HASTINGS
HEART OF HAWKE'S BAY

CAMBERLEY

COMMUNITY PLAN 2020–2025

HASTINGS
DISTRICT COUNCIL
Te Kaunihera ā-Rohe o Heretaunga

Vision

Together we are developing our community for a strong future

Kia kotahi rā tātau e anga whakamua nei i tō tātau hapori ki te taro o te ora

Tatou Galulue Fa'atasi e fausia ai se fa'avae malosi mo se lumanai ole lau tele o tagatanu'u Hastings

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From the Mayor

Ngā mihi nui ki o koutou katoa

As Hastings Mayor, I am proud to present the 2020 Camberley Community Plan.

Camberley is a wonderfully diverse community within Hastings, which is recognised as a critical service centre for our region.

With important regional facilities such as our Hawke's Bay Fallen Soldiers' Memorial Hospital and the many businesses and services on Ōmāhu Road, Camberley is an important hub for our district.

This multicultural community is also home to just over 2000 people who have a strong commitment to improving the health, happiness and wellbeing of all of its whānau. They have an inspiring passion to make Camberley an even better place to live, work and play.

To achieve this vision, the 2020 Camberley Community Plan focuses on key areas including Community Wellbeing, Community Safety and Community Facilities & Infrastructure.

With an exciting set of actions included, we really look forward to seeing what can be achieved for Camberley through this Community Plan.

Thank you to our staff, elected members, partner agencies and community members involved in writing this community plan. It will be exciting to watch the progress that will be made for a prosperous future for the people of Camberley.

Kind regards

Sandra Hazlehurst
Mayor

Introduction

The development of the Camberley community plan commenced in late 2019 and was reviewed by the community in light of the recent COVID-19 event. Key actions were updated to respond to community needs identified during that event.

JMP Consultants were contracted by the Hastings District Council to consult with and engage the Camberley Community to help articulate and compile a robust and community friendly document that ultimately takes their hopes and concerns and transforms them into goals and aspirations for the community, its stakeholders and partners to help support and deliver. The outcome of over 12 months of meetings, consultation, planning and investigating is this Camberley Community Plan 2020–2025.

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Te Taiwhenua o HERETAUNGA
KERERŪ SENIOR HOUSING
CAMBERLEY COMMUNITY CENTRE
Kirkpatrick Park
CAMBERLEY SCHOOLS
CAMBERLEY SHOPS
TUI VALE SENIOR HOUSING
TE KŌHANGA REO O HERETAUNGA
CAMBERLEY KINDERGARTEN
HERETAUNGA INTERMEDIATE
HAWKE'S BAY HOSPITAL
HASTINGS CEMETERIES & CREMATORIUM
St Leonards Park
IKANUI RD
NOTTINGLEY RD
BALLANTYNE ST
OMAHU RD
ORCHARD RD
KIWI ST
HUIA ST
KAIAPO RD
LOWE ST
MARAEKĀKAHO RD
ŌMAHU RD
MCLEOD ST
CANNING RD
MURRAY PL
KERYN PL
LOWRY PL
SIXTY MILE CL
KŌTUKU ST
RURU PL
TAKAPŪ ST
TAKAHĒ PL
MOA PL
TUI PL
HUIA PL
SUNNYBANK CRES
FOR SALE

Community Profile

OVERVIEW OF CAMBERLEY

Camberley is located in the Heretaunga tribal boundary of Ngāti Kahungunu. Descended from the Takitimu waka, Kahungunu and his many legends remain a rich part of the Hawke's Bay and its history.

On the sunny eastern coast of the North Island, the Heretaunga plains has rich fertile land that has become home to many agricultural productions such as numerous vineyards, orchards and small farms.

Located in the heart of Heretaunga, Camberley is a suburb of the Hastings District which is an inclusive diverse multicultural community with a population of 2196 (2018 Census). On average, Camberley has a more youthful population than other suburbs of Hastings with a median age of 29.7, compared to 39 for the city of Hastings. Just over half of the population identify as Māori.

Camberley is a key location that will benefit greatly from employment services and investment into the community that provide meaningful employment opportunities.

The Camberley Community Centre is a hub of activity for the community. Often used as a contact point for those that want to get involved in community activities, plans and developments. The Centre also offers a range of programmes such as fitness classes for kaumatua, a basketball academy, kids' Breakfast Club and Homework Club during the school terms as well as school holiday programmes.

Post Covid-19, the community would like to see more whānau and hauora activities and programmes so the centre is seen as and eventually becomes a wellbeing hub or place.

CAMBERLEY DEMOGRAPHICS

Based on the 2018 New Zealand Census there are:

2,196 PEOPLE USUALLY RESIDE IN CAMBERLEY

1,065 MALE

1,134 FEMALE

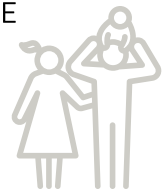
AGE

29.7 years MEDIAN AGE

24.8 years MĀORI MEDIAN AGE

AGE

MALE		FEMALE
27.3%	UNDER 15 YEARS	26.2%
22.8%	15-29 YEARS	24.3%
36.9%	30-64 YEARS	37.8%
12.7%	65 YEARS & OVER	11.1%

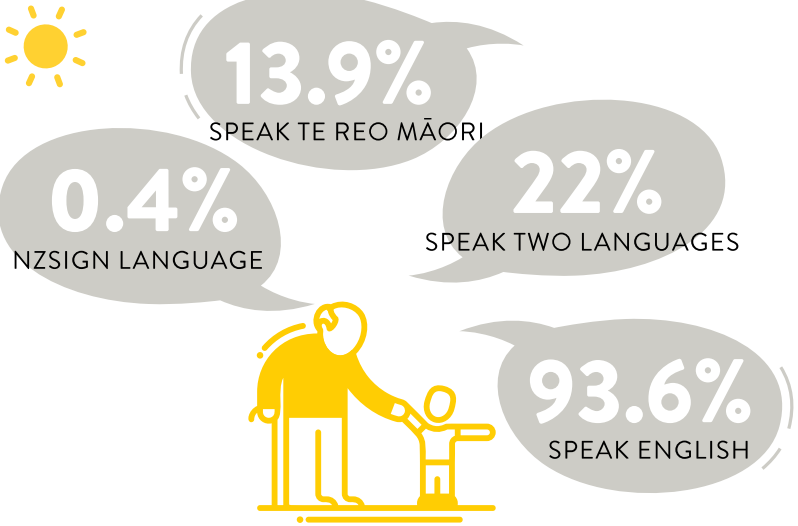


ETHNICITY	2018
Māori	**52.7 %**
European	**40.7 %**
Pacifica	**20.8 %**
Asian	**4.9%**
Middle Eastern/Latin American/African	**0.1%**
Other	**0.7%**

"Ethnicity is self-perceived and people can belong to more than one ethnic group . Therefore, the number of total responses will be greater than the number of respondents." Source: stats.govt.nz

86.6% OF CAMBERLEY PEOPLE WERE BORN IN NEW ZEALAND

13.4% BORN OVERSEAS



COMMUNICATION

67.6% OF HOUSEHOLDS HAVE ACCESS TO INTERNET COMPARED TO 83.4% FOR HASTINGS

4.7% OF HOUSEHOLDS HAVE NO TELECOMMUNICATION COMPARED TO 1.2% FOR HASTINGS

86.5% OF HOUSEHOLDS HAVE ACCESS TO A CELLPHONE/ MOBILE PHONE COMPARED TO 91% FOR HASTINGS

HEALTH DATA

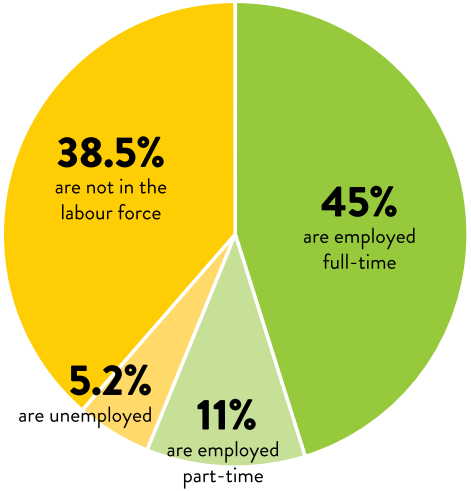
31% OF ADULTS IN CAMBERLEY ARE SMOKERS

Māori smoking rates are **42.2%**

16.8% ARE FEMALE

14.8% ARE MALE

EMPLOYMENT

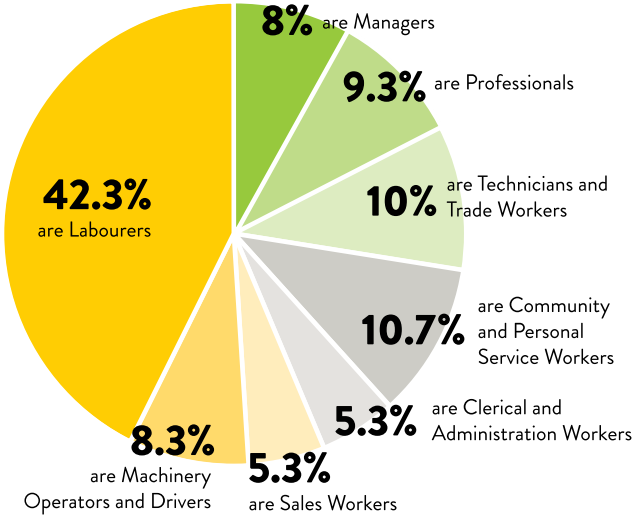


MEDIAN INCOME IS

$21,300

Over **$70,000** is **2.8%**

OCCUPATIONS



EDUCATION

23.4% are in full-time study.

2.2% are in part-time study.

74.6% are not studying.

32.3% of adults have no qualification, for Māori it is **34.5%.**

5% have a Level Seven qualification (Bachelor's Degree) and **3.2%** for Māori.

15.6% have a Level One qualification as their highest qualification.

HOUSING

143
KĀINGA ORA PROPERTIES

THERE ARE:

660 DWELLINGS,

33 UNOCCUPIED &

6 NON-PRIVATE

34.5% OWN OR PARTLY OWN THEIR PROPERTY

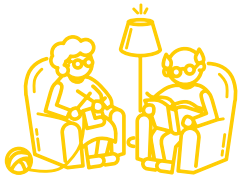
6.4% ARE HELD IN A WHĀNAU TRUST

59.1% NOT OWNED AND NOT HELD IN A WHĀNAU TRUST

NUMBER OF HDC SENIOR HOUSING PROPERTIES

Tui Vale
22 units

Kereru
25 units



Increasing Whānau Ora at Camberley School

Over the past two years, the leadership at Camberley School has continued to increase its focus on embedding wellbeing in the curriculum, including by developing educators to create a place and space which supports tamariki, rangatahi and their whānau to thrive.

The focus on wellbeing is being taken forward from a Te Ao Māori perspective, by implementing Rongo Mauri (healing and wellbeing hub) and strengthening the community's link to culture. It is an approach that is responsive to the needs of the Camberley community, as determined by the local whānau and community.

Through a whānau Ora-type initiative which has been funded by Ministry of Social Development for the first part of 2020, the school has brought in a local specialist who has extensive mirimiri, healing and social work experience, to engage with young people and their whānau to build plans and take steps forward together. Working out of the school and also the homes of whānau, the goal is to tap into all the key parts of the young person's life to foster healthy relationships and behaviours, so both the individual and the whānau succeed in their dreams and aspirations, improving overall wellbeing. There are five key whānau workers that work in Rongo Mauri.

To further foster the likelihood of success, whānau wellbeing planning is underpinned by broader community development being delivered by the school and other partners through wānanga and services.

The overall approach recognises the importance of not giving young people and their whānau solutions – rather it is about supporting them to find the solutions that work for their unique whānau and broader community environment and support whānau to achieve their aspirations.

Already having a significant impact on the lives of local young people and their whānau, the focus for 2021 will be on developing and embedding the initiative through sustainable funding to continue to increase the reach into early childhood education, intermediate and secondary schools local to the Camberley community.

Partnerships

Alongside the community and Hastings District Council, a group of key partners including government agencies and service providers were engaged to consider the community priorities as outlined in the Action Plan which they could support to be delivered.

These partners included: Police, Ministry of Social Development, Camberley School, Hawke's Bay District Health Board, Te Taiwhenua o Heretaunga, Ministry of Education, Te Puni Kōkiri, Ngāti Kahungunu Iwi Incorporated, Heretaunga Intermediate, Camberley Kindergarten, Kāinga Ora, Camberley Planning Committee, Plunket, Women's Refuge, Sport HB, Elections NZ, Community Law Centre, Age Concern, Budget First.

Hastings District Council have committed to developing a Camberley Master Plan working closely with the Camberley community and key partners. Master Plans are strategic documents that align to the Council Long Term Plan (LTP).

The Master Plan overarches Community Plans and other place-based plans and incorporates potential road design, housing development and zoning as well as economic and social trends for the next 20–30 years. Master Plans and the development of, involves a number of agencies including government departments, local business, schools and community. Community Plans by design are to support the community's aspirations.

Action Plan

Camberley has had three previous community plans, which have helped improve the amenities and some social aspects in the community. These previous community plans are responsible for the opening of the Camberley Community Centre, Breakfast Club, bus shelters, new playground, and upgrades to Kirkpatrick Park such as the splash pad and BBQ station and programmes held at the Community Centre.

The key actions in this community plan come directly from the community members of Camberley. Along with its partners, the Hastings District Council conducted more than 150 engagements with community members, online and face-to-face, between September 2019 and May 2020. This ranged from online surveys to in-person engagement through street BBQs, community meetings and activities with the elderly and rangatahi.

Through this range of discussion, there were three key areas of focus identified in priority order:

1. Community Wellbeing

2. Community Safety

3. Community Facilities & Infrastructure

Within each of these areas of focus there are a set of actions that form the basis of the community plan for 2020-2023.

Partners have been identified for each action. Some of the actions will benefit more from community coordination rather than resourcing, such as whānau-based activities which are identified in the Community Wellbeing section.

1. Community Wellbeing

OBJECTIVES

1.1 Establish a Wellbeing Hub operating out of the Community Centre. Working with the community, scope the demand and opportunity for more health and wellbeing related services to be delivered through a Hub. Ensure the services delivered through the Hub encompass physical and mental wellbeing including:
- Utilising Te Whare Tapa Whā and Fonofale models of health and wellbeing
- Acknowledge the whānau Ora planning which has started at Camberley school.

1.2 Establish a Youth Hub
- Working with rangatahi, scope the demand and opportunity for a Youth Hub, which delivers programmes and services and has facilities that appeal to teenagers and other youth.
- This could be an opportunity to implement a youth leadership group for the community and to promote existing youth groups

1.3 More education and employment services
- Scope the demand and opportunity for more education and employment-related services to be delivered through the Community Centre.

1.4 Provide more sports events and activities
- Identify sports that whānau and tamariki want.
- Hold activities in Kirkpatrick Park.
- Revisit the Camberley sports club.

1.5 Increase services available to kaumātua in the community. The areas of improvement identified by the community include:
- new and higher fencing and gates around senior housing units,
- receiving the community newsletter at senior housing complexes,
- more activities for elderly, including activities for kids to do while visiting with kaumātua, and
- seating along walkways would be beneficial for kaumātua to rest.

1.6 Provide good and effective communication to and for the community:
- Evaluate what is the best platform to inform community members about programmes and events going on in the community from all mediums ranging from radio to Facebook.

2. Community Safety

OBJECTIVES

2.1 Implement speed calming measures
- Review the need for speed humps or chicanes in key locations in the community to reduce speeding and increase street safety.

2.2 Implement a safe driving plan and campaign
- Develop and implement a safe driving plan and campaign for community members and those visiting the community, with a focus on improving safety for tamariki and kaumātua

2.3 Transportation for tamariki to care and school
- Work together to develop plans to ensure tamariki can get to childcare, early childhood education and school safely.

2.4 Increase positive Police presence
- Work together to increase positive Police presence with the community, ideally by having consistency of individuals in the community.

2.5 Establish community Kaitiaki
- Work with the community to establish representatives that can monitor the community of Camberley.

2.6 Installation of CCTV
- Work together to develop a plan for putting CCTV into the community to increase street safety in multiple ways.

2.7 Install appropriate lighting
- Work together to identify key areas in the community that require appropriate lighting and put in place.
- Areas that are already identified include back roads and streets throughout the community.

3. Community Facilities and Infrastructure

OBJECTIVES

3.1 Community beautification
- Develop and implement a plan to take care of the physical structures and environment in Camberley, such as gardens around kaumātua housing and plants in chicanes.
- Support community members in learning how to carve and then display that art in Camberley.
- Develop and implement a welcome sign into Camberley.
- Engage with whānau and community to develop a plan for new artwork that reflects the story of the community.

3.2 Waste and recycling: education and opportunities
- Undertake extensive education and promotion of any changes to waste and recycling.
- Hold a community rubbish working bee.
- Work together to review waste and recycling arrangements in the community and put in place changes as required.

3.3 Develop Kirkpatrick Park
- Work together to develop a plan for the park to meet current and future needs of the community. Safety is also a key concern with the desire for fencing around the park and well-defined entrance points.
- Investigate a Chlorine-free tap.

3.4 Playground upgrade
- Review the existing playground, looking at expansion and safety improvements.
- Suggested developments include expanding the splash pad and adding more play equipment such as a flying fox and big net swing.

3.5 Establish a community gym
- Include fitness classes for different age ranges aimed at bringing people together.
- The changing room block could potentially be utilised for this space.

3.6 Grow a community garden
- Develop a community garden and involve community in the growing of fruit and vegetables and maintenance.

3.7 Support the Camberley Master Plan
- Participate in the development of the Camberley Masterplan.

3.8 Explore installation of skate park
- Look into the feasibility of putting in a skate park.

Next Steps

The Hastings District Council will continue to work with the people of Camberley to monitor the plan and report annually on progress to the community and other partners. In response to feedback that came out of the engagements, there will be ongoing communication between Council and community members for the duration of this plan.

Camberley Community Plan Timeframes

NO.	ACTION	SHORT TERM 1-3 years	MEDIUM TERM 4-7 years	LONG TERM 8-10 years
1.0	***Community Wellbeing***			
1.1	Establish a Wellbeing Hub operating out of the Community Centre			
1.2	Establish a Youth Hub			
1.3	Provide opportunities for more education and employment connections			
1.4	Provide more sports events and activities			
1.5	Increase services available to kaumātua in the community			
1.6	Develop and implement an effective communication approach to and for the community			

NO.	ACTION	SHORT TERM 1-3 years	MEDIUM TERM 4-7 years	LONG TERM 8-10 years
2.0	***Community Safety***			
2.1	Implement speed calming measures			
2.2	Implement a safe driving plan and campaign			
2.3	Develop plans for transportation for tamariki to care and school			
2.4	Increase positive Police prescence			
2.5	Establish community Kaitiaki			
2.6	Install a CCTV network			
2.7	Install appropriate lighting			
3.0	***Community Facilities and Infrastructure***			
3.1	Implement a community beautification programme			
3.2	Provide education and implement a waste and recycling programme			
3.3	Develop a plan for the use of Kirkpatrick Park			
3.4	Develop the playground further			
3.5	Establish a community gym			
3.6	Increase the use of the Community Garden at the Community Centre			
3.7	Participate in the development of the Camberley Masterplan			
3.8	Explore the installation of a skate park			

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