



PWS Workshop on Service Delivery Keith Groves, UK Met Office

Quantifying and demonstrating benefits

Value for money

£1.40
invested

£10
return



In the public eye

Accurate and essential forecasts

Heavy snow in February 2009 and January 2010

Extensive snow and ice across the UK in February 2009 and January 2010, caused significant disruption to transport and daily life. The Met Office issued a number of winter weather warnings, including a 'major' warning for the south of England in February 2009, and a 'severe' warning for the north of England in January 2010. The Met Office's forecasts were highly accurate, allowing people to plan ahead and take necessary precautions.

Volcanic ash disrupts airspace

Volcanic ash from Iceland disrupted European airspace in April 2010. The Met Office issued a 'major' warning for the UK, predicting significant ashfall and disruption to air travel. The Met Office's forecasts were highly accurate, allowing airlines to plan ahead and take necessary precautions.

Storm surge in November 2007

Storm surge in November 2007 caused significant flooding in the UK. The Met Office issued a 'major' warning for the south of England, predicting significant flooding and disruption to transport and daily life. The Met Office's forecasts were highly accurate, allowing people to plan ahead and take necessary precautions.

Flooding in Cumbria Nov. 09

Flooding in Cumbria in November 2009 caused significant disruption to transport and daily life. The Met Office issued a 'major' warning for the north of England, predicting significant flooding and disruption to transport and daily life. The Met Office's forecasts were highly accurate, allowing people to plan ahead and take necessary precautions.

After wind storm January 2007

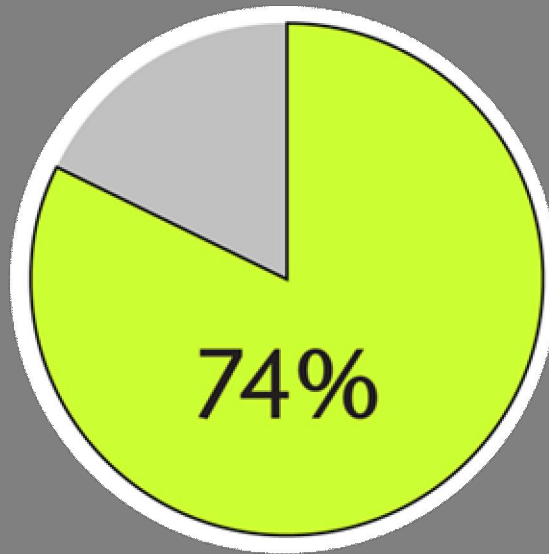
After a wind storm in January 2007, the Met Office issued a 'major' warning for the UK, predicting significant disruption to transport and daily life. The Met Office's forecasts were highly accurate, allowing people to plan ahead and take necessary precautions.

Buncefield Oil Depot fire 2005

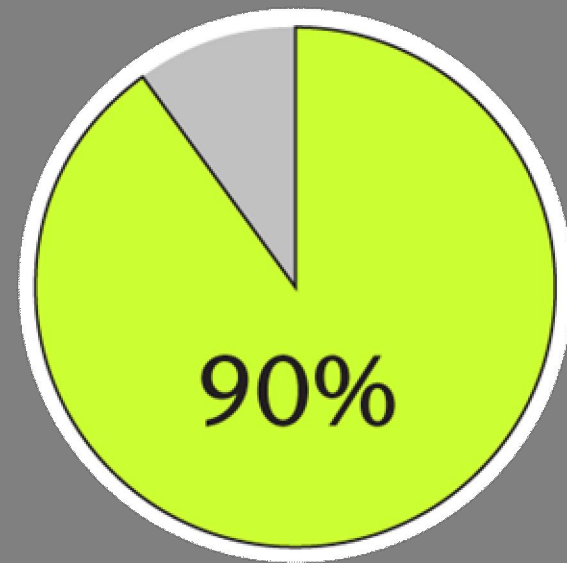
The Buncefield Oil Depot fire in 2005 caused significant disruption to transport and daily life. The Met Office issued a 'major' warning for the south of England, predicting significant disruption to transport and daily life. The Met Office's forecasts were highly accurate, allowing people to plan ahead and take necessary precautions.



Public appreciation



74% of the public think our forecasts are accurate



90% thought our snow warnings were useful



Demonstrating benefits

- What is important to our customers?
 - Protect life
 - Reduce loss
 - Quicker decision making
 - Asset protection
 - Understanding confidence
 - Scenario planning
 - Support investment decisions
 - A 'capability' rather than a 'product'
 - Delivery mechanisms



Economic Analysis

- Never assume we know everything that the customer wants
- Work closely with customer to fully understand their needs and the benefits they will obtain
- Help them to improve the way they use your services
- Develop partnerships
- Demonstrate the benefits of improving capability
- Monitor and improve



Benefit examples from an independent study in the UK

- PWS worth £7.30 to each adult (low compared to other studies)
- £48m benefit from flood warnings
- 54 lives saved by PWS warnings
- 20 lives saved in Aviation
- £95m saved in improved routing of aircraft
- 352 ktonnes CO₂ saved by reduced fuel use
- **Improved accuracy will increase benefits**

Our products

You may recognise
some of our work

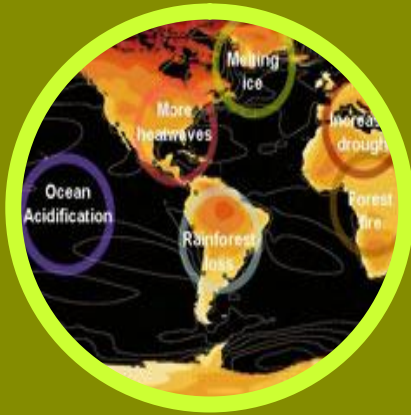
- Forecasts on TV and radio
- Severe weather warnings
- www.metoffice.gov.uk
- iPhone application and mobile weather
- Volcanic Ash Advisory Centre (VAAC)





Met Office

We provide services for...





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We provide services for...

Aviation





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We provide services for...

Defence





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We provide services for...

Health





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We provide services for...

Climate change advice



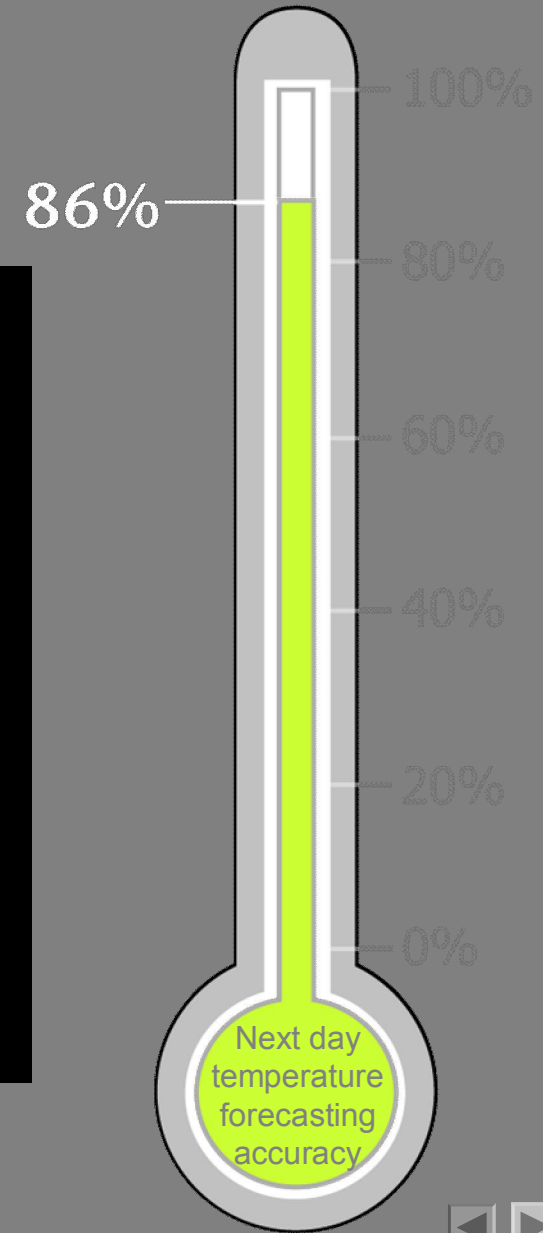
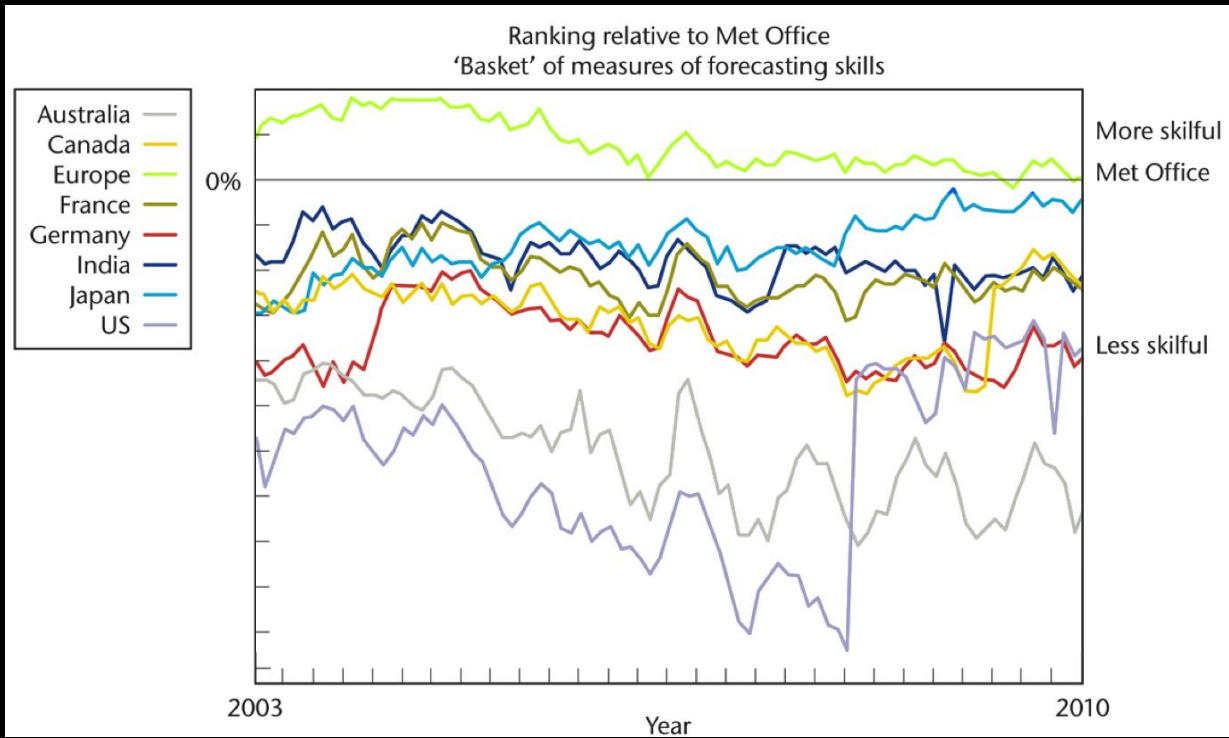


Met Office

We also...

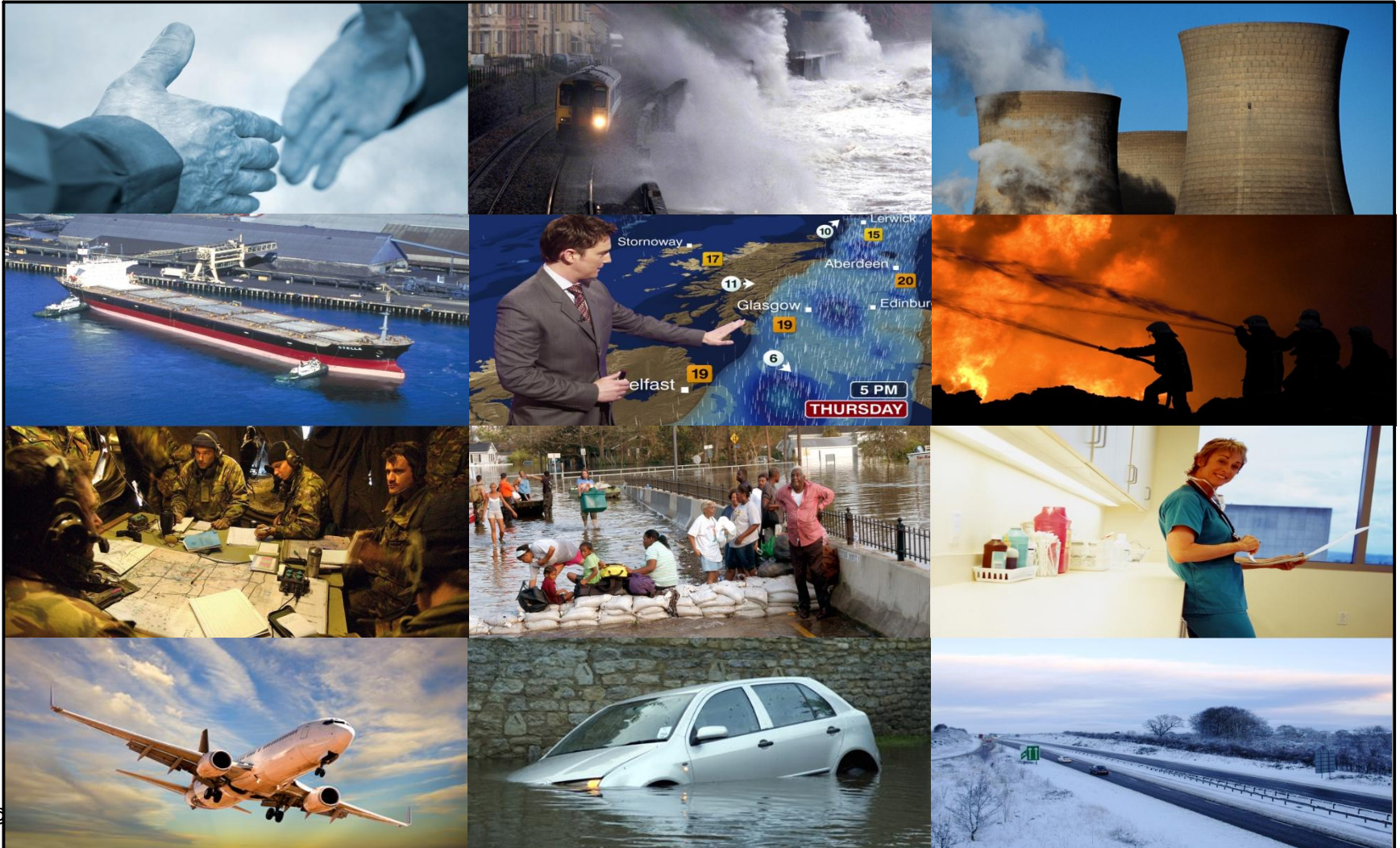


Measuring





Making a difference with our weather science





Improved forecast accuracy: 40 years of investment in research

