

To: Members of the Sustainable Peterborough Coordinating Committee (SPCC)

From: Katie Allen, Partnership Developer

Meeting Date: February 24th 2017

Subject: Staff Report

Purpose

A report to advise the SPCC on the bimonthly activities of partnership development for Sustainable Peterborough.

Recommendation

That the report with respect to the activities of the Sustainable Peterborough Partnership Developer for Friday February 24th be received for information.

Budget and Financial Implications

There are no budgetary or financial implications associated with the recommendation.

Details

New SP Partnership:

New partners that have been added to the growing Sustainable Peterborough network include:

- Revive Hair Studio
- Peterborough Pollinators
- Revive Hair Studio

Current partner count: 139

Plan Alignment and Partnership Strategy:

Partner data has been collected entered into the Sustainable Peterborough database for consideration of the 2016 report card. This included partner communications and follow-up, targeted emails, independent research, and data entry.

Partner communications and recruitment continue to be the main focus of partnership development. Community partnership recruitment is ongoing.

Partner showcase articles continue to be well received, and partners communicated their appreciation for the recognition and celebration of their work. Social media reach has been growing since December we have reached 1,243 Facebook users. Via twitter, January has ranked 5,673 tweet impressions, 175 profile visits and 20 new followers, December saw 4,728 impressions, 108 page views and 11 new followers.

Next Steps

Partner communications via social media platforms, and partner showcase articles will continue. Data entry and internet research regarding the collection of sustainable initiatives from our partners will continue through to February. Committee planning for the Partner Recognition event will continue.

I will further develop discussions regarding how to effectively and efficiently utilize social media for a wider and deeper reach into the community.

Submitted by,

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Our future...
Our legacy