

**Public Weather Service Customer Group (PWSCG) &
Programme Assurance Group (PAG) 1**

09:30-16:30, 23rd October 2025

Room 7.05- UKRI, Caxton House, Tothill Street, London, SW1H 9NA

Attendees

Met Office

Steve Calder (SC)
Alison Wood (AW)
Margo Melotte (MM)
John Harrison (JH)
Tom Wigley (TW)

Richard Orrell (RO)
Holly Clements (HC)
Caroline Bain (CB)
Simon Vosper (SV)

**Department for Science, Innovation and Technology
(DSIT)**

Ian Belcher (IB) PWSCG Secretariat
Paul Riches (PR) PWSCG Secretariat
Celeste Crabbe (CC) PWSCG Secretariat
Lindsay Jamieson (LJ) DSIT

Public Weather Service Customer Group (PWSCG)

Duncan Potts (DP)	PWSCG Chair
John Thomson (JT)	Scottish Government
Joanna Aston (JA)	Civil Aviation Authority
Andy Taylor (AT)	Ministry of Defence
Stefan Laeger (SL)	Environment Agency
Tristram Newey (TN)	Maritime and Coastguard Agency
Laura Betsworth (LB)	Portsmouth / Southampton City Council
Ben Brook (BB)	National Fire Chiefs Council
Katherine Marsden (KM)	Foreign, Commonwealth and Development Office
Warren Cheese (WC)	Digital Assurance, Integrated Corporate Services
Harriet Somers (HS)	Department for Culture, Media and Sport
Agostinho Sousa (AS)	UK Health Security Agency
Lee Davies (LD)	Department for Environment, Food and Rural Affairs
Lauren Bailey (LB)	Cabinet Office
Steve Mulrooney (SM)	Ministry of Housing, Communities and Local Government

Apologies

Public Weather Service Customer Group (PWSCG)

Kim Shillinglaw (KS)	Independent Member
James Kelly (JK)	Northern Ireland Government
Katie Wahl (KW)	Cabinet Office
Lindy Woodage (LW)	National Police Chief's Council
Gemma Cox (GC)	National Highways
Lori Frater (LF)	Welsh Government

Actions

Action Number	Owner	Action	Due Date
Action 01	Met Office	There was interest from the group in how seasonal forecasts can be communicated to the public/SME rather than just government and responders. Met Office to explore if this is helpful to the general public and how it could be communicated/what is the value	April 2026
Action 02	Met Office	In relation to the Common Warnings Framework (CWF) and D1.7a the Met Office were asked to confirm what the next steps are and what the timeline will be to realise success – an update was asked to be presented at the PWSCG+PAG1 in April 2026	April 2026
Action 03	PWSCG	Members to let the Secretariat know of any priority areas for improvements to actual accuracy, what are the parameters that matter most so Met Office can consider delivering progress on those areas first.	December 2025

Action 04	Secretariat	Ahead of CSA refresh the Secretariat to seek feedback from group on organisational priorities	November 2025
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Decisions

Decision Number	Owner	Decision	Decision Date
Decision 01	PWSCG	D1.7a Identify opportunities with partners to align language, hazard matrices and communications (<i>October 25</i>) was signed off as complete	23-Oct-2025

Item 1: In camera session – PWSCG members only

See full version.

Item 2: Welcome Met Office colleagues & introductions

All introduced themselves. Harriet Somers, Warren Cheese and Lee Davies were welcomed as new members, bringing further focus and scrutiny to the everyday 'Thrive' activity across the Public Weather Service including areas such as agriculture, leisure, tourism and other aspects of 'the outdoor economy'.

Item 3: Updates and Reports

a) DSIT update

DSIT has received its settlement for Phase 2 of the spending review, covering 2026/27 to 2028/29 and that it's likely there will be a flat cash budget next year (FY26/27) but a positive outcome for the remainder of the spending review period, especially in the current economic environment.

a) Met Office Update

An overview of the Met Office's new strategy for 2025–2030 was provided, with an emphasis on the shift to customer-driven services and organisational agility. Priority areas will be in relation to focused products, assured services, transformed production capabilities, service-led approach and growing demand.

The Met Office and BBC partnership will significantly increase the Met Office Reach of PWS outputs, leveraging the BBC's journalism and broadcasting expertise. There will be a focus on weather education to counter mis- and dis-information.

b) PWSCG Chairs Update

Given potential 2026/27 budget challenges, any prioritisation decisions which impact the Public Weather Service for 2026/27 will be brought to the group's attention for discussion.

It is pleasing to see a real customer focus within the Met Office's five-year strategy and the alignment with the group's priorities.

c) Independent Members Update

Paul Riches updated on behalf of Kim Shillinglaw. The partnership between the Met Office and the BCC was announced and it was noted that this partnership will not be detrimental to other partnership relationships.

The challenges with AI were noted following a deep dive meeting in the summer, along with the increasing difficulty of managing misinformation on social media, the impact of AI-generated content, and the need for accessible, authoritative information on the Met Office website.

Item 4: Review of the last six month's weather & warnings & discussion

It has been the warmest summer on record based on mean temperatures, with 4 heatwaves, although no NSWWS Extreme Heat warnings were issued.

An amber thunderstorm warning was issued in June 2025, and medium impacts were seen across East Anglia. The month after, another amber thunderstorm warning was issued but this saw low impacts across London.

Storm Floris occurred in August 2025 with a yellow warning being issued on the Friday and an amber warning being issued on the Saturday. There was good communication ahead of time and medium impacts were seen. A post-event survey was conducted and 83% of respondents indicated that they took action because of the severe weather warning.

There was interest from the group in how season forecasts can be communicated to the public/SME rather than just government and responders. Met Office to explore if this is helpful to the general public and how it could be communicated/what is the value. **Action 01**

PAG 1

Item 5: Update on other Theme 1 activities

Theme 1 focuses on weather forecasts and warnings when it matters and the ‘stay safe’ element. This theme delivers the National Severe Weather Warnings Service (NSWWS), the Civil Contingency Services, the safety forecasts and the Hazard Manager for responders.

Two related deliverables – 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. (March 27) and 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. (March 27) – both of which are due in March 2027 have an amber rating. The amber rating is due to a pause in the work due a lack of funding for User Research resources.

Item 6: Performance Measures (PM) and Secretariat assurance deliverables update

A snapshot of Red, Amber, Green (RAG) ratings were provided.

a) PM1.1 Deliver timely, useful and accurate warnings

- PM1.1a is green
- PM1.1b is amber

b) PM1.2 Ensure warnings reach as much of the UK population as possible

- PM1.2a is green

c) PM1.3 Increase the usefulness of warnings to increase action and drive behaviour change

- PM1.3a is green
- PM1.3c is green

d) D1.3f Review terms and conditions associated with 3rd party use of warnings to ensure authoritative and attributed use. Implement any recommended changes. (March 26)

- The PWSCG Secretariat are pleased with progress to date against this deliverable. Monthly updates will be provided by the Met Office ahead of the March 2026 delivery date.

e) PMD1.1b Report performance of all yellow warnings issued for:

- a. Storms named by the Met Office
- b. Storms named by a different National Met Service that the Met Office would have named
- c. All other high-impact yellows. Establish new baseline. (March 26)

The measure for PMD1.1b has not yet been reviewed due to no suitable warnings being issued so far this year.

Item 7: Review of Theme 1 Deliverables and PMD's: Increase in quality and authority of warnings to the public and responder community

D1.7a Identify opportunities with partners to align language, hazard matrices and communications (October 25)

The PWSCG Secretariat recommend that this deliverable is approved as the opportunities have been identified.

This deliverable has been provided through the Common Warnings Framework (CWF), whose purpose was established and agreed upon by all partners in January 2024 as follows:

- Engage with 'One Voice' and work together to develop an 'Authoritative Voice'.
- Collaborate on the future development of shared warning methodology and that it will have shared ownership.
- Make it easier to share our messages for others to re-use and enhance our 'Authoritative Voice'.
- Have a shared primary focus on ultimately saving lives.

The CWF initiative has attracted significant attention and recognition with its importance acknowledged by national and devolved government bodies, key parliamentary committees, and major stakeholders across the UK.

The customer group are asked to note progress and confirm that the deliverable has been met. The PWSCG agreed that the deliverable had been met – **Decision 01**

In relation to the Common Warnings Framework (CWF) and D1.7a the Met Office were asked to confirm what the next steps are and what the timeline will be to realise success – an update was requested to be presented at the PWSCG+PAG1 in April 2026 – **Action 02**

PWS Customer Group Main Meeting

Item 8: PWS Customer Group Main Meeting Priorities

A reminder was provided on the PWSCG enduring priorities, which remain a focus on outputs and outcomes and forecast accuracy (actual accuracy, comparative accuracy and perceptions of accuracy).

The PWS current priorities are related to the Phase 2 Spending Review, the Supercomputer, improved Met Office direct channels and the use of AI.

The delay in the Supercomputer was noted and that the Met Office need to continue with enhanced communication and engagement activities in order to maintain trust.

Item 9: PAG reports & performance updates – comments and questions from PWSCG

a) PAG 3 - Review sign off for PAG3 deliverable, recommendations & any matters arising

One deliverable was brought to the meeting to request sign off

- **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 (September 25)

The group agreed to approve this deliverable for sign off, however, there was an ask of the Met Office to bring this work back to the group in March 2026 once proposals for the next steps of the lifecycle plan were costed. The group discussed the possibility of a follow-on deliverable which could capture this work in next year's Customer Supplier Agreement (CSA).

b) PAG 4

The Met Office have provided interim reports to provide assurance under PAG-4 which focuses on National Capability and International Commitments.

The PWSCG are asked to note the summary report of the PWS Assurance Group 4 (PAG-4) papers.

Item 10: BBC partnership update

The Met Office and BBC signed an initial partnership agreement in July, with plans to integrate Met Office data into BBC channels in the second half of 2026. The partnership aims to increase Met Office reach by 40%, improve citizen engagement, and combine scientific expertise with BBC's storytelling capabilities.

All media partners will receive high-quality products, and smaller providers will not be disadvantaged by the BBC partnership.

The partnership is designed to be long-term, iterative, and inclusive, with mechanisms for review and adjustment.

The partnership will explore opportunities for joint content, tackling misinformation, and educational outreach, but will not immediately combine digital channels or apps.

The Met Office app remains a priority for direct citizen engagement, with ongoing development and feedback.

Item 11: Deliverable update: D2.3b Deliver 14-day forecast data to web & app, demonstrating new ways of visualising the data and explore user requirements for exposing the same data via appropriate data platform for reuse. (March 26)

An updated was provided in relation to the activity to deliver 14 day forecast data to web & app ahead of its March 2026 deadline. The Met Office team have been working hard to develop a robust solution that encompasses skill for the 14 day output rather than rely on climatological averages like some competitors do. The PWSCG were asked to review progress and ask any questions of the Met Office, noting that prototypes and a further update will be provided to the PWSCG in March when the deliverable will be presented for sign off. The group enquired about the degree of challenge in that other providers have been offering a 14 day forecast for an established period of time and will that impact uptake and trust of a Met Office offering as being seen as late to the market. Met Office spoke about feedback from Broadcasters for example who are keen that there is more skill behind a 14 day output so are supporting the Met Office approach. The group endorsed the Met Office proceeding given the introduction of a skilled approach to issuing a 14 day forecast.

Item 12: Review Theme 2 – Thrive activities - Actual accuracy

a) 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 (March 2026)

An updated was provided on the latest actual accuracy verification of Met Office forecasts which are available through web & app.

A 3-year running mean is used to remove the impact of weather patterns e.g. the results show a true improvement of scores rather than because weather was particularly easy to forecast.

Results at the end of August 2025 show 29 components RAG rated green showing an improvement, 9 showing a slight but not necessarily significant drop in performance and 9 showing some deterioration. The target is 31/47 components green, so the Met Office are 3 below this target mid-year. Some notable areas of improvement include the scores for rainfall following the introduction of the Blended Probabilistic Forecast Data. The CAA noted that there had been some good results for aviation. The Met Office would like to know from PWSCG members which of the parameters are more important to help target where improvement should be delivered first.

Members to let the Secretariat know of any priority areas for improvements to actual accuracy, what are the parameters that matter most so Met Office can deliver progress on those areas first. **Action 03**

Item 13: Comparative accuracy

a) PM2.2 The Met Office ranks in the Top 3 reported weather providers for accuracy. (ForecastWatch)

An update was provided on the latest comparative accuracy statistics of Met Office forecasts compared with other providers. The latest results put the Met Office in 5th place for Summer 2025, outside of the top-3.

The Met Office uses ForecastWatch, a US-based service, to benchmark its forecasts against competitors for temperature and wind speed. The methodology differs from Met Office internal verification, and many competitors use Met Office or ECMWF data with proprietary post-processing, complicating direct comparisons.

It was noted that some competitors use benchmark results for marketing, potentially impacting the Met Office's reputation. A discussion took place about the fairness of comparing data creators with data re-packagers and the challenges of contractual restrictions on sharing competitor identities. It remained the view of the PWSCG that some assessment of comparative accuracy was important and should remain a feature of monitoring performance.

b) ForecastWatch methodology review

ForecastWatch methodology is one measure of accuracy. Looking at rates-of-improvement is often more helpful than absolute rankings as it gives us an indicator of how well all providers are doing. Overall, the result to be confident in is that all providers are improving in accuracy scores – the UK public are getting better weather forecasts now than they were 10 years ago.

Despite reservations, the group agreed that comparative accuracy remains a useful indicator for market trends and self-assessment, provided its limitations are clearly understood. There was consensus to continue using ForecastWatch while exploring options for more transparent, scientifically robust benchmarking.

Item 14: Perceptions of accuracy

a) PM2.7b The Met Office ranks in the Top 3 reported weather providers for perceptions of accuracy. (Consumer Accuracy Index)

The Met Office ranks in the Top 3 reported weather providers for perceptions of accuracy within the Consumer Accuracy Index (CAI). This Performance Measure has changed this year from “Improve composite scores from 72% (March 225) to 75% by April 2026” to ranking performance against competitors, which demonstrates accuracy across the weather industry.

The Met Office has secured 2nd position in both 2025/26 waves and 1st position as an average overall (April and July).

Item 15: Supercomputer Update

An updated was provided on the Met Office’s supercomputer upgrade, the implementation of Parallel Suite 47, and upcoming scientific improvements, highlighting expected gains in forecast accuracy, precipitation modelling, and the integration of AI, with discussion of timelines and measurement.

The Met Office has completed the migration to a new supercomputer platform, with all research and operational workloads transferred. However, full utilisation is delayed until the archive system is operational, expected by March next year, causing frustration but enabling future capacity upgrades.

Parallel Suite 47, launching in January, introduces major physics upgrades, particularly in cloud and precipitation modelling, with scorecards showing significant accuracy improvements. The upgrade will benefit public forecasts, aviation, and energy sectors, with immediate impact on app and website data.

Plans for further upgrades include increased model resolution, larger ensembles for seasonal forecasting, and the adoption of the new Momentum modelling system. Research is underway into blending physics-based models with AI models developed in collaboration with the Turing Institute and ECMWF, to achieve measurable accuracy gains.

Confirmation was provided that improvements will be measurable via parallel suite comparisons and will be reflected in public-facing products from early next year. The group discussed the need for agile, continual improvement and the importance of transparent metrics for assurance.

Item 16: In camera session – PWSCG members

See full version.

Ahead of CSA refresh the Secretariat to seek feedback from group on organisational priorities **Action 04**