

## DAM Club Night - 13 February 2017

### The Royal British Legion Social Club, Mickleover

This month was a very special occasion in the history of our great club, as we welcomed IAM Roadsmart Chief Executive Sarah Sillars OBE. Sarah was accompanied by our new Area Service Delivery Manager Peter Serhatlic.

We also invited four other local IAM groups; Lichfield Bikes, Nottingham Bikes, Matlock Bikes and Derby cars. Everyone who attended had very positive feedback indeed.

In total, over 70-people packed the room to listen how the IAM as we know it has changed recently and will continue to evolve this year and beyond. The key strategy is to try and attract younger drivers and riders to take up one of our courses. Another priority is to offer alternative products that don't involve taking a test at the end of the training. Both of these two concepts are already taking shape, and are being really well supported within IAM groups around the country.

We also had the opportunity to recognise outstanding service, with Phil Fairbrother receiving his framed Certificate of Appreciation from Sarah herself. Many congratulations, Phil!

Our next club night is on Monday 13 March 2017 and is our Annual General Meeting (AGM). More details will follow shortly. Also in the planning stage is our trip to Derby Children's Hospital around Easter time. Look out for the date which is yet tbc.





