

ONE AMAZING TRAFFIC FREE DAY

FOOD!

MUSIC!

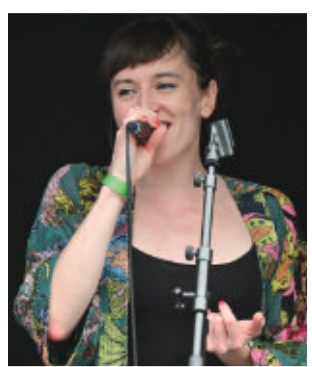
SHOPPING!

GAMES!

WDR

WANDSWORTH BRIDGE ROAD
SPRING FAYRE

What community feels like



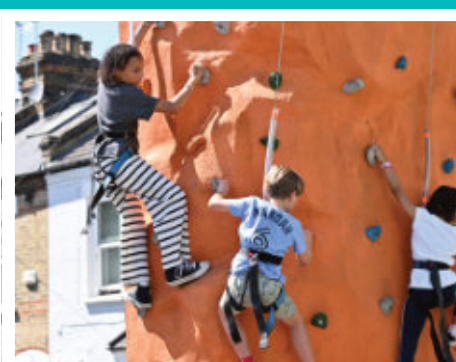


BE PART OF SOMETHING SPECIAL

For one day each May, Wandsworth Bridge Road swaps traffic for smiles, turning into a car-free “urban village” where people, not cars, take centre stage.

Nearly **28,000** people joined us last year to **eat, dance,** listen to **live music** on four stages and let their kids roam safely between over **150 stalls** and **free activities.**

The street fills with **food from around the world, local artisans, charities** and a buzzing **sustainability zone** promoting wheeling, cycling and cargo-bikes and more!



WHY IT MATTERS TO THE COMMUNITY

It is the day neighbours stop just passing through and **start talking to each other** in the middle of the road.

Families get a **full, memorable day out** together, with all children's activities **FREE** so **no one is left on the sidelines**.

Independent shops and cafés meet **new customers**, while schools, clubs and charities share what they do – strengthening the **“we look after each other”** feel of the area.



THE IMPACT AND MOMENTUM

In only a few years, the Fayre has grown into one of **West London's biggest street events** outside Notting Hill Carnival – and it keeps getting **busier** and **more talked-about**.

It is often the **best trading day of the year** for local businesses and a powerful showcase for WBR as a **thriving, creative high street**.

Residents tell us it is the day the road feels most like “home” – **safe, friendly, inclusive and alive with music, colour, good food and conversation**.



HOW IT'S FUNDED - AND THE GAP

Behind the scenes, **volunteers plan for months**, but professional logistics and infrastructure still cost around **£50,000** each year.

The Council's support is **hugely valued** but under increasing pressure, and stallholder fees alone cannot sustain an event of this size and quality.

Sponsorship is what keeps it **free, safe and ambitious** – turning a good street market into a **flagship community celebration**.

WHAT SPONSORS GET

You become part of the story residents tell about “our” high street and who **helped make this day possible**.

Your brand sits in the middle of a **warm, positive experience** – on banners, posters, social media and, most importantly, in **people's memories** of the day.

It is a chance to live your values: supporting local families, wellbeing, inclusivity and a greener, people-first future for this part of London.



BE INVOLVED

Be the **Main Event Sponsor** and stand shoulder-to-shoulder with WBRA and the council as **the name** behind this much-loved day.

Join as a **Partner Sponsor** or **Supporter** to bring a specific experience to life – the Skate Park, Kids’ area, Maypole, Picnic Spaces and more – so people say **“this is here because of you”**.



Or work with us to **create a bespoke zone** that reflects your brand personality while adding something genuinely special to the street.



Chelsea Foundation Zone 2023

NEXT STEPS

We’d love to explore how you could help keep this **joyful, free community day** alive and growing – and how we can make **your support really visible** and **meaningful** on the road.



WBR

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Bridge Road
Association

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