



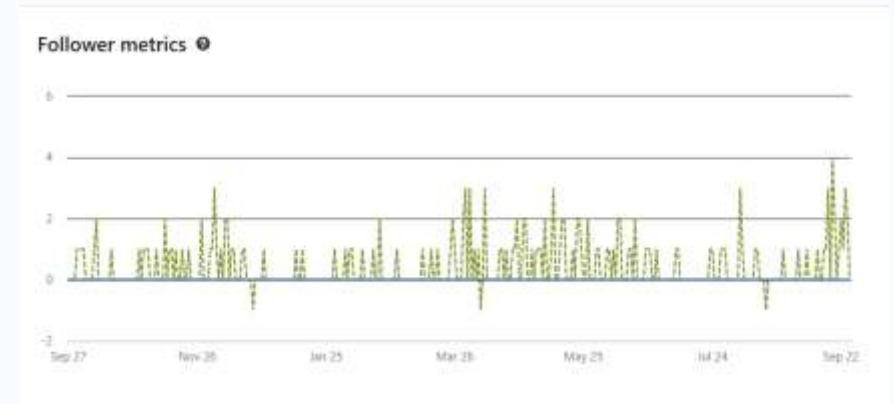
Communications Update

UKWF Regional Meeting 2nd October 2026

Our Comms Activity: Business as usual



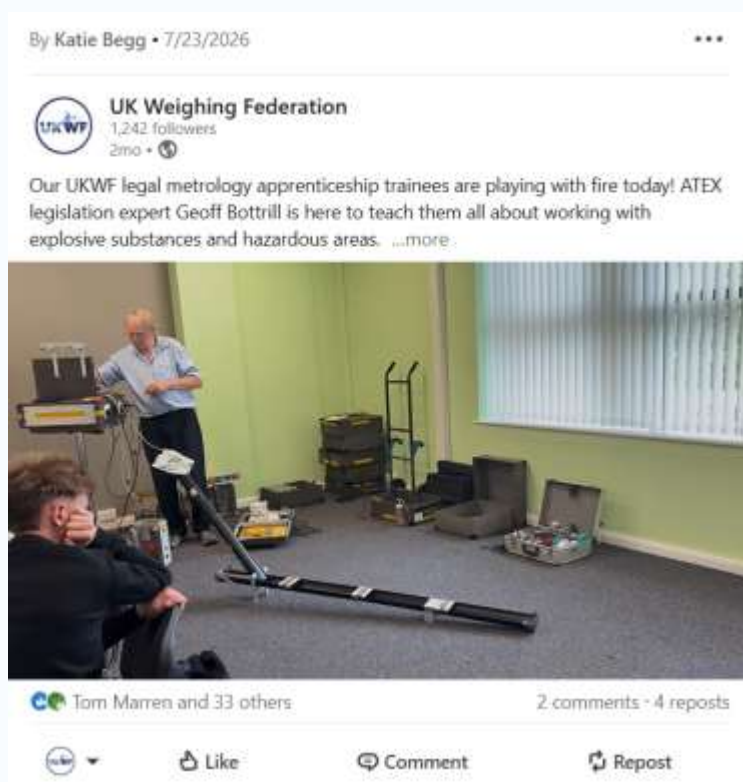
- Monthly Updates
- Ian's Vlog
- Held a webinar on Cyber Resilience and forthcoming webinar on Packaging and Packaged Goods Regulations
- Social media growth: Now at 1,242 followers on LinkedIn



Our Comms Activity: Training

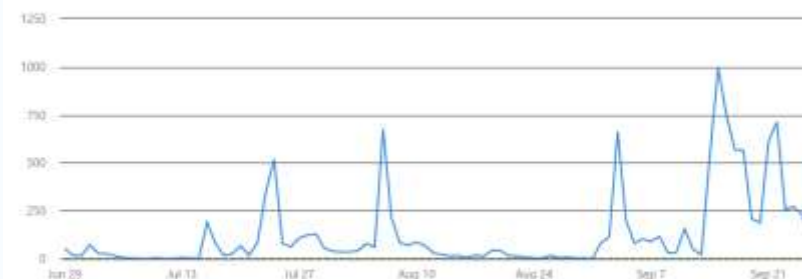


Focused on promoting the apprenticeship and open registration for 2027 cohort.



Metrics

Impressions



- ✓ Organic
- ✓ Sponsored

11,653

0

Our Comms Activity: 'End User' Engagement



Our strategy identified a need to increase our capacity to promote our members' high standards within their customer industries. Ian and I are progressing this project, including:

- Producing 'guide to Medical Weighing'
- Positive meeting with NHS Supply Chain re. support for procurement processes
- Identifying the 'next' type of machine for a user guide.



Supply Chain

Safety Action Notice (SAN) 2603

- The SAN was the outcome of the Scottish Survey. It covered weighing scales that do not meet legal or NHS Requirements.
- Accurate measurement of patient weight is a fundamental requirement for safe clinical care.
- Weight is routinely used to inform diagnosis, monitoring and treatment including:
 - Calculation of medication doses.
 - Fluid Management
 - Nutritional assessment
- Incorrect decisions can lead to incorrect clinical decisions and significant patient harm.



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Our Comms Activity: Priorities



New guidance

- Soon to launch comms about the new Best Practice Guide – in place but need to increase awareness among members

Government Engagement

- Continued to engage with Department for Business and Trade
- Meeting with DBT soon to discuss forthcoming regulation changes

CTSI

- Continued to deliver CTSI training days
- Communicated with CTSI about value of training days and ensuring trainees inspectors make use of them.

Promoting membership

- Developed a new membership leaflet
- Working with Chris and Board to pull together a target list for membership promotional activity in early November.



What's next for UKWF Comms?



Member promotion and support

- New member campaign in November
- Work on more 'buyers' guides' for our customer industries
- Continue to promote our members' commitment to regulatory standards to OPSS

Trading Standards

- Promote and deliver the UKWF trading standards training offer
- Continue to work within new Primary Authority partnership with Herts

Support UKWF projects

- Promote the next UKWF apprenticeship scheme
- Communicate about our new code of practice
- Support ICW 2029 delivery

Relationship with Government

- Lobby on changing regulation on markings
- Support Government with Cyber Resilience Act implications
- Develop periodic reverification position paper

UKWF Media Relations

- Remain vigilant to media opportunities
- Explore media opportunities with trade press in associated industries