

Public Weather Service Customer Group (PWSCG)

Consultation Plan FY18/19

Introduction

It is crucial that the services and products that are delivered through the Public Weather Service remain relevant, fit for purpose and meet the needs of the range of customers using them. The PWSCG Secretariat has a role to ensure that the services being delivered and paid for by Government provide the greatest possible benefit to the general public and responder community. In order to assist the PWSCG in making robust and informed decisions on the required services as part of the PWS, the Secretariat manages a consultation plan that sets out the key areas where further evidence gathering may be required. The results of any consultation and evidence gathering will inform the decision making process and may equally indicate that no change or action is required as well as where changes or improvements would provide a demonstrable benefit.

This plan sets out the proposals for consultation and evidence gathering for the current financial year 2018/19 as well as longer term subjects for consultation up until FY 2019/20 to align with the current Customer Supplier Agreement (CSA) timeframe.

1. Specific consultation activity

Activity	Description
Perceptions of accuracy	The Met Office has commissioned work to understand how accurate the public perceive Met Office weather forecasts to be. The outcomes of this consultation will drive decisions about how to communicate Met Office forecasts.
3 month outlook	User research will be carried out with emergency responders and the public to test new product concepts for forecasts beyond 2 weeks. This will inform development of an improved 3-month outlook for the public and responders.
Nowcasting	Undertake additional research as necessary to supplement requirements captured as part of the NSWWS Next Generation project to inform the development of an effective nowcast capability and the communication of the associated outputs.
Data Services	User survey to establish requirements for reuse of Met Office data to inform the provision of APIs to operational Met Office model output, including provision of eCommerce and “slice and dice” capability if required.
Chemet	Collect and review feedback from emergency responders about the improved Chemet service.

2. Regular consultation activity

Activity	Description	Frequency
Public perception survey	The Met Office commission an annual public perception survey usually in the autumn with the aim of assessing the satisfaction levels of the general public in respect of the weather forecasts generally and the services provided by PWS.	Annual – Planned for Oct 2018
Ad hoc surveys following severe weather	The Met Office commission surveys in consultation with the PWSCG Secretariat after the issuing of an amber or red warning. The surveys aim to monitor the awareness and usefulness of the warnings and establish any actions taken by the public as a result. Up to 6 surveys are carried out per year.	As and when required following severe events

Emergency Responder workshops	Met Office run workshops with the responder community, when appropriate, to test the effectiveness of the current service offer and to inform where changes and improvements to the service could be made in the future.	As needed
Emergency responder survey	Met Office carry out surveys with the responder community every 2 years.	Every 2 years – Next planned for Mar 2019
Library and archive services	A customer survey is issued to those inquiring with the service to gauge levels of satisfaction with the library and archive service. A report is presented to the PWSCG on an annual basis.	Surveys to customers with an annual report to PWSCG
Data Services	A customer survey will be issued to wholesale and DataPoint customers to gauge levels of satisfaction. A report will be provided to the PWSCG.	Annually
National PWSCG meetings	Customer Group meetings are held once a year in the devolved regions of the UK to better understand the views and nuances in the communities in Scotland, Wales and Northern Ireland.	Annual meetings
Media and Reach sub-Group (MARG)	Stakeholder engagement with a range of broadcasters to gather evidence and draw on expertise to ensure the Met Office continues to expand its 'reach' of Public Weather Service outputs. Provide a mechanism for consulting with media and broadcaster partners on the performance and development of the Public Weather Media Service (PWMS). The sub group is currently meeting on a 3 times a year basis aligning with the PWSCG meetings.	Three times a year aligned with the PWSCG meetings
Ad-hoc stakeholder meetings	PWSCG Secretariat to meet on a one to one basis with each member of the PWSCG to gather evidence and opinion about the performance of the PWS for the sector they represent.	Annually

Consultation/Evidence gathering methodology

The approach to consultation will be specific and proportionate for the issue in question. The evidence gathering process will be targeted at the relevant audience as many of the issues in question are specific and would not suit a formal public consultation on gov.uk.

Scoping work and background information gathering will be conducted initially and may involve all or a combination of:

- Desk research
- Literature reviews
- One to one conversations

This activity would inform the main content and approach to consultation and may include all or any combination of:

- Face to face or telephone interviews
- Questionnaires or surveys
- Additional detailed literature studies
- Stakeholder engagement meetings e.g. focus groups

A report setting out the findings and evidence and any recommendations will be presented to the PWSCG for consideration.