



LEARNER
DRIVING
CENTRE

driving schools

BECOME A DRIVING INSTRUCTOR

OVER 35 YEARS EXPERIENCE
IN THE BUSINESS





➤ ABOUT LDC

The Learner Driving Centre (LDC) is a family run business set up in 1987 and now supports a nationwide network of independent LDC driving instructors.

Paul McArdle is the Founder and Managing Director of the Company, pictured here on the left with other Head Office team members and below with his daughter Gemma receiving the very first Industry Award for Training School of the Year from Gareth Llewellyn, the former CEO of the DVSA, at the Driving Instructor Associations (DIA) annual conference.

➤ WE QUALIFIED ... SO CAN YOU



➤ AWARDED TRAINING SCHOOL OF THE YEAR





SIOBHAN
Joined 2010



www.passwithsiobhan.co.uk

“When I was made redundant, I decided to take the opportunity to do something I was interested in and enjoyed. I considered other companies, but each time they fell short of what LDC could offer me.”



BECOME A DRIVING INSTRUCTOR

Become a driving instructor with Learner Driving Centre (LDC) and join our team of independent LDC driving instructors. We have over 35 years experience of successfully training and supporting new driving instructors.

Recent increases in driving lesson rates have enabled driving instructors to earn more than ever before. The average price for a driving lesson is around £38 an hour, with our highest rate being £50 per hour.

While pay is very important, the biggest reward comes from knowing that what you are doing is more than just a job - you are doing something which helps enrich people's lives and adds to their safety and security. The smile from a learner who has just passed



their test or mastered a skill provides the ultimate in job satisfaction. To do this job you need to:

- be patient and have good people skills
- have a desire to run your own business
- truly enjoy helping other people to achieve their learning goals
- take pride in your own driving
- pass the 3 parts of the Approved Driving Instructor (ADI) examination
- undertake a DBS security check and register with the DVSA to go on to the ADI Register
- have held your driving licence for at least 3 years
- have no more than 5 points on your licence.





PROVEN PUPIL DEMAND

Prior to the pandemic, the average waiting list for an LDC instructor was two months. Since returning to work, it is now five to six months! There is currently a backlog of about 500,000 people wanting to learn to drive.

Lesson prices have risen due to this huge increase in demand, meaning many postcode areas are now at £38 an hour or more. Each month we are turning away thousands of pounds worth of bookings; work which could be going to you.

WORK FOR YOURSELF, NOT BY YOURSELF

The LDC driving school franchise is very different - we work for you, you do not work for us. Some franchises control you, dictate how you work and keep your identity anonymous so that you never benefit from your association with them. LDC are the exact opposite - promoting you as an individual operating in a way to ensure you succeed. Work with us as part of a collective that strives for excellence in everything we do. Sharing common quality aims, resources and methods. Working together as a team, let us help you be the best you can be; join the LDC family of independent LDC driving instructors.



KAREN
Joined 2018

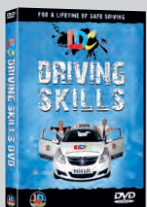
www.learnwithkaren.co.uk

“As a member of the LDC Family, I am an independent instructor running my own business, with access to so many benefits, all for a weekly fee that costs me no more than 2 hours work. I have never once doubted my choice and I’m proud to be with LDC.”

THE ‘Client Centred’ LD SYSTEM

The LD System is based on over 35 years of perfecting the process of learning to drive. It is designed to empower the student (i.e. the learner driver) and put them firmly at the centre of the learning process. It is the first ‘Client Centred’ learning system of its kind (i.e. 35 years ago). This is now the approach the DVSA want to see on part three of the ADI test. This puts LDC way ahead of the game.

The LD System enables the learner to decide what, where, when and how they might go about this process under your watchful eye and guidance. This is achieved by supplying the learner with a workbook and accompanying DVD video programme (also available online/app) with encouragement and support from you.



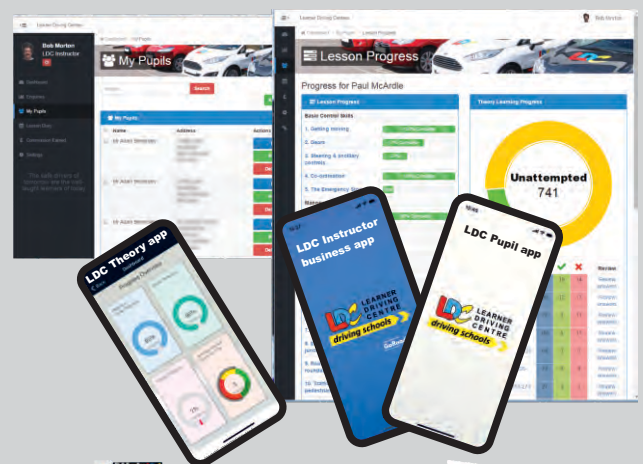
Watch the video



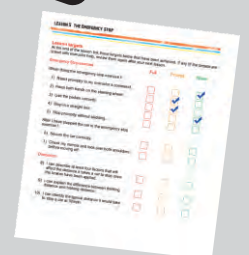
Do the quiz

STUDENT AND INSTRUCTOR ONLINE HUB and APPs

Everything you need to run your business digitally.



Put it into practice



Monitor progress



➤ THE MODERN WAY TO GENERATE NEW CUSTOMERS

LDC have developed a more modern approach to generating new customers.

Many driving schools still rely solely on a conventional call centre/central website operation to deal with enquiries from new customers. This is not the only way young people find what they are looking for. By embracing new technologies, particularly where young adults are concerned, we are able to provide a constant supply of new pupils for our LDC driving instructors. For example our YouTube channel (The Learner Driving Centre) alone has over 150,000 signed up subscribers and has received over 30 million video views. Each video played links back to a list of LDC driving instructors available by postcode. Visit our YouTube channel and see for yourself.

LDC's national marketing along with your personal activity - your website, Business Facebook and Google pages (provided as part of the franchise) is set up and maintained by us on your behalf to keep customers flowing. This generates over 90% of enquiries from people wanting to learn to drive with "YOU" directly.

LDC also provides a highly effective traditional call centre and marketing team like other national schools. However, we are finding that more and more customers want to see who their actual driving instructor will be, with the option to contact them directly if they so wish. **LDC are the only national driving school to actively promote YOU in this way.**



➤ YOUR CAR OPTIONS

Option one: Use a car you already own

Using your own vehicle during the early stages of your business can reduce your costs and increase your income. This is a popular option for those new instructors working on a trainee licence. You can use any suitable vehicle as long as it is able to have dual controls fitted, is in good condition, has been serviced appropriately and if necessary has a valid MOT. This is the option Graeme below chose.



GRAEME
Joined 2020

www.lessonswithgraeme.co.uk

"To keep my start-up costs low I was able to use my private car, a Citroen DS3, on the franchise. After now being on the team over three years there is no need for me to go elsewhere. LDC provide everything for me to run a successful business."



Option two: Rent a driving school car

For those instructors that prefer to rent a driving school car we are able to offer access to a range of suitable vehicles. These vehicles will have a generous mileage allowance, include road tax, servicing, maintenance, tyres and breakdown cover. This is the option James below chose.

NISSAN MICRA N-SPORT 5 door rental



£105
PER WEEK

Option three: Purchase a secondhand or new car

Many instructors prefer to purchase a car for their business. At LDC we are able to gain significant discounts on new cars ranging from 10% to 22%. You don't have to be an LDC instructor to take advantage of these discounts; they are available to you as soon as you join our training course.

This saving alone could save you more than enough to cover the cost of your training or up to two years worth of franchise (membership) fees. Greg, below, saved £5,600 on his brand new Kia XCeed. In addition, if you purchase a car as a driving instructor or use one you already own you can offset the full cost of the car or its value against tax on your future earnings.



GREG
Joined 2017

www.lessonswithgreg.co.uk

KIA XCeed - Recent brand new purchase



21.5%
DISCOUNT
£5,600
SAVING

When the time comes to choose which option is right for you our car department will be able to advise you on the latest offers and the most cost effective way to source and finance your driving school car.

Some national schools only provide a car and franchise package together. Driving schools will sell this option as the easiest and worry free option for running your business. What they won't highlight to you is this is the most expensive option. You are also often required to sign a lengthy franchise contract of 18 - 36 months. **Think about this** - if you are contracted to paying £245 per week for 2 years you will end up paying the driving school **£25,480!**

We recommend that you fully understand what you are signing up to and don't get pushed into a franchise contract before you have started or completed your training.

➤ YOUR SCHOOL - PAY LESS, EARN MORE, BE SUCCESSFUL

We believe that no other national or local driving school franchise can match what we provide in terms of support, resources, customers and financial stability. All this for what is one of the lowest weekly fees at just £75 per week (inc VAT). LDC reward our franchisees with a reduction in weekly fees to £66 after being a member for one year. With LDC you get the freedom, flexibility and low running costs enjoyed by independent instructors, whilst benefiting from the support, unique resources and expertise of a major driving school network - **the best of both worlds**.



POTENTIAL EARNINGS EXAMPLE AT A RATE OF £38 PER HOUR

➤ WEEKLY GROSS INCOME

- 36 hours of tuition at £38 per hour: £1,368

Total Income £1,368

➤ WEEKLY EXPENDITURE [Including VAT]

- Membership fee £75
- Driving school car rental £120
- Insurance: £17
- Total fixed cost £212**
- Fuel costs £80

Total Expenditure £292

➤ WEEKLY PRE TAX EARNINGS

Earnings £1,076

The example above is equivalent to an annual pre-tax **income of £50,800** after expenses assuming you delivered an average of 36 hours of tuition per week with 4 weeks holiday per year.

POTENTIAL EARNINGS AS AN LDC DRIVING INSTRUCTOR

| Hourly Lesson Rate | Earnings with fully maintained car rental | | |
|--------------------|---|---------|--------|
| | Yearly | Monthly | Weekly |
| £32 | £40,432 | £3,369 | £860 |
| £34 | £43,888 | £3,657 | £932 |
| £35 | £45,616 | £3,801 | £968 |
| £38 | £50,800 | £4,233 | £1,076 |
| £40 | £54,256 | £4,521 | £1,148 |
| £42 | £57,712 | £4,809 | £1,220 |
| £44 | £61,168 | £5,097 | £1,292 |
| £46 | £64,624 | £5,385 | £1,364 |
| £48 | £68,080 | £5,673 | £1,436 |
| £50 | £71,536 | £5,961 | £1,508 |

BOOST YOUR INCOME by up to £3,000 per year by using your own car



VW Golf



Audi A1 1.0 TFSI 30 Black Edition



Peugeot E-208 GT Line



Audi A3

QUALIFICATION NEEDED TO BECOME A DRIVING INSTRUCTOR



To legally operate as a driving instructor in the UK you are required to pass the Driver and Vehicle Standards Agency (DVSA) Approved Driving Instructor (ADI) qualifying examination which is split into three parts.

Part 1 is a PC based multiple choice theory (100 questions) and hazard perception test similar to the test for learner drivers but covers a wider range of topics. To pass you have to score 85/100 and 57/75 respectively.

Part 2 is a driving test, similar to the current test for learner drivers but your driving is marked to a higher standard. The exam lasts for one hour and to pass, no more than 6 driving faults must be recorded.

Part 3 is a practical test of your ability to instruct, where the examiner observes you training a learner from the back seat of your vehicle.



PAUL
Joined 2005

www.passincas.co.uk

“After operating my own LDC driving school for a number of years I decided that I wanted to expand my knowledge and find a new challenge. LDC trained me to become an ORDIT trainer, and I train the next generation of LDC driving instructors. Additional CPD is available to LDC members and I completed a fleet course and used my qualification to secure a contract with the local authority. This gives me a variety of training options, where no two days are the same.”



TRAINEE LICENCE

Trainee Licence is a scheme that allows you to start working and earning after you have passed Part 2 of the qualifying exam. Alongside your training it is designed to give you the essential practical teaching experience you need to help you to pass Part 3. It also provides you with the opportunity to “**Earn while you learn**”. A sponsor is required and only a genuine, well established, reputable driving school like LDC can be trusted to provide the required ongoing training, pupils and expert guidance necessary for you to benefit from your trainee licence. The Trainee Licence is optional and a number of our students do qualify without it, either by gaining experience helping friends/family or by working with their trainer’s own pupils. However, you cannot receive any payment for lessons until you are on a trainee licence or qualified.

To maintain our high standards and to prioritise our own students LDC is only prepared to offer the opportunity to work on a Trainee Licence to those who choose to train with us from the start.



PADDY
Joined 2022

www.ldcwelshborders.co.uk

“I used my ELCs after leaving the RAF. LDC’s training and support is second to none. I passed my ADI exams first time and now run a successful business.”

CAREER DEVELOPMENT

LDC are approved by the MOD in support of the Enhanced Learning Credits (ELC) scheme which provides partly funded training to service men and women leaving the armed forces. LDC are also a CTP Preferred Supplier of training to ex-forces personnel.

Once qualified as an LDC driving instructor you can continue your development and train to be an LDC instructor trainer ready for ORDIT like Paul, opposite. Other options are to train as a DVSA Fleet approved trainer or EST Eco-safe approved trainer (again like Paul opposite). Whichever route you choose to advance your career the results are even greater job satisfaction with the potential to significantly increase your income.



➤ ADI TRAINING COURSE

LDC don't offer courses where you buy a package and are left to decipher it on your own, we offer a fully supported training package, both from our specialist head office staff and fully trained ADI trainers who will walk with you through each aspect of your training and also help you build and grow your business.

LDC are renowned for our open learning course materials, online resources/apps, excellent central support team, engaging workshops and our nationwide network of highly capable ADI trainers. Below is a brief overview of how our course is structured.



➤ PART 1 Stage

Commence Part 1 training using LDCs unique materials and online iCourse with support from our training team. Attend 4 foundation workshops (6 hours) via Zoom. Commence preparation for Part 2.



Pass Part 1 ADI Theory

➤ PART 2 Stage

Continue Part 2 training with your LDC trainer plus self development practice. Start initial Part 3 training as part of Part 2 observing how your LDC trainer delivers a lesson to you.



Pass Part 2 Driving Test

➤ PART 3 Stage

Initial Part 3 training continues with your LDC trainer until you are able to keep the learner safe ready for the next step using:

- a Trainee Licence with LDC
- your trainer's learners
- your own private learners
- or any combination of the above.

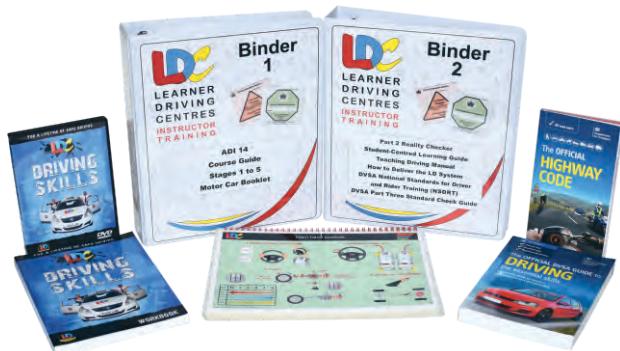


On-the-job Part 3 training with support from your LDC trainer ready to be examined giving a driving lesson for real on the final Part 3 test.



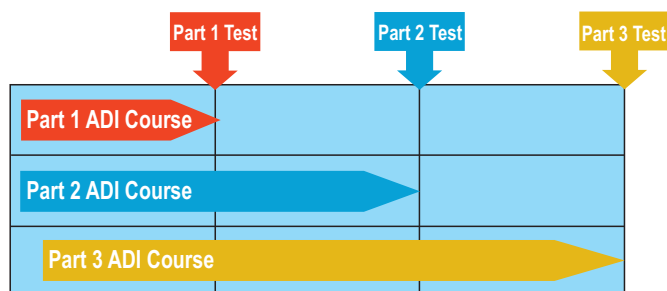
Pass Part 3 Instructor Ability Test ready to join LDC or go on your own - the choice is yours.

➤ OPEN LEARNING COURSE PACKAGE



➤ TRAINING THAT WON'T HOLD YOU BACK

LDC do not use the Part 1 theory training to delay or even avoid the delivery of your practical in-car training unlike certain other training providers. The Part 1 training need only take a few days online with LDC. However, please note on the 'Pay as you train' option the training will be spread out over the payment period.



TAILOR MADE TRAINING WITH SUPERIOR PASS RATES

Your practical training will be directed by a specially trained LDC ADI trainer and delivered in manageable bite sized stages tailored to meet your precise learning needs and rate of progress. LDC don't follow a one-size fits all approach to ADI training. With LDC each ADI student follows their own personal development plan. In this way we can increase exam success with pass rates far exceeding those of many other organisations. The percentage of LDC students who passed each part having completed all their training with LDC is as follows:

- **PART 1 98.9%** passed in DVSA year 22/23
- **PART 2 96.3%** passed in DVSA year 22/23
- **PART 3 88.3%** passed in DVSA year 22/23

With LDC superior training really does bring superior results. Compare this to the UK national pass rates of 38.2% (P1), 57% (P2) and 36.3% (P3) as published by the DVSA for year ending April 2023.

COST OF TRAINING

LDC offers two training options. No matter which option you choose, you are guaranteed to receive top-quality personalised training. Remember, not all instructor training courses are the same. There are many variables and variations in price and content. Before you commit to a training provider and purchase a course, make sure you read all the small print, compare franchise fees (and models), contract length and precisely what's included. If the cost is under £2,000 there is inevitably a catch - something they are not telling you about or making it difficult for you to discover or comprehend. If the words "Guaranteed job, pass or income" are used you need to be especially wary as they are never what they seem. Some training providers cleverly avoid giving you any in-car training at all, some suggest one thing but deliver another and some trap you into a long term driving school franchise agreement. This is why you shouldn't rush your decision and fully understand what's involved before signing or paying any money.

LDC vs Independent trainer

Typically an experienced ADI trainer would charge between £40 and £60 per hour for one-to-one training. If you purchased a 'teach yourself' online package for £500 and then add 44 hours with an ADI trainer at £45 p/hr the total cost would be £2,480. So not only more expensive but you wouldn't be eligible for any of the LDC business start-up benefits, franchise discounts or the option of a Trainee Licence position. You also miss



PAUL
Joined 2007

www.passinspalding.co.uk

"Having qualified I decided I wanted to 'work with a company' and not 'work for a company', as it seemed with other major driving schools. LDC's lesson style and training aids really impressed me – so much so I'm still with LDC 17 years later happily running my business."

the opportunity to train and learn from the best. From this you can see why our package represents such good value for money. Comprehensive open learning resources, dedicated customer care staff, highly skilled trainers and a franchise partner that you can rely on to learn all about the business.

Choosing LDC as your training provider does not commit you to joining the franchise at all, but if you do, we only require a 4 week notice period, after 3 months of qualifying as an ADI.

OPTION 1: OUR STANDARD TRAINING PACKAGE £2,195

- **Personal LDC expert ADI trainer** to guide you through the process from start to finish.
- **Up to 50 hours of guided practical training** including 6 hours set aside for Zoom workshops.
- **Comprehensive open learning course** of materials and digital video resources.
- **Access to our unique online ADI student learning Hub** and Facebook community.
- **Earn while you learn** on a Trainee Licence after passing Part 2, ready for Part 3. The course covers all the training hours you need to be eligible for this licence.
- **Alternatively remain in employment** helping friends, family and others so you can still acquire the vital on-the-job practice ready for Part 3.
- **Join our team as an independent LDC driving instructor** subject to meeting certain LDC/DVSA professional standards.
- **Flexible interest free "pay as you train"** options to help spread out the cost of training e.g. £795 followed by £140 per month for 10 months.



FREE JOINING BENEFITS WITH OPTION 1 WORTH £1,065

- **FREE** first months membership fee (£325)
- **FREE** 3 day business start up course (£320)
- **FREE** business start up materials (£420)

If you select option 1 and then join LDC you will receive the above additional FREE benefits.

OPTION 2: OUR PREMIUM PLUS TRAINING PACKAGE £2,595

- **Personal LDC expert ADI trainer** to guide you through the process from start to finish.
- **Up to 50 hours of guided practical training** including 6 hours set aside for Zoom workshops.
- **Further 20 hours of training** held in reserve - 5 hours provided per unsuccessful attempt at Part 2 or Part 3 - potentially over £800 worth of extra training, if needed.
- **Comprehensive open learning package** of materials and digital video resources.
- **Access to our unique online ADI student learning Hub** and Facebook Community.
- **Earn while you learn** on a Trainee Licence after passing Part 2, ready for Part 3. The course covers all the training hours you need to be eligible for this licence.
- **Alternatively remain in employment** helping friends, family and others so you can still acquire the vital on-the-job practice ready for Part 3.
- **Join our team as an independent LDC driving instructor** subject to meeting certain professional standards and satisfying the DVSA's legal requirements etc.
- **Flexible interest free "pay as you train"** options to help spread out the cost of training e.g. £995 followed by £160 per month for 10 months.

FREE JOINING BENEFITS WITH OPTION 2 WORTH £1,762

- **FREE** 3 months membership fees (£897)
- **FREE** 3 day business start up course (£320)
- **FREE** 1 day standard check course (£125)
- **FREE** business start up materials (£420)

If you select course option 2 and join LDC you will receive the above additional FREE benefits as well as priority access to our intensive training course add-on option below.

INTENSIVE TRAINING ADD-ON OPTION

For those students who may prefer to do the training on a more intensive basis, away from home, LDC offer an intensive course add-on option at our state-of-the-art training centre in West Yorkshire or more locally based. We are fortunate to have several ADI test centres nearby, thereby enabling the training to be potentially combined with a test, thus speeding up the qualification process.

Premium Plus course students are given priority should they wish to take up this option, in part or in full, as places are limited.

- In order to start the intensive training you would have successfully passed the Part 1 exam and completed the foundation online workshops (6 hours).
- Up to 6 days of Part 2 and Part 3 training delivered over one or more weeks at the centre or more local to you.
- The remaining on-the-job practical Part 3 course hours would be delivered as full days observing you training your pupils locally.
- The training department will help to schedule the days of training and can provide advice on local accommodation.

DVSA EXAMINATION AND REGISTRATION FEES

ADI examination fees are payable directly to the DVSA. **Part 1** test fee is £81, **Part 2** test fee is £111 and **Part 3** test fee is £111. The cost of a DVSA **Trainee Licence** is £140 and once qualified there is an ADI registration fee of £300 (paid every 4 years).



LEARNER
DRIVING
CENTRE

driving schools

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