

Advanced Standard Accreditation Programme

*Work with our experts to develop an industry-recognised
driver training programme, delivered in-house*



The IAM RoadSmart stamp of approval

If you operate a large or diverse fleet, maintaining consistently high standards of driver training is essential, but is not without its challenges. With Advanced Standard Accreditation, you can gain access to IAM RoadSmart's expertise and establish a driver training programme that truly works for your business.



Known formerly as the Institute of Advanced Motorists, IAM RoadSmart has been at the forefront of driver skills development since 1956, with our Advanced Driver qualification having become recognised worldwide as a benchmark for safe and efficient driving. By working with us to achieve Accreditation, your own in-house trainers can learn to deliver driver training equivalent to our Advanced Driver standard, ensuring that your employees take to the roads armed with the skills they need to keep themselves, the public, and your reputation safe.

IAM RoadSmart Advanced Standard Accreditation is the ultimate endorsement of the quality of your driver training programme, demonstrating to your employees, customers and competitors that you are serious about driver safety and committed to a robust, far-reaching safety culture.

Who is Accreditation suited to?



Logistics Operators



Couriers



Bus Operators



Taxi Fleets



Emergency Services



Food Delivery Services

Advanced Standard Accreditation is suitable for all large businesses with significant numbers of employees for whom driving is central to their roles. It is particularly suited to businesses that deliver training through a team of in-house trainers, those with fleets of specialist vehicles covering multiple business locations, and is an ideal solution where consistency of standards and brand reputation are paramount.

Business benefits

Advanced Standard Accreditation enables you to mandate a high standard of driver training, and to ensure that it is delivered consistently throughout your driver base. This consistency of training, messaging and engagement is proven to significantly reduce road traffic collisions.

- **REPUTATIONAL:** Stand out in your industry with a recognised endorsement and support road safety
- **OPERATIONAL:** Deliver consistent, top-quality training by upskilling your internal resource
- **LEGAL:** Ensure that your risk management policy fulfils the requirements of H&S legislation
- **ETHICAL:** Fulfil your duty of care towards employees and support their CPD
- **FINANCIAL:** Reduced costs through lower rates of collisions and vehicle/employee downtime

Driver benefits

In addition to the personal safety benefits that come from developing enhanced skills in observation, vehicle manoeuvring and collision avoidance, achieving Advanced Driver standard has other benefits for employees:

- Professional pride and the status of an industry-recognised driving qualification
- The reassurance of being part of a robust, supportive safety culture
- Qualifying for IAM RoadSmart membership, often resulting in access to preferential insurance quotes and other member benefits

The Road to Accreditation



Discovery

IAM RoadSmart will work through a thorough discovery process with you to determine the best solution for your training needs and infrastructure. This will focus on understanding your company structure and operation, future objectives, appetite for change, risk analysis and systems criteria. This will allow us to present and propose the best solution for your business needs, incorporating our three core educational tools:

- On Road: driver assessments, skills boosts, Advanced Driving Accreditations
- Online: risk management tools, e-learning modules
- Classroom: group seminars/webinars, Toolbox Talks



Audit

Once your initial proposal has been agreed and approved, our Driving Standards Team will carry out a thorough audit of your existing training programme. This will enable them to identify any gaps between your existing programme and IAM RoadSmart's recommended training, and to suggest developments that can be made to bring it in line with our Advanced standard. This typically would take 2-3 days, depending on your fleet profile and training locations, and involves:

- Assessment of your internal assessors and trainers
- Analysis of your course content and materials
- Auditing current levels of employee driving qualifications
- Sitting in on live training sessions



QA & Testing

Your internal training team will undergo a period of training and assessment by our Driving Standards Team, calibrating their training delivery to ensure consistency, continuity and the ability to train drivers in achieving IAM RoadSmart's Advanced Driver standard.



Implement

With our ongoing support, your training team will then be able to deliver driver training to an IAM RoadSmart-accredited standard, and will be given access to our course presentations, Driver Evaluation Forms, logbooks and other course materials. Where appropriate for your chosen programme, drivers undergoing training will be invited to participate in additional online risk assessment and learning.



Annual QA

Each of your training locations will undergo an annual QA assessment to ensure that your trainers are continuing to deliver your training programme to the correct standard and that they have access to the latest updates to our course content, procedures and materials where applicable.



Membership

Employees who have achieved the equivalent of our Advanced Driver standard will be eligible for full IAM RoadSmart membership, in acknowledgement of their achievement and of the quality of your training standards. This eligibility remains in place while your company maintains its accredited status, for the duration of their employment.



Success Stories

GoAhead – Safety Culture Stars

20%

Fewer
Incidents



Operating almost 1-in-4 of London's buses, GoAhead is one of the most recognisable transport providers serving the nation's capital. Manoeuvring a 40ft double-decker through some of the UK's most congested roads requires a high degree of skill and judgement, and GoAhead's staff were already among the best-trained in the business when the company decided to take the next step and work towards IAM RoadSmart Accreditation in 2017. This was a unique proposition for our development team, but one that has gone on to yield immense safety improvements for the bus operator by cementing a culture of ongoing skills development.

GoAhead's accredited course is offered to drivers as an additional initiative, over and above their basic training. Participating drivers are required to devote their own time to taking the course, which is delivered by one of 87 IAM RoadSmart-trained mentors. Nevertheless, a 'be the best' ethos that promotes a sense of pride and professional achievement has led to a huge uptake by drivers keen to prove their worth amongst their peers. More than 1,400 have passed the Advanced qualification to date.

1,400+

Advanced
Drivers

Each of the 10 London depots is assigned a 'champion' to administer the programme on a local level, and this has seen the growth of a spirit of healthy competition between depots as they vie for the best results in terms of exam passes and improved safety records. The best performing depots experienced a 20% reduction in their incidences of collisions within the first 12 months of the programme. Drivers are now retested every 3 years, or if they are involved in an incident.

87

Accredited
Trainers

Programme manager Graham Oliver, himself a former bus driver, said of the scheme: "It's now a very important part of the company's accident-prevention approach...fewer incidents mean a happier workforce and less disruption all round. It's a win-win".

National Express - Development Pioneers

700+

Advanced
Drivers



In 2014 National Express were looking to create a further tier of skills development for their 3,800 drivers, over and above mandatory driver CPC. Mark Simcox, National Express's UK head of operational training, explains: "There was nothing available via the DVSA that encouraged [drivers] to develop their skills further. Nor was there anything available from many other noted bodies within the industry...the majority of it was reactive, with no real focus on anything proactive".

Their work with us led to the birth of a new accredited course known internally as Master Driver, covering many areas of public service driving, including daily walk-round checks and helping disabled passengers. The day-long course involves more than 2 hours' classroom learning, followed by 4 hours on the road with one of 33 IAM RoadSmart-accredited trainers, during which drivers are required to demonstrate Advanced-level skills such as the ability to detail their observations in running commentary.

33

Accredited
Trainers

More than 700 National Express drivers have completed the course to date, and the IAM RoadSmart Advanced Public Service Vehicle course, to give it its full name, is now among a range of qualifications including police and ambulance driver certificates recognised as a route to membership by exemption.

Contact us for more information:
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iam
RoadSmart