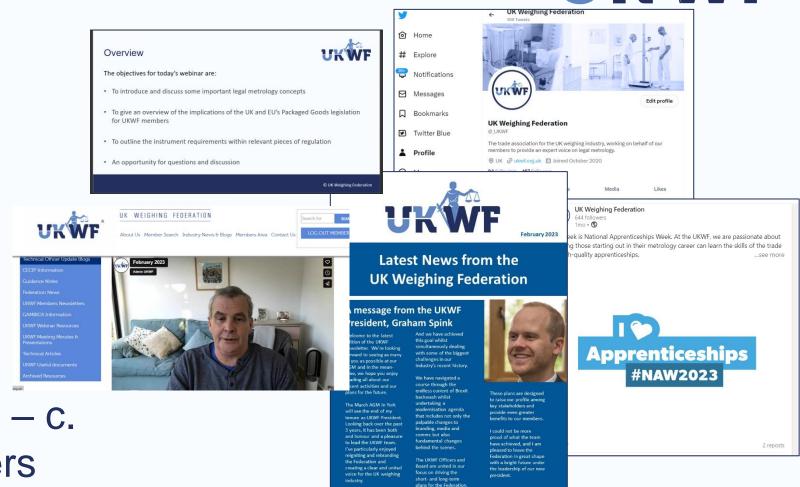


Communications Update
UKWF AGM and Regional Meeting 30<sup>th</sup> March 2023

# Our Comms Activity: Business as usual

UKWF

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



## **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





### 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