

Town Twinning Network

Wednesday, 8 October 2014

Additional Information

Agenda Item 6 – Swindon/Salzgitter Twinning – 40th Anniversary Celebrations

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Swindon Salzgitter Town Twinning 40th Anniversary Arrangements

Town Twinning Network

Date: 8 October 2014

Author:	Director of Law and Democratic Services
Wards:	All
Locality Affected:	All
Parishes Affected:	All

1. Purpose and Reasons

- 1.1 To consider an update on the arrangements to mark the 40th Anniversary of the Swindon/Salzgitter Town Twinning.

2. Recommendations

The Town Twinning Network is recommended to:

- 2.1 To note the report and support the proposed events detailed at Appendix A of the report.
- 2.2 To suggest additional events to the Council to complement those proposed and supported by Swindon Borough Council and the Swindon/Salzgitter Town Twinning Association.
- 2.3 To request that Cabinet consider a one-off budget of xxxx to fund the Council promoted events detailed at Appendix A to ensure that Swindon Borough Council has the capability of marking the 40th Anniversary celebrations of the Swindon/Salzgitter Town Twinning link and to continue promoting healthy international links.

3. Detail

- 3.1 The Town Twinning Network (TTN), at a previous meeting was reminded that the Swindon/Salzgitter Twinning Association would be celebrating its 40th Anniversary in 2015. The TTN agreed at that meeting that the Council should consider a number of events to commemorate the Anniversary of the twinning link. This report details initial thoughts about possible options to commemorate the Anniversary and seeks further consideration about likely events. These events would be in addition to any events organised by the Swindon Salzgitter Twinning Association.
- 3.2 The Swindon Salzgitter Twinning Association was set up in 1975 with the principle aim of furthering and expanding the knowledge of culture, education, industrial and political interests between the two towns. Visits are arranged for representatives from Swindon to Salzgitter every other year and in between visits are arranged to Swindon from representatives of Salzgitter.

Further information on the subject of this report can be obtained from Stuart Figini, Direct Dial 463612, sfigini@swindon.gov.uk.

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- 3.3 Over the years, in addition to the regular organised Town Twinning visits, a number of other visits have been made between the towns as a direct result of the twinning link. These include brass bands, squash clubs, football team exchanges, private holidays for towns residents, private group visits to other parts of the UK and Germany and Swindon hosting a German graduate student for the past 3 months following discussions with a Salzgitter contact. It is understood that there are other visits that take place outside of the formal arrangements.
- 3.4 Initial contact has been made with a number of the Heads of Service Areas including Leisure, Libraries, Traded Services and Culture, Communications and Facilities Management about the possible options open to the Council to help with the celebrations. Suggestions, with associated costs, where available, are detailed at Appendix A.
- 3.5 The current programme for Civic Twinning events with Salzgitter is as follows:
- 2014-2015 - The Mayor and 8 others will be visiting Salzgitter in November 2014. Swindon Council will be funding the flights only, all other costs will be funded by Salzgitter
 - 2015/16 – A delegation from Salzgitter will visit Swindon as part of the normal twinning visit arrangement. They will fund their own flights and Swindon Council fund all the remaining costs including the hotel. During this visit a number of events will be arranged to cover the 40th anniversary – as yet this programme has not been arranged.
 - 2015/16 - The Mayor and 8 others will be visiting Salzgitter during 2015. Swindon Council will be funding the flights only, all other costs will be funded by Salzgitter
- 3.6 The events detailed in Appendix A would be held alongside and complement those events being organised by the Swindon Salzgitter Twinning Association attached at Appendix B to this report. Updates on the progress being made with the events would be presented to the TTN on a regular basis.
- 3.7 The TTN is asked to consider the above options along with any additional suggestions and ideas, especially from the Swindon Salzgitter Twinning Association, that would contribute towards making the 40th Anniversary commemorations a success.
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4. Alternative Options

- 4.1 That the Council does not commemorate the 40th Anniversary celebrations and loses the opportunity to raise awareness of this important international link.

5. Implications, Diversity Impact Assessment and Risk Management

Financial and Procurement Implications

- 5.1 The indicative costs of holding the proposed events are detailed in Appendix A of this report. It is anticipated that the requested funding arrangements would contribute towards activities that would highlight the links between Swindon and Salzgitter. They would also enhance the reputation of Swindon as one of the fastest growing towns in the UK and benefit the tourist trade generated from the town's international links.
- 5.2 The Council has a budget of £3,000 for Mayoral twinning activities for 2014/15. It is anticipated that the budget for 2015/16 would be of a similar amount.

Legal and Human Rights Implications

- 5.3 Legal and human rights implications were fully taken into account in the preparation of this report and its recommendations are compatible with Convention rights..

All Other Implications (including Staff, Sustainability, Health, Rural, Crime and Disorder)

- 5.4 This report has no specific implications relating to staff, sustainability, health, rural, crime and disorder.

Links to One Swindon, Strategic Objectives, Plans and Policies

- 5.5 There are no specific links between Town Twinning and One Swindon, Strategic Objectives, Plans and Policies.

Diversity Impact Assessment

- 5.6 The requirement for a Diversity Impact Assessment (DIA) has been taken into account in the preparation of this report. It is not considered that there is a need to produce a full DIA in this case as the decision has no effect on any service provision.

Risk Management

- 5.7 A risk assessment has not been undertaken.
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6. Consultees

- 6.1 The Board Director Resources (Section 151 Officer) and Director of Law and Democratic Services (Monitoring Officer) are consulted in respect of all reports.

7. Background Papers

- 7.1 None

8. Appendices

- 8.1 None

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Appendix A

<u>Event</u>	<u>Indicative cost</u> <u>£</u>
German Style Market – Initial discussions held with inSwindon about the type of markets available including German food, Arts and craft and seasonal.	Potentially cost neutral
Display's in various town centre locations of material already available and held by the Council and Twinning Association, promoting the history and international links with Salzgitter. Locations could include - Brunel Plaza/Library/Museum/Civic Offices.	Potentially cost neutral – Officer time
Schools event – Concert and raising the awareness of the international link – Waiting for responses	
Youth Service led exchange – Waiting for a response	
Visit of Salzgitter delegation to Swindon to include a celebration dinner with an invite to the German Ambassador	330.00
to present a commemorative gift, such as a framed embroidered Coat of Arms.	250.00
Members visit to Salzgitter - To be funded from the Mayoral Town Twinning budget	1690.00
Media awareness campaign provided by Comms	Officer time only
12 months of German themed food events at Council offices – Possible ideas – throughout the coming year In House Catering would add a theme to the catering area (Hut 8) with some striking decoration to act as continual visual reminder of this significant year, linked in with German themed menu items running each month supported with events such as Cheese tasting with German regional cheeses, Cake tasting (superb chocolate) and bringing in	500.00

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<p>some German branded soft drinks and snacks as a point of difference.</p> <p>Picking a good week in the summer In House Catering could host a German themed BBQ outside for the staff and invited guests.</p> <p>This can all be building up to a larger Oktoberfest event.</p> <p>Costs to the Council would include décor and point of sale over 52 weeks. Investment would be matched by In House Catering.</p>	
Support for Swindon/Salzgitter Link Association awareness, promotion and exchange	
Replacement plaque, currently commemorating the 20 th anniversary, on a wooden bench in the Town Gardens, Old Town.	160.00
Total funding required for Council promoted events	1240.00
Total Including Mayoral budget items	2930.00

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DRAFT PROGRAMME FOR SALZGITTER VISIT – 2015

Appendix B

DATE	MORNING	LUNCH	AFTERNOON	EVENING
Wednesday			Guests arrive at airport; transfer from airport. Pick-up from West Swindon,	Free time with hosts
Thursday	Reception with Mayor(?) Exhibition at Central Library Unveil plaque on Library wall	Lunch with hosts	Visit Old Town Gardens Afternoon picnic with brass band concert Attach plaque to seat in gardens alongside the one commemorating 20 th anniversary	Welcome Meal at a local pub
Friday	Visit to Arkells Brewery with Mayor(?)	Lunch with hosts	Visit to local fire station	Free time with hosts
Saturday	Visit to Buscott Park and Coleshill with talk included	Lunch or picnic with hosts.	Free time with hosts	

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	MORNING		AFTERNOON	EVENING
Sunday	Visit local place of interest		Afternoon tea with entertainment at V&R's house	Free time with hosts
Monday	Hosts take guests to pick-up in Swindon. Travel by coach to Tyntesfield. Lunch Travel to Bristol and then back to Swindon Hosts take guests home			Free time with hosts
Tuesday	Visit Nova Hreod School for entertainment in German by pupils.	Lunch with hosts	Visit local club to take part in croquet or petanque	Free time with hosts
Wednesday	Talk by DEG to Thamesdown PROBUS about twinning with Swindon	Farewell lunch with PROBUS	Hosts drop guests off in West Swindon; transfer to airport. guests travel home to Salzgitter	

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