



www.susdrain.org
Partners and Supporters
Proposal 3270: 2022 - 2024



Welcome

Welcome and thank you for your interest in **susdrain**.

For the last ten years susdrain has been recognised as the UK's foremost authority and resource on Sustainable Drainage Systems (SuDS).

SuDS are now fast becoming accepted as good practice for managing surface water as well as improving our places and spaces through the delivery of multiple benefits. SuDS make a vital contribution to climate change adaptation, resilience and will help us respond to the climate and ecological emergencies we're facing.

susdrain is vital in the mainstreaming of high-quality sustainable drainage. Through the delivery of engaging initiatives susdrain brings together the relevant stakeholders to drive delivery of high quality SuDS by designers/practitioners; approvers (whether at a local authorities or water companies); and housing developers.

As the regulatory and policy landscape changes its even more important to share good practice and win hearts and minds of those in the built environment sector about the value of high-quality SuDS that deliver more than just flood risk management and contribute to other policy aspirations and business drivers.

susdrain is seeking your support to ensure this community remains an exciting platform to **inspire, inform** and **influence** the delivery of SuDS good practice.

With your support, CIRIA's independence, and our combined knowledge and passion we will continue to celebrate SuDS and ensure high quality SuDS schemes are delivered.



Overview

CIRIA has provided nationally recognised and award winning guidance and support to SuDS professionals for over 20 years.

The [susdrain online](#) and face-to-face community is the UK's leading independent resource on SuDS. susdrain supports the planning, design, approval, construction and maintenance of SuDS. susdrain's ultimate focus is to demonstrate that SuDS can deliver multiple benefits on all sites.

Approaches to deliver SuDS, particularly arrangements to secure multiple benefits and the adoption of SuDS features differ across the country and between different organisations. As delivery continues and experiences evolve it is imperative that initiatives like susdrain connect practitioners, approvers, policy makers, developers, the supply chain and researchers to share knowledge, innovation and experience.

susdrain will maintain its position as the leading provider of inspiration and information on SuDS. A marketing strategy will underpin behaviour change in key stakeholders and the susdrain website will be updated with an engaging and functional platform.

We are looking for leading industry Partners and Supporters to get involved in susdrain for its next two year term.



20+ years

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susdrain objectives

susdrain’s overall objectives for 2022-2024 will be to continue to **inspire, inform** and **influence** the delivery of high-quality SuDS. susdrain will:

- | | |
|--|------------------|
| <ul style="list-style-type: none"> • Demonstrate the value and benefit of high-quality SuDS to encourage SuDS delivery. • Celebrate and showcase the implementation of multi-beneficial SuDS through case studies and hosting awards. • Commend and recognise SuDS champions and good practice on SuDS delivery. | Inspire |
| <ul style="list-style-type: none"> • Provide comprehensive, independent and authoritative resources on the delivery of multi-beneficial SuDS. • Provide focussed support for SuDS designers/practitioners, approvers and developers to deliver high quality sustainable drainage. • Support the industry through a business to business and online platform that provides professionals with the confidence to deliver good practice. | Inform |
| <ul style="list-style-type: none"> • Share good practice case studies and evidence on SuDS delivery to mainstream high quality SuDS and underpin effective policy. • Deliver a marketing strategy and relevant resources to enable behavioural change of SuDS designers/practitioners, approvers and developers to drive SuDS delivery. • Enable communication and collaboration between policy makers and the industry. | Influence |



Initiatives

susdrain’s objectives will be met by a number of initiatives these include:

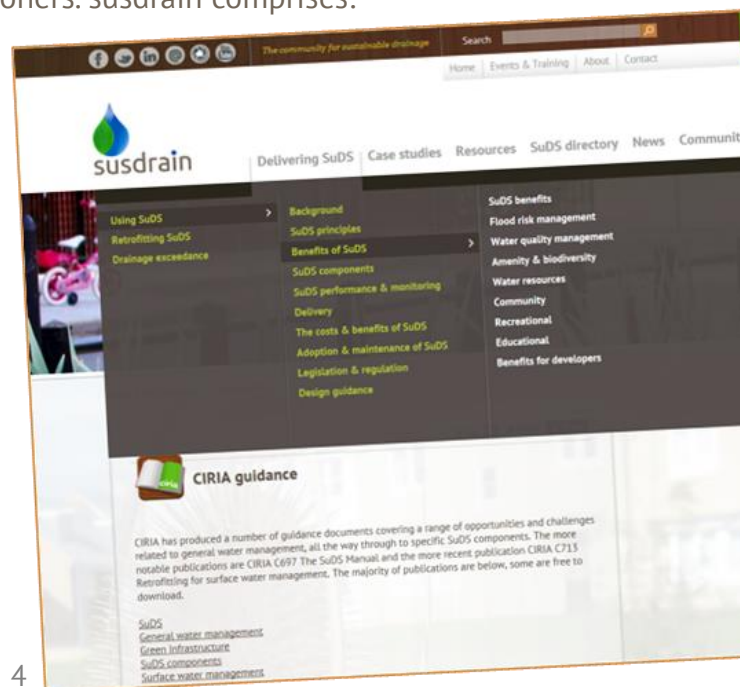
- **collaboratively developed marketing strategy** to promote SuDS and inspire behavioural change of focused audiences.
- **opportunities for networking and sharing knowledge** amongst those with an interest in SuDS. Delivering events face-to-face and online to bridge the science and policy with practice.
- **online sharing of evidence and good practice** through an improved website, engaging outputs and social media.
- **celebrating SuDS schemes and the SuDS champions** that inspire, inform and influence high quality SuDS delivery

Development and delivery of the initiatives will be based on engagement with the industry and the susdrain Partners and Supporters. Our success in some of these initiatives is likely to be dependent on funding.

Supporting the SuDS community

susdrain provides a platform for sharing outputs and resources that inspire, inform and influence. The content supported by CIRIA’s other SuDS activities will evolve reflecting the good practice being delivered by practitioners. susdrain comprises:

- knowledge hubs for focused audiences
- fact sheets
- briefings
- case studies including talking case studies
- Signposted lists for other resources (guidance and evidence)
- Social networking ([LinkedIn](#), [Twitter](#) etc) and newsletters
- Infographics, animations
- videos ([YouTube](#))
- Industry news and events pages
- Blogs to support dialogue on SuDS
- Seminars, webinars, site visits and meetings.



Delivering SuDS

Promotion of SuDS and driving behavioural change

As well as the promoting SuDS through the usual activities a collaboratively developed marketing strategy directed at our focused audiences seeks to raise awareness, change behaviours and directly support:

- **SuDS approvers** - local authority planners, local authority flood risk managers and SuDS officers as well as those at water companies and other adopting authorities.
- **SuDS designers/practitioners** – engineers and landscape architects engaged in designing surface water management infrastructure and SuDS
- **Property developers** – those involved in residential and commercial developments
- **Champions** – that that are keen to deliver SuDS

The website, events and susdrain resources will continue to be segmented to provide these audiences with the confidence to deliver high quality SuDS. This may require interaction with those researching and delivering good practice and other initiatives.

Audiences

The key audiences that benefit from susdrain are:

- **Local authority planners**
- **Local authority flood risk managers/SuDS officers**
- **Drainage/highway engineers**
- **Landscape architects**
- **Developers**
- Lead Local Flood Authorities
- Local planning authorities
- Consultants
- Sewerage undertakers
- Manufacturers and suppliers
- Regulators
- Communities and the public

Our impact

PARTNERS & SUPPORTERS

34 Partners & Supporters

EXPERIENCE

10 years
the **susdrain community** has been supporting **professionals**

PAGE VIEWS

300,000+
page views of susdrain website per year



EMAIL MARKETING

10,000+
recipients of monthly newsletters



CONNECTIONS

 **5,000+**
relevant and engaged
social followers
across Twitter, LinkedIn and YouTube

EVENTS

350+
professionals attended
susdrain events 
in 2021



GUIDANCE

400+
forms of web-based guidance and
100+ case studies



VISITORS

~100k
web-visitors per year to the susdrain website



Experiences

Feedback from susdrain event attendees:

"It was a very informative and invaluable for my development as a Flood Risk Officer." – Local Authority

"A good range of projects spaces explored with informed articulate presentations by industry leaders." – Consultant

"As a direct result of this seminar, I identified an opportunity for collaboration with our Highways DM team..... This will help to overcome developer objection regarding adoption and maintenance." – Local Authority

"Really good event, it highlighted the importance of partnership working" - Consultant

98%

Of users say susdrain is a useful resource for built environment practitioners.

95%

Of users say susdrain is a credible and neutral resource.

susdrain survey 2020

Testimonials

*"Wavin has been supporting susdrain for a number of years. We believe the work they are doing has been instrumental in driving the uptake of SuDS in the UK and provides a central source of knowledge. Aligning our brand with Susdrain enhances our position in this sector, gives credibility and gives access to invaluable two-way knowledge sharing." **Martin Lambley, Wavin***

*"RAA Ltd is proud to have been both a Supporter and Partner of susdrain since its inception. Being a Partner gives us the confidence and knowledge that we are part of a much larger, well respected community that has national recognition and which enables us to market our services to a wide range of clients. The resources available on the susdrain website are second to none and are enabling us to develop our next generation of innovative thinkers." **Phil Gelder, Richard Allitt Associates***

*"Working with the susdrain is a key activity for a private sector company such as Polypipe. It provides an opportunity to share good practice, they engage with multidisciplinary experts to deliver key resources, guidance and other outputs that enable the industry to constantly seek better ways of managing water. The opportunities to network, obtain feedback and stay on top of latest legislation is invaluable." **Charlotte Markey, Polypipe***

Partnership opportunities

To continue to support the industry with susdrain and deliver these aspirations we're seeking 'Supporters' and 'Partners' to fund the development of susdrain for September 2022-2024. The extent to which behaviour change can be delivered is dependent on funding.

We are seeking funding from a select number of organisations. In return susdrain 'Supporters' and 'Partners' will receive two years of benefits and profile - outlined on the next page. You'll also get the chance to:

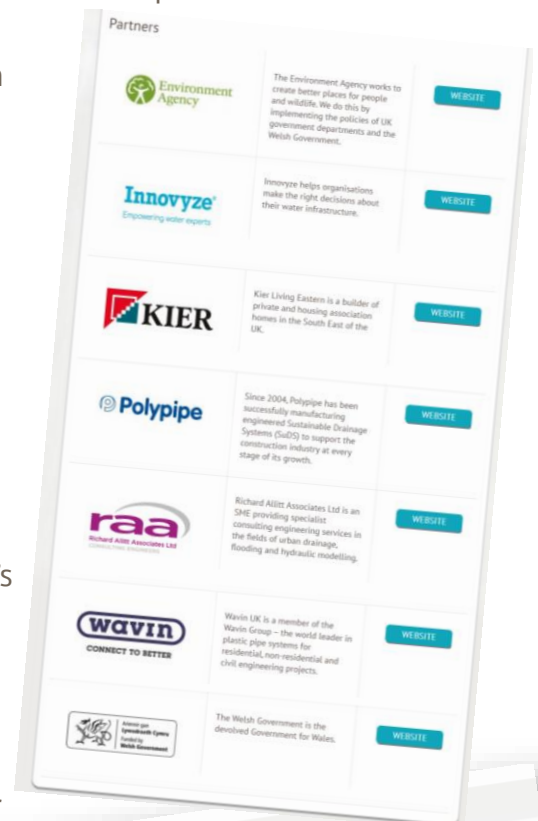
- work with an engaged group of peers to champion high quality SuDS
- obtain privileged updates from regulators, key stakeholders and researchers
- influence the development of susdrain its community and website
- develop business through online and face-to-face networking
- network and engage with peers, regulators and other key influencers involved in SuDS delivery

Supporting susdrain demonstrates your organisation's commitment to thought leadership and championing sustainable drainage. You will be able to use a susdrain Partner or Supporter logo demonstrating support for susdrain and SuDS good practice.

Signing up to susdrain to be a Partner or a Supporter enables you to contribute to all susdrain activities and outputs and to deliver a focussed campaign. The extent of the campaign will be dependent on funds and support.

Get involved for two years and become a Supporter for £5,000, or a Partner for 10,000

CIRIA members receive a 30% discount.



Benefits

Benefit	Annual value	Value over 2 years	Supporter (£5,000)	Partner (£10,000)
Opportunity to be part of the leading SuDS organisation in the UK	£ invaluable	£ invaluable	✓	✓
Opportunity to access the sector's top thinkers, raise your profile and develop your business	£ invaluable	£ invaluable	✓	✓
Opportunity to influence susdrain and shape the future direction of SuDS in the UK	£ invaluable	£ invaluable	✓	✓
Opportunity to network with influencers and researchers in the sector	£ invaluable	£ invaluable	✓	✓
Opportunity to chair susdrain seminars and events	£ invaluable	£ invaluable		✓
Use of susdrain Supporter or Partner logo on your company stationery and other marketing material	£ invaluable	£ invaluable	✓	✓
Your (free) events listed on susdrain's events page	£ invaluable	£ invaluable	✓	✓
Your logo on the susdrain homepage	£4,000	£8,000		✓
Your logo on all susdrain newsletters circulated to over 10,000 contacts (12 per year)	£1,750	£3,500	✓	✓
Your banner stand at CIRIA SuDS events (worth £200 each)	£4,800	£9,600		✓
Your logo on susdrain seminar materials (flyers, programme, presentations, videos etc)	£1,200	£2,400	✓	✓
Your logo visible on the susdrain blog	£1,000	£2,000		✓
Collaborate to deliver two joint webinars	£ invaluable	£ invaluable	✓	
Collaborate to deliver four joint webinars	£ invaluable	£ invaluable		✓
Opportunity to provide video testimonials for SuDS and susdrain for social media circulation	£ invaluable	£ invaluable		✓
Your involvement in the susdrain Awards ceremony	£ invaluable	£ invaluable		✓
Complimentary tickets to CIRIA's Annual debate and drinks receptions (covid permitting).	£300	£600		✓

The direct benefits for supporters and partners are worth....

£15,500

£27,300



Contact us



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