Met Office

Customer Forward Look



Section 1:
Why a Customer Forward Look?

The Met Office Future Look Strategic Plan 2025-30 sets out our ambitious vision: **to deliver the most trusted weather and climate intelligence in a radically changing world, helping people make better decisions to stay safe and thrive.**

Achieving this vision requires a deep understanding of the evolving needs of customers, stakeholders and society, ensuring our science, technology, products and services continue to deliver maximum value and impact.

The environment in which we operate is changing rapidly. Climate change is increasing the frequency and severity of extreme weather events, while advances in artificial intelligence, data platforms and digital technologies are transforming how weather and climate intelligence is generated, shared and applied. At the same time, shifting government priorities, economic pressures and rising expectations are increasing demand for trusted, actionable intelligence that supports effective decision-making across society.

Our Research and Innovation Forward Look describes the scientific, technical and capability developments required for the Met Office to maintain its position as a world leader in weather and climate science. It identifies the research, partnerships and innovation needed to respond to emerging risks, technological advances and future opportunities.

Our Customer Forward Look complements this by providing a market, customer and stakeholder perspective on how demand is expected to evolve to 2030, where the greatest opportunities for impact and value creation exist, and how the Met Office should prioritise investments, partnerships, products and services. Together, the two Forward Looks provide a coherent framework for aligning future capability development with strategic priorities and future demand.

By bringing together customer insight, world-leading science, purposeful data and a culture of innovation and agility, the Met Office will increase its contribution to helping the UK stay safe and thrive, delivering greater resilience, prosperity and public value over the next five years.



Market analysis and trends

The weather and climate services market is increasingly competitive, driven by advances in data, digital platforms and AI, and growing customer demand for real-time, integrated, decision-ready insights.

As the UK Government's designated provider, the Met Office delivers the Public Weather Service, including national forecasts and severe weather warnings, and fulfils sovereign defence and international obligations requiring assured national capability. It must continue to evolve over the next five years to deliver maximum value in a changing world and meet evolving customer expectations.

The Met Office operates in a complex market of global technology companies, specialist providers, regional players, and public sector organisations, many of which are both competitors and collaborators. Understanding this landscape helps us to identify where to focus, differentiate, partner or avoid direct competition.



The market can be broadly characterised into three competitor groups:

1. Global technology platforms operate at scale, prioritising consumer reach, speed of delivery and AI-driven personalisation. They benefit from integrated digital ecosystems, automated personalised communications, continuous innovation, modular add-ons, competitive pricing and access to direct meteorologist support. Examples of global platforms include Apple, Microsoft, AccuWeather, The Weather Company, and tomorrow.io.

2. Specialist commercial providers focus on high-value, mission-critical sectors such as energy, defence, transport and aviation, competing through tailored sector solutions, commercial agility, integration with decision-making systems, personalised dashboards, and advanced visualisation and mapping tools. Examples of specialist providers include DTN, SITA, AVTECH, MetWise, and Baron Weather.

3. Specialised providers and data aggregators rely on external sources, often incorporating Met Office data into their platforms, and compete through highly targeted consumer weather, media and hazard-related services with fast communication to large audiences. Examples of aggregators include MeteoGroup, SITA, Xweather and Windy.

Our strengths

The Met Office aims to deliver the most trusted weather and climate intelligence in a radically changing world, recognised by national and global customers and stakeholders for the quality and impact of our science, technology, services and international collaboration.

Our strengths are our scientific research and leadership, ownership of the full value chain (from observations to customer) and role as the UK's authoritative source of weather and climate information. Strong customer satisfaction reflects trust and reliability, particularly in safety-critical sectors, while recent feedback highlights the need for more innovation, flexibility, accuracy and cost-effectiveness.

As the UK's official meteorological service, we bring together public service, commercial activity and international collaboration. Our trusted data, authoritative severe weather warnings, emergency responder support and focus on public value set us apart from commercial competitors and strengthen our market position.

Opportunities to improve

While the Met Office's strengths remain clear, competitor offerings highlight opportunities to strengthen customer experience and market agility. Customers increasingly expect faster, near real-time services, more intuitive interfaces and outputs that combine decision-ready insights with flexible access to raw data. Expanding integration with wider solutions, increasing personalisation, and offering more flexible commercial terms will be important to remain competitive with technology-driven providers.

Delivering this competitive edge will require a more structured, service and data-led approach, including:

- Clearly defined KPIs and objectives aligned to customer and market needs
- Standardised service-led delivery approach
- Standardised, high-quality data collection and strong data governance
- Investment in the right tools, platforms and delivery processes
- Test-and-learn approaches to accelerate innovation and responsiveness
- Prioritisation of actionable insights that directly support customer decisions

Addressing these areas, namely speed, usability, integration, personalisation, and flexibility will strengthen competitiveness while building on the Met Office's foundation of trust and scientific excellence.



Driving economic value

Independent analysis estimates the Met Office will deliver around £56 billion in UK economic benefits over the next decade, £18.8 of value for every £1 of public investment, through services that improve decisions, reduce losses and increase efficiency across households, industry and government (source: The economic value of the Met Office, London Economics 2024). Further detail is provided in Annex A: Met Office Economic Benefit Stream.

Realising and increasing this value rests on continuing to support key customers who drive significant benefit delivery in the categories set out above. Further, by strengthening four key areas: reach, accuracy, trust, and engagement can improve our value delivery. Expanding reach ensures our data and services are accessible where decisions are made, by ever more users; accuracy improves the overall quality of decisions and can drive economic productivity; trust underpins continued engagement with Met Office outputs; deeper engagement enables more effective, and therefore more valuable action to be taken.

This is evident in aviation, where improved forecasting and integration enhance operational efficiency and support £12.5 billion in benefits. In energy, particularly renewables, high-resolution data improves investment and system performance, lowering costs and supporting clean growth. In government, climate services strengthen infrastructure planning and risk management, reinforcing £12 billion in quantified benefits.

Together, this positions the Met Office as critical national economic infrastructure, translating world-class science into measurable productivity improvements, avoided losses and long-term resilience. These estimates are conservative, excluding defence, international impacts and wider non-monetised benefits, indicating further value can be unlocked as reach, accuracy, trust and engagement continue to grow.



Met Office

Trusted intelligence for a more resilient UK

The Met Office's role is evolving beyond forecasts and warnings. As weather and climate risks become more complex and interconnected, we will increasingly help organisations make better decisions by providing a shared understanding of risk, impact and opportunity.

Working across government, defence, critical national infrastructure, emergency response and industry, we bring together the underpinning research, data, insight and expertise needed to support coordinated action. By helping decision-makers see the same picture and act with confidence, we can strengthen the resilience of the UK's most important systems, communities and services.

As weather and climate intelligence becomes more deeply embedded in national infrastructure, technology and day-to-day decision-making, trust, security and resilience become even more important. The Met Office is building these principles into everything we do, embedding security, governance and resilience into the design of our services, partnerships, data and digital innovation from the outset. This helps ensure our intelligence is dependable, transparent and resilient, and can be used with confidence when decisions matter most.

As the UK's sovereign weather and climate authority, our role is not only to provide world-leading weather and climate intelligence, but to ensure it can be relied upon when it matters most. By combining trusted expertise, resilient services and secure delivery, we will help support the UK's security, prosperity and long-term resilience in an increasingly uncertain world.

Resilience also extends internationally where we continue to support UK interests abroad through strategic programmes in partnership with FCDO and wider government. Across industry, increasingly supporting organisations and the wider financial system to understand exposure to climate risk further underlines our contribution to a resilient UK.



Section 2:
Where do we play?

As weather and climate risks become more complex and interconnected, the Met Office has an opportunity to play an even greater role in helping the UK stay safe, resilient and prepared. By providing trusted intelligence and a shared understanding of risk, impact and opportunity, we can help organisations make better decisions, work together more effectively and act with greater confidence.

This Customer Forward Look sets out how we will maximise our contribution by:

- Strengthening the systems and services that help keep the nation safe and secure.
- Increasing the reach and value of weather and climate intelligence across society and the economy.
- Ensuring Met Office intelligence is available wherever critical decisions are being made.
- Investing in innovation that creates new opportunities and extends our impact into the future.

Underpinning the Customer Forward Look, our sector postures provide a structured, evidence-based framework to guide where the Met Office should grow, maintain, build selectively or divest across B2B, B2C, Government-to-Government (G2G), and Agent-to-Agent (A2A) markets.

Using a Directional Policy Matrix[1] (DPM) each market segment is assessed against two criteria: market attractiveness and competitiveness, using weighted scores out of 100. It combines external factors, such as market opportunity and strategic fit, with internal strengths, such as science, platforms and delivery capability, to show where we are most competitive.

Segments are plotted on a matrix to guide the optimal posture: Grow, Maintain, Build Selectively, Prove Viability or Divest. This helps prioritise investment, resources and partnerships across B2B, B2C, A2A and G2G, supporting delivery of the Met Office strategy. The recommended postures are summarised below and expanded in detail by sector in Annex B Postures.

[1] Evaluates business based on market attractiveness and competitive capability, placing them into strategic areas such as Grow, Maintain, Build Selectively, Prove Viability or Divest.



Met Office to Consumer (B2C)

The Met Office is the UK's leading and most trusted provider of weather and climate information for UK citizens. Across B2C the Met Office delivers reliable, timely weather and climate predictions that help UK citizens stay safe and thrive. It ensures people receive warnings and advice, understand, trust, and act on them.

We will evolve direct channels and amplify reach through selected third-party channels, ensuring every touchpoint reflects the Met Office's authoritative brand. This will deepen the weather and climate story, reinforce our role as the definitive source and drive innovation in how insight is delivered and used. Our indirect presence will grow through new partnerships, shareable content and clearer attribution, complementing rather than replacing direct channels.

Embedding Met Office data and insights into more services and everyday contexts will increase use of weather information, secure attributed reach for National Severe Weather Warnings and strengthen our reputation as the UK's most trusted weather and climate source.

Met Office to Government (G2G)

For G2G the Met Office will strengthen its role as a trusted government partner, delivering nationally critical underpinning research and safety-critical services that support resilience, security and emergency preparedness. We will focus on UK sovereignty, national security and CNI protection, ensuring authoritative weather and climate intelligence supports effective decisions and operational independence.

The G2G positioning calls for improvements in data access and intelligence tools and guidance that deliver national and socio-economic value. It strengthens collaboration with international partners, including Five Eyes (FVEY), UK foreign policy and European partners, while helping government departments and CNI operators respond confidently to risks, crises and continuity challenges.

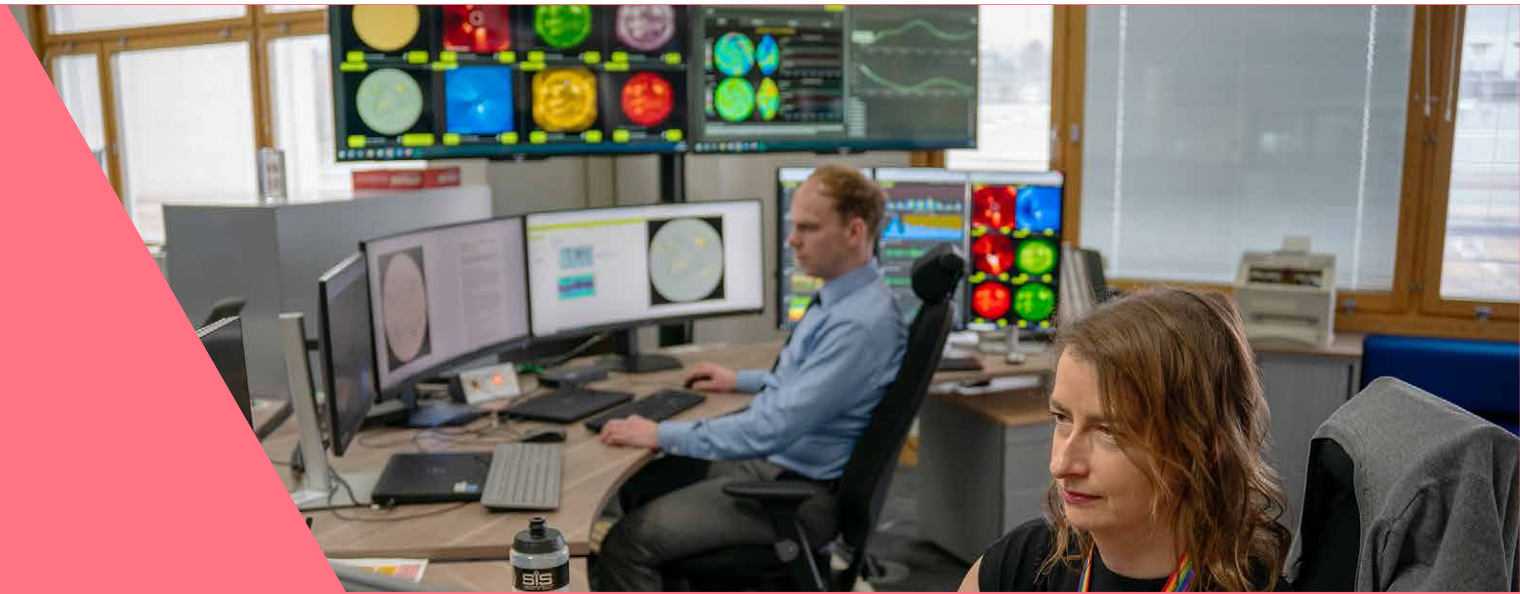
Overall, it turns research into actionable government services, reinforcing sovereignty, national security and CNI resilience.

Met Office to Business (B2B)

For B2B, the Met Office will focus on high-value, mission critical sectors where weather and climate risk directly affect safety, resilience and performance, including energy, transport, aviation, water, defence, security, national resilience, broadcasting, hazard response and emergency services.

By focusing on these sectors, the Met Office applies its customer-focused services, purposeful intelligence and data- and AI-powered solutions to deliver greater value.

Offerings such as APIs, digital twins, forecasting tools and risk management services position the Met Office as the UK's climate adaptation intelligence partner, supporting commercial growth, public value, critical-sector resilience and national adaptation goals.



Met Office

Met Office to Agent (A2A) Strategy

As more people access weather and climate information through generative AI, where visibility and acquisition are driven by citation in AI-generated answers, we need to ensure Met Office intelligence is the trusted source shaping those answers and decisions.

The Met Office A2A positioning is to make our weather and climate intelligence the authoritative source for human and machine decision-making in automated systems. Our national mandate, scientific credibility and public trust give us a unique advantage. Stronger governance, provenance and auditability will help ensure Met Office intelligence is selected by AI systems at the point of decision.

By 2030, the Met Office will be embedded within the AI systems, copilots, agents and digital ecosystems through which governments, businesses and citizens increasingly make decisions. Rather than competing for visits to individual websites, our intelligence will increasingly be consumed directly at the point of decision through trusted AI and platform partners. Our ambition is not simply to be cited by AI systems, but to become the authoritative weather and climate intelligence layer underpinning AI-enabled decisions.



Met Office

Section 3:
How do we win?

Strategic growth engine

To win across these markets, we will use a focused growth model that combines strong customer relationships, scalable market impact and targeted transformational opportunities. Partnerships will play a vital role in co-creating value, leveraging reach and scaling impact. Examples of how customer and partner relationships create national and economic value are included in Annex E: Customer Impact Stories.



Met Office

1. Protecting and strengthening the systems that keep the nation safe: Organic growth within core customers and priority sectors

Vision: We will strengthen the systems that keep the nation safe by providing trusted weather and climate intelligence that enhances defence innovation and national security, builds national resilience, protects critical national infrastructure, supports emergency response, and sustains sovereign operational capability.

Priority initiatives:

- **Strengthen relationships** with top strategic customers through spending review cycles and key renewals (e.g. MoD, CAA) reinforcing the trusted partnerships that underpin fundamental research programmes, national resilience, safety and security, while accelerating growth across priority sectors such as defence, aviation, international engagement and media.

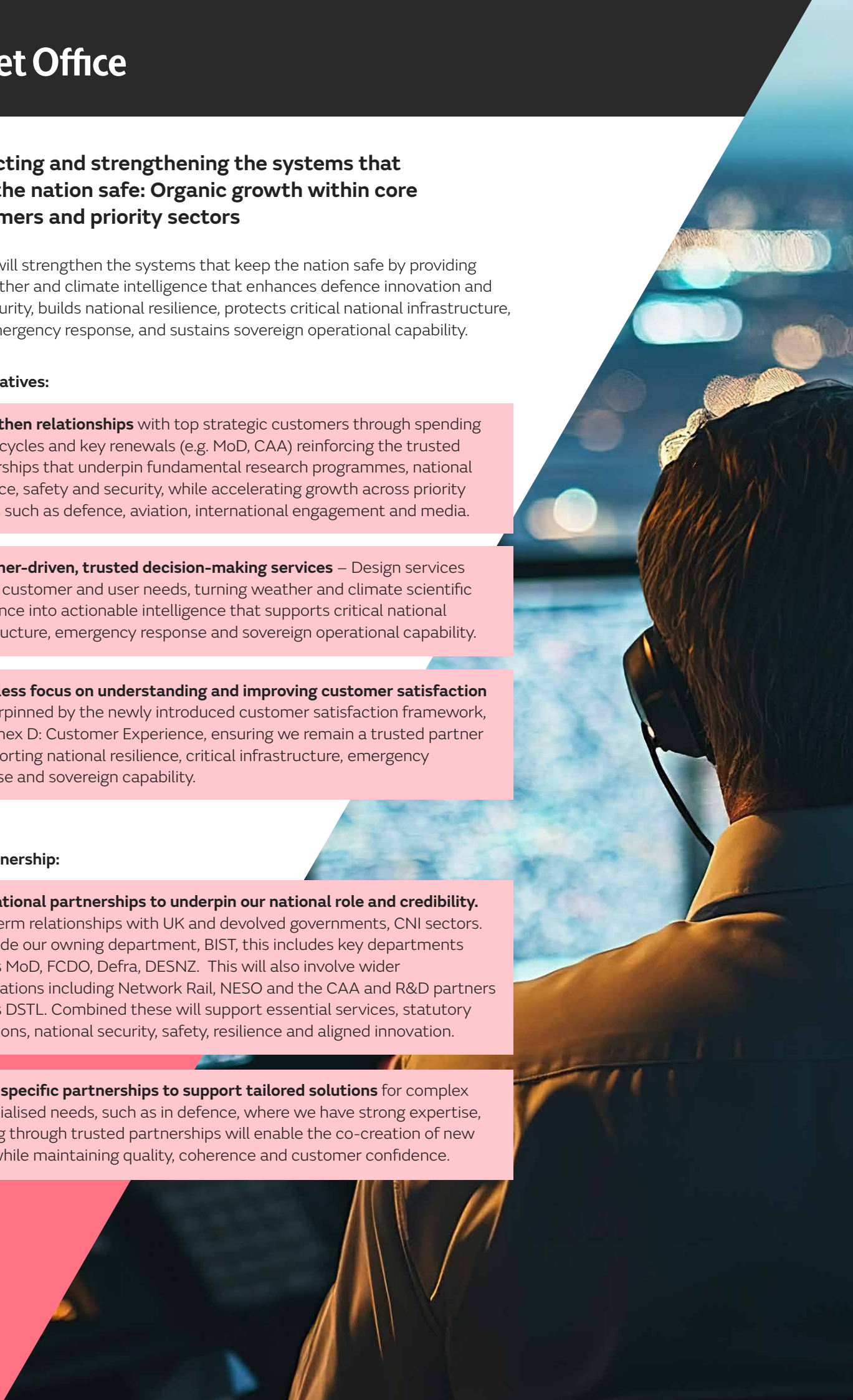
- **Customer-driven, trusted decision-making services** – Design services around customer and user needs, turning weather and climate scientific excellence into actionable intelligence that supports critical national infrastructure, emergency response and sovereign operational capability.

- **Relentless focus on understanding and improving customer satisfaction** – underpinned by the newly introduced customer satisfaction framework, see Annex D: Customer Experience, ensuring we remain a trusted partner in supporting national resilience, critical infrastructure, emergency response and sovereign capability.

Role of partnership:

- **Foundational partnerships to underpin our national role and credibility.** Long-term relationships with UK and devolved governments, CNI sectors. Alongside our owning department, BIST, this includes key departments such as MoD, FCDO, Defra, DESNZ. This will also involve wider organisations including Network Rail, NESO and the CAA and R&D partners such as DSTL. Combined these will support essential services, statutory obligations, national security, safety, resilience and aligned innovation.

- **Sector specific partnerships to support tailored solutions** for complex or specialised needs, such as in defence, where we have strong expertise, working through trusted partnerships will enable the co-creation of new value while maintaining quality, coherence and customer confidence.



2. Embedding Met Office intelligence wherever decisions are made: Scale service and leverage partnerships and digital platforms to broaden reach, increase impact and unlock new value.

Vision: We will make trusted weather and climate intelligence an integral part of how organisations plan, adapt and act by embedding Met Office insight wherever decisions are made.

Priority initiatives:

- **Implement a sustainable Data Business Model** – Our strength is decision-ready intelligence, not data alone. A new business model for data will enable the Met Office to work with agility and innovation, balancing pace, risk and value. See Annex C - Delivering Scalable Growth: The Data Business Model for more information on how the Met Office will maximise the value and reach of its weather and climate data while maintaining financial sustainability.

- **Embed Met Office intelligence within digital ecosystems** – Integrate trusted weather and climate intelligence into AI ecosystems, hyperscalers, partner platforms and customer operational systems, ensuring decision-ready intelligence is available wherever decisions are made.

- **Enable interoperability across resilience and operational systems** – Develop standards, interfaces and shared intelligence capabilities that allow weather and climate information to be integrated seamlessly across government, critical infrastructure, emergency response and industry systems, strengthening situational awareness and coordinated action.

Role of partnership:

- **Leverage scalable channel partnerships** (e.g. BBC, YouTube) to extend reach and engagement, efficiently delivering weather and climate intelligence to broader and harder-to-serve audiences while increasing public value, visibility and influence.

- **Scalable climate and decision support services in partnership** – Build new partnerships to enable a set of scalable climate and decision support services that will enable wider market penetration without growing the size of the organisation.



Met Office

3. Taking targeted transformational bets that extend our impact: Unlocking new large-scale opportunities, taking big strides forward in extending impact and value.

Vision: Ensure trusted Met Office weather and climate intelligence powers the decisions that matter most, strengthening UK resilience, security and prosperity through people, organisations, digital platforms and AI systems.

Priority initiatives:

- **Target high-value growth opportunities** that strengthen our national role and deliver greater value to customers and the UK, e.g., those that strengthen defence effectiveness, national resilience and sovereign operational capability.
- **Embed trusted weather and climate intelligence wherever decisions are made**, integrating Met Office intelligence into AI ecosystems, software agents, partner platforms and cloud environments to extend reach, increase influence and enable decision-ready intelligence at scale.
- **Strengthen defence decision advantage** through next-generation weather, climate and environmental intelligence that supports operational effectiveness, autonomous systems and allied defence capabilities.
- **Develop a national resilience intelligence platform** that enables shared situational awareness and coordinated decision-making across government, emergency services, critical infrastructure operators and local resilience partners.
- **Scale digital climate adaptation services** that help organisations make better long-term decisions on climate exposure, resilience, infrastructure investment and adaptation planning.
- **Build hyperconnected weather and climate ecosystems** by embedding Met Office intelligence within strategic partner platforms, cloud environments and digital marketplaces, extending reach and impact wherever decisions are made.

Strategic Innovation Portfolio - Across these areas The Met Office will maintain a small but deliberate portfolio of discovery and innovation investments designed to identify future opportunities, test emerging technologies and accelerate learning.

This coherent approach to growth will improve commercial performance and deliver greater value for customers and the UK by combining customer-led growth with scalable services, underpinned by scientific excellence and trust.

Measuring success through objectives and key results

The Customer Forward Look sets a clear direction for increasing the impact, reach and value of Met Office science, data and services. Delivery will be governed through objectives, ensuring customer priorities, scientific investment, financial sustainability and organisational change remain aligned.

Priority initiatives:

1. **Increase customer satisfaction** – Use the new customer satisfaction framework to improve overall customer satisfaction.

   Key Result – Baseline customer satisfaction in Yr1 (FY2627) aligned to Corporate KPI.

   Key Result – Increase key satisfaction metric scores in subsequent years.

2. **Increase trading revenue and profit** – Improve trading performance in line with the corporate plan.

   Key Result – Achieve 4% year-on-year revenue growth.

   Key Result – Deliver at least £5m additional profit contribution by 2030.

3. **Increase the reach of Met Office services** – Enable more customers to use Met Office services for better decisions.

   Key Result – Baseline overall service reach in Yr1 (FY2627).

   Key Result – Grow reach above baseline in subsequent years.

4. **Demonstrate economic value** – Strengthen the economic case and value for money delivered to customers and the UK.

   Key Result – Deliver approximately two customer-specific economic value studies per year.

   Key Result – Update overall economic case to support next-generation supercomputer and future spending review bids by December 2027.



Conclusion

The next decade will see profound changes in how weather and climate intelligence is produced, accessed and used. At the same time, the need for trusted, authoritative intelligence to support critical decisions will only increase.

Together, the Customer Forward Look and the Research & Innovation Forward Look provide a coherent framework for shaping the Met Office's future. The Research & Innovation Forward Look identifies the science, technology, data and capability investments needed to remain a world leader in weather and climate intelligence, while the Customer Forward Look identifies where those capabilities can create the greatest customer, societal, national and economic value.

Combined, they enable the Met Office to make deliberate choices about what capabilities to build, where to focus investment and partnerships, and how to maximise impact. By strengthening national resilience, supporting security and climate adaptation, extending the reach of trusted intelligence through digital ecosystems and strategic partnerships, and investing in future opportunities, we can increase our contribution to customers, society and the UK.

Our ambition is clear: to ensure trusted Met Office weather and climate intelligence is available wherever critical decisions are made, helping people, organisations and systems stay safe, resilient and prepared in an increasingly uncertain world.



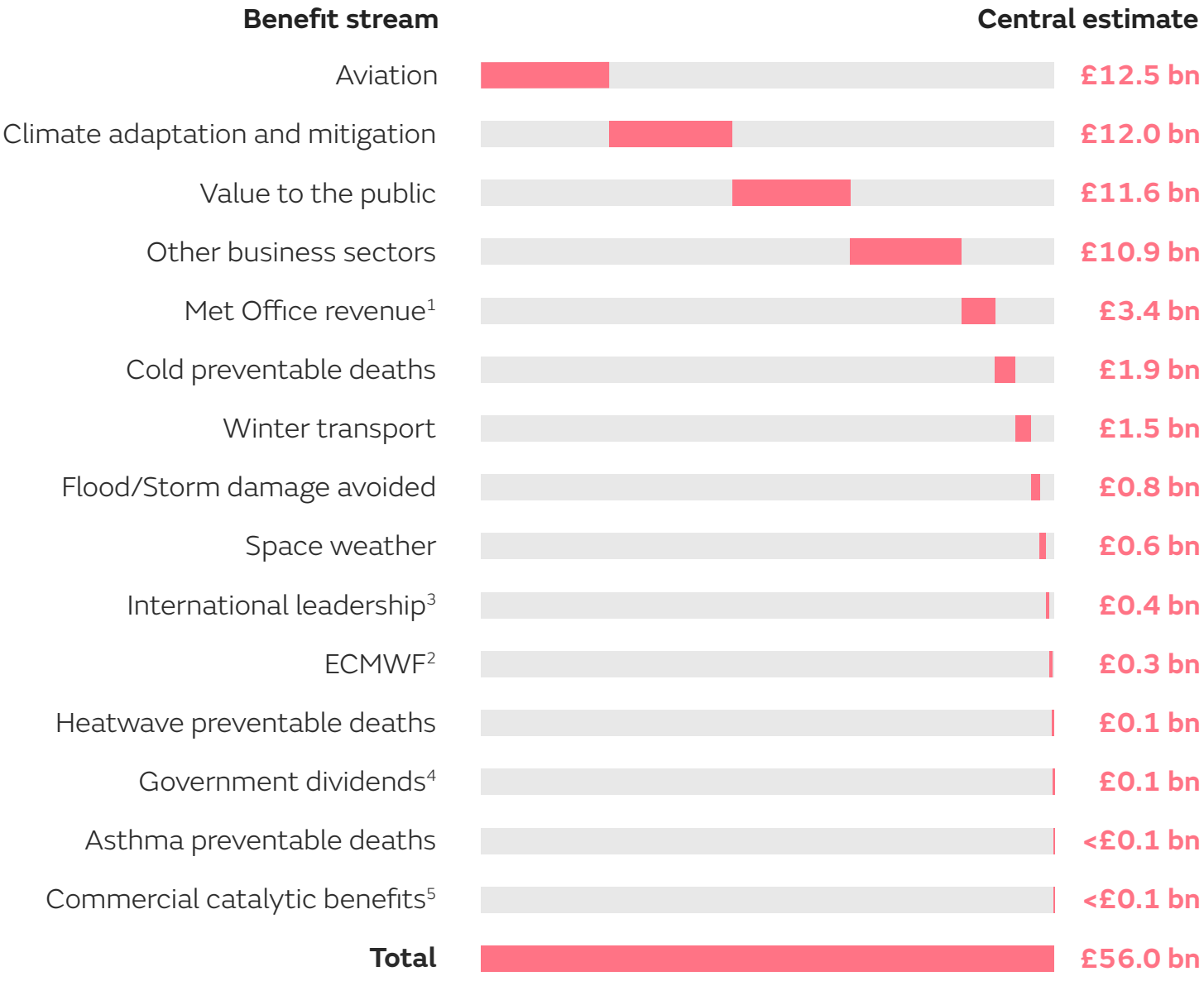
Met Office

Annex A

Met Office Economic Benefit Stream

The diagram shows estimated economic benefits by sector surveyed / included over a ten-year period.

Source: London Economics, 2024.



Annex B

Postures

Citizen and Media - Grow by expanding Met Office observation and forecast data to new audiences, enhancing media content and distribution partnerships, and increasing citizen engagement through both direct platforms and third-party channels.

Defence - Grow by expanding MOD cloud services, recognising their increasing importance and our growing role in THOR. Prioritise high-demand defence capabilities, such as operational meteorological services, oceanography, international defence partnerships, and applied services, while aligning effort with demand and strategic value.

Environment and Energy - Grow by progressing a UK-wide wildfire service with MHCLG, expand energy consultancy and dispersion services to deliver increased impact and cost savings for government and citizens. Maintain value to government and citizens across the UK through flood forecasting, and other hazards such as drought and air quality. Divest from offshore energy through an indirect partnership model.

International Engagement - Grow by moving from a regional approach to WISER into a Global Programme, developing links into ISPF programmes, particularly AI, where shared expertise and capability can support a more strategic portfolio of HMG objectives. In parallel, build on the successful Climate Science for Security expertise to position the Met Office at the heart of the UK Security agenda.

Transport - Focus on selectively building high-value capabilities in marine, aviation and regulated services to protect safety, strengthen trust with key partners (e.g., MCA, NATS, CAA), and reinforce the Met Office's scientific authority. This includes expanding tools like MAVIS, restoring critical in-situ roles, improving cost-efficient delivery models, and developing capability in emerging areas e.g., autonomous systems and decision-ready aviation services.

UK Government Business - Grow scalable climate services through repeatable solutions that deliver application-ready data and guidance for regulators, infrastructure and finance. Strengthen Space Weather National Capability by improving services and using research to close knowledge and capability gaps.

Annex C

Delivering scalable growth: The Data Business Model

The Data Business Model sets out how the Met Office will maximise the value and reach of its weather and climate data while maintaining financial sustainability. It supports corporate strategy and guides funding and delivery in a changing market.

As AI-driven technologies, open data, new entrants and demand for real-time data grow, the Met Office must adapt or risk losing market relevance. The model ensures data is funded by government or customers, supporting premium services, appropriate open access and sustainable data costs.

a. Foundational (Bulk) Data

Large-scale national capability datasets, usually government funded and provided as open data or through support-based SLAs. They support broad economic benefit, research, development and AI training.

a. Purposeful (Curated) Data

Refined, application-ready data products tailored for specific use cases and sectors. Funding through government support and offered free at the point of use or by subscription, including via 3rd party platforms and marketplaces, they help users access, analyse and apply data to improve decisions and value.

a. Customer-specific (Closed) Data

Bespoke datasets and services funded by individual clients, such as defence or regulated aviation. Access is restricted, SLAs are contractual and all costs are recovered.

The Model improves customer experience, accelerates onboarding and provides clearer cost, revenue, and profitability insight. Expanding access through partner platforms and streamlining the product estate will drive economic and commercial impact and reinforce the Met Office position as a trusted global leader in a competitive, data-driven future.

Met Office

Annex D

Customer experience

We will take a clear, insight-led approach to customer experience, ensuring our products, services and communications are focused on what matters most to customers. By combining customer insight, user-centred design, modern technology and trusted partnerships, we will create experiences that are simpler, more personalised and more impactful.

By 2030 we will:

- Use customer, market and satisfaction insight to understand evolving needs, identify opportunities and inform prioritisation, investment and product development.
- Apply a consistent, organisation-wide approach to customer experience, using structured engagement and feedback to strengthen customer value and continuously improve services.
- Design intuitive products, services and journeys through evidence-based user research, testing and real-world evaluation.
- Deliver more personalised and timely customer engagement through closer integration of Marketing, Insight and Communications, ensuring customers receive relevant information through the right channels at the right time.
- Develop CRM and automation capabilities that help build stronger customer relationships, increase trust, grow engagement and support the adoption of relevant products and services.
- Modernise our products, services and production capabilities, reducing complexity and legacy systems while improving efficiency, usability and impact.
- Combine advances in science, data and AI to improve the accuracy, consistency and accessibility of weather and climate intelligence.
- Build strategic partnerships that extend the reach, impact and value of trusted Met Office information.
- Remain agile, adapting to changing customer needs, technological innovation and climate-driven change.

2030: A seamless, trusted customer experience

By 2030, customers will experience the Met Office in a fundamentally different way. Services will be more seamless, personalised and closely aligned to the decisions customers need to make. Whether engaging directly with the Met Office or accessing our intelligence through trusted partners and platforms, customers will receive relevant, timely and actionable information that helps them act with confidence.

Customer insight, communications and technology will work together to create a more connected experience. Supported by modern CRM and automation capabilities, we will build deeper customer relationships through targeted, relevant engagement that strengthens trust, increases awareness and helps customers access the full value of Met Office products and services.

Throughout this transformation, trust will remain our most valuable asset. As the UK's national weather and climate authority, we will continue to provide authoritative, dependable and impartial intelligence while making it easier to access, understand and apply. The result will be a more connected, personalised and trusted experience that increases our impact, expands our reach and helps people and organisations make better decisions in an increasingly complex world.

Ecosystem-led growth

The Met Office will move from managing a large number of transactional partnerships to curating a focused portfolio of fewer than 20 strategic partnerships that extend our reach, accelerate innovation and strengthen national resilience. A number of these partnerships have been outlined across the strategic growth initiatives.

Through a deliberately curated ecosystem of strategic partnerships, the Met Office will increase the reach and impact of its science, data and services while delivering greater public value, customer value and long-term growth.

Annex E

Customer impact stories

Civil Aviation Authority (CAA): Met Office science helps keep UK aviation safe, efficient and resilient.

UK aviation is critical to national connectivity, economic growth and public safety. Met Office weather and climate intelligence helps the aviation sector operate safely, efficiently and resiliently, supporting decisions that affect millions of passengers, thousands of daily flights and billions of pounds of economic activity each year.

Through our work with the Civil Aviation Authority, NATS, Heathrow Airport and the wider aviation community, Met Office science is embedded in the UK's aviation system. This influence extends beyond a single customer relationship, helping shape standards, operations and future aviation capabilities across the sector while reinforcing the UK's position as a global leader in aviation safety and resilience.

The strategic value of aviation extends beyond any single organisation. Through partnerships with the CAA, NATS and Heathrow Airport, Met Office science supports regulation, operational decision-making and the resilience of one of the UK's most important pieces of national infrastructure. Together, these relationships help ensure the safe, efficient and resilient operation of UK aviation, supporting connectivity, trade, economic growth, and public safety.

As aviation evolves through automation, AI-enabled operations and increasing demand for decision support, customers are seeking weather and climate intelligence that is easier to integrate into operational workflows and supports confident decision-making.

The Met Office is well positioned to meet this need. Strong customer trust provides a foundation to accelerate the adoption of automated observations, machine-assisted forecasting and decision-support services, increasing the value delivered to the sector.

Collectively, the CAA, NATS and Heathrow demonstrate how Met Office science powers the safe, efficient and resilient operation of the UK aviation system, creating value that extends far beyond individual customer contracts and reinforcing our role as critical national infrastructure.

National Energy System Operator (NESO): Powering national resilience through embedded science

Reliable and affordable energy is fundamental to the UK's economy, security and net zero ambitions. Met Office science helps the energy sector anticipate weather-related risks, optimise renewable generation and operate critical infrastructure more efficiently, supporting millions of homes and businesses across the UK.

Through our work with NESO and the wider energy ecosystem, weather and climate intelligence is increasingly embedded in operational and strategic decisions across the energy system. This helps improve resilience, support energy security and accelerate the transition to a more weather-dependent renewable future.

Through our partnership with NESO, Met Office science supports energy security, renewable integration, infrastructure resilience and long-term system planning. As the UK transitions towards a more weather-dependent energy system, our science helps decision-makers understand risk, uncertainty and emerging scenarios, supporting reliable and resilient energy supplies for millions of homes and businesses across the UK while enabling the transition to a more weather-dependent renewable energy system.

As the energy sector becomes increasingly dependent on renewable generation, customers are seeking weather and climate intelligence that can be integrated directly into operational planning and investment decisions. There is growing demand for ensemble forecasting, uncertainty intelligence and climate insight that supports confident decision-making in an increasingly complex operating environment.

The Met Office is well positioned to meet this need. Through services such as ensemble forecasting, climate intelligence and embedded expertise, we are already helping NESO quantify uncertainty, identify emerging risks and strengthen operational resilience. Successful secondment and embedded scientist models demonstrate how closer collaboration can accelerate the transfer of scientific capability into real-world operational value.

Collectively, the NESO partnership demonstrates how Met Office science can be embedded within critical national infrastructure, turning scientific capability into operational and commercial value. It reinforces our role as a trusted strategic partner, supporting the resilience, decarbonisation and long-term sustainability of the UK's energy system while extending the reach and impact of Met Office science far beyond traditional forecasting services.

Foreign, Commonwealth & Development Office (FCDO): Extending influence through trusted science

Met Office weather and climate intelligence helps governments, communities and international organisations anticipate risk, improve resilience and make better decisions in the face of climate, humanitarian and security challenges. Through our work with the Foreign, Commonwealth and Development Office, Met Office science and services contribute to outcomes that protect lives, strengthen resilience and support UK influence around the world.

Our support enables evidence-based decisions across climate adaptation, disaster preparedness, humanitarian response and international development. By translating complex weather and climate science into trusted, actionable intelligence, the Met Office helps decision-makers better understand emerging threats, prioritise investment and improve resilience in vulnerable regions.

The impact extends beyond individual programmes. Through FCDO, Met Office expertise supports wider UK objectives relating to global stability, security, resilience and international leadership, ensuring scientific evidence informs decisions of national and international significance.

As climate and geopolitical challenges become increasingly interconnected, trusted intelligence on risk, uncertainty and future scenarios becomes more important. The Met Office's scientific credibility and international reputation provide a strong foundation for helping decision-makers navigate these challenges with confidence.

The Met Office is well positioned to meet this need. Our scientific credibility, international reputation and ability to provide confidence-based advice create a strong foundation for supporting policy and operational decisions. Through secondments, embedded expertise and close collaboration, we are helping ensure that world-leading weather and climate science is translated into practical outcomes that deliver value for government, society and international partners.

Collectively, the FCDO partnership demonstrates how Met Office science can shape decisions of national and international significance, creating value that extends far beyond individual customer agreements. It reinforces our role as a trusted authority, strengthening UK influence, supporting evidence-based policymaking and ensuring weather and climate intelligence informs decisions that matter nationally and globally.

Scalable Climate Services: Turning climate science into sustainable growth

Climate Services help organisations make better long-term decisions about climate risk, resilience, infrastructure investment and adaptation. By transforming world-leading climate science into practical products, services and decision-support tools, the Met Office enables customers to prepare for a changing climate while creating significant economic and societal value.

As demand for climate intelligence grows across government, infrastructure, finance and industry, Climate Services provide a scalable way of extending the reach and impact of Met Office science while helping organisations build resilience and manage future risk more effectively.

Demand for climate intelligence is growing across government, infrastructure operators, regulators, financial institutions and businesses as organisations respond to climate risk, resilience requirements and net zero commitments. This creates an opportunity for the Met Office to move beyond individual customer engagements and deliver consistent value across multiple sectors and markets.

The strategic value of Climate Services extends beyond revenue growth. By making climate science more accessible and actionable, the Met Office can help organisations make better long-term decisions about investment, infrastructure, operations and risk management. In doing so, we strengthen our role as a trusted authority on climate intelligence while helping customers respond confidently to some of the most significant challenges they face.

As climate risk becomes an increasingly important consideration for decision-makers, customers are seeking climate intelligence that is practical, scalable and easy to integrate into existing planning and decision-making processes. They want access to standardised products, sector-specific insights and decision-support services that can be deployed quickly and consistently across their organisations.

The Met Office is well positioned to meet this need. Our combination of scientific leadership, trusted expertise and customer insight provides a strong foundation for developing repeatable climate products and services that can be applied across sectors. By standardising climate risk and resilience services and increasing access through digital channels, APIs and partnerships, we can expand the adoption of climate intelligence while improving efficiency and scalability.

Collectively, Climate Services demonstrate how the Met Office can convert scientific excellence into broad societal and commercial value. It provides a scalable route to increase reach, impact and revenue while helping customers build resilience, adapt to climate change and make better-informed decisions. In doing so, it reinforces the Met Office's position as the trusted provider of climate intelligence across the UK and beyond.

Snowflake: Scaling access to Met Office intelligence

The value of weather and climate intelligence is realised when it shapes decisions. Increasingly, organisations want trusted intelligence embedded directly within the systems and platforms they already use to manage risk, improve resilience and drive operational performance.

By making Met Office intelligence available through modern data ecosystems such as Snowflake, organisations can access and apply trusted weather and climate information more quickly and effectively. This helps infrastructure operators, businesses, government organisations and critical services make better operational and strategic decisions using authoritative intelligence.

The impact extends beyond individual users. Platform-based distribution significantly increases the reach and use of Met Office science, enabling weather and climate intelligence to influence a wider range of decisions across the UK economy without requiring bespoke integrations for every customer.

This approach supports resilience, productivity and innovation by ensuring trusted intelligence is available at the point of need. It also helps establish the Met Office as a core component of emerging AI, analytics and decision-support ecosystems.

The Snowflake partnership demonstrates how the Met Office can scale its impact, extending the benefits of world-leading science far beyond traditional service models and helping more organisations turn weather and climate intelligence into action.

Collectively, Snowflake demonstrates how the Met Office can extend its reach beyond traditional service models and become an integral part of customers' data and decision ecosystems. It strengthens our ability to scale impact, unlock new markets and increase the value generated from Met Office science, positioning us as a modern, accessible and innovative provider of weather and climate intelligence.