

Activity weighting	Customer weighting										Target Markets									
	Parish Councils	Schools	City Council Departments	NHS	University's	Health Centres	Housing Associations	Income Generated	Stigs and Lines	Drainage Maintenance		Mechanical Sweeping	Gritting/Road Salting	Welding & Fabrication	Nuisance Vehicles	Retail Public lco Cleaning	Advertising canyens, Loo	Tarmac/Road surfacing	Driver CPC Training	EH Emf Link-Cleaning
Public Bodies	5	1	4	0	0	1	3	1	3	3	1	1	1	3	0	0	0	0	0	0
Oxfordshire County Council																				
Oxfordshire District Councils																				
Parish Councils	2	4	3	0	0	3	3	3	3	2	2	1	1	0	0	0	0	0	0	0
NHS	4	4	3	3	3	4	4	4	4	4	4	4	4	4	3	2	2	2	2	2
City Council Departments	3	5	5	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
City Residents	3	0	2	1	0	3	4	5	4	3	5	0	0	0	3	1	0	2	4	0
City Council Employees	3	0	3	0	4	4	5	4	5	4	5	4	4	0	2	0	1	2	0	1
Health Centres	2	5	0	3	3	3	2	1	3	2	1	3	0	2	3	1	3	0	1	1
Dentists	1	3	0	1	3	3	2	1	3	2	1	3	0	0	3	1	2	0	1	4
Private Landlords	2	3	0	3	3	4	4	2	1	4	1	1	0	2	0	0	2	0	4	4
Letting Agency's	4	3	0	4	3	4	4	1	4	1	4	1	0	2	0	2	0	0	4	3
Unipart	2	1	0	3	1	0	1	0	4	1	4	4	0	0	0	0	2	0	0	4
BMW	3	1	0	3	1	0	1	0	4	1	4	4	0	0	0	0	2	0	0	4
Contractors to the City Council	3	3	4	3	4	2	3	0	2	1	1	1	1	1	0	0	0	1	3	0
Contractors to other Public Bodies	4	5	5	3	3	4	4	1	2	1	1	1	1	1	0	0	0	1	3	0
Schools	4	5	3	3	3	4	4	1	4	4	3	4	3	4	3	2	3	2	3	0
Housing Associations	4	3	3	3	1	4	4	3	2	4	2	1	1	1	4	1	0	3	2	0
University's	4	5	3	3	1	4	4	2	4	4	3	3	2	2	3	1	0	3	3	1
		53	41	46	32	43	55	28	43	57	39	43	27	28	24	14	37	31	19	
Very High Desirability	5																			
High Desirability	4																			
Medium Desirability	3																			
Low Desirability	2																			
Very Low Desirability	1																			
No Desirability	0																			
<b>NEW BUSINESS POTENTIAL</b>																				
Target Activity																				
High Rating																				
Trade Waste	L	H	M	H	H	M	M	L	L	L	L	L	L	L	L	L	L	L	L	L
Asbestos Testing	L	L	L	M	M	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L
Signs and Lines	M	L	L	M	M	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L
Drainage	L	L	L	M	M	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L
Medium to High Rating																				
Vehicle Services	L	H	L	M	M	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L
Technical Services	M	L	L	M	M	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L
Property Maintenance	L	M	L	H	M	M	M	H	L	L	L	L	L	L	L	L	L	L	L	L
Road Gritting/Salting	L	L	L	L	H	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L
Low to Medium Rating																				
purple infill on matrix																				
Low rating																				
Red infill on matrix																				
<b>POWERS TO TRADE</b>																				
1 SI LA (Goods & Services Act) 1970																				
2 SS Local Gov Act 2003																				
3 Specific Legislation																				

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