

IAM RoadSmart ASDM Group Audit

GROUP NAME	Moray Advanced Motorists / Motorcyclists	DATE	3rd September 2019
GROUP NUMBER	6039		
AREA	Region 7		
ASDM	Scott Tulip		

Key to Grading

	<p>Commended A good performance standard which achieves the competency areas being assessed and does not require any additional action</p>
	<p>Satisfactory A performance standard which achieves the competency areas being assessed which would benefit from further development in the areas highlighted</p>
	<p>Requires Development A performance standard which requires immediate development in order to achieve the competency areas being assessed</p>

GROUP PROFILE	GRADING
<p>This joint group is quite small and is in a remote part of Scotland.</p> <p>It has a fully functional committee of 8 members who meet regularly. AGMs are held to schedule.</p> <p>The group currently have 20 observers spread over both cars and bikes.</p> <p>Observer structure is different between cars and bikes; cars run in teams of 3 observers, but bikes run a 1:1 allocation system.</p> <p>They are experiencing a problem with member retention and volunteer observers.</p>	

GROUP ENGAGEMENT	GRADING
<p>The group attend Spring Forum and regional meetings organized by me but do show a tendency to have a 'silo' mentality approach at times and wanting things the way they have always been.</p> <p>The group have a website and FaceBook page. The website appears to broadly reflect IAM RoadSmart colours and is fresh looking with clear photographs. The FaceBook page gets few updates with only 4 posts so far this year.</p> <p>It does have, within its catchment area, RAF Lossiemouth. For armed services personnel working various shifts, a fixed course format is destined to fail.</p> <p>The group do not regularly engage with neighbouring groups.</p> <p>The group did need several prompts from ASDM to complete the self-audit form but when it was completed it was done so thoughtfully and with a genuine desire to engage.</p>	

GROUP SERVICE DELIVERY	GRADING
<p>Pass rate is currently 100%. Whilst this is, from one point of view, admirable, it would also suggest an element of over training may be present and / or observer standards and expectations being too high.</p> <p>Car training is carried out by teams of 3 observers so an associate will always get one of the same 3 observers. It takes about 12 sessions to be test ready.</p> <p>Bike training is carried out on a 1:1 basis and it takes between 6 to 8 sessions to be test ready.</p> <p>Historically the group have run fixed courses with fixed theory inputs. At the meeting they stated that the theory sessions were optional and course delivery was flexible.</p> <p>That said the website is currently advertising the start of the 'car' course as 27th February 2020 with dates fixed for the first six weeks.</p> <p>The bike side is currently advertising the start of the 4 week sessions on 24th March and still puts some emphasis on attending theory sessions, though not with so much emphasis as the car page.</p> <p>Despite assurances from the group, and I'm sure they will accommodate 'late' starters as they say, the overwhelming impression from the website is of a fixed period of required attendance.</p>	

GROUP MANAGEMENT	GRADING
<p>The group has a fully functioning committee of eight people. All officer positions are occupied by separate people.</p> <p>There is no succession planning in place to replace committee members.</p> <p>Vince Dobby, past chair and active committee member, was quite determined that HQ should do more rather than make demands on the group. He quoted a recent exchange about some LOPS forms being returned as they were not correctly filled in. Standards and competencies were explained but he crossed his arms and adamantly argued that rather than get him to correct the forms, HQ should do it</p> <p>To the full credit of the group they had been asked to have some information ready for the audit and the committee had collectively compiled a Word document answering those queries and providing relevant information. This was an excellent piece of planning and forward thinking.</p> <p>AGMs are held in line with requirements, as are committee meetings and accounts are independently examined annually and submitted to OSCAR</p>	

GROUP BRANDING, VALUES AND BEHAVIOUR	GRADING
<p>The group need to fully understand the need for change from old methods to a more modern client centred approach with associates but there is still a long way to go yet. Hopefully the forward momentum will continue and with some support, encouragement and working jointly with ASDM and HQ they will continue to improve.</p> <p>DTE use needs some further improvement.</p> <p>They do not currently have a complaints procedure in place but that was discussed at this meeting.</p> <p>They don't appear to use much IAM RoadSmart branding and would do well to have a look at the marketing toolkit on our website where there is a great deal of material, some of it free, that will promote the group and increase their professional appearance.</p> <p>GDPR seems to have been fully complied with and new contracts are due to be sent out. Moving forward these should sent out with the annual renewals automatically.</p>	

GROUP BEST PRACTICE	GRADING
I must, again, give credit and praise to the efforts put in by the committee in preparing for this audit visit.	

SUMMARY	GRADING
<p>A passionate committee exists in this group but there seems to be little member engagement with organised events being poorly attended. The 50th anniversary event had to be cancelled due to lack of interest.</p> <p>This group, in common with neighbouring groups, perceives itself as being marginalised by IAM RoadSmart</p> <p>DTE has not been used to a great extent but, again, things seem to be improving</p> <p>They still outwardly favour a fixed course with a set start date.</p> <p>The difference between cars (dated techniques and standards, 12 sessions) and bikes (modern techniques and standards, 6 to 8 sessions) should prompt the group to have more dialogue / exchange between the bike and car observers and the car observers need to accept they may need to change some of the things they do and methods they employ.</p> <p>The car side needs to reconsider the use of observer teams and move to a 1:1, engage with coaching techniques and be more client centred. They would do well to follow the bike observing model which is so successful within this group.</p> <p>To be truly client centred as per current practice, the group need to step away from their outdated approach and realise what worked for them as associates 30 years ago or more does not fit the needs of today.</p>	

DEVELOPMENT PLAN		
<p>The group need to focus more on using a more client-centred course delivery model</p> <p>They need to improve DTE usage and accuracy</p> <p>They need to engage with local car dealers</p> <p>They need to approach the local authority and explore a partnership approach to expanding group membership</p> <p>Involve group members more with committee meetings and have some succession planning.</p> <p>Try and invigorate member involvement and enthusiasm</p> <p>Engage with RAF Lossiemouth</p>		
ASDM: Scott Tulip	SIGNATURE: <i>Scott Tulip</i>	DATE: 28 / 10 / 19