



**Driving Instructors Association**

*UK's largest association for Professional Driving Instructors*

14 February 2009

Dear Member

As you will know, the personality of your pupils and their attitude towards learning to drive are very much part of the instructional mix, and you will have noticed that these aspects are being focused on increasingly these days. They cropped up in the DSA's 'Learning to Drive' public consultation paper and it's widely thought that they may well become part of the training and testing criteria in the future.

Here at the DIA we recognise how important it is to take these factors into account, and have asked PeopleMaps to develop a psychometric profiling report specifically for driving instructors to use with their pupils. The PeopleMaps presentations at both Exeter and Manchester conferences produced a great deal of interest and confirmed out belief that the driver training industry is ready for this important new development.

The initial trials have gone well and we are now in a position to offer DIA members the opportunity to use the reports and help us to develop them further. It will also give you the experience you will need when a pupil's attitude to driving does become part of the L-test.

We have discussed a number of alternatives with PeopleMaps on your behalf and at this point the company is willing to provide the service to DIA members at an exceptionally low rate to allow as many of you as possible to become familiar with the system and use it in the development and training of your pupils.

PeopleMaps has agreed that it will provide an unlimited number of DIA Instructors' Reports to our members for just £5 per month per instructor. This fee, payable quarterly in advance, will simply cover the company's delivery and administration costs and, incidentally, reflects their commitment to the development of psychometric profiling in our industry.

I think you'll agree that this is a very good opportunity for us all to help develop this important aspect of driver training – and without significant financial cost to any of us. If you are unfamiliar with the reports please visit the DIA website at [www.driving.org](http://www.driving.org) and click on 'Psychometric Profiling'.

PeopleMaps has guaranteed this rate to DIA members until the end of June 2009. I would urge all DIA members to take a look at the system – which can be tried free of charge initially – and to send your feedback and suggestions to PeopleMaps.

Your suggestions will be acted on, and this is our chance to develop the tools we all need to construct and tailor training programmes for individual pupils' needs.

It's a great opportunity and I recommend it wholeheartedly.

With best regards

**Eddie Barnaville**

Chief Executive, Driving Instructors Association