

Name our storms

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Working in
partnership with
Met Éireann

For us at the Met Office it is vital that people **trust, listen, and act on** our warnings and advice



Fog



Ice



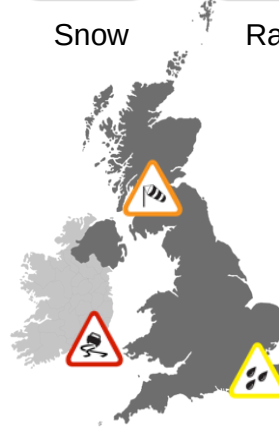
Snow



Rain



Wind



Name our storms




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A-Z of UK storm names

A	Abigail
B	Barney
C	Clodagh (Clodagh)
D	Desmond
E	Eva
F	Frank
G	Gertrude

A-Z of UK storm names

A	Angus	J	Jacqui	S	Susan
B	Barbara	K	Kamil	T	Thomas
C	Conor	L	Louise	U	*
D	Doris	M	Malcolm	V	Valerie
E	Ewan	N	Natalie	W	Wilbert



Working in partnership with Met Éireann

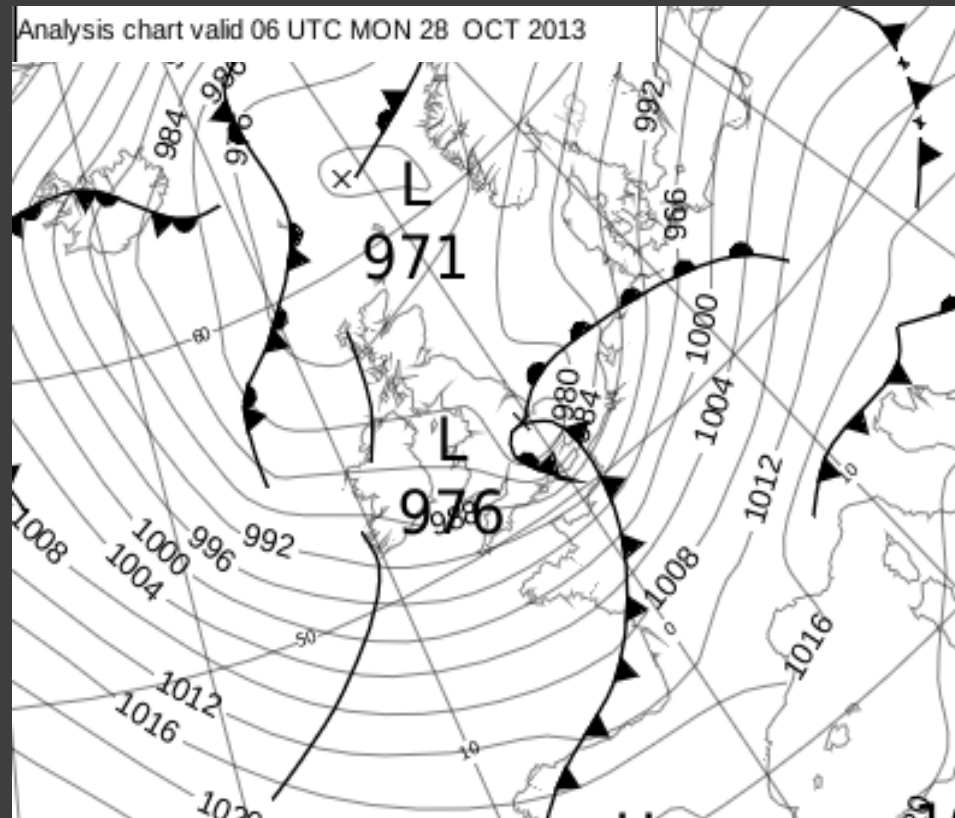
A-Z of storm names

A	Aileen	H	Hector	O	Octavia	V	Victor
B	Brian	I	Iona	P	Paul	W	Winifred
C	Caroline	J	James	Q	*	X	*
D	Dylan	K	Karen	R	Rebecca	Y	*
E	Eleanor	L	Larry	S	Simon	Z	*
F	Fionn	M	Maeve	T	Tali		
G	Georgina	N	Niall	U	*		

*These letters are not included. This ensures we are in line with the US National Hurricane Centre naming convention and will maintain consistency for all Irish storm naming in the North Atlantic.

Why do this?

- St Jude (Weather Channel)
- Christian (FU Berlin)
- Allan (DMI)
- Simone (SMHI)
- Carmen (European Windstorms Centre)



Fake news?



Britain set for ICY MEGASTORM: Storm Rina to merge with Arctic winds and spark BIG FREEZE

BRITAIN is wrapping for one of the coldest weekends of autumn with temperatures set to dip lower than Iceland.



Monster 60mph storm-force winds to smash Britain from Atlantic THIS WEEKEND

White Easter: Brits braced for -18C spring blast sparked by 'polar plunge'

SNOW is set to hit Britain this Easter as temperatures plummet to -18C.



392 

By **Allstair Grant** / Published 28th February 2016



EXTREME: The UK c



FOOTBALL | SPORT | TV & SHOWBIZ | LIVING | **NEWS**

Forecasters say a trigger the extreme

BEAST FROM THE EAST Britain to be rocked by snowy storms, howling gales, freezing temperatures and flooding

The Met Office has forecast shocking "storm systems" hitting in the second half of October

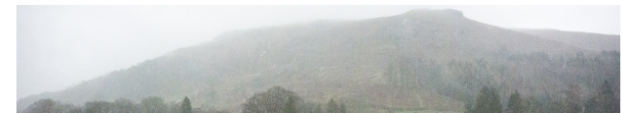
BY **JON LOCKETT** | 9th October 2016, 12:50 pm

17
COMMENTS



BRITAIN faces shocking October floods and tempests before winter starts early with a 'Beast from the East' bringing -10C temperatures.

The Indian Summer is well and truly over as the Met Office forecast a chilly week ahead with freezing frosts and colder-than-normal days.





Met Office / Met Éireann scheme

- Reach, engagement and influence for warnings
- Authoritative Voice as the National Meteorological Service
- Single name
- Communication: ‘hashtag culture’
- Opportunity for Collaboration
- Useful post-event for reference

Met Office / Met Éireann scheme



STATUS ORANGE - Weather Warning - Be Prepared

STATUS RED - Severe Weather Warning - Take Action



Weather Impact Matrix



Name our storms - Year 1



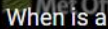
The graphic features a background map of the North Atlantic and Europe. At the top left is the Met Office logo, and next to it is the MET GEMOON logo with the text 'Working in partnership with MET GEMOON'. The title 'A-Z of UK storm names' is centered in a large, white, serif font. Below the title, a dark rectangular box contains a grid of storm names, each preceded by a letter in a yellow box. The names are arranged in four columns. A small text box at the bottom right explains that certain letters are not included due to naming conventions.

Met Office **MET GEMOON** Working in partnership with MET GEMOON

A-Z of UK storm names

A Abigail	H Henry	O Orla	V Vernon
B Barney	I Imogen	P Phil	W Wendy
C Clodagh (Clo -da)	J Jake	Q *	X *
D Desmond	K Katie	R Rhonda	Y *
E Eva	L Lawrence	S Steve	Z *
F Frank	M Mary	T Tegan	
G Gertrude	N Nigel	U *	

* These letters are not included. This system is also in line with the US National Hurricane Centre naming convention and will maintain consistency for official storm naming in the North Atlantic.

[Video forecast](#)[Storm Aileen Summary](#)[Why name storms?](#) When is a storm named?

Why the Met Office names storms

Storms are named that could bring 'medium' or 'high' impacts to the UK and/or Ireland. Here's an explanation of how this decision is made.

**THE
Sun**

BLOW OUT Storm Aileen -The 53 roads the Highways Agency is telling you to avoid

The government organisation has issued an amber alert ahead of the storm, advising drivers to take extra care on motorways and major A roads

By [Hannah Crouch](#)

13th September 2017, 9:49 am | Updated: 13th September 2017, 10:34 am

AS the UK wakes up to the aftermath of Storm Aileen Highways England is advising drivers to avoid 53 exposed roads after the country was battered with rain and 75mph winds.

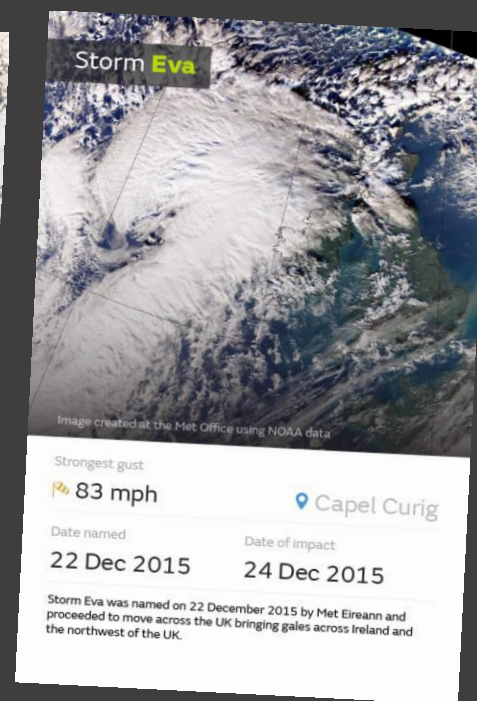
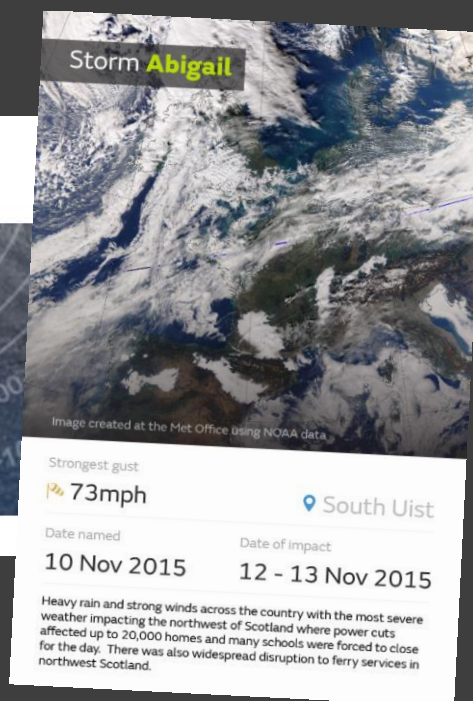
The first named storm of the year [kept dozens across the country awake last night and many homes were left without power.](#)

UK Storm Centre

UK Storm Centre

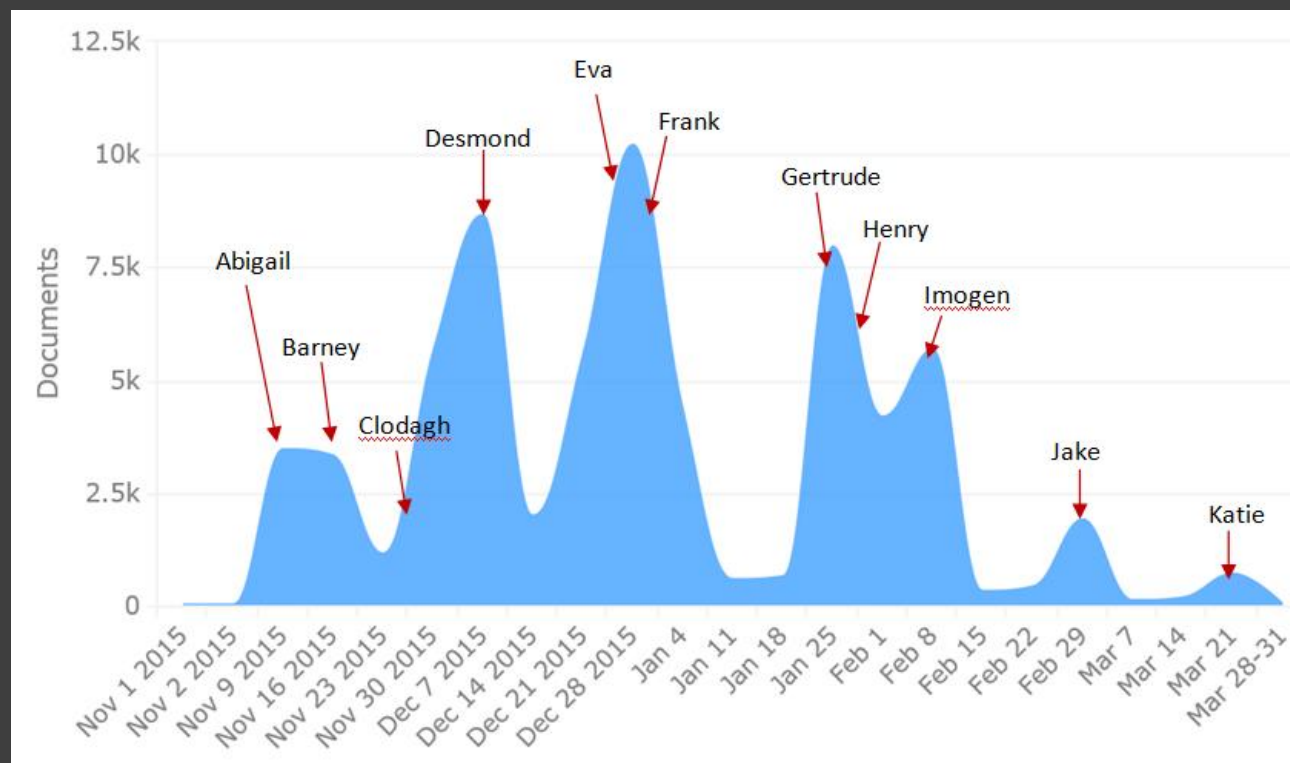
Find out the latest information about storms in the UK as we name them as part of our Name our Storms project.

Throughout Autumn/Winter we will update these pages with the latest updates and information as we name storms which we forecast will have an impact upon the UK.



www.metoffice.gov.uk/uk-storm-centre

Year 1: 2015-16



Media output referencing 'storms' with named storms highlighted.

Reach and engagement

- Social media
- Twitter using Storm #s
- 86% increase in interactions

#StormDesmond

Tweets with #: 129,609

Mentions of #: 37,600

Potential reach: 187
million

Twitter

Total engagements: 63,953

Total retweets: 2997

Video views: 514,665

Facebook

Total engagements: 3,643

Potential reach: 228,846

Video views: 15,873



David Cameron 

@David_Cameron

 Follow

My thoughts are with those affected by Storm Desmond. Teams are working to ensure a swift response and help for those who need it.

4:46 PM - 5 Dec 2015

  294  611

GCS evaluation framework

Inputs	Outputs	Outtakes	Outcomes	Impact
• Press releases • Media briefings • Storms centre pages • 'Name our Storms' campaign materials • FAQs drafted • Social media activity • Blog activity • Close working with Met Éireann	• All news media referring to storms by name across print, web and television	• All storms trended on Twitter • Huge spike in engagement following naming of each storm • 470000 tweets using #Stormname • 10000 names submitted from the public and counting	• 39% of people assessed the local weather forecast • 15% warned their family and/or friends • 12% prepared for longer journey times • 9% followed further advice from a local authority and/or emergency services	• Action taken by the public. • One clear source and message around severe weather achieved.



Year 2: 2016-17

A-Z of UK storm names



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partnership
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A Angus	J Jacqui	S Susan
B Barbara	K Kamil	T Thomas
C Conor	L Louise	U *
D Doris	M Malcolm	V Valerie
E Ewan	N Natalie	W Wilbert
F Fleur	O Oisín	X *
G Gabriel	P Penelope	Y *
H Holly	Q *	Z *
I Ivor	R Robert	

** These letters are not included.
This ensures we are in line with the
US National Hurricane Centre naming
convention and will maintain consistency for
official storm naming in the North Atlantic.

Pre-emptive storm naming

A weekend of sunshine and showers

3 February 2017

There's no Storm Doris but most of us will see periods of wet and windy weather this weekend as typical winter weather continues for the next few days with some cold and frosty mornings too.

A wet and windy end to the week
 **Met Office**

FEB

02

2017

Weather Story

Wet and windy end to the week

METRO

Stop calling it Storm Doris it's just bad wind

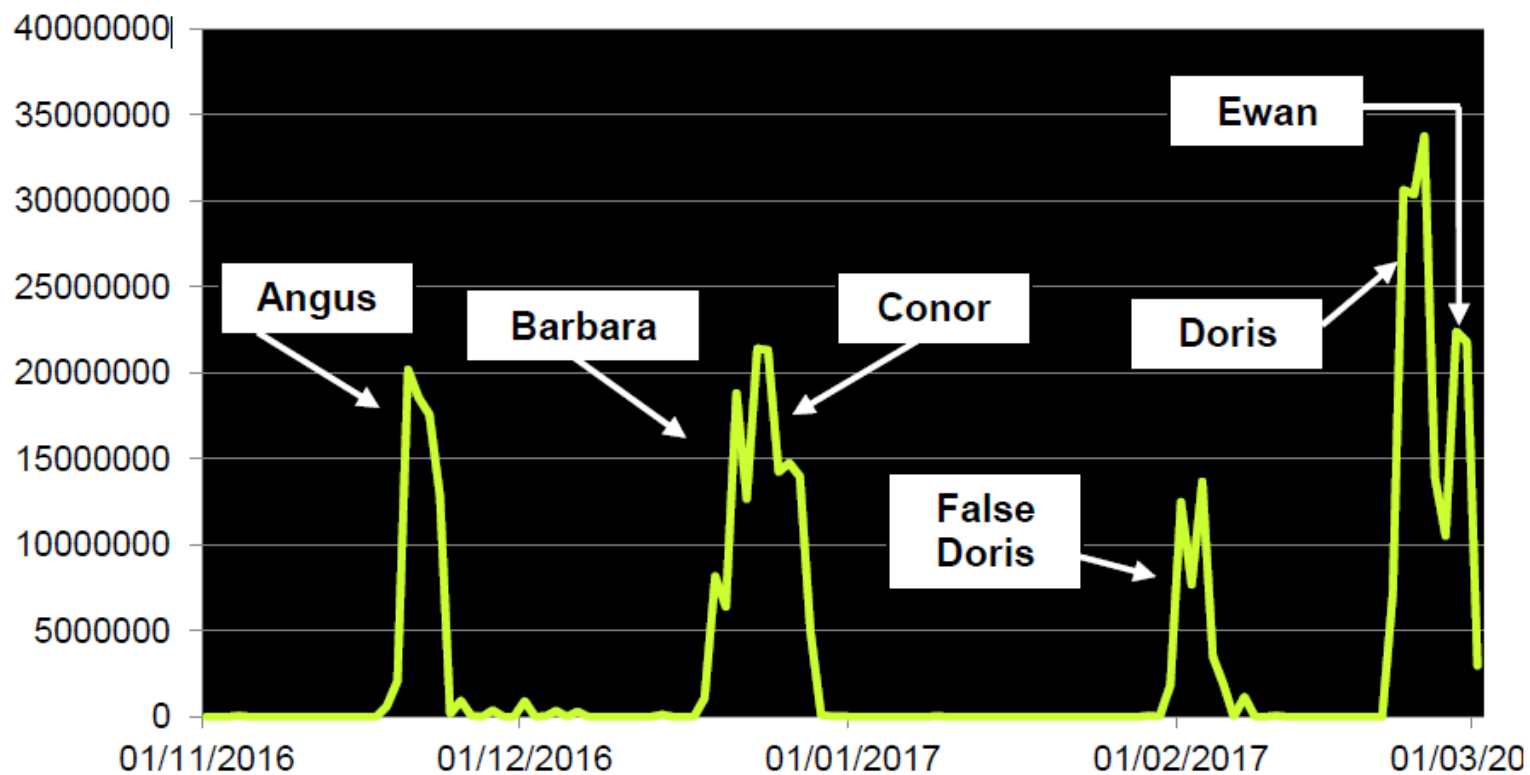
OK, seriously. Can we all stop saying Storm Doris is on her way.

Because, frankly, she's not. It's just winter and from today... it's going to get a bit wetter and windier.

Paul Gundersen Chief Met Office Meteorologist has made it clear that the 'low pressure systems' heading our way over the next few days, have not been named.

Year 2: 2016-17

Graph showing 2016/17 Storm Season media reach





Daily Mail

Prepare for Storm Angus! First major storm of the winter is set to cause chaos as it batters Britain with snow, 80mph winds and torrential rain.. and it's heading South

The Daily Telegraph

Storm Doris: naming storms has made Britain safer because we are more prepared, Met Office says



Awareness and action – Storm Doris

- 89% awareness
- 94% found the warning useful
- 82% felt action was appropriate

Year 3: 2017-18

A-Z of storm names



Working in partnership
with Met Éireann

A	Aileen	H	Hector	O	Octavia	V	Victor
B	Brian	I	Iona	P	Paul	W	Winifred
C	Caroline	J	James	Q	*	X	*
D	Dylan	K	Karen	R	Rebecca	Y	*
E	Eleanor	L	Larry	S	Simon	Z	*
F	Fionn	M	Maeve	T	Tali		
G	Georgina	N	Niall	U	*		

*These letters are not included.
This ensures we are in line with
the US National Hurricane Centre
naming convention and will
make it easier for all to track
storm naming in the North Atlantic.

Naming storms is a decision made jointly by the Duty Forecasters in both Met Éireann and the Met Office.

The criteria will be:

- A wind storm with potential for significant land-based impact has been forecast.
- A severe wind events giving rise to status Orange or status Red weather warnings
- Consideration will also be given to rain and snow events.

For an explanation of the Met Éireann weather warning criteria, see www.met.ie.

in association
with the



@METeireann
#IrishStorm



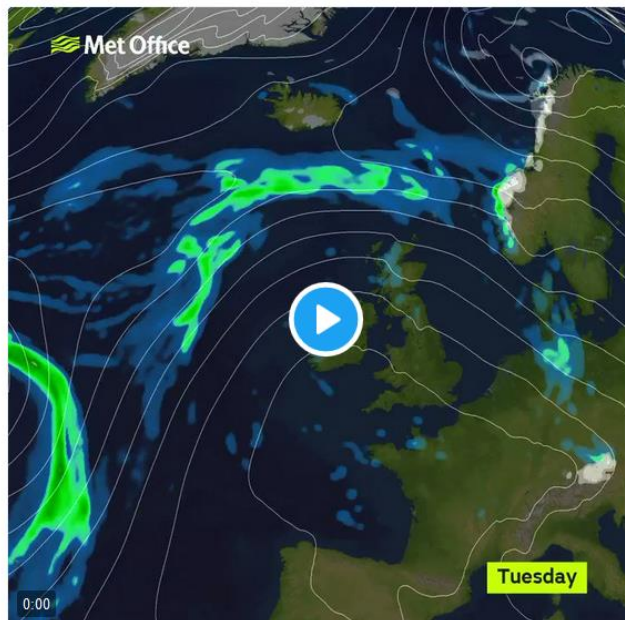
met.ie

The Irish Meteorological Service Online



Met Office
@metoffice

#StormCaroline has been officially named by the Met Office. High winds are expected to affect northern Scotland on Thursday. Warnings issued, stay #weatheraware



10:42 AM - 5 Dec 2017



Met Office
@metoffice

Alex Deakin explains what we can expect from #StormCaroline on Thursday and the much colder temperatures to follow Stay #WeatherAware



2:12 PM - 5 Dec 2017

**THE
Sun**

Come on
Aileen ..
storm to
bash UK

**FREE
METRO**

**Storm Brian set to batter Britain just
days after Ophelia**



**Daily
Record**

Storm Caroline set to batter Scotland bringing 80mph winds and heavy snow

The Met Office has issued a warning as severe weather is expected to hit Scotland on Thursday.

The Telegraph

**More than 1,000 troops on standby as
forecasters warn Hurricane Ophelia's
80mph winds will 'pose a danger to life'**

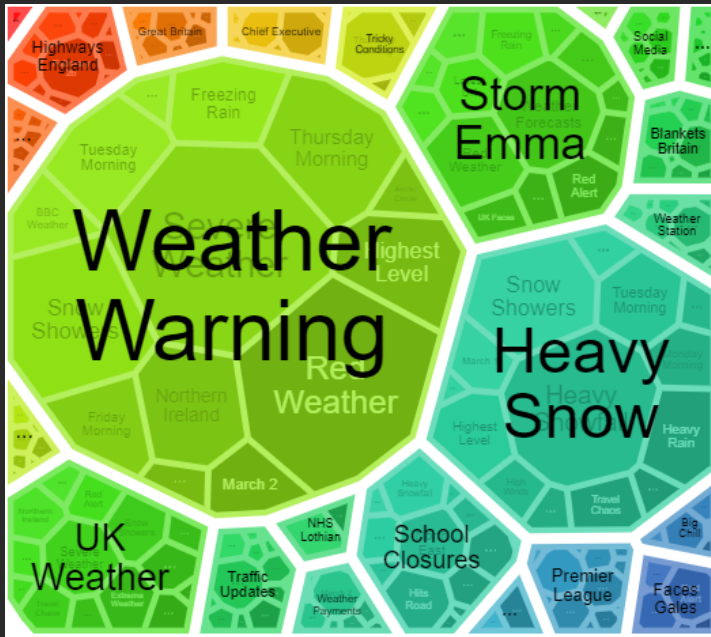


By **Stephen Walter**

16 OCTOBER 2017 • 2:36AM

The Atlantic hurricane set to hit the UK with 80mph gusts of wind will pose a “danger to life” on the anniversary of the Great Storm of 1987, the Met Office has warned.

Media coverage - Storm Emma



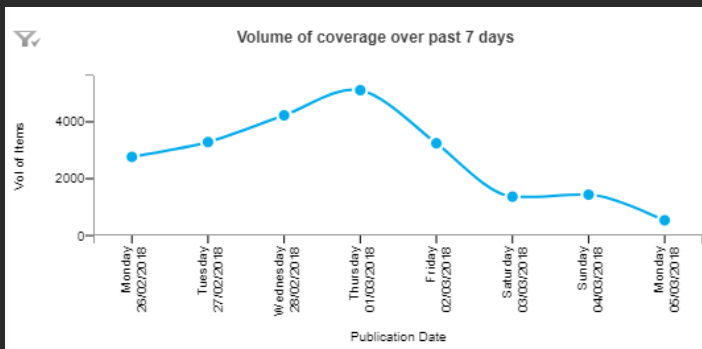
848 calls to the press office number
+ individual emails and calls

Total coverage **inc. broadcast:**

- **21,580** items
- **1110** sources

Total coverage **press only:**

- **7584** items
- **948** sources



RED ALERT What is a red weather warning in the UK and when does the Met Office issue the alert for snow, ice and wind?

Colour-coded severe weather warnings let people know of trouble on the way

By Peter Allen

on March 2018, 108 pm | Updated on March 2018, 10:07 pm



SEVERE weather conditions can bring travel chaos, damage property and pose a potential threat to life.

That's why the Met Office issues [weather warnings](#) to help people prepare. Here's the breakdown on the red warning, which has been activated after the [blast from the East](#) and [Storm Emma](#) hit the UK.

WIND IS COMING Storm Emma 2018 – where is the storm now, is it over and what's the latest UK weather forecast?

Another batch of stormy wintry weather battered the UK as it recovered from the Beast from the East

Storm Emma wreaking disruption across the UK

Blizzards and heavy snow are wreaking disruption across the UK, causing several deaths and leaving hundreds of motorists stranded.

A red weather warning – the second in 24 hours – is in force for south-west England and south Wales as Storm Emma blasts the country, meaning the conditions pose a risk to life.

The Met Office has warned of widespread heavy snow and very strong easterly winds in affected areas, which will bring "blizzard conditions" and "severe drifting".

Up to 50cm of snow could fall over parts of Dartmoor, Exmoor and south east Wales.

UK braces for extreme weather as Met Office warns of snow

Another warnings based on major disruption to roads, railways and airports expected



▲ Snow and ice warnings issued for parts of the UK

Heavy snow and freezing conditions are expected along the east coast of the UK

UK weather latest updates: Storm Emma to blanket UK in 50cm of snow, causing more misery for travellers

Red weather warning is in place for south-west England and south Wales

Shehab Khan | @shehabkhan | Friday 2 March 2018 05:18 | 15 comments



Awareness and action – Storm Emma

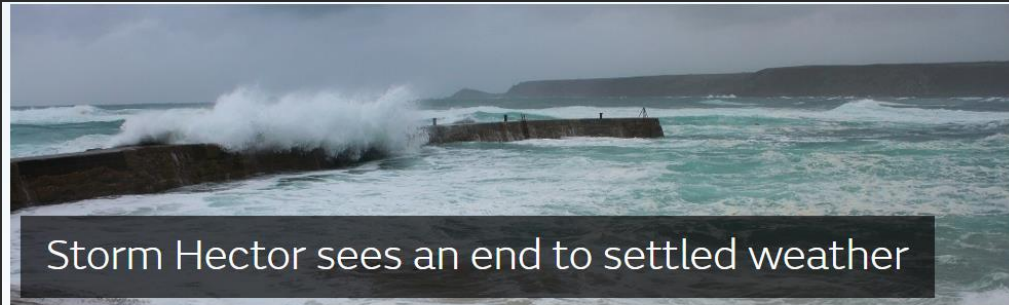


Red severe weather warning for snow, March 2018:

- 100% awareness
- 98% found the warning useful
- 87% took action



First 'non-winter' storm - Storm Hector



Storm Hector sees an end to settled weather

13 June 2018

Share this: [f](#) [t](#) [in](#) [e](#) [d](#)

A deep low-pressure system will bring very strong winds and spells of rain to northern parts of the UK tomorrow, marking an end to the dry and settled weather seen across these parts over the past few weeks.

Related pages
[UK Storm Centre](#)



THE SCOTSMAN
SCOTLAND'S NATIONAL NEWSPAPER

Woman injured by falling debris in Storm Hector

THURSDAY

STORM HECTOR
Gusts 50-60 mph
Disruptive winds

Met Office
Aidan McGivern | Meteorologist

The Press and Journal

Storm Hector leaves disruption in wake

Weather: Debris strikes tourists as ferries and rail travel hit



Oh Hec..it will be a bit gusty

KILLER GALES WARNING

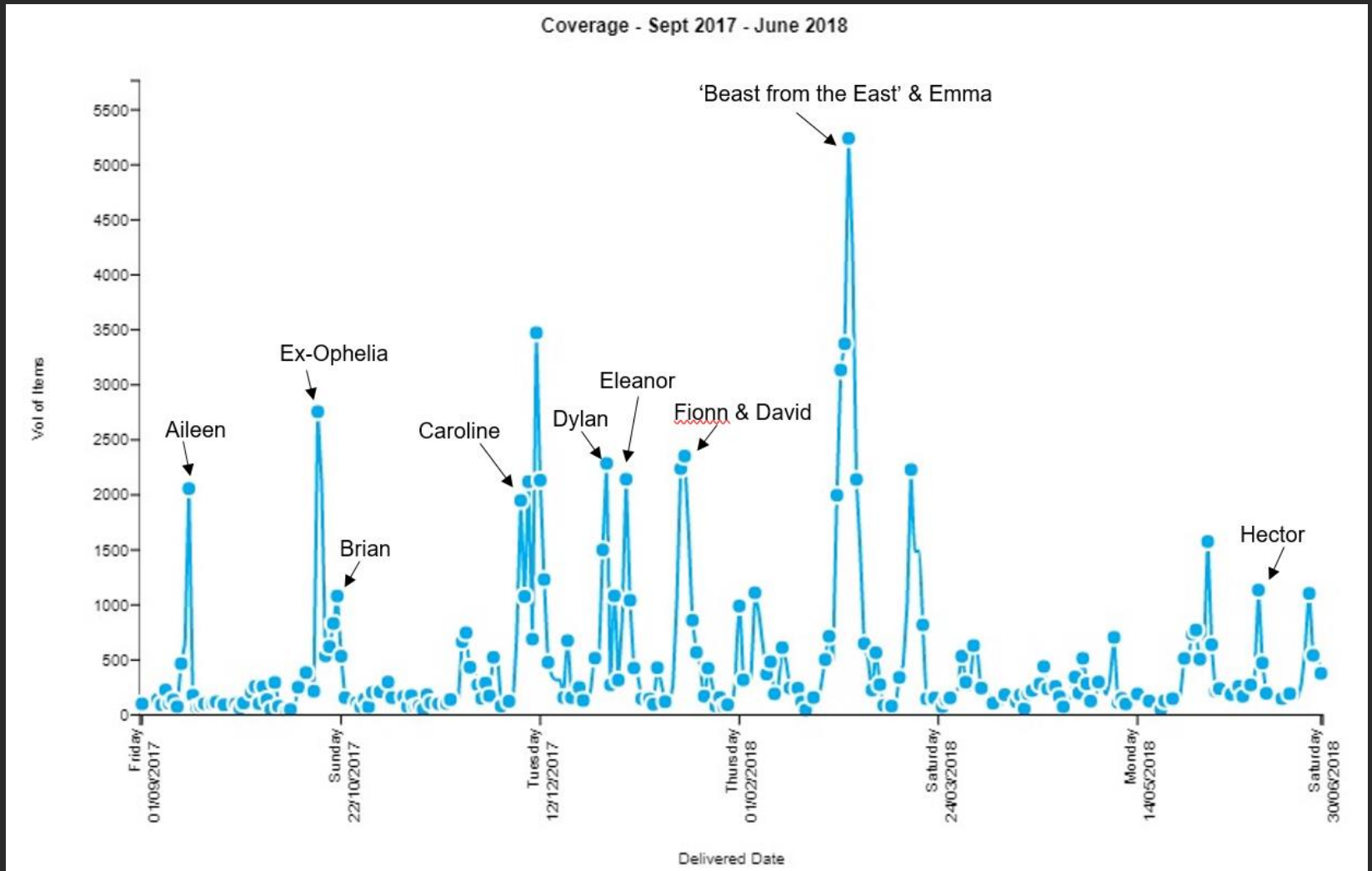
theguardian

Storm Hector: woman injured as high winds strike UK

Woman in her 40s in hospital in Scotland as fallen trees bring travel disruption



Year 3: 2017-18



Feedback

“.. makes them come alive and real!”

Positive

- Raised awareness/profile
- Simplified and defined weather events
- Extra ‘content’ for news media
- More people talking about the weather

“The naming of storms has also helped to focus media and communities on the danger in the lead up to an event.”

Negative

- Over-hyping of weather
- Naming criteria
- Impacts vary

“Please do not adopt the practice of giving names to storms. It is childish and completely unnecessary.”

What's next? – European collaboration

- National Met Services very positive about naming
- So no single list for 2018-19, but instead a partial, procedural merger with a high priority in improving joint communications and procedures across the 'Western Alliance'
- Expected that the Netherlands Met Service (KNMI) will join UK/Ireland block from September
- Longer term aspirations for further mergers and adoption of multi-year, pan European lists agreed by a naming committee

Any questions?