

Trustee Election Statements 2021

At the IAM RoadSmart's Annual General Meeting (AGM), to be held on Thursday 25th November 2021 at 12.30pm, Council members Elizabeth Coyle-Camp, Nicholas David John Lomas, Dr Bradley Poulson, Anthony Steven Cearn and Samantha Kane retire at the AGM under Article 21 and being eligible, all offer themselves for re-election:

Elizabeth M Coyle-Camp, MA, CIPR

As someone who has benefitted from becoming a better, safer and smarter motorist through IAM RoadSmart, I'm enormously appreciative of the life-saving work IAMRS and its many dedicated volunteers do in keeping people safer on the roads through its driver/rider training programmes and its communications, research and industry lobbying activities. I would like to see IAMRS broaden its reach through the development of innovative new products and services which attract, engage and benefit a wider and more diverse membership. This includes connecting with more young people, women and families who have so much to gain from an IAMRS rider/driver education. As a public relations, journalist and marketing communications professional, I also know how difficult it is for membership organisations to attract and retain new members in a rapidly changing digital world where people expect highly personalised, relevant and environmentally-responsible engagement strategies delivered across a wide range of communications channels to connect. I know with the right messages, media and marketing tactics, we have an opportunity to engage both our existing members and new ones and grow IAMRS like never before. If re-elected, I will use my specialist PR and marketing skills to help achieve this goal and ensure we have a fit for purpose and sustainable organisation.

Nicholas David John Lomas

Cars and driving have always been an important part of my life and career. I am keen to put something back into the industry that I remain passionately involved in. I have a background in financial services including in car insurance and finance. Through my current job I am involved with the leisure use of motor vehicles.

I'm passionate to see the organisation grow individual car and bike members and associates and through businesses to improve the standards of driving across the UK. Engaged, interested and alert drivers are also safer drivers with the right skills and training. My personal experience is

that as an Advanced Driver, I have rediscovered the joy, enthusiasm and personal pride which comes from being a safer and better driver.

I'm currently employed as director general of the Caravan and Motorhome Club, with a million members, the UK's largest members' club. I'm closely involved with road safety and car mobility internationally as a member of the FIA (International Automobile Federation) management council. I am a trustee of a UK pension scheme and a board member of the Tourism Alliance. At IAM Roadsmart I have served as chair of the Nominations Committee, helping recruit four new Trustees and the Interim Chief Executive, and have applied my skills and knowledge to the Finance and Audit Committee throughout the coronavirus crisis.

Currently the Trustees are shaping the future strategic development of IAM Roadsmart in these unprecedented times of change. I understand the volunteer ethos of clubs and associations and am committed to supporting our success through the partnership of staff, volunteers and trustees working together.

Dr Bradley Poulson

My father, a passionate advocate of road safety and a commercial advanced motorist himself, encouraged me to take my Advanced Driving Test at aged just seventeen. I'm now in my 47th year as an advanced member and believe this early introduction to advanced driving has served me well during a lifetime of driving. Now semi-retired, I became a Trustee 12 months ago and have taken a leading role in the revision of the IAM Roadsmart strategy ensuring that it is well placed to survive the many pressures that exist on membership organisations, amid a massively changing landscape for road users, technology, and the environment.

A Semi-retired Management Consultant, Academic, and Non-Executive Director. I have extensive experience gained working for three of the world's leading IT Services Corporations; I have held CIO and Executive positions within well-known high street Retail, Financial Services, and Public Sector organisations. I am a Board Trustee for a Nottinghamshire charity supporting people with learning disabilities to live happier, healthier lives in their community. I am an honorary professor of operations management & information systems at Nottingham University Business School and currently researching a new business textbook. I'm an Executive Coach and work with owners and leaders of SME's undertake successful strategic business transformation and change management projects that make a real and sustainable difference to their business.

Anthony Steven Cearns

I joined IAM RoadSmart the year before the Pandemic and found my Advanced Driver's course and test extremely worthwhile. Since then, I have volunteered to be a local Observer with my local Group, and I have served for a short time as a trustee on the Charity's Council.

I am partly retired and consequently keen to give time to good causes. I have had a long career specialising in financial directorship and a variety of governance roles including auditing and risk and change management in the financial services and retail sectors. I have also had operational responsibilities in senior customer-facing roles.

I think my background is suited to this trusteeship role and I am very keen to help my fellow trustees and the staff of the Charity deliver on its objectives. Coming out of the Pandemic and into a world where technology is playing an ever-increasing role in our lives, I relish the challenge of making a positive contribution to how IAM RoadSmart develops in the next few years.

If elected as a trustee, I will work hard to develop and deliver on the Charity's strategy whilst maintaining high standards of governance.

Samantha Kane

I recall the feeling I had when I got into my car following the birth of my little girl on that all important first journey home. Suddenly the thing I had taken for granted, the confidence I had in my own, my partners, friends, family and other road user driving ability was turned on its head. Add to that the impact the pandemic has had, taking most of us off the roads for such a long period of time and that loss of confidence, particularly in challenging conditions, has driven my own growing interest in road and driver safety. It is this that drives my motivation to support IAM RoadSmart as a Trustee.

I am currently employed as the Chief People Officer at Virgin Care, who provide Health and Care services across England. I am passionate about people, culture, leadership and development. I recognise and champion the role the workforce play (colleagues and volunteers) in enabling organisations to grow, deliver and achieve their ambition. If elected, as Chair of RemCo my aim is to support the management team align the workforce ambition with that of the strategic plan and maximise the added value our people can bring.

Aside from my people background, I hope to bring my experience in strategy development, organisational governance, transformation and change to support IAM RoadSmart to continue to make a positive difference and extend and diversify its reach.

Proxy voting

If you are unable to attend the IAM RoadSmart AGM on Thursday 25th November 2021 at 12.30pm but would like to cast your vote in the election, please use the postal form available [here](#).