

# 50 shades of green

IT'S THAT TIME OF YEAR WHERE MANY PEOPLE SET OUT WITH NEW YEAR'S RESOLUTIONS – HAVE YOU GOT ANY CAREER GOALS FOR 2013? **HOWARD REDWOOD** HAS A LOOK AT WHAT YOUR GREEN BADGE COULD LEAD ON TO AND WE HIGHLIGHT SOME PEOPLE WHO HAVE ALREADY MADE THE LEAP

**O**NCE YOU'VE HAD it for a little while, it might be easy to forget what a strong qualification an ADI's green badge is. It's well regulated, for a start: the Approved Driving Instructor licence is monitored by the Driving Standards Agency in pursuance of the Road Traffic Act 1988. For any ADI to give instruction in a car for money, or monies worth, they

have to be entered on to the DSA's register of approved driving instructors. The ADI licence allows an instructor to deliver training in several sectors of industry and commerce, provided that the sector of industry accepts the ADI qualification as a benchmark for quality training; the trainer has the appropriate category of vehicle on their driving licence with full entitlement (not implied rights) if training for licence acquisition, and the trainer has the appropriate

category of vehicle on their driving licence, including implied rights, if the training is for development and not for licence acquisition.

It can be seen from the above that there is a wide remit within the driver training industry. Essentially the use of the ADI badge, when accompanied by professional developmental training, is suitable for a multitude of training tasks, in addition to training learners. Let's have a look at some of them.

## Theory training

The provisional licence is acquired through the successful completion of both theory and practical driving. All too many instructors lose a vital revenue stream. Through setting up classroom facilities, or through adding perceived marketing value, by adding an increase to the lesson price and supplying study plans to help the student break driving theory into more structured, manageable chunks, the trainer is showing additional interest and goodwill to the client. This makes the client feel that they matter, and that produces trust and also recommendations.



IT MIGHT BE EASY TO FORGET WHAT A STRONG QUALIFICATION A GREEN BADGE IS

## Fleet driver trainers

This area of training is very often misunderstood. It is the delivery of driver training to a full licence holder who drives on business. Under the Health & Safety at Work Act 1974, an employer must take reasonable precautions to provide a safe working environment. This includes any extension to the workplace, ie a company vehicle. In this arena, a trainer must be confident and competent to handle members of the public driving for work whose motivation to drive safely may not be as conducive to their employer's safe driving policy as the employer believes it to be.

An ADI does not have to be on the DSA fleet trainers register to deliver fleet training. However, the register exists in order for prospective clients to be able to ascertain

that the trainer has been subjected to additional monitoring (although the DSA register is another voluntary register) by the Driving Standards Agency. This additional registration seems to be preferred by the occupational safety insurance industry.

The trainer must be knowledgeable of a fleet company's requirements in aspects of occupational safety and health. The in-car training is set to a different level to that of training learners and reports must be written of the training that has taken place. Qualification for ADIs wishing to be involved in this type of work may be obtained in two ways: directly through the DSA or through a DSA registered course provider, like the DIA. For more information visit bit.ly/Uw9v1J.

Don't stand still – when you think about what to do, someone is already doing it

## SaFED for Vans trainer

Safe and Fuel Efficient Driving (SaFED) is a Department for Transport initiative. It was introduced to the LCV sector in 2005 with government funding, and although the funding has been withdrawn, the qualification can still be obtained. It is used in the same way as fleet training for companies owning fleets of vehicles between 2,100kg MAM and 7,500kg MAM.

Trainers must be registered on the DSA fleet register prior to training. They must also be very experienced in the handling of the vehicle that they are using for the training. This is not licence acquisition training and therefore implied rights may be used on category C1. Care has to be taken to ensure that the organisation wishing the training to be carried out is not expecting CPC accreditation (which can only be done by a JAUPT-registered trainer). More information concerning this qualification may be obtained through the DIA.

## Minibus Driver Assessment Scheme (Midas)

This is a Community Transport Association scheme which assesses minibus drivers in the field of community transport. To become a driver assessor trainer (DAT) the ADI would need to undergo a training course run in various locations around the country. For more information visit bit.ly/Woy6bG.

All of the above can be accessed by an ADI holding a category B licence (pre-1997). There is additional training for licence acquisition in other licence sectors available to the ADI with the addition of varying amounts of CPD. Some of these are listed here.

## Stewart Lochrie, driving school owner

I qualified in 2009, with the driving school that I ended up buying, Caledonian Learner Driving Training, one of Scotland's largest driving schools with 16 ADIs and eight PDIs in locations across the country.

When training, I travel all over Scotland. Recently I've been to Inverness, Perth and Edinburgh, but I'm based mainly in the south of Glasgow. If I'm working on marketing or accounts, you'll find me either in my 'office' (the corner of my living room) or in the bar of a lovely hotel with really good coffee and cheap wifi.

My Dad told me years ago that once you've learnt your own job, learn the job of the guy standing next to you. That's what I do. I'm excited by the chat surrounding client-centred learning and coaching, and I'm currently going through a level four BTec in driver coaching in order to learn more about how we can build these techniques into Caledonian's culture.

All of our ADIs take their jobs very seriously. I've never met a more professional bunch of people, and they're a credit to their industry. The support they've given me during the handover has also been great, and it shows how much they appreciate the value of the brand that they helped build.

My green badge is crucial; I couldn't train ADIs without it, and I wouldn't be able to advise our current ADIs or the newly qualified ones if I didn't have it. My top tip is don't stand still. While you're thinking about what to do next, someone else is already doing it.

## Ian Edwards, driver training consultant



My work is varied. I do evaluations on the success (or otherwise) of road safety programmes, design road safety interventions, develop training courses for ADIs and other road safety professionals, develop e-learning programmes and work in the management of fleet safety. I love the variety and how it all links together, helping me to improve my insight and understand the complexity of road safety.

I work at home mainly, although I am frequently away from my desk. In the last two years my international work has taken me to Finland, Malta, Mexico, Singapore and the USA.

I've been an ADI for about 25 years now. It was my ADI experience that got me into local government road safety. In this role I managed the delivery of the National Driver Improvement Scheme across south and west Yorkshire and developed an enhanced Pass Plus scheme that introduced a new driver discussion group, an approach that is now in use in a number of areas in the UK.

I am very lucky in that I work with two of the real leaders in the field, Dave Parkin and Neil Beeson, who both bring unique and interesting insights and constantly challenge me to look at things from different perspectives.

My top tip is to invest wisely in yourself. This is what you are selling as a driving instructor so make sure your core product is very, very good!

## Eco awareness driver safety training (EADS)

This training is designed for an organisation that uses a fleet of vehicles doing a similar job, for instance, the cleansing department of a local authority, where the drivers need a mixture of defensive and fuel efficient driving. The trainer would only be able to train in categories compatible with their driving licence. The results of the training mean the organisation will be better equipped to monitor its vehicle efficiency.

## Private hire and hackney carriage training

It is the responsibility of the local authority licensing officer to issue operating licences to taxi drivers. The drivers have to satisfy certain local authority criteria, such as residency and CRB checks, but most of the authorities require a DSA taxi assessment, which needs training. Again, this is different to training the learner and requires knowledge of the taxi test and licensing procedures.

The DIA holds a register for ADIs who have embarked on this training, enabling trainers to start dialogue with taxi company owners in order to diversify their business by helping the owner develop theirs through initiating driving targets and improving driving standards.

The trainer must also have a good knowledge of passenger awareness, which includes things like the handling of passengers who occupy wheelchairs, what equipment is used to secure the wheelchair and passenger in the vehicle, and knowledge of the Disability Discrimination Act 1995 and the Equality Act 2010. This type of training is currently vocational, but may be transferred to licence acquisition in the not-too-distant future.

## Car and heavy trailer training

This is also known as B+E training, but ironically enough you do not have to be an ADI to train it, because it has been omitted from European legislation! However, despite the omission, it needs a great deal of pre-planning to set up as a business. The trainer must have an area of land (which could need planning permission for change of use), in order to train the reversing manoeuvres; the trailer must meet strict DSA minimum test vehicle (MTV) regulations, and the towing vehicle, although within category B, has to be suitable for the purpose for which it is being used, including being used within the manufacturer's recommended towing

limit. But there is much better news for the holders of C1E, CE, D1E and DE licences. The holders of these licences could approach LGV and PCV training organisations and offer their services to do B+E, utilising the manoeuvring area at times when the other LGV and PCV trainers are out on the road. No need for planning permission! If the organisation is registered to the Joint Approval Unit for Periodic Training (JAUPT) then it will be a certificate of professional competence (CPC) provider. It could be possible that you could get qualified through the organisation to help deliver some of their CPC modules. That would be a real diversification of business.

## Rob Winn, road safety officer for Lancashire county council



**F**or the last 8 years I have been a road safety officer specialising in motorcycling working for Lancashire county council's road and transport safety department. The main part of my job is to create, manage and deliver education and training to riders throughout Lancashire, working closely with people like Lancashire Police, RideSafe BackSafe and North West Ambulance Service.

A key part of my job is to manage the various projects that we deliver such as the rider assessment programme, a free service we offer to riders who live or travel through Lancashire. I find that an assessment acts as a catalyst, propelling riders on to take DIAMOND advanced training or go even further to the Diploma in Motorcycle Instruction.

As a DSA approved riding instructor (I qualified in 2005) I also work with RideSafe BackSafe, a web-based rider group that sits between riders, councils and police and offers riders a chat forum, advice, special discounts such as First Bike on Scene First Aid and acts as a signpost to further training through all the major providers.

Developed by a colleague and me, RideSafe BackSafe's Geared & Go programme is used throughout Lancashire's schools and colleges to promote the wearing of appropriate clothing when riding a motorcycle. This free three-hour interactive workshop is aimed at 16-year-olds and up and is thought provoking while getting strong messages across to younger, inexperienced riders.

I am the co-creator of Ride, the course offered to riders as an alternative to prosecution for a wide range of road traffic offences and I work with other appropriately qualified instructors to deliver this classroom-based course on a regular basis. I am also a presenter for the national speed awareness course working with appropriately qualified ADIs. Outside of my day job, I act as training officer to the North West Blood Bikes, assessing, training and managing the charity's occupational road risk.

It certainly isn't a desk job! Although I have a space at County Hall for the admin side of the job, most of my work takes place on the road, with the top box and panniers of my BMW F800GS acting as my office and desk. (You should see my health and safety workplace assessment, it's a real hoot!). We operate a road safety centre in Leyland and this is where we tend to start and finish our working days as we have a great mix of roads surrounding us and it's very easy to be out on the more interesting rural roads very easily.

I couldn't do this job unless I was a professionally qualified ARI and I have been asked this by clients many times! When I am dealing with riders on a police referral course it seems to settle them in quicker and removes any animosity. When I'm out assessing, training or examining riders the ARI qualification really helps. A lot of clients don't realise the pains we all go through to achieve and then maintain our professional standing and once they understand this it certainly helps build a better relationship.

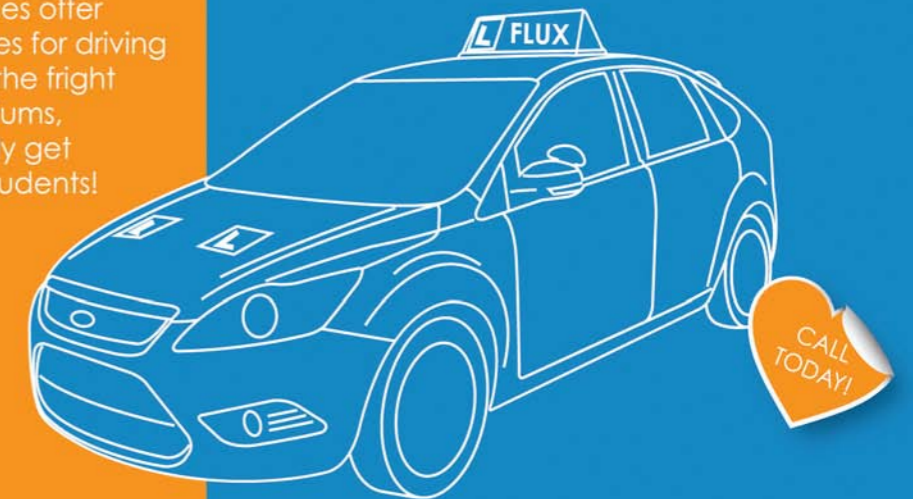
My top tip is that just doing the same old routine day in and day out will not help you – your skills will fade, your abilities will suffer and consequently so will your pupils'. Don't be frightened to think outside of the box and actively seek different ways to engage with your clients. Be the best you can be by becoming the highest-qualified ADI or ARI in your area (I have qualified to a NVQ level five and also hold teaching and management qualifications) and that will translate into better business for you and happier clients.

*Doing the same old routine day in day out will not help you – your skills will fade*

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## Sue Vernon, occupational therapist/driving instructor



I supply medical fitness to drive and car adaptation assessments for adults with acquired or congenital medical conditions or disabilities. I run an automatic assessment car that is highly adapted and accommodates most disabilities, including triple amputees. I also run a manual car, so that I can test whether those with more minor injuries are able to return to driving in the standard manner after recovery.

I work between Surrey at the Defence Medical Rehabilitation Centre at Headley Court, with my company Surrey DriveAbility a significant contractor, and Guernsey, where Guernsey DriveAbility provides medical driving assessments on the island.

The head of nursing at the Defence Medical Rehabilitation Centre at Headley Court said to me once: 'These chaps come back from Afghanistan with complex injuries and they are patients with disabilities, they go home to their families for breaks and they are disabled patients, they come to Headley Court for rehabilitation and they are disabled patients – you get them in a car and they are men again.' That's what I do. I make wounded military personnel into men (and sometimes women!) again. In the civilian world, I set up a medical driving assessment on Guernsey where until 2001 there was none.

I qualified as an ADI in 1994, having worked as an occupational therapist in a hospital and then a mobility centre where fitness to drive was assessed. I was the first occupational therapist to combine the two qualifications.

Drivers or the referring agency receive a full report of pre-drive clinical findings and the on-road evaluation, concluding with an evidenced opinion on whether the driver is safe to drive or not. Medical knowledge and the ability to assess cognition and vision prior to driving are required in order to evaluate on-road driving symptoms correctly and establish whether it may be possible to rehabilitate a driver, or whether it's best to advise them not to drive for the time being.

Without being an ADI, I could not look for and evaluate the effects of pre-drive clinical findings practically on the road, or provide rehabilitative tuition. During rehabilitation, I need to plan the intervention to address the driver's weaknesses, give directions, identify and analyse faults correctly and rectify them if possible. The fault identification skills are an extension of what an ADI normally does, my toolbox has just become a bit more specialist...

My top tip is that whatever aspect of driver training it is you are interested in – go for it! Look for a setting where you can immerse yourself in what you enjoy and then look for further training. If there is none, learn on the job, keep notes of everything you learn and validate that learning by looking for academic papers to evidence what you think you have learned.

## Pass Plus

Many instructors are registered on this scheme through the DSA, and it is only open to ADIs to deliver post-test training, carried out within a prescribed syllabus of six modules. In previous years, Pass Plus attracted some substantial insurance discounts to students who took part in the scheme, but many instructors were unable to sell this to students due to the general public's misconception of thinking that

the driving test was the holy grail of driving qualification. There are a few instructors who have made great pains to establish a partnership with a broker or insurance company in order to re-establish the benefits of this training and create a healthy additional income stream. Any ADI who wishes to get registered to this scheme can do so by putting [bit.ly/ZxHn8h](http://bit.ly/ZxHn8h) into your internet browser.

Learn on the job, keep notes of everything and validate what you have learned



## Stephen Hodgson, driving school owner and web designer



own my own driving school and work as a web designer with a specific focus on driving schools including maintenance, updates and SEO.

I'm based in Horley in Surrey, but Stephen's Driving School operates around both Crawley and Reigate driving test centres. The web design business covers the whole of the UK and the office is in Horley.

My school website is not just a homepage of contact details, but rather I include all my lesson plans and diagrams used in my classes as well as the contact information. Also I try to keep pupils and members of the public informed and up to date with relevant driving issues and seasonal tips.

On occasion and with appropriate permission I quote items of general interest to the driving fraternity from driving magazines. This is accomplished by publishing information on social media networks such as Twitter and Facebook. I also have a blog with similar details.

I've been an ADI for nearly 10 years, and having a keen interest in my work and professional development, I like to be informed and pass on my knowledge to others around me. The need to keep up with the latest details and have a professional and polished approach to work is vital for one's credibility and survival as an ADI.

My top tip is that you need to think outside of the box (it's a horrible cliché, I know) and give added value to your lessons, not based on price alone but unique service or presentation that sets you apart. Trashing prices is not the way to go – it lowers the professionalism of the entire driver training industry.

## Passenger Carrying Vehicles (PCV)

This is category D for hire and reward. The licence regulations are similar to that for minibuses, except D must be held already.

## Training of chauffeurs

This is driving to a very high standard, ideally at the DIAmond Special level, where the driving standard will involve planning well ahead to keep the vehicle as stable and smooth as possible.

## DIAmond Advanced Instructor

A trainer delivering training for the DIAmond tests will be on the Register of Fleet Driver Trainers and be the holder of either the Diploma in Driving Instruction, or the Diploma in Driver Education.

The aforementioned qualifications may be obtained through the Member CPD Programme.

Give added value to your lessons, not based on price but unique service that sets you apart

## DIAmond Registered Trainer

These trainers are ADIs who have undergone a copious amount of CPD over the years to develop their knowledge for use in their business. They have made practical application of what they have learned and are not simply badge collectors. Because of their experiences, and practical applications, they are able to deliver quality training to others in their areas of expertise.

Any ADI wishing to take part in this type of training wouldn't necessarily have to have been in the industry for a number of years, but would have qualified in an additional vocational aspect of the industry and made practical application of it in a way to have gained expertise. They would also need to be qualified/very experienced in delivering in-class/in-car coaching. The qualification for such delivery may be obtained through the DIA Member CPD Programme. Anyone wishing to become a DIAmond Registered Trainer can have their suitability assessed with the accompaniment of accredited prior learning (APL).

## Motorcycle training

If an ADI already holds category A on their licence (and has done so for three years and is over 21) they can start delivering the compulsory basic training for mopeds and small motorcycles through the down-trained method, available from a motorcycle Approved Training Body (ATB). The trainer would have to be assessed by a DSA assessor within 12 months at the ATB's training premises and would be expected to embark on the direct access scheme in order to deliver training on the bigger machines.

## Internal driving assessors

Some ADIs work for large organisations as a full-time occupation and continue to train the learner in their leisure time. Internal assessor is an option for any company employing more than 250 drivers in the company. The ADI could apply for this position as an employee driver trainer/assessor. Depending on the training structure, the ADI may have to become an A1 assessor if the organisation is using National Occupational Standard driving qualifications. This may not be necessary if the organisation is using an internal monitoring system.

## Local authority road safety officer

The ADI would normally be part of a team which could be involved in a variety of local authority road safety strategies, including remedial driver training strategies such as speed awareness.

They could also be involved with partnership projects with other local authority departments, such as schools or the emergency services. To get into this area of work, generally the ADI must be grade five or six, fleet-registered and possibly qualified to Ptlls and A1 assessor level.

## DIAmond Advanced Examiner

In order to assess higher level driving practice, a DIAmond examiner must already hold the qualification of DIAmond Registered Trainer or DIAmond Advanced Instructor, have renewed their Special Test and successfully completed the DIAmond Advanced Examiner course. The trainer then forms part of the robust national network of DIAmond examiners. This qualification is available for tests in the following categories: motorcycle, car, taxi, LGV and PCV.



## Marc Ford, co-director of HD Ltd and driving instructor



have been an ADI for four years, and currently work in Worcestershire at HD. As a business we try to challenge the idea of what a driving school should be. I used to work for Red and have researched and watched what the big schools do. We've looked at how we can do it differently and within our current financial constraints.

All of us are fleet-trained, minimum grade five, and have looked at what we do best and how we can market it. For example, one instructor is excellent at intensives, so they get those. Another is great with nervous drivers, etc. We've all undertaken lots of CPD. Contrary to one particular point of view, where someone on a forum called people like us 'certificate collectors', we factor it into the overall business plan. We've all taken the Revolutions course and then have gone and looked into it more. We've started to teach SEN pupils with more awareness of what we need to do and how to handle situations. Looking forward to the next six months, we're moving onto the Queen Elizabeth courses and bringing in a specialist in British Sign Language. Now it starts fitting together and gives us a solid base to move that element of the business forward.

I've put my heart and soul into the ADI conference I'm organising in Worcester in February – I do that with everything I try, but I'm not afraid to try something new either, and I can learn from the experience. We put together Fresh Start 2013 because we looked at other conferences and decided that who you get to see is limited, so out of the six speakers you get to choose four you really want to see. Some of the business coaches and experts coming along are from outside of the industry – different sets

I put my heart and soul into everything – I can learn from the experience

of eyes for an industry that has at the very least stood still for too long. My top tip is to come up with a business plan. Without a plan, how do you know where you are going and how you are going to do it? The days of sitting next to the phone and waiting for the phone to ring have gone. Show people why the big boys aren't as good as they think they are. Research what you want to do. When you've decided, look at the most cost effective ways of doing it. And finally...look at everyone else. Why are they successful? Can you better it? Don't be afraid to try, it's short-term failure versus long-term regret.

## Large Goods Vehicle (LGV)

Only a voluntary DSA register exists for trainers of this category, but the trainer must be a holder of category C (rigid) or CE (articulated/drawn) and must have held the licence for three years and be over the age of 21. The trainer may have to be registered with the JAUPT in order to deliver initial CPC.

## Minibuses (D1)

This is the hire and reward sector. The trainer must be licenced for full D1 or above (not using implied rights) in order to train a trainee for licence acquisition. The licence must have been held for three years and the holder must be 21 or over. Again, the training may be part of initial CPC and therefore the trainer may have to be JAUPT-registered.

### Jamie Waddell, international training consultant and English teacher



I currently teach English in Thailand, and qualified back in 1989 as an ADI and also an LGV class one ADI. I've had eight international contracts since I left the UK in 2000. I did not apply for any of them, they were offered to me and many quite lucrative. I recently resigned as the country training and compliance manager for G4S Papua New Guinea. Although an interesting and demanding role, I resigned after a year to spend more time at home – I'm now 57 and don't need to work anymore. I just work part-time in a local Thai school teaching English, for which I'm qualified and certified.

I can teach any subject, both practical and theory. I have given presentations to international companies and organisations (at their request), on matters of road safety, driver training and security driver training. I have taken many qualifications to include health and safety and accident investigation. I write my own training programs, some of which have been accredited by IVV [the international arm of the DIA, Ed], and my own train the trainer courses, so I'm neither limited or restrained in providing a service to an international client. I was the first person to bring accredited driver training to Oman, which resulted in the first Diamond Advanced Motorists qualified drivers in Oman. They were made up of Omans, Indians, Pakistanis and Bangladeshis and the exercise was published in *Driving* magazine.

I have found that that my ADI badge doesn't carry much weight abroad, it's important to build up your qualifications. Many countries view a driving instruction qualification as low level, as their only experience is of their own countries that need only a few weeks to qualify with no further training or monitoring. I therefore push and promote the UK ADI system to include further qualifications such as DipDE and DIAMond, and the DIAMond Examiner qualification particularly. I am also an LGV class one ADI, which separates me from many others seeking such roles.

My top tip is to think global, not local! You are providing a service that has a foundation in safety, so sell it and promote it as such. It's not driver training – it's health & safety in motion. In addition, get as many qualifications as possible (theory and practical) as well as experience such as off-road 4x4, large/heavy vehicles, buses, etc. Ultimately, when you are abroad you are selling yourself and representing your country so be equipped to provide this. I honestly believe we in the UK have the best ADIs in the world but they fail to sell themselves or promote the product properly. There's no magic formula – work hard, study, gain as many qualifications as possible. Invest in yourself and it will pay off.

## Trainers of ADIs

This is effectively training an ADI to train new entrants to the ADI industry. The most prestigious way of doing this is through the Official Register of Driving Instructor Trainers (Ordit). This is a voluntary DSA register that allows the registrant to be voluntarily monitored by the DSA every two years, allowing use of the DSA logo on websites, advertising and stationery (but not certificates). The major flaw with the ADI training industry is that there is no mandatory monitoring and in order to get Ordit-registered, you have to be training ADIs!

It sounds like a bit of a chicken and egg situation, but the DSA needs to be able to inspect training records of PDIs as part of the premises inspection. There are two other inspections; the part two

is the assessment of in-car coaching skills for advanced driving; part three is the in-car coaching skills for the ability to instruct. This area of the industry is currently quite lucrative, but beware, there are major pitfalls for those who think of it as a get rich quick scheme.

If managed improperly, with inappropriate terms and conditions, inappropriate refund policies, and unrealistic projections of the need for ADIs in your business or area, you will very quickly lose all goodwill with learners, PDIs and ADIs alike, and your business will struggle. It is not for the faint-hearted. Advice on how to get inspected and registered by the DSA for entry on to Ordit may be obtained at bit.ly/WEBLed or by contacting the DIA.

## Defensive Driving

This may be taught by any ADI or PDI. It is the development of driving skills, such as planning and driving to the correct speed to suit the conditions, to DIAMond Advanced standard or ADI part two. The ideal target market is high-mileage drivers who often drive their vehicle fully loaded. A parent travelling with two or three children, or a carer carrying vulnerable passengers for instance. It is the additional risk of personal injury to driver and passengers that has to be taken into account here, and so the driver must be alert at all times, and not allow themselves to be distracted by events taking place in the vehicle.

An ideal place to advertise this type of work would be at preschool nurseries.

The training would include motorways, car parks, night driving and inclement weather if the opportunity arose. This may not be limited to category B vehicles. There is no reason why an instructor who holds additional licence categories cannot translate those categories into business, provided the trainer has expert handling of a vehicle in the category.

This type of work is to protect the value of the load being carried, which if damaged in transit through negligence of a driver could have disastrous consequences for the company the vehicle belongs to. The award in driving theory forms part of the diploma in driver education, available within the DIA Member CPD Programme.

## Special needs training

The delivery of training for people with disabilities or neurological, speech or hearing impairments is specialised and in many cases would require additional training (continuing professional development). There are organisations that deliver this and would put a suitably trained ADI into a relatively small additional niche market. An introductory course in this area will shortly be available within the DIA Member CPD Programme.



### Monika D'Agate, driving coach and therapist

I help people with post-traumatic stress disorder, driving phobias, lack of confidence and general driving nerves. I obviously teach them to drive too.

I work mainly in southeast London and north Kent at the moment but people come to me from all over London. I qualified as an ADI in February 2005 and have been a grade six since 2008.

What sets me apart is that I take the client-centred learning approach to its true level, helping people with emotional issues, lack of self-esteem, PTSD or driving phobias, which are usually not driving-related.

Obviously my green badge is important, as I would not be able to help anyone if I did not teach them to drive at the same time as helping them out of their phobic/nervous predicament. The ADI qualification is only a beginning though, as far many more skills are required to achieve the desired goals.

My top tip is never dismiss anyone. Life is a journey where you never stop learning – never think you know it all. Have an open mind to new avenues and possibilities.

## Vehicle familiarisation

This type of work needs a little research. It is an opportunity for an ADI to work with local car dealerships to encourage the dealership that vehicle familiarisation and defensive driver training could be a boost to perceived marketing value for the brand. The trainer needs to be familiar with all of the modern technology that the vehicle contains. The award in vehicle technology exists as an introduction to such technology as part of the Diploma in Driver Education within the DIA Member CPD Programme.

## UK familiarisation

The United Kingdom is one of the few countries in the world that drives on the left. This means that the vast majority of foreign licence holders on our roads may need familiarisation training to help them make the change to the other side of the road. For advice on how to deliver this training, contact the DIA.

The vast majority of foreign licence holders on our roads may need familiarisation

## Theory training for trainers

There are some other specialist areas of training within the emergency services sector, which will become more apparent to the industry in the near future, with changes being made to the regulations on emergency vehicle driving. This training will have to be undertaken by ADIs who are former emergency services (high egress) drivers and trainers.

The list continues into many sub-categories – in fact, I've worked out as many as 65 different types of training that take place within the driver training industry, flowing down from the green badge like a family tree.

I hope I have gone some way to showing you how big the driver training industry is, and that the category B L-plate market is not all that there is. I also hope that I have gone some way to quenching the fire that is the argument concerning CPD. The above highlights that to diversify your business not only depends on the age of your licence (pre-97/post-96) but also on how ambitious you wish to be, showing that CPD does not need to be compulsory, but it is necessary. And with that, happy new year and all the best for 2013.

## Julia Malkin, founder of ExcelDIA



I am the founder and director of training and development at a unique and specialist ADI training organisation that believes that anyone can learn if they receive the correct training and support. This includes people with special educational needs (SEN) such as Asperger syndrome, ADHD, dyspraxia and dyscalculia.

I'm based in Leicester, but my services are starting to expand nationally thanks to my partners. I am a fleet-registered trainer and received a grade six at my first check test despite having autism, dyspraxia, dyscalculia, Irlen's syndrome and ADHD and I have been an ADI for seven years.

In addition to training instructors, ExcelDIA offers training for all stages of a driver's career, from learning to drive to becoming one of the most advanced drivers on the road. One of our unique goals is to ensure that every special needs pupil has a suitably trained ADI within 30 miles of where they live. This is becoming possible thanks to the award-winning course called 'Revolutions'.

Revolutions takes ADIs into another world as they learn to teach those with special educational needs – it covers everything from autism and ADHD through to panic attacks and confidence issues, and recently won the Prince Michael International Road Safety Award. I was also made an MBE in the New Year honours list in 2011, for services to people with special educational needs.

In addition to my ADI qualifications I have a foundation degree in Managing Voluntary and Community Organisations, a BA (Hons) from the Open University (where I got a 2:1) including counselling and educational inclusion, and a diploma level three in psychology).

My top tip is that desire makes you successful. It's the number one key to success, and overrides disabilities and other problems a person can face when challenged to reach a goal. When I became an ADI, my desire overrode the fact I had never owned a car prior to qualifying, as well as the learning difficulties I have.

Desire makes you successful, it's the number one key to success

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## Did you know...?

The instructors who work in the Driving Instructors Association offices man our ADI helpdesk, offering their expert advice to any member who rings up with a problem. Call 020 8686 8010 if you'd like to speak to them.