



## **SAM Weekly Newsletter - 7th July 2023**

*Biking news for ALL our advanced riders, their family and friends*

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## ***Editorial***

Here we are again, your weekly digest of everything motorcycling. Just a reminder that there will be NO SAM meetings in August (or January!). We are all off riding and at the end of year recovering from Christmas!

Fran and Paul staffed the SAM stall at the Shafton Bikefest. Organised by the Outwood Academy pupils as part of their social studies the day was a great success. There were lots of bikes, bikers and their families. Linda Hardy and her team from Trainee to Traveller supported us well all afternoon. SAM members' family and friends can still get discounted CBT for anyone wanting to get into biking. Throughout the afternoon, the new SAM Digital Business card worked well and a number of bikers were interested in advanced rider training. However, it was also a salutary lesson in biker's attitudes toward advanced riding. Such comments as: 'I only ride a few hundred miles each year' (doesn't realise they are more at risk), 'been riding for xxx years, don't think I need it' (learning to ride better is a life-long task), 'done a BikeSafe course a few weeks ago' (forgets that BikeSafe also recommend taking advanced training). There were some other unprintable responses. It shows the hurdle that we have to get over to convince some local bikers of the value of IAM RoadSmart training.

The British Motorcycle Federation has presented research showing that motorcycles can play an important role in a sustainable integrated transport system. It's great that authorities are beginning to wake up to the value of motorcycling in the drive to tackle climate change.

This week the [Road Safety Trust](#) has rolled out a free resource to help local authorities improve safety for vulnerable road users in urban areas. It assesses how risk changes along sections of urban highway. Sadly, it is aimed at the risks to cyclists and pedestrians

and doesn't include the risks to motorcyclists! A more helpful development in road safety, aimed at helping motorcyclists be safer riders on bends, is some paint! New road markings in the West of Scotland have been shown to significantly reduce untoward events. The road markings are called 'Perceptual Rider Information for Maximising Expertise and Enjoyment (PRIMEs) to help riders make better decisions when approaching bends. Brilliant idea to include the word 'enjoyment' when describing bikers and bends!

IAM RoadSmart has teamed up with Harley Davidson to offer exclusive track days at Thruxton. This is part of multiple initiatives aimed at linking IAM RoadSmart to commercial enterprises. There are some problems with the names of IAM RoadSmart courses and there is a survey for you to suggest alternative names for them. There is more good news for motorcyclists as Trudy Harrison (DEFRA Minister) has thrown her support behind an inclusive approach to Green Roads access for all users. This is welcome news for motorcyclists who want to ride green lanes.

At a local level IAM RoadSmart reminds us that under Group insurance rules, trainee Observers have to be registered with IMI prior to beginning training. Less welcome news is that IAM RoadSmart will no longer offer discounts on training courses. Anyone holding old leaflets with discount offers should recycle them. We will have new SAM leaflets that contain the QR code linking to the SAM Digital Business Card, but you can still easily share it from your phone. Most SAM Club members have now figured out how to put the link to the SAM business card onto their phone. Reach out if you are still having trouble.

More news that will interest you are articles about young drivers and riders are the focus of different campaigns. There are articles on spark plugs, exhausts and chains. The role of middleweight motorcycles, how to accidentally buy a bike, go two-up touring

and the bike that won't wear out; and lots more interesting stuff to read.

Finally, only 60% of SAM members read their SAM Club emails. This means that those 40% of members who don't open our emails, will miss out on all the hard work that goes into providing updates and organising events. We are not going to read anyone bedtime stories or deliver hand-written invitations on a silver platter. Whilst everyone has busy lives and other life priorities it would be helpful if those who read the SAM Club emails can spread the word by saying to those you ride with: 'Have you read...?'. This would really help the small number of Committee members to ensure that ALL our members are kept up to date and learn of ways to show support for your Club. Happy reading!

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## ***Helping the Whiteknights Blood Bikes & Other Charities***

We are stepping up our partnership with the Whiteknights Blood Bikes. When attending promotional events, the Whiteknights often get people wanting to volunteer to be a Blood Biker. Of course, they always steer them to the SAM Group to complete advanced rider training. The Whiteknights need help from SAM members to explain, encourage and support potential Associates to take up advanced rider training. SAM Members can you help out?

**Here is a very special request to SAM members from Wrawby Hall Care Home. *The wish tree:***

*'We have a wish tree here at [Wrawby Hall Care Home](#). We like to grant as many wishes as possible and Peter's wish is to see many different bikes.*

*So we would love for as many bikers as possible from far and wide to ride over to Wrawby Hall on Sunday 16th July for 2pm to*



*make Peter's wish come true. We will provide tea and cakes and would be forever grateful.*

*Peter used to ride professionally an off road trails bike and also had a 1959 Matchless 650 sports twin motorbike.*

*If you have any questions, please contact our Home Manager, Danielle on 01652 655311. Thank you xxxxx'*

If a Sunday, Tuesday, Thursday, or any other day that a SAM members group ride, please contact Danielle and help Peter relive his biking memories.

### ***Ways to stay in touch with your Club!***

It's really easy to stay in touch with your Club! We provide emails, a website and use social media accounts for you to contact us. All of which is free of any cost to the Club. If you are not getting the Club information circulated, or simply want to tell us something, ***just let us know*** at [sam-editor@iam-sheffield.bike](mailto:sam-editor@iam-sheffield.bike). We'll be happy to ensure that we stay in touch with you. You can also now sign up for Club emails on the [SAM website](#). Paul Conway  
Editor & Webmaster, Sheffield Advanced Motorcyclists

## Biking News Online

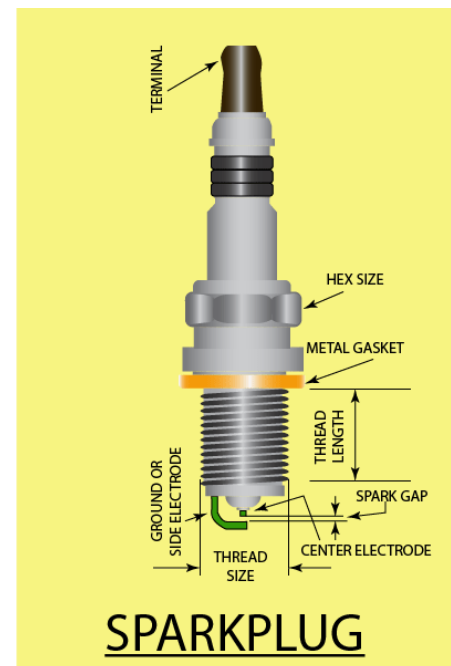


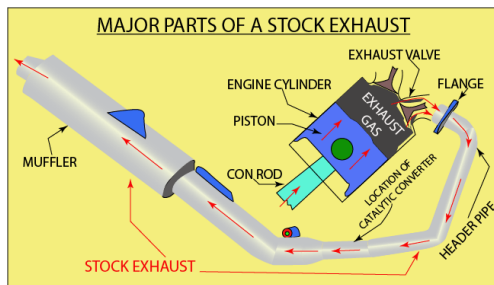
Adjust Your Chain In One Go With BPA Racing's Chain Adjustment Tool

Once the tool is calibrated, adjusting your chain will be as easy as one-two-three.

While a lot of new motorcycles are doing away with the traditional chain-drive system in favor of lower maintenance alternatives such as belts or shafts, the vast majority of performance-oriented motorcycles continue to deliver power to the rear wheel via chain. Of course, if you're the owner of any of the wide selection of chain-driven motorcycles, chances are chain adjustments are part of your routine maintenance schedule. [Read more](#)

Motorcycle Spark Plugs – Understanding Plug Gap, Materials, & More. A spark plug is tiny, but an important part of your motorcycle, and a little knowledge about it will help you to keep your bike and engine in good condition. [Read more](#)





Motorcycle Exhaust Guide. Your motorcycle's exhaust is an important component of the engine. It's the final step in the combustion cycle, and manages the harmful fumes and gases created as the engine runs. The

exhaust also affects the motorcycle's performance. Learn all about it below. [Read more](#)

### Two-Up Motorcycling Tips

Like many riders, I found my way into motorcycling by first being a passenger on someone else's bike. Riding on the second seat is a great way to share the experience of motorcycling with a friend or partner. And, if you choose to take an active role, two-up



motorcycling as a passenger can be as exhilarating as having the controls in your hands. For more than a year I rode as a passenger with my husband, Andy. In that year, he told me everything he did on the bike and why he was doing it. I learned so much as a passenger that I then launched onto my own bike with a tremendous amount of knowledge and confidence. [Read more](#)



### Why Choose a Middleweight Motorcycle?

Not long ago we sat back and watched all the major motorcycle manufacturers constantly "one-upping" each other by releasing bigger and bigger

engines for their motorcycles. Now we are seeing a resurgence of awesome motorcycles with smaller engines, as many riders discover bigger isn't necessarily better. I mean, why spend more money on a big-bored bike when you can get all the features you want on a smaller cc motorcycle? [Read more](#)

### Lament for the Sport Touring Motorcycle

Are motorcycle  
manufacturers forgetting  
about a whole demographic  
of consumers?



In the last decade, we have seen sport touring motorcycle offerings decline and the adventure bike market explode. Adventure bikes are touted as the do-anything bike, from canyon carving to off-road excursions. In practice, if you want a good road bike, you need to give up off-road performance. And vice-versa: if you want to favour off-road then you give up paved road performance.

Manufacturers have met the demand for street performance by offering 17-inch wheels on some models. This version is okay on light gravel, but not very good once you leave that behind. A dedicated sport touring bike is okay on light gravel too, as long as you take a moderate pace. [Read more](#)



### What New Riders Need to Know

Listen to good advice from someone  
who knows and understands.

Motorcycles can be a practical form  
of transportation but overall, they are  
fun toys for big boys and girls. For most new riders, getting a



motorcycle is more of an emotional and impulse decision than, say, buying a first car. "It's shiny, sexy, I want it ... I'll figure out the rest later" — that sort of thing. Part of the "rest," however, is licencing, training, gear and, also, gasp, insurance.

Unfortunately, due to the impulse-buy nature of motorcycles, too many new riders end up doing things exactly backwards, painting themselves into a corner more times than not. Many people buy a bike before even getting a motorcycle licence, then wonder why it is so hard to get on the road. I have never met anyone who has bought a car before knowing how to drive, much less before having a beginner licence, but I see this with motorcycles on almost a daily basis. [Read more](#)



### How I Unwittingly Bought My Motorcycle Last

Planning and budgeting to become a safer rider. I was surrounded by eight police motor officers with the red and blues on their motorcycles

flashing. I wasn't the reason they were there. But I was the reason their lights were flashing. On a street ride during the 10-day Police Motor Officer Certification course I was taking with them, I failed to negotiate a tight, uphill, 120-degree left turn into a narrow country lane. When I realized I was going wide, instead of looking into the turn and countersteering, I focused on the edge of the road and soon found myself in the grassy ditch.

[Read more](#)

### You Can't Wear Out an Indian Scout

A brief history of the Indian Scout, culminating with the three year run of the 1928 Model 101.



A conservative but astutely managed Midwestern company, Polaris' management today could hardly be more different than the bunch of spivs who ended up running the Indian Motorcycle (sic) Company into the ground during the 1910s and 1920s. For after gradually reducing his slice of Indian equity as new investors were brought in to underwrite the company's growth, co-founder and chief engineer Oscar Hedstrom had deserted Indian in 1913 – the year in which the company made more than 30,000 motorcycles, the most in its entire history prior to Polaris acquiring the marque in 2011. [Read more](#)



Defiant against thieves: New Squire lock ramps up protection against angle grinders

Squire have launched what they say is their toughest ever [motorcycle brake disc lock](#), promising angle grinder resistance that should deter even the most tooled-up thief.

Named the Defiant, the £199.99 lock achieves the highest Sold Secure standard of Diamond and it's claimed it can withstand an angle grinder attack for more than 90 seconds.

"This is the ultimate angle grinder resistant brake disc lock for your motorcycle and is testament to our reputation for toughness guaranteed," Neil Hudson, Squire's Two Wheel Brand Development Manager, told MCN. "Defiant offers the very best in on-the-go motorcycle security." [Read more](#)

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## SAM Meetings



**SAM Club Saturday Meetings, Meadowhall Retail Park  
9am every Saturday throughout the year.  
Come and join us - you know you want to ride!**



Next SAM Club night: **4th  
September 2023 meet at  
7.30pm for an 8pm start at  
[Treeton Miners Welfare, Arundel  
St, Treeton, Rotherham S60 5PW,  
UK](#)**



**www**  
RoadSmart

Always carry your [FREE Biker I.C.E. Card](#). It gives emergency services staff vital information about the right treatment for you, should you be involved in an accident. Don't forget to update it if your health and/or social circumstances change. SAM Club - dedicated to helping YOU to be a safer rider.



**ANY MEMBERS WHO HAVE NOT PAID THE  
SAM CLUB FEE - PLEASE PAY NOW!!**  
**Thank you.**

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***You can do anything with a GS!!***

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## Whiteknights Blood Bikers



Whiteknights Yorkshire Blood Bikes would like to hear from people who are able to become volunteer fundraisers for this vital charity that benefits patients in Yorkshire. Please get In touch. Even if you can only spare an hour to volunteer for us - we really need people to help us. Hope to hear from you soon. Message us

through Facebook or email: [fundraising@whiteknights.org.Uk](mailto:fundraising@whiteknights.org.Uk)

Today [Whiteknights Yorkshire Blood Bikes](#) are displaying at Braithwell Car and Motorbike Show with our friends and supporters from [Revs N Relics](#).



A West Yorkshire School has received an award from Volunteer Blood Bikers after raising money through Non-Uniform days during the school year.

Students from Kettlethorpe High School in Wakefield donated £1200 pounds to support the Yorkshire Blood Bike charity.

Whiteknights' West Yorkshire Regional Manager, Matthew Butterfield, said at the award presentation: "We hugely appreciate this donation to support the overnight and weekend, urgent transportation service we provide, free-of-charge to the



NHS. In recognition of their giving, the School has officially become a "Whiteknights' Champion."

Kettlethorpe High School, Head Teacher, Mr Griffiths, accepted the award on behalf of the school. "It's been a real surprise, I'm sure the pupils will realise they've done something to make a difference to their local community and play their part to support the NHS. They recognise the valuable work of Whiteknights' Volunteers across the region at the time when most people are asleep."

Pictured at Kettlethorpe High School is Head Teacher, Mr Griffiths, himself a volunteer Blood Biker, alongside his fellow Whiteknights Advanced-Qualified Riders.

Whiteknights North Yorkshire have awarded their Advanced-Qualified Riders with Service Awards.

Four of their 10 operational riders have now received their 2-Year Service Award.

Congratulations

to all of them, and thanks for the countless hours of volunteering on the 3day/4day shift pattern which Whiteknights operate each week.

Pictured are John, Tony, Peter and Mike. Keep up the good work guys!





249  
Jobs completed



242 Urgent Jobs  
1 Emergency Jobs  
3 Relay Jobs  
3 non-urgent jobs



The time donated is an average saving  
to the NHS  
of approx. £10,698.40 over the Month



8120 Miles Ridden/Driven  
456 Hours on call

Just some of the Items we have transported this year



1 - Breast Milk



175 - Bloods  
and Covid  
Samples



0 - FMT Samples



1 - Fluids



72 - Pharmacy Items  
and Patient Records

Bikes donated by:



FreeMasons



**We maintain the service 365 nights a year, and weekend and Public Holiday daytimes.  
This is a 100% volunteer service provided at no cost to the NHS**

Registered Charity No. 112451

Whiteknights are proud to publish our call-out statistics for June 2023.

Our Blood Bikers travelled over 8000 miles during this period. We are all volunteers and everything we do is done free-of-charge to benefit the NHS and patients,

Please would you consider making a summer donation to support this vital service. Please donate through our Just Giving page.  
Thank you.

<https://www.justgiving.com/whiteknightsyorkshire-bloodbikes>

## South Yorkshire Safer Roads Partnership



YOUNG MALE DRIVERS ARE OVER-REPRESENTED IN THE CASUALTY STATS

Nine of these young people lost their life.

They were all young men.

If you know a young driver, have a look on our website [for more information relating to this at-risk road-user group](#) You might just save a life or prevent serious injury.

[#worthit](#)

READY, STEADY....GO! Passing your driving test gives you independence and freedom. But many learner drivers take their test too early, leading to a failed test, disappointment, extra costs and delays to getting on the road. Help is available to get you ready for the big day! Check out 'Ready to Pass' [@dvsagovuk](#)



[#testready](#) [#drivingtest](#) [#drivinglessons](#) [#drivinginstructor](#) [#car](#) [#cars](#) [#lesson](#) [@syppcc](#) [@southyorkshirepolice](#) [@syfireandrescue](#)



A WHOLE NEW WORLD:

Learning to drive opens up a new world of independence. But it also comes with responsibility.

It's important that you learn the skills you need to become a safe driver, [not only to pass the driving test, but for the rest of your life](#)

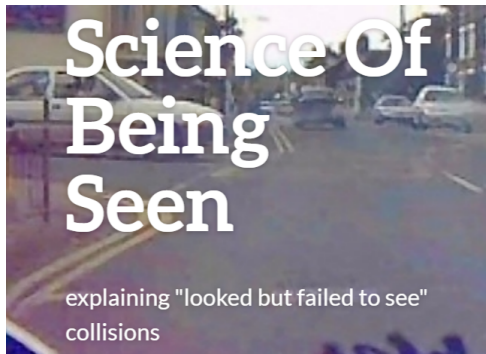
[#drivingtest](#) [#drivinglessons](#) [#car](#) [#cars](#) [#newcarday](#)

BetheBest – we have created a generic logo to encourage all riders to take additional training in one format or another; such as IAM, BikeSafe or ERS. The new logo and #BetheBest tagline has been printed on promotional snoods to promote the campaign (*available at SAM Club Nights*). The snoods have been produced in a series of different motorbike brand colours, (Red, Orange, Green and Blue), to test if this approach is more appealing to riders.

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## Kevin Williams



For many years road safety experts, police and motorcyclists have known that the most common collision between a motorcycle and another vehicle happens when the motorcyclist has right-of-way and another driver turns into the rider's path. All the way back in 1977, US researcher Harry

Hurt stated:

*"The most likely comment of an automobile driver involved in a traffic collision with a motorcycle is that he, or she, did not SEE the motorcycle..."* [Read more...](#) Also, see all Kevin's posts at [ko-fi.com/survivalskills](http://ko-fi.com/survivalskills).

## LAST WEEK'S ROUND-UP

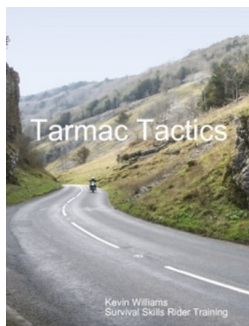
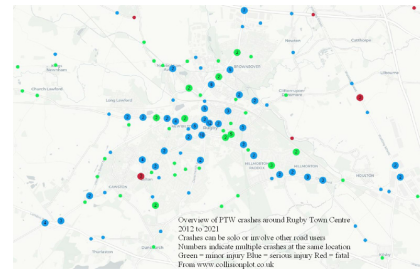


Elevenes 347 Sun 2 July - motorcycle news, tips & views. in today's news... bike belonging to retired nurse on charity ride stolen and burned-out... technical tests for French bikes re-imposed... advertising

watchdog bans e-car ads for misleading claims about range and charging facilities... an in-depth look at Triumph's new baby 400s... Buell Super Cruiser fuses 'design and performance'... in today's discussion point - what Crashplot reveals about bike crash locations - it may surprise - and scare - you... [Watch here](#)



Town centre crash hotspots on Collisionplot. Over the last two Elevenes live webcasts on the previous two Sundays, I've taken a look at two different road safety campaigns, one in Warwickshire, the other in Northumbria. I also wrote up the item for the last two Monday's COMMENT items for those who didn't catch the webcast. So what were they about? The first was a look at Warwickshire's road safety partnership explanation that they used 'crash hotspots' when they decided where to put up this summer's 'Think Bike' and 'Ride Safely' poster campaign. [Read more](#)



Conflict, cooperation, confusion, and collision. A couple of years ago, I was riding with Judy on a totally deserted stretch of road up in the Cambrian Mountains in Wales. It was September, so after the peak holiday season. It was a glorious day, a clear blue sky with crystal-clear visibility - the sheep were in sharp detail on the mountain tops above us and the lakes below us were sparkling. And then I spotted a logging truck climbing out of the valley on the same road I was descending. [Read more](#)

Are you competent? Or only skilled? Part 4. Over the last few weeks, I've distinguished between the practical 'hard skills' that we learn use to perform specific tasks (such as clutch control) and the less-tangible and rarely-discussed 'soft skills' including adaptability and self-control (covered in Part 2) and possibly the most important of all,



empathy (looked at in Part 3). And today I'll round off by looking at competency and capability - two terms that are related, often used interchangeably, but actually have distinct meanings. [Read more](#)

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## ***IAM RoadSmart News***



### [Could motorcycles help solve traffic congestion and poor air quality in Britain's cities?](#)

New research commissioned by the UK's leading road safety charity, IAM RoadSmart, shows that the public are divided about the benefits of motorcycling in improving air quality and traffic flow, leading the charity to raise awareness about the potential motorcycles possess in easing congestion and reducing emissions. [More information](#)

### [Driving abroad kit – get summer ready](#)

With the six-week summer break on the horizon many families will be heading to Europe for the holidays but, did you know there are some compulsory items you need to make sure you carry in the vehicle? [More information](#)



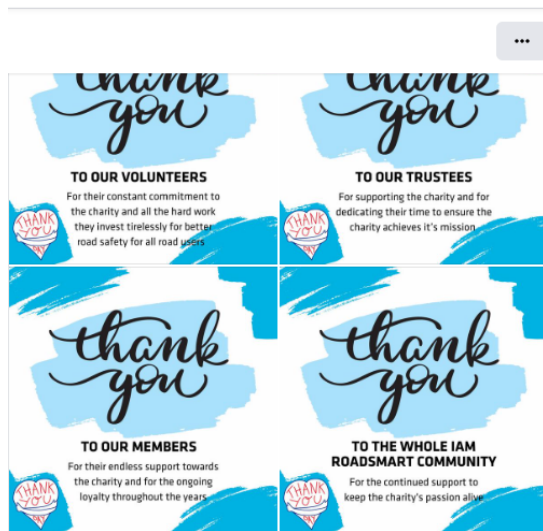


## [Travel insurance with Cornmarket](#)

Travel is big this year: bookings are on the up, with flights set to exceed those taken in 2019. So, it's possible you've got a trip or two in the diary. [More information](#)

## [Age is no barrier to success](#)

Geoff Salt has been an IAM motorcycle observer for 27 years and has observed more than 150 RoadSmart members who all went on to pass their Advanced Test with IAM. [More information](#)



It's National Thank You Day, and at IAM RoadSmart, we have a lot of reasons to be thankful!

Although we can't thank each and every one of you individually, we want you all to know how grateful we are for the ongoing support from all of those within the IAM RoadSmart community, without whom the charity mission would not be possible. Thank you to all of

you who are so committed to keeping the charity thriving and for all the knowledge and time dedicated over the years to help create safer roads for everyone. [#ThankYouDay](#)

Rule 110 of the Highway Code states that you should only use headlights to let other road users you are there. Using them to convey any other message or to intimidate other road users could result in a fine.



your  
know



Our Young Driver Assessment is specifically designed for drivers ages 17-26 to help put enjoyment into driving.

It is a relaxed 1-hour session and provides the opportunity to focus on specific areas of driving, to boost driving skills and confidence when on the road. [Book here](#)

Being an IAM RoadSmart member gives you the opportunity to become a part of your local Group. This can include events such as rideouts and social meetings, where you can share ideas with like-minded people. With around 180 Groups throughout the UK, [find your local Group here](#)





## Autumn Forums 2023

This year we're holding eight Autumn Forums across the four nations. These will take place throughout October and an invitation will be sent to relevant Group committee members in early July. Autumn Forums are a great way for us to get together, in person, to discuss and review key priorities with you.

We are working on many aspects of the feedback shared at the 2022 Autumn Forums. [See our 'You said it, we're on it' document.](#)

## 2nd Category Poll

There can be some confusion around what the 2nd Category Advanced Driver Course and 2nd Category Advanced Rider Course are from their title. The IAM RoadSmart product development team has been exploring the option of changing the names of both products.



We want to hear your thoughts - please take part in the poll, which closes at the end of July.



**TIP OF THE MONTH:** Safeguarding meeting points.

Volunteer roles involve meeting other people in various settings, often on a one-to-one basis. Following on from last month's safeguarding information, read our top tips below on how to operate safely when meeting in one-to-one situations.



**Want to become a better rider?** Our Advanced Riding Course can help. The roads can be a dangerous place, even for the most alert and cautious riders. While you can never be 100% safe, becoming an advanced rider will equip you with the skills to correctly anticipate, and plan for, the hazards you encounter on your rides. [Find out more](#)



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*SAM members have you got some news to share? Send it to [sam-editor@iam-sheffield.bike](mailto:sam-editor@iam-sheffield.bike) and share it with all your SAM Club friends...*

### **Stay healthy and ride safe**

Paul Conway (on behalf of the SAM Committee) Sheffield Advanced Motorcyclists

Charity no. 1089671 IAM Group no. 4152



Saturday Meetings are for club members, observers, associates and ANY biker interested in taking an advanced rider course. Meetings are usually for one of these purposes:

- members take the opportunity to catch up with each other and generally socialise
- observers will be taking their associates out as part of their preparation for the advanced test
- other members will form smaller groups and ride out usually for breakfast somewhere
- Bikers who want to learn about how to become an advanced motorcyclist

If you'd like to find out more about us, join us at 9am any Saturday throughout the year, at Meadowhall Retail Park, Sheffield S9 2YZ, just off J34, M1.

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## ***Being a member of the SAM Club***

To be a member of the SAM Club you MUST also be a current member of IAM RoadSmart. As a registered UK charity the SAM Club has charitable objectives to provide advanced motorcycle education and training. Our charity has to abide by the national standards, testing and liability insurance cover to continue these activities. Liability insurance ensures that, within the events covered, both the SAM Club, its Trustees and members are safeguarded against most untoward events; this includes all formal training and social events. Also, the SAM Club is dedicated to promoting the education and training of bikers in advanced riding knowledge and skills, both locally and nationally. At a total cost of £50/year, i.e. 96p/week, you help ALL your fellow bikers to improve their riding knowledge and skills. Thank you.

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**Associates:** SAM's highly trained, dedicated, self-funding, volunteer Observers, meet all their own expenditure in providing your training. When you go out on observed rides with your Observer, we are asking you to donate £10 to offset a little of their running costs in helping you to become an advanced motorcycle rider. Thank you.



## Extra bits

- Next SAM Committee Meeting: **19th July 2023**
- Next SAM Club Night: **4th September 2023 meet at 7.30pm for an 8pm start** [Treeton Miners Welfare, Arundel St, Treeton, Rotherham S60 5PW, UK](#)

**Please note: NO Club or Committee Meeting in August - We are out biking!!**

- **Gift Aid Form:** Gift Aid allows UK charities to claim back the basic rate tax already paid on donations. This means we can claim back from the government on your behalf 25p for every £1 donated, boosting the value of the donation by a quarter. Use this link to fill in the form on the SAM website and send it to [treasurer@iam-sheffield.bike](mailto:treasurer@iam-sheffield.bike).
- **Not getting your SAM emails?** If any member is NOT getting SAM Club emails, first check your junk folder, then send a request to [sameditor@iam-sheffield.bike](mailto:sameditor@iam-sheffield.bike). Pass on this message to any members who are complaining about not getting their SAM Club emails.
- **Changing your email address:** If you change your email address then let me know so that we can keep you informed of all the exciting things happening in your club.
- **IAM RoadSmart member discounts:** SAM members, are you making the most of your IAM RoadSmart membership? There are lots of discount savings that can offset your IAM RoadSmart and SAM membership fees, so grab a bargain TODAY!
- **Share with your friends:** Know someone who is interested in biking? Why not share this SAM Update and help them to be an advanced rider.
- **Follow us on** [Facebook](#), [Twitter](#), [Instagram](#) & [LinkedIn](#).

## ***What are we about...***

*The Sheffield and District Advanced Motorcyclists (SAM) are an independent charity that provides public education, and training in advanced motorcycling skills. Its aims are to increase public awareness and understanding of motorcycling and the advanced knowledge and skill skills required to ride safely on public roads. It is an affiliate group of the Institute of Advanced Motorists (IAM RoadSmart) and works closely with statutory and non-statutory organisations in promoting public information and education on motorcyclists and motorcycling in its designated region. SAM's volunteer motorcyclists are all trained to and maintain national standards of advanced motorcycle riding. They provide ongoing guidance and support to prepare motorcyclists for UK nationally recognised advanced motorcycling tests. SAM works closely with other charitable groups who require advanced motorcyclists to support public events, NHS dispatch rider services and many other socially responsible activities. SAM provides an essential public service in encouraging, promoting and marketing improved safety on public roads in the UK and internationally through IAM RoadSmart. SAM also has a very active social events programme that encourages its members, family, friends and the public, to both support the charity's socially responsible objectives and enjoy the camaraderie and support provided by the club.*

## ***Club Merchandise***

***"YOU can proudly support YOUR Club"***

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Clothing can be ordered online direct from:

**APRINT LTD**

138 Morthern Road

Wickersley

Rotherham

S66 1EA

Telephone: 01709 709977

Fax: 01709 709987