



**Moray Advanced Motorists & Motorcyclists (MAMM)
Minutes for the Committee Meeting held on**

Tuesday 10 May 2022 at 7-9pm

In the Activities Room, Elgin Library

1. **Present:** Bob Drysdale (Treas/Memb), Alan Innes, Billy Johnson, Alastair MacGregor, Chris McNally, Myra Orr (Sec)
Apologies - Veronica Young, Michael Pumfrey (Chair)
- 2 **Minutes of MAMM Committee Meeting Tuesday 22 February 2022**
 - Approved by Alan Innes
 - Seconded by Billy Johnson
- 3 **Matters Arising (from last meeting – see Appendix 1 attached)**
- 4 **Treasurer’s Report – attached**
5. **Membership Secretary Report**

Bob continues to follow up those members who have not renewed their membership on the anniversary of their renewal date and has found some members are now not listed on DARTS.
- 6 **Car Section Report – attached**

Alastair expressed an interest in becoming a car observer. Alan will explain to Alastair what it involves.
The next car course will be in September/October 2022. The course will run for 6 weeks on Thursdays commencing Thursday 1st September.
Action – Myra book library for the course
Action – Michael arrange for the course to be advertised on the MAMM website when booking confirmed
- 7 **Motorcycle Section Report –attached**

Scott Tulip has been in touch with Michael. Ian Jones is currently working on his National Observer Masters and we look forward to him completing this so that he can carry out Moray bike assessments.
Michael has Local Assessor status.
A motorcycle course has been running April/May 2022.
- 8 **Advertisement / Media**

Discussion around the website. The expense of changing it significantly for advertising purposes may not be cost effective. We need to consider what purpose and information the members might need the website to provide for them and ensure the info is updated regularly. All agreed that the current photos and testimonials on the website are out of date now and new more recent photos/ testimonials are needed.

Discussion around MFR (Moray Firth Radio) for advertising. Myra had made an enquiry to MFR and is awaiting a response. A significant point raised by Bob was that we would need to be careful that if the advertising proved to be successful and we still have a small number of mentors available, it is possible we may have more enquiries from potential associates than we can cope with.

Action: Chris will speak to the Lossiemouth and Kinloss CDO Development Officer about MFR.

Info was received from MFR subsequent to the meeting – this is attached

A point was made that while social media is a good medium for advertising, it can however be difficult to keep on top of.

Incentives for becoming an advanced car driver/ motorcyclist could be linked to reduced insurance costs. Discussion around which insurers give reductions in insurance.

9 Merchandise and IAM training material

We currently have enough IAM training materials. Bob has recently purchased ten of the newly updated Highway Code books and passed some on to Billy and Alan for current associates.

10 Chairman's update – attached

The discussion suggested that perhaps the Moray and Inverness biking groups might have joint group rides.

Action- Committee to have a think about ways in which the Moray and Inverness groups might collaborate in the future.

11 Proposed date of next Committee meeting

Tuesday 16 August 2022 form 7-9pm

Action- Myra book library activities room

12 AOCB

The meeting concluded at 8:30pm

Continued below

Appendix 1 – actions from Committee Meeting 22 February 2022

Action	Who	Update
<i>Michael will look into a price for the Beanie and pens etc.</i>	Michael	Ongoing
<i>Bob will follow up this issue of discrepancies where DARTS is not showing some IAM members.</i>	Bob	Done
<i>Michael will send out the password for the MAMM website.</i>	Michael	Chairman's update
<i>Michael asked everyone to look at the website for the next committee meeting and give some suggestions as to how it could be improved.</i>	All	Ongoing
<i>Myra will investigate costs for advertising on Moray Firth Radio (MFR).</i>	Myra	Done – info received subsequent to the committee meeting
<i>Michael will check the cost of pens, pencils and other accessories on the IAM website</i>	Michael	Ongoing
<i>Michael will apply for the Road Safety money</i>	Michael	Deadline missed

Appendix 2

Chairman's update

My apologies for not spending the £150 before the deadline.

The access code for the members page is: MAMM6039

A few changes have been made to the website and I welcome any other suggestions. I hope to have more photos added soon.

Rider Refinement North has start which means we may start to get some more associates. I have been asked to act as an IAM representative in July & Augusts Police events.

I had a meeting with the chairman of Inverness recently and we shared potential ideas for the future where the two club could meet in different setting. Example a quiz night and motorcycle run. Any suggestions from the committee would be welcome.

Media/advertising

Facebook has continued to get regular posts and regular reactions. There is still no requirement for the use of spot light currently.

continued

Bike report May 2022

Currently training 8 Associates.

We have 2 associates awaiting tests at present, there appears to be an examiner shortage. We do not have any other issues at present, it's the time of year where the observers are just quietly working away with their associates.

Currently working with 4 observers (1 of which is a trainee). We have another trainee observer waiting to start training. 10 May 2022

Car coordinators Report

We have currently have 5 advisers.

1 associate has passed his test and we have 1 waiting and test ready. Associate that has passed his test is happy for a photo opportunity once he receives his certificate that we can then use on our social media.

2 other associates are still under training.

We also have 1 associate test ready but her membership had expired. We informed her that to sit her test and go out with her observer she had to rejoin – I have no further update on this at this time.

Kind regards

Veronica Young

Car Coordinator.



MORAY ADVANCED MOTORISTS & MOTORCYCLISTS

Affiliated to
The Institute of Advanced Motorists

Registered Charity : SC033561
Rosefield, Alma Place, Elgin, Moray IV30 1LS
Telephone 01343 550009

Membership Report

While my March requests met with greater success than usual, I have had no response from 2 of our members.

One was sent a letter by snail-mail and another has failed to renew his national membership, due 30th March so I did not contact him.

Two members are due to renew in April but have not yet been contacted.

In May there will be another 4 members to contact.

I commented before that it would not surprise me if [REDACTED] were not to renew his membership, but I did not expect no response. The no responses continue to concern me.

If anyone knows anything about [REDACTED], please let me know.



MORAY ADVANCED MOTORISTS & MOTORCYCLISTS

Affiliated to
The Institute of Advanced Motorists

Registered Charity : SC033561
Rosefield, Alma Place, Elgin, Moray IV30 1LS
Telephone 01343 550009

Financial Report

There is little to report other than that our bank balance sits at £2602.40. I have still to claim the cost of the 10 Highway Codes I have bought plus the ones I bought last year.

All bills have been paid and IAM have recently transferred £93 into our account in respect of 3 recent associates. This transfer did not go smoothly as HQ advised me that the money was to be in our account on 12 April but did not instruct their bank in time for this to happen and it appears money can only be transferred on one day in the week, a phenomenon I have never encountered before. This is perhaps another effect of people not working in their office??

Appendix 3

Update 11/05/22 from MFR on advertising costs

1 week's advertising = £400. This includes 5 adverts a day for a week, so potentially 40 -42 adverts in the week.

It costs £250 to create the advert - that includes the script, voice and music and a 12 month licence. This means if it is a generic advert, it can be used again with no changes within 12 months and only the advertising fee needs to be paid again.

After 12 months, if the identical advert is wanted again, there is a relicensing fee of £125 which lasts for another 12 months plus any advertising costs.

There is a cooperative process of agreeing on the script, production, agreeing on the final copy, when it goes on the air during the day/ evening to try to focus on the age group and people MAMM would want to target. There can be a good spread of spots throughout the day and night to catch people on night shift. Getting the advert right takes time and the time taken for this needs to be factored in for it to be ready to go live by any particular date.

The contact is Amy :phone number 01463 227710