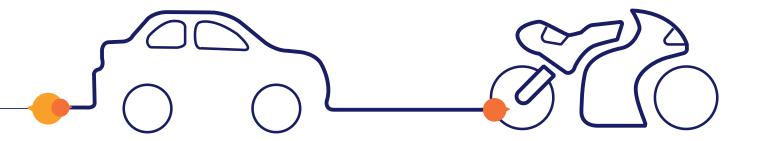# RoSPA Advanced Drivers and Riders

Derbyshire Riders Group Development Strategy & Plan

To cover the period of: 2021-2022

Version: 1.0

Date: 4 May 2022

1. Name and Definitions

The name of the Group is RoSPA Advanced Drivers and Riders - Derbyshire Riders, hereinafter called "the Group" throughout this document.

Definitions

1.1 RoSPA – Royal Society for the Prevention of Accidents (Charity Number 207823).

1.2 RoSPA Advanced Drivers and Riders.

1.3 Accredited RoSPA Advanced Drivers and Riders Groups are affiliates of RoSPA.

2. Status

2.1 RoSPA Advanced Drivers and Riders is part of The Royal Society for the Prevention of Accidents (Charity Number 207823) ("**RoSPA**").

2.2 RoSPA Advanced Drivers and Riders is a voluntary organisation of people who have an interest in promoting RoSPA's advanced motorcycling standards and tests.

3. Aims and Objectives

3.1 To improve road safety and reduce road collisions and casualties by improving motorcycling knowledge, attitudes, skills and standards.

3.2 To provide access for the public to RoSPA's advanced driving and riding system and test on a non-commercial basis.

3.3 To provide consistent, high quality advanced rider Training to group members.

3.4 To encourage and help motorcyclists to pass RoSPA's Advanced Motorcycling Tests.

3.5 To help to implement RoSPA's overall mission to save lives and reduce injuries.

4. Introduction

4.1 The Derbyshire Riders Group Development Strategy & Plan is intended to provided a framework for the Committee Members and Officers to guide the management and improvement of the Group.

4.2 The Derbyshire Riders Group Development Strategy & Plan should be created, agreed and reviewed by the Group Committee on an annual basis. The completed document will then be communicated to the membership in the most appropriate way possible.

4.3 Regular reviews of progress against Derbyshire Riders Group Development Strategy & Plan should be conducted by the Group Committee Members and Officers at their regular meetings. Any discussion, actions or completions against the plan should be recorded within the minutes of these meetings.

4.3 The Group Chair is responsible for creating an annual report on the performance of the plan against the objectives laid out within it, which is presented to the membership at the Group Annual General Meeting.

GROUP VISION

Derbyshire Riders aspires to be a **friendly**, **welcoming** and **inclusive** advanced riding group, focused on providing high quality advanced motorcycle training, and facilitating enjoyable motorcycle orientated social activities.

This vision shall encourage public interest in road safety in Derbyshire and surrounding areas and help to implement the overall mission of RoSPA *to save lives and reduce injuries*.

GROUP MISSION

The group aims to *improve the safety and riding standards of motorcyclists* within Derbyshire and surrounding areas, by helping them to pass the RoSPA Advanced Motorcycle test through the provision of *professional, inclusive and enjoyable training and mentoring*.

GROUP VALUES

1. Members of this group will behave professionally at all times and treat others with *respect* and *consideration*.

2. The group will enable members to exchange life-enhancing skills and knowledge to reduce serious accidental injuries within Derbyshire.

3. The group will deliver training in a professional, fair and honest manner to improve the riding standards of motorcyclists within Derbyshire.

4. Members of this group will not knowingly break any laws whilst acting on behalf of the group.

5. Members of this group will treat any *other* member, tutor, examiner or road safety organisation with respect.

6. To make the pursuit of advanced motorcycling and motorcycle training an *inclusive* and *enjoyable* venture.

GROUP S.W.O.T. ANALYSIS

STRENGTHS

Supported by a national charitable organisation.

Strong financial status.

A reputation for being different to other advanced training organisations.

A friending and welcoming organisation.

Excellent reputation for advanced motorcyclist training.

Enthusiastic and capable training team.

Social activities arranged that appeal to motorcyclists.

WEAKNESSES

Low level of member interaction and member participation.

Low number of group members who attend group nights.

Lack of focus on social aspects of club.

Inconsistent level of organisation and participation, in both club meeting and social ride outs.

OPPORTUNITIES

Good reputation with local stakeholders and influencers.

Good potential pipelines for members from other local organisations.

An enthusiasm to provide a better membership experience.

A large and diverse committee membership.

A committee that is generating ideas for engaging with members.

Stable information technology solutions for group communications.

THREATS

Internal tensions of senior members of the group, common in all amateur club organisations.

High amount of "churn" in membership numbers.

Lack of female members and members under the age of 40.

A loss of identity in what makes us different and attractive.

Continuation of Covid-19 Pandemic and potential restrictions.

GROUP AIMS AND OBJECTIVES

AIMS	OBJECTIVES
➢ To make the pursuit of advanced motorcycling and motorcycle training an *inclusive* and *enjoyable* venture.	✓ Establish a new role of 'Social Development Officer' within the Committee, to *coordinate and organize group social activities*.
➢ To offer the *best advanced motorcycle training* and motorcycling related *social activities* in Derbyshire and surrounding areas.	✓ Increase the *social diversity* of group membership.
➢ To actively campaign and influence to *increase the size of membership* in a coordinated and planned way.	✓ Make certain the group is *managed effectively* by creating roles and responsibilities for committee positions.
➢ To improve road safety, reduce road collisions and casualties by e**nhancing** *motorcycling knowledge, attitudes, skills and values*.	✓ Establish a new role of 'Deputy Training Officer' to *provide assistance to the Training Officer* with training of Group Tutors.
➢ To provide access for the public to RoSPA's advanced riding system and test on a *non-commercial basis*.	✓ Maintain and *enhance relationships with local motorcycling and road safety groups* within Derbyshire and surrounding areas.
➢ To provide *consistent, high quality advanced rider training* to group members.	✓ *Increase the number of Advanced Tutors* to provide assistance to the Training Officer with training of Tutors.
➢ To encourage and *help motorcyclists to pass the RoSPA Advanced Motorcycling Test*.	✓ Review the role of 'Chief Tutor' to *maintain and improve the standard of training provided by group tutors*.
➢ To help implement the overall mission of RoSPA to *save lives* and *reduce injuries*.	✓ Make certain the group is managed effectively through a *Group Constitution that it is fit for purpose* and accepted by members.

SOCIAL ACTIVITIES – *Social Development Officer / Ordinary Committee Members*

Aims

- ✓ To make the pursuit of advanced motorcycling and motorcycle training an inclusive and enjoyable venture.
- ✓ To offer high quality motorcycling related social activities in Derbyshire and surrounding areas.
- ✓ To provide access for the public to RoSPA's advanced riding system.

Objectives

Establish a new role of 'Social Development Officer' within the Committee, to coordinate and organize group social activities.	Increase the social diversity of group membership
Maintain and enhance relationships with local motorcycling and road safety groups within Derbyshire and surrounding areas.	

Action Plan

Objective (What needs to be done)	How (How you intend to achieve the objective)	Who (responsibility)	When (timescale)	Finance (Cost, if any)	Completion (Month / Year completed)
Official ride outs	Ensure the Google Social calendar is maintained with ride-out dates and recruit suitable ride leaders.	Social Officer	Monthly	N/A	On-going
Social activities	Ensure the Social calendar is maintained with social activities and a suitable event owner.	Social Officer	Throughout the riding year	N/A	On-going

Objective (What needs to be done)	How (How you intend to achieve the objective)	Who (responsibility)	When (timescale)	Finance (Cost, if any)	Completion (Month / Year completed)
Communication	Ensure the Google Social calendar is maintained with social activities and send out a regular social newsletter email publicising events to the membership.	Social Officer	Throughout the riding year	N/A	On-going
End of Year Meal	Organise a group meal for members in December (i.e., Christmas).	Social Officer	December	TBC	On-going
Summer Meal	Organise a group meal for members in July.	Social Officer	July	TBC	On-going
Holidays	Organise at least one 'holiday' or 'trip' for members.	Social Officer	Throughout the riding year	TBC	On-going
Unofficial Ride Outs	Organise a regular social ride outs (unofficial) that will allow non-members and pillion passengers to take part in group rides.	Social Officer	Throughout the riding year	N/A	On-going
Group Nights	Organise a programme of Group Nights for members with motorcycle or safety related subjects of interest.	Social Officer	Monthly	TBC	On-going
Taster Sessions / Events	Organise a programme of Taster Sessions / Events to attract new members.	Social Officer / Membership	Throughout the riding year	TBC	On-going
Bike Events	Organise at least one motorcycle-related event for members, i.e., Track Days etc.	Social Officer	Throughout the riding year	TBC	On-going

TRAINING OPERATIONS – *Training Officer / Deputy Training Officer / Chief Tutor*

Aims

- ✓ To make the pursuit of advanced motorcycling and motorcycle training an inclusive and enjoyable venture.
- ✓ To offer the best advanced motorcycle training in Derbyshire and surrounding areas.
- ✓ To provide consistent, high quality advanced rider training to group members.
- ✓ To provide access for the public to RoSPA's advanced riding system and test on a non-commercial basis.

Objectives

Establish a new role of 'Deputy Training Officer' (DTO) to provide assistance to the Training Officer with training of Tutors	Increase the number of Advanced Tutors to provide assistance to the Training Officer (TO) with training of Tutors
Review the role of 'Chief Tutor' (CT) to maintain and improve the standard of training provided by group tutors	Make our advanced motorcycle training fun and geared towards the learning needs of the membership.

Action Plan

Objective (What needs to be done)	How (How you intend to achieve the objective)	Who (responsibility)	When (timescale)	Finance (Cost, if any)	Completion (Month / Year completed)
Appoint a new Training officer and Deputy Training Officer	Generate a maintain a succession plan for the training offer role Promote inclusion and encourage tutors to what to take on these roles	TO and AT Training team	Succession plan available by Q3 2021. Promote roles consistently / regularly.	None	Complete

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Objective (What needs to be done)	How (How you intend to achieve the objective)	Who (responsibility)	When (timescale)	Finance (Cost, if any)	Completion (Month / Year completed)
Promote a spirit of fun and enjoyment in advanced motorcycling	Refresh of bi-monthly training team meeting Promote fun as part of regular training presentations to the group Refresh training for tutors to promote behaviour, enjoyment and tutor competence and confidence as part of formal training for new tutors Design and roll out a process, training and managed support for advanced tutors Design and invite feedback from membership about training, and annually design programme of improvement to address feedback.	Training team	Meeting bimonthly or when required Tutors training to be refreshed and delivered to prospective tutors for end Mar 2022. Feedback from 2021 test cohort to be completed for end Feb 2022	May be limited venue and hospitality costs for training	On-going
Increase the number of Advanced Tutors	Design criteria for advanced tutor Training advanced tutors to deliver their duties consistently, in accordance with club friendly ethic,	TO	Criteria agreed and popularised for ends of Feb 2022. Advanced tutor training to be developed for delivery in April 2022	N/A	Complete

Objective (What needs to be done)	How (How you intend to achieve the objective)	Who (responsibility)	When (timescale)	Finance (Cost, if any)	Completion (Month / Year completed)
Promote the role of Chief Tutor as an active member for the club	Have a succession plan for the chief tutor Provide group night platform for the CT Include CT in Training team and encourage involvement in design of tutor and advanced tutor training. Allow CT to audit and report of standard of group tutoring	CT/TO	CT succession plan available end Q3 2022. Group night tutor activities to be arranged on a rolling 3-month window CT audit to be designed and organised for the end of Mar 2022.	N/A	On-going
Promote a Derbyshire ROSPA training system.	Develop a policy to ensure our training operations are delivered consistently and in accordance with our group ethic.	TO and Training Team	Policy to be circulated as a merchantable draft for discussion for end Q2 2022.	N/A	On-going

MEMBERSHIP – *Membership & Publicity Officer*

Aim

- ✓ To provide a focal point for membership enquiries
- ✓ To actively campaign and influence to increase the size of membership in a coordinated and planned way.
- ✓ To provide access for the public to RoSPA's advanced riding system and test on a non-commercial basis.

Objectives

To provide a warm welcoming gateway to the club for new members.	Co-ordinate feedback from new members (at one month from joining), leaving members (within one month of departure) and inactive associates
Increase net membership in line with historical trend	Respond to prospective members queries within three days.

Action Plan

Objective (What needs to be done)	How (How you intend to achieve the objective)	Who (responsibility)	When (timescale)	Finance (Cost, if any)	Completion (Month / Year completed)
Target list of prospective new members	Keep of record of persons who have expressed interest in advanced rider training	Membership	31st Mar 2022	N/A	On-going
Retention strategy for inactive members	Identify inactive members at risk of leaving	Committee plus tutors	31st Mar 2022	N/A	On-going
Existing member survey	Design and issue existing member survey	Membership	30th Apr 2022	N/A	On-going

Objective (What needs to be done)	How (How you intend to achieve the objective)	Who (responsibility)	When (timescale)	Finance (Cost, if any)	Completion (Month / Year completed)
Member survey analysis	Analyse member survey responses and present to committee	Membership	30th May 2022		On-going
Development plan review	Review existing development plan v member survey responses and adapt as necessary	Committee	31st Jun 2022		On-going
Issue member survey summary	Issue member survey summary and the actions the Group intends to take	Chairman	31st Jun 2022		On-going
Taster Sessions / Events	Organise a programme of Taster Sessions / Events to attract new members.	Social Officer / Membership	Throughout the riding year	TBC	On-going
Improve Retention of Members	Get a better understanding of why members leave the Group	Membership	30th Apr 2022	N/A	On-going
Improve Partnerships	1. Establish existing and desired partnerships 2. Allocate lead for each partnership	1. Membership 2. Committee	1. 30th Apr 2022 2. 31st May 2022		On-going
Social diversity of group membership.	1. Assess social diversity of group membership. 2. Review social diversity and establish action plan	1. Membership 2. Committee	1. 30th Apr 2022 2. 31st May 2022		On-going

GROUP MANAGEMENT – *Group Chair / Secretary / Treasurer*

Aim

- ✓ To make the pursuit of advanced motorcycling and motorcycle training an inclusive and enjoyable venture.
- ✓ To provide access for the public to RoSPA's advanced riding system and test on a non-commercial basis.
- ✓ To offer the best advanced motorcycle training and motorcycling related social activities in Derbyshire and surrounding areas.
- ✓ To help implement the overall mission of RoSPA to save lives and reduce injuries.

Objective

Make certain the group is managed effectively through a Group Constitution that it is fit for purpose and accepted by members	Make certain the group is managed effectively by creating roles and responsibilities for committee positions.
Establish a new role of 'Deputy Training Officer' to provide assistance to the Training Officer with training of Tutors.	Establish a new role of 'Social Development Officer' within the Committee to organise group social activities and official ride-outs.

Action Plan

Objective (What needs to be done)	How (How you intend to achieve the objective)	Who (responsibility)	When (timescale)	Finance (Cost, if any)	Completion (Month / Year completed)
Review Group Constitution	Review with RoSPA HQ and members.	Group Chair	By December 2021	N/A	Complete
Create New Committee Roles	Add appendices to constitution document.	Group Chair	By December 2021	N/A	Complete

Objective (What needs to be done)	How (How you intend to achieve the objective)	Who (responsibility)	When (timescale)	Finance (Cost, if any)	Completion (Month / Year completed)
Appoint a Deputy Training Officer	Ask members for volunteers	Committee	By October 2021	N/A	Complete
Appoint a Social Development Officer	Ask members for volunteers	Committee	By October 2021	N/A	Complete
Create a Group Development Strategy and Plan	Ask Committee members to participate in building a cohesive plan using a standard template for club development plans.	Committee	By end April 2022	N/A	Complete
Set-up a business bank account with on-line banking facilities	Treasurer to deal with NatWest.	Treasurer	By end April 2022	N/A	Complete
Committee Meeting minutes	Official minutes of Committee Meetings created within 5 working days of each meeting	Secretary	On-going	N/A	On-going

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GROUP COMMUNICATIONS – *Media Officer*

Aim

- ✓ To make the pursuit of advanced motorcycling and motorcycle training an inclusive and enjoyable venture.
- ✓ To provide access for the public to RoSPA's advanced riding system and test on a non-commercial basis.
- ✓ To offer the best advanced motorcycle training and motorcycling related social activities in Derbyshire and surrounding areas.

Objective

Maintain effective communications with all group members	Maintain effective 'marketing' of the group via the group website
Maintain an 'social media' presence for the group via Facebook	Assist with group 'marketing' via the group Facebook public website

Action Plan

Objective (What needs to be done)	How (How you intend to achieve the objective)	Who (responsibility)	When (timescale)	Finance (Cost, if any)	Completion (Month / Year completed)
Establish a new email system	Implement a cheap and effective email system	Media Officer	By December 2021	~£120 pa	Complete
Ensure all Group social events are published to members	Maintain the group Google calendar and the Facebook Events page	Media Officer	On-going	N/A	N/A
Maintain the Group website	Manage the WordPress website	Media Officer	On-going	~£100 pa	N/A
Committee Meeting Minutes	Publish Committee Minutes to members via email and Facebook	Media Officer	On-going	N/A	N/A

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GROUP PRIORITIES
(As identified in the development plan)

Priority Action for 2021-2022	Owner	Deadline
Revise and update the Group Constitution	Chairman	AGM 2022
Revise and update the Roles & Responsibilities of Group Committee Members	Chairman	AGM 2022
Revise and update the Group Riding Guidance	Chairman	AGM 2022
Create an Annual Group Development Strategy and Plan document	Chairman	AGM 2022
Appoint a new Chief Tutor to the Group	Chairman	AGM 2022
Appoint a new Training Officer to the Group	Chairman	AGM 2022
Appoint a new Deputy Training Officer to the Group	Chairman	AGM 2022
Appoint a Social Officer to the Group Committee	Chairman	AGM 2022
Increase the social, equality and diversity of group membership	Membership Officer	AGM 2022
Maintain and enhance relationships with local motorcycling and road safety groups within Derbyshire	Membership Officer	AGM 2022
Increase and improve social activities provided to members	Social Officer	AGM 2022
Ensure that Group Ride Outs are provided between March and November	Social Officer	AGM 2022
Increase the quantity of Advanced Tutors to increase the capacity of the group to train of Tutors	Training Officer	AGM 2022
Migrate the Group bank account to an internet banking solution	Treasurer	AGM 2022

RAG Status Definitions

Action Complete	Action In Progress	Action Cancelled / Delayed	Action Not Started