

A momentous year

50th anniversary

Contents

Chairman's foreword	3
CEO vision	4 – 5
Review of the year	6 – 9
Plans for the coming year	10 – 11
The role IAM RoadSmart plays	12 – 13
Rebrand IAM RoadSmart	14
Notice of AGM	15
Election statements	16
Reporting	17
Summarised Financial Statements	18 – 19

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@IAMRoadSmart

A huge year, turned 60, launched a new brand, a new website and now we're IAM RoadSmart

Ken Keir
Chairman



60 years young. IAM prepares for the future as IAM RoadSmart

2015/16 has been a year of implementation of the new organisation structure and business measurements. While there have been operational losses, we were able to achieve budget for the 12 months, with a 2020 strategy which is clearly linked to our charitable objectives, our values and our strengths.

I am confident that this strategy will allow us to achieve breakeven position within the next two years. A strategy which is underlined by an essential vision – to appeal to all drivers and riders and to be relevant to younger road users. This must be the future.

To do that we must operate as an integrated IAM RoadSmart, working closely with you, our members and groups.

We've implemented a new website and branding with IAM RoadSmart which has been very well received. Later on in this report you can see some views from across the membership and beyond. It's very encouraging that our wholly owned businesses, which are now branded IAM RoadSmart, are achieving our planned expectations with the opportunity for growth.

As part of this refreshed organisation, we will launch a new suite of products which will complement the branding and be even more relevant to customer requirements. But while we develop our new approach, preserving and maintaining our strong reputation as an authority on road safety and protecting our membership is of the utmost importance. The advanced test will continue to be the pinnacle of driving and riding achievement.

All of these changes are backed by research which is something we must develop further in the future, talking to both our members and the new audiences we want to reach.

I have every confidence that as we progress towards 2020 this plan will ensure we are in the right position to achieve our vision for the future of IAM RoadSmart.

I would also like to take this opportunity to thank a number of the council members who have between them honoured us with more than 50 years of service. Simon McGuire retired in 2015 due to ill health and Mike Lyne and Colin Skeen will step down in November 2016. Their time and input has been invaluable and we will miss their support. I wish them all a well-deserved and enjoyable retirement.

Finally a special mention must go to my predecessor, Alistair Cheyne OBE, who will retire as of November 2016. Alistair has spent 14 years on the council, six-and-a-half of those as chairman. In his time he has taken the IAM from a weak to a strong financial position. We should all be grateful for his tremendous dedication.

Proud of our past? Going to be even more proud of our future

Strategic goals:

1. To be a sustainable charity, which reinvests to further its aims
2. To be seen as a recognised authority for driving and riding standards by government and industry
3. To develop and support viable customer products
4. To advise, promote and sell IAM RoadSmart's expertise and services in driving and riding skills
5. To be a highly engaged, performance-driven organisation which recognises and rewards the right behaviour
6. To increase efficiency through progressive IT improvement and lean business techniques
7. To be the trusted household brand for our mission.

Vehicle technology is changing rapidly and driverless cars make the headlines daily. We are preparing ourselves to be instrumental as the human factor experts in this shift, to provide five-star drivers to go with five-star cars on a journey that will take several decades. We have publicly stated our intent to support the driver and rider and to ensure that even with all the latest technological advancements, those who want the right to drive or ride are supported and heard.

Sixty years on our charitable objectives hold firm and are even more relevant:

- To improve the standards of driving and riding on the roads
- To improve road safety
- To administer a nationally recognised advanced test.

Our members, those who hold the advanced badge, are our flag wavers, the highest achievers. But in order to support as many road users as possible to improve their driving and riding we need to recognise that not all want to go as far as taking the test. You will see that we are expanding the reach of our support and as we do with commercial businesses, taking a modular approach to training. Providing the courses people want and need.

To establish what those courses are, we surveyed 7,000 people, as referred to in Ken's statement. This number included 6,000 young people and 1,000 mums. Through this work we learnt that many people think they're already good drivers and riders. If they wanted to develop their skills, training should be available online, should address a specific subject and cost no more than £25. It is not a model we have previously worked to.

We have engaged two ambassadors to highlight our important work with both young and mature drivers. Eloise Peabody-Rolf is our young driver

ambassador and a shining example of an 18-year old who has passed the advanced test. This links excellently with our new partnership with the Under 17 Car Club, of which Eloise is an active member. For our mature drivers we are delighted to have former rally driver Paddy Hopkirk as our ambassador. Both of them actively support our ambition to engage with road users we've previously not reached.

Improving road safety through our influence on decision makers is paramount. We have outstanding knowledge and expertise across our staff and our membership, with active, passionate groups across the UK. We were absolutely delighted that the IAM was invited to join the Motorists' Forum in April 2016. Here we speak on behalf of drivers and riders, using our expertise on the human factor behind behaviour to advise and inform. Our aim is to reduce the number killed and seriously injured and IAM RoadSmart is working in partnership with other key industry bodies to make this a reality.

Our future plans require us to maximise our volunteer network expertise, commitment and knowledge and assist us in informing and educating the wider public, to further increase our social impact. At its simplest we are looking to increase safety, remove risk and increase enjoyment for all drivers and riders.

At the top level we need to grow. Our strategic goals and business plan outline how we'll get there.

Sarah Sillars OBE
Chief executive officer

Our business plan for 2016/17

1. Deliver the agreed investment/deficit budget for 2016-17, achieving net revenue targets and maintaining a tight control on debtors and expenditure by 31/3/17
2. Deliver new products into the market for both private and commercial customers, anchored in our industry leading driver and rider standards
3. Deliver regulatory compliance across all business areas throughout the financial year
4. Deliver a comprehensive communications and media programme to support the five things we want to be known for – see right
5. Position IAM RoadSmart's expertise and standards as the leading voice on driver and rider training on six of the most influential committees
6. Implement Atlas upgrades and deliver IT and web infrastructure to support the delivery of the business during 2016/17
7. Commission research to evaluate the benefits of post-test training. Initiate one major campaign with the government to target a reduction in KSIs through an industry consortium
8. Deliver the introduction of the new membership model and introduce RoadMiles. Engage target groups with initial products and plan a path to further purchase or involvement
9. Deliver the commercial business targets and assess all merger and acquisition opportunities
10. Measure and improve the level of internal and external (members and groups) satisfaction with IAM RoadSmart
11. Benchmark current brand awareness and implement a programme of work to chart progress towards our aspiration of being a respected household name, encompassing trade, regional and national media.

IAM RoadSmart values:

- **Enjoyment and sharing of skilful, safe, driving and riding**
- **Adaptive approach based on the individual**
- **Enabling development of the right skills and behaviours at all levels of experience**
- **Supporting continuous development**
- **Embrace volunteering and commercial models.**

Five things we want to be known for:

- **The people to talk to for insight on human factors in road safety**
- **An organisation that responds to the needs of all drivers and riders**
- **Expert advisors on how technology and driving aids will enhance and support driving and riding skills**
- **Leading provider of high-quality, independent, not-for-profit, post-test training and coaching for drivers and riders**
- **A charity that has been driving road safety for 60 years.**



Driving ahead

At the start of the 2015-16 financial year, the trustees approved an annual budget which anticipated an operating deficit of £0.5 million as we continued to invest in its 2020 vision strategy. The organisation met the operating budget and this investment has funded:

- A full rebranding exercise, culminating in the launch in April 2016 of "IAM RoadSmart" as the IAM's new trading name for all its charity and commercial operations
- The design and development of a new suite of websites, supporting the new brand
- Expenditure on development of new products, including extensive customer research
- The roll out of the course content for the updated IAM RoadSmart advanced driving and riding tests
- Various HR-related projects.

Expenditure on these projects is ongoing and members should expect some depletion of our reserves in 2016-17 to fund this ongoing investment in delivering IAM RoadSmart's agreed strategy.

The operating result for the year has however been dwarfed by the effect of the sale of IAM House. Last summer, we received a number of unsolicited offers and enquiries for the purchase of IAM House, leading the trustees to take professional advice on possible courses of action and ensure the IAM adhered to principles of good governance throughout the processes leading to a possible sale of the property.

The trustees decided to establish the best value that might be obtained from the asset and commissioned a marketing exercise to establish the level of interest in the property.

This marketing exercise produced 15 offers for the property, some of which were of sufficient value to warrant entering into discussions on a possible sale. Following negotiations (with the trustees having received confirmation from advisers that the selling price was the best that could reasonably be achieved), on 3 February 2016 the IAM exchanged contracts on the sale of IAM House for £6.525 million.

We have realised a surplus on the sale of £3.76 million, which is recognised in full in the financial statements for the year under review. The sale agreement allows us to continue to occupy IAM House for up to 12 months from the date of contract exchange.

We have been looking for suitable alternative locations to house our activities. The preferred option was to purchase another freehold property, but extensive searches have failed to locate a suitable property where the freehold is available for sale and, since the year-end, IAM RoadSmart has entered into a lease on a property in Welwyn Garden City. This site will house IAM RoadSmart's head office

operations, with the exception of its IT and finance functions which, for reasons of business continuity, will remain in the Chiswick area for a limited period before relocating to Welwyn Garden City. We expect our main activities to be relocated late in 2016.



IAM RoadSmart encourages young drivers to develop and enjoy their driving, providing support and challenges enabling them to grow their skills. It's a great two-way opportunity to share experience.



Eloise Peabody-Rolf – IAM RoadSmart young driver ambassador



I found the mature driver assessment terrifically rewarding. Whether 18 or 80 we can all do with refreshing our skills. I've recommended so many of my friends to have a go and once they have been convinced there is no pass or fail, they've loved it.

Paddy Hopkirk – Rally legend and IAM RoadSmart mature driver ambassador



IAM membership

For the second year in a row, we managed to increase our membership, which stood at 92,654 at 31 March 2016 – an increase of 1,730 for the year. This increase reflects ongoing efforts to maximise membership renewals and, of the 6,137 associates who completed their Skill for Life tests during the year, 5,513 (90%) passed: a tribute to the ongoing commitment of our volunteers across the country.

We continue to work with our partners Cornmarket to maintain and improve the competitiveness of the IAM Surety insurance scheme. Policy sales in the year increased to 44,000 and high rates of policy renewal indicate the continuing attractiveness of the proposition offered by the scheme.



What happens when a racing driver is distracted by a dog, a child or a mobile phone? **Visit our YouTube channel, IAM RoadSmart, to find out.**



“ Travelling with children can be a challenge, but by and large driving doesn't frighten Mumsnet users. There are areas they'd like to feel more confident though. The new IAM RoadSmart approach looks set to meet these specific needs. ”

Carrie Longton – Mumsnet co-founder

Commercial subsidiaries

Professional Driver Services (PDS)

PDS made an operating profit of £0.05 million on turnover of £0.93 million, though turnover fell from £1.13 million to £0.93 million. The reduction in turnover reflects the loss of a major customer early in the year and reduced revenues from other customers moving to fixed-fee contracts. These contracts will provide secure income for PDS over an extended period.

IAM Drive & Survive

Difficult trading continued for IAM Drive & Survive in 2015-16, reflected in a reduction in turnover from £1.43 million to £1.35 million. The company reduced its operating loss to £0.30 million from £0.38 million and remains an important part of our business portfolio. IAM Drive & Survive helps us reach thousands of new drivers and our involvement in the commercial driver training sector remains a priority now and in the future.

IAM Driver Retraining Academy (IAM DRA)

IAM DRA generated an operating profit of £0.02 million on turnover of £0.47 million, as the company continued to expand its delivery of Drink Drive Rehabilitation Scheme courses.





What our departments say...

Standards

During the last year we have worked closely with group members to develop, document and release the new IAM RoadSmart standard. This is the first time in our history that we have documented what the IAM standard is to all involved; associates, observers and examiners all working to the same format. The roll out to the groups has begun and by the end of 2016 all of our groups should be operating within our new guidelines. The emphasis of this new standard is on the human factors that affect how we drive and ride.

Our quality standards of driving and riding training are now internally and independently regulated, assessed, approved and audited. This will enable IAM RoadSmart to ensure a consistency of quality training standards, throughout the UK, allowing us to withstand public scrutiny and challenge through independent audits.

Policy and research

The IAM has continued to increase in recognition in the policy world since 2015. We've become a regular partner on campaigns with THINK! - the government's road safety campaign and Highways England. We've also given input to a number of committees, including Transport Focus, the FIA, Scottish Road Safety Partnership Board, the House of Commons Transport Committee, PACTS and the Older Drivers Task Force. We've published three new reports: "The Battle for Attention", "The IAM Safety Culture Index" and "Why do older drivers give up driving". IAM RoadSmart chief executive Sarah Sillars was invited to join the Motorists' Forum in early 2016, a high-level advisory body reporting straight to the transport minister on motoring issues.



IAM RoadSmart encourages young drivers to develop and enjoy their driving, providing support and challenges enabling them to grow their skills. It's a great two-way opportunity to share experience.

Nigel Mansell - IAM RoadSmart president and former Formula One Champion



The MCIA and IAM RoadSmart share a common goal to improve motorcycle safety. By aligning our motorcycle policies and promotions, where appropriate, we are able to have a stronger voice and engage with a wider number of stakeholders.

Karen Cole - Director of safety and training, The Motorcycle Industry Association (MCIA)

Membership

- 5,513 people passed their advanced test, with a further 6,453 drivers and riders preparing to do so
- We end the year with 199 voluntary groups
- We worked with 13 groups to develop the new driving and riding standards
- More than 156 associates are using the new associate and observer logbooks, and as a result we launched the roll out 6 weeks earlier than scheduled
- 1,053 observers have completed the IMI Observer qualification providing formal recognition of their skills, all at no cost to individuals or groups
- 558 members and non-members attended one of our 10 skills days and we supported a further three skills events, helping another 364 members to have an enjoyable day of driving and riding.

Communications

Media coverage was at an all-time high, with the IAM regularly approached for comment.

To support our volunteer network in gaining new members and associates we launched two national campaigns, promoting our free assessments – Love Driving and #BikeMoments. As well as winning four awards, these campaigns resulted in around 3,000 sign ups.

A media highlight came from our Love Driving campaign, with a slot on BBC Radio 1's breakfast show with Nick Grimshaw. Lead singer of The Vamps, Brad Simpson, had his driving tested at IAM House, while distracted by loud music and Grimmy himself. The show has 5.4 million listeners and to date the YouTube clip has received more than 167,000 views and 6,000 likes.



Commercial

Whilst the year has seen difficult trading conditions for IAM Drive & Survive, we have still had considerable impact on the business community, working with 308 companies and 6,670 drivers.

Professional Driver Services (PDS) pricing has been revised to ensure we are competitive and have longer contracts in place, with over 180,000 courses booked via the Atlas system in the last year. Driver Retraining Academy (DRA) has continued to grow, delivering 228 courses – more than double the previous year.

To be ready to take advantage of the investment in our brand, web and products we have:

- Launched our Driving for Work portfolio
- Established the first IAM RoadSmart Customer Advisory Council
- Instigated a customer-centric approach to our interaction with businesses
- Brought together the Business Support Unit to deliver new business growth.

In short, last year was very much a transition year.



Brave new world

Our plans for IAM RoadSmart

Standards

This year we will consolidate the new driving and riding standards into the group network with all associates using the new material by September 2016, and all groups offering a consistent approach to their documentation. Our goal is to help all our observers achieve our externally accredited IMI observer qualifications by 2017 – currently 63% are in training or hold the qualification.

We have updated our approach to advanced driving, putting technology and lifestyle priorities at the forefront. Whilst maintaining our commitment to road safety we want to make driving more enjoyable. We will offer road users manageable steps for improving, and will provide quality training via online engagement, through modular practical sessions and through our advanced driving and riding courses. IAM RoadSmart will be the approachable experts in all areas of driving and riding.

Policy and research

- Deliver a report to evaluate the effectiveness of the IAM RoadSmart advanced driving tests
- One year on, repeat the IAM RoadSmart Safety Culture Index to track change in road user opinions and behaviour over time
- Update and rewrite policies with added interactive functionality, new policy topics and rebranding of recent research documents on the new website
- We will support the development of an IAM RoadSmart industry consortium which brings together a range of organisations with different goals to improve road safety
- We'll enhance our influence on key committees. IAM RoadSmart has a lot to offer in the development of autonomous and semi-autonomous cars – what could be safer than a driverless car benchmarked against an advanced driver? But these changes have huge implications for the insurance industry in particular. We will develop our current partnerships and positions to ensure we're central to providing a view point on how drivers of the future fit in, whether they choose to drive themselves or let the car do it for them.

Membership

To celebrate IAM RoadSmart's 60th anniversary in 2016, we held two birthday parties for members: a bike event at the National Motorcycle Museum on 2 July 2016 and a party at the British Motor Museum for our car members on 9 July 2016. Both events attracted a good number of attendees, with lively and informative "Stars on Stage" sessions.

We will introduce a rewards and loyalty scheme currently known as "RoadMiles" to encourage continuous development.

We will continue to develop recognition of our active volunteers in the groups. In particular we'll focus on the observers who give up their time to help others achieve advanced driving and riding qualifications.

We look forward to a challenging year of growth and development.

Communications

In 2016/17 we will focus our communications efforts towards campaigns which address a specific driver or rider challenge and lead to a solution. Audiences will include new parents, younger drivers and companies looking to reduce risk. We will develop our position as a thought leader, by promoting newsworthy but evidence-based policy angles on stories that affect our customers – driverless cars and telematics, to name just two. In everything we do we'll ensure that our work reflects the five things we as an organisation want to be known for. Our key message? We make better drivers and riders.

We have found new ways to engage and will build on existing relationships with key consumer organisations like Mumsnet, which has 7.5 million users.

Commercial

In the coming year we will:

- Move to a cross-product sales team, ensuring our resources are targeted in the most effective manner
- Deliver a comprehensive marketing and communications plan to achieve revenue targets from existing and new business clients across all commercial businesses
- Pursue our ambition to re-enter the NDORS (National Driver Offender Re-Training Scheme) market; there are three contracts due to tender in 2016
- Work with other like-minded organisations to offer tailored packages which they can promote to their members, increasing our product reach and sales capacity
- To augment the new Driving for Work product portfolio we will create 10 personalised modules and 12 eLearning scenarios to target focussed training
- Introduce a robust accreditation programme to capitalise on IAM RoadSmart's brand, reputation and value in the UK and overseas.



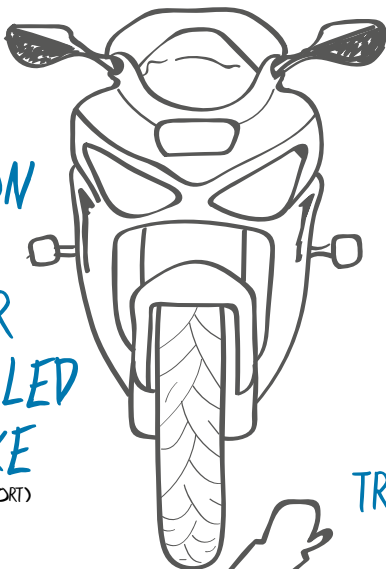
Stay in touch and update your profile at
www.iamroadsmart.com/myprofile

The role IAM RoadSmart plays

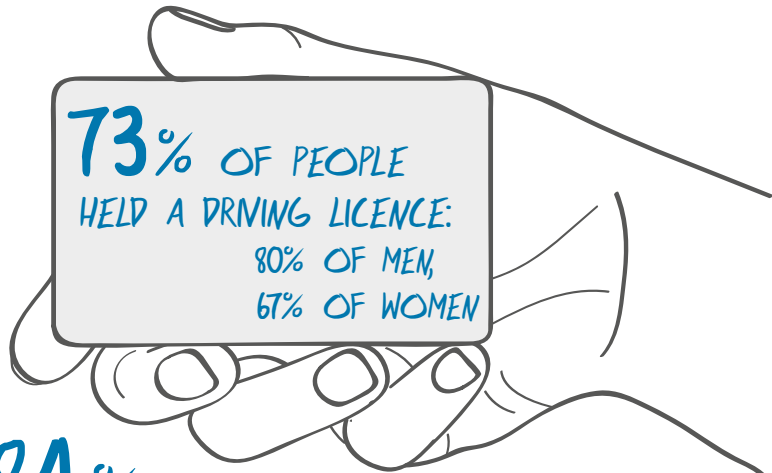
In 2014...

2.7
BILLION
MILES
A YEAR
TRAVELLED
BY BIKE

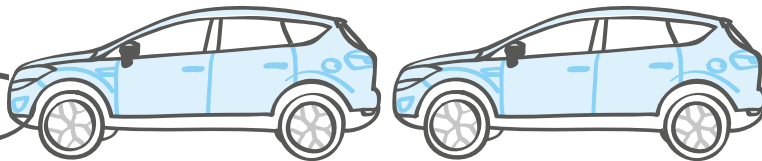
(2013, MCIA REPORT)



73% OF PEOPLE
HELD A DRIVING LICENCE:
80% OF MEN,
67% OF WOMEN



84% OF PEOPLE IN ENGLAND
TRAVELLED BY PRIVATE CAR AT LEAST ONCE OR TWICE A WEEK



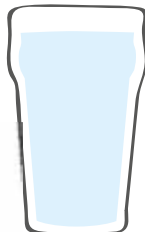
MOTOR TRAFFIC LEVELS ROSE BY

2.2% COMPARED WITH THE YEAR
ENDING SEPTEMBER 2014.

1,732
ROAD DEATHS

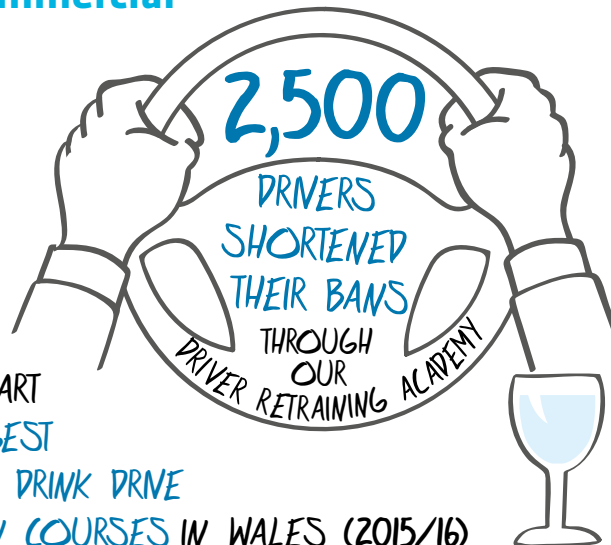
THERE WERE 1,732 ROAD
DEATHS IN THE YEAR ENDING
SEPTEMBER 2015, UP BY 3%
COMPARED WITH THE YEAR ENDING
SEPTEMBER 2014.

75% REDUCTION
IN CARBON
FOOTPRINT



IAM ROADSMART
WAS THE LARGEST
PROVIDER OF DRINK DRIVE
REHABILITATION COURSES IN WALES (2015/16)

Commercial

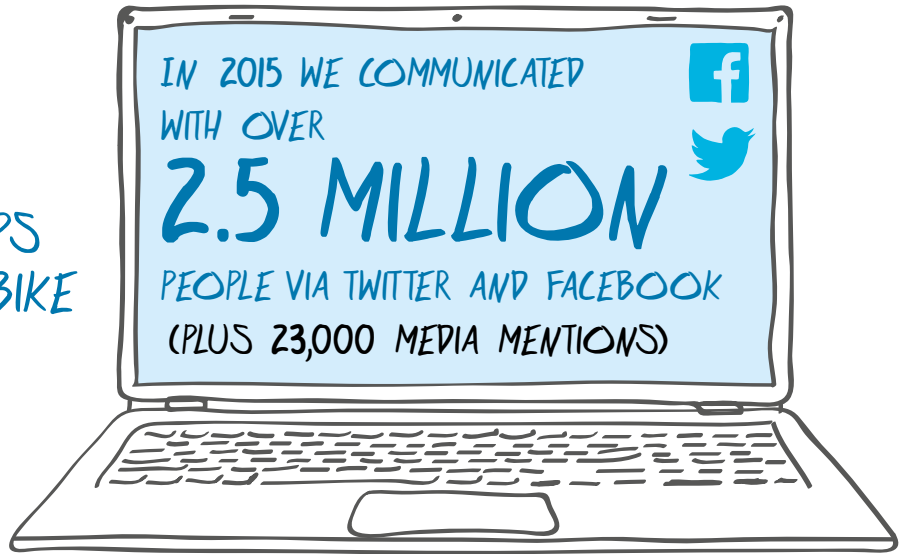


Communications

COMMUNICATIONS
CAMPAIGNS LED TO
3,000 SIGN-UPS
TO FREE CAR AND BIKE
ASSESSMENTS

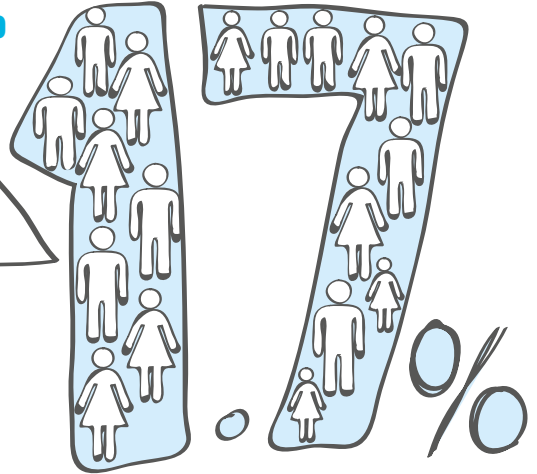
SLOT ON RADIO ONE
NICK GRIMSHAW
SHOW, 5.1 MILLION
LISTENERS,

MORE THAN
167,000 VIEWS
(167,492),
6,000 LIKES



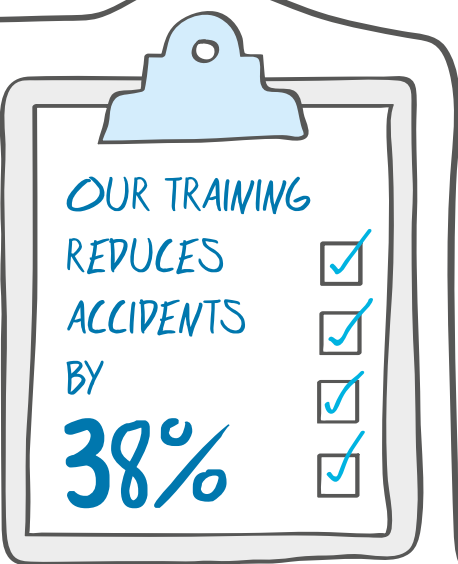
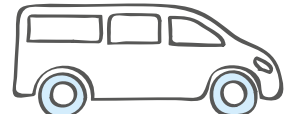
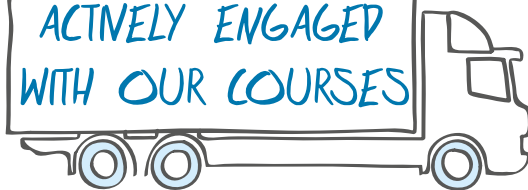
Membership

IN
2015/16
MEMBERSHIP
HAS
GROWN
BY 1.7%



AT ANY ONE TIME THERE ARE
OVER 7,000
DRIVERS AND RIDERS

ACTIVELY ENGAGED
WITH OUR COURSES



5% REDUCTION IN
INSURANCE PREMIUM

More than just a name change

The big rebrand

A group's view

The rebranding has left us with a fresh approach to road safety. Our group has redesigned its website to embrace these colours and the feedback from our members has been overwhelmingly welcoming. Our observer team has received the rebranded merchandise and now all wear it with pride. We recently attended an event and several people who were already members came over to comment really positively. I am confident that this new image will secure the IAM's name and success for at least another sixty years.

James Sinstadt, group secretary, Crewe & Nantwich Advanced Motorists

Our new logo

The new logo is derived from a winding road and symbolises progression and moving forward. We are proud of our heritage and so have retained the initials IAM. But we have adapted our name, adding 'RoadSmart', to broaden our appeal and better reflect the breadth of activities we are involved in.



A journalist's view

As a journalist I've worked closely with the IAM - now IAM RoadSmart - for decades and have been chosen for the organisation's 'Road Safety Writer of the Year' award twice.

The biggest changes for motoring are just around the corner. The age of the driverless car will turn the motoring landscape on its head. So it's only right that now, in its 60th year, IAM RoadSmart should rewrite its rulebook too, preparing for this exciting future with a fresh outlook, renewed vigour, an open mind and renewed commitment to road safety - all now embodied in its new-look logo and organisation.

David Williams, Evening Standard



Members' views

What you thought. Feedback from across our social channels:

Love the new logo, time to get the younger generations interested in further training now we have the fresh new look.

Victoria Cooper

I'm a full member and observer for motorcycles in the IAM New Zealand, in Wellington. I think the rebrand is fantastic and looks great. I am one of the youngest members in New Zealand at 35, so I completely understand where you are going with wanting to appeal to younger members, and in my opinion - about time!

Catherine Merrick

Congrats IAM RoadSmart. A sensible move to broaden the appeal to a younger audience. All the best for the next 60.

Fuinneog Ghloine-Dhaite

I preferred the old site, more professional and less 'hip'. But I have just passed the Masters, and looked forward to being able to see my name on the list. Pleased with some organisational changes, e.g. the opportunity to become an examiner, but the site? Not a patch on the old, yet. Now, your Facebook page - excellent!

David Palmer

Call me old-fashioned & traditional but I do not like the new IAM RoadSmart logo & rebranding. It's survived sixty years as it is and would have survived another sixty years. New logo looks awful.

Bob Brown



Notice of AGM

Notice is hereby given that the 60th Annual General Meeting of the Institute of Advanced Motorists Limited will be held at IAM House, 510 Chiswick High Road, London W4 5RG on Thursday, 10 November 2016 at 12.30pm for the following purposes:-

1. To receive, consider and approve the Report of the Council and the accounts for the year ended 31 March 2016.
2. To elect Council Members:-
Prof. W Angus Wallace retires at the Annual General Meeting under Article 21 and, being eligible, offers himself for re-election. (Note: Michael Lyne and Colin Skeen retire at the Annual General Meeting under Article 21 and do not offer themselves for re-election).
Peter Shaw retires at the Annual General Meeting under article 23 and, being eligible, offers himself for re-election.
3. To consider, and if thought fit, pass the following resolution on the recommendation of the Council:
"In Accordance with Article 9.2.2, the annual membership fee to the Institute shall be increased to £37.00 with effect from 1 April 2017. This subscription shall be discounted to £33.00 for all members who choose to pay by direct debit or credit card."
4. To deal with any other ordinary business of The Institute.

BY ORDER OF THE COUNCIL

Ruth Bridger
Secretary

Registered Number 562530

Registered Charity Number 249002 (England and Wales),
SC041201 (Scotland)

IAM House
510 Chiswick High Road
London W4 5RG
22 July 2016

A Member entitled to vote at the General Meeting may appoint a proxy to attend and vote in their place. A proxy need not be a member of The Institute.

A proxy voting form is included with this mailing. If you wish to complete it, please return to: **Company Secretary, FREEPOST IAM RoadSmart**, to arrive no later than 12.30pm on Tuesday 8 November 2016.

If any member has questions on the summarised financial statements, the full financial statements or the Report of the Council, these should be submitted to arrive at least seven days in advance of the meeting (i.e. by 3 November 2016), to allow sufficient time for responses to be researched properly and delivered at the AGM. Questions should be submitted in writing, either by email to **fd@iam.org.uk** or by letter addressed to the finance director at IAM RoadSmart, IAM House, 510 Chiswick High Road, London W4 5RG.

If you wish to attend the AGM in person, please email **enquiries@iam.org.uk** with AGM in the subject line and indicate your intention to be present at the meeting.

**To share your thoughts on this report, email us at
roadsmart@iam.org.uk with any feedback**

Election statements



Mr Peter Shaw

When and why did you join the council?

In late 2015, being a long-standing member and also an admirer of the work the organisation does to enhance both driving enjoyment and road safety. The IAM has a strong voice amongst the serious UK road safety focussed organisations and it is genuinely exciting to see how this reputation is growing as a result of the current chief executive's leadership and notably too, as a result of the recent re-branding as IAM RoadSmart.

What's your background?

The majority of my career has been in motoring services and motor insurance but I have diverse experience from the travel industry and the energy sector too. I've spent time with Centrica, the AA and latterly Thatcham Research. As the present chief executive of Thatcham, the focus we have on vehicle safety is entirely complementary to IAM RoadSmart's road safety and driver skills development objectives.

What do you bring to the council?

I have a detailed understanding of the current vehicle manufacturer investment in automated cars and their impact upon us all as drivers and consumers. I believe that IAM RoadSmart can and should play an important role in educating drivers about how to use these emerging technologies to make our roads safer and driving more satisfying. Far from being the end to driving as some would have us believe this interface between man and machine will be one of the big challenges for all drivers over the coming years. IAM RoadSmart is well placed to take a leading role in helping drivers adapt and develop their skills.

Any last comments?

It is a great privilege to serve as an IAM RoadSmart trustee and I look forward to helping ensure the organisation's future prosperity and prominence in the UK.



Prof W Angus Wallace

When and why did you join the council?

As an orthopaedic surgeon and a researcher I have been very committed to car safety research. In 1997 I embarked on a lower-limb-injury research programme with the Transport Research Laboratory which looked at how to reduce and prevent leg injuries in car accidents. I believe IAM RoadSmart has an important role in fostering and promoting road safety research and I have made a commitment, following my retirement from orthopaedic surgery in October 2015, to use my retirement time constructively to support a research congress for IAM RoadSmart in 2017.

What do you bring to the council?

I am passionately committed to ensuring that road users have as safe an environment as possible for their transport needs and I have demonstrated through my past research and my current commitment to IAM that I can bring academic research and medical expertise to the organisation.

Reporting

Report of the council on the summarised financial statements for the year ended 31 March 2016

These summarised financial statements have been extracted from the full financial statements of the Institute of Advanced Motorists Limited. The full financial statements were approved by the Council on 22 July 2016 and will be submitted to the Charity Commission, the Office of the Scottish Charity Regulator and to the Registrar of Companies in due course. The full financial statements include the auditor's report which is unqualified.

The summarised financial statements may not contain sufficient information to provide a full understanding of the financial affairs of the Institute. For further information, the full financial statements, the auditor's report and the Report of the Council should be consulted. These are available to members on the IAM website www.iamroadsmart.com or copies can be obtained from the registered office of the Institute of Advanced Motorists Limited, IAM House, 510 Chiswick High Road, London W4 5RG.

Independent auditor's statement to the members of the Institute of Advanced Motorists Limited

We have examined the summarised financial statements of the Institute of Advanced Motorists Limited for the year ended 31 March 2016 which comprise the summarised Statement of Financial Activities and the summarised Balance Sheet.

Respective responsibilities of the trustees and the auditor

The trustees are responsible for preparing the summarised financial statements in accordance with applicable United Kingdom law and the recommendations of the charities SORP.

Our responsibility is to report to you our opinion on the consistency of the summarised financial statements with the full annual financial statements and the Trustees' Annual Report.

We conducted our work in accordance with Bulletin 2008/3 issued by the Auditing Practices Board.

Opinion

In our opinion the summarised financial statements are consistent with the full annual financial statements and the Trustees' Annual Report of the Institute of Advanced Motorists Limited for the year ended 31 March 2016.

RSM UK AUDIT LLP (formerly BAKER TILLY UK AUDIT LLP)

Statutory Auditor Chartered Accountants The Pinnacle
170 Midsummer Boulevard Milton Keynes Buckinghamshire MK9 1BP

29 July 2016

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Summarised Financial Statements

Institute of Advanced Motorists Limited and subsidiary companies

Group Summarised statement of financial activities For the year ended 31 March 2016

	Restricted funds 2016 £000	Unrestricted funds 2016 £000	Total 2016 £000	Total 2015 £000
Income from: <i>Donations and legacies</i>				
Subscriptions (including Gift Aid)	—	3,710	3,710	3,669
Other donations	—	13	13	8
Charitable activities				
Test fees	—	616	616	608
Other trading activities				
Turnover of subsidiaries	—	3,229	3,229	3,256
Investments	—	118	118	95
Exceptional item	—	3,759	3,759	—
Total incoming resources	—	11,445	11,445	7,636
Expenditure on: <i>Generating funds</i>				
Fundraising and publicity	—	1,608	1,608	1,472
Subsidiaries	—	2,714	2,714	2,663
Amortisation of goodwill	—	561	561	561
	—	4,883	4,883	4,696
Charitable activities				
Research and advocacy	132	479	611	623
Membership services	—	1,065	1,065	1,176
Tests	—	672	672	714
Quality assurance	—	939	939	856
“Advanced Driving” magazine	—	512	512	502
	132	3,667	3,799	3,871
Total resources expended	132	8,550	8,682	8,567
Net (losses) / gains on investments	—	(382)	(382)	248
Net (expenditure) / income	(132)	2,513	2,381	(683)
Other recognised gains / (losses)				
Exchange gains / (losses)	—	2	2	(10)
Net movement of funds in year	(132)	2,515	2,383	(693)
Balances brought forward at 1 April	132	8,722	8,854	9,547
Balances carried forward at 31 March	—	11,237	11,237	8,854

Group Summarised balance sheet As at 31 March 2016

		Total 2016 £000	Total 2015 £000
Fixed assets	Intangible assets	1,357	1,608
	Tangible assets	86	2,750
	Investments	3,536	4,835
		4,979	9,193
Current assets	Stocks	43	35
	Debtors	6,509	615
	Cash at bank and in hand	1,308	1,124
		7,860	1,774
	Creditors: amounts falling due within one year	(1,602)	(2,113)
	Net current assets / (liabilities)	6,258	(339)
	Net assets	11,237	8,854
Restricted funds		—	132
Unrestricted funds			
	General fund	11,237	6,095
	Designated property fund	—	2,627
		11,237	8,722
		11,237	8,854

**For the full financial statement visit
www.iamroadsmart.com/annualreport**



IAM RoadSmart is the trading name of all businesses owned by The Institute of Advanced Motorists

Charity number: 249002 (England and Wales)
SC041201 (Scotland).

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