



FOR PUBLICATION

DERBYSHIRE COUNTY COUNCIL

**REPORT TO CABINET MEMBER FOR CLEAN GROWTH &
REGENERATION**

17 May 2023

Report of the Executive Director - Place

Toyota City International Partnership 25th Anniversary Activity
(Cabinet Member for Clean Growth & Regeneration)

1. Divisions Affected

1.1 County-wide.

2. Key Decision

2.1 This is not a Key Decision.

3. Purpose

3.1 To set out and seek approval for: (1) a proposed programme of activity to celebrate the 25th anniversary of the Toyota City Partnership which includes a visit to Toyota City in Japan by an appropriate delegation of elected members and officers from the Council; (2) to authorise the Executive Director – Place, in consultation with the Cabinet Member - Clean Growth and Regeneration, to appoint up to five Council representatives for the November delegation (3) expenditure up to a maximum of £25,000 to support the celebratory programme and exchange visits.

4. Information and Analysis

4.1 In 1989, Derbyshire County Council, Derby City Council and South Derbyshire District Council formed a partnership, which secured major

inward investment from Toyota Motor Corporation to build a production plant at Burnaston. In 1998, the three local authorities signed an official twinning agreement with Toyota City Council, agreeing to work collaboratively on projects for the benefit of both regions.

- 4.2 Toyota Manufacturing UK (TMUK) Burnaston is a highly successful company within the Derbyshire economy, employing approximately 2,400 people: '*Toyota has a policy to make every effort to maintain stable employment for our permanent employees*'. Since 1989, TMUK has invested circa £2.3 billion in this region and donated over £7 million to charities and community groups for projects with a focus on health, social inclusion and deprivation, and road safety. The nature of the twinning relationship between the two regions is of utmost importance to Derbyshire County Council.
- 4.3 In 2018, the Toyota City Partnership Board (TCPB) was established to create new opportunities for engagement across five main themes: Economy, Environment, Education, Culture and Sport. The Board is chaired by Councillor Tony King and meets quarterly with update reports and activity supported by staff from Derby City and South Derbyshire District councils, links with the Toyota City Council International Division and the TCPB member organisations. TCPB Terms of Reference are attached at Appendix 2.
- 4.4 This year, 2023, is the 25th anniversary of the international twinning partnership. Further to discussions, supported by a recent visit by Mayor Ota from Toyota City Council in February 2023, the following activities are proposed to form the celebratory programme:

Commemorative Brochure

Compilation and production of a commemorative brochure, detailing the last 25 years of the international relationship. A limited A4 paper size print run is proposed with an online version to be made available on the Council's website and Toyota City Partnership Board member websites.

Toyota City Junior Marching Band

A visit by the Toyota City Junior Marching Band (TCJMB) to Derbyshire from 7 to 12 August 2023, funded by Toyota City Council. Performances are scheduled for Chatsworth Gardens, Music in the Park at Swadlincote and Derby City Cathedral. Accommodation has been reserved at Derby University campus. Toyota City Council is covering the costs for the Marching Band to visit and perform.

Chatsworth Country Fair 1-3 September 2023

TCPB will have a presence at the event to cement Anglo-Japanese relations amongst Government bodies and to raise awareness of the link amongst the public. The Derbyshire and Toyota City stall will showcase the link between the two regions with cultural activities and information being disseminated by Council staff with assistance from TMUK and the Japan Local Government Centre. Toyota City Council will fund staff to visit from Japan to participate in the event.

Bi-Lingual Webinar – Visitor Economy and Sustainable Tourism

A webinar that will present the new sustainable tourism plan for the Peak District and Derbyshire. This work will be led by the Council, Visit Peak District and Derbyshire (VPDD), the National Forest alongside Toyota City Council and Tourism Toyota. It is proposed to be a bi-lingual event. Japanese presentations will be confirmed nearer the date.

Official Japanese Delegation Visit to Derbyshire October 2023

A Toyota City delegation will visit Derbyshire, led by Mayor Ota. This event is the keystone of the celebratory programme and approximately 10 Japanese delegates will visit Derbyshire to partake in celebratory activities, business visits, an official twinning ceremony and signing of an updated Agreement. A more detailed itinerary is being developed to ensure the full nature of cultural and economic relationships between the partner regions is celebrated.

Official UK Delegation Visit to Toyota City 10-17 November 2023

A visit by up to five County Council delegates, alongside representatives of other TCPB partners to Toyota City. Over the past 25 years, since the founding of the TCPB, civic officials from Derbyshire and Toyota City have undertaken exchange visits under the terms of the Partnership Agreement. Typically, every five years, a small number of elected members, accompanied by officers, have visited Japan on behalf of the Council, as well as colleagues from South Derbyshire District and Derby City Councils. The inclusion of colleagues from TCPB member organisations in exchange visits, helps to widen the economic, cultural and educational benefits of the link. Mayor Ota visited Derbyshire in February 2023, with a delegation of four senior representatives from Toyota City Council to re-engage with Derbyshire organisations after three years without visits due to the effects of the Covid-19 pandemic. This visit is proposed as a mark of respect for the 25th anniversary and to reciprocate the Mayor's visit in October 2023. In total, approximately 20 delegates from across the three Derbyshire councils and other representatives from the TCPB are expected to take part in the visit. The itinerary has still to be confirmed but it is expected to include

celebratory activities, business visits, an official twinning ceremony and signing of an updated Partnership Agreement.

4.7 Whilst the Council would not contribute to the flight or associated transfer expenses of the Toyota City delegation for visiting Derbyshire, it is proposed the costs of their accommodation, subsistence and activities, whilst in Derbyshire, be covered by the three Derbyshire councils, split equally.

4.8 When the Derbyshire delegation visits Toyota City, it is proposed that each organisation covers its own flight costs; return flights are currently in the region of £1,500pp, an estimated cost of £8,000 for Derbyshire County Council delegates. The accommodation, subsistence and activity costs for the Derbyshire delegation are to be covered by Toyota City Council.

5. Consultation

5.1 Public consultation is not required in relation to the content and proposals set out in this report.

6. Alternative Options Considered

6.1 Option 1: Do Nothing – The Council signed a twinning agreement 25 years ago and is already committed to working with Toyota City Council to deliver projects and meet expectations in terms of anniversary activity. To ‘do nothing’ is not considered an appropriate option, as it would inevitably set back cultural diplomacy and create reputational risk.

6.2 Option 2: Do Less – Toyota City Council values the relationship with Derbyshire County Council very highly and there is an expectation that the level of celebratory activity is comparable by both regions, so to ‘do less’ is also not considered an appropriate option due to cultural diplomacy and reputational risk.

7. Implications

7.1 Appendix 1 sets out the relevant implications considered in the preparation of the report.

8. Background Papers

8.1 Partnership Agreement, signed in 1989.

9. Appendices

9.1 Appendix 1 – Implications

9.2 Appendix 2 – Toyota City Partnership Board Terms of Reference

10. Recommendations

That the Cabinet Member:

- a) Approves the proposed programme of activity including international exchange visits to celebrate the 25th anniversary of the Toyota City Partnership set out in this report.
- b) Authorises the Executive Director – Place, in consultation with the Cabinet Member - Clean Growth and Regeneration, to appoint up to five County Council representatives (from elected members and officers) for the delegation visit to Toyota City.
- c) Approves expenditure up to a maximum of £25,000 to support the celebratory programme and exchange visits.

11. Reasons for Recommendations

11.1 To ensure the existing cultural and economic partnership between Derbyshire, Toyota City and TMUK continues to flourish and that the impact of the strong relationship is fully reflected and celebrated.

12. Is it necessary to waive the call in period?

12.1 No.

Report Author: Karl Apps

Contact details: Karl.Apps@derbyshire.gov.uk

Implications

Financial

- 1.1 Procurement for all activity will be undertaken in accordance with the Council's Financial Regulations.
- 1.2 Expenditure of £25,000 will be met from the Tourism Revenue Budget.

Legal

- 2.1 The proposed programme is in accordance with the 1998 Partnership Agreement and the Toyota City Partnership Board Terms of Reference.

Human Resources

- 3.1 No direct staffing impacts, all resources required to deliver activity are available in-house.

Information Technology

- 4.1 None.

Equalities Impact

- 5.1 Not applicable.

Corporate objectives and priorities for change

- 6.1 Supporting a 'green and prosperous economy' is a key objective of the Council Plan and given its cultural educational and economic focus, the Toyota Partnership is an essential component in delivering this objective.

Other (for example, Health and Safety, Environmental Sustainability, Property and Asset Management, Risk Management and Safeguarding)

- 7.1 None.