



**MANCHESTER ACCOMODATION BUSINESS IMPROVEMENT DISTRICT LIMITED**

**BOARD MEETING HELD ON 30<sup>th</sup> October 2023, 15:00 – 17:00**

**LEMN SISSAY MEETING ROOM, GROUND FLOOR, LEE HOUSE, 90 BRIDGEWATER ST, MANCHESTER  
M1 5JW**

**Present:**

Annie Brown (Chair) – Hampton by Hilton Manchester Northern Quarter  
Spencer Aldred – Edyn Group  
Vaughan Allen – CityCo Manchester  
Becca Heron – Manchester City Council  
Adrian Ellis (observer) – Manchester Hoteliers Association  
Amanda Maxwell (observer) – Salford City Council  
Paul Simpson – Growth Company  
Matt Townley FIH – Dakota Hotels

**In Attendance**

Rachel Kettle – Manchester ABID  
Nick Brooks-Sykes – Marketing Manchester  
Sally Little – Growth Company  
Lara Cannon Melchor – Manchester ABID

**Apologies**

Kumar Mishra – The Edwardian Manchester  
Sophie Atalay – Staycity Aparthotels Manchester  
Sheona Southern – Marketing Manchester

**1. Welcome, introductions and apologies**

The Chair welcomed the Board to the third Board Meeting. Amanda Maxwell, who is replacing Bernie Vaudrey in the observer role for Salford City Council, was introduced. As this was their last meeting, a note of thanks for all their hard work was offered to Sophie, Sheona, Bernie and Annie. It was announced that Nick Brooks-Sykes will be taking over from Sheona as Marketing Manchester representative.

**2. Minutes of the last meeting (31<sup>ST</sup> July 2023) and actions**

**MABID021/23**

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

Most of the actions had either been completed or were included in separate papers. Of those that are ongoing, the following updates were provided.

Action 11 (Booking.com ABID Support Feedback) - AE provided an update regarding Booking.com's decision that, from December, they would not charge commission on the city visitor charge.



**Action 23: Await written confirmation on Booking.com commission decision. NBS to arrange further meeting with Booking.com and include BH in the discussion.**

Action 13 (New GMs) - AE suggested that joint MHA and ABID meetings with new GMs should be arranged on an ongoing basis.

**Action 24: Joint MHA/ABID introduction meetings with new GMs to be arranged on an ongoing basis.**

Action 19 (STR Rates) - RK is in talks with STR to see whether they can provide projected occupancy rates for 2024.

**Action 25: Hierarchy of financial delegation to be reviewed by SL.**

### **3. ABID Manager Activity Update**

**MABID022/23**

The ABID Manager provided an update on activity in the last 3 months. At present there are only 3 outstanding payments from Q1, with a 95% recovery rate. RK has instructed MCC to raise statutory notice letters manually.

An update on the write off scenarios presented at the last meeting was provided.

At the time of writing the ABID Manager Activity Update paper, MCC were reporting 13 payments for Q2 and no disputes.

**Action 26: Retrospective of Year 1 ABID activity to be shared at Feb/March All Partner Event.**

**Action 27: LCM to circulate potential dates for January Board Meeting.**

**Action 28: Decision to be made on whether a March Board Meeting will still be necessary.**

**Action 29: Arrangements to be made for March All Partner Event.**

Upcoming dates:

- Mid-January 2024 – Board meeting (potential dates to be circulated shortly)
- 4th March 2024 - Board meeting scheduled, 3-5pm, CityCo Offices, 18-22 Lloyd Street, Manchester, M2 5WA
- March – All Partner update to present Business Plan for Year Two

### **4. Presentation from Neil Fairlamb: Events Commission**

Neil Fairlamb, Strategic Director of Neighbourhoods at MCC, took the Board through MCC's plans for the Events Commission and their projected available funds.

**Action 30: Arrangements to be made for MT to sit in on Events Commission meeting.**

**Action 31: Decide how budget combining could work between Consumer Events and BVE pots.**

**Action 32: Horizon scan work to be undertaken alongside the MCC Events Commission team.**



## 5. Workstream Updates

### Marketing

**MABID023/23**

SA talked the Board through the results of the summer marketing campaign. The positive results will now form the basis of further campaign plans which are currently ongoing.

**Action 33: Rachel Witkin to speak to Expedia to see whether they can provide actual figures on hotel searches and bookings which had increased by 19% and 24% respectively.**

**Action 34: Date to be arranged for Marketing meeting/presentation.**

### Business & Events

**MABID024/23**

To date, there have been eight subvention applications following the finalisation of the paperwork. We are working closely with venues such as Manchester Central to bring more bids in. The Manchester Convention Bureau are also busy working on seven further bids currently, along with a research project to help identify new opportunities for the pipeline. They are also working on the Ambassador's Launch Event taking place in November.

The next big project for the BVE Working Group will be arranging a qualified MICE (Meetings, Incentives, Conferences & Exhibitions) buyer trip in Q1 of Year 2. This will be further discussed at the next Working Group meeting on the 23<sup>rd</sup> of November.

### Consumer Events

**MABID025/23**

MT updated the Board on the success of the Pride pilot and shared that, going forward, the ambition is to expand this to become a Manchester Pride month.

VA emphasised that the 3-year strategy is very much in progress with a committed Pride month to cover August, a music month to tie in Beyond the Music and WOMEX in October etc. The hope is to have something large scale in 2025 that we can really work on and develop, alongside Seasonal campaigns which pull in existing activity with new work.

### City Welcome

**MABID026/23**

The group now has access to the electric vehicle which makes cleaning work much easier and means a lot more ad-hoc work is being completed such as hotel exit cleansing, graffiti removal etc. The security group meets twice monthly and is currently focused on an upward spike in car crime. VA is working on a letter to be sent to NCP in relation to this.

**Action 36: VA to draft a letter regarding car crime to be signed by hotel Board members which will then be sent to NCP.**

**Action 37: VA campaign documents regarding anti-social behaviour to be circulated for the ABID to sign.**

**Action 38: Incoming ABID Chair to meet with Jane Sharrocks and David Allinson from the Retail BID.**



## 6. ABID Finance Update

MABID027/23

SL gave a finance update, confirming that 71 Q1 payments had now been received. A verbal update was provided on the latest status of Q2 bills – 40 had been paid totalling approximately £500,000.

**Action 40: Reprofile how much money we will have over next few years.**

SL provided an update on Finance team hours spent on the ABID to date. This currently stands at a blended rate just under £5000. The Board agreed to a recharge rather than create a fulltime role.

## 7. KPIs, Metrics and Research

MABID028/23

RK took the Board through work to date by ekosgen and provided a visual example of a similar data dashboard they had created. The next steps include a scoping report from ekosgen and a follow up meeting between RK, NBS and ekosgen on the 7<sup>th</sup> of November.

Following discussions at previous meetings, plans for quarterly reports are in hand.

**Action 41: Board agreed for End of Year Report to be created and sent out at end of Year 1.**

## 8. Changes to ABID Board

MABID029/23

Victoria Curley, Head of Commercial at Roomzzz and Tracey Bishop, Regional Operations Manager for Manchester Premier Inn were selected for the positions of Large Serviced Apartment and Budget Representative respectively.

**Action 42: RK and PS to inform Budget and Large Serviced Apartment Representative nominees of outcome of Board vote.**

AB formally handed over to Paul Simpson who will take the position of Interim Chair.

**Action 43: PS to circulate ABID Board Chair job description along with deadline to apply to the 6 levy paying Board Members**

## 9. AOB:

MABID030/23

Thanks were given to Annie for her work as Board Chair.

January Board meeting dates to be circulated in due course.