

Our future outlook

Strategic Plan 2025-30



OUR VISION:

**Delivering the
most trusted
weather and
climate
intelligence
in a radically
changing
world**



Our future outlook: 2025-2030

Trusted weather and climate intelligence

As we reflect on the previous five years, our 2019-2024 strategy has been a cornerstone of our success, enabling the Met Office to succeed and to weather unprecedented challenges — from the global pandemic to shifting technological landscapes. Throughout these times, we've continued to evolve. We are now ready to deliver more value, more innovation and more impact. Leading a new era of science, innovation, technology and talent in weather and climate leadership.

Our world is changing radically. The new government has introduced five missions that ask us to be at the heart of driving the UK's economy and to support its resilience. Geopolitical uncertainties, climate impacts, and technological disruptions — like the rise of AI — present both challenges and opportunities. We're ready to meet them, thanks to the delivery of our new supercomputer and the solid foundations we're building.

We've listened carefully to the voices of our people, stakeholders, customers, and partners in planning our next steps. We hear the urge for us to be sharper, more customer-centric and ready to harness the full potential of new technologies.

We are proud to introduce our new five-year strategy. This is more than a roadmap — it's our commitment to navigating the next five years with focus, purpose and impact.



A stylized, handwritten signature in black ink.

Penny Endersby
Chief Executive

A radically changing world

The Met Office has an important social purpose which continues to resonate strongly with all our stakeholders - we help you make better decisions to stay safe and thrive. In this radically changing world many new questions arise, such as how to adapt to extreme weather and climate change. Advances in AI, big data, digital, supercomputing and cloud technologies provide exciting new ways to answer these questions and support the new decisions which now need to be made.



Our strengths:

We are trusted as the authoritative voice in weather and climate, with our world-class science as a strong foundation of this trust. Our expertise remains unmatched, we therefore need to maintain and grow this position.



Our opportunities:

We will structure for innovation and growth by focusing harder on our priorities, embracing new technologies, simplifying how we operate our products and services, and by delivering greater impact that is concentrated on the UK and its national interests.



Our challenges:

We need to tackle the complexity of our processes, reduce cost, enable local decision-making, and address internal and external perceptions of bureaucracy, so that we make it easier to work together and innovate with our partners.

A photograph of a flooded residential street. In the foreground, a row of sandbags is piled up, partially submerged in water. In the background, a brick house with a gabled roof and multiple chimneys is visible, also partially submerged. The sky is overcast and grey. The overall scene suggests a flood or water damage.

OUR PURPOSE:

**Helping you
make better
decisions to
stay safe
and thrive**



Making a difference – it's who we are

Our people and values remain at the heart of how we achieve our vision. We are inclusive, supportive and accepting, helping everyone to be the best that they can be, both in and outside work.

Whoever you are, and whatever your role, you'll be welcomed into a diverse, inclusive and people-first culture. Wherever you begin your Met Office journey everyone is valued and given the space to explore, learn and grow.

Together, we push the boundaries to make tomorrow better for our customers, taking our environmental and social impact seriously. We're a force for good with a genuine passion for what we do, putting our purpose at the heart of all decision making and taking great pride in the impact we make on people's lives every day.



We live and breathe it.



We're a force for good.



We're experts by nature.



We're better together.



We keep evolving.



Our people and values



OUR VITAL CORE



Met Office

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67

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+44



**Customer
driven**

Focus, purpose and impact

By 2030, the Met Office will have delivered more accurate forecasts using the best blend of AI and physics modelling in the Momentum® modelling suite on the second generation of our new supercomputer.

We will have contributed to the achievement of UK government strategic objectives with high value products for customers and citizens, supporting economic growth, national security and the resilience of the UK.

We will have become more innovative, efficient, agile and impactful. We will have made our own world-leading data and the best data from other providers accessible, enabling the wider ecosystem to create a range of novel products and services, generating growth for UK plc.

We have identified three priority areas where we need to make most effort to be successful. This does not cover the vast range of excellence and value the Met Office delivers, and this is entirely intentional to allow us to prioritise, transform and deliver the important work we have started.



**Purposeful data
and intelligence**



**Agility and
innovation**



Our future outlook – our strategy to 2030

OUR PURPOSE:

Helping you make better decisions to **stay safe and thrive**

OUR VISION:

Delivering the **most trusted** weather & climate **intelligence** in a radically changing world

OUR STRATEGIC PRIORITIES:



Working with agility to balance innovation, risk and value for money.

PRIORITY
AREA



**Agility and
innovation**

This is

world-changing work



PRIORITY
AREA



Customer driven

Transforming to serve citizens, communities and businesses with trusted services which deliver growth and value.

Our people and values



OUR VITAL
CORE

PRIORITY
AREA



Purposeful data and intelligence

Increasing value and driving growth by delivering the most accurate, consistent, usable weather and climate data and intelligence.

Our work is life-changing, often life-saving. It's what we do, and the way we do it. Each one of us takes personal responsibility for living the values which make the Met Office a great place to work and belong.

Where will we be by 2030?

Transforming to serve citizens, communities and businesses with trusted services which deliver growth and value.

PRIORITY AREA



Customer driven





Focused products

We have focused in on products that deliver the most value to our UK customers and national interests, supporting their critical decision making.



Assured services

We have grown our trust through brilliant customer delivery, whilst maintaining continuity of our core 'stay safe' services throughout the transformation.



Transformed production capabilities

We have digitally transformed our production system to meet our customers' needs, delivering them services at the right time, at the right price, and in the right way.



Service-led approach

We have transformed to a service-led approach where our knowledge of end users enables us to be more responsive to their needs.



Growing demand

We have innovative offerings to support decision-making in a changing world, bringing together our multi-disciplinary expertise & purposeful data at the intersection of weather & climate.

PRIORITY AREA

Where will we be by 2030?

Increasing value and driving growth by delivering the most accurate, consistent, usable weather and climate data and intelligence.

PRIORITY
AREA



Purposeful data and intelligence



Research & innovation

Our world-leading scientific expertise has enabled us to innovate and speak with an authoritative and trusted voice.



Super-computing

We have realised the benefits as global trail blazers of new science and technology enabled through supercomputing.



Weather & climate data

Our world-class environmental data delivers our purpose and is enabling others to create new value to ensure citizens, business and government thrive.



Prediction & projection

We have demonstrated world leadership in blending physics and AI to improve accuracy, usability and consistency of our data to meet the needs of our customers and end users.



Advanced observations

We have fully exploited our existing and new observation capability to deliver customer and user needs.

PRIORITY
AREA

Where will we be by 2030?

Working with agility to balance innovation, risk and value for money.

PRIORITY
AREA



Agility and innovation





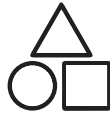
Our people

We are recognised as a great place to work, attracting and retaining talented and diverse people whom we are enabling to thrive in a radically changing world.



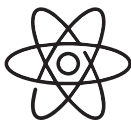
Our partners

We are widely working as a trusted partner to stimulate growth for citizens, businesses, institutions and communities.



Our organisation

We have become simpler to work for and with.



Enable innovation

We have enabled innovation and efficiency, whilst retaining appropriate controls, by supporting staff to make good risk-balanced decisions.



Data business model

We have adopted a sustainable business model to allow us to make more data available for use to generate value.

PRIORITY AREA



Our future outlook



Focus. Impact. Purpose.

Strategic Plan 2025-30



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Strategic Plan 2025-30

Helping you make better decisions to stay safe and thrive

As one of the world's leading weather and climate organisations, the Met Office provides the most accurate weather forecasts, severe weather warnings and climate projections which are built on our deep scientific expertise.

Our work supports everything from daily life and travel to defence, agriculture, energy and emergency response.

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www.metoffice.gov.uk



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