

YOUNG DESIGN ACADEMY

Summer 2024

IDEAS BOOK

SOMETHING
COLLECTIVE

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Introduction

Young Design Academy

Welcome to South Ham and Buckskin Young Design Academy's Ideas Book. Throughout this book you will join seven young people, as they explore their neighbourhood and design ideas that spark joy, creativity and improve wellbeing for the community.

The Young Design Academy

The Young Design Academy is part of Sovereign Hill Partnership (SHP) commitment to improving the voice of young people in their neighbourhood. This Ideas Book is the culmination of a four day design sprint. The design sprint provided young people with an opportunity to gain introductory skills in urban design, develop skills needed for a career in the industry, whilst using lived experience to both analyse and design improvements for their neighbourhoods.

Sovereign Hill Partnership (SHP)

Sovereign Network Group (SNG), a significant landlord in the South Ham and Buckskin area, are looking to making improvements locally. They have partnered with house builder The Hill Group, in order to explore the options for improvements and make a plan for the future.

To understand people's experience of where they live, the challenges they face and their ambitions for change, SHP is undergoing long term consultation with residents in the area. Commencing in 2023, consultation has involved public surveys, an ongoing digital and print communications campaign, events and targeted engagement with specific groups.

Raising the voice of young people

It is important that young people play a key part in any plan for the future of the area. South Ham and Buckskin have a youthful population and it is reported there is currently a lack of opportunity or aspiration for young people between the ages of 16-23. The young design academy was designed to tackle a lack of representation of young people in traditional consultation processes.

The consolidated programme, outside of education term times allowed maximum participation. All participants were given a voucher for their time and provided with lunch daily. The programme was designed to be mutually beneficial; allowing young people to upskill and be exposed to a potential career route whilst allowing SHP to gather valuable insight from a seldom heard voice.



Introduction

Programme of activities

The design sprint programme was designed to give young people the confidence and skills to partake fully in designing ideas for change.

The week was split into four stages, introducing the programme and context, understanding skills and tools needed for analysis, exploring and critiquing ambitions for the area, culminating in a series of design challenges to propose change:

Day 1- Monday, July 29th 2024

Introduction/ Research and Analysis

Day 2- Tuesday, July 30th 2024

Research and Analysis/ Ambition Setting

Day 3- Wednesday, July 31st 2024

Design

Day 4- Thursday, Aug 1st 2024

Design

Introduction

What

What is urban design and why is it important?

Who

What careers exist in urban design?

How

How is work undertaken and decisions made in urban design?

Research and analysis

Mapping

Mapping experience of growing up, living and working in the area.

Site visit

Identifying strengths and challenges through place-based analysis.

Analysis

Undertaking desk based analysis of specific sites locally.

Ambition setting

Career

Identifying ambitions for the immediate future and five years time.

Neighbourhood

Examining Sovereign Hill Partnership's ambitions for the neighbourhood.

Design

Challenge

Choosing starting points, identifying a challenge highlighted locally.

Prototype

Using collage, illustration and 3d modelling to demonstrate ideas.

Design

Iterating and refining ideas, presented back to the group for critique.



2. Researching the area

Following an introduction to urban design, young people put their skills into practice. The team analysed key factors of design in the area- legibility and connectivity, accessibility, safety, quality of green spaces, provision of amenities, look and feel. This was done through a site visit and in the workshop using completed observational drawing and annotation, photography and mapping.

MAPPING

Experiencing South Ham and Buckskin

To start the week, young people undertook a table top mapping exercise to share their personal experience of growing-up, going to school and working locally.

The young people got to know each other through sharing memories, important places and finding consensus on atmosphere of certain locations across the neighbourhood. This also provided insight into how young people use the area.





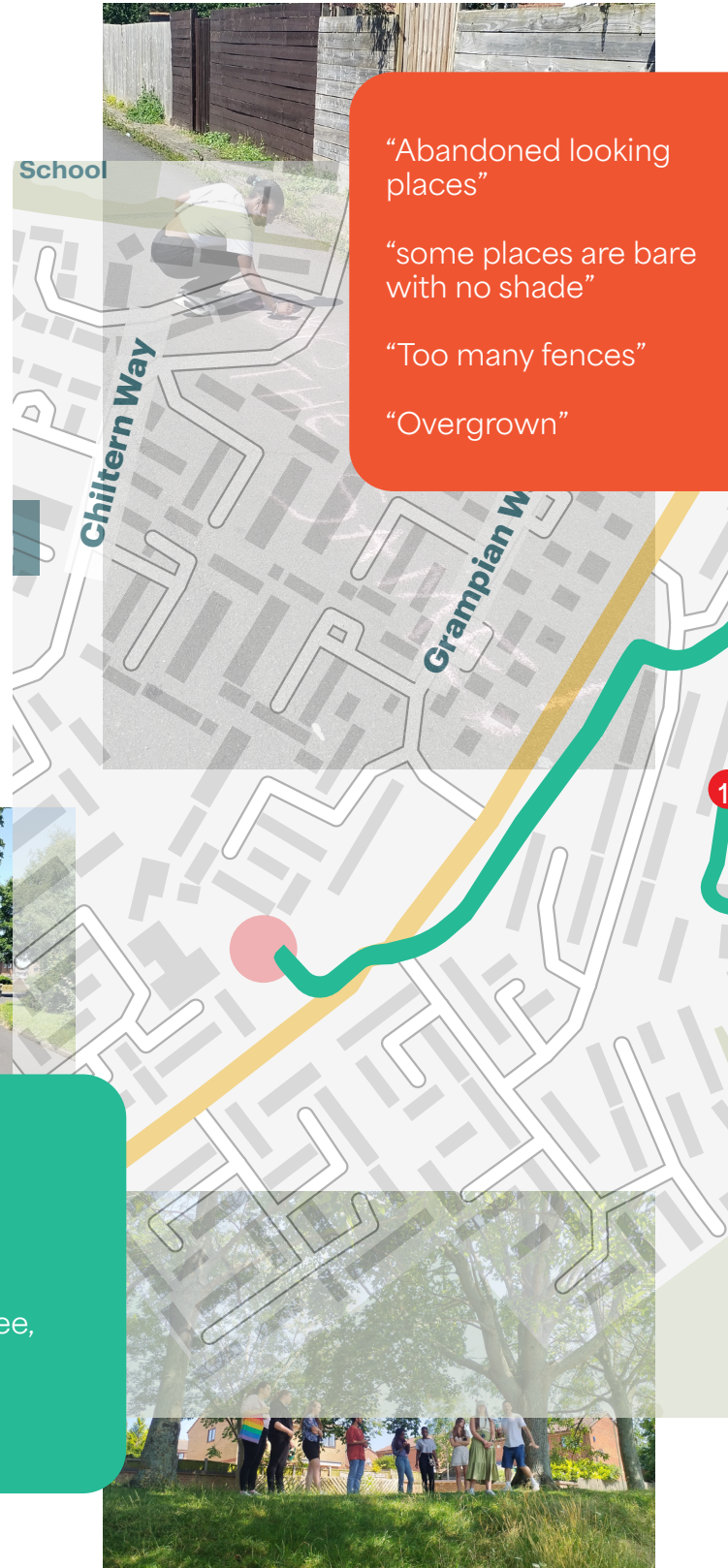
WALKING

Assessing the local environment

A key part of the research was place based analysis, walking the area to examine the quality of public realm and the design of spaces.

Young people pointed out areas they were familiar with, known challenges ie lack of lighting, signage and pavements and things they liked such as sheltered green areas.

Back in the workshop, young people mapped the five senses against their experience walking through the area. These sensory maps were then elaborated with emotions, helping the team to consider how design impacts our personal experience of space.



"Calm"

"Children's laughter"

"The wind singing"

"The birds clashing"



Stopping points:

1. Buckskin footpath
2. Alliston Way
3. Chivers Close garages
4. Dibley Close play park
5. Burnaby Close shops
6. Under house alleyway

"Bricks and stone are hard and harsh"

"Because of the vibes/ houses/ complexes everything felt overgrown and barren"

"...disorienting"





2. Setting Ambitions

Sovereign Hill Partnership is proposing ambitions to help shape a vision for the South Ham and Buckskin area. The intention is to use these ambitions to create a plan for the neighbourhoods, bring benefit for the local community and additional investment to the area. These ambitions are based on feedback from the local community on what people would like improving and changing.

During the Young Design Academy, each person chose an ambition, annotating and critiquing what it achieves and how it might be improved. For each ambition, there is a summary from the group, followed by direct transcriptions from each person.

AMBITION 1

The team noted that currently housing stock is visibly run-down.

It was agreed improvements would make the area look better, improve the living condition, inspire young people to further improve their neighbourhood and increase feelings of safety.

People will feel safer

The right decisions would most likely be made for Buckskin

People will be inspired by Buckskin

People of Basingstoke will be confident in Buckskin

People can walk without fear

Maybe more expensive

Not everyone may feel welcome

Memories will fade away

Some people just like the old ways

Renewed homes and streets where people feel safe.

Add signs

Looks like a labyrinthine

Could get easily lost

Everything looks the same

Feel trapped

Unused, overgrown green deserts

Narrow alleyways

Too much random fencing

Repetitive, dull housing

Overgrown places

Empty paths without many people

Renovate areas, to take up less space with housing, maybe a flat/ aptment complex.

AMBITION 2



The team felt creating more opportunities for young people, specifically 16-24 year olds was important.

It was highlighted there is very little to do locally in terms of shops or places to eat out.

Participants felt a prosperous community could be achieved through creating more activities, job opportunities, community centres and improving connections and housing close to Basingstoke town centre.

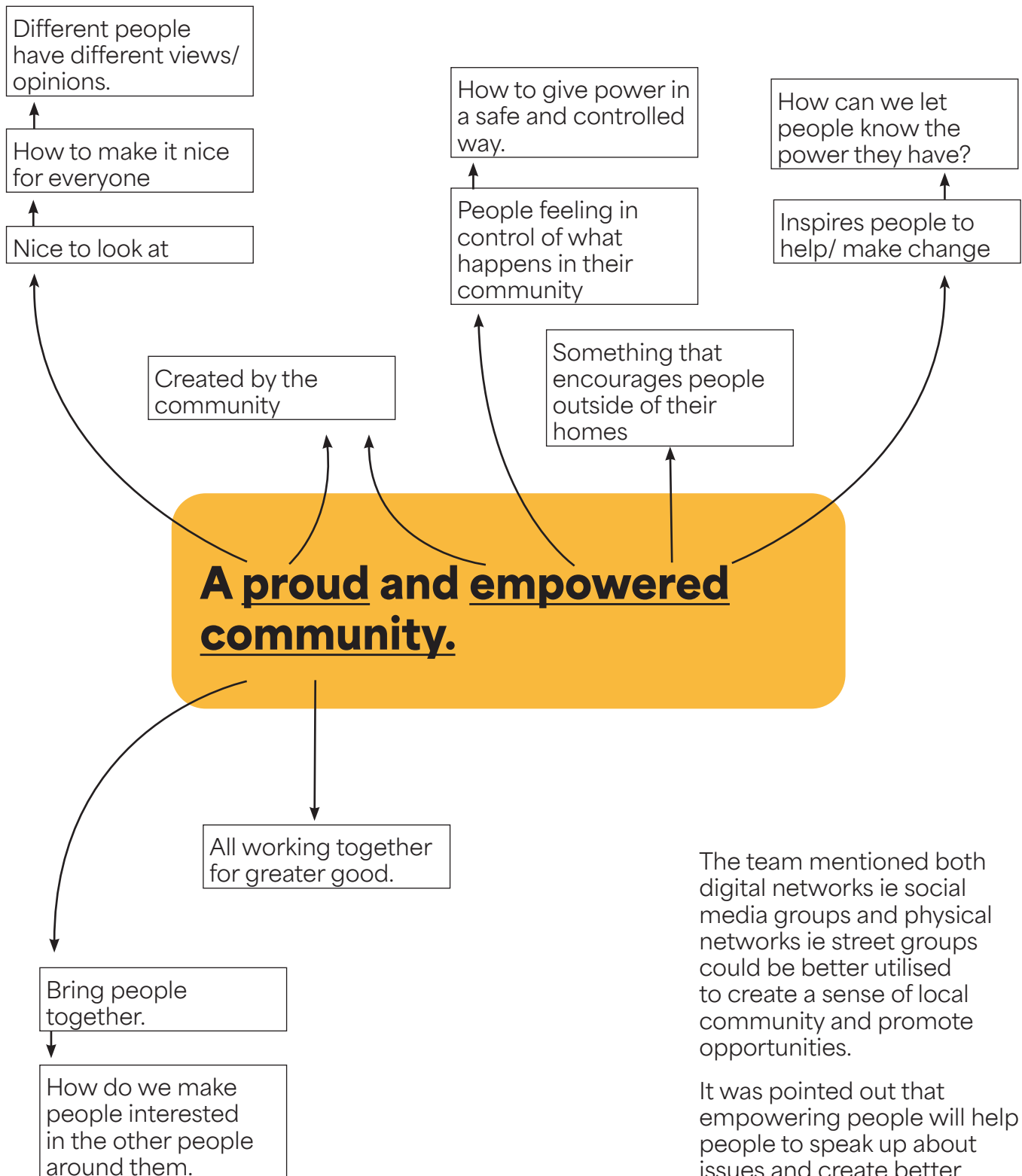
AMBITION 3

The team felt creating opportunities to exercise, learn about the environment and improve health locally were all important improvements.

One participant noted housing designed to keep warmth in, fairs badly in heatwaves and is uncomfortable to live in so housing should be more adaptable.



AMBITION 4



The team mentioned both digital networks ie social media groups and physical networks ie street groups could be better utilised to create a sense of local community and promote opportunities.

It was pointed out that empowering people will help people to speak up about issues and create better designs that centre people.



2. Designing for the area

The following ideas are the culmination of various exercise to propose positive change for the South Ham and Buckskin neighbourhood. Each person selected a specific point across the site to explore. For some this lead to a site specific improvement, for others, an improvement is proposed that is applicable across the site.

The projects are laid out as **starting point - process - outcome**, to express the journey each person went on.

STARTING POINT

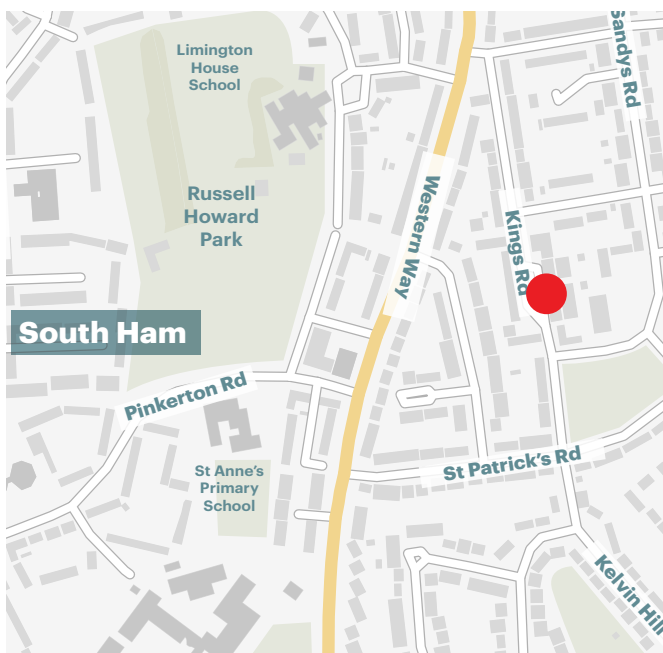
Kings Road Shops

The Kings Road shops are situated in the east of the area within South Ham. The shops sit adjacent to the recently closed Beacon pub, a green space with play facilities and opposite a block of flats.

There are currently four businesses and one charity in operation.

One business, previously a butchers, is set to open as a community cafe in September 2024.

Participants noted that currently they don't feel safe in the area and would only visit if necessary.





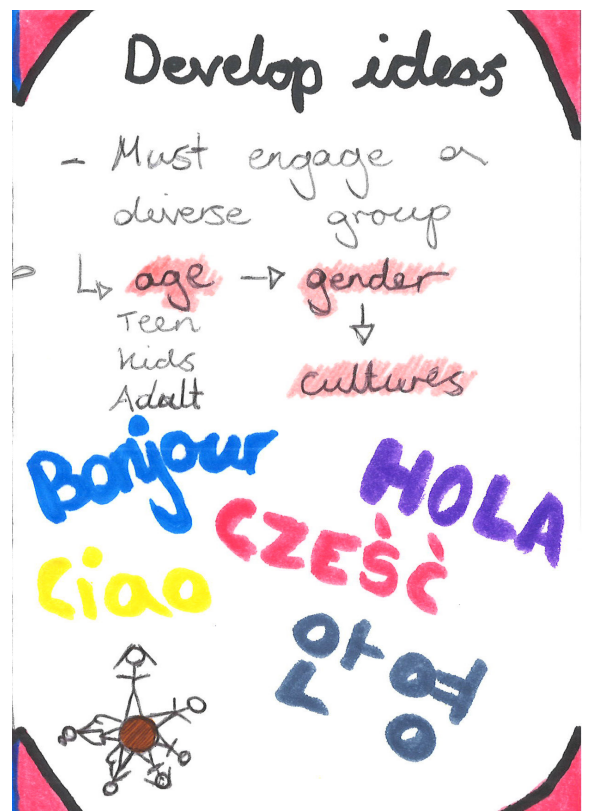
PROCESS

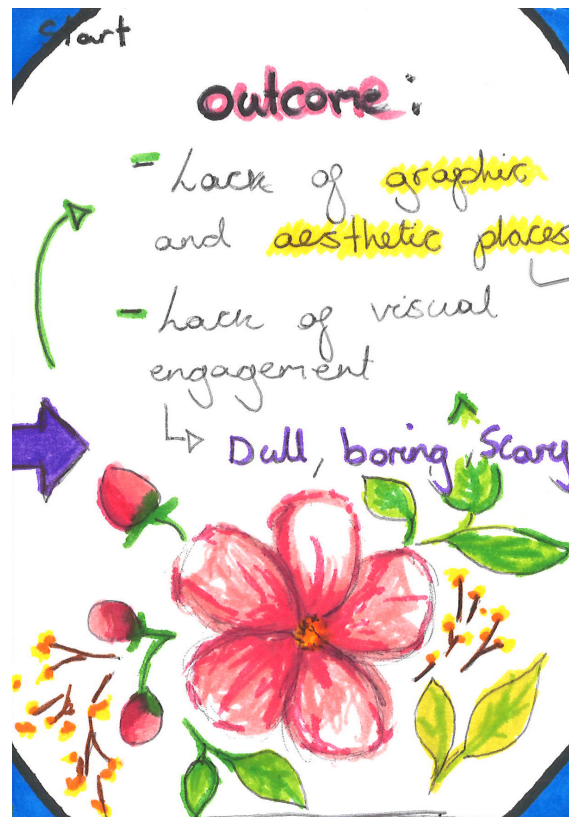
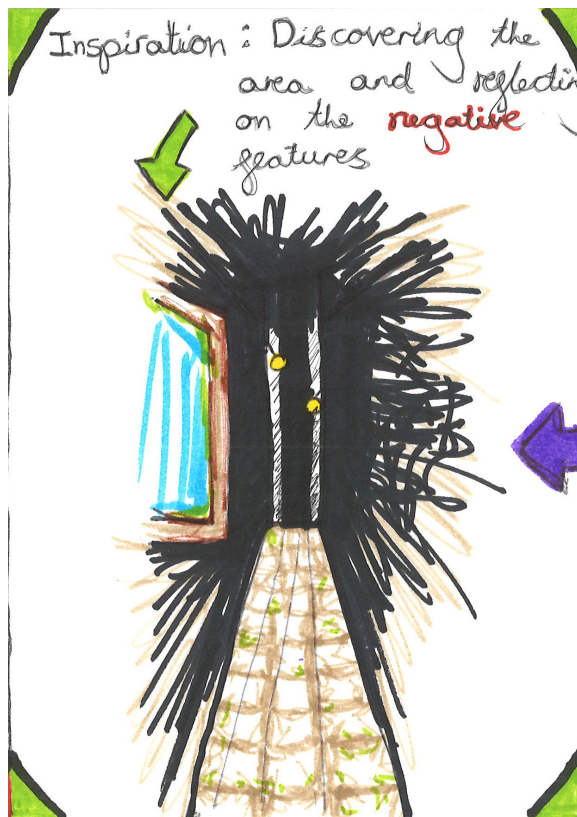
Challenge:

Lack of feeling safe and welcome in the community.

Ambition:

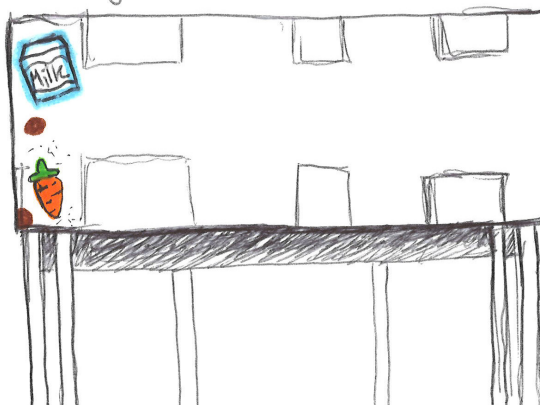
- Renewed homes and streets where residents feel safe.
- A proud and empowered community.





! Final Ideas !

Graphic mural:



OUTCOME

A celebration of local shops





STARTING POINT

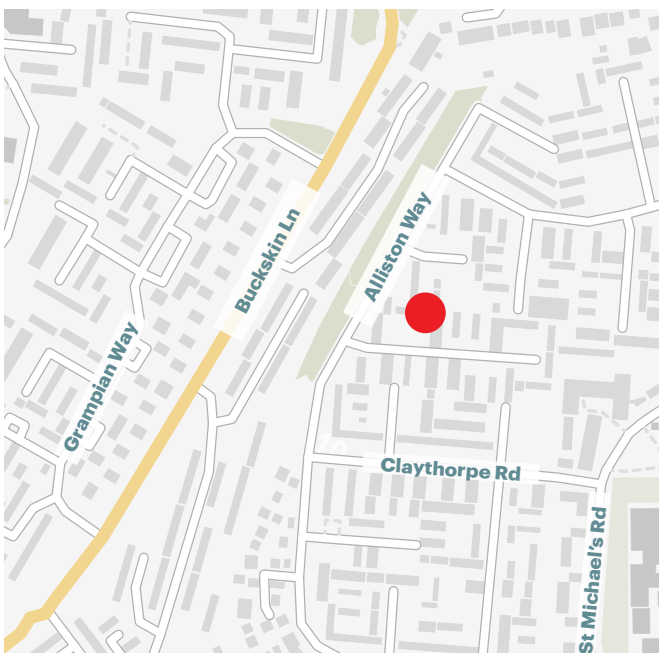
South Ham Alleyway

This South Ham alleyway is located close to Burnaby shops. It is only accessible by foot, passing between and under people's properties. The area is hard-surfaced

There is one light situated under the bridged building, but nothing lighting up the remaining footpath.

There is no signage to support way-finding.

Participants said they find the area confusing, at points intimidating, that many places look the same and try to avoid it.





PROCESS

Challenge:

Dull surroundings without landmarks or wayfinding.

Ambition:

- Renewed homes and streets where residents feel safe.

The ISSUE/
What it NEEDED

Renewed homes &
Streets where
residents feel
safe

Who is it
for?

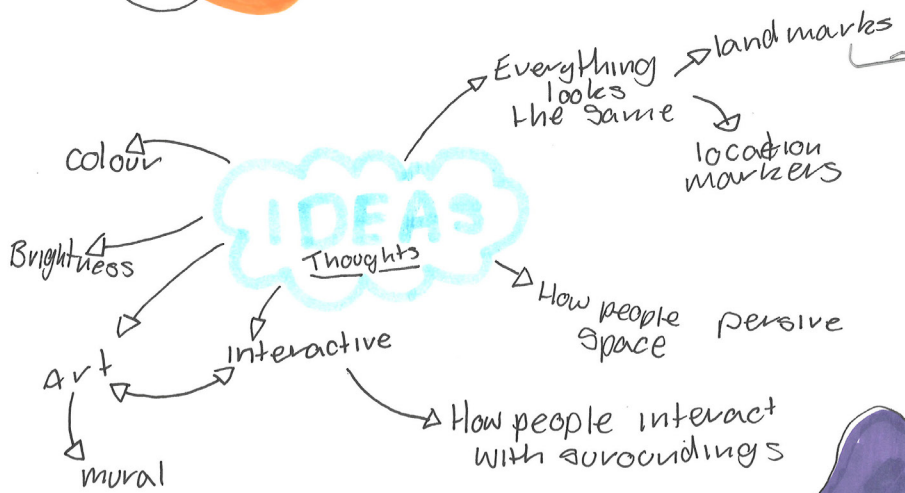
it is for everyone to
interact with

Materials
Needed

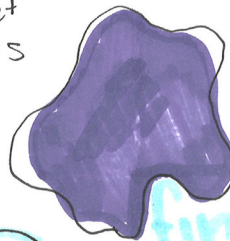
- Paint.



What is it for?

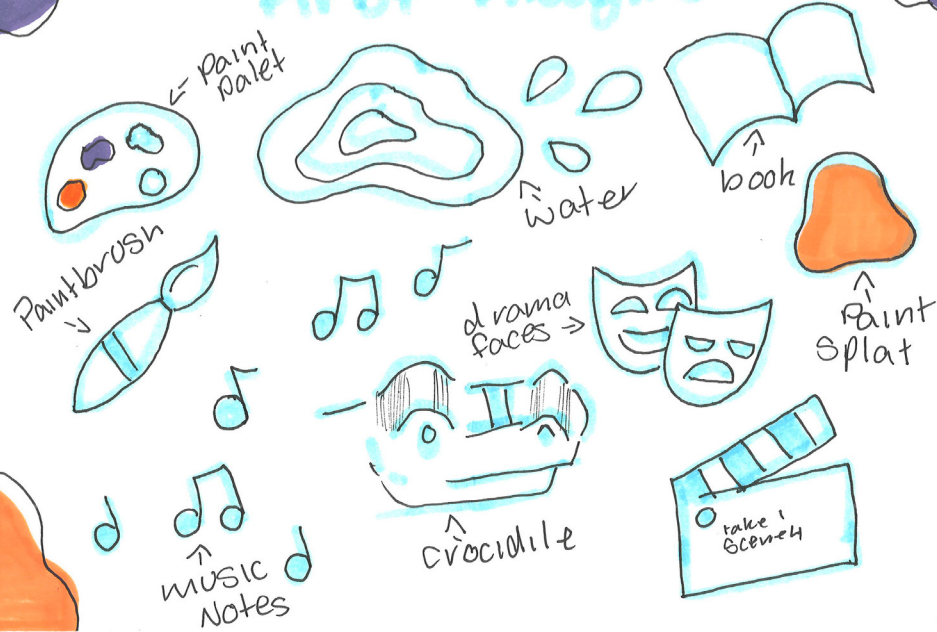


People to interact with the space and to add colour to the otherwise dull surrounding to make it more appealing for visitors and resident.



first thoughts

final idea



OUTCOME

A colourful, recognisable landmark





STARTING POINT

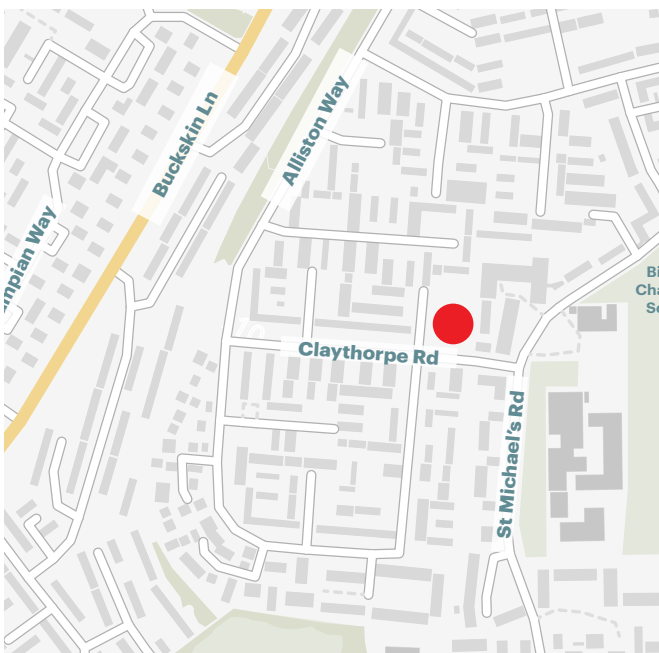
Claythorpe Road Park

This park is by the intersection of Claythorpe Road and Dibley Close within the South Ham area.

The park includes basic play equipment for small children, including a small slide, swings and a balance board. The play area is a mixture of hard surface and rubber crumb.

There is a car park and green space adjacent to the play park.

Participants noticed there is a lack of shelter or shade for the play park and a lack of seating.





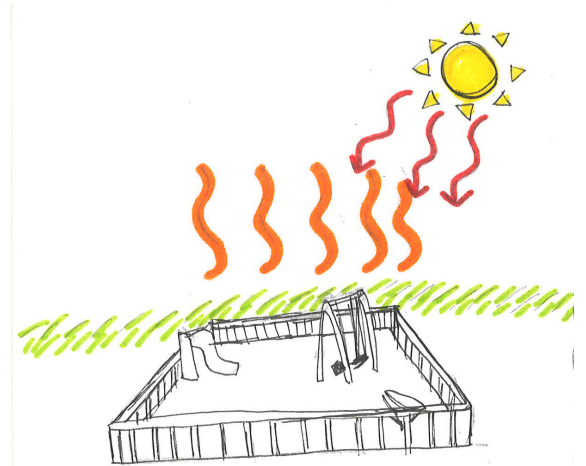
PROCESS

Challenge:

Poorly maintained local area with a lack of interaction between the local community.

Ambitions:

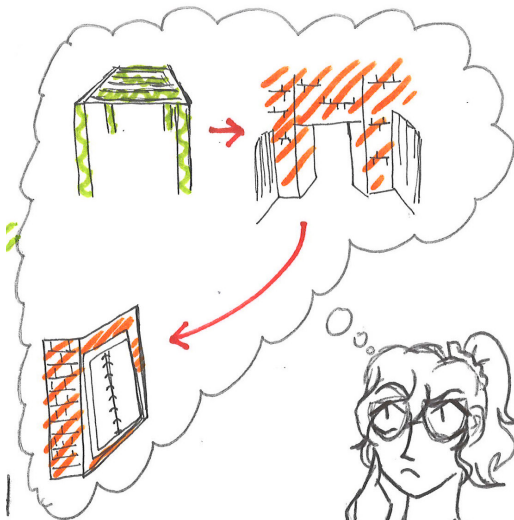
- A resilient, sustainable and healthy neighbourhood.
- A proud and empowered community



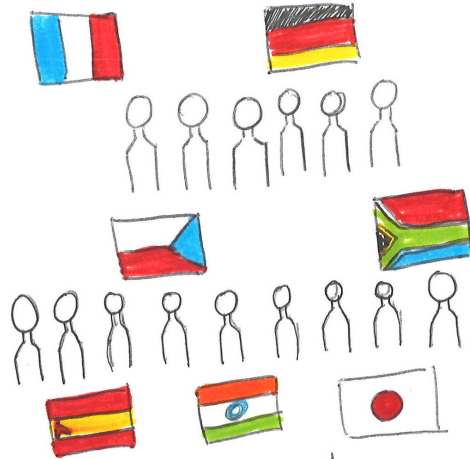
Seeing the conditions of the neighbourhood and how it affected the community, I wanted to see more people not only interacting more with each other, but with the outside world too.



The outcome is to create a project that people can look back on, either digitally or physically, and still interact with at any given time.

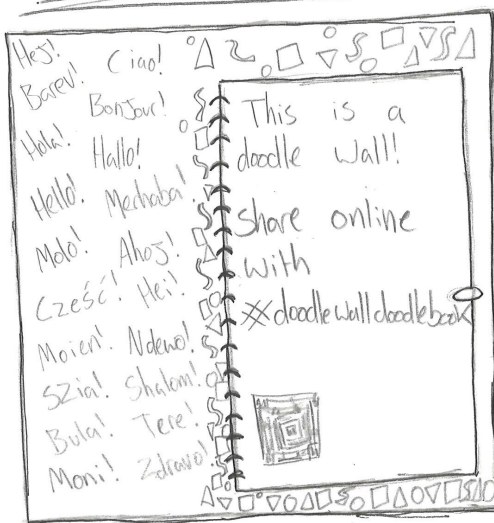


We brainstormed how to change or add to the surrounding areas, our idea started as a canopy for shade, but shifted to a project that transforms existing spaces.



This project is for the community, but we understand there are subcommunities as well, people who emigrate may not know anyone or the language and may feel isolated, so we want to connect people together through collaboration.

Doodle Wall / Doodle book



OUTCOME 1

A sheltered, adventurous play area

more shade - more trees/shelters

more benches

less metal-
materials that
don't conduct/reflect
the heat

revamp the park,
something that actually
helps with development
as well as play-
climbing frame, balance
boards, etc.

Replace the floor
with something that
won't be too hot/painful
to land on, ie, cork,
cork chippings

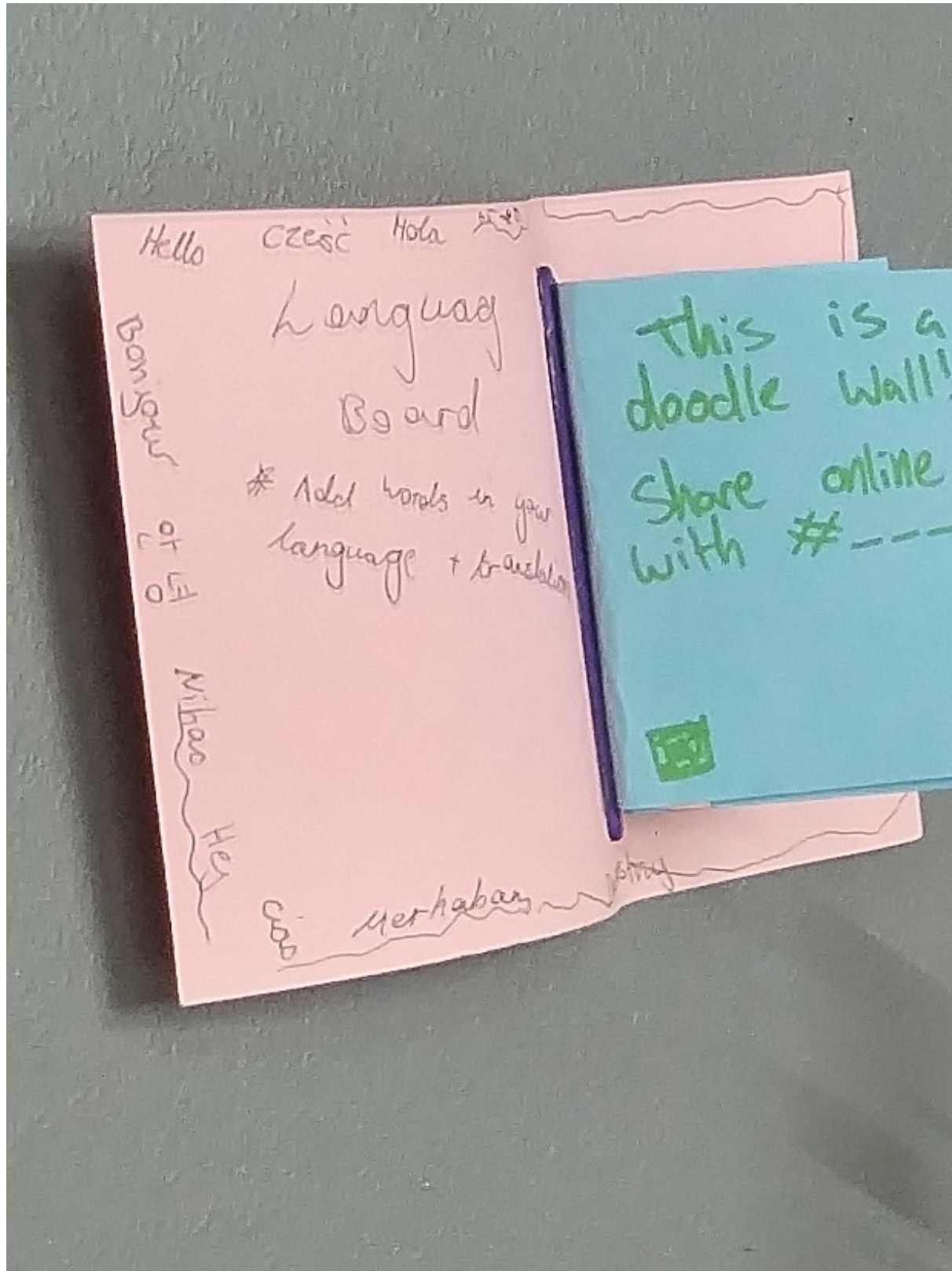




- Cork on floor for softer falls
- More trees, more shade
- Newer equipment, more engaging
- Perhaps small birdhouse to encourage wildlife + children engaging with wildlife + nature

OUTCOME 2

A community story book





STARTING POINT

Burnaby Shops

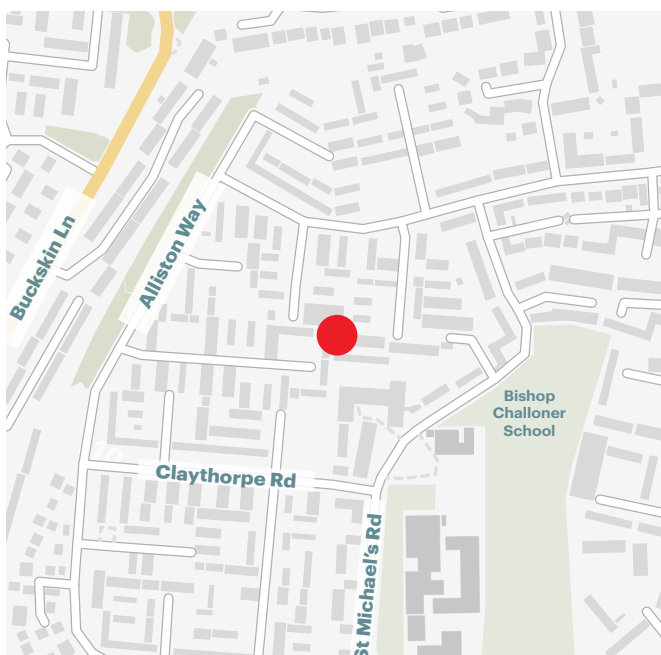
Burnaby Close shops are situated below a block of flats in the South Ham area.

There are currently four businesses in operation- two take-aways, a charity shop and a local convenience store.

The area is hard-surfaced, with some fenced off thicketed areas.

Recently, Sovereign have undertaken a gardening project to improve the area outside the shops. Residents worked with a local gardening business to design new communal gardens.

Participants noted how the garden helped to bring more wildlife into the area, creating habitats for butterflies, insects and hedgehogs.





PROCESS

Challenge:

Dull surroundings without landmarks or wayfinding.

Ambition:

- Renewed homes and streets where residents feel safe.
- A proud and empowered community



The challenge: To improve the local area i
encourage people to com
 help their community

Development

Lighting:

Fairy lights



Murals:

Charity shop: Clothes, toys, books, CDs, DVDs

Convenience shop: Food, drinks, snacks

Food takeaway: Fish & chips, Chinese food

Space:

Exercise:

Creativity:



Gardens:

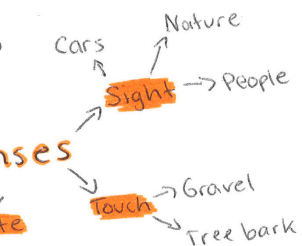
Plants: Flowers

Habitats:

hotel, hedge



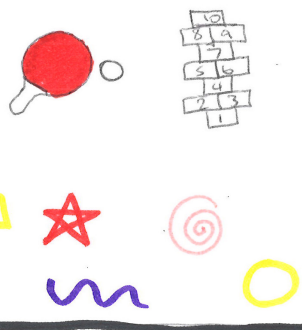
nity:



community'

To bring together

a way that
e together and



owers, fruit & veg.

Bird bath, insect
hog hut

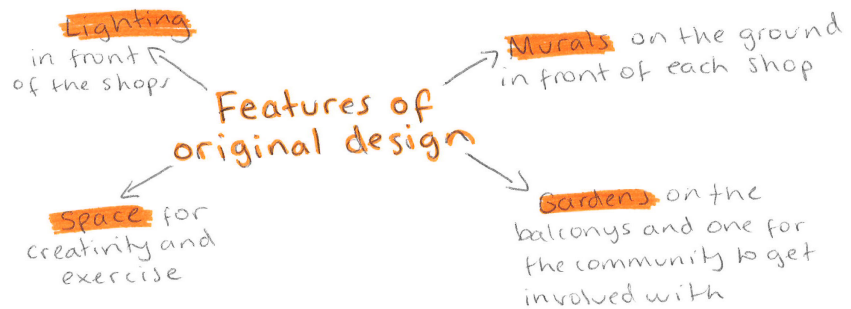
Idea Make the Burnaby shops look more inviting and safe.

To do this we could:

Add colour → Paint, chalk

Include plants and animal habitats → Balcony/communal gardens

Space for activities → Exercise, chalk drawing



Final Idea



OUTCOME

A welcoming local centre





STARTING POINT

Garages

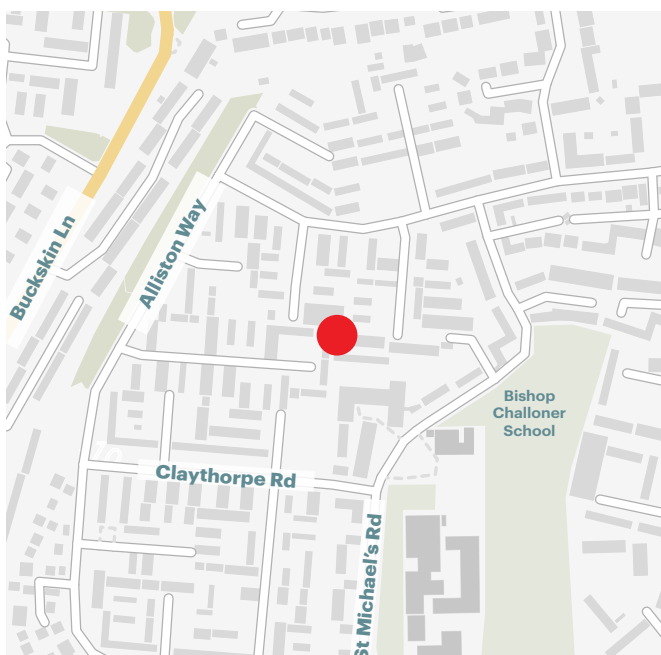
There are many areas around the neighbourhood that consist of car parks and garages.

The area is hard-surfaced, with missing footpaths and kerbs to prevent vehicles damaging the adjacent buildings.

Houses are designed to look away from the area, meaning the space lacks active frontages and passive surveillance.

The garages are dated and too small for most modern vehicles. Many are now used for storage or left empty/ unmaintained.

Participants noted how they could be converted for other uses such as gyms, small recording studios or offices.





PROCESS

Challenge:

Lack of surveillance, lighting or usage.

Ambition:

- Renewed homes and streets where residents feel safe.
- A resilient, sustainable and healthy neighbourhood.

1 The challenge

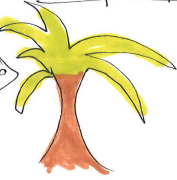
➤ Designing an urban intervention to boost and encourage social opportunities / interactions for local residents and communities.

➤



➤

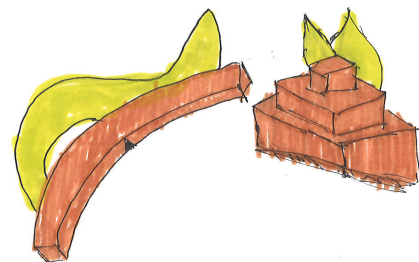
family	calves
mobile	sustainable



➤

Sprint sketch

5 The final product



➤ A modularised tree that could be disassembled to build chairs, benches to sit and socialise on, and could be reassembled to form a tree. The leaves of the tree would double as benches, etc —

6 The

➤ The user

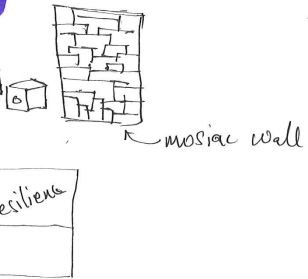
the generation aged 10, to 50s / 60s relax and kin

➤ Further move

as conversation also & could interactions

↑ community

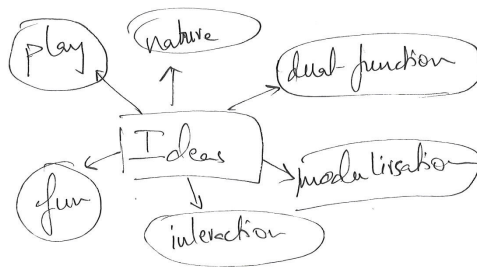
Inspiration



tree

when

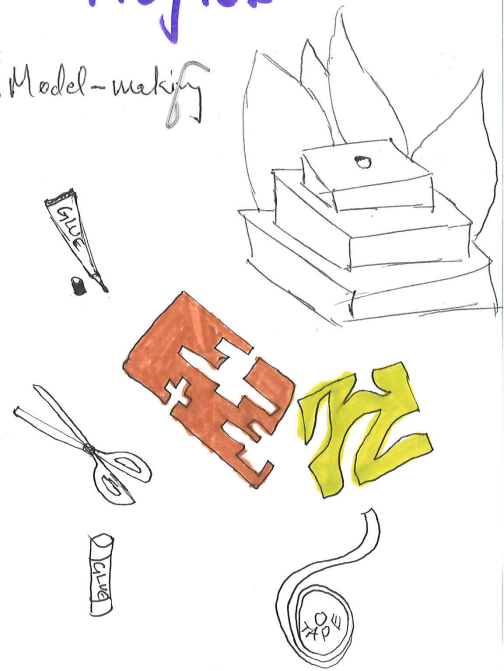
3 Initial Idea



Our map of initial ideas after the sprint sketches —

4 Progress

Model-making



user

target public would be public, from kids elderly people aged could use to sit and intervention

it could be used from shoulders and boost from residents and happiness

7 Build

The real thing would be built out of lightweight plastic/wood for ease of use —

The model is however made of color paper ~~staples and glue~~ and tape.

8 Reflection

This project allowed me use my creativity to explore different ideas and create an object that can attract and create interaction in the community if it is used in.

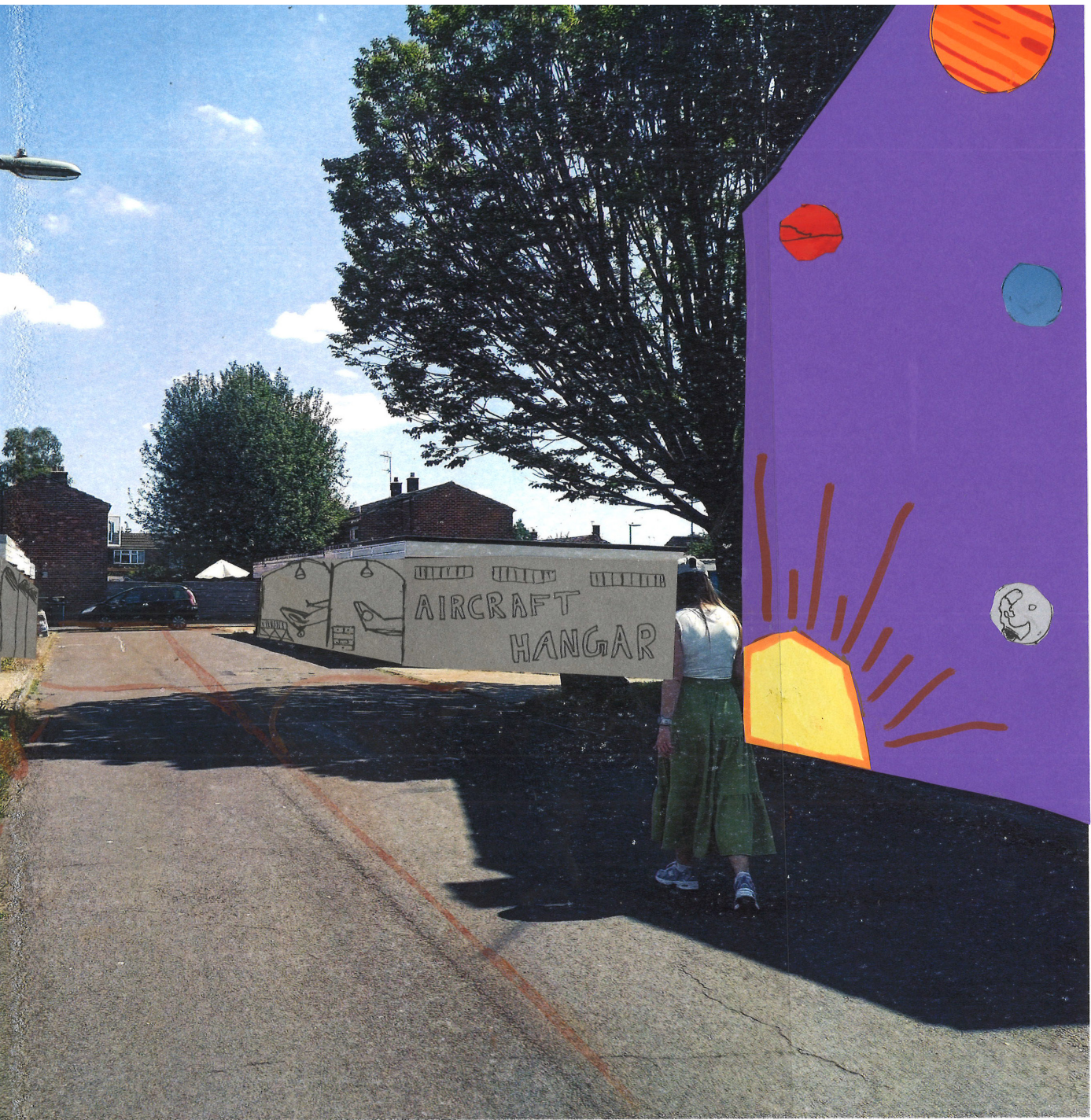
Furthermore, this project also allowed me to learn about human behaviour, what people like, what they don't like, what is worth a debate to explore, etc

Mulay
Alta

OUTCOME 1

A colourful and imaginative playground.





✓
C

OUTCOME 2

A modular furniture system for connection and interaction.

