
REPORT TO:	Finance & Management	AGENDA ITEM: 11
DATE OF MEETING:	4 September 2014	CATEGORY: DELEGATED
REPORT FROM:	Chief Executive	OPEN
MEMBERS' CONTACT POINT:	Frank McArdle 01283 595702 frank.mcardle@south-derbys.gov.uk	DOC:
SUBJECT:	TOYOTA CITY	REF:
WARD(S) AFFECTED:	All	TERMS OF REFERENCE: FM

1.0 Recommendations

1.1 It is recommended that the Committee:

- Notes the importance of the relationship with Toyota City to South Derbyshire, particularly in terms of inward investment and the creation of employment.
- Supports the allocation of resources to further develop this successful relationship for the benefit of the local economy.

2.0 Purpose of Report

- 2.1 To report on the strengthening of a long-standing international link with Toyota City in Japan that has brought thousands of jobs and over a billion pounds in investment to South Derbyshire over the last fifteen years.
- 2.2 To seek approval for the allocation of resources to continue to work with Toyota City in order to broaden and further develop this successful relationship for the benefit of the local economy.

3.0 Detail

- 3.1 In 2013 Derbyshire, Derby City and South Derbyshire celebrated the fifteenth anniversary of their relationship with Toyota City in Japan which was established in 1998. A number of events took place to mark the anniversary of the relationship which was established when the Toyota Motor Corporation built its first European factory at Burnaston.
- 3.2 Over 3,400 people are employed at the plant which supports a thriving supply chain and continues to pump millions of pounds into the local economy every year. To date, Toyota has invested some £1.5 Billion in Burnaston.
- 3.3 In November 2013 a memorandum of understanding was signed by representatives from Toyota City and the three Derbyshire local authorities re-affirming the relationship with a commitment to explore further opportunities in economic development, tourism, the environment, agriculture and cultural industries, for the benefit of both areas.

- 3.4 This broadening of economic links between the two areas builds upon Toyota City staging a 'Japanese Pavilion' at the Derbyshire Food & Drink Fair at Elvaston Castle. Activities to date have included an exhibition at the 'Toyota City Industry Feste' featuring products manufactured in Derbyshire and encouraging Japanese tourists to visit Derbyshire and The National Forest.
- 3.5 Building on existing cultural and educational links, relationships have been established between Toyota City Council and Burton & South Derbyshire College and between Repton School and Toyota West High School. The agreement between the two schools states that it aims to nurture "students with a rich international sense and knowledge through exchange programmes, such as academic and research studies, and cultural, artistic and sporting activities." It is anticipated that Japanese pupils and staff will be welcomed to South Derbyshire in 2015.
- 3.6 In order to further develop joint initiatives, an officer from Japan has been based in the UK for an extended period funded by Toyota City Council.

4.0 Financial Implications

- 4.1 It is proposed that £10,000 be allocated to support the further development of joint initiatives. It is anticipated that this funding will be utilised over a number of years to facilitate visits and the acquisition of project materials, as required.
- 4.2 In addition, it is proposed to seek a contribution from the South Derbyshire Partnership.

5.0 Corporate Implications

- 5.1 The relationship between Derbyshire and Toyota City directly contributes to the Corporate Plan's vision to 'make South Derbyshire a better place to work, live and visit' and to the theme of 'Sustainable Growth & Opportunity – strengthening South Derbyshire's economic position within a 'clean' and 'sustainable' environment'.

6.0 Community Implications

- 6.1 The relationship between Derbyshire and Toyota City directly contributes to the South Derbyshire Partnership's Sustainable Community Strategy vision of 'a dynamic South Derbyshire, able to seize opportunities to develop successful communities, whilst respecting and enhancing the varied character of our fast growing district'. 'Sustainable Development' is highlighted as a key theme, with the aim of achieving 'sustainable existing and new communities that meet the population's needs and aspirations'.

7.0 Conclusions

- 7.1 As the rewards of the relationship with Toyota City continue to grow, it is recommended that Members support the allocation of resources to further develop the benefits for the local economy of South Derbyshire.