

Professional and Profitable

The IMI's Vision for the Automotive Retail Industry



Colin Williams

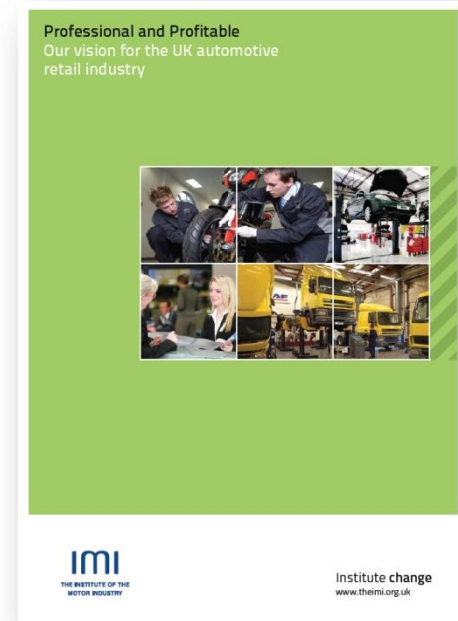
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The IMI's 5 Big Challenges

1. Changing public perception of the sector and increasing consumer confidence
2. Attracting and retaining talented individuals
3. Ensuring that current and future skills needs are met
4. Ensuring the sector has skilled managers and leaders to drive change
5. Ensuring businesses understand the benefits of up-skilling staff



1. Changing Perceptions and Increasing Consumer Confidence – highlights so far

- Launched a publically-searchable Professional Register in April 2013
 - 40,000 individuals on live searchable register - imiregister.org.uk
 - Announced 3 year commitment to promote the Professional Register
 - First phase of campaign starts in Birmingham in November
 - Suzi Perry (BBC's Formula 1 Host) announced as face of campaign
 - Includes press & radio advertising, attendance at trade & consumer events, online/social media activity, personal appearances by Suzi



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Industry activation

- **MIM article** – announcing Suzi with example of trade ad
- **National trade press advertising**, November onwards (*approx circulation of 120,000 over 5 publications (AM, Car Dealer, Professional Motor Mechanic, Scots Auto Scene, Motor Trader)*)

**ARE YOU REGISTERED?
YOUR COMPETITORS ARE**

"Your customers are using the IMI Professional Register as the place to find skilled, knowledgeable and competent automotive professionals. Make sure you're on the list."

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PROFESSIONAL REGISTER

TESTED TRUSTED APPROVED
MOTOR INDUSTRY PROFESSIONALS

SUZI PERRY
Broadcaster and motor sport enthusiast

imi ata ama
Join the Professional Register at:
www.imiregister.org.uk

INSIDE: Which FT driver has opened a car dealership? p10

Car Dealer.

Business Publication of the Year

Issue 59 | February 2013 | CarDealerMag.co.uk | £3.50

BIG MIKE'S

50

FAVOURITE CARS OF ALL TIME

WE LET THE BIG MAN OFF THE LEASH AS HE PICKS HIS WINNING MOTORS

SUZI PERRY
Broadcaster and motor sport enthusiast

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CAR INDUSTRY'S BIGGEST NAMES PREDICT WHAT'S IN STORE FOR 2013

LOOKING TO INCREASE YOUR BUSINESS?

BECOME AN IMI APPROVED PROFESSIONAL

"Your customers are using the IMI Professional Register as the place to find skilled, knowledgeable and competent automotive professionals. Make sure you're on the list."

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Industry activation

- Direct mail to businesses with strong call to action (*8,000 contacts*)



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Industry activation

- **Trade events** x 4 days - brand communicators attending with collateral & iPads
 - Mechanex, Sandown Park – 12th & 13th Nov 2013
 - Autosports International, NEC – 9th & 10th Jan 2014
- **Giveaways** - £25 off voucher



Consumer activation

- **Local radio advertising**, 4 week campaign on 1 regional station
(16 x 30" ads, 480K reach)

Radio ad #1
"Who do you trust?"



Radio ad #2
"Pride"



Consumer activation

- Consumer press advertising – 2 x 2week campaign (Nov 2013 and Jan 2014), ads in 6 local titles (247K circulation with 529K readership), plus online ads

IS YOUR CAR IN SAFE HANDS
NOT ALL TECHNICIANS HAVE UP-TO-DATE SKILLS

www.imiregister.org.uk is the only place to find professionals who have been recognised by the Institute of the Motor Industry for their experience, for continually keeping their skills and knowledge up to date, and for their commitment to ethical working practices.

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SUZI PERRY
@suziperri and motor sport enthusiast

Find a local skilled professional at: www.imiregister.org.uk

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[APPROVED]

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"You wouldn't trust a vehicle without an MOT so why trust an automotive professional who isn't on the IMI Professional Register?"

www.imiregister.org.uk is the only place to find professionals who have been recognised by the Institute of the Motor Industry for their experience, for continually keeping their skills and knowledge up to date, and for their commitment to ethical working practices.

SUZI PERRY
@suziperri and motor sport enthusiast

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Consumer activation

- **F2F engagement roadshows** x 4 days – brand communicators with iPads and giveaways
 - Westfield Shopping Centre - 30th Nov & 1st Dec 2013
 - Autosports International, NEC – 11th & 12th Jan 2014



TAX DISC HOLDER



- **Car park blitz** – 1 day at Westfield, Merry Hill



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Events – branded structure



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Changing Perceptions and Increasing Consumer Confidence – highlights so far

- Developed professional reassurance scheme for employers
 - Employer Recognition Scheme (ERS) launched with a requirement for 50% + of staff to be on Professional Register – 21 organisations signed up
 - Colleges and Training Providers also eligible for ERS - 3 signed up
- Developed Trainer & Assessor Professional Recognition Standards linked to Membership and Professional Registration
 - First achiever featured in October MIM article
- Developing media relations to ensure balanced approach to coverage
 - Campaign for the Professional Register includes objective to achieve TV and Radio interviews with IMI CEO
 - Engaged a publicity specialist to work with media to ensure we are the 'go to' place for comment and information on retail automotive



Mike Donley – Allianz
Technical Training Manager



Attracting and retaining talent – highlights so far..

- Continual development of independent sector-specific careers information platform - Autocity
- 86,000 individuals visited last year
- Clear career pathway & progression routes
- My Dream Job & World of Work – now linked to live recruitment opportunities
- Work experience help and advice
- Career start point tool
- Employability Skills Programme
- 9,000 students better prepared for work



Truck Dealership
job profile: Heavy Vehicle Service Technician

back to world of work

What's the work like?	Skills required	Qualifications & experience	Work environment	Entry Routes	Job vacancies
4 am - 8 am Nights (MOT, Clives & Clives) (Retail) / Branch Manager (MOT, Truck, Commercial Vehicle) / Commercial / Van / MOT / Repairing	Commercial / Technician / Motor Fitter	Commercial / Technician / Motor Fitter	10 - 15 hour	10 - 15 hour	10 - 15 hour
Commercial / Technician / Motor Fitter	Commercial / Technician / Motor Fitter	Commercial / Technician / Motor Fitter	10 hour salary dependent on experience	10 hour salary dependent on experience	10 hour salary dependent on experience
Commercial / Technician / Motor Fitter	Commercial / Technician / Motor Fitter	Commercial / Technician / Motor Fitter	15 - 15.50 hour	15 - 15.50 hour	15 - 15.50 hour
Commercial / Technician / Motor Fitter	Commercial / Technician / Motor Fitter	Commercial / Technician / Motor Fitter	9.5 - 14.25 hour	9.5 - 14.25 hour	9.5 - 14.25 hour
Commercial / Technician / Motor Fitter	Commercial / Technician / Motor Fitter	Commercial / Technician / Motor Fitter	10.67 - 15 hour	10.67 - 15 hour	10.67 - 15 hour
Commercial / Technician / Motor Fitter	Commercial / Technician / Motor Fitter	Commercial / Technician / Motor Fitter	10.67 - 15 hour	10.67 - 15 hour	10.67 - 15 hour
Commercial / Technician / Motor Fitter	Commercial / Technician / Motor Fitter	Commercial / Technician / Motor Fitter	10 - 13 hour	10 - 13 hour	10 - 13 hour
Commercial / Technician / Motor Fitter	Commercial / Technician / Motor Fitter	Commercial / Technician / Motor Fitter	6.00 - 12.70 hour	6.00 - 12.70 hour	6.00 - 12.70 hour
Commercial / Technician / Motor Fitter	Commercial / Technician / Motor Fitter	Commercial / Technician / Motor Fitter	27000 - 35000/annum	27000 - 35000/annum	27000 - 35000/annum



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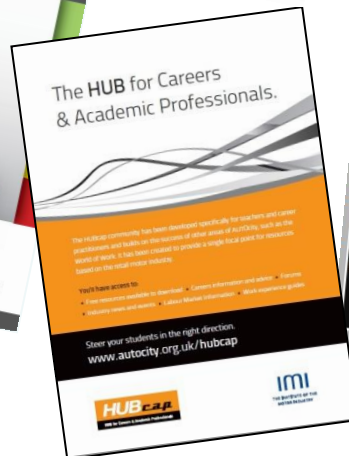
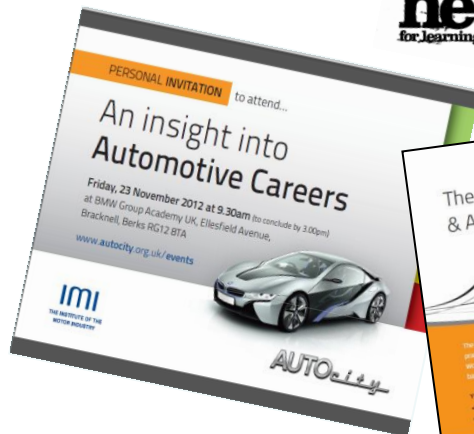
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Attracting and retaining talent – highlights so far...

- Influencing 3,500 career practitioners & teachers
- Held 4 nation face to face events
- Regional LMI
- **Free** teaching & learning resources
- New automotive linked Literacy & ICT teaching resources – launching November
- 14-16 yr vocational programme
- 149 starters
- High quality work experience
- Programme delivery through key providers



headlight
for Learning in the fast lane



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Attracting and retaining talent – highlights so far..

- Continual investment, resource and sponsorship support (*including IMI Awards...thanks very much*) to put on SkillAuto competitions
- Provides students a chance to experience what it is like to work in a pressurised environment
- For training providers putting forward competitors
 - Showcases your training programmes
 - Inspires your apprentices and students
 - Engages with employers and suppliers
 - Gains PR exposure
 - Competition activity is viewed favourably on inspection reports
- Welsh winners & finalists at SkillAuto competition held at Skills Show NEC 14-16 November
 - Gold medal winner in Autobody - Matthew Bailey (RGM)
 - Finalist Autobody - Lewis Lloyd (BP Rolls Group)
 - Finalist Autopaint - Leon Ivin (Magor Motors)
 - Finalist Autopoint - Keiren Jones (Nationwide Crash Repair Centre)

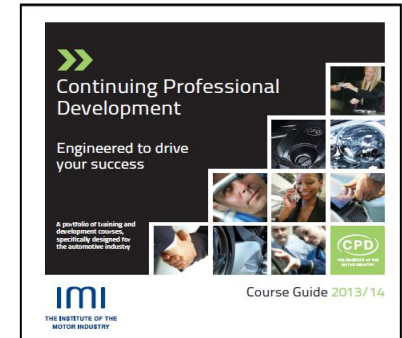


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Current and Future Skills Needs highlights so far...

- Developed an extensive sector specific CPD offer, covering everything from new technologies to management and leadership skills, and including both face to face and online offerings
 - Discounts and free courses available to IMI Members and Registered Professionals
- Developed modular assessments to enable a new 'bite size' approach to Automotive Technician Accreditation
 - Changed to 3 year cycle to ensure individuals and employers keep pace with technology
 - Alignment to Professional Register – those with current ATA appear on register



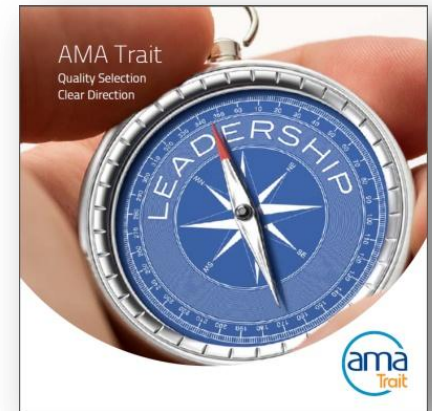
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Management & Leadership highlights so far....

- Developed Automotive Management & Leadership Competency Framework as a common currency and standard for the sector
- Significant engagement with manufacture and dealership groups
 - 29 vehicle manufacturer brands engaged
 - Top 10 Franchised dealer groups engaged
- Launched recruitment tool, AMA Trait, to help improve poor recruitment practice in sector
 - automotive-specific psychometric profiling tool has been mapped to the AMA Competency Framework



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The Benefits of Upskilling – progress to date

- In order to help employers understand the impact and value of training to their business, the IMI is conducting four major ROI studies covering:
 - Accident Repair
 - Apprenticeships
 - Heavy Vehicle (irtec)
 - Management and Leadership
- Above studies well under way, now in the analysis phase of the project
- First results for Heavy Vehicle study announced at Irte and FTA conference in late September
 - ROI study measures and assess the benefits to HV companies of adopting irtec inspection accreditation
 - HV video and case study results available on IMI website
 - www.theimi.org.uk/roi
 - HV Case study partners



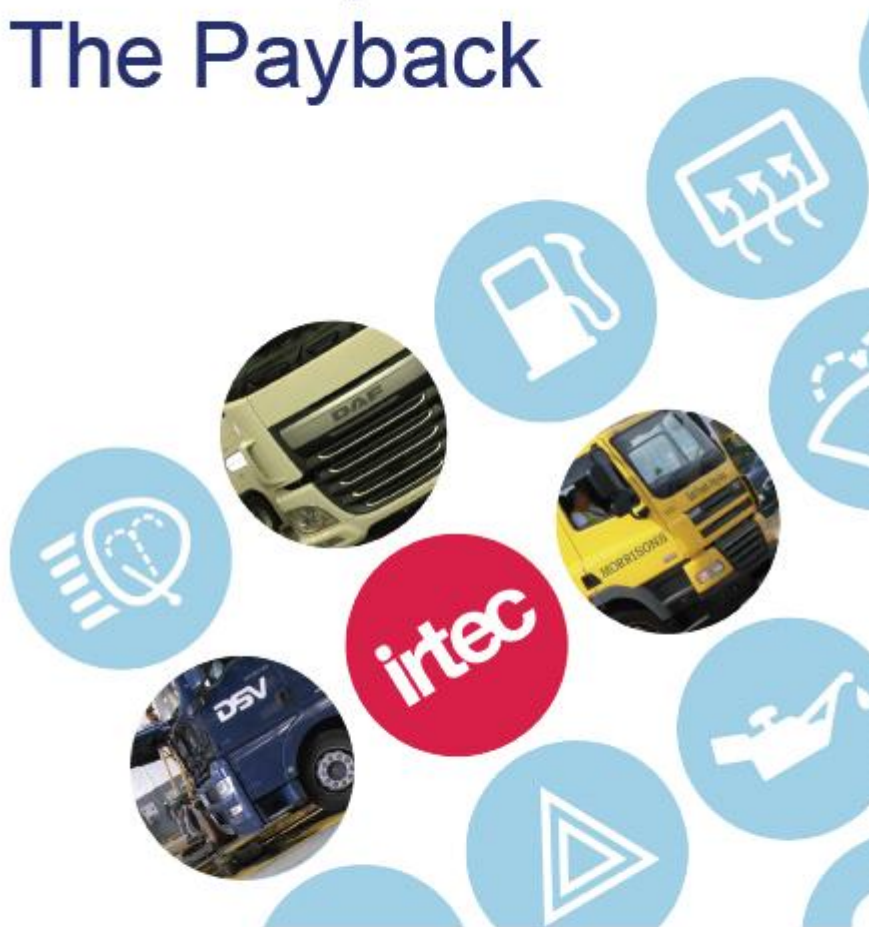
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irtec inspection

The Payback



The return for investing in irtec inspection

The aim:

Measure and assess the benefits to the Heavy Vehicle sector of adopting **irtec** inspection accreditation.

The research:

The IMI worked with high profile organisations to undertake Return on Investment (ROI) studies on the process to achieve **irtec** inspection accreditation.

Key Areas covered in the study:

- MOT first time pass rates
- Productivity and financial benefits
- Meeting customer needs eg OCRS
- Technician confidence, competence and professional recognition

The case study Partners:



The results:

200% ROI
achieved

£3 returned
for each
£1 invested

8 x increase
in achieving
100% monthly
MOT pass
rate

Step change
increase in
MOT pass
rate to 94%

66%
reduction
of PRS

“Less return of faulty
workmanship, more
available hours to sell,
technicians getting it
right first time”

Les Smith, DSV Commercials Ltd.

All data compares performance for the 12 months after adopting irtec to the 12 months prior.

“ **irtec** played a fundamental part in **bringing Greggs to Imperial**, it opened the door for negotiations based on a huge step change for their business ”

Willie Hensman, Service Manager, Imperial Commercials
Bellshill (DAF)

“ **CEMEX** as a large organisation felt safer in the knowledge that our service and maintenance provider has **irtec** licenced technicians throughout the DAF network. This gives **CEMEX peace of mind** in the produce we utilise every day in our business ”

Mike Fowler, CEMEX. Customer of Watts Truck and Van (DAF)

For more information and to view
the ROI Video, please visit
www.theimi.org.uk/roi

or contact research@theimi.org.uk

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UKCES
UK COMMISSION FOR
EMPLOYMENT AND SKILLS

This project has received co-investment
from the UK Commission for Employment
and Skills through the Employer Investment Fund.

IRTE

Hear it from the industry ...

‘irtec Payback’ **The Movie**

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SMTA Alba (ROI) Recognition Awards Glasgow, 7 November

- Phoenix Car Company
- Imperial Commercials, Bellshill
- Vauxhall Motors Ltd
- Mercedes Benz, Glasgow
- John Clark Motor Group



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How You Can Help

- Remember our sector and the fabulous opportunities they present when talking through careers choices
- Encourage more high achievers to join our sector
- Use all the **FREE** resources and point others in their direction
- Help us get the right messages out to the public about the skills required
 - Provide our details to local media contacts
 - Send us any good news stories so we can maximise coverage
- Join our social media network to keep up to date with our activity and promote yours!





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The IMI - information and links

- IMI Careers & Resource information
 - <http://www.autocity.org.uk/> world of work, careers advice etc
 - Hubcap teaching resources <http://www.autocity.org.uk/hubcap/index.html>
 - Apprenticeship vacancies
<http://www.autocity.org.uk/accelerate/ApprenticeshipVacancies>
 - Automotive Industry Jobs (also linked in through world of work and my dream job) <http://jobs.theimi.org.uk/>
- Research
 - Preparing for the future - <http://theimi.org.uk/lb> research reports by sector
 - Return on investment studies www.theimi.org.uk/roi
 - Regional LMI reports – available in Hubcap area – requires account – please complete details on line <https://www.autocity.org.uk/register.html>
- NOS development and consultation
 - http://theimi.org.uk/standards_and_qualifications/standards/nos-consultation
 - If you have any questions with regards to NOS please contact Michael White (michaelw@motor.org.uk - 01992 511 521) or Laura Beattie (laurab@motor.org.uk – 01992 511 521).



Together We Can Make a Real Difference

Join us on our journey and help turn our vision for the sector into a reality

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