

SINNIO

ASSESSMENT SUMMARY

Independent Strategic Assessment: Marketing Supporting a Town-Centre Destination

An anonymised executive summary demonstrating Sinnio's assessment methodology. Full assessments include detailed strategic analysis, evidence review and executive recommendations.

Sinnio

Independent Strategic Marketing & Communications Consultancy
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Context

A public sector organisation sought an independent view of the marketing and communications supporting a town-centre destination, following a period of declining visits and increased scrutiny from local businesses and stakeholders. The assessment examined the strategic rationale behind a substantial programme of promotional activity, and the evidence connecting that activity to visits, trade and customer behaviour.

Approach

The assessment followed Sinnio's standard methodology: scoping with stakeholders; review of strategies, campaign materials and performance data; structured listening with the organisation and destination stakeholders; analysis against Government Communication Service and Local Government Association frameworks; and reporting through an evidence-led findings structure.

Findings at a glance

DOMAIN	SUMMARY FINDING
Communications delivery	Strength. A broad, committed programme of campaigns, events, digital content and partnerships was clearly evidenced.
Strategic rationale	Opportunity. Objectives, audience segmentation and desired behavioural outcomes were not visible in the evidence reviewed; making the strategic thinking explicit would strengthen confidence and focus.
Customer insight	Opportunity. Explanations for changing visitor numbers were plausible but not yet grounded in customer research or behavioural analysis.
Outputs vs outcomes	Opportunity. Evidence demonstrated activity delivered; evidence of behavioural and commercial impact was less visible. A reporting framework presenting both was recommended.
Partnership working	Strength. Willing partners and engaged local businesses provided a strong foundation for a shared approach to promoting the destination.

Methodology

VISION	What we are trying to achieve
INSIGHT	Understanding people first
OBJECTIVES	What should change, measurably
STRATEGY	The choices that connect it
COMMUNICATIONS	Designed around the audience
BEHAVIOUR	From awareness to action
EVALUATION	Evidence of what worked
CONTINUOUS IMPROVEMENT	Each cycle sharper than the last

Headline recommendations

- Develop an integrated place marketing strategy connecting vision, audiences, behavioural objectives and evaluation.
- Invest in customer insight before the next campaign cycle: who visits, who does not, and why.
- Design campaigns around specific customer behaviours, with baselines captured in advance.
- Adopt a reporting framework presenting outputs alongside behavioural and commercial outcomes.
- Build capability through practical workshops involving the organisation, local businesses and partners.

The assessment's findings did not question commitment or effort. They addressed the connection between effort and evidence, which is where sustainable improvement begins.

About full assessments

This summary is illustrative and anonymised. Full assessments typically include detailed strategic analysis, an evidence review, stakeholder listening, workshop facilitation and prioritised executive recommendations. Complete assessment reports are available to discuss on request.

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