

Action Day Briefing - Hammersmith Bridge

BACKGROUND

The closure of **Hammersmith Bridge** is one of the most frustrating issues in Putney – and has been for SIX YEARS.

- Over 90% of residents we speak to say it matters to them
- The traffic is worse, journeys are longer, and people feel hopeless and let down.
- Even Putney's MP, Fleur Anderson, has said it could take another 10 years to fix.

We say: that's not good enough.

OUR MESSAGE

This action is not just fun – it's purposeful. It shows:

- We know the issue
- We have ideas
- We're listening and getting people thinking

We believe there must be a new bridge – and that the existing one should be kept as a pedestrian and cycle crossing, which is cheaper, faster and easier if it's moved.

THE ACTIVITY: LIGHT-HEARTED, LOCALLY SMART

3 volunteers dressed as the 3 options, to spark conversation:

Option 1:  **Status Quo** – Keep the current bridge, try to fix it
Rep: Hi-vis jacket and traffic cone hat

Option 2:  **Harrods Outcrop** – Relocate bridge downstream
Rep: Harrods shopping bag

Option 3:  **Festing Road to Bishop's Park** – A scenic crossing aligned with Craven Cottage and Fulham Palace
Rep: Fulham FC shirt

People will be asked: “Where would YOU put the bridge?”

- ✓ They pick an option
- ✓ We take a photo of them with the “bridge rep” they chose, under the Bridge prop
- ✓ Invite them to scan the QR code to give more detailed feedback
- ✓ Offer to take their email if they'd like to get the results

WHY IT WORKS

- Gets people talking about a serious issue without sounding negative
- Brings **local knowledge** and **big ideas** into the open
- Generates **great photos** for social media and shows us being creative, positive and present in the community

We're not just complaining – we're offering solutions and imagination.

YOUR ROLE

- Be welcoming and engaging – the tone is playful but smart
- Help explain the three bridge options clearly and simply
- Encourage people to pose for a photo
- Collect emails and help with QR code scanning

OUR POSITION IN ONE SENTENCE

“We need a new bridge, and the fastest, cheapest way to do it is to move the old one and build something better – we're here to ask where people would put it.”