

**DERBYSHIRE COUNTY COUNCIL**  
**MEETING OF CABINET MEMBER – JOBS, ECONOMY AND**  
**TRANSPORT**

**30 July 2013**

Report of the Acting Chief Executive

**TOYOTA CITY TWINNING – 15 YEAR CELEBRATIONS**

(1) **Purpose of the Report** To seek approval to the schedule of proposed activities to commemorate 15 years of twinning between Derbyshire and Toyota City.

(2) **Information and Analysis** Toyota Motor Company employs over 3,300 people at its Burnaston site and is one of the largest employers in Derbyshire. The Company's success is crucial to the local economy, both as a direct employer and in respect of the local supply chain.

The County Council led the bid to secure the Company choosing Derbyshire as its European manufacturing base and close links have been maintained since that time. In 1998, the strong relationship between Derbyshire and Toyota was cemented by a formal twinning agreement with Toyota City, Derbyshire County Council, Derby City Council and South Derbyshire District Council. The Toyota Motor Company is active in the local community and the links between Toyota City and the three councils are now well developed.

2013 commemorates the 15<sup>th</sup> year of the formal twinning agreement and the County Council, Derby City Council and South Derbyshire District Council have been working together to deliver a programme of events to mark this occasion. The last time a significant programme of events was undertaken was five years ago to commemorate the 10<sup>th</sup> anniversary of the agreement.

The following activities have taken place or are proposed to take place throughout 2013 in Derbyshire and Toyota City.

- Creation of a Japanese language tourism website to celebrate the successful twinning link between Derbyshire and Toyota City and to support the visitor economy by making it easier for residents from Toyota City and wider Japan to learn about Derbyshire and visit the region. The website sits within [www.visitpeakdistrict.com](http://www.visitpeakdistrict.com) and went live in Spring.

- Attendance by the Toyota Chamber of Commerce at the Derbyshire Food and Drink Fair in May.
- Toyota City Boys and Girls Choir (50 members) to visit and perform in Derbyshire from 1 – 6 August 2013.
- Employee Exchange Programme to share best practice and knowledge transfer.
- Schools Exchange Programme September - October 2013. Toyota City will be holding a Youth Eco-Conference on environmental issues, which Derbyshire students will participate in whilst in Toyota City.
- Toyota Industry Festival 28 - 29 September. It is proposed that one officer should attend the industry event expected to attract 90,000 visitors as part of a delegation to showcase Derbyshire. The proposed focus for the delegation will be tourism promotion. It is hoped that an outcome of the visit will be a future Trade Mission organised by Derbyshire and Nottinghamshire Chamber of Commerce (DNCC).
- City and County Youth Wind Band (50 members) to visit Toyota City 29 October – 2 November 2013. Performances throughout Toyota City and at the official twinning ceremony on 1 November 2013.
- Civic Twinning Ceremony in Toyota City on 1 November 2013. It is proposed that the Chairman of the County Council and one officer should attend alongside representatives from Derby City Council and South Derbyshire District Council.
- Civic Twinning Ceremony at County Hall, Matlock on 18 November 2013. Toyota City Council officials have been invited to stay in Derbyshire for four days.

The costs of the programme will largely be met from sponsorship and individual contributions. The costs to the county council are small and should be seen in context of such celebrations taking place at five yearly intervals against on-going economic benefits of the relationship.

**(3) Financial Considerations** The costs associated with the events listed will largely be funded by Toyota Motor Company, Toyota City and individual participants. The costs to the County Council of attending the industry event and the Civic Twinning Ceremony in Toyota City and the reciprocal ceremony in Derbyshire will be in the region of £8,000 and will be met from the Twinning budget.

In preparing this report the relevance of the following factors has been considered: legal, prevention of crime and disorder, equality and diversity, human resources, environmental, health, property and transport considerations.

**(4) Key Decision** No.

(5) **Call-In** Is it required that call-in be waived in respect of the decisions proposed in the report? o.

(6) **Background Papers** Files held in the Regeneration Team. Officer contact details – Frank Horsley, extension 38348.

(7) **OFFICER'S RECOMMENDATION** That the schedule of activities to commemorate 15 Years of twinning between Derbyshire and Toyota City, as set out in the report, be approved.

**Ian Stephenson**  
**Acting Chief Executive**