

EDGECUMBE VILLAGE

# 'The Heart of the Rangitāiki Plains'

*Te Manawa o Rangitāiki*

Edgecumbe Community  
Plan 2018-2021





# Karakia

*He Honore, He Whaikororia*

*He maunga rongu*

*Ki runga i te Whenua*

*He whaakaro pai ki ngā Tangata katoa*

*Ko ia te timatanga o ngā wa katoa*

*Kia whakapaihia tōna ingoa tapu*

*Amine*

# Mihi

*Ko te mihi tuatahi ki te Waahi Ngaro  
ngana nei ngā mea katoa i hanga mai te  
timatatanga otira tae mai ai ki teneki waa.*

*Ki ngā mate o te tau, o te marama, o te  
wiki i takoto i tēnā marae i tēnā marae,*

*Haere, haere, hoki atu ki ngā Matua  
Tipuna e tatari mai ra ki a koutou, kia kihia  
ai koutou kua Whetu ki te rangi.*

*Kei ngā maunga, kei ngā awa, kei ngā iwi,  
e ngā hapū e ngā whānau, piki mai kake  
mai, haere mai ki te muka whenua o Ekope.*

*Whakamutunga*

# EKOPE

*Ko Putauaki te maunga*

*Ko Rangitāiki te awa*

*Ko Okorero te komutuawa*

*Ko Hakaiatua te taniwha*

*Ko Pakira te nohanga tahito*

*Ko Kaiwhakaterere te taunga waka*

*o ngā Matua Tipuna*

*Ko Okope te papawhenua*

*Ko Te Ara Poutama te tipuna whare*

*Ko Ngāti Awa te iwi*

*Ko Te Whanau a Taiwhakaea*

*Te Pahipoto*

*Warahoe*

*Ngai Tamawera*

*Nga Maihi*

*Ngai Tamaoki*

*Ngāti Hamua*

*Te Tawera ki Tuariki*

*nga hapū*

*Putauaki is the mountain*

*Rangitāiki is the river*

*Okorero is the river mouth*

*Hakaiatua is the guardian*

*Pakira is the traditional home*

*Kaiwhakaterere is the landing place of the*

*ancestral canoes*

*Okope is the land*

*Te Ara Poutama is the ancestral house*

*Ngāti Awa is the tribe*

*Taiwhakaea*

*Te Pahipoto*

*Warahoe*

*Ngai Tamawera*

*Nga Maihi*

*Ngai Tamaoki*

*Ngāti Hamua*

*Te Tawera ki Tuariki*

*are the sub tribes*



*The manaia on the right references the people leaning forward into the future. The small triangle references to Mount Pūtauaki and the koru behind represents the tide of change - out of adversity, the people move forward making a positive change (that is their real strength).*

*“We are riding the wave but ahead of the water”*

## Our Edgecumbe, Our Future

The Community Action Plan provides a vision and direction for the future of Edgecumbe and the surrounding area. Its aim is to restore community confidence, connections, pride, infrastructure and economic vitality.

This Community Action Plan draws upon the many ideas, aspirations and concerns expressed by Edgecumbe residents and others following the 2017 flooding who are keen to see Edgecumbe flourish. This includes feedback received from the major community workshop held on Saturday 2 September 2017, plus subsequent focus group workshops, additional community surveys and discussions, as well as input from members of the Recovery Team.

This Plan is owned by the community of Edgecumbe. Governance is provided by the Edgecumbe Collective who are representatives from local groups and organisations: Edgecumbe Development and Improvement Team (E.D.I.T), Lions, Federated Farmers, Women’s Institute, Bluelight, Business Sector, Kaumatua Representative, Youth Representative, Fire Brigade, Local School and Early Childhood Representatives, Local Church Representative and Rangitāiki Community Board. Other key partners also include the Whakatāne District Council.

# Edgecumbe History

## The early years of Edgecumbe:

- Original Māori Names: Okope name of the land and Kaiwhakaterere the landing place of the canoes. Iwi: Ngāti awa Hapū: Te Patutaatahi
- In 1914, the cutting of the river to the sea made thousands of hectares of land across the plains available for farming
- This led to the establishment of Riverslea school
- Edgecumbe was the last village to develop on the Rangitāiki Plains, and quickly became a township after the opening of the Rangitāiki Plains Dairy Co-op in 1923
- Settlers at the time met to discuss a name for the growing community and decided to rename the new township Edgecumbe
- Edgecumbe township's infrastructure included a grocery, butchery, post office, churches, hotel, garage, rail extensions, picture theatre, electric power station, mills, doctor's surgery, War Memorial Hall and a new bridge opening in 1950
- As the township grew so did housing subdivisions, extending the town
- Rangitāiki Agriculture and Pastoral Association accrued a grant of 10 acres for a Domain Reserve, this saw the development of the 'Edgecumbe Domain'.

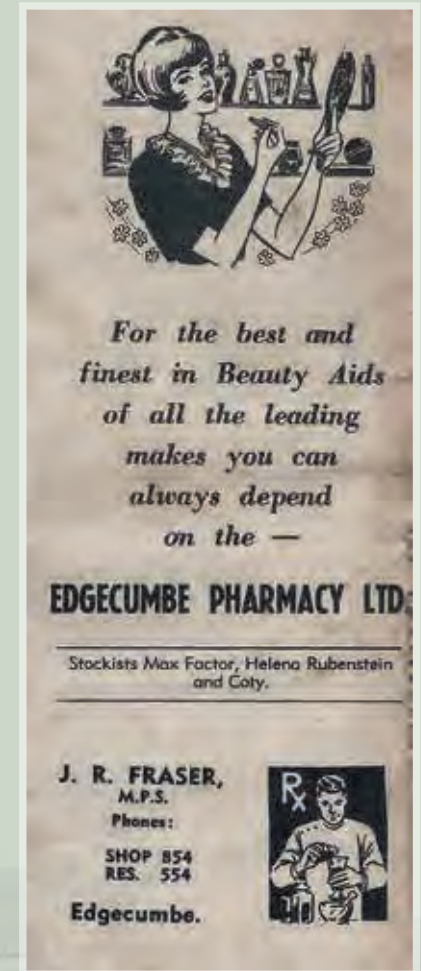
## The Golden Years: 1960s-1980s

- Thriving sport clubs included, outdoor bowling, hockey, rugby, squash, go karting, badminton, netball and touch rugby
- Community groups also popular were scouts, girl guides, brownies, CWI and Lions
- 1967 Edgecumbe Town Clock was raised in the central square
- Edgecumbe College had a steady roll of approximately 400 students and Primary School reached almost 600
- 1974 Riverslea shopping mall was opened, which at the time was the largest NZ shopping complex outside of Auckland and Wellington.



## Edgecumbe a resilient town!

The effects of 1987 Earthquake, 2004 and 2017 Floods have left an impact on our town. These events have brought us together as a tight knit and resilient community!





# Edgecumbe Facts



FREE WIFI  
IN CBD



GREAT CLIMATE -  
HIGH SUNSHINE  
HOURS



TWO  
SCHOOLS



THREE EARLY  
CHILDHOOD  
CENTRES



POPULATION  
OF 1780



CENTRAL LOCATION  
CLOSE TO ROTORUA,  
TAURANGA AND  
WHAKATĀNE



*“Edgecumbe is a tight knit community, a community that looks out for each other with a get up and go attitude! One for all and all for one!”*

- Edgecumbe resident Marie Fry

## Edgecumbe Community

### COMMUNITY ‘LOVABLES’

What we love and want to retain in our community:

- A multicultural and diverse community who have passion, pride, spirit and a *‘pulling together’* attitude!
- Town hinterland, our stories and heritage buildings
- Strong volunteerism spirit
- Dynamic and passionate young people wanting to contribute to our community
- A community with good social and neighbour connections, a small town village feel *‘where everyone knows each other’*
- ‘Freedom and spaces that created good memories as a kid’
- Mana-Tangata, Whenua, Whanau, Hapori
- Keeping active with sport and recreation: Tennis, Squash, Rugby, Netball, Hockey, Football, Bowls, Go Karting, Local Gym, Seniors Fitness and Zumba Classes, Rangitāiki River Walkway, Skate park, Parks and Reserves.
- Great Location: Close proximity to local beaches, lakes, bush, Onepū mountain bike park, Te Teko race course, Awakeri and Kawerau hot pools; these provide access to fishing, hunting, kayaking, walking, swimming, horse riding and mountain biking
- Local Businesses: Diverse business base (small locally owned and run businesses).
- Employment opportunities: Fonterra, Timber Mills (Norske Skog and Carter Holt Harvey), and a strong farming and horticultural region.





*Our vision is to see Edgcumbe recapture its former glory as a vibrant and prosperous town in the heart of the Rangitāiki Plains.*

*The community of Edgcumbe has identified the following key priorities:*

1. Vibrant community: Edgcumbe has great community facilities and a positive relationship with our river
2. Pride in our identity: We are uniquely “Edgcumbe” - we take pride in our town, and want others to stop, shop and visit
3. Pathways and opportunities for our youth: Edgcumbe’s young people are connected, protected, respected and engaged in a wide range of educational, recreational and employment opportunities
4. Safe and connected community: The Edgcumbe community is connected, people look after each other and we are prepared for emergencies.

# Vibrant community

## Great community facilities, parks and reserves:

Community members have said they would like to see a revamping of our all playgrounds, as they are very ‘tired looking’ and in need of urgent upgrades. Suggestions for new facilities on our parks and reserves, to support and encourage an active community, include walking and cycling tracks, access to our river (small jetty). Alongside the existing facilities, the community have also given input into what they would like to see happen within the new green space established after the removal of the red-sticker homes following the flood in 2017.

## Objectives:

- To encourage all ages to play, keep active and attract visitors to our town
- To have quality facilities, playgrounds and destination parks that add value to our community

## Action plan

GOALS	ACTIONS	LEAD AGENCY	OTHER PARTNERS
To create destination facilities, parks and playgrounds in our community	<ul style="list-style-type: none"> <li>• <b>2018:</b> Edgecumbe Collective will work alongside Whakatāne District Council and Rangitāiki Community Board to develop a strategy plan for all playgrounds, parks and reserves;               <ul style="list-style-type: none"> <li>- Provide support to develop a parks and reserves strategy plan</li> <li>- Support of community priority goals and source funding support for projects</li> </ul> </li> <li>• <b>2018:</b> Present submissions to both WDC and BOPRC Long Term Plans to highlight priority goals identified by community, and seek support for the following:               <ul style="list-style-type: none"> <li>- Construction of a public toilet in CBD area</li> <li>- A Jetty / Pontoon facility to launch small boats, kayaks and Waka</li> <li>- River walkway and cycle extension to Thornton</li> </ul> </li> <li>• <b>2018:</b> Edgecumbe Collective will establish partnerships with BOPRC and WDC to provide input into the new green space development (endorsing ideas/input from red sticker property owners and community)</li> <li>• Edgecumbe Collective will encourage and participate in opportunities for voluntary participation as appropriate</li> </ul>	<ul style="list-style-type: none"> <li>• Edgecumbe Collective</li> <li>• Rangitāiki Community Board</li> <li>• Whakatāne District Council</li> </ul>	<ul style="list-style-type: none"> <li>• Bay of Plenty Regional Council</li> <li>• Local iwi</li> <li>• External funders identified</li> </ul>



# Pride in our identity

## A Vibrant Town Centre:

Community forums have acknowledged the high-priority for a visual uplift of our CBD including, entrances into the township, because ‘first impressions count’. Implementing a strategy to create a place that people will want to live in, visit or stop, because of its ‘point of difference’ is essential. There is no shortage of community interest or innovative ideas to achieve this goal.

## Objectives:

- To be an attractive welcoming township, with CBD enhancements that make our community proud.
- To become an appealing destination for Whānau and visitors.

## Sustainable Business:

Prior to the flood in 2017, approximately 45 businesses operated in Edgecumbe. The flood directly caused the closure (temporary or permanent) or the relocation of many businesses elsewhere. It is vital that there is a plan to retain and grow our business base.

## Objective:

- A vibrant and growing business community that offers a diverse range of services and products; and local employment opportunities.

## Action plan

GOALS	ACTIONS	LEAD AGENCY	OTHER PARTNERS
Establish a Theme/ Identity that has a point of difference for our town	<ul style="list-style-type: none"> <li>• <b>2018:</b> Edgecumbe Collective will lead working with the community and local businesses to identify a town theme / identity or event</li> <li>• <b>2018:</b> Develop a strategy plan to implement our town theme / identity or event</li> <li>• Edgecumbe Collective will seek and encourage opportunities for community members to volunteer and participate as appropriate to implement our town theme / identity or events</li> </ul>	<ul style="list-style-type: none"> <li>• Edgecumbe Collective</li> </ul>	<ul style="list-style-type: none"> <li>• Local Community</li> <li>• Local Businesses</li> <li>• Rangitāiki Community Board</li> <li>• Whakatāne District Council</li> </ul>
Develop a strategy to promote our local businesses	<ul style="list-style-type: none"> <li>• <b>2019:</b> Develop a marketing strategy to promote and support our local business i.e.               <ul style="list-style-type: none"> <li>- A ‘buy local’ strategy</li> <li>- Links with town theme / identity or event</li> <li>- Established Business Networking Group</li> </ul> </li> <li>• Edgecumbe Collective will encourage community members to shop locally through locally based marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Edgecumbe Collective</li> <li>• Rangitāiki Community Board</li> </ul>	<ul style="list-style-type: none"> <li>• Business Champions</li> <li>• PR and Marketing experts</li> <li>• Business Commerce</li> <li>• Eastern Bay of Plenty Chamber of Commerce</li> </ul>
Implement a beautification plan to improve the appearance of our CBD and entrances into our town	<ul style="list-style-type: none"> <li>• <b>2018:</b> Edgecumbe Collective will continue to support community groups and local organisations projects that are currently underway that enhance our CBD area i.e. Mural project, Painting of Bridge, Embankment planting</li> <li>• <b>2018/2019:</b> Identify any new opportunities and partnerships for community projects</li> <li>• Edgecumbe Collective will seek and encourage opportunities for community members to volunteer and participate as appropriate to implement the resultant strategy</li> </ul>	<ul style="list-style-type: none"> <li>• Edgecumbe Collective (i.e. E.D.I.T, Fonterra, Lions)</li> <li>• Whakatāne District Council</li> <li>• Rangitāiki Community Board</li> </ul>	<ul style="list-style-type: none"> <li>• Local businesses</li> <li>• Funders</li> </ul>

# Youth Leadership

## Supporting our youth

The Edgecumbe community genuinely views its young people as a critical asset for the long-term viability of the community. It is strongly committed to initiatives that encourage youth engagement and opportunities.

## Objectives:

- To be / become a community that enables its young people to experience community connection, protection, respect and engagement in a wide range of educational, recreational and employment opportunities.

## Action plan

ACTION	ACTIONS	LEAD AGENCY	OTHER PARTNERS
Develop a <i>Youth strategy</i> that supports youth leadership and engagement	<p><b>2018-2019:</b> Develop a <b>Youth Strategy</b> Plan that incorporates the following:</p> <ul style="list-style-type: none"> <li>• Identify existing partners and programmes delivered locally for youth</li> <li>• Support the establishment of a Youth Mentoring Programme that provides a platform for youth to express their views and contributions</li> <li>• Support local youth group to undertake the planning and implementation of youth events</li> <li>• Edgecumbe Collective will encourage all young people to volunteer as appropriate to be involved in the implementation of our community plan</li> <li>• Assist the youth group to develop an annual events calendar that also encourages youth lead activities and events</li> <li>• <b>2018:</b> Submit to Whakatāne District Councils Long Term Plan for support in developing a youth strategy plan</li> <li>• <b>2018-2020:</b> Investigate options of a drop in centre and coffee shop for young people to hang out</li> </ul>	<ul style="list-style-type: none"> <li>• Edgecumbe Collective's Youth Representatives</li> <li>• Edgecumbe Bluelight's 'FutureEDGE' youth group</li> </ul>	<ul style="list-style-type: none"> <li>• Whakatāne District Council's Youth Council</li> <li>• Rangitāiki Community Board</li> <li>• Local schools</li> <li>• Local businesses</li> <li>• Funders</li> </ul>



# Safe and connected community

The Whakatāne Ki Mua community conversation process held in March 2017 identified that social connectedness was a key theme. The flood disaster and the subsequent population upheaval has added further emphasis on the importance of having a well- connected community. Recent community conversations identified a range of creative ideas to develop relationship building within the community.

## Action plan

ACTION	ACTIONS	LEAD AGENCY	OTHER PARTNERS
Connecting our community through events and activities	<ul style="list-style-type: none"> <li>• <b>2018:</b> Establish a community newsletter to keep our community informed, promote community events and activities</li> <li>• Edgecumbe Collective will seek and encourage opportunities for community members to volunteer and participation in the development and distribution of our community newsletter</li> <li>• <b>2018:</b> Community consultation to develop, monitor and review our Edgecumbe Community Plan</li> </ul>	<ul style="list-style-type: none"> <li>• Edgecumbe Collective</li> </ul>	<ul style="list-style-type: none"> <li>• WDC and Rangitāiki Community Board</li> <li>• BOPRC</li> <li>• Local organisations groups and schools</li> <li>• Local Businesses</li> </ul>
Implement crime prevention initiatives	<ul style="list-style-type: none"> <li>• <b>2018:</b> Surveillance cameras installed in our CBD</li> <li>• <b>2018:</b> Where appropriate promote crime prevention initiatives</li> <li>• Edgecumbe Collective will seek and encourage opportunities for community members to volunteer and participate in ways to make the community safer</li> </ul>	<ul style="list-style-type: none"> <li>• Lions</li> <li>• Rangitāiki Community Board</li> <li>• Local Police</li> </ul>	<ul style="list-style-type: none"> <li>• Whakatāne District Council</li> <li>• Rangitāiki Community Board</li> <li>• Local community</li> <li>• Police</li> </ul>
Ensure we are prepared in the event of an emergency	<ul style="list-style-type: none"> <li>• <b>2018:</b> Support the development of an emergency evacuation plan for our Edgecumbe community</li> <li>• Work with key partners to monitor and review recommendations to be implemented at community level</li> <li>• Work with Civil Defense to raise community awareness about preparedness measures that households could take to become more resilient to future disaster events; severe weather events/ earthquakes/ flooding etc.</li> <li>• Edgecumbe Collective will seek and encourage opportunities for community members to volunteer and participate in ways to make the community more resilient to future disasters</li> <li>• Seek a community exercise to trial and test the emergency evacuation plan</li> </ul>	<ul style="list-style-type: none"> <li>• Whakatāne District Council</li> <li>• Rangitāiki Community Board</li> <li>• BOP Regional Council</li> <li>• Civil Defense</li> </ul>	<ul style="list-style-type: none"> <li>• Business</li> <li>• Local Schools</li> <li>• Community Service Groups (Fire Brigade / Police etc)</li> <li>• Local Iwi</li> </ul>

## Objective:

- To become a community where residents experience social and neighbourhood connection, care, support and security, with access to a wide range of services, activities and facilities.
- A community that is well prepared in the event of an emergency

Cover photo: Nicola Dobson

Back page artist: Mr G 'Lift up your eyes ... and dream'

Illustration throughout: Katz Maihi

Information and image references from:

'Descendants of Awanuiarangi and Moerangi Ratahi' by  
G H E Kaiwhata; E P Leighton; Ratahi Reunion Committee

'Edgcumbe Heart of the Plains' Bill Clark



## EDGECUMBE COLLECTIVE REPRESENTATIVES:

- EDGECUMBE KAUMATUA GROUP
- E.D.I.T (EDGECUMBE DEVELOPMENT AND IMPROVEMENT TEAM)
- LIONS
- EDGECUMBE WOMENS INSTITUTE
- BLUELIGHT
- EDGECUMBE FIRE BRIGADE
- YOUTH REPRESENTATIVE
- RANGITĀIKI COMMUNITY BOARD
- BUSINESS REPRESENTATIVE
- LOCAL CHURCH REPRESENTATIVE
- FEDERATED FARMERS
- EDGECUMBE SCHOOL REPRESENTATIVES
- EARLY CHILDHOOD REPRESENTATIVE

## SUPPORTED BY:



For information about this plan, or if you would like to be involved, please contact Vicky Richards (Edgcumbe Community Plan Coordinator).