

# Crewe and Nantwich Advanced Motorists Group

## Chairman's Report 2011

I would like to start by thanking all of my team on the committee. They all work as volunteers and without them the Group would not exist. The same is true of our Observer/Senior Observer team. Thank you all for your time and support of the Group. It would also be remiss of me to forget the group of dedicated helpers who turn up to events to assist in promoting the IAM/CANAM – thank you all.

### Last 12 months

I believe we have continued to make progress towards my goal of a more cohesive Group. We gradually are getting more social events organised and more importantly getting more members and associates attending the events. I hope this trend will continue. It is the whole Group that will benefit if we can.

Some of the social events in the last year have included:

Oulton Park – The British Touring Car Championships. A great event, I'm hoping for better weather next year, great action all day with many different types of races. Thanks to Kim for organising. Next year's event is on the 9<sup>th</sup> and 10<sup>th</sup> June. Watch our Newsletter for more details nearer the time.

Vauxhall Factory Visit. I was truly amazed at what I saw, and I know all who attended were impressed. It was interesting to see the Vauxhall Astra being built; the body being welded together; the seats installed; the dash board; the engine, wheels and so on and so on. The final product inspected, and then the engine starting first time. Thanks to Tony for organising this event.

Skid Pan – As always much hard work and time went into organising skid pan events. Thanks to Ian for all his hard work. I have been on one of these and I can honestly say I thought I knew it all when it came to correct a skid – how wrong I was. I found it a thoroughly useful training session.

### Other events

As a Group we will only survive if we can attract new associates and retain the members and associates that we have. This is not easy – see below. As a result we attend several events where we can promote the IAM/CANAM.

### Cancer Research UK Christmas Event.

I was delighted to be able to support the above event last year – note we are still looking for volunteers for this year – November 19<sup>th</sup>. We set out a stall where we promoted 'free' drive checks. We asked for contributions towards these drives and donated all that we raised to Cancer Research. A good event – we even saw Father Christmas. Thanks Barry for the hard work on this one.

### Sandbach Festival of Transport.

Always a good event and also seems to attract the better weather. The CANAM team promoted the Group and made good contacts. Thanks to all the volunteers and to Tony in arranging.

### Audlem Transport Festival

Our first time at this event. Again the weather was good, and we decided to have a free completion promoting a Skill for Life as the prize. We gathered lots of new names this way as potential Associates for the future. It is proving quite difficult to convert these leads. Thanks to Nick for organising.

### Awards Night.

This has been well reported in our Newsletter and our web site. I do have to say how impressed I was with this year's event. The organisation (Kim and Nick) was first class and we had a record number of attendees. Thanks for all your support. The speaker, Chris Gilbert was fantastic. If you haven't got his DVD's yet – go out and buy one!

Paul Baker – Staff Examiner

We were pleased to have Paul come and talk to us about what he expects an Associate to do on test so that they pass. An interesting insight into what Paul is expecting. Thanks to Tony and Caralyn for organising

#### IAM Annual Conference

This year Ian and I attended the IAM Annual Conference. This was an all day event held at Coventry University. We didn't get off to a good start when on entering the multi-storey car park I passed Ian the token to get out later that day and promptly dropped. Ah, that's ok, I hear you say, but the darned thing just disappeared. After registering, I realised I hadn't got my reading glasses – I was beginning to wonder what else could go wrong.

The messages I picked up from the Conference were that Associate numbers were static; IAM overall Member numbers were in decline. No different from our own Group. During the day we had 3 breakout sessions, these covered; new observer Senior Observer training; retention of Members/Associates; recruiting new Associates.

Some interesting statistics:

- Out of 100,000 members only 600 are under 25
- 7,107 Skill for Life were sold – an amazing 67% are still Associates
- Client profile tells us that 80% of Members are male; 70% are over 45 years old.

Our own numbers show:

- 96 Members
- 35 Associates - 21 in training
- New Associates this year = 20 - of which have 13 passed their test – well done.
- 14 Observers/Senior Observers

This is something we can build on, and we're always looking for new ideas on how we can recruit new Associates. If you have an idea for how we can recruit Associates, please let any member of the committee know.

Finally, if there is anything you think we can do better, if there's any social event (motoring or non-motoring) you would like us to arrange please let us know.

You will find details of all of the above (except the IAM Conference – it was only last weekend) on our web site. Please do check it out.

[www.creweantwicham.org.uk](http://www.creweantwicham.org.uk)

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