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THE MONTHLY MAGAZINE FOR TVM MEMBERS

APRIL 2021

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We're out! It seems such a long time since I was able to go further than the supermarket up the road or the occasional visit to my local National Trust property at Cliveden. I must admit that in March I had to go to the Isle of Wight for an essential work visit. Getting on a ferry has been the highlight of the last few months!

Well... until the 22nd of March when I got my test ride on the new Triumph Trident 660, and what a day to remember. First time on a bike since October and I had a glorious ride, enjoying a triple for the first time instead of a twin. Needless to say my deposit paid last October will not be returned and I now own a lovely new bike to enjoy this season!

Hopefully you are all now getting out for a few rides and should be able to meet up in 6s for social rides. I trust you all took heed of Barrie's piece last month and didn't push yourselves too far, too fast.

If all goes according to plan by the time we get to next month's issue it won't just be take-away coffees available and we will be able to travel a bit further afield on social rides.

Get your jab, stay safe and keep the rubber side down!

Slip G.

Slipstream Editor





TVAM ROLL OF HONOUR

BETTER BIKING

NEW MEMBERS IN FEBRUARY

Simon Cooper
Lily Forward
Arron Hulbert
Charles Leigh-Dugmore
Harry Morgan
Peter van den Broek

NEW MEMBERS IN MARCH

Richard Cairns
Kinga Demeter
Stephen French
Pierre Iou
Subra Narayanan
Ilhan Oner

Anatolie Plamadeala
Eve Tomkins
Abdul Waheed
Alan Woods



HELLO FREEDOM!

FROM THE SADDLE

I'm writing this just as we take the first step on the government 'route map' out of lockdown. **Step 1**, which was on 29th March, means that we can now meet up outdoors in groups of up to 6 for exercise and recreation.

Step 2, which won't be before 12th April, and will hopefully have passed by the time you're reading this, will mean the opening of non-essential retail, and **Step 3**, which won't be before 17th May, will mean that we can meet outdoors in groups of up to 30 and indoors in groups of 6. **Step 3** also means that the 'minimise travel' guidance is lifted.

IAM RoadSmart has issued guidance to say that observed rides can start again at **Step 2** (not before 12th April), bearing in mind that we are still advised to minimise journeys, and that official group rides can begin again at **Step 3** (not before 17th May). We will, of course, still need to take appropriate social distancing measures for the time being and to plan stops, and take snacks, as the larger groups won't be allowed to congregate indoors until **Step 4**. We are hopeful that the government will be able to adhere to its timescales and that we achieve **Step 4** by 21st June, which should mean, hopefully, a return to normal activities.

We had a lively discussion on the Observer forum last month when IAM RoadSmart asked us to re-state the behaviour and values it expects from Observers. These are completely in line with the behaviour and values that TVAM expects from all its members, and which are clearly stated in the group handbook. Given the discussion we had on the Observer Group I thought it worth restating here that the Club aims to create a harmonious and positive environment in which all individuals:

- are treated fairly, with dignity and respect at all stages of involvement.
- are able to make best use of their skills, free from discrimination or harassment.
- do not discriminate against any person on the basis of age, disability, gender reassignment, marital or civil partner status, pregnancy or maternity, race, colour, nationality, ethnic or national origin, religion or belief, sex or sexual orientation.
- have an equal chance to contribute and achieve their potential, irrespective of the above.

I know that this may seem like stating the obvious, but we do live in a world where we need to remind everyone of the values that are important to us, to welcome those in minority groups, and that to ensure that there are appropriate rules to protect those in minority groups.

By the time you get to read this IAM RoadSmart should have released the latest version of its *Manual of Guidance for Group Rides*. This was a much-needed update, and the new guidance is much clearer. Group rides encompass everything from a bunch of mates going out together through to formal training runs. The new manual explains the differences and makes it clearer as to what the requirements and appropriate guidance are for each type of group ride. Worth a read, before we resume group rides at **Step 3** of the government roadmap.

I know we're all starting to get out on our bikes, and I'd encourage you to re-read Barrie's article in last month's Slipstream before heading out. Remember that we are acting as ambassadors for TVAM, for IAM RoadSmart and for motorcycling in general. People are often jealous of the freedom that we, as motorcyclists exhibit and we don't want people to form a negative opinion of what we do.

I hope that you have a safe and progressive return to biking.

Chris Brownlee
Chief Observer





KEVIN WILLIAMS

Wednesday 28th April

7.30pm – 45-60 mins

plus questions

A magician knows that the 'world' we see has been built entirely inside our brains. The magician knows that the audience about to attend the magic show understands that they are going to be fooled, yet still can't spot the tricks. When we ride a motorcycle or a scooter, we become the magician and the drivers and other road users all around us are our audience. One of our magic powers is invisibility, but there are a couple of extra deceptions involved. Yet the motorcyclist isn't aware that he/she is a magician and about to fool the audience. And the motorcyclist's audience of drivers doesn't know the biker is a magician

either. The 'Science Of Being Seen' (SOBS) presentation reveals the secrets of our very own motorcycling magic show.

The 'Science Of Being Seen' (SOBS) presentation was originally written over the winter of 2011/12 as a proactive accident prevention module for the pilot BikerDown courses developed by Kent Fire and Rescue Service. The initiative was awarded a Prince Michael of Kent International Road Safety Award at the end of 2012 and an insurance industry award in 2013. BikerDown has since been picked up by most fire services in the UK and a version of SOBS is used by many BikerDown teams. As well as delivering SOBS to clubs and rider groups around the UK, in 2018 and 2019, Kevin was one of a team of international speakers on the nationwide Shiny Side Up rider safety initiative in New Zealand. In 2021, he was a virtual speaker at Shiny Side Up. Right now Kevin is in negotiation to develop a regionalised version of SOBS for 'BikerDown North America'.

There's a free-to-access website at <https://scienceofbeingseen.wordpress.com> which gives the background research into each topic covered on SOBS, including references and a short paperback which acts as a reminder to the presentation – the cost is £9.99 which gets ploughed back into the research and hosting costs:

www.lulu.com/en/gb/shop/kevin-williams/the-science-of-being-seen/paperback/product-1wrmmen4.html?page=1&pageSize=4

ZOOM SEMINARS WILL BE ANNOUNCED ON GROUPS.IO

GRAHAM FIELD

Wednesday 19th May

7.30pm – 45-60 mins plus questions

Graham Field was travelling before he was eligible to have his own passport, rode motorbikes before he was old enough to have a licence, and has kept a daily diary for over thirty years. He was born to tell tales of motorcycle travel; it just took him a long time to realise it. Now the author of five books, he has become a recognised name in certain niche circles and veers away from mainstream potential. His articles have appeared in publications around most of the English-speaking planet, and along with TV, column and podcast residencies, as well as presentations, his face voice and words have reached the global receptive. Often outspoken, always opinionated, but rarely offensive, his ridicule is disarmed with a cheeky smile and cogent observations come with a cutting wit.

Integrity is his doctrine, his books are all written in a compelling, humorous, warts an' all daily progressive format. Riding alone he takes his ardent readers with him, who will, if not kill for him, at least consider getting a tattoo to prove their allegiance. His writings have inspired many to take to the road in search of their own dreams having discovered how easy it is.



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EVENTS TEAM ZOOM SPRING SEMINARS FOR THIS APRIL/MAY

HOW DO WE FIX MOTORCYCLE SALES?

An inviting sight for a seasoned biker, but what about everyone else?

As long-time readers of mine will know, I have...opinions...about motorcycle dealerships. I like to think that they are informed and considered opinions, based on collected facts and anecdotal observations, both my own and of others. I have interviewed dealer principles, spoken off the record with motorcycle salespeople from all over the world, looked at available data, and ultimately drawn unflattering conclusions that have upset more than a few people. This is because I believe in being honest and in challenging those who make mistakes to do better. I always hope that, in some small way, this will help the motorcycle industry learn, improve, and grow. But even so, it's good to get an expert's perspective once in a while.

Martec Europe Ltd. have been working with UK car dealers for thirty years, helping principals and team leaders to understand where, when, and how they could improve their customer satisfaction and retention. The ingrained culture of any



Martec's approach combines performance measurement with both on-site and classroom training.

industry can leave businesses stuck in the same rut for years, even decades. This inflexibility can – and frequently does – spell disaster for slow-moving companies unable to roll with the punches as consumer habits and expectations change. Survival is for the most adaptable, and history is littered with examples of brands and businesses that failed to move with the times. And so, I picked up the phone and called Neil Pursell, Martec Europe's Managing Director, to get his perspective.

Martec's business is one of two halves. The measurement side of the company downloads recordings of incoming customer calls, emails, video messages, and web chats direct from client dealership's computer systems. They then use an army of human reviewers to carefully evaluate each customer interaction against recognised criteria. The training side of the business then puts together bespoke packages to help dealership staff address the areas in which they are weaker.

"We're a motor industry-specific training and solution provider," explains Neil. "We've got thirty years' of UK motor-industry experience, and it would be fair to say that the vast majority of that experience has been in cars, vans, and trucks rather than motorcycles. Still, throughout that time we have also worked with a number of motorcycle dealerships and dealership groups that also have a presence in motorcycle retail."

Neil is a keen biker and self-professed motorcycle enthusiast, having been riding since his twenties and can currently be found enjoying either his Triumph Tiger 800, Triumph Speed Triple, or Harley-Davidson Fat Bob – one, as he puts it "for each type of weather!" So was it love of bikes that made Neil pivot Martec further towards the two-wheeled world?

"The experience...that we've had with car dealerships over the last thirty years is relevant to lots of different industries and industry sectors," he says. "Over the last five years in particular I've noticed that the motorcycle industry seems to be challenged with bringing in and accessing new types of customers, and that's very reminiscent of our experience in the motor industry."

I asked Neil if he could elaborate. "When a manufacturer launches a wholly new product, it automatically has an affinity with its current customer base. But to succeed, it has to attract new customers or it will only divide up its existing market share amongst its expanded model range. So, they have to work out how to attract a new type of driver. The motorcycle industry seems to have a similar challenge with a need to attract a new type of rider, while ensuring that they don't lose their existing rider base."

I ask Neil for an example from the car world, and he cites the challenges Land Rover faced at the Freelander's launch back in 1997. At the time, Land Rover sales staff had plenty of experience talking to their typical, more rural customer. But the customers showing up to look at Freelanders were from a different world, and most had no experience or interest in



driving through fields or down muddy lanes. What they wanted from a vehicle was completely different, and sales staff initially struggled to establish a rapport with their potential new customers. Neil explains that finding that common ground and establishing a human connection is key to "helping a customer through a sale", as without it you miss all the cues and hints that help navigate the conversation.

It seems to me that, if Land Rover had never figured out how to talk to these customers, the brand might no longer exist today. Their inability to address new markets would have strangled their growth and allowed competitors to chip away at their traditional customer base. The parallels with motorcycling today are striking. "The bike

industry is trying to get people in their 20's into the idea of riding motorcycles, as well as bringing in more female riders, commuters, and a generally more environmentally-conscious customer than they've had in the past. It isn't the standard type of prospect (customer) that motorcycle dealers will

have been used [to talking] to." Crucially, Neil points out that these new "prospects" might not already be fans of the brand, or of motorcycling at all, and that can lead to a serious breakdown in communication for a salesperson that isn't used to finding common ground with a new type of customer.

"People go from a state of curiosity about a product, then move into a state of interest, before moving to a state of intention to purchase." A traditional customer arriving at a motorcycle showroom might already be at the 'intention' stage – they 'intend' to buy a new motorcycle soon, and it's just a question of which bike and from which dealer. "But if I'm only considering riding a motorcycle as my form of transport, perhaps to get to the station or do the shopping, then I'm going to come across as only 'curious' and perhaps quite 'cold' or not that interested. And that's where sales people in the motorcycle industry need help – to recognise that this perceived temperature isn't really an indicator of the likelihood of purchasing."

"If we think of someone on a journey to buy a motorbike starting off at '0', and ultimately making their purchase decision and paying their money at '10', you can imagine that people who are 'curious' are going to be a '0-2', people who are 'interested' are going to maybe be at '3-6', and people with an 'intention' to purchase are going to be at '7-9'. So if you're a salesperson and you have only ever worked with people who are already at '7', then you probably won't...be polished at getting someone from '3' to '5' and beyond." These are things that motorcycle sales staff have rarely had to do before, so it's unrealistic to expect them to be good at them. And those are the exact skills that training can provide.

4x4's are popular now, but salespeople from just 20 years ago might have struggled to communicate with today's customers.

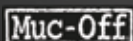
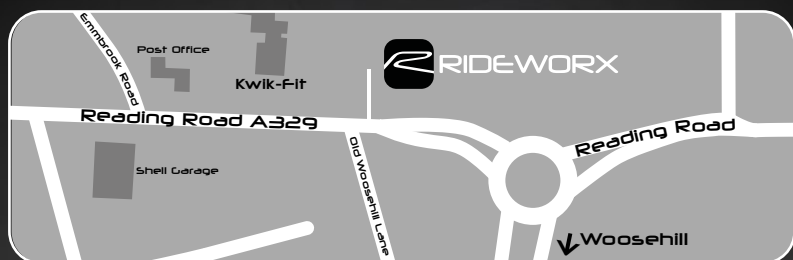




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Basically, the scales that sales staff in motorcycle dealers use to gauge how likely someone is to buy a bike, and therefore how hard they should pursue that prospect, are often too narrowly focused. They require re-calibrating, so that they can treat every single person who calls up or drops by as a potential customer. "The signals, the dialogue, and the conversation that goes along with someone who is in this 'curious' state doesn't sound, to a salesperson, like someone who's interested in buying. In their head, they're saying 'you don't sound like a customer at all'."



Very few car sales are to genuine enthusiasts. Growing motorcycling means embracing customers who just need transport.

Sales staff in the bike industry already talk about the concept of "helping their customer to buy a motorcycle", but a more 'curious' customer will need an awful lot more help than staff are used to providing. "They need a slightly more nuanced or advanced process to recognise that [these customers] have more hurdles to cross before they ultimately make their decision," explains Neil. And speaking to these new kinds of customers requires a completely different conversational toolkit. Anyone who rides a motorcycle gains a number of shared touch points with other bikers – the rush of the acceleration, the feeling of moving your body as you control the machine, the exhilaration of leaning the bike through a set of corners. "But the person coming in to talk about riding their scooter to the station and back every day doesn't have the same terms of reference, so the conversation topics will be very different."

Neil recounts how, when he first started out in the automotive industry many years ago, women purchasing their own cars for themselves at a dealership wasn't as common as it is today. This meant that salespeople at the time were ill-equipped to spot the verbal and social cues that a female buyer had any kind of intent to purchase a car from them. "It's pretty similar, in a sense, to female bikers. If you have only dealt with female prospects twice a year, then you aren't going to get experienced at how you might recognise their cues, what they want to hear, and what questions they need to have answered in order to help them buy."

Similarly, if you mostly deal with existing bikers, likely in their 40's-60's, then you'll never get any good at spotting the cues that the young man in a suit could ever be persuaded to swap his railway season pass for a PCP plan. It's all about making a positive assumption, and then adjusting your conversational style to match that of the person in front of you, rather than simply sticking with a single approach. "In the motorcycle industry, this idea of flexing your approach depending on the customer you're talking to seems like a new concept, whereas it's not in the car world – it's been around for a long time."

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It sounds like the onus is very much on dealerships to have their staff trained to be more flexible when handling unexpected queries and ensuring that every potential customer is treated with the same care, attention, and enthusiasm as a seasoned biker waving their credit card would be. Getting new riders to even visit or telephone a motorcycle retailer is difficult enough, and it seems like staff are letting those sales slip through their fingers.

Neil has data that shows just 16% of telephone enquiries to bike dealerships result in the customer scheduling an appointment to come and look at a motorcycle. But of those customers who are persuaded to make appointments and visit the showroom, more than 80% end up completing a purchase. Martec's analysis of these calls confirms that sales staff are making snap decisions to classify callers as 'non-buyers' and aren't moving to capture basic information or ask basic questions. Because those callers aren't ticking the expected boxes, they're being dismissed, and staff aren't even giving them the opportunity to become 'interested', never mind develop an 'intent' to purchase.

"In our analysis, we look for key moments in those interactions that we consider essential to help the customer move in the right direction. Simplistically, there wouldn't be any contest that an interaction should start with some form of greeting...and should probably include introductions. We also know that there are certain steps that would promote success, one of which would be to capture the customer's contact details. And it is also important that we try to promote a next step. Most dealerships would want a customer to visit, though obviously not in Covid times! But customers are showing their highest level of 'intention' when they are in the showroom, rather than on the telephone."

Many, if not all of these steps are often skipped entirely if the salesperson does not immediately get the right verbal signals to suggest that a customer is already well on the way to making a purchase. This has the effect of ensuring that only the most determined shoppers end up ever buying anything, reinforcing the negative feedback loop we see today.

All of this collated information is fed back to dealer management, where it is up to them to encourage their sales staff to change their approach, preferably through training. But Neil believes that motorcycle manufacturers have a role to play here as well, especially as brands move into new segments. Harley-Davidson, the ultimate example of traditional motorcycling, are once again facing this challenge with their new Pan America liquid-cooled adventure bike. The type of customer who might buy one of these is far more likely to show up on a dirt-caked Triumph Tiger than an air-cooled Harley. Sales staff will face a completely different set of questions from a completely different type of customer.

"Most car manufacturers have learned that, if you bring a new model in, you have to put quite a lot of resource into getting the network ready," he says. "If Harley-Davidson have looked at what some of the car manufacturers [would] have done to prepare the network for this new style of customer...then they will be in a good position, because they will have a network of people that are ready to answer these new customers' questions." I comment that, in my experience, Harley's sales staff

have a history of struggling to promote products so different from what they were used to. Here's hoping that Neil is right, and that Harley-Davidson are even now drilling their staff on how to best help potential Pan America customers sign on the dotted line!

So assuming sales staff can learn these skills, how do you measure success?

"There are some milestones that sales people need to touch as they help the customer along the journey, and we measure those. Once you have a dataset that compares more than one individual, then you can see a correlation between achieving those milestones and ultimate success."

But how can dealerships trust Martec's numbers, given that it's in Martec's best interest to demonstrate the positive results of their training? "Because we work with so many different organisations, we use the organisations' own Enquiry Management System (EMS) to measure their effectiveness before and after. In essence, we use their own ruler to measure the change. And if a dealership doesn't have or is not using an EMS, then part of that training would be to encourage or promote the use of one. Using a client's own 'ruler' to measure success makes that success that much more tangible. In a sense, it's very simple: how many opportunities does an individual salesperson get presented with, and how many of those opportunities ultimately turn into a purchase? How many chances did you get, and how many did you take?"

Martec has also conducted research on behalf of clients using secret shopping phone calls in the guise of customers in the very early 'curiosity' stage, proving Neil's point. "The dealers we called did not seem to recognise that 'curiosity' about a vehicle could turn into a sale...they interpreted the temperature of the enquiry to be not an enquiry, as opposed to an early enquiry."

I ask Neil if he's concerned that the reduced profit margins on less exotic machinery might be a factor in discouraging dealerships to take a serious interest in commuters and new riders, who tend to buy far less expensive motorcycles. He hopes not, he says, as that would be incredibly short-sighted. "Salespeople are normally rewarded on the whole transaction. So if somebody changes their Ducati Monster for a new one, they probably don't buy new leathers, a helmet, gloves etc. all at the same time. Whereas for a commuter who has not been doing it before there's a stronger probability that you would be able to sell them a complete kit,



The engineers have overcome their love of heavy-weight air-cooled nostalgia; can the sales staff?



Winning new customers means breaking old habits and learning fresh skills.

cheaply than their car, they need to be met with the same enthusiasm and warmth that would be shown to an excited Ducatisti wanting to put down a deposit for a new Multistrada V4S. Selling a commuter their first Honda PCX might not be the thrill that gets sales staff up and into work in the morning, but it could earn both them and their employer just as much money. What's more, it's vital to the future of the motorcycle industry in general. After all, to turn commuters into die-hard life-long motorcycle enthusiasts, we first have to sell them that first taste of the freedom and excitement that only two wheels and an engine (or motor!) can offer. There's no point in preaching to the converted.

Let's hope motorcycle dealers learn this lesson quickly.

Thank you to Neil Pursell from Martec Europe for his time and input in researching this article.

Nick Tasker

which would include the bike, but would also include everything else they needed. From a commercial perspective, that transaction might actually be as or more profitable than someone buying their 20th superbike."

As ever, success or failure of motorcycle dealers and indeed the individual sales staff is going to depend on their willingness to change, to adapt. If a curious commuter phones up to ask about how a scooter could help them tackle the three-mile trip to the train station more efficiently and



Neil with his Harley

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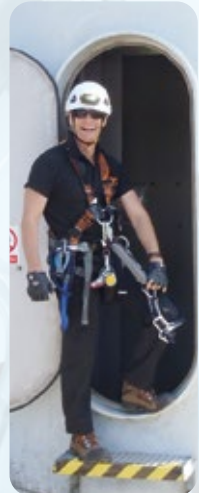
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THE SECRET OBSERVER

ANONYMOUS TALES FROM OBSERVED RIDES

Welcome to the Secret Observer, stories about happenings out on the road. Clearly all names have been removed or changed to protect the innocent (and guilty).

We start this new series with a tale from a Senior Observer of a ride a few years ago.

St. Crispin's, remember them? The car park was packed with bikes, the sun was out, it was a warm Spring day but not hot. Banny was at his burger bar and the queue for coffee was long in a packed area bustling with the 'Meet and Greet' team members, nervous newbies, and old friends renewing acquaintances.

I was signing in when I was approached by another Observer. They'd taken an Associate out for Cross Check a few days before but had not been able to put them forward for test. As a Cross Check Observer would I be prepared to take them out and maybe give some feedback. The area of concern? 'A bit enthusiastic at times, rushing into situations without thinking them through fully.' Sure, I don't mind who I take out and a rider almost test-ready could be a good ride on this lovely Sunday.

So we meet up after the usual St. C's announcements. The keen Associate on a sports bike and the old Observer with his notebook and pen. Briefing over, off we go, left out of the school with the Associate leading as we go through Wokingham. Good positioning, appropriate speed, crisp acceleration where appropriate, confident riding all under control. Things are looking good and I relax a little.

We get onto the open road and our speed picks up. Brisk, but all good as we cover the miles of country roads. Being a Sunday there's the usual cars with couples making their way to the garden centre or on their way back from church. All make for good overtaking practice and several are dispatched with nicely controlled riding using the three-stage overtaking technique. I'm enjoying this.

Halfway through the ride and it's time for a mid-ride debrief. The chat is friendly. The Associate's enjoying the ride and the feedback is positive. 'Keep it going as you are and we'll make our way back to Wokingham.' And so Associate reassured and refreshed, we set off.

Again speed is nice and brisk, so we catch a black Audi saloon being driven reasonably enthusiastically. 55 - 60mph on the straights means it's not going to be



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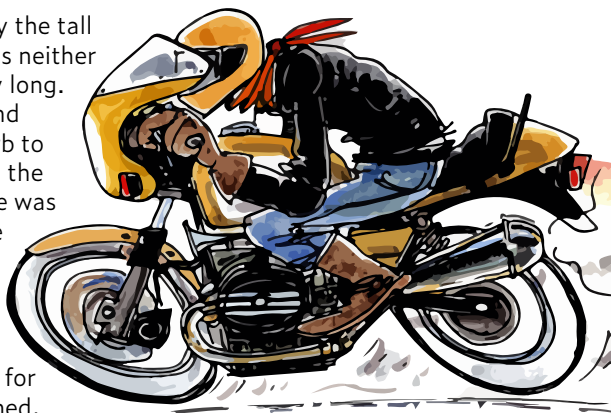
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As featured in RIDE and MCN



the sitting duck previous cars have been so probably the best strategy here would be to settle back and follow for a while. Getting an overtake in whilst staying within the national limit would require some judgement and skill probably above that required at this point in a new riding career. However our Associate wasn't going to settle for that. They were more than up for the challenge so the hunt for an overtake was on. Were we getting competitive I wondered?

Views past the Audi were restricted by the tall hedges and being a country road it was neither wide and the straights not particularly long. However as we came around a left hand bend a sort of straight opened up. Kerb to kerb views were not on due to kinks in the road but you could see the offside lane was clear – except for two cyclists a couple of hundred metres away coming towards us. The Audi's speed picked up and we were now doing 55+mph. This then was the moment our Associate thought was the time to 'go for it'. He pulled out and the throttle opened, right at the moment the horse with rider came into view on the nearside, right in front of the Audi, having been hidden in a dead area of road. Time to brake and pull out of this I thought.....



Our Associate thought differently. As the Audi hit the brakes and pulled to the right to avoid the horse this was apparently the time to get that overtake in, just before the cyclists up ahead get in the way.... Blamm, past and away.

Cyclists wobbling into the grass verge, Audi and I braking hard, horse and rider wondering what the hell was going on behind decided to take a look over their shoulder forcing the car even wider to the right.

Luckily all were safe and distancing was maintained between all parties but the Associate was nowhere to be seen, off over the horizon in a blast of noise and speed.

Eventually I catch him up and we get back to St. C's for the debrief.

'What were you thinking as you started the Audi overtake?'

'Which Audi?' was the reply. So started a long conversation about human factors and the risk of becoming 'competitive' with other road users. Observation, planning, and being aware of other vulnerable road users followed.

The Associate in question went on to take and pass their test and I hope today is still enjoying their riding.

The Secret Observer ;-)

If you're an Observer with a funny, interesting, or just challenging tale to tell with learning points for other riders email your story to The Secret Observer at thesecretobserver@tvam.org

MAG - Magic!

Not a great fan of most clubs me. No matter how laudable the aims at the start they inevitably seem to fall prey to bureaucracy, egos and nest-feathering, coupled with a shift of focus from the original goals to bolstering the hierarchy. So why, you may wonder, am I a member of TVAM and the Motorcycle Action Group (aka MAG)? Not to mention the IAM...

OK, let's not mention the IAM. The only reason I help defray their (not inconsiderable) wage bill is I can't be a TVAM member otherwise. TVAM, however, doesn't have paid officers, does good social, great comms, lacks finger-wagging jobsworths and makes the practicalities of good riding very easy. Which is important because I love motorcycles, not stopped riding since I was seventeen and still adore the visceral thrill of hitting my pace on a sweet-running bike, a beautiful day and a challenging road. Get it right, into effortless flow, every sense fully immersed and engaged, time slowing down, scenery expanding, embracing, sucking you in, the magic happens and you feel it all, all at once, all just right and you fly. Sensational, in the original sense of the word and pretty much nothing else comes close.

Not that we get there overnight mind – takes time, years usually, meanwhile becoming a part of the scenery in a more literal and painful sense is a worry. As Bob Prohaska put it: "One of the more, um, entertaining aspects of riding is the astonishing effortlessness under good conditions, the utter impossibility when conditions exceed your skill envelope, and the abruptness of the transition". Very true. As a TVAM Observer I like to think I'm helping less experienced riders re-jig their confidence and develop an ability to see, approach and push that skill envelope, but gently enough to drastically reduce their chance of suddenly exceeding it. Love that flow and anything that helps us share it, making biking better is priceless and not just for Associates but motorcycling as whole. Which brings me to my MAG membership.

I'm pretty sure that if motorcycles were invented today they wouldn't be allowed on public roads – far too dangerous. Bikes? Dangerous? Not true of course, yes we're vulnerable but that's something different and something TVAM takes on by helping us help each other ride smarter, safer and smoother. Persuading others to help us, or at least trying to stop them suck the joy from bikes and biking? Not so much – that's politics, and that's not TVAM's bailiwick.

It's MAG that does the politics (but not the party kind) and I've been a life member since the mid-nineties (being in TVAM meant life membership was clearly the cost-effective option). I joined as I couldn't see anyone else working to counter anti-bike legislation threatening my fun, and I still can't. The BMF? Well, yeah... but really? Anyone remember anything they've done for bikers other than the show in Peterborough? Me neither, whereas MAG has actually achieved stuff. At a national level they've stepped up to engage with politicians trying to win votes by playing the 'bikes are dangerous' card. Compulsory leg protectors, compulsory 100bhp power limit, compulsory crash helmets – over the years MAG's campaigned against them all... and two out of three's not bad. MAG doesn't dwell on setbacks

though, unlike those who still trot out the tired old mantra that MAG's against crash helmets. It's not and never has been: MAG doesn't give a toss if you want to bolt leg protectors to your Blade, fit a governor to your Gixxer or strap a Shoei to your head. What it does want, and fights for, is you to have the choice. Opportunities, dare I say it, to demonstrate you're a thinking rider.

MAG works well locally too. In the TVAM area Reading MAG campaigned to get bike parks sited in the town centre. Reading MAG worked with the council to get bikes in Reading bus lanes (and continues to do so). And in London MAG lobbied hard to get bikes exempted from the original congestion charge. Local MAG is all volunteers, and as for bureaucracy and nest-feathering, well, there's none I can see.

Lockdown's proving tricky for MAG, events are still cancelled and they're MAG's main source of income. But the lobbying continues, MAG has a seat at many government tables giving a voice to the biking community in general and the 50,000 members in particular. It's currently arguing, amongst other things, for CBT certificate extensions during lockdown, a recognition in the upcoming Highway Code review that motorcyclists are vulnerable road users and an end to badly thought out 'Streetspace' initiatives being rolled out over the country (such as the proven hazardous 'Orcas' used to delineate a cycle way on the A5 in Thatcham).

If you're on TVAM groups.io you get regular updates on MAG activities. Not a MAG member though? You're missing out on 'The Road', a glossy magazine delivered to your door every two months – quality on a par with Bike or Ride. Seriously: I'd say it's worth the year's membership by itself, check it out for yourself, back issues here: www.mag-uk.org/the-road/

Not being a MAG member also means you're not in the free monthly prize draw nor covered by MAG Protect (MAG offers a reward to help recover members' bikes that get nicked). You do, of course, still benefit from the results of MAG campaigning, past and present. But think: with more support MAG could achieve so much more, much more quickly. 50,000 members is enough to be heard but given there's more than a million motorcycles registered in the UK our voice could be so much louder. At £27 a year (less for joint membership) it's simply the most cost-effective way to get us listened to, no matter who's in power. It's insurance for the future of biking. Go on, sign up online (www.mag-uk.org), or call them free – 0800 988 3193. Because MAG's not just our best bet to protect the biking magic we love, it's the only one we've got.

Nick Vale



**... because motorcyclists need a voice
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Steph Jeavons

Follow up to the Seminar

What an amazing presentation by Steph Jeavons. Open, honest and true to the motivations that led her to circumnavigate the globe on Rhonda, a 250cc Honda – completely solo and unescorted! In fact she is the only biker to visit all seven continents on a motorcycle, including Antarctica in one tour!

Steph told her story with great humour (she doesn't take herself too seriously), and with much feeling but clearly the journey kept us all enthralled. Steph is very enthusiastic to encourage others to get out there and do it – maybe not all of it, but just to sample parts of the journey if you get the opportunity.

She visited some of the most interesting and beautiful places on earth – some wet, some hot and some very cold – mostly camping but clearly loving the freedom of such an adventure with all its challenges and joyous moments! The trip lasted 4 years and covered 75,000 miles – a phenomenal achievement!

What did we learn from Steph about the journey? – Something that all Motorcycle Adventurers keep saying – "the world is full of kind people" – people that will help you even when you don't need it! They will clean your bike, feed you, find a place for you to stay, get you through a tricky border, or just give you a beer with no expectation of anything in return. Plus the panoramic views, the riding experience, the different cultures, and the wildlife all make it all so worthwhile!

If you can't do 4 years just try a weekend at her off road experience in North Wales – it could be the start of a great adventure!

Some of you have enquired about her Book regarding the Round the World trip and the Off Road School in Wales –

Her book is called *Home By Seven* which is a fantastic read and leaves you in no doubt about the trials, challenges and joys of such a trip! Available at Amazon and others.

MOTO JUNKIES is the off road school in North Wales and there are various courses for all levels of experience. They offer road and off-road experience days, training, and weekends in Wales. You can take your own bike or hire one of theirs!

I know many of you with GSs who are yearning to get muddy! Or maybe you have a trail bike? Well this is a safe way to do it!

So big bike, small bike, your bike or hire bike – it is all available together with accommodation and trail leader. They also offer road based weekends as well.

Take a look – www.motojunkies.co.uk – looks great fun – I am sure a number of you may be interested.

If you are a beginner and don't want to go on your own, get in touch – email below – and if we have enough interest we will see if we can get a couple of trips organised in the summer!

See page 30 for future TVAM Seminars covering a large range of topics – something to suit everyone at approximately 3 week intervals.

Phil Donovan
Promotions & Events Team
events@tvam.org

A HELPING HAND

During the pandemic, we have really missed seeing you at community events. It is a wonderful feeling meeting someone who has been helped by our crew or had a family member treated by our team and is a powerful reminder of why we do what we do.



That's why we've really valued all your continued messages of support and thanks during the past year. Random acts of kindness always lift someone's mood, but perhaps even more so during these restricted times. We're so grateful that you have continued to think of us.

Give your spring cleaning some meaning. With spring on the horizon, many of us will be planning a wardrobe clear out. Why not drop off unwanted items at one of our 140 recycling banks, and help us raise vital funds at the same time? Over the past 11 years, you've donated an amazing six million kilos of clothes to us!

Get charitable when you checkout. Shopping with Amazon Smile is a charitable way to checkout, with a donation made to a chosen cause at no extra cost to you.
<https://smile.amazon.co.uk>

It costs us £3,325 to send our helicopter on each mission. Your support powers what we do and when it feels like our engines are running on empty, you fuel us to carry on. Thank you.

www.tvairambulance.org.uk



Blimey, has another month gone already? Time flies when you're having fun. I think I'll go all Hollywood for the start of this month's article. (- cue deep, manly voice) Previously on Confessions of a First Time Restorer – the speedo had been restored, the engine casings were being vapour blasted, the petrol tank was in to be treated, the wheels had been restored, a painter had been chosen, the frame had been powder coated, I had started some DIY painting on small bits, the chrome had gone in and most importantly, I had survived my heater confession.

The month got off to a good start as I collected the engine casings from RD Cox in Reading and the beautifully treated petrol tank from Jeep in Waterlooville. There had been a delay on the engine casings as one of Doug's people was off work with Covid. Thankfully, they made a full recovery and I was able to collect the engine parts on the 2nd. Getting these back was key to progress. I couldn't start on the frame as I needed the chrome back to be able to do that. The first parts required on the frame both had chrome components. With hindsight I should have got the chrome in earlier, but there we go. Getting the engine casings back did mean that I could start on the engine though. And they looked great. What a difference to before.

Starting on the engine did worry me, and to be honest, this worry won't go away until I can ride the bike without it grinding noisily to an expensive halt. I might think that I've done it correctly and I may think that all the various components are in good working order, but I don't know for sure. I don't have that knowledge or experience yet, although it is amazing the amount I have learned. Will it work? Time will tell. I have no doubt there will be teething problems, but that is to be expected. I continue to study the books, learn from videos, get great advice off people online, and Dave and Lisa (Rupert Ratio) are kind enough to help me out every time I ask for help. But advice can only be as good as the questions asked. Ask a question on Facebook and you are guaranteed to get at least three different answers. Am I asking the right questions and getting the right answers? I guess these are the normal doubts of someone who is trying something for the first time so outside their skillset.

A great, and massively frustrating (embarrassing?) example of this has been my nemesis of the month, the tubes and tyres. I thought this would be simple. I'd been putting tubes and tyres on bicycles since I was a kid. I'd also watched some YouTube

videos just to be sure. How hard could it be? The answer? Very when your name is Jon Case. On my first attempt I put the tubes and tyres on and eagerly pumped them up. Nothing! No air appeared to be going in. Eh? Valve faults, pump faults, twists in the tube. All investigated and discounted. I took everything apart and realised that I had managed to puncture both tubes putting them on. Not small holes either. Plonker! So new tubes were ordered. Take 2, being a lot more careful this time I tried again. I even wore gloves. Both appeared to have been a success, until the next morning when the front was flat again. Somehow I had managed to puncture the front tube again. I probably pinched the tube with the tyre spoons. This time the hole was much smaller though, so I decided to use a puncture repair kit until I was happy I could do it properly. I would then put in a new tube. Take 3, on it went again and it stayed up this time. However I did notice that the bead was not sitting evenly around the rim. More investigation. Takes 4, 5, 6 etc, etc, over inflation, tyre soap, silicon lubricant, bouncing. Letting it down and re-inflating repeatedly. All done to no effect. Meditation to stop throwing a complete tantrum, perfected. I have now inserted a new tube and am going to take it down to Andy at Dynotech in Bramley for some help. The white flag has well and truly been waved on this. I'm assembling an engine but can't put a tyre tube in! As I said, embarrassing.

Back to the engine though. An important part of the process was cleaning out the sludge trap. This removed all old particles of muck and debris that had accumulated in the depths of the engine. You may also remember that I got a new crank sleeve - (from Austria of all places)? I had to get this fitted before I could put the crankcase halves together. This was a loose fit, whereas I had to battle to remove the original it was so tight. So, on advice from Mr. R I used Loctite to fix it in place. I could then put the crankcase halves together but trying this highlighted another issue that I had not considered. The bush that this sleeve went into was now too small for the new sleeve. Upon investigation I discovered that this meant I needed to do some 'reaming'. I'd read that word lots of times but didn't have a clue what it meant. For those with my



Restored engine casings

level of knowledge it means increasing the internal diameter of an object so that another object will fit into it snugly. For engines, the objects going into the bush need to be an exact and very snug fit so that rotation within the bush can occur but there is no unwanted lateral movement.

Now this needed equipment that I did not have access to (I have found some

proper tools since) lateral thinking time again. I came up with a method that I think will work. Again, time will tell. If I'm wrong it's going mean a lot more work. Basically, I horizontally secured my drill in place and used an abrasive attachment on the drill to carefully increase the internal diameter of the bushes. I did this very slowly, one circuit of the bush at a time so not to go wrong. I then polished the bronze so it was smooth. They fit snugly, rotate very nicely and there is no give in them. Back to that worry part. I think it is okay, but don't know for sure yet. There are potentially many people out there shaking their heads in disgust.

Doing this reaming allowed me to put the crankcase halves together and start work on the timing side of the engine. I have previously mentioned that the distributor



Battery holder pre repair



Battery holder post repair

drive shaft and drive pinion both had teeth missing. I now believe this was because the drive shaft bush had not been inserted correctly allowing the shaft to move up and down instead of staying vertically in position and resultantly break against the pinion. I needed new of both. They also needed to be a matched pair. I found the shaft in the Netherlands but couldn't find the pinion anywhere. As for a matched pair, nothing! I also came up with two part numbers for the shaft. Mr R to the rescue again. He told me that upgraded shafts and pinions had been introduced in 1960 because of excessive wear and tear, hence the two part numbers old and new. He also said that he had a matched pair he could sell me. Result! Ordered and installed. Then came the oil pump, sump plate and the

trickiness of the gears, camplate and quadrant, etc. I think I have put the gears in as per the books and schematics, but my gut tells me they are not quite right yet. I'm hoping Jim Bates will be able to come over next month as we start to exit lockdown. I'm going to ruthlessly use his knowledge and see what he thinks. It may well involve some disassembly but so be it.

You'll note from the background of the photo that I have gained an assistant, Murphy one of our dogs. He has taken to lying outside the shed keeping me company. Nothing to do with the supply of dog treats I have in the shed. I get regular nudges reminding me it is time for his next treat. Usually at a particularly trick moment of course.

The other things that have been completed this month are my painting of parts that I could not get powder coated. I did numerous layers of primer and plenty of coats of black. They have come out looking lovely. I have also repaired the battery holder which had an arm missing. It would have been nice to have welded another arm on,

but, once again I do not have access to that type of equipment and improvised. I did coat and spray the parts I used, so I am pleased with the result.

So the timing side was in place and it was time to get the outer timing cover on. Gasket goo done and cover on. When I first started reassembling I had decided to print out copies of the schematics so that I could tick off each part as it went back in or on. There were various reasons for doing this. Not only did it mean that I



Restored timing side

was assembling in the correct order, but it also meant I could ensure I used all parts I had taken off. And alert me to missing parts. The only problem being when the piece you're scratching your head over is on a different schematic to the one you would expect and is meant to be on the other side of the cover you've just goosed into place! Darn. Cover off, goo cleaned off, part inserted, goo reapplied and cover reinstalled. Annoying, but it immediately proved the worth of the system.

This was as far as I wanted to go on the engine without it being in the frame. As mentioned, I couldn't put the engine back in the frame until I had a rolling chassis (due to bits of the engine protruding outside of the frame). And I couldn't have a rolling chassis until I got the chrome back. I am stuck until I get the chrome back, which is not only taking longer than I anticipated it has also had an additional delay.

Only one more thing I could potentially do this month. As I had the petrol tank back from Jeep, I could get the tinware to Mike at Triple C if he was ready for it. He was, so it has gone in. There will be some additional work to the front mudguard though, as when I picked it up (correctly, I hasten to add) to take it in one of the stays just snapped off. I was quite annoyed until I realised that this was probably the ideal time for this to happen if it had to.

So on the last weekend in February I ground to a halt. I still couldn't start on the frame and I didn't want to do any more to the engine. I was assured that I would be able to collect the chrome a week and a half later. We'll see.

To that end I'm signing off until the next instalment. I have plenty of non-motorbike things that need catching up on now lockdown measures are going to be easing. I will try to get some bike stuff done but can't guarantee it.

I hope you are getting your jab dates through. Maybe we'll have a St. Crispin's Sunday before too long?

Jon Case



SOCIAL MEDIA STRATEGY

Hi, everyone! I'm Kyriakos (you can call me Kyri) and I have been a member of TVAM since May of 2019, when I came to an Open Day at St Crispin's and couldn't believe it when I saw so many people socialising together on their bikes. After a quick ride with an Observer, I immediately signed up to become a member and to my surprise, I qualified for the RideUp Scheme! From then on, I started joining the social rides and did my 1-to-1 training with my Observer, Barrie, and was lucky enough to pass my Advanced Riding Test last March just before lockdown started.

Over the last few months, myself and a few other members have been trying to put together a social media strategy to help attract new, younger members (between 18-45 years old) and to increase the engagement of our existing members.

As many of you have already seen, we have a new TVAM website – but alone, it is not enough to promote the club so we decided that we will also use Facebook and Instagram to help us reach a wider audience.

The Facebook page and its internal group for members has not been utilized to its full extent before, so we want to make use of all the features:

- Hosting discussions via groups; like groups.io but with more ease of use
- Promote training days, rides and calendar events
- Instant video chat between members
- Seeking and providing advice between members

We recently launched an Instagram account with the goal of bringing to light the social and fun side of the group, as it's an ideal platform for sharing photos and short videos of social rides, events and training days. Plus, most of the audience we are trying to attract are already on Instagram, so it's a great way to increase engagement and organic growth.

Here's how you can get involved and help us spread the word:

- Follow the official TVAM accounts:
 - Facebook: @ThamesValeAdvancedMotorcyclists
 - Instagram: @tvam_org
- Post your own images and videos through your personal social media accounts and tag the official TVAM accounts
- Send TVAM related photos and videos to socialmedia@tvam.org. We will pick and choose the best content and post short, promo-style edits suitable for the official TVAM social media accounts (GDPR guidelines will be followed)

The social media accounts will be primarily managed by myself (Kyri) with the help of Aaron Braich, who is responsible for our new website (plus a few other members



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who will chip in for support when we need it!).

I understand that not everyone will have their own Facebook and Instagram accounts – that's OK! We will continue to utilise our existing channels, such as the TVAM website, Slipstream, groups.io, etc.

Please feel free to send me an email at socialmedia@tvam.org if you have any questions related to social media. I can't wait to engage with more of you once the lockdown restrictions start to ease; until then, take care and stay safe!

Kyriakos Chrysostomou

TVAM CALENDAR

ONLINE MEETS AND SEMINARS 2021

MARCH 29TH - COVID-19 NOTICE REGARDING RUNS AND TRIPS

WE ARE OPEN AGAIN FOR 6 PERSON RIDES FROM MARCH 29TH! CHECK WITH YOUR LOCAL TEAM FOR ORGANISED RIDES. ASSOCIATES CHECK IN WITH YOUR OBSERVERS TO START YOUR OBSERVED RIDES AND COACHING.

APRIL 2021

SUN 18 **ST CRISPIN'S SUNDAY - ONLINE ZOOM MEET 9am**
See the [allmembers/groups.io](#) for full details and link.

WED 28 **THE SCIENCE OF BEING SEEN - Kevin Williams**

MAY 2021

WED 19 **THE 'JUST DO IT' APPROACH TO TRAVEL - Graham Field**

JUNE 2021

WED 9 **MOTO LEGENDS - The best choices of biking clothes and apparel to kit you out**

WED 30 **THE EVERYTHING BIKE QUIZ - Andy Ball**

JULY 2021

WED 21 **MOTO CORSA - Moto Guzzi, MV Augusta, Royal Enfield, Aprilia, Energica**

AUGUST 2021

SUN 8 **HORIZONS UNLIMITED - How to travel pack light - what kit you really need**

All bookable on [groups.io](#) when published via the RSVP



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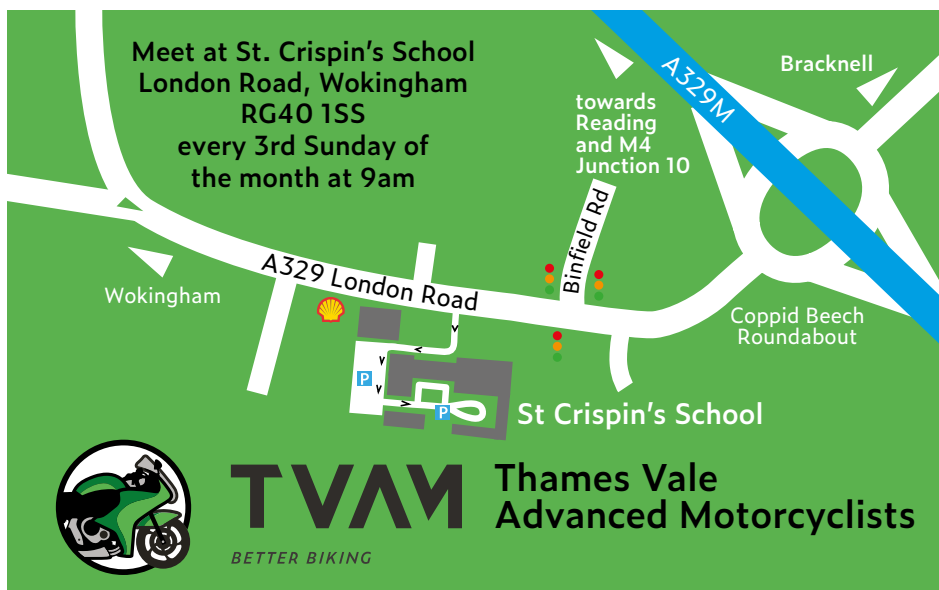
Unit 1 Moniton Trading Estate, West Ham Lane, Basingstoke RG22 6NQ

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CLUB MEETS - Online Zoom monthly meeting only at the present time

Monthly meetings were held at 9am on the 3rd Sunday of each month at St. Crispin's School, London Road, Wokingham, RG40 1SS. At the present time we have a Zoom meet on that Sunday - see groups.io or Slipstream for joining details.



LOCAL TEAM MEETS - contact your local team for online meeting times.

To join a team other than your own, go to groups.io all members and see Wiki - Join a subgroup

Basingstoke (BAR)

When: First Monday of the month
Where: Jekyll & Hyde, Hartley Wespall, Turgis Green, RG27 OAX
Time: 7.30pm

Camberley (CLAMs)

When: 1st Tuesday every other month
Where: The Bee, School Road, Bagshot, Windlesham, GU20 6PD
Time: 8pm (Apr, Jun, Aug, Oct, Dec)

Great Northern (GNATs)

Meet 1: After each St Crispin's for coffee at The Farm Café, Ashridge Manor Garden Centre, Forest Road, Wokingham, RG40 5QY.
Meet 2: Rideout first Sunday of the month.

Reading (RAMs)

When: First Monday or Tuesday of the month March/Tuesday; April/Monday etc.
How: Join us - rams@tvam.groups.io
Time: Zoom call at 8pm

Slough (SAM)

When: First Saturday of the month
Where: Jenners Riverside Café, Ray Mead Road, Maidenhead, SL6 8NP
Time: 9am

Wantage & Newbury (WAGs)

When: Second Wednesday of the month
How: Join us - wags@tvam.groups.io
Time: Zoom call at 7.30pm

Wokingham & Bracknell (WOBMOB)

When: 3rd Tuesday of the month
How: Join us - wobmob@tvam.groups.io
Time: Zoom call at 8pm

Green Team (Full Members)

Meet 1: Last weekend of the month - see Slipstream or groups.io calendar
Meet 2: Wednesday following St Crispin's at The Crown, The Street, Swallowfield, RG7 1QY
Time: 7.30pm

OBSERVER CONTACTS

Aardvarks	Simon Whatley	aardvarks@tvam.org
Allocations	Peter Browne	allocations@tvam.org
Assessments	Andy Wedge	assessments@tvam.org
Bike to bike radios	Chris Brownlee	bike2bike@tvam.org
Cross Checks	Simon Whatley	crosschecks@tvam.org
Cross Check link		www.tvam.org/cross-check-request
Observer Health Checks	Andy Wedge	observerhealthchecks@tvam.org
Observer Interest	Andy Wedge	observerinterest@tvam.org
Observer Training	Chris Brownlee	observertraining@tvam.org
Run Reports	Chris Brownlee	runreports@tvam.org
Test Passes	Peter Browne	testpasses@tvam.org
Trainee Observer Coordinator	Hev Smith	tobcoordinator@tvam.org

OBSERVER FORUM (mailing list):

Observer Group <https://tvam.groups.io/g/observers>

LOCAL TEAM CONTACTS

TEAM LEADERS (teamleaders@tvam.org): Quarterly meetings - Held online - Tuesday 27th April

Basingstoke (BAR)	Dennis Lutley	basingstoke@tvam.org
Camberley (CLAMs)	Paul Bryson	camberley@tvam.org
Great Northern (GNATs)	Gary Jackson	wycombe@tvam.org
Reading (RAMs)	Vanessa Boudier, Andy Boudier	reading@tvam.org
Slough (SAM)	Ally McCulloch	slough@tvam.org
Wantage & Newbury (WAGs)	Keith Miller	wantage@tvam.org
Wokingham & Bracknell (WOBOB)	Andy MacWalter, Ian Gaitley	wokingham@tvam.org
Green Team	Alan Hudson	greenteam@tvam.org

SOCIAL CONTACTS (socialleaders@tvam.org):

Basingstoke (BAR)	Mark Spittles	basingstoke.social@tvam.org
Camberley (CLAMs)	Caroline Harvey	camberley.social@tvam.org
Great Northern (GNATs)	Gary Jackson	wycombe.social@tvam.org
Reading (RAMs)	Vanessa Boudier, Andy Boudier	reading.social@tvam.org
Slough (SAM)	Ally McCulloch	slough.social@tvam.org
Wantage & Newbury (WAGs)	Keith Miller, Mimi Carter Jonas	wantage.social@tvam.org
Wokingham (WOBOB)	Andy MacWalter and Ian Gaitley	wokingham.social@tvam.org
Green Team	Alan Hudson	greenteam@tvam.org



TVAM is affiliated to
BETTER BIKING



Slipstream editor and designer: Salli G - slipstream@tvam.org

Editorial team: Kathy Wright, Nick Tasker, Robin Hennem and Paul Harris

Copy deadline: 3rd week of the month. To ensure your article or information is included please inform the Editor to book space - slipstream@tvam.org at the earliest opportunity, issues are planned well in advance of print date which is generally the first Friday of the month.

Advertisement sales: advertising@tvam.org

TVAM enquiries: 0118 402 4800 TVAM Website: www.tvam.org

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CLUB CONTACTS

Honorary Vice Presidents:

Nigel Fowler 1996, Richard Tickner 2005, Nigel Taylor 2010, Charon Willis 2016

Committee (committee@tvam.groups.io): Who are they? Photos on groups.io

Chairman	Barrie Smith	chairman@tvam.org
Chief Observer	Chris Brownlee	chiefobserver@tvam.org
Secretary	Adrian Ellison	secretary@tvam.org
Treasurer	Bjorg Arnadottir	treasurer@tvam.org
Membership Secretary	Dave Simmons 0118 402 4800	membership@tvam.org
Slipstream Editor	Salli Griffith	slipstream@tvam.org
Events & Promotions	Phil Donovan	events@tvam.org
Green Team Leader	Alan Hudson	fullmembers@tvam.org

Committee Meetings: These are held at James House, Mere Park, Dedmere Road, Marlow, SL7 1FJ

Next Meetings: (M – Marlow/Internet), 11th May (I), 8th June (I) – all meetings normally on second Tuesday of the month at 7.30pm and for the present all are Internet meetings. If a member wishes to attend they should contact Adrian Ellison – secretary@tvam.org before the meeting date.

Special Roles:

Advanced Bike Control	Chris Caswell	advancedbikecontrol@tvam.org or abc@tvam.org
Advanced Plus (previously EAR)	Training Team	advancedplus@tvam.org
Advertising	Salli Griffith	advertising@tvam.org
BikeCraft	Di Woodcock	bikecraft@tvam.org
Bike Maintenance	Phil Ryan	bikemaintenance@tvam.org
Café and Stopover Database	Chris Brownlee	cafedatabase@tvam.org
Events Diary (non-run events)	Phil Donovan	eventsdiary@tvam.org
Girl Torque	Alie Ball, Salli Griffith	girltorque@tvam.org
Groups.io Support	Andy Wedge, Chris Brownlee	groups.io@tvam.org
Incident Reporting	Training Team	incident@tvam.org
Leaflet Supply	Phil Donovan	leaflets@tvam.org
Look Lean Roll		llr@tvam.org
Merchandise	(to order items away from St Crispin's)	merchandise@tvam.org
Midweek Runs	Alan Hudson	midweekruns@tvam.org
Offroad Riding	Clive Marsden	offroad@tvam.org
Pillion Rider Course	Alan Hudson	prc@tvam.org
Red Zone	Mel Hakhnazarian	redzone@tvam.org
RideOn	Training Team	trainingteam@tvam.org
Run Leader & Back Marker Course	Issy Griffiths	runleaderbackmarker@tvam.org
Social Media	Kyriakos Chrysostomou/Aaron Braich	socialmedia@tvam.org
Social Run Co-ordinators	Alan Hudson/ Salli Griffith/Phil Donovan	socialruns@tvam.org
St Crispin's Sunday Runs	Alan Mossman	sundaysocialruns@tvam.org
Tea & Coffee Bar at St Crispin's	Roger and Marianne Lindsay	coffeebar@tvam.org
Toy Run	Steve Harris (volunteers for Dec Toy Run)	toyrun@tvam.org
Track Skills Days (Training)	Dave Hepworth	circuitsskills@tvam.org
Webmaster	Steve Dennis	webmaster@tvam.org

Website:

TVAM Website www.tvam.org

The website gives you access to the web shop for booking courses, trips, training and track days.

TVAM Groups.io

Groups.io is the system used by TVAM to share details of news, events and much more.

<https://groups.io/groups>

You will automatically be added to the system when you join TVAM so you can get involved in the conversations with other members. There are local team and special interest groups available for you to join also. Get involved and find out what's happening.

Correspondence Address & Telephone: 23 Comet Way, Woodley, Reading RG5 4NZ. 0118 402 4800

Registered Office:

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