



MANCHESTER ACCOMODATION BUSINESS IMPROVEMENT DISTRICT LIMITED

BOARD MEETING HELD ON 31st JULY 2023, 15:00 – 17:00

CITYCO'S OFFICES, LLOYD HOUSE, 18-22 LLOYD STREET, MANCHESTER M2 5WA

Present:

Annie Brown (Chair) – Hampton by Hilton Manchester Northern Quarter

Kumar Mishra – The Edwardian Manchester

Sophie Atalay – Staycity Aparthotels Manchester

Spencer Aldred – Edyn Group

Sheona Southern – Marketing Manchester

Vaughan Allen – Cityco Manchester

Becca Heron – Manchester City Council

Adrian Ellis (observer) – Manchester Hoteliers Association

Bernie Vaudrey (observer) – Salford City Council

In Attendance

Rachel Kettle – Manchester ABID

Nick Brooks-Sykes – Marketing Manchester

Sally Little – Growth Company, Group Finance Director

Apologies

Paul Simpson – Growth Company

1. Welcome, introductions and apologies

The Chair welcomed the Board to the second Board Meeting and highlighted the positive start and significant progress that the Accommodation BID had made in its initial 3 months, thanking everyone's hard work.

2. Minutes of the last meeting (21st April 2023) and actions

MABID012/23

The minutes were approved as an accurate record of the meeting.

All actions had been completed except for Action 8 (KPIs, Metrics and Research); a paper will be brought to the October Board meeting.

3. Non-Disclosure Agreement (NDA)

MABID013/23

An NDA was circulated and signed by all Board Directors. There may be occasions (particularly around events, commercials or future business) where use of the NDA may be necessary. Non-Disclosure flagged agenda items at all ABID Board meetings will be subject to the NDA.



4. ABID Manager Activity Update

MABID014/23

Under the Operating Agreement, Manchester City Council (MCC) can only provide the ABID with the number of properties who have paid and the total amount of income received on a monthly basis. Reminder letters had not been sent out due to MCC's ICT issues, but MCC are chasing non-payers with dedicated emails until this issue is resolved.

Booking.com had not yet provided feedback on how they could support the ABID once their new PR Agency was in place.

Action 11: RK to escalate to a more senior contact within booking.com and set up a meeting for Annie and Nick.

Action 12: An introduction to the new ABID Executive, Lara, to be included in next partner newsletter.

Action 13: RK to set up meetings with new General Managers who have come on board since the launch of the ABID.

A quarterly one-page progress report for owners and management was requested. The ABID is currently working on a dashboard with Ekosgen which will provide these insights.

Upcoming dates:

Next Board meeting will be held on 30 October from 3-5pm in Lemn Sissay, Lee House, 90 Great Bridgewater Street, Manchester M1 5JW.

5. Workstream Updates

Marketing

MABID015/23

Statistics for the summer marketing activity are showing a lower cost per click and a higher click through rate than the last comparative Marketing Manchester domestic campaign. A report will be produced once the full results are collated.

The necessity of highlighting the additionality of ABID campaigns to Marketing Manchester and CityCo 'business as usual' activity was stressed – this will be achieved via clearly demarcated KPIs.

Business & Events

MABID16/23

The Board were advised that the workstream meetings had been productive. Three of the large city centre venues had been invited to brief the working group on the key events they are targeting and suggest how the ABID can support them.

The proposed subvention assessment framework was presented and agreed.

Action 14: Subvention Assessment Framework to be updated.



Consumer Events

MABID17/23

An activity update was provided. The Pride activity will test the potential to expand the programme as part of a 3-year strategy to increase the length of stay during August.

The remaining 2023/24 activity are proposals at this stage and subject to further discussion and agreement within the workstream. New events in the current FY may not be possible given the short timescales but discussions are underway with event developers for new ideas for future years. Support for events must be assessed for impacts in a manner similar to the subvention framework for business events and demonstrate additional impact on overnight stays.

Any consumer events need to be promoted by the Marketing workstrand, with additional marketing resources made available from the events workstrand.

Action 15: RK to arrange a joint meeting for Marketing and Consumer Events working groups in September.

Action 16: Events Assessment Framework to be finalised and shared with Board ensuring that economic impact of proposed events can be assessed in a consistent manner.

City Welcome

MABID18/23

This workstream was confirmed to be on track and delivery was well underway. A further seven hotels have been recruited to the BCRP, which is GDPR compliant, bringing the total in the network to 35.

6. ABID Finance Update

MABID006/23

50 levy payers had paid £510,737.29 to date.

The Board accepted the latest budget forecast and cashflow. The need for recruiting a Finance Officer will continue to be monitored but given the change in the scale of work needed, the work may be undertaken instead by the GC Finance Team and recharged.

Action 17: SL to bring proposal for a recharge for the hours worked to the next Board meeting.

Based on the King's Counsel's advice to account for the VAT on the £1 levy, the Board recommends that the KC's report be shared with levy payers, with a covering note summarising the advice. It was agreed not to pursue this with HMRC due to the cost and long lead time.

Action 18: RK to share KC advice and covering note with levy payers.

The Chair asked whether provision had been made for adjustments to the STR rates.

Action 19: Ask MCC for 5-year STR projection.

7. AOB

Replacement for Large Serviced Apartment Representative

Sophie Atalay, the Large Serviced Apartment representative will be going on maternity leave in November so will be standing down from the Board after October's meeting. General Managers of eligible Large Serviced



Apartments to be approached regarding joining the Board. If there are multiple applicants, the Board will decide by vote.

Action 20: RK to contact the six eligible General Managers in due course.

Potential 'Write offs'

Two cases were raised for discussion with the Board in the understanding that they would set a precedent for future appeals.

Action 21: RK to inform MCC of the Board's decisions.