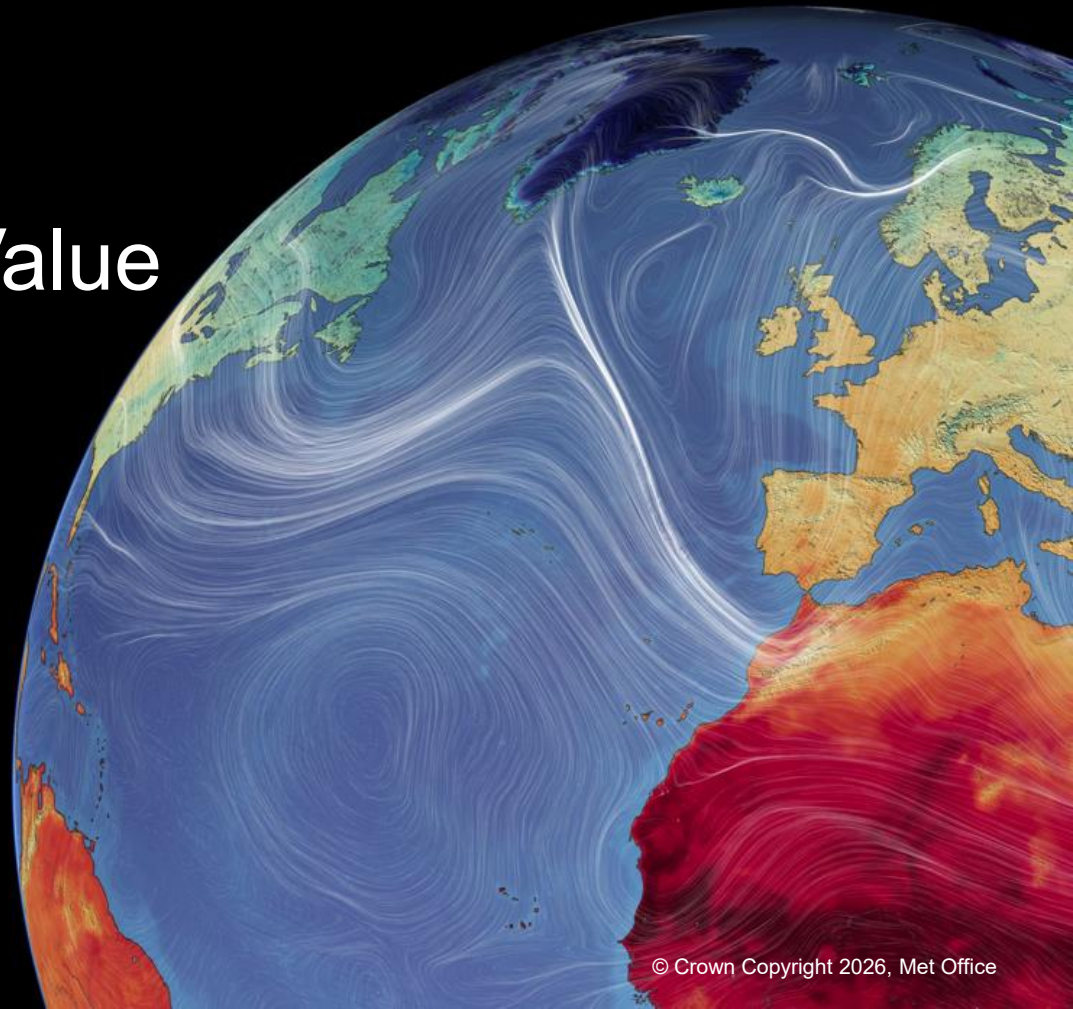


Forecasting Public Value

Simon Brown

Managing Director – Products &
Services

Met Office





METEOROLOGICAL SERVICES IN BRITAIN
Releasing a Radio Sonde from a Weather Ship in Firth of Clyde.

PH. 11004



METEOROLOGICAL SERVICES IN BRITAIN
Central Forecasting Office, Dunstable—Teleprinter Room.

X. 1989

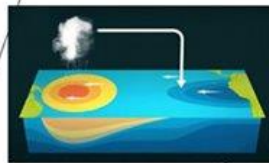
National

Multi-hazard

Weather

Science

Government



Department for
Energy Security
& Net Zero

Department for
Science, Innovation
& Technology

Department
for Environment
Food & Rural Affairs

Department
for Transport

Ministry
of Defence

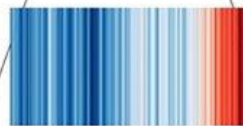
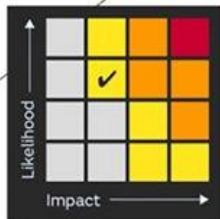
Foreign, Commonwealth
& Development Office

Civilian



19:1
ROI

Military



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WORLD
METEOROLOGICAL
ORGANIZATION



Industry

Services

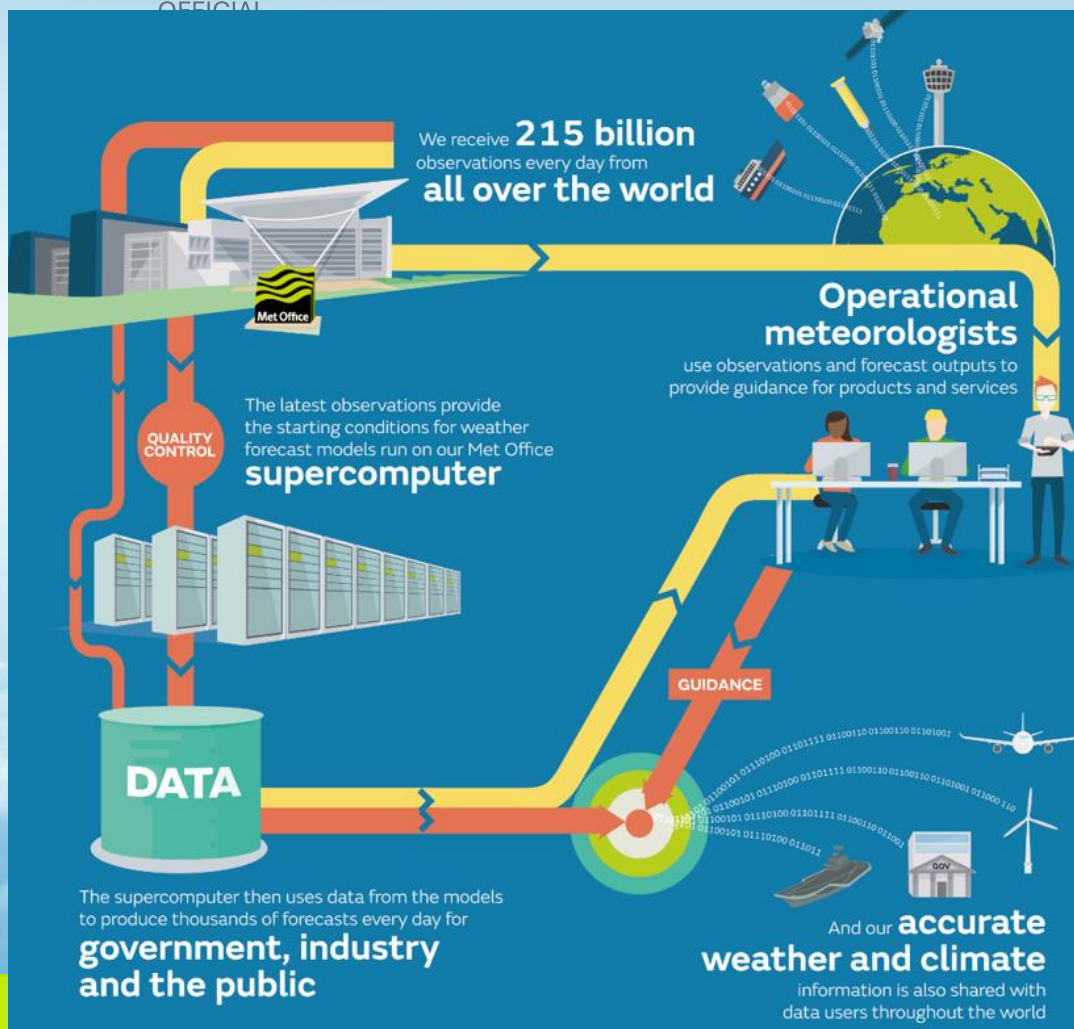
Climate

Meteorology

International

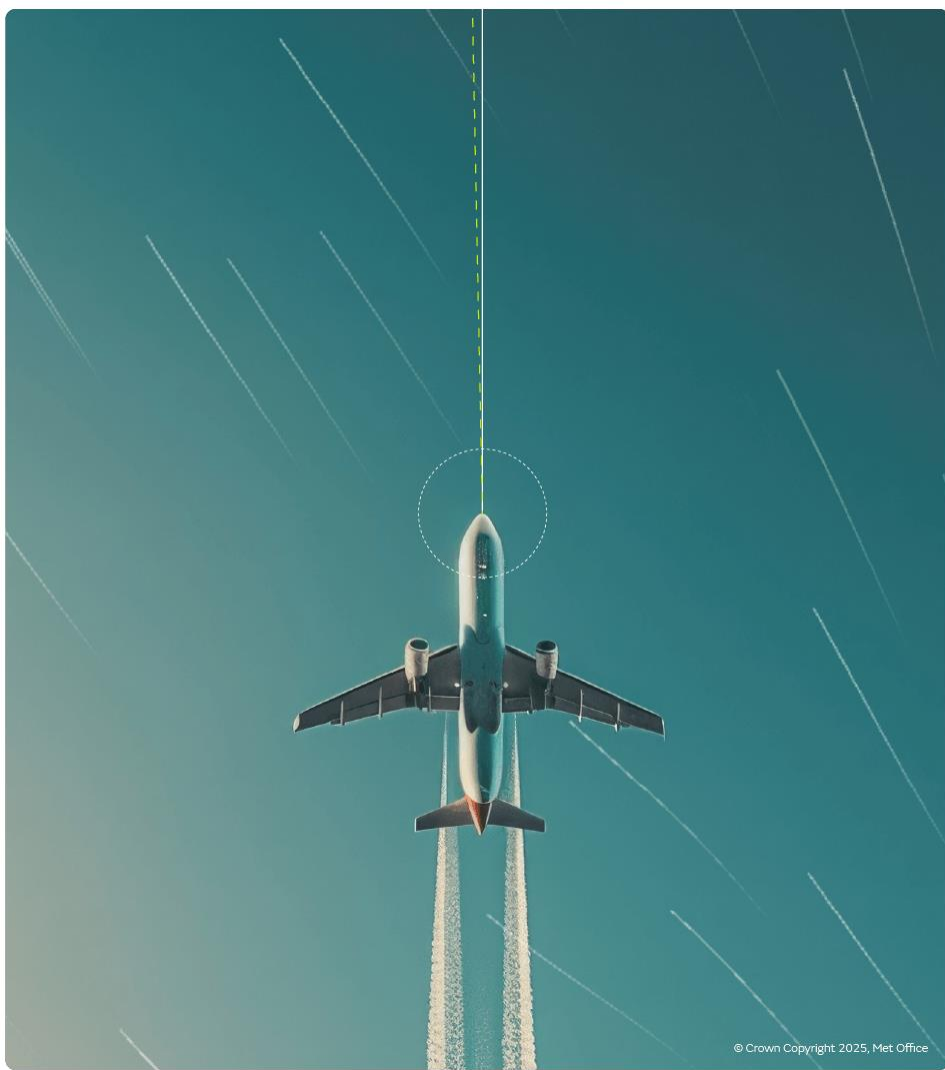


The starting point
for weather
prediction is
observation



Our **impact**

- **£56 billion** in benefits to the UK economy over the next decade
- Our services deliver a **£19 return** for every **£1 invested**
- **93%** of users take action based on our forecasts







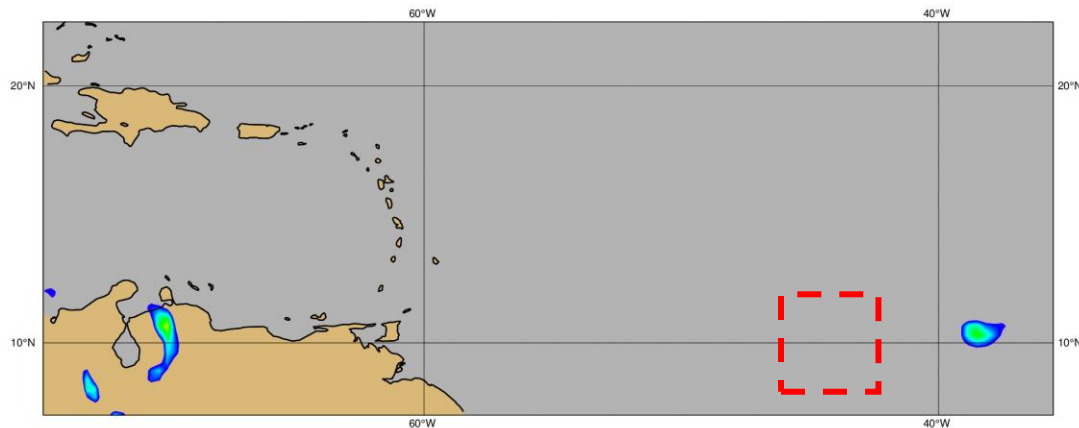
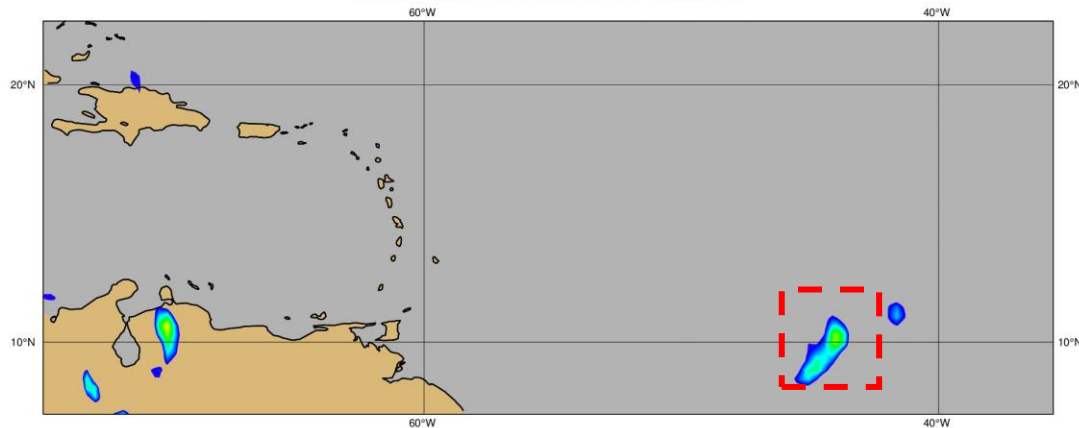
WORLD
METEOROLOGICAL
ORGANIZATION



Control system with satellites identifies storm genesis on 24 August and provides **4 days warning** of direct strike on Windward Islands

System with satellites denied for 36hrs prior to forecast misses the storm genesis and provides no warning of strike on Windward Islands

Saturday 24 August 2019 00 UTC ecmf 850 hPa Vorticity (relative)



Forecasting Public Value

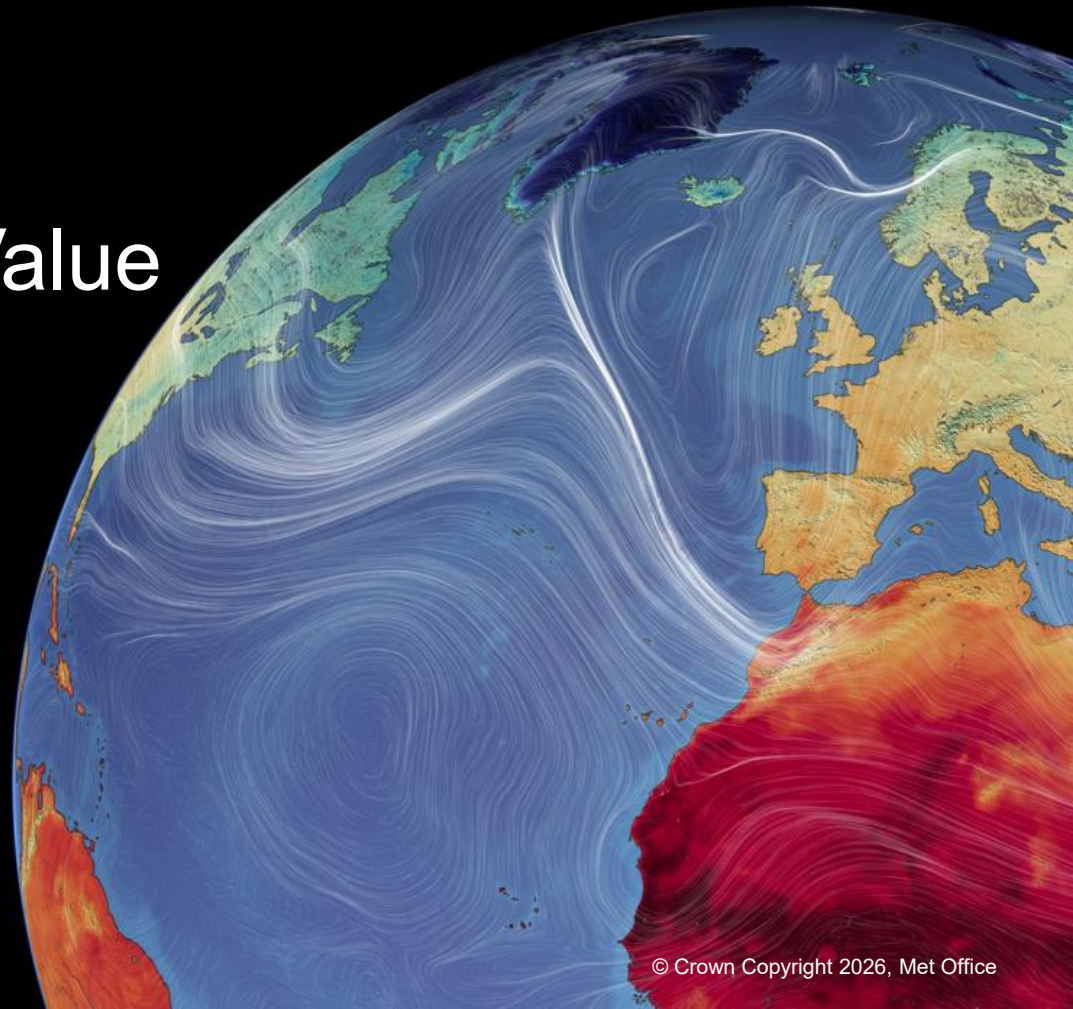
Simon Brown

Managing Director – Products &
Services

Met Office

This content has been created by the author.
AI [M365 Copilot] has also been applied to refine the document.

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