

Agenda Item No. 3(a)

**DERBYSHIRE COUNTY COUNCIL**

**MEETING OF CABINET MEMBER - STRATEGIC POLICY, ECONOMIC  
DEVELOPMENT AND BUDGET**

**3 May 2016**

Report of the Strategic Director – Economy, Transport and Environment

**TOYOTA TWINNING DEVELOPMENT 2016-2018**

(1) **Purpose of Report** To report on the continued development of the Council's twinning arrangement with Toyota City in the lead up to the 20<sup>th</sup> anniversary in 2018, and consider proposals for a reciprocal employee exchange programme with Toyota City Council.

(2) **Information and Analysis** Derbyshire has been twinned with Toyota City in Japan since 1998. The arrangements came about due to the opening of the TMUK Burnaston plant in South Derbyshire, which has invested £1.5 billion to date and employs over 2,900 people. In 2014, the TMUK Trust raised over £166,000, to support local communities including financial contributions to local charities and groups. TMUK Burnaston was the first car manufacturer in the UK to receive the ISO 14401 award for environmental management; the first UK car manufacturer to achieve zero waste to landfill; and the Burnaston site hosts the largest Solar PV array on any UK manufacturing site. Continued support and commitment to the development of the twinning link is important in terms of Japanese culture and etiquette, and also compliments the Council's continued work in supporting the Japanese school which is now approaching its 25<sup>th</sup> anniversary.

The annual Schools Exchange Programme remains positive, continuing to help equip students to live and work in a global society. The links with South Derbyshire and Burton College and Repton School, which were set up three years ago, are also extremely successful.

Twinning continues to bring cultural, educational and economic benefits to Derbyshire and Toyota City. Since 2013, Toyota City Council has deployed officers on an annual basis, working closely with Derbyshire County Council, Derby City Council and South Derbyshire District Council, for 12 month periods. During their time in the UK, the seconded employees support project work of economic, social and/or cultural importance to the two regions. Toyota City Council pays their salaries and the individuals themselves cover living

costs. Pastoral support is provided by the County Council's Economy and Regeneration Service.

Following the successful 15<sup>th</sup> anniversary celebration of the Twinning arrangements in 2013, the three councils established a Toyota Twinning Development Team to further develop the relationship. The focus of the Team is to build links beyond civic and ceremonial and respond positively to Mayor Ota's three point plan to take forward joint activity, focusing on industry, tourism and the environment. In addition, a key objective is to widen arrangements to ensure appropriate partners are more pro-actively involved with the twinning link. A recent example of this expanded brief was the UN High Level Symposium on Sustainable Cities, hosted by Toyota City Council on 15 - 16 January 2016, attended by a senior representative of National Forest Company on behalf of Derbyshire.

In 2018, the twinning link will celebrate its 20<sup>th</sup> year anniversary and Toyota City Council is already considering ideas on projects to celebrate the occasion. Ideas include museum piece exchanges, walk in and around Derwent Valley Mills World Heritage Site and Toyota Loom Industry mobile exhibitions.

Toyota City Council is keen to establish reciprocal employee exchange arrangements and initial discussions have indicated that a six week period could be achieved, subject to budgetary approval and identification of an appropriate project brief for any nominated officer. Based upon the three point plan, the following proposals could form the basis for the exchange:

- "Ecoful Town" Demonstrator project – research work undertaken by Toyota City Town and establish the feasibility to deliver a similar demonstrator project in Derbyshire;
- Tourism Development – build upon the Japanese language tourism website and develop joint efforts to increase tourism between Aichi province and Derbyshire;
- Toyota Wood and Arboretum – develop the initial proposal from National Forest Company to establish a themed woodland to celebrate the 20<sup>th</sup> anniversary.

Subject to member approval, officers will work with partners in the Toyota Twinning Development Team to further develop potential project briefs suitable for a six week placement, alongside a fully costed budget for the exchange. If approved, it is anticipated that an appropriately qualified officer is nominated, subject to the agreed project brief. It is proposed the exchange would likely take place in Autumn 2016.

**(3) Financial Considerations** As detailed in the report.

(4) **Human Resources Considerations** It is proposed that a six weeks reciprocal employee exchange programme will be established with Toyota City Council/ If approved, it is anticipated that an appropriately qualified officer is nominated, subject to the agreed project brief, and it is anticipated that the exchange would take place in Autumn 2016. Further details will be provided within a subsequent report.

(5) **Equality and Diversity Considerations** This proposed exchange programme supports wider and deeper understanding of cultural diversity and positively seeks to bridge gaps in understanding through project work which will improve social and economic well-being in the two regions.

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

(6) **Key Decision** No.

(7) **Call-in** Is it required that call-in be waived in respect of the decisions proposed in the report? No.

(8) **Background Papers** Held on file within the Economy, Transport and Environment Department. Officer contact details – Stephanie Walsh, extension 38464.

(9) **OFFICER'S RECOMMENDATIONS** That the Cabinet Member:

9.1 Notes the contents of the report and the proposed commencement of preparations for the 20<sup>th</sup> anniversary of Toyota twinning in 2018.

9.2 Approves, in principle, a six week employee exchange programme with Toyota City Council, subject to the development of an agreed project briefing and costed proposals which will be submitted to Cabinet members as soon as possible.

**Mike Ashworth**  
**Strategic Director – Economy, Transport and Environment**