Congleton Advanced Motorists
incorporating **Macclesfield Advanced Motorists**

News release

22 August 2010

MP Boosts road safety campaign

Congleton's new MP – Fiona Bruce has announced her backing for a local road safety group. Congleton Advanced Motorists are dedicated to raising the standard of driving and so reduce crashes, deaths and injuries on local roads. The new MP has become Honorary President of the Group and will be an active supporter of their work.

Her first official appearance for the Group will be at the Open Day at Congleton Fire Station on 4 September at 12 noon. Members of the Group will be in attendance to explain the benefits of advanced driving and recruit new members.

In accepting her new role, Fiona Bruce commented :

" Since being elected I have been amazed to discover the number of voluntary groups that are active in the constituency. They all do a wonderful job and I was particularly impressed at the commitment of Congleton Advanced Motorists and the amount of time their members voluntarily give to train other drivers with advanced skills to help make local roads safer for us all. As a mother with a teenage son I am especially keen to support their campaign to target under 25s and so reduce the tragic loss of life from road accidents – the single biggest cause of death in this age group"

John Twigg, Chairman of the Group said:

"We are delighted that Fiona Bruce has accepted our invitation to be President. Her support and encouragement will help raise the profile of the Group and she strongly supports our campaign to recruit more young drivers. Advanced drivers are far less likely to be involved in a crash, enjoy reduced insurance premiums, better fuel economy and lower costs of motoring. To get this 'Skill for Life' costs only just over £100 to prepare and take the advanced driving test, with a 25% discount for under 25s."

Notes for Editors.

The Institute of Advanced Motorists is a national road safety charity. It operates through over 200 voluntary groups spread across the UK. Its main aim is to raise the standard of driving by training drivers and riders to take the Advanced Driving Test. In this way, it aims to reduce deaths and injuries on the road. Research shows that advanced drivers have fewer crashes, less convictions and enjoy lower running costs and cheaper insurance premiums than the average motorist. It celebrated its 50th anniversary in 2006, and over 250,000 drivers have passed the IAM test since 1956.

Congleton Advanced Motorists was formed in 1996. Its membership has grown steadily and in November 2006 it launched a new motorcycle section. The group meets monthly at Astbury Village Hall.

A full course of training, Group membership, the test fee and 12months IAM membership, costs £110. A 25% discount is available for those aged 25 and under – recognising that this is the most vulnerable and high risk group of drivers.

The Fire Service Open Day is part of a safety campaign by Cheshire Fire & Rescue Service. It is being held on Saturday 4 September at Congleton Fire Station between 10.00am and 4.00pm. It will include displays, exhibitions and a range of fire appliances and equipment.

Photographs attached. Fiona Bruce MP with John Twigg, Chairman of Congleton Advanced Motorists