

Welcome to our public engagement event - **Shaping the future of Buckskin and South Ham**

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We're holding four public exhibition events in February which will update you on our work in shaping the future of Buckskin and South Ham.

For the past two and a half years we have been listening to and have been working with the community to prepare for the next steps in Buckskin and South Ham's future. We will keep working together as we develop a masterplan throughout 2026 and 2027 for Buckskin and South Ham's future.

While proposed investment in the neighbourhoods will be phased over a significant period of time, we understand residents want us to act quickly but carefully to provide clarity and certainty. Throughout this process, it is important that residents hear about any changes directly from us first. We encourage everyone to continue engaging with us.

What to expect:

We explain where SHP is in the overall masterplan process, including:

- how we make decisions
- what the initial priority areas for investment will be
- which ideas are still being developed
- how residents can stay involved

About us:

SNG (Sovereign Network Group) is one of the largest housing associations in England and landlord of affordable homes for a variety of people. This includes homes of different tenures, mainly for rent, but also for shared ownership. As a housing association, SNG has a duty to provide good, affordable homes to meet the local need.

It is a priority for SNG to bring investment to Buckskin and South Ham. Our assessment of this area and feedback from our customers tells us that there are things that could be better for the whole area and so we are looking at the area as a whole, not just our customers' properties.

To do this, SNG has formed a partnership with the Hill Group called the Sovereign Hill Partnership (SHP). This helps bring additional expertise and capability to look at the options and identify the plan for the future.



Working together with you:

Over the past two and a half years, we have held a number of events where you have shared your feedback and ideas with the team - through surveys, exhibitions, drop-ins, workshops and on your doorstep.

Engagement so far:

- 33,000+ visits to our website to find out more and share their feedback
- 1,400+ people came to over 33 events
- 1,800+ people filled in a survey
- 1,200+ conversations through our door-knocking
- 34 Community Co-Design Associates
- 50+ young people took part in workshops
- 9 editions of 'Your Community' newsletter were sent to all residents in the neighbourhoods



Regular meetings with local councillors and Basingstoke and Deane Borough Council officers



If you have any questions, please speak to a member of the team

2023

Listening to you:

We began conversations about investing in the area and listened to your ideas at a series of community insight exhibitions.

We undertook baseline research into the neighbourhoods.



2024

Working with you:

The Community Co-Design Associate group was set up with a group of local residents to discuss ideas about the future of the area.

We ran a local youth design academy programme with 16 to 21 year olds, who came up with a series of ideas on how the area could be improved.



We recruited a professional design team.

Sharing with you:

We developed and shared emerging ambitions for the area with walkabouts, workshops, pop-up events, exhibitions and community events.

We carried out technical research of the area to understand the technicalities of the land, transport networks and building quality in the area. This involved looking at areas such as housing stock quality, legibility, transport data, bus connectivity, flood risk and biodiversity.



2025

Sharing with you:

We brought all your feedback and ideas together to share ideas for the future across your neighbourhoods. We reviewed your feedback, put our pens down, and listened to more people through further events and workshops.

Listening to you:

We knocked on doors across the neighbourhood and carried out home visits to speak 1 to 1 with residents.



We held a series of listening events to hear more from neighbourhoods about distinct neighbourhoods.

Working with you:

We set up a new group of Community Co-design Associates who we worked with to explore key topics including neighbourhood character, housing, streets and connectivity, green spaces and local centres. They shared lived experiences, tested ideas and helped us understand what local people want to protect or enhance across the area.



WE ARE HERE

2026

Our commitments to you:

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For the last two and a half years, residents have played a crucial role in shaping the future direction of Buckskin and South Ham. The feedback we have received has helped us to create commitments that reflect our duties to residents and aspirations for the area.



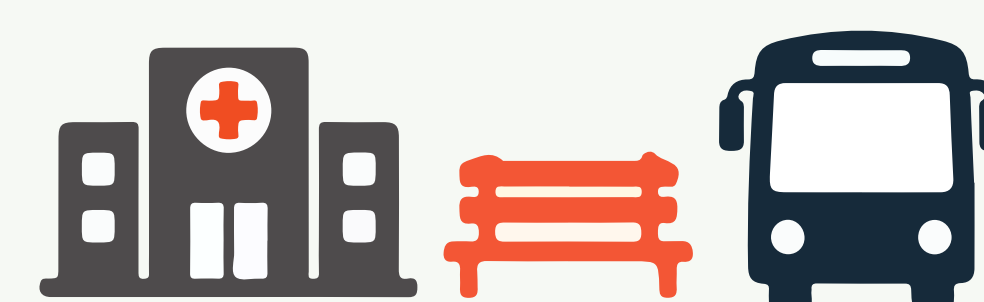
Refurbishment and Redevelopment

We commit to considering a range of improvements, including refurbishing SNG homes, across all neighbourhoods alongside proposed redevelopment.



Greenspace

We're committed to ensuring that the amount of public greenspace across all neighbourhoods will remain, as a minimum, the same overall in the area.



Community Services

Over the lifetime of the neighbourhood renewal, we'll make sure that new and improved greenspace, connections and local services are delivered alongside new and improved housing.

We'll collaborate with local schools, healthcare providers, police and other local services to seek to make sure that the benefits of neighbourhood renewal are maximised. We'll consider the impacts on local infrastructure, such as the road network.



Working with Local Community

We're committed to building strong relationships with the local community and to make sure we are taking a collaborative approach to all investment projects across Buckskin and South Ham. This will include all levels of the Neighbourhood Renewal from early delivery sites to the comprehensive masterplan.

We are developing an Engagement Charter which will set out how and when we will engage with a range of stakeholders.

Alongside this we'll continue our programme of community investment and support for community projects which will enrich and improve the local areas. We are also facilitating an independently run resident led group.

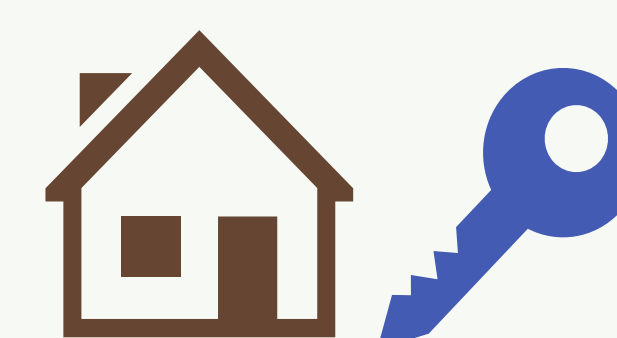


Masterplan

We commit to working with the community to create a comprehensive masterplan and design code for the different neighbourhoods. This will be a joined-up approach to renewal and will support the delivery of a variety of high quality and distinctive new homes.

We'll aim to bring forward early projects which support neighbourhood renewal and demonstrate the quality of development SHP will deliver.

We'll keep local residents informed as early projects evolve. These projects will seek to demonstrate SHP's commitment to renewal and seek to build your trust.

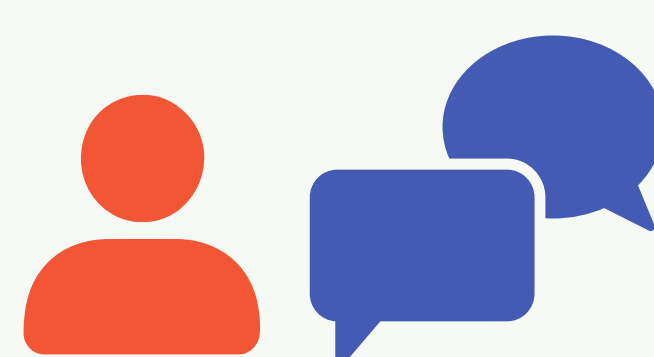


Re-Housing

To all SNG customers who might have to move as part of the neighbourhood renewal, we commit to taking a personalised approach which seeks to take individual preferences into account wherever possible, such as seeking to keep family and friends close to one another as well as carrying out any aids and adaptations that are needed. We'll take account of access to local schools and SNG customers will receive the support needed to stay in the Buckskin or South Ham area.

We also commit to giving reasonable notice and a choice of offers to customers to suit housing needs and aim to minimise the need for multiple moves.

We're committed to helping SNG customers (subject to tenancy type) who are currently under-occupying to keep one spare bedroom in a home in the Buckskin or South Ham area wherever possible (as long as letting and affordability criteria are met).



Customer Offer

If future plans directly affect you, we'll contact you personally and work together to agree the best way forward. This includes financial and practical support to help you find an alternative home if needed, along with plenty of time to make any necessary arrangements.



Affordable Homes

We commit to no overall net loss of affordable homes and to providing a diverse mix of tenures, including options for people who may not be eligible for social rented homes nor afford to purchase homes on the open market (e.g. Shared Ownership).

SNG customers with an assured tenancy, that choose to stay with SNG as their landlord, will retain the same level of security and any preserved benefits. There will be new homes built in Buckskin and in South Ham for social rent so that customers can retain the same rent structure as they have now.



How decisions are made:

Getting to this point has involved making decisions that shape the proposals for the neighbourhoods and how these affect local residents. There are still more decisions ahead, and we'll keep working with you along the way.

This is what we consider as we develop the masterplan:



Community feedback

Feedback from the local community and business owners, Community Co-Design Associates (CDAs) and stakeholders including Basingstoke and Deane Borough Council and Hampshire County Council.

This tells us:

- Invaluable insight from people who live and work locally, who run essential services like community centres or manage infrastructure like roads



Existing condition of homes

We have assessed the existing condition of SNG owned homes and considered:

- Ongoing day to day repair costs, planned maintenance costs such as replacement kitchens / bathrooms and future maintenance costs to maintain homes to a good standard
- Cost and the ability to improve the energy performance of these homes
- The expected life of the homes

This information is sourced from independent surveys of SNG homes.

This tells us:

- Whether SNG homes meet the quality standard that SNG strive for
- Whether SNG homes are capable of being improved in the long term and if it is financially viable



SNG ownership

Across the neighbourhoods, we consider the percentage of homes SNG owns.

This tells us:

- Where SNG has a high level of ownership which can impact the masterplan interventions possible and viable



The place

SNG has a Homes and Place Standard which seeks to ensure that all SNG residents have a high-quality home and surroundings.

The Homes and Place Standard considers access to greenspace, access to infrastructure, quality of public and private spaces, safety and inclusivity.

This information is sourced from local data and SNG's experience of managing the local area. This has only been undertaken for SNG owned properties.

This tells us:

- Whether the homes and their surroundings are performing well to meet the needs of local residents
- It is vital that there is access to high quality homes, greenspace and infrastructure



Placemaking

Considering areas of the neighbourhood where comprehensive redesign provides the best outcome for the homes, place and residents.

This would include factors such as the road network and creating new connections.

This tells us:

- This will be a key factor as we develop a comprehensive masterplan



Deliverability

Whether there are any technical constraints that need to be considered in any renewal proposal, including existing utilities or change in levels.

Renewal proposals need to carefully consider viability to make sure that the plans are both realistic and capable of achieving tangible and lasting community benefits.

This tells us:

- The cost and feasibility of any proposals and whether they would deliver sufficient benefits



Socio-economic

- **Population:** current population profile and make up of the community and how this is changing over time
- **Social:** wider indicators including health and wellbeing, education, qualifications & skills and crime and community safety
- **Economic:** employment and economic status of the community

This information is sourced from Government Datasets such as Census data

This tells us:

- The potential needs of the local community from the type or size of houses, education and employment opportunities, to crime hotspots that need to be improved



Planning policy

Considering national and local planning policy and whether any proposals for the neighbourhoods align with the policy principles and requirements.

This tells us:

- Whether any proposal would be able to gain planning permission



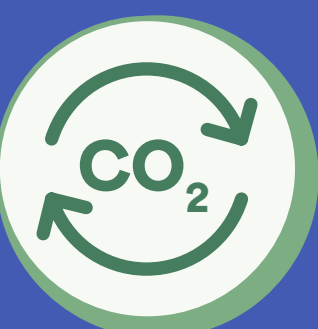
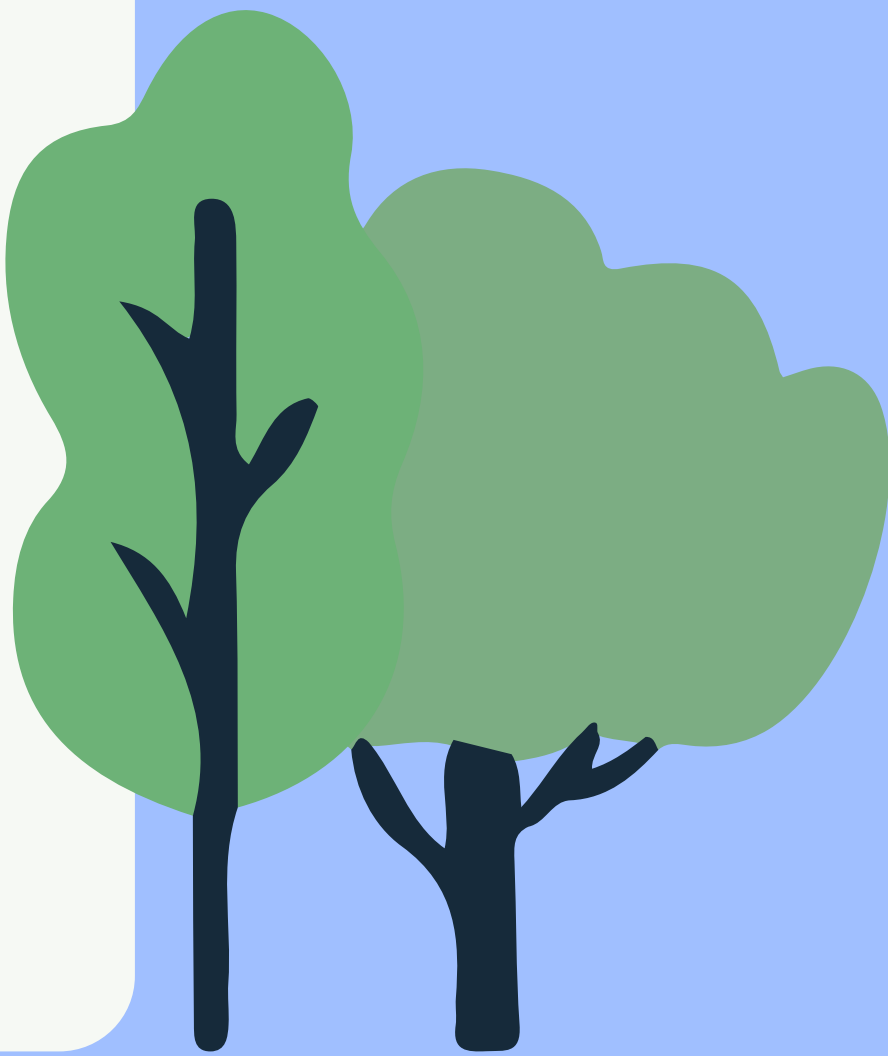
Environment

Considering the existing condition of the homes and neighbourhood, and the impact of potential improvements on the environment including:

- Flood risk
- Air quality and noise pollution
- Heat risk
- Waste from homes
- Biodiversity, tree canopy cover and urban heat island
- Use of land, water consumption and waste water quality

This tells us:

- The impact of the current homes is considered against the impact of any potential improvements



Carbon

Considering the current and future impacts of the neighbourhoods on our carbon footprint.

This includes:

- Operational carbon e.g. how much carbon we use in daily life in our homes
- Embodied carbon e.g. the carbon contained within the structure of all existing buildings
- How landscaped areas and open space can reduce carbon use
- How different proposals impact operational and embodied carbon

This information is sourced from National and Local datasets including Verco.

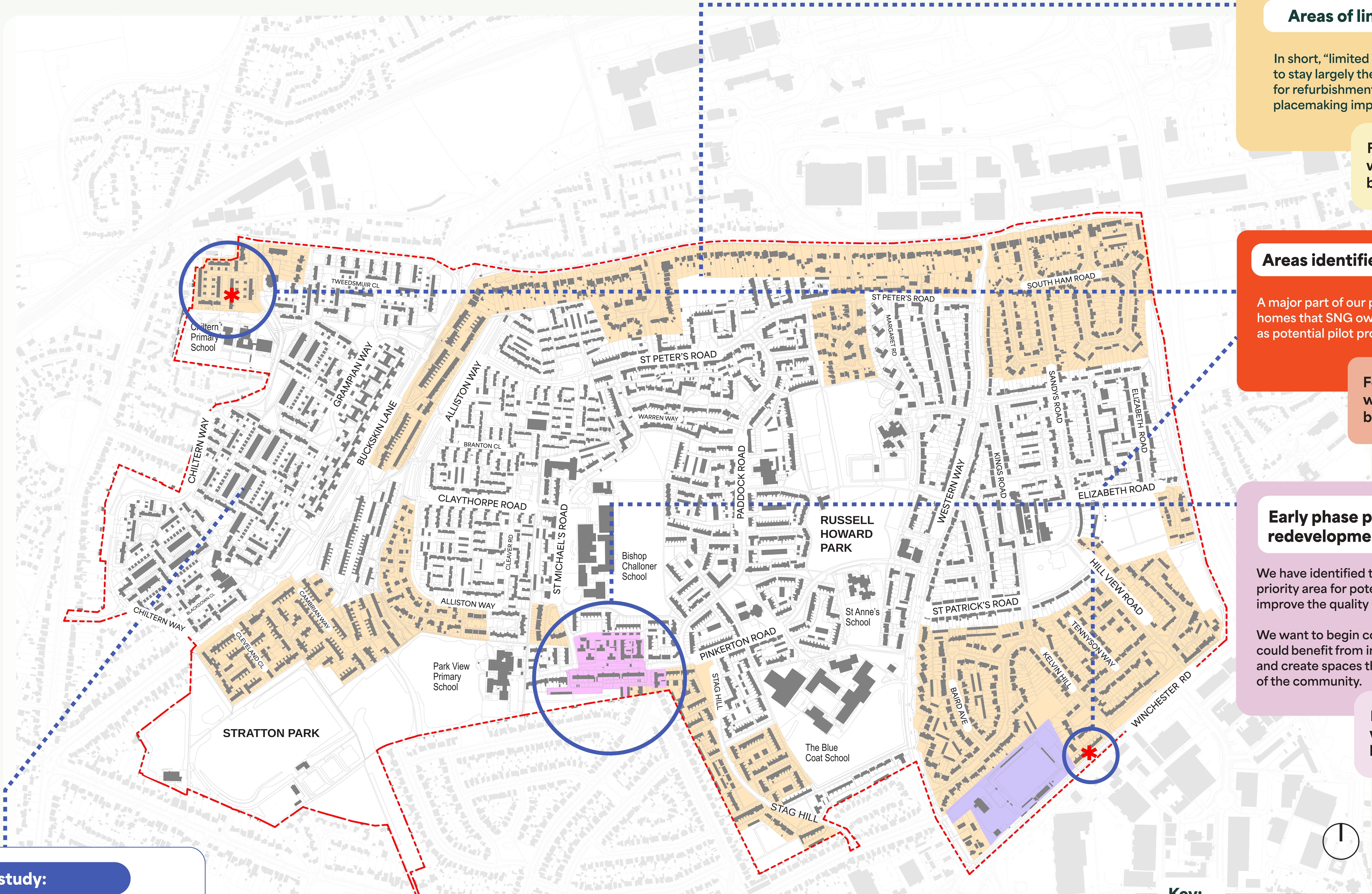
We have assessed the carbon impact of the current SNG homes, the impact of any refurbishment programme and the impact of the potential improvements.

This tells us:

- Future carbon usage and sustainability are key, they impact on the health of our planet and population but also on living costs and energy bills
- We want to ensure that the existing neighbourhoods and any future changes to them have carefully considered the impact on operational and embodied carbon



Regeneration study area:



Areas of limited change:

In short, “limited change” means your area is likely to stay largely the same, with some opportunities for refurbishment, infill or infrastructure and placemaking improvements.

For more information on what this means please go to board 7.

Areas identified for refurbishment:

A major part of our plans is to refurbish some existing homes that SNG owns. We’ve selected two small areas as potential pilot projects for investment.

For more information on what this means please go to board 9.

Early phase priority area for potential redevelopment:

We have identified this part of Pinkerton Road as a priority area for potential redevelopment. We want to improve the quality of life for all who live there.

We want to begin conversations about how the area could benefit from investment to improve housing quality and create spaces that reflect the needs and aspirations of the community.

For more information on what this means please go to board 8.

Areas of further study:

“Areas of further study” means your neighbourhood could potentially see changes and improvements in the future, or it may see little or no change. No decisions have been made yet.

For more information on what this means please go to board 7.

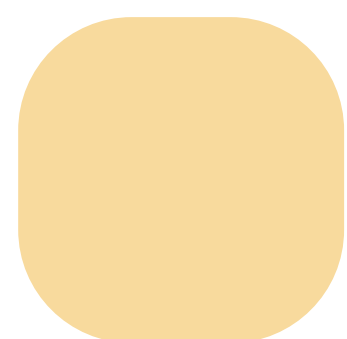
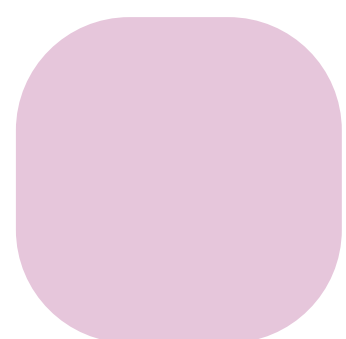
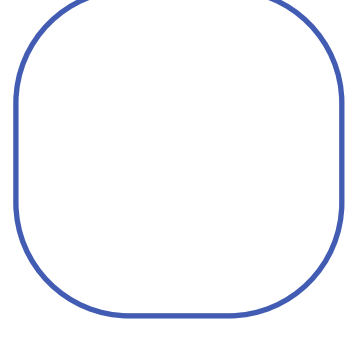
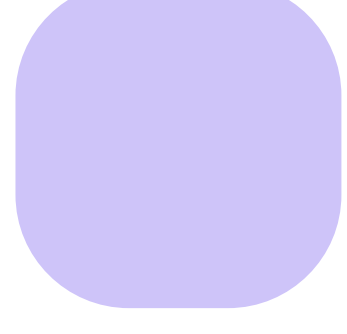
For more information:

To find what this means and how you might be impacted please visit the relevant board for more information.

If you have any questions please find a member of the team.



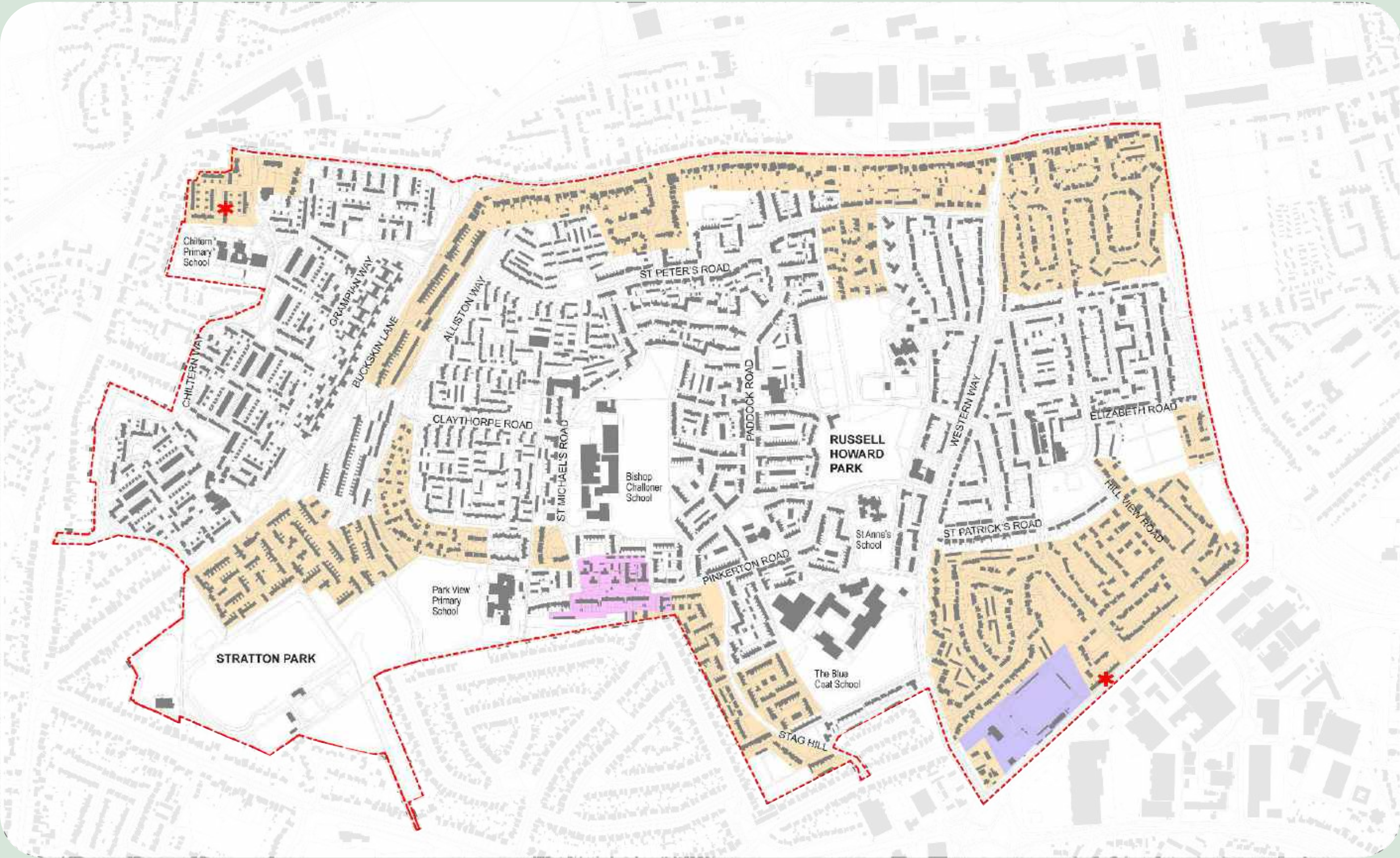
Key:

 Area of limited change	 Area identified for potential redevelopment
 Areas identified for refurbishment	 Area of further study
 Former Camrose FC - early delivery site	

Areas of limited change:

What does ‘limited change’ mean for your area?

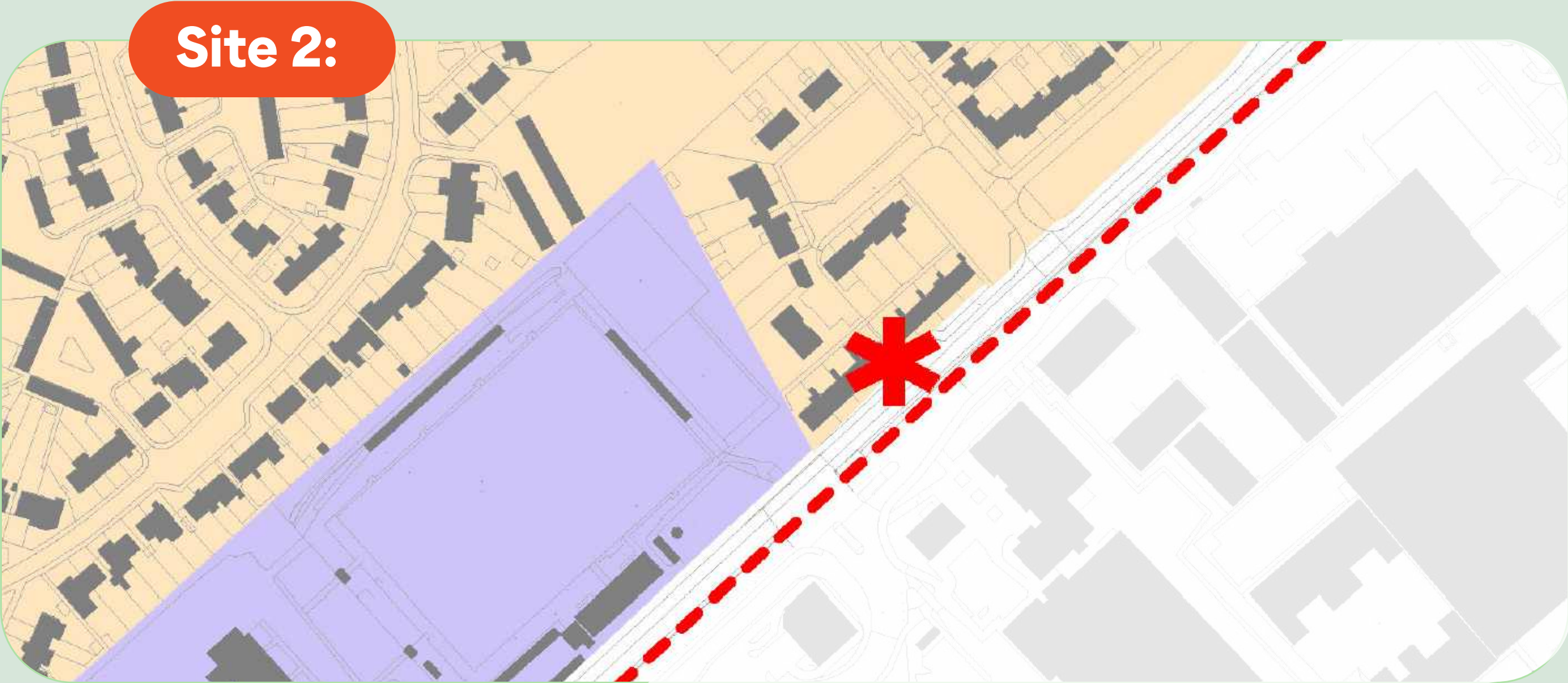
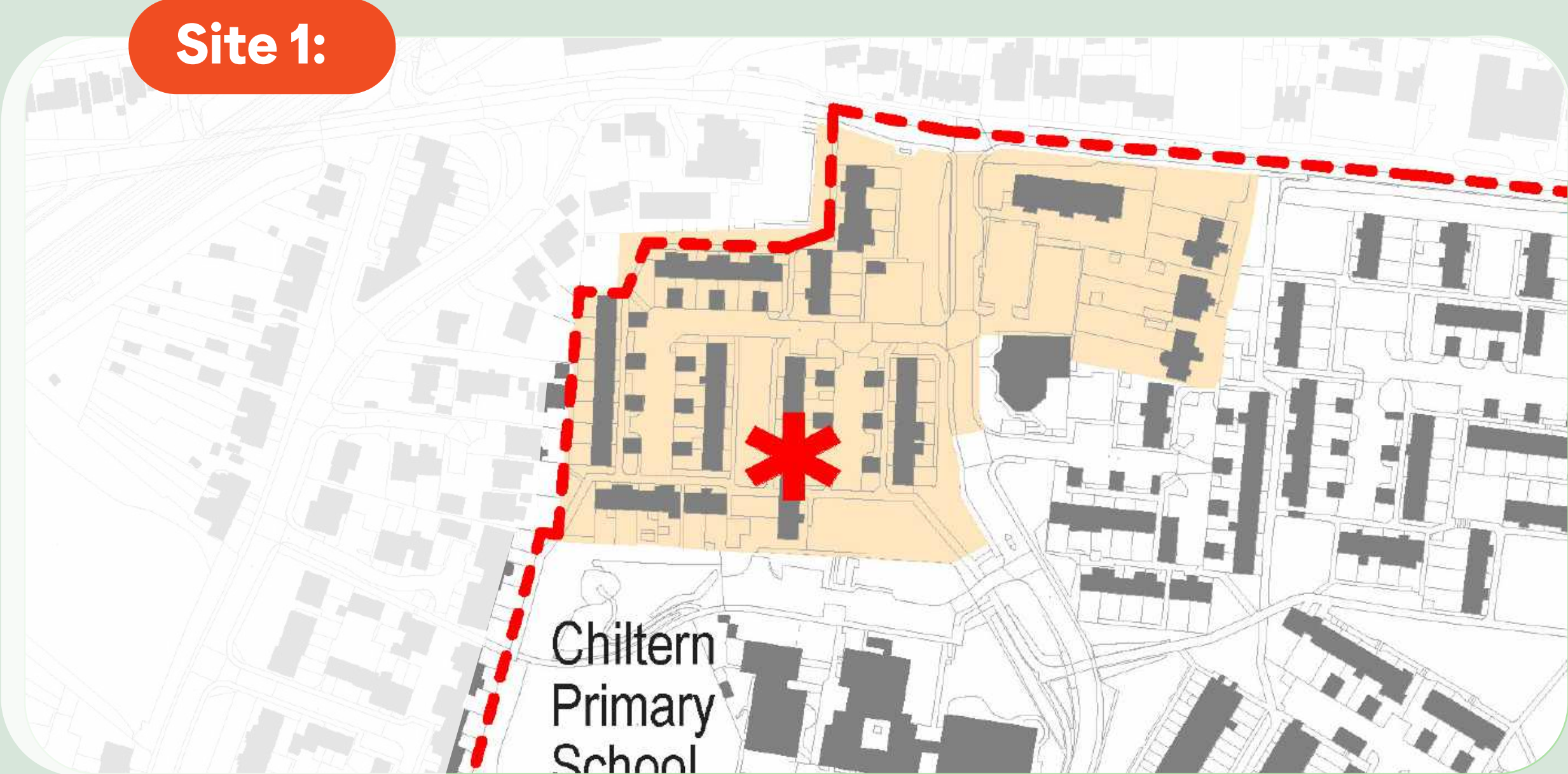
- If your neighbourhood is marked as an area of limited change, here’s what that means:
- There are no plans to redevelop any homes people are currently living in for this area
 - Some improvements may happen – this could include refurbishing certain properties SNG owns, adding new homes in small gaps (known as infill), or upgrading local infrastructure like play parks, roads, pathways or lighting
 - We’ll keep investing in the homes we own – SNG will continue to maintain and improve our properties to make sure they are in good condition.



Areas identified for refurbishment:

Why we have chosen to look at these areas for refurbishment?

A major part of our plans is to refurbish some existing homes that SNG owns. We’ve selected two small areas as potential pilot projects for investment because they give us the ideal opportunity to make meaningful improvements. These will be the first of many refurbishment projects.



Area identified for potential redevelopment:

Why are we looking at opportunities to invest in the Pinkerton Road area?

We’ve identified this part of Pinkerton Road as a priority area for potential redevelopment and where investment could help strengthen the neighbourhood and enhance quality of life for residents.



Areas of further study:

What does area of ‘further study’ mean for your area?

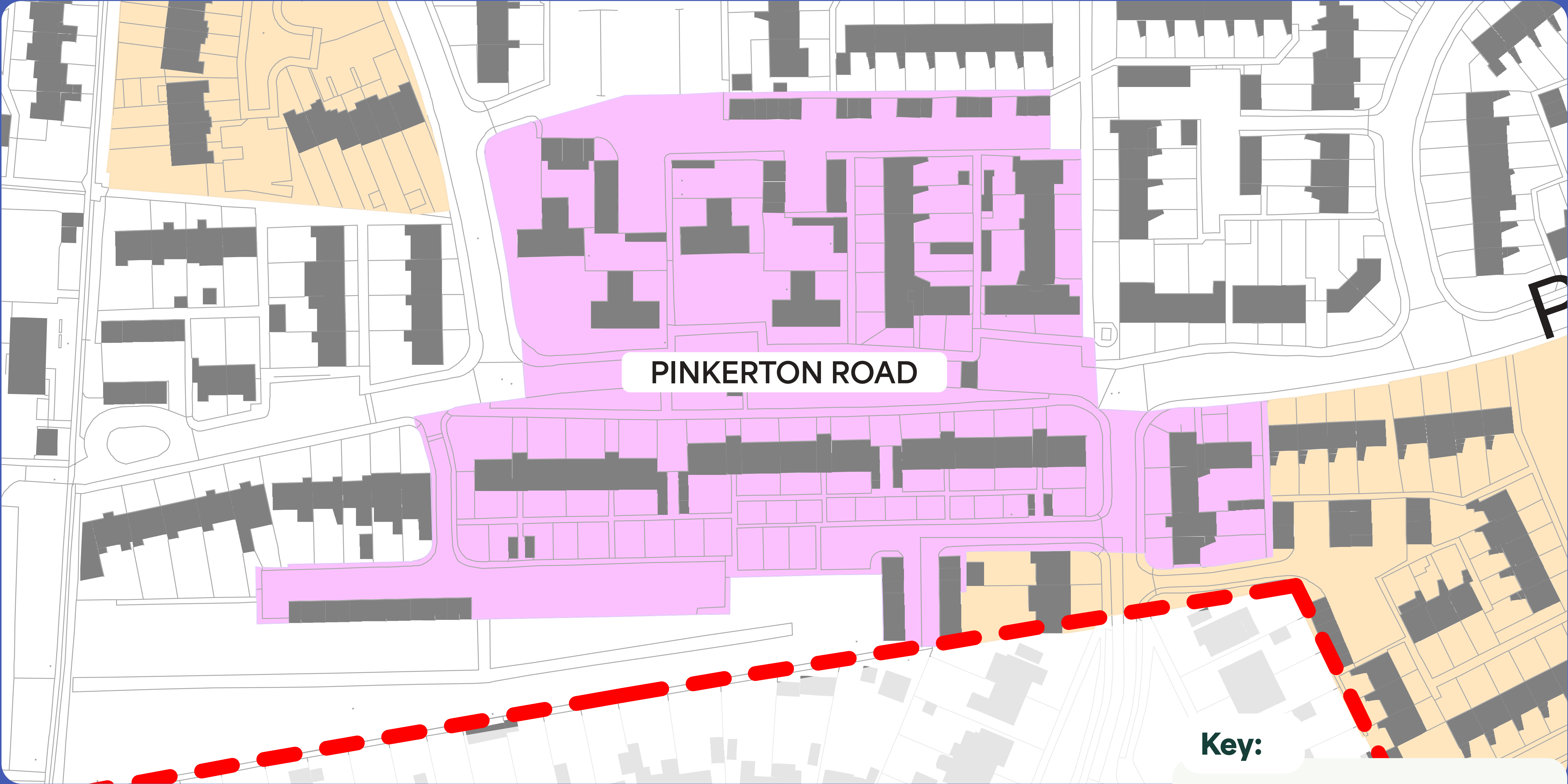
We’re still exploring options for these areas, and no decisions have been made yet on whether homes in this area will be redeveloped. No decisions on potential redevelopment will be made without extensive engagement and consultation with the community. Buckskin and South Ham are large communities, and we need to make sure we get things right together.

SNG will keep maintaining and investing in the homes we own to make sure they are comfortable and well kept.

If you have any questions about whether you might be impacted, please speak to a member of the team



First priority area - Pinkerton Road



At this early stage, we have identified the Pinkerton Road area, but no decisions have been made on how or what the potential redevelopment could look like.

Key:

-  Areas identified for potential redevelopment
-  Area of limited change

Any changes that are proposed will be carefully planned and residents will be involved with clear information and support provided throughout.

Supporting you through the process:

- The law sets out certain protections to make sure people are treated fairly should they need to permanently move out of their home. These protections are called statutory obligations.
- We'll make sure that we go above and beyond these to make sure the process is fair and transparent.
- Subject to your tenancy type or the interest you have in your home, you'll be fully supported throughout the process by:**
- Receiving fair compensation and support that reflect your circumstances which will be set out in a personalised 'customer offer'
 - Receiving clear information such as the customer offer, timetabling of events or key milestones, and decision making (in advance) to make sure you know what's going on
 - Taking part in future co-design opportunities to help us explore different ideas and options for the project
 - Knowing where, when and how you can ask questions and share your views or concerns at events or meetings with our dedicated team members
 - Receiving the support you need to stay in the Buckskin or South Ham area

Working with you through the process:

- We believe that the people who know the area best - its residents - should help shape its future. We're committed to working with you throughout the process, to share your ideas, concerns, and hopes for the future of the area.
- If you live in or near the area identified for early redevelopment, we are inviting you to take part in conversations, workshops, and surveys to help us understand your priorities.
- Our co-design process will ensure that your voice will be central to our thinking. Working with a dedicated team, you'll be able to talk to us and share your hopes and aspirations to shape a shared vision for the future.
- What is co-design?**
Co-design means residents and SHP working together as partners to shape neighbourhood change. Collectively, exploring and influencing design ideas.
- This approach values local knowledge, builds trust, and aims to create improvements that reflect community needs, strengthen neighbourhood identity, and supports long-term social and environmental wellbeing.

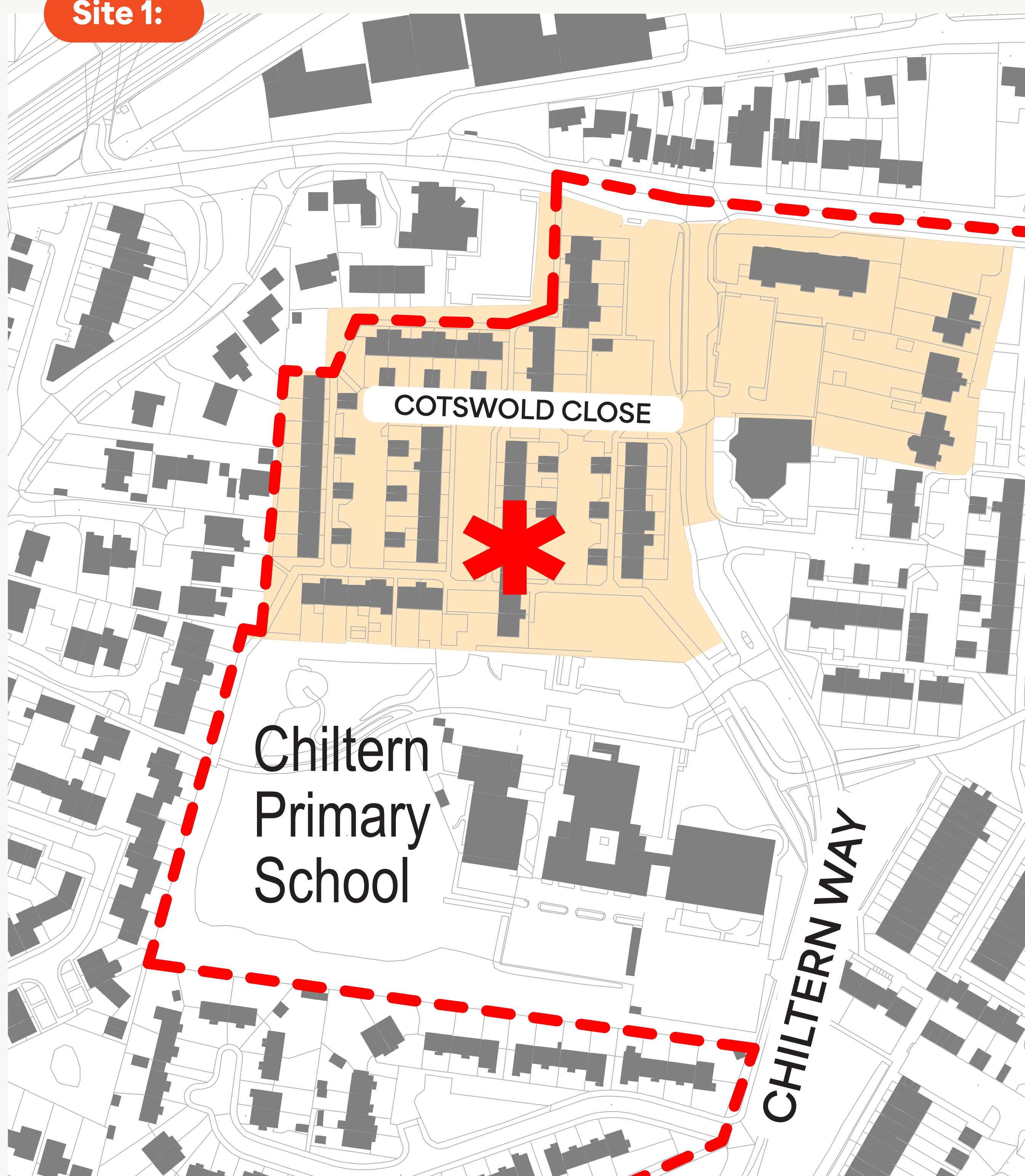
If you would like to discuss what this could mean for you, please get in contact with us to arrange a conversation with our team.



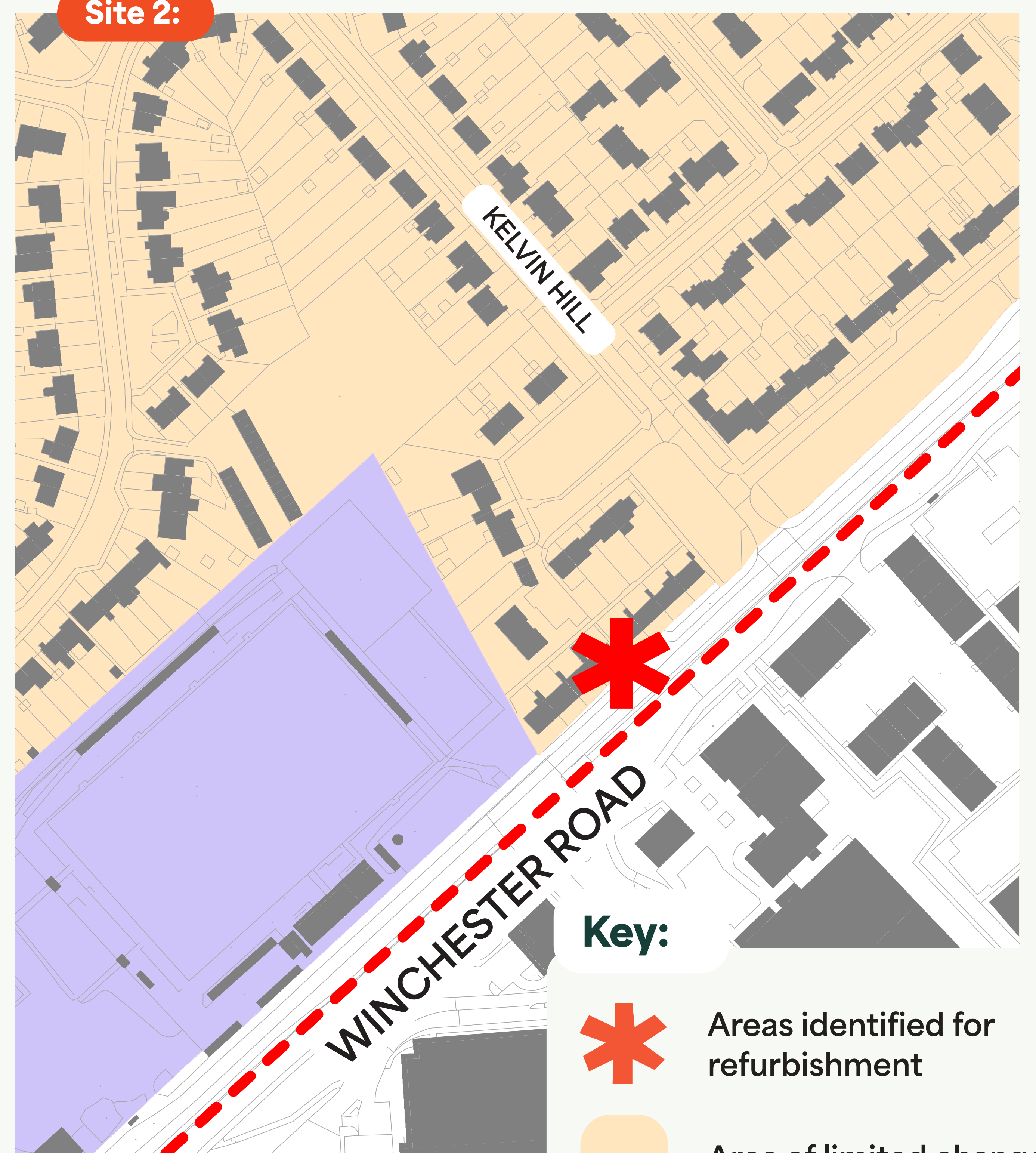
First refurbishment pilot areas:

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Site 1:



Site 2:



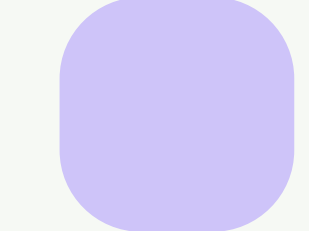
Key:



Areas identified for refurbishment



Area of limited change



Former Camrose FC - early delivery site

A major part of our plans is to refurbish some existing homes that SNG owns. We've selected two areas as potential pilot projects for investment because they give us the ideal opportunity to make meaningful improvements.

What does refurbishment mean?

Refurbishment in these areas could include:

- kitchen and bathroom replacements
- insulation upgrades
- improvements to local green areas
- retrofit works such as fitting solar panels and batteries

We're at a very early stage of this work.

As our plans develop over 2026, we will reach out to those living in the pilot refurbishment areas to discuss the process and next steps and provide support.



Our approach to community centres:

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The Beacon Pub, South Ham

Throughout our engagement with residents and key organisations, one priority that has been consistently raised with us is the importance of spaces for the community to socialise and be active. The loss when Westside Community Centre and Library closed in 2023 was felt strongly.

This is why SHP has spent a lot of time working with the team at Westside Community Association (WCA) to understand their needs and what the future looks like to them.

Whilst we have already made a significant investment into the Kings Road Café and the Beacon, we are collaborating with Basingstoke and Deane Borough Council to work towards a long-term, sustainable solution which will meet community needs now and into the future.

Our priorities are to:

- Deliver a new community centre within an early phase
- Work together to find the best solution for the funding, location and design of the community hub centre
- Make sure residents, WCA and user groups are involved in co-designing the community centre as part of the masterplan

We have already started work to transform the former Beacon Pub into a temporary community centre, bringing back a space for local people to connect, learn, and access support by providing a welcoming, useful area for everyone.



Next steps:

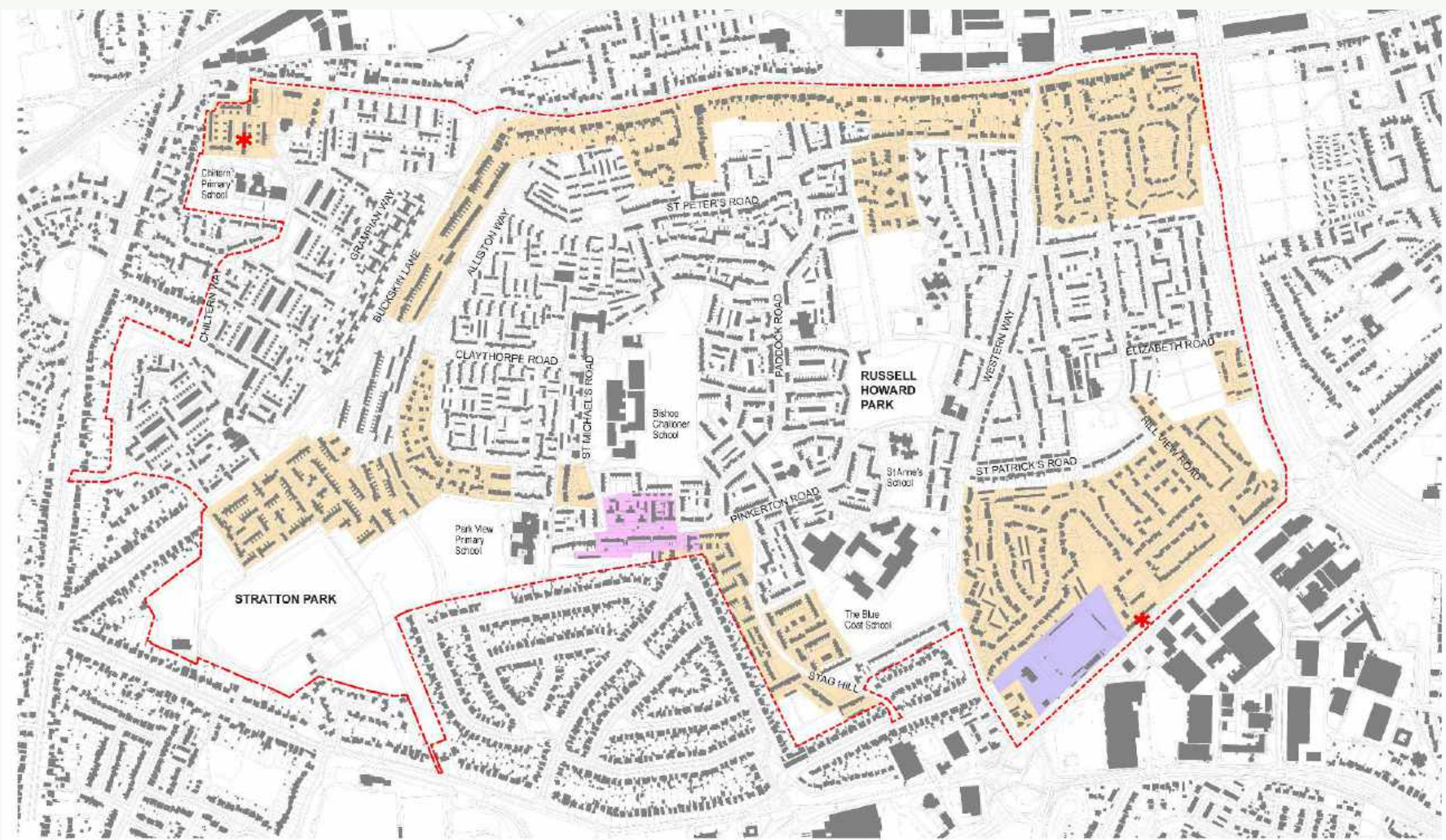
We know that this proposed regeneration is complex and impacts many people including SNG customers, homeowners and local businesses. Investment of this scale and nature takes time to deliver and would be delivered in several phases over a number of years.

Early projects and localised improvements:

This year we will start looking at smaller areas where improvements or development can happen faster.

Early sites:

Identification of possible early sites for redevelopment and refurbishment.



Resident co-design:

Co-design process with residents within and surrounding the areas identified for redevelopment.



Planning application - early phase redevelopment:

If feasible, develop a planning application content for early phase redevelopment sites and seek approval from BDBC through the planning process.

Delivery of early projects:

Start early delivery of first refurbished and new homes if planning permission granted.



Developing a neighbourhood vision and future masterplan:

Over the next few years, we will work with residents to create a masterplan for the wider Buckskin and South Ham areas.

Resident engagement:

Resident engagement on regeneration potential and neighbourhood co-design process with Community Co-design Associates.

2026

Neighbourhood principles:

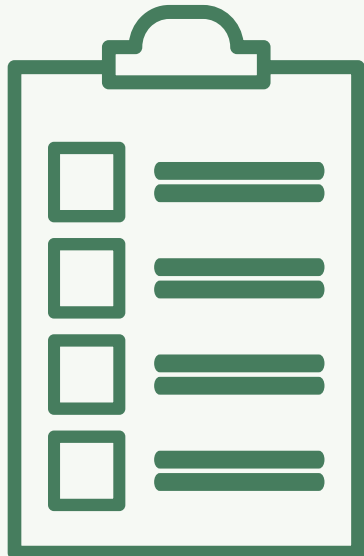
Publication of shared neighbourhood principles produced in collaboration with Community Co-design Associates to be considered for any future regeneration process.

← WE ARE HERE

Concept masterplan:

Design team start creating a framework diagram for Buckskin and South Ham to show how future regeneration could work drawing on the shared neighbourhood principles.

- This will be very high level, setting out:
- Key routes
 - Locations of key facilities
 - Locations of greenspaces



This diagram will be shared with BDBC in response to the work they are doing on their own Basingstoke and Deane Local Plan. A Local Plan is something every Council must produce to set out the long term priorities for growth and development across the whole borough area.

We expect this to be published by BDBC with the Regulation 19 Local Plan in Summer 2026.

Design framework:

Developing more specific ideas and proposals for Buckskin and South Ham with input from the community. This will take the form of an 'Illustrative Masterplan' and will reflect the wider area vision and CDA principles. We'll also be developing a Design Code to set out the design principles for any future regeneration.



2027

Planning application - neighbourhood renewal:

To deliver the wide-scale renewal of the neighbourhoods, SHP will be required to prepare and submit a planning application to Basingstoke and Deane Borough Council (BDBC).

The exact boundary of this planning application and the level of detail included has not yet been decided.

We expect the planning application will contain a range of technical, design and phasing information.

We will engage with stakeholders including the local community before submission of the planning application, and BDBC will also run a consultation on the proposals following submission.

2028

On-going resident involvement:

If planning permission is granted, there will be continued engagement with residents on detailed design and delivery of specific areas or 'phases'.