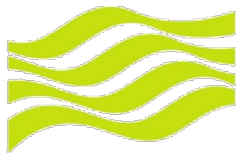




# PWS Workshop on Service Delivery Keith Groves, UK Met Office

How to conduct user needs assessments



Met Office

# Determining User Needs

- This can be quite a challenge! May have to overcome some issues. It will take time and commitment. Can deliver big benefits.
- Never assume we know everything that our users require
- A reminder of recipients of PWS Warnings
- All are important and need care and attention
- Must get close to the user – role of PWS Advisors
- Build trust and confidence over a period of time



# You may need a Champion!



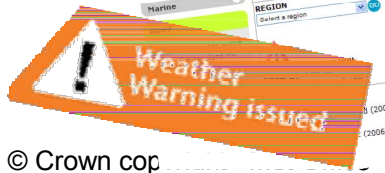


# Who needs PWS?

- Emergency Planners
- Long term infrastructure planners
- High impact sectors:
  - Agriculture
  - Transport
  - Energy
  - Tourism
- General Public

# How to deliver PWS?

- Warning and informing people
- Free at the point of use for public





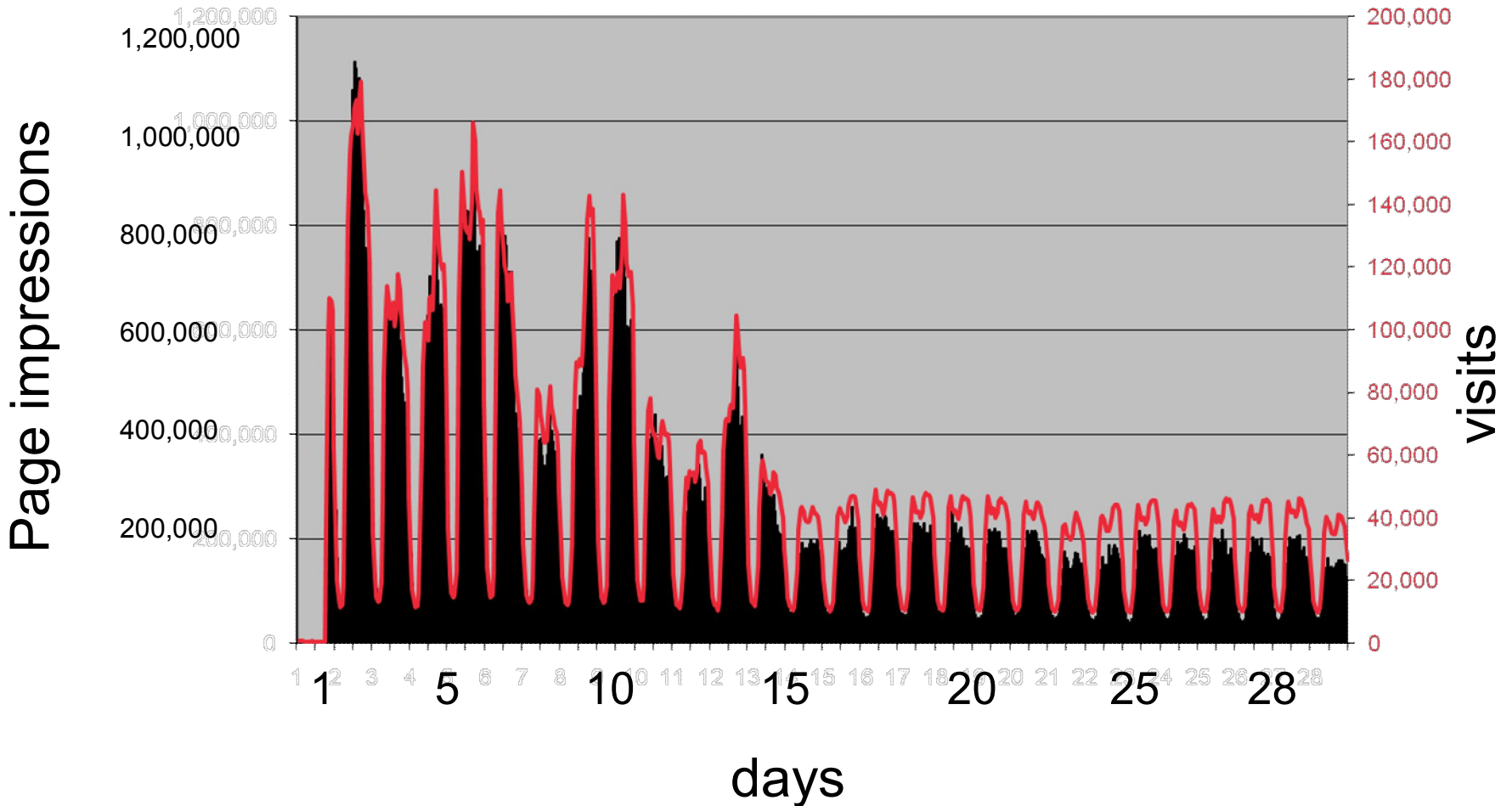
# How to Deliver PWS

- Media – TV and Radio plus Internet are key channels
- Need to work closely with Media
- More control over web content
- Public and customer specific web portals
- Web services must be sustained during critical periods



# Managing Internet traffic

## Hourly internet traffic in Feb 2009 snow event





# PWS Advisors

- Risk assessment, mitigation & incident support
- Raising awareness and understanding of PWS
- Planning and exercises
- Weather & local resilience risk registers
  
- Incident/operational support
- Cabinet Office
- Incident Command Centres





# PWS Metrics to monitor user needs

- Warnings accuracy, timing, extent, hit, miss
- Forecast accuracy, temp, rain, wind, sun
- Quality assurance, enquiries, complaints, output, web availability
- Development targets, model improvements etc
- Public value and reach, regular surveys
- Responder value, biennial survey



# Recipients of PWS Warnings

- The following organisations are registered for NSWWS:
- -53 Police Divisional HQs
- -58 Fire and Rescue Authorities
- -431 Local Authorities
- -15 Ambulance services
- -174 Emergency Planning Units within Primary Care Trusts and Health Boards
- Plus millions of the public!