



INSTITUTE OF THE  
MOTOR INDUSTRY

Welcome to your  
Representative Member Assembly

VW National Learning Centre  
5<sup>th</sup> October 2016

- House keeping
- @The\_IMI #IMIRMA
- Introductions
- Event packs
- CPD

IMI INSTITUTE OF THE MOTOR INDUSTRY IMI EVENTS FEEDBACK FORM

**REPRESENTATIVE MEMBER ASSEMBLY**  
*22 April 2015*

1. How did you hear about this event? (Please circle your answer)  
IMI Magazine      Personal invitation      Word of mouth      IMI website

2. Did this event meet your expectations? (Please circle your answer)  
Yes      No (please specify why) \_\_\_\_\_

3. Will what you have learnt today be useful in your work? (Please circle your answer)  
Yes      No

4. Would you recommend attending IMI events to a colleague? (Please circle your answer)  
Yes      No      (If no please specify why) \_\_\_\_\_

5. What aspects of the event could be improved?  
\_\_\_\_\_

6. What topics would you like to see covered at the next RMA?  
\_\_\_\_\_

7. Is there anything we should be aware of that may affect attendance in the future?  
\_\_\_\_\_

Please answer the following questions using the scale: 1 = poor - 5 = excellent. (Please circle your answer)

8. How would you rate this event overall?  
1      2      3      4      5

9. How would you rate the venue?  
1      2      3      4      5

10. How would you rate the content covered?  
1      2      3      4      5

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Welcome from Georgia Foley

Membership Communities Support  
Officer

- For us to update you on IMI activities
- For you to gain knowledge to maximise your business and personal development
- Your forum to give feedback
- Direct conduit between you and the IMI



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## IMI UPDATE

Autumn RMA

5<sup>th</sup> October 2016

Steve Nash FIMI

## IMI key activities:

- Apprentice funding
- Technician Licensing update
- International developments
- Other news.....



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# Apprentice Funding

Frameworks vs Standards....

# What Has Happened.....

- Government announce new apprentice funding proposals to apply from May 2017
- New employer developed Standards based apprenticeships vs existing Frameworks
- IMI response to Robert Halfon, new Apprentice & Skills Minister, under Justine Greening in the DfE
- IMI is.....
  - Supporting Standards development
  - Lobbying government over negative effects of funding proposals....
  - <http://theimi.org.uk/landing/apprentice/>





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# Technician Licensing

Progress So Far....

- Focus on EV and Hybrid vehicles:
  - Rationale?
  - It's where the industry is going.....

# What Has Been Happening.....

- Actions so far:
  - Cross-Party group of MP's hosted at VM Academy
  - IMI sponsored report published
  - “On the road to sustainable growth – Boosting Electric Vehicles In The UK”
  - Authored by Prof. Jim Saker, Loughborough University  
<http://www.theimi.org.uk/electric-hybrid-campaign>
  - MP's breakfast event at HoC to launch Report
  - Meeting with Andrew Jones, Transport Minister and Dr Bob Moran, Office for LEV's
  - Meetings with MP's Glyn Davies and Richard Burden  
...raising questions with Transport Select Committee
  - Meeting with Leonie Cooper, Environment Spokesperson, London Assembly

After letting the post-BREXIT dust to settle.....

- Follow up meeting with Transport Minister Andrew Jones
- Further meetings with:
  - Dr Bob Moran, Office for LEV's
  - Glyn Davies and Richard Burden MP's
- Arranging meeting with Sadiq Khan, London Mayor



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## IMI International

Recent Developments....

- IMI sign MOU with South Africa's key industry bodies, RMI and MERseta at Annual Dinner 2016
- IMI become Automechanika's International Skills Partner, announced at Automechanika Frankfurt, Sept 2016
- IMI sign MOU with Hungarian government to develop and provide skills solutions
- IMI announce signing of a deal with Indian Government to deliver internationally recognised qualifications to up-skill their automotive sector

## Benefits to IMI Members....

- International recognition and transportability of IMI qualifications and accreditations
- International networking
- International opportunities....



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## IMI Update

Other News....



- IMI launches F&I Accreditation
- DVSA MOT qualifications launched
- IMI and AA Garage Guide
- ITN Collaboration continues.....



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Thank you

Any questions?



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## Trailblazers & Apprenticeship Levy

BY MARK ARMITAGE MIMI, UK BUSINESS DEVELOPMENT MANAGER -  
IMI

- Topics for today ...
  - Apprenticeship Funding
  - Apprenticeship Levy
  - New Apprenticeship Standard (Trailblazers)
  - Any Questions?

***Changing & growing, to meet the needs of a fast moving, global industry***



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# Apprenticeship Funding

New funding proposals for Apprenticeship Training were released in August 2016

These Proposals are due to be finalised in October 2016

Proposals see a vast reduction (>40%) in funding available for Existing Apprenticeship Frameworks from May 2017  
Light Vehicle Technician down from c£16k to c£11k

New Apprenticeship Standards are proposed to be funded at higher levels c£18k for Light Vehicle Technician

How will this influence the sector?



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# Apprenticeship Levy

The introduction of the Apprenticeship Levy from April 2017 is expected to bring in £2.5b for Apprenticeship training

Aligned to HMRC, all UK Based Employers with an annual salary in excess of £3m (Projected at 2%) will pay 0.5% directly from their payroll using a new Digital Apprenticeship Service (DAS), there is a £15k allowance and a monthly 10% government top up

e.g. Annual Salary £5m = £11k annual levy fund

Non Levy paying employers will also need to directly fund Apprenticeship Training from May 2017



Levy paying employers will agree financial terms for their Apprentices (England only) with training providers, payment will be taken for the full cost directly from their Levy fund using DAS

Any funds remaining unspent in the system, will be removed after 18 months, on a rolling system

Non Levy paying employers will agree financial terms for their Apprentices (England only) with training providers, this will be a co-investment model with the government, employers will pay directly to the providers, who can then claim funding from the government

The co-investment model is proposed at 9:1 the training provider can claim £9 for every £1 the employer pays

Any Levy paying employer that runs out of Levy funds will switch to the co-investment model, until sufficient funds are back in their Levy fund



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# New Apprenticeship Standard Update

Government plan to give employers more involvement and choice in Apprenticeship Training

Employer led steering groups are responsible for the development of new Apprenticeship standards and assessment plans, replacing the current Apprenticeship Qualifications and Frameworks

Employers will take greater accountability in the Apprentice journey, meaning specific mentor responsibilities in the workplace, rather than Assessors from Training Providers

Achievement is reliant on passing an end point assessment

## Relevant Standards Approved for Development (Aug 2016):

- Vehicle Damage Assessor
- Automotive Glazing Technician
- Vehicle Damage Panel Technician
- Vehicle Damage Paint Technician
- Vehicle Damage Mechanical Technician
- Automotive Industry Customer Service Advisor
- Vehicle Sales Advisor
- Vehicle Parts Operator

## Relevant Standards Approved for Delivery (Aug 2016):

- Motor Vehicle Service and Maintenance Technician (Light Vehicle Level 3)
- Bus and Coach Technician
- Heavy Vehicle Service Maintenance Technician
- Bus and Coach Engineering Manager

## 2 strands of work with Employers / IMI Customers

- IMI continue to work with employers
  - Service Maintenance/Fast Fit Technician (Level 2)
  - Fork Lift Truck Technician
  - F&I Specialist
- IMI have dedicated solutions and pilot partners implementing the new standard for Light Vehicle now
  - Mandatory products in place
  - Optional products also requested

## Mandatory Products

- Behavioural Tool
- eLogbook (Employer Mentor and Apprentice)
- Functional Skills (Maths and English)
- F-Gas Qualification
- Gateway Tests (Certificated)
- Independently Moderated End Test

## Optional Products

- Electric/Hybrid Vehicle Qualifications/Accreditations
- IMI Accreditation
- IMI eLearning
- VRQ's (Classroom based Qualifications)
- VCQ's (Work based Qualifications)



## Leading Change:

- Working with IMI Customers, to pilot the Light Vehicle Standard this academic year
- Already enrolling learners on New Standard
- Increase in customers looking to get on board



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**Any Questions?**



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# Changes to MOT tester requirements



Barry Williams MIMI

- Current MOT testers are now required to undertake a minimum of 3 hours' annual training, to remain up-to-date with best practice methods. All testers must complete an MOT annual assessment, based on this DVSA specification, to maintain their professional status.

- Anyone wishing to become an MOT Tester for classes 1 & 2 and 4 & 7 must achieve the new qualification for the class of vehicles they wish to test.
- They must hold a level 3 qualification within the area they wish to test.
- They must have 4 years experience in that area.
- Hold a current UK driving license
- Have no convictions.

# So what's changed and for who?

- New MOT Testers
  - Classes 1 & 2
  - Classes 4 & 7
  
- New MOT managers
  
- Existing MOT Testers
  - Classes 1 & 2
  - Classes 4 & &
  
- Existing MOT Managers

- **Our MOT qualifications are as follows:**
- IMI Level 2 Award in MOT Testing (classes 4 and 7)
- IMI Level 2 Award in MOT Testing (classes 1 and 2)
- IMI Level 3 Award MOT Test Centre Management

- The DVSA will write a syllabus each year which must be covered via CPD.
- The CPD runs from 1<sup>st</sup> April each year to 31<sup>st</sup> March of the follow year.
- The annual test can be taken at any point during the year.
- Each tester is expected to keep a log of their own CPD.





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Thank you  
Any questions?

# IMI & AA GARAGE GUIDE

Lucy Burnford

Director

Automyze & AA Garage Guide - The AA

# Introducing the Garage Guide



# Introducing the AA Garage Guide

Great for both motorists and the motor industry

- The opportunity:

AA Members are looking for objective advice online to help them find high quality dealers and garages
- The challenge:

Other online servicing platforms focus on price - which neither reflect our members' needs nor our brand position
- The solution:

The AA has launched an innovative motoring portal 'Garage Guide' with an objective market view – rooted in and focused on quality

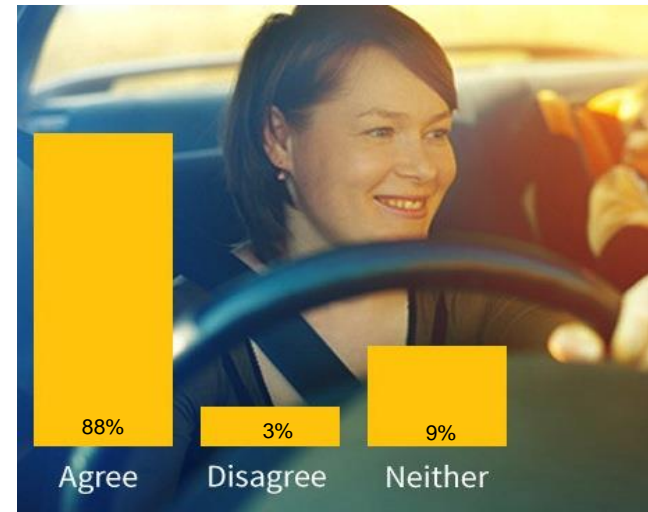


# Led by Member / Motorist Needs

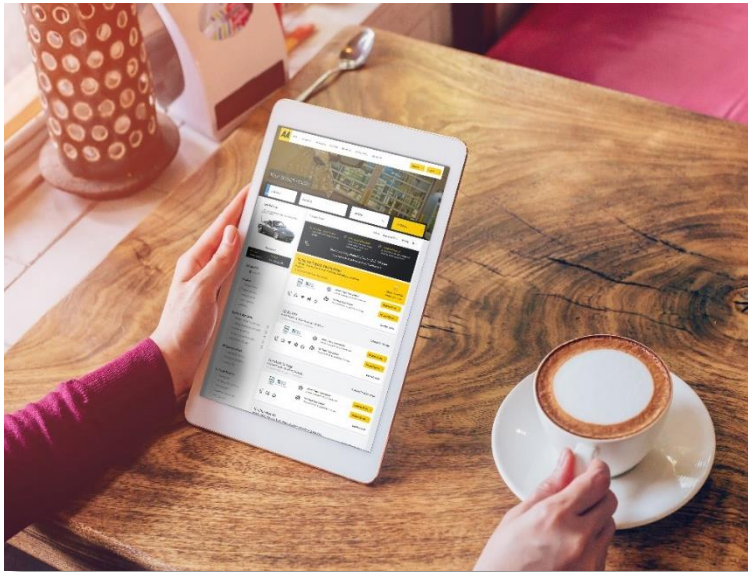
## The AA's view

- Our 4 million members and millions of UK motorists trust the AA to advise on car maintenance
- Motorists expect help from the AA to find and book the *right* garage online
- Members told us that trust & reliability are more important than price
- Member and motorists We believe that online service platforms that focus primarily on price are not the best approach for motorists or the industry

*"Trust and reliability are more important than price"*



## Helping improve the industry's image



### Why the AA:

- Objective, whole-of-market view of UK dealers and garages: search and book
- Educate drivers to make more informed and better decisions in relation to choosing a garage
- Prioritise and promote quality: raising the profile of the best operators – those who invest in providing an exceptional level of service
- Encourage more frequent car maintenance by making ownership hassle-free

# Championing Quality & Skill

## Likeminded values:

- Championing high quality dealers and garages: AA Garage Guide search results are ranked by quality and standards (not price)
  - IMI registered professionals
  - Motor Codes partnership
  - CTSI endorsed accreditations
  - AA Inspected
  - Patrol Picked
- Not price focused
- A premium, confident proposition provided by the UK's most trusted brand



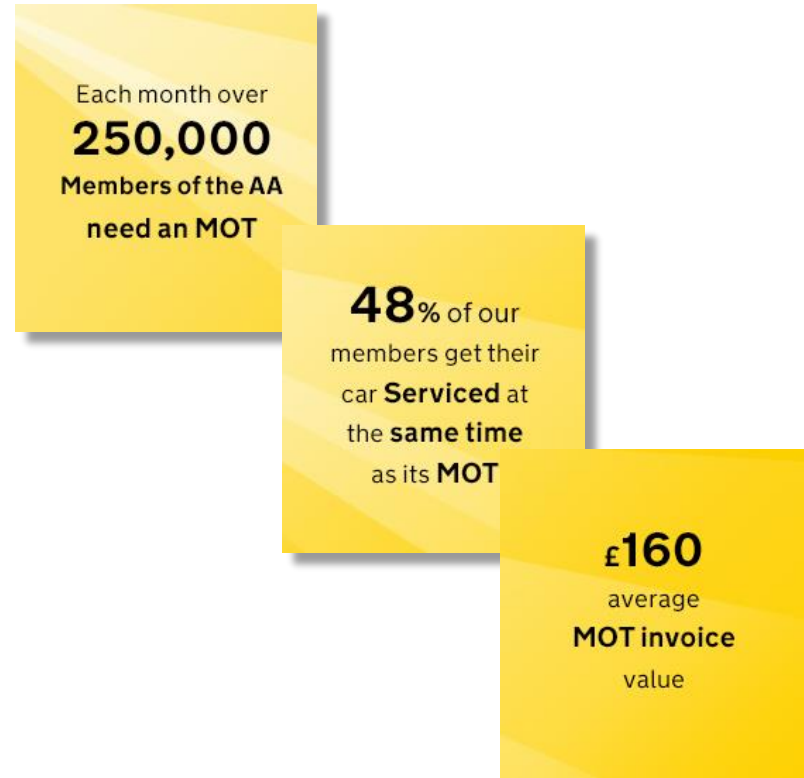
“Quality means doing it right when no one is looking.”  
Henry Ford



# Key points of difference

## Our unique proposition

- Not a price comparison site
- A highly credible, trusted brand
- Largest members base in the UK, plus millions of non-members using our free services and resources
- Committed to quality, first
- Supportive of both Franchised Dealers and Independents





# Industry Support



## Industry-wide positive response

- The AA Garage Guide has received a resoundingly positive response from the UK automotive industry
- Supported by the UK's biggest dealer groups, independent garages and national chains
- Significant brand investment in advertising spend to support promoting the Garage Guide's quality-led proposition to Members and motorists

## WHAT THIS MEANS FOR YOU



- Added Membership Benefit
- Association with part of the UK's largest motoring organisation & Trusted Brand
- More exposure for your business
- A chance to showcase your standards & professionalism
- IMI membership adds a quality mark that will result in higher search results rankings and attract more potential customer bookings.

## HOW WILL IT WORK



- Register your interest and pass the business checks then your listing will go live on the site for free.
- Complete your profile & include offers or promotions.
- Receive booking requests from customers in your area & accept and complete the work.
- Log your work
- Every time you complete work through the guide the AA will take a small percent of what you earn.
- Receive satisfactory customer reviews and strengthen your profile online.

## WHAT YOU NEED TO DO NEXT

- Register your interest for your business to be featured on the AA Garage Guide and activate your business profile
- [www.theimi.org.uk/garageguide](http://www.theimi.org.uk/garageguide)



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# Find Develop Keep Presentation & Tour

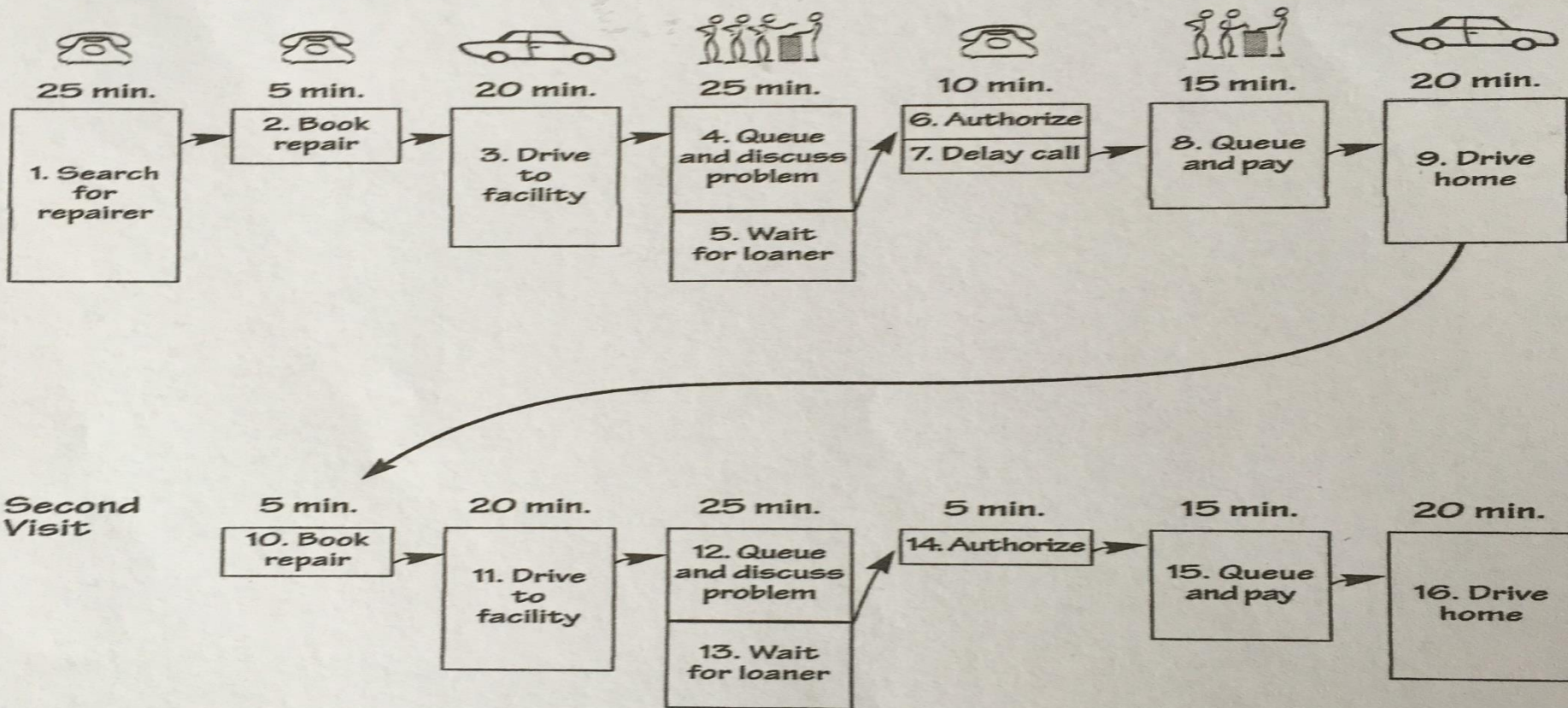
By Martin Barrow-Starkey, Head of  
Retailer Learning Services, VW

# “A New Service Way”

Andy Savva

**Savva Automotive**

# The Long and Winding Repair Path



Box Score

Consumer time: 210 min.

# KPIs

**Productivity**

**Utilisation**

**Overall Efficiency**



- **(A) Hours worked = 35**
  - **(B) Hours Attended = 42**
  - **(C) Utilisation = 83.5% (  $A * B \times 100$  )**
- 
- **(A) Hours Sold = 40**
  - **(B) Hours Worked = 35**
  - **(C) Productivity = 114% (  $A * B \times 100$  )**
- 
- **(A) Hours Sold = 40**
  - **(B) Hours Attended = 42**
  - **(C) Overall Efficiency 95% (  $A * B \times 100$  )**

**You don't have control over your overall efficiency, it's the result that is generated from **productivity & utilisation**, therefore improving these 2 areas will increase your overall efficiency**

# Typical Garage



# Typical Garage



























Clubcard  
points  
on Tyres

TESCO











FIRE EXIT

FOAM  
POWER-X





# Kai-zen

*Kai-zen* “means continuous improvement” it’s a method for accelerating the pace of process improvement in any setting, widely used in manufacturing.

# Kai-zen Principles

- Attack all loses
- Continual fight against waste
- Continuous improvement
- Progressing step by step

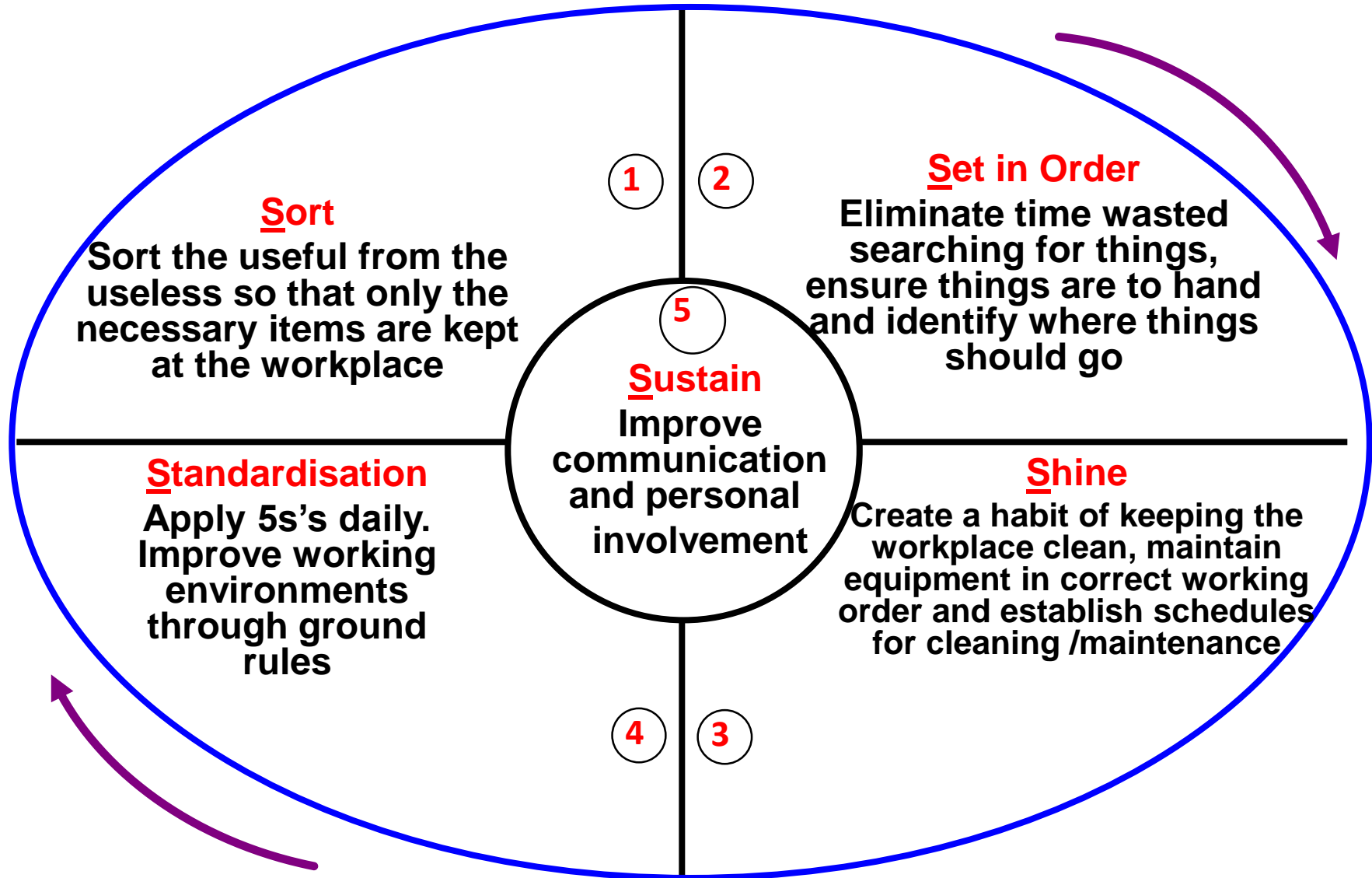
# Eliminating Waste – 5 types

- 1. Defects** - incorrect customer information, software errors.
- 2. Transportation** - moving about, distance travelled
- 3. Waiting** - for authorisations, for meetings to start - long meetings.
- 4. Motion** - finding information, finding equipment, in the wrong place
- 5. Processing** – too many process steps, no value





# 5S Definitions & Objectives



# 5S - High Visual Workshop Management

**All tooling and equipment organised so:**

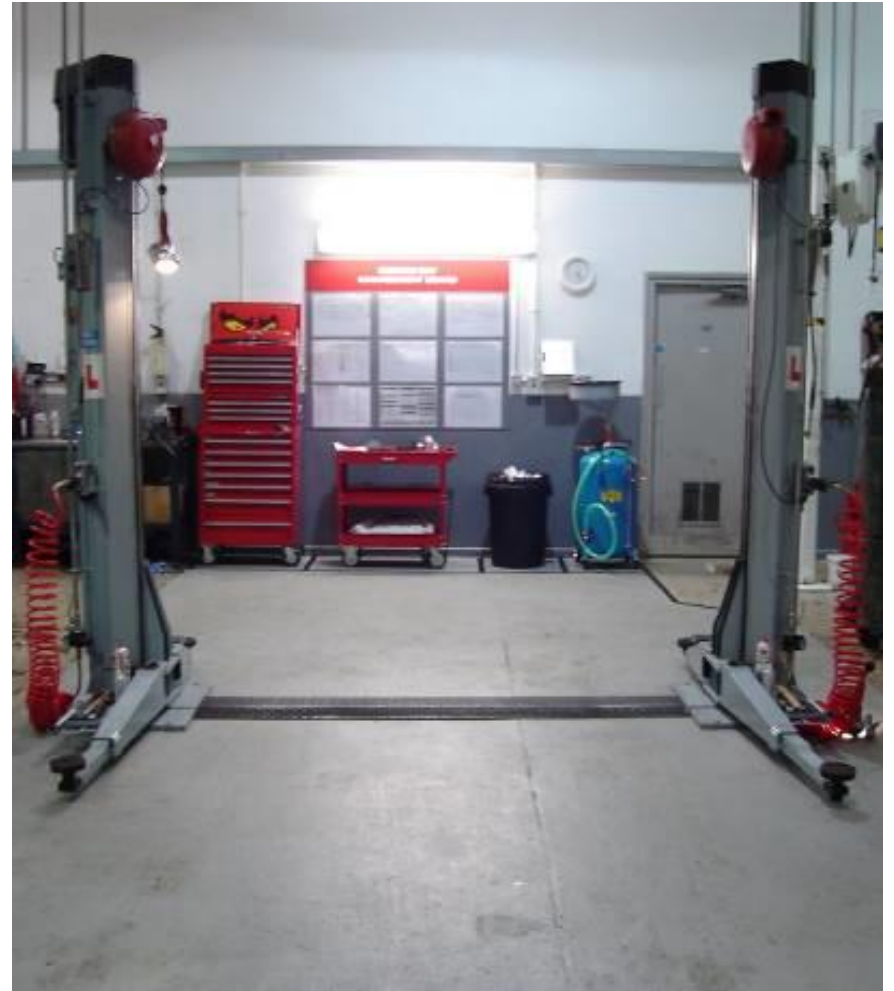
**That they can be readily found,**

**That it is obvious when something is missing,**

**That abnormalities show up and**

**That they are returned to their correct location after use.**

# Where would you rather work?





**SERVICE BAY  
MANAGEMENT BOARD**


Tool



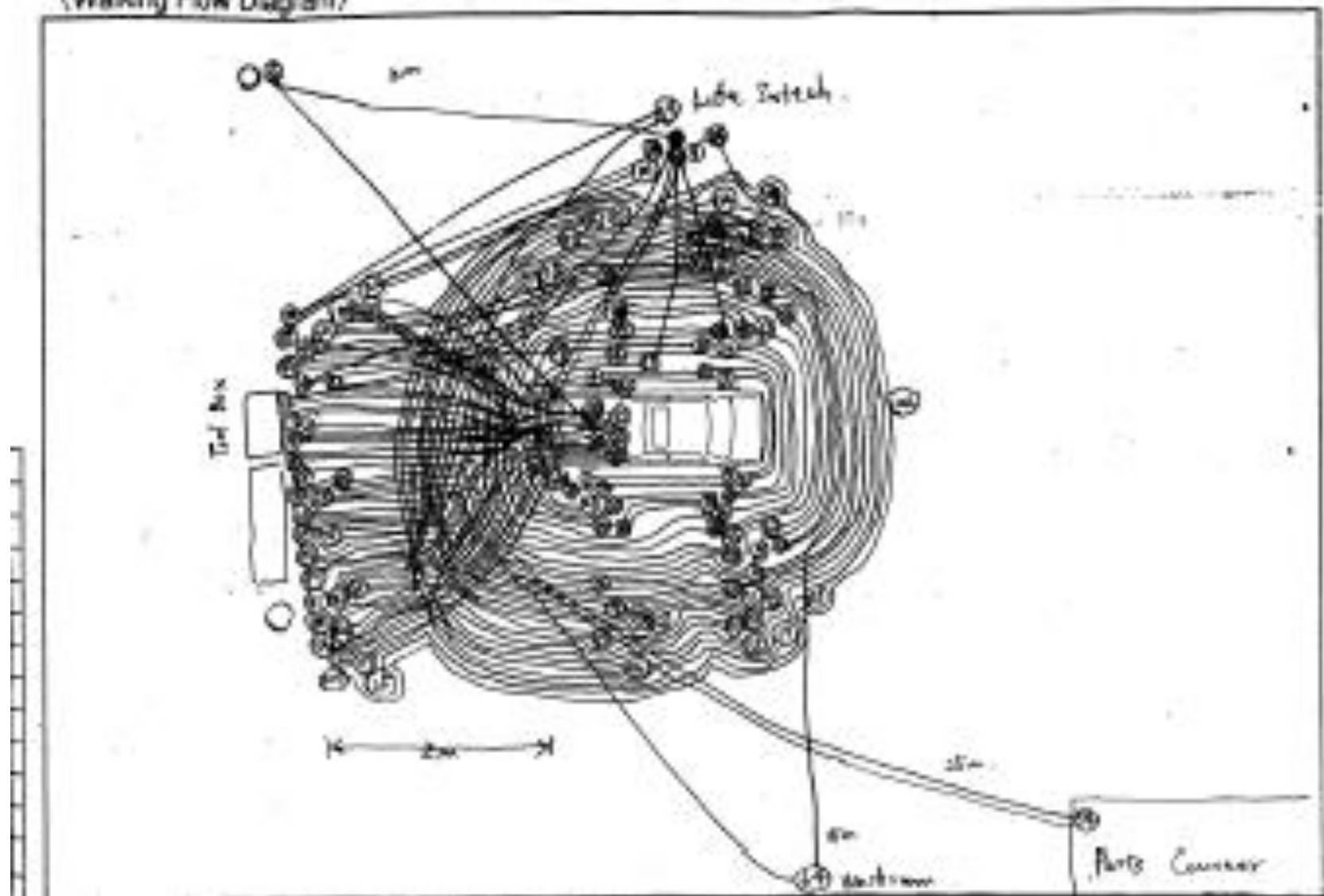
# 5s Implemented



Tool box, trolley, bin and drainer set out and floor prepared for black paint line to denote “home” position.



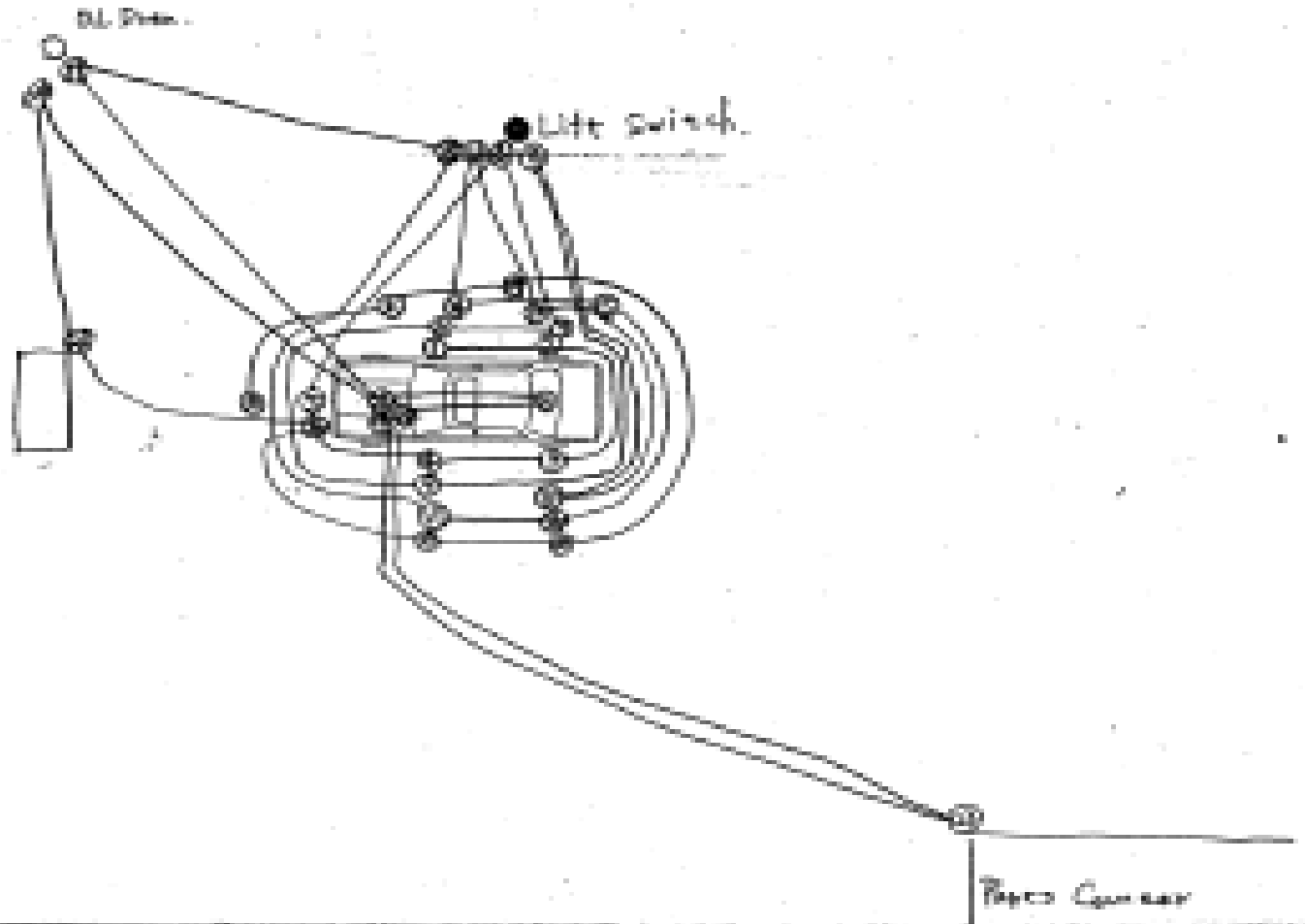
(Walking Flow Diagram)





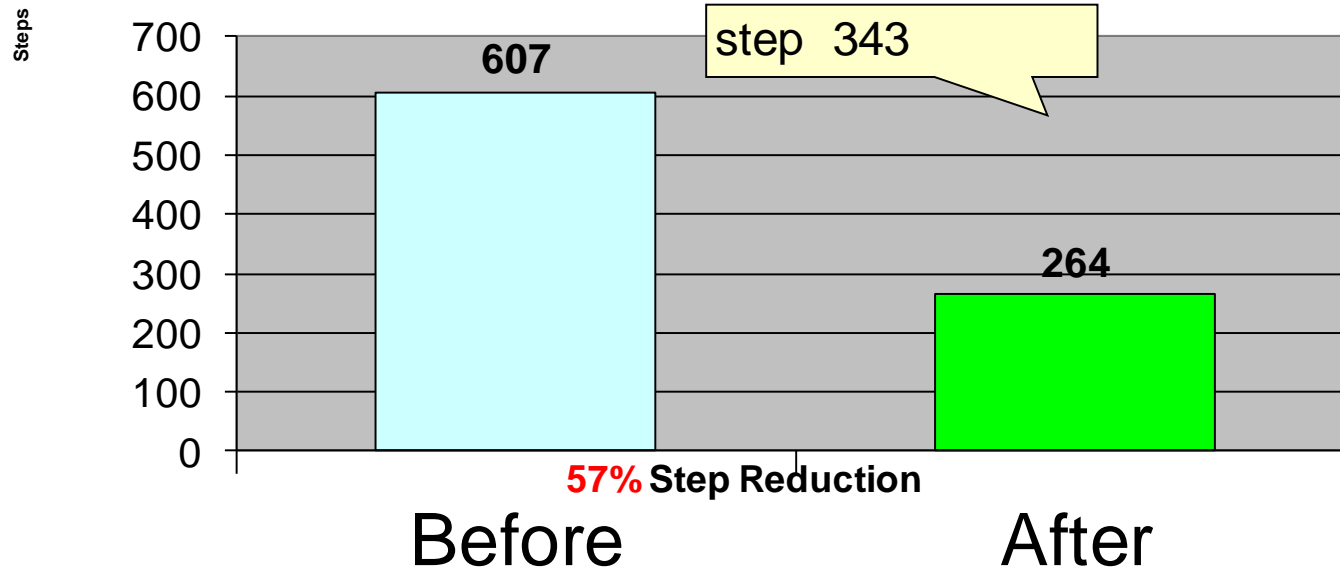
ON ANALYSIS SUMMARY SHEET  
(Walking Flow Diagram)

<Appendix 5>



# Step Analysis

## 10k Service Steps



# Re-defining Processes

- Remodel processes to produce radical and spectacular change by examining deep-lying reasons behind current practices
- Nothing is taken for granted and preconceived ideas are systematically discarded in order to achieve a change in the process.
- Scariest words in business “**We’ve always worked this way**”

# *Why Implement 5s?*

- By implementing **5s** you create the opportunity to sell more time efficiently & effectively
- But, if you don't charge for that time – you've lost that opportunity – its gone!!
- Increased productivity will add to your bottom line - more profit!
- **5s** is only part of a bigger picture

## *Why should you assess the utilisation of your workshop capacity ?*

- Managing profit is critical for survival
- Helps you understand your labour cost to customer charge out rate & recovery rate
- Your business works smarter not harder
- Improved accuracy of customer invoices
- Reducing unscheduled overtime and weekend working
- Highlights improvements for specific type of jobs

# *Why manage your garage to be an effective and efficient workplace?*

- Your customers notice the difference
- You convey a more professional image
- Your garage starts to look and feel different
- You can see what's going on in the business
- It improves teamwork and communications
- It reduces errors
- You and your team get it right ***first time*** more

“You can’t do *kai-zen* just once or twice and expect immediate results. You have to be in it for the long haul.”

Maasaki Imai



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## Open Floor Session

Please feel free to ask us any  
questions.





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Thank you for attending the Autumn RMA

Please remember to fill in your  
feedback form on both sides.

Thank you