

EDGECUMBE VILLAGE

'The Heart of the Rangitāiki Plains'

Te Manawa o Rangitāiki

Edgecumbe Community
Plan 2022–25



Karakia

He Honore, He Whaikororia

He maunga rongō

Ki runga i te Whenua

He whaakaro pai ki ngā Tangata katoa

Ko ia te timatanga o ngā wa katoa

Kia whakapahia tōna ingoa tapu

Amine

Mihi

*Ko te mihi tuatahi ki te Waahi Ngāro
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

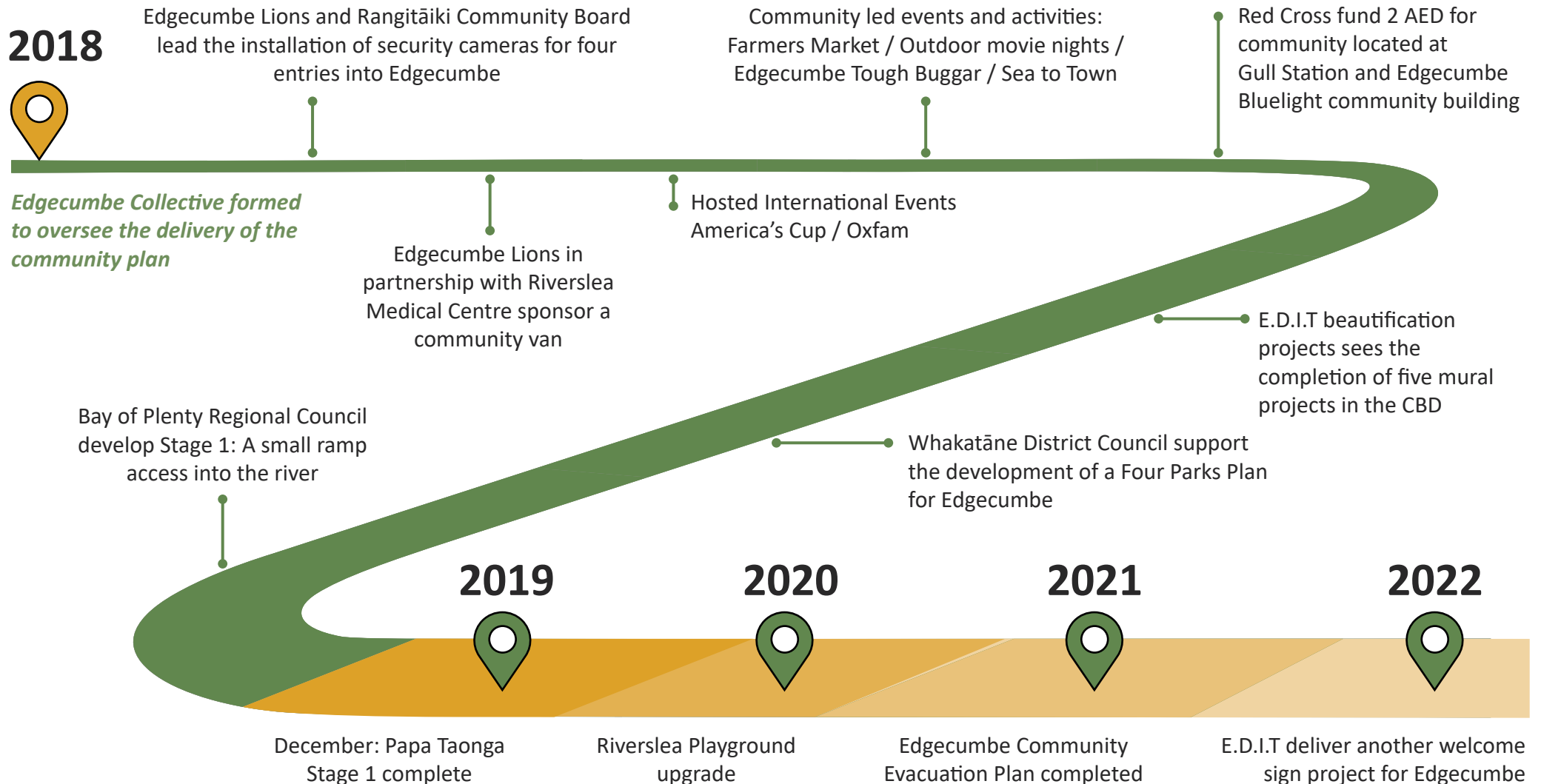
This is the second term of a three-year plan for the Edgecumbe community. It provides a vision and direction for the future of Edgecumbe and the surrounding rural hinterland and an action plan to achieve the priority goals and aspirations identified by the community.

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), Edgecumbe Bluelight, Edgecumbe Women’s Institute, Edgecumbe Fire Brigade, Rangitāiki Community Board, Edgecumbe College and primary schools, The Clothing Project, Neighbourhood Support, Eastern Bay Villages, Community Emergency Response Team (CERT), early childhood and kōhanga representatives, business representatives, kaumatua representatives. Other key partners also include Whakatāne District Council.

What we achieved in the last five years

What our community has achieved over the last five years since the 2017 April flood event and the development of our Community Plan in 2018.

Key milestones



What are the next steps?

A revisit of the community plan has been undertaken to determine what the community's next priority goals are and what actions are required. The revisit of the Edgecumbe Community Plan this term has seen a change to how we have engaged with community, this is due to navigating our way through a pandemic. Therefore, community engagement has included more options to input online through surveys, including newsletter drop off box, and community hui to ensure we captured community's input and feedback in a safe way.

As a result of the feedback received by the community, there is the desire to see a continuation of working towards achieving the community's existing goals and aspirations identified in the first community plan, including new goals and aspirations which the community have prioritised.



A safe and connected community

Speed bumps to slow traffic, better roading.

Community events.

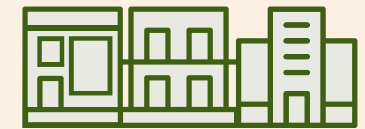
Surveillance cameras in our CBD.

A local directory indexing our agencies and services.

Encourage and create new opportunities for a thriving community



A café shop for people to meet and sit for a meal.



More shops in the mall.



Library to be more of a hub for community.



Nice seating areas in the CBD.



More colour in our town gardens.

A vibrant community with great community facilities, parks and reserves

1



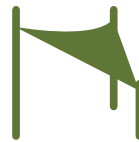
Upgrade river walkway, extending as a walk and cycle track to Thornton (other communities).

2



Community BBQ at skatepark and Riverslea playground.

3



Shade at the skatepark.

4



A pump and bike track.

5



Outdoor basketball hoop.

Youth Leadership - supporting our youth



More activities and things to do: Events, activities and spaces to socialise.

1



2

Work experience opportunities.

3

Mental health and wellbeing support.

4

Youth Hub for older teens.

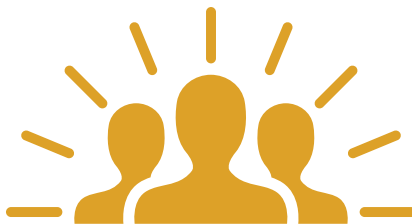


Edgecumbe demographics*



1,802

Estimated total population in Edgecumbe in September 2021.



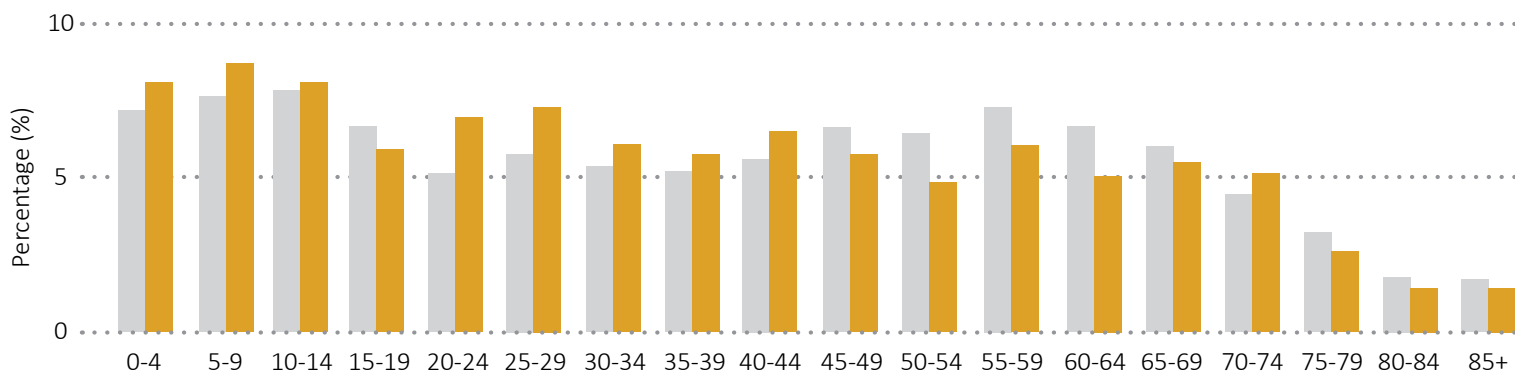
Ethnicities of people in our community*

65% European **8%** Asian **7%** Other
48% Māori **6%** Pacific **1%** MELAA
Middle-Eastern, Latin American, African

* Participants could choose multiple ethnicities.

Age of population

● Whakatāne District ● Edgecumbe



51%

Home ownership



\$567K

Median property value

\$341_{p/w}

Median rent price

Employment



51.7% Employed

4% Unemployed
(Does not include unpaid work or volunteering)



15%
Professional



13%
Managers



8%
Sales



5%
Clerical



11%
Community



10%
Machinery



17%
Trades



20%
Labourers

* Statistics New Zealand (Tatauranga Aotearoa), 2018, *New Zealand Census of Population and Dwellings*. Wellington NZ. Sourced from People & Places: DOTlovesdata.



Vision, Goals and Aspirations

Our vision is to see Edgecumbe recapture its former glory as a vibrant and prosperous town 'the heart of the Rangitāiki Plains'

The Edgecumbe Collective is committed to working collaboratively to support and oversee the delivery of the community plan. An action plan has been developed and sets out the objectives, goals and actions required to achieve the community's desired aspirations under four key focus areas.

Our People and Community

A community that is vibrant, safe and well connected, with great facilities and services that provide support and contribute to the growth and wellbeing of our people.

Pride in our Culture and Identity

We acknowledge and celebrate our unique history and origins, and take pride in who we are today - 'Edgecumbe' a multi-cultural community.

A Thriving Economy

A thriving community that supports 'local first' by using local, spending local and employing local.

Caring for our Environment

We are a community that plays its part in committing to caring for and improving our environment today for future generations to come.



Our People and Community

BOPRC = Bay of Plenty Regional Council
 CERT = Community Emergency Response Team
 EC = Edgumbe Collective (Partner groups)
 EDC = Edgumbe College
 MoE = Ministry of Education
 NZP = New Zealand Police

RCB = Rangitāiki Community Board
 WKNZTA = Waka Kotahi New Zealand Transport Agency
 WDC = Whakatāne District Council
 WDYC = Whakatāne District Youth Council
 NS = Neighbourhood Support

OBJECTIVES: We are a community, where residents experience social and neighbourhood connection, with access to a wide range of services and activities.		
PRIORITY GOALS	TIMEFRAME	ACTIONS
<ul style="list-style-type: none"> Community led events, activities, and projects Stakeholders: Community, EC	Ongoing	<ul style="list-style-type: none"> Support local led opportunities that bring community together to connect and celebrate through community events, activities and projects Promote community events and activities through the Collective newsletter and other communication tools and networks
<ul style="list-style-type: none"> Coordination of the Edgumbe Collective Newsletter Stakeholders: EC, WDC, BOPRC	Ongoing	<ul style="list-style-type: none"> Ensure we have local content that promotes our community's activities and events Keep community informed of any activities, and projects that are undertaken by both Councils Investigate options for distributing the newsletter to an online platform
<ul style="list-style-type: none"> Establish a local directory indexing community agencies and services Stakeholders: EC	2023	<ul style="list-style-type: none"> Investigate the feasibility of this resource Call for community group interest in coordinating this resource Establish distribution of this resource

OBJECTIVES: Creating pathways and opportunities that support the wellbeing, growth, and leadership of our youth.		
PRIORITY GOALS	TIMEFRAME	ACTIONS
<ul style="list-style-type: none"> Youth identified priorities are supported and delivered <ol style="list-style-type: none"> More youth activities and events to connect socially Work experience opportunities Mental health wellbeing support A youth hub for older teens Stakeholders: Local youth, EC	2023	<ul style="list-style-type: none"> Investigate the options for establishing a lead youth group by coordinating a community youth hui Invite community, community groups and key stakeholders that may be interested to attend a community youth hui Identify key actions for addressing priority goals, partnerships and any other outcomes identified from the hui
<ul style="list-style-type: none"> Whakatāne District Council Youth Strategy includes the voice of our local youth and their key priorities Stakeholders: Local youth, WDYC, EC	2023–24	<ul style="list-style-type: none"> Make submissions to both Whakatāne District Council and Bay of Plenty Regional Council LTP, to ensure opportunities are provided for our local youth to give input and highlight key priorities. Link with Youth Council to ensure we have local membership on the Youth Council

OBJECTIVES: We have quality facilities, playgrounds and destination parks that add benefits to our community, supporting whānau to connect, play and keep active, including attracting visitors to our town.

PRIORITY GOALS	TIMEFRAME	ACTIONS
<ul style="list-style-type: none"> Rangitaiki river walkway / cycle track extended from Edgumbe to Thornton <p>Stakeholders: WDC, BOPRC, EC</p>	2022–23	<ul style="list-style-type: none"> Identify key partnerships to support the project, including funding Present submissions to both WDC and Bay of Plenty Regional Council Long Term Plans to highlight this as the community’s priority goal and seek support Community engagement and updates of the progress of the project
<ul style="list-style-type: none"> Continue to deliver the upgrades of our parks proposed in the Edgumbe 4 Parks Plan. <p>Top three priorities ranked by community:</p> <ol style="list-style-type: none"> BBQ’s at Edgumbe Domain (Skate Park) and Riverslea playground Shade required for skate park area A pump/bike track <p>Stakeholders: WDC, EC</p>	2023	<ul style="list-style-type: none"> Make submission to Council to present the next identified priority goals (included in the 4 Parks Plan) Identify lead groups/organisations for these projects Seek partnerships and funding opportunities that support the delivery of the priority goals
<ul style="list-style-type: none"> Papa Taonga Reserve – stage 2 is to see a continuation of enhancement of this reserve <p>Stakeholders: WDC, BOPRC, EC</p>	2023–25	<ul style="list-style-type: none"> Identify options and present to both council’s enhancements to brighten this reserve i.e. planting of flowering shrubs, murals and art installations Seek partnerships and funding opportunities to support stage 2 enhancements
<ul style="list-style-type: none"> Access ramp to river upgraded <p>Stakeholders: WDC, BOPRC</p>	Underway	<ul style="list-style-type: none"> Support an upgrade of the ramp to the river to allow safe access to river for waka ama and small boats and kayaks
<ul style="list-style-type: none"> The Edgumbe Library to be more of a community hub <p>Stakeholders: WDC, BOPRC</p>	2022–23	<ul style="list-style-type: none"> Present to Council the community survey results that highlight the desire for the library to be more of an accessible community hub

OBJECTIVES: We are a community that looks after each other and takes responsibility to advocate for a safer community.

PRIORITY GOALS	TIMEFRAME	ACTIONS
<ul style="list-style-type: none"> Traffic calming measures implemented to address speed issues throughout the township <p>Stakeholders: WDC, RCB, WKNZTA, EC</p>	2023	<ul style="list-style-type: none"> Liaise with key stakeholders Whakatāne District Council and Waka Kotahi to highlight the community’s concern for roading and speed issues Support the need for traffic calming options to be implemented for these roads/streets
<ul style="list-style-type: none"> Surveillance cameras installed in the CBD <p>Stakeholders: WDC, RCB, NZP</p>	2023	<ul style="list-style-type: none"> Support the review of surveillance cameras in the CBD Make a submission to Council LTP/Annual plans to support the installation of surveillance cameras in the CBD Make a submission to the Community Safety Group seeking support
<ul style="list-style-type: none"> Preparing our community in the event of an emergency <p>Stakeholders: CERT, WDC, NS</p>	Ongoing	<ul style="list-style-type: none"> Promote the awareness campaign of the Edgecumbe Emergency Evacuation Plan undertaken by the Community Emergency Response Team (CERT) Distribute Evacuation Plan document throughout the community via hardcopies at key locations, online options through social media platforms Encourage residents to join Neighbourhood Support

Pride in our Culture and Identity

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OBJECTIVES: Capture the unique history of our area and township so this knowledge can be passed on to our community and future generations.		
PRIORITY GOALS	TIMEFRAME	ACTIONS
<ul style="list-style-type: none"> Capturing our community's history through delivery of community wānanga <p>Stakeholders: EDC, EC</p>	2022–23	<ul style="list-style-type: none"> Coordinate a series of community hui to capture the community history of Edgumbe township and surrounding area; <ul style="list-style-type: none"> » Starting with history local whānau, hapū/iwi and significant historical sites and place names » History around the development of the township Collate and document all information received from community hui and develop a community resource
<ul style="list-style-type: none"> Create opportunities to celebrate our history and culture <p>Stakeholders: EDC, EC</p>	2023	<ul style="list-style-type: none"> Create and support opportunities to celebrate our multi-cultural community through events, projects or programmes

OBJECTIVES: Establish a community cultural centre that embraces and brings together all sectors of our community together.		
PRIORITY GOALS	TIMEFRAME	ACTIONS
<ul style="list-style-type: none"> A Community Cultural Centre based in Edgumbe community <p>Stakeholders: EC, MoE, local whānau/hapū/iwi, local authorities, community</p>	2023–25	<ul style="list-style-type: none"> Confirm community support and the feasibility for a cultural centre /marae facility Seek guidance and support from local whānau/hapū/iwi Identify and collaborate with potential partners and organisations

A Thriving Economy

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OBJECTIVES: Support our local business and encourage new opportunities for new business ventures.		
PRIORITY GOALS	TIMEFRAME	ACTIONS
<ul style="list-style-type: none"> Support and promote our local businesses Stakeholders: EC, RCB	Ongoing	<ul style="list-style-type: none"> Promote our local businesses through social media platforms Profile business through the community newsletter Look at options to develop a business indexing directory Present to business sector community survey results on what business services community would like i.e. new business opportunities Organise after 5 drinks for home-based businesses E.D.I.T continues to coordinate business promotion signage
<ul style="list-style-type: none"> Procurement of services Stakeholders: EC, RCB, WDC	2023	<ul style="list-style-type: none"> Wherever possible advocate on behalf of our local businesses, local first option utilised for their services including any project work undertaken in our community by local government agencies.

OBJECTIVES: To be an attractive and inviting township, with enhancements to our CBD that support our local business and community including visitors.		
PRIORITY GOALS	TIMEFRAME	ACTIONS
<ul style="list-style-type: none"> Enhancement to our CBD to support local business Stakeholders: EC, RCB, WDC	2022	<ul style="list-style-type: none"> Identify specific beautification projects that can be community led through the Edgecumbe Collective Seek support of these projects through partnerships, and funding Make submission to Council LTP for support of more seating areas in our CBD, and more colour in our town gardens
<ul style="list-style-type: none"> Roading improvements in the CBD, that include Bridge Street parking Stakeholders: EC, RCB, WDC, WKNZTA	2022	<ul style="list-style-type: none"> Make submission to Whakatāne District Council's Long Term Plan to support parking improvements and options
<ul style="list-style-type: none"> Installation of an EV Station in CBD Stakeholders: EC, RCB, WDC	2023	<ul style="list-style-type: none"> Make a submission to Whakatāne District Council's Annual Plan and Long Term Plan to install an EV Station in the CBD

OBJECTIVES: To be an attractive and inviting township, with enhancements to our CBD that support our local business and community including visitors.		
PRIORITY GOALS	TIMEFRAME	ACTIONS
<ul style="list-style-type: none"> Install a public toilet in the CBD (Option to include freedom camping facility with pay shower/toilet) <p>Stakeholders: EC, RCB, WDC</p>	2023	<ul style="list-style-type: none"> Make a submission to Whakatāne District Council's Annual Plan and Long Term Plan to build a public toilet in the CBD

Caring for our Environment

OBJECTIVES: Create and deliver initiatives that promote a clean and sustainable environment - a litter free community.		
PRIORITY GOALS	TIMEFRAME	ACTIONS
<ul style="list-style-type: none"> Recycle bins installed across our community Water stations installed in all our parks and reserves <p>Stakeholders: EC, RCB, WDC</p>	2023	<ul style="list-style-type: none"> Make submission to Council LTP for support for recycle bins and water stations to be installed in our parks, reserves and CBD
<ul style="list-style-type: none"> Establish a community garden (production scale), including planting fruit trees, native trees and plants for rongoa (medicinal plants) Create urban biodiversity projects i.e. (pollinator pathways, edible berms, food forest in our reserves) <p>Stakeholders: EC, RCB, WDC</p>	2023	<ul style="list-style-type: none"> Identify options for areas to establish gardens and fruit trees, biodiversity projects Seek permissions and consent required by both Council's Identify lead group and volunteers Community workshops held to encourage wider community support 
<ul style="list-style-type: none"> Establish a community garden (production scale), including planting fruit trees, native trees and plants for rongoa (medicinal plants) Create urban biodiversity projects i.e. (pollinator pathways, edible berms, food forest in our reserves) <p>Stakeholders: EC, RCB, WDC</p>	2022–23	<ul style="list-style-type: none"> Identify options for areas to establish gardens and fruit trees, biodiversity projects Seek permissions and consent required by both Council's Identify lead group and volunteers Community workshops held to encourage wider community support
<ul style="list-style-type: none"> Resource recovery centre / community compost facility Annual E Waste Collection <p>Stakeholders: EC, RCB, WDC</p>	2023	<ul style="list-style-type: none"> Seek advice from Council to investigate the feasibility to establish a resource recovery centre / community compost facility in Edgecumbe Make submission to Council to advocate for an annual E waste collection be established Identify support for the delivery of community workshops/education to encourage and promote recycling

Cover photo: Richard Parfitt

Inner cover photo: Nicola Dobson

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

Illustration throughout: Katz Maihi



EDGECUMBE COLLECTIVE REPRESENTATIVES:

Edgecumbe Development and Improvement Team (E.D.I.T)

Edgecumbe Bluelight

Edgecumbe Women's Institute

Edgecumbe Fire Brigade

Rangitāiki Community Board

Edgecumbe College and primary schools

The Clothing Project

Neighbourhood Support

Eastern Bay Villages

Community Emergency Response Team (CERT)

Early childhood and kōhanga representatives

Business representatives

Kaumatua representatives

SUPPORTED BY:



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