

Dear All,

Influencing MPs and Councillors

A complete change of government and a radical overhaul of elected members and English councillors does not come along every year, so I believe the IAM should be working hard to establish early positive contact with the new intake as well as the more established faces.

I have written to the new Ministerial team proposing an early meeting and also all **new** MPs with a copy of the IAM manifesto, which they may not yet have seen, and the offer of a copy of IAM Motoring FACTS.

Local Groups can of course offer an extremely valuable contact point and I urge you to take the initiative, if you haven't already done so, and make contact with your new MP or local councillor.

I have suggested some key messages below and a draft letter is attached, designed to give you a starting point.

The key points are;

- Driver and rider improvement has to be the new focus to keep deaths and injuries on a downward trend
- IAM advanced testing has a key role to play in bringing the number of crashes down
- The IAM is developing a new range of products to meet all needs
- IAM groups can deliver consistently all over the UK
- The IAM is one of the top independent road safety research bodies in the UK
- The best way to understand what we can offer road safety is to get MPs and Councillors to try it for themselves

Many of you will already have MPs and councillors who are existing IAM members or who have undertaken a DriveCheck in recent years. Every effort should be made to accommodate MPs and Councillors who wish to see what we do at first hand and then become champions for us.

Key policy and research information is available on our website or by contacting Neil Greig, IAM Director of Policy and Research.

I look forward to working with you to place the IAM right at the heart of national and local road safety decision making.

Yours sincerely



Simon Best
Chief Executive