

LADAM News

March 2022



Congratulations to ...

Ian Ferguson who passed his *Advanced Test* with a F1rst in February. His Observer was Bill Morris.

The new *Local Observers*, who made 2021 a busy year for the training team:

Aimee Hurst

Ian Jordan

Jenny Jordan

Zoë Eastwell

Greg Garner

Ian Payne

Wayne Lord

And to **Bill Morris** and **Nigel Vernon** who both qualified as *National Observers*.

In this month's newsletter

It's March already and time for the second newsletter of 2022. With the nights drawing out, read on for news of Club Nights and Rideouts, including LADAM Tours and Day Trips. This bumper newsletter also has Hints and Tips on Advanced Riding and our first LADAM Story as well as an introduction to MCA who have supported us over the winter. Also see how you can help LADAM support IAM Roadsmart at the World's Largest Female Biker Meet – and not just the ladies. Many thanks to all contributors.

Feedback and stories always welcome, contact zoe@ladam.org.uk or ian@ladam.org.uk



Club Nights

January's club night on 11th January featured an excellent talk from Jim Sampson. Apologies for the lack of photos, but we were treated to a fascinating talk on overtaking from Jim, ex Police trainer and absolutely superb rider. He talked us through a YouTube video on filtering - or slow overtaking - with great humour and insight. (It's worrying what people can pass off as Advanced Riding on YouTube!) We were then shown a proper, advanced police ride through open countryside, which demonstrated very clearly how Jim applies the system at speed – albeit perhaps somewhat faster than we would ride!

The overall conclusion is that IPSGA is central to riding, wherever, whenever and regardless of how fast you're riding – using observation and planning with speed, gears and acceleration to react appropriately, ensuring a smooth, safe and most of all, enjoyable ride.

For those of you who missed Jim this time, I hope we will be able to invite him again and I would definitely recommend you try and make it then!

Alas, no pictures again, but thanks to MCA and Oxford Products for *February's* talk. Mark from Oxford Products covered both luggage and security. He had some neat, indestructible tank bags in various sizes, seriously waterproof roll bags and various backpacks and leg bags. Definitely worth considering for touring - the 70 litre roll bag he showed was huge - perhaps instead of a tent? - and the smaller options would be great for shorter trips.

Mark brought a variety of chains, including the Diamond rated Beast, weighing in at 12kg for the chain and 3.5kg for the lock. Definitely not for touring! He also showed their tracker, which is monitored 24/7 across the UK and in Europe. 95% of all bikes are recovered, which is impressive. Oxford are talking to the main bike insurance companies about how having the tracker fitted could be reflected in reduced premiums.

The last of our Winter Programme will be in *March* when Kieran Sangha of Sangha Racing will be giving practical advice and technical guidance about setting up your bike, carrying out basic maintenance tasks and getting the best out of your machine, tyres, brakes and suspension. More details in the email you should have already received.

You can check out the Calendar on the website for future events:
<https://www.ladam.org.uk/calendar>.



So I've passed my test – now what?

While LADAM is first and foremost about training and encouraging motorcyclists to become better, safer and more considerate road users, it's also about what comes after the test and maintaining the skills developed and having fun while doing so. There are lots of ways to do this throughout this year.



Saturday Group Rideouts

These provide a great opportunity to explore with a group of like-minded motorcyclists and to practice your advanced and group riding skills. Rodger currently leads a group rideout every Club Saturday, leaving around 9:30 from Birstall. All Members who have passed their test are welcome for the rides which are usually back by 1pm and take in a stop for bacon butty and a cup of tea (or cake – whatever your preference).

Rodger is keen to give others a go at leading a rideout. If you have a favourite ride you would like to share, you could give Rodger a Saturday off and volunteer. If this interests you, catch up with him on the next Club Saturday and see what it involves. If you're not interested in leading, then maybe try acting as "tail end Charlie".

If you've never been on a LADAM group ride, you really should give it a go. Riding in a group develops new skills, which help make sure that no one gets left behind and that everyone enjoys the ride. Riding with a group of Advanced riders may also be an eye opener if you ride in other groups. We also encourage all Associates to join at least one rideout, accompanied by their Observer, to develop these group riding skills.

Summer Evening Rideouts

The Winter Events Programme will be replaced by Tuesday evening Group Rideouts from 12th April. These have been very well attended in the past and will take place on the second Tuesday of each month. They usually meet at Leicester North Services in Birstall and include a stop at one of the excellent Fish and Chip shops in Leicestershire and surrounding counties. All members who have passed their test are welcome and if you are an Associate and interested, then speak to your Observer.

Once again, if you have a favourite chippy and would like to lead a ride, don't be shy. Speak to Bill Morris who will be starting a rota, bill@ladam.org.uk.



A group of LADAM members will be travelling up to York on 18th-20th May, to participate in a motorcycling skills development experience provided by the i2i Motorcycle Academy (<https://i2imca.com>) at their York base at Rufforth airfield. The 2-day event is exclusive to this group of LADAM members, who have also received a small discount on the normal rate. Participants will complete modules 1 and 2 of the i2i Machine Control skill development framework which includes bike stability, the mechanics of steering and grip, riding slowly, advanced braking and advanced cornering.

This event is now full, but we envisage that it will form part of the annual LADAM offer to our members. In the past this course has been highly recommended, so watch out for a chance to participate if this goes well.



LADAM Tours 2022

France and Wales Tours

Both the France tour in July and the Wales tour in August are now fully booked. Sorry to anyone who missed out, but if the tours are successful, they will be repeated in the future.

New! One Day Tours

This year we are also introducing a series of one day tours. These are for anyone who has passed their Advanced Test, but if you are an Associate and would like to join, please speak to your Observer or any of the Committee. Further details including times and meeting points will be advised nearer the day, but the dates for your diaries are:

2nd April – tour of the Cotswolds led by Zoë

28th May – tour to Aberystwyth led by Bill

11th June – tour to the Pennines led by Steve Tamsett

If these prove popular, more will be arranged, so watch this space. If you have a favourite route and would like to lead a trip, please speak to any of the Committee.



Tips from the Chief Observer

With many years riding under his belt, and several years as our Chief Observer, Steve Rowthorne has a tip or two on how to improve and maintain your riding skills. He will be sharing these with us in the newsletters. First up is Motorway Riding.

Hello Folks

We're talking about Motorway riding this month. It's one of the areas of riding that a lot of us will try and avoid as most riders find it boring. However, if drivers and riders thought about their own riding and every other road user whilst on the Motorway, it would be a lot more interesting. So here are some tips that will help.



- Stay left unless overtaking. Apart from being the law it's beneficial to be always thinking how or when is it suitable to get back into the left-hand lane. It aids concentration and keeps the brain active, very valuable on long journeys.
- As a rule of thumb if the gap in the lane on your left is 10–12 seconds or more you should really be considering moving back to the left lane. To this rule though there is a big dollop of "IT DEPENDS" involved.
- INFORMATION is key, really understand the speed of the vehicles in front and behind you in plenty of time. The quicker you realise the speed vehicles are catching you from behind, the sooner you can decide on whether to move out and overtake or just as importantly move back into the left.
- The correct use of indicators helps massively in your progress. If you identify in plenty of time that you are catching a vehicle in your lane, but there is traffic coming from behind quickly, don't wait until you want to pull out before you indicate. Let the world know your intentions in plenty of time - you will be amazed how many other road users will let you out.
- Undertaking - I want to really clarify this point. It is perfectly legal for you to maintain the lane you are in if your lane is moving quicker than the lane(s) to your right. HOWEVER, if you are breaking the speed limit or swap left to undertake then pull out again, your undertaking manoeuvre is definitely illegal. I would also advise on caution; really understand the situation around you before going up the inside of anyone as you are relying on another driver to not do something stupid. Also, if there is a broken-down vehicle on the hard shoulder anywhere near the area, do not do it. For further clarification on this point please refer to the current Roadcraft manual.

I hope these pointers help. Please feel free to get in touch to discuss, steve_r@ladam.org.uk.



A LADAM Journey

Each newsletter, we will feature one of our Advanced Rider's stories. The first of these is from Paul Tomkins. I'm sure many of you will relate to much of his story!



So, it's February 2020 and I am sat in a pub in a Leicestershire village with a very good friend from the Isle of Man. We are talking rubbish and too much beer is being consumed and, on a whim, I decide to book a ticket on the ferry to see the IOM - TT races in June 2020 for myself and a motorbike. The only problem is at that time I do not own a motorbike and have not ridden for nearly thirty years. I had been considering getting back on for a number of months but not taken the plunge.

Jump to early March 2020, and I take delivery of a motorbike with great enthusiasm, despite my lack of recent riding. No worries, I thought, summer's coming, and I can ease myself back in. However, the Prime

Minister's announcement on 23rd March 2020 well and truly scuppered my plans. Like many of us, I did find reasons to ride but these were extremely limited. Then, in August when the "Eat Out to Help Out" scheme was unveiled, I rode to Lancaster, met my friend off the IOM ferry and we set off up the M6 to do the NC500.

Twenty minutes after leaving the port we ran into torrential rain and 50 mph winds. I quickly realised that in my youth I hadn't ridden that much in the rain and definitely not high gusty winds, and that my ability level in these conditions was not where I thought it was. However, I ploughed on and while the weather for the rest of the trip was a mixed bag, with the help of some competent friends I did relax, improve, and enjoy a great trip.

On my return home I set about looking into how I could improve as a rider. As I trawled the internet, I came across the IAM Roadsmart advanced rider programme. I signed up for an assessment ride, but by then we were back in lock down and I had to wait several months before I was finally contacted by LADAM.

The morning of my assessment ride arrived, and I headed over to Birstall, where I was met by two Observers who took me for a 45 minute assessment ride in what only can be described as Scottish weather, just my luck in June! Following the review, I decided that the IAM programme was the right way for me to go and I signed up. I was allocated an Observer and the IAM process began. As those of you who have gone through the programme will know, after each ride I was given feedback and advice - and homework - which I found really useful. After several months, I was ready for my advanced test.

The weather on the test of the test wasn't quite biblical, but not far off. After a tough route and a challenging test, I passed, a great credit to my observers and mentors. All those Saturday mornings for no more than a coffee and a tenner towards fuel hardly seems a lot of recompense for all those hours of knowledge and feedback, both on the day and via phone calls and text. I cannot thank my Observers enough for all their help, time and support.

So, what have I learned?

When I mentioned to some friends that I was enrolling in the IAM, they laughed at me and said it was stuffy, rigid and a waste of time. I am fifty years old and a returning rider - where else do you go for further training and the guidance to help develop and improve as a rider? I wanted to become a safer rider with the skills to deal with most situations. For the record, the same friends do not ride with me very often now, but have commented to others that I ride a

lot quicker than they do. That is due to better road positioning, reading of the road, better vision, and the right gear selection - not trying to ride faster. Just smoother riding in a progressive manner, practising my processes and skills.

I have learned a system and thought process that helps me evaluate my riding in all circumstances, helping me become a thinking rider. I have learned that I can always improve as there always something new to learn, but I am surrounded by many experienced riders and now friends who can help me.

What's next?

I was approached to enrol as a trainee observer, which I jumped at. Doing this will enable me to share my own experiences and help others improve. I have booked on a Bikesafe course with Leicestershire police at the end of March 2022. I have enrolled on the I-2-I skills course in May 2022 in York, arranged by LADAM. I have booked a weekend trip to France arranged by LADAM and have another tour around Scotland arranged, along with many other rides yet to be planned. I may also work towards the IAM Master's qualification, who knows?

My conclusion

I would highly recommend the IAM process to anyone at any level. I can honestly say that I have found nothing rigid or stuffy about the experience. Like any process leading to a test, you must meet the required standards and expectations to pass, but if embraced, these change your approach to riding. I recognise that there is always something to learn, but I now have a skillset that will allow me to continue to self-evaluate and evolve as a rider and have great support around me to guide me to achieving my aims. I look forward to continuing my journey with the IAM and LADAM.

Thanks to Paul for sharing his journey. If you have a story to tell about your LADAM journey, please contact zoe@ladam.org.uk.



And in other news...

The World's Largest Female Biker Meet

Lastly, but by no means least, you may have heard that MotoAdvisor is organising this meet at Triumph in Hinckley on 24th July. They are hoping for 2,000 female riders over the course of the day and will be raising funds for a number of charities with some great prizes in their raffle.

Those of you who are Blood Bikers will know that Leicestershire Blood Bikers is one of the charities benefitting from any money raised, together with the Leicestershire and Rutland Air Ambulance.

As LADAM are the local group for Hinckley, we will be representing IAM Roadsmart at the event, with the IAM providing two free courses for the raffle and specifically tailored leaflets for us to hand out. Promoting IAM Roadsmart is an important part of our role and if you can help at all at the event, even for an hour, please let Zoë know. While she is hoping she will get the support from the ladies in the group who may be attending anyway, she will welcome support from anyone! As Blood Bikers are providing steward support already, our pool of volunteers is quite small, so we have also asked for help from Coventry & Warwickshire Advanced Motorcyclists.

Please contact Zoë on zoe@ladam.org.uk if you can help, even if it's just for a short time.

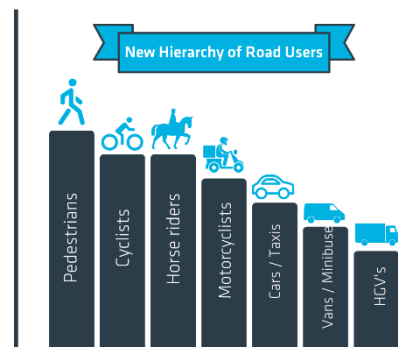
IAM RoadSmart

The latest IAM RoadSmart News is [here](#), their tips and blogs are [here](#).

Highway Code Changes

As you are all no doubt aware, new Highway Code changes came into effect in January, and are aimed at giving vulnerable road users, including motorbikes, better protection.

With eight new rules being introduced, as well as 49 revisions to existing rules, these changes apply to all road users, including horse riders and cyclists, and introduce a risk-based hierarchy. The new hierarchy of road users means that those in charge of vehicles that can cause the greatest harm in the event of an incident bear the greatest responsibility to take care and reduce the danger they pose to others.



The full list of changes can be found [here](#).

You can join the conversation about the changes on our Facebook page <https://www.facebook.com/groups/LADAM>



A Brief History of MCA Leicester (est 1950)

MCA Leicester have been brilliant in supporting our club evenings over the winter. Many of you will know Susie who will be contributing to the newsletter going forward with great advice on gear and clothing. For those who don't know MCA, here's an introduction and for those who do, maybe there's some interesting information in here you didn't know!



The current address of MCA is number 160-162 Belgrave Gate (LE1 3XL), but it wasn't originally set up here. Before Burley's Flyover was built, the shop originated in 1950 at number 182, by a Gentlemen we believe to be called Peter Oakley.

When plans were in place to build the flyover, all shops along the build site were given a compulsory purchase order, and the business then moved to its current location, a much bigger footprint, albeit small from the street view. Since then we have made a lot of changes and improvements, and are proud to have been likened to an Aladdin's Cave with mysterious rooms leading in all directions!

If you haven't been to visit us before, or in the last 4 years...*why not?*

I know the lack of parking is frustrating, but we encourage 2-wheels to park outside the shop windows, either by joining the cycle path that runs along the shop front or by mounting the kerb. There is plenty of pay at the meter street parking and the NCP is only a two minute walk away. You will always be greeted with a warm welcome and our delicious coffee and hot chocolate machine is always on!

My husband, Dean and I bought the Business in April 2018. We now have a wonderful Team in place who have been incredible to have on board during such a complicated and uncertain time. For any of you that run your own business, I'm sure you can relate to the challenges faced during recent times, with lockdown closures and then Brexit to add some extra spice! It has certainly been eventful and has kept us on our toes!



My Brother-In-Law Neil is the Shop Manager and has worked wonders to help us navigate our way, setting up better systems and bringing a contagious energy to the business. Rob is our IT Guru, close to completion of our new website but also incredible on the shop floor looking after customers with his fantastic product knowledge. Young Ethan joins us as and when his University schedule allows...we wish we could have him full time, but his dreams of Architecture stole him away!

Dean, is a Motorcycle Rider Coach, working closely with Racers and Track Day Enthusiasts... normally somewhere warm and sunny! He used to be a Pro Racer, competing in the British and World Superbikes and the World Endurance Championship. A large proportion of our customer base is from this area of biking.

I'm 'Mum' to the shop! Making sure everyone is happy, planning and organising our events calendar and all the other bit's n bobs going on behind the scenes. Did you know...WE'RE ALL BIKERS! That makes a huge difference in this Industry. We have a genuine passion and interest and can share our own experiences (good and bad) with our customers to help them make informed decisions and steer them in the right direction.

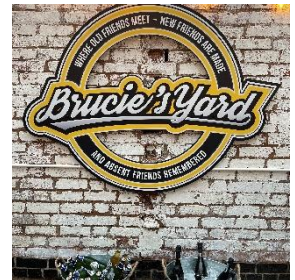
So what have we been up to? There's so much to mention! I'll try and summarise...



In store, we have made many improvements, from shop set up and layout, office space, a staff kitchen, new shop windows and a private Made-2-Measure room for any customers requiring measurement and design for the manufacture of personalised leather suits.

Our most recent development has been the renovation of the old overgrown jungle at the back of the shop...now a stunning undercover events space named 'Brucie's Yard'. This was named after Dean's late father who was the heart and soul of the biking community and was always tinkering on bikes in his Yard at home, with his mate's round offering a hand, and a few cold ones to keep them hydrated! The slogan for the Yard was easy to piece together...*'Where old friends meet, new friends are made and absent friends remembered.'*

Our plan for Brucie's Yard is to provide educational seminars from industry representatives, motivational presentations from guest speakers, & off course, lots of socials including live music where you can bring your own booze & join us for a boogie!



As much as we enjoy customers coming to see us in the shop, we wanted to develop our customer base and become more mobile so we can go to biking events and meet even more customers. We set up MCA-on-the-Road, attending various Trade Events such as the British and World Superbikes, the British MotoGP, the NEC Motorcycle Live, and we now provide track day assistance and tyre support for No Limits Track days at Mallory Park Circuit.



I know we've met a lot of you from the LADAM Meetings, Blood Bike Events, Biker Down Courses and through The Shires Motorcycle Training School who we all trained with. We've thoroughly enjoyed presenting for you at your monthly Winter Meet Ups and thank you for the opportunity and for being so welcoming to us. We'd love for you to get involved with any events we have going on in the shop, so please keep in touch, either on social media or via our email newsletter. We have built up a brilliant community of customers, many of which have become friends after meeting at some of our events...we want to keep growing this.

That's it for now...keep in touch!
Susie & all the Team at MCA

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Instagram: @leicestermca



Contact Details

Website: <https://www.ladam.org.uk/home>

Facebook Private Group: <https://www.facebook.com/groups/LADAM>

For future events check out the [Calendar Page](#)

Chair: Zoë Eastwell – zoe@ladam.org.uk

Group Secretary: Bill Morris – bill@ladam.org.uk

Treasurer: Steve Tamsett – steve_t@ladam.org.uk

Chief Observer: Steve Rowthorne – steve_r@ladam.org.uk

Training: John Adderley – john@ladam.org.uk

PR and Marketing: Ian Jordan – ian@ladam.org.uk

If you would like to provide a story, maybe about your journey with LADAM or an event coming up, please contact Zoë or Ian.

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