



*caring about you & your environment*

**Report 01.679**

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Report to Environment Committee  
from Romae Duns, Account Manager

## **Take Charge Update**

### **1. Purpose**

To update the Committee on progress with the *Take Charge* programme and present the Take Charge business resource material.

### **2. Background**

Councillors will recall the presentation of the draft *Take Charge* business programme at the May Policy and Finance Committee. The environmental site audit component of the programme has since been finalised and the resource materials printed and we are now ready to begin implementing them. These resources will be available at the Committee meeting.

### **3. Where to From Here?**

The purpose of *Take Charge* is to enable businesses to take charge of the environmental aspects of their operations. It involves an environmental check of a business site (by our pollution response officers), pollution prevention solutions tailored to the business, and advice and information to enable the business to stay in charge after the Council has departed. The *Take Charge* book provides a handy resource for businesses to keep and use long term. Successful businesses will be promoted by the Council in due course.

The first site audits are proposed to commence this month in the Seaview area in Lower Hutt. This area has been chosen because of its history of pollution incidents, its concentration of relevant industries, the general desire of the businesses in that area to improve the desirability of the area as a place for business, and the obvious connections with the Waiwhetu Stream programme being run by the Council.

All relevant businesses will be contacted shortly and told about *Take Charge* and what it can offer (there is an introductory leaflet amongst the resources we will present to the Committee). We propose some advertising of the programme in the area and in the local media.

We will do a formal launch of the programme early in 2002. By this stage there will be a number of success stories which can be communicated to make the programme more widely known across the Region. While the initial emphasis will be on Seaview, and as time permits, the Porirua Stream area, we want to be able to respond to “walk-up” customers who want a site check done and to start the programme. At present we do not know how many such customers to expect.

The programme provides significant marketing opportunities for the Council’s sustainable development initiatives. Working with the business community is a key part of Local Agenda 21. Holding back a full launch until next year will enable those opportunities to be further explored and realised.

#### 4. **Recommendations**

*That the report be received and its contents noted.*

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