



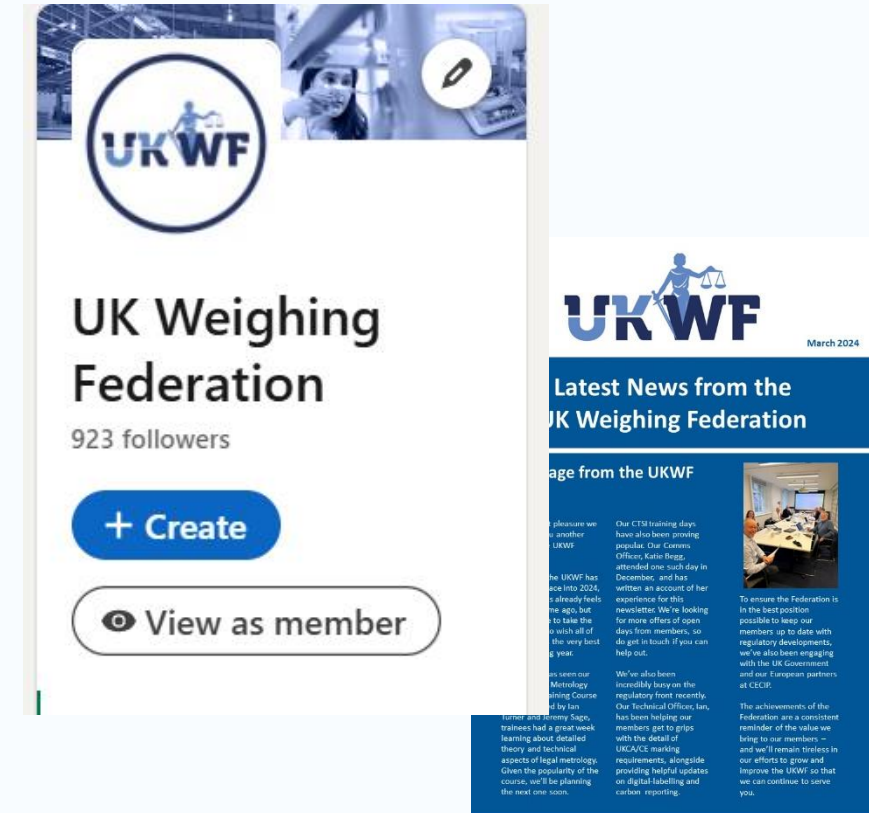
Communications Update

UKWF Regional Meeting 3<sup>rd</sup> October 2024

# Our Comms Activity: Business as usual



- Monthly Updates
- Ian's Vlog
- Newsletter due in October
- September Webinar on POS
- Social media growth: 924 LinkedIn followers – up over 200 in a year



# Our Comms Activity: Priorities



## Media and Political Engagement

- Engaged with Department for Business and Trade and OPSS

## CTSI

- Continued to support our CTSI Training Offer
- Ian Turner attended CTSI Conference and spoke at seminar panel session
- Continued to input into CTSI policy report that will be published soon.
- Attended a CTSI training day to understand more about how these work and talk to trainees about their work



Chartered Trading Standards Institute



Department for  
Business & Trade

## Training

- Promoted the UKWF Legal Metrology Certificate training course



# Our Comms Activity: External affairs

## Government Engagement

- Fed back on Product Regulation and Metrology Bill to Department for Business and Trade and OPSS
- Met with officials at DBT to discuss a range of regulatory issues

## Stakeholder Engagement

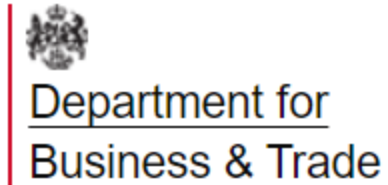
- Met and liaised with international weighing federations to discuss working together
- Continued working with GAMBICA and MAKE UK to offer new benefits to members

## Parliamentary Relations

- November update will include downloadable introductory letter for member companies to send their local MPs



 Office for Product Safety & Standards



**GAMBICA**

**CECIP**



# What's next for UKWF Comms?



## UKWF membership

- Create new working group to explore how to promote and grow membership
- Exploring plans to create engaging promotional materials
- Promote new UKWF strategic plan

## Trading Standards

- Work in partnership to promote and deliver the UKWF trading standards training offer
- Continue work on the new co-badged policy report and potentially conduct regional analysis of inspection frequency

## Support UKWF projects

- Promote the UKWF apprenticeship scheme
- Support development of proposals for earned autonomy or periodic reverification
- Support liaison with international counterparts

## Relationship with Government

- Work on the Product Regulation and Legal Metrology Bill
- Continue to grow our relationship with the OPS&S and DBT
- Post-election MP engagement

## UKWF Media Relations

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