

**Drive to the Future**

Neil Greig, Director of Policy and Research, IAM RoadSmart, [neil.greig@iam.org.uk](mailto:neil.greig@iam.org.uk), 1 Albany Place, Hyde Way, Welwyn Garden City, UK, AL7 3BT Tel: 0208 996 9772

Rebecca Ashton, Head of Policy and Research, IAM RoadSmart, [Rebecca.ashton@iam.org.uk](mailto:Rebecca.ashton@iam.org.uk), 1 Albany Place, Hyde Way, Welwyn Garden City, UK, AL7 3BT Tel: 0208 996 9771

**Abstract**

How best should we train drivers to cope with increasing levels of autonomy? Drive 2Thefuture is a 3.9Million Euro project backed by the EU that aims to answer that question. It will assess the needs, wants and behaviours of drivers and automated users today and in the future. It involves 31 Partners from 13 European countries; through 9 interrelated work packages, over 36 months and started last October.

Our presentation will start with an introduction to the Drive2the Future project. Drive2theFuture's mission is to prepare "drivers", travellers, and vehicle operators of the future to accept, and use connected and automated vehicles. The project aims to define the needs and wants of these users and ensure that vehicle makers meet these needs. It will do this by modelling and simulating best practice in Human Machine Interface and developing specialised training tools. There will be 12 Pilots across Europe using simulators, test tracks and real-world environments plus at least 3 major demonstration events.

Drive2thefutre will be surveying EU citizens to assess user acceptance and identify training needs. The project will also develop training approaches, HMI concepts, incentives, policies, and other cost-efficient measures to promote their pilot study findings. This is where driver training organisations such as CIECA will be a key audience that we want to engage with from an early stage in the project. IAM RoadSmart is one of the 31 partners in the project, and we have been specifically tasked with two workstreams. Firstly, to develop a training package for driver trainers built on what is learned in the simulator studies. Feedback from CIECA members on this would be critical to its success. Secondly, with developing a business plan for the wider public facing training programmes that are developed from the pilot studies. We plan to do this by initially surveying professional driver training organisations across Europe to assess their state of readiness, opinions, and ideas for the future of driver training in a time of ever-increasing automation. By the time of the 52<sup>nd</sup> Congress we will have conducted the first phase of this market research and a key part of our presentation will be an analysis of the results. The feedback from this first questionnaire sent to professional bodies will then be used to facilitate a discussion at the Congress as we present progress reports on the Pilot studies and our initial thinking on the best way forward. Our aim being to always bring the driver training industry along with us.



# REBECCA ASHTON

ROAD SAFETY AND DRIVER TRAINING PROFESSIONAL

## PERSONAL

A road safety professional for over 20 years with vast experience in setting up and running driver education schemes in both training and assessing.

Involved in the automotive driver training industry for 25 years and am still passionate about Road Safety, and the improvements we can make. I am well respected by my peers who know me for being professional and highly experienced in the road safety and driver training industry.

During my career I have had vast experience in many different aspects, including consultation with the DVSA in changes to the UK driving test and being part of a team rewriting the driving standards for the IAM RoadSmart advanced driving test.

Able to establish a fun and enthusiastic commitment to safe driving practices, in a dynamic and energetic way, assisting people to achieve their goals of reducing risk and raising driving standards.

Excellent communication skills, being able to listen and assimilate information in order to identify key information has enabled me to turn ideas into reality.

Being self-motivating and having the ability to motivate others I am able to get the best out of myself and my team.

## EXPERIENCE

### **IAM RoadSmart (Institute of Advanced Motorists)**

#### **Head of Policy and Research**

September 2016 - present

##### **Role:**

Advising on IAM RoadSmart Policy

Represent IAM RoadSmart on several road safety committees including the Parliamentary Advisory Council for Transport Safety (PACTS), Transport Focus, Highways England Road User Panel, the DfT Motorcycle Safety Strategy Group, the IMTD (Institute of Master Tutors of Driving), and the BSI standards committee for ISO39001.

Represent IAM RoadSmart internationally at various FIA region 1 events, working groups and activities

Member of the Drive2theFuture consortium

Liaise with Policy and Research Director on priority projects

Work with the communications and marketing team when representing IAM RoadSmart in the media through Television, Radio and Print.

Deputise for Policy and Research Director when required

Work with internal and external stakeholders

##### **Achievements:**

- Organising a conference on the transition to every more intelligent vehicles
- Frequently contacted by the media for interviews and comments regarding road safety including changes to the UK driving test in an expert capacity.

### **IAM RoadSmart (Institute of Advanced Motorists)**

#### **Standards/Commercial Learning & Development Manager**

October 2013 – September 2016

##### **Role:**

Designing, writing, developing and evaluating courses across multi-platform delivery, for both general and client specific use.

To represent IAM nationally in all media forms.

Sit on the expert working group under FIA area 1

Lead on IAM ISO 39001 accreditation

Sit on committee of BSI Standards Technical Expert group for 39001

Conduct a cross departmental review of products

Develop a brand new industry first practical on road Driving For Work course

Train and support the new in position Trainer Manager

Project Management of various diverse development projects

## PERSONAL CONT

---

Successful at balancing multiple activities and delivering to tight deadlines when necessary without compromising quality.

A proven track record, good organisational and people skills have allowed me to develop my career to date. I am very fortunate to be involved in an industry in which I am so passionate about.

## KEY SKILLS

---

- Set up and Delivering Driver Education Programmes
- Pro-actively appraising training programmes
- Promoting safe driving schemes
- Media spokesperson
- Formulating Road Risk Management Policies including HSE
- Evaluating both trainers and assessors
- Team building and leader
- Trainer allocation
- Experienced Manager

work with various internal & external stakeholders to produce collateral under the recent rebrand timelines

Team member for the rewrite of the Advanced Test material including writing the standards for advanced driving.

### Achievements:

- Major part played in the writing and re branding of core products in line with the re brand timelines, all successfully delivered within specified parameters.
- Leading the design and creation of a brand new Driving for Work Course, designing the attendant collateral and launching the course to both the sales team and the trainer network.
- Inclusion in a large scale project within an expert working group for the FIA.

## Professional Driver Services Training Manager

February 2010 – October 2013

Managed 50 direct report fleet trainers nationally across both NDORS & Fleet Driver training.

Responsible for training, recruitment, job evaluation, welfare, learning and development of

trainers, record keeping along with scheduling,

Part of a tender team looking at national and international contracts.

Develop courses and course content for a diverse customer base which included, Welsh Government, Norgine, Shire Pharmaceuticals

### Achievements:

- Set up and ran the operational side of the NDORS scheme for PDS
- Delivered dynamic train the trainer days
- Lead on a contract in the Middle East training trainers to deliver a PDO fleet training and assessing scheme.

## QUALIFICATIONS AND CERTIFICATES

---



DVSA Grade A Driver Trainer (Learners and Fleet)

Dip Di - Diploma in Driving Instruction

IAM F1rst Advanced Driving Certificate

Fleet Diploma Trainer

City and Guild in delivering Adult Learning

BTEC Advanced Driving - Distinction (RoSPA)

BTEC Diploma in Advanced Driving Instruction (RoSPA)

IOSH Managing Health and Safety Award

Member of BSI Road Traffic Management Technical Expert Committee

Instructor for NDORS courses (train the trainer)

Member of IMTD (Institute of the Master Tutors of driving) DIAMond

Advanced Driving Examiner

Getting results through relationships BSI Certificate

Standards writing BSI Certificate

Adobe in-design certificate



REBECCA.ASHTON@IAM.ORG.UK



@REBECCAASHTON68



+44 (0) 208 996 9771



WWW.LINKEDIN.COM/IN/REBECCA-ASHTON-5B455819



**Neil Greig, Director of Policy and Research, IAM RoadSmart**

- I have been with IAM RoadSmart since 2007 and my role involves setting the strategic direction for its Policy and Research Division, co-ordinating its research programme and working with the media and opinion formers across the UK.
- I also represent IAM RoadSmart in Scotland and in Brussels on working parties of the FIA Mobility Division.
- Previous to this I was Head of Policy for the AA Motoring Trust in Scotland, Head of Roads and Environment for the AA in the Midlands and and for a short time Technical Manager Road Safety at RoSPA in the early nineties.
- I represent IAM RoadSmart on many committees including; PACTS, Prince Michael of Kent International Road Safety Awards Panel, Transport Scotland Road Safety Operational Group, Road Safety Scotland Publicity Advisory Group, Transport Focus and Highways England Roaduser Panels and the Dft Motorcycle Safety Strategy Group.
- I have an Honours degree in Geography from Aberdeen University and an MSc in Urban and Regional Planning from the University of Strathclyde in Glasgow.