Moving the middle

November 2026

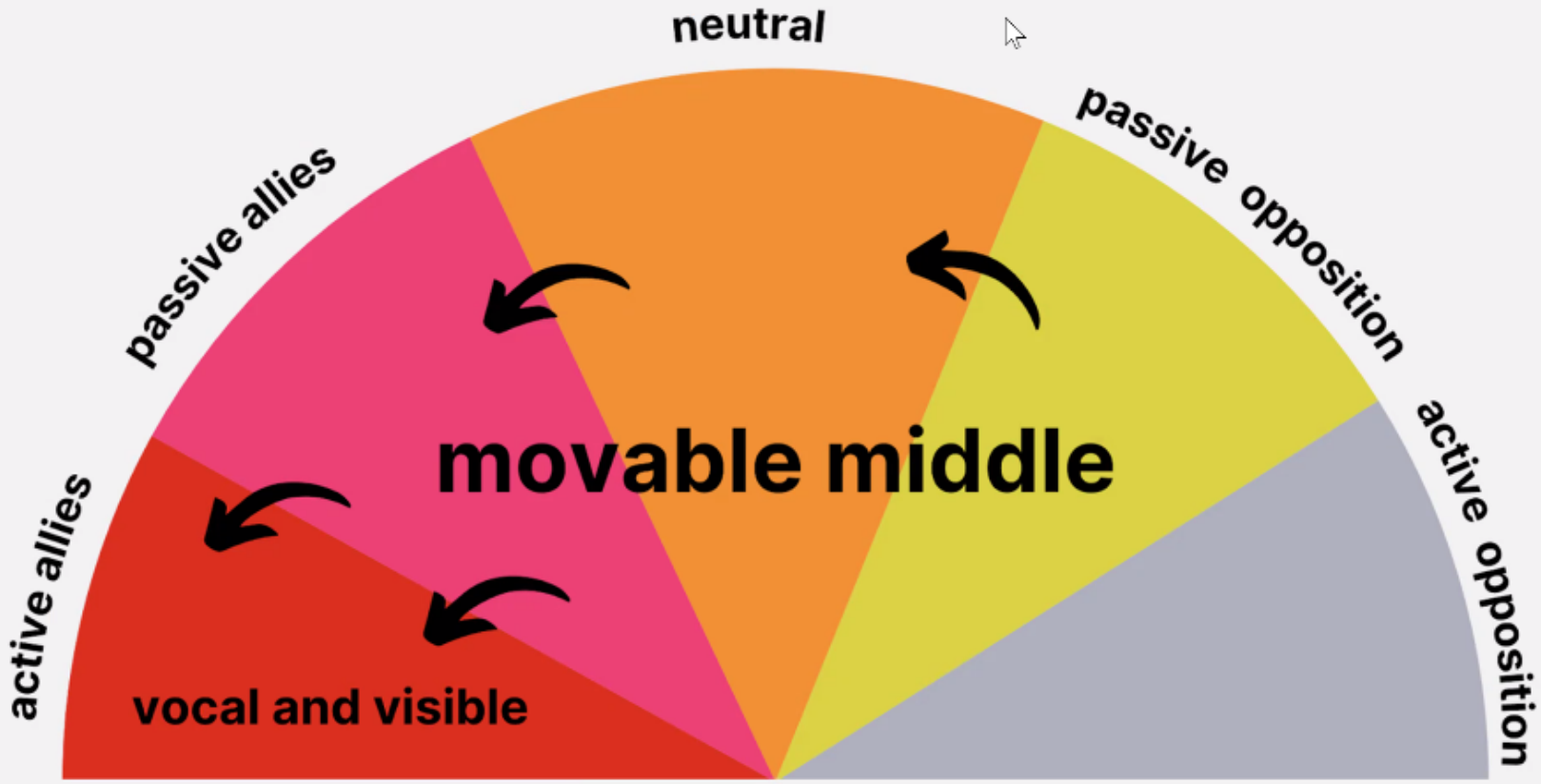
Workshop

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Planning Tools

Spectrum of allies

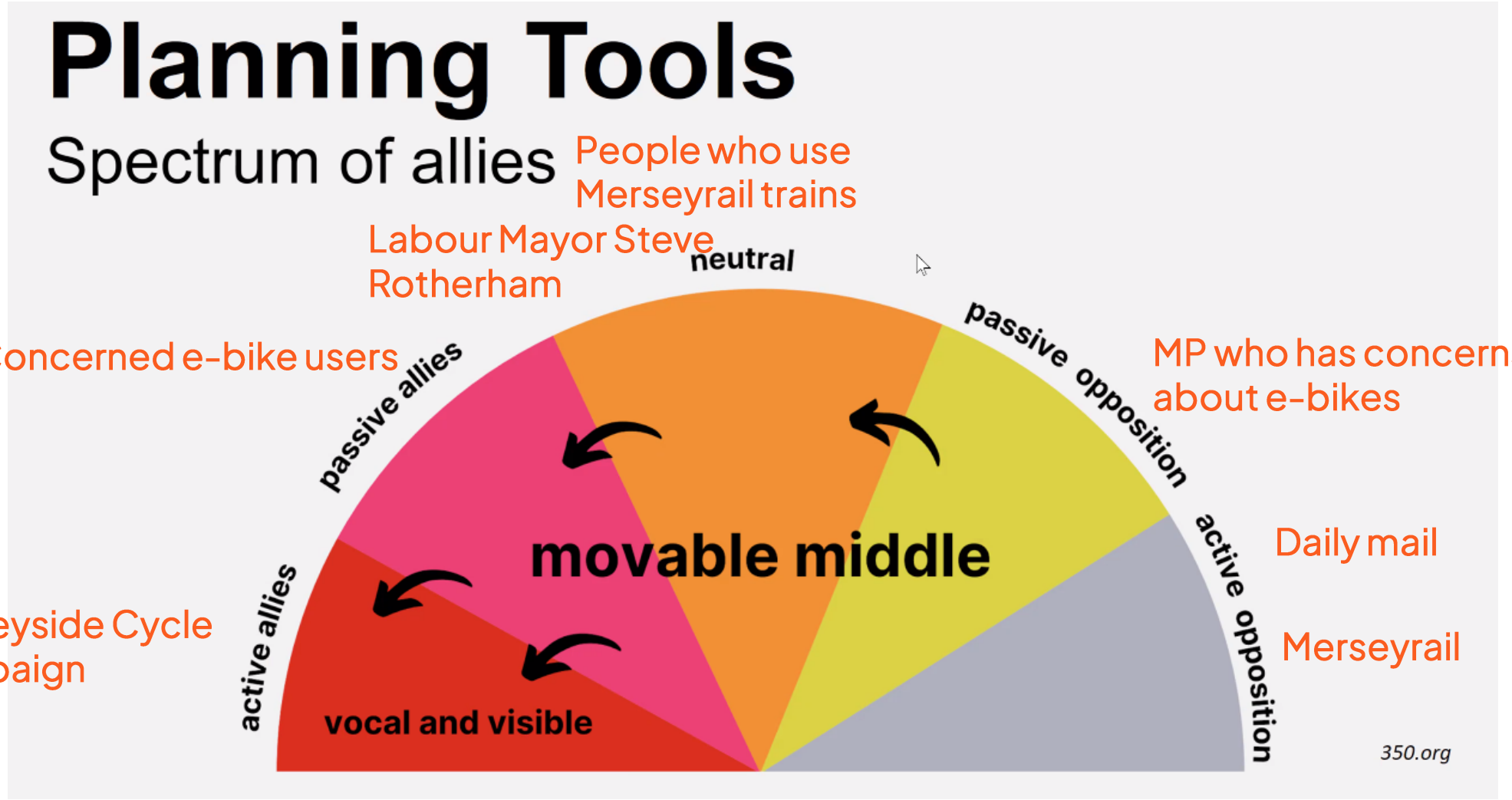


Spectrum of allies

In between "us," *our organization, base, or drivers of a campaign*, and "them," *our campaign target or political opponent* – we can identify individuals, groups, and constituencies across levels of support:

- **Active Support** – those who agree with us *and* are taking action alongside us
- **Passive Support** – those who agree with us, but aren't doing anything about it (yet!)
- **Neutral** – those who aren't sure, don't care, and/or are uninformed
- **Passive Opposition** – those who disagree with us, but aren't doing anything to stop us
- **Active Opposition** – those who disagree with us *and* taking action against us

Example: Merseyfail campaign



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Exercise – 15 min

- Groups of 3 - 4
- **E.g Your cycling group that wants the local authority to build a cycle route between a hospital and the town centre**
- Identify individuals and groups on each wedge of the spectrum
- How will you engage them? E.g how could you move someone from passive to active support?
- How could you isolate the active opposition or demobilise them?
- *If you have another idea e.g a national campaign or local issue – go for it!*

Thank you

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Ride with us