

## **Action Points for IAM Groups when contacting Local Elected Members**

- MPs - A letter to a local constituency office or home address will be more likely to elicit a response. Copy in the Constituency Manager or Election Agent. (Head Office are only writing to Ministers and new MPs at the House of Commons).
- Councillors – Check new Council Transport/Environment/ Land Services/ Road Safety/ Police Committees to identify key decision makers and contact them directly.
- Enclose an IAM Manifesto (copies available from IAM House – Comms team or accessible from the IAM website at [www.iam.org.uk/manifesto](http://www.iam.org.uk/manifesto) )
- Enclose a membership form and/or DriveCheck flyer
- Keep the letter short and simple – one page is best
- Provide a telephone number that will be answered
- MPs don't like to give up their Sundays
- Be flexible on timings and offer food/transport to assist elected members fit an IAM DriveCheck or training into their busy schedules
- Tell the local media and record the event - new elected members like to get their photo in the local paper as quickly as possible

## **Suggested letter content**

Dear

### **Welcome from the XXXXXX Group of the IAM**

Congratulations on your recent election to the House of Commons/**Anytown** Council. Among the many challenges that face legislators in the next five years will be the issue of maintaining momentum on road safety in the UK.

Britain has an enviable record of reducing casualties on the road and the key to our success has been partnership working. The IAM (Institute of Advanced Motorists) believes that the focus must now shift to creating safer drivers and riders, with a strong lifelong commitment to continuous learning beyond the basic test.

The IAM, with its well established advanced driving and riding tests has much to offer in this respect. Our election manifesto is enclosed for your information. The **Anytown** IAM Group is successfully delivering safer and more confident drivers and riders in the **Anytown** area.

The best way to understand our activities is to sample the services we offer through the **Anytown** IAM Group. Please do not hesitate to contact us on **0000000000**.

I look forward to hearing from you in the near future.

Yours sincerely

**Group Chair/Secretary**