



**MANCHESTER ACCOMMODATION BUSINESS IMPROVEMENT DISTRICT LIMITED**

**BOARD MEETING HELD ON 17<sup>th</sup> JANUARY 2024, 15:00 – 17:00**

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

**Present:**

Paul Simpson (Interim Chair) – Growth Company  
Kumar Mishra – The Edwardian Manchester  
Spencer Aldred – Edyn Group  
Vaughan Allen – CityCo Manchester  
Adrian Ellis (observer) – Manchester Hoteliers Association  
Amanda Maxwell (observer) – Salford City Council  
Matt Townley FIH – Dakota Hotels  
Nick Brooks-Sykes – Marketing Manchester  
Victoria Curley – Roomzzz  
Tracey Bishop – Premier Inn

**In Attendance**

Rachel Kettle – Manchester ABID  
Sally Little – Growth Company  
Lara Cannon Melchor – Manchester ABID

**Apologies**

Becca Heron – Manchester City Council

**1. Welcome, introductions and apologies**

The Interim Chair welcomed the Board to fourth Board Meeting and offered everyone a Happy New Year. A warm welcome was offered to Tracey Bishop, Victoria Curley and Nick Brooks-Sykes who join as Board Members and introductions were made round the table. PS announced Kumar Mishra is to become the new Board Chair following this meeting.

**2. Minutes of the last meeting (30<sup>th</sup> October 2023) and actions**

**MABID031/24**

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

The majority of actions arising from the October meeting had been completed but there were a number of long term actions which required further update.

Action 23 (Booking.com) – KM shared that he had received conflicting information suggesting that the waiving of commission was only applicable to independent properties and not larger groups.

**Action 43: KM to pick up commission issue with Ryan at Booking.com for clarification.**

Action 36 (Anti-Social Behaviour Letter) – VA explained that the proposed “Be Kind Campaign” had been postponed due to the ongoing protests. The campaign will be going out to customer facing businesses (accommodation providers included) to provide information on how GMP will help and support their staff.

**Action 44: A draft letter will be circulated for the Board to sign in mid-February.**



Action 37 (New Chair/Retail BID) – Now that the new Chair has been announced, a meeting with Jane Sharrocks and David Allinson from the Retail BID can be arranged.

**Action 45: Meeting to be arranged between KM, Jane Sharrocks and David Allinson.**

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

**MABID032/24**

RK took the Board through an update of activity in the last quarter starting with the good news that we had a 100% recovery rate for Q1 bills.

There were 20 outstanding bills from Q2 at the time of the meeting.

VA explained that the Manchester BID were moving to take control of their own bills to increase efficiency.

**Action 45: VA to share regulations regarding BID bills recovery process with SL.**

The ABID Manager took the Board through plans for a Leisure Visitor Survey which would hopefully pinpoint motivations for visitors to the city region in January – March and also what they thought the City Visitor Charge and whether this impacted their decision to come.

RK will be sharing the first iteration of the eksogen data dashboard at the March Board Meeting.

**Action 46: ekosgen dashboard to be presented to Board at March meeting.**

### **4. Workstream Updates**

RK took the Board through an update of each workstream.

#### Marketing

**MABID033/24**

Plans for the Winter Marketing Campaign had been shared and signed off, with plans to go live imminently. This will be a phased campaign with timings based on when individual markets are known to book travel e.g. GCC campaign going live in February. This campaign will be extremely trackable, with a focus on digital. The campaign also includes a number of very mutually beneficial partnerships with transport companies and also builds on the relationships forged with Sojern and Expedia during the Summer Campaign.

#### Business & Events

**MABID034/24**

The success of the relaunch of the Mbassador Programme was highlighted with 59 new ambassadors and 13 new enquiries.

It was noted that Manchester was able to be in attendance at PCMA thanks to ABID support, something which we haven't been able to attend since before COVID. There are also plans to attend Confex and SportAccord, depending on cost and availability.

Subvention is ongoing and applications are coming in in peaks and troughs.

The Board was informed about the planned MICE Buyers Fam Trip which is scheduled to take place in April. The trip aims to showcase the city-region to 20 VIPs over 3 days. The Board agreed that this is a fantastic opportunity and stressed the need to make this an amazing trip.

**Action 47: RK to discuss options for maximising BVE MICE Buyers Fam Trip with BVE Delivery Lead.**



**Action 48: Discussions to be held with ABID Press Team surrounding PR and corporate messaging to share with the City.**

Consumer Events

**MABID035/24**

RK was pleased to share with the Board the news that, following the success of its first year, Beyond the Music will be returning this year, again in October. There was lots of really positive feedback from the hotels which were involved with the RNCM hotel lobby activations. This feedback is driving plans for more tangible, visible activity within properties.

The group had acknowledged that a big January-March event in Year 1 was not going to be feasible, so the budget was focused more on extra city dressing for Chinese New Year.

City Welcome

**MABID036/24**

VA informed the Board that the host team is operating at full capacity now with a team of 10. The team are beginning to ask exit questions as visitors are heading back to the stations to understand what motivates people to come to Manchester.

In terms of engagement, the BCRP now has 60% ABID membership.

**5. ABID Finance Update**

**MABID037/24**

SL took the Board through a full payment status update. It was reiterated how phenomenal the 100% recovery rate for Q1 is. At the time of the meeting, there were 20 Q2 bills outstanding. It was noted that Q3 was slightly behind at this point of the quarter compared to Q1 and 2, but this is likely due to the Christmas period.

SL brought the financial delegation process to the Board, as requested at the last meeting. The entirety of this process is MABID specific and does not apply to our partners, Marketing Manchester and CityCo. All financial decisions come through this Board, with formal decisions going through PS as The Growth Company's Chief Financial Officer. There is a standard 2-person authorisation process for all outgoings up to a limit when there is 3-person authorisation.

SL explained that on the topic of revenue recognition, the accounts and questions had been sent over to RSM. A letter of engagement is to come to the Board when we receive it. RSM have agreed with our original plan to include revenue recognition in the accounts.

SL confirmed that Appendix 4 will be brought to each Board meeting.

**Action 49: SL to include Appendix 4 RE. reprofiling in each Finance Board paper.**

The Finance paper identifies two separate pots of underspend: workstream specific underspend (pot 1) and increased income and interest from unexpected recovery rates (pot 2). A decision was needed on what to do with these pots. The consensus amongst the Board was to ringfence pot 1 to the individual workstreams that the underspend relates to. In relation to pot 2, the Board decided at this time to keep it as a provision. It was noted that there will come a time when a formal process for deciding on when to use this pot is needed and this requires a separate discussion.

**Action 50: Discussion needed around formal process for using underspend provision.**



## 6. Year 2 Outline Plans

MABID038/24

NBS and VA shared brief outline plans for Year 2 activity reiterating that the budget for Year 2 is based on what is in the Business Plan and plans for future activity have largely been shaped by this. The Board were invited to send their feedback on the outline plans within the next month (by 16<sup>th</sup> Feb latest). More detailed plans based on this feedback will be presented at the March Board meeting.

**Action 51: Board to send feedback on Year 2 plans by mid-February.**

AE suggested that it could be helpful to get ABID properties' thoughts on plans going forward.

**Action 52: Final draft of Year 2 plans to be brought to March Board meeting.**

## 7. AOB:

MABID039/24

MT suggested that it may be worthwhile to prepare a satisfaction survey to go out to ABID properties.

**Action 54: Satisfaction survey to be created and sent out to all ABID properties at year end.**

PS closed the meeting by officially handing over to KM as the new Chair of the Board.

The next meeting will be on 4th March 2024, 3-5pm, CityCo Offices, 5th Floor, St Georges House, Peter St, Manchester, M2 3NQ.