



# Communicating Probability: Seasonal forecasting case study Dee Cotgrove, Berlin, September 2011

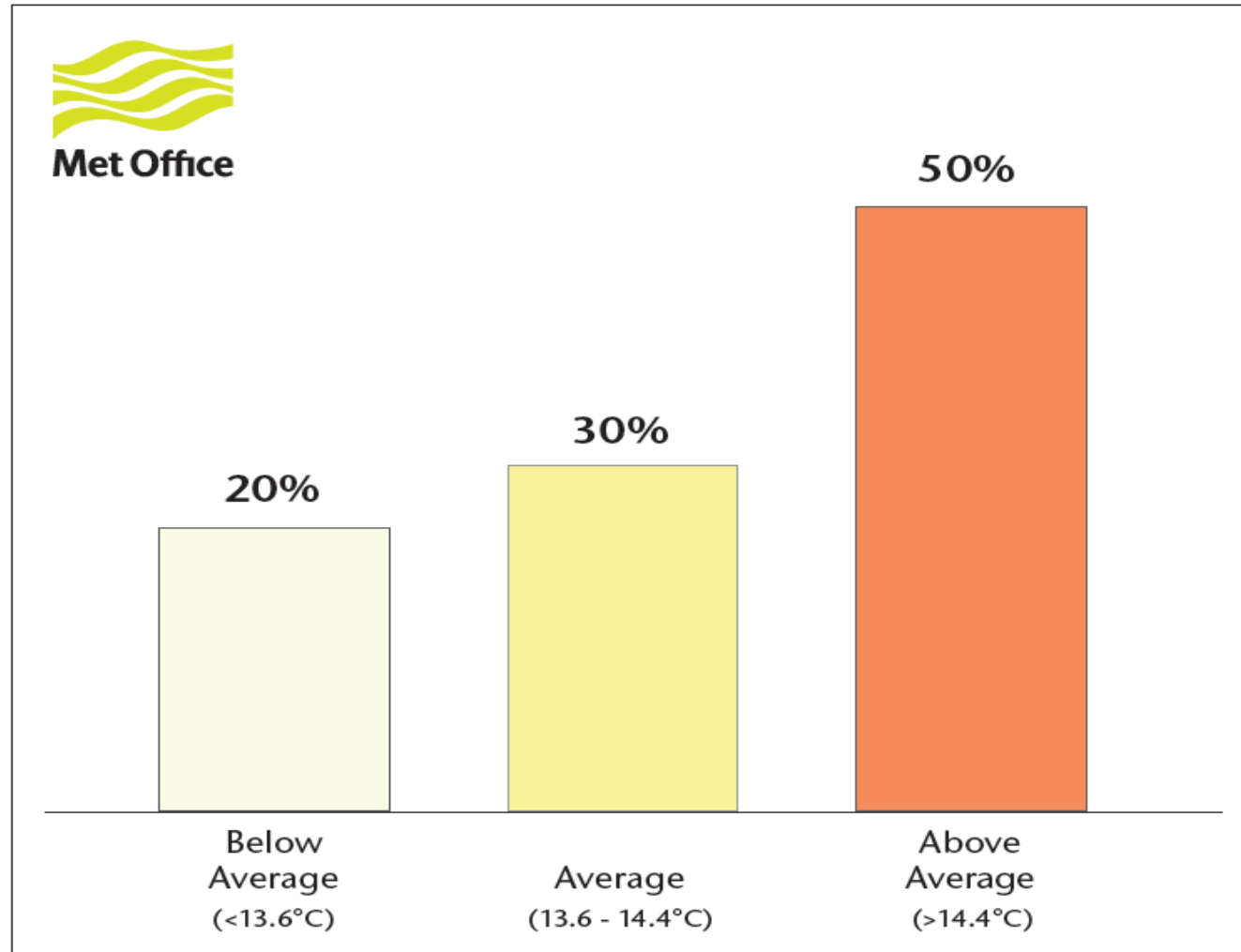


# A short history

- Introduced in 2005
- Withdrawn in 2010



# UK temperature probabilities





# Odds on for a BBQ summer

## Rainfall

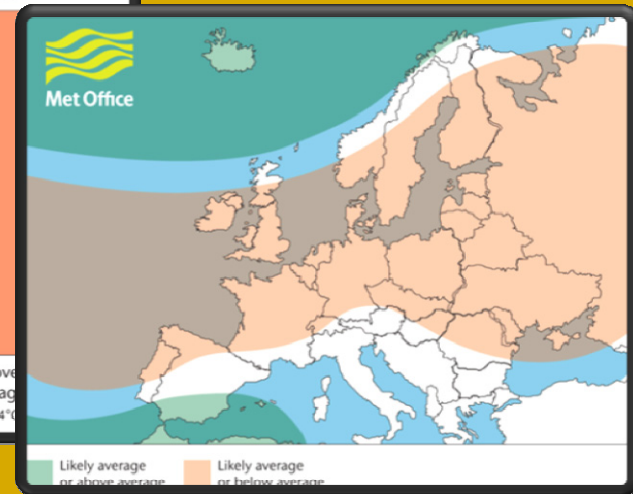
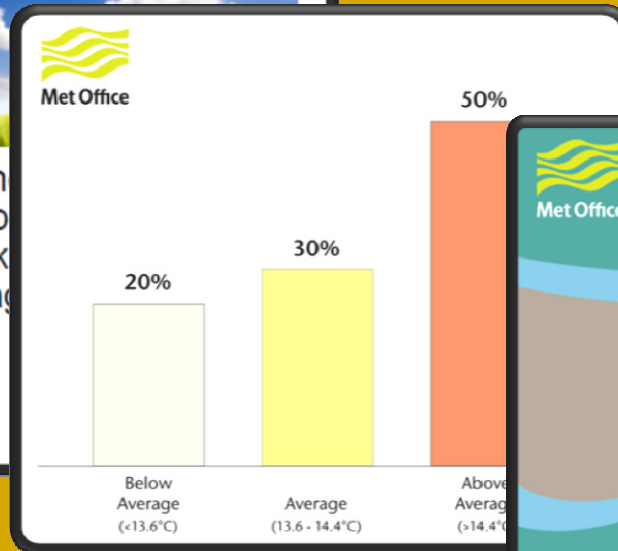


For the UK and much of northern Europe rainfall is likely to be near or below average. **A repeat of the wet summers of 2007 and 2008 is unlikely.**

## Temperature



For the UK and much of northern Europe temperatures are likely to be near or above average.



## Messages

- “...Mr McCallum said there was a 50% chance of above average temperatures and a 30% chance of average temperatures. The chance of the summer being a washout were around 30% he added...”





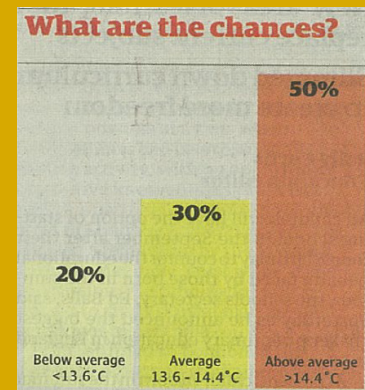
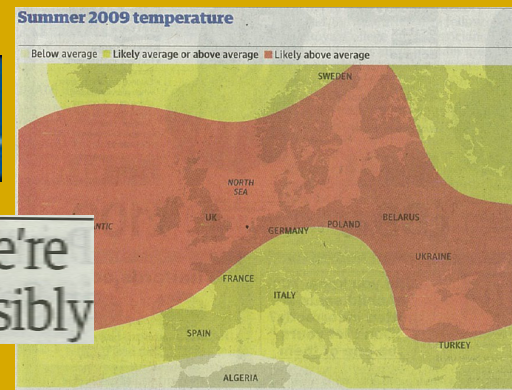
# Odds on for a BBQ summer



## Sizzling summer ahead for barbecue Britain



Forget gloom, doom and recession. We're heading for a hot, sunny summer. Possibly





# Odds on for a BBQ summer

Three months later...





# Why did it fail?

- Poorly understood
- Media interest in extremes
- Not fit for purpose





Met Office

# Discussion





# I want long range forecasts for....

Government,	Resource planning for <b>extremes</b>
Specialist users	Planning for <b>extremes</b> , buying forward
Science community	Forecasting <b>extremes</b>
Public	Reassurance UK ready for <b>extremes</b> , <b>sunshine hours</b> in school summer holidays
Media	A story with legs, drama around <b>extremes</b>

Nb: needs user research to validate