Date: 23-07-2025

Issued by: Holybourne Village Association

Save our Children's Play Park says Holybourne

The Holybourne Village Association has launched a campaign to prevent a large 160-dwelling estate being built on a greenfield site next to the village. This proposed development would not only build over the village's cherished children's play park, but would overwhelm the road capacity at peak times, severely impact the setting of Holybourne's historic conservation area and overload the local sewage network.

The proposal, by Redbrown, would increase the size of the village by a third, and has been described by locals as "completely disproportionate for a semi-rural village".

The HVA said 'Despite attempts to cast us as NIMBYs, the village is in favour of limited development in the right place. In the last few years, we've seen substantial development on brownfield sites in the village such as the old Grange Hotel. These projects were within the existing Holybourne settlement boundary and received few, if any, objections as we all know we need more housing. However, this proposal from Redbrown is in a different league and is on a very special site that offers the last unspoilt views of Hampshire downland from the village'.

The children's play park is well-used by both villagers and Altonians, offering parents beautiful tranquil views, and children lots of green space to run around in complete safety. The developer's offers to relocate the park do not remotely compensate for the loss of this wonderful community amenity.

At a packed public meeting last night, the HVA outlined their ten substantial objections to the proposal, all of which demonstrated that this proposal not only breaches existing National planning policies but also East Hampshire District Council's own Local Plan.

To date EHDC have received over 120 detailed objections since the 'Don't Swamp Holybourne' campaign was launched just ten days ago.

The HVA's message is clear: 'This development is too big and in the wrong place'

More information can be found at Holybourne.com/swamp

Background information

Holybourne Village Association was founded in 1970 to represent the views of the village in planning matters and to provide community activities such as the Holybourne Fun Day and our very popular annual Fireworks display. It has worked closely with Alton Town Council for many years and its members include current Town councillors, District councillors, and a former Alton Mayor.

More Campaign Information

Please contact us at Editor@holybourne.com for more information and further comment.

Our campaign logo is:

