

HANDOUT: Analysing the Levers of Power: The Bristol Bus Boycott

The Bristol Bus Boycott

1. What change did the leaders of the Bristol Bus Boycott want to make?

2. What strategies did the leaders of the Bristol Bus Boycott use in order to make the change happen?

3. Which powerful people or organizations ("levers of power") did the leaders attempt to influence? How?

4. Which strategies led to the most success? Which failed?

Directions: Describe a strategy that the leaders of the Bristol Bus Boycott used that addresses the levers of power listed below. If you don't think that the leaders used one or more of the levers, write "N/A" next to it.

Lever of Power	Strategy
Government (National, Local)	
Nonprofit Organisations/Charities	
Industry	
Traditional Media	
Social Media/Internet	
Schools and Education	
Influential Individuals (authors, lecturers, professional athletes, etc.)	

