



Scotland Public Weather Service Customer Group Meeting

11 November 2025, 10:00 – 13:30

Victoria Quay, Edinburgh

Meeting Note

Item 1: Welcome and Introductions

Item 2: Chair of Public Weather Service Customer Group (PWSCG) update

The PWSCG Independent Chair explained the role and why engagement with Scotland is so important given that the PWS is a UK wide service. The role and remit of the group was recapped including an update on what the key areas of focus are for the PWSCG. The Chair spoke about the enduring priorities of the group, the delivery against the Customer Supplier Agreement and the importance of making sure the Met Office is delivering for Customers as expressed through the Met Office strategy.

Item 3: Met Office update

The Met Office's Head of PWS provided a full update on behalf of the Met Office explaining the publishing of a new Strategy in 2025 that puts customers as the heart of what Met Office do. The group were updated about product lifecycle plans for civil contingency products, the common warnings framework and communications work to maintain an authoritative voice through a brand campaign. The group were informed about upcoming science improvements due in early 2026, which are expected to deliver improvements to forecast accuracy, the group were also provided an update on digital products such as the new mobile App.

It was noted that in Scotland, STV has a greater reach amongst the population compared to other parts of the UK. The group noted that the use of radio as a means of engaging with the weather forecast is higher especially amongst more remote communities something which the Met Office took note of. The group were informed that the Independent Radio Network (IRN) takes a service from the Met Office. The group also noted included Scottish Government's focus around child poverty and links to digital poverty and how Public Health Scotland make sure messages are accessible to the population.

Item 4: Review of recent weather and warnings

A Senior Civil Contingency Advisor from the Met Office presented a summary of the weather experienced in Scotland over the last year focussing on key statistics for the seasons and the impact of named Storms. Particular attention was paid to Storms Eowyn, Floris and Amy as examples.

Item 5: Closed feedback session

This session was chaired by PWSCG's Chair and provided the opportunity for attendees to provide feedback without Met Office colleagues present. The main points of feedback included a very positive view of the nationwide calls initiated by the Civil Contingency Advisors (CCAs). Attendees felt these meetings provided a useful opportunity to make sure different regions provided a degree of consistency in the response to events and a chance to hear how others are



planning to deal with a severe weather incident. The calls ensured that everyone was getting the information at the same time, so a single version of the truth compared to CCAs having to conduct numerous calls with different LRF areas. Universal support for continued access to named CCAs who they can speak to as they provide a crucial level of detail and nuance to help support local decision making. Other points raised included how warnings issued by the Met Office and named storms are independently taken into consideration by insurance companies when settling claims. The group also asked if it was possible to see the detailed survey results from recent storms in Scotland, with a particular interest in understanding what actions were being taken by the public following the warnings.

Actions:

1. Met Office CCAs to continue to offer the national calls for those events that will affect at least two areas
2. Scottish Government to check they have all the right contacts listed and awareness that these calls take place and invite any parties that may be missing

Item 6: Common Warnings Framework

The Met Office's PWS Business Manager provided the group with an update on the work to develop a common warnings framework. The goal of the work is to provide better consistency across the warnings environment, firstly working with flooding agencies but also taking account of the international Common Alerting Protocol (CAP). The group were told about the changes to the language used on the warnings matrix to ensure better alignment with systems such as the European MeteoAlarm. This alignment is important as the MeteoAlarm system is one used by many of Android and Apple operating systems to carry warnings to the default Apps on mobile phones which delivers significant reach of Met Office warnings to the general public.

The group enquired about the degree of user testing of the changes to the matrices. The Business Manager confirmed that the Met Office did work with a University Researcher. There was a question about the accessibility aspects of the mobile App, and it was confirmed that the Met Office had followed all of the required government guidance when developing the new App.

Item 7: Met Office Aberdeen Office

A Senior Operational Meteorologist provided an insight into the daily activities of a Meteorologist, bringing to life the range of activities and services provided including those with a particularly Scottish aspect such as the avalanche service and mountain forecast.

Item 8: Public Research in Scotland

The Met Office's Head of PWS provided a summary of the key findings from public surveys into the actions and attitudes of the Scottish public and their use of weather forecasts and warnings. The group were very interested in the headline figures and were keen to have access to more granular data behind the survey.

Actions:

3. Met Office to share the slides presented on the day
4. Met Office to consider what additional information and breakdown on the survey information can be provided to attendees, in particular the more in-depth survey showing the types of action taken by the public for Storm Floris.



Item 9: Feedback from closed session

The Chair provided the group with a short summary of the items discussed in the closed session which reiterated the importance of continuing with the national coordination calls in the event of severe weather.