



Communications Update

UKWF AGM and Regional Meeting 30th March 2023

Our Comms Activity: Business as usual



- Monthly Updates
- Ian's Vlog
- Newsletter
- Technical Webinars
- Social media growth – c. 650 LinkedIn followers

Overview

The objectives for today's webinar are:

- To introduce and discuss some important legal metrology concepts
- To give an overview of the implications of the UK and EU's Packaged Goods legislation for UKWF members
- To outline the instrument requirements within relevant pieces of regulation
- An opportunity for questions and discussion

© UK Weighing Federation

UK Weighing Federation

109 Tweets

Home Explore Notifications Messages Bookmarks Twitter Blue Profile

UK Weighing Federation @UKWF

The trade association for the UK weighing industry, working on behalf of our members to provide an expert voice on legal metrology.

UK ukwf.org.uk Joined October 2020

UK WEIGHING FEDERATION

Search for [] SEARCH

LOG-OUT MEMBER

February 2023

Admin UKWF

Technical Officer Update Blogs

- CECIP Information
- Guidance Notes
- Federation News
- UKWF Members Newsletters
- GAMBICA Information
- UKWF Webinar Resources
- UKWF Meeting Minutes & Presentations
- Technical Articles
- UKWF Useful documents
- Archived Resources

UKWF

February 2023

Latest News from the UK Weighing Federation

Message from the UKWF President, Graham Spink

Welcome to the latest edition of the UKWF newsletter. We're looking forward to seeing as many of you as possible at our AGM and in the meantime, we hope you enjoy reading all about our recent activities and our plans for the future.

The March AGM in York will see the end of my tenure as UKWF President. Looking back over the past 3 years, it has been both an honour and a pleasure to lead the UKWF team. I've particularly enjoyed rebranding and rebranding the Federation and creating a clear and united voice for the UK weighing industry.

And we have achieved this goal whilst simultaneously dealing with some of the biggest challenges in our industry's recent history. We have navigated a course through the endless current of Brexit backwash whilst undertaking a modernisation agenda that includes not only the palatable changes to branding, media and comms but also fundamental changes behind the scenes.

The UKWF Officers and Board are united in our focus on driving the short- and long-term plans for the Federation.

These plans are designed to raise our profile among key stakeholders and provide even greater benefits to our members.

I could not be more proud of what the team have achieved, and I am pleased to leave the Federation in great shape with a bright future under the leadership of our new president.

UK Weighing Federation

644 followers

1mo •

Week is National Apprenticeships Week. At the UKWF, we are passionate about helping those starting out in their metrology career learn the skills of the trade through high-quality apprenticeships.

...see more

2 reposts

Apprenticeships

#NAW2023

Our Comms Activity: External affairs



Retained EU Law Bill

- Joined the CTSI Safeguarding Our Standards Campaign and attended a House of Lords Briefing meeting
- Developed UKWF briefing on legal metrology and the implications of the Bill and distributed to members of the House of Lords

Government Engagement

- Monitored for developments on the Imperial Measures consultation
- Communicated regulatory changes to UKCA markings to members
- Engaged with OPS&S to secure a meeting on regulation of our industry

Stakeholder Engagement

- Supported CECIP by meeting to discuss apprenticeship scheme, contributing to EU update webinar and promoting International conference
- Met with CTSI to discuss opportunities for partnership working
- Offered support to CTSI with a Ghanain trading standards delegation
- Met with GAMBICA to discuss how we get more benefit from membership



CECIP



GAMBICA

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

- Continue supporting the SoS Campaign
- Work in partnership to promote the UKWF trading standards training offer
- Collaborate on a new co-badged policy report

Support UKWF projects

- Promote the UKWF apprenticeship scheme
- Contribute to the website development

Relationship with Government

- Engage on Government response to Imperial Measures Consultation
- Continue to grow our relationship with the OPS&S
- Engage with OPS&S on the implications of the EU Retained Law Bill

UKWF Media Relations

- Create media messaging and media contact lists
- Provide media training to UKWF representatives
- Undertake media relationship-building activity