

Training Support Package

Welcome Guide

Thank you for choosing to take out a training support package with us.

Please take some time to read through the following guide. It covers what you need to do between now, starting to teach and whilst you are on the support package.

1. Trainee Licence:

Firstly, you will need to send off your application for a trainee licence.

You will need this licence to teach anybody for financial reward. It is important that you send off for this licence as soon as possible. To apply for this licence you will need the following -

- your online user ID from the Driving and Vehicle Standards Agency (DVSA)
- your password

It costs £140 and you will need a debit or credit card to pay. It will take about 30 minutes to apply.

<https://www.gov.uk/apply-for-a-trainee-driving-instructor-licence>

IMPORTANT

Both the declaring of manager's/owner's form ADI 3L and instructor training declaration ADI21T -

Relevant sections must be completed by us.

Both of these forms will be sent to you by email. If you have not received these forms within 2 working days of receiving the welcome pack then please notify us immediately.

Address to send your application -

Approved Driving Instructor Registrar

Driver and Vehicle Standards Agency

The Axis Building

112 Upper Parliament Street

Nottingham

NG1 6LP

Rules for using your trainee licence

You must -

- be a 'fit and proper' person
- get the required amount of supervision or extra training whilst your licence is still valid
- make sure your advertising doesn't make it seem like you're a fully qualified instructor

Displaying your licence

You must display your trainee licence on the nearside edge of the front windscreen of your car whilst you give driving lessons.

Where you work

Your trainee licence shows the name and address of your training establishment. You can only give instruction from there, so you can't work independently, e.g. by setting up your own school.

<https://www.gov.uk/trainee-driving-instructor-licence-the-rules/rules-for-using-your-trainee-licence>

Training dates and requirements

Whilst you are on the training support package there are compulsory hours of additional training required and these sessions are as follows -

During the first 12 weeks

2 x 4 hours in car practical sessions

4 x 2 hours virtual classroom sessions

Reflective practice and a lesson plan to be completed each week.

During the following 12 weeks

1 x 4 hours in car practical session

Attend as many surgeries as wish to.

Should you have any questions or need to speak to us at any point please contact the training support team using the following email - training.support@smartdriving.co.uk

Items you will need to teach

When delivering lessons and for driving tests you will need an instructor's mirror, these can be bought online somewhere like Amazon or in a motoring shop like Halfords.

L-plates - you must display these anytime you are teaching a provisional licence holder, stickers or magnets work fine, or you could invest in a roof box which is attached and removed by magnets.

ADI/PDI licence holder. Your licence must be displayed on the nearside edge of the front windscreen of your car whilst you give driving lessons.

Supplies can also be bought through industry suppliers like G6S

<https://www.gradesixsupplies.com/>

2. Website and Advertising

When you have signed your contract, we will have emailed you information on the digital tools package 'My ADI Tools'.

This is an internet platform, which allows you to have your own web page to promote your business. It comes with a full and informative guide to getting started.

Having a business page is very useful and we would recommend setting up a Facebook page. It can include a photo of yourself and your car, have information about your area, your hours, and your prices. It is important to always state that you are a trainee driving instructor.

Please let us know if you would like us to do this for you.

Speak to your friends and family and let them know that you are able to deliver driving lessons. Ask them to share and like your Facebook page. See if anyone needs lessons. Teaching family and friends is a great way to build confidence.

Stationery - having business cards and posters is something you might wish to consider. They are great to have to hand in your car as someone may ask at the petrol station or shops and it allows pupils to pass your info on to their friends. Business cards can be created online at very reasonable prices. Remember it should always state 'trainee driving instructor'.

We will supply you with templates to use.

Local association - many areas have Facebook and/or WhatsApp groups for driving instructors. It's well worth joining them as they are a great source of information and are helpful with generating and passing around pupils.

ADI/PDI groups - there are national associations and Facebook groups for ADI and PDI's. These are again very useful for information and support.

Advertising for pupils

When advertising for pupils think about how you would describe yourself and use those words to help promote your business and why someone would want to learn to drive with you. For example, are you -

Patient, polite, friendly, local, flexible, approachable, understanding, female, can speak another language.

Price and discounts

Some local research will be needed. What are other schools charging for lessons in the area and what availability do they have? Price is important but not everything; if you go in too cheap people may be wary of why; likewise, over the average rate is not advisable unless there is a reason to charge a premium.

Think about what offers you would like to run; block bookings are a great option as these allow pupils to pay up front for a set amount of lessons and receive a small discount. An example of this would be 10 pre-paid lessons for £240 (normal price £25 p/h) and pupil saves £10.

You could also offer discounts; maybe 10% discount for student, military or NHS.

Another great way to build a pupil base is to offer a referral scheme. This is where you offer that if any existing pupils refer a friend then they will receive a free, half price or discounted lesson.

You could also offer a start up package for beginners only; the first 6 hours for £100/£120/£150 (this works out at £16.60/£20/£25p/h).

Below are some examples and guides to use for advertisement posts. Usually, these are most suitable to Facebook local advertising and sales sites. The prices and information can be varied to suit yourself and your area, however it is very important that you follow DVSA guidelines and do not promote yourself as a fully qualified instructor.

Driving lessons available - **First lesson HALF PRICE**

£25 per hour - First lesson £12.50

£35 per lesson (1hr 30mins) - First lesson £17.50

£45 per two hour lesson - First lesson £22.50

Hi, my name is (*Vicky*) I am a (*patient and friendly*) trainee driving instructor, covering (*location name*) and surrounding areas. Whilst I am building up my business, I will be offering the first lesson at half price!

I have completed a full training course and passed the necessary tests to be granted a trainee licence from the DVSA, which allows me to deliver driving lessons. If anyone is looking for driving tuition, please feel free to contact me on (*07777 40000*) or view my Facebook page (*link to page*) for more details. Thank you.

Hi, my name is (*Vicky*) I am a (*patient and friendly*) trainee driving instructor, covering (*location name*) and surrounding areas. Whilst I am building up my business, I will be offering driving lessons at the following price - (*reduce the going rate by £5*).

£20 per hour

£30 per lesson (1hr 30mins)

£40 per two hour lesson

I have completed a full training course and passed the necessary tests to be granted a trainee licence from the DVSA, which allows me to deliver driving lessons. If anyone is looking for driving tuition, please feel free to contact me on (*07777 40000*) or view my Facebook page (*link to page*) for more details. Thank you.

Driving lessons - **First 6 hours for just £120** - beginners only

Hi, my name is (*Vicky*) I am a (*patient and friendly*) trainee driving instructor, covering (*location name*) and surrounding areas. Whilst I am building up my business, I will be offering the first 6 hours of lessons for just £120; after this my lesson price is £35 per

lesson (1hr 30mins).

I have completed a full training course and passed the necessary tests to be granted a trainee licence from the DVSA, which allows me to deliver driving lessons. If anyone is looking for driving tuition, please feel free to contact me on (07777 40000) or view my Facebook page (*link to page*) for more details. Thank you.

3. SELF EMPLOYMENT

As a PDI or ADI, you will need to be registered as self-employed.

Please use the following links to find more information paying income tax and being self-employed, depending on your own personal circumstance -

<https://www.moneyadviceservice.org.uk/en/articles/tax-and-national-insurance-when-youre-self-employed>

<https://www.gov.uk/working-for-yourself>

If you have any questions please do let us know.

Regards,

Careers Team.