

NATIONAL WORLD

Welcome Letter to Sussex World

Thursday, 10 February 2022

SussexWorld, a brand new site serving all East and West Sussex, will launch on Thursday 10 February.

It brings together all our existing 16 local news sites that have served every town and village in this fabulous stretch of England for many years – and with 2.2m monthly unique browsers will be one of the bigger sites in the company.

It is powered by the professional and trusted journalism from our premiere range of local newspapers – Chichester Observer Series, Littlehampton Gazette, Worthing Herald Series, Eastbourne Herald, Hastings Observer Series, Sussex Express, Mid Sussex Times, Crawley Observer, West Sussex County Times, West Sussex Gazette and the Brighton Indy.

And this new website will be rich in local news as well as essential information, culture and what's on, sport, fascinating features and key events from across Sussex.

Regional Director and Editor In Chief of Sussex Gary Shipton said: "Most of our audience currently comes from social and search – so in order to maintain that flow of readers we are continuing to use our current Facebook pages to promote our content as we build the SussexWorld brand.

"We are also protecting all our local news by creating 'landing pages' for each town and city in Sussex and diverting the existing URLs to them – so people know their local content is still thriving."

Users will enjoy a much better reading experience.

The one big SussexWorld site will be able to offer Push Notifications, Newsletters, and a wealth of Sussex wide arts, entertainment, retail, business and sports content.

Video will be at the heart of the new site as Sussex transitions to a live newsroom.

"We are already producing daily news, weather and sports bulletins – like some other centres – and we will be building on this. We know video is really important to our readers," Gary said.

He urged readers and staff to explore the new site as soon as it goes live – with all feedback welcome!

The home page sussexworld.co.uk will carry the biggest news from across Sussex and will be constantly updated.

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