



[www.susdrain.org](http://www.susdrain.org)

**Proposal**  
September 2014-2016

# Welcome

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

2014 looks like it could be an interesting year of change. There's growing recognition that Sustainable Drainage Systems (SuDS) provide a better way to manage our surface water, new guidance is being delivered and hopefully the National Standards for Sustainable Drainage will also make a contribution too!

As well as the opportunities we also recognise some of the challenges that SuDS delivery might pose, particularly as professionals get to grips with new regulations, practices and processes. Using its independence, connections, experience and knowledge CIRIA will continue to support the development and sharing of good practice on sustainable drainage through the **susdrain** community in 2014 and beyond.

**susdrain**, now over a year old and with the support of public and private sector organisations provides an exciting platform to connect, collaborate and share practice to inspire the SuDS community to create great places and spaces.

The **susdrain** website is visited by around 6,000 people every month, the associated events are often oversubscribed and the resources are widely used. With your support we hope to continue to ensure sustainable drainage is not only embraced, but great SuDS schemes are delivered.

So please, read on, and we'd love to hear from you very soon.

Paul Shaffer



## Welcome continued...

Watch Paul Shaffer, susdrain Project Manager introduce susdrain...



Watch our partners and supporters discuss why they're involved in susdrain...



# Overview

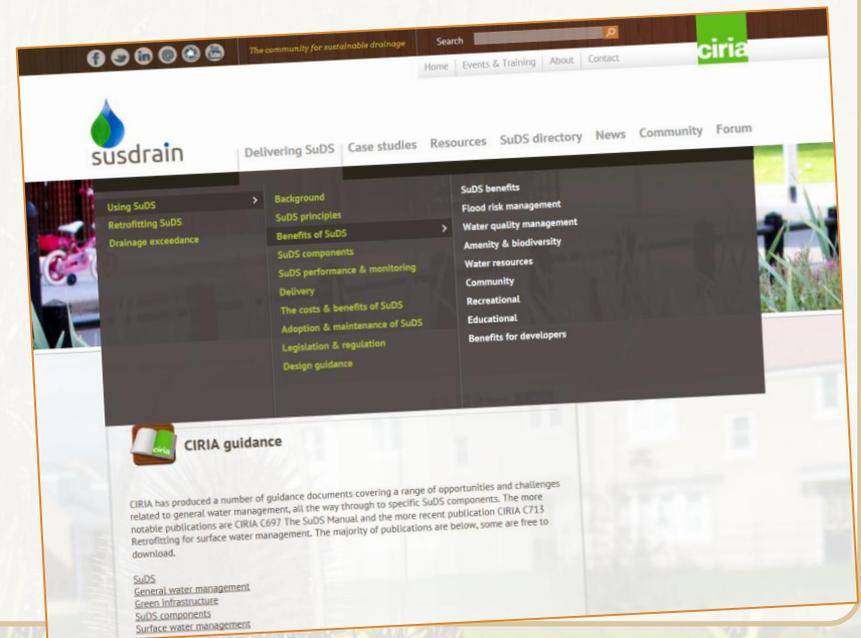
CIRIA has provided support to SuDS professionals for well over a decade on a variety of aspects. The **susdrain** online and face-to-face community is vital part of continuing to provide a holistic community of practice, pulling together best practice in a 'one-stop-shop' for all those involved in delivering SuDS.

We will continue to consolidate resources, distil guidance and be first port of call for those with an interest in SuDS (in its various guises). **susdrain** provides an opportunity to respond to the opportunities and challenges of SuDS delivery providing an interactive community that makes learning about SuDS an easy, dynamic and enjoyable experience.

**susdrain** will provide independent and objective updates on regulations and guidance, and expand (its already comprehensive) information, case studies, photos, blogs and discussions on SuDS.

We have a number of partners and supporters already involved in **susdrain** and we're offering opportunities for other organisations to get involved.

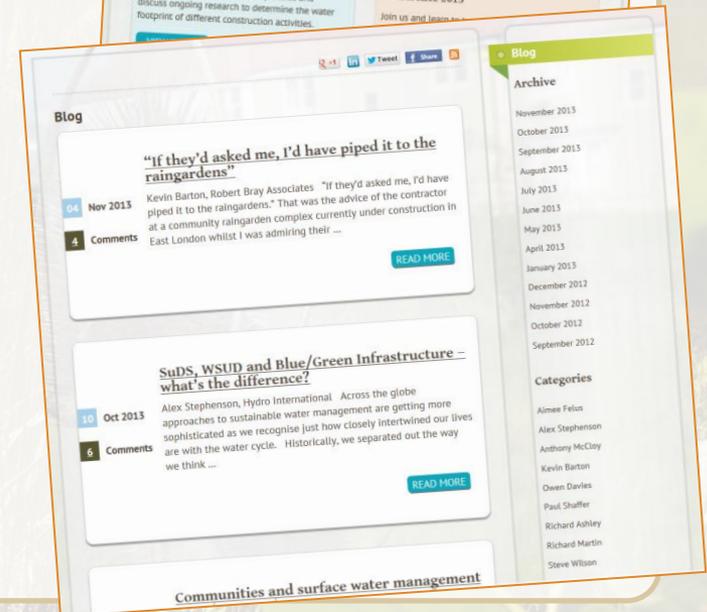
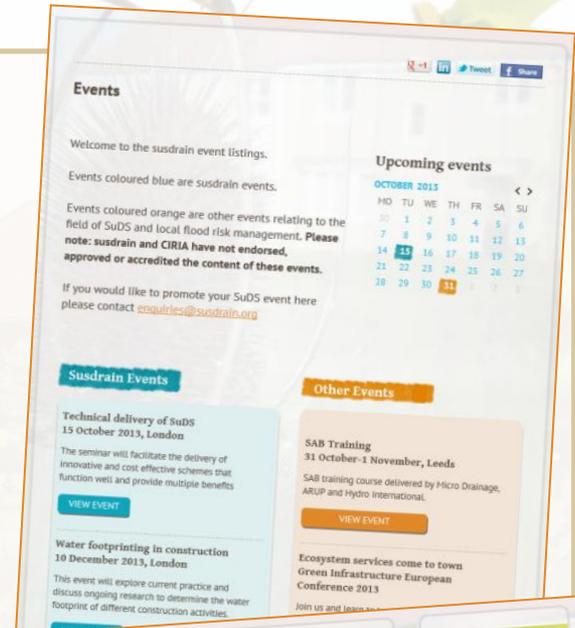
Read on to find out more...



# susdrain objectives

At the heart of the community is an attractive and easy to use website. [www.susdrain.org](http://www.susdrain.org) that allows CIRIA to deliver a number of initiatives. The objectives of this community will be to:

1. Provide comprehensive, objective and authoritative technical support on the delivery of SuDS.
2. Support different organisations and disciplines to deliver effective sustainable drainage.
3. Co-ordinate the collation, presentation, dissemination and promotion of information on delivering SuDS for all stakeholders (including the general public).
4. Encourage the implementation of SuDS by providing stakeholders with information and examples to overcome challenges and positively respond to national legislation (including the National Standards).
5. Support the industry by providing business-to-business opportunities and a platform that supports networking and knowledge sharing, thereby promoting good practice.
6. Encourage and monitor progress, new developments, technologies, and practices in SuDS and ensure that this is independently and objectively communicated.



# Initiatives

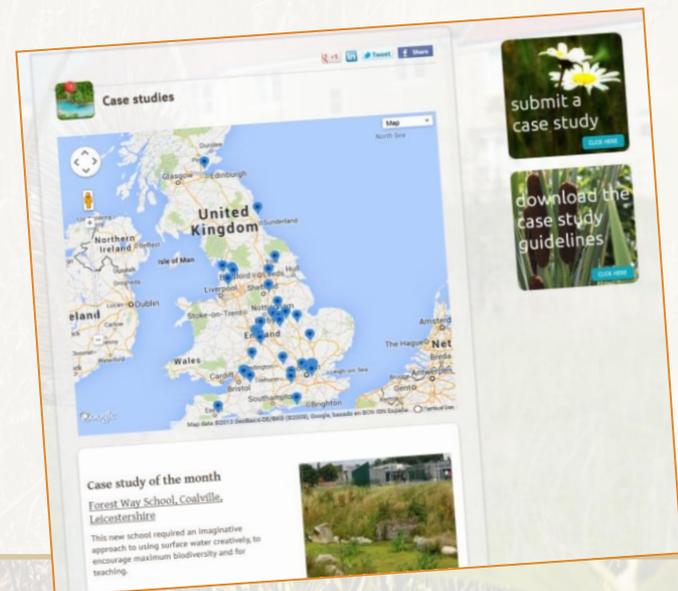
**susdrain** objectives are met through the implementation of PHASE 1. PHASE 2 initiatives are dependent on available funds. The initiatives are:

## **susdrain community (PHASE 1)**

- Update summary SuDS information to reflect new guidance on
  - Revision of the SuDS Manual
  - Drainage exceedance
  - Demonstrating multiple benefits of SuDS
- Include new information to support the National Standards for SuDS (complementing Defra's resources)
- Produce new resources (fact sheets, briefings)
- Collate new case studies and photo galleries (linked to Google maps and Picasa)
- Maintain signposting for other resources (guidance and evidence)
- Maintain industry news and events pages
- Facilitate a blog and forum to support dialogue on SuDS
- Integrate social networking (LinkedIn, Facebook etc) and newsletters
- Deliver meetings, seminars and potential site visits.

## **Other resources/initiatives (PHASE 1)**

- Deliver SuDS webinars and videos
- Deliver new “talking case studies” (videoed site visits and interviews)
- Facilitate inter institutional collaboration
- Deliver a new annual SuDS photo competition



## Initiatives continued...

### Training + other initiatives (PHASE 2)

- Produce animations
- Develop of e-learning material
- SuDS design competitions

*The extent to which this can be achieved, and particularly PHASE 2 initiatives is dependent on available funds.*

**Ever wondered where the rain goes?**

**Our first SuDS animation was launched in October 2013. [Click here to watch it now...](#)**



# Approach and results

CIRIA has managed the development of **susdrain** with the support of a professional web design agency, and is guided by an advisory group of representatives from industry, made up of funders and regulators. This group will be provided with the opportunity to network and meet regularly to discuss relevant SuDS topics, whilst helping to identify and deliver content for the community.

**susdrain**'s performance and impact is monitored quarterly and there is an annual survey. Key results of the monitoring and feedback are presented below.

## Results so far:

- susdrain.org has collated over 300 resources, including guidance, blogs, case studies, presentations, briefings, case studies and more.
- The susdrain annual survey showed that 100% of visitors find it a useful resource
- Over 122,000 views of the susdrain website since launch
- Over 70,000 opens of monthly newsletter since launch
- Over 8,500 engaged contacts on susdrain database
- Over 9,000 views of the first susdrain animation internationally
- 1,000 relevant and engaged followers on social media

# Audiences

The key audiences that will benefit from **susdrain** are:

- Drainage and highways engineers
- Local Authorities (in particular lead local flood authorities and SuDS Approval Bodies)
- Flood risk managers
- Landscape architects
- Planners/urban designers
- Land and housing developers
- Drainage consultants and suppliers
- General public

## Feedback from susdrain visitors

*“Overall I think susdrain provides a very useful service, particularly from the perspective of informing users of government legislation and reports”*

*“Excellent initiative, well executed, good clear website”*

*“I have already recommended it to colleagues it is one of the more useful emails to drop into my box”*

# Partnership opportunities

To continue to support the industry with **susdrain** we're seeking 'supporters' and 'partners' to help fund PHASE 1.

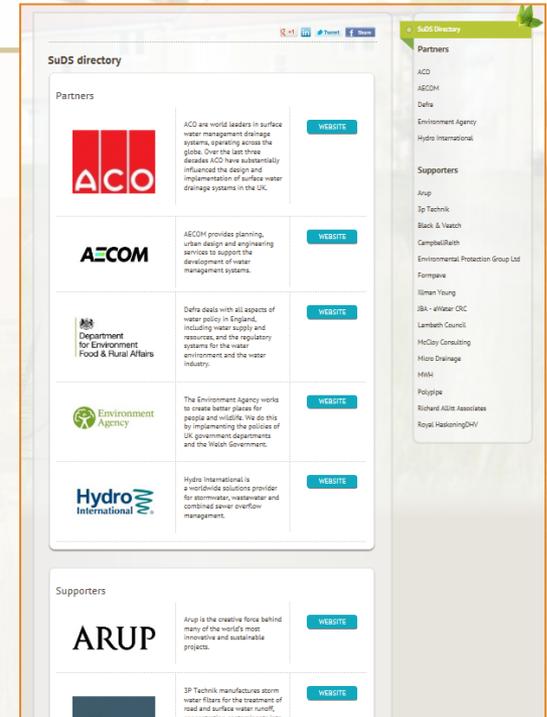
We are seeking funding from a select number of organisations.

In return **susdrain** 'supporters' and 'partners' will receive **2 years** worth of profile and benefits - outlined on the next page. You'll also get the chance to help guide the development of the website, shape the community and build contacts with key decision and policy makers as well as developing business through online and face-to-face networking.

Through association with **susdrain**, you'll demonstrate that you are a thought leading organisation committed to championing sustainable drainage and continuous improvement. You will also be able to use a susdrain logo demonstrating support for the susdrain initiative.

We're offering two levels of opportunity for PHASE 1, but in addition if your organisation wishes to support specific initiatives from PHASE 2 then we would be delighted to discuss the possibilities.

Become a supporter for £5,000 or a partner for £10,000.



## Previous partners and supporters have included...



| <b>Benefit</b>   | <b>Annual value</b> | <b>Value over 2 years</b> | <b>Supporter (£5,000)</b> | <b>Partner (£10,000)</b> |
|--|---------------------|---------------------------|---------------------------|--------------------------|
| <b>Opportunity to network, raise profile and develop business</b>  | £ invaluable        | £ invaluable              | ✓                         | ✓                        |
| <b>Opportunity to direct the scope of this project</b>   | £ invaluable        | £ invaluable              | ✓                         | ✓                        |
| <b>Opportunity to network with influencers in the sector</b>   | £ invaluable        | £ invaluable              | ✓                         | ✓                        |
| <b>Opportunity to chair susdrain seminars and events</b>   | £ invaluable        | £ invaluable              |                           | ✓                        |
| <b>Use of susdrain supporter or partner logo on your company stationery and other marketing material</b> | £ invaluable        | £ invaluable              | ✓                         | ✓                        |
| <b>Your logo on the susdrain homepage</b>  | £4,000              | £8,000                    |                           | ✓                        |
| <b>Your logo on all susdrain newsletters (12 per year)</b>   | £1,750              | £3,500                    | ✓                         | ✓                        |
| <b>Your banner stand at 4 CIRIA SuDS events (worth £200 each)</b>  | £4,800              | £9,600                    |                           | ✓                        |
| <b>Your logo on susdrain seminar materials (flyers, programme etc)</b>                                   | £1,200              | £2,400                    | ✓                         | ✓                        |
| <b>Your logo visible in the susdrain forum and blog</b>  | £1,000              | £2,000                    |                           | ✓                        |
| The direct benefits for supporters and partners are worth....  |                     |                           | <b>£15,500</b>            | <b>£26,700</b>           |

*CIRIA Core Members will be offered a 30% discount on the rates outlined above.*

# Contact

If you would like to get involved or have any queries please contact us...



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