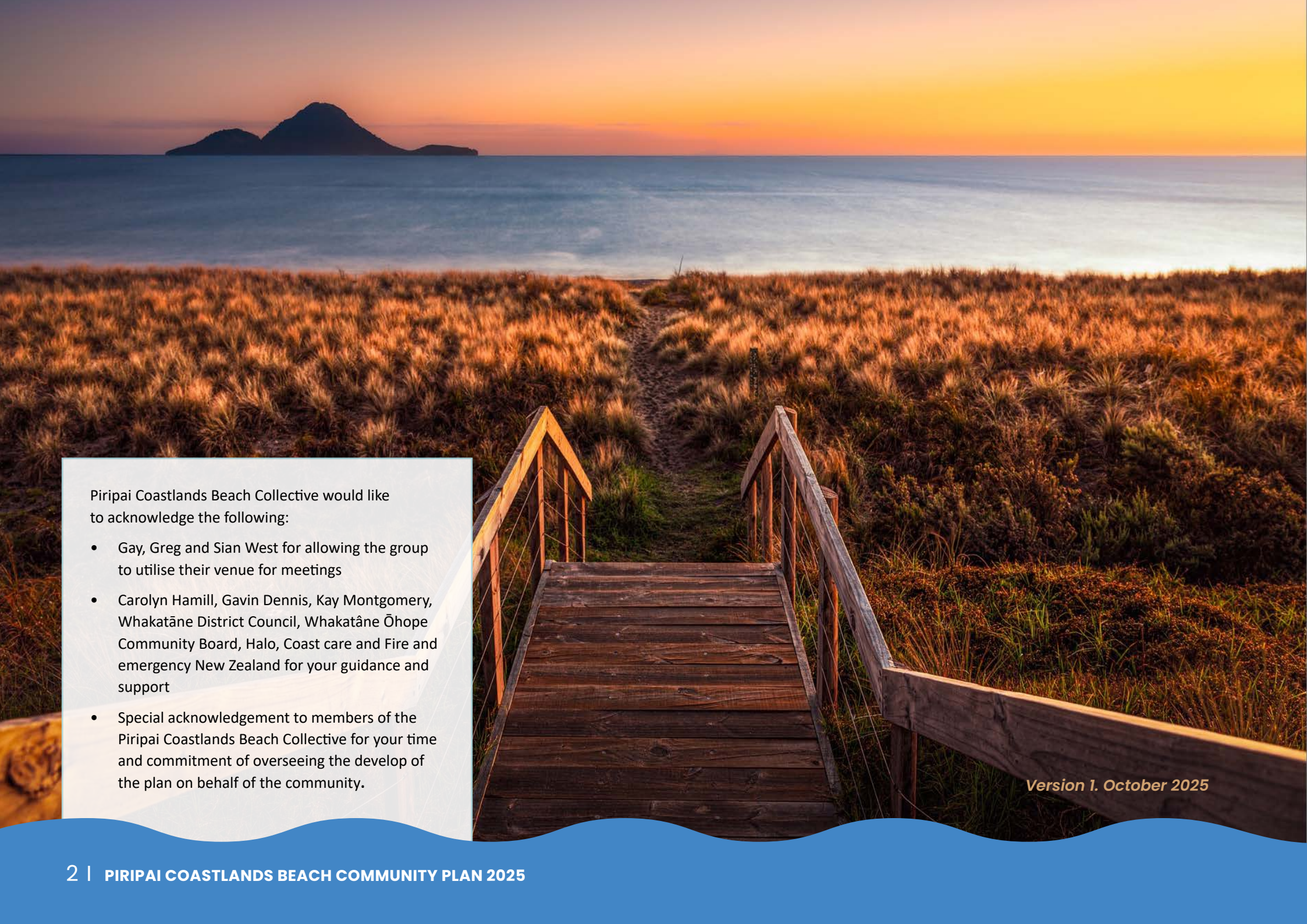




PIRIPAI
COASTLANDS BEACH
COMMUNITY PLAN 2025 – 2027
MAHERE HAPORI 2025 – 2027





Piripai Coastlands Beach Collective would like to acknowledge the following:

- Gay, Greg and Sian West for allowing the group to utilise their venue for meetings
- Carolyn Hamill, Gavin Dennis, Kay Montgomery, Whakatāne District Council, Whakatāne Ōhope Community Board, Halo, Coast care and Fire and emergency New Zealand for your guidance and support
- Special acknowledgement to members of the Piripai Coastlands Beach Collective for your time and commitment of overseeing the develop of the plan on behalf of the community.

Version 1. October 2025

Introduction

Whakatakinga

The Piripai Coastlands Beach Collective was formed in early 2023, with the purpose of bringing together residents who are interested in working together on projects that will enhance and improve our community.

The principle aim of the collective is to advocate on behalf of our community to key stakeholders like local authorities for upgrades, additional maintenance or beautification projects that support our community.

This community plan has been developed to capture our community's feedback, identify what priorities we have and how we plan to achieve and deliver our goals and aspirations.

Where we started

Te pūtaketanga

The Piripai Coastlands Beach Collective began this community plan process by engaging with the community to gather feedback about what was most important.

An online survey was designed and distributed, which received strong engagement from local residents. The results of the survey have played a key role in shaping this community plan, helping to confirm the community's priorities and identify the actions needed to achieve them.





Overview of Piripai Coastlands

Tirohanga whānui o Piripai Coastlands

Piripai is located within the rohe of Ngāti Awa. Piripai has a rich and evolving history shaped by its geographical features and cultural heritage. It is characterised by its proximity to both the coast and the Whakatāne River, which have long provided abundant resources for local communities.

The arrival of European settlers in the 19th century marked a period of change, as agriculture and timber industries began to develop and reshape the area's economic landscape. The establishment of Whakatāne as a town in the mid-1800s catalysed further growth, leading to the development of surrounding areas, including Coastlands, a suburb that was developed on the original land area of Piripai.

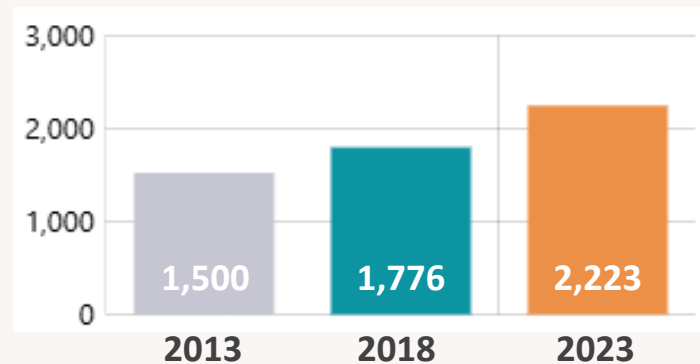
The unique community spirit in Coastlands is evident through various local events and initiatives that celebrate its heritage and promote social cohesion. As Whakatāne continues to evolve, Piripai Coastlands remains a significant part of the narrative, embodying the intersection of Māori tradition, history, and modern New Zealand life.

Demographics Ngā tatauranga



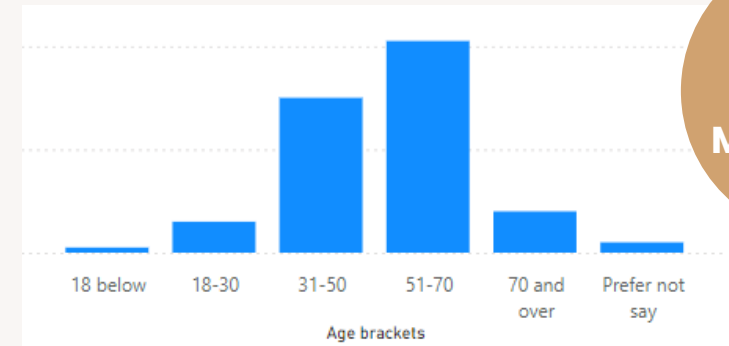
The following information highlights demographic data which has been collated from sources that include: Census 2023, Info-metrics and Piripai Coastlands Community Survey.

Population / Taupori



The change between 2018 and 2023 is: **25.2%**

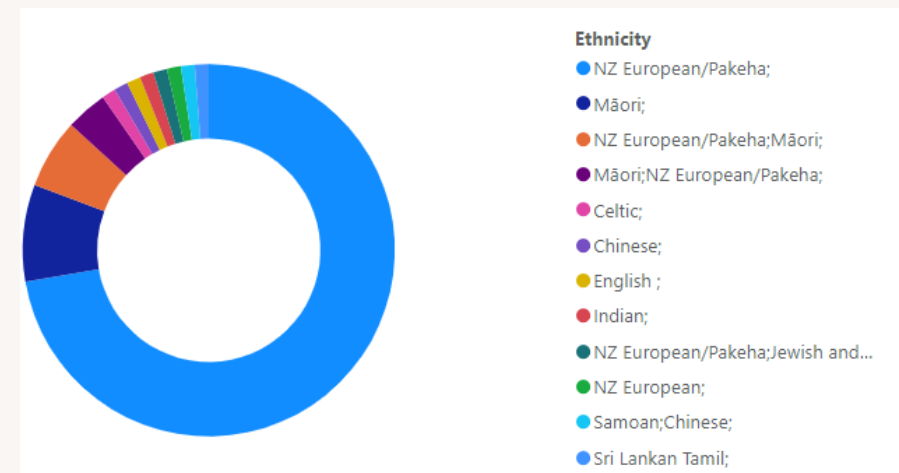
Age distribution / Tītaringa tau



**38.7
YEARS
MEDIAN AGE**

Ethnicity / Ngā mātāwaka

Please note: Participants could select multiple ethnicities which are based on census groupings.



Demographics continued.

Ngā tatauranga

Household Information / *Tatauranga kāinga*

The average household size is around 2.7 people, which is consistent with national trends.



Number of
private dwellings

720
COASTLANDS



Households who own their
home or hold a family trust

90.81%
COASTLANDS

Education / *Mātauranga*

Piripai Coastlands is home to an early childhood centre and a Kura Kaupapa Māori, and is located close to several primary schools as well as secondary education options in Whakatāne.

22%

of the Piripai
Coastlands
population are
under 15 years old





Community survey snapshot

Whakarāpopototanga Matea Hapori

From the survey the community identified what the challenges are about living in Piripai Coastlands.

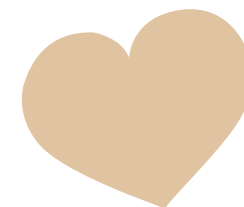
Top 5:

1. Keepa Road cycle/walkway deterioration
2. No local supermarket or shops
3. Infrastructure, enhancements, roading, lights and pathways
4. Crime, litter and teenage drinking on the beach
5. Traffic congestion, one road out of Piripai Coastlands and speed of traffic.

From the survey the community identified what the best things are about living in Piripai Coastlands.

Top 5:

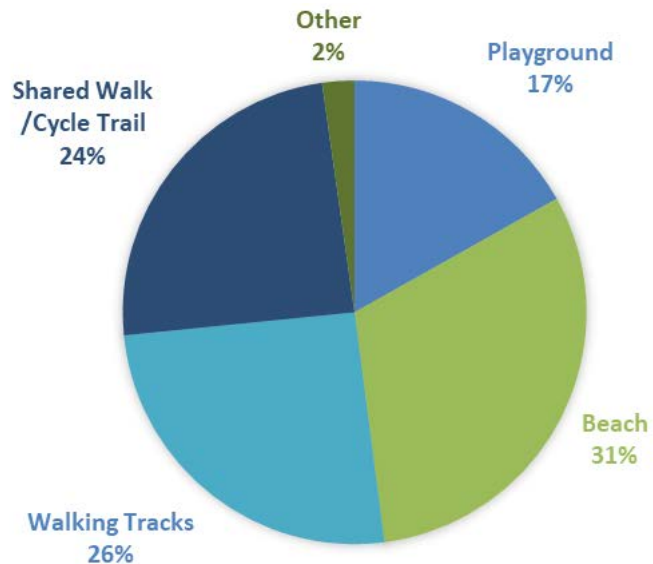
1. Friendly community
2. Beach
3. Town and beach location
4. Safe community
5. Quiet



Community survey snapshot continued.

Whakarāpopototanga Matea Hapori

What community facilities or recreational places are most utilised by Whānau and residents in Piripai Coastlands



From the survey the community identified what they would like to see in the community.

Top 6:

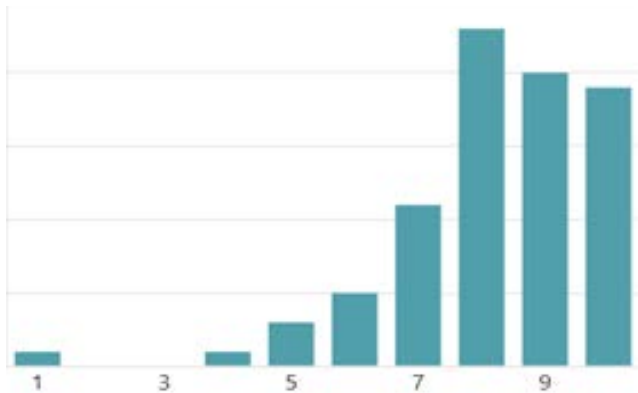
1. Better playgrounds and community facilities include BBQ area
2. Cafe and community hub
3. Running, walking and biking tracks including skate park and pump track
4. Family orientated community events
5. Public transport connections
6. Infrastructure enhancements including lighting on all streets and pathways.



How safe do residents feel in the community?

**8.20
AVERAGE
RATING**

What do you think would make our community safer?

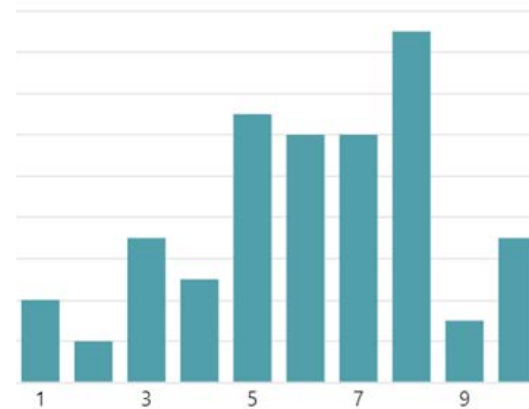


Participants rated options from 1 (being least) to 10 (being most).



How concerned are you about our community resilience regarding frequent and severe climate-related natural hazards and the impacts these will have on your community?

**6.1
AVERAGE
RATING**



Participants rated options from 1 (being least) to 10 (being most).

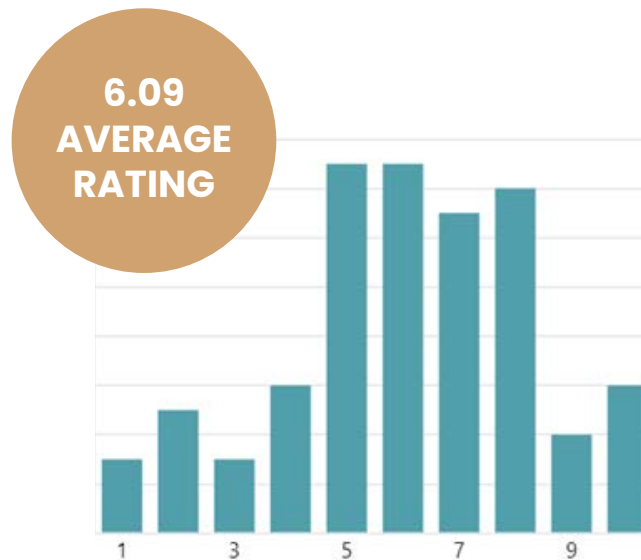
Community survey snapshot continued.

Whakarāpopototanga Matea Hapori

Which risks are you most concerned about?

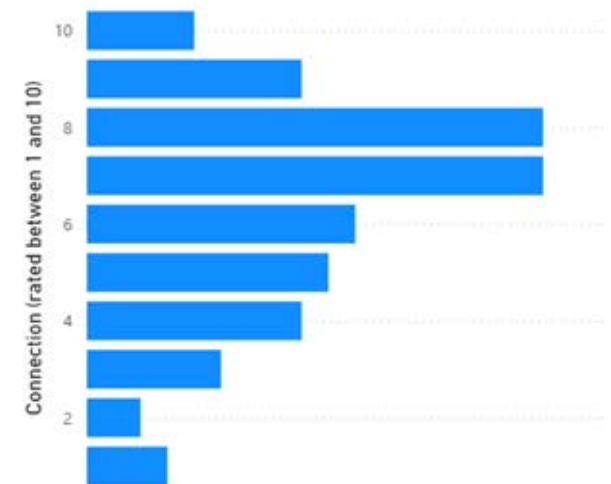


In an event of an emergency how prepared do residents consider themselves?



Participants rated options from 1 (being least) to 10 (being most).

How well do you think that our Piripai Coastlands community connects with each other?



Participants rated options from 1 (being least) to 10 (being most).

Community plan objectives

Ngā Whāinga



Community connection

Ngā Hononga hapori



Our community is eager to see a mix of social, cultural and practical initiatives that foster a stronger sense of belonging in the community!

The residents of Piripai Coastlands believe that strengthening community connection can be achieved through hosted events, community days, local markets and volunteer-driven initiatives that can bring our people together. From a social and community perspective, having amenities such as community hubs, cafés or sports facilities are important, they create opportunities for people to come together and connect. The following are priorities that have been confirmed by the community survey.

- More regular events and gatherings, local markets
- Community hub/spaces established for gatherings and connection
- Improved communication and accessibility opportunities
i.e. community noticeboard and information displays
- Continued community engagement and updates through online platforms
i.e. 'Community Facebook page'
- Public transportation options e.g. a bus service into town, to improve accessibility and connectivity for residents without personal transport.

PRIORITY GOAL	ACTION	LEAD AND STAKEHOLDERS	TIMEFRAME
Host more community events and seasonal celebrations	Establish an events planning team (local group/s and residents) that are interested in coordinating some events in our community, e.g. <i>Christmas in the Park, Halloween, music events, BBQs, local markets, food trucks and cultural events to celebrate our diversity.</i>	Lead: Piripai Coastlands Beach Collective Stakeholders: Residents, Te Kura Kaupapa Māori o Te Orini ki Ngāti Awa, Early childhood centre, Local Hapū, Whakatāne District Council, Bay of Plenty Regional Council, Whakatāne-Ōhope Community Board, Coastcare, Department of Conservation, Halo	2027
Establish a central hub space for our community	Connect with potential existing spaces in our community that could be utilised for meetings, events, and social activities, i.e. local kura (school), coffee club etc.		Ongoing
A community notice board to be installed in an accessible location for community to display information and notices	Community board to be erected alongside the 'Welcome to Coastlands' sign (roundabout corner on Ohuirehe Road).		(Dec) 2025
Promote and support existing community activities, initiatives and projects	- Build our connection and relationships with local providers, community volunteer groups/coordinators, local kura (school) to support any of their local activities or projects. - Promote through our various communication channels (notice board, existing newsletters, Facebook pages) to encourage participation for any community days, environmental activities such as dune planting and working bees etc.		Ongoing
Public transport options for Piripai Coastlands residents	Advocate through submissions and presentations made to Bay of Plenty Regional Council for access to a bus service for our Piripai Coastlands community.		2027

Community infrastructure and safety

Te hangaroto me te marutau o te haponi



Our community has identified an urgent need for improvements to essential infrastructure that not only support accessibility and recreation but also strengthen environmental protection, enhance safety, and improve hazard mitigation. These priorities are vital to ensuring the wellbeing and resilience of our residents now and into the future.

These include:

- **Upgrading the shared walk/cycle track (Keepa Road):** This route is a critical link for both commuting and recreation. Its current condition requires urgent improvements to ensure safe, reliable, and accessible use for cyclists and pedestrians.
- **Strengthening community emergency evacuation routes:** Clear, safe, and well-maintained evacuation pathways are essential to ensure our community is prepared for natural disasters and other emergencies.
- **Expanding the beach walking track with green barrier planting:** Enhancing the current beach track to form a protective firebreak between homes and the coastline, supported by carefully planned green barrier planting, providing dual benefits—improving recreational access while reducing wildfire risk and strengthening natural coastal erosion resilience.
- **Enhancing street lighting:** Several key areas, including main roads and alleyways require lighting to improve visibility, reduce crime risk, and supports safer night-time travel. Current areas with lighting have required considerable discussion with council to ensure lights are working and stay working.
- **Introducing traffic calming measures:** Safety concerns around speeding on certain roads and streets highlight the need for physical traffic calming solutions to protect pedestrians, cyclists, and drivers.

PRIORITY GOAL	ACTION	LEAD AND STAKEHOLDERS	TIMEFRAME
Upgrade our footpaths, and cycleways (Keepa Road)	• Submission/presentation made to Council • Continue to advocate on behalf of our community through Whakatāne District Council, Whakatāne-Ōhope Community Board and Long Term Plan process.	Lead: Piripai Coastlands Beach Collective Stakeholders: Local Hapū, Whakatāne District Council, Bay of Plenty Regional Council, Whakatāne-Ōhope Community Board, Te Kura Kaupapa Māori o Te Orini ki Ngāti Awa, Fire and Emergency New Zealand, Residents Halo, Coast Care, Bay of Plenty Emergency Management.	2025 ✓
Walkway enhancement and wildfire mitigation	• Coordinate with key stakeholder groups i.e. Coast care, Halo, Fire and Emergency New Zealand, Whakatāne District Council and Bay of Plenty Regional Council to establish a maintenance planting plan for green barrier planting to protect dunes and reduce wildfire risk.		2025/2026
Street lighting for all areas including main roads and alleyways	• Identify streets that require lighting to be addressed and submit to Whakatāne District Council.		2025 ✓
Evacuation plan and guide	• Connect with Bay of Plenty Emergency Management to develop an evacuation plan, resources and guide for our community. • Community engagement to be undertaken to encourage involvement, including an awareness campaign for community preparedness in the event of an emergency.		2025/2026
Traffic speed reductions for areas of concern	• Advocate on behalf of our community through Whakatāne District Council, Whakatāne-Ōhope Community Board and Long-Term Plan process.		Ongoing

Community facilities and recreation

Ngā mahi a te rēhia



Our natural outdoor spaces such as the beach and walking tracks have been listed as the most valued and frequently used assets by the community.

Residents of Piripai Coastlands frequently use a range of outdoor facilities and recreational spaces. The beach is the most visited location, with many enjoying walking, swimming, and other outdoor activities along the coastline. Walking tracks are also popular, providing residents with scenic routes for exercise and relaxation. Playgrounds are an important part of the community, particularly for families who use them for outdoor play and social activities.

Recent community consultation workshops have been facilitated, and this is significant progress toward securing upgraded playgrounds. Alongside these improvements, a community garden space is being planned to foster greater community togetherness, encourage intergenerational connection, and support local wellbeing.

The following priority goals focus on upgrades and new developments that enhance our facilities, while also incorporating environmental initiatives that protect and strengthen our natural assets.

PRIORITY GOAL	ACTION	LEAD AND STAKEHOLDERS	TIMEFRAME
Community playground upgrade project	• Liaise with Whakatāne District Council to understand the scope of the project and requirements. • Partnered with Whakatāne District Council to undertake community engagement to gather feedback on ideas for the upgrade for the playground/s. This has been completed and submitted to the Council.	Lead: Piripai Coastlands Beach Collective Stakeholder groups: Local Hapū, Whakatāne District Council, Bay of Plenty Regional Council, Whakatāne-Ōhope Community Board, Department of Conservation, Coastcare, Halo	2025 ✓
Water fountain and shower at main beach entrances	• Advocate on behalf of our community through Whakatāne District Council, Whakatāne-Ōhope Community Board and Long-Term Plan process.		2027
Community garden project	• Work with the community and Whakatāne District Council to identify the preferred location for developing a community garden. • Liaise with Whakatāne District Council to understand the regulations and requirements for establishing a garden on Council-owned land and confirm options for location. • Hold a community engagement event or activity to gather feedback, on support for the project and options for location.		2026
Additional public toilet	• Advocate on behalf of our community through Whakatāne District Council, Whakatāne-Ōhope Community Board and Long-Term Plan process.		2027
Dune planting volunteer days	• Link with organisations and volunteer groups that coordinate planting days. • Promote these activities/programmes to encourage community participation in planting days.		Ongoing
Keep our beaches clean, adequate rubbish bins	• Positive signage and rubbish bins located at all main beach entrances to support and encourage all visitors to keep our beaches clean i.e. 'Pack in Pack out' messaging.		Ongoing



Imagery – Thanks to Roz Anderson Photography and Claire House Photography

