



IAM RoadSmart update: Legacy discounts

February 2024

As you know, over the last 12 months we've made a concerted effort to reduce the number of legacy discounts that were in place.

This was not an easy or popular decision by some of the community, but we felt strongly that we have a premium product in our Advanced Courses, and as a result, this was a change that we needed to make to demonstrate the value of our courses to the public.

Before Christmas 2023, we looked at some of the national organisations the charity has worked with previously and selected a small number to work with over the coming year. It's important to say that the selected organisations all help to deliver on our 3-year plan and act as a force for good in the road safety space, helping with education and rehabilitation.

Therefore, for the year ahead, we have agreed a small promotional incentive for referrals to come in for Advanced Courses for the following organisations:

- Nationwide - NABD Blood Bikes
- Nationwide - Bike Safe
- Nationwide - Biker Down / Doc Bike
- Scotland - RRN Scotland
- Regional (Avon and Somerset) - Raise your Ride

We will review these, mostly national agreements, later in the year to see whether this is something that we can continue to support into 2025.