



Chair and Chief Observer's Report – AGM – 14 June 2022

Results for last year show that we achieved 35 test passes, a third of which were FIRSTs. We also delivered 30 Taster Drives, 40% of which signed up for a course, and in total we signed up 50 new associates throughout the year. Given that the year was so dramatically affected by the lockdown and we were only operational for 7 months this was a very good all round performance.

Our excellent observer team has remained committed throughout and continue to work hard to ensure we deliver our Advanced Driving Courses in a professional and effective way. A further 4 passed their National Observer tests and 3 more qualified as Local Observers. We currently have 26 on the team consisting of 15 National Observers, 8 Local Observers and 3 Trainee Observers. In addition 3 of the National Observers are qualified to Masters standard, 2 of which are Masters Mentors

Examiner availability continues to improve, thanks to the support of our Regional Service Delivery Manager and is now able to match our requirements. Thanks also to our local examiners for carrying out the test in a timely way and for their constructive feedback.

Recruitment of associates was severely affected due to the suspension of training and our inability to deliver external face to face presentations, our main recruiting method. However, as previously reported, we still managed to recruit 50 new associates.

A major contributor to our success is due, in no small part, to our excellent social media activity and the exposure this has generated.

Despite the very difficult and uncertain situation due to the pandemic we were successful in maintaining our membership numbers, unlike many other membership organisations. Again we must regard this as a positive outcome and our thanks must go to our members for their loyalty. The support we receive from our members with their group membership fees and raffles at meetings are extremely important to our success and we are very grateful to you all.

The finances of the group remain very healthy and well managed as our audited accounts will show. Obviously our income was much reduced due to lower activity levels and lack of external presentations and their subsequent donations.

Whilst our PCC Young Driver initiative was also disrupted by the pandemic we continued to recruit and train young drivers under the scheme and a further 16 passed their tests during the second half of last year. This initiative has been well received by both the PCC and the community as a whole.

As a result of our objective to recruit more young drivers we have established partnership arrangements with Boston College and Lincoln University.



Looking forward, barring any further disruptions, we are very optimistic for the future of the group. We have resumed our external presentations and have already delivered two of these. Recruitment of associates is going well across all age groups. The PCC young driver agreement expired on 31 March 2022 and we are hopeful of re-negotiating a new one within the next few weeks.

So far this year we have achieved 28 test passes 8 of which were F1RSTs. We have also recruited 32 new associates and currently have 43 in training.

I am sure it will be appreciated that all of this activity generates a considerable amount of work and demand on time for both the committee and observers, interestingly all the committee members are also active observers! As a group we recognized our observers good work for National Volunteer Week. Both Ashley and I are very grateful to both teams for all their hard work and support.

I also submitted an individual Volunteer Week recommendation for Ashley Behan in recognition of his continuing hard work for the group and especially for his Road Safety Week initiative in recruiting five of the major road safety stakeholders in the county to join together in a video to promote the week.

Finally, thank you to all our members for your support. We are now planning to increase the number of members events over the coming year but we still want to ensure we keep to our policy of only inviting relevant and interesting guest speakers.

I hope from this report that you can see that we are working hard to ensure we achieve our objectives by making better drivers and thereby actively helping to reduce the number of KSI's in our area.

Roger Hicks
Chair & Chief Observer