



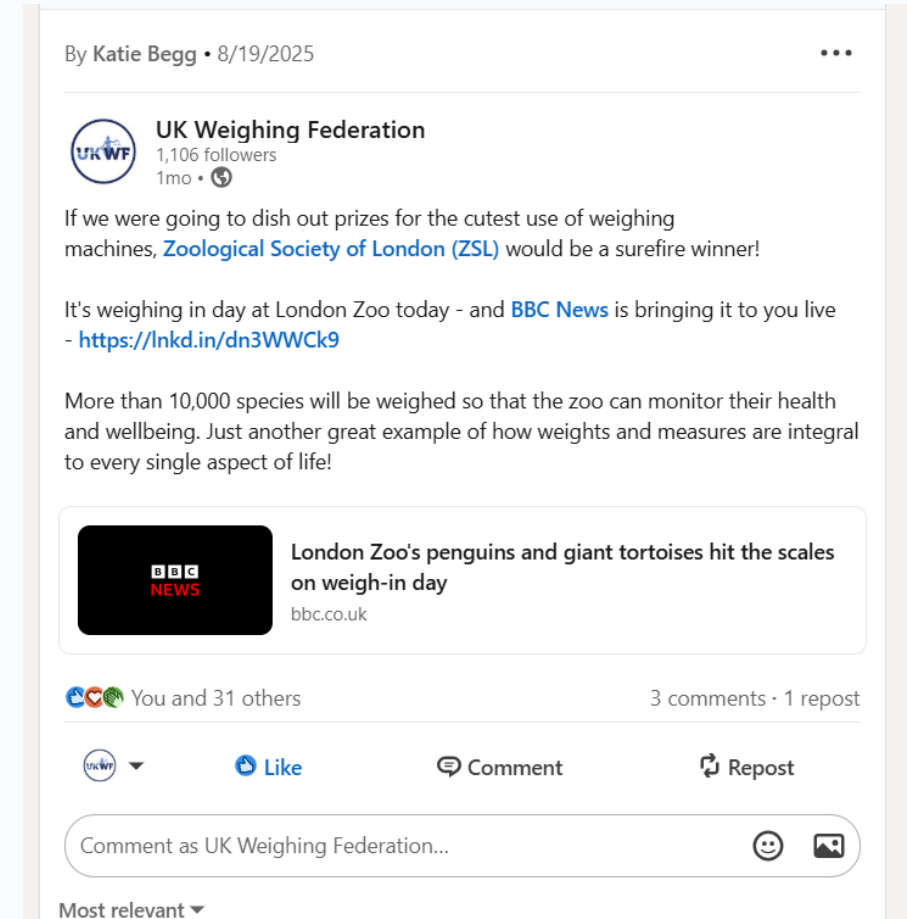
Communications Update

UKWF Regional Meeting 9th October 2025

Our Comms Activity: Business as usual



- Monthly Updates
- Ian's Vlog
- Upcoming Webinar on 29th October
- Social media growth: We now have 1,106 followers on LinkedIn



Our Comms Activity: Priorities



Strategy

- Delivering on the strategic plan including work on Enhanced CoP, sector-led users guides, new training initiatives etc.
- Delivered membership criteria changes for affiliate and international members, as well as strengthening membership for ordinary members.

Media and Political Engagement

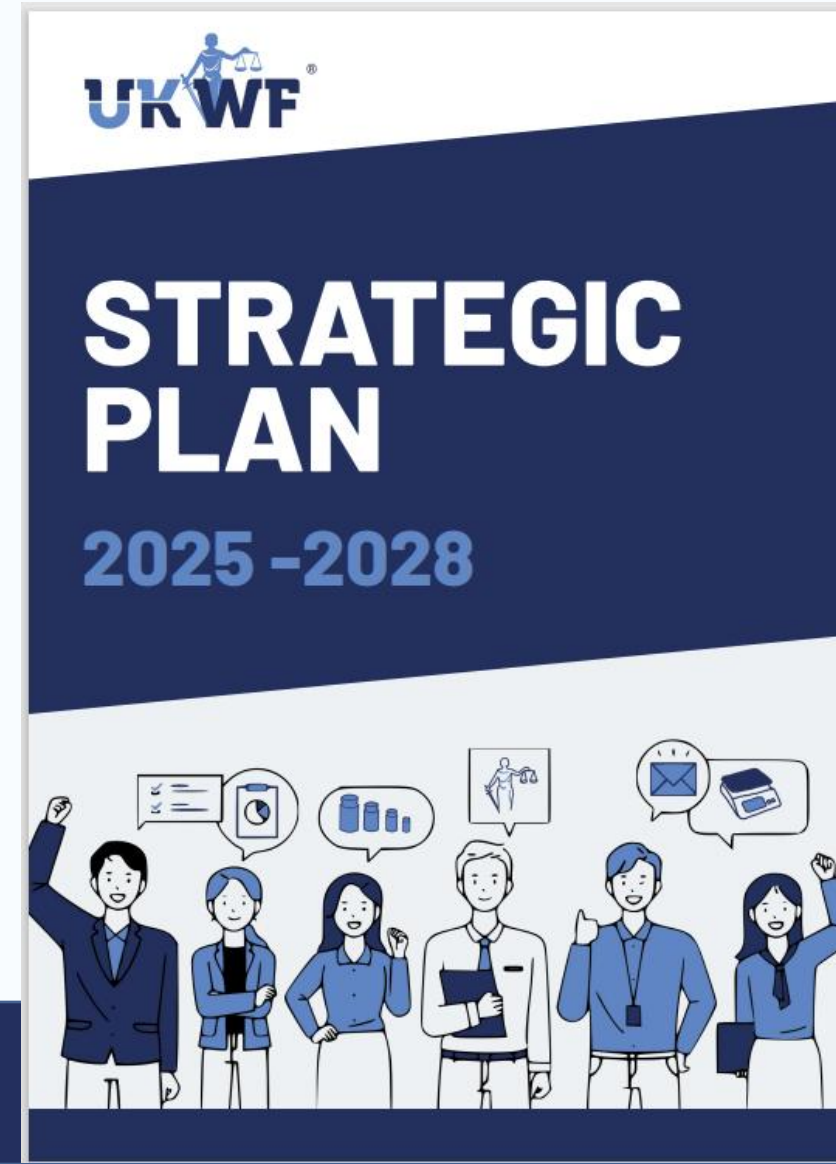
- Engaged with Department for Business and Trade and OPSS on Product Regulation and Legal Metrology Bill among other issues
- Ian continues to work on EU level with CECIP and at WELMEC

CTSI

- Continued to support our CTSI Training Offer
- Working with CTSI on a new proposal for training

Training

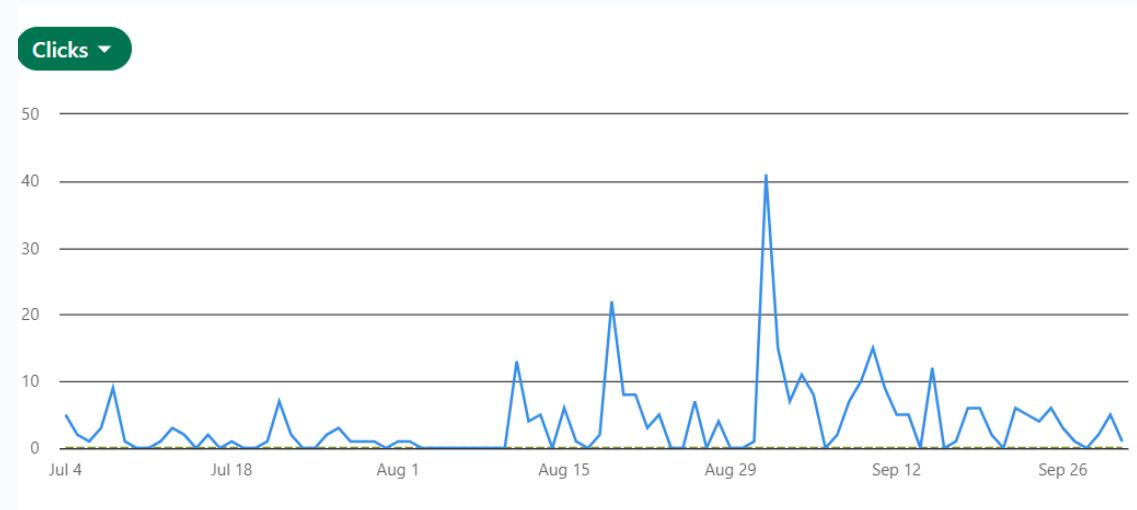
- Promoted the UKWF Legal Metrology Certificate training course and apprenticeship course



Our Comms Activity: Promoting the UKWF



Launched new UKWF Video showcasing benefits of membership and value of our Regional meetings



What's next for UKWF Comms?



UKWF membership

- Continue to promote UKWF video and member benefits
- Continue to build reputation of UKWF membership as a kitemark of excellence, including engaging with regulators

Trading Standards

- Promote and deliver the current UKWF trading standards training offer and explore new opportunities for training partnerships
- Continue work on the new co-badged policy papers and potentially conduct regional analysis of inspection frequency

Support UKWF projects

- Promote the UKWF apprenticeship scheme
- Support development of proposals for enhanced CoP
- Support liaison with international counterparts

Relationship with Government

- Continue to grow our relationship with the OPS&S and DBT
- Monitor and respond to implementation of PSLM Bill

Promoting our industry

- Build a series of guides for users of weighing equipment and technology
- Explore new ways of engaging with UKWF customer industries