



Department for
Science, Innovation
& Technology

Public Weather Service Customer Group Annual Report 2025/26

Foreword

Welcome to this year's Public Weather Service Customer Group (PWSCG) Annual Report which summarises the work and activity undertaken by the PWSCG during the year and the performance of the Met Office in delivering the 2025-2030 Customer Supplier Agreement (CSA).



This year, more so than any other year in my tenure as Chair of the PWSCG, I reflect on a period of significant progress, positive change and a real sense of ambition for the PWS. Over the course of this financial year a number of key priorities for the group have been delivered, of which betterment will start to materialise over the period of the upcoming CSA. After several years of anticipation and delays, the Met Office's new supercomputer has now finally been delivered and significant science upgrades released as part of Operational Suite 47. Initial results presented at both Met Office Science Advisory Committee (MOSAC) and PWS Assurance Group meetings (PAG), show that the upgrades will initiate a knee in the curve of the forecast accuracy improvements the PWSCG have greatly sought over the last few years. This will provide solid foundations for the Met Office to further transform its forecasting capabilities, leveraging Artificial Intelligence (AI) and Machine Learning (ML) to deliver more accurate and timely weather predictions.

The Met Office have also delivered significant successes in 'telling the weather story', with the 'Power of Weather Intelligence' campaign successfully delivered to protect the Met Office brand in a period of limited accuracy improvements, a consequence of the supercomputer delays. The successful release of the new mobile app also signalled a step change in the look, feel and usability of the previously outdated app, results to date show growth of users and improvements across key statics. Improvements to the app and engagement across key social channels, as guided by the now firmly established Citizen Engagement Strategy (CES), is enabling the Met Office to proactively address a generational transition from traditional broadcast media towards ever greater consumption of information via digital means.

Throughout this year we have continued the regular drum beat of meetings and high levels of engagement and constructive challenge across the PWSCG, and Theme focused PAG's. As with previous years it has been a privilege to travel to the Northern Ireland and Scotland Devolved Governments in Belfast and Edinburgh, these meetings continue to be immensely important for the PWSCG Chair and the Department for Science, Innovation and Technology to hear feedback from a range of key users across government and responder communities across all areas of the UK. Although we were again unable to secure a meeting with the Welsh Devolved Government this year, I am encouraged by the increased engagement and positive discussions regarding hosting a Wales focused PWSCG meeting later this calendar year.

Last year I wrote about the need to evolve the membership of the PWSCG, to provide more prominent views and challenge from members who can represent the 'Thrive' theme of the CSA. With the continued strong performance of the Met Office in the 'Stay Safe' theme and the importance of the UK Government's growth agenda, the 'Thrive' theme is arguably now the most important theme of the CSA. I am pleased to report that during the year we have added new members from Defra, Department for Culture, Media & Sport, Cabinet Office Communications Service and Government Digital Service to the PWSCG. These additions will provide enhanced scrutiny and challenge of the 'Thrive' theme of the CSA and provide a voice for key sectors such as agriculture, outdoor economy, tourism and small and medium enterprises to whom the weather has such a significant economic impact.

Finally, on the weather front, this year was headlined by 2025 ending the year as the UK's warmest and sunniest year on record. Recording a mean temperature of 10.09°C, 2025 now joins 2022 and 2023 in the top three warmest years since 1884. It also goes down as the sunniest year on record dating back to 1910, with 1,648.5 hours of sunshine seen across the UK, beating the previous record by 61.4 hours set in 2003.

Despite the warm summer the weather this year has brought challenges and significant impacts to the UK. From December through to February, the UK experienced a succession of low-pressure systems with prolonged rainfall. We ended meteorological winter with the UK experiencing one of its wettest winters on record, with England's eighth wettest and Northern Ireland's ninth wettest, with Northern Ireland seeing its wettest January in 149 years. The winter also brought impactful storms to the UK - Storm Bram in December, followed by Storm Goretti, Storm Ingrid and Storm Chandra in January - each bringing severe winds, heavy rainfall and widespread disruption across already saturated parts of the UK. Storm Goretti was especially notable bringing a multi-hazard event with exceptionally strong winds, heavy snowfall, and significant rainfall across the UK, including a Red warning for wind across the Isles of Scilly and much of Cornwall, further impacts were seen with Amber warnings for snow across Wales, the Midlands and parts of northern England. The National Severe Weather Service (NSWWS) continues to play a critical part in allowing responders and the public time to prepare and to make decisions in order to deliver the Met Office purpose of helping people to stay safe and thrive.



Duncan L Potts CB

Introduction

What is the Public Weather Service Customer Group?

The PWSCG acts as the customer on behalf of the Government, responders, and UK citizens for the free-at-the-point-of-use weather services and advice provided by the PWS delivered by the Met Office. It ensures that these services meet the operational needs of public sector users of PWS outputs, and acts as the guardian for the Met Office's underpinning operational capability upon which all UK weather services depend. It is responsible for setting the outputs and monitoring the performance of the Met Office in delivering the PWS.

The responsibilities of the PWSCG are as follows:

- Setting the current and future outputs required from the PWS and specifying its performance indicators and targets;
- Monitoring the performance and delivery of the PWS outputs against the agreed performance indicators and targets, and considering in-period modifications to the PWS as appropriate;
- Reviewing whether Met Office plans for the underpinning capability and international commitments are appropriately prioritised and have a demonstrable, value for money link to support the delivery of PWS outputs and other direct services to Government, the public sector and civil aviation;
- Reviewing the socio-economic benefits delivered by the PWS;
- Supporting cross-Government cooperation to increase the use of PWS outputs and raise issues relevant to wider Government, including through the Chair's representation on Met Office Governance groups;
- Providing independent advice to Government ministers on the PWS as required;
- Consulting widely with the public and the public sector users of the PWS, as appropriate, in order to effectively undertake its responsibilities above.

PWSCG activity during 2025/26

The PWSCG continued their role of scrutinising delivery of the PWS on behalf of the Government this year. The full PWSCG met in October 2025 with PWS Assurance Group (PAG) meetings also taking place in October 2025 and March 2026. The PWS Secretariat attended our annual meetings with Devolved Government in Scotland and Northern Ireland, thank you to the PWSCG representatives from each Devolved Governments for hosting and chairing these meetings. The PWSCG engaged in a number of topics during the year, with the below subjects being of particular focus:

- Continued assessment of Actual, Comparative and Perceptions of Accuracy of Met Office forecasts and the importance of this measure.
- The launch of the new Met Office supercomputer, focusing on when users and the public can expect to see tangible betterment from planned science upgrades.
- The continual rapid development and impact of AI/ML and its implications to the outputs and outcomes of the PWS.
- The successful launch of the new Met Office App.
- Communication and Engagement, including various Met Office communication campaigns to enhance its brand and trust to mitigate against the potential for negative impacts due to the current lack of science upgrades, linked to Supercomputer delays.
- The development of the BBC Partnership agreement and enhancement to the Public Weather Media Service used by Met Office broadcast partners.

Delivery of the PWS CSA

The CSA aligns the outputs of the PWS into four themes:

1. Theme 1 which provides services to help the UK public to **stay safe**
2. Theme 2 which provides services to help the UK public to **thrive**
3. Theme 3 asks the PWS to have an **authoritative voice** when communicating the weather
4. Theme 4 defines the **international commitments and national capability** of the PWS.

Themes 1, 2 and 3 have performance measures (PMs), which are monitored via Red-Amber-Green (RAG) status and are required to meet yearly targets, and deliverables (Ds) which are larger pieces of time bound work to drive improvements across PWS products and services and, in turn, the PMs. End of year RAG ratings for 2025/26 CSA are shown below.

PWS Performance Measures Summary

*Note, 'No data' is scored where no relevant surveys or data collection is present for that period, 'No Survey' notes that no external surveys were conducted.

Reference	Performance Measure Description	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	EOY
PM1.1a	Accuracy of warnings should be baseline 80%, improving to a baseline of 82% by April 2026, verified by the Met Office and PWSOG (rolling 3-year average). 'Very Poor' guidance should constitute less than 20% warnings.													
PM1.1b	Accuracy of warnings should be 82% from April 26													
PM1.2a	Awareness of amber and red warnings should be at least 80%, based on ad hoc surveys	No Survey	No Survey	No Survey			No Survey			No Survey		No Data	No Data	
PM1.2c	Awareness of Snow warnings should be at least 85%	No Survey	No Survey	No Survey	No Survey	No Survey	No Survey	No Survey	No Survey	No Survey		No Data	No Data	
PM1.3a	Through ad hoc public surveys, Amber / Red Warnings verified at the following levels: 'Useful' at least 85%.	No Survey	No Survey	No Survey			No Survey			No Survey		No Data	No Data	
PM1.3c	Through ad hoc public surveys, Amber / Red Warnings verified at the following levels: 'Action taken' is at least 80%.	No Survey	No Survey	No Survey			No Survey			No Survey		No Data	No Data	
PM1.4a	In biennial responder surveys, achieve 85% satisfaction with Civil Contingency Advisor. (CCA) team - Feb'26	No Survey	No Survey	No Survey	No Survey	No Survey	No Survey	No Survey	No Survey	No Survey	No Survey	No Survey	No Survey	

Reference	Performance Measure Description	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	EOY
PM2.0	Improve the actual accuracy of forecasts that are available through web and app (target will be baselined - ref PMD2.0x)					No Data		No Data	No Data		No Data	No Data		
PM2.2	The Met Office ranks in the Top 3 reported weather providers for accuracy. [ForecastWatch]	No Data	No Data		No Data	No Data		No Data	No Data		No Data	No Data		
PM2.7b	The Met Office ranks in the Top 3 reported weather providers for perceptions of accuracy. [Consumer Accuracy Index]		No Data	No Data		No Data	No Data		No Data	No Data		No Data	No Data	
PM2.8a	The Public should perceive the Met Office as accurate. 'Fairly good', 'very good' or 'excellent' by at least 92% of the UK public, based on Met Office specific score. [Prompted question, public perception survey]	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data		No Data	No Data	

Reference	Performance Measure Description	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	EOY
PM3.9	Improve trust and engagement with the Met Office so that 4 out of 6 components of the engagement dashboard are RAG-rated green													

Performance Measure Development Summary

Reference	Performance Measure Description	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	EOY
PMD1.1b	Accuracy of warnings: PMD1.1b Report performance of all yellow warning issued for: * Storms named by the Met Office * Storms named by a different National Met Service that the Met Office would have named * All other high impact yellow. Establish new baseline (Mar26) - report to Secretariat													

Reference	Performance Measure Description	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	EOY
PMD2.0a	Implement new verification scheme for forecasts that are available through web and app for underlying gridded from radar measurements (Sep26)	No Data	No Data											
PMD2.0b	Baseline target for actual accuracy of forecasts for each of the forecast components of PM2.0 for implementation from Apr'26 (Mar26)													
PMD2.0c	Extend verification capability out to 14days once forecasts are available to the public (Sep26)													
PMD2.0d	Implement new verification metrics for forecasts that are available through web & app as follows: * Temporal consistency of data e.g. forecast flipflop (temperature, wind speed). (Mar26) * Spatial consistency of forecasts e.g. are stations close to each other reporting similar things, taking into account mountain impacts (Sep26) Once metrics are in place they will be baselined and included in the target for PM2.0 from Apr27	No Data	No Data	No Data	No Data	No Data								

Deliverables Summary

Theme 1 & Theme 2

Reference	Deliverable Description - detailed	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	EOY
D1.3f	Review terms and conditions associated with 3rd party use of warnings to ensure authoritative and attributed use. Implement any recommended changes. (Mar 26) Report to Secretariat													
D1.3g	Create a 5-year vision and service design for warnings, considering external changes, optimal delivery channels, D1.3 recommendations, and responder user experience. (Mar 27)													
D1.3h	Implement the vision and service design across all components of the warnings service, including service delivery and communications. (Apr 27 - Mar 30)	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data
D1.7a	Identify opportunities with partners to align language, hazard matrices & communications (Oct 25)							PWSCG Approved						PWSCG Approved
D1.7b	Display or communication of warnings for the Republic of Ireland alongside those for Northern Ireland on Met Office direct channels (Mar 27) Report to Secretariat													
D1.8e	Undertake essential Hazard Manager resilience improvements, removing a dependence on legacy technology (Mar 27) Report to Secretariat													
D1.8f	Create a future vision and service design for Met Office civil contingency digital products and services for the UK, focusing on user needs, service coherence, and interoperability (Mar 27)													
D1.8g	D1.8g Implement service design for Met Office civil contingency digital products and services for the UK (Mar 29)	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data
D2.3b	Deliver 14-day forecast data to web & app, demonstrating new ways of visualising the data and expose the same data via appropriate data platform for reuse. (Mar 26).													

Theme 3

Reference	Deliverable Description - detailed	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	EOY
D3.4	"Telling the weather story." Develop direct channels to improve our story telling ability and the consistency of the weather story across channels. (Mar 26) Report to Secretariat													
D3.5a	Deliver a new app and remove old app from app stores (Mar 26)													
D3.5b	Implement app and web strategy and roadmaps, providing quarterly updates to the Secretariat (and wider customer group as required) on delivery schedule. (Mar 27)													
D3.5c	Continuous development of direct channels in line with the web and app strategy. (Mar 28)	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data
D3.5d	Deliver a 'social media plan on a page' that outlines each social channel's purpose and use, the continuous evolution of the Met Office's social media strategy and embeds best practice. (Mar 26)													
D3.6f	Agree product lifecycle plan including self-briefing tool, data, guidance products and visualisation enhancements to ensure PWMS remains attractive to media customers. Launch initial scope private beta of consolidated briefing service as an interim measure (Sep 25)								PWSCG Approved					PWSCG Approved
D3.6h	Continue to enhance PWMS package particularly as customers and users migrate to digital, and internally we transition to new tools, systems & operating models. (Sep 28)	No Data	No Data	No Data	No Data									
D3.7c	Implement phase 2 of the content roadmap (D3.7a). (Mar 26) Report to Secretariat													
D3.9a	Strengthen approach to reputation management, to address increasing amounts of external critique of the Met Office. (Mar 26)													
D3.9b	Embed a robust approach to tackle increasing amounts of weather and climate misinformation. (Mar 26)													
D3.9c	Deliver a brand positioning campaign that increases public and stakeholder understanding of the value and impact of the Met Office and enhances its brand positioning (specifically in relation to technological innovation). 6 monthly updates with campaign completed by (Mar 26)													
D3.9d	Raise targeted public awareness of the unique role that the Met Office plays in the UK weather industry, and the range of places that they can access weather information. (Mar 26)													

Summary of Theme 1 delivery:

- 7 out of 7 Performance Measures (PM) were met with the following three being noteworthy:
 - *PM1.1a Accuracy of warnings should be baseline 80%, improving to a baseline of 82%, by April 2026, verified by the Met Office and PWSCG (rolling 3-year average). ‘Very Poor’ guidance should constitute less than 20% warnings.* In a shift from last year, this target was achieved every month ending the year on 83%. In part this was due to poor results dropping out from the 3-year rolling average, but a large part was quality of National Severe Weather Warnings produced by the Met Office during the winter months.
 - *PM1.1b Accuracy of warnings should be 82% from April 26.* This was a stretch target for this year but will come into effect as the baseline target for FY26/27. Performance was expected to be challenging earlier in the year before stabilising, with the target being exceeded by the end of the year.
 - *PM1.2a Awareness of amber and red warnings should be at least 80%, based on ad hoc surveys.* July illustrates a poor performing month with a Thunderstorm warning (Southeast & London) scoring 75% on an Amber warning. The timing of the warning escalation may have contributed, overall, it was noted that thunderstorm warnings provide a challenging message for the Met Office to communicate and a PMD has been developed for reporting in March 2027. In general, this measure demonstrated strong performance, notably achieving a 98% rating in a survey carried out during the prolonged snowy conditions in Scotland in January 2026.
- There was one Performance Measure Deliverable (PMD) in Theme 1; this was *PMD1.1b report on performance of all yellow warnings issued*. Extensive work was done on reporting this measure for the December and January reporting periods. After thorough evaluation, the PWSCG Secretariat recognised that reporting on this measure would not yield sufficient benefits for either the Met Office or the PWSCG. As a result, the PMD has been removed from the CSA, allowing resources to be focused on initiatives with greater potential for valuable lessons and impact.
- 6 out of 8 Deliverables (D) have been delivered including the approval and sign-off of: *D1.7a Identify opportunities with partners to align language, hazard matrices and communications* in October 2025. Known as the Common Warnings Framework this piece of work is expected to be live in the Autumn 2026. This deliverable alongside D1.8g have reported no data during the 12 months as they are reliant on the findings of D1.3h and D1.8f and are not due for delivery until later in 2027.

Summary of Theme 2 delivery:

- 1 out of 3 Performance Measures have been met. Missed measures relate to:
 - *PM2.0 Improve the actual accuracy and skill of forecasts that are available through web and app so that 31 out of 47 parameters are RAG rated green by March 2026.*

This was the first year for this metric, and although the target proved unattainable from the outset, several positive developments emerged, such as better precipitation measurements and strong results during the heat waves of summer 2025. Additionally, with the introduction of parallel suite 47 in January 2026 and the completion of work on the IMPROVER post-processing system in August 2025, the Met Office has shown a clear commitment to improving accuracy. While changes to this performance metric are planned for next year, accuracy remains the main priority for the PWSCG.

- *PM2.2 The Met Office ranks in the Top 3 reported weather providers for accuracy.* This measure ranks the Met Office in 5th position as verified by ForecastWatch, which is down from 4th place in the previous two years. The PWSCG have discussed this measure at length during the year including the appropriateness of the ForecastWatch methodology and other potential options but reached the overall conclusion this approach represents the best approach at the current time and will remain in place.
- *PM2.8a Public Perceptions of forecast accuracy.* This target was narrowly missed with a score of 90% vs the 92% target. While this measure was only missed by 2% it represented a significant drop down from last year's score of 99%. The annual survey methodology was changed in 2025, shifting from an entirely face-to-face approach to a blended online method, which may have influenced results. Although the Met Office did not meet its target, it still performed above the market average at 88%.
- 2 out of 4 PMD's have been delivered this year with 2 on track to conclude in September 2026.
- 1 deliverable was missed this year; *D2.3b Deliver 14-day forecast data to web and app, demonstrating new ways of visualising the data and explore user requirements for exposing the same data via appropriate data platforms for reuse.* The deliverable remained on schedule until December 2025. Despite considerable efforts to visualise the data, the goal of providing a 14-day forecast has not yet been met. Nevertheless, the PWSCG recognised the significant progress made by the Met Office, especially in advancing scientific data and sharing it with third parties. The PWSCG acknowledges the challenges encountered and notes that user-testing results so far have clearly shown the designs need additional development and testing before the final version can be released to the public; planned for summer 2026, which will represent the last stage of this important project that the PWSCG has strongly supported.

Summary of Theme 3 delivery:

- 1 out of 1 performance measure has been missed.
 - *PM3.9 Improve trust and engagement with the Met Office so that 4 out of 6 components of the engagement dashboard are RAG-rated green.* In its inaugural

year, the new metric brought together previous performance indicators and offered valuable insight into areas for growth, as reflected on the RAG table. While initial results pointed out opportunities for increased user activity and engagement, the PWSCG is actively learning from these findings and implementing innovative changes. With continued efforts and adaptation, significant progress is anticipated by 2026/27.

- All 12 deliverables have been delivered or are on track to deliver against targets set for future years, except for 1 which has yet to start. The Met Office has launched a new app and a brand preference campaign that highlights the Power of Weather Intelligence, which has positively influenced how the Met Office is seen as an innovative leader in its field. Additionally, the Met Office has been actively addressing misinformation and disinformation by building partnerships with other government agencies to tackle these challenges together.

Summary of Theme 4 delivery:

- Theme 4 requires the Met Office to report on the work completed in the areas of Technical Services (Observations), Science, Technology, International commitments, and Finance that underpins the PWS. The Met Office have provided good evidence that the requirements of this theme have been met during 2025/26. Following the completion of the spending review and the installation of the supercomputer, the Theme 4 end-of-year reports demonstrated notable advancements and robust planning, especially in weather science and long-term proposals for renewing Observations infrastructure. Nonetheless, it was acknowledged that financial constraints will persist for the Met Office during FY26-27, with ongoing cost and resource pressures limiting progress. The PWSCG will maintain close oversight of these matters as activities proceed into 2026/27.

Overall summary of CSA delivery:

The RAG ratings for the CSA this year reflect that the Met Office has demonstrated good progress across a range of performance measures and deliverables, successfully achieving the vast majority of its commitments. Notably, delivery of the refreshed app is a real milestone for the Met Office. Nearly all deliverables for this year are completed or well underway, and although the 14-day forecast data for web and app is taking longer than expected, there is a clear path forward to enhance progress for summer 2026.

Despite these positive outcomes, there remain areas where this year performance has not met expectations, notably, as with last year in the areas of actual and comparative forecast accuracy. Performance measures for both Comparative Accuracy and Public Perceptions of Forecast Accuracy fell short of targets this year, perceptions missed the 92% target with a score of 90%. Whilst the challenges faced have been heightened by delays in the supercomputer deployment and the swift evolution of AI and machine learning, with other weather providers making visible progress, the PWSCG recognises these complexities. Nonetheless, there is firm

confidence that forthcoming scientific enhancements will drive meaningful improvements. These initiatives will be carefully reviewed at this time next year, with the expectation of positive outcomes.

It should also be noted that some of the Red Performance measures are associated with new targets, intentionally designed to challenge the Met Office and encourage progress towards its vision of becoming a global leader in weather and climate science. Adaptations and changes have been made ahead of 2026/27 and the PWSCG will continue to monitor these.

Priorities for 2026/27

The enduring priorities for 2026/27 will remain as they have for the last few years, namely ensuring PWS output is Discoverable, Consistent, Useful and Timely. Importantly, as our number one priority, the PWSCG continues to seek improvements from the Met Office in the accuracy of its forecasts across the three lenses of, Actual, Comparative and Perceptions of accuracy. This will continue to be the key focus for the PWSCG as the supercomputer becomes imbedded and further upgrades take place during 26-27.

In addition to the enduring priorities, we look forward to seeing the gains in our reach from the launch of the refreshed app, improvements to website content and the BBC Partnership all coming to fruition during the next 12 months. Overall, the PWSCG remain committed to challenging the Met Office focus on these priorities aligned with the new Met Office strategy.