

Hi everyone

First of all I would like to thank Steve for recent communications and taking the time out to send out the e-mails.

It has been a very busy time for myself and the association. We had the 2 local events that Steve briefed you all on where we had the Fire and Rescue Service and Sussex Police attending to discuss and explore ways that us as driving instructors can help and provide input to help reduce road casualties amongst the 17 to 25 year olds in Sussex.

The e-mail Steve sent out gave feedback from the two meetings on the efforts that The Sussex Safer Roads Partnership (SSRP) are making in raising awareness among young drivers but also the parents and guardians of those youngsters. Please give feedback on your thoughts as these can be passed on to SSRP and they would welcome your thoughts.

On Monday 26th March Steve, Dave Harris, Jacqui Robinson and myself all went to the DIA conference in Manchester. It was an enjoyable day out made different by the fact that we flew up there. I would like to thank Steve for his efforts in organising the travel arrangements.

I would like to feedback the main points that arose from the conference:

Dr Lisa Dorn from Cranfield University gave a short talk on driving psychology and behaviour. A very concise talk on what is a very in complex topic area. The focus of the talk touched on the reasons why drivers behave as they do and how this behaviour is transferred through peer pressure and environmental issues. It was interesting how Lisa avoided using the word attitude due to the negative thought processes the very word attitude can conjure up. Putting it very simplistically driver behaviour is governed by 2 simple influences: Pain or Pleasure.

The pain aspect is that we behave in a way that avoids being involved in something we don't like e.g. We are running late so we drive faster and perhaps behave more aggressively in order to avoid the unpleasant feeling of being late. The pleasure aspect could be wide ranging. It could be we want to impress someone or it could be the individual gains pleasure through feeling a sense of power which could lead to intimidating behaviour.

We were all given a copy of mind driving by Stephen Halley to take away. Having already read the book I would thoroughly recommend it. On that note our next Forum Stephen will be attending as a speaker so well worth coming along to that!

Charles Morton the outgoing chief registrar at the DSA was due to give a talk but unfortunately he had to leave prematurely due to a family emergency so unfortunately there was no real input from the DSA this year.

The other piece of major news from the conference is concerning the take over of the DIA. The new management team of Carly Brookfield and Dean Mayer seem very enthusiastic and are eager to raise the profile of the association both within and outside the industry, and to maximise the benefits to members through improved training courses, various negotiated discounts and to better communications with its own members. They are looking to give the members what they want and are prepared to listen to members views and opinions on how to move forward. For those of you who are members please participate in any online surveys so that the association can gauge our desires and needs to achieve those goals. Carly's background is in advertising and publicity and is promising much in raising the profile of the association. I suppose the proof will be in the pudding as they say but I for one was very impressed by her enthusiasm and energy.

For more details please visit the website at [www.driving.org](http://www.driving.org) and if you do not belong to a national association my advise would be to seriously consider joining one and you won't go far wrong by joining the DIA.

Just a couple more things to finish with. We have the skid pan event this Sunday 22nd April at Goodwood. If you are interested in taking part or you have family, friends or ex pupils who would be interested please let me know ASAP. The cost is £45 and the event is open to any full licence holders. If you have any pupils who are close to test standard I have been informed by Colin Wells that we can allow them to take part as long as we feel they are capable of adapting to different vehicles. This would be down to your judgement and discretion but again move fast as I need a final list of names by thursday evening.

I am pleased to announce that this years charity golf day has been arranged. It will be at Lewes Golf Club on friday 13th July and the cost will be around £40. Please consider supporting this event, it does not matter if you don't play golf regularly or your not very good, after all I take part! The day includes 18 hole Stableford competition and an evening meal. There will be lots of side competitions to help raise funds for charity and a raffle.

If you are interested in taking part contact myself on 07917160289 or Richard Turner on 07740876236 for more details.

Please keep an eye on your e-mails or the website for more news.

All the best

Rob