



[www.susdrain.org](http://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 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 brings together the relevant stakeholders to drive delivery of high quality SuDS.

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.

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.

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



## 20+ years

CIRIA has provided  
**nationally recognised**  
and **award winning**  
support to SuDS  
professionals

## 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
- 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.

## Key audiences benefitting from susdrain are:

### SuDS approvers:

- Water and Sewerage Companies (WaSCs)
- Local planning authorities (LPA)
- Lead Local Flood Authorities (LLFA)
- Highway authorities

### Developers and other clients:

- Commercial
- Residential

### SuDS Designers/practitioners:

- Landscape architects
- Engineers
- Planners and master planners

### Journalists (local, national, international and trade)

### Industry groups and trade bodies

### Government and regulators

# 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

**5,000**  
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

*"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 we're seeking 'Supporters' and 'Partners' to fund the development of susdrain for September 2022-2024.

We are seeking funding from a select number of organisations. In return susdrain 'Supporters' and 'Partners' will receive two years of benefits and profile including 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 £7,500 or a Partner for £15,000**

*CIRIA members receive 1/3 discount.*

# Benefits of membership\*

Benefit	Annual value	Value over 2 years	Supporter (£7,500)	Partner (£15,000)
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 11,000 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.	£300	£600		✓

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

**£15,500**

**£27,300**





## Contact us



Louise Walker  
Senior Research Manager, CIRIA  
[louise.walker@ciria.org](mailto:louise.walker@ciria.org)  
07552 163016



Adrien Baudrimont  
Research Manager, CIRIA  
[adrien.baudrimont@ciria.org](mailto:adrien.baudrimont@ciria.org)  
07933 181782