

## **Price Increase from 1<sup>st</sup> April 2022**

### **Target Audience: Communication to PCC's, local authorities, and Safer Road Partnerships.**

We are writing to update you that from **1<sup>st</sup> April 2022**, IAM RoadSmart will be introducing a price increase across our product portfolio. The full list of products can be found in the table below.

### **Why are we increasing prices?**

We have managed to hold prices at the current rate for a number of years. The last price rise was introduced in 2014 when the Advanced Courses, Driver and Rider went from £139-£149.

Due to inflation, wage pressures, cost of living, and significant increases in paper, production, and distribution prices, we are unfortunately in the position where we need to increase prices to continue to provide a comprehensive, quality service.

These changes are being announced at this time to enable you to prepare for the increases and to prevent any break in services when promoting IAM RoadSmart products.

Despite having reserves within our financial accounts, the price increases are not something that can be avoided or absorbed. This is not a decision we have taken lightly. We postponed planned increases in 2020 due to Covid to support people through the Pandemic, but with increasing costs we now need to implement these changes from 1<sup>st</sup> April 2022.

The course fee includes the administration, one year membership and membership card, group fee, welcome pack that includes the Advanced Driver or Rider Course Logbook, the test fee and certificate.

### **What it means for you**

If you have existing arrangements with a local IAM RoadSmart Group, OR an existing agreement, please be aware that price increases will apply from 1<sup>st</sup> April 2022 to any new activity.

### **Conclusion**

All price increases are effective from 1<sup>st</sup> April 2022. IAM RoadSmarts website will be updated on 31<sup>st</sup> March 2022 to reflect these changes. A summary of all the current and new prices and courses affected are summarised in the table below.

For questions or queries please contact Alex Pitcher in the Marketing Team via email [alex.pitcher@iam.org.uk](mailto:alex.pitcher@iam.org.uk).

We thank you in advance for your patience and appreciate your ongoing support with this project while we implement changes.

|  | Course Description                                   | Current Price                  | New Price from 1st April 2022 |
|--|--|--------------------------------|-------------------------------|
| Advanced Courses                           | 2nd Category Advanced Driver                         | £112.00                        | £136.00                       |
|  | 2nd Category Advanced Rider                          | £112.00                        | £136.00                       |
|  | Advanced Driver                                      | £149.00                        | £175.00                       |
|  | Advanced Driver Course Gift Voucher                  | £149.00                        | £175.00                       |
|  | Advanced Rider                                       | £149.00                        | £175.00                       |
|  | Advanced Rider Course Gift Voucher                   | £149.00                        | £175.00                       |
|  | Advanced Driver Retest                               | £39.00                         | £45.00                        |
|  | Advanced Rider Retest                                | £39.00                         | £45.00                        |
|  | Advanced Driver Test                                 | £55.00                         | £65.00                        |
|  | Advanced Rider Test                                  | £55.00                         | £65.00                        |
|  | Advanced Driver Test and IAM Membership (Car)        | £99.00                         | £128.50                       |
|  | Advanced Rider Test and IAM Membership (Bike)        | £99.00                         | £128.50                       |
|  | Advanced Driver Test and IAM Membership (Commercial) | £99.00                         | £128.50                       |
|  | Advanced Driver Test and IAM Membership (Minibus)    | £99.00                         | £128.50                       |
|  | Advanced Driver Fast Track (Car)                     | £480.00                        | £480.00                       |
|  | Fast Track Advanced Driver Voucher                   | £480.00                        | £480.00                       |
|  | Advanced Driver Fast Track Additional Day (Car)      | £144.00                        | £175.00                       |
|  | Assessments  | Non-Members Driving Assessment | £65.00                        |
| Non-Members Driver Assessment Gift Voucher |  | £65.00                         | £75.00                        |
| Non-Members Rider Assessment               |  | £65.00                         | £75.00                        |
| Non-Members Rider Assessment Gift Voucher  |  | £65.00                         | £75.00                        |
| Members Driving Assessment                 |  | £55.00                         | £65.00                        |
| Members Riding Assessment                  |  | £55.00                         | £65.00                        |
| Fellow Entry Test                          |  | £39.00                         | £45.00                        |
| Exemption Course                           | Member by Exemption                                  | £38.00                         | £39.00                        |