

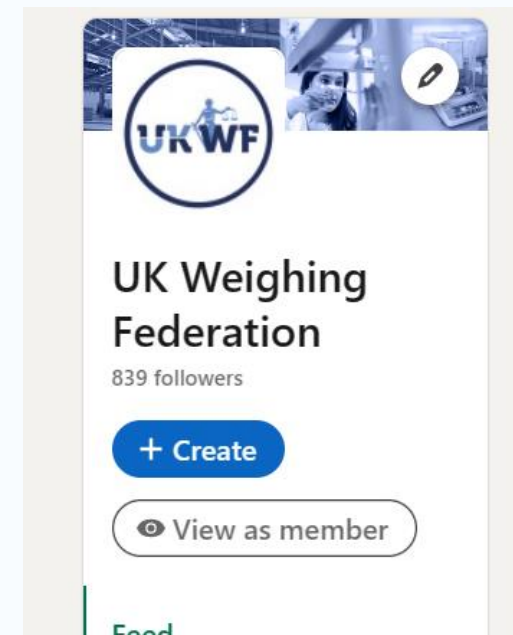


Communications Update

UKWF Regional Meeting 18<sup>th</sup> April 2024

# Our Comms Activity: Business as usual

- Monthly Updates
- Ian's Vlog
- Newsletter
- November and February Technical Webinars
- Social media growth: 839 LinkedIn followers – up over 100 in six months



# Our Comms Activity: Priorities



## Media Preparedness

- Distributed a statement on Imperial Measures to media and on social media

## CTSI

- Continued to support our CTSI Training Offer
- Joined CTSI as Corporate Affiliate Members
- Plan to attend CTSI conference
- Continued policy engagement and supported CTSI political manifesto
- Attended a CTSI training day to understand more about how these work and talk to trainees about their work



Chartered Trading Standards Institute

## Website

- Website refresh is now complete. We're very happy to receive feedback on aspects of the site that might need to be amended or updated.

## Training

- Promoted the UKWF Legal Metrology Certificate training course



# Our Comms Activity: External affairs

## Government Engagement

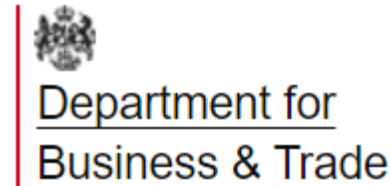
- Facilitated a UKWF visit for Department of Business and Trade (DBT) officials to UKWF member, Bizerba. Discussed regulatory issues facing UKWF companies and cemented relationship
- Produced a response to the DBT's consultation in smarter regulation

## Stakeholder Engagement

- Met with the new CECIP secretary, Samuel Schmidt
- Met and liaised with international weighing federations to discuss working together
- Continued working with GAMBICA and MAKE UK to offer new benefits to members

## Parliamentary Relations

- Developing a plan for supporting members to engage with MPs after the General Election (whenever it may be) that will both introduce the member as a local business and introduce the issues of importance to the industry.



# What's next for UKWF Comms?



## UKWF membership

- Promote the UKWF and its work through social media to attract new members
- Promote new and existing benefits for members

## Trading Standards

- Work in partnership to promote and deliver the UKWF trading standards training offer
- Continue work on the new co-badged policy report

## Support UKWF projects

- Promote the UKWF apprenticeship scheme
- Continue to improve the new website
- Support liaison with international counterparts

## Relationship with Government

- Introduce UKWF and legal metrology regulatory issues to the next Government
- Continue to grow our relationship with the OPS&S and DfBT
- Post-election Parliamentary communication plan

## UKWF Media Relations

- Undertake media relationship-building activity
- Remain vigilant to media opportunities