



The **UK's No 1** Driving Instructor Training Company



Put your career
into overdrive



0843 289 7248

www.godriveuk.com

Why Go Drive?

Welcome to Go Drive and the first stage of an exciting new journey with the industry's new instructor training company and national driving school.

The directors of Go Drive have been actively involved in professional driver education, driving instructor training, recruitment and company management for more than 20 years at the highest level. Go Drive therefore has an in depth wealth of experience and is well placed to ensure future success.

Go Drive enters the driving instruction industry at a most exciting time. It is essential to be able to travel independently and so the importance of learning to drive cannot be ignored. With the number of lessons taken by each learner to pass the driving test increasing year on year. The driving test itself is becoming ever more complex and demanding and as road conditions become busier the result has been, and continues to be, an explosion in the number of driving lessons given.

An average pupil will take approximately 45 hours of professional tuition and an average of 20 hours private practice to pass the current practical driving test, compared to about 18 hours just 20 years ago. This creates unlimited opportunities for enthusiastic and professional new driving instructors to enter the industry and have control over their future.

Go Drive has recognised these opportunities and has set a target to recruit more than a 1,000 professional new instructors nationwide. These instructors will benefit from having first call on a network of support second to none in this industry.



Your New Career with Go Drive

As a newly qualified driving instructor working with us you can expect three things: Job Satisfaction, Lifetime Income Security and Flexible Hours.

As soon as practical after qualification, we appoint you to the Go Drive team to work as a driving instructor in a designated area. This area will often be your immediate neighbourhood but, if that area is already designated to another instructor, your area may be a few miles away. It will always be within easy commuting distance of your home address.

Next we organise your new car, book your induction training and initiate dedicated local marketing and advertising to ensure that you have a full diary as soon as possible.

Go Drive uses proven and successful marketing techniques to generate new pupils on a consistent basis. These techniques have been tried, tested and proven and are unique to Go Drive. A new website enquiry facility plus a local rate telephone pupil response service which is manned 7 days a week is available to all Go Drive instructors to ensure no loss of business, and also to allow you to enjoy your leisure time.



The Go Drive deal for pupils:

- ✓ Great value tuition for pupils leading to the earliest possible test pass.
- ✓ Tuition tailored to the individual's needs.
- ✓ Friendly and efficient, fully qualified instructors driving their choice of latest model cars including the new Ford Fiesta, Vauxhall Corsa and Toyota Yaris, all air conditioned for pupil comfort.
- ✓ The opportunity for pupils to win FREE driving lessons plus other fantastic prizes!

The Go Drive deal for qualifying instructors:

- ✓ The best instructor earning opportunity in the industry.
- ✓ Guaranteed instructor position with Go Drive.
- ✓ Secure future with lifetime income security.
- ✓ Full support service with fully maintained car replaced every year, tried and tested marketing package, administration and training.
- ✓ Ongoing career development and promotion opportunities.



Earning Potential

In the driving school industry the accepted practice is to work as a self employed franchise instructor, with the driving school providing the tuition car and pupils. Typically a large weekly fee of between £200 and £300 per week is charged for the provision of this service. All the other major driving schools in the UK operate in this manner (e.g. BSM, the AA etc).

Go Drive operates a unique instructor managed partnership in which we do not make a large profit from supply of the car; instead the instructor is free to choose their preferred make and model of car, which will be supplied direct at a significant saving. This means the instructor is in control of their business from day one. Go Drive only charge the instructor a modest franchise fee of £30 per week and our primary source of income is generated by supplying pupils to our instructors. In short, we charge a fee equivalent to the first one hour lesson per pupil which means you have total control of your expenditure and income. Below is an example of potential earnings achieved as a Go Drive franchise Instructor based on a 40 hour working week, taking 4 weeks holiday, and teaching learner drivers in a new 1.4tdi Fiesta.

	Zone 1	Zone 2	Zone 3	Zone 4
Lesson Rate	£19	£21	£23	£25
Income from Pupils	£760	£840	£920	£1,000
Go Drive Fees	£30	£30	£30	£30
Car Rental/Insurance	£88	£88	£88	£88
Pupil Supply Fees	£38	£42	£46	£50
Fuel Expenses	£68	£68	£68	£68
Weekly Earnings	£536	£612	£688	£764
Annual Earnings	£27,728	£29,376	£33,024	£36,674

The pupil fees illustrated assume two pupils are required per week to maintain a 37 - 40 hour working week. Go Drive operates 4 different franchise and lesson pricing zones throughout the country to reflect varying costs of living and lesson rates tend to reflect this. This means that your earnings will vary accordingly. Naturally if you decide to work more than 40 hours you will earn more, Go Drive do not place any restrictions on your earning ability.

To work out your earnings potential, consult the zone charts included for lesson and franchise rates in your area. This will obviously be discussed in more detail at your interview should you decide to apply for an instructor position. If you were able to generate all of your own pupils, the pupil generation fee would be zero and, in the above Zone 3 example your weekly earnings would increase to: £734, allowing you to achieve a potential annual earnings figure of: £35,232.

*The weekly and annual earnings examples shown do not include individual Tax and NI deductions.



Lesson Rate Finder

Postcode	Rate	Postcode	Rate	Postcode	Rate	Postcode	Rate
AB	£25	E	£23	LS	£23	SM	£23
AL	£23	EC	£23	LU	£23	SN	£21
B	£23	EH	£23	M	£21	SO	£23
BA	£21	EN	£23	ME	£21	SP	£21
BB	£21	EX	£19	MK	£23	SR	£19
BD	£21	FK	£21	ML	£21	SS	£21
BH	£21	FY	£21	N	£23	ST	£21
BL	£21	G	£21	NE	£19	SW	£25
BN	£21	GL	£21	NG	£23	SY	£21
BR	£23	GU	£23	NN	£21	TA	£21
BS	£23	HA	£25	NP	£19	TD	£19
CA	£19	HD	£21	NR	£21	TF	£19
CB	£23	HG	£21	NW	£25	TN	£21
CF	£19	HP	£23	OL	£21	TQ	£19
CH	£21	HR	£21	OX	£23	TR	£19
CM	£21	HU	£21	PA	£21	TS	£19
CO	£21	HX	£21	PE	£21	TW	£25
CR	£23	IG	£23	PH	£19	UB	£25
CT	£21	IP	£21	PL	£19	W	£25
CV	£23	IV	£23	PO	£21	WA	£21
CW	£21	KA	£19	PR	£21	WC	£25
DA	£21	KT	£25	RG	£23	WD	£23
DD	£21	KW	£19	RH	£23	WF	£21
DE	£22	KY	£21	RM	£21	WN	£21
DG	£19	L	£21	S	£21	WR	£21
DH	£19	LA	£21	SA	£19	WS	£21
DL	£19	LD	£19	SE	£23	WV	£21
DN	£19	LE	£23	SG	£23	YO	£21
DT	£21	LL	£21	SK	£21		
DY	£21	LN	£19	SL	£23		



Franchise Zone Finder

Postcode	Zone	Postcode	Zone	Postcode	Zone	Postcode	Zone
AB	4	E	3	LS	3	SM	3
AL	3	EC	3	LU	3	SN	2
B	3	EH	3	M	2	SO	3
BA	2	EN	3	ME	2	SP	2
BB	2	EX	1	MK	3	SR	1
BD	2	FK	2	ML	2	SS	2
BH	2	FY	2	N	3	ST	2
BL	2	G	2	NE	1	SW	4
BN	2	GL	2	NG	3	SY	2
BR	3	GU	3	NN	2	TA	2
BS	3	HA	4	NP	1	TD	1
CA	1	HD	2	NR	2	TF	1
CB	3	HG	2	NW	4	TN	2
CF	1	HP	3	OL	2	TQ	1
CH	2	HR	2	OX	3	TR	1
CM	2	HU	2	PA	2	TS	1
CO	2	HX	2	PE	2	TW	4
CR	3	IG	3	PH	1	UB	4
CT	2	IP	2	PL	1	W	4
CV	3	IV	3	PO	2	WA	2
CW	2	KA	1	PR	2	WC	4
DA	2	KT	4	RG	3	WD	3
DD	2	KW	1	RH	3	WF	2
DE	2	KY	2	RM	2	WN	2
DG	1	L	2	S	2	WR	2
DH	1	LA	2	SA	1	WS	2
DL	1	LD	1	SE	3	WV	2
DN	1	LE	3	SG	3	YO	2
DT	2	LL	2	SK	2		
DY	2	LN	1	SL	3		



Our Training Course

The Go Drive instructor training course is conducted in accordance with the Driving Standards Agency ORDIT register. This means that our systems, training materials and tutor staff all meet an approved standard. The Driving Standards Agency is the Government body which oversee driving tests and driving instructor qualifications.

The Go Drive driving instructor training course is designed to prepare you for a successful teaching career with the Go Drive national driving school. We will prepare you in turn for each of the three DSA qualifying exams which are a legal requirement for you to become a driving instructor. We will also provide training in the practicalities of being a driving instructor, an essential ingredient in ensuring your success and earnings, covering such topics as pupil retention and diary management.

Go Drive's training is the best preparation for real life as a successful driving instructor working with a driving school. So much so that Go Drive guarantees a position upon qualification. This guaranteed placement is valid for 3 months from qualification date and only available to instructors successfully qualifying with Go Drive.

Training Stage I

A distance learning package to cover the theory aspects of becoming a driving instructor and to prepare you for the DSA Part I examination, which comprises 100 multi choice questions and a hazard perception test. The topics covered include highway code knowledge, driving and teaching techniques, the UK driving test and hazard awareness. The package includes all reference books, CD Roms, DVD's, mock examinations and unlimited Tutor Support.

Training Stage II

A practical in-car driving skills course in preparation for the DSA Part II examination, which is not unlike an advanced driving test. The training will commence with an assessment of your current standard of driving in order to identify any bad habits that may have developed since you passed your original driving test. Training will normally be conducted in the area of your nearest instructor examination centre. You would normally expect to require approximately 10 hours practical training to prepare you for success with the stage II examination.

Training Stage III

A practical in-car teaching skills course in preparation for the DSA Part III examination. Conducted in the same training environment as the stage II training, but includes teacher / student role play, lesson planning and delivery. You would normally expect to require approximately 40 hours practical training to prepare you for success with the stage III examination

Training Stage IV

Business skills induction comprising an introduction to GO Drive business principles, admin, marketing, customer care, diary management, accounting etc to ensure your success.



Course Fees and Finance

Your total investment in your new career will amount to little more than 11% of your projected first year earnings. Our Professional ADI training programme fee is currently set at: £2,995 including VAT. However, because of the need to attract and recruit new instructors of the highest calibre, Go Drive will only offer placements to individuals following an application and interview process. As a result we will develop the best prepared and highest earning team in the UK, as detailed below:

- ✓ **Go Drive will provide the highest quality preparation for your new career.**
- ✓ **Go Drive instructors choose the latest model cars fitted with air conditioning.**
- ✓ **Go Drive will provide sufficient pupil supply to achieve £25k earnings in year one.**
- ✓ **Go Drive will reward high achievement with a career path.**

The Go Drive franchise package enables a new instructor to recover all initial training costs within the first two years, ensuring that Go Drive will develop a team of the most satisfied instructors in the driving school industry.

Funding Options

- ✓ **Trainee's own finance.**
This would normally be a conventional personal loan, either from the trainee's own bank, or from one of the large number of finance companies and building societies which generally offer finance at very competitive rates.
- ✓ **Credit Card.**
Go Drive accepts Visa, Mastercard and most Debit cards.
- ✓ **Career Development Loan.**
Go Drive promotes Career Development Loans (CDL) and is registered with the Learning Skills Council (LSC) as a registered training provider. This means you may be able to borrow up to 80% of your course fees, (100% if unemployed for 3 months or longer) and you would not have to start repayments until your training is completed - subject to status. Full details on request.

P.A.Y.G. This option may be suitable for individuals who are unable to obtain funding through any conventional sources. Full details are available on request.

How to Apply

To ensure that Go Drive only select the best possible candidates for instructor positions, all candidates will be expected to attend an interview with a local Recruitment Manager at a location convenient to both of you. Alternatively, you are more than welcome to visit us at our head office in Solihull. Details and confirmation of your chosen interview location will be sent to you directly.

To arrange an interview please complete the application form and then call: **0843 289 7248**

Surname:.....

Title: Mr/Mrs/Miss/Ms/Dr etc.....

Forenames:.....

Address:.....

Post Code:.....

Email Address:.....

Daytime Telephone Number:.....

Evening Telephone Number:.....

Mobile Number:.....

Date of Birth:.....

How long have you held a FULL UK driving licence? Years:.....Months:.....

Driving Licence Number:.....

Do you have any penalty points? **Yes/No**

If YES, how many?.....

Have you ever been banned from driving? **Yes/No**

If YES, please remember that you must have held Your FULL licence again for a minimum of three and a half years before you can begin training

Can you read a number plate at 90'?
 (With glasses or contact lenses if required) **Yes/No**

Have you ever undertaken any advanced driver training? **Yes/No**

If Yes, please specify.

Upon qualification, do you wish to work for Go Drive? **Yes/No**

Do you wish to undertake training around your full time job? **Yes/No**

What is your current job?.....

Have you any previous experience of teaching or training, or any other experience you would consider relevant?

Have you any criminal convictions, or do you have a case pending other than motoring offences previously listed?

If YES, please contact the Driving Standards Agency before requesting an interview in order to establish whether any convictions will prevent you from being accepted onto the register as a Driving Instructor.

If you have any further information you consider relevant, please use the space below.

Interview Date:.....

Notes:.....
