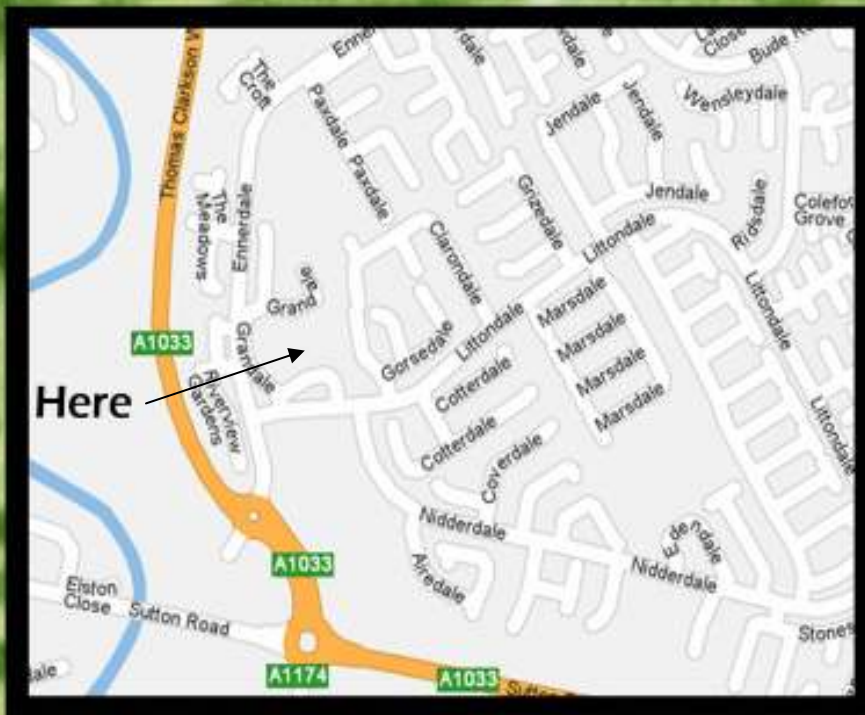


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September 2009



Free - Please take one...

Hull and East Riding Advanced Motorcyclists

Editor's Note...

Hello everybody and welcome to your club magazine. This month I have focussed on the new IAM Chairman's message and vision for the future. The message is clear but the vision is blurred. It leaves us with some pondering and soul-searching to do before we can decide where we feel the vision would best be placed. Have a look at what he proposes, it has many merits but like anything is deserved of some feedback. I have included a couple of responses in a club comments page, please feel free to continue the debate. The remainder of the magazine will hopefully be its normal informative self and with any luck will leave you with a smile on your face; after all a club like this is all about the feel good factor. Take care, ride well and ride safe.



Joey—Editor

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Please ask any of the Committee for information regarding the regalia.

Anyone who does not have a copy of the IAM Group Rides booklet, contact a member of the committee.

Events Diary 2009

Please arrive 15 minutes before scheduled ride time.

Date	Place	Event	Time	Ride Leader	Contact Number
September					
Sunday 13	Humber Bridge TIC	Observed Ride	10.00am	Phil Davis	01482 711943
Saturday 26	Humber Bridge TIC	Observed Ride	1.00pm	Steve Walters	
Sunday 27	Humber Bridge TIC	Helmsley – the long way round	10-00am	Les Fish	01482 446294
October					
Sunday 4	Beverley Market Place	Run to Yorkshire moors	10.00am	Janet	07756174513
Sunday 11	Humber Bridge TIC	Observed Ride	10.00am	Pete Crowther	
Thursday 15	Beverley Market Place	Run	10.00am	Andy Holroyd	01482 877069
Saturday 24	Humber Bridge TIC	Observed Ride	1.00pm	Dave Scott	01482 869158
Sunday 25	Beverley Market Place	Run	10.00am	Tony Moyers	
November					
Sunday 8	Humber Bridge TIC	Observed Ride	10.00am	Les Fish	01482 446294
Saturday 21	Humber Bridge TIC	Observed Ride	1.00pm	Tony Allen	

**Every Friday Ride Out 6.30 Beverley Market Place
Near Nero's café (full members only).**

Please note holders of associate membership are also eligible for the Social Ride Outs

Associate Members please be aware that the fee applicable on the Observed rides will be £8.00 per session.

To book an event
please contact
ROSS CAMERON
01482 879943

If you have an opinion on this month's articles, or any biking issue, why not let me know. I'll print your comments, although I reserve the right to edit them if required.

Thanks Joey - Editor

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Why not tell your friends club meetings are held on the 3rd Monday of every month at the Jar in Hand Public House, Sutton Park, Hull. Meetings are open to full, associate and prospective members.

I.A.M. Surety Insurance

Just a line to encourage you to check with the IAM Surety Insurance the next time you need a quote.

I am a person who doesn't particularly like change but at the same time I also like to save a few pounds (I lived in Yorkshire for a few years - so something must have rubbed off) I went online and a Agent called me back to discuss my requirements and the result was that I have the same comprehensive cover, for less, by £40.00.

I will also next month be able to tell you how they have coped with my claim! I had the misfortune for a colleague at work to take a short cut through my bumper when leaving the parking space. I should add that she was inexperienced and for her it was a large car. She passed her test in May and she and three colleagues were driving to Sheffield to work in another part of the Business.

The car she was driving was a hire car through work and the Insurance is with ourselves.

So far so good, the team arranged for the work to be done on my car, I was given a courtesy car whilst mine was in the workshop and I am waiting for the claim to be settled as I had to pay the excess. This happened in the space of three days and now I will see how long it takes for them to recover my excess.

The incident was just unfortunate, overall the cover has cost me less than with my previous insurer and the reason I initially went to them was to save money. In December when my Bike Insurance is due I will give them a shout to see how they compare to one of the leading Bike Insurers.

Barb

Advertising in this magazine is free to group members, please submit to the editor.
For commercial advertising please contact Heather the publicity officer.
Group members please use the services of the advertisers wherever possible and tell them where you saw their advert!
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An elderly British gentleman of 83 arrived in Paris by plane.

At the French customs desk, the man took a few minutes to locate his passport in his carry-on bag.

"You have been to France before, monsieur?" The customs officer asked, sarcastically.

The elderly gentleman admitted he had been to France previously.

"Then you should know enough to have your passport ready."

The elderly gentleman said, "The last time I was here, I didn't have to show it."

"Impossible" said the customs officer. "The British always have to show their passports on arrival in France."

The Man gave the Frenchman a long hard look. Then he quietly explained.

"Well, when I came ashore on the beach on D-Day in 1944, I couldn't find any f***ing Frenchmen to show it to."

Member benefit – Garmin

For those who have not met me yet my name is Paul Woozley and I have recently joined the IAM as Membership Development Manager responsible for acquiring and retaining members as well as enhancing our member benefit programme.

Garmin have just provided us with very attractive new discounts on four of their most popular units. These prices will be valid through until Christmas and will be revised in the event that Garmin alter their own pricing in that time.

Please feature these offers in your Group communications to members. Take a look at the models and offer details by visiting www.garmin.com/iam (you will need to create a simple Garmin account first if you have not already done so).

Model	RRP	IAM price	Saving
Nuvi 1210 (portable, slim, Bluetooth, safety cameras, AA City Explorer, UK and Ireland maps)	£159.99	£99.99	£60 (37%)
Nuvi 1240 (enhanced version of the 1210 with European maps)	£159.99	£109.99	£50 (31%)
Nuvi 1340 (4.3 inch widescreen, lane assist, optional AA maps and explorer, Ecoroutes, UK maps)	£189.99	£129.99	£60 (31%)
Nuvi 13	£259.99	£189.99	£70 (27%)

Please note that the Garmin site has an error on the 1210 details and link. This will be corrected as soon as they can but may still be visible when you visit the site.

Any feedback, comments or experiences regarding this offer are always welcomed to enable me to continually improve the member benefits.

Editor's Note— Looks like good value. It's nice to see that we are getting some very favourable discounts as part of our membership costs.

IAM BIKE CONFERENCE

DELEGATES REVVED UP AT IAM BIKE CONFERENCE

THE THEME FOR THIS YEAR'S BIKE CONFERENCE WAS "WORKING TOGETHER".

We had nearly 1200 delegate suggestions in our new interactive session in the afternoon, which was themed in order that our facilitators could group them into key themes.

Every table had a tablet laptop so the ideas could jump straight onto a giant screen and be captured by our facilitators, Crystal.

An expert panel at the top table was able to interact with the 200 plus delegates as the questions (and of course, some answers) flew in and were posted on the screen.

Recruitment, Retention, Policy and Skill for Life were the broad categories and although there was some overlap, we were pleased at the range of topics raised within the sections.

Trustee David Jamieson summed up the session saying he had never known such an effective interactive session in any of the conferences he has attended.

The former Road Safety Minister closed the conference on behalf of the Chairman, and told delegates that the all time low in the number of people killed and seriously injured was good news, and although it hadn't been picked

up in the media, it was well worth noting.

"There has been a 16 per cent improvement in the number of killed and seriously injured which is a definite move in the right direction. While sixteen per cent improvement doesn't sound very much it's against a backdrop of increased miles ridden, so I can translate that into 50 bikers who are still alive now who might otherwise have lost their lives."

We will post the full session on the IAM website for other members to review too but we all felt that the engagement with the delegates was definitely enhanced by the use of Crystal Interactive. The debate has been captured, and all outputs will be sent to all IAM Groups (car and bike) in August.



MEET THE NEW CHAIRMAN

ALISTAIR CHEYNE, THE IAM CHAIRMAN AS OF 21 JULY 2009, WAS FIRST ELECTED IN 2007 FOLLOWING SEVERAL YEARS' SERVICE ON THE IAM COUNCIL.

Alistair, from Hampshire, had a long career with the AA – working his way up from the office boy in 1959 to retire in 2002 as the Deputy Managing Director.

His substantial commercial experience at the AA embraced Accounts and Administration, Travel and Retail, as well as the core business, road-side services. Alistair saw a rise in AA membership and member and staff satisfaction during his time.

In 1986 Alistair, 65, introduced the AA's first computer controlled despatch system, enabling the organisation to reduce its Command Centres considerably.

He was later responsible for the



team that introduced AA HELP, an award winning system that enabled AA Patrols to become first in service delivery and facilitated Roadside Lap Top Diagnosis.

Prior to his retirement from the AA, Alistair was responsible for Direction,

Strategy Acquisitions and New Business Development.

Alistair is an Honorary Life Member of BEN, the motor trade charity, and he is active in the Rotary Club.

Alistair was awarded an OBE in 1997 for services to motoring.

BEST QUOTE OF 2009...BRAVO FOR SHERIFF JUDD!!!

Gotta admire the man for being honest.

POLK COUNTY FLORIDA SHERIFF GRADY JUDD

Some 'dirtbag' in Polk County Florida who got pulled over in a routine traffic stop ended up 'executing' the deputy who stopped him. The deputy was shot eight times, including once behind his right ear at close range. Another deputy was wounded and a police dog killed. A state wide manhunt ensued.

The low-life was found hiding in a wooded area with his gun. SWAT team officers open fired and hit the guy 68 times.

Now here's the kicker:

Naturally, the media went nuts and asked why they shot him 68 times. Polk County Sheriff **Grady Judd**, told the *Orlando Sentinel*: **'Because that's all the ammunition we had !!!'**



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A police officer pulled over two nuns riding on a motorcycle, and said to the rider, 'Ma'am, you're driving much too slowly, could you please drive faster?'" And the nun says, 'Oh, I saw the sign with the "21" and assumed the speed limit was 21 km/h"

The officer explains: 'No ma'am, the speed limit is 80. The highway number is Interstate 21."

Then the police officer looks at the passenger and sees the other nun shaking like a leaf.

"Excuse me sister, but what's wrong with your passenger?"

"Oh, that's probably because we just got off Highway 205."

Test your knowledge the American Way...

Even the most veteran motorcycle rider out there, will not know every road sign in every country. Many road signs are added over time, so at times you see one that makes you want to scratch your head and go 'hmmmm'. I have just returned from Florida and didn't see any of the ones I was asked!

AutoInsurance.org have produced a do-it-yourself quiz on the internet. They show you 20 more or less unfamiliar road signs, and you get a multiple choice to answer. It is nice to see if you really know your American road signs.

I did it, and believe it or not, I passed 20/20! A+

So have a look and see if you know what these signs mean. If you pass you are fit for the USA!

www.autoinsurance.org/road_sign/



IAM Chairman's Vision

Here are just a few examples of what we might look at:

1) Whether we can offer new routes to membership:

- Our test may have 'premier' status but does having to pass it set the current membership bar too high?
- Could we extend our road safety reach by boosting membership to much higher levels?
- What if taking, say, four IAM drives/lessons, plus some online assessment, were the entry point to membership? Once on board, could we offer members differing benefits according to their class of membership?
- Once part of the IAM, members would be fully exposed to its expertise and certain benefits. Achieving 'blue riband' status by passing the IAM Test might then become more of an exciting aspiration and less of a daunting exam – involving a staged approach at a member's discretion, with the Groups helping/encouraging him or her to upgrade?
- Having many more members would give the IAM a larger driver/rider constituency for its unique approach to road safety campaigning – and a weightier presence in the national road safety debate.

2) Whether we should be considering additional means of assessing and training drivers and riders:

- While practical training and assessment on the road is irreplaceable, no modern organisation can ignore the potential for online training and the use of driver/rider simulators. If they can help train airline pilots, why can't they be part of the training we offer?
- Could we offer online re-assessments for members who wish to continue developing their skills, combined with our core, on-road experience to encourage maintenance of good driving skill, attitude and behaviour?

3) How we can build better synergy between our commercial teams and those of the IAM charity:

- Our commercial activities operate to generate resources to enable the IAM to fulfil its safer driving objectives. Therefore, they are vital to our future and unless they are an integral part of a united, cohesive IAM, they cannot achieve their full potential. Given that a 'one IAM' – 'one team' approach must be the way forward, what would help them to do this?

4) How we can carry a varied but co-ordinated IAM offering to potential members and avoid duplication of effort:

- How do we promote the IAM most effectively to potential members?
- What about combined national sales and training teams taking to the road to bring IAM training and expertise to those who might not come to us?

5) How we can build-in continuous improvement to our premier offering – the IAM Advanced Test – to make it *the* advanced driving test?

IAM Chairman's Vision – Club Comments

You will have read in the magazine a message from the new Chairman of the IAM showing his vision on how to improve the IAM's offerings. Below is a copy of an email from club observer Pete Crowther, outlining some of his thoughts, I have also shown my response. I would be interested to hear from you if you have any views on this topic as it is sure to affect us in the future.

Herewith the new IAM Chairman's message.

Driving up membership is a clear need not least from the financial aspect as it will alleviate the deficit now being experienced. My concern is that his letter indicates a wish for a lowering of the entry level to membership which in the text he has merged with on line/pc training.

I see the two as distinct and separate issues. I certainly agree that on line/pc based, interactive training would be an excellent addition to training methods. Tomorrow will do just fine please. I am less enthusiastic about lowering membership standards, not least because the IAM test is not that severe. For me it is simply the establishment of system use within the riders skill base to serve as a platform for further improvement. It is for me the right level to determine membership, not some "blue riband" zenith to be achieved post membership..

I suggest that this letter should be printed in next months mag and/or put on next months meeting agenda for discussion.

Yours (and always ready for an argument!)

Pete Crowther

Pete,

Thanks for your thoughts. I personally sit with you on this one. The lowering of the entry level may be a good method to increase revenue (likely to happen if it does). I am not convinced what other levels you could offer, we already have associate members and I don't think on-line training would attract more members. The on-line training would be good to provide underpinning knowledge *after* practical training has begun. It would also be useful for presentations in the club to discuss advanced riding techniques.

If the IAM want further revenue then maybe they should do the 'RoSPA thing' and re-test after a period of time or provide some other form of advancement through a 'super test'. I don't think the examination level currently is very high and it could be staged, which in turn would provide further progression.

Not sure what you all think??

Joey

SHARP HELMET RATINGS

Today, SHARP published ratings for a further 25 motorcycle helmets. This consists of 19 full face helmets and 6 flip-front helmets, taking the number of helmets rated by SHARP to 150. A comprehensive list of ratings is available now from www.direct.gov.uk/sharp.

Please remember that one of the most important aspects when owning a motorcycle helmet is that it fits you properly. A poorly fitting helmet will not offer you the best protection and could come off in the event of an accident. The SHARP website provides information to help you get the right fit when selecting your next helmet. It is important that you have a choice of helmets that fit you well before you consider the SHARP rating.

We are still testing helmets and will be adding ratings on a rolling basis throughout the remainder of 2009.

NEW HELMET SAFETY RATINGS UNVEILED

New safety ratings for motorcycle helmets were published today by Road Safety Minister, Paul Clark.

An additional 25 motorcycle helmets have been rated by SHARP - the Department for Transport's Safety Helmet Assessment and Ratings Programme - taking the number of ratings published to 150.

In addition to the new SHARP ratings the Department's THINK! campaign is reminding riders to take extra care on winding rural roads when they are out this bank holiday weekend. THINK! has developed new publicity material this summer for distribution by road safety officers and retailers with helpful reminders of how riders can stay safe on rural roads and what they can do to improve their skills.

Road Safety Minister Paul Clark said:

"If all riders wore the safest helmets available 50 lives could be saved each year. I am therefore delighted to publish these new SHARP ratings ahead of the August Bank Holiday when many riders will be taking their bikes out for one of the last weekends of the summer.

"By providing comprehensive and independent safety information through SHARP and the THINK! Motorcycle Academy as well as reminding drivers to look out for bikes, I hope that we can help to make the roads safer for motorcyclists and see a reduction in the number of needless tragedies which happen each year."

The 'Bends Require Skill' leaflet formulated by THINK! and supported by British Super Bike rider John Reynolds reminds riders how to stay safe on rural roads.

200,000 leaflets have been distributed to retailers, cafes and local authorities and a second print run of 500,000 is planned.

Helmets sold in the UK must meet minimum legal safety standards but the SHARP scheme uses a wider range of tests to provide riders with more information on how much protection a helmet can provide in a crash. The objective advice, which includes important guidance on how to select a good fitting helmet, helps riders to choose the safest helmet suitable for them.

The SHARP tests - which award ratings of between one and five stars - showed that the safety performance of helmets can vary by as much as 70%. With helmets across a wide price range scoring highly, all riders should be able to find a high performing helmet in a size and style that fits them and at a price they want to pay.

Chairman's message for the IAM

It is a great privilege to be the Chairman of the IAM. Over the past eight years as a Council Member, I have come to understand and appreciate the unique contribution that, at its best, the IAM can make to road safety.



This understanding came into clearer focus during my time as Vice Chairman, when it was a pleasure to work with David Kenworthy as he introduced the essential, often difficult measures that are needed if the IAM is to fulfil its potential. We are in debt to him for his calm, clear leadership, his integrity and unstinting efforts on behalf of the IAM.

The new measures anticipated difficult times. However, like many organisations, we were suddenly operating in very difficult times. If this were to knock us off course, it might be understandable; but it would not be acceptable. The changes we are implementing are vital if we are to survive and flourish in the coming years. We've made a start but a great deal remains to be done; we cannot ease off.

What the IAM thinks

In the Chief Examiner, we have, by any measure, one the UK's top drivers/riders. Every day, around 20 million motorists take to the roads. How they do this – and how they might do it better and more safely – is his rightful area of expertise. It must be an IAM objective to make him *the* reference and senior port of call whenever safer driving and riding are a media or public policy issue.

Campaigns for safer cars and safer roads are rightly getting a good deal of coverage. However, unless there are better, safer drivers and riders on the road, no road safety campaign can be completely effective. To this end, future IAM research will focus on rider and driver behaviour. The IAM may have one of the leading road safety policy and research teams in the country but it is yet to punch its weight when it comes to getting our views and expertise into the media.

Ensuring that the IAM's messages are heard by the motoring population, as well as key opinion formers such as the Government, will be the media communications priority from now on.

Alistair Cheyne OBE

Chairman

IAM

Withernsea Bike Fest

The day dawned bright and sunny and by 7.15 I was all packed up and on my way over to the North Side (the dark side) to go to Steve Torrances to collect the IAM Banner for the stand.

Ros's directions were superb go past my turning, take the next left and straight to the bottom Steve's car is xyz in front of you, and lo and behold it was.

I had the forethought to phone Steve before dragging him from his bed....

I arrived on the front at Withernsea and started to empty the car when my sole volunteer for the day Paul Keys, arrived on his Triumph Street Triple.

We set up the marquee and had the sides attached as occasionally we had a heavy gust of wind. We had noticed the Mag stand was losing its leaflets so thought we would minimise the risk. We were in danger of being lifted straight out to sea as these gusts got stronger as the day progressed.

The visitors arrived steadily and one or two stopped for a chat and show a little interest. Around lunchtime the terrible twosome of Tony and Dave arrived, they said hello and could they dump their gear before heading off to find food! After looking after their hungry tums they returned and spent some time on the stand, meanwhile Sharon our Associate had arrived and was doing stirring work of holding one corner of the marquee down.

We saw the ultimate in footwear safety, a R.N.LI riding his bike in flip flops, unfortunately neither had cameras handy at the time! By 3.30 we decided that we would slowly pack away and fortunately it had remained dry.

Everything was packed away and we three had left by 5.00pm.

It is always difficult to sum up how these days have been, do you judge by how many stop and chat or by how many actually join. Membership never arrives immediately there is always a period where you are in limbo, I think we shall have to wait and see.

Barb

