

# **iAM** **RoadSmart**



**iAM RoadSmart Chair**

**Candidate Information Pack**

**June 2024**

## Welcome from our CEO

Thank you for showing an interest in IAM RoadSmart.

We are a national road safety charity. Founded in 1956, our mission promotes being a force for good with skills development and education at the core of what we do, teaching post licence holders (drivers and riders) new skills to create fulfilling and safe journeys on the road.

Our community is formed of over 70,000 members nationally, 164 groups, and 5,000 volunteers who help deliver our courses. Our groups, all run by volunteers, enable members to share ideas and contribute to the important work IAM RoadSmart does in developing and promoting innovative road safety strategies.

Together our job is to make better drivers and riders, reducing the number of killed and seriously injured (KSIs) on UK roads annually. Through education and up-skilling, to campaigning and lobbying government, we hold the keys to safer road travel for all. A journey that connects all ages, backgrounds and driving and riding abilities.

Our products, processes and how we communicate with our stakeholder groups – current and future are also changing. From online learning to digital engagement and improved user experiences, our workload is ambitious, with the opportunity to make a greater impact.

But it's not just the charity transforming; it's the vehicles we drive, the technologies we use and the roads we travel. From electric vehicles to Advanced Driver Assistance Systems (ADAS), to smart motorways and buying behaviours, our purpose remains the same. Education is key but our products, systems and people need to be able to support the changing landscape of road travel.

The current chair, Stuart Donald QPM has led the charity with clarity, ambition, and passion since his appointment in February 2021. He has served his full tenure in post overseeing the Board and supporting the senior team who are driving operational change but as he prepares to handover his role as a volunteer with us, we are seeking a suitable replacement who will continue to inspire and drive strategic change to support the senior team in delivering against our mission

The journey ahead continues to be one of transformation, and we hope it is one that you see yourself joining and making a difference in.

**Antony Kildare**

**CEO**

## Our Journey

2023/24 was our year of change. Importance was placed on laying the foundations, looking at the skills, people, and processes needed to help futureproof the charity and grow our community of advanced drivers and riders.



Now we've embarked on year two of our three-year plan, our journey of transformation is building momentum and we continue to challenge how we do things that will make a positive impact and deliver on our purpose, vision and mission:

We are working to futureproof the charity by diversifying our products, systems, channels and reach; we're creating equal opportunities for road safety education, creating a diverse community of advanced drivers, riders, road safety supporters and champions, and not forgetting IAM partners.

### Our values



### Our delivery

We will deliver our strategy with the support of our community to include:



## Our Strategic Pillars



**Growing the brand name and corporate identity to be recognised nationally**, with an increased presence and authoritative voice in the policy and campaigning space. We will:

- place road safety at the heart of all we do
- elevate our policy and campaigning activity to make impact on road safety issues in the UK
- address challenges such as static road death numbers and the evolution of on road and in-vehicle technology



**Increasing skills development, knowledge share, competency, and on road confidence through education and coaching.** We will:

- make road safety skills and education up to date, relevant and accessible to all
- diversify and refresh educational tools and products to engage existing and new audiences
- reflect new road safety challenges, embracing new learning styles and technologies, engaging with those who put the most drivers and riders on the road and those who use the road for a living.



**Developing a broad, diverse, and inclusive community of passionate road users across the UK.** We will:

- support an increasingly diverse community of road safety experts across the United Kingdom
- be inclusive, recognising those that have passed the advanced test demonstrate the highest level of skill that is up-to-date and relevant, as well as those that choose not to take the advanced test but still have a passion and interest in road safety
- provide support to enable our community to ensure it is sustainable and that it can continue to deliver key services.



**Promoting a well-led, progressive, ethical charity that lives and breathes by its culture and behaviours.** We will:

- be well-run and sustainable, supported by effective leadership, governance, systems, and infrastructure
- monitor effective stewardship of resources and assets to ensure the charity have an impact on improving road safety
- work to mitigate any negative impacts we may cause.



**Embracing being digital to the core.** Enabling and simplifying our service and offerings, growing our reach and enriching the community experience. We will:

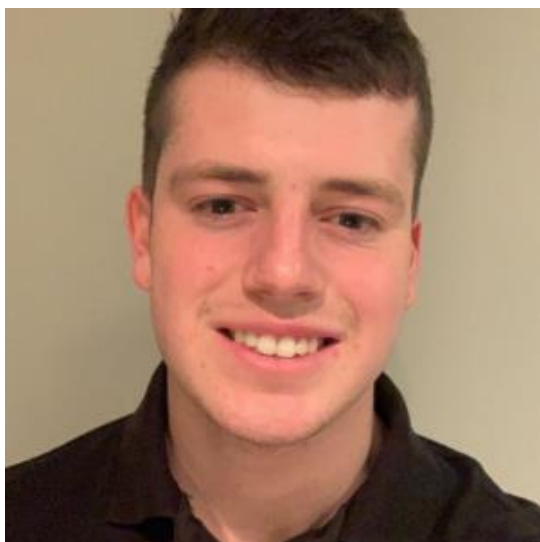
- transform using best-in-show technology to support our growth and diversification ambitions and continuously measure our progress and deliverables
- work with IT experts, providers, and originators to adopt and apply tried and tested, 'plug and play' market solutions in delivering for our customers and members.



## Our members

Our community is our lifeblood, without them we couldn't do what we do. From our volunteers, brand ambassadors, and our 70,000 dedicated Advanced drivers and riders all are great advocates for what we do and are passionate about road safety, educating and upskilling people nationally.

“As a road safety campaigner, it's vital to be supported by organisations such as IAM RoadSmart. Steering the future of our young drivers by working collectively together and educating them from the very start can only have a positive impact.” **Sophie Lyden – IAM RoadSmart Young Campaigning Ambassador**



“IAM training gives people the opportunity to learn new skills for life with education and coaching through great value-for-money courses. From my experience working with riders of all abilities in the member community, everyone has gained something from IAM RoadSmart training. Furthermore, my career in policing has allowed me to speak with riders and challenge stereotypes and it has undoubtedly saved lives through education and shared experiences.” **Ben Schooling, IAM RoadSmart Ambassador**

## Our next Chair

IAM RoadSmart is on an exciting journey of transformation that draws on its heritage of educating and upskilling drivers and riders for almost 70 years.

Established as a traditional membership body, the charity is now on a significant journey of change which will help challenge perceptions to bring road safety to the top of everyone's agenda, and we need a Chair who will support us on this journey,

The role is an important volunteer role; it will hold responsibility for leading the Board of Trustees and for holding the CEO and senior team to account, ensuring that decisions are made in the best interest of the charity, to help futureproof it and to continue making safer drivers and rider on road.

The successful applicant will be required to have regular check-ins with the CEO and be required to support IAM RoadSmart national community events from time to time, with expectations to provide marketing input and be led by the team to help with community engagement.

Trusteeship can be rewarding for many reasons - from a sense of making a difference to the charitable cause, to new experiences and relationships. It's also likely to be demanding of your time, skills, knowledge, and abilities.



# Role Description

## Key Information

<b>Job Title:</b>	Chair of IAM RoadSmart
<b>Remuneration:</b>	The role of Chair is not accompanied by any financial remuneration, although reasonable expenses may be claimed.
<b>Location:</b>	Welwyn Garden City
<b>Time commitment:</b>	5 Council meetings per year. The Chair is also expected to have regular meetings with the Chief Executive and represent the Charity at various events and meetings with key stakeholders.
<b>Reporting to:</b>	Board of Trustees (Council)

## Objective:

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The Chair will hold the Council and Senior Leadership Team to account for the Charity's mission and vision, providing inclusive leadership to the Board of Trustees, and ensuring that each trustee fulfils their duties and responsibilities for the effective governance of the charity. The Chair will be independent and support the Chief Executive and ensure that the Council functions as a unit to achieve agreed objectives. The Chair will be an ambassador and the public face of the charity in partnership with the Chief Executive.

## Principal Responsibilities

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### Strategic Leadership

- Provide independent and inclusive leadership to the Charity and its Council, ensuring that the Charity has maximum impact for its beneficiaries.
- Ensure that Trustees fulfil their duties and responsibilities for the effective governance of the Charity.
- Lead, manage and develop the Trustees.

- Ensure that the Council operates within its charitable objectives and provides a clear strategic direction for the Charity.
- Ensure that the Council can regularly review major risks and associated opportunities and satisfy itself that systems are in place to take advantage of opportunities and manage and mitigate the risks.
- Ensure that the Council fulfils its duties to ensure the sound financial health of the charity, with systems in place to ensure financial accountability.

### **Governance**

- Ensure that the governance arrangements are working in the most effective way for the Charity.
- Develop the knowledge and capability of the Trustees.
- Encourage positive change where appropriate and address and resolve any conflicts within the Council.
- Review the performance of the Trustees and the Council on an annual basis.
- Ensure that the Council is regularly refreshed and incorporates the right balance of skills, knowledge and experience needed to govern and lead the charity effectively and which also reflects the wider population.
- Work within any agreed policies adopted by the charity.

### **External Relations**

- Function as an ambassador for the cause and the charity
- Maintain close relationships with key members of the Government and with key influences.
- Function as a spokesperson for the organisation when appropriate
- Represent the charity at external functions, meetings, and events.
- Facilitate change and address any potential conflict with external stakeholders.

### **Efficiency and Effectiveness**

- Chair meetings of the Council effectively and efficiently, bringing impartiality and objectivity to the decision-making process

Ensure that Trustees are fully engaged and that decisions are taken in the best, long-term interests of the Charity and that the Council takes collective ownership.

- Foster, maintain and ensure that constructive relationships exist with and between the Trustees.



- Work with the Chief Executive to give direction to Council policymaking and to ensure that meetings are well planned, meaningful and reflect the responsibilities of trustees.
- Monitor that decisions taken at meetings are implemented.

### **Relationship with the Chief Executive and the Senior Leadership Team**

- Establish and build a strong, effective and a constructive working relationship with the Chief Executive, ensuring they are held to account for achieving agreed strategic objectives.
- Support the Chief Executive, whilst respecting the boundaries which exist between the two roles.
- Ensure regular contact with the Chief Executive and develop and maintain an open and supportive relationship within which each can speak openly about concerns, worries and challenges.
- Consult with the Chief Executive to maintain an overview of the Charity's affairs, providing support, as necessary.
- Conduct an annual review for the Chief Executive in consultation with other Trustees.



# Person Specification

## Personal Qualities

- Demonstrate a strong and visible passion and commitment to the charity, its strategic objectives and cause.
- Personal gravitas to lead a significant national organisation.
- Exhibit strong inter-personal and relationship building abilities and be comfortable in an ambassadorial role.
- Demonstrate tact and diplomacy, with the ability to listen and engage effectively.
- Strong networking capabilities that can be utilised for the benefit of the charity.
- Ability to foster and promote a collaborative team environment.
- Ability to commit time to conduct the role well, including travel and attending events out of office hours.

## Experience

- Experience of operating at a senior strategic leadership level within an organisation
- Successful record of achievement through their career
- Experience of charity governance and working with or as part of a Board of Trustees
- Experience of external representation, delivering presentations and managing stakeholders
- Experience of chairing meetings and events

## Knowledge and skills

- Strong leadership skills, ability to motivate staff and volunteers and bring people together.
- Fiscal management expertise and a broad understanding of charity finance issues
- Good understanding of charity governance issues

## Terms:

- The Chair will serve a three-year term and be eligible for re-appointment for one additional term.
- In addition to chairing the Council meetings and AGM, and attending the Nominations Committee as required, the Chair has the right to attend two sub-committees on an ex-officio basis (Finance & Audit, Remuneration) who meet on a quarterly basis.

## How to apply

[Eastside People](#) is supporting [IAM RoadSmart](#) in the recruitment for this role. Please [click here](#) to apply.

If you would like a call to discuss the role in more detail, please email Melissa at [melissa@eastsidepeople.org](mailto:melissa@eastsidepeople.org) to arrange a convenient time. Having a call of this kind will not influence the success or otherwise of your application.

We want you to have every opportunity to demonstrate your skills, ability and potential; please contact us if you require any assistance or adjustment so that we can help with making the application process work for you.

The closing date for this role is **Friday 23rd August**. Competency-based interviews will take place with Eastside People throughout the live recruitment period and until 6<sup>th</sup> September. Longlisting will take place on 19<sup>th</sup> September. Interviews with IAM RoadSmart will take place on 3<sup>rd</sup> October.



# Eastside People

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Eastside People is the trading name for Eastside Consulting Ltd. Company number: 4958922.