



**Sussex
Nature Recovery**
A collective blueprint for targeted action

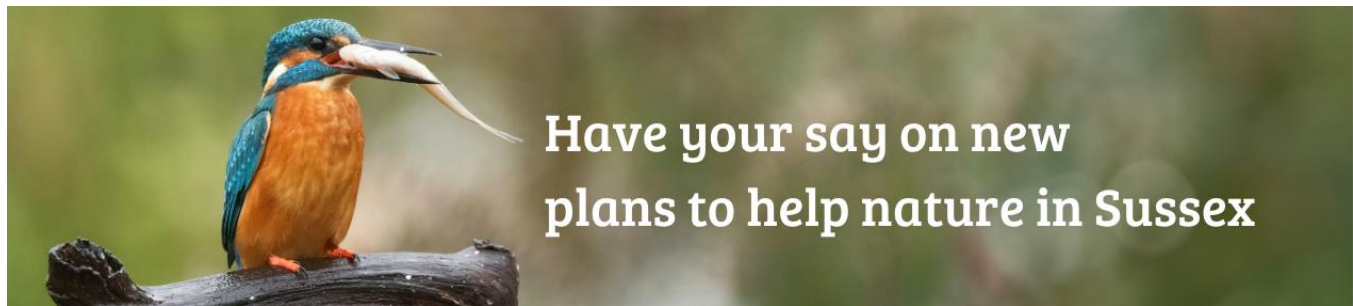
Communications tool kit

Last reviewed 4 November 2025



Funded by
UK Government





Introduction and toolkit contents

This toolkit contains messaging and assets to help you promote the below with your audiences:

- Public consultation on two Sussex LNRS.
- Consultation webinars for different groups.

We will be updating this tool kit throughout the 6-week consultation period.

Background

Local Nature Recovery Strategies are a new planning tool to help nature. 48 strategies are being developed across England, each covering the area of about a county.

For the first time, there is a Local Nature Recovery Strategy (LNRS) to cover West Sussex and another LNRS to cover East Sussex and Brighton & Hove. Together, they set out the main principles, priorities and actions for nature's recovery across Sussex.

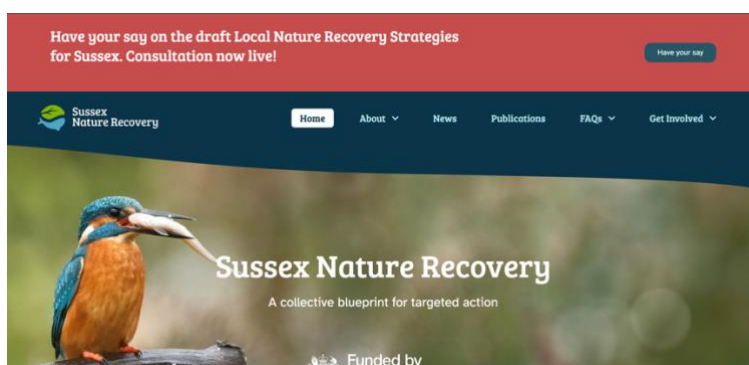
Over two thousand local people were involved in the development of these Local Nature Recovery Strategies. Now the drafts have been written, we want to give those living and working in Sussex the opportunity let us know if they think we've got them right.

To enable feedback, a six-week public consultation has launched and will close at 11:55 PM on 26 November 2025.

Link to West hub: <https://yourvoice.westsussex.gov.uk/lnrs-west>

Link to East hub: <https://yourvoice.westsussex.gov.uk/lnrs-east>

The consultation can also be accessed from SussexNaturerRecovery.org.uk where there is a banner at the top of every page.



About the consultation

- The LNRS comprises a written 'Statement of Biodiversity Priorities' (split into 4 Parts) and a Local Habitat Map. We recommend people review Parts 1 and 2 of the written LNRS – which have the context and the recommendations though these are long documents. (Part 3 is for species specialists and Part 4 has supporting technical detail).
- The hub has user guides for the written LNRS and the map, plus FAQs.
- To have their say, reviewers fill in a survey (All questions are voluntary). They can also add a comment directly on to the Local Habitat Map.

Consultation webinars

We ran 3 webinars to walk different audiences through the strategies – how they help us to help nature, how to navigate the docs and map, how to give feedback. All the recordings are on our [website](#) where you can also download the slides, or watch them individually on YouTube.

- [Town and parish councils](#) (21/10/2025)
- [Farmers, landowners and land managers](#) (23/10/2025)
- [Residents, groups and organisations](#) (03/11/2025)

Assets

Hashtags

#SussexNatureRecovery #SussexLNRS #HaveYourSay #HelpSussexNature #ShapeYourLNRS
#AddYourVoice

Consultation video

A short (30 second) video has been created to help promote the consultation.

- Link to it from YouTube: <https://www.youtube.com/watch?v=KzcfQeEWHwM>
- Or download the video in various file sizes from [Dropbox](#)

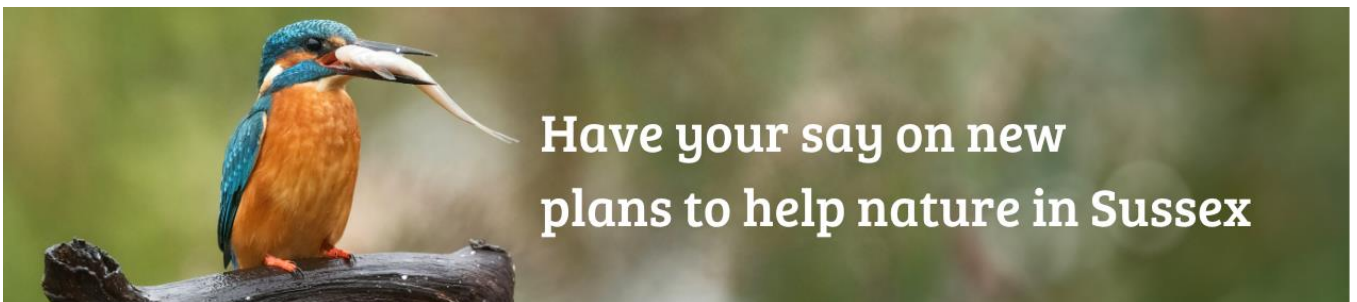


Social media posts, images, banners etc.

There are a range of assets you can use to promote the LNRS in your channels. The below examples and more can be [Downloaded from Dropbox](#) and we'll putting new creative in there to support the final weeks of the consultation.

If you're looking for something specific, let us know: diana@wayforwardbrighton.com





Sample Words:

The below are some thoughts about how you can promote the consultation but feel free to modify. Which links you use will depend on your location and whether you are promoting one or both consultations or just want to drive people to the website.

Short

- Have your say on new plans to help nature in Sussex! Consultation closes 26 November 2025. Find out more SussexNatureRecovery.org.uk
- or
- Have your say on new plans to help nature in Sussex! Consultation closes 26 November 2025. [East Sussex and Brighton & Hove LNRS](#), [West Sussex LNRS](#)
- Love nature in Sussex? Help shape your Local Nature Recovery Strategy. Consultation closes 26 November 2025. Have your say: [East Sussex and Brighton & Hove LNRS](#)
- The first Local Nature Recovery Strategies for Sussex have now been drafted. Tell us what you think before 26 November 2025 [West Sussex LNRS](#)
- Over 2000 local people helped create new plans to help nature in Sussex. Now you can add your voice. SussexNatureRecovery.org.uk
- Love nature in Sussex? #HaveYourSay on the 7 #Principles, 24 #Priorities and over 100 #Actions in your Local Nature Recovery Strategy. [East Sussex and Brighton & Hove LNRS](#)
- New plans to help nature in Sussex have been drafted. Let us know if we've got them right. SussexNatureRecovery.org.uk
- Get involved in new plans to help nature in Sussex. Tell us what you think of your Local Nature Recovery Strategy. [West Sussex LNRS](#)
- Have your say for nature in Sussex. Consultation on Sussex Local Nature Recovery Strategies closes 26 November 2025. SussexNatureRecovery.org.uk
- Consultation on new plans to help nature in Sussex is open! Have your say before 26 November 2025. SussexNatureRecovery.org.uk

Medium. (Feel free to mix and match!)

Have your say on nature recovery in #Sussex!

If you live or work in West Sussex, East Sussex and Brighton & Hove, this is your chance to support local habitats and species.

Local Nature Recovery Strategies covering Sussex have now been drafted. Consultation closes 26 November 2025.

Find out more and tell us what you think:

[East Sussex and Brighton & Hove LNRS](#)

[West Sussex LNRS](#)

#AddYourVoice #SussexNature #SussexLNRS

The first Local Nature Recovery Strategies for Sussex have been drafted!

Explore 7 #Principles, 24 #Priorities, and over 100 #Actions, along with an interactive Local Habitat Map.

Share your thoughts on how we can help habitats and species in West Sussex, East Sussex and Brighton & Hove recover and thrive.

Consultation closes 26 November 2025.

Have your say:

[East Sussex and Brighton & Hove LNRS](#)

[West Sussex LNRS](#)

#AddYourVoice #SussexNature #SussexLNRS

Help shape your Local Nature Recovery Strategy!

Draft plans to recover nature in West Sussex, East Sussex and Brighton & Hove are now open for consultation.

They build on and support existing nature recovery efforts, from large-scale initiatives to grassroots projects.

Sign up for a webinar to find out how the plans help us to help nature.

Have your say before 26 November 2025.

[East Sussex and Brighton & Hove LNRS](#)

[West Sussex LNRS](#)

#AddYourVoice #SussexNature #SussexLNRS

Newsletter Copy:

Have your say on new plans to help nature in Sussex!

Two years in the making, and developed with input from over 2,000 local people, groups and organisations, the very first Local Nature Recovery Strategies for Sussex have now been drafted.

A six-week consultation has just launched to give those living and working in West Sussex, East Sussex and Brighton & Hove the chance to share their views on the plans.

The draft strategies build on and support existing nature recovery efforts already underway in Sussex, from large-scale initiatives to grassroots projects. They help us all to understand what nature needs in our local area and provide a tool that will guide our actions to enable the recovery of this most precious resource.

Each strategy contains 7 principles, 24 priorities and over 100 practical actions to help reverse the decline in habitats and species. These range from incentivising the creation of new wildlife-rich spaces, to small everyday actions that anyone can take to encourage wildlife into their gardens.

Explore your Local Nature Recovery Strategy and have your say before 26 November 2025.

To take part, visit: [East Sussex and Brighton & Hove LNRS](#) or [West Sussex LNRS](#)

Or find out more at: SussexNatureRecovery.org.uk