

FUTURE CAREER

Proposal that I train as an Approved Driving Instructor (ADI)

1. Summary

This report collates information gleaned from websites, printed literature, and conversations between September and November 2011. It concludes that there are overwhelming reasons to change career to self-employment as an ADI from the end of salaried work at the diocesan board of finance in December 2011. It follows counselling arranged by my employer, the Birmingham DBF, at CMC Career Management Consultants¹.

Basis for this proposal is three-fold: [1] necessity for a succession job; [2] desire for a new direction; [3] absence of a realistic alternative. This paper provides detail on each.

A separate spreadsheet summarises projected financial consequences during 2012 and 2013.

2. Background

At my first progress meeting with the incoming diocesan secretary, July 2011, he revealed that the DBF is facing a deficit of £350k. The role of Projects Officer was likely to be deemed unaffordable, and was "top of the list" of opportunities for savings (of some £52,000 all-in). He did not rate my performance well since his arrival in February, having expected completed delivery of two projects some weeks before. I realised my reasons for slowing on these had been insufficient, and not mine to judge.

The new secretary's very modern, minimalist approach to business is a major step up from recent experience and requires a culture change. I had tried to keep him suitably informed by email, but received little feedback. However, when I tried to accelerate into completing the required projects, I became mentally paralysed². Overall, I had misjudged his style and expectation.

A meeting with a long-standing friend and colleague the following evening showed that neighbouring dioceses are similarly affected. Change to senior staff with little IT awareness, and the steady growth of professional database provision for diocesan administrations from convincing marketeers, have suddenly removed the possibility of my providing contracting such services as a development of the Filemaker design solution, perhaps in collaboration with Bristol DBF.

Being offered options of redeployment, reduced working, contracting, or resignation, I elected to "take a clean break" from the office environment after some 18 years. This reasoning is supported by my line manager, who is funding expensive career counselling (c.£4,500) and honouring my full salary to end of the year (5 months).

3. Options

An initial meeting with CMC advised me to consider values and skills, not salaries or job titles. They acknowledged some aspects of work had recently come to feel "toxic". I took the fortnight family holiday in France to let the major future change settle within me, and

1 <http://www.cmc-careers.com/>

2 Symptoms are of stress and anxiety, rooted in "fear of mess", which have increasingly hindered me since 2001 and which I have been addressing with 18 months of psychodynamic therapy, ended August 2011

consider avenues.

I completed the computer-based TalentQ “Dimensions” personality type profiling. My preferred style of working showed as somewhat solitary, reserved, and self-conscious. It featured many extreme scores, apparently typical of people in a bruised or insecure emotional state. It was weakest on leadership and, interestingly, shied away from analysis. Discussion with the dedicated consultant convinced me this was a reasonable snapshot, and a good basis from which to mine preferences, transferable skills, core values, and then compile an effective c.v.

A number of keywords arose from consideration of transferable skills: mapping, demography, database, trainer, archival work.

3.1 Database development / IT work

I developed from scratch, from 1995-2009 the Birmingham DBF information management tool which is the Filemaker v5. It has been repeatedly commended. I adapted it for Bristol DBF in 2005 (£nil; 250 hr) where it has been in use since, and sold a version (£4,000; 150 hr) to Leicester DBF where it has not been deployed. It has been a major enjoyment and achievement, combining technical challenge, need for consistent data, and clean aesthetic design. It has also provided a considerable temptation to obsession with detail.

I have been the primary local contact for computer support since the office network was established in 2000, and since 2002 calling ad hoc upon an external IT professional. I have seen the complexity of the system and its components grow, in recent years outstripping my memory and grasp when it has not been my full-time role.

I do not wish to pursue either aspect in what I next choose for paid work. However, I will offer occasional support for the existing Filemaker solution during 2012-13, at c.£30/hr³.

3.2 Research and policy work

I spent 7 years working as research scientist for Kodak Limited in London, including training in New York during 1987. My contribution was steady and methodical but not inspirational. My approach was imaginative, sociable, and collaborative, but unlikely to lead to a flourishing career or make a tangible advancement for my employer. I resigned in April 1992, to move to Birmingham where my fiancée wished to remain.

My recent experience of web-based research for the DBF projects of web-tool comparison and environmental policy has undermined my confidence in these fields. Again, I feel I have “done” a period of research, and am no longer current in methods or technical details to operate at a senior level, as is needed financially.

3.3 Archival and library work

Perceived pace of work and environment both appeal. Pay is £15k-29k. However, I am unqualified to the standards now typically required (being undergraduate degree, or ideally a Masters' degree, in informational science or administration).

3.4 Psychotherapeutic counsellor

Skills of patience and listening commend this, which I would find very interesting. However, training is too long, likelihood of success is unproven.

³ To not do this would be a serious professional lapse, having invested such time and employer's funds to produce such a useful business tool, irrespective of timetable for its replacement / successor.

3.5 School caretaker

Hours are small but awkward, though pay is good. I have no experience of managing contractors. There would be minimal intellectual exercise, boredom, and risk of suffering from pressure.

3.6 Driving tuition

I have always enjoyed driving, though less since my early thirties. I achieved my own UK driving licence after 6 lessons. "Technical instruction" arose as a suggested avenue when I first considered careers options, c.1982. I have coached peers in driving following university⁴. I have never acquired endorsements or points.

Formal qualification requires passing a 3-part Test. There is a time limit of 2 yr for passing all Parts, and Part 3 can be sat only 3 times in that period. I meet the criteria⁵ for registering as a PDI (Potential Driving Instructor). Some 20 individuals to whom I have mentioned the possibility think I am well-suited. One stranger suspected I would become bored. One relative thinks this is entirely the wrong sort of employ, fearing increased social isolation for me.

In summary, this line of work:

- offers something completely new
- consists of a focused, technical task with a fixed aim
- promises reduced risk of obsession with detail
- avoids being office-bound
- tests whether I can in fact tutor/coach
- offers a helpful empathetic connection with a variety of individuals
- makes a personal contribution to individuals' skills
- allows full autonomy of style and working pattern
- contains the prospect of eventually deciding my own working hours
- can be supplemented with niche craft or consultancy work
- avoids time or money lost in commuting, and the frustrations of traffic-jams (?)
- is good for my CV
- can be relinquished without detriment
- is extendible into retirement
- offers networking opportunities
- allows opportunity for creative expression such as hymn-writing
- facilitates re-engagement with cooking, cleaning, finances, planning, and family
- enables less traditional division of roles in the home
- could lead to other coaching roles

It carries risks of [1] never producing sufficient income; [2] discovering I am unable to teach; [3] requiring anti-social working hours; [4] personally becoming more isolated.

Other risks would be common to any sort of work: [5] requiring Sue to also earn; [6] finding myself to be insufficiently organised; [7] suffering from recurring illness. This last is less likely given some of the advantages listed.

4 Marion Stanfield and Susan Herbert, 1986

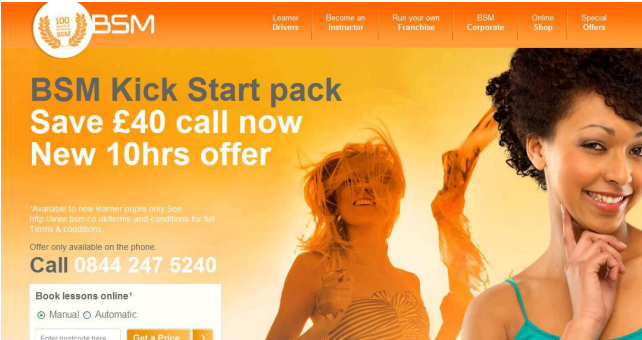
5 <http://www.businesslink.gov.uk/bdotg/action/layer?r.11=1081597476&r.12=1082103262&r.13=1084755704&r.s=tl&topicId=1082104381>

I have discussed with others who have been self-employed for some years⁶. Their experience is that the initial fear of being self-supporting dissipates quite quickly, and certainly within a year.

I have come to relish the challenge of the necessary examinations, including the DSA's Check Test every 3-4 yr, and relying on my own marketing skill. No other option presently appeals. This option presents quite an exciting opportunity.

3.6.1 Large national school

BSM and AA offer ADI training at c.£2,600. BSM guarantees newcomers a franchise. Cars are replaced by each every 32 weeks. All overheads except fuel (c.£80/week) and phone (c.£20/month) are included. With 130,000 learners and 3,250 franchisees (2010), BSM's pupil introductions are made on average only less than once per week. Introductions cost £20-40, depending on extent of pre-booking. Most work would still need self-sourcing.

A screenshot of the BSM website. The header includes the BSM logo and navigation links: 'Learner Drivers', 'Become an Instructor', 'Run your own Franchise', 'BSM Corporate', 'Online Shop', and 'Special Offers'. The main content area features a large orange banner with the text 'BSM Kick Start pack Save £40 call now New 10hrs offer'. Below this, there is a small text block: '*Available to new learner pupils only. See http://www.bsm.co.uk/terms-and-conditions for full Terms & Conditions. Offer only available on the phone. Call 0844 247 5240'. There is also a 'Book lessons online*' section with radio buttons for 'Manual' and 'Automatic', and a 'Get a Price' button.

James Cammack⁷ experienced a very lean 2-3 years before work as a franchisee rose to 17 pupils/week. He believes the ideal is 30. Referrals from BSM now average 1/week. He had previously attempted leafleting, especially to student communities, but saw little response. Earnings are now c.£18k, of which £10k are franchise fees (£210/week, 2 week holiday). He has reduced to not working Sundays. Earning potential is clearly very limited.

Conditions of this sort of “tied” tuition prevents a student remaining in the car and learning from the pupil following their own lesson. While not ideal practice, this also offers the opportunity to economise on fuel-cost and dead-time between students.

3.6.2 Small independent franchise

DriversGB⁸ is based locally, in Selly Oak, and has been established 15 years. I have met twice with co-director Arthur Smyth, and discussed the 3-Part training, start-up, and franchise. Arthur appears to run the business, which now has 60 franchisees across the West Midlands conurbation. Some have been with the company 7 years. His colleague John Oakley teaches, with a “matter-of-fact” style. One of their franchised motorcycle instructors rates him as one of the best tutors in the country.



Arthur regards the company as providing umbrella support, but with the purpose of growing instructors' own businesses. He describes a steady and healthy business position for the last 5-6 years, and sees no major increase in applications to train as an ADI despite the current depressed economic climate.

A franchise (£35pw) is guaranteed following qualification. Take-up would require a

6 Stuart and Clair Wedge (www.PCSM.co.uk; 15 yr), Andrew McKniff (), Tracy Mason (www.SolutionsHypnosis.co.uk; 10 yr), Claire Hatchell (www.claireYogaBirmingham.co.uk; 10 yr), Dave Taylor (www.Solnet.co.uk; >10 yr), Richard Shearwood (www.MisterSaxon.co.uk; >10 yr)

7 <http://www.rottonparkdrivingschool.co.uk/>

8 <http://www.driversgb.com/index.php>

commitment of 12 months, the first two being free. Paid tuition can begin with a 6-month training licence following Part 2. Nine new pupils have been referred to a new instructor in his first three weeks. An introduction fee of £15 is charged for each. Pupils introduced via DriversGB are charged £20/hr. Self-sourced pupils can be charged at any rate (the current market average in Birmingham is £23).

Students pay in cash, sometimes up front, direct to the tutor. Arthur recommends each is regarded as constituting £500-1000 income. He notes that instructors who regard themselves as employees do not see a healthy income and are always having to work harder to replace pupils.

Questions for Part 1 (Theory) will be unpublished from January 2012, so Arthur advises examination in December. I made the prerequisite full CRB application (no cost) on 31 October; disclosure was received, clear, 9 November. 3-4 weeks study, and a one week lead-in, is needed before examination at a conventional DSA Test Centre (the nearest is South Yardley).

I would need to buy a tuition vehicle, possibly before Part 2, arrange installation of dual controls⁹ (c.£300), and finance my own insurance before teaching¹⁰. Arthur recommends a 2-3 year-old small diesel (for economy), changing it every 70,000 miles. Advertising decals, in their new and attractive graphics, would cost £110. Eventual removal would cost £25. My own mobile telephone number is welcome to feature alongside theirs. All these costs should be tax-deductible, so saving c.£1,400 off a £7,000 car.

3.6.3 Independent instructor

3.6.3.1 Current practitioner [1]

Robert Sherwin¹¹ trained with DriversGB of Selly Oak, and went independent a year later. 4-5 pupils were provided. Reputation was built up over 12 months, after which word-of-mouth provided succession trade from initial students, often after 3-4 months. He notes the average age of students has risen to 21 yr due to the recession. The marketplace is presently very competitive.

He advises that passing Part 1 and Part 2 examinations will be easy, but expect to fail Part 3 perhaps twice. Starting out “cold” (as he did when relocating from south Birmingham to Worcester) is hard. One must learn local traffic patterns and idiosyncracies.

3.6.3.2 Current practitioner [2]

Oliver Ridgway runs a dark blue diesel Škoda Fabia¹², with white roof. It is his third car in 4 years' independent tuition. It is his family's only car, and partly for this reason has minimal signwriting. He has it serviced every 10,000 miles. Narrow tyres and steel wheels are ideal, to minimise replacement cost and kerbside

⁹ The industry standard is <http://www.he-mannualcontrols.co.uk/index.html>

¹⁰ Waverley is one of 6-7 commonly-used companies, most tutors opting for the basic package at c.£500-600

¹¹ <http://www.defencedrivers.com/>

damage, respectively. An alternative to owning (and suffering the depreciation of a car) is to lease, which would be 100% tax-deductible.

Oliver trained with Lion, with whom he had a franchise for 12 months. He estimates it took 4-5 years to build his own business. He charges £22/hr and has recently increased evening and weekend lessons to £23/hr. His opinion is that price is not the primary driver; if your reputation precedes you, people will buy. He accepts payment by direct bank transfer (but not by cheque), and does not advocate leasing a credit card machine. Part of his day off (Fridays) is spent keeping the tuition car clean, fresh, and scuff-free.

He is certain some web presence is essential. He spent £800 for his¹³. He does not monitor website statistics, but "should".

He sells/buys business to/from other ADIs, so they have to travel less between lessons. His experience is that there is much mutual support among independent tutors, and kindly offers me any further help now and in the future.

He expects a "decent" income of c.£25,000 from his present arrangement of no more than 30 hr/wk, to maintain high customer service.

3.6.3.3 *Current practitioner [3]*

David Smith has taught driving for 20 years¹⁴. As treasurer of Hawkesley Methodist/Anglican church, he had visited my mother, who mentioned I was considering this career. I had a brief informal discussion on the telephone on 15 November. He is based in Rednal, serving Bromsgrove and Redditch. No new information was derived. He was very impressed with the depth of information I had amassed. David kindly invites my contact at any time for business help, practical assistance, and indeed trading custom.



3.6.3.6 *Former practitioner*

Alan Adams ceased to instruct in 2009, having worked solely as an independent for 19 years. He qualified with a tutor in Digbeth (later Cheshire) and started at weekends, "for petrol money", while remaining in other employment. His advertising was never more than one advert in a local newspaper. This drew little custom. He left simple cards at his cricket and tennis clubs where there were friends with learning-age children, and targeted large families. His spouse got used to him being absent from traditional events of the week, such as Sunday lunch (they in fact moved this to the evening).

His experience was that university and sixth-form students were fairly flexible during the daytime, so not all work was at times inconvenient for family life. There was opportunity to collect from colleges and deliver to their home, for example.

¹² He is delighted with the Fabia, being much more economical than his predecessor petrol VW Polo, though the cost disparity between petrol and diesel is presently large (£1.30 vs £1.38 / litre) and savings from diesel are lower at the low-speed manoeuvres typically required. Maintenance costs of either are roughly equal.

¹³ <http://www.ridgwaydriving.com/>, by www.FlashMonkey.com, price in 2009

¹⁴ <http://www.davidsmithdriving.co.uk/>

room table or main bedroom bed would suffice.

This small-scale, repetitive yet creative work from home would provide a fall-back, trickle-feed of income in case depression recurs.

To test interest, I will make a dozen varied mock-ups and display (possibly for sale) at a couple of local craft fair stands in the month leading to Christmas. Outlay would comprise pre-cut sheets of variously textured art paper (60p per A4), bezel-cut mounting card (£3 per A1), and second-hand frames from high street charity shops (c.£10). The first of these resulted in a few commissions and significant interest, and was very enjoyable to do²⁰.

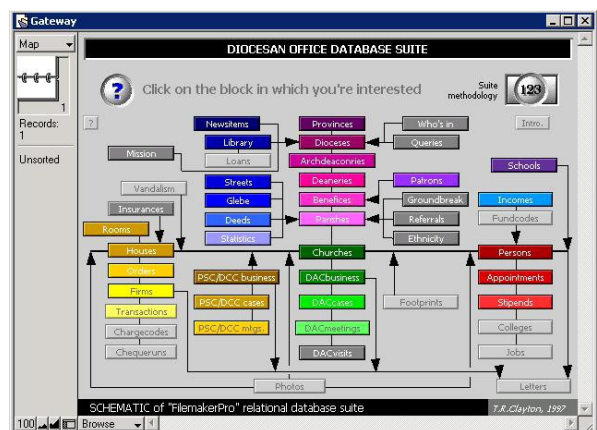
I will further promote by sending customised Christmas cards this year, including a glued-on bezel-cut mount [11p at A6], using text closely associated with the recipient, or text of carols, in a face/colour combination I know to suit them. Each will subtly refer to www.trc11.co.uk or www.AtWiWaP.com (both registered in early December; £7 / 2yr and £6 / 1yr respectively).

Extent of risk is c.£30, with no detriment at withdrawal.

3.5.2 Database specification

Some parts of the Church of England may still call for ad hoc assistance in database development, or specification to a professional software designer. Likelihood is low, and little could be done to influence uptake. However, my niche expertise might command a rate of c. £50/hr. A temporary remote link to the Church House computer network would be needed

Extent of risk is nil, with no deleterious position at end. The diocesan secretary agreed in mid-December to call upon me ad hoc in support of the existing [1997] database, at £25/hour.



3.5.3 Digital mapping

As with database specification, it is probably cost-effective for departments to opt to apply nominal amounts to an external agent to produce maps for targeted use, at similar rate.

I can provide this service, as staff have experienced during my employment. At most, only a temporary remote link to the Church House computer network, or a sharing of root data, would be needed. Much can be accomplished with the free version of Google Earth. I have the confidence of an archdeacon and the director of the Community Regeneration department in providing an ad hoc service, irrespective of formal senior sanction. I will make such an offer to other dioceses known to have lost or be soon to lose their GIS corporate expertise, and have received



²⁰ Cotteridge Church Christmas Fayre, 26-Nov-11; yielding £35 over 3 hours and some major hints for improvement

supportive comments including from Church Commissioners' officers currently scoping need and use for an intranet.

Extent of risk is nil, with no detriment upon withdrawal. I have stated availability on request to well-known staff in Church House departments more likely to have need.

3.5.4 Creative writing

I have long considered writing a short book in the style of Travis Elborough's "The Bus We Loved"²¹. It would be quasi-autobiographical, sewing together my psychological state with fascination for the AEC Merlin and Swift types of my childhood, especially the major restoration project on MBA588 (1999-date). Material would be drawn from my word-processed "Diary 1964-2012". Working title is "The Bus Journey"²².



I will investigate interest, publishers, and cost of self-publication (perhaps on the internet). Extent of risk is nil (apart from at point of publication), with no detriment upon conclusion.

4. Future actions

4.1 Business plan

I have discussed this outline business plan with my former boss, an ex-bank manager, Jim Drennan. Its premise is to move from franchisee to independent tutor after 12-24 months, though I may yet elect to start as an independent. There is scope for developing the business to offer my own franchises.

4.2 Registration

I have registered²³ as a Potential Driving Instructor. Success at Part 1 in December would allow sitting Part 2 in February, and Part 3 in April. I could qualify as an ADI around my 48th birthday. I have recently achieved 98% in mock Part 1 exams.

4.3 Vehicle



For tuition I would buy a bronze Ford Focus CC-1 (1.6 litre, 99bhp, 27-38 mpg) or CC-2/3 (2.0 litre TDCi, 136bhp, 40-48 mpg), with cream leather or grey cloth interior²⁴. High depreciation (65% in 3 years) means a 2007-08 example costs £6,000-7,000. Insurance would be c.£400 / year. Prices may fall slightly in January/February 2012 (my ideal time to buy), as owners recover from Christmas spending. Convertibles are legal for tuition²⁵, would be more memorable, and appeal more to university clientèle. However, spoken tuition may be more difficult when running open. Being rigid-roofed, it would be legal for driving tests²⁶.

On first routine change of car, I would buy a 2-3 year-old Fiat 500 Popular, which is small, economic²⁷, and stylish (for



21 <http://www.amazon.co.uk/Bus-We-Loved-Londons-Routemaster/dp/1862077940>

22 I have an overall rubric in mind, and starting sentence: "I blame Cliff Richard.", an allusion to the film 'Summer Holiday', which kick-started British bus preservation movement

23 http://assets.dft.gov.uk/dsa-bl/dsa_adi_3.pdf

24 <http://www.autotrader.co.uk/articles/2010/12/cars/ford/focus/ford-focus-coupe-cabriolet-covertible-expert-review>

25 For example, see <http://www.convertible-driving-school.co.uk/the-car/>

26 <http://www.independent.co.uk/life-style/motoring/road-tests/road-test-ford-focus-coupcabriolet-419370.html>

27 <http://www.empiregaragetd.co.uk/> confirm usual reliability, ease of maintenance, and cost of parts. Fuel

immediate appeal and to match type of students' likely first car). Colour would be white with red/white interior, allowing any coloured accent scheme. This combination is sufficiently rare as a tuition vehicle, following BSM's disposal of its fleet of 14,000 Fiats since early 2010, when it struck a new deal with Vauxhall over the Corsa²⁸. This smaller, more conventional vehicle could take over once a client base is established. It would also be more amenable to towing by the bus²⁹, for an eventual family foreign holiday.

4.4 Brand

Personal style of interaction and delivery would be friendly, open, empathetic, while professionally firm as necessary. I believe I have the skills and approach suggested as necessary³⁰.

An appealing self-promotional angle is critical. My personal brand would be based on a congruent mix of personal impact, web, poster, business cards, and on-car advertising. Advertising would be cheerful and bold, probably in an orange/ or red/white theme. DriversGB allow self-advertising while a franchisee. Colours would sit well with the DriversGB scheme.

My long-dormant "TRC" monicker³¹ will be developed in colour³² and hence used alongside the professionally-designed DriversGB brand. Its retro "feel" would sit unusually on the modern car (after all, a deliberate throwback in styling), though both share a harmonising organic aesthetic. At independence, it could be enlarged and used as the sole graphic device, having already acquired familiarity. It could be used in one outline colour (perhaps orange or red) for driving tuition, another (perhaps blue) for word-cloud art, and a third (perhaps black) for published work (photographic or writing).



Instructors do not typically wear hats. They are a necessary outdoor requirement in hot or cold weather since losing most of my hair. I already own a trilby, Panama, and bowler. This could be an easy, practical, inexpensive, but eye-catching individual marker, when in-car and when visible outside the vehicle.



I may develop contacts at the University of Birmingham³³ to offer French-language tuition, which should guarantee a client-base in a niche part of the local market into which I am not aware anyone has tapped.

Advertising slogans might include "Good drivers: never in the wrong place at the wrong time"; "All the best"; "A passing phase". A roof-top box might be illuminated.

4.5 Congruity

A real-word name would be memorable but have to be attractive, unique, and sufficiently

economy is good. Depreciation is low: <http://www.parkers.co.uk/cars/advice/buying/Archive/2011-depreciation-report/>.

28 BSM divested of its Fiats after only c.2yr owing to inadequate legroom for some DSA che examiners. As advised, I would verify suitability (hiring an alternative) when required to a periodic check-test.

29

30 For example, see http://www.findleys.co.uk/articles/so_you_want_to_become_a_driving.

31 A graphic device I developed in 1980 for copyrighting published photographic prints

32 This could be achieved at no cost using <http://www.aviary.com/>

33 Following a 1995 modern languages course and, more recently, two contacts at son Euan's local orchestra



short for a roof-box advert (c.£70, though these tend to yellow unpleasantly in sunlight, so may be avoided). It would probably be difficult to find a real-word name easily in internet searches.

Alternatively, I have a Hotmail address, trc11@live.co.uk. This was generated to allow purchase of test software via my employer's Windows 7 phone. A matching domain name is available³⁴ and would perennially rank first in internet searches, maximising web-presence³⁵. If the above monicker were to incorporate "11" (perhaps in mirrored Johnson Sans Serif, on the uprights of the "T" and "R"), the driving school might be badged "TRC11". The motif could be easily applied, in orange onto a white short-sleeved shirt with plain orange tie³⁶ (maximising a professional air, complementing the Ford), or white onto a red polo shirt³⁷ (more casual, with the Fiat). This would raise awareness in the potential marketplace when calling at venues with parents of other early-teens children³⁸.

For maximum visual impact from front and rear, this name could be echoed in an inexpensive but recognisable registration mark. The DVLA offers prestige registration marks³⁹ from £255 (e.g. F3TRC, at £255), and sites such as RegTransfers⁴⁰ from £189. This could also add gravitas to the business, and an air of being established and successful, though might appear overly self-assured or be off-putting to younger learners.

I would design my own website⁴¹. Minimal functionality would include contact, pricing, offers, email contact, and areas served. Content would draw from ideas garnered from local ADIs' websites⁴². It would encourage contact by text so I can call back at a convenient time, giving both an impression of business as well as respect for pupils during lessons. It should display social media buttons (e.g. Facebook, Twitter) to allow clients to

Secure Order Form For **CA11 TRC**

This registration can only be assigned to a "11" registered or newer vehicle. (Registered after 01 March 2011)

You will require acrylic plates to display this number plate on your vehicle. If you purchase plates elsewhere, the law requires you to provide two forms of identification. Save time and avoid delays by designing and ordering your acrylic plates here.

CA11 TRC

Uncheck this box if you **DO NOT** require a set of Acrylic Number Plates

Border (£2.50) **Blue** 3D Lettering? (£5.00)
Flag (£2.50) **Euro** Square Rear Plate? (Required for some 4x4s)

Registration Price	£1945.00
VAT	No VAT
DVLA Transfer Fee	£105.00
Transfer Fee VAT	No VAT
Promotional Code:	
Cost of acrylic number plates	
Set of acrylic number plates:	£25.00
VAT on acrylic plates:	£5.00
Postage:	£2.50
Total Amount:	£2,082.50

How would you like us to supply your registration? (Please select one)
We can only supply this type of plate on a vehicle vehicle certificate

upload their impressions, recent testimonials. It should feature an embedded Google Earth video-clip of the region covered, and photographs of satisfied pupils holding test certificates.

It could include an embedded YouTube clip of me making invitation to meet and discuss at no charge, or the vehicle in action. It could include small Google earth datasets of road

features of particular interest or difficulty, which clients could download for practical practice or on screen with Street View. These are possibilities I have not seen on any other driving instructor site, further marking out the new business.

4.6 Client base

34 www.FastHosts.co.uk/ for £5.90 ex., over 2 years

35 As evidenced by "word" AML588H (my bus registration), over the last 10 years

36 <http://www.ebay.co.uk/itm/130496306471?ssPageName=STRK:MEWAX:IT&trksid=p3984.m1438.l2649>

37 <http://www.clothes2order.com/> offer 3 65%/35% poloshirts, with embroidered custom logo, for £66 inc.

38 Such as collecting my own children, weekly, from dance, karate, and orchestra

39 <http://dvlaregistrations.direct.gov.uk/search/current-number-plates.html>

40 <http://www.regtransfers.co.uk/>

41 using a free design tool such as <http://www.moonfruit.com/>

42 These include bulk discount, free initial lesson, referral promotions, discounted follow-up

A ready-made pool of pupils exists at the Ruach karate school, Happy Feet dance school, Cotteridge Boys' Brigade, Broadmeadow Junior School, Wheelers Lane Technology College, Birmingham Schools Junior Strings Orchestra, Birmingham Chamber Orchestra, and (less so) Wythall Transport Museum. I have connection with most of these via my three children. Word-of-mouth (the medium for the vast majority of extended trade) should propagate rapidly.

In the final week of salaried employment, two colleagues asked me to tutor their daughters. A physical shop window might also help.

4.7 *Customer Records management*

BSM and AA operate software 'InSite', for which an app is also available. Recording of students' payments and progress is included. For the independent driving school, CRM can be achieved by proprietary software⁴³, available at nominal cost.

My existing 'hotmail' internet account may be sufficient. Its Calendar and Contacts functions synchronise with a smartphone such as my employer's HTC Mozart⁴⁴. A similar data contract for such a model would cost £17.51/month for a 2-year commitment⁴⁵. The handset would be gratis. An alternative, PAYG scheme has been identified⁴⁶. The device can be dashboard-mounted and act as a useful navigation device. A Bluetooth option could be added. (Fiat 500s have an optional USB socket for this, MP3 output, and phone-charging).

Alternatively, I could design a simple relational database using Filemaker 8 software, obsolete from my former employer since upgrade licences were purchased in 2006. The product's architecture (post-v7) allows upgrade to the current v11, which may also become redundant from Church House in Spring 2012, should need arise.

4.8 *Longer term*

Posters could be designed and displayed at Hazelwell Hub, B147NH; Cocks Moors Woods Leisure Centre, B146ER; Stirchley Co-op, B302YY; other supermarkets; student venues; and pubs. A door-drop of A6 (postcard) or A8 (business card) could be considered if bulk-printable economically, though Jamie Cammack⁴⁷ reports very poor success from this (c.2009).

43 For example, <http://www.adidiary.co.uk/> and http://www.danubenet.com/Driving_School_Scheduling.html

44 <http://www.htcmozartcontracts.co.uk/>

45 <http://www.htcmozartcontracts.co.uk>

46 My wife holds the details

47 <http://www.rottonparkdrivingschool.co.uk>



I am also obtaining details of short-term lease of a room at St Nicolas' Place, the heritage redevelopment of the mediaeval Saracen's Head inn at Kings Norton⁴⁸. Such a space would allow [1] physical advertisement of the driving school; [2] display of word-cloud examples; [3] opportunity for the passing public to see them in production or commission/manufacture on-the-spot; benefits from [4] 'automatic' footfall from the on-site café, [5] a clientèle more likely to be interested, [6] the monthly Farmers' Market, [7] existing relationships with rector and staff; and [8] avoids the need to develop office or working space in the home for these and [9] computer-based contract work for dioceses. Opening times would have be judged against time off-site, teaching driving.

In 5-10 years' time, assuming successful completion of my bus restoration project, this "standee-type" vehicle could be offered as a travelling resource for small, local craftspeople to rent for eye-catching, weatherproof display of their wares at craft fairs and the like⁴⁹.



In any event, I would plan to use it for local church outings (having first obtained a licence to permit carrying more than 8 passengers). I may also offer it at a small amount above cost for travel to Birmingham diocesan boards and councils if personal contacts remain.

5. Conclusion

Routine revenue could be c.£25,000 (37 hr/wk)⁵⁰. Change from this career path could be made at any time with no deleterious effect. Core financial exposure would be limited to initial training cost (c.£1,600) plus depreciation of tuition vehicle (<£2,000 over 12 months).

Driving tuition offers the best all-round plan for acceptable ongoing income, personal satisfaction, and psychological rehabilitation/protection. In the early stages, it will be sensible to supplement this with small, unpredictable income from any or all of 3.5.1-3.5.3.

Tim Clayton
31 December 2011

⁴⁸ <http://www.saintnicolasplace.co.uk/>. Suitable space becomes vacant 31 December but requires very careful consideration and risks the largest financial exposure (c.£2,000 over 6 months).

⁴⁹ As seen with "rent-a-chair" arrangements in hairdressing salons, to avoid users' costly overheads

⁵⁰ DriversGB estimate a typical income of £19,000-29,000