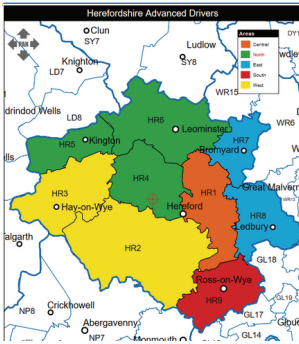
There's a problem with the manufacturers trying to introduce technology and consumers not being ready for it, not being sure if it's automated or "Do I need to keep watching?"

The insurers are also concerned about manufacturers' plans to introduce cars with level-three automation, where the driver can take their hands off the wheel for long periods.

They would like the carmakers to skip this step and wait until they are ready to go straight to level four, where the vehicle is fully automated.

There are currently no autonomous cars running on UK roads and it seems that it will be some long time before this happens.

*with acknowledgements to
Thatcham Research*



Area North

Now that Area coordination has been in action for some time, it's timely to remind ourselves why it's so important to our future as a Group.

Aims

To promote road safety, educate, make people think, create opportunities for advancement, spreading the word.

Progress

Excellent response from posters and flyers in public notice boards, parish notice boards, newsagents, small businesses, car dealerships, village stores, community centres, library & information centre. Other fruitful leads: participation in Ledbury Community Day (4 recruited) and word of mouth.

Challenges

Some resistance from larger companies & council offices. Individuals will often comment on the behaviour of other drivers & express the view that they should be sent on courses or retested etc. and not believe they themselves could benefit.

Lessons learned

- That it is essential to be clear about our charitable status when contacting advertisers; being a charity & charging for a service is not compatible.
- Larger companies usually support specific charities and, whilst they might be willing to accept the occasional flyer, seem unwilling to go beyond this.
- Councils have their own agenda, but reaching the right officials could be more productive.

- A large proportion of drivers attending the Refresher Days already have an interest in improving their skills, but were not aware of us or our courses. A majority of other drivers see themselves as above average and have no need to improve.
- The enforced rebranding of **Herefordshire Advanced Drivers** has had a profound effect on our identity. We have a lot of ground to make up.
- Better support for pro-active people within the Group; enthusiasm can be lost.

Future goals

- Make ourselves known to the public, businesses & engage with other groups, such as U3A, WI, Probus & others.
- Find ways to engage with the community in Leominster (as we do in Ledbury).
- Generate more enthusiasm for getting involved with the creation of other areas and the promotion of our Group.
- Encourage members to volunteer their time.

Credit where it is due:

- All the Observers & volunteer helpers in Area North offered to contact key people in their local areas and make time to distribute posters.
- **Special thanks are due to Mike Oliver** who, in spite of needing to use crutches because of a hip injury and being unable to drive, recruited his wife, Pauline, as his chauffeur and poster/flyer distributor.
- **Carole Sheppard**, a friend & volunteer, also did a sterling job in her area, as well as helping out at the Refresher Day itself.
- Thanks also to **Martin Thomas, Ann Nevelos, Pete Hodge, Geoff Cable & Sandy Jenkins** who also did their bit to help promote **HAD** and recruit candidates.



Statistics don't solve problems

My road rage surfaced this week!

I wasn't even in a car. It was brought on by reading the latest announcement from the Department of Transport. 1793 deaths on our roads in 2017 with 24,831 people seriously injured and 170,993 casualties of all severities. The announcement says the latter has fallen by 6% from 2016.

IAM Roadsmart Director of Policy & Research, **Neil Gregg** believes we must have more focus on driver training if we are to keep reducing this annual carnage and that “Road safety in the UK seems to be bumping along the floor with yet another year without real improvement in key fatal injury statistics”.

I well remember a senior officer congratulating me on a successful year campaigning for chip pan fire safety, then asking what I saw as our campaign for the next year. My reply was “chip pan fire safety”.

I had realised several years before that any reduction in dangerous human behaviour is hard earned and must continue to be earned by constantly repeating the appropriate message.

I have noted first hand the appalling reduction in investment in road safety campaigning. What gets me angry is the way politicians will try to persuade us that some how things are better. How can a death rate of 1,500+ plus be seen as "better"?

Pick up any car magazine and you will see features on the latest tech investment aimed at taking the driver out of the decision-making process. An acknowledgement that it is the actions/inactions of human drivers that lead to collisions.

As **Neil Gregg** says "Road safety is everyone's responsibility"; the frustration is that, in the larger scheme of things, investment in promoting best practice in driving is a no brainer.

As if to emphasise the importance of continuous campaigning and education, the Department for Transport has also announced that one in four people who died on UK roads last year was not wearing a seatbelt.

27% of the fatalities. Up from 20% in 2016 . . .



Let's get the word around!

One of the stated aims of our charity is campaigning/lobbying for road safety. We and other like-minded bodies - this week RAC and Gem have expressed concerns - must take the initiative.

As a County organisation, we might be a small cog in the National wheel - but big cogs can be turned by small ones! In mechanical parlance, we must increase our torque.

We must use and create avenues to influence some of those “bigger cogs”, perhaps starting with our South Herefordshire MP?

Let me know of your ideas, since it is in the strength of our membership that we will find the leverage we need.

David, Chief Observer

01981 580382

chief-observer@advanced-drivers.org.uk



Congratulations & thanks

Congratulations

Wendy Hill on qualifying as an **IMI Local Observer**

Jon Baker on his successful requalification as a **Master Driver**, with distinction

and, for successful **Test Passes** (with their Observer in brackets) to:

Ray Papworth: F1rst (Ted Hayward)

Roger McDonald (Val Allen)

Adrian Barlow (David Williams)

Brian Roby (*re-test*): **F1rst** (Iain Aird)

Keith Glover (Jon Baker)

Matthew Reynolds (Rob Turner)



On 5th October Herefordshire Advanced Drivers once again entered two teams in the Much Birch WI quiz.

We acquitted ourselves very well, with one team coming a close second to the Birches Bridge Club and the other coming fifth out of twelve teams.

Well done and many thanks to everyone who participated. It was a most enjoyable evening with excellent refreshments at half time, courtesy of the WI.

Kath

Thanks in advance . . .

I know you are all eagerly awaiting receipt of my annual request for subscription payments, which will occur amongst your seasonal postal deliveries in late December.

So I shall be preparing a mailshot over the next few weeks in order that you will not be disappointed. If your address has changed in the last 12 months or so, do please let me know to avoid missing out.

Please look out for my letter and respond to any requests, as it will make life much easier in 2019. Until then, drive carefully and safely out there, whatever any signs may advise you.

Many thanks and best regards

Alan Eastough
Membership Secretary
T: 01981 540006



E: members@advanced-drivers.org.uk

In anticipation . . .

May I thank all members for their continuing membership, with an especial "thank you" on behalf of all of us to those who are Active Volunteers. The more, the merrier . . .

May I wish all of you and your families a very happy Christmas and a safe and prosperous New Year.

David

Chairman & Chief Observer

Have your say . . .

I'm obliged to those members who sent in their stories, which are always of interest to other members and associates. When you have an experience to relate, please let me know - ideally with a relevant photo or two. All contributions gratefully received

Mike

Ring me on **01531 579174** or email marketing@advanced-drivers.org.uk



Who's who in our Group?

Committee 2018/19

President

Maj. Gen. Ted Willmott, CB, OBE

Vice President

Nathan Travis, CFO, Hereford & Worcester FRS

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South: Adrian/Christine Barlow: 01989 564676

Committee Members

Christine Barlow, Wendy Hill, Nigel Jenkins, Ann Nevelos

Marketing

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