



Edgecumbe Village

‘The Heart of the Rangitāiki Plains’

Te Manawa o Rangitāiki

Edgecumbe Community
Plan 2026–28



An aerial photograph of a river valley. A river flows through the center, surrounded by green fields and a line of trees. In the background, a large, conical mountain rises against a blue sky with scattered clouds. The foreground shows a mix of green and brown fields, with some trees and a small cluster of buildings.

Edgecumbe

Ko Pūtauaki te maunga

Ko Rangitāiki te awa

Ko Mataatua te waka

Ko Ngā Awa ki
Rangitāiki te iwi



The manaia on the 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.”

Artwork by Katz Maihi



Our Edgecumbe, Our Future

This is the third term of our three-year community plan for Edgecumbe, first developed in 2018 following the Edgecumbe floods.

This plan is owned by the Edgecumbe community, with governance and support provided by the Edgecumbe Collective – a group of representatives from local community groups and organisations including:

Edgecumbe Development and Improvement Team (E.D.I.T), Edgecumbe Bluelight, Edgecumbe Women’s Institute, Rangitāiki Community Board, Rangitāiki College, Edgecumbe Primary school, The Clothing Project, Edgecumbe Fire Brigade, Neighbourhood Support, Eastern Bay Villages, Community Emergency Response Team (CERT) and early childhood representatives, business representatives and kaumātua representatives. Whakatāne District Council is also a key partner.

Since 2018, the Edgecumbe Collective has worked collaboratively to support and oversee the delivery of this community plan. The overarching vision is to see Edgecumbe recapture its former glory as a vibrant and prosperous town - the heart of the Rangitāiki Plains.

The plan provides direction for the future of Edgecumbe, shaped by community input and supported by an action plan to achieve our priority goals and aspirations. These are organized under four key focus areas:

- Our People and Community
- Pride in our Culture and Identity
- A Thriving Economy
- Caring for our Environment

This is a living document, reviewed and updated every three years by the Edgecumbe Collective through community engagement.



What we have achieved in the last three years!

Our people and community

- **Outdoor basketball court installed at Edgecumbe Domain** – a great addition to the domain for sport, recreation and bringing people together.
- **Community Te Reo classes delivered in partnership with Rangitāiki College and Eastbay REAP (2023)** – Strengthening our connection to te reo Māori and bringing our community together to learn and grow.
- **Newsletter made accessible online**
– Ensuring all residents can stay informed and connected, whether they’re in Edgecumbe or away from home.

Pride in our culture and identity

Two community workshops held by Rangitāiki College to raise awareness and understanding of our history. Celebrating and preserving our stories, helping current and future generations understand what makes Edgecumbe special.

Native trees planted at Papa Taonga Reserve bark garden - honoring our heritage and creating a lasting legacy for future generations to enjoy.

Rongoa garden established by the Waka Ama Club, with support from Lions - reconnecting our community with traditional Māori healing practices and indigenous plant knowledge.

A thriving economy

EDIT-led beautification projects completed, including signage upgrades and garden development throughout the community – Creating an attractive, welcoming town that residents can be proud of and that encourages visitors and investment.

Submissions made to Whakatāne District Council’s Long Term Plan – Ensuring Edgecumbe’s voice is heard in regional planning and that our community secures the resources and support we need.

Caring for our environment

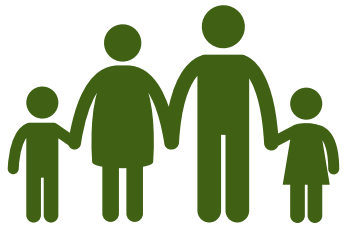
Stage one of the Rangitāiki River walkway upgrade completed – Enhancing access to our natural environment and creating opportunities for recreation, wellness, and connection to our awa.

River access ramp upgraded – Making the river more accessible for all community members, supporting recreational activities and strengthening our relationship with the Rangitāiki.

Demographics

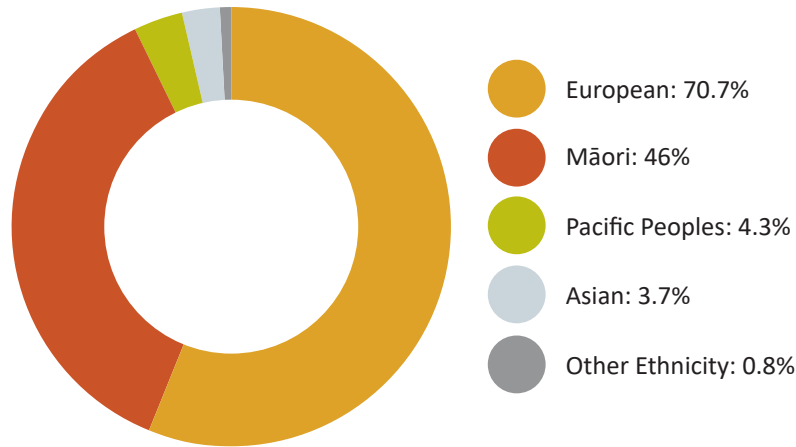
1,900

Edgecumbe population



459

Families



69.9%

Own their home or hold in a family trust.

645

Private dwellings

\$330

Median weekly rent paid by households



105

Businesses

50.9% Employed full-time

12.8% Employed part-time

5% Unemployed

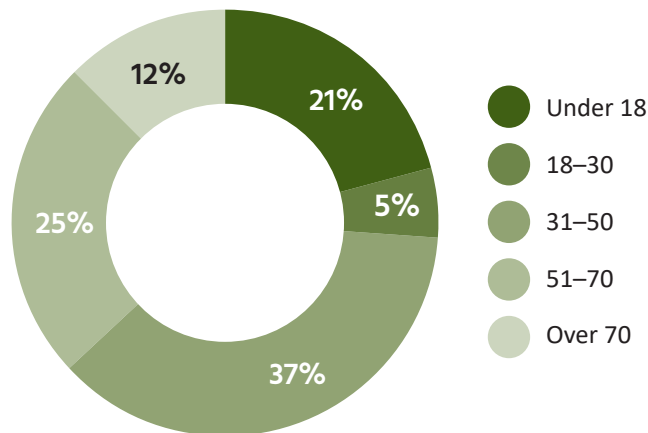
31.3% Not in the labour force



47.2%

Adults with a post-school qualification

Percentage of population by five-year age group for Edgecumbe and New Zealand



Community survey snapshot document 2025

What the community said were the top five best things about living in Edgumbe are

1. It's a friendly community – people feel safe and it's quiet
2. Community events
3. Active community groups
4. River walkway, playgrounds and basketball courts
5. Great location – central to beaches, rivers, lakes and other towns

From the survey, the community said the top five challenges about living in Edgumbe are

1. Increasing cost of rates – amenities becoming unaffordable
2. Limited activities and options for kids
3. No regular public transport
4. Town centre could look cleaner and tidier
5. Supermarket has limited range of options

Which community playgrounds, recreational parks, reserves and facilities do you and your whānau visit? Top 5 answers.



58%

Edgumbe Domain



53%

River walkway



45%

Skate Park



40%

Riverslea playground



30%

Library

Top five facilities or improvements the community have identified

1. Upgrade of the river walkway, extending this to Thornton
2. Something in Papa Taonga Reserve for community
3. Youth hub and facilities
4. BBQ located at Edgumbe Domain
5. Shade for Edgumbe Skatepark



Community survey snapshot document 2025

Do you have any ideas that could further improve the vibrancy of our town?



More events, pop up markets, food trucks etc

Continue to invest in the river walkway and shares spaces like parks

Toilet in the CBD

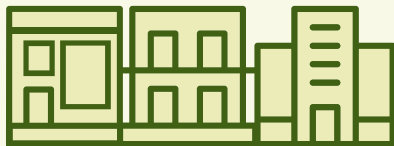
What other business services do you think we need?



A decent and full supermarket.



Make the library more of a community hub space



Fill the empty shops in Riverslea Mall.

Do you have any suggestions for how we can further improve community connection?

Community events and activities

A community notice board that can be updated weekly

Culture-based events, i.e. Matariki

7.89

Average rating

How safe do you feel Edgecumbe is as a community?

7.86

Average rating

How safe do you think it is to walk or cycle around the community?

6.49

Average rating

In the event of an emergency, how prepared do you consider yourself and your household?

What do you think would make our community safer?

Maintain street lighting

More police presence and policing of speeding vehicles

Patrolling of roaming dogs

Young people throughout the district have indicated what is most important to them, the top three are:



TRANSPORT

Support to access transport for activities and education outside of Edgecumbe.



YOUTH-LED ACTIVITIES

Support for youth-led projects and learn about funding opportunities.



EMPLOYMENT

Support for trade education and local job opportunity pathways.



Edgecumbe Community Plan 2026–28

Community objectives





Our people and community

Objectives

- A vibrant, safe and well-connected community with quality facilities and services that support and growth and wellbeing of our people.
- Quality recreational facilities that help whānau connect, play and stay active, while attracting visitors to our town.
- Create pathways for rangatahi wellbeing, growth and leadership.
- A community that looks after each other and advocates for safety.

Supporting our rangatahi (youth)

PRIORITY GOALS	ACTIONS	TIMEFRAME
<ul style="list-style-type: none"> Rangatahi (youth) have identified the following key priorities <ul style="list-style-type: none"> » Support youth-led projects and funding opportunities » Create trade education and local employment pathways » Improve access to transport for activities and education <p>Stakeholders and lead groups: Rangitāiki College, Edgecumbe Primary School, Edgecumbe Blue Light, Edgecumbe Collective, Whakatāne District Youth Council.</p>	<ul style="list-style-type: none"> Advocate for more trade education and employment opportunities for local rangatahi Support and develop partnerships with groups coordinating rangatahi activities and events Identify transportation options and make submissions to local authorities Seek opportunities for a suitable rangatahi venue (e.g., Youth Hub) Link with Whakatāne District Youth Council to ensure local representation 	2026–28

Community infrastructure and safety

PRIORITY GOALS	ACTIONS	TIMEFRAME
<ul style="list-style-type: none"> Traffic calming measures to address speeding throughout the township <p>Stakeholders and lead groups: Whakatāne District Council, Rangitāiki Community Board, New Zealand Transport Agency Waka Kotahi, Edgecumbe Collective</p>	<ul style="list-style-type: none"> Liaise with Whakatāne District Council and New Zealand Transport Agency Waka Kotahi to address community concerns about speeding on Bridge Street and College Road (Edgecumbe Domain end) 	2026–28
<ul style="list-style-type: none"> Improved community preparedness for emergencies <p>Stakeholders and lead groups: Edgecumbe Community Emergency Response Team, Emergency Management, Civil Defence</p>	<ul style="list-style-type: none"> Update community evacuation plan/brochure with latest Civil Defence data Support and promote Community Emergency Response Team awareness campaign for the Edgecumbe Emergency Evacuation Plan Encourage residents to join Neighbourhood Support 	2026
<ul style="list-style-type: none"> Improve street lighting for safety <p>Stakeholders and lead groups: Whakatāne District Council, Rangitāiki Community Board, Edgecumbe Collective</p>	<ul style="list-style-type: none"> Identify streets requiring additional lighting and submit to Whakatāne District Council. 	2026

Community recreation and facilities

PRIORITY GOALS	ACTIONS	TIMEFRAME
<ul style="list-style-type: none"> Extend the Rangitāiki River walkway/cycle track extended from Edgecumbe to Thornton <p>Stakeholders and lead groups: Whakatāne District Council, Bay of Plenty Regional Council, Rangitāiki Community Board, Edgecumbe Collective</p>	<ul style="list-style-type: none"> Continue advocacy through Long Term Plan submissions to both councils. Support community engagement and project progress updates. 	2026–28
<ul style="list-style-type: none"> Install a community barbecue at Edgecumbe Domain. <p>Stakeholders and lead groups: Whakatāne District Council, Rangitāiki Community Board, Edgecumbe Collective</p>	<ul style="list-style-type: none"> Submit proposal to Whakatāne District Council Open Spaces team. Identify funding opportunities 	2026
<ul style="list-style-type: none"> Continue enhancement of Papa Taonga Reserve <p>Stakeholders and lead groups: Whakatāne District Council, Bay of Plenty Regional Council, Rangitāiki Community Board, Edgecumbe Collective</p>	<ul style="list-style-type: none"> Undertake community engagement for enhancement ideas (flowering shrubs, murals, art installations). Identify partnerships and funding opportunities. 	2026–28
<ul style="list-style-type: none"> Install shade structure at Edgecumbe Skate Park <p>Stakeholders and lead groups: Whakatāne District Council, Rangitāiki Community Board, Edgecumbe Collective</p>	<ul style="list-style-type: none"> Submit proposal to Whakatāne District Council Open Spaces team. Identify funding opportunities. 	2026
<ul style="list-style-type: none"> Transform Edgecumbe Library into a more accessible community hub <p>Stakeholders and lead groups: Edgecumbe Collective, Whakatāne District Council, Rangitāiki Community Board</p>	<ul style="list-style-type: none"> Present to Council the community engagement and online survey results 2025 that highlight the desire for the library to be more of an accessible community hub. Mural project for the library to brighten up the area and make it look more welcoming to community. 	2026
<ul style="list-style-type: none"> Community garden <p>Stakeholders and lead groups: Sow Your Seeds Movement, Whakatāne District Council, Rangitāiki Community Board, Edgecumbe Collective</p>	<ul style="list-style-type: none"> Support the development of a community garden for Edgecumbe. 	2026–28



Pride in our culture and identity

Objectives

- Celebrate our unique multicultural identity through community-wide opportunities
- Build strong community spirit through local events, neighbourhood connections, and quality services

PRIORITY GOALS	ACTIONS	TIMEFRAME
<ul style="list-style-type: none"> Capture and share historical stories across our community <p>Stakeholders and lead groups: Whakatāne District Council, Rangitāiki Community Board, Edgecumbe Collective, Community</p>	<ul style="list-style-type: none"> Support and partner with opportunities to share local history and stories (e.g., storyboard project along river walkway) 	2026–28
<ul style="list-style-type: none"> Create opportunities to celebrate our multicultural community <p>Stakeholders and lead groups: Whakatāne District Council, Rangitāiki Community Board, Edgecumbe Collective</p>	<ul style="list-style-type: none"> Collaborate with groups to celebrate diversity through local and national campaigns, events, or recognition days (e.g., Matariki) 	2026–28

Community events

PRIORITY GOALS	ACTIONS	TIMEFRAME
<ul style="list-style-type: none"> Support and grow community events that bring people together <p>Stakeholders and lead groups: Whakatāne District Council, Rangitāiki Community Board, Edgecumbe Collective, Community</p>	<ul style="list-style-type: none"> Support existing events (Christmas in the Park, parades, market days). Host more whānau-friendly community events. Promote events through Facebook pages, community notice board, and Rangitāiki Community Board newsletter 	2026



A thriving economy

Objective:

- Support local businesses and encourage new business opportunities

PRIORITY GOALS	ACTIONS	TIMEFRAME
<ul style="list-style-type: none"> Strengthen support for local businesses <p>Stakeholders and lead groups: E.D.I.T, Rangitāiki Community Board, Edgecumbe Collective, Community</p>	<ul style="list-style-type: none"> Promote businesses through social media and E.D.I.T signage Develop a business directory Present community survey results on desired business services and opportunities 	2026–28
<ul style="list-style-type: none"> Advocate for “buy local, employ local” procurement <p>Stakeholders and lead groups: Whakatāne District Council, Rangitāiki Community Board, Edgecumbe Collective</p>	<ul style="list-style-type: none"> Advocate for local-first procurement by councils and agencies for services and project work Make submissions to Long Term Plans, annual plans, and procurement policy reviews 	2026–28
<ul style="list-style-type: none"> Enhancement the CBD to support local business <p>Stakeholders and lead groups: Whakatāne District Council, Rangitāiki Community Board, Edgecumbe Collective</p>	<ul style="list-style-type: none"> Identify beautification projects (murals, garden upgrades, CBD enhancements). Submit to the Council Long Term Plan for CBD improvements, including additional seating. 	2026
<ul style="list-style-type: none"> Install a public toilet in the CBD <p>Stakeholders and lead groups: Whakatāne District Council, Rangitāiki Community Board, Edgecumbe Collective</p>	<ul style="list-style-type: none"> Submit to the Council Annual Plan and Long Term Plan 	2026–28
<ul style="list-style-type: none"> Instal an EV charging station in CBD <p>Stakeholders and lead groups: Whakatāne District Council, Rangitāiki Community Board, Edgecumbe Collective</p>	<ul style="list-style-type: none"> Submit to the Council Annual Plan and Long Term Plan 	2026–28



Caring for the environment

Objective:

- Promote a clean, sustainable, litter-free community through practical initiatives

PRIORITY GOALS	ACTIONS	TIMEFRAME
<ul style="list-style-type: none"> Install recycle bins across the community <p>Stakeholders and lead groups: Whakatāne District Council, Rangitāiki Community Board, Edgecumbe Collective</p>	<ul style="list-style-type: none"> Submit to the Council Long Term Plan for recycle bins in parks and CBD. 	2026–28
<ul style="list-style-type: none"> Install water stations in all parks and reserves <p>Stakeholders and lead groups: Whakatāne District Council, Rangitāiki Community Board, Edgecumbe Collective</p>	<ul style="list-style-type: none"> Submit to the Council Long Term Plan for water stations at all parks and reserves. 	2026–28





Acknowledgements

The Edgecumbe Collective acknowledges partner groups and the wider community for their input and support to deliver the Edgecumbe Community Plan.

Supported by

