

# 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.

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## 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.

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## 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
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## 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.

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## 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
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## 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.”