

Partnership Update: Katie Allen

Sustainable Peterborough can be proud to add the following new partners:

Sustain Furniture: Locally owned business creating natural furniture out of reclaimed materials.

Sams Deli: Locally owned deli that sources as much local food as possible for their menu.

Runners Life: Retail location supplying fitness equipment, clothing and accessories. Runners Life also provides training, and group run classes for the community.

FastStart Fleming: Fast Start is an free extracurricular program design to help students acquire tools to be an entrepreneur.

FastStart Trent: Fast Start is a program design to help students acquire tools to be an entrepreneur. There is also a focus on social enterprise, with exciting innovations in entrepreneurial supports.

Peterborough Public Library

Partnership Development Work and Strat Plan Update:

I have created a detailed work plan for the remainder of 2015, and 2016. The plan outlines key tasks, descriptions, and milestones. The work plan was also created to align with the strategic planning goals of Sustainable Peterborough. Outlined tasks' work toward strategic goals. However, recruitment is still slow, with low response rates.

Highlighting main tasks:

- Recruitment and communications are ongoing.
- Email communications are ongoing to keep partners informed of events, and activities
- Communications material have been updated from a Partnership Agreement to a Partner Pledge.
- Received data will be entered as soon as possible, communications to partners regarding deadlines for sustainability initiative data will be sent the end of November. Data entry will shift to my main task focus for the creation of the Report Card for the remainder of 2015, and moving into January/February 2016. New partner information is updated on the Sustainable Peterborough website, once committed.
- Community engagement: Attended Keene Farmers market, and other opportunities as they arise.

- Creation of a “best practices” list for the Partner Appreciation event. The Partner Appreciation Event Subcommittee is creating a set of criteria for the award selection process. Event planning is ongoing.

Next steps: Meeting with economic development staff to encourage pushing partnership and sustainability through their networks. I did have the opportunity to meet with PED staff and a new entrepreneur locating to the area. The new business is projected to be large, and was highly interested in becoming a Sustainable Peterborough partner. I will continue with partnership recruitment; however, it will be secondary to data entry.

Plan Alignment and Partnership Strategy:

In response to the growth of Sustainable Peterborough, I have been working on a new partnership development strategy to reach out to the community. This includes connecting with potential partners on the CC AP taskforces, business directories, as well through the municipal mapping dataset. Outreach to potential partners has become more strategic, with a goal of increasing efficiency.

Shifting from a Partnership Agreement, to a Partner Pledge was a key piece in partnership strategy development for 2015. Concerns expressed by potential partners over the formal language of the agreement, led to the creation of the Partnership Pledge. The response has been positive and supported by new partners.

Moving Forward: Work Plan 2016

Core partnership tasks will remain for 2016, however as Sustainable Peterborough continues to evolve, strategies for partnership development will be adjusted. Evaluation of strategy, and its effectiveness will be engrained into goals for 2016.