

# Action Day Briefing - Thamesfield Ward



## ABOUT THE WARD

Thamesfield is a large riverside ward stretching from Putney Common in the west to the Wandle mouth in Wandsworth in the east. It includes the Putney High Street, leafy residential streets, and stretches of riverside flats and new developments. It's a ward that should lean Liberal Democrat – but we haven't consistently broken through. That's changing.



## KEY DEMOGRAPHICS

- **Population:** ~12,500
- **Age:** Large 50+ population; 35+ families
- **Housing:** Mostly owner-occupied, high-value homes with some flats and riverside developments
- **Profile:** Professionals, many retirees, some families
- **Community:** Stable, civic-minded, older residents church-attending, proud of Putney but frustrated



## LOCAL POLITICAL SNAPSHOT

- Thamesfield elects **three councillors**
- Currently **Conservative-held**, but vote share is falling
- Labour weak in this area
- Lib Dems have often been “liked but not taken seriously” – that's changing with visibility and consistency

This Action Day is part of that shift – showing that we're here, listening, and offering something different.



## KEY LOCAL ISSUES

### Traffic and Hammersmith Bridge

- Its closure over 6 years ago has caused terrible congestion
- People are angry, tired, and feel let down
- *We're saying: we need a new bridge – and we've got ideas*

### Putney High Street Decline

- People feel it's no longer thriving – too many shut shops, poor variety.
- Return of M&S offers hope, but more is needed
- *Our message: Let's listen to locals and revive the High Street with real input*

### Pollution

- Often raised with traffic concerns – especially near High St
- Awareness of health impacts, especially older residents

### Bins and Street Cleanliness

- Regular complaints about messy streets and missed collections
- Not a top-tier issue but an easy win to talk about improvements

### Crime and Safety

- Some concern, particularly among older residents
- More perception than spike, but do listen if raised

**PLEASE TURN OVER >**

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## MINDSET OF THE VOTER

- People here are **thoughtful, professional, and policy-literate**, especially in their own areas
- Often **comfortable financially**, but **downcast about Putney's direction**
- Many are **not convinced anyone can fix it** – *showing care, insight, and presence is key*
- Politically, they are **tolerant, moderate**, and often **liberal-leaning but cautious**
- The best approach is to **be respectful, knowledgeable, and grounded**



## WHAT WORKS ON THE DOORSTEP

- **Be realistic, not overpromising** – offer thoughtful ideas, not slogans
- **Listen** – many people want to be heard more than persuaded
- **Mention local knowledge** – show we understand Putney as a place
- **Mention Hammersmith Bridge or High Street** if asked what we're working on
- **Don't be afraid to say "we want to do things differently"** – we don't have to sound like other parties



## FINAL THOUGHT

**Thamesfield is winnable.**

But only if we're present, consistent, and genuinely listening.

Your time here today – talking to real people, on real issues – is exactly what will help us break through.

*Thank you for being part of that.*

