

Save the King Alfred Leisure Centre

- 5 key facts
- 4 main objectives
- 3 actions for impact

Planning Objection
Deadline: 1 April, 2026



The future of a place **should not be decided in quiet rooms.** It should be decided when communities stand up and say: **this matters to us.**

The following content provides
the community with

3 impactful actions

You can take today

The
Deadline
to have
your say is

1 April

These
actions
require

URGENCY

NOW

5 Key Facts

Save The King Alfred

1. **57%**
less usable space

14% less water space

£65m project delivers less space for the community

2. Costs rising to
£65m

Up from £47m in 1 year

Nearly a 40% increase with limited explanation

3. **500+**
flats proposed

Details remain unclear

Residents deserve transparency about the full development plan.

4. **No Refurbishment
Comparison**

A retrofit option has not been
independently assessed

Residents cannot compare options before a decision is made

5. **Demolition**

Contradicts climate commitments

Residents deserve transparency about the full development plan.

4 key objectives

Save The King Alfred

1. Referral of the application to Planning Committee

2. Publication of a full Environmental Impact Assessment

3. Publication of independent financial modelling and refurbishment comparisons

4. Extension of the consultation period due to portal issues

3 things you can do today

Save The King Alfred

1. Object to the planning application

2. Write a letter to the council

3. Share links and flyers in your local community via print, email, WhatsApp and social media

1.

Object
to the
planning
application

1. Object to the planning application: BH2026/00490

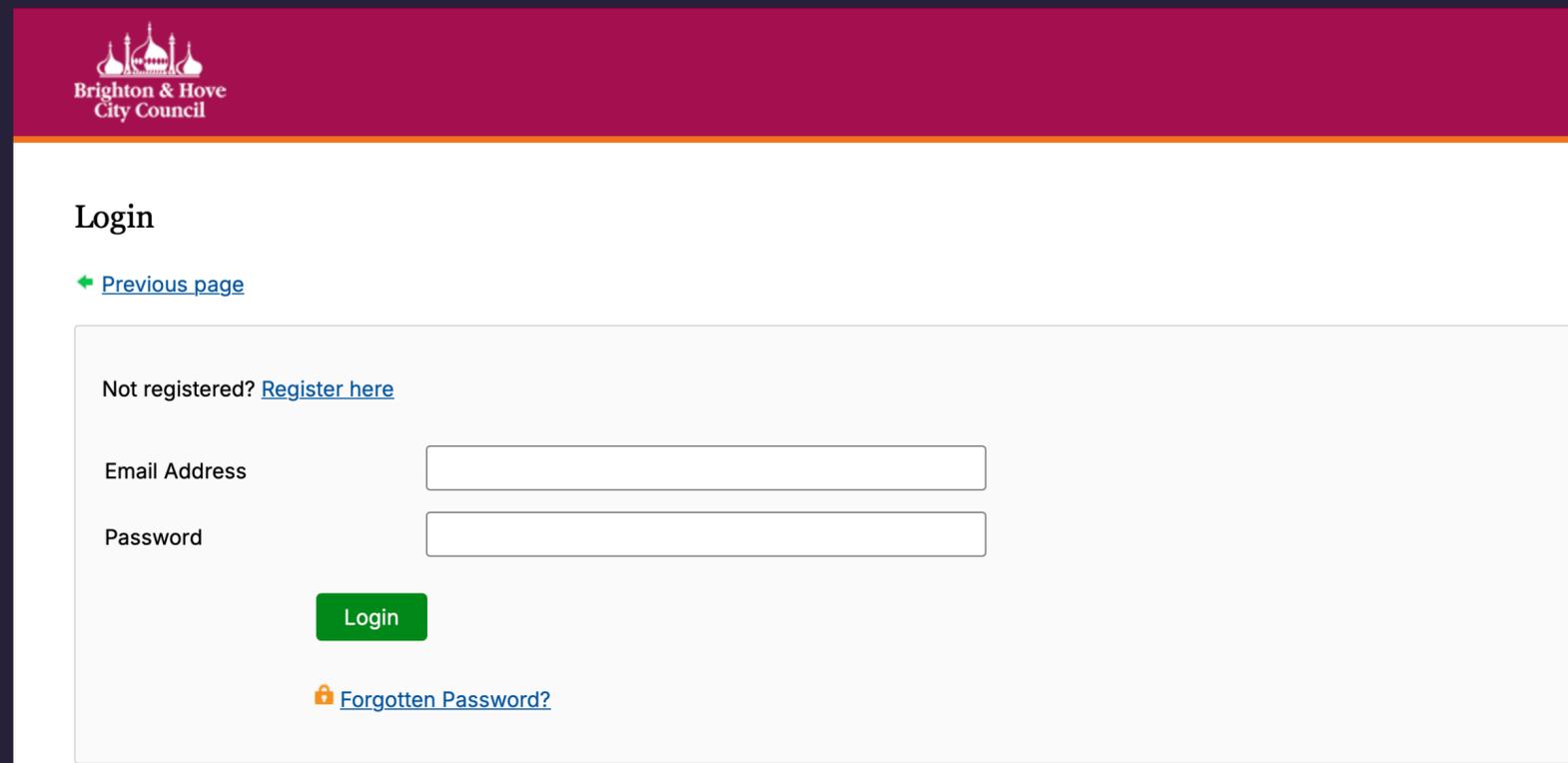
Follow the guide to access the
King Alfred Planning Application

Step 1. Register on Brighton & Hove City Council Website

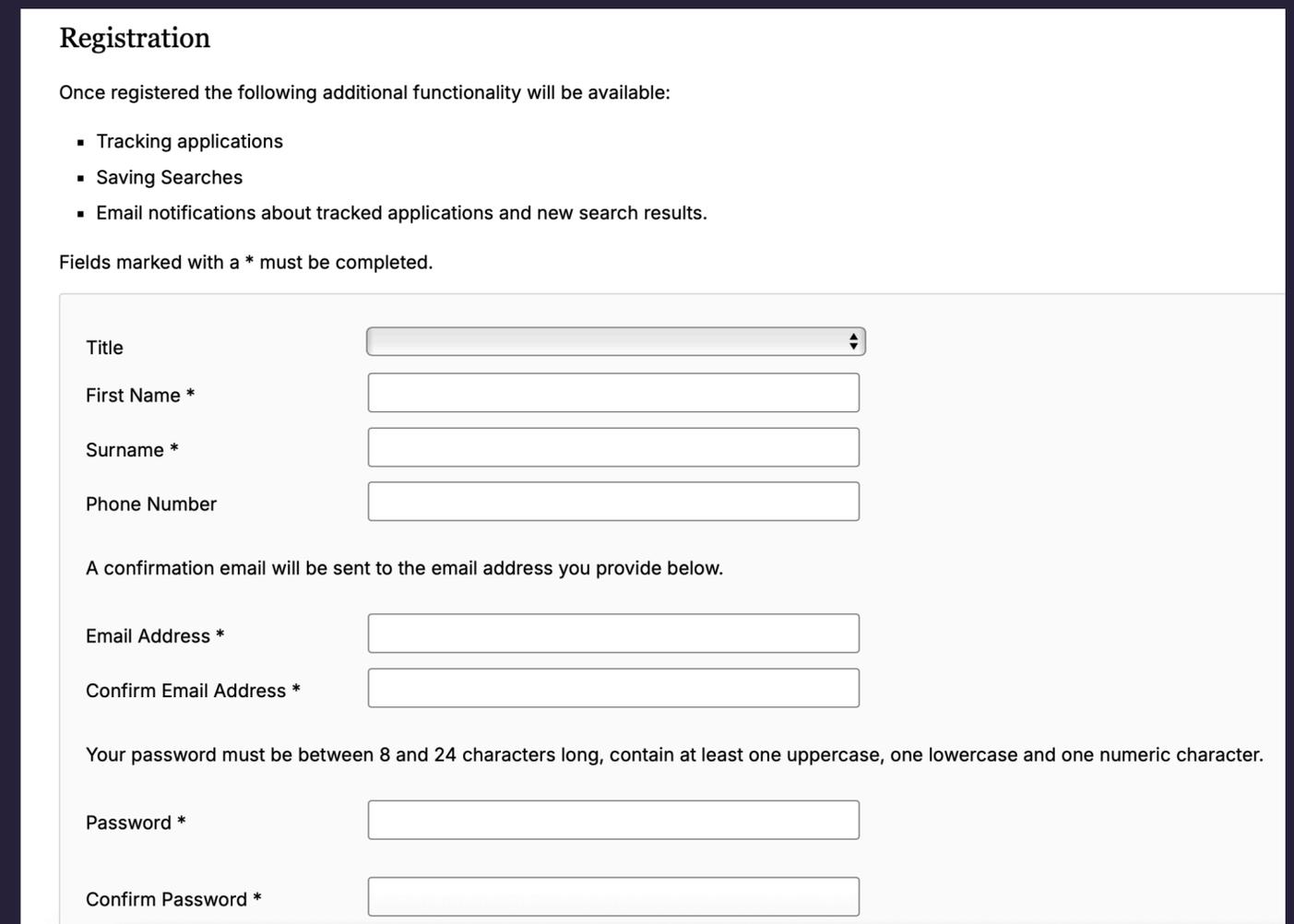
1. Click link below & register

<https://publicaccess.brighton-hove.gov.uk/online-applications/login.jsp>

2. Fill in registration form,
make note of your password



The screenshot shows the Brighton & Hove City Council website's login page. At the top left is the council's logo and name. Below it, the word "Login" is displayed. A link for "Previous page" is visible. The main content area contains a "Not registered? Register here" link, followed by input fields for "Email Address" and "Password". A green "Login" button is positioned below the password field. At the bottom, there is a link for "Forgotten Password?".



The screenshot shows the registration form on the Brighton & Hove City Council website. The form is titled "Registration" and lists additional functionality available after registration: tracking applications, saving searches, and email notifications. It notes that fields marked with an asterisk are mandatory. The form includes input fields for "Title", "First Name *", "Surname *", "Phone Number", "Email Address *", "Confirm Email Address *", "Password *", and "Confirm Password *". A note specifies that the password must be between 8 and 24 characters long, containing at least one uppercase, one lowercase, and one numeric character.

Step 1. Register on Brighton & Hove City Council Website

4. Click link in email

To confirm your registration please click the following link:

<https://publicaccess.brighton-hove.gov.uk/online-applications/registrationComplete.do?action=createUser&key=e399c672bfce4875669e6f4493147d9>

If required you can also copy the link to the address field of your browser.

Please Logon with the username and password you originally selected.

Notice to recipient:

The information contained in this electronic mail message is intended only for the use of the individual to whom it is addressed and may contain information which is privileged and confidential, the disclosure of which is prohibited by law.

If the reader of this message is not the intended recipient, please note that any dissemination, distribution or copying of this communication is strictly prohibited. If you have received this communication in error please notify the sender immediately.

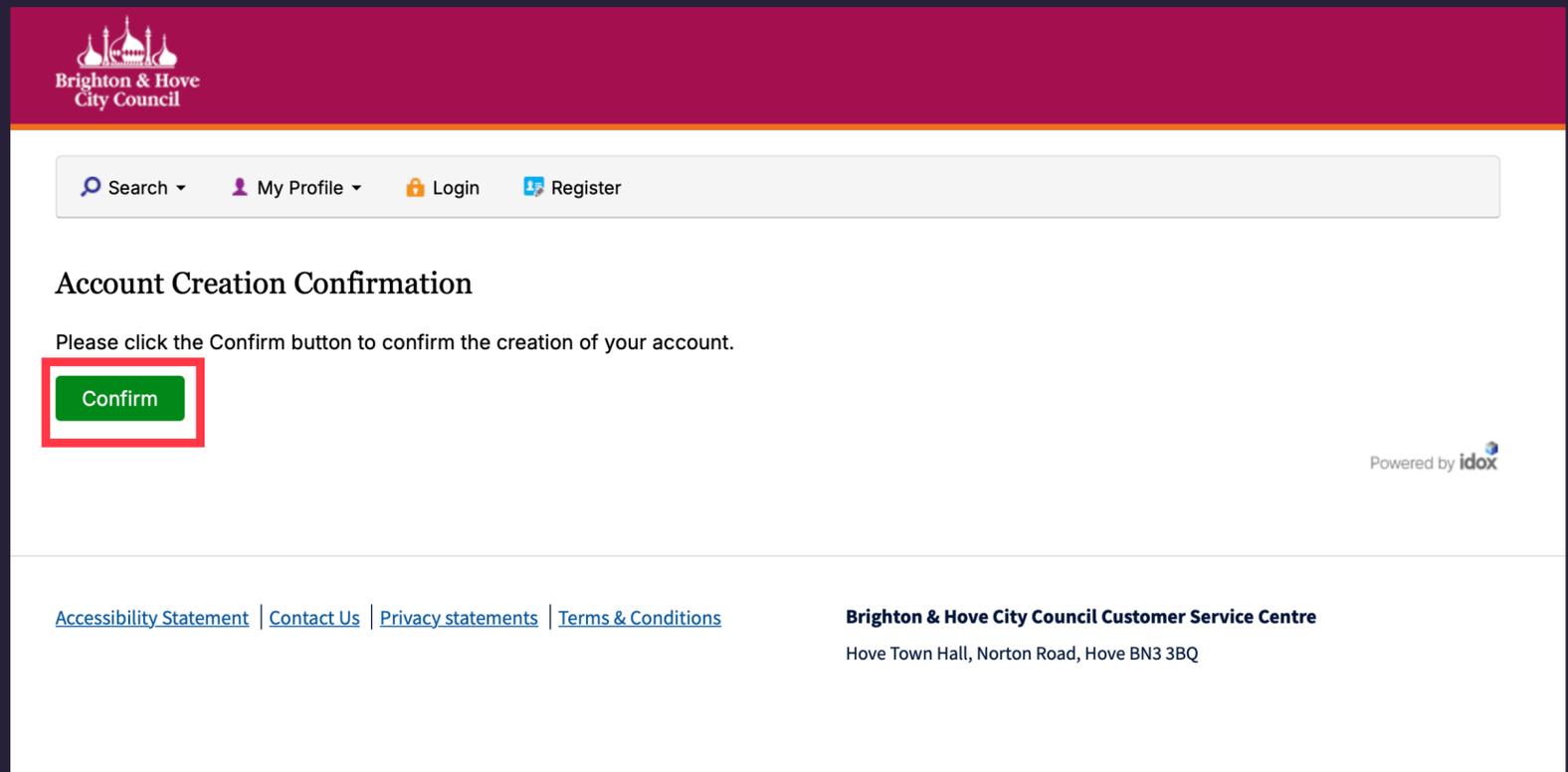
Thank you in anticipation of your co-operation.

You can visit our website at <http://www.brighton-hove.gov.uk>

Please consider the environment, only print out this email if absolutely necessary.

Please Note: Both incoming and outgoing Emails may be monitored and/or recorded in line with current legislation

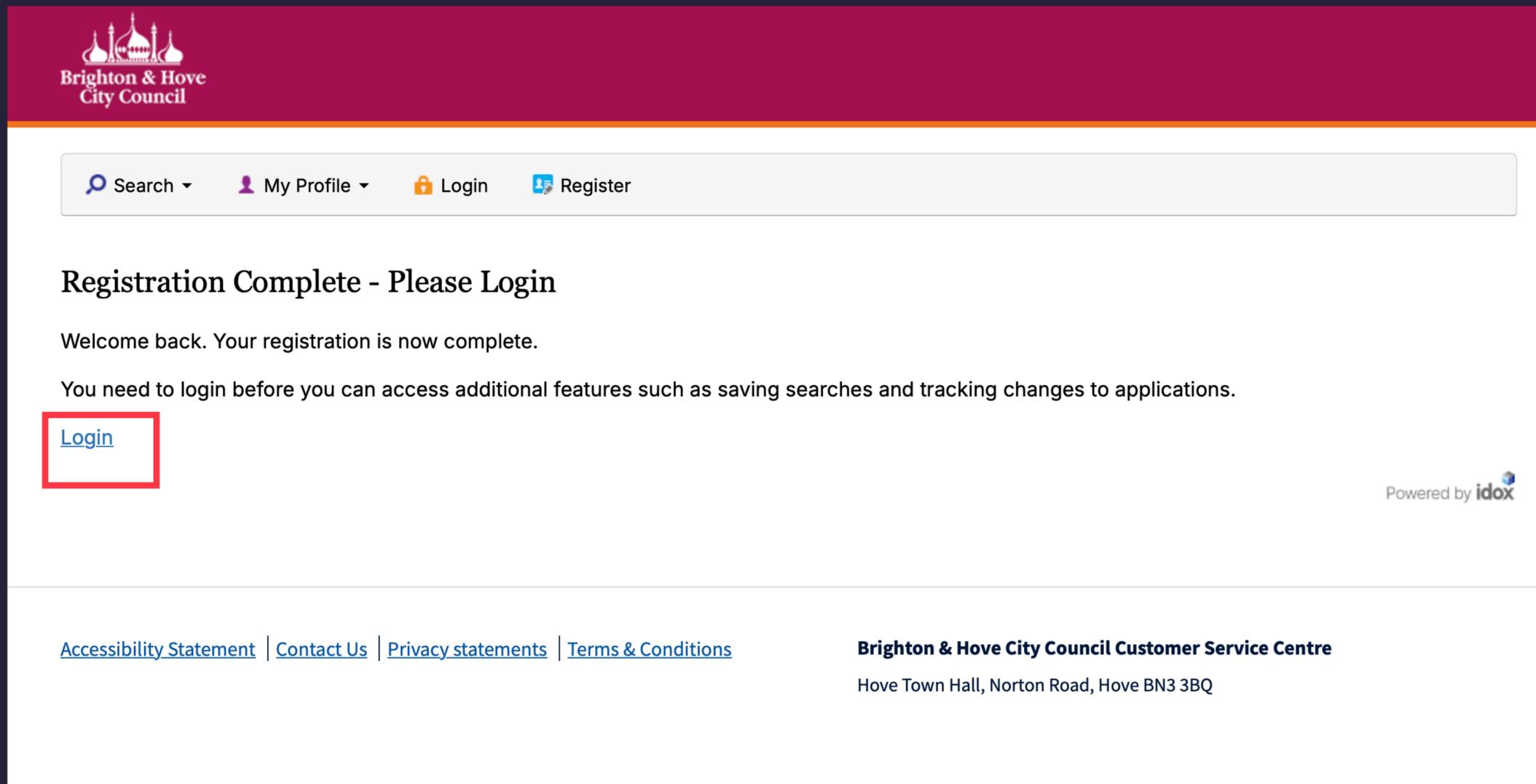
5. Confirm your account



The screenshot shows the Brighton & Hove City Council website. At the top left is the council's logo. Below it is a navigation bar with links for Search, My Profile, Login, and Register. The main content area is titled "Account Creation Confirmation" and contains the instruction: "Please click the Confirm button to confirm the creation of your account." A green "Confirm" button is highlighted with a red box. In the bottom right corner, it says "Powered by idox". The footer contains links for Accessibility Statement, Contact Us, Privacy statements, and Terms & Conditions, along with the address: Brighton & Hove City Council Customer Service Centre, Hove Town Hall, Norton Road, Hove BN3 3BQ.

Step 2. Access your account

1. Click Login link to access your account



The screenshot shows the Brighton & Hove City Council website. At the top left is the council's logo. A navigation bar contains links for Search, My Profile, Login, and Register. The main content area displays a message: "Registration Complete - Please Login", followed by "Welcome back. Your registration is now complete." and "You need to login before you can access additional features such as saving searches and tracking changes to applications." A blue "Login" link is highlighted with a red box. The footer includes links for Accessibility Statement, Contact Us, Privacy statements, and Terms & Conditions, along with the address of the Customer Service Centre and the text "Powered by idox".

Brighton & Hove City Council

Search ▾ My Profile ▾ Login Register

Registration Complete - Please Login

Welcome back. Your registration is now complete.

You need to login before you can access additional features such as saving searches and tracking changes to applications.

[Login](#)

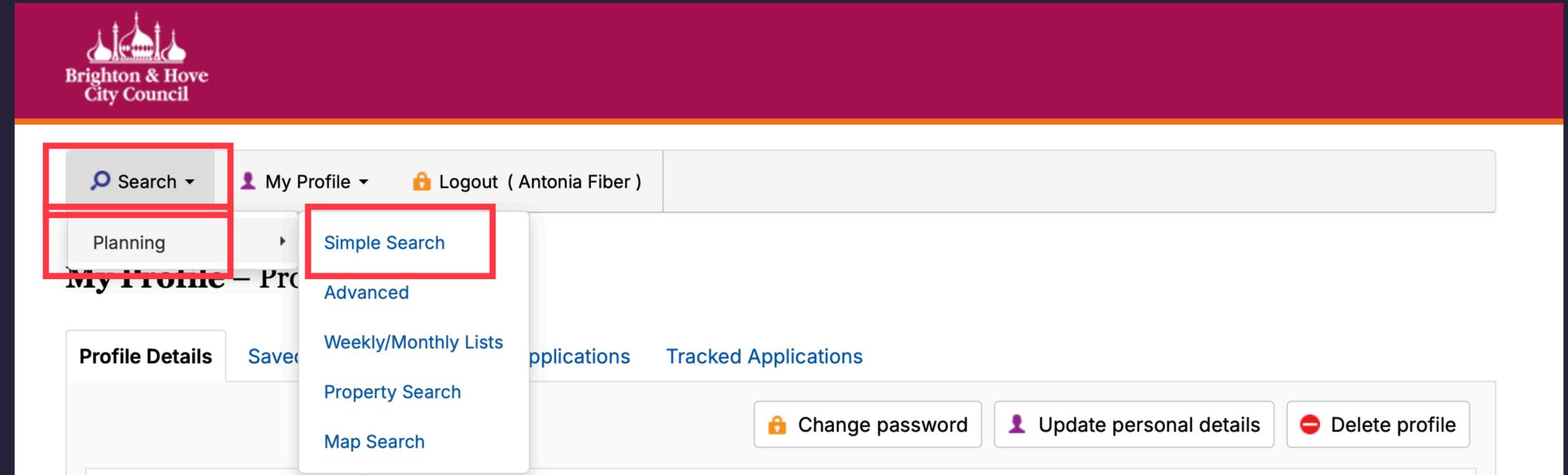
Powered by **idox**

[Accessibility Statement](#) | [Contact Us](#) | [Privacy statements](#) | [Terms & Conditions](#)

Brighton & Hove City Council Customer Service Centre
Hove Town Hall, Norton Road, Hove BN3 3BQ

Step 3. Access Planning

Click Search,
Planning, Simple
Search



Step 3. Access Planning

1. Type “King Alfred” in the search box, click search

Search ▾ My Profile ▾ Logout (Antonia Fiber)

Brighton & Hove City Council's **Planning Register** allows visitors to view, track and comment on planning applications and appeals online. When the council receives an application, the information is recorded into the Planning system and all associated plans and documents are also scanned. Once the application has been deemed valid, this information is then made publicly available on the **Planning Register**.

For more information, view the [Planning Register Quick Reference Guide](#).

Please note that this **Planning Register** is not connected to **MyAccount**. Your **MyAccount** log-in will not work here, and you will need to register a separate **Planning Register** account. (You can use the same email.)

Internet Explorer can have issues viewing planning application documents. Please use a modern browser such as Chrome, Safari, Firefox or MS Edge.

Planning – Simple Search

Search for planning applications, appeals and enforcements by keyword, application reference, postcode or by a single line of an address.

Simple [Advanced](#) [Weekly/Monthly Lists](#) [Property](#) [Map](#)

[Applications](#) [Appeals](#)

Status:

Enter a keyword, reference number, postcode or single line of an address.

Step 4. View Application

1. Click on the link in blue

Search ▾ My Profile ▾ Logout (Antonia Fiber)

Planning – Results for Application Search

Refine search Save search Print

Sort by Date Received ▾ Direction Descending ▾ Results per page 10 ▾ Go

1 2 Next ▸ Showing 1-10 of 14

[Redevelopment of western part of existing leisure centre and public car park to provide new leisure centre \(F2 use\) to include: swimming pools, sports hall, gym/fitness suite, childrens soft play, event spaces, cafe and undercroft car park accessed from Hove Street. Associated hard and soft landscaping, public realm works and highway infrastructure. Relocation of existing seafront shelter. Provision of temporary public car park on part of lawn to west of Hove Street during construction \(2 years\).](#)

King Alfred Leisure Centre (part) And Public Car Park And Lawn West Of Hove Street Kingsway, Hove BN3 2WW
Ref. No: BH2026/00490 | Received: Mon 02 Mar 2026 | Validated: Thu 05 Mar 2026 | Status: Registered

[Prior approval for demolition of an underground bowling alley.](#)

Bowling Alley King Alfred Kingsway Hove BN3 2WW
Ref. No: BH2025/02951 | Received: Thu 04 Dec 2025 | Validated: Tue

Step 4. View Application

1. Click on
Comments

Search ▾ My Profile ▾ Logout (Antonia Fiber)

Planning – Application Summary [Help with this page](#)

BH2026/00490
Redevelopment of western part of existing leisure centre and public car park to provide new leisure centre (F2 use) to include: swimming pools, sports hall, gym/fitness suite, childrens soft play, event spaces, cafe and undercroft car park accessed from Hove Street. Associated hard and soft landscaping, public realm works and highway infrastructure. Relocation of existing seafront shelter. Provision of temporary public car park on part of lawn to west of Hove Street during construction (2 years).
King Alfred Leisure Centre (part) And Public Car Park And Lawn West Of Hove Street Kingsway, Hove BN3 2WW

[← Back to search results](#) ★ Track 💬 Make a comment 🖨 Print ➦ Share

Received Mon 02 Mar 2026 Validated Thu 05 Mar 2026 **Consultation** Mon 06 Apr 2026 Recommendation and/or Committee Decided

Details Comments (144) Constraints (54) Documents (259) Map Contacts

Summary Further Information Important Dates

| | |
|-----------------------|---|
| Reference | BH2026/00490 |
| Application Received | Mon 02 Mar 2026 |
| Application Validated | Thu 05 Mar 2026 |
| Address | King Alfred Leisure Centre (part) And Public Car Park And Lawn west of Hove Street Kingsway, Hove BN3 |

Messages

Step 4. Object and Comment

Details Comments (144) Constraints (54) Documents (259) Map Contacts

Make a Comment Public Comments (139) Consultee Comments (5)

Make a Comment 2

You can make neutral, adverse or supportive comments on this application. Comments are immediately available to view online, so we strongly advise you to omit all personal or sensitive information (including your name and address) within the text box. The Planning Officer's report will briefly summarise the comments received.
The system will time out after 30 minutes and all text will be lost. We recommend typing your comments up in another software programme and then copying them into the text box.
Due to system configuration changes, all comments made by the public and statutory consultees can only be viewed under the documents tab. Public comments made before 22nd May 2018 also show the name and address of the person who made the representation.

| | |
|------------------------|---|
| Application Reference: | BH2026/00490 |
| Address: | King Alfred Leisure Centre (part) And Public Car Park And Lawn West Of Hove Street Kingsway, Hove BN3 2WW |
| Proposal: | Redevelopment of western part of existing leisure centre and public car park to provide new leisure centre (F2 use) to include: swimming pools, sports hall, gym/fitness suite, childrens soft play, event spaces, cafe and undercroft car park accessed from Hove Street. Associated hard and soft landscaping, public realm works and highway infrastructure. Relocation of existing seafront shelter. Provision of temporary public car park on part of lawn to west of Hove Street during construction (2 years). |
| Case Officer: | Maria Seale |

Are your personal details correct? Click to [update my personal details](#).

2. Scroll down

3. Choose commenter type

4. Tick Object

5. Tick all Reasons that apply

6. Write comments

Commenter Type: * Select

Stance: * Object Support Neutral

Stance: * Object Support Neutral

Reason for comment: 4

5

- Adverse affect on listed building
- Adversely affects Conservation Area
- Because of the Additional Traffic
- Damaging trees in my garden
- Detrimental affect on property value
- Good Design
- In keeping with Listed Building
- Inappropriate Height of Development
- Noise
- Overdevelopment
- Overshadowing
- Poor design
- Residential Amenity
- Restriction of view
- Too close to the boundary
- Traffic or Highways

Your Comment:
2000 characters left

Step 5. Examples of impact

- Loss of family leisure and children's facilities
- Pool design below Sport England lane standards
- Loss of important community spaces
- Concerns about cost and long-term borrowing
- Impact on nearby residents and infrastructure
- Lack of clear comparison with refurbishment options

Step 5. Examples of impact

Add something **personal** for emotional impact

Children & Families

Example: “The current proposal appears to significantly reduce family and children’s leisure facilities that many local families rely on.”

Community & Heritage

Example: “The King Alfred has long been an important community hub and the loss of key spaces like the ballroom and boxing club would be deeply felt.”

Design, Space & Long-Term Viability

Example: “It is concerning that a major public investment may result in a smaller and less flexible leisure facility than what currently exists.”

Legal, Financial & Procedural Concerns

Example: “Residents need greater transparency around the financial modelling and consultation process for a project of this scale.”

Demolition vs Refurbishment

Example: “A clear comparison between refurbishment and demolition options should be published before irreversible decisions are made.”

Accessibility, Disabled & Elderly Users

Example: “The centre is widely used by elderly and disabled residents and the plans should clearly demonstrate how accessibility and inclusive facilities will be protected or improved.”

Step 5. Application reference with your details

Cut and paste below into the comment box before you submit

For these reasons I object to application **BH2026/00490** and request that the application be referred to Planning Committee and that further information on financial modelling and consultation be made available before any decision is taken.

Name:

Address:

Date:

Congratulations!
Your voice **matters**

2.

Write

a letter to

Nicola Hurley

2. Write a letter and email to Nicola Hurley

At the top of the letter write: “King Alfred Leisure Centre – Planning Application BH2026/00490”

nicola.hurley@brighton-hove.gov.uk

Nicola Hurley

Head of Planning

Brighton & Hove City Council

Hove Town Hall

Norton Road

Hove

BN3 3BQ

United Kingdom

Email & Letter Template

Subject

Re: Planning Application BH2026/00490 – King Alfred Leisure Centre

Dear Ms Hurley,

I am writing regarding the proposed redevelopment of the King Alfred Leisure Centre (planning reference BH2026/00490).

Many residents are concerned that the proposal appears to proceed directly toward demolition and rebuild without a clearly published independent comparison of a refurbishment or retrofit option for the existing building.

Given the scale of the project and the significant increase in projected costs—from approximately £47m to £65m within a year—I would be grateful if the following points could be clarified:

1. Whether an independent structural and financial assessment of a refurbishment or retrofit option has been undertaken.
2. If such an assessment exists, whether it will be published for residents to review.
3. How the council has ensured compliance with Best Value duties when considering alternatives.

The King Alfred Leisure Centre is a long-standing community asset, and many residents would welcome transparency on how the different options have been evaluated before decisions are made.

I appreciate the complexity of the planning process and thank you for taking the time to consider this request.

Kind regards,

[Your Name]

[Your Address]

Brighton & Hove resident

3.

Share

links and flyers in your local community via print, email, WhatsApp and social media

2. Share links, flyers, updates to social media WhatsApp Groups, etc

- Parent WhatsApp groups
 - Schools i.e. Administration, PTAs, Environmental Clubs
 - Sports
- Elderly groups i.e. care homes
- Charity organisations

Template

***SAVE THE KING ALFRED! WE DESERVE TRANSPARENCY! DEADLINE APRIL 1
CUT AND PASTE THIS TEXT AND SHARE***

MAKE YOUR OBJECTION KNOWN!!!!

VIST: <https://publicaccess.brighton-hove.gov.uk/online-applications/login.jsp>

Our Top 5 Issues

1. 57% less space
2. Costs rising from £47m now £65m
3. No refurbishment comparison
4. 500+ flats with limited transparency
5. Climate contradiction

What we need from our politicians

1. Referral of the application to Planning Committee
2. Publish full Environmental Impact Assessment
3. Publish independent financial modelling and refurbishment comparisons
4. Extension of the consultation period due to portal issues

4. Share flyer in your local community via print, email, WhatsApp and social media

A flyer for the King Alfred project in Brighton. The background is a photograph of a tall, illuminated tower against a twilight sky. The tower has a glowing red light at the top and a glowing yellow sign at the bottom that says "Brighton". The text on the flyer is white and bold.

£51m debt write off. Will history repeat itself?

1. 57% less space
2. Costs rising from £47m now £65m
3. No refurbishment comparison
4. 500+ flats with limited transparency
5. Climate contradiction

Act Now!
Save the King Alfred

Scan to object
object before the deadline

Download at: https://www.canva.com/design/DAHECr8yOAI/x4kfoHzZFWvTSyDk5BGh9Q/edit?utm_content=DAHECr8yOAI&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton