



[www.susdrain.org](http://www.susdrain.org)  
Proposal 3140  
September 2018 - 2020



# Welcome

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

Now in its sixth year susdrain is going from strength to strength and is now well established as the UK's foremost resource on sustainable drainage systems (SuDS).

We continue to see a greater acceptance of the value of using SuDS to manage surface water and deliver fantastic places and spaces. SuDS are a vital part of our armoury to manage the risks of climate change, urbanisation and deliver effective place making, both in new build developments and existing communities.

Whilst we have the introduction of national regulations and standards there is still a growing need to share good practice and win hearts and minds about the value of SuDS and the importance of delivering multiple benefits. susdrain is vital in promoting SuDS and enabling the transition to the mainstreaming of sustainable drainage. susdrain's future plans includes a marketing strategy that focusses on supporting practitioners; approvers, whether at a local authority or another adopting body; and developers. It will also provide tools to help SuDS champions deliver real change.

susdrain is seeking your support to ensure this community remains an exciting platform to share good practice to inspire, connect, collaborate and challenge the status quo.

With your support, CIRIA's independence, and our combined knowledge and passion we will continue to ensure sustainable drainage is not only embraced, but high quality SuDS schemes are delivered.



# Overview

CIRIA has provided nationally recognised and award winning 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 (CIWEM, and ICE). By bringing the tools, guidance and case studies together, susdrain supports the planning, design, construction, maintenance and approval of SuDS. Our ultimate focus is to demonstrate that SuDS can deliver multiple benefits on all sites.

We will continue to consolidate resources, distil guidance and to be the first port of call for those with an interest in SuDS. susdrain provides an opportunity for everyone to exploit the opportunities and overcome challenges related to SuDS delivery. The susdrain website will be refreshed, and if possible replaced with a more attractive and functional platform. Our marketing efforts are being enhanced to support tangible behavioural change in key stakeholders at the centre of surface water management.

susdrain will also provide independent and objective updates on policy changes, guidance and expand (its already comprehensive) information, case studies and blogs.

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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**nationally recognised**  
and **award winning**  
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professionals

# susdrain objectives

susdrain's objectives for 2018-2020 will be to:

- Promote the value and benefit of SuDS to encourage SuDS delivery
- Provide comprehensive, independent and authoritative technical resources on the delivery of high quality, multi-beneficial SuDS.
- Identify and proactively support our priority audiences to deliver effective sustainable drainage.
- Coordinate the collation and sharing of good practice on exploiting the opportunities and overcoming challenges of SuDS delivery.
- Encourage the implementation of SuDS by providing information and examples to inspire delivery and respond to an evolving regulatory framework.
- Support the industry through a business to business platform that enables networking and knowledge sharing, providing professionals with the confidence to deliver good practice.



# Initiatives

susdrain's objectives will be met by a number of initiatives which will be delivered and supported by the susdrain website ([www.susdrain.org](http://www.susdrain.org)). These include;

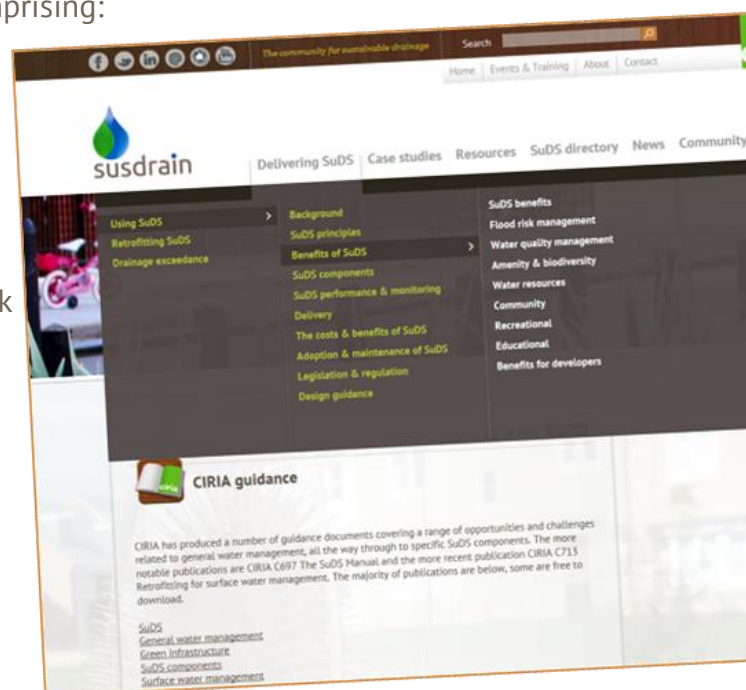
- to maintain and improve the susdrain community through its dedicated website, events and resources
- to promote SuDS in a targeted and prioritised way to specific audiences and disciplines.
- to maintain and improve the susdrain website

The approach to delivering some of these initiatives will be dependent on funding.

## 1. susdrain community

Maintain the susdrain website content to ensure it aligns with CIRIA's guidance on SuDS and evolving good practice being delivered by practitioners. Continue to develop and add to susdrain's library of resources comprising:

- fact sheets
- briefings
- case studies including talking case studies
- Signposted lists for other resources (guidance and evidence)
- Social networking (LinkedIn, Facebook etc) and newsletters
- videos
- open source photo galleries
- Industry news and events pages
- Blogs to support dialogue on SuDS
- Meetings, webinars, seminars and potential site visits.





## 2. Promotion of SuDS

As well as the promoting SuDS through the usual activities the susdrain project steering group recommended focussing on the promotion of SuDS to key audiences. A marketing strategy looking to raise awareness and change behaviour is focused on:

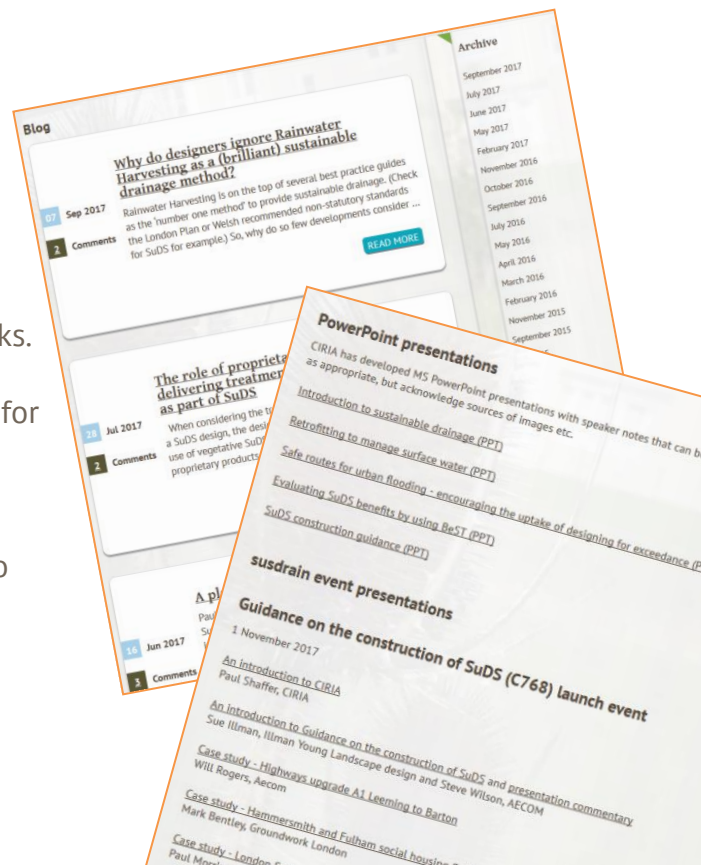
1. **Approvers** - local authority planners, local authority flood risk managers and SuDS officers as well as other adopting authorities.
2. **Designers** – engineers and landscape architects engaged in designing surface water management infrastructure and SuDS
3. **Developers** – those involved in residential and commercial developments
4. **Champions** – that that are keen to deliver SuDS

The website and susdrain resources will be segmented to provide these audiences with the confidence to deliver high quality SuDS. This may require interaction with other organisations and linkages with other CIRIA projects.

## 3. susdrain website

A number of activities will be undertaken to ensure the susdrain website is easy to use and navigate, this includes;

- Updating susdrain website content and links.
- Improving website navigation, particularly for key audiences
- Redesigning the website and if possible completely refreshing the entire website to make it more attractive, contemporary and functional



# Our impact

## PARTNERS & SUPPORTERS

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**33** Partners & Supporters

## PAGE VIEWS


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**296,343**  
page views of susdrain websites per year



## CONNECTIONS

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 **3030**  
relevant and engaged  
social followers

## GUIDANCE

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**400+**  
forms of web-based  
guidance and  
**67 case studies**



## EXPERIENCE

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**5+** years  
the **susdrain community** has  
been supporting **professionals**

## EMAIL MARKETING

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**16,812**  
recipients of monthly  
newsletters



## EVENTS

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**373**  
professionals attended  
**susdrain events** in 2017



## VISITORS

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**87,936**  
web-visitors per year  
to the susdrain website



# Audiences

The key audiences that will 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**
- **Manufacturers and suppliers**
- **Regulators**
- **Sewerage undertakers**
- **Communities and the public**
- **Planners/urban designers**

# Experience

Feedback from susdrain visitors and 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, which resulted in amendments being made to our standard maintenance conditions to incorporate Highways processes. This will help to overcome developer objection regarding adoption and maintenance.” – Local Authority*

*“Really good event, it highlighted the importance of partnership working” - Consultant*

## 100%

of event attendees in 2017 said they would recommend susdrain to a colleague.

Feedback surveys 17

## 98%

Of users say susdrain is a credible and neutral resource.

Annual susdrain survey 2016



# 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 2018-2020. The extent to which behaviour change can be delivered is dependent on funding.

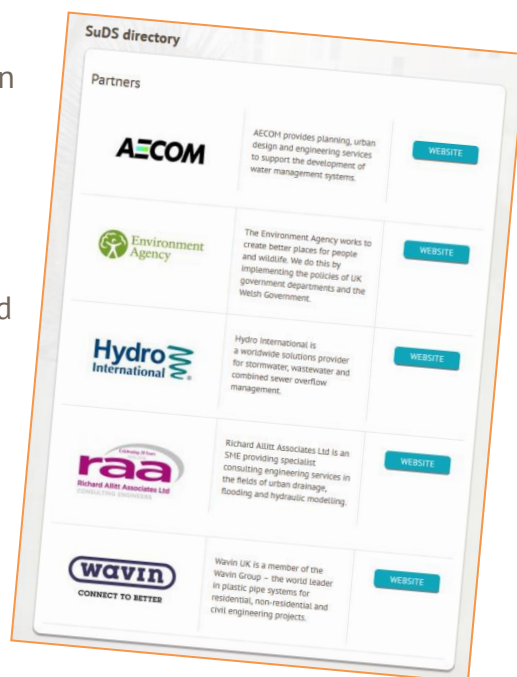
We are seeking funding from a select number of organisations. In return susdrain 'Supporters' and 'Partners' will receive two years of benefits and profile - outlined on the next page. You'll also get the chance to;

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

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

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.

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



# 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 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) event 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 16,000 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 <b>one</b> joint webinar	£ invaluable	£ invaluable	✓	
Collaborate to deliver <b>three</b> joint webinars	£ invaluable	£ invaluable		✓
An opportunity to provide video testimonials for SuDS and susdrain for social media circulation	£ invaluable	£ invaluable		✓
Your involvement in susdrain Awards ceremony	£ invaluable	£ invaluable		✓
Complimentary tickets to CIRIA's Annual debate, and drinks receptions	£300	£600		✓
<b>The direct benefits for supporters and partners are worth....</b>			<b>£15,500</b>	<b>£27,300</b>



## Contact us

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



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